ISSN NO. 2456-3129

IJEPAS

International Journal of Engineering, Pure and Applied Sciences,
Vol. 9, No.4, Dec 2024

DEMOGRAPHIC DETERMINANTS OF ADOPTION INTENTION OF AYURVEDIC CUISINE: AN EMPIRICAL STUDY OF MILLENNIALS

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ABSTRACT
The growing global emphasis on preventive healthcare and sustainable dietary practices has renewed interest in traditional food systems such as Ayurvedic cuisine. Rooted in ancient Indian medical philosophy, Ayurvedic cuisine emphasizes personalized nutrition, balance of bodily doshas, and holistic well-being. Despite its documented health benefits, the adoption of Ayurvedic cuisine varies significantly across population segments. This study aims to examine the demographic determinants of adoption intention of Ayurvedic cuisine, with specific reference to gender, occupation, and income levels. Using a structured questionnaire, primary data were collected from respondents across diverse demographic backgrounds. Statistical tools such as descriptive analysis, ANOVA, and chi-square tests were employed to identify significant differences in adoption intention across demographic groups. The findings reveal that demographic variables play a crucial role in shaping adoption intention, with notable variations observed across income and occupational categories, while gender differences show partial influence. The study contributes to the growing body of literature on traditional food adoption by offering empirical evidence on demographic influences and provides practical insights for policymakers, health practitioners, and food entrepreneurs aiming to promote Ayurvedic cuisine among contemporary consumers.

Keywords: Ayurvedic cuisine, adoption intention, demographics, gender, occupation, income, traditional food systems

INTRODUCTION

In recent years, there has been a marked shift in consumer food preferences toward health-oriented, natural, and sustainable dietary practices. This shift is largely driven by rising lifestyle-related disorders, increased health consciousness, and dissatisfaction with highly processed foods (Kumar & Kumar, 2021). Within this context, Ayurvedic cuisine, an integral component of India's traditional knowledge system, has gained renewed relevance. Unlike modern nutrition models that focus primarily on caloric intake and macronutrients, Ayurvedic cuisine emphasizes individualized dietary practices based on *prakriti* (body constitution), seasonal adaptation, and digestive strength (*agni*) (Sharma, 2018).

Ayurveda conceptualizes food not merely as a source of nourishment but as a therapeutic tool that influences physical, mental, and emotional well-being (Lad, 2002). Despite its holistic benefits and cultural embeddedness, the adoption of Ayurvedic cuisine in daily life remains uneven, particularly among urban and working populations. Rapid urbanization, changing occupational structures, income disparities, time constraints, and exposure to global food cultures have significantly altered traditional eating habits, especially among millennials and middle-income groups (Gupta & Duggal, 2020).

Adoption intention, defined as an individual's willingness and readiness to adopt a particular product, practice, or behavior, is a critical predictor of actual adoption (Ajzen, 1991). Prior studies on food adoption suggest that demographic variables such as gender, occupation, and income significantly influence health-related food choices and dietary behavior (Verbeke, 2005; Ronteltap et al., 2012). Gender differences in health awareness, occupational lifestyle constraints, and disposable income levels often shape perceptions of traditional and functional foods. However, empirical research specifically examining the role of demographic factors in the adoption intention of Ayurvedic cuisine remains limited.

Existing literature has predominantly focused on the nutritional and therapeutic benefits of Ayurveda or on consumer perception of organic and functional foods, leaving a notable gap in understanding who is more inclined to adopt Ayurvedic dietary practices and why (Patwardhan et al., 2015). Addressing this gap is particularly important in the current environment, where traditional food systems are increasingly positioned as viable solutions for public health and sustainable development.

Against this backdrop, the present study seeks to analyze the demographic determinants of adoption intention of Ayurvedic cuisine, with special reference to gender, occupation, and income. By empirically examining demographic differences in adoption intention, the study aims to contribute to both academic literature and practical policymaking. The findings are expected to assist health educators, food industry stakeholders, and policymakers in designing targeted interventions and communication strategies to encourage the wider adoption of Ayurvedic cuisine across diverse population segments.

