

## **THE CHANGING TRENDS OF THE FOOD INDUSTRY** **IN KERALA**

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### **ABSTRACT**

Just like in any art form, trends in the food service industry are constantly shifting to reflect the ever changing interests and needs of people. Keeping up with these trends is highly important to restaurant owners, chefs, are really anyone working in the foodservice industry. The Indian food service industry is one of the most vividly growing markets that has seen an outstanding growth during the past decade and continues to expand rapidly during the forecast period. This is attributed to the changing demographics, increase in disposable income, rapid urbanization, and growth of online services. The Indian foodservice market is projected to grow at a rate of 10.3% during the forecast period (2018 -2023). Food industry of Kerala is also booming at a high rate so importance of this highly immense as it will help us in understanding the various changes under going in this industry.

Keywords: Tourism sector, Indian cuisines, Kerala cuisines

### **INTRODUCTION**

The food industry is a complex, global collective of diverse businesses that supplies most of the food consumed by the world's population. Restaurants have always played essential roles in business, social, intellectual and artistic life in a society. Indian cuisines are well known for the use of spices. The cuisine of Kerala is the result of centuries of cultural exchange between Kerala and various foreign powers, including mostly the Europeans, and the Arabs. The staple food of Kerala is rice; though culinary habits vary throughout the state. Restaurant Industry is interesting because it keeps changing, innovating and evolving. Food is already the largest retail consumption category in India, accounting for approximately 31% of the country's consumption basket, compared to 9% in the US, 17% in Brazil and 25% in China.

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## LITERATURE REVIEW

Binkley (2006) in his research titled “The effect of demographic, economic and nutrition factors on frequency of food away from home” has used a model explaining visits to table service and Ready-To-Eat restaurants that are estimated with nutrition variables added to standard demographic measures ,wherein nutrition factors have less impact on table service. However the frequency of consumers very conscious of nutrition factors is significantly very less to table service and Ready-To-Eat restaurants vis-à-vis others. Manchester and Clauson (1995) in their work titled “Spending for food away from home outpaces food at home” have analyzed how food expenditure has significantly increased on eating out. Nayga and Capps (1986- 1998) in their study titled “Determinants of food away from home consumption: An Update” identified several socio economic and demographic characteristics of individuals who have consumed food away from home using 1987-1988 national food consumption survey. The analysis was performed using logit analysis. The significant characteristics have been race, ethnicity, employment status, food stamp participation, seasonality, household size, age, income and frequency of consumption. Jackson and McDaniel (1985) in their research titled “Food shopping and preparation: psychographic differences of working wives and housewives” explores various psychographic characteristics exhibited by working wives as opposed to housewives in food shopping and food preparation by comparing responses of 246 working wives and 181 housewives to several food shopping and preparation related psychographic statements. Results have revealed that working wives have a greater dislike for food shopping and cooking and also exhibited a tendency to be less concerned with the impact of their food shopping and preparation activities on other family members vis-à-vis nonworking wives. Roberts and Wortzel (1979) in their study titled “New lifestyle determinants of women’s food shopping behavior” have used lifestyle variables as predictors of food shopping behavior. It has been concluded that women’s participation in the labor force have significantly focused attention on changing life-styles and consumption patterns.

Schroder and McEachern (2005) in their research titled “Ready-To-Eats and ethical consumer value: a focus on McDonald’s and KFC” aimed to investigate the effect of communicating corporate social responsibility (CSR) initiatives to young consumers in the UK on their fast-food purchasing with reference to McDonald’s and Kentucky Fried Chicken (KFC). They concluded by the authors that Ready-To-Eat has been perceived as convenient but unhealthy and therefore Ready-to-eat companies can no longer rely on convenience as USP unless the implications of same on consumers health is given equal importance. Lowell (2004) in his work “The food industry and its impact on increasing global obesity: A case study” has looked at the current crisis which is set to engulf both the developed and developing world using a variety of reliable sources like WHO (World health organization) and IOTF( International obesity task force). The author has plotted the global increase in obesity over the last two decades and points out the problems associated with childhood, adolescent and adult obesity with growing liking for Ready-To-Eat and snacking. The author has also pointed a finger at the food

industry particular the fast-food industry which over the few decades has perfected various marketing techniques which have been designed to make us eat more food (supersizing) and targeting more on schools and children.

