

Understanding Food and Beverage: Consumer Behavior in the UAE

A.A. Sathakathulla ¹, M.G Fajlul Kareem ²

1. Cheran Group of Colleges, Tamil Nadu, India

2. College of Computing and Information Sciences, University of Technology and Applied Sciences- Al Musannah, Oman

DOI: <https://doi.org/10.56293/IJMSSSR.2025.5532>

IJMSSSR 2025

VOLUME 7

ISSUE 2 MARCH – APRIL

ISSN: 2582 – 0265

Abstract: The UAE is a notable country in the MENA regions for its multinational, multi-cultural and multi linguistic residents along with native Emirati and Arab peoples. Likewise, the choice of food and beverages, its quality, availability and variety are significant parameters among market analysts. This paper dealt with the understanding of food and beverages in the UAE as a cosmopolitan nation and the consumer behavior and cultural impact on food and beverages in the UAE.

Keywords: Consumer behavior, food and beverages, cultural phenomena, Arab food culture

1.0 Introduction

The UAE is an iconic country in the Arabian Peninsula and popular among MENA regions for its aesthetics, tourism, economy, job opportunity and human rights. The three major airports in the country receive millions of visitors every year as tourists, residents, employees and business people. The UAE is a notable country for its rules and regulations, lifestyle, quality of life, quality of food, quality of goods and services. As far as food and beverages are concerned, daily essentials for the people and consumer's buying behavior of food and beverages have gone miles beyond imagination. Consumer's buying behavior is a buzzword and not able to forecast easily. And in recent days the Ecommerce has brought the online order of food and beverages and serving them at their place of convenience has made the F&B (Food and Beverages) industry a new Business model around the world and especially in the UAE too.

The food and beverage industry are one of the most essential components of several economies across the world and also a fast-growing evergreen industry. The 2020 global food and beverage market size was \$7 trillion. Chris Casey et al (2022) have written an article about the lingering effects of the pandemic that continues to influence the F&B choices to challenge the manufacturers to meet. Further, they mention six trends that will be shaping the F&B growth in the post pandemic era. Consumers in the UAE are changing their buying behavior. Especially in the F & B & area they are becoming less brand loyal and more demanding, expecting more convenience, more health-oriented options, and locally sourced products. Mohamed Bilal Basha et al (2021) have

Put forth UAE consumer behaviors with six determinants namely healthy, eco-friendly (orgonic) safety, price and convenience, attitude and impulsive buying. The Economist Intelligence Unit of UAE has cited a big transformation among UAE consumers towards online shopping and the surge of Ecommerce. The convenience makes the people more skewed towards online shopping which includes F&B products. The food delivering companies and individual supermarkets and individual Multinational Franchises retailers are also involving ecommerce sales. Staff Writer of Zawya reported that the surge in the ecommerce reflected the UAE consumers spending \$412 Million on F&B online in 2020 the pandemic period. They have forecasted this will reach \$619 million by 2025. The F&B consumer market and buying behavior is noticeable to study further.

1.1 Understanding Food and Beverages

In the food and beverage industry, standards are constantly emerging and changing, although many carry over from year to year and plenty circle back after periods of obscurity. Countries are giving high priority to health and wealth and it directly reflects in the Food chain Industry. Around the globe, countries are concerned about quality, health, affordability and availability of food for everyone in the nation. Countries are worried about the poverty index and also health index every year and both are correlated with food and beverages. The said traits are narrowed into five key critical factors namely,

- Next-generation plant based
- Transparent supply chain
- Sustainable packaging and sourcing
- Continued focus on wellness
- Global Flavors

These factors make consumers to impulse buyers to taste rather than compulsion.

Consumer food preferences are constantly sprouting in response to a multitude of different factors. Their appetite is in a transforming situation to taste new foods, healthy foods, organic food, diet foods and people are willing to taste global flavor and variety. Food becomes a choice and options as well as an adoring element in the contemporary world. In the post pandemic era, people are concerned environmental impacts of food production, climate change, improving health especially amid the pandemic, awareness about food waste, concerns about animal welfare, rising incomes, urbanization, and others (Griffen, 2020; Nunes, Ordanini and Giambastiani, 2021). And there is also an increased emphasis for trustworthiness and authenticity from the food industry with consumers expecting greater transparency regarding wellness of their food products and dietary attention of food and beverages.

1.2 Food and Beverages in the UAE

The United Arab Emirates is a trading hub for the Middle East and the UAE imports most of its food products from around the world. The post pandemic situation in the UAE has shown a steep growth in the consumer market and especially the thirst for food has gone high. The market size of F&B is composed to report a strong growth rate over the forecast periods due to increased population (residents and Tourist), significant increase in income, changing trends and product innovations. The increasing number of restaurants, fast-food chains, and food delivery apps such as grub hub, caviar, and others enhance the availability to consumers, resulting in strong growth in the food and beverage industry. Besides, rising demand for organic, natural and fresh foods among consumers due to rising health awareness is the major factor expected to enhance the demand for the food and beverage market.

