



Exploring the Intersection of Multicultural Society and Chicken Tikka Masala in the U.K.

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Abstract

Chicken Tikka Masala is the national food of the U.K., which is considered to enhance as improving multicultural society in the U.K. This research explores the influence of national food (Chicken Tikka Masala) on multicultural society in the U.K. through a quantitative study involving two hundred and five participants, surveyed online. Factors reduction method was applied to group similar variables to produce principal components. Using principal component analysis and binary logistic regression, the research identifies a positive association between CTM's cultural fusion and its contribution to a harmonious culinary fusion, positively impacting multicultural society in the U.K. However, no significant association is found between harmonious culinary fusion by CTM and its impact on multicultural society. The study highlights a noteworthy correlation between the expression and celebration of cultural backgrounds and the positive impact of CTM on enhancing multicultural society.

Additionally, there is an association between cultural exchange, culinary creativity, and CTM's impact on fostering multicultural society. Furthermore, the research underscores the significance of CTM in enriching multicultural society in the U.K., emphasizing the intricate association between food, culture, and societal harmony. The study highlights the need for a thoughtful cultural appreciation and preservation approach in the centre of culinary and cultural evolution. Overall, the examination of the intersection between multicultural society and Chicken Tikka Masala provides valuable insights into the cultural, social, economic, and identity-related dimensions of this widely celebrated dish, illustrating its power to bridge divides, create economic opportunities, and contribute to the cultural highlights of the nation.

Keywords: *chicken tikka masala, cultural fusion, exploring intersection, food, harmonious culinary fusion, multicultural society,*

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Introduction

In the United Kingdom (U.K.), food is a crucial catalyst for connection, cultural exchange, and promoting a harmonious multicultural society. The country's diverse culinary landscape mirrors its vibrant and multicultural atmosphere, enabling individuals from various backgrounds to unite, share cuisines, and engage in cultural interactions. By involving in shared meals, residents of the U.K. can gain insights into different traditions, customs, and values, fostering mutual understanding and respect for global cultures (Baral, 2023). In the U.K., the multifarious gastronomic landscape engenders an encompassing and hospitable milieu, allowing Indigenous inhabitants and tourists alike to investigate and participate in the nation's rich cultural heterogeneity (Kelner, 2008). In essence, food plays a vital role in strengthening social connections, sharing cultural traditions, and ultimately enriching the vibrant and cohesive multicultural fabric of the United Kingdom (Baral, 2023).

Arsel and Bean (2013) and Vallianatos and Raine (2008) highlighted the significance of food in preserving ties with one's place of origin and expressing ethnic identity among diasporic groups. They also underscored the role of food identity in the context of today's interconnected societies. Multicultural policies encompass a range of strategies concerning language, education, immigration, and the safeguarding of religious freedom. The convergence of multicultural society and cuisine constitutes a dynamic and evolving subject of global scholarly interest. This study investigates the intersections, influences, and transformations of diverse cultural and culinary traditions within multicultural societies (Rhys-Taylor, 2017).

This study explores various food-related topics, including cuisine adaptation, cultural exchange, food's role in cultural identity, and the impact of globalization. Embracing diverse foods enriches relationships and fosters multicultural societies. Chicken Tikka Masala's popularity as a British dish illustrates cultural assimilation. The examination of multicultural society and its relationship with food seeks to clarify the involved dynamics between these elements within an increasingly interconnected global context. (Chou & Kerner,

2022). Chicken Tikka Masala (CTM), originating from the Indian subcontinent, is marinated chicken cooked in spiced tomato sauce. The ingredients of CTM's sauce consist of a blend of spices and oils, while the dish features diced chicken that is marinated before the cooking process (Baral, 2023) (see Figure 1).



Plate 1: *Cooked Chicken Tikka Masala*

The history of CTM in London is a fascinating story of culinary evolution and cultural fusion. While the exact origin of the dish remains debated, it is widely believed to have been invented in London in the mid-20th century, with several competing claims. One popular legend attributes the creation of CTM to a Bangladeshi chef in Glasgow rather than London. According to this account, in the 1960s, a customer at the Shish Mahal restaurant in Glasgow complained that his chicken tikka was too dry. In response, the chef, Ali Ahmed Aslam, improvised by adding tomato soup and spices to the dish, creating the creamy tomato-based sauce that defines CTM today. The customer loved it, and thus, a new British culinary classic was born. This story is mentioned in various sources, including "The Guardian" newspaper (source: "The Big Story: CTM," The Guardian, 2001).

Another claim to the invention of CTM comes from London. One popular theory suggests that it was originated at the Shafi Restaurant in the 1970s. In this version, the dish was created when a chef, frustrated by complaints about dry chicken, combined leftover Chicken Tikka with a tomato-based gravy. "Britain's Favourite Dishes" mentions this theory (Baral, 2023). Regardless of its origin, CTM quickly gained popularity in London and the United Kingdom. It became integral to British cuisine, reflecting the nation's love for Indian and South Asian flavours (Siciliano-Rosen, 2019).

