

Evaluating Consumer Behaviour Towards Traditional Newari Food in the Kathmandu Valley

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Abstract

This study evaluates tourists' food choice behaviour towards traditional Newa (Newari) cuisine in Kathmandu Valley by employing an extended Theory of Planned Behaviour (TPB) framework. This study integrates additional dimensions (Curiosity, Perceived Usefulness, Education, and Aesthetic) alongside core TPB constructs of Attitude, Subjective Norms, and Perceived Behavioural Control to explore the factors influencing food choices. A quantitative approach was adopted, with data collected from 182 domestic and international tourists using a structured Likert-scale questionnaire. Results from descriptive and correlation analyses highlight the significant roles of attitudes, experiential dimensions, and behavioural control in shaping tourists' intentions and actual behaviour towards consuming Newa (Newari) cuisine. This study bridges existing research gaps and provides actionable insights for promoting Newa (Newari) cuisine as a cultural and epicurean asset in Nepal's heritage tourism. Strategically integrating authentic culinary experiences into the broader tourism framework can catalyse sustainable development, enhancing cultural appreciation and encouraging long-term growth in the tourism sector.

Key Words: Case study, entrepreneurial practices, hospitality student entrepreneurs, tourism entrepreneurship.

Introduction and Study Objectives

Nepal, a country celebrated for its cultural diversity and vibrant traditions, is home to the Newar community, whose culinary practices hold immense historical and cultural significance. Newa (Newari) cuisine, known for its distinctive flavours and preparation methods, represents the rich cultural identity of the Kathmandu Valley. Newa (Newari) cuisine, a cornerstone of Nepal's cultural heritage, is deeply rooted in the traditions of the Newar community, indigenous to the Kathmandu Valley. Newa (Newari) food is known for its rich flavours, meticulous preparation, and symbolic significance and represents centuries of culinary expertise. It is often served during festivals, ceremonies, and cultural events, offering a blend of taste and tradition that appeals to domestic and international tourists.

Newa (Newari) cuisine is a vibrant tapestry of flavours and traditions, deeply rooted in the cultural heritage of the Newar community in Nepal. Among its most celebrated delicacies is Yomari, a steamed dumpling crafted from rice flour, shaped into a pointed, conical

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form. Inside, it holds a sweet and aromatic filling made from molasses and sesame seeds. Yomari is more than just a dish; it is a symbol of abundance and prosperity, traditionally prepared and shared during the Yomari Punhi festival in winter. The warm, gooey filling combined with the soft rice flour shell makes it a comforting and cherished treat, particularly during cold months.

Another staple of Newa cuisine is Woh, a savoury lentil pancake that is both simple and satisfying. Made from a batter of ground lentils, Woh is pan-fried to achieve a texture that is crispy on the outside and tender within. It is often topped with fried eggs or minced meat, adding layers of flavour and making it a versatile dish suitable for both casual meals and festive occasions. Woh is an essential part of Newa feasts, showcasing the community's ingenuity in transforming humble ingredients into flavourful delicacies.

A centrepiece of traditional Newa feasting is Samay-baji, a colourful platter that epitomises the richness of this cuisine. This dish is a harmonious combination of beaten rice, marinated buffalo meat known as Chhoyala, boiled eggs, fermented radish pickles, and other accompaniments. Each component on the plate offers a unique taste and texture, from the crunchiness of the beaten rice to the smoky, spiced Chhoyala. Samayebaji is not just a meal but a cultural expression, served during celebrations and rituals as a symbol of hospitality and community spirit.

Newa Bhoy, a traditional feast served during major events, is an epicurean experience that includes a variety of dishes symbolising cultural unity and abundance. A cornerstone of Newa culture is the Newa Bhoy, an elaborate traditional feast that embodies the spirit of community, hospitality, and abundance. This feast is a grand culinary experience served on leaf plates, featuring an extensive array of dishes carefully prepared to balance flavours and textures. From tangy pickles to rich, spiced curries, and roasted or marinated meats, every item holds cultural significance. The feast is arranged in a specific order, and each dish is served ceremoniously, reflecting the deep respect the Newar people have for food as a cultural and spiritual offering.

To complement these dishes, traditional Newa beverages such as Aila and Thon play an integral role. Newa (Newari) beverages such as Aila, a strong homemade liquor, and Thon, a rice-based brew, are integral to the dining experience. Aila, a strong homemade liquor distilled from grains, is renowned for its bold flavour and ceremonial importance. It is often offered to deities during rituals and shared among guests at feasts. Thon, a milder rice-based brew, is equally significant, with its earthy, slightly tangy taste serving as a refreshing counterpart to the rich flavours of Newa cuisine. Together, these dishes and beverages provide a sensory journey into the cultural and culinary legacy of the Newar people, making them a compelling attraction for those exploring the Kathmandu Valley.

These beverages are not only prized for their taste but also for their cultural and ritual significance. Tourists visiting Kathmandu Valley are often drawn to these unique culinary

offerings, which reflect the vibrant heritage of the Newar community. However, despite the growing global interest in culinary tourism ([Richards, 2021](#)), Newa (Newari) cuisine remains underexplored as a key driver of sustainable tourism and cultural preservation in Nepal.

The underutilisation of Newa (Newari) cuisine within Nepal's tourism framework highlights a missed opportunity for cultural preservation and economic growth. Although Newa (Newari) food holds significant cookery and cultural value, its limited branding, minimal promotion, and lack of strategic integration into tourism prevent it from realising its full potential. Additionally, there is limited understanding of the factors influencing tourists' behavioural intentions and preferences towards Newa (Newari) food. [Ajzen \(1991\)](#) leveraged the Theory of Planned Behaviour (TPB) to analyse how attitudes, subjective norms, and perceived behavioural control influence tourists' consumption of Newa (Newari) cuisine during cultural events. The study also incorporates new dimensions such as curiosity, perceived usefulness, education, and aesthetics to provide a deeper understanding of tourists' motivations and experiences.