REVIEW OF LITERATURE

Yadav, et.al (2025) highlighted the holistic heritage of ancient health time which represents a complete medical care system and the most traditional Indian system of medicine. According to ayurveda wholesome food is essential for the creation and nourishment of the body. The food products have medicinal characteristics that provide the body strength and nourishment. The authors focused the study on rasala- a traditional ayurvedic recipe as it believes that body is a product of food and its wholesomeness depends upon what is eaten. Rasala has medicinal and nutritional qualities which is probiotic and helps in strength gaining. Functional foods have emerged as health promoting and disease preventive food having health benefits for general malnutrition. The cooking process of such food is also very important, and the ingredients used should be organic. This recipe is a combination of many ingredients with healing properties and dairy products are one of the core foods that can be used for nourishment.

Darshane & Pandit (2024) highlighted the Indian treasure in terms of ayurvedic science which is considered to be the traditional Indian lifestyle and exclusively stated the various herbs, food ingredients and combinations that are used as therapeutic method of healing human disorder. Ayurveda is considered to be the ideal system of eating food and leading a healthy life. Ayurveda specifically stresses on nutrition and its energetic forces which are the fundamental concepts to understand the person's prakriti with the help of the case that explained the concept of nutritional analysis to understand the medicinal properties of ayurvedic diet. Physical and mental balance should be made by eating properly, digesting the food and how to maintain the ill effects of one's life. The traditional therapy is now an integral part of modern approach for treating various diseases and it focuses on holistic treatment of the Asians.

Dias & Joshi (2024) focus on sustainability and healthy living and increased awareness towards climatic change and healthier lifestyle. It aims to understand the perception of GenZ towards ayurvedic products and helps in exploring the awareness level of youngsters towards ayurvedic products. It also helps to evaluate the various brand propositions such as ecofriendly, sustainable, natural, herbal, chemical free, etc. and the effect of such words on the perception and purchase decision of young consumers. The advertising media is also identified is trustworthy for young consumers to purchase the products of different brands like dabur, Patanjali, Himalaya, etc. Ayurvedic medicine is the world's oldest medical system that predominantly focuses on healthy food and lifestyle with preventive strategies for good health. The study was conducted in Mumbai and past reviews suggest that public perception towards ayurvedic brand depends upon number of factors. A research gap of different age groups was identified and so GenZ was targeted to identify the purchase and consumption intention by youngsters. The insights of the research may benefit the brands of ayurvedic products to showcase the data in their advertising campaigns and popularize their products on social media. A comprehensive marketing strategy is to be adopted to attract this consumer segment.

Kalia (2023) explained the purpose of the study is to understand the traditional recipes in the context of Ayurveda. This article is a modest attempt to address the numerous health benefits that traditional Indian culinary recipes provide to humanity. Supporting these recipes nationwide by the government and non-governmental organizations could help meet the sustainable development goals of "No Hunger" and "Responsible Consumption." Food recipes from various parts of India are listed here, along with their possible health benefits, cooking season, and botanical information to document their Ayurvedic literary allusions to ethano-botanical health benefits. Because traditional food recipes are unique to a given region, season, and population's genetic makeup a principle of Ayurveda that takes Ahara Sevan into consideration they provide a solution to the food crisis and promote health. "No Hunger" is one of the objectives of the sustainable development goals. Understanding traditional cuisine and enhancing its relevance in the modern era offers a very promising answer to the global food scarcity problem while also providing substance to the concept of preventative medicine, which is the cornerstone of societal health.

Research Objective: To assess the adoption intent of respondents across different demographic style-gender, occupation, income with adoption intention-regression

Null Hypothesis: The demographic factors Gender, Education and Occupation have no significant influence on millennials' intention to adopt Ayurveda-based healthy Indian cuisine.

