

## "GLOCALIZATION IN THE FOOD CHAIN INDUSTRY: INFLUENCES ON CONSUMER BUYING BEHAVIOUR IN UTTAR PRADESH"

**Mr. Ashish Kumar Srivastava (Corresponding Author)**

Research Scholar, Faculty of Management,  
Dr. A.P.J. Abdul Kalam Technical University, Lucknow

**Dr. Amit Kumar Khare**

Director (Professor)  
Sherwood College of Management, Lucknow

**Dr. Vinitendra Pratap Singh**

Professor  
Babu Banarasi Das University, Lucknow

**Ms. Sweety Sinha**

Assistant Professor  
Lucknow Public College of Professional Studies, Lucknow

### ABSTRACT

This study examined how glocalization has influenced the food chain industry in Dadri, Gautam Buddha Nagar, Uttar Pradesh, and how locals feel about RTE meals. Regional survey participants numbered 50. Global supply networks have increased market penetration, therefore 13% of respondents say RTE meals are widely available. Thirteen percent purchased ready-to-eat items because they loved the taste, and eight percent because their families did. Only 1% admitted to peer pressure, whereas 10% wanted collective choices. 15% of consumers purchase RTE meals to save time cooking and preparation, reflecting modern, fast-paced lifestyles. However, some consumers avoided RTE products for various reasons. 4% stated they didn't know enough, 6% didn't like it, and 26% felt it was too pricey. 20% questioned the things' quality, and 4% couldn't acquire them. A frightening 34% were concerned about their health, citing ready-to-eat meal fat and chemicals. Nearly 6% seemed to have no reason for not choosing RTE goods. It illustrates how global influences and local preferences intersect in glocalization's impact on consumer choices in Uttar Pradesh's developing food industry.

**Keywords:** Consumer behavior, Uttar Pradesh, Food chain, Buying, Glocalization

### INTRODUCTION

The outlines of marketplaces all around the globe have been redrawn as a result of globalization, which has caused widespread economic change. Businesses have been able to transcend geographical barriers and interact with customers situated in different regions of the globe as a result of this development. When it comes to the quest of global growth, the need of maintaining one's local relevance has become of the utmost importance as a result of this.[1] The term "glocalization," which refers to a strategic combination of global standardization and local customization, was developed as a result of the junction of global reach and local adaptation, which led to the production of the idea. As a result of this junction, this idea was produced as a consequence. Within the context of the food chain business, the term "glocalization" refers to the process of altering global food brands and products to conform to the cultural preferences, nutritional preferences, language, and customs of the hundreds of distinct local communities. This process is referred to as "glocalization." In particular, this phenomena has a significant influence in moulding the purchasing patterns of consumers, particularly in locations that are well-known for the cultural diversity and richness of their inhabitants, such as Uttar Pradesh in India.[2]

### Understanding Food Sector Glocalization

It is the process of adapting global products and services to local markets without losing the identity of the multinational brand that is referred to as "glocalization," which is a phrase that was coined from the terms "globalisation" and "localisation." The term "regional cuisine" is used in the food industry to refer to the practice of delivering cuisine that maintains the global image of a brand while simultaneously combining regional flavours, ingredients, and cultural symbols in order to appeal to the preferences of certain areas. Some examples of the products that are sold in India are the "Aloo Tikki Burger" and the "Paneer Pizza." [3] These are examples of global fast-food giants such as McDonald's and Domino's. These dishes are not featured on the original menus of these firms that were distributed all over the globe; nevertheless, they have been developed specifically to cater to the tastes of Indian customers in terms of flavour.

### **Uttar Pradesh and India's Food Chain Industry**

India is a country that provides a rich environment for the adoption of glocal approaches. This is due to the deeply entrenched diversity of its food. Among its states, Uttar Pradesh (UP) stands out as a region that has a big market potential due to the fact that it has a huge population, a rich cultural history, and cities that are rapidly becoming metropolitanised. This is because Uttar Pradesh has all of these important characteristics. The number of organised food chains, both domestic and international, is growing in cities like Lucknow, Kanpur, and Varanasi.[4] These cities are experiencing this trend. The proliferation of global brands in the culinary landscape of UP has led in the adoption of regional flavours and marketing techniques that connect with customers in the area. This shift in strategy has been driven as a consequence of the proliferation of global brands. There have been a number of variables that have played a role in the evolution of food consumption habits in the state. These elements include the growth of the middle class, the acquisition of increased discretionary expenditures, the entrance of global cultures via digital media, and the change of lifestyle choices.[5]

### **Consumer Buying Behaviour and Cultural Relevance**

The purchase decisions of consumers in the food industry are influenced by a variety of factors, including but not limited to taste, cost, quality, cultural values, convenience, and public perception of the brand. Convenience and the values associated with convenience are also important elements. In the United States of America (UP), where eating habits are deeply tied to cultural and religious conventions, successful food chains need to tackle these complexities with respect in order to be successful.[6] The phenomena of glocalization is an important component of this phenomenon. This is due to the fact that consumers are more inclined to make purchases from businesses that demonstrate familiarity and cultural resonance. The chance of a brand obtaining the trust and loyalty of its target audience is significantly increased when the brand makes use of area festivals, local languages in advertising, traditional food, or even vegetarian options based on local customs.

Even though Uttar Pradesh is a state that is rich in both economic and cultural diversity, there is a paucity of academic work that specifically examines the influence that glocalization has had on the food chain industry in the state. This is despite the fact that Uttar Pradesh is economically and culturally varied. The local consumer mentality is becoming more significant as global food enterprises continue to develop their presence in this region. It is essential to have a firm grip on this mindset.[7]The purpose of this study is to analyse the ways in which glocal strategies impact the preferences of customers, their loyalty to brands, and their decisions about the locations in Uttar Pradesh where they choose to make purchases. It is possible that the insights that were gained might be of value to businesses that are in the process of building marketing strategies and menus that are more effective. This is in addition to the fact that they made a contribution to the academic discussion on the local ramifications of globalisation.[8]

To put it another way, the ability of food chain enterprises to glocalize is the single most critical element that determines the amount of success they achieve in regions that are rich in historical and cultural diversity, such as Uttar Pradesh. [9]Glocalization is evolving into something that is more than simply a passing trend in the world of marketing; it is becoming a need as a consequence of the fact that consumers are demonstrating a desire for items that are culturally relevant. This research aims to analyse the dynamics of consumer behaviour in the United States of America (UP) and to discover the underlying motivations that drive the food choices that consumers make in this era of globalised consumerism. We are particularly interested in the decisions that people in the United States make about their diet.[10]

### **OBJECTIVES**

1. To investigate how glocalization affects Uttar Pradesh consumers' purchasing decisions for ready-to-eat (RTE) food items.
2. To determine the main motivating and deterrent elements that affect regional consumers' choices about consuming RTE foods.

