

## Behavior on Nutritious Food: An Analysis of Newly Affluent Millionaire of Kathmandu Valley, Nepal

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**Abstract :** There is a general assumption that affluent people consume a variety of balanced nutritious foods on a regular basis, such as fruits, whole grains, lean meat, nuts, and fresh vegetables, because they have greater affordability and market accessibility. A simple random sampling technique and an open-ended questionnaire were used for this study. Findings showed that high socioeconomic status (SES) people in Kathmandu were more concerned with expensive foods, fruits, and vegetables, regardless of their nutrient content. New millionaire groups in Kathmandu are aware of the importance of nutrition and healthy well-being, but their purchasing and consumption habits differ from general perceptions as they learn about fast-food and restaurant culture. On the home front, they buy, cook, and eat expensive foods but are unaware of their nutrient contents. The study critically examines attributes that influence purchase decisions for nutritious and healthy foods in Kathmandu. Despite the fact that a significant amount of literature helps to comprehend that food has to be good in taste, healthy, and affordable, the major driver of food purchases is still the desire to consume.

**Keywords :** nutritious food, consumer behavior, nutrition, food behavior

**Conference Title :** ICFSHN 2024 : International Conference on Food Science and Human Nutrition

**Conference Location :** New York, United States

**Conference Dates :** February 19-20, 2024