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## Introduction and Design of the Study

**Guruprasath K, Ms T.R. Umabharathi**

Arts and science.B.Com professional accounting, Sri Krishna Adithya College of arts and science.

Assistant professor Department of B.comProfessional Accounting.

### ABSTRACT

This study explores the consumption behaviour of young consumers towards street food in Coimbatore city. With the rise of urban lifestyles and evolving food preferences, street food has emerged as a popular dining choice, especially among individuals aged 18 to 30. The research aims to identify the key factors influencing their preferences, such as taste, affordability, convenience, cultural relevance, and social influences. Using a structured questionnaire, data was collected from 150 respondents and analyzed to understand demographic trends, spending habits, and motivational drivers. The findings reveal a high engagement with street food among youth, particularly in the 18–24 age group, with males forming the majority of consumers. While street food offers variety and value, issues related to hygiene and quality remain concerns. The study suggests strategic improvements in hygiene practices, pricing strategies, and digital outreach to enhance customer satisfaction and ensure the sustained growth of the street food sector. These insights provide valuable implications for vendors, policymakers, and marketers aiming to cater effectively to this dynamic consumer segment.

### INTRODUCTION

Street food, often characterized by its convenience, affordability, and diverse flavours, has become a significant part of urban culture across the globe. This form of food service offers a unique culinary experience that is deeply rooted in the cultural and social fabric of many communities. In recent years, the consumption of street food has seen a marked increase, particularly among young consumers. This demographic, defined broadly as individuals aged between 18 and 35, plays a pivotal role in shaping food trends due to their evolving preferences and lifestyles.

The appeal of street food among young consumers can be attributed to several factors, including the rise of fast-paced urban living, the search for authentic and novel culinary experiences, and the influence of social media on food culture. Unlike previous generations, today's youth are more likely to explore and embrace diverse food options that offer both convenience and a sense of adventure. As such, understanding their consumption behaviours towards street food provides valuable insights into broader trends in food consumption, urban development, and cultural exchange.

### OBJECTIVES OF STUDY

- To identify the factors influencing young consumers' preferences for street food.
- To analyse the spending patterns of young consumers on street food.

### SCOPE OF STUDY

This study will focus on young consumers aged 18 to 30, aiming to gather insights from a diverse range of backgrounds, including students and young professionals, to better understand their distinct preferences and behaviours. Research will take place in urban environments where street food culture thrives, allowing for an exploration of how local food contexts influence consumption choices.

### STATEMENT OF PROBLEM

The consumption behaviour of young consumers towards street food is an increasingly significant yet underexplored area in contemporary research. With urbanization and evolving food culture, street food has become an important part of young people's diets, influenced by factors such as taste, convenience, price, and cultural preferences. However, the dynamics of these influences remain unclear. Young consumers are often seen as trendsetters, displaying unique consumption patterns shaped by their lifestyles and social interactions. The impact of social media and globalization has further transformed how street food is perceived, complicating consumption behaviours. Despite the rising popularity of street food, there is a notable lack of comprehensive research on the specific factors driving young consumers' choices. This study aims to investigate the consumption behaviours of young consumers by examining the roles of taste, convenience, price, cultural influences, and social factors.

## REVIEW OF LITERATURE

### REVIEWS

**Warde & Martens, 2000** The meanings of “eating out” take on differentiations depending on the context, as pointed out by warde and martens. In speeches, the fact of eating outside essentially refers to four dimensions: a dimension of sociability, an affective dimension, a heritage dimension and a hygienic or sanitary dimension.

**Van’t Riet et al 2003** Street food or the informal food sector is one of the links in the food chain where it plays an essential role mainly in cities, allowing all socio-professional categories to meet their food needs.

**Muzaffar 2009** note that street food vendors adapt to the purchasing power of their consumers by offering meals at lower costs compared to formal eateries, making it a popular choice for people seeking cheap, ready-to-eat food.

**Quazi et al 2010** argue that the street food industry plays an important role in cities and towns in many developing countries to meet the food demands of city dwellers in Bangladesh. It also generates jobs for a large group in the informal sector and ensures food security for low-income urban populations.

## OVERVIEW OF THE STUDY

### INTRODUCTION

Street food has become an integral part of urban culture, offering a diverse range of affordable and accessible food options to consumers. Across the world, street food plays a significant role in meeting the dietary needs of people from various socio-economic backgrounds. In India, where food culture is deeply embedded in tradition, street food holds both cultural and economic significance. Cities like Coimbatore have witnessed a rapid rise in street food consumption, particularly among youngsters who seek convenient and budget-friendly meal options. The increasing popularity of street food raises important questions about consumer awareness, hygiene perceptions, and health concerns associated with such food choices.

