

Consumer's Insights and Expectations with Innovative Cookery: A Call for Future Recipes

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Abstract

The foodservice and hospitality industry has always been exemplified by advances that keep in step with and are often ahead of guest demands and the over-arching needs of a changing world. With environmental issues looming and the global population rising, it's more critical than ever for the food world to bring new ideas and innovations to serve to the guest. This paper aims to know the consumer insights along with their expectations from innovations in cookery. It would help the food producers and service providers to produce and serve in line with the preferences and expectations of consumers.

Key Words: Innovative cookery, recipes, food, hospitality, cooking

1. Introduction

Food is not only important for our daily energy needs and intake of nutrients but also for the satisfaction of taste, smell and texture alike features. Food has a major importance to our social life, for the joy of eating with family, friends and relatives. Eating habits are changing as exemplified by an increased consumption of precooked foods and more meals consumed outside home. Consequently, it is important to acquire knowledge of cooking in order to be able to prepare innovative dishes that are delicious and healthy. There are many dimensions to cooking. Cooking has traditionally been seen as a practical activity, like preparing food for eating by application or withdrawal of heat. An activity to share food with others is also the purpose of cooking. For a chef cooking is also a source of gratification. Cooking today is a heterogeneous mix of the fresh, the raw and the pre- prepared ingredients, the new and the traditional methods, the technological and the manual procedures.

New and improved food products are a vital part of the food industry. They offer the seller an opportunity to interest the buyer in something new and different. Increasing sales through the introduction of new and improved products is expensive. They require extensive promotional

campaigns and a high proportion of new product offerings do not succeed. That is they do not get the sales volume to pay their way and must be dropped from the market. Yet the introduction of new products in the food industry is believed to be essential to the industry. The goal of the food manufacturer and retailer in displaying new sizes, varieties, and packages of a food product is to stimulate impulse buying. The food industry is highly competitive and continually markets new and better food product items in order to keep their market position. The acceptance and rejection of new products by the retail food manager, the provision of storage and shelf space, the necessary instruction of sales personnel and product promotion all add to the final cost of food.

2. Objectives

Innovations in cooking are essential to create new recipes and introducing new dishes. What food professionals will do about it in the next decade and beyond has become vitally important. So, what does the future of food look like? How will menus and the food preferences on them be different? How will the emerging technologies effects in creating innovative recipes, how will the advance equipment and tools lend a hand in preparing new dishes, how will the food retail market adapt? How will we deal with changing consumer demands? Perhaps most important, what do we need to learn to be ready for the innovations to come in the professional food world? First objective of this study is to know the perceptions of consumers about the different factors responsible for decision making in the selection of food items. And second to identify the expectations of consumers in the form of their likings of meticulous characteristic within different factors responsible for decision making in the selection of food items. Identification of the considerate aspects of food preparation and significance for innovation in cooking, is the sub-objective of the study

3. Methodology

The study was descriptive and analytical, so a Survey method was used by using wells structured Questionnaire. Questionnaire was divided into two sections. First sections consist of Personal and Demographical details of respondents' while the second section consists of the research questions.

Data were collected from both Primary and Secondary sources. Primary data were collected from consumers. Secondary data were collected from different relevant websites, newspapers, magazines, and research articles.

Simple Random sampling was used for the study. Sample size was 220 for the study. The data collected for study was carefully validated and uploaded on SPSS software for analysis. Microsoft Excel was also used for analysis of the data.

4. Considerate aspects of cookery

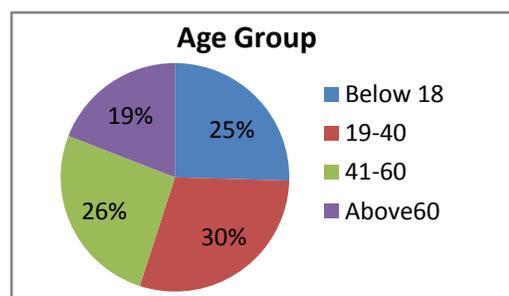
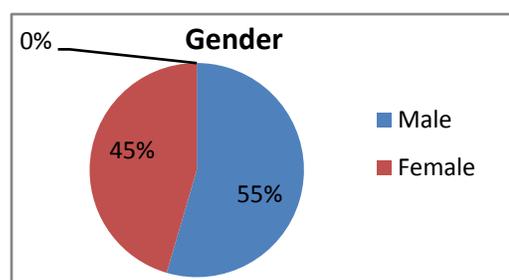
There are several aspects in concern with the food preparation and producing dishes. Understanding of these aspects is essential for the person, who is cooking food. Innovation required a lot of skills and knowledge. Cooking is a combination of art and science. Vision, imagination and creativity are as important for a chef as fundamental and technological concepts of science are required for producing a dish. Application of various technological concepts of science in food preparation includes microbiological aspects, composition, physical and chemical properties, use of heat and food evaluation techniques.

