
Consumer Behaviors Towards Street Food in Haryana

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Abstract

Haryana is a north Indian state with a rich history and culture. In India during recent years, there has been an increasing trend towards the sale and consumption of street food at the road side. This phenomenon is more seen in the urban areas of Haryana as well. This study was carried out in Rohtak, Sonapat and Panipat cities of Haryana. To do so, information was obtained from 300 households of Haryana. This study aimed to know consumer opinions towards street food. Street food sector have considerable potential for generating income and employment. This study will help street vendors to improve the sales of street food with customer satisfaction. This study will be helpful in generating employment especially for youth from among the economically weaker section in Haryana.

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Introduction

Street food is tasty, ready-to-eat food or drink sold on the street, in a market, fair, park or other public place. It is sold by a hawker or vendor from a portable stall, cart or food truck. Some street foods are regional but many are not, having spread beyond their place of origin and enjoyed locally for their exotic or unusual ingredients and flavors. Most street foods are considered both finger food and fast food and are more reasonably priced than restaurant meals. 2.5 billion people

worldwide eat street food every day, according to a 2007 Food and Agriculture Organization study. India is a country in South Asia. It is the largest country by area, the second-most populous country (with over 1.2 billion people), and the most populous democracy in the world. Bounded by the Indian Ocean on the south, the Arabian Sea on the south-west, and the Bay of Bengal on the south-east.

Haryana is a north Indian state with an undoubtedly rich history and culture. The economic growth of Haryana has been exemplary since its creation as a separate State. The State economy grew at a growth rate higher than the Indian economy during most of the period. Though, Haryana is geographically a small State, the contribution of the State in the National Gross Domestic Product is nearly 3.5%. The Current Economy size (State GDP) is of the order of Rs. 4.35 lakh crore (US\$ 67 billion), with State GDP growth rate of 7.8% and Per Capita Income (current prices) of Rs. 1,47,076 (US\$ 2,260). In Indian food service marketing Street food categorized under unorganized food sector.

In Maharashtra, urban street food vendors are provided licenses on terms and conditions similar to regular eating establishments. The Corporation of Chennai has prescribed certain guidelines for urban street food vendors and collects an annual license fee from them. However, in most other Indian cities, no control is exercised over street food vendors by government authority. People enjoy street food for a number of reasons: for a quick, inexpensive bite on the run, to sample flavorful local or exotic food in a social setting, to experience new ethnic cuisines, and to support entrepreneurs, small food businesses and local vendors. Street food is ready-to-eat food and beverages prepared and sold by vendors and hawkers in public places especially in streets and other similar public places such as schools, hospitals, railway stations, bus terminals, shopping centers, etc. at reasonable prices.

The street food sector is said to be on the rise in the developing world, going along with the rapid urbanisation (Food and Agriculture Organization (FAO)/ World Health Organization (WHO), 1996; Sharmila, 2011).

Street Food Vendors:

Street vendors are an integral part of urban economies around the world, offering easy access to a wide range of goods and services in public spaces. They sell everything from fresh vegetables to prepared foods. Many studies have examined the characteristics of vendors and have found that street food vendors do not form a homogenous group, but differ according to various socio-economic and demographic criteria and, in some locations, fall into identifiable groupings. In terms of mode of selling, vendors can be broadly classified into stationary and ambulatory. Equity Policy

Center (EPOC) found that stationary vendors, who sold their wares from small stalls, kiosks, pushcarts, and so forth, were the predominant type in most of the countries they studied (Powell et al. 1990). Most vendors operate from selected strategic locations, including bus and train stations, markets and shopping areas, commercial districts, outside schools and hospitals, residential suburbs, factories, and construction sites. In some places, it appears that vendors have a regular clientele (Nasinyama 1992).

