



An Empirical Study on Consumer Preference for street food: With Reference to Jaipur Rajasthan

**Sandeep Saxena, Naveen Sharma, Manish Shrivastava, Praveen Sharma,
Umang Bhartwal**

School of Hotel Management, Suresh Gyan Vihar University, Jaipur
International School of Business Management, Suresh Gyan Vihar University, Jaipur

Corresponding Author: Sandeep.saxena@mygyanvihar.com

DOI: 10.48047/ecb/2023.12.si4.1603

Abstract

Street foods are generally sold from the venues that are not permanent and even they are not organized in nature i.e., vendors use to sell food items at the road pavements and busy streets of the city, both in rural and urban areas. The cost of such food is not comparable and static in nature. As we take the example of street food in Jaipur, Pandit Pav Bhaji and Sahu Kulfi are the two establishments who use to sell food items of different nature, as a matter of fact these two names are used as a freely available brand names i.e., same food items being sold by different vendors under the same brand name. Street food of Jaipur is popular among the tourists as well, this present study will try to evaluate the consumer behavior of tourist for street food in Jaipur, sample size of the study will be 200 and the study will be descriptive in nature.

Keywords: Street Food, Consumer Behavior, Road Pavements, Kulfi, Rural, Urban

Introduction

We are living in the age where people have all the resources except time, situation is more complex in the urban areas; today we do not have time for things which have been remained the integral part of our life in the past, like quality time with family, reading, playing, etc. cooking of food is one of them. Most of the people living in urban areas are inclined to cooked meals i.e. they want to save time from cooking and preparing food. This gives rise to a major set of

customers who are looking forward to fast-food and street food, it is also called as ready to eat food, although the nutritional value of such food is questionable but then again people use to prefer them because they save time and taste is suited to the appetite of the users. This set of customers belong to different social and economic sections of the society. Consumer appeal for a ready-to-eat product is forecasted to grow rapidly over the next 5 years as consumers demand convenient snacks with exciting sensory and textual properties (**Brennam et al., 2013**).

Street food is also called as 'Ready to Eat' meals and include different types of food items, snacks, beverages, etc. such ready to eat food is being sold by the vendors, hawkers, etc. many of these sellers are either static or moving and generally found in all the public places. **FAO (2011)** Places like Bus Stands, busy markets, railway stations, schools, etc. are flooded with such vendors. **CI (2015)** many of the previous studies have stated that the main factors responsible for increasing the number of street food vendors are increasing legitimate unemployment, increasing demand of cooked food, increasing demand of culinary items at door steps, geographic movement of people for different reasons, etc. (**Maxwell et al., 2016; Cohen, 2015; Draper, 2010**) The expansion of street food trade has also been due to the substantial demand for food services not met by the formal sector of restaurants; canteens and other eating places (**Delisle, 1990; Maxwell et al., 2000**)

As per the estimate of **FAO (2017)** more than 2 billion people use to consume street food on daily basis and most of such consumers are the residents of developing countries. People doing job outside their native place, people with touring job, tourists, etc. are the main consumer of such foods and even they look forward to taste of local cuisine of the places they visit. A study by Ayo et al., (2012) indicate that those who are

highly educated are less likely to consume street food because they understand the importance of healthy living and are more likely to obtain, process, interpret, and apply knowledge that shapes nutritional or dieting practices.

Street foods are generally sold from the venues that are not permanent and even they are not organized in nature i.e., vendors use to sell food items at the road pavements and busy streets of the city, both in rural and urban areas. The cost of such food is not comparable and static in

nature. As we take the example of street food in Jaipur, Pandit Pav Bhaji and Sahu Kulfi are the two establishments who use to sell food items of different nature, as a matter of fact these two names are used as a freely available brand names i.e., same food items being sold by different vendors under the same brand name.

Type of Street Vendors

A street vendor is broadly defined as a person who offers goods for sale to the public at large without having a permanent built-up structure from which to sell (National Association of Street Vendors of India – (NASVI, 2014).

- **Pottery:** Vendors who usually sell their commodities sitting on the ground for an extended period.
- **Larry:** Vendors who basically mobile vendors are selling items like vegetables, fruits and so on.
- **Mobile:** In terms of mobility vendors can be classified as Mobile that moves from one place to another on the same day; Generally, younger men and women are involved in this type; Mobile vendors deal with both semi and non-perishable products; Vendors sell to other hawkers or small shops and consumers; Mobile vendors are small-scale wholesalers.
- **Semi-Static Units:** The vendors erect a structure which is removed at the end of the day.
- **Static Units:** Static which is more like a stall or Gumti that is used for selling commodities or providing services and fixed in a particular location.

