

# The Popularity of Street Food and Role of Social Media in Promoting Street Food, with Reference to Pune City

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## Abstract

The Social and cultural changes and changing life styles have resultant in the habit of eating outside. The consumers do not have time to cook at home, the changes in consumption habits of the society, cultural interactions, fast living, and the contribution of women to work life are influencing and changing the nutrition style in crowded cities. In today's world, people prefer to buy food sold on the streets to meet their nutrition needs outside home. Usually the consumer of street food, avails this owing to convenience and accessibility, but through promotion using numerous modes it can be MADE POPULAR. Social Media plays a critical role here. Once you post the comment, it can reach thousands of followers at one time. The Research paper aims to understand and study the popularity of the street food and what role is played by social media in promoting it or making it accessible to the consumers. Close to 120 respondents have contributed to the study, they are located in urban location of Pune City.

**Keywords:** Street Food, Social Media, Consumers

## REVIEW OF LITERATURE

Steve Micagaz, James F Petrick, researched whether the utilization of social media increase awareness and sales of street food or food trucks. They conducted surveys to conclude the results. This survey was conducted in Austin, Texas. Analysis was done to determine (1) if street food vendors are currently utilizing social media for the purpose of advertising, (2) whether social media influences certain demographic groups like gender and age, and (3) if advertising via social media influences behavioural intentions to purchase street food. Research

indicates that social media is rapidly gaining popularity within the food industry as a cost efficient and positively influential advertising tool. Increasing the exposure of street food should increase the likelihood of increased usage of street food. This study will help determine the usage of social media as an advertising tool among street food purveyors.

Chirag Gadi, K. Lakshmi Bala, Er. Avanish Kumar (2018) Conducted study of street food for hygiene and sanitation maintained by them. Highest level of contamination was found in Sugar cane juice and Sweet lime juice.

Thakur, Mehra, Narula and Kalita (2013); Mahapatra, Narula, Klaita and Mehra (2014) A study was done to assess food safety and hygiene practices amongst street food vendors in Delhi, India. Food sold is of different variety, flavor, economical and tasty, which becomes popular among people easily. This study highlighted few points which requires attention for better hygiene status and food practices amongst street food vendors. But its time to generate awareness amongst street vendors and WHO's five "keys to safety" should be incorporated.

Eihab Fathelrahman, Aydin Basarir (2018) studied the Use of Social Media to Enhance Consumers' Options for Food Quality in the United Arab Emirates (UAE). This research question targets social media's role in aiding consumer decision-making with regard to enhanced food quality choices and thus enhanced food security. The results of this study showed that about 50% of the respondents frequently use a website to order food online in the study area. The analysis of the survey results showed a strong correlation between the frequency of food ordered online by consumers and the number of consumers who sought specific information about food quality, such as those who

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wished to obtain information about special diets for both medical and non-medical purposes. A strong correlation was also found to exist between the frequency of ordering food online and consumers who often inquired about buying organic food.

M. Nick Hajli (2015) studied the impact of social media on consumers. The study presents the following questions. 1. Do social media in social networking sites affect the user's trust? 2. Do PU and trust affect the user's intention to buy? 3. Which factors (PU or trust?) are more important in determining the user's intention to buy? The study borrows constructs from the technology acceptance model, and integrates them with trust and social media concepts to propose a model to examine the role of social media in e-commerce and social commerce adoption. The results of data analysis reveal 399 A study of the impact of social media on consumers that social media empower participants to generate content through online communities, reviews and recommendations. Consumers, facilitated by social media, generate online social support for their peers. Consequently, these interactions establish trust in the networks used. The results show that trust, encouraged by social media, significantly affects intention to buy.

Atinkut (2018) studied the Factors influencing consumers' choice of street-foods and fast-foods in China. Aim of this paper is to examine empirical findings on the arena of consumers' behavior and attitude towards intake of street-foods (SFs) and fast foods (FFs) status as well as associated risks of consumption in China. In conclusion both fast food & street food expanded swiftly. Both FF(Fast Food) and SF(Street Food) consumptions by consumers in China has stretched drastically like urbanization in China as other developing nations in the world.

M. Sekar et al. (n.d.) studied factors influencing consumers to prefer the street vended foods. In this paper, preference of street vended food and factors influencing the consumers to prefer SVF were analyzed by using statistical tools such as average score analysis, correlation and regression. In India middle income and low income people prefer this food frequently because it is less cost, easily available and most consumable food. In developing countries people mostly preferred business of street vending shop for their income, employment and investment (Asset creation) and also most of the people

use SVF for their daily life. The results states that taste and aroma were considered as the primary factors help them to recommend the SVF outlet to others. Similarly, the recommendation of SVF outlet may occur based on the favourite dish and price tag of the items. The result also states that personal factors are found the highest level of contribution (23.2%) on the overall consumer buying behaviour towards SVF outlets. Hence, this result reveals that the personal factors are most influencing factors in consuming food from SVF outlets.

