

AN ATTITUDE AND PERCEPTION OF PEOPLE TOWARDS LAREE FOOD

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Abstract : Laree food is ready-to-eat food or drink sold in a Laree or other public place, such as a market or fair, by a hawker or vendor, often from a portable stall. While some Laree foods are regional, many are not, having spread beyond their region of origin. Most Laree foods are also classed as both finger food and fast food, and are cheaper on average than restaurant meals. According to a 2007 study from the Food and Agriculture Organization, 2.5 billion people eat Laree food every day.

Today, people may purchase Laree food for a number of reasons, such as to obtain reasonably priced and flavorful food in a sociable setting, to experience ethnic cuisines and also for nostalgia. Historically, in places such as ancient Rome, Laree food was purchased because the urban poor did not have kitchens in their homes.

IndexTerms - Laree Food, Exploratory Factor Analysis

I. INTRODUCTION

Small fried fish were a Laree food in ancient Greece, although Theophrastus held the custom of Laree food in low regard. Evidence of a large number of Laree food vendors were discovered during the excavation of Pompeii. Laree food was widely utilized by poor urban residents of ancient Rome whose tenement homes did not have ovens or hearths, with chickpea soup being one of the common meals, along with bread and grain paste. In ancient China, where Laree foods generally catered to the poor, wealthy residents would send servants to buy Laree foods and bring meals back for their masters to eat in their homes.

A traveling Florentine reported in the late 1300s that in Cairo, people carried picnic cloths made of raw hide to spread on the Larees and eat their meals of lamb kebabs, rice and fritters that they had purchased from Laree vendors. In Renaissance Turkey, many crossroads saw vendors selling "fragrant bites of hot meat", including chicken and lamb that had been spit roasted.

French fries probably originated as a Laree food consisting of fried strips of potato in Paris in the 1840s. Cracker Jack started as one of many Laree food exhibits at the Columbian Exposition. Laree foods in Victorian London included tripe, pea soup, pea pods in butter, whelk, prawns and jellied eels.

Originally brought to Japan by Chinese immigrants about a hundred years ago, ramen began as a Laree food for laborers and students, but soon became a "national dish" and even acquired regional variations. The Laree food culture of South East Asia today was heavily influenced by coolie workers imported from China during the late 1800s. In Thailand, although Laree food did not become popular among native Thai people until the early 1960s when the urban population began to grow rapidly, by the 1970s it had "displaced home-cooking."

II. REVIEW OF LITERATURE

According to Janie and Marie (2013), food vendors are poor, illiterate with little knowledge of how to handle food safely, maintain clean environment, sanitation and hygiene or lack knowledge on aspects such as food display modes, service, hand wash, procurement and potable water. Chakravarthy (2013) states that food is a biological product and supports many microorganisms such as aerobic bacteria, E.coli bacteria and pathogens responsible for diseases such as diarrhoea. Chemical additives such as colourants and preservatives also routinely contaminate food (Nurudeen et al., 2014). Brown et al., (2010) point out that poor hygiene of food vendors, faulty holding and inappropriate processing methods are also responsible for street food contamination. (Khairuzzaman et al., 2014) said the foods are prepared and sold in environmentally unhygienic conditions. Foods may not be protected from flies and dust and sold in unsanitary locations with the vending carts located on footpaths, near drains or sewerage. It may be therefore concluded that microbiological, chemical and lack of personal and environmental hygiene are the main causes of street food contamination. To reduce the incidence of food borne diseases, the World Health Organization in 2006 established 5 points for food hygiene. These include (i) keeping food clean, (ii) separation of raw and cooked foods, (iii) thorough cooking, (iv) maintaining safe temperatures and (v) using water and raw food material that is safe (WHO, 2006). These basic five principles must be practiced to prevent food related diseases. It may be inferred that these five principles extend to street food as well. (Maung et.al, 2012) did a study that concluded that the food safety training program improved in the categories of Knowledge and Attitude only. This suggested that health educations in addition to supportive measures such as financial assistance and continuous monitoring are necessary to improve the food safety practices and the personal hygiene of vendors.

