



A Study on Buying behaviour among Youngsters Regarding Street Food in Special Reference with Coimbatore City

Mrs. Kalaivani R^a, Hema Shree R^{b*}

^aAssistant Professor, Sri Krishna Adithya College Of Arts and Science, Coimbatore-641042

^bStudent, Sri Krishna Adithya College of Arts and Science -641042

ABSTRACT

Abstract – Street foods play an important role in meeting the food demands of the low-income urban dwellers with a wide variety of foods. These foods are consumed by consumers on the run, such as students because it is cheap, accessible and affordable price compared with the food at restaurants. Street foods may be the least expensive and most accessible means of obtaining a nutritionally balanced meal outside the home for many low-income people, provided that the consumer is informed and able to choose the proper combination of foods. This research determined the perspective of college students in their experiences of consuming street foods. Street foods are relatively cheap and an increase in the consumption of street foods is one of the dietary trends that have been identified as characterizing urban diets of the poor and middle households (HHs) until recently, the street food sector operated in a precarious state due to lack of legal recognition but now Food Safety and Standards Authority of India has initiated regulating activities binding the street food vendors. The aim of this study is to explore the attitudes of consumers towards street food in Coimbatore city as well as key factors that influence their choice during consumption.

Keywords: *Street food, Preference, Youngsters behaviour.*

1. Introduction of the study

Buying Behaviour is the decision processes and acts of people involved in buying and using products. Consumer Buying Behaviour refers to the buying behaviour of the ultimate consumer. A firm needs to analyze buying behaviour for: Buyer reactions to a firm's marketing strategy has a great impact on the firm's success. The marketing concept stresses that a firm should create a Marketing Mix (MM) that satisfies (gives utility to) customers, therefore need to analyze the what, where, when and how consumers buy. Marketers can better predict how consumers will respond to marketing strategies.

Street foods is defined as ready-to-eat foods and beverages prepared and/or sold by vendors or hawkers especially in the streets and other similar places. They represent a significant part of urban food consumption for millions of low-and-middle-income consumers, in urban areas on a daily basis. Street foods may be the least expensive and most accessible means of obtaining a nutritionally balanced meal outside the home for many low income people, provided that the consumer is informed and able to choose the proper combination of foods. It is often sold from a portable food booth, food cart, or food truck and is meant for immediate consumption. Some street foods are regional, but many have spread beyond their regions of origin. Most street foods are classified as both finger food and fast food, and are typically cheaper than restaurant meals. The types of street food widely vary between regions and cultures in different countries around the world.

A majority of middle-income consumers rely on the quick access and cheap service of street food for daily nutrition and job opportunities, especially in developing countries.

The pure diversity also reflects in the city's foodie scene – from,

- North Indian items like Gol Gappa and Bhel Puri.
- South Indian items like bhajis and bondas.
- Arabian dishes like shawarma and kebab.
- Chinese dishes like fried rice and noodles.

2. Objectives of the study

- To analyze the consumer's spending behaviour on street food consumption & their preference on these street food menu.
- To study the street food consumption habits, taste and preferences of the people of Coimbatore.

- To know which street food is most preferred by youngsters in Coimbatore.
- To analyze the frequency of visit and choice of street food outlets.

3. Scope of the study

- This study shows the reason of the consumers for the consumption of street food (like quantity, price, taste etc).
- This study aims to understand the consumers preferences and buying behaviour.

