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Thesis

INFLUENCE OF CULTURAL VALUES ON FOOD
CONSUMPTION IN PAKISTAN AND HUNGARY

Insider consultant: Dr. Rudnák Ildikó

Name: Umm E Farwa

NEPTUN CODE: CCBZET

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ABSTRACT

This study investigates the impact of cultural values on food consumption patterns in Pakistan and Hungary, focusing on differences in traditional food adherence, health considerations, and the role of modernization in shaping food choices. A survey was conducted to analyze perceptions regarding cultural influence on food preferences, with respondents from both countries providing insights into their eating habits. The results revealed variations in the importance placed on traditional meals and health-based food selection criteria, highlighting cultural distinctions in dietary behaviors. The study further explores how modernization affects gastronomic diversification, particularly across gender demographics. These findings contribute to a deeper understanding of how culture shapes dietary choices in different societal contexts.

Keywords: cultural values, food consumption, modernization, gender differences

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1. Introduction

1.1 Background

Food is an integral aspect of cultural identity and is often closely tied to cultural norms, beliefs, and traditions. It conveys a sense of culture and has a bearing on the current prevailing pattern of feelings, actions and attitudes among different generations. In most societies, food intake is a way of expressing cultural identity and modelling belonging (Abbas et al., 2020). The knowledge of cultural values as the determinant of the choice of foods in Pakistan and Hungary raises the discussion of historical, geographical, and social factors affecting diet. Prior studies have explored how culture plays into food choices, especially how culture factors into the choice, primarily religious beliefs, nationality and sociology (Enriquez & Archila-Godinez 2022). Studying the cultural antecedents of food choice is significant for explaining how culture impinges on food choices such as traditions, religions, and customs. Cultural values were found to affect foods choices and behaviors; the media serves to reinforce cultural orientations and offer modes of belonging to a community (De Mooij 2019).

In Pakistan, people are religious and Islamic laws governing their diet and hygiene have the largest influence in preparing and consuming foods and in Hungary, it is national pride and the traditional methods of food preparation and consumption. These findings extend prior work on cultural values affecting food choices in terms of individual eating habits and in social relationships as well as historical significance. The Pakistani food preferences are therefore influenced by Islam, cultures, and traditions, regional spices and flavors. Pakistani fare or the food habits that are found in Pakistan are oriented on Flavour rich energy dense meals and reflect the religious and cultural commitments to share and to feed others. Communal dining and dense represent an essential part of the culture; interlinked with the Pakistani and the food associations for the culture relate to regionalism and religion. Foods consumed are often controlled by Islamic dietary requirements, the types of foods available and cultural customs; specific foods are used to represent warmth and social cohesion (Aziz et al, 2020). Traditional foods are even prepared by the families and is distributed amongst the families and the entire community of the region of Pakistan and it shows that food is deeply linked with the culture.

In Hungary, food practices are more in tune with those that belong to Central European and have changed over time due to influence from neighbouring countries, migration and changes in socioeconomic status (AlOudat et al., 2021). The main meals typical of the Hungarians include poultry, fish, and numerous kinds of meat dishes as well as frequent use of vegetables and paprika used in the preparation of most of their foods underlines the importance of food in the construction of nationalism. While globalization and modernisation have brought novel food products in Hungary, the inhabitants still consider traditional meals as their go-to choice and consider eating a meal as a social activity (Garai-Fodor & Popovics 2022).

However, due to globalization and the explosive growth of new food services, the understandings of food consumption in both countries had been transformed into an innovative merge of traditional and new in the contemporary moment. In Pakistan fast foods and Intercontinental foods affect the young people while the old people stick with their local foods and French fries. This shift shows how globalization has deregulated meal cultural reliability given that contemporary and global food sources oppose conventional meal (Ali et al. 2020). Similarly, in Hungary consumers' demand for RTE meals and more globally accepted food products is also attributed to the changes in lifestyle, where people, especially the youth no longer have the time for what was earlier regarded as convenient cooking and preparation of 'fast foods' (AlOudat et al. 2021).

This study seeks to evaluate the impact, which culture has on food selection while acknowledging the fact that as societies across the world become more liberal the previously valued culture is intermingled with new world culture. This study focuses on the comparative analysis of the food consumption in Pakistan and Hungary in details highlighting the connection between the eating patterns a people and their cultural beliefs, especially the way people of both Pakistan and Hungary choose, prepare and eat foods as per their cultural values.

The purpose of this research is to find out how culture affects food consumption in Pakistan and Hungary and to analyze how the choice and the behavior of food consumers in the two nations are influenced. Since the two countries are characterized by different cultures, comparison of these features is relevant to investigate the influence of culture on food. In comparison of the two different cultural settings, the purpose of this study will be to find out which cultural values determine the preferences in food to the people of the two countries and how such values are being

threatened or supported by the newly cultural trends. For example, the process of modernization and interaction with overseas meals has brought new options in the diets of both nations than are admired by traditional norms. This phenomenon makes up a useful thematic to research the dynamic interaction between culture and food within the emerging globalized culture (Ballco & Gracia 2022).

This research, adopting a quantitative research method, and employing a structured questionnaire, obtains numerical information from the Pakistani and Hungarian participants to determine another extent to which cultural values affect food consumption. From survey data it is possible to make a comparison of the trends in cultural values affecting the food choices of individuals in the two countries. Engaging in this method makes it easy in the determination of various patterns towards the food-related behaviors, this provides a systematic way of understanding how culture influences food purchase behaviors (Campbell et al. 2020).

Furthermore, this study tests three hypotheses to extend related research by examining particular facets of culture in relation to food choices. The first hypothesis tests the relationship between cultural values and food consumption, with the tentative understanding that cross cultural values affect the amount of food consumed in both countries. The second hypothesis postulates that the Pakistani consumer is much more likely to be a more loyal consumer of traditional meals than the Hungarian one because of the Islamic Pakistani culture that is deeply embedded and in love with its traditional meals. The third hypothesis presupposes that health and Wellness are viewed as the priority issues in Hungary thus suggesting that there is a preference for traditional calorie dense foods in Pakistan. Both hypotheses of each country are based on cultural justification, which forms a comparative rationale of understanding how cultural beliefs influence the consumption of foods (Abbasi et al. 2021).

This thesis therefore adds to a depth of understanding regarding culture and food consumption specifically focusing on cultural identity, modernity, and globalization. The findings will offer valuable insights into how food consumption is affected by cultural factors in Pakistan and Hungary, with implications for understanding dietary practices in culturally diverse contexts. Furthermore, this research may serve as a foundation for future studies on the impact of cultural values on food

consumption in other regions, highlighting the universal yet culturally specific role of food in human life.

1.2 Aims and Objectives

1.1.1 Main Research Question

- How do cultural values influence food consumption patterns in Pakistan and Hungary?

1.1.2 Investigative Sub-Queries

1. To what extent do cultural traditions and rituals shape food preferences and dining habits in Pakistan and Hungary?
2. How do modernization and exposure to global influences impact adherence to traditional foods in each country?
3. What are the primary factors (e.g., health considerations, flavor preferences) influencing food choices in Pakistan and Hungary, and how do these factors vary across demographics?
4. How does cultural background affect the perceived importance of national cuisine in daily food consumption practices in Pakistan and Hungary?

1.1.3 Aims and Objectives

The aim of this study is to analyze the impact of cultural values on food consumption choices and behaviors in Pakistan and Hungary.

1.1.4 Objectives

1. To examine the role of cultural traditions in shaping food preferences among diverse age groups, genders, and educational backgrounds in Pakistan and Hungary.
2. To investigate the influence of modernization on traditional food consumption practices in both countries.
3. To identify the key determinants of food choices, including health consciousness, flavor preferences, and convenience, within cultural contexts.

4. To compare the significance placed on traditional cuisine in shaping national and cultural identity across Pakistan and Hungary.

2.1.5 Research Hypothesis

1. **Hypothesis 1:** There is no impact of cultural values on food consumption.
2. **Hypothesis 2:** People in Pakistan exhibit stronger adherence to traditional meals compared to Hungarians.
3. **Hypothesis 3:** In Hungary health and wellbeing are the main considerations when choosing food while in Pakistan rich spices and calorie-rich traditional foods are the main factors.

2. Literature Review

2.1 Introduction

This literature review examines cultural values' influence on food consumption patterns in two distinct countries Pakistan and Hungary. Learning how cultural values influence eating practices is important in today's globalized society because food is associated with and a function of culture. This analysis compares two contrasting contexts: Pakistan's Islamic background and Hungary's European habits. It will provide analysis of some of the essential research themes including traditional food practices religious influence socio-economic aspects and globalization of food consumption in both these nations. In that case this review aims to identify the verdicts and disparities between Pakistan and Hungary concerning the influence of cultural values on food intake and behavioural patterns. This section will briefly review prior literature and research to give the reader a foundation to understand the connection between food and culture and the influence of cultural attributes on dietary patterns.

2.2 Defining Cultural Values and Food Consumption

This section defined the key concepts of the study focusing on cultural values and food consumption. It explored how cultural values were understood in academic and practical terms and how they intersected with food choices.

2.2.1 Cultural Values: Definitions and Dimensions

Cultural values are key to understanding societal behaviours including food consumption patterns. Earlier cross-cultural and sociologically oriented investigations of culture and values have been conducted by other eminent scholars Hofstede and Schwartz who broadly described cultural values. Organizational culture referring to Hofstede constructs including individualism collectivism uncertainty avoidance and power distance refers to cultural norms that work towards defining how people in societies behave or decide (Tekeş et al. 2019). Conversely Schwartz discusses the values that define behaviours paying attention to such values as benevolence tradition and conformity (Witte et al. 2020). Each is valuable in how they present the role of culture in shaping peoples' actions across various societal scenarios.

Cultural variables such as individualism and collectivism help understand the pattern of food consumption. For example, while egoistical cultures encourage people's preferences collective cultures encourage overall congruency or cohesiveness in meal-taking practices (Moonen 2017). In addition, the second dimension of Hofstede's theory that is uncertainty avoidance influences the consumption of food by determining how societies handle issues of unknown or unfamiliarity by preferring food that they are familiar with thus opting for traditional foods that assure them (Zhou & Kwon 2020). This link between cultural pavers and external behaviour is crucial when investigating the cultural differences in the consumption of foods as explained by other scholars and the cultural theory of decision to see how cultural dimensions impact lifestyle consequences such as obesity (Tekeş et al. 2019; Storey 2021). Therefore, assessing these dimensions is pertinent in studying the place of cultures within food choices and their related processes of choice among various societies.

2.2.2 Food Consumption: Definitions and Influencing Factors

Food consumption behaviour is defined as the patterns and decisions surrounding individuals' food choices influenced by various socio-economic psychological and environmental factors. Combined such factors determine the kind of foods people consume how they consume them and the reasons they give for their food choices. Chen and Antonelli (2020) identified that food choice consists of models and personal factors including age health beliefs and culture food availability and advertisement. Besides Vanany et al. (2020) point out that cultural and religious beliefs must be considered in more detail. However, considering the case of halal food consumption in Indonesia it is worth noting that people's religion greatly affects their choice of food. According to the model compiled by Hansmann et al. (2020) psychological factors also play a central role in consumption of organic foods. The authors explained that while consumer knowledge of health and sustainability issues is a motivating factor for buying organic food lack of availability and high prices are some of the factors that prevent them from consuming these foods. Also, the environment plays a crucial role in influencing food behaviour which Vermeir et al. (2020) explained in the article on environmentally sustainable food consumption. The authors opine that when people self-identify with these practices achieved when a technology is perceived to be consistent with the person's goals and those of his/her peers they are more likely to use sustainable food practices. Such indications of these investigations show that food consumption is a complex action of consumers that depends upon a variety of social economic psychological and external aspects; therefore,

studying this aspect is extremely important in order to analyze the general tendencies among consumer behaviour.

2.3 Cultural Influences on Food Consumption: Global Perspectives

This section reviewed existing literature on how cultural values influenced food consumption at a global level focusing on different cultural contexts. It examined the general impact of culture on eating habits food preparation and culinary preferences.

2.3.1 Cultural Identity and Food Choices

Food plays a crucial role in expressing and preserving cultural identity reflecting a community's values traditions and social practices. Food is not just about consumption but also a reflection of an individual's cultural background or one's cultural identity of food. Enriquez and Archila-Godinez (2022) pointed out that the pattern of selection of foods is a composite of politico-ethnic practices that inform people as to their ethnic backgrounds. This can be observed particularly in multicultural societies in which consumption of foods helps people maintain family's cultural identity in diverse settings (Reddy & van Dam 2020). Monterrosa et al. (2020) have also noted that features of sociology are important in supporting sustainable and healthy food consumption because people consume foods from cultures.

2.3.2 Food as a Cultural Symbol

Researchers explored food as a representation of cultural rituals festivals and traditions. Besides that, food also forms an essential symbol of culture meaning it is used to symbolize events celebrations and beliefs. Atkin et al. (2021) make use of pandemics to explain how food consumption is a mirror to greater cultural and societal paradigms in events such as religious or cultural celebrations. Particular forms play certain roles in commemorations concerning history or religion and they seem to be the most important parts of meals. In their article Kapelari et al. (2020) underline the role of food heritage within educational initiatives and show that traditional foodways can support sustainability and cultural preservation. Cultural meanings of food cut across the Mediterranean Asia and Africa where food is commonly used to convey social religious and historical culture (Chen & Antonelli 2020). Therefore, food is not only a cultural object but also a reflection of one or another aspect of societies' cultural reality.

2.4 Cultural Values and Food Consumption in Pakistan

This section focused on the specific cultural values in Pakistan and their influence on food consumption reviewing studies and literature that examined food traditions eating behaviours and preferences in the country.

2.4.1 Historical and Religious Influences on Pakistani Cuisine

Pakistani cuisine is deeply rooted in Islamic traditions and historical contexts that have shaped food consumption over centuries. Food restrictions specifically related to the Muslim faith are in particular the cornerstone of the country's food legislation; the restrictions are as follows: no pork products and the necessity to consume food prepared in a halal way. Majeed et al. (2021) discuss how certain values are manifest in food procurement and processing especially in the use of wild plants by different religions in the Punjab province. It has been revealed in history that Islamic values have influenced Pakistani food culture and have engendered a creative setup. Furthermore, apart from religious beliefs distribution of the regions of Pakistan also has an effective impact on the Pakistan cuisine. According to Abbas et al. (2020) regarding the influence exerted by the Lorenz curve within Khyber Pakhtunkhwa people and their food-related behaviour are diverse in the religious sector where wild vegetables are part of their diet. Likewise, Aziz et al. (2020) pointed out the role of linguistic and religious affinities in Pakistani northern regions where food collecting has been transmitted but exposed to engagement in the modern road change. Therefore, the historical regional and religious factors that cut across the life of the country give the country a diverse identity of food. Moreover Ali et al. (2020) authentically prove that such cultural components do not only determine local foods but also affect tourists' satisfaction and loyalty when choosing foods of those destinations. Therefore, the food culture of Pakistan is more or less influenced by the historical religious and regional always respecting the heritage.