This study aims to explore the Newa (Newari) food consumption behaviour of tourists in Kathmandu Valley which is further expected to bridge the gap between Nepal's cultural heritage and its tourism strategies. By examining the behavioural intentions of tourists and identifying the challenges faced in promoting Newa (Newari) cuisine, the research provides actionable insights for integrating culinary experiences into Nepal's tourism framework. The findings are expected to guide branding and promotional strategies for traditional dishes like Aila and Thon and nurture sustainable cultural and economic development. Furthermore, the study will preserve Nepal's culinary heritage by promoting Newa (Newari) food among diverse tourist demographics, ensuring its legacy is celebrated on national and international platforms ([Poudel et al., 2022](#)).

Literature Review

Various factors, including cultural identity, community ties, and individual preferences influence consumer behaviour towards traditional foods. [Leo et al. \(2023\)](#) highlight that the sense of community significantly impacts consumers' behavioural intentions towards traditional foods, suggesting that a strong community identity can enhance the likelihood of traditional food consumption. This aligns with the findings of [Hsu et al. \(2018\)](#), who found that individuals with lower food neophobia are more inclined to consume traditional foods, indicating that familiarity and community acceptance play crucial roles in shaping food preferences. Moreover, the Theory of Planned Behaviour (TPB) provides a useful framework for understanding consumer intentions regarding traditional food. According to [Dedeoğlu et al. \(2022\)](#), attitudes towards local food and perceived behavioural control are significant predictors of consumption intentions, emphasising the importance of individual attitudes and social norms in food choices. This theory can be applied to Newa (Newari) food consumption, where attitudes towards the cuisine and perceived ease of access may influence consumer behaviour.

Empirical studies have demonstrated various motivations for consuming traditional foods. For instance, [Sutiadiningsih \(2023\)](#) found that tourists' attitudes towards local food significantly influence their consumption intentions, highlighting the role of personal autonomy in food choices during travel. This suggests that similar dynamics may exist among local consumers in Kathmandu Valley, where attitudes towards Newa (Newari) cuisine could drive consumption patterns. Furthermore, research by [Tomic et al. \(2018\)](#) indicated that globalisation and media exposure have increased the consumption of ethnic foods, suggesting that marketing strategies can effectively enhance consumer interest in traditional cuisines. This is particularly relevant for Newa (Newari) food, as targeted marketing could leverage cultural narratives to attract both locals and tourists. In addition, the sensory attributes of traditional foods play a critical role in consumer acceptance. This insight can inform the promotion of Newa (Newari) cuisine by emphasising its unique flavours and culinary techniques.

Socio-culture plays a significant role in conservation of indigenous knowledge and ethnic food in Nepal. Ethnic food makes the basis of diversified food which contributes to improving health, besides food and nutrition security. Documentation of plant based traditional food is crucial to enhance intercultural and intergenerational relations. Most of the traditional foods are prepared to celebrate rituals and culture using plants and plant products ([Joshi, 2022](#)). [Tomic et al. \(2018\)](#) mentioned globalisation, international migration and food promotion via media platforms have led to increased consumption of ethnic food. The main aim of the research is to explore the relation between attitudes and behaviour in ethnic food consumption. [Seddon \(2010\)](#) conducted an online survey among 230 respondents. The study found that most respondents consumed ethnic food, mostly every week, at home and in restaurants. Similarly, the paper elaborates on the concept of 'cuisine' as a historical but constantly evolving socio-economic and cultural construct (a food tradition) within a more-or-less defined geographical area.

Theoretical Background

The following section covers the theoretical background of the study:

Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) has been widely used as a framework to understand factors that influence individual behaviour across various domains, including consumer behaviour, tourism, and leisure. The TPB posits that an individual's intention to perform a behaviour is influenced by three key factors: attitude towards the behaviour, subjective norms, and perceived behavioural control. Numerous studies have successfully applied the TPB to explore a range of behaviours, from hotel guests' intentions to stay in green hotels to tourist motivations and behaviours. However, recent research suggests extending the TPB by incorporating additional variables can enhance its predictive utility. Scholars have augmented the TPB by introducing variables such as past behaviour, self-identity, personal norms, perceived risk, and perceived usefulness.

The significance of the “experience economy” has also gained attention in tourism research, with studies highlighting the role of aesthetic and educational experiences in shaping behavioural intentions. Additionally, curiosity and perceived usefulness have been identified as important predictors of individual behaviour. Regarding tourist food consumption, the literature suggests that while research has focused on food service, the consumption of local foods has been relatively understudied. However, as local food consumption significantly influences the overall tourist experience, researchers have been motivated to explore this aspect, particularly in the context of traditional cuisines like Indian cuisine.

The evaluation of consumer behaviour towards traditional Newa (Newari) food consumption in the Kathmandu Valley can be understood through various sociocultural and psychological lenses. Traditional foods, such as those from the Newa (Newari) culture, often embody a sense of identity and community, which significantly influences consumer preferences and behaviours. The sense of community surrounding traditional food consumption is crucial, as it nurtures a collective identity that enhances the appeal of these foods. This aligns with findings from [Leo et al. \(2023\)](#), who emphasise that community ties can significantly influence consumer behavioural intentions towards traditional foods. Similarly, [Hsu et al. \(2018\)](#) highlighted that traditional foods can evoke both attraction and apprehension, suggesting that understanding consumer behaviour requires an advanced approach that considers these emotional responses.