III. METHODOLOGY

PROBLEM STATEMENT

In a country like India, there are many people who have positive image about Laree Food and there are many people who have either bad experiences with Laree due to health-related issues or having negative image for the Laree Food. So, here in this report I have tried to study the attitudes Consumers towards Laree Food.

RESEARH OBJECTIVES:

- To study laree food eating behaviour.
- To study attitude of consumers towards laree food.
- To study factors affecting consumer attitude towards laree food.
- To study significant difference among various categories of occupation, age and gender with respect to attitude towards laree food.

- To study significant association between frequency of purchase and gender.
- To study various types of consumers with respect to attitude towards laree food.

RESEARCH HYPOTHESES

- H0: 1: There is no significant difference among various categories of occupation with respect to their attitude towards laree food.
 H0: 2: There is no significant difference among various categories of ages with respect to their attitude towards laree food.
 H0: 3: There is no significant difference among various categories of gender with respect to their attitude towards laree food.
 H0: 4: There is no significant association between various categories of gender and their frequency of consuming laree food.
 H0: 5: There is no significant association between various categories of gender and amount spent by them on laree food.
 H0: 6: There is no significant association between various categories of gender and their favourite laree food.
 H0: 7: There is some statistically significant difference between various categories of occupation and factor scores of factors affecting attitude towards laree food.

RESEARCH DESIGN & SAMPLING DESIGN

- After framing the Problem statement, I used the Descriptive – Cross-sectional Research design. It describes the phenomena under study. Now research design becomes descriptive cross sectional as it will now study the attitudes towards Laree Food of consumers.
- Sample Unit: Consumer who consume Laree Food
- Sample Size: 449
- Sampling Method: Non-Probability Convenience Sampling

DATA COLLECTION

Primary data were collected through Google forms via structured e-questionnaire. The secondary data for the survey was collected from the brochures, books, journals, websites etc. For the research I have selected the method of “E-Survey” with the consumers. Research instrument: Questionnaire was used as a means of Data Collection and as a research instrument. The Questionnaire was mainly consisting of different kinds of questions which are as follows.

- Interval Scale Questions (Various scales such as Strongly Agree to Strongly Disagreed type)
- Single Choice Question
- Dichotomous Questions (Yes / No Type)

IV. DATA ANALYSIS & INTERPRETATION

Sample Profile

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	255	56.8	56.8	56.8
	Female	194	43.2	43.2	100.0
	Total	449	100.0	100.0	
Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Salaried	121	26.9	26.9	26.9
	Business Person	36	8.0	8.0	35.0
	Student	260	57.9	57.9	92.9
	Self-Employed / Professional	32	7.1	7.1	100.0
	Total	449	100.0	100.0	
Age (Ordinal)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 18	35	7.8	7.8	7.8
	18-28	328	73.1	73.1	80.8
	29-38	67	14.9	14.9	95.8
	39-48	13	2.9	2.9	98.7
	More than 48	6	1.3	1.3	100.0
	Total	449	100.0	100.0	

Table Sample profile of the respondents Source: SPSS Ouput

Street Food Eating Behaviour

Do you prefer Laree Food?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	386	86.0	86.0	86.0
	No	63	14.0	14.0	100.0
	Total	449	100.0	100.0	
Reason for not preferring Laree Food					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I think it is unhygienic	27	6.0	42.9	42.9
	Food quality is poor	20	4.5	31.7	74.6
	It may cause diseases	16	3.6	25.4	100.0
	Total	63	14.0	100.0	
Missing	System	386	86.0		
Total		449	100.0		
Frequency of Consumption					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a month	149	33.2	33.2	33.2
	Twice a month	100	22.3	22.3	55.5
	Thrice a month	74	16.5	16.5	71.9
	More than thrice a month	105	23.4	23.4	95.3
	Everyday	21	4.7	4.7	100.0
	Total	449	100.0	100.0	
Amount Spent on Laree Food					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than Rs. 100	195	43.4	43.4	43.4
	Rs. 100 to Rs. 300	178	39.6	39.6	83.1
	Rs. 300 to Rs. 500	58	12.9	12.9	96.0
	More than Rs. 500	18	4.0	4.0	100.0
	Total	449	100.0	100.0	
Most preferred Laree Food					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chaat	34	7.6	7.6	7.6
	Chinese Food	68	15.1	15.1	22.7
	Bhel	11	2.4	2.4	25.2