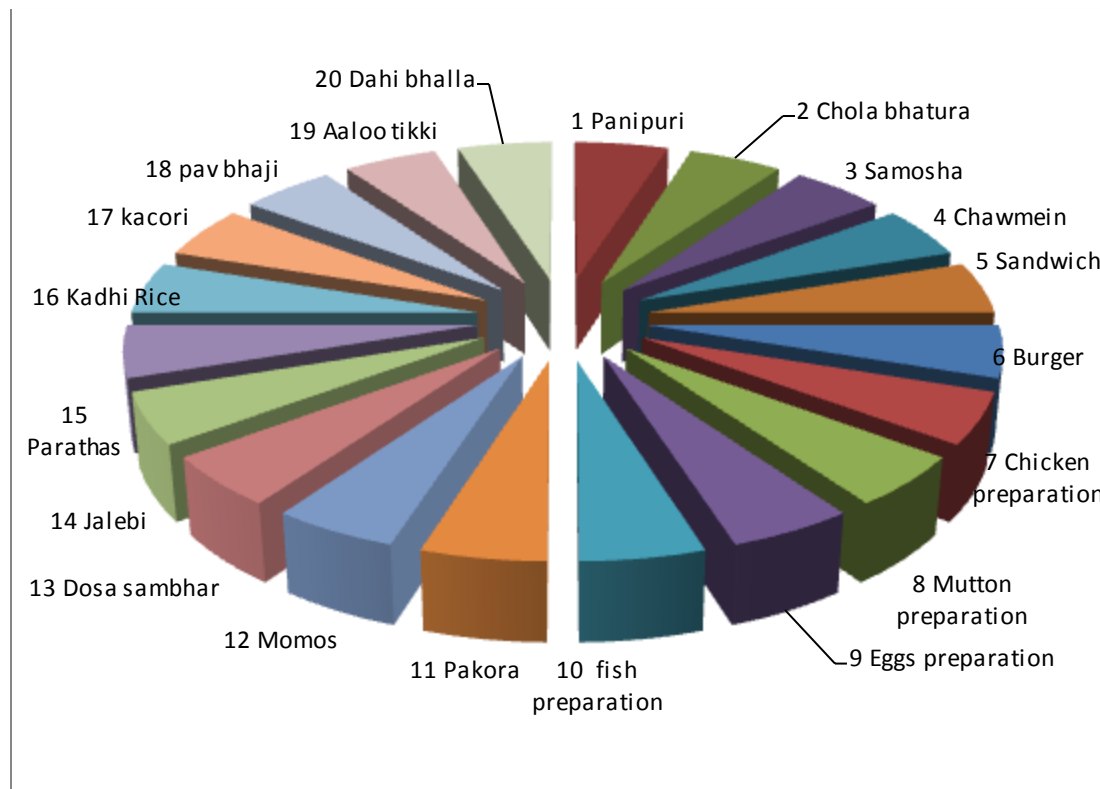
Business opportunities as street food:

Unlike most other business opportunities, street trading offers the ordinary individual a realistic chance to start their own business for a reasonable investment, very few restrictions, low overheads and little, if any specialist knowledge, skills or experience.

Popular Street food in Haryana:

Street food has large range of food items in there list from many countries and have different origins. Popular Street Foods served in Haryana are:

Figure 1: Popular street foods in Haryana



Panipuri is a common street snack in several regions of the Indian Subcontinent. In East India, it is known as Phuchhka. It consists of a round, hollow puri, fried crisp and filled with a mixture of flavored water (pani), tamarind chutney (Chutney is a sauce in the cuisines of the Indian subcontinent that can vary from a tomato relish to a ground peanut garnish or a yoghurt, cucumber and mint dip.), chili, chaat masala, potato, onion and chickpeas.

Bhatura Chole is a combination of chana masala (spicy chick peas) and fried bread called bhatoora (made of maida flour) from India. It is a heavy breakfast and served with onions, carrot pickle, green chutney and aachaar.

Aloo chaat or alu chaat is the name of a street food item made in North India. It is prepared by frying potatoes in oil and adding spices and chutney. The word "aloo" means potatoes in Hindi and the word "chaat" is derived from Hindi word chatna which means tasting.

Pav bhaji is a fast food dish from Maharashtra, consisting of a thick vegetable curry usually prepared in butter and served with a soft bread roll.

Kachori is a spicy snack popular in India, Pakistan and other parts of South Asia. It is also common in places with South Asian diaspora, such as Trinidad and Tobago, Guyana, and Suriname. Alternative names for the snack include Kachauri, Kachodi and Katchuri

Paratha is a flatbread that originated in the Indian Subcontinent. It is still quite prevalent in the north of India, where wheat is grown and is the traditional staple of the area. Paratha is an amalgamation of the words parat and atta which literally means layers of cooked dough.

Dosa Sambar: Dosa is a kind of pancake made from a fermented batter. Its main ingredients are rice and urad beans. Dosa is part and parcel of the South Indian diet and popular all over the Indian subcontinent. Traditionally, Dosa is served hot along with Sambar and Chutney. **Sambar**, also spelt *sambhar*, is a lentil-based vegetable stew or chowder based on a broth made with tamarind.