### HISTORY

The concept of street food dates back to ancient civilizations when people required quick and convenient meals while traveling or working. The earliest records of street food can be traced to ancient Egypt, where vendors sold fried fish and bread along the streets of Thebes. In ancient Greece, small food stalls offered bread, olives, and dried fish to laborers who couldn’t afford to cook at home. Similarly, in the Roman Empire, street vendors sold ready-to-eat foods such as sausages, bread, and chickpea stew to the common people in busy marketplaces known as thermopolia. These food stalls were particularly popular among the lower classes who lacked private kitchens.

### VARIETY OF STREET FOOD IN TAMILNADU BY DISTRICT

Chennai	
Sundal	A popular beach snack made of boiled chickpeas, coconut, and spices.
Athos	A Burmese-influenced noodle dish, especially famous in North Chennai.
Bajji	Deep-fried vegetable fritters, commonly found in Marina Beach and Elliot's Beach.
Kothu Parotta	Shredded parotta stir-fried with egg, chicken, or mutton
Jigar Thanda	A refreshing drink made with almond gum, milk, and ice cream.
Coimbatore	
Kongu Kari Dosa	A unique dosa stuffed with spicy mutton or chicken curry.
Thatu Vadai Set	A crunchy, spicy street snack with chutneys and sev.
ArisiParuppu Sadam	A traditional rice and lentil dish served in small eateries.
Kumbakonam Degree Coffee	Strong, flavorful filter coffee, popular among locals
Madurai	
Kari Dosa	A layered dosa with minced meat filling, famous at local eateries.
Jigarthanda	The city's signature cooling drink, made
	with milk and nannari syrup.
Bun Parotta	A thick, fluffy parotta served with spicy gravy.
Mutta Bonda	Deep-fried egg bondas, a common street snack.

## ANALYSIS AND DATA INTERPRETATION INTRODUCTION:

A study about young consumer's consumption behaviour towards Street food with reference to Coimbatore city was conducted, a questionnaire was used to gather information from 150 respondents of Street food customer for this study, which is systematically processed, tabulated, analysed, and interpreted in this chapter.

**TABLE 4.1 TABLE SHOWING AGE WISE CLASSIFICATION OF RESPONDENTS**

AGE	FREQUENCY	PERCENTAGE
Below 18	20	13.33
18-24	63	42
25-30	49	32.67
Above 30	18	12
<b>Total</b>	<b>150</b>	<b>100</b>

Source: primary data

### INTERPRETATION

The above table shows that the 13% of the respondents belong to the age category of below 18 years, 42% of the respondents belong to the age category of 18-24 years, 33% of the respondents belong to the age category of 25-30 years, 12% of the respondents belong to the age category of above 30 years.

**TABLE 4.2.2 TABLE SHOWING GENDER WISE CLASSIFICATION OF RESPONDENTS**

GENDER	FREQUENCY	PERCENTAGE
Male	131	87.33
Female	19	12.67
<b>Total</b>	<b>150</b>	<b>100</b>

Source: primary data

### INTERPRETATION

The table above shows that the 87% of the respondents are male and 13% of the respondents are female.

## FINDINGS, SUGGESTIONS, CONCLUSIONS

### FINDINGS:

#### SIMPLE PERCENTAGE METHOD:

- ☐ Most of the respondents 42% were belong to the age category of 18-24 years
- ☐ Most of the respondents 87% are male

### SUGGESTION:

To enhance the appeal and adoption of street food, it is essential to focus on **hygiene, affordability, and customer satisfaction** to attract a wider range of consumers. Implementing **awareness campaigns** can educate customers about food safety and quality, increasing trust and acceptance. Improving **variety, availability, and convenience** will meet consumer expectations and make street food more desirable. Introducing **affordable pricing strategies and combo offers** can make it more budget-friendly, encouraging frequent consumption. Lastly, **expanding vendor reach through popular locations and digital platforms** will ensure accessibility, addressing consumer preferences and driving higher sales. And that is also most important to focus on hygiene by the consumers for their better life.

### Conclusion

The findings highlight the need for **improved hygiene standards, affordable pricing, and enhanced vendor accessibility** to make street food more appealing and widely accepted. By addressing these factors and focusing on **quality, convenience, and customer satisfaction**, street food vendors can attract a larger consumer base and boost customer trust. This positions street food as a **preferred and reliable dining option**, aligning with the growing demand for **affordable, convenient, and diverse food choices**.