

A PREFERENTIAL ATTITUDE AND TENDENCIES OF THE CONSUMERS IN SELECTING CHETTINAD CUISINES - AN EXPLORATORY STUDY

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ABSTRACT - Man is the bundle of desires. One's own desires, willingness, tendency, taste and preferential attitudes may vary from one person to another. Even though it is purely a physiological aspect many people are always interested to taste varied delicious items which are locally available in the respective areas and zones .In this Context Chettinad cuisine are most delicious and enriched vitaminized food for human beings and also received good attention from the minds of consumers. Most of the Chettinad cuisine prepared by the Acchi's are from the locally available Spice items and traditional way of cooking methods it is also one of the adding up factor determining its taste. Prominent items like Idiyappam, VatthalKuzhambu, Pepper Meen Kuzhambu, Vazhaipoo Meen Kuzhambu, Kozhirasam, Kozhukattai, Milagukozhivarual and Kuzhipaniyaram, Kandarappam are traditionally prepared only in the Earthened pots and also copper vessels. The way of serving food is also an attracting task of the Acchi's. This research clearly depicts the way in which of attracting consumers by serving Chettinad cuisine by the hotels and restaurants in Tamilnadu in a detailed manner with some expositions. There searcher shown keen interest to analyze what are the attributing factors responsible for preparing Chettinad cuisine only is also discussed in detail in this article.

Keywords: Delicious Chettinad Cuisine– Attitude – Attracting Methods – Available resources – Real situation

INTRODUCTION

India is a country where there is a different religions customs traditional way of life but it is a unitary Republic zone in the Asian continent Tamilnadu occupied a pride position in not only its own traditional heritages monuments and other aspects but also its uniqueness and delicious specialized food items which are available in many areas .One among the best important example is Chettinad cuisine items which are the world famous and enjoyed by many people from all walks of life ,There is no any barrier or restriction in the linguistic and zonal wise differences

Karaikudi is a civil town situated in Sivagangai locale of the territory of Tamil Nadu. Karaikudi, as a significant town, is generally well known in the whole district. Karaikudi has a place with Chettinad area, which includes 75 towns. Trichy and Rameshwaram are associated by this town since it is arranged on the parkway. It is a notable town in this southern province of India basically as a result of the style of houses that is exceptional to the spot. The houses in this town are built utilizing the limestone that is called “Karaiveedu” in the nearby language

Karaikudi is distinguished as the capital of Chettinad which is a treasury of culture, workmanship, and design. All the manors have beguiling teak, marble or stone columns supporting an enormous veranda, and the inward patios, the space of the womenfolk. Chettinad chateaus were worked with blocks known as Sengkal. The floors are striking gratitude to the utilization of energetic Athangudi tiles. Karaikudi and the Chettinad district are popular for the various sanctuaries that are dissipated over the locale. Many of these sanctuaries have been developed by the early Tamil administrations like the Cholas.

National & International Status

The Chettiar community (Nagarathars) played a dominant role in shaping up not only their own life in a well being manner but also doing business in many countries especially Singapore Malasiya (Kadhirgamam), Pali Island, Rangoon (Burma), Indonesia Java, Khmer (Cambodia), Ceylon (Sri Lanka) and Mauritius and many parts of Europe in a wide spread manner. They undertook many foreign trips and business tours in a chronological manner and also spreading their own tradition and culture. In this way they also popularize their own Chettinad cuisines. It is enjoyed by many foreigners as well as regional people.

Along with them they brought their Acchi's and cooks are preparing the traditional food items which are only by the Chettiar community alone. In India many North Indian tourist who have visited to perform rituals in Rameshwaram for Darpanams they cannot miss to taste their Chettinad cuisines which are available in Karaikkudi pallathoor, melaisivapuri, Kallal and Valayappati areas. The delicious Chettinad food items which are attracted not only tourists but also even the low income daily wage earners

BACKGROUND OF THE STUDY

Chettinad Cuisine is lively, clear and energetic definitely. The conventional food of Tamil Nadu's Chettiar people group, Chettinad cooking has a culinary custom not at all like some other. By and large interchangeable fiery food, actually, Chettinad cooking is an intricate mix of even flavors. With each dish being a culinary magnum opus in its own right, this lively food offers a life-changing gastronomic experience for a gourmet voyager. It is said in south India that one is fortunate to eat like a Chettiar. Chettiars (likewise called Nagarathars) were a little network of brokers, traders and investors who inhabited Poompuhar and Kaveripatnam under the Chola realm. The culinary custom of the Chettiars mirrors the fascinating history of the network. Having lived in nearness to the ocean, the Chettiars utilized fish to make a large number of their particular dishes, for example, the meen kuzhambu (fish curry), nandu (crab) masala, suraputtu (shark blade curry), and eral (prawn) masala. When the network later got comfortable the hot and bone-dry Tamil hinterland, they included wild game, for example, wilderness fowl, kada