Jalebi is a fried sweet made from maida flour. Jalebies are known as celebration sweet in India. In ancient India, people use to make & distribute Jalebies during weddings, child-birth, victory etc. In present India it is still known to be part of celebration. However the Jalebies are evolved from just a celebration sweet to an extremely popular Indian sweet, savored across India and Indian subcontinent, from streets to 5-Star Hotels.

Chicken preparation: Chicken Curries, Chicken rolls, Tava Chicken, Chilly Chicken, Chicken biryani, Chicken Soups etc. are usually served at street food stalls in Haryana.

Pakorras are created by taking one or two ingredients, such pakoras are prepared by taking one or two ingredients onion, eggplant, potato, spinach, plantain, paneer, cauliflower, tomato, or chili

pepper. They are also occasionally prepared with bread, fish, or chicken. They are dipped in a batter made from gram flour and then deep-fried. The most popular varieties include pyaaz pakora, made from onion, and aloo pakora, made from potato. Other variations include paalak pakora, made from spinach, and paneer pakora, made from paneer (soft cottage cheese). When onions, on their own, are prepared in the same way, they are known as onion bajji and are usually complemented with tamarind chutney, brown sauce, or ketchup.

Samosa is a popular snack originally from Central Asia. It is famous in the. Its size and consistency may vary, but typically it is distinctly triangular or tetrahedral in shape. Indian samosas are usually vegetarian, and often accompanied by a mint sauce chutney.

Fish Preparation: Fish pakoras, fish curry, fish roll, grilled fish are most commons in Haryana.

Burger is a kind of sandwich consisting of a bun, fried potato layers, and often other ingredients such as cheese, onion slices, tomato slices, sauces, cabbage leaves often used, veg burger is popular and served with chutney and tomato ketchup in Haryana.

Mutton preparation: Mutton curry, mutton biryani, mutton keema are most common served by street food vendors in Haryana.

Egg Preparation: Egg Curry, Eggs fry, Omelet, Eggs biryani are usually eaten by consumers in Haryana.

Chowmien is a Chinese-style dish of fried noodles with shredded meat or seafood and vegetables. The dish is popular throughout the Chinese diaspora and appears on the menus of Chinese restaurants. It is particularly popular in the United States, Britain, Nepal, and India.

Sandwiches are a popular type of lunch food, taken to work, school are eaten as part of a packed lunch. The bread can be used plain, or it can be coated with one or more condiments such as mayonnaise or mustard to enhance the flavours and texture.

Momo is a type of steamed bun with some form of filling. Momo has become a traditional delicacy in Nepal,

Kadhi Rice or Kadhi chawal is a popular, rice based dish from India. There are several variations of this food that can be found in states such as Delhi, Haryana, Uttar Pradesh, Punjab, Rajasthan and Gujarat. The meal consists of besan (gram flour), yogurt and spices.

Dahi Bhalla or Dahi Vada is a popular snack in India. It is prepared by soaking vadas (fried flour balls) in thick dahi (yogurt).

Review of literature:

Chakravarty and Canet (1996), study on "Street Foods in Calcutta" was based on 911 consumers of street foods and 300 street food vendors in four locations in Kolkata namely the

College Square, the Sealdah area, Dalhousie Square and the Gariahat shopping and residential area. The study found that about 33% of the consumers purchased foods on a daily basis and spent ` 40 to ` 400 per month on street foods. It revealed that a sizeable number of vendors were commuters. They often carried their wares by train, travelling distances of 25 to 30 kilometres on a d residence. About 79.6% were not members of any street vendor union. About 44.4% were willing to move to hawking zones but expected a proper location.

Sharit Bhowmik (1999), "Urban Responses to Street Trading: India" was a survey conducted on seven cities in India namely Mumbai, Ahmedabad, Kolkata, Imphal, Patna and Bhubaneswar. The study found that except in Kolkata, all other municipalities have provisions for providing licenses for street vending. In cities that have provisions for issuing licenses, municipal authorities were most reluctant to issue them, or the provisions were such that it makes it almost impossible for most vendors to avail licenses. Most of 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 Bhowmik (2001) a study on "Hawkers and the Urban Informal Sector: A Study of Street Vending in Seven Cities" was based on 2100 street vendors from Mumbai, Ahmedabad, Calcutta, Imphal, Patna, Bhubaneswar and Bangalore. It studied the problems of street vendors in urban areas. It found common features in all the seven cities. They were persecuted by the municipal authorities and the police. The situation of Patna was worst where bribery was high. The working condition of the hawkers was very poor and most lead a very hard life. They worked for more than 10 hours a day to earn a meager income.

