



CONSUMER PREFERENCE AND SATISFACTION TOWARDS STREET FOOD VENDORS IN TIRUPPUR CITY

Kripahari.P

Ph.D Research scholars, PG & Research Department of Commerce, Chikkanna Government Arts College, Triuppur.

Dr.B. KANAGARAJ

Assistant Professor in Commerce, Chikkanna Government Arts College, Tiruppur.

Abstract

Street food plays a significant role in urban food culture, providing affordable and accessible meals to a wide demographic. This study investigates consumer perception and satisfaction with street food, focusing on factors such as hygiene, quality, price, vendor behaviour, and accessibility. Using primary data collected from 128 respondents through structured interviews, the research employs percentage analysis, ANOVA, and Garrett ranking techniques. Findings reveal that education level significantly affects customer perceptions across several dimensions. The most critical factor influencing customer satisfaction was found to be the taste and quality of food, followed by vendor behaviour and hygiene. The study concludes that while street food is popular among youth and low to middle-income earners, attention to hygiene and consistent quality can enhance consumer trust and satisfaction.

Keywords

Street food, consumer perception, customer satisfaction, hygiene, food quality, pricing, ANOVA, Garrett ranking, urban food habits.

Introduction

Street food plays a vital role in the urban food supply chain, offering affordable and accessible meals to a diverse population. It reflects the culture, tradition, and lifestyle of the local community. In today's fast-paced environment, street food has become increasingly popular due to its convenience, variety, and affordability. However, consumer perception and satisfaction toward street food are shaped by multiple factors, including hygiene, taste, pricing, vendor behaviour, and overall food quality. This study aims to explore how these factors influence customer experiences and what can be done to improve them.

Statement of the problem

Despite the popularity of street food, there are increasing concerns about food hygiene, safety, and quality. Customers often face uncertainty about how the food is prepared and stored. Moreover, the informal nature of street vending makes it difficult to regulate or ensure consistent standards.

Objectives of the study

1. To analyze the demographic profile of customers who consume street food.
2. To identify the key factors that influence customer perception toward street food.
3. To measure customer satisfaction in terms of hygiene, quality, taste, and pricing.

Review of literature

Mukherjee & Goyal (2012):This literature examines policy interventions to improve food safety and access in India, identifying the lack of standardization and formal support as major issues in the street food sector.

Choudhury et al. (2011):The research conducted in Delhi explores the socio-economic background of street food vendors and their awareness of food safety norms, which directly impacts consumer satisfaction.

Rane, S. (2011):This study focuses on food safety risks associated with street-vended food and emphasizes the importance of proper food handling and hygiene practices to ensure consumer protection.

FAO Report (2007):The Food and Agriculture Organization highlights the nutritional and economic importance of street food, especially for low-income urban populations, and recommends regulatory improvements.

Research Methodology:

The study is based on both primary and secondary data. Primary data were collected directly from food street vendors through a structured interview schedule using face-to-face interaction. This method helped in obtaining accurate responses, especially from semi-literate or illiterate vendors. Secondary data were collected from various journals, government reports, and official websites such as FSSAI and municipal corporations. A convenience sampling technique was adopted, considering the informal nature of street vendors. Data were analysed using descriptive statistics(percentage & frequency) Garrett Ranking Technique, and ANOVA.

Data Analysis and interpretation Percentage Analysis

In order to analyze the consumer preferences and satisfaction towards Street food vendors by consumer, the following percentage analysis has been applied in an effective manner.

Table 1: Socio- Economic profile of consumer

PROFILE		NO.OF RESPONDENTS	PERCENTAGE
Gender	Male	70	54.6875
	Female	58	45.3125
	Total	128	100
Age	Below 18	2	1.5625
	18-25	100	78.1250
	25-35	20	15.6250
	Above 35	6	4.6875
	Total	128	100
Marital status	Unmarried	92	71.8750
	Married	32	25.0000
	Separated	2	1.5625
	Divorce	2	1.5625

	Total	128	100
Education Qualification	Up to Higher secondary	6	4.6875
	Under graduate	40	31.2500
	Post graduate	56	43.7500
	Professional	22	17.1875
	Others	4	3.1250
	Total	128	100
Occupation	Student	32	25.0000
	Government employee	6	4.6875
	Private employee	60	46.8750
	Self employed	14	10.9375
	Others	16	12.5000
	Total	128	100
Place of residence	Rural	48	37.5000
	Urban	60	46.8750
	Semi urban	20	15.6250
	Total	128	100
Monthly Income	Below Rs.10,000	34	26.5625
	Rs.10,001-Rs.20,000	44	34.3750
	Rs.20,001-Rs.30,000	20	15.6250
	Rs.30,001-Rs.40,000	12	9.3750
	Above Rs.40,000	18	14.0625
	Total	128	100

Source: primary data

Out of 128 respondents, 70 (54.69%) are male, and 58 (45.31%) are female. This indicates a relatively balanced gender distribution, with a slight male majority.

The majority of respondents, 100 (78.13%), are aged 18–25 years, indicating that most participants are young adults. 20 respondents (15.63%) fall into the 25–35 age group. Only 6 (4.69%) are aged above 35, and 2 (1.56%) are below 18, showing limited participation from older and very young age groups.

Most respondents are unmarried (92 or 71.88%). 32 (25.00%) are married, and only 2 each (1.56%) are separated or divorced. This reflects a predominantly single and likely younger population.

Postgraduates (56 or 43.75%) form the largest group, followed by undergraduates (40 or 31.25%). Professional qualifications are held by 22 (17.19%), while only a small portion has completed up to higher secondary (6 or 4.69%) or other qualifications (4 or 3.13%). This suggests the respondents are generally well-educated.