Moreover, the perception of traditional foods is often more favourable compared to non-traditional options. [Rosa \(2023\)](#) found that traditional dishes are typically evaluated positively, which can be attributed to their emotional and cultural significance. This positive perception is further supported by [Vanhonacker et al. \(2010\)](#) noted that traditional foods carry a high mean value among consumers, often linked to their cultural roots and the subjective definitions consumers attach to them. Such positive evaluations can lead to increased consumption, particularly among those who identify strongly with the cultural aspects of the food.

Consumer attitudes towards traditional foods are also shaped by their familiarity and the perceived health benefits associated with these foods. Research by [Januszezwska and Viaene \(2012\)](#) suggested that traditional consumers often prioritise natural content, health, and ethical considerations when making food choices. This is particularly relevant in the context of Newa (Newari) food, which is often perceived as healthier compared to modern convenience foods. The theory of planned behaviour, as discussed by [Sogari et al \(2023\)](#) further supported this notion by illustrating how attitudes towards traditional foods can mediate dietary choices.

Additionally, the impact of modern lifestyles on traditional food consumption cannot be overlooked. While the reference to [Cheng et al. \(2023\)](#) and [Lami et al. \(2023\)](#) was not directly applicable, studies indicated that consumers in larger urban areas, such as Kathmandu Valley may lean towards convenience foods due to time constraints, which can diminish the frequency of traditional food consumption. This trend highlighted the

need for strategies that promote traditional foods as convenient and accessible options, potentially through modern marketing techniques that resonate with younger consumers who may be less familiar with traditional cuisines.

The evaluation of consumers' behaviour towards traditional Newa (Newari) food consumption in the Kathmandu Valley can be effectively analysed through the Extended Theory of Planned Behaviour (TPB). This framework incorporated core constructs such as Attitude, Subjective Norms, and Perceived Behavioural Control, while also integrated additional variables like Curiosity, Perceived Usefulness, Education, and Aesthetic. Each of these constructs influenced behavioural intention, which mediates the relationship between independent variables and actual consumption behaviour.

Attitude and Behavioural Intention

Attitude towards traditional food significantly impacts behavioural intention. Research indicated that positive attitudes towards traditional eating patterns enhanced the likelihood of adopting these dietary habits. For instance, [Sutiadiningsih \(2023\)](#) highlighted that favourable attitudes are linked to increased purchase intentions for traditional foods, suggesting that consumers who appreciated the gastronomic experience are more inclined to choose local cuisines. Similarly, [Hsu et al. \(2018\)](#) had shown that when individuals accumulate sensory information about unfamiliar foods, their attitudes improved, leading to a greater willingness to try these foods. This aligned with the assertion that a positive attitude towards traditional food can nurture a healthier eating pattern, thereby enhancing behavioural intention.

Subjective Norms and Social Influence

Subjective norms, or the perceived social pressures to engage in a behaviour, also played a crucial role in food consumption. Research by [Robinson et al. \(2015\)](#) indicated that perceived peer norms significantly influence dietary behaviours, suggesting that individuals are more likely to consume traditional foods if they believe their peers do so. This is further supported by [Wopereis, \(2024\)](#) who found a positive correlation between perceived social norms and healthy food consumption, indicating that social influences can shape individual dietary choices. Therefore, subjective norms can serve as a powerful motivator for consumers to engage in traditional Newa (Newari) food consumption.

Perceived Behavioural Control and Accessibility

Perceived Behavioural Control (PBC) referred to the perceived ease or difficulty of performing a behaviour. In the context of food consumption, factors such as accessibility and affordability can significantly impact PBC. For instance, [Jiang et al. \(2021\)](#) found that environmental supports perceived, such as the availability of fresh produce, positively influenced consumption behaviours among older adults. This suggests that if consumers perceive traditional Newa (Newari) foods as accessible and affordable, their PBC will be higher, leading to increased consumption intentions.

Curiosity and Exploration

Curiosity about traditional foods can also drive consumption behaviours. Kim and Choe's, (2019) indicated that tourists often seek novel food experiences, which can enhance their consumption of local cuisines. This curiosity can be a significant motivator for consumers in the Kathmandu Valley to explore and adopt traditional Newa (Newari) foods, as they seek to experience the unique flavours and cultural significance associated with these dishes.

Perceived Usefulness and Health Benefits

The perceived usefulness of traditional foods, particularly regarding health benefits, can influence consumer behaviour. [Sumaedi and Sumardjo \(2020\)](#) emphasised that traditional functional foods offer health benefits, which can motivate consumers to choose these options over modern alternatives. When consumers perceive traditional Newa (Newari) foods as beneficial for their health, they are more likely to develop a positive attitude towards these foods, thereby enhancing their behavioural intention to consume them.

Education and Awareness

Education played a vital role in shaping consumers' attitudes and intentions towards food consumption. [Chen and Antonelli, \(2020\)](#) argued that knowledge about food, including its origins and health benefits, can significantly influence consumer attitudes and choices. Increased awareness and education about the cultural significance and health benefits of traditional Newa (Newari) foods can enhance consumers' intentions to incorporate these foods into their diets.

Aesthetic Appeal and Presentation

The aesthetic appeal of traditional foods can influence consumer behaviour. The presentation and visual attractiveness of food can enhance its perceived value and desirability. [Namkung & Jang, \(2007\)](#) indicated that consumers are more likely to choose visually appealing foods, which can be particularly relevant for traditional Newa (Newari) dishes that often feature vibrant colours and intricate presentations. This aesthetic dimension can enhance consumers' attitudes and intentions towards trying and regularly consuming traditional foods.