## OBJECTIVES

- To study about the popularity and Variety of Street Foods available in Pune City.
- To study about the factors influencing the use of social media to opt for Street Food.
- To study about the influence of Social Media on street food.

## INTRODUCTION

Street Food has gained popularity over the years. Street food is ready-to-eat food or drink sold by a hawker, or vendor, on a street or other public place, such as at a market or fair. It is often sold from a portable food booth, food cart, or food truck and meant for immediate consumption.

According to a 2007 study from the Food and Agriculture Organization, 2.5 billion people eat street food every day.

Social and cultural changes and changing life styles have resultant in the habit of eating outside. The consumers do not have time to cook at home, the changes in consumption habits of the society, cultural interactions, fast living, and the contribution of women to work life are influencing and changing the nutrition style in crowded cities. In today's world, people prefer to buy food sold on the streets to meet their nutrition needs outside home.

Preparing and selling food on the streets provide a constant income for millions of people. However, during the selling of food on the streets, some risks arise. Some of these risks are causing accidents on busy traffic, being fined because of occupying the pavements, doing sales illegally, or employing children as workers (FAO, 2011). Since the money spent on street food is not too much, it helps especially poor families to meet their daily nutritional requirements.

Regarding the employment, street food provides a good job opportunity and income for sellers with small capitals and especially for women. It is seen that in 82% of street food processing is carried out by women and that employment opportunities are good. While this situation creates a constant income for women, it also creates a constant nutrition source for working women.

Some do consider it as a high-risk zone looking at the condition of hygiene and cleanliness maintained by the street food sellers. But there is a class who prefers it as per the reasons mentioned above.

Usually, the consumer of street food, visits the stall owing to convenience and accessibility, but through promotion using numerous modes, it can be MADE POPULAR. Social Media plays a critical role here. Once you post the comment, it can reach thousands of followers at one time.

Social Media is the new, highly-effective and a powerful tool to create sensation about products, menus or food brands being launched in the market. With everyone being hooked on social media these days, it is an obvious choice for fast food joints, food and beverage (F&B) companies and connoisseurs to turn to this influential medium to spread the word and create hype about their services, products, events and new items on the menu. The competitive environment has made companies think of out-of-the-box strategies and social marketing to help them win more clients on the online platform.

This has given rise to Culinary Tourism in India. Culinary tourism is defined as the pursuit of unique and memorable eating and drinking experiences. By combining travel with these edible experiences, culinary tourism offers both locals and tourists alike an authentic taste, unique to each destination. Eating is a soulful experience for many tourists, which explains why tourists are always in the pursuit of good eateries.

This trend has taken a twist in the present day with the increase in usage of social media applications which help locate good restaurants. Locals and tourists have developed a taste for using social media applications to search for prominent eateries in a locality and also rate their gastronomic experiences. Applications like Instagram, Facebook, Twitter have also helped in promoting street food, with the help of upcoming bloggers on Instagram who help promote the restaurants as well as local street food.

## RESEARCH METHODOLOGY

### Collection of Data

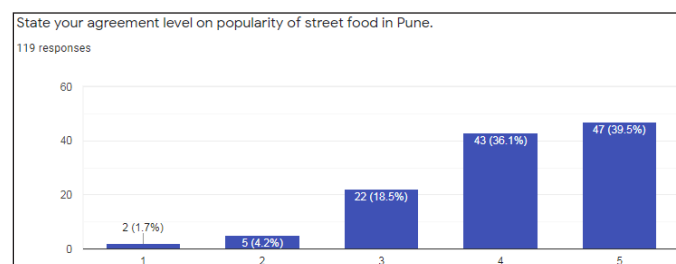
The data required was collected using the following techniques:

- *Personal Interviews:* The researcher conducted personal interviews with the male employees of the various five-star hotels to understand their perceptions towards their female colleagues.
- *Questionnaire:* A questionnaire was made and circulated to the male employees of the hotels by forwarding the link of the questionnaire to obtain their views.
- *Selection of Sample:* The study has been conducted to identify the perceptions of male employees of their female counterparts in the hotel industry in Pune. A sample of male employees has been selected at random from different five-star hotels in Pune city.

## DATA ANALYSIS AND DATA INTERPRETATION

A series of questions were asked and acquired data represented in form of Bar charts and Pie charts.

