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## CONSUMER PERCEPTION TOWARDS STREET FOOD, POST COVID-19

By

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### **ABSTRACT:**

Eating out is part of the culture in Hyderabad. Street food, in particular, has been popular not only among the locals but also the international tourists. Due to its popularity and low entry threshold, the street food market is competitive. Understanding the consumers and giving them what they want becomes critical for the success of street food vendors.

The main aim of this research study is to analyse the consumer perception towards street food, post covid-19 in Hyderabad. The Primary data for the research is collected through a questionnaire from the customers who visited the food stall. The paper aims to analysis the consumer perception towards street food, post COVID.

The data were analysed using MS EXCEL and it was found that consumers perceive street food positively in the areas of perceived value, food safety, price, environment, and health consciousness. These results are useful for people who are already in the street food business as well as for those who intend to embark on this business.

### **Introduction -**

By definition Street food is ready-to-eat food or drink sold in a street or other public place, such as a market or fair, by a hawker or vendor, often from a portable stall. Street food are increasing due to Industrialization forcing many people to eat out of home. The main reason for having Street food is that they are inexpensive, easy to access, variety of choices and convenience. Street food has always being popular in India mostly due to changes in life style, responsibilities of work and family.

The recent study shows that people in developing countries spend most of their income on food consumption and which has turned Street food as an alternative source of nutrition. Statistics shows that 2.5 billion people consume street food around the world. The Street food business has grown to 1.2 million in 2013 from 0.92 million in 2008. While some street foods are regional, many are not, having spread beyond their region of origin.

Historically, in places such as ancient Rome, street food was purchased because the urban poor did not have kitchens in their homes. Differences in culture, social stratification and history have resulted in different patterns how family street vendor enterprises are traditionally created and run in different areas of the world.

**OBJECTIVES :-**

1. To analysis the factors which influence people to consume street food.
2. To study consumer perception towards street food.
3. To examine the impact of COVID-19 on street food.

**NEED OF THE STUDY:**

The research on Consumer Perception towards street food is to evaluate consumer understanding about street food, and the challenges faced by the vendors during and post covid-19, how they have overcome these challenges by making changes in Taste , Price and Quantity in the respective food items.

**SCOPE OF THE STUDY:-**

The research focuses on the various factors that influence people to consume street food. It also analysis consumer buying behaviour towards street food in post covid

**RESEARCH METHODOLOGY:**

**Primary Data:** The data for the study is collected by a survey method with the help of questionnaire from the customers who visited both the food stalls. It mainly includes multiple choice questions for the respondent to select an appropriate choice.

**Secondary data-** it has been collected from many published sources like magazines, journals, newspapers, textbooks and internet.

**Limitations:**

1. The study is totally based on responses given by the respondents.
2. The study is restricted to the sample size of 100 respondents who we contacted within the time frame of 1 month.
3. The study is restricted to the twin cities of Hyderabad and Secunderabad.

**Literature Review**

1."As reported by Latham (1997)", the food industry plays an important role in developing countries in meeting the food demands of the urban dwellers. Street foods feed millions of people daily with a wide variety of foods that are relatively cheap and easily accessible.

2. "Tacio (2012)" stated that eating street foods may be cheap, but there are also dangers that can cause health problems. In addition to that, he reported a certain case of a woman in her 40s who suffered vomiting, scarred skin, and muscle pains after eating calamari. A series of laboratory tests conducted by the Bureau of Food and Drugs (BFAD) found out that there was a huge amount of formalin, a form of formaldehyde, a preservative, in the imported frozen squids. The contaminated calamari caused the adverse effects in the woman's body that circulated through her blood.

3. "Tiwari and Verma (2008)" found that the justifications for this market's growth of street food vendors are the cheap price and the ease in preparing food that is commonly sold. These factors must be combined with the perception of quality formed by customers through the assortment of food, taste, climate and hygiene, speed of service, location and parking, and these variables influence the choice for consumers.

