EVALUATION OF CONSUMER BUYING BEHAVIOR FACTORS FROM STREET FOOD VENDORS

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Abstract:

Purpose: The aim of the paper is to know the factors and evaluate them while buying consumer behavior in regards to food items from the local vendors for their desire to consume at a particular meal time which modernly says that office time and in leisure time with the office peers and family members respectively. With the help of this paper 3At's model is going to be proposed with concern of Street Food Vendors consider by consumer that is At ease, At particular price and At specific longing to have the dish. In the closing of this paper, the expectation of the consumer has explained in regards to Street food vendors.
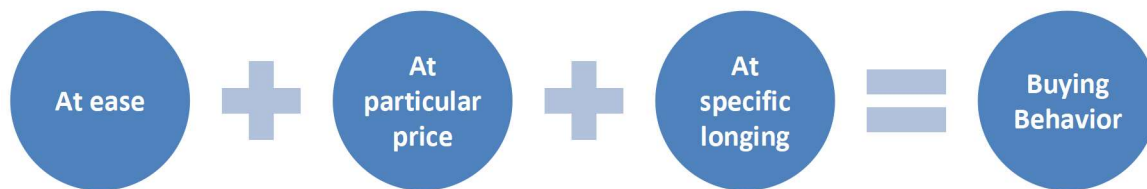
Figure 1: Source : Author

Design/methodology/approach: In concern with literature reviews part of the paper, researcher reviewed and examines journal articles. The reviewed literature shows many aspects related to consumer behaviors in regards to food. The study collected the sampling at stratified modus operandi for the hypothesis test, data presented the meaningful information by run in the SPSS, which analysis information of 245 respondent as consumer. Factors that contribute into 4 A's consider by the consumer for the street food applicable at the food vendors selected for the study after that the parametric and non parametric tools were used to offer the significant result which are easy to understand by the readers and users. It's also helpful for the sustainability of street food vendors forget the good understanding about the consumer.

Research Limitation: Study only focus about the consumer of a particular area who offered the food to the locals and nearby residents. Whereas street food vendors challenges were not considers such as

space, technologies, financial barriers and time management.

Practical Implications: this was exposed that locals consumer hold on to local street food vendors who are into small level of business and offers specific food dishes which are easy to prepare, take less time in preparation and consume without seating to consumer.

Keywords: Consumer Behaviour, Food Vendors, Street Food, Consumer Buying

I. INTRODUCTION

Food is one of the essential for human being to stay alive and healthy. This acts as a fuel for the human body. It's correct to say that every living organism needs food for growth. There are different verities of food consumed by the human being from different outlet such as home, restaurants, coffee shops, fast food, take-away and some time small size of business ventures in form of street food vendors. Many dishes consumed by the consumer whereas small size of business informs of street food vendors offer limited food dishes. And most of the time these food dishes reflect the cultures of the locals. Here, the street food vendors consider seller of the food in small form of business like on wheel, cart, small shops and other form. Street food refers to the food available to the public places and events. Many of the consumers find that street food dishes are tasty at the particular places or seller. This also involves drinks as well as weather classical or modern. People also understand street food and drinks which are sold into market, fairs, street, park or many more public places such as tourist places, religious places and near to leisure places. Recently, it involves the concept of hawker or vendors of food on the stall and food trucks. Few of the specific features involve into dishes like finger food and economical as compare to restaurant. There are many manuscripts shows that street food

coming from the ancient time (Greek Ancient time).

Street food vendors, most of the time sell dishes which are in the form of fritters at breakfast time such as "KACHORIES, SOMASAS, POORI BHAAJI and IDLI steamed items along with many more on road side of the cities and industrial area.

II. LITERATURE REVIEW

This section of the paper reviews the food vendor's articles that widely cover the different dimensional aspect of consumer as locals and tourists.

As per the author, the street food in form of gastronomy showing the significant impact on the consumer as tourist which divided into three form that one is first generation that has keen interests to experience the local dishes , second generation refers to the consumer and producer relationship in way of psychological and the third generation are to know the real feeling of culture and beliefs through the food (Richards, 2015). According to author , five socio-cultural and psychological aspect motivate tourists food eating are recognized: cultural/religious influences, socio-demographic issues, food-related character qualities, experience outcome/precedent occurrence, and motivational cause. The findings further put forward that the motivational factors can be sort out into five main dimensions: extension, pleasure symbolic, obligatory, and contrast (Mak et al., 2012). As per study of author, the intellect of flavor and its accountability in creating a heartrending platform for the consumer will also be examined next to value creation in using up. The study does not state the significance of gastronomy only. Owing meaning is also given for the past, legacy, the consumption actions of the tourist and stakeholders' management skills. The