India Centre for Human Rights and Law (2003) studied the problems of blind 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.

Ayeh Solomon, Bettie Emefa, Rudith Sylvana King and Isaac Decardi – Nelson (2007), in their paper on Street Vending and the use of Urban Public Space in Kumasi, Ghana" studied the reasons for choosing the particular location for vending. The study revealed that availability of customers, cost effectiveness and limited options were the main reason for choosing the location.

Consumer behavior:

Consumers are the clients who buy the products or services. Their buying behavior is individualistic and is dependent on the customer and his environment, be it their income, perceptions, fads and fancies, social status, culture etc. So, there is every necessity for the marketers to clearly understand the decision making and consumer buying behavior. Loudon and

Delia Bitta define consumer behavior as the decision making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services (Baker, 2000).

The buying decision of the consumer starts with an internal desire or an intention. Then, he gathers data in this regard and searches for the available options to decide on the final solution, considering the various factors. The marketers need to understand the psychological condition of the consumers, their decision process and come to terms with the fact that friends, family and surroundings play an important role in such decisions. The discipline of marketing is based on consumer behavior and aims to create higher customer value than the competitors. Customer value is the difference between the total benefit that the customer accrues from the product and the sum of all the costs that the customer pays to own the product or service. Product decisions such as pricing, promotional strategies, adding new products to the line and packaging should be consistent with the buying intentions and behaviors of the consumers (Khan, 2007).

Contribution in Indian food service Market:

Indian food service industry is estimated to be nearly worth USD 41.3 billion and is growing at a healthy compound annual growth rate (CAGR) of 11%. The organized food service industry is worth \$ 13.79 bn (approx. 33% of total Indian Food Service Industry) and growing at 17%.

The Food & beverage (F&B) food service sector in India comprises two distinct market segments:

- A. **Organized:** Chain and licenced standalone players across quick service restaurants, full service casual and fine dining restaurants, hotels, bars and lounges, cafes and frozen desert formats.
- B. **Unorganized:** Road side vendors, food carts, Dhabas (Road side restaurants serving as truck stops and serving Indian cuisine), street stalls, halwai (sweet shops) etc.

Category	Current Market Share	CAGR	Expected Market Share by 2017
Organized	30%	12-14%	45%
Unorganized	70%	8-10%	55%

Source: d'Essence hospitality advisory

Initiatives taken by the Government:

Haryana Tourism Corporation: Hunar Se Rozgar Tak (HSRT)

The Ministry of Tourism, Government of India has granted permission to Haryana Tourism Corporation for conducting 'Hunar Se Rozgar Tak' training scheme at its various tourist complexes. A Government of India initiative to promote skill development in various trades, Hunar Se Rozgar Tak (HSRT) is aimed at empowering the youth from among the economically weaker section. Courses in Food Production and F&B Services will be conducted under this scheme. The courses will be managed by the Officer In charges of the concerned Tourist Complexes. This is a free course of the Government of India. A skill test is conducted at the end of the course. Those who pass the

skill test will be awarded the Certificate. Tool kit, Uniform, Stipend @ Rs. 2000/- for Food Production and @ Rs.1500/- for F&B Services will be given to the students, besides free lunch. The course and certificate are well recognized. Those who successfully complete the course have an opportunity to get employment in hotel and catering establishments across the country and abroad.

Ministry for Health & Family Welfare, Govt. of India:

Food Safety and Standards Authority of India (FSSAI) yesterday launched 'Clean Street Food' project to raise the safety standards of foods sold on streets across New Delhi by training 20,000 roadside vendors on aspects of health and hygiene, in the first phase. As part of project Clean Street Food, FSSAI will partner with the Ministry of Skill Development & Entrepreneurship to train street food vendors at more than 40 centres across Delhi under the Recognition of Prior Learning (RPL) category of the Government's flagship skills training scheme- Pradhan Mantri Kaushal Vikas Yojana (PMKVY).