Table 1: Street Vendors Population in India

Country/State/City	Total Population	No. of Street Vendors
India	1.324 billion	10 million
Delhi	18.98 million	4,50,000
Mumbai	18.41 million	2,50,000
Ahmedabad	5.571 million	1,00,000
Kolkata	4.497 million	1,50,000
Jaipur	4.462 million	40,000

Source: (National Association of Street Vendors of India – NASVI, 2020)

The significance of street food is multifold, street food expresses the wealth as well the strength of a country, eating habits and social rules. It filters many events through religious, sacral, business, protest, and many other manifestations and events. Street food is doubtless an expression of cultural identity, both in the place of permanent residence and outside it, which makes it a multifunctional gastronomic product through which it is possible to get to know the variety of cultures. As stated above the nutrition value of the street food is low, it can also be stated that the street vendors used to offer food items at low price and to some extent they compromise with the quality of the food they are offering. The good and different taste of such food items use to attract the people along with the knowledge that these items are not good for their health if consumed on regular basis. As the street food is generally inexpensive, readily available, meets the need of immediate hunger, and provides vendors with a source of income it needs to be recognized that street foods contribute to individual and to household food security (Steyn et al, 2011).

Table 4: SEWA (All - India Membership of the Year 2021)

State	Members
Gujarat	6,99,194
Bihar	86,000
Murshidabad	12,000
Delhi	26,000
Madhya Pradesh	3,50,490
Uttar Pradesh	1,00,450
Kerala	18,000
Dehradun	15,000
Rajasthan	25,200
Maharashtra	710
Assam	746
Meghalaya	530
Nagaland	1,960
Jammu and Kashmir	315
Odisha	3,826
Total	13,39,621

Source: (Self Employed Women's Association, 2021)

Most of the street food consumers are richer in cultural than in economic capital, and therefore they are led to an ascetic consumption of necessity in all domains. People use to look forward to the taste irrespective of the price charged i.e., in many of the cases vendors used to charge high price of culinary items, for example ‘Laal Maans’ and ‘Bejhad Roti’ in Jaipur. One of the advantages of the street food culture is that it stimulates the use and demand of traditional foods and agricultural produce which may otherwise be overtaken by Westernization of diet. Because street food is generally inexpensive, readily available, meets the need of immediate hunger, and provides vendors with a source of income it needs to be recognized that street foods contribute to individual and to household food security.

This present study will evaluate the inclination and behavior of consumers for street food being sold in the city of Jaipur, Rajasthan.

Literature Review

Chakravarty (2017), the author conducted a study on the consumer behavior against “Street Foods in Kolkata” around 1000 consumers were taken as sample and 250 street vendors of Kolkata were included in the study. Street food vendors from locations like College Square, the Sealdah area, Dalhousie Square and the Gariahat shopping were considered for the study and even some of the residential areas were also considered for the same. Findings of the study stated that about 40% of the consumers purchased street foods on a daily basis and spent around Rs. 400 on street food in a month. Study also stated that most of the selected vendors were commuters i.e., they are not static in nature. They often carried their wares by train, travelling distances of 25 to 30 kms on a given day. About 75% were not members of any street vendor union and more than 40% were willing to move to hawking zones but expected a proper location.

Bhowmik (2012), The author conducted a survey on “Urban Responses to Street Trading: India”, this survey included seven major cities of the country i.e., Mumbai, Ahmedabad, Kolkata, Imphal, Patna, Jaipur and Bhubaneswar. The findings of the study stated that apart from Kolkata all the Municipal corporation use to issue license street food vendors, mostly static ones. This is not an essential condition for the vendors who use to move from one place to another and sell their food items. As a matter of fact, there are benefits of getting the license i.e., to get loan

from wholesalers, fixed and designated place of selling, easy for the customers to find vendors, etc. but then again process of taking license is complicated and time consuming hence most of the vendors avoid taking such license. The study also revealed that the female street vendors in these cities were subjected to all forms of harassment by the police and the municipal authorities as they do not process licenses.

Sharit (2014) conducted a study on the topic “Hawkers and the Urban Informal Sector: A Study of Street Vending in Seven Cities”, this study was conducted on the 2000 street vendors from cities like Mumbai, Ahmedabad, Calcutta, Imphal, Patna, Bhubaneswar and Bangalore. Findings of the study stated that in the urban areas’ street vendors use to face a number of problems including female vendors. In most of the cases officials from municipal corporation and police officers use to harass them physically and monetarily. The worst situation was found in Patna, Bihar where bribe is taken openly from the street vendors and even, they have to offer free food to the officials as well.

ICHRL (India Centre for Human Rights and Lawi) (2020) studied the problems of street vendors at railway stations in Mumbai through its paper on “Disability and Right to Employment”. The study based on 315 blind street vendors revealed that majority of them were blind from their childhood and most of them were educated up to 9th standard, most of them were more than 10 years in trade and experienced a fall in income during monsoon due to unfavorable weather. Many sold several goods according to season. Most of them preferred to sell in local trains and rail over bridges. About 56.83% were aware of government schemes and its accessibility. Most of them have chosen this employment option as they had no other job available in private and public sector.