The dish's history and evolution in London showcase food and culture's dynamic and ever-

changing nature. It has become a symbol of multicultural society and the blending of culinary traditions in the city. While the precise origin would remain a matter of debate, there is no doubt that CTM holds a special place in the U.K.'s culinary history and continues to be enjoyed by people of all backgrounds in the country and beyond (Baral, 2023, Siciliano-Rosen, 2019).

The connection between food and multicultural society explores how food reflects and shapes diverse societies, serving as a potent medium for cultural expression and social integration. Scholars like Mintz, Pilcher, and others have delved into this multidimensional relationship, addressing topics like migration, cultural identity, and power dynamics, providing a foundation for further exploration (Mintz, 1985; Pilcher, 2003; Warde & Martens, 2000; Watson, 1997; Williams & Hall, 2015). This area of study is relevant for understanding cultural dynamics and social interactions.

Transnational migration involves crossing borders and maintaining connections with their home and host countries. It creates ongoing engagement and networks. Previous studies by Johnston Baumann (2007) highlighted "food signifies cultural identity and social distinction. They examined food's role in cultural memory, social class, and identity formation" (Johnston & Baumann, p.4).

Long (2004); Mintz (1985), Pilcher (2003), Sutton (2001), Warde and Martens (2000), and Wilson and Gutierrez (1995) also have conducted studies exploring how food serves as a symbol of cultural identity and a marker of social distinction. Their research investigates food's significance in shaping cultural memory, influencing social class dynamics, and contributing to the formation of individual and collective identities.

Holt-Giménez, Altieri (2023), Guthman (2011), Patel (2007), Poppendieck (2010), Schlosser (2002), Goodman and Watts (1997), Clapp and Cohen (2014) emphasized power dynamics in the global food system. They discussed issues like food sovereignty, corporate control, inequalities in food access, and capitalism's impact on production and distribution. These studies provided critical insights into food's socio-economic and political dimensions and their influence on power relations. Levitt and Jaworsky (2007) provided an overview

of transnational migration studies, covering its historical evolution, theoretical frameworks, and emerging research on transactional migration. Similarly, Glick Schiller, Basch, and Blanc-Szanton (1992) presented a transnational perspective, emphasizing the role of race, class, ethnicity, and nationalism in migrant experiences. Vertovec (2009) examined transnationalism's theoretical basis, empirical manifestations, and implications for contemporary migration. Faist (2000) discussed international migration's volume and dynamics, underscoring migrants' creation of transnational social spaces. Smith & Guarnizo (1998) introduced "transnationalism from below," highlighting migrants' influence on international practices and networks.

Previous research (e.g., Long, 2004; Mintz, 1985; Pilcher, 2003; Sutton, 2001; Warde & Martens, 2000; Wilson & Gutierrez, 1995) explored how food signifies cultural identity, social distinction, and historical importance. Cultural appropriation involves borrowing from other cultures and raises concerns about power dynamics, heritage respect, and potential harm. Cultural hybridity examines the blending of cultures, indicating identities are fluid and evolving through interactions. The theory suggests cultural appropriation is problematic without understanding and could perpetuate inequality. British Foreign Secretary Robin Cook highlighted food's role in multicultural society, suggesting South Asian cuisine's acceptance indicates integration. The study explores the interactions between individuals of British descent and the cultural elements of South Asia against the backdrop of a rising South Asian community in Britain. Immigration Acts underscore the significance of immigration as a contentious issue (Rub & Riggan, 2021).

Rhys-Taylor (2017) highlights food's crucial role in shaping and reflecting multicultural societies through cultural expression, exchange, and integration. Food embodies cultural identity, fusion, diversity, cohesion, and tourism. Terragni and Roos (2018) studied food's role in social differentiation, revealing disparities in access, influence on stratification, and symbolic significance. This study aims to examine food's impact on enhancing the U.K.'s multicultural society, using a survey method for data collection. CTM, a well-liked

South Asian dish, represents the concept of multicultural society in the United Kingdom, a notion famously associated with former Foreign Secretary Robin Cook. This research has valuable implications for food science literature, benefiting researchers, industries, and potential investors (Rhys-Taylor, 2017).]

Literature Review

The review starts with the development of theoretical framework and then review of previous related studies.

Theoretical Framework

The theoretical framework of this study is helpful to understand the attitudes, experiences, and opinions to understand the impact of CTM to enhance multicultural society in the U.K..

Culinary Fusion

Blending diverse culinary traditions produces innovative dishes, highlighting food diversity and creativity. This fusion combines cultural exchange, encourages experimentation, and promotes the globalization of food. It also supports culinary tourism (Kim & Eves, 2012; Spence et al., 2014; Rosengarten, 2015; Perry, 2017).

