



# Assessing Perceived Risk In Consumers Preference Of Street Food In Jhansi City Of UP

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## ABSTRACT

In India, food vending concern to unorganized sector of food processing. Street vended food forms a major component of the informal food distribution sector. They offer a most affordable and accessible cooked food which is very popular across all age groups of the society. The incidence of poor hygiene and sanitation conditions can contaminate food, due to this serious health consequences may arise. The present study explores the attitude and practice among the street food consumer on the basis of consumer's perceived risk with special reference to Jhansi City. The number of respondent was 200 consumers. The data were collected using survey questionnaires. The methodologies used were descriptive statistics, factor analysis and Chi Square Test. The result shows that there is no significant association of preference of street food on the basis of Gender. The result shows two new risk factors were successfully constructed using factor analysis that affects the preference of consumers towards street food.

**Keywords-** Street Food, Perceived Risk Factors.

## INTRODUCTION

Food consumption has significantly changed as a result of factors such as evolving lifestyles, shifting family structures, and a lack of time to prepare meals. Over the years, there has been a significant rise in the number of meals and snacks consumed away from home. Additionally, as their requirements, convenience and tastes change, consumers visit a variety of food selling platforms while also looking for convenience and value. In many developing nations', cities and towns, the street food business is important for the local economy and for satisfying habitants' dietary needs (Cress-Williams, 2001). Thus the importance of street food can be mainly seen satiating the dietary needs of individuals which are a must for their existence.

On the other side of the coin we can observe that street food not only satisfy the dietary needs of dwellers, with a variety of distinct cuisines, street meals symbolize the regional and traditional cultures also (Winarno & Allain, 1991). And in this high tech world the specialty of a place is highly associated with the type of cuisine or food that is available there.

Apart of the cultural description the association of street food is closely related to tourism too and so food safety needs to be clearly observed. So regions majorly focus of food safety and representing the food culture and how doing so may improve a destination's performance and image for both tourists and residents. (Claudio, Manuela, & Seraphin, March 2016). Thus we can see that the importance of street food also plays an important role in tourism too. Studies have also revealed that Street food is demanded by both domestic travelers and by foreign travelers, In addition to being a factor in the popularity and reputation of a location, street food is also one of the factors that influences visitors' behavioural intentions to return to that location (Mohamad, S.Palan, Muhammad, & Nasron, 2021) .

In Cape Town, selling street food is a prevalent activity offers a variety of foods and drinks for sale. (Hill, Mchiza, Puoane, & Steyn, 2018). In India, majority of street foods are prepared meals that are sold in public places. Every Indian city has a unique specialty food item that is a universal delight like Vada Pao, Misal Pao, Pao Bhaji in Mumbai , Kathi Roll in Kolkata, Poha in Indore, Chole Bhature in Delhi, Litti Choka in Patna , Idli-Sambhar in Chennai, Kachori in Jaipur and many more. Consumer mostly prefer street food which has positive perceived value such as good and fast service, tasty quality food and sold at lesser price.

## Street Food and Street Vending

Street food refers to meals and drinks that are offered in open public areas including streets, bus terminals, railway stations, and entertainment venues. Without any processing or preparation, they are ready to eat (Sezgin & Sanher, 2016). Street food is an integral part of the countries cuisines and shows the eating habits of the people. Street food is cooked and/or sold by vendors or hawkers, usually in the streets and other public areas. A street vendor is a person who sells things for sale to the general public, without having a permanent structure. A person who sells things to the general public on the street does not have a permanent built-up structure from which to do so. Street vendors can either be mobile, moving from one location to another while pushing carts or carrying baskets on their heads with their goods, or they can be stationary, taking up space on sidewalks or other public or private locations. In this essay, the phrase "street vendor" refers to both stationary and moving vendors, as well as any other local or regional terms that may be used to describe them [National Association of Street Vendors of India- NASVI].

## Perceived Risk

Every purchase decision consumers make involves some level of risk as they seek out various benefits. The paradigm of perceived risk has therefore shown to be useful in explaining how consumers make decisions. Consuming food is also linked to both positive and negative aspects. Food is not only an essential component of human physical well-being, but also a significant source of enjoyment, anxiety, and the single largest source of expenditures globally (P Rozin, 1999). The concept of perceived risk was first introduced by Bauer for analyzing consumer behavior. He defined perceived risk as the risk that buyers consciously perceive due to their ignorance or they do not understand the information provided by the product. Bauer later added perceived risk to the field of consumer behavioral analysis (Bauer, 1960). There is a direct relationship between perceived risk and the buying behavior of customers, using safe and good food handling methods are essential for minimizing the perceived risk (Tayco, Zamora, & Tubog, 2021).

