

Impact of Fusion foods over South Indian Dishes- A Case Study of Dosa Plaza at Amity University Gurgaon, Haryana, India

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Abstract: The paper explores the food preference on the basis of fusion and authentic food at 'Dosa Plaza', Amity University, Gurgaon, Haryana. Objectives of the study are to evaluate the preference of food on the basis of authenticity and to analyze the impact of fusion food over South Indian dishes. The study requires both secondary and primary data. Secondary data could be gleaned from past research papers and primary data could be collected from the respondents by the closed ended questionnaire. The findings reveal that the students, employees and visitors those who visited Dosa Plaza have really enjoyed the food.

IndexTerms - Food authenticity, Food outlet, Dosa Plaza, South Indian cuisine

I. INTRODUCTION

Dosa plaza is a chain of fast food restaurants specializing in serving of South Indian cuisine. It was founded by Prem Ganapathy in 1997. Dosa plaza operates 72 outlets in India, New Zealand, Oman and UAE. As south Indian food is very popular amongst Indian as well as international guests, hence the cuisine is very popular in all the way. The specialty of Dosa Plaza is not only in serving of authentic South Indian dishes but it also offer a wide variety of fusion dosas like American Dosa, Italian Dosa, Chinese Dosa and many more. This paper is aimed to explore the level of authenticity that has been change with this style of fusion dishes. Authenticity of food depends upon many factors like taste, texture, flavor, portion, presentation, a compliments & garnishes local ingredients, hygiene, method of cooking and so on.

Food choices can be include ethnic cuisines, fusion cuisines and contemporary cuisines, with a variety of factors determining these choices (Okwachi S.W., Miricho M, Maranga V, 2017) Quality of food is also determine by a number of elements such as taste, presentation, quality service, ambience of restaurant and many more are consider as pre-dining quality that is directly proportional to authenticity of food served (Peštek, A., & Činjarević, M. 2014). Whereas some authors also find that Food choice of a consumer are also determined by a variety of factors such as culture, climate geography and genetics, leading to emergence of regional cuisines (Jain, A., Rakhi, N. K., & Bagler, G. 2015). Sean Beer in his study explore that authentic food is on demand by Consumers are increasing day by day, on the other hand authentic food can create problems, as the definitions of authenticity are often complex and conflicting (Beer, S. 2008). Furthermore, studies related to this have also noted that a skew attempts for the need to gain to the total authentication process and the role played by various validated/real agents in defining/endorsing authenticity of a cuisine.(Chhabra, D., Lee, W., Zhao, S., & Scott, K. 2013).

South Indian is considering the regional cuisine of India which is very famous internationally. Regional cuisine helps to showcasing the origin, culture, race and other thing by serving the food in authentically (Kumar M.S.2015).

Rita anand in her study find that fast food like Dosa Plaza has become one of the fastest growing industries in world as well in India in recent years. The future will include dishes from the world which includes fusion cuisines, blending many national cuisines (Anand R, 2011). Various study proved that a dish might be altered from its original taste according to choice based to enhance the quality of the food, comfort zone of adjustment and familiarity of dish need to be manage for the same. But meanwhile to any food outlet lacking of authenticity may be in a great loose that is a reason of unsuccessful food business. (Kim, J. H., & Jang, S. 2016).

Getz and Robinson (2014) in their study stated researchers views of "enhancement factors which tends to food more enjoyable, namely: authenticity of the experience; value for money; service interactions; the setting or surroundings; product offerings; information dissemination; personal growth; and indulgence.

The study of consumer perception with reference to the quality of food and acceptability is composite and spread over several branches of research. With the variations of human perception sensory properties helps to detect the smell, taste and texture of food or dishes served to him/her. (Imram, N. 1999)

Dosa Plaza in Amity University is a popular food corner amongst students, faculty and staff working here. It serves a wide range of fusion dosa and other South Indian dishes. Foodies or food lover always very keen to have food in authentic way that addresses a gap between regional food v/s authenticity. Food lovers prefer to regional dishes in the natural form, but when the regional food is served in the form of fusion it changes on various modes like presentation, taste, texture, portion and many more which tends to think of a comparison between regional and fusion dishes. Regional food may lose its identity due to the fusion form.

The study will help to fill this gap when the food is served in fusion mode. It also provides a clear picture to foodies that may change their perception of dosa with special regards to Dosa plaza.

This survey is design to explore the various dishes served in Dosa Plazza when the variety of dosas served in the form of fusion. The lacking in food authenticity may occur due to the food presentation with a different culture or country. This research will help in evaluating the level of authenticity of South Indian dishes served at Dosa Plaza. The study will explore the impact of fusion food over authentic/ regional food.

II. MATERIAL & METHOD:

This study used a quantitative approach to study the impact of fusion food over authentic south Indian food. A questionnaire has been adopted as the data collection instrument. The questions were designed to fulfill the aims of study. The questionnaire consists of close ended questions, aiming at investigating the consumer perception regarding regional food when it serves in the form of fusion.