Nowadays people are very much aware and keen of different food items of international cuisine and latest technologies used in the food preparations. Today consumer's insights and expectations are not only based on basic features of food like taste, flavor, aroma, color, price etc. but also based on several distinguished features like cooking methods, base ingredients, healthfulness and impact of promotional activities etc. To fulfill the consumer's expectations, it is necessary to attempt innovative recipes, but before starting innovations it is essential to know the considerate aspects of cookery.

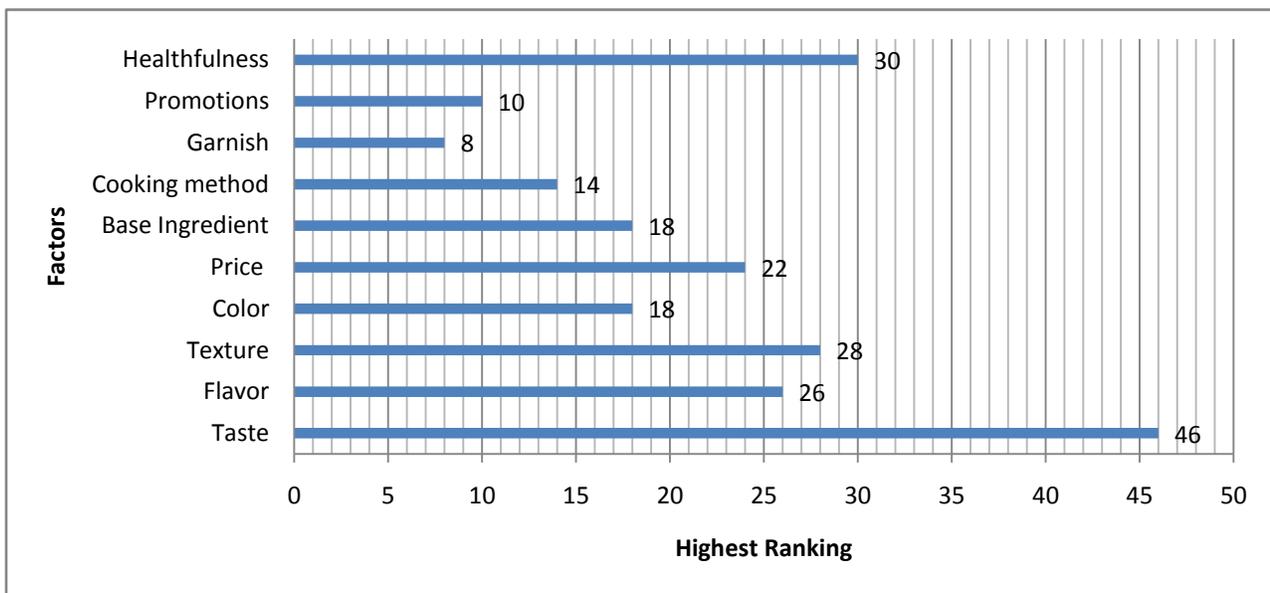
5. Data Analysis, Findings and Recommendations

A total of 220 sample were taken for the study, out of which 120 (55%) were male and 100 (45%) were Female.

220 Respondents were divided into four age groups, out of which 56(25%) were in below 18yrs age group, 65(30%) were in 19-40 yrs age group, 57 (26%) were in 41-60 yrs age group, 42 (19%) were in above 60 yrs age group.



Respondents were asked to give Ranking from 1-10 to ten basic features accountable for predilection in food choices. Bar chart based on responses explains that preferences vary from person to person in selection of food item, even though every feature is important; taste is the main feature in food selection. Maximum 46 out of 220 respondents give highest ranking to taste. Second most affecting factor for the food preferences is the healthfulness characteristic of food. 30 respondents give highest ranking to healthfulness. Texture, flavor and price have the medium influences. Promotions and garnish of food have least influence on food selection criterion with 10 and 8 respondents respectively.

