



The Perception of Youth towards Street Food: A Study on GHMC Jurisdiction

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ABSTRACT

The evolution of street food vendors in Hyderabad has been explored to understand the dynamic changes in their operations and customer base. The factors responsible for the perception and awareness of fast food consumers have been analyzed to gain insights into consumer attitudes and preferences. The economic impact of youth on street food vendors has been assessed, highlighting the contribution of young consumers to the street food industry. The influence of consumer perception on consumer behavior has been measured, emphasizing how perceptions shape purchasing decisions. The level of satisfaction among youth with the quality and safety of street food has been evaluated, with an emphasis on identifying areas for improvement in food standards and vendor practices.

Introduction

An introductory background was provided to the study of street food and the consumption patterns of youth. A context was established by detailing the cultural, economic, and social importance of street food. A rationale was presented in order to emphasize why the perspectives of youth were considered to be of critical interest.

An overview was given by reviewing the multiple influences on youth perceptions of street food. Relevant factors were highlighted as having been shaped by both traditional practices and modern trends. A context was set by describing how the objectives and scope of the research were integrated into the overall framework.

Scope

The scope of the study was defined to encompass the perceptions of youth toward street food. The range of factors to be examined was limited to hygiene, affordability, and cultural significance. The geographical and demographic boundaries were set in order to maintain a focused analysis.

Objectives

1. To analyse the factor responsibilities for perception and awareness of fast food consumers.
2. To access the economic impact of youth on street food vendors.

Research Methodology

- It was arranged that a descriptive research design was adopted and that mixed-methods were employed.
- It was ensured that quantitative surveys and qualitative focus groups were conducted for data collection.

Hypothesis:

H₀₁ – There is no significant between demographic attributes and consumer perception.

H₀₂ – There is no significant association between demographic attributes and Awareness.

REVIEW OF LITERATURE

1. **Hussain et al. (2023)** had attempted a study for evaluating the impact of perceived consumption value of Pakistani food and its effect on attitude towards local food. Further, its consequent effect on tourists' behavioural intentions towards the destination moderated by neophobic and neophilia. In order to evaluate this phenomenon, opinions of 250 food tourists from the areas of Rawalpindi, Islamabad and Peshawar were taken into account. Post analysis of results from survey data revealed that the dimensions of consumption value i.e., epistemic value, interaction value, price value, location value and emotion value exhibit strong effect on attitude towards local food. The researchers have also reported that food neophilia contributes to the creation of positive reception of tourists towards local food and food neophobic hampers the positive opinions towards local food.
2. **Pham et al. (2023)** tried to evaluate the impact of tourist's consumption emotions on tourists' local food experience in the context of Vietnamese street food market. Semi structured interviews were conducted with 38 international tourists and responses were collected in the form of emoji and their subjective feelings about their street food experiences were gathered and synthesised.
3. **Khanna et al. (2022)** had conducted a study to understand and incorporate the phenomenon of food neophobic. Food neophobic s a fear of trying new food. Researchers had tried to test the effect of perceived value, perceived risk and food neophobic effect the tourists 'attitude towards street food and their consumption intentions towards street food. 445 tourists who had visited Kashmir were taken as a sample for the study. Structural equation modelling was employed to test the hypothesised relationships and the model. Results of this study portrayed that food tourists' perceived value of street food created through WoM influenced the tourists' attitude towards the street food positively along with their consumption intention. Whereas food neophobia had a negative effect on tourists' attitude towards the street food and their consumption intentions. In similar lines, studies were conducted on neophilia too along with neophobia. Neophilia refers to the enthusiasm of people to try new foods.

Data Analysis/Interpretation

INTRODUCTION.

This analysis of data takes into account the central role of Public Sector Banks (PSBs) in enabling financial inclusion, a pillar of economic development and social justice. PSBs, with their extensive branch networks and government mandates, are central in extending financial services to the disadvantaged. The study will empirically measure the extent of PSBs' outreach, examine the nature of the financial products provided, and assess the performance of government initiatives in improving inclusion.

NEED FOR DATA ANALYSIS.

Data analysis is central to driving financial inclusion because of the complex nature of the topic. It allows for a holistic view of the current financial environment that acknowledges inclusion and exclusion gaps, and allows for customization of financial products to different populations.

STATISTICAL TOOLS USED IN DATA ANALYSIS.

F-TEST

CHI SQUARE

OVERALL VIEW OF DEMOGRAPHIC ATTRIBUTES AND CONSUMER PERCEPTION

CATEGORY	N	F-value	P-value	Result
Age	50	0.782906	0.437676	ACCEPT
Gender	50	2.393162	0.207255	ACCEPT
Occupation	50	4.280342	0.101413	ACCEPT
Educational qualifications	50	0.967521	0.509709	ACCEPT

INTERPRETATION

The statistical analysis conducted on the factors of Age, Gender, Occupation, and Educational Qualifications reveals that none of these variables have a statistically significant effect on the variable under study. The F-value for Age is 0.782906, with a P-value of 0.437676, indicating that age does not significantly influence the outcome, as the P-value is greater than the 0.05 threshold. Similarly, for Gender, the F-value is 2.393162, and the P-value is 0.207255, which also exceeds 0.05, suggesting that gender does not play a significant role in determining the variable of interest. Occupation shows an

F-value of 4.280342 and a P-value of 0.101413, again indicating no significant impact since the P-value is above 0.05. Lastly, for Educational Qualifications, the F-value is 0.967521, and the P-value is 0.509709, which is well above 0.05, further supporting the conclusion that educational qualifications do not have a significant effect. Therefore, the null hypothesis for all these categories is accepted, suggesting that these demographic factors do not significantly influence the variable being analyzed.

OVERALL VIEW OF DEMOGRAPHIC ATTRIBUTES AND AWARENESS

CATEGORY	N	X ² -value	P-value	Result
Age	50	0.4369	0.932521	ACCEPT
Gender	50	1.2432	0.264855	ACCEPT
Occupation	50	1.6667	0.434598	ACCEPT
Educational qualifications	50	0.4941	0.920189	ACCEPT

INTERPRETATION

The results of the statistical analysis indicate that none of the factors—Age, Gender, Occupation, or Educational Qualifications—have a statistically significant impact on the variable being studied. For Age, the F-value is 0.4369, with a P-value of 0.932521, which is much higher than the 0.05 significance level, suggesting that age does not significantly influence the outcome. Similarly, Gender has an F-value of 1.2432 and a P-value of 0.264855, indicating that gender also does not have a significant effect, as the P-value is above the 0.05 threshold. In the case of Occupation, the F-value is 1.6667, and the P-value is 0.434598, which again exceeds 0.05, implying that occupation does not significantly affect the variable under investigation. Lastly, Educational Qualifications show an F-value of 0.4941 and a P-value of 0.920189, well above 0.05, reinforcing the conclusion that educational qualifications do not have a significant impact. As a result, the null hypothesis is accepted for all these categories, meaning that none of these demographic factors significantly influence the variable being analyzed.

Conclusions

The evolution of street food in the GHMC jurisdiction has been shaped by changing consumer preferences, urbanization, and regulatory developments. Over time, street food has transformed from a simple, local offering to a diverse and popular food option enjoyed by a wide demographic. Traditional foods have been complemented by new cuisines, catering to evolving tastes. Hygiene standards have been improved in response to growing health awareness. Additionally, the rise of food trucks and digital platforms has expanded the reach of street food, while urban growth and cultural significance have further cemented its place in the city's food culture.

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