### **MATERIAL AND METHODS**

In order to investigate the ways in which glocalization in the food chain sector has influenced the buying behavior of consumers in Uttar Pradesh, a method known as stratified random sampling was used. Locations that had a high degree of urbanization and a diverse range of customers were the primary focus of the sample.

**Selection of District:** Uttar Pradesh is divided into seventy-five districts. The particular selection criteria for the research were the advanced degree of urbanization in Gautam Buddha Nagar, the expanding exposure to worldwide trends, and the high market penetration of Ready-to-Eat (RTE) food products. According to the figures from 2023, this region is a good site to investigate glocalized consumer behavior since it has a population of 2,290,880 people and an area of 144,200 hectares.

**Selection of Tehsil:** Of the three tehsils that make up Gautam Buddha Nagar, only Dadri was chosen. The other two tehsils are Sadar and Jewar. This region was purposefully selected because of the high population density of individuals living in urban areas and the prevalence of ready-to-eat (RTE) goods in these areas. As a result, this region is an excellent sample to utilize for investigating the ways in which glocalization influences people's eating habits.[11]

**Selection of Wards:** Twenty-five municipal wards are included in the district's total population. In order to ensure adequate coverage, five percent of these wards, which is equivalent to around one or two wards, were selected at random. Because we used this approach, we were able to collect data from clients of all different income levels without taking any bias into account.

**Selection of Respondents:** The survey was administered to fifty individuals, which represents ten percent of the area's anticipated target customer base. These individuals were selected at random from the wards that were indicated. For the purpose of acquiring a comprehensive understanding of the factors that either drive or hinder the consumption of ready-to-eat (RTE) food, respondents were selected at random from a number of consumer groups based on factors such as income, age, profession, and family size. In addition to including a variety of perspectives, this stratification assisted in drawing attention to the local concerns that have an effect on dietary choices.[12]

The changing food market in Uttar Pradesh is being shaped by a combination of global influences and local preferences, and our systematic sample approach helps to accurately measure this.

## Tools And Techniques Of Analysis

### Correlation

"r" is a symbol that represents the linear correlation coefficient, which is used to express the strength of the association between two variables.[13] When discussing the link between two variables, it is referred to by a variety of titles in addition to the term "correlation coefficient" due to the strong predictive potential it has. The next step, which is to determine the correlation coefficient using a statistical approach, is now available to us. We are possible to get the correlation coefficient by using this method in the event that we have two variables, x and y.

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}$$

Here,

n = Number of values or elements

$\sum x$  = Sum of 1st values list

$\sum y$  = Sum of 2nd values list

$\sum xy$  = Sum of the product of 1st and 2nd values

$\sum x^2$  = Sum of squares of 1st values 2 X

$\sum y^2$  = Sum of squares of 2nd values

## RESULT AND DISCUSSIONS

According to the findings, the majority of individuals purchase ready-to-eat meals (30%) because they save time, 26% because they are easily accessible, 20% because they are simple to use, and a tiny number (2%), who are motivated by family and friends, purchase them. The information shown in the table and the figures shed light on the factors that motivate individuals to buy ready-to-eat meals. These findings were gathered from a representative sample of fifty individuals who were located within the research area. [14]About one-third of customers believe that ready-to-eat (RTE) items are easily available in today's contemporary world. For fourteen percent of purchasers, the flavor of the dish is the crucial component in their decision. About eight percent of consumers say that they buy "ready to eat food" because it is something that their family enjoys, one percent say that they buy it to make other people happy, and ten percent say that it was simple for them to do. One-fifth of the purchasers were repeat customers who purchased ready-to-eat meals in order to reduce the amount of time they spent in the kitchen. In the end, there were just no persons since there was not enough information available.

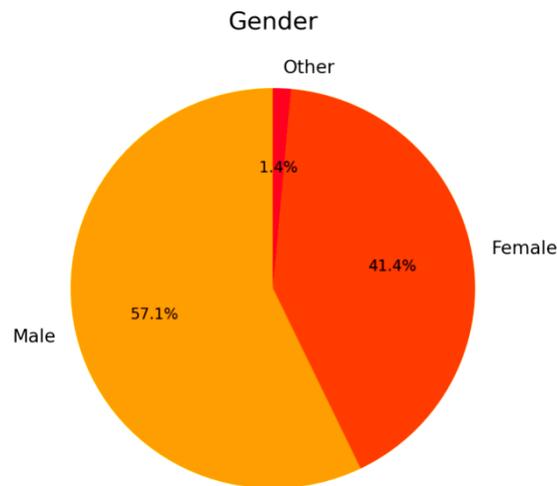
### Purchase of Ready to Eat (RTE) food

A very small proportion of the individuals who participated in the study really had valid reasons to purchase ready-to-eat (RTE) food, taking into consideration their actual eating patterns. To begin, around four percent of the population was previously unaware that they could buy ready-to-eat (RTE) food. It is estimated that around six percent of purchasers have valid reasons to dislike the RTE foods. It is estimated that around 26% of people were unable to purchase ready-to-eat food products due to their very high price.[15] Twenty percent of buyers are dissatisfied with the products because of their low quality. A total of four percent of consumers were unable

to acquire ready-to-eat food products because they were out of stock. Approximately one-third of customers steer clear of ready-to-eat (RTE) meals because they are concerned about the quantity of added fat, fiber, and other components that are considered to be harmful. A little less than six percent of clients are those who do not have a compelling motive to acquire ready-to-eat (RTE) food products.