### **National Restaurants and Hotel Association**

National restaurants association was founded in 1982 by L.C Nirula of nirula's, madan lamba of Volga, O.P Bahl of Khyber restaurant, R.D. Gora of Gazebo, A.S. Kamat of Kamat restaurants and other leading restaurateurs. It is headquartered at Delhi; they represent Independent and Chain Restaurant Owners and Operators in India. The association has a pan India presence with members comprising of restaurants, suppliers and educational institutes associated with it. They aspire to lead the Indian restaurant industry in its growth by promoting and strengthening the Indian food service sector. NRAI is governed by a committee of members and led by a President and Office Bearers. The committee consists of over 20 Restaurant CEOs/Owners representing various national and international brands from the Food and beverage sector. The association works closely with a network of State and City chapter partners in Mumbai, Gurgaon and Bangalore. NRAI has a pan India presence with approx 1200 members in 20 states comprising of restaurants, suppliers and educational institutes associated with it.

### **Benefit's of becoming a member of NRAI**

#### **Relief to members via litigation**

The association takes legal consultation from its legal counsel and litigates in matters affecting the restaurant industry where necessary. Recently, NRAI appealed in the court regarding wage increase in Delhi where stay has been granted by the High Court for members of the association. NRAI is also in the process of litigating in Copyright and MRP issues for bringing the required relief to its members.

#### **Training seminars**

NRAI is a Founder Member of Tourism and Hospitality Skill Council (national level organization under National Skill Development Corporation, with a government industry interface) and has been working on the type / content of skill courses, training partners and other important aspects for providing quality trained manpower for the restaurant industry in various job roles / levels.

#### **Networking events**

NRAI regularly holds free networking cocktails evenings and also partners with various relevant industry events where invitation are extended to all the members with great discounts for paid events. These meets allow members to network with the key decision-makers in the industry.

#### **Member listing on [www.nrai.org](http://www.nrai.org)**

NRAI members get to list themselves through the member login feature on [www.nrai.org](http://www.nrai.org) which allows all users to see their logo, company name and category. After logging in, NRAI members enjoy access to all the important information given on the website which may not be visible to non-members and are able to view, edit / update their profile submitted to the NRAI.

**NRAI india food services report 2016**

NRAI launches its research report once in three years called the NRAI India Food Services Report (NRAI IFSR). These reports are single, one stop, and credible source of information, trends, opportunities and challenges for the industry in India and address needs of all the industry stakeholders. NRAI IFSRs include results from in-depth interaction with a variety of companies, meetings with the CEO's consumer research that covers about 20 cities of India and trade research at restaurants. Members of the NRAI get great discounts on actual rate for buying these reports.

**Government liaison & representations**

Being the voice of the industry, NRAI makes representations and liaise with local, state and central Government Departments for resolving issues faced by the restaurant industry. These issues are compiled on the basis of feedback received from the state chapters and our members, associating with such a representative body give members a support network.

**Alerts**

NRAI sends out periodical circulars to the members that carry updates and information on the new government policies impacting the industry and other relevant areas. Also, a daily e-mailer 'NRAI Bytes' carrying relevant news & articles and a quarterly printed newsletter 'NRAI Restaurateur' is sent to keep our members updated with the industry and association news. NRAI Restaurateur is sent to all members, relevant educational institutions and high government officials.

**Kerala Hotel Restaurant and Association**

Established in 1964, the Kerala hotel and restaurant association (KHRA) is an apex organisation of Kerala hospitality industry. With its membership extending from major hotel groups, boutique hotels, heritage hotels, large, medium sized and smaller hotels, it represents the entire spectrum of the industry.

KHRA's executive committee is a potent combination of commitment of hotel owners on one hand and hard core professionalism of hotel managers on the other hand from industry veterans to up-and-coming hoteliers, the committee is charged with experience and fresh ideas in its determination to shape a bright future for the hotel industry of Kerala.

**OBJECTIVES OF STUDY****Primary Objective**

To know the changing trends of food industry in Kerala

**Secondary Objectives**

To know how globalization and increase in migrant population has affected the food industry.

