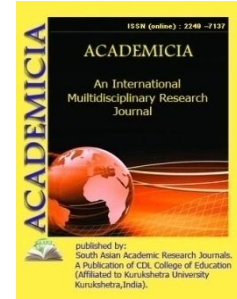




**ACADEMICIA**  
**An International  
 Multidisciplinary  
 Research Journal**  
 (Double Blind Refereed & Peer Reviewed Journal)



**DOI: 10.5958/2249-7137.2021.01573.1**

**TICKLING THE TASTE PALLET OF THE PEOPLE OF  
 BHUBANESWAR: A PERCEPTUAL STUDY ON THE AFFINITY  
 TOWARDS FOOD OF NORTHERN AND SOUTHERN INDIA**

**Dr. Somabhusana Janakiballav Mishra\*<sup>\*</sup>; Debasish Rout\*\*<sup>\*\*</sup>; Rachita Ota\*\*\*<sup>\*\*\*</sup>;  
 Dr. Sushree Sangita Ray\*\*\*\*<sup>\*\*\*\*</sup>; Vineet Mehta\*\*\*\*\*<sup>\*\*\*\*\*</sup>**

<sup>1, 2, 3, 4</sup>Assistant Professor,  
 Amity Global Business School,  
 Bhubaneswar, INDIA

\*\*\*\*\*Student, BBA,  
 Amity Global Business School,  
 Bhubaneswar, INDIA

**ABSTRACT**

*Finding and analyzing the reasons of cultural differences with respect to culinary habits of different regions is one of the primary components of research into people's taste of different food items. This topic is of great importance in the pursuit of specific affinities towards food items. Grasping people's likeness towards different food items and assessing their preference through taste is an important aspect. This study tries to detect the interaction patterns of north and south Indian cuisines as well as characteristics of emotions towards the food items by people. In this study we have tried to find out the differences between the perceptions of people living in Bhubaneswar towards North and South Indian food by analyzing 258 respondents chosen using simple random sampling method in the city of Bhubaneswar. The data collected were analyzed using descriptive analysis and chi-square test. Moreover, the study shows the feelings of individuals and the insight of taste diversity between South and North India and the characteristics that are sensitive under the influence of food diversity between the two regions' food items. The study helps to provide effective solutions from the macro perspective, which has been challenging for the cosmopolitan food distribution pattern.*

**KEYWORDS:** *Food Diversity; Taste Pallet; Culinary Habits; Bhubaneswar; India; North; South; Indian Food.*

**9 REFERENCES**

1. Anupam Jain ,Rakhi N K ,Ganesh Bagler. Analysis of Food Pairing in Regional Cuisines of India October 2, 2015 <https://doi.org/10.1371/journal.pone.0139539>
2. Bharath, Josiam and Sadiq, Sohail and Prema, Monteiro (2007): *CURRY CUISINE: PERCEPTIONS OF INDIAN RESTAURANTS IN MALAYSIA*. Published in: *TOURISMOS: An International Multidisciplinary Journal of Tourism*, Vol. 2, and No. 2 (November 2007): pp. 25-37.
3. Anita Goyal, Netra Pal Singh. Consumer perception about fast food in India: An exploratory study *BFJ* 109,2.  
 Bender, A.E. and Bender, D.A. (1995), *A Dictionary of Food and Nutrition*, Oxford University Press, Oxford  
 Bender, A.E. and Bender, D.A. (1995), *A Dictionary of Food and Nutrition*, Oxford University Press, Oxford  
 Bender, A.E. and Bender, D.A. (1995), *A Dictionary of Food and Nutrition*, Oxford University Press, Oxford  
 Bender, A.E. and Bender, D.A. (1995), *A Dictionary of Food and Nutrition*, Oxford University Press, Oxford  
 Bender, A.E. and Bender, D.A. (1995), *A Dictionary of Food and Nutrition*, Oxford University Press, Oxford  
 Bender, A.E. and Bender, D.A. (1995), *A Dictionary of Food and Nutrition*, Oxford University Press, Oxford  
 Bender, A.E. and Bender, D.A. (1995), *A Dictionary of Food and Nutrition*, Oxford University Press, Oxford
4. Bender, A.E. and Bender, D.A. (1995), *A Dictionary of Food and Nutrition*, Oxford University Press, Oxford.  
 Data Monitor (2005), "Fast food in Asia-Pacific: industry profile", available at: [www.datamonitor.com](http://www.datamonitor.com)
5. Data Monitor (2005), "Fast food in Asia-Pacific: industry profile", available at: [www.datamonitor.com](http://www.datamonitor.com).

6. Haiping Zhang 1,2,3, Xingxing Zhou 1,2,3, \* and Yi Huang 1,2,3. Analysis of Spatial Interaction between Different Food Cultures in South and North China: Practices from People's Daily Life ISPRS Int. J. Geo-Inf. 2020, 9(2), 68.
7. Nichani, M. (2005), "Urbanites in India junk health, turn fast foodies", The Economic Times, India, January 12.
8. Lawler A. The Ingredients for 4000-Year-Old Proto-Curry Science. 2012; 337(6092):288.
9. Appadurai A. How to Make a National Cuisine: Cookbooks in Contemporary India. Comparative Studies in Society and History. 2009 Jun; 30(01):3–24.
10. Rakshit M, Ramalingam C. Screening and Comparison of Antibacterial Activity of Indian Spices. Journal of Experimental Sciences. 2010; 1(7):33–36.
11. Zhu YX, Huang J, Zhang ZK, Zhang QM, Zhou T, Ahn YY. Geography and similarity of regional cuisines in China. PloS one. 2013 Jan; 8(11):e79161. Pmid: 24260166.
12. Dr. SomabhusanaJanakiballav Mishra STREET FOOD IN BHUBANESWAR: PERCEPTION OF QUALITY ISN NO: 022-1945.
13. An Overview of India's Regional Cuisines (tableagent.com).
14. Krishna kumar T. TRADITIONAL FOODS OF INDIA. Publication /330533824
15. A Guide to Indian Cuisine (culinaryschools.org).
16. Indian cuisine – Wikipedia.