

AN ANALYSIS OF THE CONSUMERS PREFERENCES OF AWADHI FOOD CONSUMPTION WITH SPECIAL REFERENCE TO LUCKNOW CITY

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ABSTRACT

The study was focussing on the consumers preferences in the selection of Awadhi food dishes. The findings of the study revealed that out of 5 mentioned kebabs, galawati kebabs are more preferred by the consumers and they mostly prefer kebabs with rumali roti. Another question was asked on the most preferred vegetarian and non-vegetarian dish and findings revealed that in non-vegetarian dish, consumers mostly like Awadhi style biryani and in vegetarian main course dish consumers mostly prefer Awadhi style Paneer dish and they prefer main course dishes with rumali roti. Last question were asked on the most preferred sweet dish and findings revealed that consumers of Lucknow city mostly prefer shahi tukda.

Keywords: Consumers, Awadhi Food, Preferences, Lucknow.

Introduction

The historical region of Awadh, often spelled Avadh and referred to as Oudh, is located in northern India and is currently a part of the Uttar Pradesh state in India (Parveen, 2002). Awadh is noted for its rich alluvial soils and is located in the densely populated centre of the Indo-Gangetic Plain (Rattan et al., 2021). Awadh was named after Ayodhya, the ancient kingdom of Kosala's capital, which was closely contiguous with modern-day Awadh (Qidwai, 1995). Under the Mughal emperor Akbar in the 16th century, it was established as one of the twelve original subahs (top-level imperial provinces) (Sharma et al., 2021). Around 1722, it changed its status to a hereditary tributary polity, with Faizabad as its initial capital and Saadat Ali Khan as its first Subadar Nawab and the founder of an Awadhi dynasty of Nawabs (often styled Nawab Wazir al-Mamalik) (Roy, 2009). Lucknow, the former British Resident station and current capital of Uttar Pradesh, is the traditional capital of Awadh (Singh & Jafri, 2011). The Nawabs of Awadh loved poetry, music, and all things beautiful. The Awadhi cuisine that foodies all across the country adore is the result of their appreciation for finer things, which also permeated their cuisine.

The Northern Indian area of Awadh is the origin of Awadhi cuisine (Saxena, 2010). Lucknow's cuisine includes both vegetarian and non-vegetarian meals, with culinary styles resembling those of Central Asia, the Middle East, and Northern India (Ghosh, 2022). Mughal culinary methods have had a significant impact on the Awadh region (Mahmud, 2019), and the cuisine of Lucknow is similar to that of Central Asia, Kashmir, Punjab, and Hyderabad (Sen, 2004). The city is renowned for its Nawabi cuisine as well. The Nawabs of Awadh, who supported the Awadhi cuisine, gave it its particular flavour (Ghosh, 2011). The first Nawab, Burhan-ul-Mulk Saadat Khan, was of Persian descent (Srivastava, 1939). As a result, under the Nawabs, Persian cultural practises were integrated into courtly culture. There was no

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exception in the gastronomic culture. A delicious fusion of Mughal, Persian, and regional flavours was created in the royal kitchens of the Nawabs (Westrip, 1981). The precise blending of spices utilised in Awadhi cuisine is its most defining characteristic. Awadhi food is sometimes mistaken for Mughlai food. Although Mughal cuisine has been heavily influenced by Awadhi cooking, there are still significant variations between the two. One of the most significant distinctions between Mughlai and Awadhi cuisine is that the former is distinguished by a zealous use of spices, nuts, milk, and cream, whereas the later is renowned for its subtle and delicate flavours and refined use of spices (Indian Culture, 2022).

In Awadhi cuisine, spices play a significant role. The Awadhi cuisine was developed around a thoughtful and harmonious spice blending, as was previously indicated (Mangalassary, 2016). The Awadhi cooks used spices that are typically used in Indian cuisine, including peppercorn, cinnamon, cloves, bay leaf, cardamom, mace, and nutmeg. According to legend, royal cooks' families created and highly guarded family recipes, which were then passed down from one generation to the next. Even today, many Awadhi cuisine establishments in old Lucknow, whose proprietors have been in this business for several generations, boast of exclusive family recipes that set their meals apart from the competition. There are vegetarian and non-vegetarian meals in Awadhi cuisine. Kebabs, biryani, korma, and nihari are some of the most well-known foods from Awadh region. Kebabs are often constructed with ground meat or vegetables that have been tied into discs or cylindrical shapes. The most well-liked non-vegetarian kebabs include seekh, kakori, shami, galawti, and boti (Kaushik, 2020). Kathal, arbi, matar, and rajma galawti kebabs are vegetarian options. Rotis or breads, such as rumali, tandoori, naan, kulcha, sheermal, and baqarkhani, are typically served with kebabs (Husain, 2022).