## REVIEW RELATED LITERATURE

Pannu, Kataria and Aggarwal (2016), In their research work on, **Consumer Perspective towards Safety of Street Food** presents consumer viewpoints in terms of knowledge, attitude, and practices and supports the notion that educated customers may serve as prospective educators by passing along knowledge and sound food safety habits to peers and suppliers.

Arhraf & Usman (2019), According to the study, graduate students in various educational groupings consumed more street food than they did restaurant meals. In comparison to women, men consumed more street food. In general, those from lower socioeconomic levels ate more fast food than people from higher socioeconomic levels. Sixty-four percent of people were found to be aware of the cleanliness of the food sold by street vendors, while 36 percent were not. Eighty two percent of people had a quality consciousness when it came to eating, whereas 18 percent did not.

**Chang, Shumin, Chun-Hsiao and M(2020),** The study concludes that one of the main reasons for the preference of street food is positive perceived value, positive perceived value such as good and quick service, tasty and hygienic food, and sold at lesser price. Consumers are primarily concerned with the amount of artificial additives and the quality of the used in food preparation. Consumers do evaluate and check prices before purchasing street food, even when they believe the prices to be reasonable but the price of food is not viewed by customers as a reliable predictor of its quality, and they do not agree that they would purchase street food only because it is inexpensive. Finally, in terms of health consciousness, customers worry about their health while buying street food and believe that it might be dangerous if consumed in excess. Customers have a more favourable perception of street food that is higher in veggies and lower in fat.

**Choi, Lee, and Ok(2013),** In their research work on, "The Effects of Consumers' Perceived Risk and Benefit on Attitude and Behavioral Intention: A Study of Street Food: concluded that customer attitudes regarding street food were negatively impacted by perceived risks and favourably impacted by perceived rewards. In this study, consumer risk (Hygienic risk, Environmental risk, Health risk) intention and attitudes toward street food were tested.

**Seo & Lee (2021),** in their study found a positive influence of perceived hedonic and utilitarian value on repurchase intention. Hedonic values refers to the benefits from the enjoyment, pleasure and emotional aspects whereas utilitarian values refers reflects a more task oriented or for meeting certain motives. It shows that hedonic consumer value factors significantly into positive behavioural intentions in the context of street food, in addition to the utilitarian consumer value factors, which are strong predictors of repurchase intention. That is to say, consuming street food can be appropriately characterised as emotional behavior.

**Loh, & Hassan(2022),** In their research work on, "Consumers' attitudes, perceived risks and perceived benefits towards repurchase intention of food truck products" Customers of food trucks have revealed that elements including perceived Risk, perceived environmental hazard or behavioural control had no significant effect on consumers' intention to repurchase food truck products.

**Faraday, Bennet. Arun and Vijayalakshmi(2019),** This study reveals that street food frequently consumed by the people who are in the mid-income segment. Especially people who stay in hostels and students frequently visit at street vended stalls. According to this study there were no significant differences in the reasons for eating street food such as convenience, price and busy schedules. People preferred the taste of home-cooked meals over stalls.

**Tayco, Zamora and Tubog(2021),** It reveals that the majority of respondents agree that using safe food handling methods is essential for minimizing the perceived risk of street food. It was also found that the respondents were neither in agreement nor opposed on consumer buying habits. According to their beliefs, psychological aspects including appearance, flavor, food quantity, product variations, values, and attitude have an impact on respondents' normal purchase behaviours. It suggests that there is a direct relationship between customer purchase patterns and the perceived risk associated with street food. The results show that consumers' decisions to buy food are influenced by their perception of the risk involved with street food.

### **Objectives of the Study:-**

The general objective of the present study was to analyse the consumer's buying behavior through consumer's perception of risk and benefit towards street food. The specific objectives are as follows:-

- To identify the preference of street food on the basis of gender in Sadar area of Jhansi city.
- To examine various dimension of consumer's perceived risk towards street food.

## Research Methodology

The research is quantitative in nature based on primary data. The study is Descriptive in design, analysed the demand aspect of consumer through various dimensions of perceived risk towards street food. The study brings to notice the preference of street food on the basis of gender, identify what type of perceived risk is associated with purchasing of street food.