To know the role of media in changing the trends of the food industry

To know the changes in the food industry due to change in lifestyle

To know what are the technological advancements in the food industry

## METHODOLOGY

The present study is explanatory in nature and both secondary and both secondary and primary data were collected used for the study. The population of the study is the hotel owners of various restaurants in Ernakulum, Kerala. The sample size was 20 restaurant owners. The sample method used random sampling.

**Primary data** - The primary data required for the study was collected from the individual owners of the restaurants. The modes of primary method are Questionnaire method and Interview method.

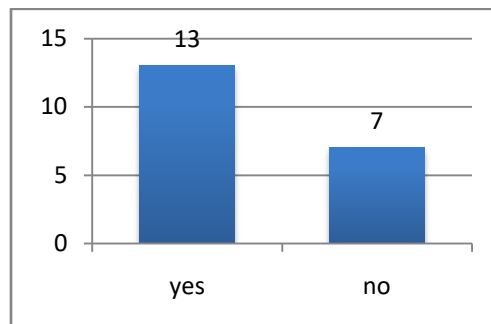
**Secondary data** - The secondary data sources for the study included online articles and other journals.

## ANALYSIS AND INTERPRETATIONS

### Objective 1: Globalization and increase in migrant population

#### 1. The opportunities that due to increase in migrant population

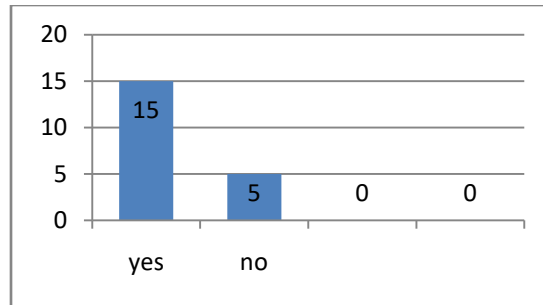
Increase in opportunities	Number of respondents	Percentage of respondents
Yes	13	65%
No	7	35%



INTERPRETATION: The above diagram shows that out of 20 respondents 65% of respondents think that more opportunities have emerged due to increase in migrant population and 35% of respondents do not think that there is increase due to this reason.

#### 2. A change in the menu due to increase in migrant population.

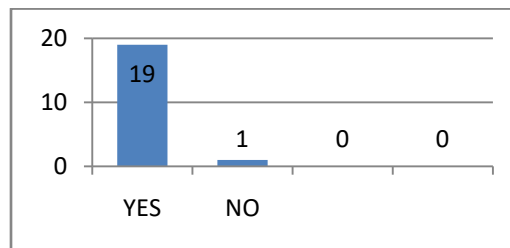
Change in menu	Number of respondents	Percentage of respondents
Yes	15	75%
No	5	25%



INTERPRETATION: The above diagram shows that 75% of the respondents think that there has been a change in the menu due to increase in the migrant population and 25% of the respondents do not think that menu has changed due to increase in the migrant population

### 3. Globalisation has led to introduction of new innovative dishes.

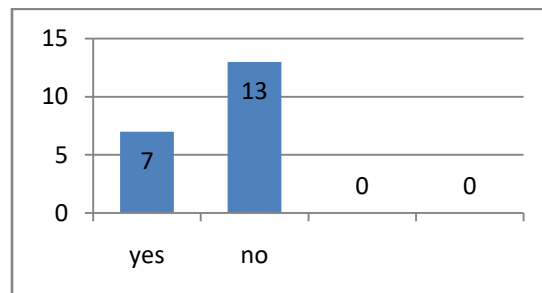
Innovative dishes	Number of respondents	Percentage of respondents
Yes	19	95%
No	1	5%



INTERPRETATION: The above diagram shows that 95% of the respondents think that globalisation has led to introduction of new dishes and 5% of the respondents do not think that globalisation has led to introduction of new dishes.

