

Market Survey On Consumption Pattern Of Street Food Products In Prayagraj District

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Abstract

There is a dearth of knowledge regarding the consumption habits of street foods, despite the fact that individuals in low- and middle-income nations rely heavily on SF for their diet. An online survey employing a structured questionnaire was used to perform a cross-sectional study on 200 street food consumers in the Prayagraj/Allahabad District. Customers were approached and requested to participate who went to the randomly sampled Street Foods vendors and stores. The majority of consumers were male, between the ages of, and had at least a 10+2 and a Bachelor's degree. The primary findings showed that 91.5% of these consumers virtually always ate street food. In Prayagraj/Allahabad District, the most frequently consumed items were various types of street food products. chaat, bun, samosa, kachauri/khasta, fritters, south and north Indian chow mein, non-vegetarian, eggs, and dried goods. Consumers answered that they would prefer to buy healthier street foods (91.5%) if they were accessible. In the Prayagraj/Allahabad District, there is a sizable market for consumers of street food. Although street food is the majority of what is eaten, if healthier options are offered, people would be eager to buy them.

Index Terms— lockdown, corona, covid- 19, behaviour, consumers, market research, survey, online survey..

INTRODUCTION

According to the World Health Organization, "street food" (WHO) as meals and beverages that are produced marketed by vendors and hawkers, particularly in streets, schools, hospitals, universities, stations, for instant drinking in public areas and other. In which including foods sold nearby, within the schools, colleges, universities. In which including Chaat, Golgappa, Samosa, Tikki, Chowmein, Burgers etc., (**Verma and Mishra. 2020**).

Street Foods

As already mentioned, street foods meals, beverages, and snacks all fall under this category. Additionally, they differ greatly in terms of consumption, retailing, and processing techniques. Although many attempts have been made to describe them, the The FAO definition one that is most frequently cited: "Street foods are ready-to-eat foods and beverages prepared and/or sold by vendors and hawkers especially in streets and other similar public places" (FAO: 1989).

According to this description, street foods' primary selling point is that they are sold "on the street." According to the Equity Policy Center (EPOC), additional street food vendors must sell their wares on the sidewalk from "pushcarts or baskets or balance poles, or from stalls or shops having fewer than four permanent walls" to further Distinguish formal sector eateries, such as restaurants, from street food vendors. When it comes to production, street meals can either either on-site by the seller or another small-scale processor, or they might be centrally processed by the formal sector food business.

Snacks

Foodstuffs are a broad category of foods that can include a wide range of foods. In this context, the phrase foods consumed between meals, as well as are typically of a lighter type. Snacks make up a large portion of street meals, including both artisanal and professionally prepared snacks sold by street food vendors. For the purposes of this discussion, it is assumed that the phrase refers to foods, including both street food and prepared foods.

The Street Food Industry

It is crucial to take the street food industry's characteristics into account. People who produce or sell street food are small-scale operators or microentrepreneurs people make up what is referred to as the "informal sector." There are a number of ways in which this is different from the food industry in the formal sector, and these differences will have an impact on the possibility of fortifying street foods with micronutrients. Many of the rapidly growing urban populations in developing nations have engaged in a variety of small-scale, independently owned, and money-producing ventures, both legal and illicit, to augment their income. could also encompass the unorganised sector (also sometimes called the tertiary sector or bazaar economy). The activities that make up the informal sector can be identified by a variety of characteristics, including ease of entry, reliance on local resources, family or household ownership of the enterprise, small-scale operators, high labour intensity, use of traditional technology and skills learned outside of the formal education system, and operating in unregulated and competitive markets. This is in contrast to the formal sector, which is identified by corporate ownership as opposed to family or individual ownership, the employment of cutting-edge contemporary technology, capital investment, and regulated markets. A persistent and growing aspect of urban economies in many emerging nations has been noted as the growth of the informal sector. The nature, description, and connection between the official and informal sectors are up for debate. **(Draper, 1996).**