(quail), muyal (bunny), and pitta (turkey) into their dietary propensities. The greater part of these pre-overwhelmingly non-vegan dishes were, and still are, eaten with rice and rice based backups, for example, dosais, appams, idiyappams, adais and idlis. The scientist is definitely intrigued and proposed to contemplate and dissect the different components liable for leaning toward Chettinad Cuisines in a bigger way by the customers is a significant spurring factor for choosing the specific exploration.

SIGNIFICANCE OF THE RESEARCH

Since food was such a basic piece of a Chettiar's life, the kitchen was one of the biggest and most significant spots in a Karaikudi house. Here, the womenfolk or aachis arranged expand dinners for the family unit – hand-beating fragrant flavors in stone processors, cleaving vegetables with the aruvamanai (iron cutting edge) and consuming distinctive kindling to create explicit flavors. These suppers were frequently joined by buttermilk or nannari sherbet to restrain the warmth of the food's furious curries. At the rich Chettiar wedding feasts, the samayalkar (group of cooks) would work under the direction of senior aachis of the family to make six primary course grain dishes, nine exquisite side dishes and six kinds of desserts. Huge numbers of these samayalkars would later proceed to set up their own diners in the Karaikudi region. Even the utensils utilized in the Chettiar kitchen were delightfully made and have become collectibles today, esteemed for their plan, size and vintage make. Traditional dinners served Chettinad style on banana leaves follow a particular convention – each dish has an assigned space and request wherein it must be served. Things served first are set at the upper left corner of the leaf, dynamically moving towards the privilege in the accompanying request – salt, pickle, mormilagai (sun dried chillies in curd), varuval (a fiery dry dish), kootu (a lentil curry), urundai (seared lentil balls), poriyal (sautéed vegetable dish) and masiyal (a vegetable squash). Appalams (papadums), misuses and fries are set at the base left while rice and chapatti, combined with sambar, rasam or kuzhambu, possess the middle. The base right is held for sweet dishes like ukkarai or paalpayasam.

REVIEW OF LITERATURE

So as to catch the eye of the sightseers, advertisers need to advance the unmistakable trait of their travel industry objective Fakeye and Crompton (1991). For any country's monetary unexpected turn of events, the development business is an enormous zone, JavidSeyidov et al., (2016). As an alternative to standard mass the travel industry, rustic the travel industry can fulfill the necessities of sightseers, Yuvarani, S (2013). In order to satisfy the tourists, tourists destination management organizations have to recognize the tourists, correspond with them to meet their expectations at a local, national and global level, As indicated by AlexiosFoukis (2015), the travel industry associations can satisfy the travel industry need with the essential the travel industry offers like mountains, ocean, sea shores, nearby traditions, recorded landmarks and auxiliary offers like legitimate foundation offices. Attractions, facilities, infrastructure, transportation, and hospitality are the various aspects of destinations, R.C.Mill et al., (1992). According to Blasco et al., 2016, from the customer-oriented perspectives, destination as service environment could help the experience of the customers. Ethnic, cultural, historical, environmental and recreational aspects can be considered as different forms of tourism destinations, Smith, V.L (1989). For the purpose of

segmenting the market and to devise a successful promotional campaign, tourism marketers have to understand the expectations and travel related behaviors of tourists, Heung et al., (2000). Hwang, J, et al., (2013) in their study assumed the relationship between the perceptions of travel attributes to satisfaction to identify the tourists from the perspective of demographic profiles like gender, age, marital status and geographical origin.