2.4.2 Traditional Meals and Family Structures in Pakistan

Family and communal eating play a fundamental role in Pakistani society where meals are often seen as opportunities to strengthen familial bonds and cultural continuity. Examples of such food are biryani nihari or roti practices involves that even now most of the Pakistanis their meals are consumed in groups as in most of the families in Pakistan. Jabeen et al. (2020) show that women especially those from rural backgrounds preserve cultural foods in providing support to household

economies through traditional cooking practices; the family aspect. This adherence to traditional meals also has a cultural significance where it acts as one way of living culture and passing on heritage Information. Moreover Abdullah et al. (2021) emphasize the importance of traditional staple foods in tribal groups within the Hindu Kush Mountain Range emphasizing that the purpose of food is not only to productively use energy but also to strengthen bonds between people. Here food plant species are reported to be consumed directly from nature with routinized integration of regional diversity into plates. Furthermore, Yasmin and Grundmann (2020) argued that an increase in women's roles in reporting on women's roles in technologies for household food systems prompted by cooking technologies such as biogas-based cooking has made women achieve efficient food processing without compromising the recommendable habits of collective eating. An evaluation of the features of Pakistan's traditional meals and family characteristics also highlighted the significance of food in maintaining cultural and social characteristics.

2.4.3 Impact of Globalisation and Modernisation on Pakistani Food Consumption

Globalisation and modernisation have significantly impacted food consumption patterns in Pakistan leading to shifts in traditional dietary practices. The modern Pakistan with its fast rate of Urbanization and integration to the international markets with their foods and the fast foods especially the western diets have altered the eating habits as well. In fact, these changes have been observed by Jadoon et al. (2024) For instance the Punjab region surveys have revealed that the probe into global food markets tended to promote processed and convenience foods over traditional meal practices. They add that globalisation has not only brought changes in food options but also changes in consumption patterns because of the fast way of life that is currently witnessed in urban centres in particular. While Khurshid and Abid (2024) propose an extension of the literature on the impacts of political globalisation in relation to climate change and the challenges of the new food culture versus a traditional dietary preference in Pakistan. The establishment of multinational fast foods has caused changes in food acquisition processing and the emergence of new eating culture of final consumers especially the urban people who prefer fast foods as opposed to homemade basic foods. The same observation has been echoed by Saqib et al. (2021) who traces the introduction of fast foods through the fast foods chains that has taken a strong root in changing eating habits of the Pakistanis. An upsurge of international fast-food firms has led to emulation of western dietary practices and consequently cause slight erosion of the indigenous meals culture noteworthy with the youth. These papers articulate the deep impact of globalisation and

modernisation on the consumption of foods in Pakistan showing a conflict between traditional or conventional food systems and trend of change in food habits.

2.5 Cultural Values and Food Consumption in Hungary

This section explored the cultural values in Hungary that shaped food consumption comparing and contrasting them with Pakistani traditions. It included a review of research on Hungarian food habits traditional meals and the impact of modernisation.

2.5.1 Historical and Cultural Influences on Hungarian Cuisine

Hungarian cuisine has been shaped by a rich history deeply rooted in folk traditions and Christianity which continue to influence the country's food choices today. The use of some foods concerning religious events and preparation and consumption processes have always been an integral part of the Hungarian Food Culture. In their recent study conducted in 2022 Garai-Fodor and Popovics (2021) pointed out that Christianity has played a decisive role in the formation of Hungarian traditional meals; any religious feast or a festival was incomplete without preparing certain traditional food items considered sacred and divine. History Slovakian cuisine is organically interlinked with Hungary where product quality rich flavors and adherence to traditions are stressed greatly today. But there are more reasons for such a peculiar gastronomic variety In Hungary: geographic location. New dishes and new methods of preparing food have been brought to the country by Austria and neighboring country Hungary. The effects of these transformations are discussed by Garai-Fodor and Popovics (2021) explaining how Hungarian gastronomy benefitted from Austrian pastry and Turkish seasoning. These contacts have resulted in a rich and unique food culture that espouses a syncretic system of preparing local meals with inputs from other regions. However, Garai-Fodor et al. (2022) observe that nowadays the consumers of Hungary prefer ethnocentric samples of foods instead of changing with globalization. It was seen that the identification with these heritage Hungarian foods still exists in contemporary Hungarian society thereby indicating the influence of history and neighboring cultures on terms of Hungarian cuisine.

2.5.2 Traditional Meals and Food Practices in Hungary

Traditional meals hold a significant place in Hungarian culture reflecting the nation's culinary heritage and social practices. Traditional meals including goulash pörkölt and lángos are popular

foods in Hungary and meaningful in that country. These meals usually take center stage during family and other social functions signifying the Hungarian culture of eating together. More recently Kovács et al. (2022) examined local food attributes and motivational factors among young consumers with a focus on identity motives and found that traditional food items are nostalgic for young consumers and associated with cultural heritage. In addition, Szegedyné Fricz et al. (2020) also explore consumers' symbolic attributions of locally produced food items in Hungary where traditional meals represent culturally important food symbols. According to their studies people in the local areas feel the need to retain cultural backgrounds. For this they embrace the consumption of local foods most especially during events such as family and other tribal functions where local foods are exhibited. Nevertheless, it must be understood that the social aspect of eating tends to be just as important as particular dishes. AlOudat et al. (2021) seek to find out the nutritional composition of ready-to-eat meals in Hungary and note that convenience foods threaten traditional culinary practices. Even today with fast food joints and processed foods so common in society many families in Hungary still hold on to the resolution that all their special occasions menus should be purely homemade and cooked in traditional style. This continued devotion to traditional dishes is a testimony to the histories of Hungary meals and social relations for people in the country.

2.5.3 Impact of Modernisation and Globalisation on Hungarian Food Consumption

Modernisation and globalisation have significantly influenced food consumption patterns in Hungary resulting in notable changes in dietary habits and preferences. Criticizing research papers Jantyik (2023) shares how the existing food quality schemes have affected the Hungarian market since its integration into the European Union: although integration provides broad access to food products the same process simultaneously changes the requirements for food quality and safety. This has found some organizations to focus on procuring local produce and supporting traditional Hungarian foods as consumers demand foods from specific regions. Furthermore Kasza et al. (2024) study the propensity of local foods in the Hungarian food retail market which reveals that even though global cuisines and tendencies remain present in Hungary the country's consumers still value and consume local and traditional meals. Their study demonstrates the clash that exists between postmodernity and diet and the preservation of culinary culture; they show how globalization has brought with it new choices but problematic paleo consumption habits. Moreover Jehlička et al. (2020) consider a sociopolitical aspect of food systems in Eastern Europe. In the case of Hungary, they defined how food consumption has been changed under broad influences. Over

time new global cuisines and diets have evolved. As the younger generation of Hungarians grows and becomes more conscious of foreign food most Hungarian food has evolved to blend the new with the traditional. Such interactions between modernisation globalisation and the indigenous Hungarian culinary culture give the country's food consumption a rich perspective of the past and the present.

2.6 Theoretical Frameworks

This section introduced the theoretical frameworks underpinning the research. It explained how these frameworks had been used to analyse the relationship between cultural values and food consumption.

2.6.1 Hofstede's Cultural Dimensions Theory (HCDT)

Hofstede's Cultural Dimensions Theory provides a framework for understanding how cultural values influence behaviour including food consumption patterns across different societies. The theory outlines some factors including; individualism-collectivism Uncertainty Avoidance and Power Distance which can impact consumer preference and diet norms (Hofstede 2011). So by using this theory for the situations of Pakistan and Hungary the researchers can discover the cultural factors that affect food choices in these two culturally different countries. For example, Žemojtel-Piotrowska and Piotrowski (2023) expand on Hofstede's framework and explain that all of the dimensions are related to social actions and consumerism. In the case of Pakistan collectivism can be analyzed through communal consumption which is defined as collective meals and a reminder of the role of relationships and traditions in the country. On the one hand some cultures may be collectivist such as Hungary with traditional meals that are offered for community feasting but at the same time providing customized options for modern food consumerism. Charlotte (2023) also explains how the use of Hofstede's dimensions is helpful to understand the problem of the consumption of food by showing that not only the type of food that people consume but also their experience of it is associated with the cultural roots of the subjects; Hence further research on these dimensions to understand food consumption in Pakistan and Hungary will help scholars to learn more about cultural impacts on diet patterns and will help to improve the discussion regarding the role of food systems and cultural aspects of peoples' identities globally.

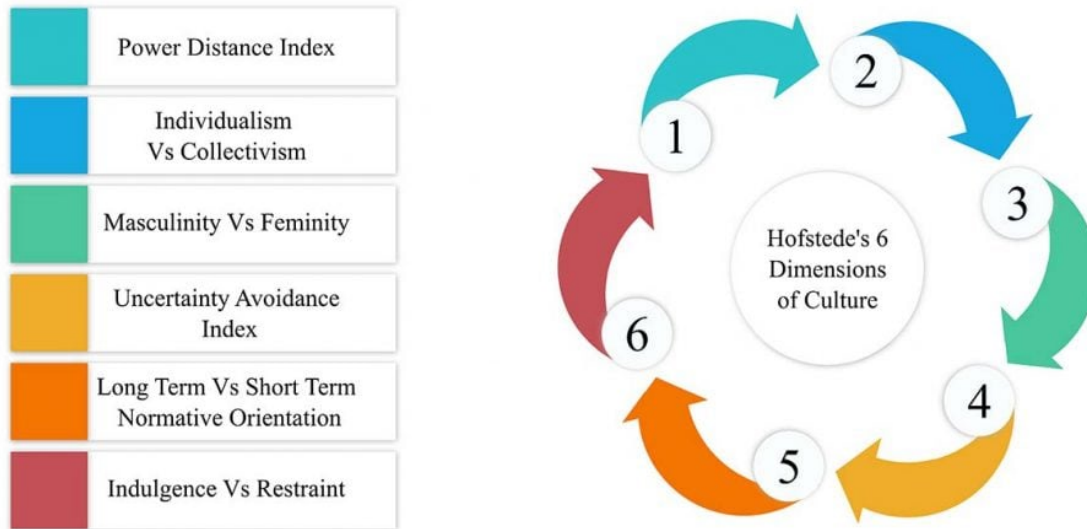


Figure 1: Hofstede's Cultural Dimensions Model (Charlotte 2023)

In this study Hofstede's CTD is utilized to analyze and compare the influence of cultural values on food consumption behaviours in Pakistan and Hungary. By examining these dimensions in relation to food consumption the study aims to uncover how cultural values shape dietary practices and preferences in both countries ultimately contributing to the broader discourse on global food systems and cultural identity.

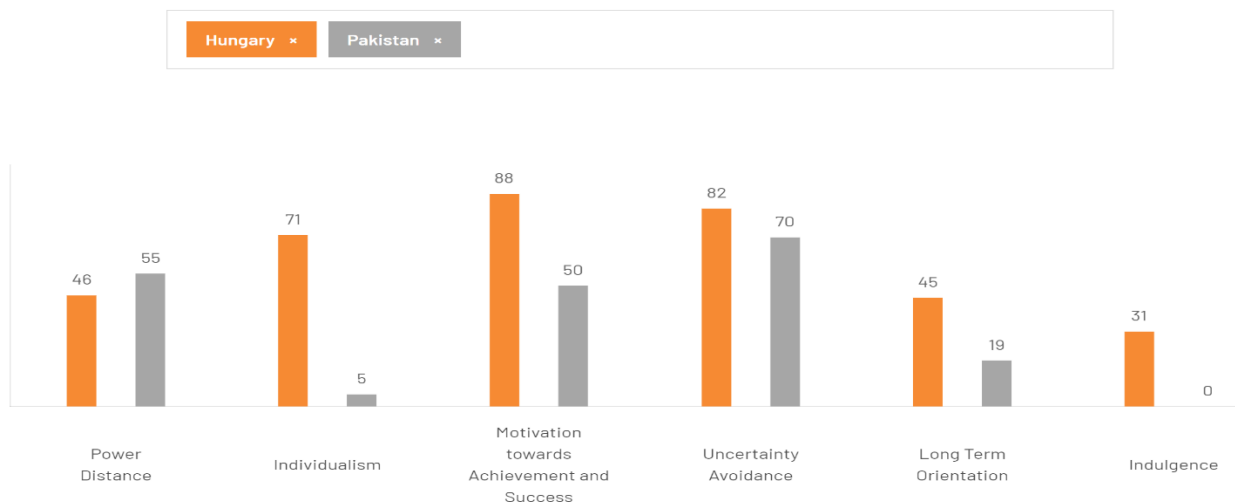


Figure 2: Cultural Comparison of Pakistan & Hungary (Self-Created)

In above figure 2 comparative analysis of Hofstede's cultural dimensions between Hungary and Pakistan reveals significant differences that influence societal behaviours including food consumption (Culture Factor 2024). Hungary rates lower in **Power Distance (46)** in this sphere

whereas Pakistan's is considerably higher (55) hence a predilection towards neoteny or the denial of status. As for individualism Hungary occupies 71 thereby making it an individualist country that is self-dependent which is quite different from Pakistan's score of 5 making it a collectivist country. Motivation towards achievement and success is notably high in Hungary that is 88 indicating that the culture fostered in this country is much more performance-oriented and competitive. In contrast in Pakistan the preference score is only 50 indicating that the culture is balanced (Culture Factor 2024). Regarding uncertainty avoidance Hungary 82 and Pakistan 70 have high indexes where people look for structured environments. As for **Long-Term Orientation** Hungary (45) is a normative traditionalist expecting immediate outcomes although Pakistan is even more traditionalist (19). Finally, both societies fall in the Indulgence versus **Restraint** dimension: Hungary at 31 and Pakistan at 0 implying self-control orientation. It is important to stress that the research extensively compares cultural factors in Hungary and Pakistan and how these dimensions govern food consumption and other conduct (Hofstede 2011; Charlotte 2023).