**Table 1: Gender**

| Gender       | N          | %           |
|--------------|------------|-------------|
| Male         | 80         | 57.14%      |
| Female       | 58         | 41.43%      |
| Other        | 2          | 1.43%       |
| <b>Total</b> | <b>140</b> | <b>100%</b> |

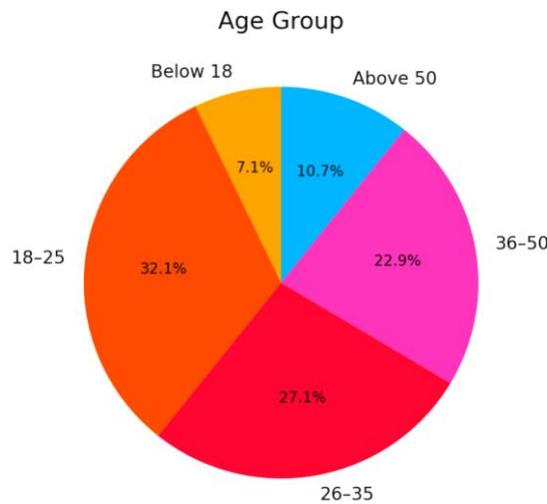


**Figure 1: Gender**

When the respondents were broken down according to their gender, it was found that 57.14% of them were male, 41.43% were female, and 1.43% identified as being of another gender. As a result, this suggests that men in Uttar Pradesh have a somewhat greater participation rate in the consumption of food chain products. It is possible that the larger engagement of males is attributable to the fact that they are more inclined to interact with fast food and branded outlets because they are more likely to be outside or because they travel for work-related reasons. Additionally, female consumers make up a sizeable portion, which highlights the significant importance that they play in determining the food choices of those living in households. The inclusion of 'others' is indicative of the acquisition of data that is inclusive. For the purpose of maximising reach and catering to a wide variety of customer groups, marketers need to develop gender-sensitive campaigns.

**Table 2: Age Group**

| Age Group    | n          | %           |
|--------------|------------|-------------|
| Below 18     | 10         | 7.14%       |
| 18–25        | 45         | 32.14%      |
| 26–35        | 38         | 27.14%      |
| 36–50        | 32         | 22.86%      |
| Above 50     | 15         | 10.71%      |
| <b>Total</b> | <b>140</b> | <b>100%</b> |

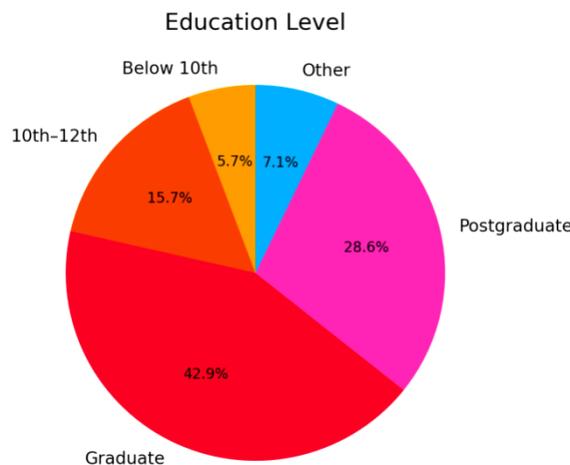


**Figure 2: Age Group**

According to the findings of the study, the age groups of 18–25 (32.14%) and 26–35 (27.14%) make up the largest proportion of respondents, followed by those in the range of 36–45 (21.43%). With this information, it can be deduced that younger customers are the most engaged in their interactions with food chains. Current trends, the existence of digital media, and convenience all play a role in shaping their tastes.[16] There is a tendency for people of this age bracket to seek out new flavours and social experiences. Because of this, glocalization methods such as flavours that are particular to a place are more appealing to them. To address the ever-changing expectations of this group, which is responsible for driving consumption patterns in the current market, the food sector has to place a priority on tech-driven interaction, marketing that is geared towards young people, and product innovation that is tailored to the local market.

**Table 3: Education Level**

| Education Level | n   | %      |
|-----------------|-----|--------|
| Below 10th      | 8   | 5.71%  |
| 10th–12th       | 22  | 15.71% |
| Graduate        | 60  | 42.86% |
| Postgraduate    | 40  | 28.57% |
| Other           | 10  | 7.14%  |
| <b>Total</b>    | 140 | 100%   |

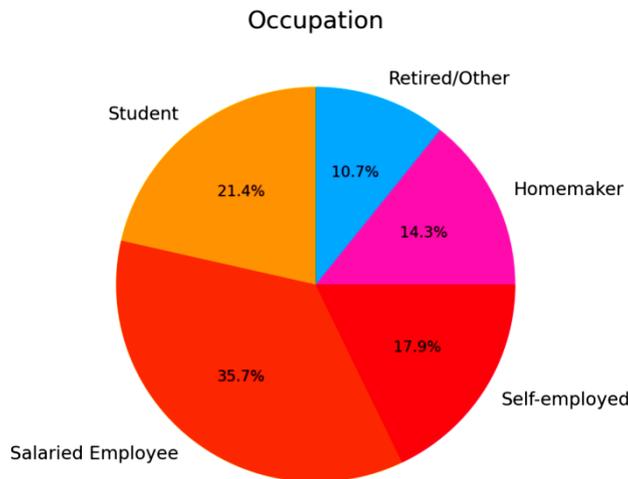


**Figure 3: Education Level**

The consumer group is dominated by those with postgraduate degrees (28.57 percent) and graduates (42.86 percent), according to the educational qualification. This demonstrates that educated people have a greater propensity to patronise food chains, most likely as a result of increasing exposure to cuisines from throughout the world, understanding of cleanliness standards, and changing lifestyle patterns. The greater decision-making power that they possess, particularly in metropolitan environments, influences the foods that they like to eat. Additionally, there is a greater awareness of glocalised menus in this particular niche. [17] Because of this, food companies have to match their product advertisements and content in ways that appeal with the educated class. This may be accomplished by promoting the nutritional value, cultural fusion, and health conscience of their products. This well-informed audience is a significant factor in determining the tastes and trends of the market.