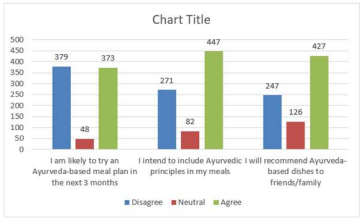
IJEPAS

International Journal of Engineering, Pure and Applied Sciences,
Vol. 9, No.4, Dec 2024

Table: Adoption Intention

Statement	Disagree	Neutral	Agree
I am likely to try an Ayurveda-based meal plan in the next 3 months	379	48	373
I intend to include Ayurvedic principles in my meals	271	82	447
I will recommend Ayurveda-based dishes to friends/family	247	126	427

Graph: Adoption Intention



Interpretation: The Responses are almost mixed and nearly 50% agree and other 50% disagree.

Interpretation: The Responses are almost mixed and nearly 50% agree and other 50% disagree. This indicates **mixed and uncertain short-term behavioural intention**. Although many respondents appreciate Ayurveda's health value, they are not clearly committed to trying an Ayurvedic cuisine. A larger proportion (about 54%) intend to incorporate Ayurvedic principles into their meals. This suggests **moderate to strong long-term intention,** reflecting that respondents are willing to adopt **elements** of Ayurveda even if they may not follow a full Ayurvedic diet. This aligns with the idea that partial adoption majority (approximately 52%) are willing to recommend Ayurvedic dishes to others. This indicates a **positive word-of-mouth potential**, suggesting that many respondents perceive Ayurvedic food as beneficial or worth sharing.

Statement 1

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.356[a]	.127	.123	.908	.127	38.512	3	796	.000	1.928

a. Predictors: (Constant), Occupation, Gender, Education
b. Dependent Variable: try

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.310	3	31.770	38.512	.000[b]
	Residual	656.645	796	.825		
	Total	751.955	799			

a. Dependent Variable: try
b. Predictors: (Constant), Occupation, Gender, Education

COEFFICIENTS

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.794	.157		5.068	.000	.486	1.101
	Gender	.692	.065	.354	10.682	.000	.565	.819
	Education	.015	.020	.024	.720	.472	-.025	.055
	Occupation	.018	.025	.025	.741	.459	-.030	.067

a. Dependent Variable: try

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.52	2.36	1.99	.345	800
Residual	-1.357	1.482	.000	.907	800
Std. Predicted Value	-1.373	1.054	.000	1.000	800
Std. Residual	-1.494	1.631	.000	.998	800

a. Dependent Variable: try

Summary of regression analysis

Statistic	Interpretation
R = .356	Shows a *moderate* positive relationship between the predictors (Gender, Education, Occupation) and the dependent variable (**try**).
R Square = .127	The model explains **12.7%** of the variance in the dependent variable.
Adjusted R Square = .123	Adjusted for sample size and number of predictors; still shows that about **12.3%** of the variation in *try* is explained by the predictors.
Std. Error = 0.908	Average deviation of predicted values from actual values.
Durbin–Watson = 1.928	Close to **2**, indicating **no autocorrelation**; residuals are independent and the model is statistically valid.

Model Summary

Although the model is statistically significant, the predictors explain only a *small-to-moderate proportion* of variance in the dependent variable. The model is still meaningful, especially with a large sample size (n = 800).

In the ANOVA table the p-value is less than 0.05, meaning the **overall regression model is statistically significant.** This indicates that **at least one** of the predictors contributes meaningfully to predicting the dependent variable *try.* The combination of Gender, Education, and Occupation **significantly predicts** the dependent variable. The model is statistically valid.

The multiple regression analysis reveals that the model significantly predicts the dependent variable *try* ($F = 38.512$, $p < .001$). The predictors collectively explain **12.7%** of the variance in the dependent variable. Among the predictors, **Gender** emerges as the only statistically significant variable ($\beta = .354$, $p < .001$), indicating a meaningful influence on *try*. In contrast, **Education and Occupation** do not significantly contribute to the model, as indicated by their nonsignificant p-values. The Durbin-Watson value (1.928) confirms no autocorrelation in residuals, supporting the reliability of the regression results.