Review of Literature

- **Concept of Traditional Food**

Renna et al. (2015) in their study mentioned that traditional food products are the end result of traditional production methods, gastronomic traditions, and culinary customs that reflect the identity and culture of particular geographic regions and territorial dimensions. Galli (2018) in the research paper described that the "traditional" element of TFPs can be viewed as a food trait that can either be connected to traditional specialties and production methods or connected to a particular geographical dimension. Consumers cannot assess the "traditional" element of TFPs before or after purchase because it is a "credibility attribute," unless they have labels or signage highlighting this as a quality feature. Local cuisine is an essential element of a place's characteristics, enhancing the variety of attractions and the overall tourist experience (Brokaj, 2014). Local food is not formally defined or commonly accepted. Local food is defined as food that is produced or processed locally, as well as locally produced specialised food that has a local identity (Autio et al., 2013). Cohen and Avieli (2004) in their study mentioned that tourists' willingness to eat regional cuisine depends in large part on their level of familiarity with the local food supply. The traveller may be able to select foods based on their tastes and choices after they are aware of the numerous dishes that are served in the location (Bardhi et al., 2010).

- **Consumers Preferences of Awadhi Food**

Food in Lucknow, the "City of Nawabs", is a sensory experience that every foodie deserves. The Kebabs, Biryani, Nihari, and sweets of the city are profoundly ingrained in its history and now characterise its culinary culture (Shastri, 2015). The city's essence and the food go hand in hand, and neither would be complete without the other. The opulent Kebabs are without a doubt one of the city's most fascinating dishes (Mutti, 2008). Beyond Uttar Pradesh, Tunday-ke-kebabs are well known for their "melt in the mouth" quality and soft texture (The Hindustan Times, 2020). It is said that the meat is blended with more than 160 spices before being turned into a paste and fried (The Tribune, 2003). The distinctive Roomali-roti, which because of its paper-thin texture literally means "handkerchief bread," pairs best with Kebabs (Srivastava, 2018). Boti-kebabs are another local favourite in addition to galawti. Mutton, chicken, or lamb pieces are skewered and cooked over charcoal flames after being marinated in yoghurt, ginger, garlic, chillies, and other secret spices. As they simmer, they become incredibly delicate and smokey in flavour. There are also many regional variations, such as Kakori, Shammi, and Seekh kebabs (Krai & Sen, 2015).

The traditional favourite Biryani is served as the main entrée in Lucknowi cuisine. The local favourites include Idris ki Biryani from the Chowk market or Awadhi-Biryani from Wahid's Biryani (Karmakar, 2017). Long-grained rice and succulent morsels of marinated mutton or chicken are used to make this exquisite dish. Both are prepared in the Dum method by first being cooked separately for a while, then being piled together. The Kulche-nihari, another distinctive dish from Lucknow, is best enjoyed at Rahim's in the Chowk market (Lucknow Pulse, 2015). The majority of people believe that this

is essential to any Lucknawi food trip. Traditional Indian spices are applied to tender chunks of beef before being slow-braised for the entire night. The beef in this stew is so delicate that it's nearly impossible to serve it without the meat coming off the bone. Some seasoned diners even prefer the stew to be thick and homogeneous before the meat is added. Then it is enjoyed with kulchas or warm tandoori bread.

Lucknow epitomises the sweet taste that the Nawabs were known for. In addition to putting a lot of sugar in their tea, Lucknow's residents are proud of their wide selection of delicacies. The Shahi-tukda dessert, or bread pudding, made with toasted bread, condensed milk, sugar syrup, and dry fruits sprinkled on top, captures the spirit of the city in a bite. This milky, creamy dessert epitomises luxury (Caleidoscope, 2022). It is accessible in both Lucknow's Chowk market and Aminabad. The Makhana-malai or Nimish is another dessert that is unique to Lucknow in general and the Lucknow winters in particular (Vikhral Cucina, 2021). A dish of the well-known Faluda-kulfi, especially from the Prakash Kulfi House in Aminabad, is called for on hot summer evenings. Traditional Indian ice cream known as kulfi is produced by slowly simmering whole milk with the addition of various spices and herbs including rose water, saffron, and pistachio. Thin vermicelli noodles, which aid in palate cleansing, are served to compliment this. Without the famed Malai-paan or Balai-ki-gilori from the 1800s, a Lucknawi supper is incomplete! This unique Paan uses Malai as a cover for the ingredients instead of the usual betel leaf frequently seen in the rest of the country (Mathur, 2019).