**Table 4: Occupation**

| Occupation        | n          | %           |
|-------------------|------------|-------------|
| Student           | 30         | 21.43%      |
| Salaried Employee | 50         | 35.71%      |
| Self-employed     | 25         | 17.86%      |
| Homemaker         | 20         | 14.29%      |
| Retired/Other     | 15         | 10.71%      |
| <b>Total</b>      | <b>140</b> | <b>100%</b> |



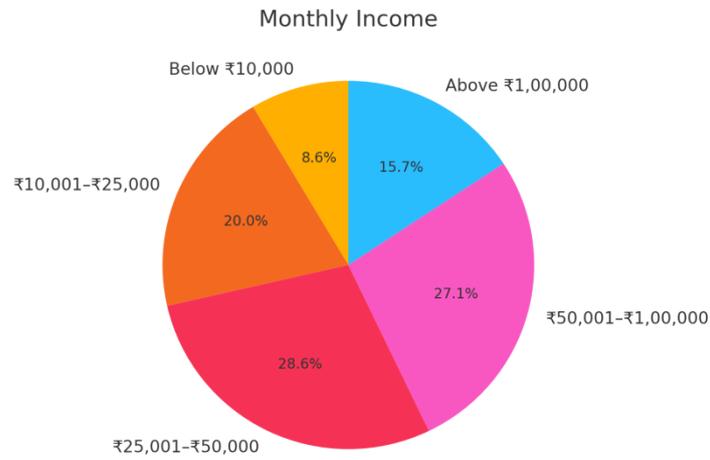
**Figure 4: Occupation**

The examination of respondents according to their occupations reveals that 35.71 percent of them are salaried workers, followed by 21.43 percent of students and 17.14 percent of company owners. As a result of their urban lifestyle, discretionary money, and time restrictions, salaried professionals prefer the fast and sanitary lunch alternatives that are supplied by restaurant chains. Students are also becoming a significant consumer category, since they are looking for products that are both inexpensive and focused on their preferences. Additional evidence of the variety of consumer touchpoints is provided by the participation of homemakers and business owners. Through the introduction of combination meals, student discounts, or business lunch choices, food chains have the opportunity to capitalise on this trend. There is a correlation between catering to vocational diversity via tailored promotions and increasing client loyalty, as well as broadening market appeal.

**Table 5: Monthly Income**

| Monthly Income  | n  | %      |
|-----------------|----|--------|
| Below ₹10,000   | 12 | 8.57%  |
| ₹10,001–₹25,000 | 28 | 20.00% |
| ₹25,001–₹50,000 | 40 | 28.57% |

|                   |     |        |
|-------------------|-----|--------|
| ₹50,001–₹1,00,000 | 38  | 27.14% |
| Above ₹1,00,000   | 22  | 15.71% |
| <b>Total</b>      | 140 | 100%   |



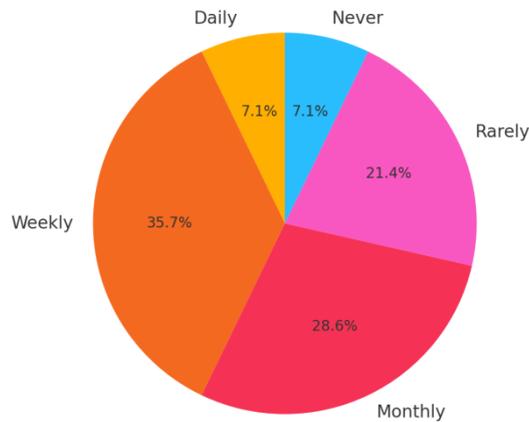
**Figure 5: Monthly Income**

An examination of the monthly income of the respondents reveals that 28.57% of them earn between ₹25,000 and ₹50,000, while 27.14% earn between ₹50,000 and ₹1,000. Based on this information, it seems that the principal customers of food chains in Uttar Pradesh are belonging to the middle- and upper-middle-income brackets. These customers are looking for a product that takes into account pricing, quality, and convenience. It is possible that they will like glocalized foods that are tailored to their regional taste while yet maintaining the integrity of the brand. Affordability is a significant factor that this group considers when making purchase choices. As a result, food chains are required to provide meals that are based on value, loyalty programs, and recipes that are suited to other cultures. When companies have a better understanding of the tastes of this income group, they are better able to create goods and pricing strategies that will encourage repeat visits.

**Table 6: Frequency of Eating at Food Chains**

| Frequency    | n   | %      |
|--------------|-----|--------|
| Daily        | 10  | 7.14%  |
| Weekly       | 50  | 35.71% |
| Monthly      | 40  | 28.57% |
| Rarely       | 30  | 21.43% |
| Never        | 10  | 7.14%  |
| <b>Total</b> | 140 | 100%   |

**Frequency of Eating at Food Chains**

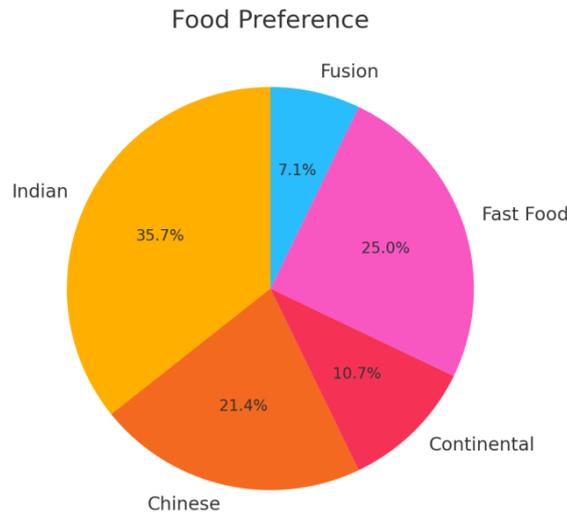


**Figure 6: Frequency of Eating at Food Chains**

35.71% of respondents eat at restaurant chains on a weekly basis, followed by 28.57% who do so on a monthly basis, according to the data. This is a reflection of a huge change in eating patterns, as the majority of people now eat at quick-service restaurants on a regular basis. Based on the frequency, it seems that customers are not only experimenting with branded food services but also preferring them on a frequent basis. Because of changes in lifestyle, urbanisation, time restrictions, and a rising confidence in the cleanliness and taste of brands, this practice is probably being pushed by these factors.[18] This development demonstrates the potential for customer loyalty programs and tailored marketing strategies. In order to maintain and enhance the frequency of their consumers' visits, food businesses need to continue to innovate local flavours, seasonal offerings, and eating experiences that are engaging.