As street food forms an integral part of our society, the project which shall upgrade the skills of the street food vendors will also contribute to preventive and promotive health," he added. (J P Nadda, Minister for Health & Family Welfare, Govt. of India)

Research Methodology:

It is a mixed research design comprising of qualitative as well as quantitative research. To do so, both primary and secondary data has been collected and examined. A semi structured interviews of 300 respondents of Haryana were conducted on a random basis. Secondary data has been collected from books, journals, magazines and other published articles.

Objectives of the study:

1. To understand the consumers perception toward street food in Haryana, India.
2. To know the skill development programmes for street food vendors in Haryana, India.

Scope of the study:

1. This Study will be helpful for potential investors in street food sectors.
2. This Study will useful for street food vendors to improve the sales of street food items as well as customer satisfaction.
3. This Study highlight the initiatives taken by the Government of India to develop skills of street food vendors under the scheme of *Pradhan Mantri Kaushal Vikas Yojana* (PMKVY) and *Hunar Se RozgarTak* (HSRT) short training programmes are regularly running in Haryana Tourism Corporation and in Institutes of Hotel Management in Haryana.
4. This Study gives the direction to empower the youth from among the economically weaker section in urban areas of Haryana.

Analysis & Interpretation:

Consumer Opinion towards Street Food

Table no. 1 Awareness of street food

Awareness of street food	No. of respondents	Percentage
Yes	300	100 %
No	0	0 %
Total	300	100 %

Table no. 1 showing that all peoples are aware about street food,

Figure: 2 Awareness of street food.

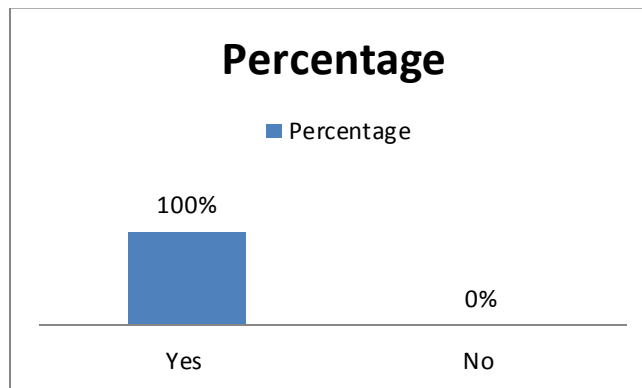


Figure No.2 showing that 100% of people are aware about street food.

Table no.2 Frequency to eat street food

Frequency	No. of respondents	Percentage
Daily	51	17
Weekly	87	29
Monthly	99	33
Occatinally	63	21
Total	300	100

Table no. 2 showing the large no. (33 %) of peoples eating street food monthly followed by, 29 % eating weekly, 21 % people eat food occatinally and 17 % of peoples eating street food daily.

Figure: 3 Frequency to eat street food

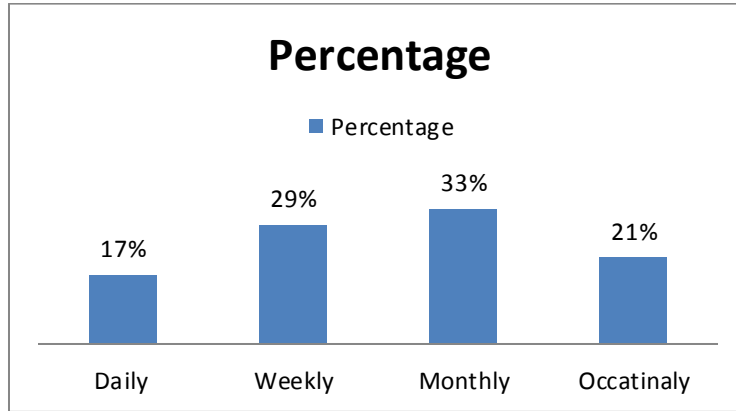


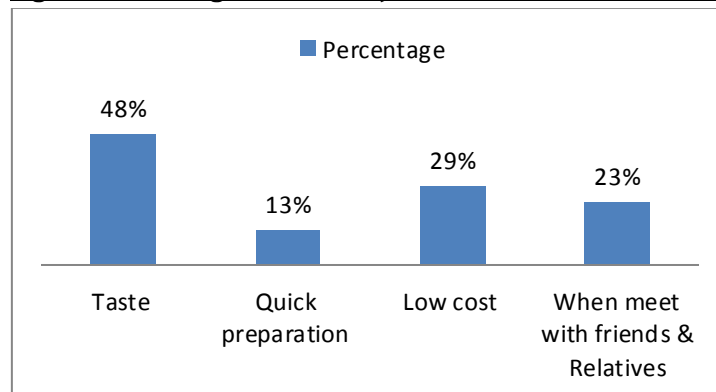
Figure no.3 showing different percentage of peoples eating street food monthly, weekly, occasionally, and daily