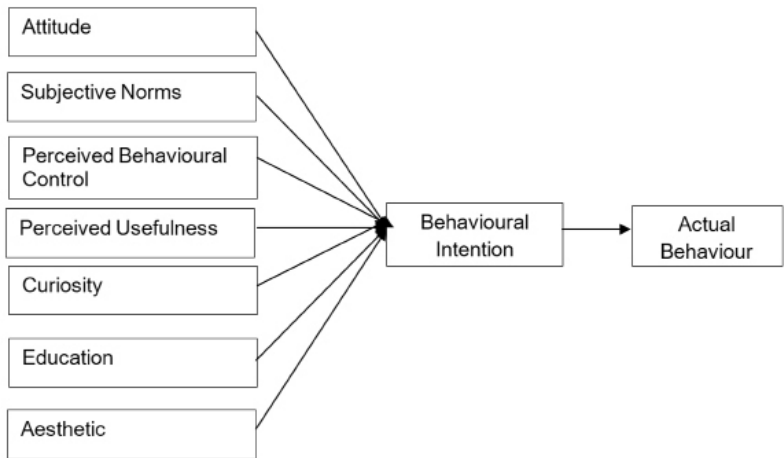
Study Framework

The paper integrates the insights from the literature, focusing on the interplay between community identity, individual attitudes, and sensory experiences in shaping consumer behaviour towards Newa (Newari) food. By employing the TPB, the study will assess how attitudes, subjective norms, and perceived behavioural control influence the intention to consume Newa (Newari) cuisine. This research framework, based on the Theory of Planned Behaviour (TPB), examines the influence of Attitude, Subjective Norms, and

Perceived Behavioural Control on Behavioural Intention and Actual Behaviour. Additional variables Perceived Usefulness, Curiosity, Education, and Aesthetic extend the model to capture nuanced tourist motivations.

Figure1

Conceptual Framework



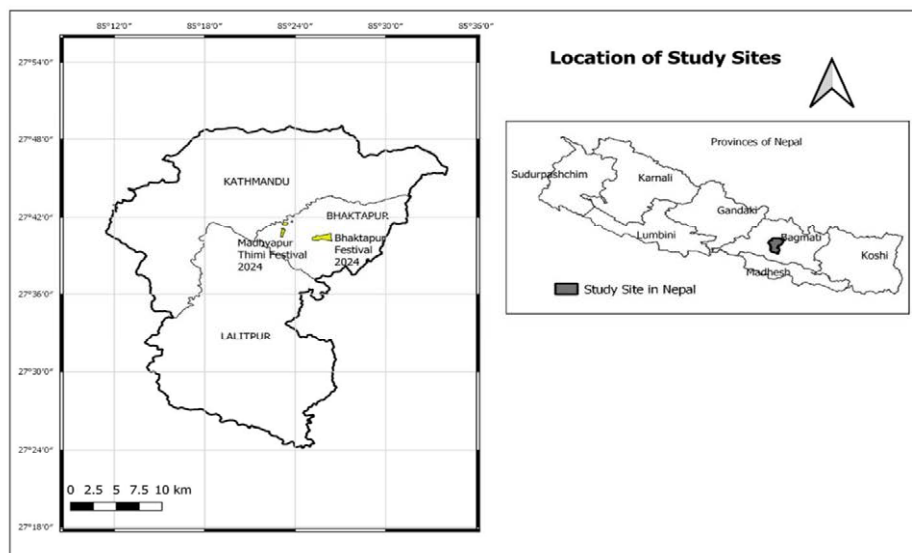
Note. Based on [Singh et al. \(2024\)](#).

Research Methods

The research examines tourists’ food choice behaviour towards traditional Newa (Newari) cuisines in the Kathmandu Valley, employing an extended version of the Theory of Planned Behaviour (TPB) framework. This framework incorporates additional dimensions such as curiosity, perceived usefulness, education, and aesthetics to capture the experiential and rational factors influencing behaviour. The study used a survey-based quantitative methodology, targeting both domestic and international tourists visiting the heritage areas of the Kathmandu Valley, including Bhaktapur, Patan, and Kathmandu Durbar Squares. A total of 182 respondents were selected through convenience sampling, ensuring representation across key demographic groups, including age, gender, education, and occupation.

Data were collected using a structured Likert-scale questionnaire to assess respondents’ perceptions of Newari cuisine, social influences, accessibility, and perceived health benefits. The constructs were designed to measure attitudes, subjective norms, perceived behavioural control, and the additional experiential dimensions integrated into the extended TPB model. Descriptive analysis and correlation coefficient analysis were employed to interpret the data, providing insights into how these factors collectively shape tourists’ intentions and behaviour towards exploring Newari cuisine during cultural festivals. The methodology ensures robust findings, reflective of the diverse population frequenting Nepal’s heritage sites.