Cultural Exchange

Food acts as a medium for cultural exchange, merging culinary practices and creating multicultural cuisines. It fosters understanding and appreciation among diverse communities, driven by globalization and the accessibility of various culinary traditions (Rock, 2020; Spence, Betina & Blumenthal, 2014; Perry, 2017; Smith, 2022).

Food and Globalization

Globalization facilitates the spread of culinary traditions, impacting production, distribution, and consumption patterns. Economic, political, and cultural processes associated with globalization influence the global food system and local food cultures (Smith, 2017; Farrer, 2018).

Culinary Tourism

Culinary traditions and practices attract tourists, leading to the exploration and preservation of traditional culinary practices. Culinary tourism offers unique food experiences and has economic, social, and cultural implications for both tourists and host communities (Adams, 2017; Roberts, 2019; Lewis, 2020).

Cultural Identity

Food is crucial in shaping cultural identity,

preserving traditions, and connecting individuals with their heritage. It expresses identity and fosters cultural continuity (Johnson, 2018; Anderson, 2019; Rodriguez, 2020; Thompson, 2021). This study emphasizes the above mentioned themes' dynamic nature and interconnectedness, providing insights into how diverse cultures and culinary traditions intersect, influence, and shape the culinary world and cultural identity (see Figure 1).

The Conceptual Framework

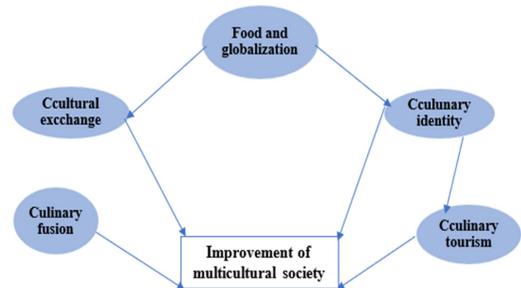


Figure 1: Formation of Multicultural Society through Foods

Hypothesis

H_1 = There is an association between gender preference on CTM and participants' nationality.

H_2 = There is an association between gender preference on CTM and its types.

Review of Previous Studies

Culinary fusion blends diverse traditions, promoting understanding and creativity (Kim & Eves, 2012; Spence et al., 2014). Food facilitates cultural exchange, shaping identities and promoting diversity (Rock, 2020; Smith, 2022). Globalization impacts culinary practices and systems (Smith, 2017; Farrer, 2018). Culinary tourism highlights local cultures (Adams, 2017; Lewis, 2020; Roberts, 2019). Food is integral to cultural identity, reflecting heritage and belonging (Anderson, 2019; Johnson, 2018; Rodriguez, 2020; Thangam Philip, 1965; Thompson, 2021). This literature review examines how food enriches multicultural societies within the United Kingdom. This study sheds light on food's crucial role in the domains of cultural expression, integration, culinary norms.

The Notably, food consumption is revealed to be accepted the domains of cultural expression integration and culinary norms.

Table 1: *Previous Studies on Food and Multicultural Society and Harmonistic Relationships among Global Citizens*