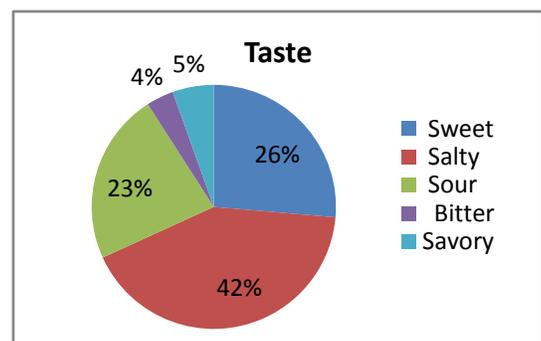


Most acknowledged components of these ten features were further examined and assessed through the same respondents.

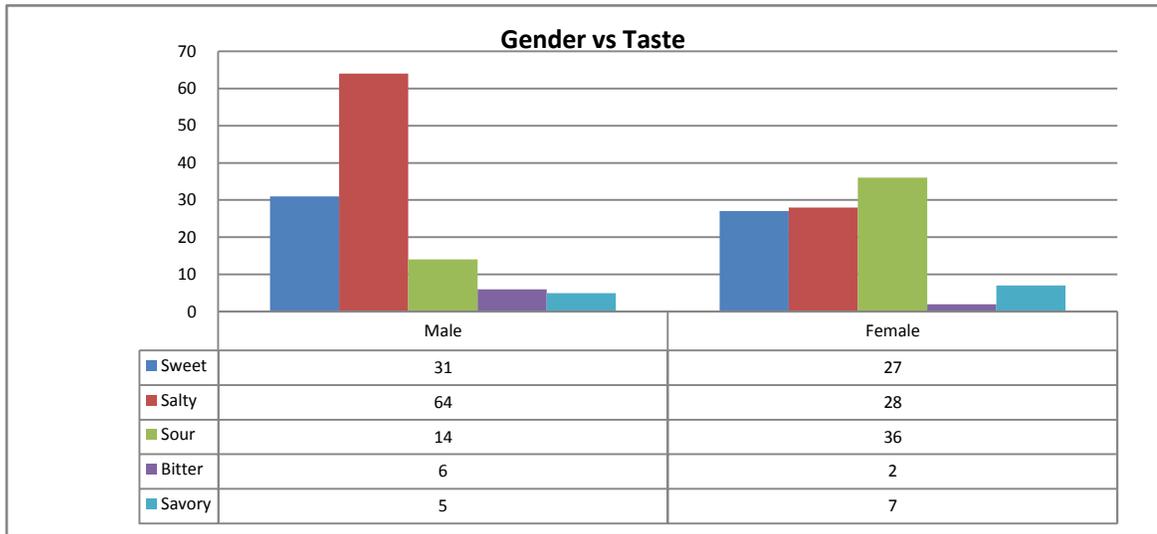
1. Taste is of the prime importance in all the foods.

Taste buds are specialized to detect a particular taste sensation. There are five fundamental taste sensations generally accepted as sweet, salty, sour, savory and bitter. PieChart based on the responses shows that the maximum of 44% respondents likes Salty taste foods. This means innovative dish

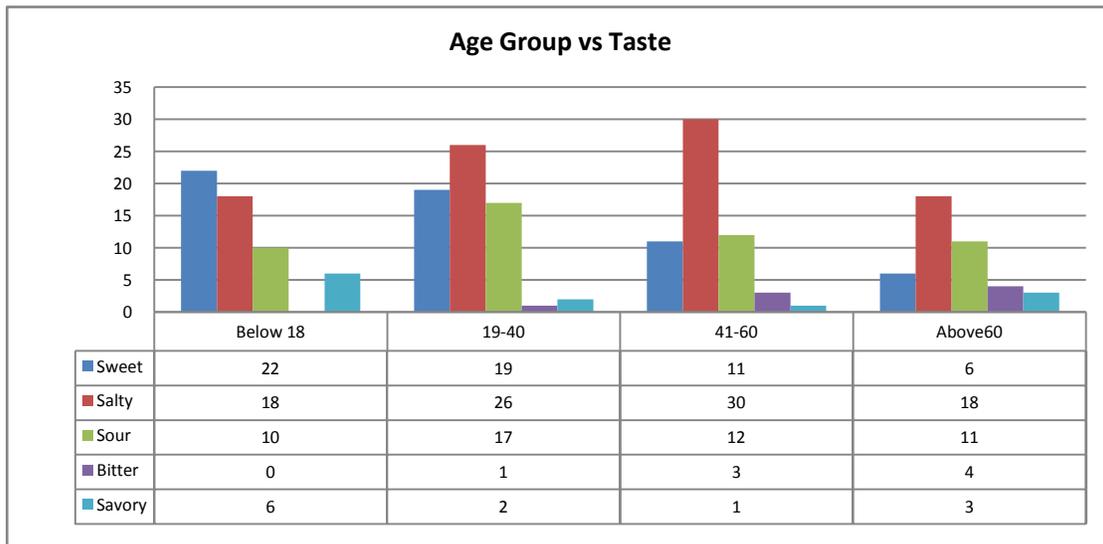
of salty taste will be accepted by the maximum number of persons.