STATEMENT OF THE PROBLEM

The hotel's culinary group additionally assists visitor with disentangling a portion of Chettinad's culinary complexities and novel flavors by means of intuitive meetings. Many will be interested to find the network's adoration for star anise, a zest that is all the more ordinarily utilized in Asian culinary conventions east of Tamil Nadu. One of the favourite Chettinad dishes is the mandi. I'm likewise inclined toward the okra mandi, a repetitive feature of the banana leaf dinner at The Bangala. There's a keeramasiyal (spinach crush), a fine case of the inconspicuous utilization of flavors. This exchange additionally goes to the front in the pepper kuzhambu (sauce) with lamb. The Chettiars love their lamb, and one of the district's more up to date dishes that have ascended in ubiquity is the kola urudai (finely minced sheep balls) .This 1900s manor in Kothamangalam was reestablished by engineering couple Michel and Bernard, who are based out of Quebec. It's presently a cozy boutique inn where visitors would deep be able to jump into Chettinad cooking with visits to nearby business sectors. Chettinad Cuisines are popular in its own specialized taste which forced to consume certain specific items by the consumers in the larger manner, most of the consumers are interested to consume Kuzhipaniyaaram Vattakuzhambu and Chettinad Chicken varieties because of the uniqueness the present research attempted to deal on what are the various attitude and factors responsible for selecting Chettinad cuisines in a detailed manner

An enormous segment of the dishes are eaten with rice or Idli, Dosa, Iddiyappam and Chappathis generously bound with ghee. Through their commercial contacts with Burma, they figured out how to set up a sort of rice pudding made with clingy red rice. While they were generally vegans, when they set up exchanging attaches with Christians and Muslims, the non-veggie lover impact got settled in their food and when they started exchanging with Ceylon, Burma and the Dutch East Indies, there was no thinking back. They are magnificent hosts and a supper at a Chettiar home is a sumptuously fulfilling experience since the table is probably going to moan with a variety of dishes.

SCOPE OF THE STUDY

The present research is having vast scope of analyzing methods and means of "A PREFERENTIAL ATTITUDE AND TENDENCIES OF THE CONSUMERS IN SELECTING CHETTINAD CUISINES-AN EXPLORATORY STUDY" in a particular and micro level which is very useful for further researchers which will be taken in a future in a wider and macro level which have not been addressed the problems and research questions raised by the many researchers. Though it is a micro level study it tries to bring out all the research gaps and unsolved research problem in the particular angle by the researchers and academia by their own research topic.

OBJECTIVES

In the light of the above foregoing discussion on Chettinad cuisines the following major objectives are discussed in detailed manner.

- ❖ Identifying factors and attitude towards preparing Chettinad cuisines.
- ❖ The Consumers tendency and desire to prefer only particular cuisines.
- ❖ Methods analyzed for preferring the particular items of cuisines.
- ❖ Measuring the nature and extent of preferring Chettinad cuisines.
- ❖ Studying motivational factors and preferential attitudes of the consumers.
- ❖ Suggesting certain policy recommendations.
- ❖ Exploring further possible avenues of increasing their taste and preferences towards specialized Chettinad items.

HYPOTHESES

- Physiological factors and preferential attitude towards preferring cuisines is perfectly co-related.
- Popularity measures and new innovative dishes of Chettinad cuisines are perfectly associated.
- There is a growing Trend of consumers in selecting Chettinad cuisines in modern era.
- Perception of foreign tourist and north Indians is more than the domestic tourist and local consumers on preferring Chettinad cuisines.

RESEARCH QUESTIONS

Researcher raises some research questions in the execution of the research and the problem setting.

- What are the most influencing Physiological factors towards preferring Chettinad Cuisines?
- How to attract many consumers in the choice of consuming Chettinad cuisines?
- What are the steps to be taken in future to popularize Chettinad cuisines?
- How to make more part of the consumers in selecting delicious Chettinad items?
- What are the specific recommendations to be followed in future?
- How to measure and project the future trend of the consumers?

METHODOLOGY

The methodology followed under this study is descriptive and explanatory in nature. Larger part of the data have been gathered and collected from the restaurants and hotels and by the chettinad hotel owners and the home stay runners in the areas of Karaikudi Pallathur and other parts of Chettinad Important data about the consumer's preference is gathered from the association of the private hotels in Karaikudi regions. Secondary data have been largely utilized from government records and reports of the CII.

ANALYSIS AND DISCUSSION

The Chettinad cooking has a plenty of misleadingly flavorful dishes. For the individuals who wish to test the wonders of this food, we present to you the mark dishes of Chettinad – straightforward, zesty and exceptionally conventional. The culinary impact of the Chettiar people group who follow their family back to the shipper investors of the Chola realm is unmistakable and no visit is finished without testing the quintessential Chettinad Chicken. Delicious pieces of stout chicken, prepared liberally with dark pepper, green bean stew and flavors, are drying cooked flawlessly preceding being decorated with curry leaves. An awesome gala Other energizing alternatives on a Chettinad menu are Nandu Rasam, a fiery soup made with little crabs, Karaikudi Eral Masala, prawns seared in a mélange of flavors, crab masala, lamb fry, cerebrum fry, chicken dish and Soraputtu, which is destroyed shark meat sauteed with ginger, garlic, coriander, green chill and onion — suggested for the individuals who appreciate fish however don't have any desire to select the bones.