4. Almeida et al. (2014) say that such variables should also be correlated with the understanding of price in street food commerce. Brunso et al. (2002) further supported the discussion with emphasizing the effect of taste and appearance, healthiness, convenience and processing in Western industrialized countries as important variables in food trade.

5. Ranka, S (2020) Research paper titled "How corona Virus could affect the culture of eating special respect to street food". This study was conducted to judge the requirements of food sanitation, food safety knowledge and practices to cope up with COVID-19 so people can eat street food with assurance .

6. Sabbithi. A, et al.(2017)Research paper titled “Identifying critical risk practices among street food handlers “this research paper explain the way to prioritize food safety practices by street food vendors which can deliver more safe food to eat and can avoid microbial contamination through street food .the study was conducted in the city of Hyderabad in India. The conclusion of the study notes that food safety training programs must conduct on the regular basis.

7. Sangwan.V &Boora.P,( 2015)this research paper titled “A Study of the security Consumer Perception and Consumption of the street Foods Sold in Hisar City, Haryana” particularly talks about consumers’ perception, preference, safety aspects and consumption of street foods. The research was conducted in Hisar city of Hariyana. Findings were from the chosen sample most of the working men (64%) preferred street food as their just the once lunch. it's been also found that girls student frequently consume street food over male students their frequency of toconsume the street were alternate days. Most of the working men weren't bothered about food hygiene and food quality of street food vendors. Working women were more bothered about food hygiene and food quality. Students were more drawn to the street food for the taste they were ignorant of the food hygiene followed by the street food vendors. Street food vendors were lacking a lot of personal hygiene standards they were handling money with the identical hand from they were serving food with bear hand this might be the most dominant reason for food contamination. Researcher suggests that there's a strong need for food safety and private hygiene for street food vendors.

8. Dr. Apoorva Palkar“Consumer preference in purchase of ready to eat snacks -Branded potato chips” The consumer preference to snack food depends mainly on taste, flavor and shape. There is no notable difference in consumption pattern across various age groups. The only difference is time or occasion of consumption. Adult consumption of snack food in the evenings or in parties whereas young age consumers prefers it as after home snack. The taste of snack food varies across the region North Indian and South Indian consumers prefer spicy flavored snacks while as Western and Eastern region consumers have shown preference to and flavors. The products are differentiated by flavors.

9. Alias Radam , Lee Yen Cher, Mad Nasir Shamsudin,Zainalabidin Mohamed and JinapSelamat. “Consumer Perception and Attitudes towards Food Safety: The Case Of Meat Consumption” Based on the study, it was found that the demand and consumption of meat is still high, despite the recent food scare incidents in the country. However, many Malaysian consumers are becoming more vigilant while buying meat to adapt a healthier diet and lifestyle. This current trend will certainly have effects on the present market of meat. Hence, to ensure a better development of meat market, there is a need to formulate proper standards, policies and promotion programs for meat safety, and to step up the efforts of Research and Development (R&D) to improve the production technologies and food safety systems of meat.

10. According to Food and Agriculture Organization of the United Nations (FAO) “In many Country’s ,Street foods makes an important contribution to employment , household revenue and food security , and helps to meet the challenge of feeding urban population, particularly in developing countries.

### Data Analysis:

**Table 1:**

Age of the Respondents who prefer street food

	No. of Respondents	Percentage
13 or YOUNG	6	7.5
16-20	14	17.5
21-25	16	20
26-35	11	13.75
36-50	26	32.5
ABOVE 50	7	8.75
TOTAL	80	100

Source: Primary Data

**Table 2:**

Gender of Respondents who prefer street food

	No. of respondents	Percentage
Male	49	61.25
Female	25	31.25
Prefer not to say	6	7.5
<b>TOTAL</b>	<b>80</b>	<b>100%</b>

Source: Primary Data

**Table 3:**

Employment Status of Respondents who mostly visits street food stalls

	No. of respondents	Percentage
Full-Time Employee	38	47.5
Part-Time Employee	8	10
Un employed	11	13.75
Student	23	28.75
<b>Total</b>	<b>80</b>	<b>100%</b>