Nelson et al (2007) conducted a study on the ‘Street Vending and the use of Urban Public Space in Kumasi, Ghana’ based on the issue of finding appropriate location of street vendors. Findings of the study stated that the availability of customers, cost effectiveness and limited options were the main reason for choosing the location.

Indira, (2014) Several laws and municipal regulations are consistently concocted to control road vendors as a way for city governments across the world to fight urban space battles with street

vendors. Whenever eviction drives are conducted their goods are impounded or wrecked. It is necessary to manage street vendors into unions that allow vendors to continue their activities to address the urban challenge. The government of India published a national policy on street vendors in 2009 and the informal workforce in India is estimated to be about 370 million workers nearly 93% of the total workforce.

Objectives of the Study

The main objective of the study is to evaluate the consumer behavior of tourists for street food in the pink city of Jaipur, Rajasthan.

Hypothesis of the Study

The hypothesis of the study is as follows:

H₀: The domestic tourists visiting Jaipur use to prefer street food more as compared to regular cuisine.

H₁: The domestic tourists visiting Jaipur do not use to prefer street food more as compared to regular cuisine.

Research Methodology

As per the demand of objectives and hypothesis of the study, the researcher had considered descriptive research design i.e., most part of this study is based on primary data collected from the domestic tourists visiting Jaipur as a tourist destination. Then on the other hand secondary data is being used to a substantial level. Most of the data was collected from the urban part of the city and rural areas are not much explored. As this study is based on the evaluation of consumer behavior of tourists for street food, hence the researcher considered primary and secondary data both.

Sampling

Total 200 respondents were selected on random basis from different parts of the city, the demographic restriction were as follows:

- More than 25 years of age
- Minimum 10th passed
- Married
- Essentially does not belong to Jaipur

Tools used

For the collection of data, the researcher has used a detailed questionnaire including questions based on scale, then some of the questions are of multiple choice, direct, dichotomous nature. This questionnaire was exercised with the respondents with their consent looking at the availability of their time.

Then for the analysis of data the researcher has applied ANOVA (One way) on the collected data, this test was used as the researcher wants to find the variation in responses of the sample units. All the responses were categorized and tested accordingly.

The researcher has used SPSS Ver. 22.0 to perform the tests.

Data Analysis and Interpretation

On the above given lines of study, the researcher has collected the data and respective tests were performed on the same. Detailed analysis and interpretation of collected is given below.

Table 3: Result of One Way ANOVA

	F	Sign.
On the Basis of Age		
Standard of Hygiene is good	4.557	4.993
Pace of Service is fast	5.778	6.227
Price is affordable	.628	.749

Assortment is fine	2.007	2.518
Location is easy to reach	.784	.493
Presentation is good	3.417	.829
Vendor is courteous	1.543	2.321
On the Basis of Experience		
Standard of Hygiene is good	1.998	0.553
Pace of Service is fast	1.448	1.983
Price is affordable	1.227	2.887
Assortment is fine	2.583	1.403
Location is easy to reach	1.676	2.510
Presentation is good	2.772	1.903
Vendor is courteous	2.552	1.783
On the Basis of Gender		
Standard of Hygiene is good	1.508	0.676
Pace of Service is fast	2.531	3.229
Price is affordable	3.674	2.677
Assortment is fine	4.005	4.408
Location is easy to reach	2.489	3.710
Presentation is good	3.107	2.883
Vendor is courteous	3.735	2.182
On the Basis of Gender		

Standard of Hygiene is good	2.551	1.491
Pace of Service is fast	2.114	1.993
Price is affordable	6.994	7.887
Assortment is fine	5.004	4.537
Location is easy to reach	2.214	2.344
Presentation is good	1.772	2.448
Vendor is courteous	1.463	1.509

Interpretation

As can be seen from the above table of results gained from One Way ANOVA test, in most of the cases i.e., on the basis of gender, experience, age, etc. most of the tourist were satisfied with the street food being served at different location of Jaipur city. Rather in some of the cases the tourists were not agreed to the point in question, like the issues of hygiene, behavior of vendor and presentation of food.

On the basis of age, tourists stated that they have heard a lot about the culinary presentation of Jaipur and while visiting Jaipur they certainly use to visit certain places i.e., the places from where street food is famous. But they were not convinced with the point that they prefer street food over the regular cuisine available. Also, they stated that the hygiene conditions of the street food are not very good and behavior of the vendor is also not courteous.

Then on the experience of the tourists it was found that the tourists visiting Jaipur use to prefer having street food in more quantity as compared to their visit to other tourist places. On the other hand, they also stated that hygiene conditions of the street food are not very good and assortment & presentation is also not very good.