After doing literature review and frame objectives, data were collected for the research through questionnaire which was prepared by the researcher. The consumer included who are consuming street food. The questionnaire included the socio-economic data of consumer, how frequently they consume street food, their food habits, different dimensions of perceived risk [inadequate water and storage facility, nutritional imbalance, food borne illness and contamination]. All questions were measured using 5-point Likert scale, anchoring [5- Strongly agree] and [1-Strongly disagree]. For all analysis of data was done by MS EXCEL statistical software package and SPSS.

## Result/Analysis

Preference of Street food on the basis of gender						
		Preference of Street food		Total	Chi square test (p value)	
		Junk Food	Healthy Food			
Gender of the respondent	Male	Count	66	42	p value=0.157 (p value >0.05)	
		Expected Count	70.7	37.3		
	Female	Count	65	27		92
		Expected Count	60.3	31.7		92
Total	Count	131	69	200		
	Expected Count	131	69	200		

In our Statistical Result two categorical variables i.e. Gender and Preference of street food were considered. Each variable has two possible values: Male and Female, Junk food and Healthy Food.

The null hypothesis of our study stated:

$H_0$ : There is no significant association between gender and preference of street food among consumers of Jhansi City.

This study tried to identify the preference of street food is gender associated or not. The results show that there is no significant association between the two as our Chi square value is 2.001 and the p value came as 0.157 which accepted our null hypothesis. This is proves that gender does not affect the consumer's demand for either junk food or healthy food.

## Exploratory Factor Analysis

In order to identify the major risk that can impact the demand for street food among consumers 10 major perceived risks were identified. Firstly to run the factor analysis the reliability of the factors was tested.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items.	N of Items
0.864	0.862	10

Source: Spss generated table

As per the reliability test the factors were found to be highly reliable because the Cronbach Alpha value was 0.864 which is greater than 0.7 so, that means the data is complete and accurate.

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.855
Bartlett's Test of Sphericity	Approx. Chi-Square	839.435
	Df	45
	Sig.	.000

As per the above table, the KMO measure is 0.855, which is greater than 0.5, and the results value of Bartlett's test of sphericity is significant ( $p < 0.001$ ,  $p < 0.000$ ), thus based from the results it is appropriate to proceed with factor analysis to identify the risk factors that affecting consumers demand towards street food.

### Total Variance Explained

Factor	Rotation Sums of Squared Loadings		
	Total	Percentage of Variance	Cumulative Percentage
1	4.650	46.505	46.505
2	1.245	12.455	58.960

The above table displays the total variance explained at two stages for perceived risk factors that affects the preference of street food consumer. Exploratory Factor Analysis using Varimax Rotation Method with Kaiser Normalization was used to examine the underlying dimensions of perceived risk of street food. Two factors had initial eigen values higher than 1.0, When two factors were extracted, then 58.960% of the variance would be explained.

Factor Labels	Factor Items
<ul style="list-style-type: none"> <li><b>Environmental Risk</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Fresh Ingredients[0.767]</b></li> <li><b>Low Quality Food[0.696]</b></li> <li><b>Clean Food Stall[0.789]</b></li> <li><b>Adequate Water Supply[0.839]</b></li> <li><b>Food Borne Disease[0.662]</b></li> <li><b>Adequate Sewage Facilities[0.681]</b></li> </ul>
<ul style="list-style-type: none"> <li><b>Hygienic Standard Risk</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Contamination from leftover food[0.757]</b></li> <li><b>Decline in Social Esteem[0.690]</b></li> <li><b>Amt. of Disposal [0.639]</b></li> </ul>

After performing Varimax Rotation Method with Kaiser Normalisation, Factor 1[**Environmental Risk**] comprised of six items and factor 2[**Hygienic Standard Risk**] comprised of three items with factor loadings values more than 0.6. Using Factor Analysis two new factors were successfully constructed that affects the demand towards street food.

### Conclusion

The study was conducted to understand the consumer's buying behavior for street food, preference of street food on the basis of gender and various dimensions of perceived risk towards street food in Jhansi City.

The study indicates that there is no significant association between gender and the preference of street food that means gender does not affect the preference for either junk food or healthy food.

Through factor analysis various dimensions of perceived risk towards street food was analyzed. The results thus reveal that the preference of street food do not get influenced by any specific gender and is purely based on the preference of individual according to his taste and likeliness.

Environmental risks. Thus, though easily available and affordable but the demand for street food is actually constrained by the said risks which the vendors have to battle out to convince the buyers for increasing their sales.

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