Food is an important culture in the UAE. Post pandemic people dine out two to four times a week as part of socializing, with outlets in shopping malls a prime location for eating out. The increased number of restaurants, food delivery apps, online food order facility, Malls with fast food chains and food courts etc. are signs that the food beverage consumer behavior has changed a lot in the UAE. The variety of population and culture, and variety of people with lower income to the highest are giving a wide range of insights in the food and beverage consumer behavior.

Food doesn't mean cooked, but reflects packaged foods, fast foods, pastry and restaurant /kitchen served food and similarly all kinds of beverages and food products too. Food is associated with culture mostly; every nation and race have their own tradition of food culture but the UAE's cosmopolitan living experience gives the global food flavor.

2.0 Literature Review

Consumer buying behavior is directly related to the quality as the initial factor and pricing be the second influencing factor. As far as F&B is concerned, the pricing and quality play pivotal role in buying behavior. Mohammed Al nahal et al (2024) stated that pricing makes a significant impact on the food and beverages consumer market in the UAE in post pandemic. Van Busel et al (2022) insist consumer's perception on F&B

related sustainability. The consumer plays the key role in the transition of more sustainable food system in the country. In addition, how consumers interpret sustainability is essential in the food supply chain industry. Sohyun Jeong (2021) strongly says that culture is a key factor in consumers' choice of food products. The UAE is a multi-cultural country in the middle east respecting every individual and their culture, food style and ethnicity. Hence the culture of the UAE makes a significant impact in the F&B market in the UAE. Ismail Bulent (2019) studies the negative impact factors of consumer behaviour on purchasing Food and Beverages. Eugene Tafadzwa et al (2021) identified the influencing factors in food consumption and satisfaction of customers and purchase decisions from restaurants. Various factors involved in restaurant culture were discussed in this literature. Amelie A. Hecht et al (2020) reveal how the food and beverages consumerism influence the retail marketing strategies and the impact of consumer behaviour in retail marketing and economic impact of F&B in retail marketing. Hyo Geun Song (2020) reveals the findings of consumer's impulsive behaviour on food and beverages through online the business success of F&B online food stores and food delivery companies. This literature strongly recommends studying the nature of consumer behaviour on food and beverages in the UAE. The multi-linguistic, multicultural, multi-ethnic, multinational populated UAE is fit enough to understand the consumer behaviour of food and beverages.

UAE's F&B import dependency has increased in the recent years especially post covid-19 era, taking a degree and level of political and business-related risks in the UAE. UAE's back to form business environment, increased the need of food and beverage imports from various countries to a higher level to meet the impulsive buying behavior Beshir M. Ali et al (2022).

The retail food and beverages environment plays a pivotal role in shaping dietary habits that contribute to obesity and other chronic diseases including diabetes and cardiac problems Amelie A. Hecht (2020). Literature found that every individual's health consciousness and food safety concerns are positively related to their intentions of buying organic food products though their intentional involvement. In recent times, the exposure and knowledge about organic foods has reached a milestone and that increased the interest of increased buying power of organic foods. Consumer's environmental, social and psychological intentions directly or indirectly take advantage of impulsive buying towards organic foods (Jawad Iqbal 2021). Consumer Behavior in the food markets about their choice of food and beverages, quality, pricing, variety, organic, dietary, hygienic etc. are discussed by many researchers in literatures (Pawel Nowicki 2012, Mohamed Bilal et al 2020, Enas Mohammed 2024, Soni Pandey 2023, Sohyun Jeong 2021, Anurag Bajpai 2016)

3.0 Research Objective

Various literature have depicted that there is a culture change in the buying behavior of consumers around the word and especially countries like UAE. The surge in the Ecommerce made convenience shopping and made a positive increase in consumer and retail markets in recent years. F&B through online was an upcoming business with its own new entrant in the market. The pandemics highly supported the Ecommerce in retail marketing and a great boom in the online food and beverages market. The consumer behavior with certain determinants supported the food and beverage market as a notable economy in retail marketing. The UAE is multinational and multicultural with multiple food cultured countries making an interest to understand the Food and beverage consumer behavior in the Country in a post pandemic situation. Our aim is to understand the consumer behavior on food and beverages in the UAE as a cross-sectional comparative study with other nationals around the world.

A study conducted by ATLAS 2023 reveals that about 44% of consumers are seeking better nutrition and they are keen on checking the nutrition values when buying food products. The education level of consumers and awareness over health and wellness had brought the consumers more vigilant in buying food products. Further, 75% of consumers are being more deliberate in assessing products and are trying to make better choices when purchasing food and beverages. The awareness among the consumers about food and health has brought them into the light of seeking better choices, healthier, nutrition, and well-being. All these said factors lead to undertaking the study of this project to understand more about the food and beverages culture in the UAE.

The primary objective is to understand the food and beverages in the UAE and the secondary objective of our study is to correlate the consumer behavior with food and beverages in the UAE. Understanding the food culture, thirsty, lingering of the residents of cosmopolitan country UAE and further learning the multicuisine taste of the UAE.