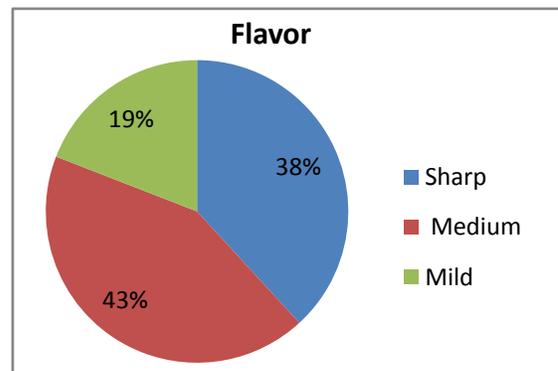
Most influencing factor taste was further analyzed with gender and age groups. Analysis of taste with gender shows that most favorite taste for males is salty while for females it is sour.



Analysis of taste with age group shows that the most favorite taste for below 18 yrs it is sweet, while in other age groups it is salty.

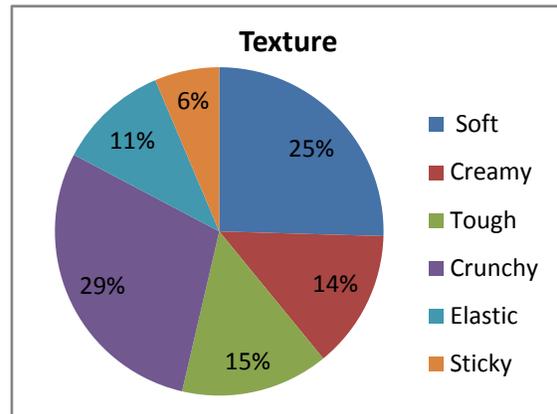


2. Cooking improves the palatability and so as with the flavor. Flavor is the quality produced by the sensation of taste and smell in combined effect. Although there are a number of flavors available, broadly these can be divided into three categories sharp, medium and mild.



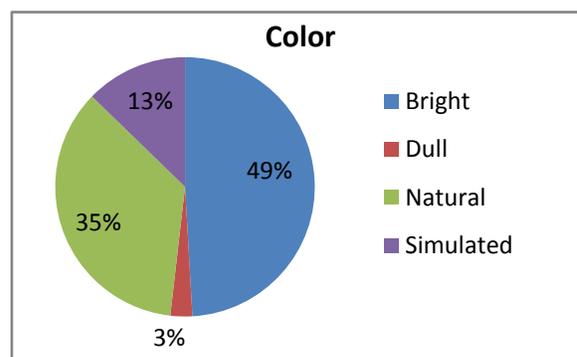
Pie Chart based on the responses shows that the maximum of 43% respondents likes medium flavored foods. This means innovative dish of medium flavor will be accepted by the maximum number of persons. Though sharp flavor is also influencing for 38% of respondents, mild flavor also have considerable impact on the choices i.e. 19%.