The FAO defines street food as anything that is ready to consume (RTE) food and beverage that are produced and sold by suppliers and handlers, particularly on road and other comparable locations, without further processing or preparation, for immediate consumption or consumption later. In the coming century, urbanisation and population increase, particularly in emerging nations, are anticipated to subsequently, street food vendors, which are primarily although not exclusively an urban phenomenon, will expand in line with (WHO 1996). Fast food and street food consumption in Prayagraj/Allahabad is seldom ever studied, despite the fact that these industries contribute significantly to the employment situation and food sales in the country. Market fare is typically offered at a lesser price than fast food and is typically sold from stands or stalls (They are frequently not permanent structures) in both urban and rural areas, on the pavement of busy streets. Therefore, they offer less fortunate individuals a convenient source of food. Typically, there are only a few food and drink options available, and numerous vendors sell the same things. These products often include nibbles like chips and drinks like cold drinks, although prepared foods are also offered, often in the moment. As opposed to that, fast food is typically operated as a franchise and is sold from locations inside of formal structures like buildings and malls (Steyn et al., 2011).

Materials and Method

Framework abstract

Relevant investigations involved sending a target sample members responding to a set of online survey questions sent to the target sample. Respondents are informed about online surveys using a variety of means, such as social media, email, and website embeds.

The respondents were given the option of providing a specific response to closed-ended questions. Data that was quantifiable was the outcome.

Additionally, data from earlier research projects was examined.

- *Creating a question-Naire data analysis*
 - *Choice of the study objective: This study was concluded to learn more about how people perceive their expertise in the context of COVID-19. It was also, in a way, an attempt to raise public awareness of street meals.*
 - *The survey's questionnaire is being prepared. With the aforementioned Look in the mind, we create the survey that includes they're all components & objectives of Our investigation.*
 - *An invitations to take part. Applying a logistical method, I ask people to participate in our survey in their best interests.*
- Information collection and outcome analysis. Participants' replies were gathered coherently, making analysis and communication easier and more understandable. Participants' responses were organised based on gender, age group, education level, and other factors before being carefully examined to determine the type of street food.

a variety of study spaces

The COVID-19 pandemic prevented the researcher from visiting a specific area and conducting a survey, hence the study was conducted online in Prayagraj districts. Therefore, we created Google forms and distributed them to the residents of Prayagraj district. **Data compilation & sample size**

There were 350 recipients of the form. Only 200 out of the 350 respondents completed the survey. Therefore, 200 was chosen as the sample size. Due to their hectic work schedules, some respondents required a few days to finish the structured questionnaire but the majority completed it on the same day and submitted their answers.

Using Q-gis software, which excels at utilising The information was also utilised to put up a thematic Choropleth map with a bar chart to illustrate applied arithmetic skills using different shading patterns or symbols on predetermined geographic areas. The data was used to simply display variability of the desired measurement, across a region. (Prayagraj).

R and D

responders' sociodemographic profile:-

45.0% of the 200 respondents were graduates, 85% of whom were between the ages of 19 and 36, and 70.5% of whom were men. As seen in the table, the majority of respondents, or 86.0%, were from the U.P. The bulk of those who reside in Prayagraj, however, were from Katra, accounting for 30.5% of the population.

It is a known truth that a sample must be essentially unanimous in order to draw statistical inferences that are significant. A sample may be reduced in size to a set of less relevant samples if it has a large number of socio-demographic subgroups (s). Then, these samples might not be reliable enough to draw any useful conclusions.

Due to the prominence of this key finding, it is important to consider the socio-demographic profile of the study's respondents, the majority of whom are middle-class, north Indian males without children who are attending college and not full-time or part-time. The data from this sample can be used to show important findings.