Authors	Objective	Results	Focused	Research gap
Rub & Riggan (2021)	To examine the designation of Chicken Tikka Masala as the United Kingdom's national dish and multiculturalism within the country.	The research highlights that Chicken Tikka Masala attained the status of the UK's national dish in 2001, possessing a deep historical significance and substantial cultural influence. It has been pivotal in fostering "Chicken Tikka Masala multiculturalism," promoting inclusiveness within South Asian communities, and countering anti-Asian sentiments.	Connection of Food and Multicultural Societies	There was a research gap in primary data collection because it was a reviewed study on Chicken Tikka Masala.
Suh et al. (2016)	To investigate how consumers appropriating cultural initiatives from another country can affect the country-of-origin effects.	The study reveals that cultural appropriation positively influences the country-of-origin effect and purchase intentions. Specifically, cultural appropriation primarily impacts the country-of-origin effect for performance products while directly affecting purchase intentions for personal products.	Connection of food and Cultural Appropriation	This study covered the population of Korea, so there is a sample gap in examining the connection between food and cultural appropriation.
Ayyub (2015)	This paper aims to employ quantitative methods to examine the consumption patterns of Halal food within the majority ethnic groups in the United Kingdom to enhance multicultural society.	The study's results illustrate that the rise of ethnic subgroups and the increased consumption of ethnic foods mirror the growing cultural diversity within societies, underscoring the importance of ethnic culinary traditions in modern food consumption patterns.	Halal Meat and Multicultural Society	There is a research gap in the proper sampling method because this study used a hybrid approach encompassing convenience and snowball sampling techniques.
Perry (2017)	This paper examines food's significance in Malaysia's multicultural context, considering its impact on individual and communal dynamics.	The results indicate that food evokes joyful memories, fosters friendships, and connects diverse cultural groups. It emphasizes how food links to cultural identity and instills pride and warns that it can sometimes lead to identity-related conflicts in multicultural settings.	Focus on enriching the varied culinary traditions of its multicultural society.	This study was based on secondary data collection, reflecting various historical eras and periods in the country's history.
Suhaimi and Mohd (2013)	To examine how Malay, Chinese, and Indian chefs adapt to each other's ethnic cuisines, impacting the development of universally accepted cuisines and the national food identity.	Adapting specific ethnic cuisines, including their culinary styles, cooking techniques, ingredients, and dining customs, contributes to developing and enriching universally accepted cuisines within a multicultural nation.	Focus on adapting different ethnic cuisines contributes to developing universally accepted cuisines in a multicultural country.	This study's research gap is the lack of primary data, so this study is supported to collect preliminary data.
Xu (2020)	To examine the social connection to food consumption.	The results indicate that consumption is critical in creating social bonds, and in colonial settings, groups use items like food to control and shape individuals into subjects through object manipulation.	The focus was on food, a central arena for the working out of colonial struggles of various kinds.	This study was based on secondary data, so a research gap exists in first-hand data on Chicken Tikka Masala.
Dietler (2007)	The objective was to examine the food's intimate links to food practices and embodiment of identity, commensality, and politics, transforming it into a central arena where colonial struggles of diverse types are resolved.	Results show that numerous South Asian eateries and British residents of South Asian descent have expressed discontent with the absence of genuine flavours in the cuisine these establishments offer, commonly called "curry houses." They argue that these places primarily target the tastes and preferences of the white British population, leading to an expectation that dishes like Chicken Tikka Masala and other South Asian delicacies should conform to a specific taste profile	The focus was on Chicken Tikka Masala's increased multicultural society.	The study was based on secondary data, so new research has emerged to understand the role of Chicken Tikka Masala and multicultural society and harmonistic relations among different castes, races, ethnic groups, and cultures.
D'Sylva and Beagan, (2011); Beoku-Betts (1995)	The objective was to examine the role of chicken Tikka Masala as the national Food of the UK.	The results indicate that consumption is critical in creating social bonds, and in colonial settings, groups use items like food to control and shape individuals into subjects through object manipulation.	The focus of the study was on food and multicultural society.	This study was based on secondary data, so there is a gap between fresh and first-hand data.
Buettner (2009)	The objective was to examine the popularity of the Chicken Tikka Masala	The results show that Chicken Tikka Masala is considered an iconic and typically British dish, evident from its presence on London menus and incorporation into British cuisine.	The focus was on the national dish of the UK.	This research was based on a literature review, so new research in primary data is required.

and identity, employing a positivist paradigm and suitable research methodologies. Moreover, it serves as a conduit for promoting diversity, social cohesion, and tourism. Concurrently, an additional study underscores the significance of food in shaping social differentiation and conveying symbolic meanings. The designation of CTM as a prominent dish in the United Kingdom's culinary landscape serves to counteract biases and is accompanied by a positive impact

resulting from cultural appropriation, influencing perceptions favourably. It is noteworthy that ethnic culinary traditions function as a reflection of diversity, thereby exercising an influence on modern consumption patterns

Beyond its tangible consumption, food also catalyzes memories and establishes interpersonal connections, exerting a palpable influence within multicultural contexts, adaptation of ethnic cuisines is demonstrated to enhance existing

Notably, food consumption is revealed to be instrumental in shaping interpersonal connections and power dynamics within a given society. However, discontentment is acknowledged concerning the offerings of establishments colloquially referred to as “curry houses,” further illustrating the dynamic interplay between food and cultural identity. Remarkably, culinary preparation and consumption practices preserve cultural heritage and manifest as symbolic manifestations of cultural identity.

The study asserts Chicken Tika Masala’s status as a symbolic and iconic dish within the British culinary environment (see Table 1).

Methodology

The study has applied quantitative research approach utilizing self-administered questionnaire for data collection.

Quantitative Approach

The quantitative approach in social research, rooted in positivist worldviews, seeks to objectively understand social reality through numerical data and statistical methods. It aims to systematically measure and analyze social phenomena, using surveys and statistical analyses to uncover patterns and relationships of dependent and independent variables (Creswell & Plano Clerk, 2018). This study adopted a quantitative approach, employing numerical data collection and deductive analysis to test existing theories and explores new phenomena. This method is considered reliable and precise, and participants used a Likert-type scale for responses (Piya & Adhikari, 2023).

The Survey Method

This study employs a survey methodology to gather data from a specific group of customers, ensuring reliability and convenience. Surveys yield quantitative data suitable for statistical analysis, facilitating precise measurement and pattern identification (Adhikari, 2023). While online surveys offer numerous advantages, our study needs to consider potential limitations and biases, such as issues related to sample representativeness, non-response bias, and the digital divide (eg., some populations may not have easy access to the internet) (Reynolds et al., 2007). Researchers should also ensure data security and respondent privacy, especially when collecting sensitive information. The choice of online surveys should be based on the research

objectives, the target population's characteristics, and the feasibility of online data collection in a particular research context (Wright, 2017).