3. Texture of food is an important factor affecting its general acceptance. Both objectionable and desirable texture qualities in any food depend, to a large degree, on the nature and proportions of the ingredients, the time and temperature of processing, the manipulation of the basic ingredients, and the time allowed



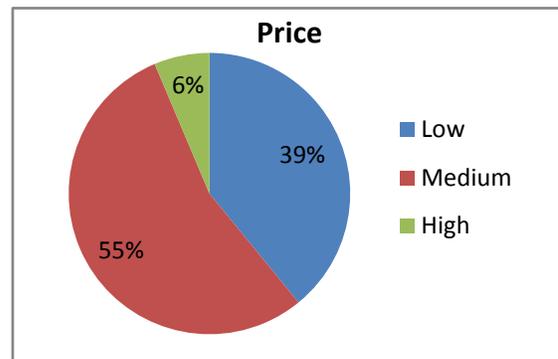
for the setting of the product. Texture includes such qualities as toughness, elasticity, stickiness, crispness or crunchiness, softness, creamy quality. Pie Chart based on the responses shows that the maximum of 29% respondents likes crunchy texture. This means innovative dish or the food with crispness quality will be accepted by the maximum number of persons. Soft texture is also influencing for 25% of respondents. Tough, creamy and elastic textures have medium impact on choices with 15%, 14% and 11% respectively. Sticky texture has least impact on choice with only 6% of responses.

4. The color of food is highly imperative in its appeal. Each food has a distinctive color by which it is identified and evaluated. It is also an important factor in judging the quality of food. Pie Chart based on the responses shows that the maximum of 49% respondents likes bright colored food. This means

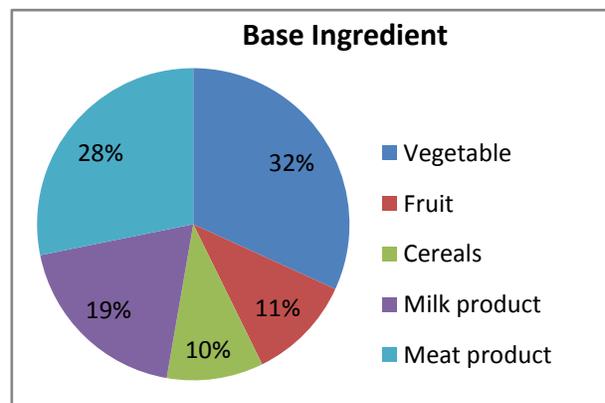


innovative dish or the food with bright colors will be accepted by the maximum number of persons. Natural color of food is also influencing for 35% of respondents. Simulated color in food is accepted by only 13% respondents. Dull colored foods have least impact on choice with only 3% of responses.

5. Although increased consumer spending has resulted in many more food items, rising food cost in the last few years have led to a more cost-conscious consumer. The variety of food items is limitless. The most significant factor influencing the consumer's cost of food has been increasing demand for new food. Pie Chart based on the responses shows that 55% respondents choose medium priced food. This means innovative dish or the food with justified pricing will be accepted by the maximum number of persons. Low priced food is also influencing for 39% of respondents. High priced foods have least impact on choice with only 6% of responses.



6. The base ingredient of a dish is of prime concern for the consumer's psychological satisfaction. The preparation of nutritious and appealing food that will be enjoyed by all who eat it is no small achievement. High quality food is not only satisfying to the appetite and to the esthetic sense; it also

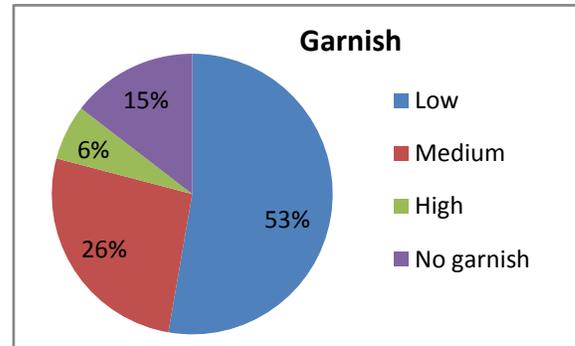


plays an important role in good health and psychological satisfaction. Pie Chart based on the responses shows that 32% of respondents like vegetable as a base ingredient and 28% likes Meat products as a base ingredient. This means innovative dishes based on vegetable or meat products will be accepted by the maximum number of persons. Milk products as base ingredient are also influencing for 19% of respondents. Fruit and cereals have medium impact as base product on choices with 11%, and 10% respectively.