Private employees (60 or 46.88%) form the largest occupational group. Students (32 or 25%), self-employed (14 or 10.94%), others (16 or 12.5%), and government employees (6 or 4.69%) make up the rest. The majority are either working in the private sector or pursuing education.

A higher number of respondents live in urban areas (60 or 46.88%), followed by rural (48 or 37.5%) and semi-urban (20 or 15.63%) areas. This shows a good representation from different geographical backgrounds, with a

tilt towards urban residency.

The income group Rs. 10,001–20,000 has the highest representation (44 or 34.38%). 34 (26.56%) earn below Rs. 10,000, and 20 (15.63%) fall in the Rs. 20,001–30,000 range. 12 (9.38%) earn Rs. 30,001–40,000, and 18 (14.06%) earn above Rs. 40,000. The income distribution shows a predominance of lower to middle-income groups.

Anova analysis

In order to analyze the significance difference between education qualification and levels of Factors Influencing Customer Perception Towards Street Food by the respondents. The following ANOVA Analysis was used in an effective manner.

Null Hypothesis : There is no significant difference between education qualification and level of Factors Influencing Customer Perception Towards Street Food

Table: 2 Factors Influencing Customer Perception Towards Street Food

	Factor	Sum of Squares	df	Mean Square	F	Sig.
Prior experience	Between Groups Within Groups Total	66.469 10.500 76.969	4 123 127	16.617 0.085	194.658	.000
Word of mouth	Between Groups Within Groups Total	59.868 24.132 84.000	4 123 127	14.967 0.196	76.284	.000
Vendor cleanliness	Between Groups Within Groups Total	88.379 23.121 111.500	4 123 127	22.095 0.188	117.542	.000
Vendor location	Between Groups Within Groups Total	73.774 21.101 94.875	4 123 127	18.443 0.172	107.507	.000
Taste and appearance	Between Groups Within Groups Total	102.004 8.214 110.219	4 123 127	25.501 0.067	381.851	.000
Reasonable price	Between Groups Within Groups Total	72.540 10.429 82.969	4 123 127	18.135 0.085	213.894	.000
Accessibility	Between Groups Within Groups Total	76.793 18.675 95.469	4 123 127	19.198 0.152	126.445	.000
Social and cultural	Between Groups Within Groups Total	76.264 28.705 104.969	4 123 127	19.066 0.233	81.696	.000

Source: Primary data

The significance (p-value) for all factors like prior experience, word of mouth, vendor cleanliness, vendor location, taste & appearance, reasonable price, accessibility, and social & cultural aspects is 0.000 (< 0.05).

This indicates that education qualification has a significant influence on all these factors affecting customer perception towards street food. The factor "Taste and Appearance" has the highest Fvalue (381.851), meaning it is the most significantly different factor among education qualification groups. Reasonable price ($F = 213.894$) and Prior experience ($F = 194.658$) also show a strong influence, suggesting that these factors vary significantly with education level.

Rejection of Null

Hypothesis – Since all factors have p-values < 0.05 , the null hypothesis is rejected. Education qualification creates variations in how customers perceive these factors for street food. **Garett Ranking Analysis**

Garett ranking technique was used to rank the Factors Influencing Customer Satisfaction Towards Street Food by the respondents. As per this method, respondents have been asked to assign the rank for all the factors and the outcome of such ranking have been converted into score value.

Table: 3 Garett ranking for Factors Influencing Customer Satisfaction Towards Street Food

S. No	Factory	Rank I (75%)	Rank II (60%)	Rank III (50%)	Rank IV (40%)	Rank V (25%)	Total score (W XF)	Garett Mean score	Mean Rank
1	Tasty and quality	32	20	34	22	20	6680	52.1875	I
2	Hygiene and clean	14	36	44	24	10	6620	51.7187	III
3	Price	24	28	32	28	16	6600	51.5625	IV
4	Behaviour & service	24	26	36	30	12	6660	52.03125	II
5	Packing	10	36	38	28	16	6330	49.4531	V

Source: Primary data

The above table states that "Tasty and quality" was ranked as the first factor influencing customer satisfaction towards Street food, followed by second rank to Behaviour and service, third rank to Hygiene and clean, fourth rank to price and fifth rank to packing.

Tasty and quality is the major factor influencing customer satisfaction towards Street food.

Findings

- ✦ Majority of consumers are aged 18–25 and unmarried.
- ✦ Respondents are well-educated, with a significant portion holding postgraduate degrees.
- ✦ Most consumers are private employees and students from urban areas.
- ✦ The factor "Taste and Appearance" showed the highest significance ($F = 381.851$, $p < 0.05$).
- ✦ Satisfaction Analysis (Garett Ranking): Top 3 ranked satisfaction factors:

- a. Tasty and Quality
- b. Behaviour and Service
- c. Hygiene and Clean

Price and packing were ranked lower in importance.

uggestions

- ✦ Vendors should be trained and monitored for cleanliness and food safety practices.
- ✦ Focus on consistency in food preparation to retain regular customers.
- ✦ Positive behaviour and courteous service significantly boost satisfaction.

- ✦ Prices should reflect quality and quantity to appeal to price-sensitive consumers.
- ✦ Provide awareness programs about food safety and customer engagement.

Conclusion

The study highlights that customer satisfaction and perception toward street food are influenced by both tangible (taste, hygiene) and intangible (vendor behavior, past experience) factors. Educational qualifications significantly shape customer expectations. “Taste and quality” emerged as the most influential factor in determining satisfaction. By improving hygiene, training vendors, and maintaining quality, street food vendors can enhance customer loyalty and build a sustainable business model within the informal food sector.

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