Research Gap and Formulation of Problem

Numerous researches have been found on the historical aspect of Awadhi cuisine. There were number of researches conducted about Awadhi cuisine as a main product for tourists destination visit to Lucknow. Numerous researches have been found associating consumer awareness about the Awadhi dishes but none of the research have been found analysing the consumers preferences of the authentic Awadhi dishes and none of the study have been found analysing consumer preferences of the Awadhi dishes with special reference to the consumer of Lucknow city. Thus, to fill the above gap, the present research is conducted with the title "An analysis of the consumers preferences of Awadhi food consumption with special reference to Lucknow city".

Objectives of the Research

- To analyse the consumers preferences of Awadhi food in Lucknow city.
- To suggest measures to professionals of Awadhi food to enhance the quality of their products and services.

Research Methodology

The data for the present research were collected from consumers of Awadhi food of Lucknow city in the month of September 2022. Data was collected with the use of structured questionnaire and respondents submitted their response through online platform Google Forms. Respondents were asked closed-ended questions related to their demographic profile and their preferences related to various authentic dishes of Awadhi food and one open-ended question was framed to take recommendation from consumers to improve food and service standards of outlets serving Awadhi food. There were two sections in the structured questionnaire. The first section included questions on demographic profile of consumers. The second section consisted the questions on the preferences of consumers amongst various authentic Awadhi dishes. The multiple choice questions were asked from the respondents to indicate their most preferred dishes. The primary sources of data collection was structured questionnaire and secondary sources of information were Government reports, national and international journals, published research articles, theses, books, websites, magazines, newspapers, etc.

Analysis and Findings

- **Demographic profile of the respondents**

Table 1: Demographic Characteristics of Respondents

Variables		(%)
Gender	Male	74.7
	Female	25.3
Age	18-30 years	58.7
	31-40 years	20
	41-50 years	16
	51-60 years	4

	Above 60 years	1.3
Marital Status	Single	57.3
	Married	41.3
	Preferred not to say	1.3
Educational Qualifications	Undergraduate	24
	Graduate	20
	Postgraduate	40
	Doctorate	12
	Others	4
Occupation	Students	38.7
	Government Job	30.7
	Private Job	24
	Business	5.3
	Others	1.3
Annual Income	Not earning	36
	Up to 3 Lakhs	13.3
	3-6 Lakhs	13.3
	6-10 Lakhs	24
	More than 10 Lakhs	13.3

Convenience sampling was used to collect data from respondents. Questionnaire was distributed to 200 respondents using online platform Google form out of which 150 had filled the questionnaire. Demographic profile of respondents on the parameters gender, age, marital status, educational qualification, occupation and annual income has been shown in table no. 1.

- **Analysis of the Consumers Preferences of the Awadhi Food Consumption**

Table 2: Analysis of the consumers preferences of the Awadhi Food Consumption

Variables		(%)
Average spending per month on Awadhi food	Less than 1000	44
	1-3 Thousand	34.7
	3-6 Thousand	10.7
	6-10 Thousand	6.7
	More Than 10 thousand	4
Which type of restaurant/food outlet you normally prefer?	Casual dining restaurant	60
	Fine dining restaurant	20
	Dhaba	13.3
	Others	6.7
Would you recommend Awadhi food to other people?	Yes	89.3
	No	2.7
	May be	8
In non-vegetarian dishes, which base dishes you like the most?	Chicken Based	50.7
	Mutton Based	34.7
	Fish Based	5.3
	Others	9.3
Out of the following Awadhi kebab delicacies which one you like the most?	Seekh Kebab	24
	Galawati Kebab	50.7
	Shami Kebab	6.7
	Kakori Kebab	10.7
	Boti Kebab	8
Out of the following Awadhi breads you normally prefer with kebabs?	Ulte tawe ke Paratha	34.7
	Sheermal	18.7
	Rumali Roti	41.3
	Warqi Paratha	5.3