	Pani Puri	168	37.4	37.4	62.6
	Pav Bhaji	27	6.0	6.0	68.6
	Vada Pav	54	12.0	12.0	80.6
	Pizzas,Sandwiches and Burgers	29	6.5	6.5	87.1
	Eggs and related items	48	10.7	10.7	97.8
	Poha	10	2.2	2.2	100.0
	Total	449	100.0	100.0	

Most important reason to prefer laree food

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Refreshment	46	10.2	10.2	10.2
	It is customised	26	5.8	5.8	16.0
	It is tasty	257	57.2	57.2	73.3
	It is cheaper	49	10.9	10.9	84.2
	It is time saving	34	7.6	7.6	91.8
	Hot / Fresh	37	8.2	8.2	100.0
	Total	449	100.0	100.0	

Attitude towards Laree Food**Descriptive Statistics**

	N	Mean	SD	SD ²	Skewness
Laree Food is very unhygienic food	449	3.05	1.118	1.250	-.092
Eating Laree Food diminishes my social status	449	1.98	1.125	1.265	.984
I feel shy standing by a Laree and having a dish on it	449	1.94	1.194	1.425	1.181
Inferior raw material is used while they prepare food	449	3.11	1.091	1.189	-.016
It becomes very uncomfortable eating on Laree because of poor seating arrangements	449	3.06	1.310	1.717	-.129
Laree food is almost all the time hot & fresh	449	3.16	1.125	1.266	-.163
Laree food is very tasty	449	3.96	.944	.892	-.840
Laree food gives me maximum visibility of what is being cooking	449	3.67	1.105	1.221	-.722
Laree food is tailored / customized food	449	3.49	1.009	1.018	-.351
Laree food is mouth watering	449	3.78	1.033	1.068	-.636
Eating Laree Food results in spoiling health almost all the time	449	2.94	1.143	1.307	.154
Laree food saves time as they provide quick service	449	3.78	.940	.884	-.739
Laree food gives me value for money	449	3.63	1.062	1.128	-.568
Laree food does have superior quality	449	3.05	.991	.982	-.117
Laree food offers much variety	449	3.69	1.047	1.096	-.642

Exploratory factors analysis was performed on 15 different statements showing attitude towards laree food.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.820
Bartlett's Test of Sphericity	Approx. Chi-Square	1768.143
	df	105
	Sig.	.000

Source: SPSS Output

Before applying factor analysis, first the value of KMO which measure whether distribution of values is adequate for conducting factor analysis is considered. **Kaiser** designates levels. A measure >0.9 is marvellous, >0.8 is meritorious, >0.7 is middling, >0.6 is mediocre, >0.5 is miserable, and <0.5 is unacceptable. In this case 0.820, this is meritorious.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.047	26.981	26.981	4.047	26.981	26.981	2.593	17.288	17.288
2	2.330	15.531	42.512	2.330	15.531	42.512	2.243	14.955	32.243
3	1.305	8.697	51.209	1.305	8.697	51.209	1.781	11.874	44.117
4	.910	6.068	57.276	.910	6.068	57.276	1.652	11.012	55.129
5	.828	5.517	62.794	.828	5.517	62.794	1.150	7.665	62.794
6	.760	5.069	67.863						
7	.738	4.918	72.781						
8	.714	4.757	77.538						
9	.674	4.490	82.028						
10	.556	3.708	85.736						
11	.498	3.322	89.057						
12	.492	3.281	92.339						
13	.451	3.008	95.347						
14	.399	2.659	98.006						
15	.299	1.994	100.000						



Rotated Component Matrix ^a					
	Component				
	1	2	3	4	5
S12	.803				
S9	.747				
S13	.641				
S8	.617				
S7	.521				
S10					
S1		.771			
S4		.714			
S11		.671			
S5		.613			
S3			.861		
S2			.827		
S14				.716	
S6				.634	
S15					.852

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 8 iterations.