Figure 2

Location of Study Area**Reliability Analysis**

The table below illustrates the results from the reliability analysis of the constructs used in the paper based on the Cronbach's Alpha:

Table 1

Reliability Result

Constructs	No. of Initial Items	No. of Items Dropped	No. of Final Items	Alpha Value
Attitude	3	1	2	0.886
Subjective Norms	4	Nil	4	0.795
Perceived Behaviour of Control	4	2	2	0.858
Perceived Usefulness	2	Nil	2	0.660
Curiosity	2	Nil	2	0.904
Education	4	2	2	0.866
Aesthetic	2	Nil	2	0.808
Behaviour Intention	3	Nil	2	0.801
Actual Behaviour	3	1	2	0.825
Total		27	6	

The table presents the reliability analysis of various constructs based on Cronbach's Alpha values. Constructs such as "Curiosity" ($\alpha = 0.904$), "Education" ($\alpha = 0.866$), "Attitude" ($\alpha = 0.886$), and "Perceived Behaviour of Control" ($\alpha = 0.858$) demonstrate high reliability, exceeding the generally accepted threshold of 0.70. These values indicate a strong internal consistency among the retained items for these constructs. "Behaviour Intention" ($\alpha = 0.801$), "Actual Behaviour" ($\alpha = 0.825$), and "Aesthetic" ($\alpha = 0.808$) also show good reliability, signifying the robustness of these measures. "Subjective Norms" ($\alpha = 0.795$) is acceptable, while "Perceived Usefulness" ($\alpha = 0.660$) has the lowest reliability, suggesting potential room for improvement in its measurement items.

The table also highlighted the refinement process where 6 items were dropped to enhance reliability. Constructs such as "Attitude," "Perceived Behaviour of Control," "Education," and "Actual Behaviour" each had items removed to achieve higher consistency. In contrast, constructs like "Subjective Norms," "Curiosity," "Aesthetic," and "Behaviour Intention" retained all their original items, indicating their initial suitability. Overall, the table reflects that most constructs achieved satisfactory reliability, making them valid for further analysis, though "Perceived Usefulness" might require additional adjustments.

Data Analysis and Discussion

This section presents the analysis of data collected from the respondents.

The demographic profile of the respondents reveals a balanced gender distribution, with 92 males (50.5%) and 90 females (49.5%). Most respondents fall within the 21–40 age group (135, 74.2%), followed by those aged 41–60 (39, 21.4%), under 20 (7, 3.8%), and above 60 (1, 0.5%). In terms of academic qualifications, most respondents hold a bachelor's degree (104, 57.1%), with smaller groups having completed secondary education (31, 17%), a master's degree (24, 13.2%), primary education (18, 9.3%), and above master's qualifications (5, 2.7%). Regarding occupation, service roles dominate, accounting for 46 respondents (25.3%), followed by students (36, 19.8%), individuals in other unspecified categories (34, 18.7%), and business professionals (20, 11%). Smaller occupational groups include trade and commerce (11, 6%), entrepreneurs (14, 7.7%), manufacturing industry workers (6, 3.3%), and those in agriculture (4, 2.2%). Specific professions such as teachers (7, 3.8%), physiotherapists (1, 0.5%), and doctors (1, 0.5%) are also represented. This diverse sample primarily consists of educated young adults engaged in various professional and educational roles, providing a comprehensive perspective for the study.

Descriptive Analysis of Opinions

This section covers the analysis of the opinions forwarded by the respondents.

Opinions on Attitude

The opinions on attitude towards the Newari cuisine is forwarded in the table below:

Table 2

Demographic Profile of Respondents

N= 182

Profile		Frequency(N)	Percent (%)
Gender	Male	92	50.5
	Female	90	49.5
Age	Under 20	7	3.8
	21-40	135	74.2
	41-60	39	21.4
	Above 60	1	0.5
Academic Qualification	Above Masters	5	2.7
	Masters	24	13.2
	Bachelor	104	57.1
	Secondary	31	17.0
	Primary	18	9.9
Occupation	Agriculture	4	2.2
	Business	20	11.0
	Doctor	1	0.5
	Entrepreneur	14	7.7
	Firefighter	1	0.5
	Manufacturing Industry	6	3.3
	Others	34	18.7
	Physio	1	0.5
	Service	46	25.3
	Social work	1	0.5
	Student	36	19.8
	Teacher	7	3.8
	Trade and Commerce	11	6.0

Note. Field Survey, 2024

Table 3

Opinions on Attitude

Items	Mean	Std. Deviation
Consuming local Newa (Newari) food is a good idea.	4.01	0.800
I like knowing about local Newa (Newari) food items.	4.03	1.115
Overall Average	4.02	

Note. Field Survey, 2024

Table 2 highlights respondents' attitudes towards local Newa (Newari) food based on two key items. The statement "Consuming local Newa (Newari) food is a good idea" received a mean score of 4.01 with a standard deviation of 0.800, indicating strong and consistent agreement among respondents. Similarly, the statement "I like knowing about local Newa (Newari) food items" had a slightly higher mean score of 4.03 but a larger standard deviation of 1.115, suggesting a generally positive interest in learning about Newa (Newari) cuisine, albeit with some variability in responses. The overall average mean of 4.02 reflects a favourable attitude towards Newa (Newari) food, based on data from a field survey conducted in 2024.

Opinions on Subjective Norms

The table below illustrates Opinions on subjective norms towards the Newa cuisine by the respondents:

Table 4

Opinion on Subjective Norms

Items	Mean	Std. Deviation
People who influence my behaviour think it is preferable to consume local/traditional food.	3.40	0.996
People in my organisation consider that local/traditional Newa (Newari) food consumption is useful.	3.70	0.987
In general, people support the consumption of local/traditional Newa (Newari) food.	3.69	1.021
People who are important to me want me to taste local Newa (Newari) food.	3.84	1.022
Overall Average	3.66	

Note. Field Survey, 2024

Table 4 provides an analysis of respondents' opinions on subjective norms regarding the consumption of local Newa (Newari) food. The item "People who influence my behaviour think it is preferable to consume local/traditional food" has a mean score of 3.40 with a standard deviation of 0.996, indicating moderate agreement with low variability. The statement "People in my organisation (school, university, company, etc.) consider that local/traditional Newa (Newari) food consumption is useful" received a higher mean score of 3.70 and a standard deviation of 0.987, reflecting stronger agreement and consistent responses. Similarly, the item "In general, people support the consumption of local/traditional Newa (Newari) food" scored a mean of 3.69 with a standard deviation of 1.021, highlighting general support with moderate variability. The highest mean score, 3.84, is associated with "People who are important to me want me to taste local Newa (Newari) food," with a standard deviation of 1.022, indicating strong agreement but

slightly greater variability in opinions. The overall average mean score of 3.66 suggests a generally favourable perception of social influence on consuming Newa (Newari) food.