The customary Chettinad food is notable for utilizing countless assortments of flavors like star anise, entire red chillies, fennel seed, cinnamon, cloves, narrows leaf, peppercorn, cumin seeds and fenugreek. In Chettinad food, basic “mystery” fixings are dried blossom cases, and kalpasi (dark stone bloom). The lavishness of the flavors is expanded by expansion of tomatoes, coconut, ginger and garlic. Customarily, the flavors were grounded utilizing granulating stones. Chettinad food is stacked with particular fragrances and flavors. Most curries and sauces are given rice-based game plans like Appams, Idlis, Idiyappams, Adais and Dosais because the delicate taste of these reinforcements adulates the liveliness of the dishes. Their suppers are additionally joined by buttermilk to cut down the warmth of the curries presented with the dishes. Discussing Chettinad food, they offer both veggie lover and non-vegan dishes. A part of the popular dishes join Idiyappam, Paal Payasam, Chicken Chettinad, Palkati Chettinadu, Paniyaram, Vellai Paniyaram, Kozhakattai, Aatukkari Kuzhambu, Soya Paneer Vadai Kozhambu, Cabbage Poriyall, Karuppatti Paniyaram, Kuzhi Paniyaram, Vellai Kurma, Kaikari Piratta land some more.

➤ Chettinad Chicken

The most mainstream of Chettinad dishes, Chettinad Chicken or Chettinad Kozhi is a provincial culinary jewel. Produced using delicate and delicious chicken stewed in a variety of broiled flavors and coconut, this dish is unquestionably an absolute necessity attempt.

➤ Idiyappam

Delicate, clammy and soft, Idiyappams are steamed string containers produced using simmered rice flour. Served it with sweet coconut milk, Jaggery syrup or zesty stew, Idiyappams make for an incredible dinner whenever of the day.

➤ Kozhukattai

Much adored Chettinad delicacy, Kozhukattai are steamed rice flour dumplings that can be sweet or appetizing. By and large favored sweet, this lip-smacking dish is made in the Chettinad area of Tamil Nadu on every promising event.

➤ Milagu KozhiVaruval

Milagu Kozhi Varuval or pepper chicken fry is an exemplary side dish that can energize any supper. One of the most fragrant dishes in the Chettinad food, this dish utilizes liberal measures of newly ground warm flavors like the pepper, bean stew, garlic, and ginger.

➤ Karaikudi Eral Masala

In Karaikudi Eral Masala, delicious prawns bound in blazing zest glue are thrown with spluttering mustard seeds, popping curry leaves, red hot chillies and a drop of lemon. This superb prawn delicacy is unquestionably worth difficult.

➤ Vazhaipoo Meen Kuzhambu

A fish curry without fish. Sounds fascinating, isn't that so? The exceptionally nutritious Vazhaipoo Meen Kuzhambu is produced using player seared banana blossoms (vazhaipoo) absorbed a zesty tart (kuzhambu) sauce. Banana bloom or vazhaipoo will in general look like little anchovies (a kind of fish), henceforth the name.

➤ Kada Fry

Fresh outwardly and delicate within, Kada Fry is fundamentally singed and spiced quail meat. Ubiquitous in the menus of Karaikudi's nearby diners, these flavorful seared marvels work out positively for a wide range of curries.

➤ Mutton Chukka

The renowned Chettinad Mutton Chukka is produced using perfectly marinated sheep spread in a masala of cardamom, cinnamon, clove, bean stew and curry leaves. Blazing and fragrant, this inconceivably delectable dish is a treat for all detects.

➤ Paruppu Urundai Kuzhambu

Paruppu Urundai Kuzhambu, basically, is lentil balls in a tart tamarind sauce. The intricate transaction of sweet, harsh, and interesting flavors in this adaptable dish nails it each and every time.

➤ Meen Kuzhanbu

Meen Kuzhambu is a conventional Chettinad style fish curry that feels like an ensemble on the sense of taste. A filet of fish cooked to softening flawlessness in a prepared curry makes a dish that is flavorful in each and every chomp.