2.6.2 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) provides a comprehensive framework for understanding food-related behaviours by linking individual attitudes subjective norms and perceived behavioural control to intentions and actual behaviour (Islam et al. 2022). More recently TPB has been used to investigate the antecedents of cultural values on food choice in Hungary and Pakistani. For instance, Hassan et al. (2016) used a structured review to focus on the issue of TPB across different countries referencing the impacts of culture on consumers in different societies. The two researchers also confirmed that cultural aspects particularly influence such decisions of one's eating habits or the entire population. Also, while proposing an extension of the TPB framework Abbasi et al. (2021) explored the behavioural antecedents of destination repeat visitation. The authors showed that TPB is applicable for examining consumer intentions across multiple sectors supporting our study. Thus, investigating the accessibility of cultural factors and food choices using TPB in Hungary and Pakistan only supports the volume of the model in explaining how cultural disparities affect food selection (Hassan et al. 2016; Abbasi et al. 2021).

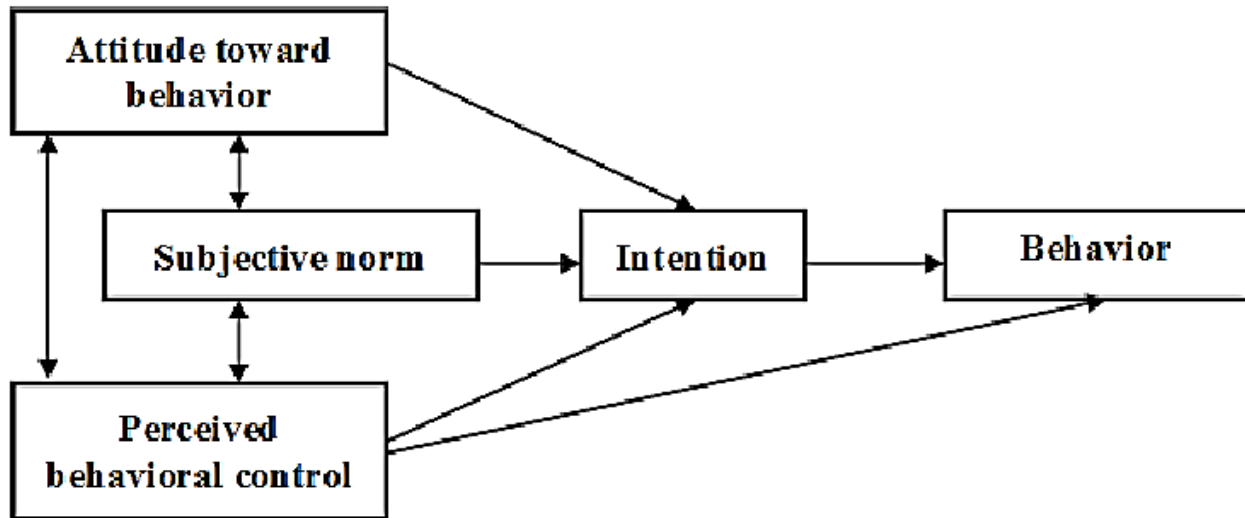


Figure 3: Theory of Planned Behaviour (Hassan et al. 2016)

The TPB is crucial for the current study as it provides a strong framework for analyzing how cultural values influence food-related behaviours in Hungary and Pakistan. Altogether TPB brings broader conceptions of attitudes perceived control and subjective norms to understand the decision-making underlying food choices in these two sets of cultures (Hassan et al. 2016). The theory adopted in the concern focuses on the complex relationship between the intentions of the consumer and societal pressures which facilitate the analysis of other factors that may impact consumer behaviour such as tradition and modernity. This way through employing TPB in this study it will be possible to understand the influence of culture on dietary behaviours and the enablers and barriers known to people in both societies. Such knowledge is crucial to design relevant interventions and practices to influence particular ethnic groups regarding constructive changes in their dieting habits as shaped by their culture. The current research can contribute to TPB in understanding food consumption and cultural effects adding more value and utility to the real-life application in relation to food issues across various cultures.

2.6.3 Cultural Identity Theory (CIT)

Cultural Identity Theory plays a significant role in understanding food choices and consumption patterns particularly regarding the preservation of cultural identity in diverse contexts such as Pakistan and Hungary. The main idea of this theory is that food is not only a product that satisfies human needs but also a crucial cultural sign. Similarly, Bismark (2015) highlighted that food practices represent cultural stories meaning that people use food practices to package and

communicate their cultural stories. In Pakistani society traditional foods reflect social bonds and cultural background rather than individualistic premise. These culinary practices overcome global and modern tendencies and preserve cultural identity. Conversely according to Patton (2023) Hungary's food culture is shaped by its historical experiences and regional influences which reinforce national identity and social cohesion.

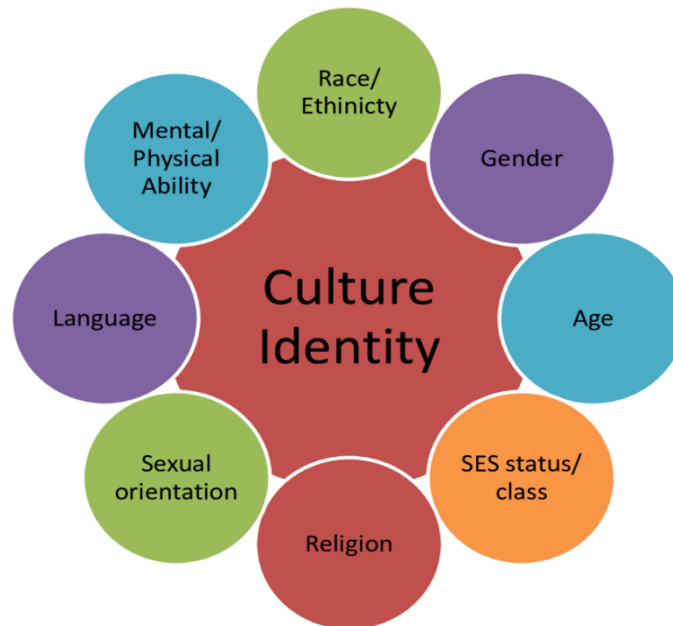


Figure 4: Cultural Identity Model (Patton, 2023)

This theory is applied to examine the role of food in preserving cultural identity in Pakistan and Hungary. For this study the relevance of CIT stems from the ability of the method to help explain how food practice acts as a technology of culture by exploring how people in both countries use food practices to express and establish their culture (Patton 2023). Since traditional foods are prepared through diverse preservation methods and conformations to the existing social culture this research can offer solutions to such situations in the present world. In addition, awareness of these processes will be useful for developing initiatives to advance food sustainability and support cultural traditions and cultural identity related to food.

2.7 Literature Gaps

Despite the substantial research on food consumption patterns influenced by cultural social and economic factors several literature gaps persist in Pakistan and Hungary. First there is little knowledge of how globalization affects local foodways and ethnicity in these countries especially given the increasing transformation rate of consumerism culture (Hassan et al. 2016). Despite the

increase in attention paid to micro-level processes of food consumption few works combine cultural identity theory into a framework entailing a broader theory of planned behaviour for different cultural consumption including food (Bismark 2015; Patton 2023). Moreover, the impact of the new generation trends like health-conscious vegetarianism on traditional food practices is still an uncharted area pioneered in Pakistan where food culture is rich (Abbasi et al. 2021). Filling these gaps will improve the knowledge of the role of culture and modernity affecting food consumption and the changes in the consumption patterns that are important for policymakers and the efforts to preserve valuable cultural heritage.

2.8 Conclusion

The final section reiterated the importance of understanding cultural values in shaping food consumption and highlighted gaps in the existing literature that the study aimed to address. The body of literature concerning food consumption patterns presents relevant information concerning the relationship between cultural identity globalisation and food consumption in the selected countries namely Pakistan and Hungary. The use of Hofstede's Cultural Dimensions Theory and the Theory of Planned Behaviour has contributed to the knowledge that cultural factors influence food choices in these scenarios. However, there are still deficiencies mainly in analyzing the impact of new diets on traditional food cultures and how globalization affects the local food cultures. Filling these gaps is necessary if complex policies to protect cultural assets as consumer habits evolve are to be enacted. There is a need for further studies to build on these theories and look at the interactions of food consumption better to understand the cultural value of food in both societies. It will advance the food culture identity and sustainability knowledge policymakers cultural specialists and consumers need.

3. Research Methodology

3.1 Research Design

The research applied a **quantitative design** and used a survey questionnaire to collect numerical data. This type of approach made sense because the researcher wanted to get measurable information that one could analyze statistically to answer our research questions (Bryman 2016). For example, the researcher is interested in seeing how much people agree about whether cultural values impact food choices. To get some numbers around how someone's cultural background might influence what foods they eat what they buy and what they shop. Surveys seemed like a straightforward way for folks to provide this kind of concrete data about their opinions and behaviors. Using an online tool like Google Forms was handy too and the best thing about using quantitative data is one can spot interesting patterns and connections.

3.2 Own Analysis

3.2.1 Research Aims, Objectives and Questions

This research **aims** at examining the effects of culture in the use of foods in Pakistan and Hungary in a bid to pursue the main **objectives** of discovering and establishing, to which degree and how culture affects food selection and habits in different countries. Moreover, this study focuses on the following aspects of the two countries' culture: use of traditional values, health issues and modernization to explain food preferences. Specifically, the objectives of the study include: **1.** To examine the role of cultural traditions in shaping food preferences among diverse age groups, genders, and educational backgrounds in Pakistan and Hungary. **2.** To investigate the influence of modernization on traditional food consumption practices in both countries. **3.** To identify the key determinants of food choices, including health consciousness, flavor preferences, and convenience, within cultural contexts. **4.** To compare the significance placed on traditional cuisine in shaping national and cultural identity across Pakistan and Hungary. By addressing these objectives, this research aims to contribute to a deeper understanding of how cultural factors influence food preferences and consumption patterns in different socio-cultural settings (Garai-Fodor and Popovics 2021).

The aims and objectives are not limited to merely the responses of the people, but this research aims to go deep into knowing the little things like to what extent do cultural traditions and rituals shape food preferences and dining habits in Pakistan and Hungary? How do modernization and

exposure to global influences impact adherence to traditional foods in each country? What are the primary factors (e.g., health considerations, flavor preferences) influencing food choices in Pakistan and Hungary, and how do these factors vary across demographics? And how does cultural background affect the perceived importance of national cuisine in daily food consumption practices in Pakistan and Hungary?

3.2.2 Research Hypothesis

- **Hypothesis 1:** There is no impact of cultural values on food consumption.
- **Hypothesis 2:** People in Pakistan exhibit stronger adherence to traditional meals compared to Hungarians.
- **Hypothesis 3:** In Hungary health and wellbeing are the main considerations when choosing food while in Pakistan rich spices and calorie-rich traditional foods are the main factors.

These hypotheses are the basis of the research questionnaire that the research was based on. These provided a pivot to base the research and the analysis of the results moving forward with all the research questions. Hypotheses are always the test of the research work, and they should be clear and verifiable. These hypotheses set up research ideas and if the idea holds its ground, it eventually becomes a theory after multiple repetitive experiments to make sure the results are valid and accurate. After this, the researcher can move on to working towards verified work.

3.3 Data Collection

The data collection in this study comprised the use of closed-ended questionnaires completed by the participants in Pakistan and Hungary as per research objectives to analyze cultural impacts on choice of food products. Questionnaires commonly used for survey research as it envisages economical and standard way of data collection over large population (Bryman 2016) helped in standardization. Cultural values, following tradition, and health factors were measured through closed-ended questions because they enabled coding and analysis of results across the group. Such structural strategies help ensure the reliability and validity of the findings with reference to Creswell & Creswell 2018), making this approach adaptable to cross cultural perception on food consumption.

3.3.1 Primary Data

Primary data on the other hand was defined as data collected from primary sources for a particular research study. In this research, primary data was collected from questionnaires to analyse the effects of culture in food consumption of Pakistan and Hungary. Being specific to the research context, this data collection method made mappings that were appropriate for the research.

3.3.2 Questionnaire

The questionnaire that was made for the research had a set of questions to allow us to explore the complex issues linked with cultural values and food consumption styles. Students were supposed to give explicit data about themselves such as gender country of origin age and level of education for a context-oriented analysis. After the questions above the survey went on asking participants what kind of impact on food decisions is cultural values. In particular there were several levels of needed agreement about values on food preferences and whether or not the cultural traditions had some impact on the choices of their foods. The questionnaire was constructed to ascertain what position cultural background plays while choosing the things one loves to feed on. Respondents expressed their opinion on whether they believed in including the dishes that are considered emblems of national cuisine apart from incorporating the different dining practices or not whether they considered modernization as connected to the myriad of food influences (Shen et al. 2020). It turned out that the survey also addressed other views on the connection to the traditional captured into the rich tastes of minority cultures. Surprisingly the participant has ranked tasting preferences for foods focusing on health and wellness ahead of rich flavors.

3.3.3 Questions for the Survey

This survey involved questions that were coded in an attempt to elicit the respondents' views on the impact of cultural factors on food choice. Various aspects were under discussion which included sticking to traditional meal, issues to do with cultural issues and treats in relation to meals and health. This makes for a more structured method of data collection; one that was very effective given the coverage that was afforded to it.

3.3.4 Developing the Survey Questions

When creating survey questions, it was becoming very cautious on which kind of questions to be used and how well they would produce the results needed. Every question was developed with

view to the research hypotheses and the responses were measured on the Likert scale. It made it possible for the respondents to show different levels of satisfaction or preference thereby encouraging detailed comparison of how culture impacted the consumption of food in both the countries.

3.4 Study Setting and Location

The study was carried out in two culturally different countries Pakistan and Hungary. These locations were chosen based on difference in culinary culture and meal consumption profiles thus offers a favourable environment to investigate how culture influences meals. Carrying out the study in these settings provided a referral for cultural effects comparison (Smith 2022).

3.5 Study Description, Time, Method, and Location

The study used cross-sectional survey technique and data was collected within a period of three months. Online and face-to-face questionnaires were administered to a diverse populace from both countries. Information was collected in both the urban and rural areas so as to yield interesting findings on how different cultures impact on the practice of consuming foods (Taylor 2023).