Opinions on Perceived Behavioural Control

The table below illustrates opinions on perceived behavioural control for Newa cuisine by the sampled respondents:

Table 5

Opinions on Perceived Behavioural Control

Items	Mean	Std. Deviation
I am interested attending restaurants that serve/offer local and traditional Newa (Newari) food items.	3.83	0.996
I decided I will go to restaurants that serve/offer local Newa (Newari) food items.	3.57	1.104
Overall Average	3.70	

Note. Field Survey, 2024

Table 5 provides an analysis of respondents' opinions on perceived behavioural control regarding the consumption of local Newa (Newari) food. The statement "I like to attend restaurants that serve/offer local and traditional Newa (Newari) food items" received a high mean score of 3.83 with a standard deviation of 0.996, reflecting strong agreement with low variability. Similarly, "I decided I will go to restaurants that serve/offer local Newa (Newari) food items" scored a mean of 3.57 with a standard deviation of 1.104, indicating moderate agreement with slightly higher variability. The overall average mean score of 3.70 highlights a generally favourable perception of behavioural control towards consuming Newa (Newari) food.

Opinions on Perceived Usefulness

The table below illustrates opinions on perceived usefulness:

Table 6

Opinions on Perceived Usefulness

Items	Mean	Std. Deviation
I consider the local Newa (Newari) food items as a useful element for health.	3.51	0.890
Keeping local Newa (Newari) food items on the menu increases restaurant productivity.	3.60	1.039
Overall Average	3.56	

Note. Field Survey, 2024

Table 6 presents respondents' opinions on the perceived usefulness of local Newa (Newari) food. The item "I consider the local Newa (Newari) food items as a useful element for health" achieved a mean score of 3.51 with a standard deviation of 0.890, indicating moderate agreement with low variability. The statement "Keeping local Newa (Newari) food items on the menu increases restaurant productivity" scored a slightly higher mean of 3.60 with a standard deviation of 1.039, reflecting stronger agreement but with greater variability. The overall average mean score of 3.56 suggests a generally favourable perception of the usefulness of local Newa (Newari) food.

Opinions on Curiosity

The table below illustrates opinions on curiosity for the Newa cuisine:

Table 7

Opinions on Curiosity

Items	Mean	Std. Deviation
Visiting local vendors and restaurants offering local Newa (Newari) food stimulates my curiosity.	3.49	0.890
Visiting local vendors and restaurants offering local Newa (Newari) food favours my imagination.	3.53	1.039
Overall Average	3.51	

Note. Field Survey, 2024

Table 7 analyses respondents' opinions on curiosity regarding local Newa (Newari) food. The item "Visiting local vendors and restaurants offering local Newa (Newari) food stimulates my curiosity" received a mean score of 3.49 with a standard deviation of 1.081, indicating moderate agreement with relatively high variability. Similarly, the statement "Visiting local vendors and restaurants offering local Newa (Newari) food favours my imagination" scored slightly higher with a mean of 3.53 and a standard deviation of 0.979, reflecting slightly stronger agreement and lower variability. The overall average mean of 3.51 highlights a moderate level of curiosity among respondents towards local Newa (Newari) food offerings.

Opinions on Education

The table below illustrates opinions on education grabbed during visiting the Newa cuisine-based restaurants:

Table 8 reveals respondents' opinions on the educational value of visiting local Newa (Newari) restaurants. The item "During my visit to local Newa (Newari) restaurants, the experience was highly educational to me" scored a mean of 3.42 with a standard deviation of 1.025, reflecting moderate agreement with some variability in responses. The statement "During my visit to local Newa (Newari) restaurants, the experience has

Table 8

Opinions on Education

Items	Mean	Std. Deviation
During my visit to local Newa (Newari) restaurants, the experience was highly educational to me.	3.42	1.025
During my visit to local Newa (Newari) restaurants, the experience has made me more knowledgeable.	3.52	1.065
Overall Average	3.47	

Note. Field Survey, 2024

made me more knowledgeable” received a slightly higher mean score of 3.52 and a standard deviation of 1.065, indicating stronger agreement but greater variability. The overall average mean of 3.47 suggests that visits to local Newa (Newari) restaurants are perceived as moderately educational, with room for improvement in creating more impactful learning experiences.

Opinions on Aesthetic

The table below illustrates opinions on aesthetic:

Table 9

Opinions on Aesthetic

Items	Mean	Std. Deviation
During my visit to local Newa (Newari) restaurants, just being there was pleasant.	3.66	0.971
During my visit to local Newa (Newari) restaurants, I felt a real sense of harmony.	3.80	0.954
Overall Average	3.73	

Note. Field Survey, 2024

Table 9 explores respondents’ opinions on the aesthetic experience of visiting local Newa (Newari) restaurants. The statement “During my visit to local Newa (Newari) restaurants, just being there was very pleasant” achieved a mean score of 3.66 with a standard deviation of 0.971, indicating a favourable perception with relatively low variability. The item “During my visit to local Newa (Newari) restaurants, I felt a real sense of harmony” received a higher mean score of 3.80 and a standard deviation of 0.954, reflecting strong agreement with slightly more consistent responses. The overall average mean of 3.73 highlights a generally positive aesthetic experience in Newa (Newari) restaurants, emphasising their ability to create pleasant and harmonious environments.