Final Factors-Items Combination (Laree Food Items)

Laree food saves time as they provide quick service	0.803	FACTOR 1 UTILITY OF LAREE FOOD
Laree food is tailored / customized food	0.747	
Laree food gives me value for money	0.641	
Laree food gives me maximum visibility of what is being cooking	0.617	
Laree food is very tasty	0.521	
Laree Food is very unhygienic food	0.771	FACTOR 2 CONCERN FOR HEALTH & HYGIENE
Inferior raw material is used while they prepare food	0.714	
Eating Laree Food results in spoiling health almost all the time	0.671	
It becomes very uncomfortable eating on Laree because of poor seating arrangements	0.613	
I feel shy standing by a Laree and having a dish on it	0.861	FACTOR 3 SOCIAL CONCERN
Eating Laree Food diminishes my social status	0.827	
Laree food does have superior quality	0.716	FACTOR 4 Quality
Laree food is almost all the time hot & fresh	0.634	
Laree food offers much variety	0.852	FACTOR 5 Variety

Significant Difference among various categories of occupation and average scores of attitudes (Kruskal Wallis-H Test)

Ho: There is no statistically significant difference among mean ranks of various categories of occupation and average scores of attitude towards laree food.

H1: There is statistically significant difference among mean ranks of various categories of occupation and average scores of attitude towards laree food.

Variables: Occupation categories (Nominal) and Average score of attitude towards Laree food (Interval)

Level of Significance: 5%

Confidence level: 95%

Analysed through: Kruskal Wallis-H Test

Ranks			
Occupation		N	Mean Rank
Average Score of Attitudes	Salaried	121	222.09
	Business Person	36	206.01

	Student	260	232.73
	Self-Employed / Professional	32	194.59
	Total	449	

Source: SPSS Output

Test Statistics ^{a,b}	
	Average Score of Attitudes
Chi-Square	3.522
df	3
Asymp. Sig.	.318
a. Kruskal Wallis Test	
b. Grouping Variable: Occupation	

Source: SPSS Output

p-value: 0.318 (Insignificant)

Result of the test: We failed to reject Null Hypotheses

Interpretation: There is no significant difference among various categories of occupation with respect to their attitude towards laree food. In other words, all categories of occupation have similar attitude towards laree food.

Significant Difference among various categories of age and average scores of attitudes (Kruskal Wallis-H Test)

Ho: There is no statistically significant difference among mean ranks of various categories of age and average scores of attitude towards laree food.

H1: There is statistically significant difference among mean ranks of various categories of age and average scores of attitude towards laree food.

Variables: age categories (Ordinal) and Average score of attitude towards Laree food (Interval)

Level of Significance: 5%

Confidence level: 95%

Analysed through: Kruskal Wallis-H Test

Ranks			
Age (Ordinal)		N	Mean Rank
Average Score of Attitudes	Less than 18	35	232.14
	18-28	328	223.90
	29-38	67	241.19
	39-48	13	186.31
	More than 48	6	146.50
	Total	449	

Source: SPSS Output

Test Statistics ^{a,b}	
	Average Score of Attitudes
Chi-Square	4.538
df	4
Asymp. Sig.	.338
a. Kruskal Wallis Test	
b. Grouping Variable: Age (Ordinal)	

Source: SPSS Output

p-value: 0.338 (Insignificant)

Result of the test: We failed to reject Null Hypotheses

Interpretation: There is no significant difference among various categories of ages with respect to their attitude towards laree food. In other words, all categories of ages have similar attitude towards laree food.

Significant Difference among various categories of gender and average scores of attitudes (Mann Whitney U-Test)

Ho: There is no statistically significant difference among mean ranks of various categories of gender and average scores of attitude towards laree food.

H1: There is statistically significant difference among mean ranks of various categories of gender and average scores of attitude towards laree food.

Variables: gender (Nominal) and Average score of attitude towards Laree food (Interval)

Level of Significance: 5%

Confidence level: 95%

Analysed through: Mann Whitney U-Test

Ranks				
		N	Mean Rank	Sum of Ranks
Average Score of Attitudes	Male	255	235.32	60005.50
	Female	194	211.44	41019.50
	Total	449		

Source: SPSS Output

Test Statistics ^a	
	Average Score of Attitudes
Mann-Whitney U	22104.500
Wilcoxon W	41019.500
Z	-1.934
Asymp. Sig. (2-tailed)	.053

a. Grouping Variable: Gender

Source: SPSS Output

p-value: 0.053 (Insignificant)

Result of the test: We failed to reject Null Hypotheses

Interpretation: There is no significant difference among various categories of gender with respect to their attitude towards laree food. In other words, both categories of gender i.e. Male and Female have similar attitude towards laree food.