Statement 2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Occupation, Gender, Education[b]	.	Enter

a. Dependent Variable: intend
b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.228[a]	.052	.048	.899	.052	14.558	3	796	.000	1.654

a. Predictors: (Constant), Occupation, Gender, Education
b. Dependent Variable: intend

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.332	3	11.777	14.558	.000[b]
	Residual	643.948	796	.809		
	Total	679.280	799			

a. Dependent Variable: intend
b. Predictors: (Constant), Occupation, Gender, Education

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International Journal of Engineering, Pure and Applied Sciences,
Vol. 9, No.4, Dec 2024

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.352	.155		8.718	.000	1.048	1.657
	Gender	.399	.064	.215	6.223	.000	.273	.525
	Education	.032	.020	.055	1.594	.111	-.007	.072
	Occupation	.036	.024	.051	1.465	.143	-.012	.083

a. Dependent Variable: intend

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.82	2.52	2.22	.210	800
Residual	-1.522	1.181	.000	.898	800
Std. Predicted Value	-1.906	1.437	.000	1.000	800
Std. Residual	-1.692	1.313	.000	.998	800

a. Dependent Variable: intend

Output Section	Key Result	Interpretation
Model Summary	R = .228	Weak positive relationship between predictors and intention.
	R Square = .052	Predictors explain **5.2%** of the variance in intention. Small effect size.
	Adjusted R Square = .048	Model remains weak but meaningful even after adjustment.
	Std. Error = .899	Average prediction error of the model.
	Durbin–Watson = 1.654	No autocorrelation; residuals are independent. Model is statistically reliable.

The predictors have a **small but meaningful** ability to predict the intention variable. Although the overall effect is weak, it remains statistically significant. The **ANOVA Results F (3, 796) = 14.558**, **p = .000** indicates the **overall regression model is statistically significant**. The combination of Gender, Education, and Occupation *significantly predicts* intention (*intend*). Even though the explained variance is low, the predictors collectively make a meaningful contribution.

Model summary

The regression model predicting intention *(intend*) is statistically significant, indicating that demographic variables collectively influence intention to some extent. However, the model explains only a small proportion (5.2%) of the variance, suggesting that intention is influenced primarily by factors beyond basic demographic characteristics.

Among the predictors, **Gender is the only statistically significant factor**, indicating that intention levels differ meaningfully across gender categories. Education and Occupation do not significantly influence intention, highlighting their limited role in shaping respondents' behavioural intentions.

The Durbin-Watson value confirms the reliability of the model by ruling out autocorrelation problems. Overall, the findings suggest that while demographic factors contribute to intention, the effect size is small, and future research may benefit from including psychological, motivational, or situational variables to better explain intention-related behaviours.

Statement 3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Occupation, Gender, Education[b]	.	Enter

a. Dependent Variable: family
b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.211[a]	.044	.041	.872	.044	12.307	3	796	.000	1.387

a. Predictors: (Constant), Occupation, Gender, Education
b. Dependent Variable: family

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.080	3	9.360	12.307	.000[b]
	Residual	605.420	796	.761		
	Total	633.500	799			

a. Dependent Variable: family
b. Predictors: (Constant), Occupation, Gender, Education

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.355	.150		9.013	.000	1.060	1.651
	Gender	.305	.062	.170	4.912	.000	.183	.427
	Education	.047	.020	.084	2.416	.016	.009	.086
	Occupation	.062	.024	.092	2.641	.008	.016	.109

a. Dependent Variable: family

The model is statistically significant but explains a very small proportion of the variance. The predictors have limited but meaningful influence on family-related responses. The ANOVA test result F(3, 796) = 12.307, p = .000 the regression model is statistically significant. Gender, Education, and Occupation collectively influence family responses, but the effect size is small.

Section	Key Result	Interpretation
Model Summary	R = .211	Weak positive relationship between predictors and family-related responses.
	R Square = .044	Predictors explain **4.4%** of variance in the dependent variable.
	Adjusted R Square = .041	Small but meaningful model fit after adjustment.
	Std. Error = .872	Indicates the average prediction error.
	Durbin–Watson = 1.387	No major autocorrelation; residuals are acceptable.