Out of the following Awadhi main course non-vegetarian dishes which one you like the most?	Awadhi Chicken	18.7
	Kundan Kaliya	5.3
	Mutton/Chicken Korma	14.7
	Nihari	22.7
	Pasanday	2.7
	Biryani (Chicken/Mutton)	36
Which of the following Awadhi traditional breads you normally prefer with Curry dishes?	Ulte tawe ka Paratha	28
	Sheermal	8
	Rumali Roti	42
	Khameeri Roti	18.7
	Warqi Paratha	2.7
Which of the following Awadhi vegetarian dishes you normally prefer?	Nimona	18.7
	Navratan Korma	18.7
	Awadhi Paneer(Paneer do Pyaza)	44
	Sultani Daal	9.3
	Gobhi Mussallam	9.3
Which of the following sweet dishes from Awadh region you like the most?	Makhan Malai (Nimish)	22.7
	Shahi Tukda	36
	Kulfi Falooda	21.3
	Malai Ki Gilori	16
	Nawabi Zafrani Kheer	4

Table 2 is indicating the analysis of the consumers preferences of the Awadhi Food Consumption. From table no. 2, it can be analysed that 44% of the respondents of the Lucknow city spend less than 1000 per month on authentic Awadhi food, 34.7% 1 to 3 thousand, 10.7% 3-6 thousand, 6.7 % 6-10 thousand and 4 % of the respondents spends more than 10 thousand per month on authentic Awadhi food consumption. 60 % of the consumers normally prefer casual dining Awadhi food restaurants, 20% prefer fine dining restaurants, 13.3 % prefers Dhaba and 6.7% of the respondents prefers other type of food outlets for enjoying Awadhi food. 89.3% of the respondents mentioned that they will recommend Awadhi food to other people, 2.7% will not recommend whereas 8% of the respondents are not sure for recommending the Awadhi food to other people. 50.7% of the respondents prefers chicken based dishes in Awadhi Non-vegetarian, 34.7% likes mutton based dishes, 5.3% likes fish based and 9.3% of the respondents likes other meat based dishes in Awadhi food consumption. 24% of the respondents mentioned that in kebab preparation, they normally prefer seekh kebab, 50.7% prefers galawati kebab, 6.7% shami kebab, 10.7% kakori kebab and 8% of the respondents prefers boti kebab. 34.7% of the respondents mentioned that they prefer ulte tawe ka paratha with kebabs, 18.7% prefers sheermal, 41.3% prefers rumali roti and 5.3% of the respondents prefers warqi paratha with kebab preparations. In the question about preferences about non-vegetarian dishes, 18.7% mentioned that they like Awadhi Chicken, 5.3% Kundan Kaliya, 14.7% Mutton/Chicken Korma, 22.7% prefers Nihari and 36% of the respondents prefers Mutton/Chicken biryani in their main course Awadhi dishes. 28% of the respondents prefers ulte tawe ka paratha with main course dish, 8% prefers sheermal, 42% prefers rumali roti, 18.7% prefers khameeri roti and 2.7% of the respondents prefers warqi paratha with main course dishes. 18.7% of the respondents mentioned that they prefer Nimona as a main course vegetarian dish, 18.7% prefers navratan korma, 44% prefers Awadhi style paneer dish, 9.3% prefers sultani daal and 9.3% of the respondents prefers gobhi mussallam as vegetarian main course dish. 22.7% of the respondents mentioned that in sweet dishes they like the makhan malai most, 36% Shahi tukda, 21.3% kulfi falooda, 16% Malai ki gilori and 4% of the respondents likes nawabi zafrani kheer in sweet course.

- **Suggestions to the Professionals of Awadhi Food to Enhance the Quality of their Products and Services**
 - Mostly food outlets in Lucknow serve authentic non-vegetarian food but people also prefer vegetarian dishes. Thus, outlets serving authentic Awadhi food must include authentic vegetarian dishes also in their menu.

- Proper standards of hygiene must be maintained in the food service area as well as in the kitchen section.
- In fine-dining restaurants employees must be professionally trained.
- There should not be long waiting time for the service of the food.
- Customers complaints must be acknowledged and responded immediately.

Conclusion

The study was focussing on the consumers preferences in the selection of Awadhi food dishes. The findings of the study revealed that out of 5 mentioned kebabs, galawati kebabs are more preferred by the consumers and they mostly prefer kebabs with rumali roti. Another question was asked on the most preferred vegetarian and non-vegetarian dish and findings revealed that in non-vegetarian dish, consumers mostly like Awadhi style biryani and in vegetarian main course dish consumers mostly prefer Awadhi style Paneer dish and they prefer main course dishes with rumali roti. Last question were asked on the most preferred sweet dish and findings revealed that consumers of Lucknow city mostly prefer shahi tukda.

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