

Different Factors influencing on Food Acceptability of the Consumers: Study done West Bengal

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Background: The current study is important not only for understanding the cultural backgrounds of food habits of the local people residing in West Bengal but will also help in encouraging sustainability through healthy eating habits, by reducing diseases spread through digestive infection, and towards the state's financial growth.

Objectives: The goal of the present study is to reveal the factors specific to West Bengal and to find out which factor(s) influence the eating habits of local people.

Methods: A total of 364 face-to-face interviews, consisting of a Lickert scale-based self-reported questionnaire were conducted on the residents of West Bengal. Several methods were used to analyze the data, such as EFA, CFA, and Path Analysis in SEM. Confidence level at 95% had been chosen for the study.

Conclusion: Given the outcome of the analysis, it can be concluded that the economic condition, acculturation, attitude & self-control behavior have significant direct influences on food acceptability behavior. The results of the present work will aim to assist entrepreneurs to develop strategies for the future that will be useful in preparing effective menu planning, and menu pricing. It will also help the consumers in developing sustainable healthy eating habits.

Keywords: Food Acceptability, West Bengal, Attitude, Acculturation, Economical Condition & knowledge, SEM analysis