user will come to appreciate the significance of gastronomy(Genc, 2017). As per the study of the author, the satisfaction of the street food buyer is totally depends upon the few aspect like portion size of the dish, hygiene practices involvement during preparation and serving of the dishes to consumer along with lead time between the order placing and placing of particular dishes.(Mim & Ferdous, 2020). As per the article, there is a affirmative association linking the category of street food. According to the number of Michelin stars and their attractiveness to the number of OTRs, with the satisfaction and well-being of diners, except for a Street Food that is the worst-rated. These result from the demand side can be useful to stakeholders to devise or get better street food dishes and services.(Lin et al., 2022) . As per the author study, show the result into three aspect, first foods are the main motivators of modern resident, (ii) resident income is above average, (iii) resident who visit with a having specific dishes are more likely to consume, in their daily diet, traditional products from the visited destination, generating positive impacts to the destination over the long term. (Di-Clemente et al., 2020)

Sampling: Data collected from the local who covers all the aspect of the demographic factors such as age, gender, profession, level of education, income group and many more. Most of the respondents presented their views through the structured questionnaires that mainly addressed the questions like value for money, significance of time, hygiene factors and other amenities.

III. DATA ANALYSIS/ INTERPRETATION

This part of the study elaborate the numerical concept of the respondents and presented in a graphical as well as table manner which helps viewers' and users to gain the good understanding about the study.

Table1.2: Gender classification of Sample

		Frequency	Present	Valid Present	Cumulative Percentage
Valid	Male	167	68.16	68.16	68.16
	Female	78	31.84	31.84	100
	Total	245	100	100	

Findings & Interpretation: This can be seen from the above table (Table:1.2A) that our respondents 245, male respondents are 167 and female respondent are 78. Thus, out of 100 percent 68,16 are male and remaining are 31.84 % respondent are female.
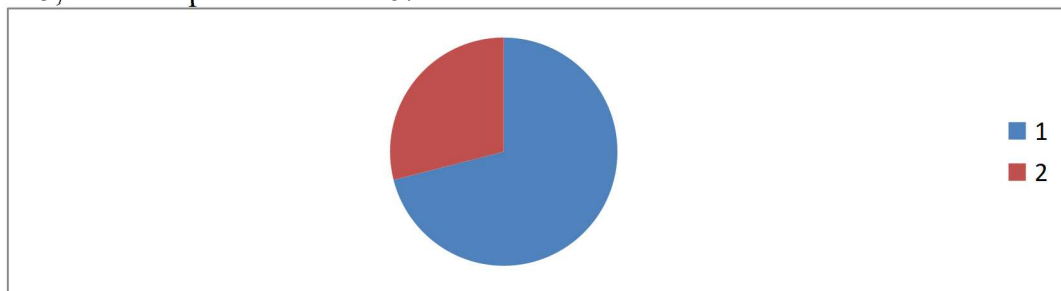

Figure 2A: Gender classification of Sample

1. Male, 2. Female

Table 1.3 Age classification of Sample

		Frequency	Present	Valid Present	Cumulative Percentage
Valid	20-30 Age Group	91	37.14	37.14	37.14
	30-40 Age Group	82	33.47	33.47	70.61
	40-50 Age Group	33	13.47	13.47	84.08
	50-Above Age Group	39	15.92	15.92	100
	Total	245	100	100	

Finding and Interpretation: From the above table (1.3Table), it can be observed that out of 245 respondents , 91 comes from the age group 20-30 years, respondents 82 belongs to 30-40 years, 33 respondents comes from 40-50 and the remaining 39 from 50 plus age group. Therefore, in percentage wise 37.14 % respondents belongs to 20-30 years, 33.47 % respondents from 30-40 years age group. And the remaining 13.47 % and 15.92 % respondents are from40-50 and 50 plus age group respectively.
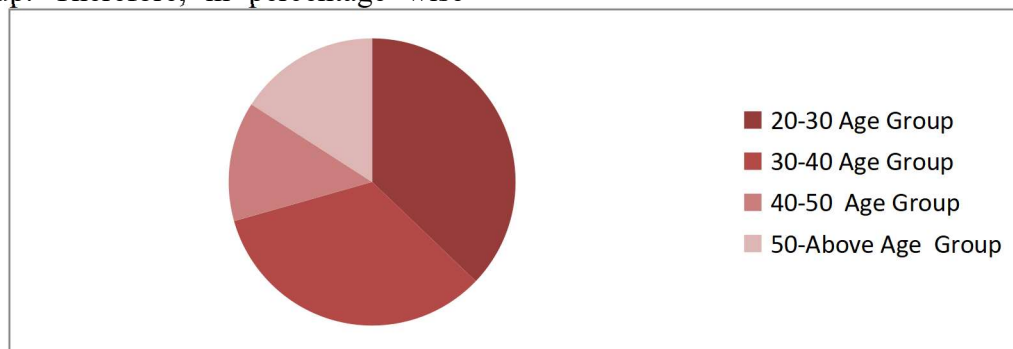

