

Emperor Journal of Marketing

ISSN:2583-0686

Mayas Publication®

www.mayas.info

Volume-V

Issue-II

February-2025

Factors Influencing Street Food Consumption in Tiruchirappalli: A Study on Consumer Attitudes and Preferences

Dr.N. Mohamed Siddiq

Assistant Professor

PG & Research Department of Commerce

Jamal Mohamed College (Autonomous)

(Affiliated to Bharathidasan University), Trichy

S. Dinesh Babu

II. M.Com,PG & Research Department of Commerce

Jamal Mohamed College (Autonomous)

(Affiliated to Bharathidasan University), Trichy

Abstract

Street food is an essential part of the urban food culture in Tiruchirappalli, offering affordable and diverse culinary options to a wide range of consumers. This study investigates the key factors influencing consumer attitudes and preferences toward street food consumption in the region. The primary determinants examined include price, taste, convenience, hygiene, and socio-demographic characteristics. Data collected from 250 respondents through structured questionnaires and interviews reveal that affordability and taste are the most significant motivators for street food consumption. However, hygiene and food safety remain major concerns among consumers. The study highlights the role of convenience and accessibility in shaping consumer choices and identifies demographic factors such as age, occupation, and income levels as influential variables. The findings suggest that improved vendor hygiene practices and regulatory measures could enhance consumer confidence and sustain the street food sector. Recommendations include stricter hygiene inspections, vendor training

programs, and public awareness campaigns on food safety. This research provides valuable insights for policymakers, food vendors, and urban planners aiming to balance affordability, quality, and safety in the street food industry of Tiruchirappalli.

Keywords: Street food, Consumer preferences, Taste, Hygiene, Food safety, Convenience.

I. INTRODUCTION

Street food is an integral part of the culinary and economic landscape of Tiruchirappalli, serving as a source of affordable nourishment for people from diverse socio-economic backgrounds. The vibrant street food culture offers a variety of traditional and modern delicacies, catering to the tastes and preferences of both locals and visitors. Street food not only provides sustenance but also contributes to employment generation and urban livelihoods, making it a crucial component of the informal food sector. In recent years, the popularity of street food has grown significantly due to its affordability, convenience, and unique flavours. However, despite its advantages, concerns over food hygiene and safety persist, posing health risks to consumers. Various factors influence consumer choices when it comes to street food consumption, including price, taste, accessibility, and perceived quality. Additionally, socio-demographic variables such as age, gender, occupation, and income level play a crucial role in determining preferences.

Review of Literature

Ardivin Kester S. Ong^a, Eric R. Tacardon^a, Ma. Janice J. Gumasing (2025) “An extended theory of planned behaviour approach for assessing factors affecting street food consumption in the Philippines” Changes in behavioural aspect in food consumption prevailed in recent times, especially the rise of street food popularity in different countries. With scarce literature available, research on consumption and behavioural intentions in street foods was evident. This study considered an extended theory of planned behaviour framework for the holistic assessment of consumption intention of street foods. With 1601 valid responses collected in the Philippines, structural equation modelling was applied for the causal relationship analysis of factors influencing consumption intention of street foods in the Philippines. Results indicated that perceived food quality and utilitarian eating values presented as contributing factor affecting attitude, while utilitarian eating values affected consumption intention with higher beta value over hedonic eating values and consumer behavioral domains. Following which was perceived monetary

aspects, subjective norm and perceived behavioral control, and consumer attitude. Meanwhile, hedonic eating value negatively associated with consumption intention, but positive on consumers' attitude. Managerial implications, practical suggestions, and thorough discussion were presented for other researchers to build on the findings which can be extended into other aspects related to local to foreign food and beverage advertisement, selling, and advancement. Furthermore, the results and framework utilized in this study can be further extended and applied to other aspects of consumer behavior in relation to other food industries.

Zhou, G. and Ali, S. (2024), "Street food consumer behaviour decoded: analysing decision-making styles, risk factors and the influential power of social media celebrities" This study aims to investigate consumer decision-making styles (CDMS) in the context of street food. In addition to the original CDMS constructs, two additional constructs, namely food safety risks and environmental risks, were included based on relevant literature. Furthermore, the study explores the moderating role of social media celebrities (SMCs) in bridging the intention-behaviour gap in street food consumption behaviour.

B.A. Alimi, A.T. Oyeyinka, L.O. Olohunbebe (2016) pointed out that the attitude of consumers to the safety of street food varied and is dependent on some socio-economic factors. They reported that education and income positively affected perception of consumers on the hazards of street foods in Nigeria and North Africa, respectively. They also had reported in their study that consumers with higher education were more conscious of possible health risks inherent in street food because of the information at their disposal while those with higher income would rather patronize regulated fast food outlets and supermarkets though expensive.

Jeanedela Cruz and Mark Emile Punzalan et al ., (2013) conducted a study to analyze Consumer perception on safety and sensory evaluation of street-vended pork Dim Sum (Siomai.) A survey had been performed to determine why are the consumers buying street food and what do they consider in buying these. This study showed that 44% of the students surveyed considered food safety as one of the criteria in buying street food. Sensory evaluation was also performed to determine the preference of the consumers in terms of its odor, appearance and overall acceptability. This study showed that food safety and organoleptic properties are important factors in buying street-vended siomai. Food handlers should be made aware in terms of food safety as high levels of microorganisms may thrive in street food as evidenced

above. Moreover, food safety assessment must be done to other street-vended food products as there might be potential risks during consumption.