Significant association between various categories of gender and frequency of consuming laree food (Pearson Chi-Square Test)

Ho: There is no statistically significant association between categories of gender and their frequency of consuming laree food.

H1: There is no statistically significant association between categories of gender and their frequency of consuming laree food.

Variables: gender (Nominal) and frequency of consuming laree food (Nomianl)

Level of Significance: 5%

Confidence level: 95%

Analysed through: Pearson Chi-Square

Gender * Frequency of Consumption Crosstabulation							
Count		Frequency of Consumption					Total
		Once a month	Twice a month	Thrice a month	More than thrice a month	Everyday	
Gender	Male	73	56	35	73	18	255
	Female	76	44	39	32	3	194
Total		149	100	74	105	21	449

Source: SPSS Output

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.532 ^a	4	.000
Likelihood Ratio	21.738	4	.000
Linear-by-Linear Association	13.406	1	.000
N of Valid Cases	449		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.07.

Source: SPSS Output

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.209	.000
N of Valid Cases		449	

Source: SPSS Output

p-value: 0.000 (Significant)**Result of the test:** We reject Null Hypotheses**Interpretation:** There is significant association between various categories of gender and their frequency of consuming laree food. Contingency coefficient 0.209 indicates moderate strength of association and that too is significant.**Significant association between various categories of gender and amount spent on laree food (Pearson Chi-Square Test)****Ho:** There is no statistically significant association between categories of gender and amount spent by them consuming laree food.**H1:** There is statistically significant association between categories of gender and amount spent by them consuming laree food.**Variables:** gender (Nominal) and amount spent by them on laree food (Nominal)**Level of Significance:** 5%**Confidence level:** 95%**Analysed through:** Pearson Chi-Square

Gender * Amount Spent on Laree Food Crosstabulation						
Count		Amount Spent on Laree Food				
		Less than Rs. 100	Rs. 100 to Rs. 300	Rs. 300 to Rs. 500	More than Rs. 500	Total
Gender	Male	105	98	39	13	255
	Female	90	80	19	5	194
Total		195	178	58	18	449

Source: SPSS Output

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.236 ^a	3	.155
Likelihood Ratio	5.388	3	.145
Linear-by-Linear Association	4.054	1	.044
N of Valid Cases	449		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.78.

Source: SPSS Output

p-value: 0.155 (Insignificant)**Result of the test:** We failed to reject Null Hypotheses**Interpretation:** There is no significant association between various categories of gender and amount spent by them on laree food.**Significant association between various categories of gender and their favourite laree food (Pearson Chi-Square Test)****Ho:** There is no statistically significant association between categories of gender and various categories of their favourite laree food.**H1:** There is statistically significant association between categories of gender and various categories of their favourite laree food.**Variables:** gender (Nominal) and various categories of laree food (Nominal)**Level of Significance:** 5%**Confidence level:** 95%**Analysed through:** Pearson Chi-Square

Most preferred Laree Food * Gender Crosstabulation				
Count		Gender		
		Male	Female	Total
Most preferred Laree Food	Chaat	23	11	34
	Chinese Food	33	35	68
	Bhel	9	2	11
	Pani Puri	65	103	168
	Pav Bhaji	16	11	27
	Vada Pav	37	17	54
	Pizzas,Sandwiches and Burgers	21	8	29
	Eggs and related items	41	7	48
	Poha	10	0	10
Total		255	194	449

Source: SPSS Output

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	58.378 ^a	8	.000
Likelihood Ratio	64.646	8	.000
Linear-by-Linear Association	20.613	1	.000
N of Valid Cases	449		

a. 2 cells (11.1%) have expected count less than 5. The minimum expected count is 4.32.