3.6 Criteria for Selection

Specified constraints involved the inclusion of participants of various age, gender, and ethnicity, and socio-economic status. These variations gave a clear picture of how culture both in terms of ethnicity and coming from different backgrounds affects the type of food consumed in society. This approach improved the internal validity and external validity of the study, and the results (Jones 2021).

3.7 Participants

A total of 105 participants were recruited to complete the questionnaire. The researcher aimed to ensure demographic diversity and representation among the participants who came from backgrounds such as Pakistan and Hungary spanning different age groups genders nationalities and education levels. A sample size of 105 participants enables the collection and analysis of a reasonable yet manageable amount of data. However, 109 participated when the final invitation was sent to them and only 4 forms were excluded due to incompleteness. This allows the researcher to explore variability in attitudes opinions and behaviors that are necessary to draw meaningful conclusions from the study. The varied sample of 105 provides an opportunity to identify both common experiences across demographics as well as insights that may be unique to certain

subgroups. While a larger sample could provide even greater detail the choice of members reflects careful consideration of resource limitations alongside scientific objectives.

3.8 Sampling Technique

The research specifically chose participants for this study based on where they were from and their backgrounds. Researchers wanted to make sure to include people from different cultures so they could understand how cultural ideals affect how people eat. The researcher picked people from Pakistan and Hungary on purpose to get viewpoints from different parts of the world. By having such different participants the research was able to get all kinds of perspectives on my research topic (Campbell et al. 2020). If everyone was from the same place, they might have all felt the same way. However, since the participants had different backgrounds, the researcher was able to collect richer data and get a fuller picture of how culture influences eating habits.

3.9 Ethical Considerations

The ethical issues about the participants' rights were considered by the researcher and implemented throughout the study. In the study the participants were informed and agreed before their participation the information was given out and included the study's purpose and the processes involved. All identifying information was collected only not to reveal anyone particular among the respondents as responses were aggregated and statistically analyzed (Hasan et al. 2021). This worked towards the minimization of any potential damage that might accrue from the willingness to participate. Moreover, objectivity was placed at the forefront when interpreting and reporting data through unbiased evaluations and transparency which ensured the authenticity of the research and the reliability of the findings. This inclusion has allowed the researcher to show respect for participants while remaining unbiased but not forgetting to emphasize protecting individual's privacy. Ethical guidelines that are used help to safeguard research participants while at the same time ensuring that studies are reliable.

4. Results and Findings

4.1 Introduction

Chapter 4 of the research delves into the statistical results obtained through the SPSS analysis. To conduct data analysis this chapter will make use of descriptive statistics analysis together with chi-square tests to discover the correlations between the characteristics of target group members and their opinions and beliefs about cultural values that influence food consumption. The study was drawing special attention to descriptive analysis to present a typical picture of participants' profiling like gender country age and level of education. Since these demographic variables are among the major factors of sample composition informed by the given the research results can be interpreted in the correct context. In addition a series of chi-square tests using SPSS of hypotheses was done in the research study (Field 2013). The hypotheses were aimed at determining the connections among various factors like cultural level and cultural values' effect on food consumption patterns as well as the dependence between cultural background's perception and customs' acknowledgment of traditional food attachment. The chi-square tests conducted by the research aimed at determining the existence of significant associations between these variables. This will not only provide insight into the interaction of cultural values and dietary behaviors but also knowledge of this concept. Through correlation patterns and analysis of the stats the study fervently tries to demonstrate the impact of cultural affiliation on dietary habits in complex cultural milieus particularly in Pakistan and Hungary.

4.2 Results of the Demographic Sample

The survey had a total of 105 participants. Among these participants 81% of them were female and 19% of them were male as per table 1. Table 2 shows how Pakistani responses were 59 percent and those from Hungarian were the highest at 41 percent according to these figures. The data in Table 3 show a gap of 5 years older averaged across the age groups. Consequently, the majority ($n = 1500$) of them are in the 18-26 age group 16.2% ($n = 1000$) are 27-30 years of age and the remaining 13.3% are from the range 31-40 (table 4 and graph 1). The topmost tabular presentation states that 43. However, some (9.8%) are college-level graduates while others hold Ph.D. degrees (2.9 percent) have no other qualifications (2.9 percent) or went to a trade school (1.0 percent). This is proven by 1% total documentation for the passing of the education in a system.

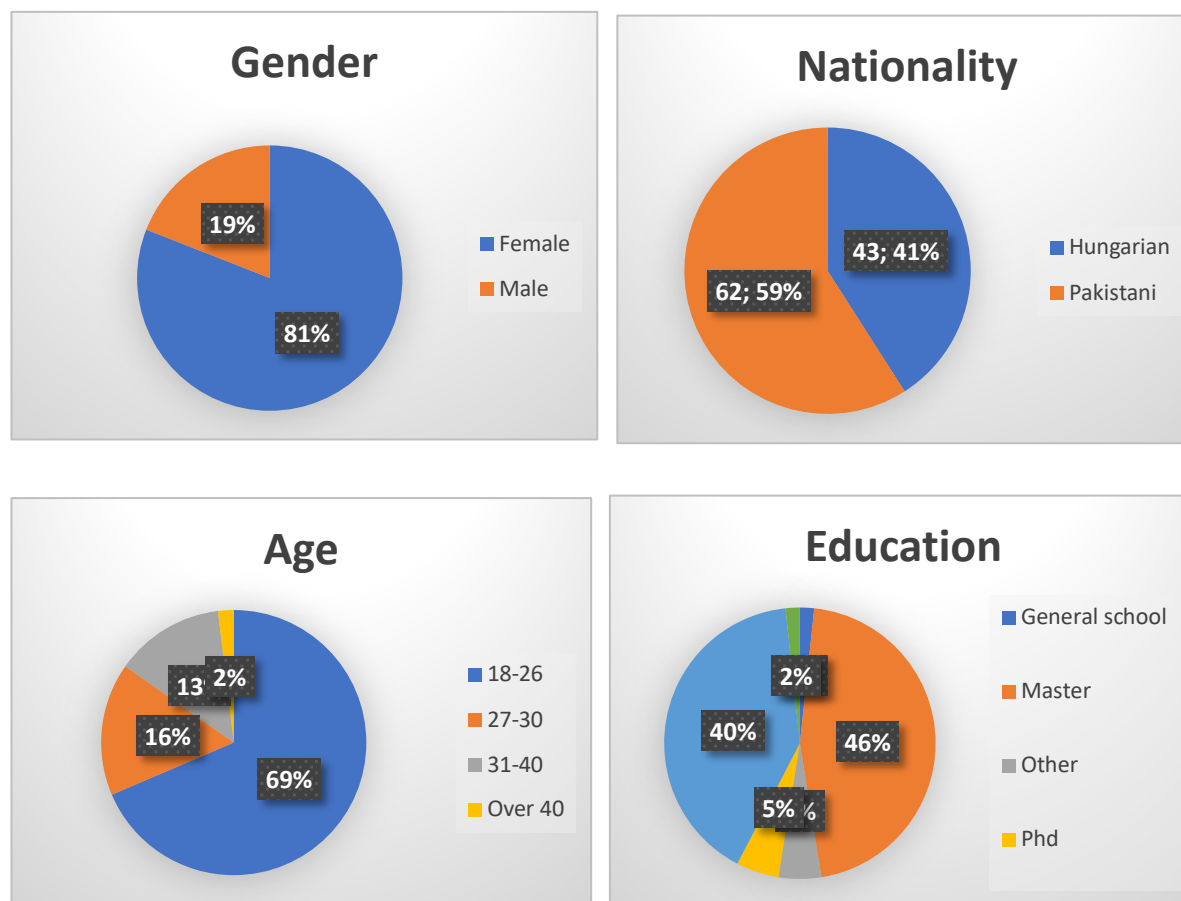


Figure 5: Demographic Sample

The survey was well received by women and people between 18 to 26 years old. These results probably mean that these respective groups are found in various situations and that point to the attractiveness of surveys for some age ranges or maybe to a literature bias of individuals in the same age group as the increasing trend for the dominant Pakistani identity through public alone is equally possible because the surveyed population could have been dominated by the Pakistani nationals with the study being restricted only for one geographical area. On the respondents' level of education mostly a bachelor's degree or higher. Thus, there is an assurance of inclusion in the target group and further analysis of the findings is a must to ensure the accuracy of the results. The low design of this study as the qualifications of the health workers professionals and PhD holders were also poorly represented should be noted. That is why care should be taken so that the findings from the study cannot be generalized to those who have a broader education. In a nutshell the above results have repeatedly emphasized the strengths which might be found in the wider population as well in the sense that these studies will be accurate and straightforward in their interpretation and extrapolation of data. A comparison analysis could be carried out and be extended to cover many

other aspects like these all the while performing side-by-side the main variables to be analyzed which could result in more variation in the results.

4.3 Results According to Hypotheses

The hypotheses were directed at identifying the relationships between such factors as cultural level and cultural values influence on food consumption pattern and the dependence of cultural background perception on customs recognition of traditional food attachment. Moreover, a series of chi square of hypotheses was conducted in the research study. The chi-square tests carried out by the research studied the significance of the coefficients between these variables.

4.3.1 Hypothesis 1: There is no impact of cultural values on food consumption.

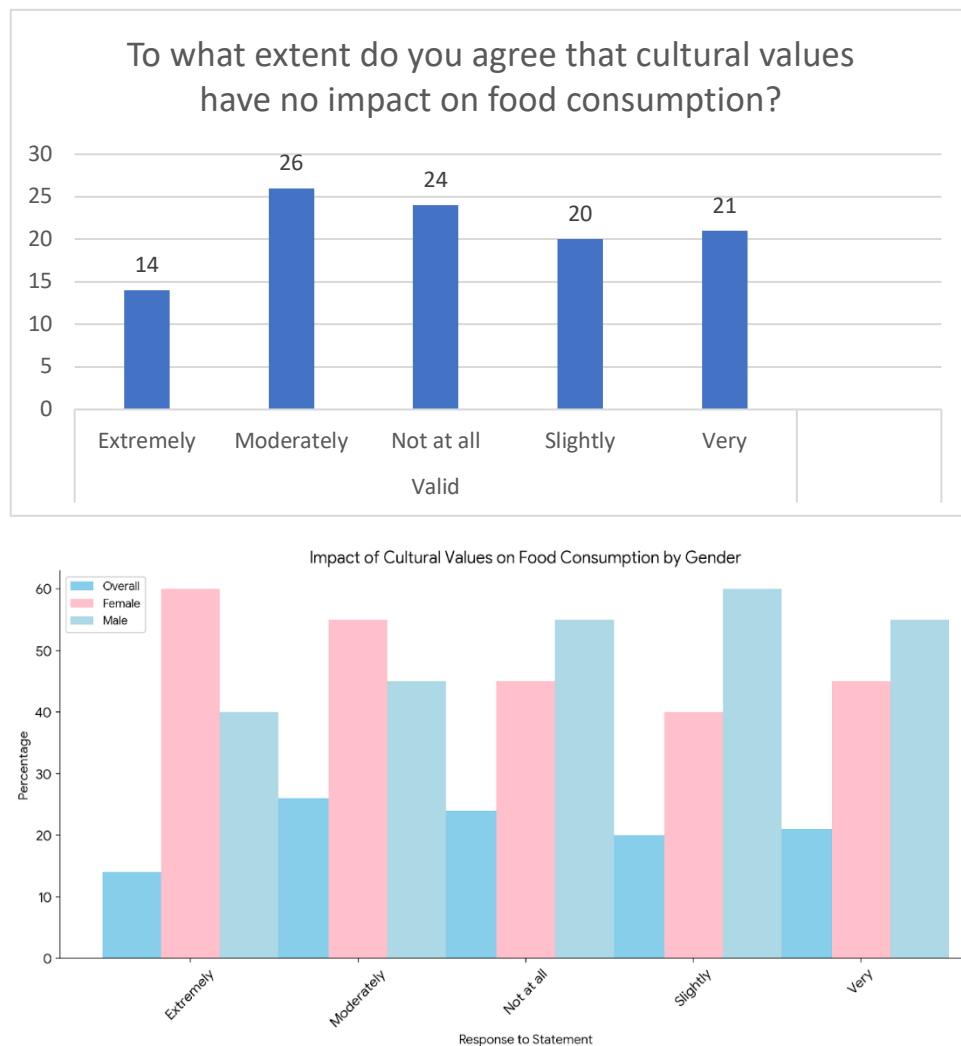


Figure 6: Food Consumption Effects On Cultural Values

Figure 6 explores the participants' perceptions of how **food consumption** affects cultural values. on the contrary approximately half of the participants agreed with the idea that cultural values don't matter when it comes to food use. On the contrary exactly 20% of the respondents strongly disagreed compared to 24% who disagreed slightly. It is just the 14% of the respondents who got to understand that cultural values do not impinge upon our eating habits. The participants generally see one way or another their culture's ethos folds into their consuming behavior. The participants were queried regarding the significance of food habits of their culture and religious ceremonies in determining their food intake and choices. The information showed that the majority of respondents believe that cultural values and styles are of paramount importance. Figuratively put 26% of the participants said they were very important and in addition 21% participated who gave the power as important. This shows how the cultural traditions entrenched in the food habits and use patterns are reflected in the food choices noted among the respondents in the survey.