**Table 7: Food Preference**

| Food Type    | n          | %           |
|--------------|------------|-------------|
| Indian       | 50         | 35.71%      |
| Chinese      | 30         | 21.43%      |
| Continental  | 15         | 10.71%      |
| Fast Food    | 35         | 25.00%      |
| Fusion       | 10         | 7.14%       |
| <b>Total</b> | <b>140</b> | <b>100%</b> |



**Figure 7: Food Preference**

The majority of respondents (35.71%) chose Indian cuisine, whereas 25 percent preferred fast food, and 17.86% selected continental cuisines when questioned about their preferences in terms of food. The deep emotional and cultural connection that customers have with traditional food is shown by the popularity of Indian cuisine. Due to the fact that it is served quickly and is inexpensive, fast food continues to be a favourite among young people. The preference for continental and international selections is also indicative of a greater openness to cuisines from across the world. As a result, food chains have to provide a hybrid menu that provides a combination of regional authenticity and flavours from across the world. Increased customer satisfaction and foot traffic may be achieved via the implementation of this diverse menu plan, which can accommodate a broad range of clients.

**Table 8: Attraction to Food Chain**

| Attraction Factor | n  | %      |
|-------------------|----|--------|
| Taste             | 45 | 32.14% |
| Price             | 20 | 14.29% |
| Brand             | 15 | 10.71% |
| Hygiene           | 25 | 17.86% |
| Ambience          | 10 | 7.14%  |

|              |     |        |
|--------------|-----|--------|
| Local Menu   | 25  | 17.86% |
| <b>Total</b> | 140 | 100%   |

Attraction to Food Chain



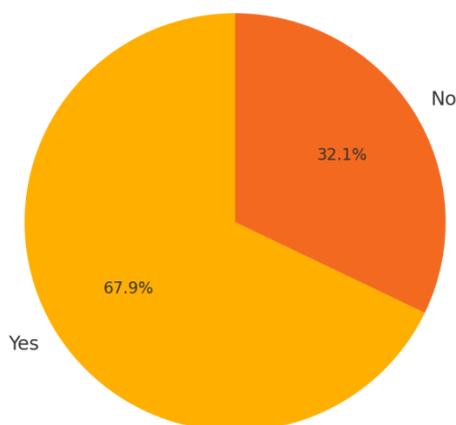
**Figure 8: Attraction to Food Chain**

Taste is the most important feature that draws customers to food chains, accounting for 32.14 percent of the total, followed by cleanliness (25 percent) and the availability of local menus (21.43%). According to these studies, customers place a high value on flavour, but they also place a high value on cleanliness and significance to the local community. Hygiene has emerged as an essential component of decision-making in the world that after COVID. In locations that are rich in culture, such as Uttar Pradesh, customers sense a stronger connection to the brand when they eat cuisine that are influenced by the local culture. Because of this, ensuring that solid cleanliness procedures are maintained and providing foods that are flavourful and tailored to the local environment may considerably affect customer loyalty. It is important for food chains to continue incorporating globalized initiatives with their core brand values in order to strengthen their position in the market.[19]

**Table 9: Awareness of Local Menu**

| Response     | n   | %      |
|--------------|-----|--------|
| Yes          | 95  | 67.86% |
| No           | 45  | 32.14% |
| <b>Total</b> | 140 | 100%   |

Awareness of Local Menu



**Figure 9: Awareness of Local Menu**

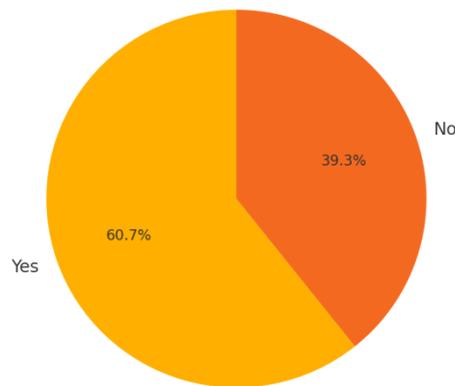
Only 32.14 percent of respondents were uninformed of the local menu options that were available at restaurant chains, while around 67.86 percent were aware of these options. The fact that this is the case suggests that

glocalization tactics have been successfully implemented among consumers in Uttar Pradesh. Due to the high level of knowledge, it seems that food chains are successfully promoting their locally tailored menu options via the use of digital media, in-store marketing, and word of mouth. Customers in today's market are more aware and actively seek for solutions that are culturally familiar to them. In order to better connect with the general public, brands that highlight regional names, regional ingredients, or traditional techniques of preparation on their menus are recommended. As the first step towards acceptance, awareness is an essential component of consumer involvement since it is fundamental to the process.

**Table 10: Ordered Localized Version of Dish**

| Response     | n   | %      |
|--------------|-----|--------|
| Yes          | 85  | 60.71% |
| No           | 55  | 39.29% |
| <b>Total</b> | 140 | 100%   |

Ordered Localized Version of Dish

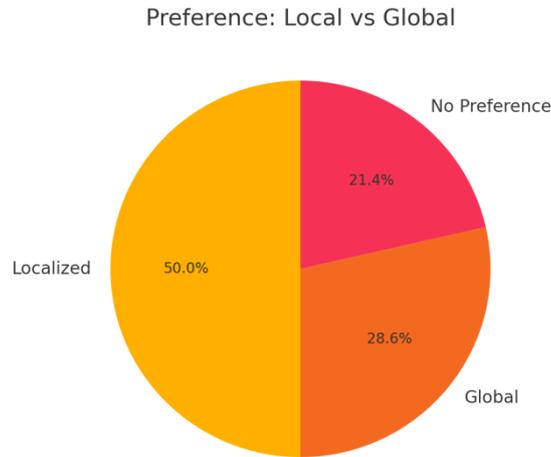


**Figure 10: Ordered Localized Version of Dish**

The percentage of customers who had ordered locally adapted versions of items at restaurant chains was 60.71 percent, while 39.29 percent had not done so. According to this, a sizeable portion of customers are open to experimenting with regional variations of items that are available on a worldwide scale. This pattern is seen in the successful sales of products such as the McAloo Tikki and the Paneer Zinger. Flavours that are recognisable to consumers are easier for them to connect to, and this provides them with a feeling of identification and belonging.[20] By providing regionalised menus, restaurant chains are able to define their brand while also catering to the interests of diverse communities. The findings of this study provide credence to the notion that glocalization not only draws in consumers but also boosts their level of happiness and motivates them to make more purchases.