Sample Population and Data Collection

Our study employed a survey method with a sample size of two hundred and five (N = 205) participants residing in the U.K. whose nationalism was mixed. This study focused on the key participants who currently resided and have food experiences in Indian Restaurants in the U.K. Online survey data was collected by Google and Microsoft Forms. The standardized survey questionnaire facilitated quantitative data collection and enhanced reliability. The sizable sample strengthens the findings’ robustness, enabling meaningful insights into the research topic of this study.

Data Analysis

The study examines the association between CTM and its impact on multicultural society in the U.K. IBM SPSS Statistics 26 for Windows is employed for data analysis due to its cost-effectiveness and suitability for students. Statistical techniques, including Principal Component Analysis (PCA) and Binary Logistic Regression (BLR), explored association between dependent and independent variables. Data were edited, PCA was applied to extract subscales. Again, the mean, Standard Deviation and Alpha values were calculated (Adhikari, 2022). Based on loading factors, variables of Principal Components(PCs) are categorized as sub-scales (see Table 3).

Results and Discussion

Our result section of has focused on the intersection of multicultural society and national food (CTM) in the U.K. using a BLR model where we investigate the findings of our study, which examines the fascinating interplay between multicultural society and a beloved culinary icon (CTM), within the U.K.. Employing a BLR model, we aimed to uncover the associations between this iconic dish(CTM) and the multicultural society of the U.K.. Our analysis sheds light on the association between food preferences and cultural diversity, offering valuable insights into the dynamics of this multifaceted society.

Descriptive Analysis

The findings of this study indicate that the survey’s largest contingent of respondents in London was of U.K. resided Nepalese origin. Subsequently,

the second-largest group comprised British citizens, while the third-largest group consisted of participants of U.K. resided Indian origin. The results indicate that 149 males and 56 females were in the study. Among them, 63 participants were British, 25 were Indian, 4 were Romanian, 9 were Polish, 9 were Portuguese, 91 were Nepalese, 1 was Pakistani, 2 were Lithuanian, and 1 was Greek

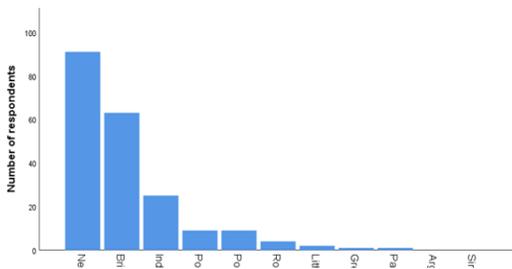


Figure 2: Nationality of the Participants

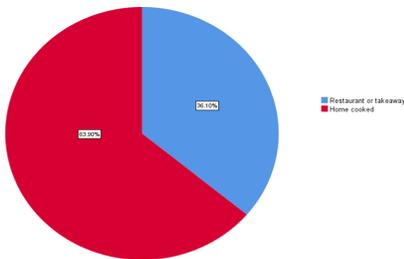


Figure 3: Participants Typically CTM in Restaurants or Takeaway

The findings reveal that 36.10% of participants in London prefer dining at restaurants, while the majority, accounting for 63.90%, choose to enjoy CTM through takeaway services.

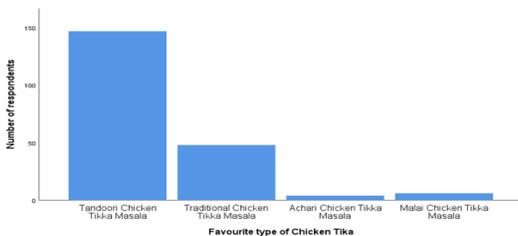


Figure 4: Participant's Favourite types of CTM

The results show that most participants like CTM, and the second favourite type of CTM was Traditional Chicken Tikka Masala (see Figure 4).

Role of CTM to Enhance Multicultural Society

In the U.K., CTM, a famous British dish, represents the country's multicultural society (Smith & Holt, 2017; Vertovec et al., 2009; Wenban-Smith &

Thompson, 2018). It has evolved into a symbol of cultural exchange and integration, echoing the nation's profound history of immigration and diversity. CTM as delectable dish comprises marinated and roasted chicken pieces enveloped in a creamy tomato sauce, eloquently highlighting the fusion of Indian and British culinary influences. The widespread popularity of CTM within the U.K. is a testament to the nation's commitment to multicultural society, where diverse culinary traditions have harmonized over time, contributing to the dynamic and diverse culinary tapestry observed today.