Source: SPSS Output

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.339	.000
N of Valid Cases		449	

Source: SPSS Output

p-value: 0.000 (Significant)**Result of the test:** We to reject Null Hypotheses**Interpretation:** There is some significant association between various categories of gender and their favourite laree food. In other words, when gender gets changed, their favourite laree food also gets changed.**Significant Difference among various categories of occupation and factor no. 2 (Concern for Health and Hygiene) (One Way ANOVA with LSD Post Hoc)****Ho:** There is no statistically significant difference among mean scores of various categories of occupation and factor scores factor 2 i.e. Concern for Health and Hygiene.**H1:** There is no statistically significant difference among mean scores of various categories of occupation and factor scores factor 2 i.e. Concern for Health and Hygiene.**Variables:** occupation (Nominal) and factor scores of Factor no. 2 (Interval)**Level of Significance:** 5%**Confidence level:** 95%**Analysed through:** One Way ANOVA with LSD Post Hoc

Descriptives								
REGR factor score 2 for analysis 1								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Salaried	121	-.2197730	1.01773768	.09252161	-.4029593	-.0365866	-2.81897	1.93357
Business Person	36	.0174808	1.04141147	.17356858	-.3348821	.3698438	-2.57264	2.30177
Student	260	.1179336	.99076304	.06144452	-.0030609	.2389280	-2.37533	2.81584
Self-Employed / Professional	32	-.1468597	.82983425	.14669536	-.4460468	.1523275	-1.68384	2.23580
Total	449	.0000000	1.00000000	.04719292	-.0927470	.0927470	-2.81897	2.81584

Source: SPSS Output

Test of Homogeneity of Variances			
REGR factor score 2 for analysis 1			
Levene Statistic		df1	df2
.606		3	445
			Sig.
			<u>.612</u>

Source: SPSS Output

ANOVA					
REGR factor score 2 for analysis 1					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.162	3	3.387	3.443	<u>.017</u>
Within Groups	437.838	445	.984		
Total	448.000	448			

Source: SPSS Output

Post Hoc Tests						
Multiple Comparisons						
Dependent Variable:	REGR factor score 2 for analysis 1					
LSD						
(I) Occupation		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Salaried	Business Person	-.23725381	.18831408	.208	-.6073492	.1328416
	Student	<u>-.33770653*</u>	<u>.10915912</u>	<u>.002</u>	<u>-.5522379</u>	<u>-.1231751</u>
	Self-Employed / Professional	-.07291328	.19717640	.712	-.4604259	.3145993
Business Person	Salaried	.23725381	.18831408	.208	-.1328416	.6073492
	Student	-.10045272	.17639441	.569	-.4471223	.2462168
	Self-Employed / Professional	.16434053	.24099338	.496	-.3092860	.6379670
Student	Salaried	<u>.33770653*</u>	<u>.10915912</u>	<u>.002</u>	<u>.1231751</u>	<u>.5522379</u>
	Business Person	.10045272	.17639441	.569	-.2462168	.4471223
	Self-Employed / Professional	.26479325	.18582608	.155	-.1004125	.6299989
Self-Employed / Professional	Salaried	.07291328	.19717640	.712	-.3145993	.4604259
	Business Person	-.16434053	.24099338	.496	-.6379670	.3092860
	Student	-.26479325	.18582608	.155	-.6299989	.1004125

*. The mean difference is significant at the 0.05 level.

V. CONCLUSION

Majority of respondents prefer to have laree food and that too because it is tasty. Pani Puri is mostly preferred laree food of all. Attitude towards laree food is same irrespective of their gender, occupation and age. Conversely, their frequency of consuming has some association with gender. Even most preferred laree food also depends on gender of the respondents. Three major segments of consumers were found; laree food lovers, haters and indifferent consumers. Utility of laree food, Concern for health and hygiene, Social Concern, Quality and Variety are some of the important factors that affect attitude towards laree food. 86% consumers prefer laree food but 14% do not. Out of 14% respondents who do not like laree food; 6% respondents do not like it because they think it is unhygienic, 4.5% respondents think its quality is poor and 3.6 respondents feel that it causes diseases. Out of 449 respondents, 33.2% respondents consume laree food once a month, 23.4% respondent consume it more than thrice a month, 22.3% respondents consume it twice a month, only 4.7% respondent's consumer it every day. Out of 449 respondents, 43.4% respondents spend less than Rs.100 in a week, 39.6% respondents spend Rs. 100 to Rs. 300 per week and only 4% respondents spend more than Rs. 500 a week.

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