**Table 11: Preference: Local vs Global**

| Preference    | n   | %      |
|---------------|-----|--------|
| Localized     | 70  | 50.00% |
| Global        | 40  | 28.57% |
| No Preference | 30  | 21.43% |
| <b>Total</b>  | 140 | 100%   |

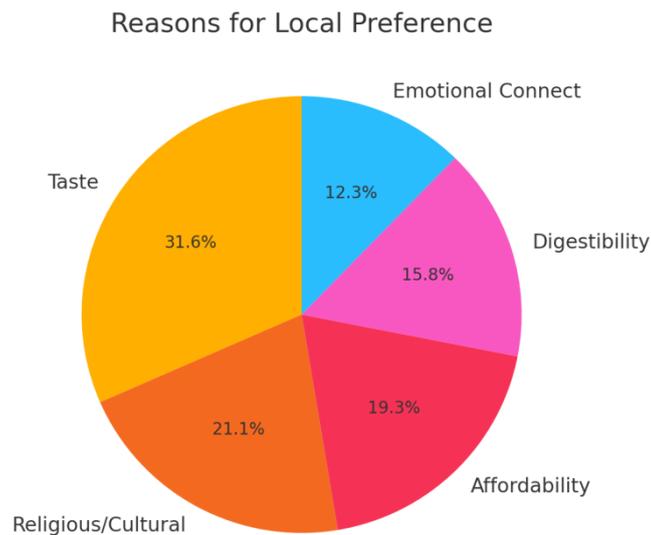


**Figure 11: Preference: Local vs Global**

Two hundred and forty percent of respondents preferred localised menu items, whereas twenty-eight and a half percent favoured global cuisine, and twenty-one point three percent enjoyed both equally. This is a strong indication of a shift towards glocalised food, which is a category of cuisine in which cultural familiarity, regional flavour, and personal connection are more influential than global appeal in decision-making. The people who live in Uttar Pradesh seem to have a preference for cuisine that is both familiar and comfortable. The majority of people still desire selections that are reflective of their culture and customs, despite the fact that global meals are appealing to others. It is imperative that food chains comprehend this inclination and continually innovate within the context of the local environment. Customers are more likely to interact with a brand and remain loyal to it if the menu is well-balanced and has a strong local character.[21]

**Table 12: Reasons for Local Preference (Multiple Response Allowed)**

| Reason             | n  | %      |
|--------------------|----|--------|
| Taste              | 90 | 64.29% |
| Religious/Cultural | 60 | 42.86% |
| Affordability      | 55 | 39.29% |
| Digestibility      | 45 | 32.14% |
| Emotional Connect  | 35 | 25.00% |



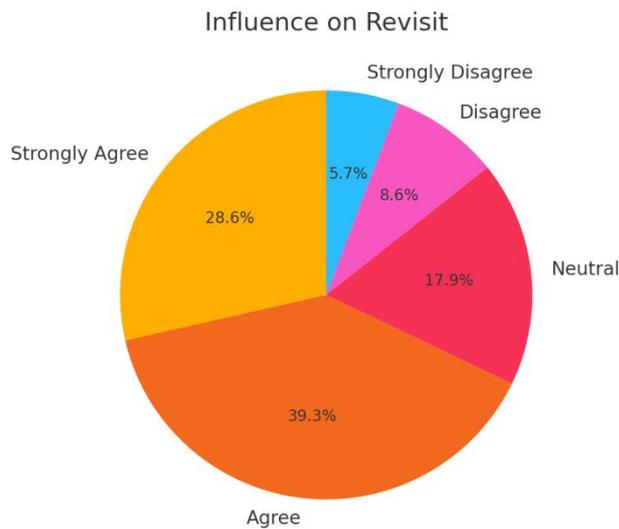
**Figure 12: Reasons for Local Preference (Multiple Response Allowed)**

Taste was the top factor that led residents to choose locally sourced products 64.29 percent of the time, followed by cultural or religious considerations (20.71 percent) and pricing (10.71 percent). Taste emerges as the primary

motivator, which serves to reinforce the emotional and sensory bond that customers have with the food of the local area. Additionally, cultural and religious attitudes play a significant impact, particularly in a state as varied as Uttar Pradesh, where eating habits are tightly related to customs. [22]Affordability is another factor that contributes to the attractiveness. Because of this, glocalization is not only a marketing gimmick but rather a true alignment with the expectations of the client. It is important for food chains to continue providing foods that are inspired by the local community and not only satisfy taste but also respect cultural feelings.

**Table 13: Influence on Revisit (Likert Scale)**

| Response          | n          | %           |
|-------------------|------------|-------------|
| Strongly Agree    | 40         | 28.57%      |
| Agree             | 55         | 39.29%      |
| Neutral           | 25         | 17.86%      |
| Disagree          | 12         | 8.57%       |
| Strongly Disagree | 8          | 5.71%       |
| <b>Total</b>      | <b>140</b> | <b>100%</b> |



**Figure 13: Influence on Revisit (Likert Scale)**

67.86% of those who participated in the survey either agreed or strongly agreed that their whole experience had a role in determining whether or not they would return to the institution. This indicates a positive consumer perception and suggests that the implementation of glocal strategies (global standards with local flavors) likely contributed to consumer satisfaction and loyalty. The fact that just a small percentage of respondents (14.28%) disagreed is a positive indicator for the retention of the brand.[23]

**Table 14: Advertisement Influence**

| Response     | n          | %           |
|--------------|------------|-------------|
| Yes          | 100        | 71.43%      |
| No           | 40         | 28.57%      |
| <b>Total</b> | <b>140</b> | <b>100%</b> |

Advertisement Influence

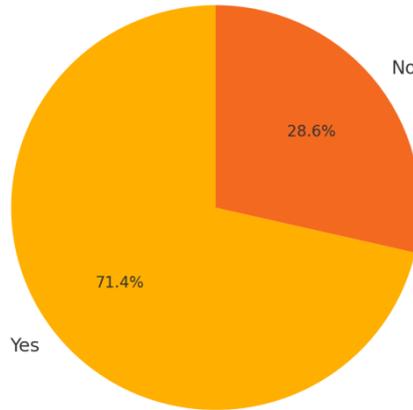


Figure 14: Advertisement Influence

A total of seventy-one point three percent of the individuals who took part in the study indicated that they recognised the influence of advertising on the choices they made about the foods they consumed. As a consequence of this, the relevance of strategic marketing in terms of attracting consumers and shaping their choices about food is brought into focus. In addition, it is possible to draw the conclusion that advertising is a vital tool for the promotion of glocalised food products.