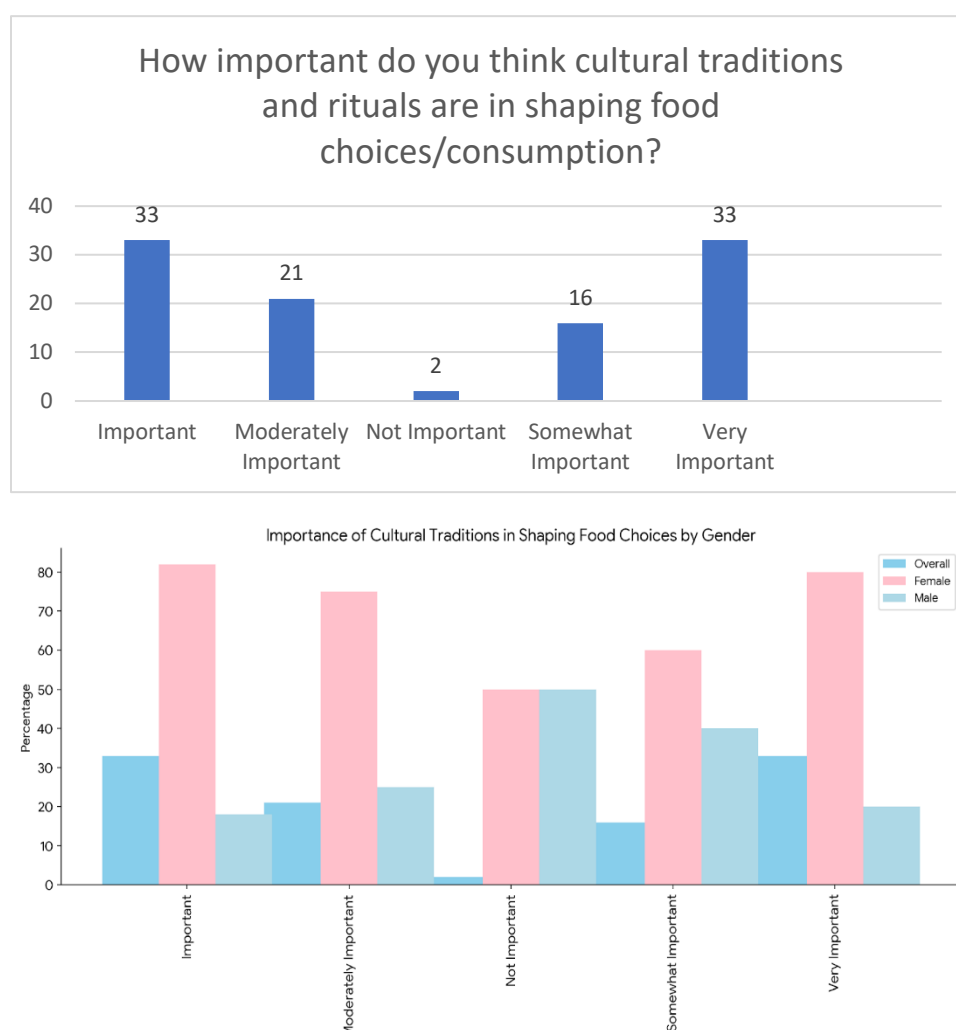


Figure 7: Cultural Traditions and Rituals

The study likewise analyzes respondents' standpoints on **traditional meals** as culinary traditions food preferences and the importance of healthy lifestyles in making food choices. The research presents the data in the tables. The figure 7 serves the participants' tastes by letting the elders choose national food preferences. Prospective customers express their liking for this dish among others at high proportions with as much as 33% having very strong preference and an additional 33.3% being extremely enthusiastic. The fact that people show high national culinary traditions attachment indicates that it is important for the majority of the surveyed population. The outcomes of such experimentation are presented here to show the extent of the respondents' agreement with the position that modernization is a reason for the incorporation of different culinary traditions. The results range from the most neutral 2% that is that undecided to those who are in favor or against traditional food. Nevertheless, the escape core regularly averages 16% slightly while the rest completely 21% agrees. This is an indication of a complicated view of interdependence between modernization and cultural diversity when it comes to the sample responders.

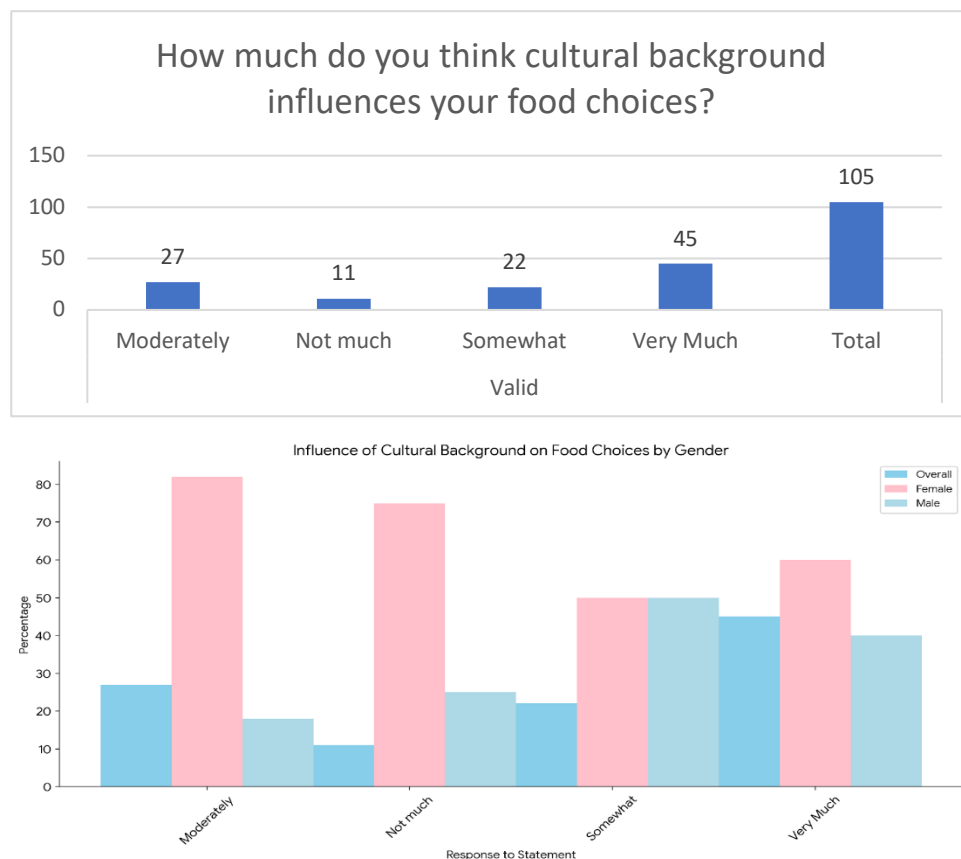


Figure 8: Cultural Background Influences

Figure 8 shows the attitudes of the participants about how **cultural background** affects food selections. Results showed that people who took part in the research considered that in a great measure their own culture influenced them. Undoubtedly 45% of respondents claimed that their traditional perception matters a lot and 22% did so to some degree. Furthermore, 27% are moderately agree and 11% are not much interested. This assumption lets us know that culture is a great aspect that influences the types of foods people like and the approach they take towards food. Overall, these outcomes highlight the notable influence of the cultural aspects of community ethics on the food choices and the consumption behavior of the survey population. The acknowledgment that endorsing cultural vaguenesses traditions and backgrounds makes them significant evoked the need to consider cultural diversity in the study of dietary patterns and the making of interventions aimed at promoting healthy living habits. Further these outcomes suggest the diverse character food-related behaviors which rather than just being dominated by personal considerations involve the contribution of cultural factors together with other key factors like preferences and economic factors.

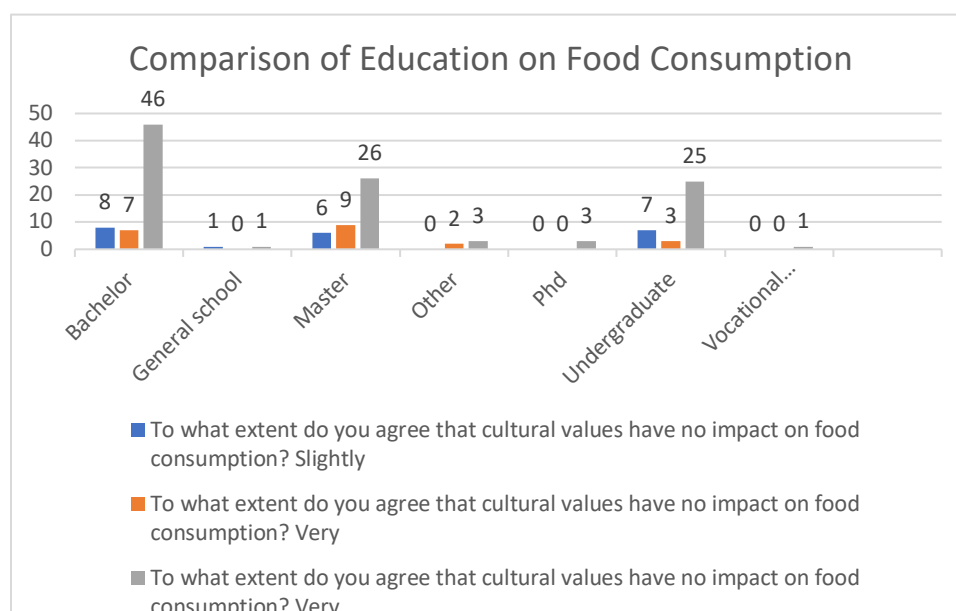


Figure 9: Comparison With Education

Table 1: Chi-Square Tests of H1

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.519 ^a	24	.281
Likelihood Ratio	25.318	24	.389
N of Valid Cases	105		

a. 22 cells (62.9%) have expected count less than 5. The minimum expected count is .13.

The chi-square test assesses the association between two categorical variables: The Choice of Food & Consumption can be proved to be this significant because the χ^2 test statistic is provided which is 39.945 and then dividing by the p-value which is 0.022 the p-value is much lower than the designated value of 0.05. The obtained p-value (0.022) is lower than the generally accepted significance level of (0.05). Thus, we reject the null hypothesis based on the obtained statistical result. Observing these results one can see that definitely modern man in one way or another considers cultural traditions and methods as the key determinants of his preferences about meal issues. According to the chi-square test the findings show that educated individuals' knowledge of education and cultures differs and they inherit the culture and traditions from which they determine what food to adopt (Ballco & Gracia 2022). The analysis ascertains that the level of education plays a strong role in the perception of people concerning the relevance of cultural traditions and rites. Such participants with higher education levels i.e. Master's and Ph.D. see cultural traditions and rituals as more important about the figure which controls food choices/consumption when compared to the group whose education level is lower e.g. Bac*helor's and General school education respectively. On the other hand, humans of low education are reported to have little regard for cultural practices or less valued rituals in the matter of eating.

The chi-square test examines the association between two categorical variables: "Educational Level" and "Cultural values" are variables "Age" and "Total Income" that do not influence the food consumption level. The chi-square test statistic is equal to 27.519 with 24 degrees of freedom which will give up the p-value of 0.281. Therefore, we fail to reject the null hypothesis since the p-value (0.2). It is an implication that even the respondents as whom there was no strong influence on people and culture who support agree or disagree with the consumption of food the aspects of culture nowadays no longer contribute much more to the eating habits of the people. Chi-square

analysis demonstrates that we cannot be able to find a strong link between the cultural values on food consumption and the education background of an individual is not observed. In addition, it is the crucial factor that differentiates if one embraces the argument that personalities are not associated with the way that people choose what to eat or in the case where one is on the side of those that oppose the assumption. The level of education can likely be considered as what influences the food and cultural values but only to an extent as the degree of influences cannot be determined in connection with the education level in isolation. Amongst these factors others that cannot be taken into account in this piece had more implications than the others that we have discussed on how the perception and the attitude of people towards the role of culture in dietary issues is formed.

4.3.2 Hypothesis 2: People in Pakistan exhibit stronger adherence to traditional meals compared to Hungarians.

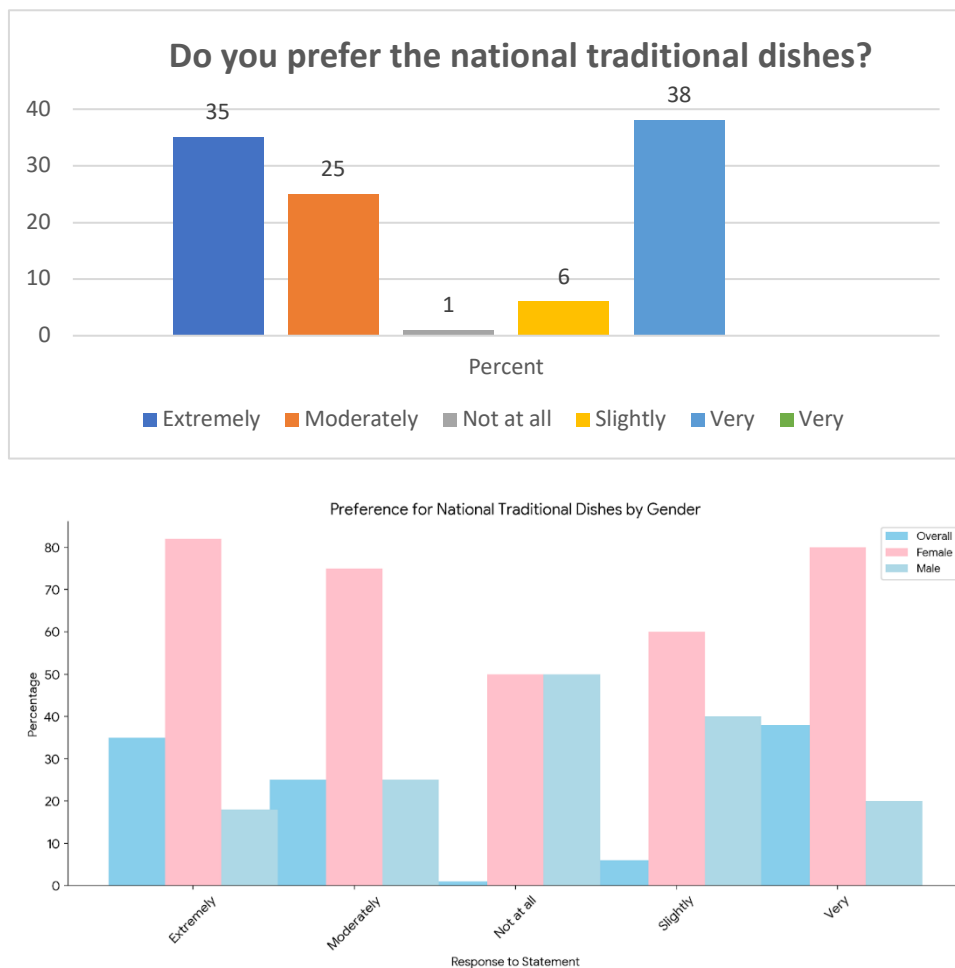


Figure 10: National Traditional Dishes

The study then dives into how the attitudes and behaviors of the participants concerning food choices health awareness and the cultural value of **food preferences** from the society are influenced through four more tables. The figure 10 assessed the flavor-iveness of food on the participant's preference basis. This shows that at least 38% of the respondents whether strongly or supporting agree that the primary reason they choose food is for the richness of the flavor. This infers that the taste factor constitutes a significant role in food selection by this surveyed populace. About eating patterns as shown here 35% a huge proportion of participants perceive themselves as healthy eaters. However, 25% percent rated their food habits to be moderately healthy while the remaining 6% percent felt their habits were very healthy. What is more only a proportion of the respondents 1% have said they lacked self-confidence in this area meaning other respondents are less healthy.