On the basis of gender, it was found that most of the female tourists were preferring street food over the regular cuisine as compared to their male counterparts. They duly complained about the hygiene conditions of the street food but did not care about the assortment and presentation.

Result

On the basis of above analysis and interpretation of data, it can be stated that most of the tourists visiting Jaipur do not prefer street food over the regular cuisine, but still use to have the street food of Jaipur as and when they get the chance. Hence the null hypothesis '*The domestic tourists visiting Jaipur use to prefer street food more as compared to regular cuisine.*' Is rejected and the alternate hypothesis is accepted.

Conclusion

Street food is mostly sold in the countries with low average income, India is one of them, the variety of such food depends on the socio-economic status of the consumers and their eating habits. The results of the study show that in Jaipur fast food is famous among the local residents and the tourists as well, some of the vendors are doing this business from generation and popular in the country as well, but as far as hygiene conditions, assortment, presentation and behavior of the vendor is concerned, most the people are not satisfied with the same. In some of the cases where tourist visit Jaipur for short period of time, they certainly like to have the popular taste of street food in Jaipur. Street food in Jaipur is very famous, search for a cheaper meal, and at the same time it is a flexibility and ability to discover new tastes and places that an individual is barely acquainted with. It contributes to the authentic gastronomic experience, offering a link between food, place and tourism.

References

1. Bandyopadhyay, R. (2009, 04 25). *Hawkers' Movement in Kolkata, 1975-2007*. West Bengal.
2. Boonjubun, C. (2017, 06). *Conflicts over streets: The eviction of Bangkok Street vendors*. Finland.
3. Indira, D. (2014). *A study on the organizing of street hawking business*. *International Journal of Management and Commerce Innovations*, 9.
4. Mahadevia, D., & Shah, P. (2010). *Welfare Extension by Local State and Social Protection: Surat*. Ahmedabad: An NRC for Ministry of Housing and Urban Poverty Alleviation, Government of India.

5. Reyes, R. M. (2013). *Crime, Street Vendors and the Historical Downtown in Post Giuliani Mexico City. International Journal of Criminology and Sociology.*
6. *National Association of Street Vendors of India – NASVI. (2014). Retrieved from <http://nasvinet.org/newsite/category/about-us/>*
7. Ayo, S. A., Bonabana-Wabbi, J. & Sserunkuuma, D. (2012). Determinants of Fast-Food Consumption in Kampala, Uganda, *African Journal of Food, Agriculture, Nutrition and Development*, 12(5), 6567-6576.
8. CI. (2011). Consumers International. Food ready to eat. <http://www.streetfood.org>. Accessed February 8, 2016.
9. Brennan, A. M., Derbyshire E., Tiwari K. B., Brennan S. C. (2013). Redy-to-eat snake products: the role of extrusion technology in developing consumer aacceptablle and nutritrion snacks. *International Journal of FoodScience & Technology*, 48, 839-902.
10. Cohen, M. (1985). *Women and the Urban Street Food Trade: Some Implications for Policy. Working Paper No. 55. Ford Foundation, New York.*
11. Delisle, H. (1990). *Patterns of Urban Food Consumption in Developing Countries: Perspective from The 1980's. Department de Nutrition, Universite de Montreal. (FAO, Rome, Italy).*
12. Draper, A. (1996) *Street foods in developing countries: The potential for micronutrient fortification. London School of Hygiene and Tropical Medicine. [Accessed 8th February, 2013].*
13. FAO. (2011). *Food and Agriculture Organization, "Selling Street and snack foods," Rural Infrastructure and Agro-Industries Division Food and Agriculture Organization of the United Nations, Rome, 2011.*
14. Freese, E, Romero-Abal ME, Solomons NW. (1998). *The street food culture of Guatemala City: a case study from a down-town, urban park. Arch Latinoam Nutr. 1998;48(2):95– 103.*
15. Maxwell, D., Armar-Klemesu, M., Carol, L., Rue, M., Morris, S. & Clement, A. (2000). *Household spending, consumption and food security: Urban Livelihoods and Food and Nutrition in greater Accra, Ghana. IFPRI Research Report Number 112.*

16. Steyn, N. & Labadarios (2011). Street foods and fast foods: how much do South Africans of different ethnic groups consume? *Ethnicity & Disease*, Volume 21
17. Steyn, N., Labadarios D., Nel H.N. (2011). Factors which influence the consumption of street foods and fast foods in South Africa-a national survey. *Nutrition Journal*, 10:104
18. Wendt, M. & Kinsey, J. (2007). Do Eating Patterns Follow a Cohort or Change Over a Lifetime? Answers Emerging from Literature. (Working Paper 2007-01): The Food Industry Center University of Minnesota: USA.