The survey's results were examined, and in order to draw a conclusion about the study, the results were analysed as follows.:

Table Survey Responses

Questions	Option	Percentages
1. What is your Gender ?	A. male	70.5
	B. female	29.5
	C. Other	00.0
2. What is your age?	A. 0-18 Yrs.	5.5
	B. 19-36 Yrs.	85
	C. 37-54 Yrs.	9
	D. Above 54Yrs.	0.5
3. What is your highest Degree of Education you have completed?	A. 10+2	24.5
	B. Bachelor's Degree	45.0
	C. Master's Degree	27.0
	D. Ph.D. or Other	3.5
4. In which State/UT is your home?	A. Andhra Pradesh	0.5

	B. Bihar	7.5
	C. Chhattisgarh	1.0
	D. Haryana	0.5
	E. Jharkhand	1.0
	F. Madhya Pradesh	2.0
	G. New Delhi	0.5
	H. Odisha	0.5
	I. Punjab	0.5
	J. Uttar Pradesh	86.0
5. Where you live in Prayagraj/Allahabad?	1. Allahpur	0.5
	2. Baihrana	1.5
	3. Balson	0.5
	4. Bank Road	1.0
	5. Carpentary	3.0
	6. Chowk	2.0
	7. Chungi	1.0
	8. Civil Line	11.5
	9. Colonelganj	0.5
	10. Gangotri Nagar	1.0
	11. George Town	0.5
	12. Govindpur	0.5
	13. Handia	1.0
	14. High Court	0.5
	15. Jhalwa	0.5
	16. Kareli	0.5
	17. Katra	30.5
	18. Kutchery	1.5
	19. Kydganj	0.5
	20. Lukerganj	0.5
	21. Mahewa	12.5
	22. Malaka	0.5
	23. Malviya Nagar	0.5

	24. Manda Road	1.0
	25. Meerapur	0.5
	26. Mumfordganj	2.0
	27. Muththiganj	0.5
	28. NA	5.0
	29. Naini	0.5
	30. Phaphamau	0.5
	31. Railway Station	0.5
	32. Rambag	2.0
	33. Roshan Bag	0.5
	34. Salori	4.0
	35. Shukla Market	0.5
	36. Sulem Sarai	0.5
	37. Teliyerganj	1.5
	38. University Road	2.5
6. Do you like street foods?	A. Yes	91.5
	B. No	8.5
7. Which <i>Chaat</i> products you like most?	A. <i>Aaloo Tikki/Chaat</i>	54.5
	B. All	0.5
	C. <i>Dahi Vada</i>	7.0
	D. <i>Golgappa/Panipuri</i>	23.5
	E. <i>Karela Chaat</i>	2.5
	F. <i>Matar Papadi</i>	0.5
	G. None	4.0
	H. <i>Tamatar Chaat</i>	7.5
8. Which Bun products you like most?	A. <i>Bun Fry</i>	14.0
	B. <i>Bun-Makkhan</i>	86.0
9. Which <i>Samosa</i> products you like most?	A. All	0.5
	B. <i>Chhola Samosa</i>	20.5
	C. Other	0.5
	D. <i>Masala Samosa</i>	3.0
	E. None	2.5

	F. <i>Samosa</i>	73.0
10. Which <i>Kachauri/Khasta</i> products you like most?	A. <i>Kachauri-Sabji</i> B. <i>Khasta Dum-Aaloo</i>	79.0 21.0
11. Which street <i>fritter</i> you like most?	A. <i>Aaloo-Bonda</i> B. <i>Aaloo-Pakori</i> C. All D. <i>Mix-Veg</i> E. None F. <i>Palak-Pakori</i> G. <i>Paneer-Cutlet</i> H. <i>Paneer-Pakora</i> I. <i>Pyaz-Pakori</i> J. <i>Veg-Cutlet</i>	1.0 7.0 0.5 5.5 1.5 6.0 12.5 16.5 46.0 3.5
12. Which street South-Indian food you like most?	A. Dosa B. Idali-Sambhar C. None D. Vada-Sambhar	82.0 13.0 2.5 2.5
13. Which street Chinese food you like most?	A. All of the Above B. <i>Chilli-Paneer</i> C. <i>Chilli-Potato</i> D. <i>Chowmein</i>	1.0 11.0 8.5 32.5
	E. Fried Momos F. Fried Rice G. Manchurian H. Momos I. None	4.5 11.5 9.5 20.5 1.0
14. Which North-Indian products you like the most?	A. All of the Above B. <i>Chhole-Bhature</i> C. <i>Kati-Roll</i> D. None E. <i>Pav-Bhaji</i> F. <i>Veg-Biryani</i>	0.5 33.0 2.5 1.0 41.0 10.5