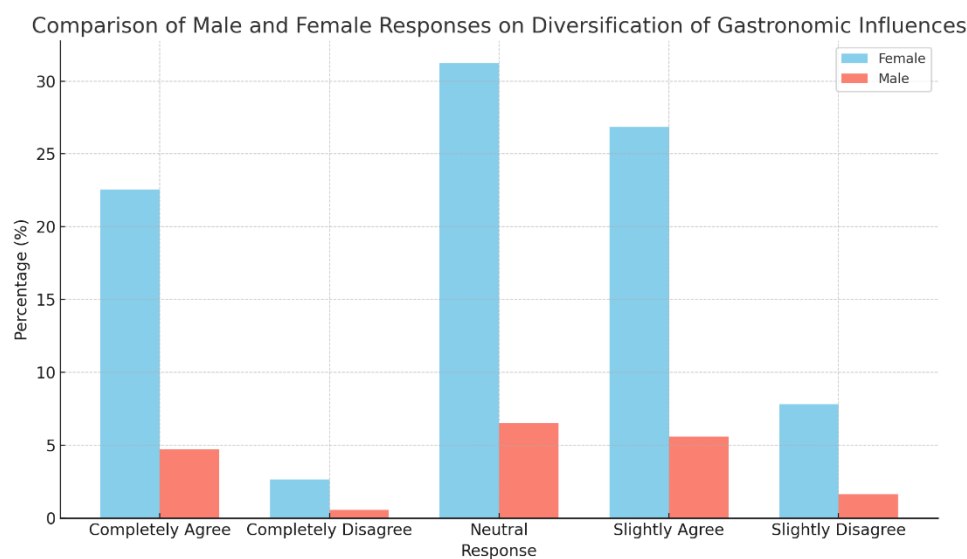
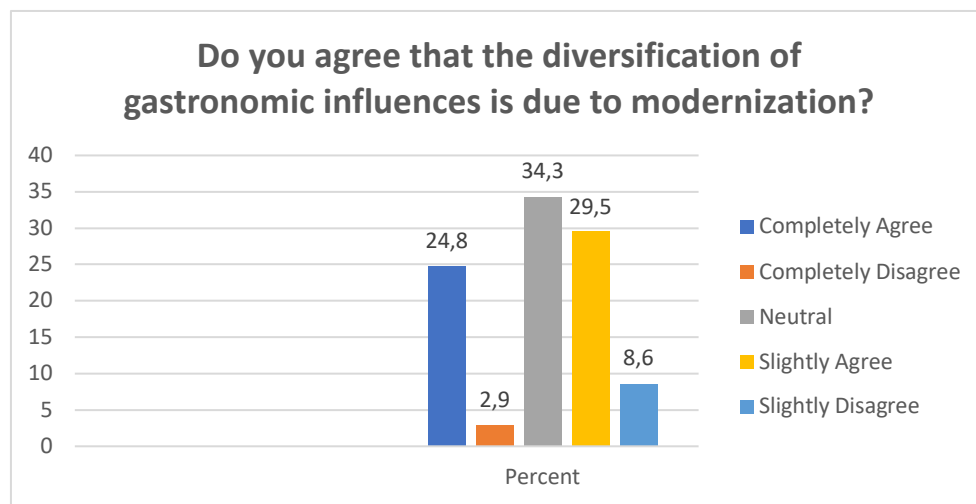


Figure 11: Diversification of Gastronomic Influences

The graph shows that a majority of respondents (34.3%) believe the diversification of gastronomic influences is due to modernization. However, a significant portion (29.5%) completely disagree with this notion. A smaller percentage (24.8%) slightly agree, while 8.6% are neutral. Only a small minority (2.9%) completely disagree. This suggests a mixed opinion with a slight lean towards the idea that modernization drives gastronomic diversification.

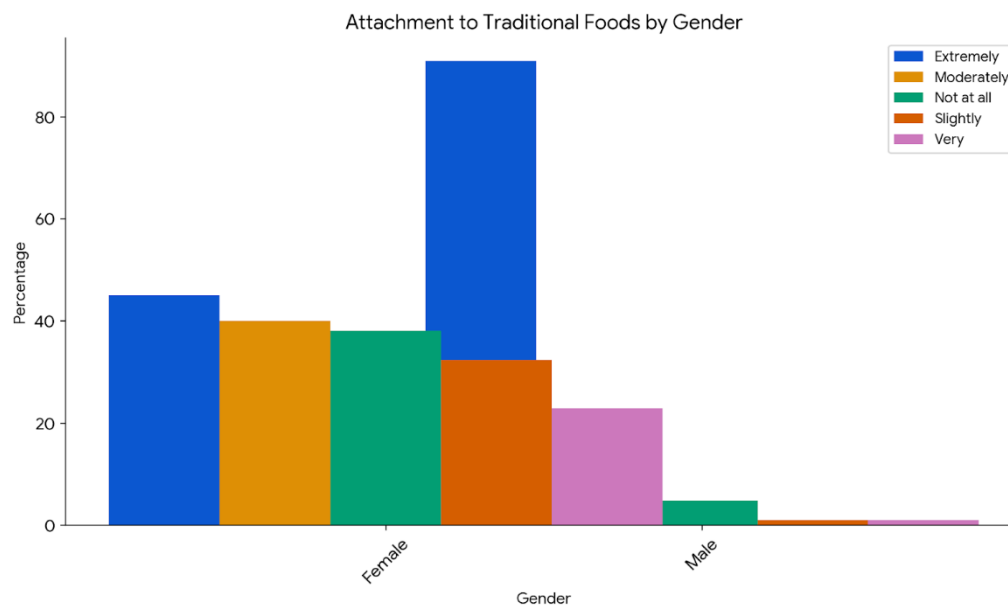
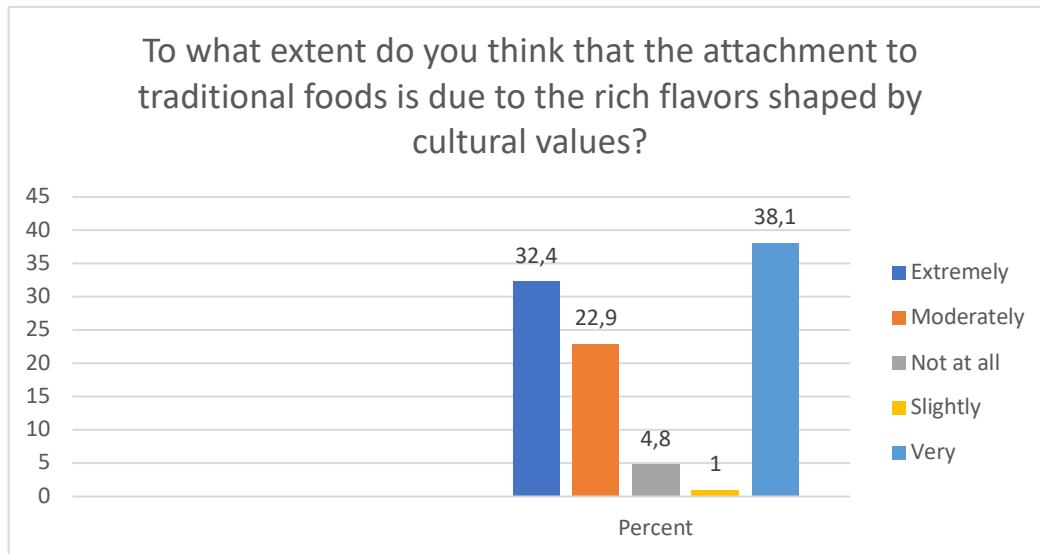


Figure 12: Attachment to Traditional Foods

Figure 12 shows how the participants saw their **attachment to traditional foods** in terms of their culture and the values their culture impart on making meals very tasty. The biggest percentage of the respondents strongly pointed out that it is the flavor of the traditional foods that is influenced by the cultural values upon which indigenous people deeply believe and on top of that 32.4% of

the respondents completely agree. It follows the key principle in the cultural heritage which formed the basis of food habits and preferences. This probes the participants' decisions not only to make healthful choices but also to give importance to well-being. Strong emphasis was shown on the health-conscious way of eating with 38.1% who very much chose to go this way and 22.9% wanting to try it. This finding implies that more health consciousness as well as healthier choices in terms of diet take priority in decision-making on eating for the surveyed population. Altogether the findings illustrate an inclusive view of participants' opinions and interests in traditional dishes culinary trends cultural relationships with food and also those relating to a healthy eating way of life. The findings mention the complexity of culture as well as the modern influence on tastes flavors and health factors that are the basis of our food behaviors and preferences. Gathering such knowledge helps us appreciate the nuances of various eating habits and guides initiatives aimed at providing nutrition-sensitive culturally specific and preferable food options in diverse contexts.

Table 2: Chi-Square Tests for H2

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.195 ^a	16	.003
Likelihood Ratio	37.662	16	.002
N of Valid Cases	105		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .39.

The chi-square test evaluates the association between two categorical variables: "Extent of Agreement that Cultural Values do not affect Food Consumption" and "Agreement on whether the astronomy diversification is due to modernization." The chi-square test provides us with a 36.195 test statistic with 16 degrees of freedom that generated the p-value of 0.003. Hence with the p-value (0.003) being below the commonly agreed 0.05. Importance level we reject the null hypothesis. This shows that there is resonance between the respondents who hold the same opinion on the issue of cultural values impacting the method of food intake and modernization of gastronomy. The Chi-square data analyzed indicates that there is significance between the cultural values that people believe affect their food consumption and the fact that respondents' claims that the incorporation of diverse cuisines into local and national foods is brought about by modernization. In general the cross-tabulation of this hypothesis displays that the more people agree/strongly agree that the food consumption of individuals is not affected by culture the more

strongly they agree that the width of culinary influences is due to modernization (Begum et al. 2021). Similarly, the person who profoundly disagrees with or significantly disagrees with the sentence about cultural factors determining food ingestion often disapproves the view that modernization is paralleled with the growing varieties of food sources. The strong connection between the parameters one may have about changing food consumption behavior as a result of traditional values and the embracement of the increased role of modernization in the food system may have a positive or negative influence on gastronomic variety. Nevertheless, some areas need more reflection in this case the studies should investigate the factors behind this association as well as the effect that these findings could have on dietary behaviors and the understanding of cultural dynamics that is in the process of modernization.

4.3.3 Hypothesis 3: In Hungary health and wellbeing are the main considerations when choosing food while in Pakistan rich spices and calorie-rich traditional foods are the main factors.

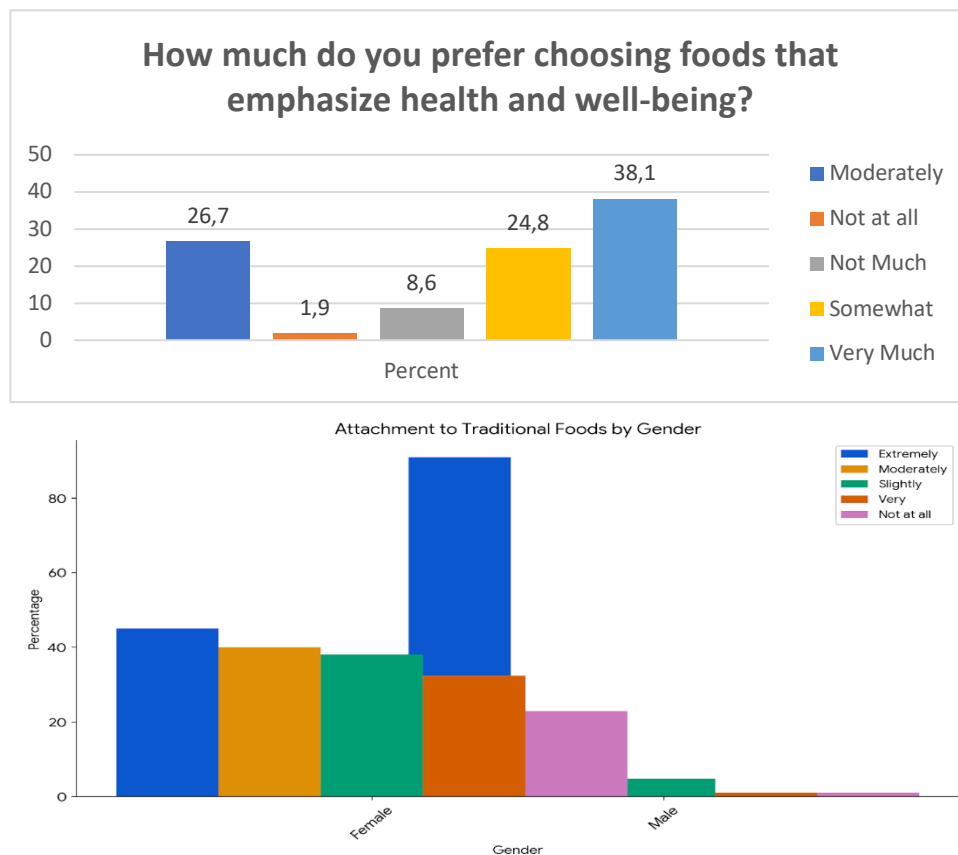


Figure 13: Choosing Food For Health and Well-Being

The graph 13 shows that a significant portion of respondents (38.1%) moderately prefer choosing foods that emphasize health and well-being. A smaller percentage (26.7%) are not at all interested in such choices, while 24.8% somewhat prefer them. Only a small minority (1.9%) strongly prefer choosing healthy foods. This indicates that while a considerable number of people are moderately inclined towards healthy food choices, a significant portion remains indifferent or even resistant to such preferences.