Wai Yee Lin, and Masahiro YAMAO (2014) in their study aimed to explore street food consumers' attitude towards food handling practices and safety of street foods in Yangon, Myanmar. A total of one hundred and sixty seven (n=167) street foods consumers took part in this study. Demographic profiles of consumer respondents, their opinion in comparison with street foods and other food stalls, reasons for buying and commonly purchased items of street foods, their experience on street food safety, their attitude towards the vending practices of the vendors from safety aspects etc. were conducted in this study. Among other findings, this study found that more than 75 % thought that street food stalls should be under authority's control for safety. Most of them 65% had better impression on the sanitary condition of the stationary food shops if comparing with that of street food shops. Nearly 90% responded that they were not satisfied with the safety of street foods.

Analysis and Interpretation of Data

Table No: 1 Gender Wise Classification

		Overall Satisfaction				Total
		Ds	N	S	Hs	
Gender	Male	3	9	40	10	62
	Female	3	5	25	5	38
Total		6	14	65	15	100

Gender	No. of.Respondents	Percentage
Male	63	63.00%
Female	37	37.00%
TOTAL	100	100%

Interpretation

The above table shows that 63% of the respondents are male, 37% of the respondents are female. Majority (63%) of the respondents are male.

TABLE NO: 2 ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.372	1	.372	1.176	.281
Within Groups	30.988	98	.316		
Total	31.360	99			

Table No 3**Association Between Gender Overall Satisfactions towards Street Food****Strategies To Increase Factors Influencing Street Food:**

- **Improving Food Safety and Hygiene**

- Implement vendor training programs on food handling and hygiene practices.
- Introduce certification or grading systems to assure customers of food quality.
- Encourage the use of clean water, gloves, and protective coverings for food.

- **Enhancing Taste, Variety, and Innovation**

- Promote unique local flavors and fusion cuisines to attract a diverse customer base.
- Introduce seasonal and healthy street food options to cater to changing consumer preferences.
- Encourage vendors to experiment with presentation and packaging for better appeal.

- **Strengthening Consumer Trust and Awareness**

- Conduct awareness campaigns on the nutritional value of street food.
- Utilize social media to highlight hygiene-conscious vendors and positive customer experiences.
- Develop mobile apps or maps to guide consumers to popular and highly-rated vendors.

- **Ensuring Accessibility and Convenience**

- Improve infrastructure, such as designated vending zones with better seating and sanitation facilities.
- Allow mobile street food units to reach high-footfall areas, such as offices and colleges. Encourage digital payments to enhance ease of transactions.

II. CONCLUSION

Street food plays a vital role in the informal economy of Tiruchirappalli, offering affordable, convenient, and diverse food options to consumers. This study highlights the key factors influencing street food consumption, including price, taste, accessibility, hygiene, and socio-demographic characteristics. While affordability and taste are primary motivators, concerns about hygiene and food safety persist among consumers. Addressing these concerns through improved vendor practices, regulatory measures, and consumer awareness can significantly enhance confidence in street food consumption. The findings suggest that training programs for vendors, stricter hygiene inspections, and certification systems can help mitigate health risks and promote safe food handling. Additionally, integrating technology, such as mobile applications to map hygienic food stalls and digital payment options, can further boost the sector. Consumers' attitudes toward street food are also shaped by socio-economic factors such as age, occupation, and income, making it crucial for policymakers and urban planners to adopt inclusive strategies that cater to different consumer segments. Furthermore, enhancing the taste, variety, and innovation in street food can attract a broader audience and sustain the industry's growth. Seasonal, healthy, and fusion cuisines can cater to evolving consumer preferences, while infrastructure improvements, such as designated vending zones and better sanitation facilities, can enhance the overall street food experience. In conclusion, while street food remains a crucial part of Tiruchirappalli's urban food culture, addressing concerns, improving accessibility, and fostering innovation are essential for its long-term sustainability. Policymakers, food vendors, and consumers must collaborate to create a street food ecosystem that balances affordability, quality, and safety, ensuring a thriving and resilient sector for years to come.

III. REFERENCES

1. SB AHAMED, EM ALI (2016), The Impact of Social Media on Consumers buying Behaviour, Primax International Journal of Marketing (PIJM).
2. SIDDIQ, N. M., AHAMED, S. R., KHAN, Y. R., AHMED, M. S., BADHUSHA, M., & MOHAMED, I. A. (2025). Impact of digital payments on the earnings and business operations of roadside street vendors.
3. Ahmed, M. S., Badhusha, M. H. N., Siddiq, N. M., & Mohamed, I. A. Consumer Preference and Satisfaction towards Domestic Solar Water Heaters in Tiruchirappalli District.

4. SB Ahamed, AM Yahiya (2023), A Study on Youth Perception and Awareness towards Entrepreneurship and Government Schemes in India with Special Reference to Dindigul District, *DIGITAL INDIA A Progress towards Sustainable Development Goals (SDGs)*, 331.
5. Ahmed, M. S., Badhusha, M. H. N., Siddiq, N. M., & Mohamed, I. A. Factors Influencing Consumers' Purchase Decision towards Online Shopping in Tiruchirappalli District.
6. Khan, Y. R., Ahamed, S. R., Ahmed, M. S., Siddiq, N. M., Badhusha, M. H. N., & Mohamed, I. A. Examining Students' Perception of Online Education in Arts and Science Colleges: Perspectives on Personalized Learning and Emerging Educational Technologies.