Table 15: Type of Advertisement

| Type          | n          | %           |
|---------------|------------|-------------|
| TV/Radio      | 30         | 21.43%      |
| Social Media  | 70         | 50.00%      |
| Word of Mouth | 25         | 17.86%      |
| Discounts     | 15         | 10.71%      |
| <b>Total</b>  | <b>140</b> | <b>100%</b> |

Type of Advertisement

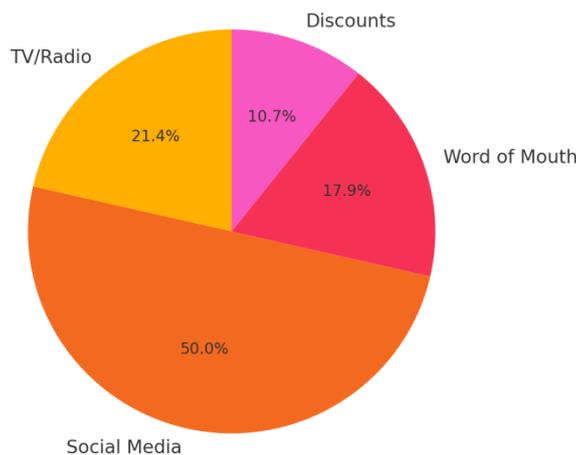


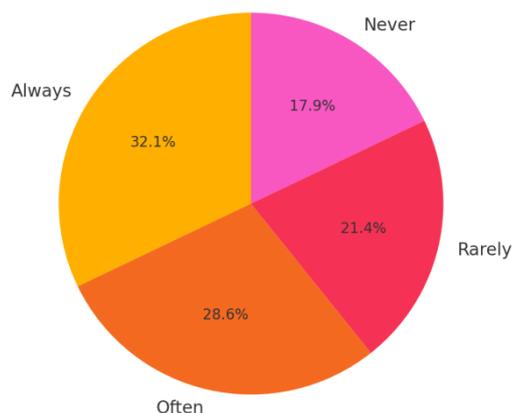
Figure 15: Type of Advertisement

As a consequence of the fact that social media platforms account for fifty percent of all advertising platforms, digital marketing plays a crucial role in the process of creating connections with clients, especially in markets that are geared towards metropolitan areas or youth. When it comes to the effectiveness of commercials, television and radio continue to play a large role, while discounts and word-of-mouth continue to play supporting roles that are still considerable.

**Table 16: Cultural Relevance Consideration**

| Response     | n   | %      |
|--------------|-----|--------|
| Always       | 45  | 32.14% |
| Often        | 40  | 28.57% |
| Rarely       | 30  | 21.43% |
| Never        | 25  | 17.86% |
| <b>Total</b> | 140 | 100%   |

Cultural Relevance Consideration

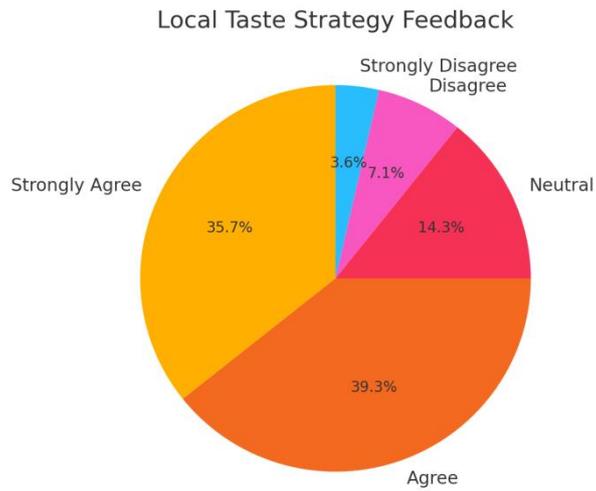


**Figure 16: Cultural Relevance Consideration**

Sixty-one percent of those who participated in the survey are of the view that cultural importance is either always or often taken into account when it comes to the preparation and presentation of food. In light of this, the success of glocalization is backed by the fact that food enterprises that reflect ethnic and traditional tastes tend to receive greater contact from consumers. This is another reason why glocalization has been so successful.[24]

**Table 17: Local Taste Strategy Feedback**

| Response          | n   | %      |
|-------------------|-----|--------|
| Strongly Agree    | 50  | 35.71% |
| Agree             | 55  | 39.29% |
| Neutral           | 20  | 14.29% |
| Disagree          | 10  | 7.14%  |
| Strongly Disagree | 5   | 3.57%  |
| <b>Total</b>      | 140 | 100%   |

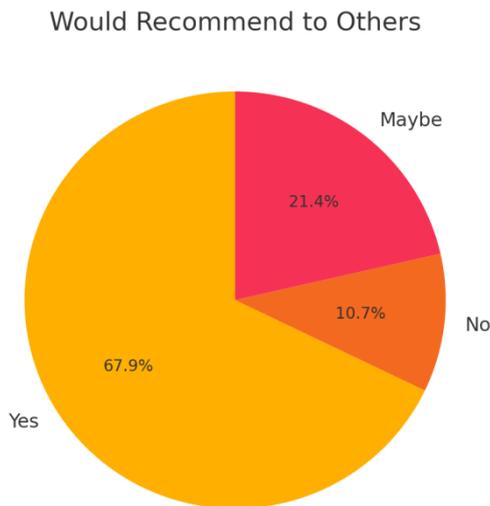


**Figure 17: Local Taste Strategy Feedback**

According to the findings of the survey, a total of seventy-five percent of respondents are either in agreement or strongly agree that food outlets effectively employ local taste strategies. With such a high level of approval, it is clear that glocalization is being successfully implemented and is being enthusiastically received by consumers in the food business in Uttar Pradesh.[25]

**Table 18: Would Recommend to Others**

| Response     | n   | %      |
|--------------|-----|--------|
| Yes          | 95  | 67.86% |
| No           | 15  | 10.71% |
| Maybe        | 30  | 21.43% |
| <b>Total</b> | 140 | 100%   |



**Figure 18: Would Recommend to Others**

There is a high degree of customer pleasure and faith in the product, as shown by the fact that 67.86 percent of respondents would suggest the food outlets to others. The success of adjusting to local tastes in retaining consumer advocacy is reflected favourably by this, which is a positive reflection on the brand's reputation.