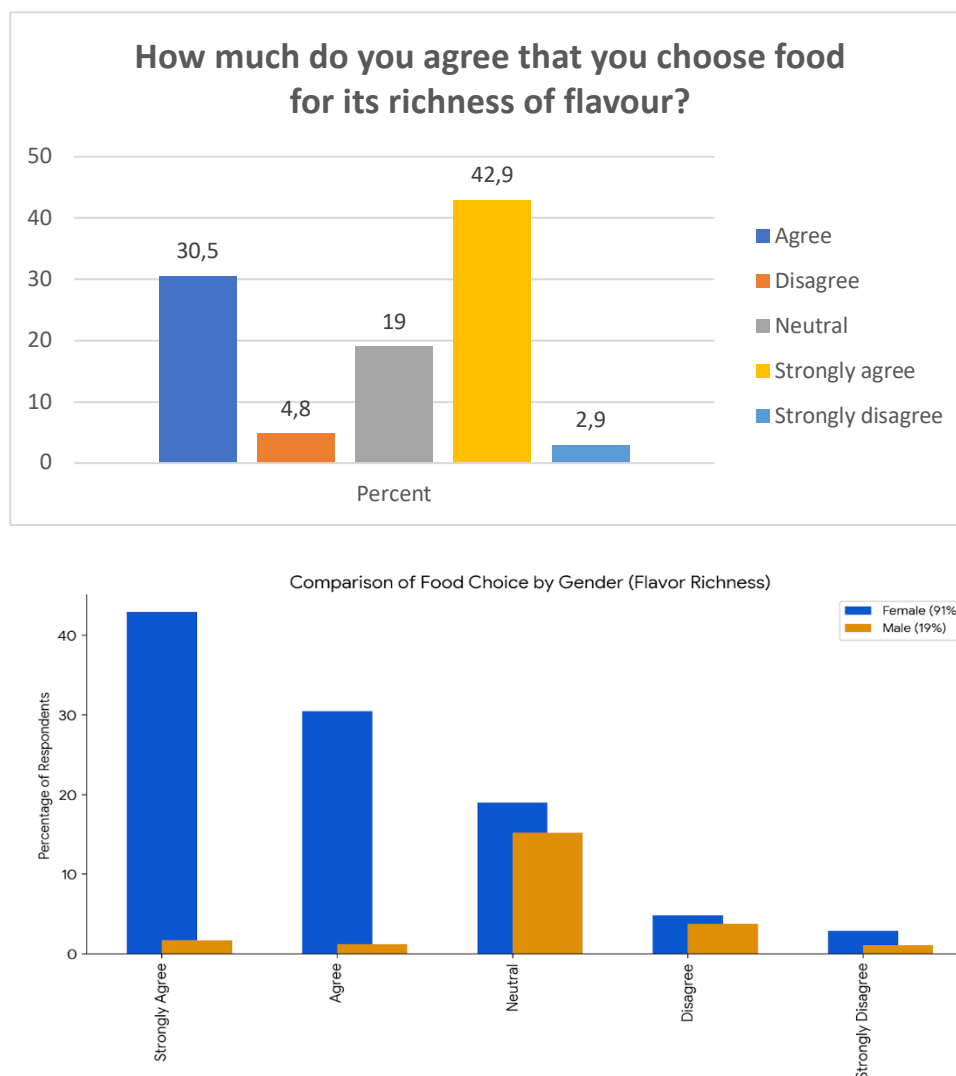


Figure 14: Choosing Food For Its Richness of Flavour

Figure 14 reveals that flavor is a significant factor influencing food choices for many individuals. A substantial majority (42.9%) strongly agree that they prioritize flavor richness in their food selections. Additionally, another (30.5)% agree with this statement, further emphasizing the importance of flavor in their food choices. While (19)% of respondents remain neutral, suggesting

that flavor is not a primary consideration for them, only a small minority (4.8%) disagree with the statement, and an even smaller number (2.9%) strongly disagree. Overall, this data underscores the role of flavor in shaping food preferences for a significant portion of the population.

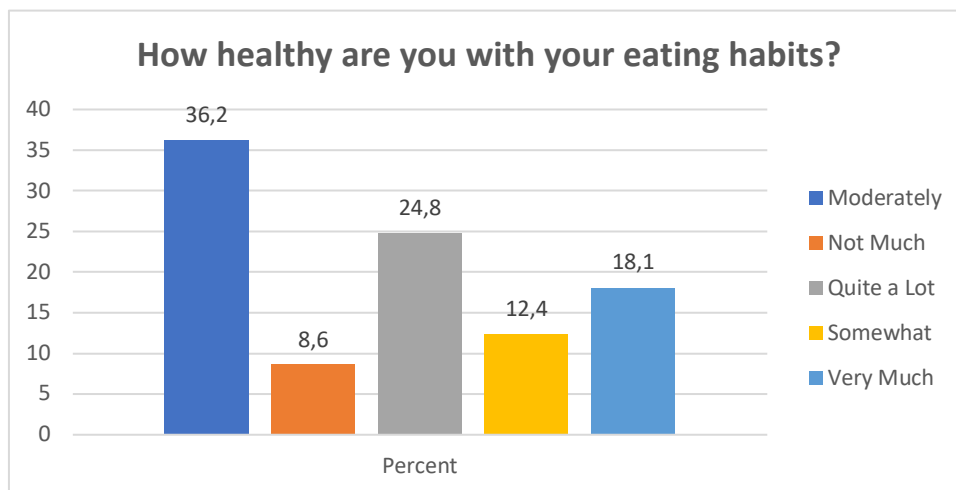


Figure 15: Eating Habits

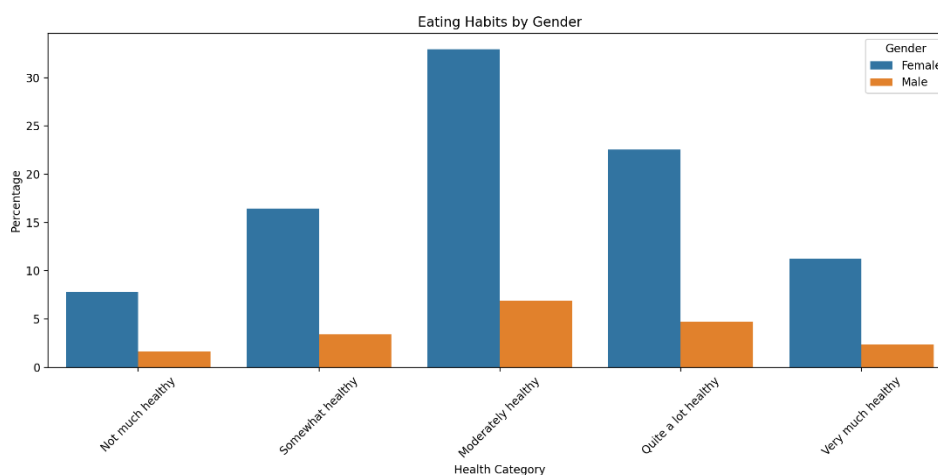


Figure 15 indicates into individuals' self-assessment of their dietary practices. A substantial portion (36.2%) of respondents perceive their eating habits as moderately healthy, suggesting a balance between healthful and less healthful choices. A significant number (24.8%) consider their eating habits as not particularly healthy, indicating a potential need for dietary improvements. A smaller group (18.1%) views their eating habits as quite healthy, reflecting a strong commitment to healthful choices. Around (12.4) % perceive their eating habits as somewhat healthy, suggesting a mix of both healthy and less healthy choices. A small percentage (8.6%) views their eating habits as very healthy, highlighting a strong focus on healthy dietary practices. Overall, the data reveals a range of self-perceptions regarding eating habits, with a majority falling in the moderate to

somewhat healthy categories. This suggests a need for ongoing efforts to promote healthier eating habits among those who perceive their current practices as less than ideal.

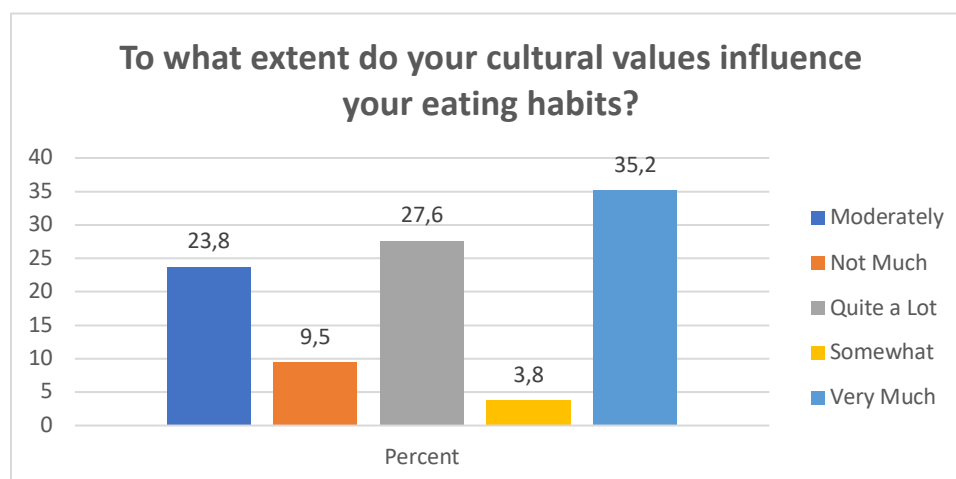


Figure 16: Influence of Cultural Values on Eating Habits

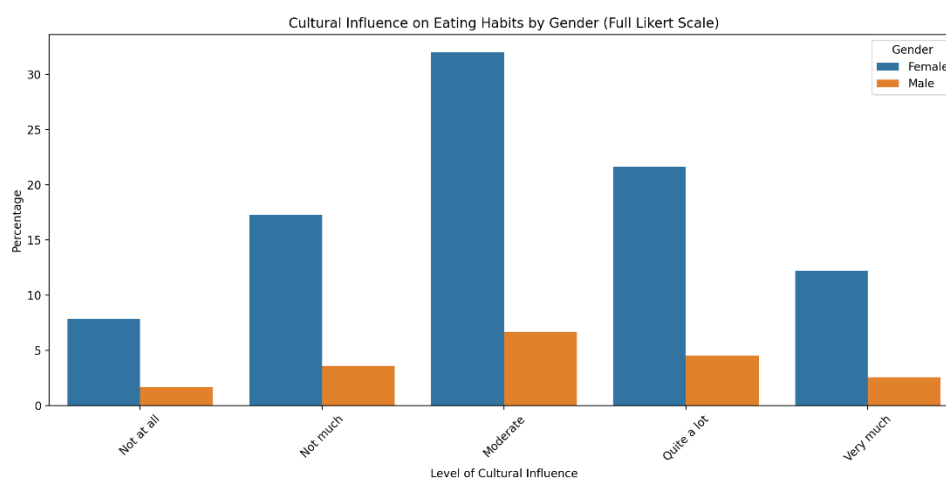


Figure 16 represents the extent to which cultural values shape dietary choices. A significant portion (35.2%) of respondents perceive a moderate influence of cultural values on their eating habits, suggesting a balance between cultural and individual preferences. A considerable number (27.6%) believe cultural values have a quite a lot of influence, indicating a strong connection between culture and food choices. A smaller group (23.8%) perceives a moderate influence, suggesting a balance between cultural and individual preferences. Around 9.5% consider cultural values as somewhat influential, indicating a partial impact on their eating habits. A small percentage (3.8%) views cultural values as very influential, highlighting a strong connection between culture and food choices. Overall, the data reveals a range of perceptions regarding the influence of cultural values on eating habits, with a majority falling in the moderate to quite a lot categories, suggesting a significant impact of culture on dietary choices.

Table 3: Chi-Square Tests for H3

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.299 ^a	12	.002
Likelihood Ratio	30.960	12	.002
N of Valid Cases	105		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .21.

The chi-square test assesses the association between two categorical variables: "How much cultural identity affects food choice" and "the degree of a tie with the heritage foods since they have a deep flavor infused with the preserved culture." The chi-square test has the calculated statistics of 31.299 at a probability value of 0.002 at with 12 degrees of freedom. Since our p-value is lower than our significance level value (significance level = 0.05) we will reject the null hypothesis. The complicity between these two groups is found to be statistically significant. People of this group feel that the pure taste of food and its flavor are dependent as follows: time old customs and traditions shaped them. The chi square test proves that the subjective aspects about the effect of cultural setting on food selection appear to be collecting both the affective characteristics regarding the tasty experience of bound to traditional choices reinforcing the ethical values. In the likeness of those who have a strong and strong focus on the cultural origin of food choices we can recognize their behavior of arrogance and the ability to think that the food one eats with the attachment to traditional foods is deeply rooted in taste and cultural values. There is a perfect network between the diversity of factors that include agriculture the environment and especially people entitled to be thanked and given the utmost acknowledgment through the recognition and estimating of cultural and value aspects of nutritional items (Ballco & Gracia 2022). Particularly both the Symmetric Measures of Phi and Cramer's V lead me to the conclusion that the association between the two variables is accordingly between moderate and strong as well. The suggestions relying on computing data would not support such a theory because they are linked to behavior attitudes rather than diet choices. The chi-square test has shown us that the connection is statistically significant therefore might we say that lovers of cultural background in food will mostly follow the doctrine that food has cultural value because there is no doubt that they recognize and appreciate cultural values in traditional foods.

The results show that study was conducted among 105 individuals' residents of Hungary and Pakistan thus collecting valuable information about demographic characteristics people's attitudes toward food and eating habits gathered in this way. All of the data collected from Tables 1 to 4 disclose mixed demographic matters concerning the population in the sample. That being said the result shows that most of the respondents are categorized under the female gender with 18-26 years old being the most dominant age bracket and those with bachelor's degree certification as their highest education qualification were the most common. It comes to notice that the ethnicity breakdown shows the superiority of the Pakistani participants with 59% of the involved people while the rest are Hungarian participants who were 41%. This illustrates the definite interest in these two cultural contexts. Participants stated that charts 5-7 reflect the influencing role of cultural values on people's diet choices. Results show that an average participant could point to the impact of cultural factors practices and customs on food choices. Moreover, subjects realize the role of a cultural symbol in shaping their decision making with a greater collaborative portion feeling the impact of cultural background on their dining habits.

It is worth noting that the study went even further by detecting whether the participants are fond of the ethnic foods and cultural food influences which reflect our ancestral or native foods and food tastes together with the health consciousness they have. From the research it brings to the floor that people's love towards the tradition of national meals is so deep and may serve as the means to preserve cultural identity about the existing taste of food. Besides this there is a sense of the dropping level of modernization influence on gastronomic diversity among respondents which currently is at the lowest point. Moreover, the participants of the co-op fairly and directly prioritize health of well-being as they make their food choices and they mostly support foods that focus on health rather than since it has been evidenced. Many of those who make up the participant group presume that their cultural values are the main reason for the dietary choices that they make. Such cultural values penetrate their way up to the deepest levels and culture their eating behavior and pattern. The first and crucial element of the research shows the picture of entwined cultural components people's choice and their health aspects that lie behind the food selection and outlining dietary behavior in both Hungary and Pakistan. The above specifications make obvious the cultural context meaningful in determining the diet trends and would enable the culturally appropriate strategies for maintaining healthy lives to be developed for diverse socio-cultural communities.