4. Review of Literature

- **Michał Wiatrowski, Ewa Czarniecka-Skubina, and Joanna Trafiałek (2021)¹** This research aimed to analyze consumer attitudes toward street food (kiosks, stalls, food trucks) and eating out behavior, as well as the factors determining the choice of meals in street food outlets. The solution could be to make consumers aware that proper food quality is both an appropriate nutritional value related to good manufacturing practice (GMP) and a result of food safety related to good hygiene practice (GHP) and to create a street food digital application in which consumers could find information about street food and its nutritional value, but also could share their opinions on offerings, including their quality and observed production hygiene.
- **James Osei Mensah, Robert Aidoo, Appiah Noah Teye (2013)²** This study aimed to analyze the consumption of street food across various income groups in the Kumasi metropolis. The result is based on the reasons why consumers to not patronize street foods, it would be recommended that vendors should pay attention to personal appearance during sale of food, cleanliness of the vending environment as well as maintain high food hygiene. This will give consumers confidence regarding the safety of the foods they consume from the street.
- **Sekar C (2016)³** A study was conducted to assess the consumer base of the street foods as well as the factors driving the consumption of street foods. Street foods play an important role in meeting the food demands of the low-income urban dwellers with a wide variety of foods. The assessment showed that street food consumers were able to get the same level of nutrition as that of the consumers who dined in big restaurants or mess but at less cost. The results indicated that the absence of street food would have led to low intake of food by the consumers, whose purchasing power is low.³
- **Anitharaj MS (2015)⁴** This study analyzed the consumer behaviour and their buying traits towards fast food industry in India. It identified the factors that could influence their buying behaviour and could be further used in the business strategies of the retailers. It was found that attitude, personality and perception of common people remarkably shifted with the advent of knowledge sharing through traditional and media communication channels such as word of mouth promotion, entertainment sources such as movies, music and television, internet, awareness through education, relocation, travelling and other communication sources from the company such as direct selling, advertisement, etc.
- **Haimanot B. Atinkut, Yan Tingwu, Bekele Gebisa, Shengze Qin, Kidane Assefa, Biruk Yazie, Taye Melese, Solomon Tadesse and Tadie Mirie (2018)⁵** This study states that, In recent times, the foremost consumption of street foods and fast-foods has become a trend; particularly in peri-urban towns and cities of developing nations, it has been indicated that more consumers are eat more meals outside of homes. This concludes that for sustainability of vending and consumers, all stakeholders connected in the benefit chain of street foods and fast foods should work together, acknowledging the government's elephant-share role through inspection and certification, and if necessary, taking measure when there is the violation of safety and occurrence of public health risks.
- **S M Safdar Ashraf, Mohd Usman (2018)⁶** This study states that people favor to buy food sold on the streets to meet their nutrition needs outside thehome. Street foods are being prepared and sold at places like streets, schools, train stations, busterminals, entertainment and festival

¹ Michał Wiatrowski, Ewa Czarniecka-Skubina, and Joanna Trafiałek, Consumer Eating Behavior and Opinions about the Food Safety of Street Food in Poland, *Nutrients*. 2021 Feb; 13(2): 594, Published online 2021 Feb 11. doi: 10.3390/nu13020594.

² James Osei Mensah, Robert Aidoo, Appiah Noah Teye(2013), Analysis of Street Food Consumption Across Various Income Groups in the Kumasi Metropolis of Ghana, *International Review of Management and Business Research*, Vol. 2 Issue.4

³ Sekar C (2016), STREET FOODS Research Article A WAYOUT STRATAGEM TO ACHIEVE FOOD SECURITY AMONG LOW INCOME URBAN CLUSTERS, Vol 4, Issue 2, 2016, *Innovare journal of food science*, ISSN:2321;550X

⁴ Anitharaj MS (2015), A Study on Buying Behaviour of Youngsters towards Fast Food Restaurants, *International Journal of Emerging Research in Management & Technology* ISSN: 2278-9359 (Volume-7, Issue-1)

⁵ Haimanot B. Atinkut, Yan Tingwu, Bekele Gebisa, Shengze Qin, Kidane Assefa, Biruk Yazie, Taye Melese, Solomon Tadesse and Tadie Mirie (2018), Factors influencing consumers' choice of street-foods and fast-foods in China, Vol. 10(4), pp. 2839, *African Journal of Marketing Management*, ISSN 21412421.

⁶ S M Safdar Ashraf, Mohd Usman (2018), Consumers Perspective towards Consumption of Street & Restaurant Food and its Perceived Hygienic Consciousness among the Residents of Aligarh City, *International Journal of Science and Research (IJSR)* ISSN: 2319-7064

areas where people are crowded. These foods and drinks can be consumed in the run without requiring any processing or preparation afterwards. The findings of the study would help in planning health intervention programs for food handlers for their improvement of knowledge, attitude and practice towards food-borne diseases and food safety in Aligarh city. It will be a step towards reduction in foodborne diseases.

- **Parvin Anjum Wara, Nayak Binata (2021)⁷** The objective of the study was to assess the socio-economic status, food safety knowledge and attitude among street food consumers. It concludes that they all want betterment of street food, betterment of women food vendor and they suggest social security, good infrastructure, and training programme for vendor. To satisfy consumer demand for street foods change in existing perception and government supervision is necessary.

5. Analysis and Interpretation of Data

5.1 CHI – SQUARE ANALYSIS

A CHI-SQUARE is a statistical tool commonly used for testing the independence and goodness of fit. Testing independence determines whether two or more observations across two population are dependent on each other. Testing for goodness of fit determines if an observed frequency distribution matches a theoretical distribution.