	<i>G. Veg-Kabab Paratha</i>	11.5
15. Which Non-veg products you like the most?	A. All of the Above	1.0
	B. <i>Biryani</i>	33.5
	C. <i>Chicken-Biryani</i>	0.5
	D. <i>Chicken-Curry</i>	7.5
	E. Fish Fry	0.5
	F. <i>Kebab</i>	4.0
	G. <i>Kebab-Paratha</i>	15.0
	H. Mutton-Curry	3.5
	I. Tandoori-Chicken	14.0
	J. Vegetarian	20.5
16. Which Egg products you like the most?	A. Boiled egg	22.5
	B. Egg-roll	26.5
	C. Half-Fry	13.0
	D. None	6.0
	E. <i>Omelette</i>	32.0
17. Which Bihari's products you like the most?	A. <i>Baati-Chokha</i>	86.5
	B. <i>Dal-Baati</i>	6.5
	C. <i>Fry-Baati</i>	4.0
	D. None	3.0
18. Which dried products you like the most?	A. All	0.5
	B. <i>Bhuje wale-lai-chana</i>	35.0
	C. <i>Bhuni-Moongfali</i>	28.5
	D. <i>Churmura</i>	35.0
	E. None	1.0

Descriptive analysis

In this study, the present study, most participants' were Uttar Pradesh States, age, male, and most had either Bachelor's Degree, master's Degree Education or at least 10+2 (Higher Secondary). The participants' profile in Prayagraj /Allahabad District was described as mostly Khatra (28.0%), age group 19-36 (85.0%), male (70.5%). Most (45%) of these participants' had Bachelor's degree education, with only 3.5% having PhDs or Others qualifications. Similar to this, research indicates that most people who eat street food are young, single, low-skilled employees. These findings confirm those of other studies, which showed that lower-income households in low- and middle-income nations spend up to 50–70% of their income on street foods. This also holds true for students from lower socioeconomic backgrounds who might receive financial aid to purchase breakfast and/or lunch instead of packing a lunchbox. Thus, Street Foods have the ability to drastically impact both adults' and children's diets. Many women substitute income-generating activities for the usual time spent in the kitchen (preparing food) due to financial constraints. It appears that eating meals and snacks outside the home, mostly in metropolitan areas, is becoming a more prevalent

aspect of urban culture. It was also highlighted that because street food prices are low, the urban poor can take advantage of these foods. (Steyn *et al.*, 2013).

Conclusion

In this research, assessment of choices was carried out in the different street foods of Allahabad/Prayagraj. The survey was conducted in order to determine about the street foods products and the responses were analysed in the study. Majority of people participated in the survey were from the state of Uttar Pradesh, Bihar and Madhya Pradesh. Most of the people participating in survey were male (70.5%) with Bachelor's degree as the highest level of education for most of them (45%). 85% respondents' age were 19-36 and maximum (42.5%) from Allahabad/Prayagraj District. Majority respondents' location Katra from Allahabad/

Prayagraj. After taking the survey, we come to the conclusion that 91.5% people are like street foods.

Recommendation of study/future work

One of the best options for starting a business is the expanding street food franchising industry. People all around the world are embracing local flavours as well as Indian street cuisine, which is becoming more and more popular. Indians are constantly looking for affordable, high-quality food, yet due to unclean conditions, few consumers are interested in street food. People these days are demanding regional cuisines, and their appetite for street food is growing as a result of the consistently low prices offered by local sellers. Several brands have developed important ideas to standardise the foodservice industry. So this research recommends standardization of recipes of popular street foods of Prayagraj.

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