### 4. The population prefer traditional Kerala food over other cuisines

Preference over food	Number of respondents	Percentage of respondents
Yes	7	35 %
No	13	65 %

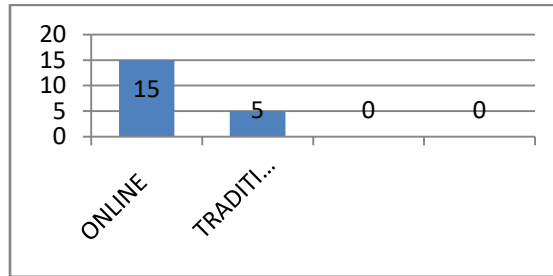


INTERPRETATION: The above diagram shows that 35% of the respondents prefer traditional food over other cuisines and 65% of the respondents prefer other cuisines over traditional Kerala cuisines.

**Objective 2: The role of media in changing the trends of the food industry**

1. The respondents prefer online advertisement or traditional mode of advertisement

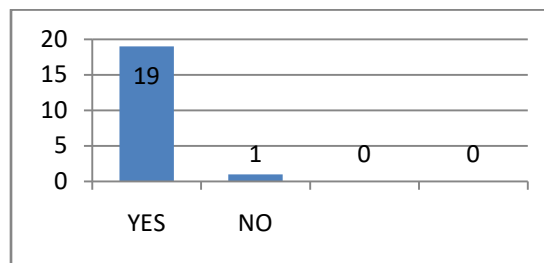
Mode of advertisement	Number of respondents	Percentage of respondents
Online	15	75 %
Traditional	5	25%



INTERPRETATION: The above diagram shows that 75% of the respondents prefer online mode of advertisement over traditional mode of advertisement and 25% of the respondents prefer traditional mode of advertisement over online advertisement.

2. Online advertisement has more prominent impact over the population.

Impact of online advertisement	Number of respondents	Percentage of respondents
Yes	19	95 %
No	1	5%



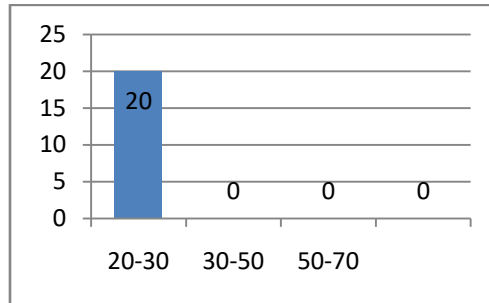
INTERPRETATION: The above diagram shows that 95% of the respondents think online mode of advertisement has a more prominent impact over traditional mode of advertisement and 5% of the respondents think traditional mode of advertisement more prominent impact over online advertisement.

**Objective 3: The changes in the food industry due to change in lifestyle**

1. Age group of people prefer new innovative cuisines

Age group	Number of respondents	Percentage of respondents
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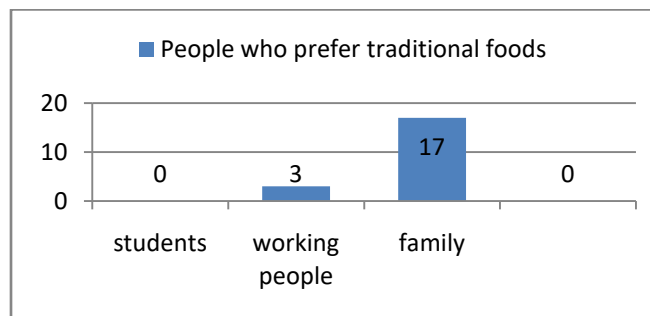
20-30	20	100%
30-50	0	0
50-70	0	0



INTERPRETATION: The above diagram shows that all the respondents feel that 20-30 is the age group that prefers new innovative cuisines.

## 2. Group of people prefer traditional food.

Preference on basis of age group	Number of respondents	Percentage of respondents
Student	0	0
Working people	3	15%
Family	17	85%

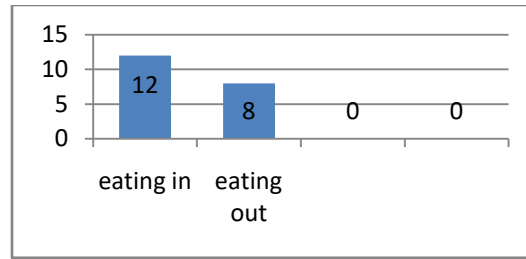


INTERPRETATION: The above diagram shows that 85% of the respondents feel that families prefer traditional food and 15% of the respondents feel that working people prefer traditional food.