Table no.3 Major reason to eat street food:

Factors	No. of Respondents (Households)	Percentage
Taste	144	48
Quick preparation	39	13
Low cost	87	29
When meet with friends& Relatives	69	23
Total	300	100

Table no. 3 indicating the classification for major reasons to eat street food in Haryana.

Figure: 4 showing result of major reasons to eat street food



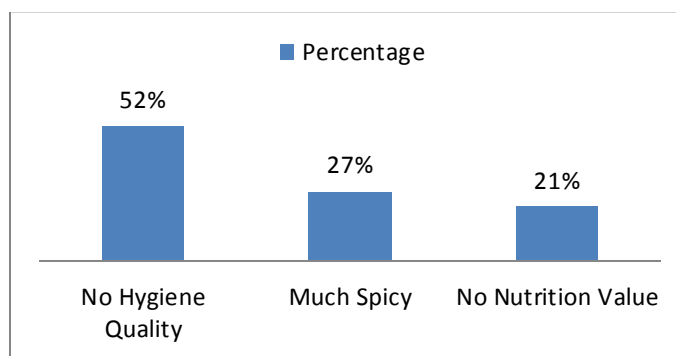
In figure no.4 showing that there are large no. (48 percent) of peoples enjoys street food because of taste, 29 percent of people eat because of low cost, 23 percent of people enjoy street food with their friend relatives and only 13 percent peoples eat because it can be prepared& served quickly.

Table:4 Major reasons to avoid street food:

Factors	No. of Respondents (Households)	Percentage
No Hygiene Quality	156	52
Much Spicy	81	27
No Nutrition Value	63	21
Total	300	100

Table no. 4 Showing the classification for major reasons to avoid street food in Haryana.

Figure: 5 Showing result of major reasons to avoid street food



In figure no. 5; showing that many people (52%) avoid street food because it's not hygienic, 27 percent of peoples do not eat street food because of their spicy taste, and 21% percent of peoples avoid street food due to lack of nutritional value.

Findings:

- In Indian food service market street food is categorized under unorganized food service segment, its current market share of 70 percent with compound annual growth rate up to 10 percent. To do so, there are business opportunities as street food to start their own business for a reasonable investment, low overheads and little, if any specialist knowledge, skills or experience.
- Street food are popular in Haryana as 100 percent of peoples are found aware about street food.
- Large no. (33 %) of peoples eating street food monthly followed by, 29 % eating weekly, 21 % people eat food occasionally and 17 % of peoples eating street food daily.
- Many peoples of Haryana eating street food because is it very tasty with quick preparation at low cost. While few peoples have group influence they eat street food as treat given by friends and relatives.
- Street foods available in areas around residence of peoples, Bus Stands, Railway Stations, Around Schools, Colleges, Universities, Shopping Centers, Markets And Others Public Places

- Few members of a family avoid street food because they feel it is not hygienic and do not have nutritional value-: they feel that it is not good for health because of very spicy.
- Food Safety and Standards Authority of India (FSSAI) launched 'Clean Street Food' project to raise the safety standards of foods sold on streets across New Delhi by training 20,000 roadside vendors on aspects of health and hygiene, in the first phase. As part of project Clean Street Food, FSSAI will partner with the Ministry of Skill Development & Entrepreneurship to train street food vendors.

Suggestions:

How to improve the sale of street food:

- Selection of raw material should be carefully from reliable source or authorized distributors.
- Food preparation should be in hygienic condition and containing nutritional value.
- Food handlers should wear a uniform it may create positive impact on consumer perception as well as they need to maintain personal hygiene.
- Food handlers should participate in workshops on skill development, conducted by National Association of street vendors of India (NASVI).
- Food handler should acquire knowledge of food preparation and hygiene practices through *Hunar Se Rozgar Tak* (HSRT) learning programmes conducted by Haryana tourism and different Institute of Hotel Management of Haryana under Ministry of Tourism, Govt. of India.

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