Figure 3A: Age classification of Sample

IV. FINDING AND INTERPRETATION

As per the above table observation regarding the occupation of the users; respondents are belongs to employed, self employed, unemployed, home maker and retired in figure they submitted the response 89,84, 31, 41 and 0 respectively, whereas in term of percentage the categories mention in the table are in 36.33 %, 34.29 %, 12,65 %, 16.73% and 0 in employed, self employed, unemployed , home maker and retired respectively.

Table 1.4: Occupation classification of Sample

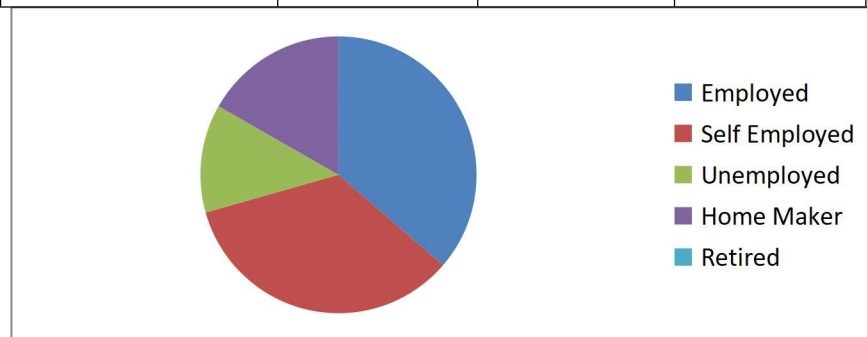|		Frequency	Present	Valid Present	Cumulative Percentage
Valid	Employed	89	36.33	36.33	36.33
	Self Employed	84	34.29	34.29	70.62
	Students/ Unemployeed	31	12.65	12.65	83.65
	Home Maker	41	16.73	16.73	100
	Retired	0	0	0	100
	Total	245	100	100	

Figure 4A: Occupation classification of Sample

Table: 2.2 One- Sample Statistics

Consideration of aspect	N	Mean	Rank	Favorable or non favorable	Understanding
Taste of Street Food	245	4.331	4	Favorable	Resident having the wonderful experience regarding of Street Food

At ease approach	245	4.440	3	Favorable	Resident strongly agree regarding at ease approach.
Related Ancillary	245	4.554	2	Favorable	Resident strongly agree upon the level of excellent service related ancillary services.
Flexibility & Scalability	245	4.221	5	Favorable	Resident strongly agree about Flexibility in term of scalability.
Value for money and digital payment	245	4.667	1	favorable	Resident strongly agree about price in term of pocket friendly for single click and touch in exchange of internet and digital payment

As per above table the ranking of the mention factors; cost in tourism stands on first rank ,then security of information and data in tourism, after that at ease in tourism (convenience),then better use experience in tourism stands and in the last flexibility in term of scalability in tourism. These shows that pocket friendly is more concern about stakeholders in smart tourism destination.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Better use experience at street food	Between Groups	.442	4	.110	1.176	.335
	Within Groups	4.038	43	.094		
	Total	4.479	47			
At ease (Convenience)	Between Groups	10.216	4	2.554	6.069	.001
	Within Groups	18.097	43	.421		
	Total	28.313	47			
At quality aspect	Between Groups	11.839	4	2.960	3.726	.011
	Within Groups	34.161	43	.794		
	Total	46.000	47			
Value for money	Between Groups	9.015	4	2.254	2.294	.075
	Within Groups	42.235	43	.982		
	Total	51.250	47			

The above ANOVA result based on the different factors involve better use of experience in tourism, at ease in tourism, security of information and data in tourism and flexibility in term of scalability in tourism which having the sig. .335, .001, .011 and .075 respectively the total of sum of each factors are 4.479, 28.313,34.161, 40.000 and 51.250 in mention factors in ANOVA table respectively. About the "f" point mention 1.176 for better use experience in tourism, 6.069 at ease in tourism, 3.726 for security of information and data in tourism, and 2.294 for flexibility in term of scalability in tourism.

V. CONCLUSION

Street food vendors are the essential part for life in present & future which mainly includes the flow of smooth and leisure life through, which helps to gives the better understanding about the tourists and host. Destination needs to be developing the infrastructure related to smoothly flow of feeling and economical activities. Literature reviews showing the needs and suggest the path to develop the smart tourism destination into different regions of the worlds. Statistical tools used to validate the result which showing the factors involving involves into hypothesis especially at rural region.

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