4.0 Motivation for the study

Consumer Buying Behavior is pivotal in retail marketing and economy. Though buying behavior has various impact and influence factors, impulsive buying is vital in retail marketing, making significant understanding. In recent years food and beverages market surge has become talk of the business scenario. This F&B market is transformed from essential to interest and further moved to lingering impulsive character for food and beverages in restaurants and other outlets as well as online too. The study about the F&B cultural change makes it interesting to understand the mood and market impact. This study is designed to learn the F&B consumer buying behavior in the UAE as cultural change and filling the gaps of top choices.

The food behaviour is inherent to cultural and environmental impacts. The food culture differs mainly based on their nativity, environment, language, country and societal. Further, it has influences by age, gender, educational level, living environment, civil state, economy, present professional activity, responsibility of buying foods etc. All the influencing factors of food culture as well as all the multicuisine taste are available under one roof of the UAE. Hence, this study leads to exploring insights in a diversified manner.

Awareness among the consumers about their food and beverages leads further interest to look for more insights in these aspects. When the consumer is more concerned about nutrition, health & wellness benefits they are not hesitant to pay more for the products offering health benefits. About 75% of consumers accepted this to pay more for healthy and hygienic food items with rich protein and nutrition values. Accordingly, consumers' buying decisions rely on

1. Brand
2. Ingredient list and Ingredient claims
3. Nutritional information and Health claim

And their expectation with the brands is:

- Consumer trends and insights on improving nutrition food and beverages segment
- delivering consumer-preferred food products
- Innovative sugar-reduction ingredients that should enhance the nutritional profile of the food and beverages without compromising taste and texture.

Hence, consumers start looking for details about

1. Clean label / natural ingredients / ingredient labels / nutritional labels
2. lower prices
3. Health claims such as digestive health
4. Reduced sugar or no added sugar
5. No additives or artificial ingredients
6. Reduced or zero fat claims
7. Organic products
8. Sustainability or environmental claims

The awareness, taste, cultural diversity, impulsiveness, environment, availability are key factors for this study to lead further interest to look into further insights.

5.0 Methodology

This Study involves two types of data analysis. Initially a deep study will be carried out by obtaining secondary data obtained through literature survey. The literature study is to understand the food and beverages in the UAE and the consumer behavior, food culture in the UAE. And then the primary data analysis and interpretation. The data pertaining to F & B are quite enormous with restaurant habits, beverages habits, cultural phenomena, organic food and in recent era dietary supplements, nutrition and wellbeing diets etc. The data collection was quite challenging for secondary as well as primary to narrow down to the objective and to choose the target

population.

5.1 Data Collection

The primary data was collected from the F&B consumers in the UAE across all the emirates inclusive of all nationalities as much as possible. Simple random sampling method was implemented to choose the consumers and a set of questionnaires were distributed to the participants to collect the data. The questionnaire was set to meet the objectives of our study. We used multiple mode of reaching the target population through email, using iPad devices at malls, restaurants, and people gathering spots, some food courts and sending links to the people through mobile after taking permission from them through an organized data collection method. We tried to reach almost 1000+ residents of the UAE including tourists and nationals and received 601 responses. Out of those 601 responses after careful sorting we end up with 476 responses with complete and clear data sets. The data was collected and compiled; the insights are tabled below for detailed understanding with interpretations.

5.2 Data Analysis

1. Gender of Respondents

Gender	Male	Female	Total
Number of Respondents	350	126	476
%	73.5%	26.5%	100%

2. Age (in Years)

Age (in Years)	18 – 25	26 - 35	36 - 45	46 - 55	Above 55	Total
Number of Respondents	55	133	170	75	43	476
%	11.6%	27.9%	35.7%	15.8%	9.0%	100%

3. Nationality /Ethnicity

Nationality /Ethnicity	Arab National		Non- Arabs				Total
	Emirati	Non-Emirati	Asian	European	African	Others	
Number Respondents	61	127	140	75	41	32	476
%	12.8%	26.7%	29.4%	15.8%	8.6%	6.7%	100%

Culture is a key factor in consumers' choice of food products. Cultural background with nationality, availability, language, race are key decision makers in the consumer behavior and acceptability of food and drinks (Sohyun Jeong 2021). Evidently the Arab food culture, Asian and western are absolutely different in food and drinks including the food intake time. Hence, the cultural diversity of response gives a wide range of open ideas to study further about the food habits among residents of UAE. Our study finds a slightly skewed and a normalized response significantly from Arab nationals and with highest response from Asian expats in the UAE. It reveals the multicultural state UAE has some inclusiveness in their food habits and consumer buying behavior in the food and beverages.