Model Summary:

A multiple regression analysis was conducted to examine the influence of **Gender, Education, and Occupation** on the dependent variable *family*. The overall regression model was found to be **statistically significant** (F = 12.307, p < .001), indicating that the predictors collectively impact family-related responses. However, the model explained only **4.4% of the variance**, showing that the effect size is small.

All three predictors- **Gender (p = .000), Education (p = .016), and Occupation (p = .008)**- were statistically significant contributors. Gender was the strongest predictor, followed by Occupation and Education. Despite their significance, the predictors had limited

individual effects, suggesting that family-related outcomes are influenced by several factors beyond demographics.

Overall, the regression test shows that demographics do play a role, but only to a modest extent, and additional variables would be needed to better explain variations in family responses.

RESULT

The regression analysis wasdone with the demographic predictors- **Gender, Education, and Occupation as independent variables and their** influence on the dependent variables try represents I am likely to try an Ayurveda-based meal plan in the next 3 months, **intend refers to** intend to include Ayurvedic principles in my meals, and **family** will recommend Ayurveda-based dishes to friends/family. The results show that the **overall regression models for all three dependent variables were statistically significant**, indicating that the predictors collectively have an influence on respondents' behavioural and perception-based outcomes. But **the amount of variance explained by the predictors was very low** across all models. **Gender consistently emerged as a significant predictor in all three models,** making it the most influential demographic factor. Gender differences play a noticeable role in shaping behavioural intentions, motivational responses, and family-related perceptions. **Education and Occupation showed mixed results** as they were **not significant** for *try* and *intend* but they became **significant predictors** for *family,* although the effect sizes were small.

Conclusion

The present study examined the influence of key demographic variables—gender, education, and occupation—on respondents' adoption intention toward Ayurvedic cuisine, operationalized through three outcome dimensions: willingness to try an Ayurveda-based meal plan in the near future, intention to incorporate Ayurvedic principles into daily meals, and propensity to recommend Ayurveda-based dishes to family and friends. The regression analyses revealed that all three models were statistically significant, confirming that demographic characteristics collectively exert an influence on both behavioural intentions and perception-based outcomes related to Ayurvedic cuisine.

However, the explanatory power of the models was relatively low, indicating that while demographic factors contribute to adoption intention, they account for only a small proportion of variance in respondents' attitudes and behaviours. This suggests that adoption intention toward Ayurvedic cuisine is likely shaped more strongly by non-demographic factors such as health consciousness, cultural orientation, perceived benefits, taste preferences, accessibility, and lifestyle compatibility.

Among the demographic predictors, **gender consistently emerged as a significant determinant across all three models**, making it the most influential variable in explaining adoption intention. The findings indicate that gender-based differences play a meaningful role in shaping not only individual behavioural intentions and motivation to adopt Ayurvedic dietary practices, but also family-oriented perceptions such as recommending Ayurveda-based dishes within social circles. This aligns with existing literature suggesting that gender differences significantly influence health-related food choices and preventive dietary behaviors.

Education and occupation demonstrated **selective influence**, as they did not significantly predict respondents' willingness to try or intend to adopt Ayurvedic principles at an individual level. However, both variables became significant predictors in the model related to family and social recommendation, albeit with small effect sizes. This indicates that higher education and occupational exposure may enhance awareness and social endorsement of Ayurvedic cuisine, even if they do not directly translate into immediate personal adoption. Such findings underscore the distinction between individual behavioural intention and socially mediated advocacy of traditional food practices.

Overall, the study concludes that while demographic variables—particularly gender—play a statistically significant role in shaping adoption intention toward Ayurvedic cuisine, their practical impact remains limited. This highlights the need for future research to incorporate psychographic, cultural, and attitudinal variables to develop a more comprehensive understanding of adoption behavior. From a practical standpoint, targeted awareness and communication strategies that account for gender differences and leverage educated and occupationally diverse groups as social influencers may be more effective in promoting Ayurvedic cuisine adoption.

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