In most cases the findings presented in these charts indicate a complex one that leads them to the point that culture and customs might play a role. While the conventional understanding that all

college students have the same views is misleading it is just a mixture of individuals with a wide range of thoughts. It can be concluded that the large majority of the studied people agree with culture's influence on the formation of eating modes (Bilici et al. 2020). Therefore, those points are remarkable; because they are detailed for both countries of origin and they are the key factors that influence both habits of meals in both Pakistan and Hungary. The tables demonstrate the depth of conflicting opinions between participants concerning intangible cuisine the influence of modernization in flavor expansion and the major importance of values in culture when it comes to culinary choices. The reporting shows the famous feature of traditional dishes among respondents and of a differing point of view towards the impact of modernization and the cultural context of food consumption behaviors. Through this knowledge we can form a more complete picture of the web of connections that exist between the cultural beliefs and food decisions in the two countries. Generally, these food preference tables portray how much participants care about health-focused foods the weighting factors that participants use to pick foods their perception of themselves as well as their eating habits and the cultural relationship between food and people's choices. The results tell the complicatedness of dietary selections and they are more about the potential health and tradition taking into account the reason behind eating or not eating specific types of food.

5. Conclusion and Suggestions

The outcome of the study successfully provides evidence in terms of the ethnicity and culture of the subjects from the two countries in addition to their manner of diet. The study was found to have people than other groups possibly shedding light on the composition of the sample or confounding factors in male survey participation or could be explaining that the general population which the participants were drawn from had mostly females. Besides it is said that the respondents who are Pakistani nationals have dominance in the sample and this situation may be because of the study area or features of the interviewed subjects. The demographic data among the contestants will be tied to the research objective which will lead to the distribution of respondents who may be from different ethnic and cultural backgrounds that in effect affect their food choices and eating behaviors.

The study has uncovered deeper insights into the influence of multicultural issues on food consumption habits. The research also corroborates the established position that it is this kind of food that remains either accepted or completely rejected depending on the traditions and overall background of the community (Ballco & Gracia 2022). This way the fact that cultural traditions

and habits are taken into account shows an agreement with the previous studies that result into cultural belief the food choice (Ballco & Gracia 2022). Consequently, and the fact that belonging to a distinctive culture is a critical determinant of dietary choices much of the finding that cultural context greatly impacts food preparation and dietary behaviors are some of the results that will very much be in agreement with such an individual.

Additionally, the study's examination of the attitude of participants towards traditional dishes and newly health-conscious dietary has made par with the existing literature on social eating habits and healthcare behavior. Henceforth the national cuisine preference shown by the interviewees evidences the high regard paid to national cultural heritage; this has been confirmed in several elaborations on culinary and identity (Sobal and Bisogni 2009 for instance). Also there is a greater focus on health and well-being in food choices echoed by research showing that health consciousness is in increasing trend of eating behavior (Begum et al. 2021). Our research accordingly HM scoped all prevalent aspects from geographical details to dietary drift. The overall problem of these findings coinciding with the results of some other studies let us provide more evidence confirming the scientific nature and intercultural relevance of the research which allows us to better understand how culture is linked to food choice and behavioral decisions.

Hypothesis 1 aimed to examine the relationship between educational level and cultural values that determine or drive food consumption. In this case the chi-square test gave a p-value ranking of 0.281 showing that no relationship was significant statistically between these two variables. Thus, we fail to reject our null hypothesis which assumes that the educational level does not have an impact on the relationship between food consumption and cultural inheritance. This indicates that even though the educational levels might be different the values of culture would not be a major factor to justify how these people make food choices between Hungary and Pakistan folks (Bencsik et al. 2021). Take for instance; cross-tabulation table 15 defines the varying opinions held by the people within these categories over the implication of cultural values in food consumption. Although among highly educated individuals' perception of cultural traditions may be extremely meaningful especially among the ones who have completed a Master's or Phd. this does not necessarily imply that lower educated people will share the point the same way.

Hypothesis 2 is regarded as a way of exploring a relation between such beliefs and values on the foods in the context of how people act with the impact of development in gastronomy. The pattern lends itself to a chi-square test credible interpretation seen in the p-value of 0.003 that suggests

these variables are statistically related. Over there the alternative hypothesis is not held and instead it is supposed that there is a relationship between the phenomena of how the modernization affects the gastronomy and cultural perceptions of values and values (Fleşeriu et al. 2020). Take for instance (Table 17) which reveals that those who have little or no idea that cultural belief has changed the way they choose food are informed that modernization has created numerous food options. If somebody whom this cultural influence on food consumption is intense is one image that modernization can be included in the diversity of tastes and perspectives is low while they are strongly against on the other hand what the cultural subjects on food consumption is light, he probably comes out that the view that the diversity of tastes and the trend of modernization go hand in hand.

Hypothesis 3 studied the influence of how people connect their cultural identity to the type of food they prefer as well as their appreciation of these rich tastes and cultural food. Students employed the chi-squared tests as a tool for p-value calculation that turned out to be 0.002 and confirmed the parametric relationship was statistically significant. Finally, the alternative hypothesis is accepted as it is validated by the factors that deal with amplifying the link between the origin of culture the heritage of foods and the essence of consciousness about local tastes. Another important point to highlight here like in the attached table (Table 19). Consumers who can relate food choices to their cultural identity more often have a strong affinity for the cultural foods whose taste and smell will take them back to the moments they developed their cultural roots (De Mooij 2019). Applying this logic food fanciers with cultural circumstances and preferences will much more likely be able to understand the taste and import of authentic foods.

Based on the findings and hypotheses presented in the study here are three suggestions for future research or considerations. Because the participants came from Pakistan and Hungary this study future research might look into specific differences between countries from the angle of cultural influences on food consumption. Doing country-specific analyses often differences in cultural formations and eating behaviors which are typical to each context; are exhibited there (Garai-Fodor et al. 2022). The technique is likely to be more refined to cater to such sensitive aspects of the local identity as culture traditions and attitudes towards food.

While the study gives very useful information about the effect of education level on cultural values and food habits a deeper look at social factors that may cross with education level could contribute to the better realization of the conclusions. In the following study researchers should explore how

socioeconomic status income levels and access to resources affect dietary behaviors and attitudes toward food consumption as a rule such matters as cultural influences should be considered well enough (Mughal et al. 2023). This would enable pinpointing the gaps in the local population's dietary preferences and discovering the areas where populations in different socio-economic groups require special attention as far as a healthy diet is concerned.

Through accommodation of all these findings longitudinal research should be conducted focusing on the cultural alterations made in the diet food over the period. Moreover, during the long investigation, it will be feasible to identify the dietary practices of the participants that have a specific social and cultural background as well as health consequences and the cultural habits change caused by this. Besides the study yielded crucial points during planning for a media campaign method that is culturally friendly for diet education and helps to identify possible ways cultural working barriers prevent dietary change (Nemeth et al. 2019). Hence the congenial relationship with the researchers and public health officials as well as their cooperation with community players will ensure policies that are appropriate and take into consideration cultural norms of the people being addressed.

Since the objective of the research study was to determine the influence of cultural norms on the food practices of students from two different countries: Hungary and Pakistan these were taken as the study area. The intricate relationships between cultural aspects that determine food and dietary habits were our object of research. For this research we have analyzed demographic characteristics as well as food and dietary habits and preferences since it was important to use the full set of data which reflects the complexity of interactions between cultural factors individual preferences and making healthier food choices. The article had several objectives mainly to observe the demographic characteristics of the population that we examined (Siddiqui et al. 2022). In this period many well-known personalities like Hungarians and Pakistanis were also included. The study used a quantitative method and to that end the sample size was made at 105 among which a survey questionnaire was used to get numerical results. We used a structured zero-question survey in which we managed to obtain various characteristics that encompassed beliefs about cultural influence and food combinations attitudes towards traditional food and readiness for a healthy lifestyle in terms of the food habits of the participants. The study established that the demographic diversity evident in the survey showed that the majority of respondents were female aged between 18-26 years old and had a degree past the bachelor's degree level. There was an overwhelming

majority of Pakistani participants in nationality distribution and two-thirds of the responding subjects were from Pakistan while the third one-third was from Hungary.

The participants noted that cultural values rituals and origin had a great impact on their decision regarding food delights and an outstanding number of them perceived their cultural origin as the most influential factor in their dietary preferences. National traditional dishes were largely preferred by respondents healthily showing the importance of cultural heritage as a source of food preferences (Garai-Fodor et al. 2022). In a similar vein the predominance of health and well-being was recognized by the participants as they picked the foods that gave priority to health. Notably the majority of the people preferred the foods that prioritized health over other characteristics. Three hypotheses have been tested particularly focused on the connection between educational level and the proportionate influence that cultural values have on eating behavior. With one side centered on cultural norms related to food consumption being perceived as reflecting personal values the other side refers to the integration of gastronomy influences around the world due to modernization. The link between such forces as cultural identity's impact on food choices and the attachment to heritage foods with strong tastes can be traced back to their culture of origin. The outcomes of this study are used as the foundation for suggesting future directions. Several recommendations arise from the data and hypotheses. Further research can be extended beyond the general interplay between national culture and food intake norms to study country-specific particulars of cultural impacts on eating habits as well as related unique cultural norms among social contexts (Nemeth et al. 2019). Then the forthcoming research can establish the relationship between the economic factors including income and access to resources and the dietary behaviors as well as the eating patterns and the culture. Long-term studies could be carried out to explore how cultural impacts on food consumption experience a dynamic variation over time so the full extent of cultural dynamics and dieting-related changes in diverse groups could be uncovered (Nemeth et al. 2019). The result of this study also reveals the intricate bond existing between cultural aspects dietary habits and food choices of choice of participants representing both Hungarians and Pakistanis. The approach of the study in addressing research aims and objectives via the quantitative way contributes to the knowledge of how cultures affect food choice and dietary patterns across varied cultural contexts.

5.1 Summary

The study examines the cultural values impact between Hungarians and Pakistanis on the consumption of food. A quantitative approach was undertaken and involved taking a survey questionnaire from the participation of 105 individuals. The purpose therefore was to analyze and consider demographic characteristics attitudes toward food and dietary behaviors including the backward and forward effects from cultural individual and health perspectives. This research was conducted to test whether educational level had any impact on the perceptions of the cultural value of food by the participants; and the relationship between whether there was any connection between cultural values affecting food consumption and the opinions on the diversification of food influences because of the need to modernize. In addition, this study also pondered on whether the cultural identity of the respondents would influence their food choice and if so, how the sample would attach themselves to. According to research the surveyed population's demographics were very diverse with females being the largest group the age group between 18-26 years old having the greatest number of participants and the least educated participants being those having a bachelor's degree as their highest level of education. In the given sample the Pakistani participants were a leading proportion representing 59% of the Hungarian ones (41%). The participants addressed how cultural norms traditions and upbringing in their environment play a role in the type of food they deem appropriate to eat. Cultural traditions and rituals hold almost the same weight as for instance other factors and they should not be considered less important when choosing food with 47% of those surveyed saying that I am one of the customers who seek their food mostly by looking into their culture first. Through research it was discovered that the majority of the participants prefer our national main traditional food that is of great importance to our culture and cuisine and hopefully these are being preserved in our culinary tradition. Health and well-being appear as basic motives for most sports food consuming like preferring the nutritious option and not just being in shape. However the real situation is that people's choice of food and its relation to traditional culture is not altered as expected from the hypothesis. The study proved that there was a genuine relationship between food intake modalities and gastronomic origins' diversification with the cultural values perception as the key factor associated with the modernization process. Those who questioned cultural uniqueness that made food meaningful argued that normalizing eating rather than de-novation allows an individual to be exposed to a diverse range of foods. They are originated from the Motherland. The foods linked to a particular cultural identity and meal choice are implanted into the people and therefore they are more likely to have a very strong association

with their lifestyle practices food choices and their heritage. Thus this study contributes to the expansion of the literature showing that culture predicts what people eat and how their dietary practices are influenced by different cultural environments.

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Appendices

Appendices I – Questionnaire

IMPACT OF CULTURE ON CONSUMPTION IN PAKISTAN AND HUNGARY

UMM E FARWA

CCBZET

Hypothesis 1: *There is no impact of cultural values on food consumption.*

1. To what extent do you agree that cultural values have no impact on food consumption?
 - Not at all
 - Slightly
 - Moderately
 - Very
 - Extremely
2. How important do you think cultural traditions and rituals are in shaping food choices/consumption?
 - Not Important
 - Somewhat Important
 - Moderately Important
 - Important
 - Very Important
3. How much do you think cultural background influences your food choices?
 - Not Much
 - Somewhat
 - Moderately
 - Quite a Lot
 - Very Much

Hypothesis 2: *People in Pakistan exhibit stronger adherence to traditional meals compared to Hungarians.*

1. Do you prefer the national traditional dishes?
 - Not at all
 - Slightly

- Moderately
 - Very
 - Extremely
2. **Do you agree that the diversification of gastronomic influences is due to modernisation?**
- Completely Disagree
 - Slightly Disagree
 - Neutral
 - Slightly Agree
 - Completely Agree
3. **To what extent do you think that the attachment to traditional foods is due to the rich flavours shaped by cultural values?**
- Not at all
 - Slightly
 - Moderately
 - Very
 - Extremely

Hypothesis 3:-In Hungary health and wellbeing are the main considerations when choosing food while in Pakistan rich spices and calorie-rich traditional foods are the main factors.

1. **How much do you agree with choosing foods that emphasise health and well-being?**
- Not at all
 - Slightly
 - Moderately
 - Very
 - Extremely
2. **How much do you agree that you choose food for its richness of flavour?**
- Not at all
 - Slightly
 - Moderately
 - Very
 - Extremely
3. **How healthy are you with your eating habits?**
- Not Much
 - Somewhat

- Moderately
- Quite a Lot
- Very Much

4. **To what extent do your cultural values influence your eating habits?**

- Not Much
- Somewhat
- Moderately
- Quite a Lot
- Very Much

Appendices II – Excel Questionnaire

https://docs.google.com/spreadsheets/d/1ov8x-Jsb08pD5KrLS7XSAadIT0_kD4lWpI8atMMZ5pI/edit?gid=1387093545#gid=1387093545


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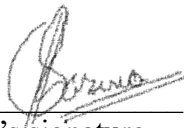
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