4. Marital Status

Marital Status	Single	Married	Divorced	Separated	Total
----------------	--------	---------	----------	-----------	-------

Number of Respondents	165	278	22	11	476
%	34.66%	58.40%	4.62%	2.31%	100%

5. Level of Education

Level of Education	Doctorate (Ph.D.)	Master degree	Bachelor Degree	Diploma	Secondary	Others	Total
Number of Respondents	22	96	200	98	52	8	476
%	4.62%	20.17%	42.02%	20.59%	10.92%	1.68%	100%

6. work Place

Work Place	Public Sector	Private Sector	Own Business	Not Applicable (Students/Spouse /others)	Total
Number of Respondents	112	264	40	60	476
%	23.5%	55.5%	8.4%	12.6%	100%

7. Monthly Income (Dirhams)

Monthly Income (in AED)	Less than 3000	3001 - 5000	5001 - 10000	10001- 20000	20001- 30000	30001- above	Total
Number of Respondents	22	32	62	151	107	102	476
%	4.6%	6.7%	13.0%	31.7%	22.5%	21.4%	100%

The pivotal factor of our study is monthly income. Every individual's food and consumption pattern is mostly decided by the economic status of him/her. The income directly decides the food intake fashion and decides consumption behavior is impulsive or needy. The choice, quality, variety and other diet foods etc. all depend on the income level of the individual. The highest number of responders is about 32% from the normal salary group of income bracket 1000 to 2000 AED per month. The pattern of the responders is also normal with positively skewed higher income groups. How many years residing in the UAE

Resident of UAE (in Years)	0 – 2	2 – 4	4 – 6	6 – 10	10 – 15	More than 15 years	Total
Number of Respondents	28	46	89	102	125	86	476
%	5.9%	9.7%	18.7%	21.4%	26.3%	18.1%	100%

The main focus group of this question is to understand the food culture of the expatriates in the UAE. What kind of impact the multicuisine UAE makes with the multicultural population. The longer years of stay in the country makes their food choices, behaviors, taste, health and interest and that makes a sense of consumer buying behavior. Joghee et al (2021) in his article mentioned about the food and beverages consumers buying behavior of expats in the UAE. Other literature about consumer behavior in the UAE also makes a note on F&B

consumerism in the UAE. As UAE's 88% population is expats only. All studies pertaining to the UAE, the input and behavioral science of expat is inevitable. What do you like about food the most? (Select all that apply)

Favourite food	Taste	Variety	Freshness	Healthy Options
Number of Respondents	471	426	452	245
%	99%	89%	95%	51%

8. How often do you eat Outside Home?

Eating outside	Once a week	Twice a week	Three times a week	Four times a week	Daily	Total
Number of Respondents	256	168	26	11	15	476
%	53.8%	35.3%	5.5%	2.3%	3.2%	100%

Eat out became a refreshing and rejuvenating outing culture in the contemporary era. The mushrooming restaurants, food delivery apps, and online shopping are making the consumer dine out easily and conveniently often. The dine out is used to be a gathering for singles, family, friends and variety and options for many. That becomes an unavoidable situation in the current work culture. Eugene Tafadzwa (2021), explained various factors how the restaurants and foods influence the consumers and the purchase decision, and customer satisfaction. The food security and quality of the food and assurance from the concerned municipality and government of the UAE makes an assurance for the quality and hygienic food culture in the dine out facility makes the consumer rely on restaurants more and more repeatedly. 54% of responders dine out at least one in a week mostly on the weekend and 35% of the responders are taking food at least twice in a week. Study found that no responder is escaped from taking food outside home. About 3% of the responders, all are expat employees, take food only outside.

9. Generally, with whom do you eat Outside Home?

Dine in Partner(s)	Friends	Family	Alone	Total
Number of Respondents	248	210	18	476
%	52.1%	44.1%	3.8%	100%

Shopping Partners make significant impact in the impulsive buying behaviour of consumers. Similarly, the dining partner makes significant impact in the variety of food, choices, beverage preferences, and quality of food. The choice of restaurant of food app itself makes a change depend on the dine in partners. Either at home or eat out, the impulsive buying, variety and taste are the chief factors influenced by the dine in partners. The family and friends or colleagues are the major two partners for dining at home and/ at restaurants. The family dining experience is bit conservative and the dining experience with friends makes a big difference. Pawel Nowicki (2012), Identified that the social group is an important factor of food culture an consume behavior of food products.

10. How often do you eat your favourite food?

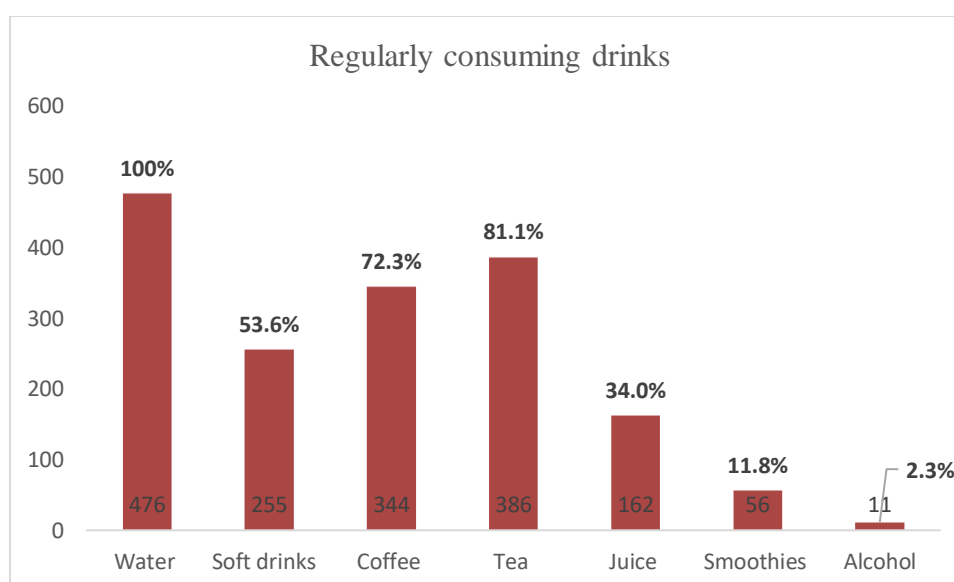
Eating Favourite Food	Daily Attest one time	Once a week	Twice a week	Once a month	Twice a month	Once a year	Total
Number of Respondents	15	213	86	162	0	0	476
%	3.2%	44.7%	18.1%	34.0%	0.0%	0.0%	100%