7. The characteristic desired in the finished product determine the method of cooking. Cooking media include air, water, steam, fat and combination of these. Although there are several cooking methods, frying, roasting, grilling, steaming, boiling and baking are commonly used. Pie Chart based on the responses shows that 35% respondents choose roasted and grilled foods. This means innovative dish or the food cooked by roasting or

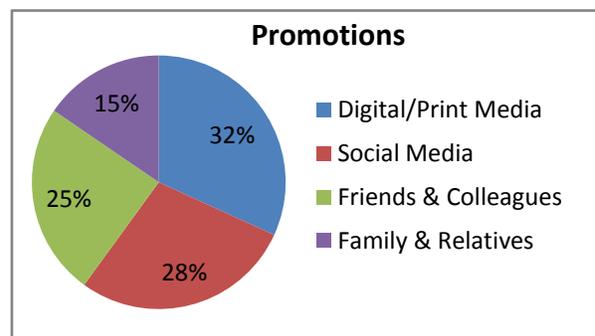
grilling methods will be accepted by the maximum number of persons. Other cooking methods also have sufficient fractions in consumer’s food selection options.

8. Not only the food is well prepared to be palatable, it must also be served with an eye to its appearance. No matter how simple it is, there should be something special about every food served. A garnish effect can lift the dish out of the realm of the ordinary and make it a special creation. The magic



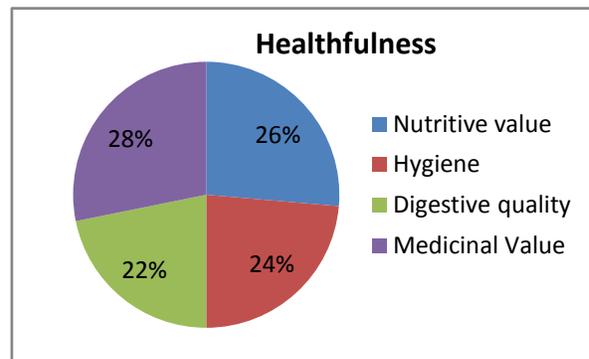
ingredient in food preparation is imagination, which is the ability to feel how others will feel about the food product involved. Pie Chart based on the responses shows that 53% respondents choose food with low or minimum garnish. This means innovative dish or the food with low garnish will be accepted by the maximum number of persons. Medium garnished food is also influencing for 26% of respondents. An interesting outcome of this chart shows that 15% of respondents like dishes without garnishing. Highlygarnished foods have least impact on choice with only 6% of responses.

9. Promotional activities are imperative facet in developing consumer interest for a product. Awareness of new food product is very important in selection. There are several ways through which a consumer may get attracted. Pie Chart based on the responses shows that there



are alike influences of promotions through digital/print media, social media and friends and colleagues references. Digital/print media is most influencing factor with 32% respondents. This means innovative dish or the food promoted on digital/print media will be accepted by the maximum number of persons. Influences from family and relatives on food choices have least impact with only 15% of responses.

10. The purpose of eating food is to supply the body with all the essential nutrients that are needed for optimal health. A wide variety of wholesome foods in the diet on a daily basis is necessary to achieve this goal. Nutritive quality, hygiene, digestive quality and medicinal value of dishes are the core aspects of selecting right food. Pie Chart based on the responses shows that there are almost comparable influences of these aspects on food choices. Medicinal value of food is the most considering factor with 28% respondents and influences of digestive quality on food choices have least impact with 22% of responses. It means that all healthfulness aspects are important and should be considered while preparing an innovative dish or food.



Conclusion

Numerous multifaceted and interacting drivers are involved in cooking, which are often associated to exact consumer segments and situation dependent actions. The travel and migration impact has led to a broad raise in assortment and intricacy of foods available and expected. The number of people roaming has amplified in recent years. Increased travel means increased attentiveness and acquaintance about diverse food culture. Identifying key trends in innovation and future growth opportunities is important to provide new imminent on innovations and developments in cooking. Consumer's demand for healthy and indulgent food products creates new growth opportunities and commercial pressures. Faith and precision have become more important particularly in accounting for taste and health claims of new foods, their ethical and environmental credentials and their provenance. In health, legislation affecting claims and product safety are changing, meaning functional ingredients will be subject to augmented analysis.

Growing consumer trialing and recognition of new and exotic food is stimulating demand for indulgent food products. Those innovative foods which offer new taste and flavors as well as attainable and substantial health benefits are likely to accomplish the chief growth. The enthusiasm for food that can get a hold on health benefits to the extensive number of consumers

looking for wellness remains high and will remain strong as the population ages. Withstanding the push towards innovative food, there are opportunities for food producers taking a more scientific-based route. Development of proprietary ingredients and improved delivery systems offer better bioavailability or taste sensations alike key areas of expansion for the future foods. Identify and anticipate the key innovation trends and new product opportunities in food preparation are the need of the hour.

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