

Influence of Western Food Culture on Indian Food Habits Among Teenagers and Adults in South India and its Impact on the Indian Food Industry

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Abstract

In the current times westernization is spreading across all over the country as modernization is taking place day by day, with the help of the Internet and social media. Social media platforms , like Instagram Facebook or other mass media forms of communication to the audience has made it easier for the western culture to spread wide across the country. This paper tries to explore the influence of western food culture on the Indian food habits of teenagers and adults of South India. This includes the analysis of impact of the western food culture in Indian food industries. The study helps us understand the degree of influence of western food habits on the younger generation and the older generation in the current times. The data collection includes primary data (questionnaire) to understand food habits and secondary data to study the impact of westernization in the Indian industries. The results show that the younger generation lean towards westernization than the older generation and the degree to which the younger generation is shifting to Asian culture in their food habits is quite high.

Keywords

Media, Food industry, Westernization, Youth.