11. What do you pay attention to in fast food the most? (Select all that apply)

Choice of Fast food	Quality of ingredients	Taste	Price	Nutritional value	Service	Speed of delivery	Total
Number of Respondents	17	248	155	38	12	6	476
%	3.6%	52.1%	32.6%	8.0%	2.5%	1.3%	100%

12. Which drinks do you consume regularly? (Select all that apply)

Regularly consuming drinks	Water	Soft drinks	Coffee	Tea	Juice	Smoothies	Alcohol
Number of Respondents	476	355	344	200	162	56	11
%	100%	74.6%	72.3%	42.0%	34.0%	11.8%	2.3%



Consumption of beverages are concerned, nobody can avoid water, but consuming more water than any other drinks, or in lieu of any other drinks are quite appreciable. Tea or coffee being the second most preferable beverage in the UAE, the Gahwa (Arabic coffee) is the most preferred welcome drink among Arabs in the UAE but otherwise, they usually prefer a coffee or tea. Soft drinks and juices are other preferred drinks among the UAE residents based on the seasons and few are taking Alcohol.

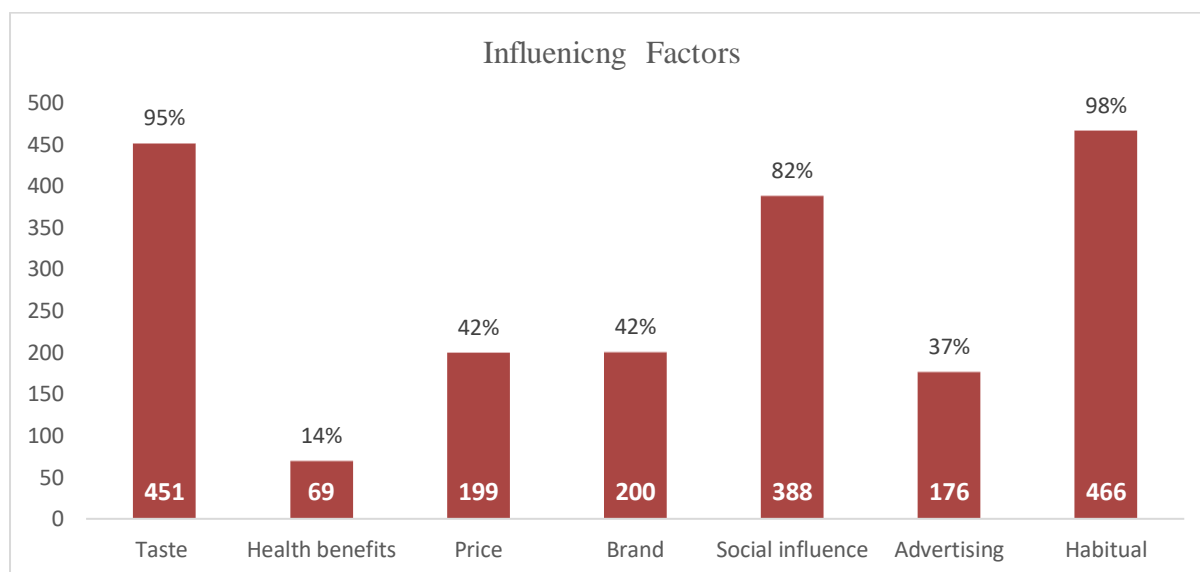
13. How many cups of coffee or tea do you drink per day?

No. of cups of Tea/Coffee	None	1-2 cups	3-5 cups	More than 5 cups	Total
Number of Respondents	72	102	250	52	476
%	15.1%	21.4%	52.5%	10.9%	100%

14. Factors Influencing Beverage Choice (Select all that apply)

Influencing Factors of Beverage	Taste	Health benefits	Price	Brand	Social influence	Advertising	Habitual
Number of Respondents	451	69	199	200	388	176	466

%	95%	14%	42%	42%	82%	37%	98%
---	-----	-----	-----	-----	-----	-----	-----



14. Brand Preferences and Importance

- Preferred beverage brands
- Important factors when choosing a beverage (nutritional value, ingredients, caffeine content, sustainability, etc.)