The CTM was extremely popular in different branches of the Bombay Bicycle Club in London. The impact of immigrant communities on the culinary landscape of British food culture, as emphasized by Kershen (2019), illuminates the dynamic and evolving nature of culinary traditions within the United Kingdom. In addition, the research conducted by Alan Warde and Martens (2000) investigates the intricate relationship between restaurant dining, social stratification, and multicultural society within the U.K. context, underscoring the critical role of food in the construction and representation of cultural identities, particularly within urban environments. Murdock's investigation (2016) further explores the multifaceted intersections of multicultural society, identity, and differentiation, specifically delineating how food profoundly influences cultural experiences and the process of integration in the U.K.

Rhys-Taylor (2020) further highlights the intricate connections between food and multicultural society, encompassing topics such as the globalization of food, cultural authenticity, and the influence of migration on food practices. Many studies on CTM's work with young people from different cultural backgrounds to create multicultural society. Lastly, Murdock (2016) sheds light on the power dynamics associated with food production, distribution, and consumption in the U.K., revealing how food can simultaneously serve as a source of cultural empowerment and a site of struggle for multicultural communities. The above-mentioned scholarly works collectively provide diverse perspectives on how food shapes and reflects the rich tapestry of cultural diversity in the United Kingdom.

The results show that CTM was appreciated to cultural hybridization in global cuisine have the highest loading factors (0.931) and follow the lowest loading factors on Chicken Tikka Masala exemplifies successful culinary fusion (0.493) (see Table 2).

embodying cultural fusion and mirroring our multicultural society through its diverse ingredients and flavours. Its global popularity transcends cultural boundaries and contributes to culinary diversity by highlighting culinary tradition fusion in a globalized world. Similarly, the respondents

Table 2: Factors in Loading of Chicken Tikka Masala and Multicultural Society in the U.K.

Variables	Loading factors
Subscale: 1 Cultural Fusion through Chicken Tikka Masala (CTM)	
CTM consumers appreciate cultural hybridization in global cuisine.	0.931
Its global acceptance contributes to culinary diversity.	0.9
Globalization of chicken tikka masala demonstrates culinary tradition fusion.	0.871
CTM is a cultural and culinary ambassador in a globalized world.	0.828
CTM mirrors the multicultural nature of our society by blending diverse ingredients and flavours.	0.651
Chicken Tikka Masala's global popularity transcends cultural boundaries.	0.562
Subscale 2: Harmonious Culinary Fusion through CTM	
CTM offers insight into the cultural heritage of Anglo-Indian culinary influences.	0.743
CTM represents a successful culinary fusion, harmoniously blending flavours from different culinary traditions.	0.736
The adaptability and creativity highlighted in Chicken Tikka Masala highlight its prowess in culinary fusion.	0.71
CTM embodies adaptability and creativity in culinary fusion.	0.692
CTM has a positive socio-economic impact on the community and resonates with the culinary world.	0.618
CTM mirrors the multicultural nature of our society by blending diverse ingredients and flavours.	0.606
CTM exemplifies successful culinary fusion.	0.493
Subscale 3: Cultural Exchange and Culinary Creativity through CTM	
Through CTM, consumers can explore and appreciate the cross-cultural exchange of culinary traditions.	0.814
CTM embodies adaptability and creativity in culinary fusion.	0.807
CTM has a positive socio-economic impact on the community and resonates with the culinary world.	0.763

The results show that the mean values of the three subscales are more than the average values (3, 4.122, 4.074, & 4.069], signifying that survey respondents agreed with the statements that CTM serves as a cultural and culinary ambassador embodying cultural fusion and mirroring our multicultural society through its diverse ingredients and flavours. Its global popularity transcends and cultural boundaries contributes to culinary diversity by highlighting culinary tradition fusion in a globalized world. Similarly, the respondents agreed with the statements that CTM is a successful culinary fusion dish that offers insights into the cultural heritage of Anglo-Indian cuisine. It harmoniously blends flavours from various culinary traditions, highlighting adaptability and creativity (see Table 3).

agreed with the statements that CTM is a successful culinary fusion dish that offers insights into the cultural heritage of Anglo-Indian cuisine. It harmoniously blends flavours from various culinary traditions, highlighting adaptability and creativity (see Table 3). They further agreed with the statements that this dish has a positive socio-economic impact, mirrors our multicultural society through diverse ingredients, and is an exemplary model of successful culinary fusion in the culinary world. Finally, survey respondents agreed that CTM allows consumers to appreciate cross-cultural culinary exchanges, exemplifies adaptability and creativity in culinary fusion, positively impacts communities, and resonates in the culinary world. The dish's worldwide availability reflects cultural interconnectedness through food (see Table 3).