## 3. People prefer eating in or taking out.

Mode of dining	No of respondents	% of respondents
Eating in	12	60 %
Take out	8	40%



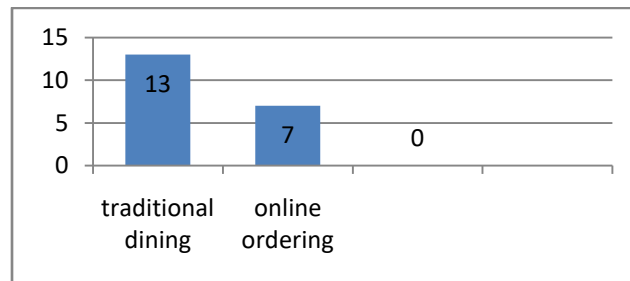


INTERPRETATION : The above data shows that 60 percent of the respondents prefer eating in over take outs and 40 percent of the respondents prefer taking out over eating in.

#### Objective 4: The technological advancements in the food industry

##### 1. Customers prefer traditional dining or online ordering?

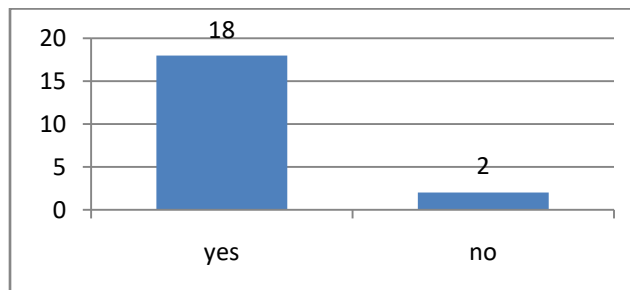
Customers preferences	No of respondents	% of respondents
Traditional dining	13	65%
Online ordering	7	35%



INTERPRETATION : The above data shows that 65% percent of the respondents prefer traditional dining and 35% percent of the respondents prefer ordering food online.

##### 2. Restaurants are listed on online food delivery apps

Listed n delivery apps	No of respondents	% of respondents
yes	18	90%
no	2	10%

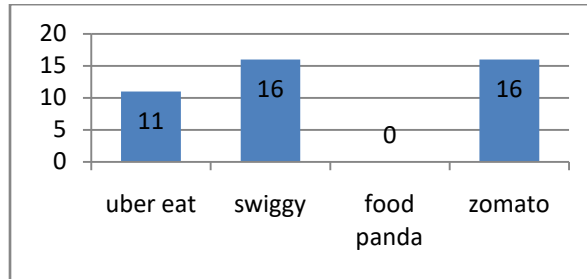


INTERPRETATION : The above data shows that 90 percent of the respondents are listed on online food delivery apps and only 10 percent of the respondents are not listed on any of these apps.

If yes;

Sample survey to know on which online food delivery are restaurants listed?

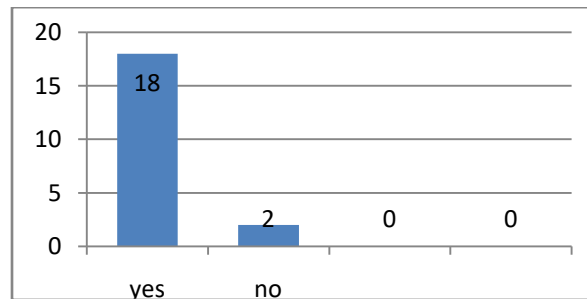
Delivery apps	No of respondents	% of respondents
Uber eats	11	26%
Swiggy	16	37%
Food panda	0	0
Zomato	16	37%



INTERPRETATION : The above data shows that 26 percent of the respondents are listed on uber eats, 37 percent of the respondents are listed on swiggy and 37 percent of the respondents are listed on zomato.