Brand Preference	Preferred beverage brands	Important factors when choosing a beverage	Total
Number of Respondents	400	76	476
%	84%	16%	100%

The UAE consumers having the choice of brands and their preferences are mostly associated with branding in all their consumptions. Especially with beverages, people's choice is branding as they are addicted to the taste, quality and aroma and other benefitting factors. Hence their foremost option is branding and this branding is mostly chosen by Arab nationals

15. Do you usually skip breakfast?

Skip Breakfast	Yes	No	Total
Number of Respondents	300	176	476
%	63%	37%	100%

Skipping breakfast has become usual among workers and college goers in many countries due to their work timing and sleeping pattern. Though various studies and researchers, medicos are advising the importance of breakfast, still people are habitually skipping breakfast and facing its consequences. In our study, we found almost 63% of the responders are skipping breakfast due to early main gout of the home for work. It leads them to consume extra drinks of tea or coffee and they prefer to take brunch. The food intake timing habit is slightly moved due to the work culture and climate and environmental reasons.

16. Do you usually eat seasonal fruits and vegetables?

Eating seasonal fruits/Veg.	Yes	No	Not sure	Total
Number of Respondents	201	176	99	476
%	42.2%	37.0%	20.8%	100%

17. Do you read nutritional labels when grocery shopping?

Reading Nutrition Values	Yes	No	Some times	Total
Number of Respondents	101	276	99	476
%	21.2%	58.0%	20.8%	100%

Health awareness amongst consumers has increased in recent years due to various modes of campaigns and interest. People's choice of food and beverages based on their health and wellbeing and dietary supplements and nutrition values. The growing need for a healthier diet caused a rapid increase in organic food consumption worldwide (Al-Swidi et al., 2014; Kushwah et al., 2019; Waqas & Hong, 2019). The consumer behavior, involvement and ecological motives are pertaining to health consciousness, food safety concerns, and consumer's awareness towards organic food. (Iqbal et al. 2021). Health awareness makes the people read nutrition values printed on the labels and makes the people search for better nutrition values for food and organic foods. Our study found that only 21% responders are having awareness and interest in searching nutrition values in food packets and another 21% of the responders are occasionally having concern about the nutrition labels and learning through massive advt. or campaigns. Are you conscious of your calorie intake?

Calories Intake	Yes	No	Not sure	Total
Number of Respondents	100	177	199	476
%	21.0%	37.2%	41.8%	100%

How important is it for you to eat healthy?

Importance of Healthy Intake	Not important at all	Slightly important	Moderately important	Very important	Extremely important	Total
Number of Respondents	66	54	51	276	29	476
%	13.9%	11.3%	10.7%	58.0%	6.1%	100%

18. Do you have any food allergies/intolerances?

Food Allergies	Yes	No	Not sure	Total
Number of Respondents	11	366	99	476
%	2.3%	76.9%	20.8%	100%

19. How much do you spend on food each week (including groceries and dining out)? (in AED)

Weekly Expenses	Less than 300	300 - 600	600 - 1000	1000 - 2000	Above 2000	Total
Number of Respondents	12	33	66	157	208	476
%	2.5%	6.9%	13.9%	33.0%	43.7%	100%

20. Are you more inclined towards home-cooked meals or takeout?

Inclined towards food	Home-cooked meals	Takeout	Total
Number of Respondents	256	220	476
%	53.8%	46.2%	100%

21. How important is it for you to have organic or locally sourced ingredients?

Organic Food	Not important at all	Slightly important	Moderately important	Very important	Extremely important	Total
Number of Respondents	66	175	125	95	15	476
%	13.9%	36.8%	26.3%	20.0%	3.2%	100%

Organic food intake culture has surged everywhere as an awareness among the consumers with health and wellness. Mohamed Bilal et al (2020) revealed the organic food culture in the UAE with various factors as Health and lifestyle of the consumers, safety and trust pertaining to quality and convenience of buying and affordability and price, consumer behavior or Attitude all makes positive relationship with organic food culture in the UAE. Marketing strategies and advertisements, impulsive buying behaviors are the significance of tasting organic food culture in recent days. The belief of health awareness has highly positive significance with organic food and the accessibility, availability and affordability of pricing are much easier in the UAE. Organic food has a unique market share with booming food taste and culture among the consumers. Only 14% of the responders are not giving much importance to the organic foods but the rest are supporting organic foods with variable status of their economy, interest and awareness.

22. Overall Food and Beverages experience in the UAE

Overall Food Experience	Healthy	No Idea	Total
Number of Respondents	284	192	476
%	59.7%	40.3%	100%

23. Availability of Food and beverages Variety

Variety of F&B	Extremely satisfied	Very satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied	Total
Number of Respondents	200	255	21	0	0	476
%	42.0%	53.6%	4.4%	0.0%	0.0%	100%

24. How satisfied were you with your overall dining experience in the UAE?

Dining experience	Extremely satisfied	Very satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied	Total
Number of Respondents	196	256	24	0	0	476
%	41.2%	53.8%	5.0%	0.0%	0.0%	100%

25. How satisfied were you with Quality of food and beverages in the UAE?

Quality of F& B	Extremely satisfied	Very satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied	Total
Number of Respondents	166	286	24	0	0	476
%	34.9%	60.1%	5.0%	0.0%	0.0%	100%