Table 3: Mean, SD, Alpha, KEMO, and Variances of the Subscales (N = 205)

Subscales of Principal Components Analysis	Mean	SD	Alpha	KEMO	Variance
Cultural Fusion through Chicken Tikka Masala (CTM)	4.122	0.76812	0.918	0.814	25.62%
Harmonious Culinary Fusion through CTM	4.074	0.5817	0.954	0.807	20.30%
Cultural Exchange and Culinary Creativity through CTM	4.069	0.8739	0.763	0.763	19.92%

The results show that the mean values of the three subscales are more than the average values (3, 4.122, 4.074, & 4.069, signifying that survey respondents agreed with the statements that CTM serves as a cultural and culinary ambassador

Binary Logistic Regression Analysis
Binary logistic regression was applied here to find the association between the special dish CTM and its impact on multicultural society in the U.K. (Harmonious Culinary Fusion by CTM, cultural

exchange and culinary creativity by CTM).

The results indicate that two independent variables are significant in the impact of CTM on enhancing multicultural society in the U.K. (see Table 4).

Table 4: Coefficients of the Model Predicting Whether London's National Food (Chicken Tikka Masala) Impacts Multicultural Society in London [95% Bootstrap Confidence Interval Based on 205 Samples

Independent variables	b	Standard errors	95% CI for the odds Ratio		
			Lower	Odds	Upper
Cultural Fusion through Chicken Tikka Masala (CTM*)	0.594	0.229	1.167	1.811	3.079
Cultural Exchange and Culinary Creativity by CTM*	-1.151	0.228	0.199	0.316	2.431
Harmonious Culinary Fusion by CTM*	0.715	0.222	1.349	2.044	1.714
Constant	-2.111	0.290	-	-2.825	-1.619

Note: $[R^2 = 0.61$ (Hosmer & Lemeshow) 0.16 (Cox & Snell) 0.23 (Nagelkerke)] Model: $[X^2 (3)$

The results show that there was a significant association between the types of CTM and respondent gender on its role in enhancing multicultural society in the United Kingdom, indicating differences in their attitudes on the role of CTM to enhance multicultural society in the U.K. ($p < 0.05$) (see Table 6).
 There were 205 UK-based customers, so the model predicts that 193 customers said CTM increases multicultural society in the U.K.; it is correct for 163 of those customers who chose yes, it does, but it misclassifies 31 customers who said yes. In addition, the new model predicts that for all 11 customers who said no, it does not increase multicultural society in the U.K.; for those customers, the model is correct 7 times but misclassifies 4 customs; those who chose no(CTM does not increase multicultural society in the U.K). The results show that the B values of the first and second significant variables are 0.788 and 0.566 ($p = 0.000$), and their standard errors are 0.171 and 0.157, respectively.

Similarly, the odds ratio of two significant variables is 2.220 and 1.172, respectively. The results also show that the p-values of both variables are 0.000 and 0.001, respectively (see Table 5). Likewise, the confidence interval of the first significant variable is 1.572 and 3.079, and the second variable is 1.277 and 2.431, respectively. The B value of the constant variable is -1.19, whereas its confidence intervals are -1.602 and -0.816, respectively. The results significantly show that the strongest predictor of the connection between London's National food and multicultural society in London is cultural fusion through CTM (see Table 4).

Results of Chi-square Test

Table 5: Chi-Square Tests on Gender Preferences and the Participants' Nationality (N = 205)

	Values	df	P-value
Pearson Chi-Square	16.543	8	0.015
Likelihood Ratio	16.830	8	0.012
Linear-by-Linear Association	3.142	1	0.135
N of Valid Cases	205		

The results show that there was a significant

association between the respondents' attitudes based on nationality and the role of CTM in enhancing multicultural society in the United Kingdom ($p < 0.05$) (see Table 5).

The results show that there was a significant association between the types of CTM and respondent gender on its role in enhancing multicultural society in the United Kingdom, indicating differences in their attitudes on the role of CTM to enhance multicultural society in the U.K. ($p < 0.05$) (see Table 6).

Table 6: Chi-Square Tests for the Association of Gender and CTM Type (N = 205)

	Values	df	P-value
Pearson Chi-Square	9.656	3	0.022
Likelihood Ratio	10.918	3	0.012
Linear-by-Linear Association	1.493	1	0.222
N of Valid Cases	205		

The results show an association between cultural fusion through CTM and the impact of CTM on enriching multicultural society in the U.K.. The results further indicate an association between harmonious culinary fusion by CTM and the impact of CTM on enriching multicultural society in the U.K. ($P < 0.05$) (see Table 7).

Table 7: Results of Chi-Square Test

Variables	Chi-Square	df	P-value
Cultural Fusion through CTM	266.580	128	0.001
Harmonious Culinary Fusion through CTM	141.921	16	0.347
Cultural Exchange and Culinary Creativity by CTM	141.427	16	0.001

Discussion

In the discussion on exploring the intersection of multicultural society and CTM in the U.K., participants explored how this iconic dish reflects the blending of cultures in the country. They highlighted its history, popularity, and role in fostering cultural diversity, emphasizing the importance of culinary traditions as a symbol of unity and integration in a multicultural society. The primary purpose of this study was to examine the impact of the U.K.'s national dish (CTM) on enriching multicultural society in the

U.K. Quantitative data were analyzed via SPSS version 26. The descriptive statistical analysis was conducted where PCA was conducted to find the subscales of grouped variables decided by the dimension reduction method.