FORMULA:

$$\text{CHI - SQUARE VALUE } (\Sigma) = \frac{(\text{OBSERVED VALUE} - \text{EXPECTED VALUE})^2}{\text{EXPECTED VALUE}}$$

$$\text{EXPECTED VALUE} = \frac{\text{ROW TOTAL} * \text{GRAND TOTAL}}{\text{GRAND TOTAL}}$$

$$\text{DEGREE OF FREEDOM} = (\text{ROW} - 1) * (\text{COLUMN} - 1)$$

HYPOTHESIS:

H₀: There is no significant relationship between age and preferred time to eat street food.

H₁: There is significant relationship between age and preferred time to eat street food.

Significance value for chi-square is 5% (i.e., 0.05). If the calculated value is less than the table value, it is accepted. Else in another situation it is rejected.

Table showing the relationship between age and preferred time to eat street food

AGE/PREFERED TIME	BELOW 15	16 - 20	21 - 25	26 & ABOVE	TOTAL
BREAKFAST	30	20	10	15	75
LUNCH	16	16	2	9	43
SNACKS	11	6	4	7	28
DINNER	5	5	2	4	16
TOTAL	62	47	18	35	162

CALCULATION OF X²

O	E	(O-E)	(O-E) ²
30	28.70	1.3	1.69
20	21.75	-1.75	3.0625
10	8.33	1.67	2.7889
15	16.20	-1.2	1.44

⁷ Parvin Anjum Wara, Nayak Binata (2021), Consumers' Perspective for the Betterment of Street Food and Women Food Vendors in Kolkata, International Journal of Nutrition and Food Sciences 2021; 10(4): 89-94, ISSN: 2327-2694 (Print); ISSN: 2327-2716 (Online)

16	16.45	-0.45	0.2025
16	12.47	3.53	12.4609
2	4.77	-2.77	7.6729
9	9.29	-0.29	0.0841
11	10.71	0.29	0.0841
6	8.12	-2.12	4.4944
4	3.11	0.89	0.7921
7	6.04	0.96	0.9216
5	6.12	-1.12	1.2544
5	4.64	0.36	0.1296
2	1.77	0.23	0.0529
4	3.45	0.55	0.3025
	161.92		37.4334

$$\begin{aligned} \text{CHI - SQUARE VALUE } (\Sigma) &= \frac{(\text{OBSERVED VALUE} - \text{EXPECTED VALUE})^2}{\text{EXPECTED VALUE}} \\ &= \frac{37.4334}{161.92} \\ &= \mathbf{0.231184535} \end{aligned}$$

$$\begin{aligned} \text{DEGREE OF FREEDOM} &= (\text{ROW} - 1) * (\text{COLUMN} - 1) \\ &= (4 - 1) * (4 - 1) \\ &= \mathbf{9} \end{aligned}$$

$$\text{CALCULATED VALUE } X^2 = 0.231184535$$

$$\text{TABLE VALUE} = 16.919$$

INTERPRETATION

In the above analysis the calculated value (0.231184535) is greater than the value (9) at the level of 5% significance. Hence hypothesis is accepted thus, there is significant relationship between age and preferred time to eat street food.

6. Findings

- The selected factors likely age group and preferred time to eat street food have no significant relationship between them.

7. Suggestion

- Street food vendors should focus more on hygiene requirements to avoid public health risks.
- Reduction of price and increase in more combo offers will lead to more consumption of street food.
- The street food shop should maintain standard flavors of foods.

8. Conclusion

The consumers are attracted by the taste of the street foods and the friendly personalized service which makes the street food shops a memorable atmosphere to the youngsters. Innovative recipes which increases the nutritional value of the street food is the most expected change by the consumers of street food. Thus it will help the vendors to expand their shops.

9. Websites

- <https://escholarship.org/uc/item/182901tf>.
- <https://www.fao.org/3/W3699T/w3699t07.htm>.
- <https://www.emerald.com/insight/content/doi/10.1108/TR-03-2018-0033/full/html>.
- <https://ejournal.lucp.net/index.php/ijrtbt/article/view/759/670>.
- <http://www.streetfood.org.uk/index.html>

10. Bibliography

- Street food research worldwide: a scoping review, by K. Abrahale, Sofia Sousa, Gabriela Albuquerque.
- Hygiene and Sanitary Practices of Street Food Vendors: A Review, by Gargi Saxena, Priyanka Saini, A. Ospanova.
- Street foods. A summary of FAO studies and other activities relating to street foods.
- The impact of street food experience on behavioural intention, by Ayten Ozcelik, Orhan Akova.
- Nutritional and Consumers Behaviour towards Street Foods, by Ruchi Verma, Sunita Mishra.