The respondents were attracted by the typical Newa (Newari) artistic way of presentation of cuisine,

Opinions on Behavioural Intention

The behavioural intention was measured to assess respondents' willingness to consume Newa cuisines. The table below illustrates opinions on behavioural intention:

Table 10

Opinions on Behavioural Intention

Items	Mean	Std. Deviation
I will recommend attending restaurants offering local/traditional Newa (Newari) food items.	3.79	1.072
I intend to attend restaurants offering local/traditional Newa (Newari) food items in the future.	3.91	1.018
I will say positive things about restaurants offering local/traditional Newa (Newari) food items.	3.65	1.111
Overall Average	3.78	

Note. Field Survey, 2024

Table 10 examines respondents' behavioural intentions towards restaurants offering local Newa (Newari) food. The highest mean score of 3.91, with a standard deviation of 1.018, indicates a strong intent to visit such restaurants in the future. The statement "I will recommend attending restaurants offering local/traditional Newa (Newari) food items" received a mean of 3.79 and a standard deviation of 1.072, showing positive advocacy. The overall average mean of 3.78 reflects favourable behavioural intentions with moderate variability in responses.

Opinions on Actual Behaviour

'Actual behaviour referred to the behavioural intention was measured to assess respondents' willingness to consume traditional Newari cuisines. The table below illustrates the opinions on actual behavior:

Table 11 presents respondents' behaviour regarding consuming traditional Newa (Newari) food. The item "I used to go to restaurants to eat traditional Newa (Newari) food" received a mean score of 3.25 with a standard deviation of 1.152, indicating moderate past engagement with relatively high variability. The statement "I spend enough time in restaurants to consume traditional Newa (Newari) food" scored higher with a mean of 3.75 and a standard deviation of 1.004, reflecting stronger agreement and slightly more consistent responses. The overall average mean of 3.50 suggests moderate actual behaviour towards consuming Newa (Newari) food, with some variability in habits.

Table 11

Opinions on Actual Behaviour

Items	Mean	Std. Deviation
I frequently go to restaurants to eat traditional Newa (Newari) food.	3.25	1.152
I spend enough time in restaurants to consume traditional Newa (Newari) food.	3.75	1.004
Overall Average	3.50	

Note. Field Survey, 2024

Correlation Analysis

A correlation matrix is a table showing the correlation coefficients between multiple variables. Each cell in the table shows the correlation between two variables. The correlation coefficient lies between -1 to +1. The table below illustrates the correlation coefficients among the selected variables for the paper:

The correlation matrix shows the relationships of various variables with Behavioural Intention (BI) and Actual Behaviour (AB). BI exhibits significant positive correlations with all variables, including Attitude ($r = 0.541^{**}$), Subjective Norms (SUN, $r = 0.569^{**}$), Perceived Behavioural Control (PBC, $r = 0.607^{**}$), Perceived Usefulness (PU, $r = 0.481^{**}$), Curiosity (CU, $r = 0.342^{**}$), Education (EDU, $r = 0.504^{**}$), and Aesthetics (EST, $r = 0.577^{**}$). This suggests that these factors collectively influence the behavioural intentions of respondents to explore Newa cuisine. Similarly, AB shows significant but generally weaker correlations compared to BI. It is positively associated with variables like Attitude ($r = 0.175^{*}$), SUN ($r = 0.272^{**}$), PBC ($r = 0.368^{**}$), PU ($r = 0.310^{**}$), CU ($r = 0.227^{**}$), EDU ($r = 0.303^{**}$), and EST ($r = 0.239^{**}$). This indicates that while these variables impact actual behaviour, their influence is comparatively less direct, highlighting the role of BI as a mediating factor in translating intentions into actual actions.

Among the relationship among core TPB constructs, Attitude (ATT) is strongly correlated with Subjective Norms (SUN) ($r = 0.578$, $p < 0.01$) and moderately correlated with Perceived Behavioural Control (PBC) ($r = 0.430$, $p < 0.01$). This suggests that positive attitudes are significantly influenced by social expectations and perceived ease of engaging in behaviour. Behavioural Intention (BI) is strongly influenced by ATT ($r = 0.541$, $p < 0.01$), SUN ($r = 0.569$, $p < 0.01$), and PBC ($r = 0.607$, $p < 0.01$), confirming the TPB's premise that intention is a function of these core variables.

Regarding extended Variables and Behavioural Intention, Perceived Usefulness (PU) shows a strong correlation with BI ($r = 0.577$, $p < 0.01$), indicating that tourists who perceive higher utility in engaging with Newa (Newari) cuisine are more likely to form a strong

Table 11

Correlations Matrix

Variables	ATT	SUN	PBC	PU	CU	EDU	EST	BI
ATT	1							
SUN	0.578** 0.000	1						
PBC	0.430** 0.000	0.474** 0.000	1					
PU	0.380** 0.000	0.470** 0.000	0.496** 0.000	1				
CU	0.298** 0.000	0.340** 0.000	0.468** 0.000	0.365** 0.000	1			
EDU	0.422** 0.000	0.509** 0.000	0.459** 0.000	0.465** 0.000	0.447** 0.000	1		
EST	0.531** 0.000	0.453** 0.000	0.518** 0.000	0.447** 0.000	0.399** 0.000	0.446** 0.000	1	
BI	0.541** 0.000	0.569** 0.000	0.607** 0.000	0.481** 0.000	0.342** 0.000	0.504** 0.000	0.577** 0.000	1
AB	0.175* 0.018	0.272** 0.000	0.368** 0.000	0.310** 0.000	0.227** 0.002	0.303** 0.000	0.239** 0.001	0.287** 0.000