**CONCLUSION**

Modern lifestyles lead to longer workweeks and busier schedules, which may be boosting demand for Ready-to-Eat (RTE) meals in Uttar Pradesh. Many respondents, especially working women, liked that ready-to-eat (RTE)

meals save time in the kitchen. Urbanites seek convenience above all else, so ready-to-eat meals are more than a luxury. Food is needed here. The ready-to-eat (RTE) food sector is vital to India's economy because the glocalization movement adapts international cuisine to local tastes. Due to shifting customer demands, manufacturers have adjusted their goods to meet the rising desire for easy, rapid, and high-quality solutions. Businesses must also understand customer behavior, including brand preferences and purchase patterns, to meet local market needs. Long-term, this will help enterprises expand their customer base and meet Uttar Pradesh residents' changing tastes, which will support the RTE food industry.

## REFERENCES

1. Holt, D. B. (2002). Why do brands cause trouble? A dialectical theory of consumer culture and branding. *Journal of Consumer Research*, 29(1), 70–90. <https://doi.org/10.1086/339922>
2. Jain, S. K., & Singh, A. (2016). Consumer perception towards fast food consumption: A study of Indian consumers. *International Journal of Research in Finance and Marketing*, 6(5), 124–131.
3. Joshi, A., & Dutta, S. (2021). Consumer behavior towards glocal food brands in India. *International Journal of Management (IJM)*, 12(5), 151–163.
4. Khondker, H. H. (2004). Glocalization as globalization: Evolution of a sociological concept. *Bangladesh e-Journal of Sociology*, 1(2), 1–9.
5. Robertson, R. (1995). Glocalization: Time-space and homogeneity-heterogeneity. In M. Featherstone, S. Lash, & R. Robertson (Eds.), *Global modernities* (pp. 25–44). Sage Publications.
6. Singh, R., & Vij, S. (2018). Glocalization strategies of McDonald's in India: A case study. *IOSR Journal of Business and Management*, 20(6), 49–54. <https://doi.org/10.9790/487X-2006044954>
7. Srinivas, T. (2006). 'As mother made it': The cosmopolitan Indian family, 'authentic' food and the construction of cultural utopia. *International Journal of Sociology of the Family*, 32(2), 191–221.
8. Varman, R., & Belk, R. W. (2009). Nationalism and ideology in an anticonsumption movement. *Journal of Consumer Research*, 36(4), 686–700. <https://doi.org/10.1086/599221>
9. Gupta, N. (2011). Globalization does lead to change in consumer behavior: An empirical evidence of impact of globalization on changing materialistic values in Indian consumers. *Asia Pacific Journal of Marketing and Logistics*, 23(3), 251–269. <https://doi.org/10.1108/13555851111143204>
10. Batra, R., Ramaswamy, V., Alden, D. L., Steenkamp, J. B. E. M., & Ramachander, S. (2000). Effects of brand local and nonlocal origin on consumer attitudes in developing countries. *Journal of Consumer Psychology*, 9(2), 83–95. [https://doi.org/10.1207/S15327663JCP0902\\_3](https://doi.org/10.1207/S15327663JCP0902_3)
11. Bae HJ, Chae MJ, Ryu K. Consumer behaviors towards ready-to-eat foods based on food-related lifestyles in Korea. *Nutrition Research and Practice (Nutr Res Pract)*. 2010;4(4):332-338.
12. Gupta P. Consumer perception towards ready to eat (rte) food products in Varanasi district (U.P). Varanasi: Institute of Agricultural Sciences, Banaras Hindu University, Varanasi; 2016.
13. Inbalakshmi M, Govindarajan K, Vijaya C, Vijayanand V, Inbalakshmi M. A study on consumer preference towards organic food products in Tamilnadu. *Journal of Xid-ian University*. 2020;(5):14–14.
14. Isher AK, Kachroo J, Dwivedi S, Bhat A, Singh S, Sharma S. Consumer behaviour and consumption pattern towards ready to eat food products in Jammu city. *Advances in Social Research*; 2018.
15. Madhvapaty H, Dasgupta A. Study of Lifestyle Trends on Changing Food Habits of Indian Consumers. *IOSR Journal of Environmental Science, Toxicology and Food Technology (IOSR-JESTFT)*; 2015.
16. Malik T, Saxena M, Sonu KS. Development of a ready to cook curry. *Int J Innov Sci Res Technol*. 2018;3(3):354- 357
17. Mhabde R, Thakkar P, Dhamani A. An analytical study on the working women's preference towards convenience quick foods. *IJARIE*. 2018;4(2):1146–1152.
18. MTR Ready-to-Eat Food: Breakfast Mixes, Desserts, Beverages. (n. d.). Available:<https://shop.mtrfoods.com/>
19. Nikmaram N, Budaraju S, Barba FJ, Lorenzo JM, Cox RB, Mallikarjunan K et al. Application of plant extracts to improve the shelf-life, nutritional and health-related properties of ready-to-eat meat products. *Meat Science*. 2018;145:245-255.
20. Patel D, Rathod R. Ready to eat food perception, food preferences, and food choice: a theoretical discussion. *World Wide Journal of Multidisciplinary Research and Development*. 2017;3(8), 198–205.
21. Peura-Kapanen et al. Acceptability of convenience food among older people; 2017.
22. Sarathy T, Gopal S. Managing the Diffusion of innovation in Ready-To-Eat Food Products in India. 2011 International Conference on E-business, Management and Economics IPEDR Vol.25 (2011) © (2011) IACSIT Press, Singapore; 2011.
23. Sharma A, Bhatt VK. Rejuvenation of distribution channel of consumer durable company. *Eurasian Journal of Analytical Chemistry*. 2018;13(6):603–612.

24. Swathy P. A Study on buying behavior towards ready to cook food among working women with special reference to Ranni Taluk. *International Journal of Advanced Research in Science Management and Technology*. 2018;4(2):1–10.
25. Zhang H, He P, Kang H, Li X. Antioxidant and antimicrobial effects of edible coating based on chitosan and bamboo vinegar in ready to cook pork chops. *LWT*. 2018;93: 470-476.