5.3 Findings and Discussion

Generally, food culture has many interrelated factors influencing consumer behavior. The following figure expresses the idea of factors involved in the influence of food culture influence. Al-Qudsi et al (2024) expressed the UAE's food security in the national legislation and the role of UAE supporting global food security. It was accepted as a big move among the nations in the globe giving food security to its countrymen and promising support from the government of UAE. The food security directly assures the necessary food without compromises in quantity, quality, health and pricing. This promise reflects in every survey conducted by market analysts and researchers. The UAE was never run out of food products in any period of time including covid-19 is strong evidence for the food security in the UAE

Beshir M. Ali et al (2022) exposed the food security promise kept by UAE during Covid-19 and post pandemic situation in the UAE. Soni Pandey (2023) identified that food and beverage is not only needy but it's an important component of the Hospitality industry and added that the economic environment makes a significant impact in the dining experience of individuals in social, cultural and behavior. Our study has concentrated on the food and beverages in the UAE and consumer behavior of acquiring the same. Various factors were analyzed and, the findings are

- Residents are happy with the food culture and variety, quality
- Pricing and affordability match every individual in this country.
- Wide range of variety and multicuisine gives a comfortable situation for a multinational and multicultural population.
- Hygienic, healthy, organic, dietary and other types of food are available and accessible
- Food security gives assurance to the residents the quantity and quality of food.
- Apart from food, beverages or drinks of equal importance in all levels of consumption.
- Various factors involved in the influence of food, pricing and economic condition play pivotal roles in food

culture.

6.0 Conclusion

The consumers have a wide range of perceptions of food-related sustainability, covering the whole supply chain. Ecological impact, (locally and organic) food choices and ethical production are the most frequent categories mentioned by consumers Van Bussel et al (2022). Food sustainability reassures food security too. The trade promotion practices of pricing, slots, category management and cooperative advertising campaigns are making a significant effect on food and beverages sales and consumer behavior (Amelie A. Hecht 2020). And the retail food environment plays an important role in shaping dietary habits that contribute to consumer behavior.

Various Factors influencing food consumption pattern and consumer satisfaction and purchase decisions making on food and beverages are clearly explained by Eugene Tafadzwa et al (2021). The cultural background makes an influence in food consumption and the UAE makes cross- cross-cultural environment to break the ice and to make all food and beverages available for all residents in the UAE. Corinna Feldmann (2015), says that mostly consumers prefer local food or regional food by the nationals and occasional multicuisine. But in the UAE, multinational people prefer local or regional Arabic food more than any other food as local foods are good to health and have many nutrition values with minimal pricing across the country. The trends, innovations, and challenges in food and beverages are based on the marketing situation and seasons and needs of the consumers (Claudine Sykimte 2023). Our study has found that the UAE food sustainability and security is high in index. The food and beverage culture in the UAE has a wide variety of availability with promising quality, quantity, piecing, healthy dietary and well-being, and organic too. The influencing factors are culture, variety, taste, affordability and hygiene and good for health. The cross-cultural country makes a dignified consumer behavior in food and beverage with healthy and variety of food preferences. The economy makes an impact but beyond the economy, the UAE serves high quality food and every single resident in the UAE is assured of good food. The consumer perception of UAE about food and beverages is high in the world food index.

References:

1. Ali, B. M., Manikas, I., & Sundarakani, B. (2022). Food security in the United Arab Emirates: External cereal supply risks. *Cogent Economics & Finance*, 10(1). <https://doi.org/10.1080/23322039.2022.2149491>
2. Ali, T., Alam, A., & Ali, J. (2021). Factors Affecting Consumers' Purchase Behaviour for Health and Wellness Food Products in an Emerging Market. *Global Business Review*, 22(1), 151-168. <https://doi.org/10.1177/0972150918795368>
3. Al-Qodsi, E. M., Jadalhaq, I. M., & El-Maknouzi, M. E. H. (2024). The place of UAE's food security in the national legislation and its role in supporting global food security. *Cogent Social Sciences*, 10(1). <https://doi.org/10.1080/23311886.2024.2319379>
4. Basha, M. B., Ghafar, A. ., Wahid, F. ., Alhafid, G. ., Al Shaer, E. ., & Shamsudin, M. F. (2021). Consumer Buying Behaviour towards Organic Food – A Case of UAE. *Transnational Marketing Journal*, 9(1), 151–166. <https://doi.org/10.33182/tmj.v9i1.1028>
5. Basha, M.B., Al Ali, F.S.K.H., Balaraman, P.K., Liu, J., AlHafidh, G. and Gupta, R. (2024), "Organic food purchasing behaviour in Qatar and United Arab Emirates: a comparative case study", *Journal of Islamic Marketing*, Vol. 15 No. 5, pp. 1185-1202. <https://doi.org/10.1108/JIMA-04-2023-0125>
6. Corinna Feldmann, Ulrich Hamm (2015), Consumers' perceptions and preferences for local food: A review, *Food Quality and Preference*, Volume 40, Part A, 2015, Pages 152-164, ISSN 0950-3293, <https://doi.org/10.1016/j.foodqual.2014.09.014>.
7. Eugene Tafadzwa Maziriri, Tarisai Fritz Rukuni & Tinashe Chuchu | (2021) Factors influencing food consumption satisfaction and purchase decisions of restaurant consumers, *Cogent Business & Management*, 8:1, 1968731, DOI: 10.1080/23311975.2021.1968731
8. FAO. 2022. *Thinking about the future of food safety - A foresight report*. Rome.
9. Griffen, M. 2020. Study reveals new consumer attitudes. In: *Pro Food World*. Cited 15 September 2021. <https://www.profoodworld.com/food-safety/article/21204875/study-reveals-new-consumer-attitudes>
10. Gurbuz, I.B., Macabangin, M. (2019). Factors affecting consumer's behavior on purchasing and