Questionnaire contain a no of question keeping in mind various parameter/ variable achieve the objectives of study. As shown in table-1

S.No	Questions
1	Service is helpful and friendly
2	Food served is tasty as well as fresh
3	Portion served is up to the mark
4	Food served is visually attractive
5	You feel that food serves is authentic
6	You fell confidently that the food served is hygienic
7	Overall you feel that you got the value of your money
8	Overall you feel that you are satisfied with your south Indian food experience

The participants were asked to evaluate the food authenticity based on a five point likert scale (1= disagree to 5=strongly agree).

Participants were approached during their visit to Dosa plaza located at Amity University, Gurgaon for four weeks. Random sampling was used to select respondents and a total of 327 surveys were collected during this process. The target population for this study was teaching and non-teaching staff, students and guests those who has visited Amity University and have food at Dosa Plaza. It also consist of staff those who are working in various outlets in the university campus.

III. RESULT & DISCUSSION:

Dosa plaza a chain of fast food is a growing chain. There are various definition of fast food given by the researchers (Anand R, 2011) define that fast food like Dosa plaza serves food and drink that can be consume immediately at the outlet itself or it can be delivered at the doorstep of the consumers. This industry is at the boom in the world as well as in India. This is growing at a rate of 30-35% every year as per Fast Food Market Analysis report. Consumption of fast food is also a status symbol now a day in younger generation (Aloia, C. R., Gasevic, D., Yusuf, S., Teo, K., Chockalingam, A., Patro, B. K., & Lear, S. A. 2013). The food served on these types of outlets is mostly preferred by the youngsters as elders denied the same to health issues. On the behalf of this prevalence we have to focus the population of age of 17 to 25. Even though we have received the response from senior people also but has to conclude our study by targeting the population as mention above.

Amity University is a co-education organization; hence there is no gender discrimination of respondents. The 90% of the participants were at the age of 25; rests were the more then 25 years of age. According to gender 38.8% of the participants were females and 61.2% of them were males.

Service of food in any food outlet is an essential parameter which needs to consider in any survey. Current study is also focus on the same and finds that a good number of consumers are strongly agree for their friendly environment of food service.

The sensation of flavour perceived in the mouth and throat on contact with a substance is basically known as 'taste'. Perception of taste is different from person to person as everyone has their own like and dislike accordingly. In this study 104 respondent out of 326 were strongly agreed that they find that food served in Dosa Plaza was tasty and fresh. 92 respondents were agreeing for the same. But there are a no of respondents put negative feedback for the taste where around 74 respondent did not say anything for the food taste. This indicates that even food served in Dosa Plaza is good in taste, but there is a possibility to improve the same to maximize the consumers.

IV. FOOD AUTHENTICITY AND CONSUMERS PERCEPTION:

Authentic food is a major part of nay food outlet as consumers preference is based upon the real and authentic food. Today's consumer is smarter whose wish to choose an authentic food at all. Hence authenticity is becoming ever more important in current scenario which tends to growth in economic process of organization/ food outlets. Meanwhile meaning of Authenticity is irrelevant to many consumers, who either do not value it, are suspicious of it. (Beer, S. 2008). Authenticity can be measured on the basis of objectives when it implies on certain things like friendly environment in case of service, whereas food may be an object in case of restaurant service. Food can be considered authentic when it was prepared by natives according to tradition. (Ebster, C., & Guist, I. 2005). But, countries like India with variations of culture that also differentiate a huge gastronomic diversion. These differences generate a distinct authenticity contradiction. (Sinha, N., Roy Chaudhuri, H., Fowler, J. G., & Mazumdar, S., 2018), hence an cultural influence is also effect on the food authenticity. Current study with an objective of evaluation of food authenticity with special reference to South Indian dishes is in the same context and found a huge variation in respondent's results. That shows there a lacking in serving authentic dishes and need to maintain of same. Authenticity is a difference between real and fake. In a food business where this gap is lacking, it is quite impossible to maintain the authenticity. (Beverland, M. B., & Farrelly, F. J. 2009). Of course food authenticity is a personal perception or approach to define the reality of food. (Corciolani, M. 2014) in his study stated that the consideration of Authenticity is a perception with reference to individually. One can express his/her perception for any particular thing and it may be food. Although many definitions and approaches have been proposed, most scholars agree that authenticity is generally related to 'truth', 'genuineness' and 'reality'.

In current study out of 323 respondents only 94 people are strongly agree for serving authentic food, where 78 respondent were agree and 82 respondent did not answer. 42 respondents were not happy in authentic food and 27 respondents were disagreed that the

food served in dosa plaza is not authentic (Fig-1). Even though authenticity in terms of food is also depend upon locally grown vegetables and other product and Gurgaon (north part of India), even after there is more chances to improve the food authenticity to keeping in mind the impact of local product or raw material. As Dosa plaza is serving fusion food and that is liked by a good no of consumer, but yes this concept also diluted the authenticity in some extant, that should be accepted by the consumers.