3. Sample survey to know if there has been a increase in sale due to this reason? Increase

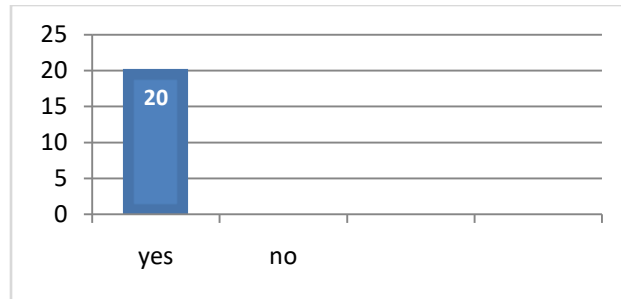
Increase in sale	No of respondents	% of respondents
Yes	18	90%
no	2	10%



INTERPRETATION : The above data shows that 90 percent of the respondents feel that there has been an increase in sale since they were listed on these apps and 10 percent of the respondents feel that there has been no change in sale.

4. The amount charged by these apps are high?

Charge rate	No of respondents	% of respondents
Yes	20	100%
no	0	0

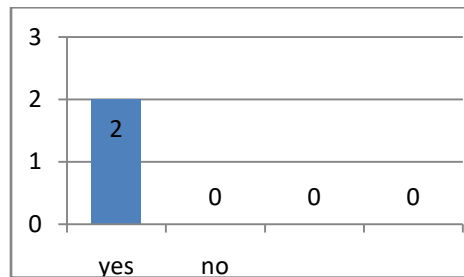


INTERPRETATION: The above data shows that 100 percent of the respondents feel that amount charged by online food delivery apps is very high.

If no;

Sample survey to know if respondents are planning to get listed on apps?

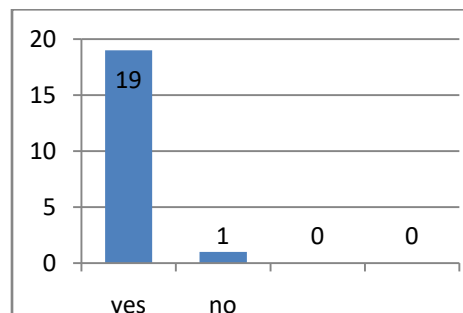
Listing on apps	No of respondents	% of respondents
Yes	2	100
no	0	0



INTERPRETATION: The above data shows that 100 percent of the remaining respondents feel they would like to get listed on online food delivery apps.

5. Sample survey to know if food industry has changed in the past few years?

Change in the industry	No of respondents	% of respondents
Yes	19	95%
No	1	5%



INTERPRETATION: The above data shows that 95 percent of the respondents feel that in the past few years the food industry has changed and 5% of the respondents feel there has not been any change.

## **FINDINGS AND SUGGESTIONS**

### **Findings**

1. Globalisation and migrant population has increased the opportunities of restaurants and expanded their business
2. There has been a direct influence of globalisation on the menus which has led to innovation of new dishes
3. People have started to prefer other cuisines over traditional Kerala cuisines
4. Restaurants are advertising online since they feel it has more prominent impact over the customers
5. 20 – 30 is the age group that prefers innovative dishes
6. Families prefer traditional food
7. People still prefer traditional dining in restaurants but take outs and online ordering is also increasing.
8. Almost all restaurants are listed on at two online food delivery apps
9. Restaurants prefer uber eats and zomato over other online food delivery apps
10. Online food delivery apps have increased the sale of restaurants
11. Small restaurants feel that their sale has immensely increased due to this reason
12. All restaurant owners are of the opinion that the commission charged by these apps is high
13. Those restaurants that are not listed yet on these apps are planning to get listed soon
14. Almost every respondent was of the opinion that the food industry has changed over last few years

### **Suggestions**

1. Because of Globalisation there should be increase in new and innovative dishes but at the same time we should not forget our traditional cuisines.
2. Restaurants should adopt more technologically advanced methods or tools.
3. The commission charged by online food delivery apps should be slightly reduced according to the sale of the restaurants.

### **Conclusion**

The study involved finding how much the food service industry has changed over the years. It is to be concluded that the food industry has had immense changes over the years. The restaurants are positively adopting new and innovative ideas to attract customers and increase their sales.

Globalisation has a major role revolutionizing the food service industry. It has a direct impact over the menu and innovations. Even though restaurants feel the commission charged by the restaurants is high they are listed on more than one online food delivery apps since their sale has increased. These apps are a boon to the small scale restaurants as they are getting fine recognition on basis of quality and taste of their food. These changes in the trends of food service industry have made it one of the fastest growing industries in India.

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