The mean values of the subscales were calculated, significantly showing the higher mean values, indicating that the survey respondents agreed with the statements that CTM is a globally famous culinary ambassador representing cultural fusion, diverse ingredients, and adaptability and creativity in the culinary world. It mirrors our multicultural society and promotes cross-cultural culinary exchanges, contributing positively to communities and reflecting cultural interconnectedness through food. Cronbach's Alpha was calculated to find the collected data's reliability, where the Alpha values were very satisfactory (0.918, 0.954, and 0.889) (see Table 4).

The results further show that there was a significant association between cultural fusion through CTM, Cultural Exchange and culinary creativity by CTM, and harmonious culinary fusion by CTM, and positive impact of CTM in the U.K. ($p < 0.05$) (see Table 5). Conversely, the results show no association between the cultural exchange and culinary creativity of CTM and the impact of CTM on enhancing multicultural society in the U.K.

The current study has supported the previous studies of Rub and Riggan (2021), Suh et al. (2016), Ayyub (2015), Perry (2017); Suhaimi & Mohd (2013); Beoku-Betts (1995), and Buettner (2009), who also found that CTM's role as the U.K.'s national dish, its cultural significance, and its impact on multicultural society and inclusiveness. It also explores how cultural appropriation influences the country-of-origin effect and purchase intentions. Furthermore, it highlights the connection between the rise of ethnic subgroups, increased consumption of ethnic foods, and cultural diversity within societies. The study underscores the importance of food in evoking memories, fostering friendships, and connecting diverse cultural groups while cautioning about potential identity-related conflicts. Additionally, adapting ethnic cuisines enriches universally accepted cuisines within a multicultural nation, as exemplified by CTM's incorporation into British

cuisine.

However, the current studies contrasted with the previous studies of Xu (2020), Dietler (2007; and D'Sylva and Beagan (2011), who found that consumption plays a significant role in creating social bonds and in colonial settings. Food is used to control and shape individuals. South Asian eateries and British residents of South Asian descent are dissatisfied with the lack of authentic flavours in "curry houses," where dishes like CTM are expected to conform to a specific taste profile (see Table 1). The results significantly show that the strongest predictor of the connection between the U.K.'s national dish and multicultural society in London is cultural fusion through CTM (see Table 4).

Conclusion

Our experience reveals that the role of CTM is culinary fusion, which represents the fusion of British and Indian culinary traditions. It is a prime example of how two distinct cultures can come together to create a unique and flavorful dish. This fusion not only introduces British palates to new flavours but also celebrates the diversity of cultures.

Similarly, CTM is an iconic dish, one of the most popular and iconic dishes in the U.K., often considered the nation's favourite curry. Its widespread popularity means it is consumed by people from various backgrounds, fostering an appreciation for Indian cuisine and culture. Our working experience in the Bombay Bicycle Club and Air food Company further reveals that the popularity of CTM has led to greater cultural exchange between the British, Asian, Indian, and other communities, which has not only enriched the culinary landscape but also encouraged people to learn more about each other's cultures and traditions.

We further believe that CTM enriches multicultural society symbol, which serves as a symbol of multicultural society, reflecting the openness and acceptance of diverse cultures in the U.K., and platforms the country's ability to embrace and integrate elements from distinct parts of the world, contributing to a more inclusive society. We argue that CTM enriches culinary tourism and has attracted tourists and food enthusiasts from

around the world to the U.K. This influx of visitors seeking the authentic taste of CTM has created a thriving culinary tourism industry, contributing to the country's multicultural appeal.

We have also experienced that CTM enhances a diverse food scene because the popularity of CTM has paved the way for a more varied and inclusive food scene in the U.K. It has encouraged the growth of Indian restaurants and other international cuisines, offering people different options to explore. By embracing CTM, the U.K. sends a message that it values and celebrates its diverse population. It demonstrates that multicultural society is not just accepted but actively embraced and appreciated. Our study appears to analyze the impact of CTM as the U.K.'s national food in increasing the multicultural society in the U.K. It identifies significant variables and highlights the importance of food in cultural expression, identity, and social connections. Additionally, our study suggests that certain culinary traditions, like CTM, are critical in shaping cultural norms and diversity.

Recommendations

Exploring the Intersection of Multicultural society and CTM in the U.K. is expected to go thoroughly in to cultural heritage preservation Encourage initiatives that preserve and celebrate cultural diversity by supporting cultural festivals, heritage sites, and culinary traditions. Promote the documentation of recipes and cooking techniques, including CTM, to safeguard cultural heritage. Integrate multicultural cuisine into school curricula to educate students about the diverse food traditions in the U.K. Encourage cooking classes that teach the preparation of dishes like CTM, fostering appreciation for multicultural society.

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