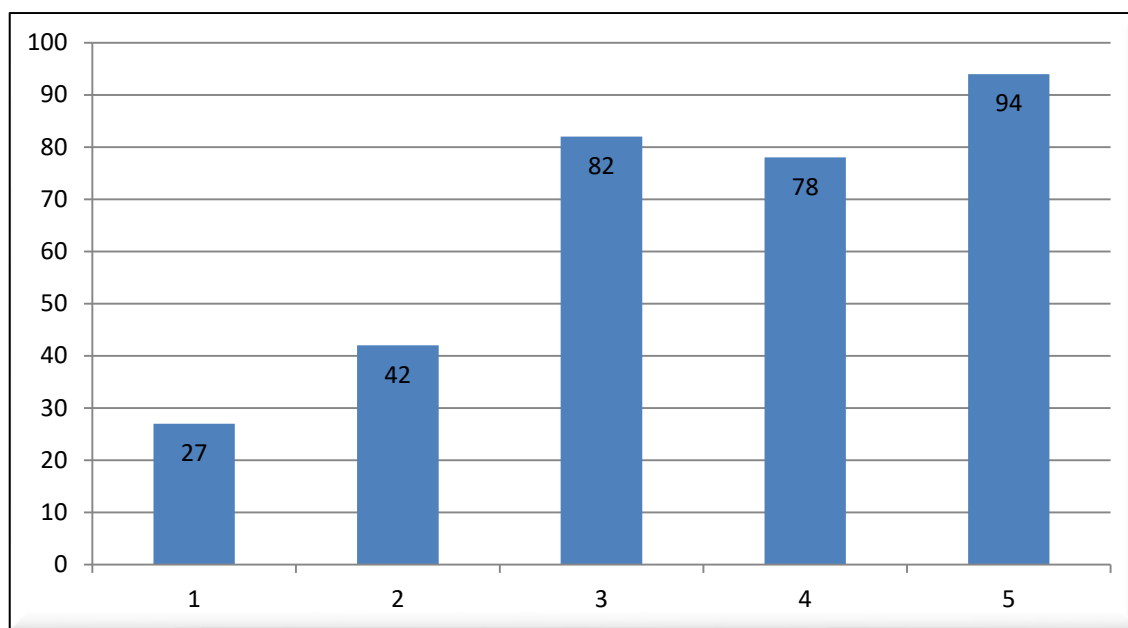


Figure.1

Figure.1: Graphical representation shows number of respondents perception towards food authenticity (based on a five point likert scale where 1= disagree to 5=strongly agree). Horizontal axis represents authenticity scale while the vertical axis represents number of respondents.

The average impact of consumer perception towards authenticity as evaluated on the scale of feedback impression value from 1 to 5. The mean of feedback for authenticity was lies towards right side as shown in fig.-2 (mean value is 3.53 which inclined towards maxima end of scale).

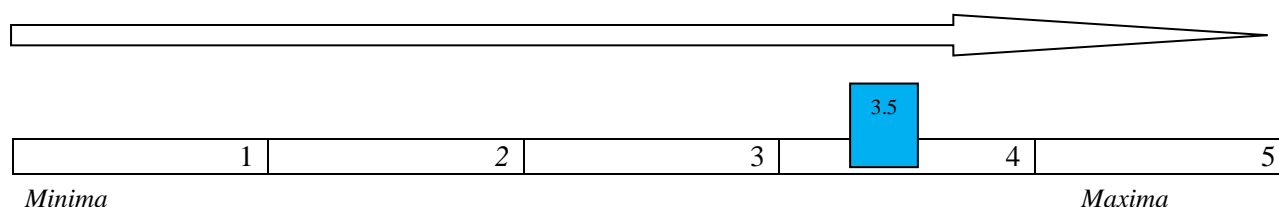


Figure 2

Figure-2: Figure shows the mean value of feedback which lies towards maxima that indicate the satisfaction level of consumer based on food authenticity.

A food business operator knows the important of serving tasty, safe, and food on a reasonable price. It is a consistent finding of much research in food studies that taste, price, convenience or appearances of foodstuffs are important determinants of food consumers’ behavior. Dagevos, H., & van Ophem, J. 2013). Keeping in mind the appearance as a variable visual attraction or presentation food was also consider in the current study. 222 respondents out of 324 agree that the food is served in a very attractive and appealing mode to fulfill the need of a consumer at Dosa Plaza.

Continuing the same context another parameter that determines the value and quality of food served in a food outlet is hygiene. This is the most important aspect that is considered by a regular consumer. A well organized rearrangement of a restaurant in terms of hygiene and sanitation provides a sense of satisfaction in all the ways. This is always a very first impression of food outlet that noticed by a guests. 182 respondents were satisfied with an agree mark in the case of food and restaurant hygiene. 72 respondent does not say anything for maintaining hygiene, it shows there is lacking in maintaining of hygiene standard in the premises that include cleaning of table and dispose of cutlery and crockery in washing area in time.

In overall experience with fusion food the respondent were found happy as 189 out of 323 respondents were satisfied, but around 78 respondents feel that they did not get the value of their money. It indicate that there is some lacking like maintain hygiene standard, serving authentic food, portion need to be improve for betterment.

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