- consumption of food products. Scientific Papers Series Management, Eco-nomic Engineering in Agriculture and Rural Development, 19(1), 215–223
11. Hecht AA, Perez CL, Polascek M, Thorndike AN, Franckle RL, Moran AJ. Influence of Food and beverage Companies on Retailer Marketing Strategies and Consumer Behavior. International Journal of Environmental Research and Public Health. 2020; 17(20):7381. <https://doi.org/10.3390/ijerph17207381>
12. Hyo Geun Song (2021). A Study on Food and beverage Online Consumers' Impulsive Buying Behavior. Culinary Science & Hospitality Research, 27(9), 11 - 22.
13. Iqbal, J., Yu, D., Zubair, M., Rasheed, M. I., Khizar, H. M. U., & Imran, M. (2021). Health Consciousness, Food Safety Concern, and Consumer Purchase Intentions Toward Organic Food: The Role of Consumer Involvement and Ecological Motives. Sage Open, 11(2). <https://doi.org/10.1177/21582440211015727>
14. Joghee, S., Al Kurdi, B., Alshurideh, M., Alzoubi, H.M., Anu V., Murali M., & Samer H., (2021). Expats impulse buying behaviour in UAE: A customer perspective. Journal of Management Information and Decision Sciences, 24(S1), 1-24.
15. Maziriri, E. T., Rukuni, T. F., Chuchu, T., & Akbari, M. (2021). Factors influencing food consumption satisfaction and purchase decisions of restaurant consumers. *Cogent Business & Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1968731>
16. Maziriri, E. T., Rukuni, T. F., Chuchu, T., & Akbari, M. (2021). Factors influencing food consumption satisfaction and purchase decisions of restaurant consumers. *Cogent Business & Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1968731>
17. Michail D. Kokkoris, Olga Stavrova, Meaning of food and consumer eating behaviors, Food Quality and Preference, Volume 94, 2021, ISSN 0950-3293, <https://doi.org/10.1016/j.foodqual.2021.104343>
18. Nowicki, Pawel & Sikora, Tadeusz. (2012). CONSUMER BEHAVIOUR AT THE FOOD MARKET.
19. Nunes, J.C., Ordanini, A. & Giambastiani, G. 2021. The Concept of Authenticity: What It Means to Consumers. *Journal of Marketing*, 85(4): 1–20. doi:10.1177/0022242921997081
20. Philosophers, Chandigarh & Ms.Soni,. (2024). The Dynamics of Food and beverage Service: A Contemporary Analysis. International Journal for Multidimensional Research Perspectives. 1. 59-75.
21. Rusu, A.V.; Trif, M.; Rocha, J.M. (2023) Microbial Secondary Metabolites via Fermentation Approaches for Dietary Supplementation Formulations. *Molecules* 2023, 28, 6020. <https://doi.org/10.3390/molecules28166020>
22. S. Jeong, J. Lee (2022), Effects of cultural background on consumer perception and acceptability of foods and drinks: A review of latest cross-cultural studies Current Opinion in Food Science, 42 (2021), pp. 248-256, 10.1016/j.cofs.2021.07.004 Journal of Cleaner Production, 341 (2022).
23. Sohyun Jeong, Jeehyun Lee (2021), Effects of cultural background on consumer perception and acceptability of foods and drinks: a review of latest cross-cultural studies, Current Opinion in Food Science, Volume 42, 2021, Pages 248-256, ISSN 2214-7993, <https://doi.org/10.1016/j.cofs.2021.07.004>.
24. [Statista - The Statistics Portal for Market Data, Market Research and Market Studies](#) : Online shopping behavior in UAE - statistics & facts
25. Sykimte, Claudine. (2023). Food and beverage Management: Trends, Innovations, and Challenges. Volume 3, Issue 1, July 2023: DOI:[10.48175/IJARSCT-12360](https://doi.org/10.48175/IJARSCT-12360)
26. [United Arab Emirates \(UAE\) Food And Beverages Market \(2024-2030\) | Trends, Outlook & Forecast \(6wresearch.com\)](#)
27. van Bussel et al., 2022, Consumers' perceptions on food-related sustainability: A systematic review. Journal of Cleaner Production 341 (2022) <https://doi.org/10.1016/j.jclepro.2022.130904>