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

intention to do so. Education (EDU) and Aesthetic (EST) are also strongly correlated with BI ($r = 0.504$ and $r = 0.577$, respectively, $p < 0.01$), reflecting the importance of learning opportunities and sensory appeal in influencing tourists' food choice behaviour. Curiosity (CU) has a moderate correlation with BI ($r = 0.342$, $p < 0.01$), suggesting that novelty seeking plays a smaller but significant role. BI has a significant but moderate correlation with AB ($r = 0.287$, $p < 0.01$), indicating that while intention is an important predictor of behaviour, other factors may mediate the transition from intention to action.

Among the extended variables, PU ($r = 0.303$) and EDU ($r = 0.227$) show the strongest relationships with AB ($p < 0.01$), suggesting that perceived usefulness and knowledge gained have tangible impacts on actual engagement with traditional cuisines. Interrelationships among Extended Variables such as PU, CU, EDU, and EST, exhibit moderate to strong correlations with one another. For instance, EDU is strongly correlated with PU ($r = 0.447$, $p < 0.01$) and EST ($r = 0.446$, $p < 0.01$), indicating that educational experiences often enhance perceived utility and aesthetic appreciation.

Conclusion and Implications

This paper examines consumer behaviour and attitudes towards Newa (Newari) cuisine, using an extended Theory of Planned Behaviour (TPB) framework to analyse the interplay of cultural, social, and experiential factors. The framework integrates traditional TPB constructs such as Attitude, Subjective Norms, and Perceived Behavioural Control with additional dimensions including Perceived Usefulness, Curiosity, Education, and Aesthetic. This comprehensive approach provides comprehensive insights into behavioural intention (BI) and actual behaviour (AB) regarding Newa (Newari) cuisine.

The data collection involved a structured questionnaire based on Likert scale items, distributed among 182 respondents (92 males and 90 females) through a field survey in 2024. Demographic analysis revealed most participants aged between 21–40 years and a substantial portion with higher education degrees. Reliability analysis (Cronbach's Alpha > 0.7 for most constructs) confirmed the internal consistency of the instrument. The correlation table highlighted strong relationships between BI and factors like PBC ($r = 0.607$) and PU ($r = 0.577$), while attitude and subjective norms also showed moderate positive correlations. Curiosity, education, and aesthetics emerged as key experiential factors influencing behaviour intention, suggesting the importance of sensory and cognitive appeal in shaping consumer preferences.

Comparison with past empirical studies underscores the cultural and sensory appeal of traditional cuisine in driving culinary tourism. Studies like [Kim and Choe \(2019\)](#) and [Sogari et al. \(2023\)](#) emphasise the role of perceived utility, community influence, and experiential value in local food consumption, aligning with the findings of this study. However, this research uniquely incorporates youth engagement with traditional beverages like Aila and their role in bridging modern branding opportunities with cultural preservation. Moreover, [Maharjan \(2019\)](#) highlights the cultural significance of Aila while also noting its social challenges, an aspect that could be addressed through responsible tourism strategies.

The research procedure followed quantitative data analysis with qualitative observations. The extended TPB framework provided a strong theoretical basis, allowing the study to explore both rational decision-making processes and emotional drivers of food behaviour. Regression analysis identified perceived Behavioural control and perceived usefulness as the strongest predictors of behaviour intention, while behaviour intention was a moderate predictor of actual behaviour. These findings highlight the need for strategies that enhance accessibility, education, and sensory engagement to convert intentions into actual behaviour.

Experiential dimensions like curiosity and aesthetics also showed moderate positive relationships with behaviour intention, reflecting the importance of sensory appeal in food choices. Studies by [Januszewska and Viaene \(2012\)](#) and [Namkung and Jang \(2007\)](#) similarly highlight the critical role of sensory and emotional experiences in enhancing customer satisfaction and loyalty in culinary contexts.

Implications

The study provides actionable insights for enhancing the promotion and preservation of Newa (Newari) cuisine. Domestically, integrating culinary narratives into heritage tourism during festivals like Bhaktapur and Madhyapur Thimi Festivals can boost engagement. Interactive events, such as live cooking demonstrations and food tastings, can enhance curiosity and provide educational value, aligning with [Sutiadiningsih et al. \(2023\)](#), who note the motivational role of gastronomic experiences in tourism.

For international audiences, branding initiatives should emphasize the health benefits (Perceived usefulness), cultural significance (Education), and sensory appeal (Esthetic) of Newari Cuisine. Collaborations with culinary influencers and participation in international food expos can position Newari cuisine as a unique cultural experience, like strategies discussed by [Richards \(2018\)](#) for global gastronomic tourism. Additionally, modernizing the packaging and presentation of traditional beverages while maintaining authenticity can attract younger audiences, as suggested by [Maharjan \(2019\)](#).

By linking past studies with current findings, this research underscores the potential of Newa (Newari) cuisine to serve as a bridge between cultural preservation and sustainable economic growth. It calls for holistic strategies that align with global tourism trends while respecting the cultural roots of Newa (Newari) culinary traditions. The youth's enthusiasm for traditional beverages provides an untapped market for innovative branding and packaging. Efforts to modernise presentation while preserving authenticity can bridge cultural preservation and economic growth, establishing Newa (Newari) cuisine as a cornerstone of Nepal's sustainable tourism strategy.

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