Source: Primary Data

**Table 4.**

Income level of Respondents who visits street food stalls

	No. of respondents	Percentage
No Income	20	25
Less than 1Lakh	20	25
1 lakh - 3 lakhs	17	21.25
3 lakhs - 6 lakhs	13	16.25
More then 6lakhs	10	12.5
<b>TOTAL</b>	<b>80</b>	<b>100%</b>

Source: Primary Data

**Table 5.**

Frequency of Consumption of street food by the Respondents on weekly basis

	No. of respondents	Percentage
1-2 times	32	40
3-4 times	25	31.25
5-6 times	13	16.25
7 time or more	10	12.5
<b>Total</b>	<b>80</b>	<b>100%</b>

Source: Primary Data

**Table 6.**

Average Money Spent by Respondents on Street Food Per Week.

	No. of respondents	Percentage
Less then 500	44	55
1000	17	21.25
1500	7	8.75
More then 2000	12	15
<b>Total</b>	<b>80</b>	<b>100%</b>

Source: Primary Data

**Table 7.**

Satisfaction regarding variety of Items in the Menu available at street food stalls

	No. of respondents	Percentage
Strongly agree	27	33.75
Agree	47	58.75
Neutral	6	7.5
Disagree	0	0
Strongly Disagree	0	0
Total	80	100%

Source: Primary Data

**Table 8.**

Satisfaction of Respondents with the Taste, Quality & Price of the food at street food stalls

	No. of respondents	Percentage
Yes	50	62.5
No	21	26.25
May Be	10	11.25
Total	80	100%

Source: Primary Data

**Table 9.**

Changes In the Price, Taste , Quality, Quantity & Hygiene at street food stalls post COVID

	No. of respondents	Percentage
Price	24	30
Taste	4	5
Quality	5	6.25
Quantity	5	6.75
Hygiene/Cleanliness	6	7.5
No Change	36	45
Total	32	100%

Source: Primary Date

**Table 10**

Respondent satisfaction with the changes.

	No. of respondents	Percentage
Yes	62	77.5
NO	18	22.5
Total	80	100%

Source: Primary Date

### **Findings:**

- It has been observed that 32.5% of respondents who visit street food stalls are between the age group of 36-50 years.
- It has been observed that 61.25% of the respondents who consume street food are male.
- It has been observed that 47.5% of the respondents who visit street food stalls are full time employees and students.
- It has been found out that 50% of respondents who visit street food stalls have no fixed

income or less income.

- It has been found out that 66.75% of respondents prefer to eat outside.
- It has been found out that 55% of the respondents prefer to spend less than Rs.500 followed by 21% of the respondents prefer to spend up to Rs.1000 on street food in a week.
- It has been observed that majority 80% of the respondents have agreed that street food stalls offer variety in their menu.
- It has been observed that 92% of the respondents are satisfied with the taste, price & quality.
- It has been found out that 55% of the respondents who visited both the food stalls have observed changes in the post COVID, while 45% of the respondents did not find any changes. These changes are mostly related to price, quantity, quality and taste.
- It has been that majority 80% of the respondents are happy with the changes related to price, quantity, hygiene etc in post COVID.

### **Conclusions:**

It is believed that there is no change in consumer buying behaviour towards street food even after COVID - 19 and also they are satisfied with the changes that took place in terms of taste, price, quality, quantity and hygiene. Consumers prefer the street food as it has a positive perceived value such as good taste, service, quality, variety and quantity of food at a less price. Students and Bachelors are the people who consume more street food when compared with the rest respondents.

### **Suggestions:**

- Street food vendors can give more importance towards Hygiene factor & food safety which will increase their business as well as gives assurance to consumers about the food.
- They can also advertise more on social media platforms like Instagram, Twitter and YouTube.
- Vendors can Provide special offers to the regular customers which will enhance the profit margin of the shop.
- Street vendors should wear gloves and mask while preparing & serving the food.
- Proper infrastructure should be installed in the stalls.
- Proper disposal dust bins should be placed in and out side of stalls.
- Clean water or filter water should be used in preparation of food and Drinking water should be filtered and covered with a lid.