➤ Kuzhi Paniyaram

The firm and crunchy Kuzhi Paniyaram is a well known dish in Chettinad cooking. Made in an exceptional shape called the paniyarakkal, this solid and generous tidbit has a flavorful and sweet form, the two of which are similarly cherished.

➤ Kandarappam

One of the main delights in Chettinad food, Kandarappam is a customary sweet tidbit made on all merry events. Produced using rice and four sorts of lentils, this flavorful brilliant earthy colored appam has firm edges and a smooth puffed up center.

➤ Paal Payasam

An exemplary treat made with milk, rice, nuts and cardamom, Paal Payasam is a dish that will speak to everybody with a sweet tooth. The rich and velvety taste of this wanton dish waits on the taste buds, long after it has given the ideal sweet consummation of a Chettinad style repast.

SUGGESTIVE RECOMMENDATIONS

In the light of the above foregoing discussion on making Chettinad cuisines as most preferable by consumers items the following suggestions have been recommended by the researcher.

- To make popular and fame of the Chettinad cuisines Government must come forward to arrange food courts in many and selected regions of the country and serving foods at subsidized rates.
- To attract youngsters and foreign tourist the existing Chettinad cuisines must be made and turned into the stage of fast food like Pizzas and Manchurian.
- Incentive packages must be given to the Chettinad hotel owners in preparing food.
- The existing traditional varieties of Chettinad dishes may be converted into the packaged items by applying modern technologies and it may be exported to foreign countries.
- To satisfy the taste of foreign consumers especially those who are having Indian origins which are settled in Arab countries are preferred to eat tinned food without adding preservatives and coloring agent and is hygienically good for health with locally available spices like garlic and Black pepper alone.
- The Travel tourist operator association with the help of guides may come forward to mobilize foreign tourist as well as Northern tourist to taste Chettinad cuisines in the tourist spots.
- Ensuring best quality of service rendered by the hotel owners of Chettinad in managing better and qualitative delicious vegetative items.
- In the lines of modern technologies Chettinad items must be prepared in larger quantities to meet the additional needs of consumers in Festive seasons.
- ITDC and TTDC, Ministry of Food and consumer affairs may come forward to arrange Chettinad cuisine melas in the New Year Festive seasons to make further popularity among the consumers.

- A lucrative words such as a spicy delight, Piri-Piri, hot topped more spicy, an explosive team rich spicy, marinated seasoning, a flavorful bend of spices, infused combo, spice marinade, heavenly assortment will attract youth and influence them to taste the Chettinad cuisines in more.
- Roadside shops ordhabas – Dhabas are situated inside city restricts just as on roadways. They are customarily “truck quits” serving dishes nearby to the zone. Despite recent infrastructure developments in the highway sector, only a few high volume highways are equipped with Western style rest and service centres.
- Dhabas will in general be the main feast choices on most thruways in India. Consequently, transport drivers, just as explorers employing the interstate successive them.
- Also, dhabas are distinct from street vendors in that the latter typically sell a very limited variety of snack foods (usually one or two specialties).and also motivated to sell specialized chettinad cuisines like Elumbuchalna and Kuzhipaniyaram.
- Dhabas are full-administration foundations since they regularly offer breakfast, lunch, and supper feast alternatives. Indian cheap food foundations – Every area in India can flaunt its own one of a kind inexpensive food luxury.
- KalDosas, onion uthappams, and idlis are hallmarks of South-Indian cuisine.
- With added Mutton kuzhambu and Naatu Kozhirasam, Idiyappam is also special mentioned dishes of Chettinad.

CONCLUDING OBSERVATIONS

It is very interesting to note that the consumption pattern of the consumers on Chettinad cuisines is recently knowing and enjoyable by the all sections of the society in recent times, Certain cuisines like Kuzhipaniyaaram and Karakuzhambu are available only in the parts of Chettinad which is most tedious and difficult to prepare rather than by the chettinad cooks alone .The way of serving foods in Banana leaf by the hotel owners is very systematic and are more concerned in order of placing items in a clear manner. “A Chettinad dish starts with sweet and ends with sweet”. The preferential attitude of the consumers besides a no bar on their economic strata is apparently increasing a perpetual policy measures can alone lead the Hotel industry in future in a clear steering path by the establishment of many Chettinad hotels and road side eateries. The ray of hope of Chettinad hotel owners in Tamilnadu is the vast coverage of spatio temporal manner which covers all parts of the regions in India by serving certain specialized chettinad cuisines to satisfy the largest segments of the consumers.

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