### The Agreement Level on Popularity of Street Food

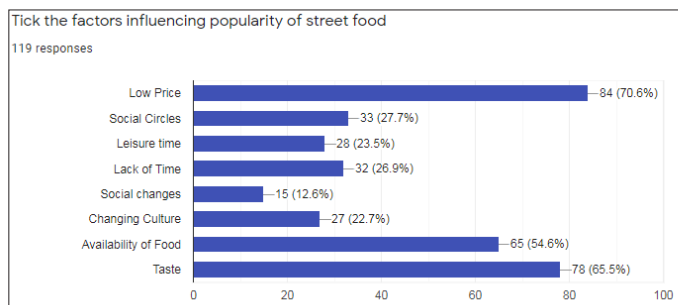


Graph 1: Graph Showing Popularity of Street Food

On a scale of 1-5, respondents show an inclination towards an agreement about the popularity of the street food, in the City of Pune. In the above graph, 39.5% of the respondents chose 5, 36.1% chose 4 and 18.5% chose 3 in popularity of street food. 4.2% of the respondents chose 2 and 1.7% chose 1.

It is visible that that close to 85% of respondents agree to the fact that street food is quite popular in this city. This could be owing to the fact that the working population is pretty high in the city and it's very convenient to access street food which is widely available in major areas.

### Factors Influencing Popularity of Street Food

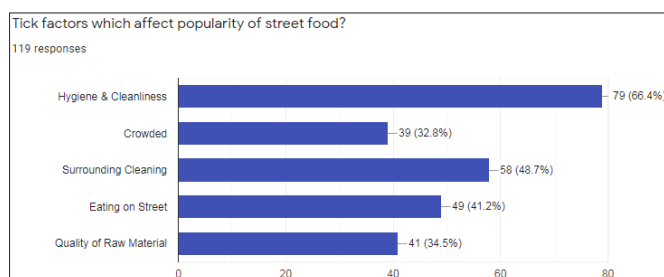


**Graph 2: Graph Showing Factors Influencing Popularity of Street Food**

In the above graph, 70.6% people chose low price, 65.5% chose taste and 54.6% chose availability of food in factors influencing popularity of food. 27.7% chose social circles and lack of time and 23.5% chose leisure time. 22.7% chose changing culture and 12.6% chose social changes.

The popularity of street food is owing to LOW PRICE, Taste and Availability (Accessibility). This indicates that people prefer food which is good, substantial and at the same time affordable and easy on pockets.

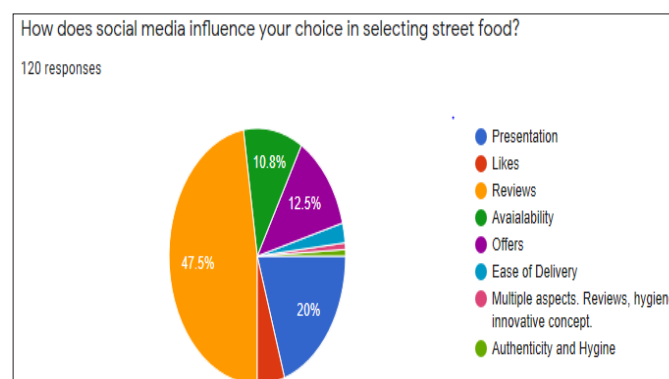
### The Factors Which Adversely Affect the Acceptance of Street Food



**Graph 3: Graph Showing Factors Affecting Popularity of Street Food**

When people are asked about the factors which may adversely affect the street food, the respondents chose hygiene and cleanliness as the major problem in most of the street food. 48.7% chose surrounding cleanliness & 41.2% chose to eat on street as factors affecting popularity of street food. 34.5% chose quality of raw material and 32.8% chose that the amount of crowd might affect the popularity of street food.

### The Parameters Influencing the Choice of the Street Food



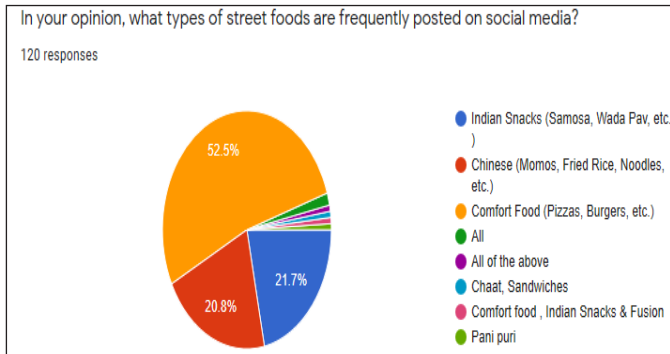
**Pie Chart 1: How does Social Media Influence Your Choice in Selecting Food?**

In the first question, there were 120 responses. In that 47.5% of the people chose reviews, 20% chose presentation, 12.5% chose offers, 10.8% chose availability, 5% chose likes, 3% chose ease of delivery and 0.8% chose authenticity and hygiene and multiple aspects.

This question was asked to understand how the various aspects of social media impact the consumer. Out of all the parameters, the most influential parameter includes Reviews and presentation done on social media about the food. Consumer does not get that influenced by Authenticity, hygiene and innovation.

Therefore the marketers must emphasize presentations as the reviews may be beyond the control of the marketer. But must ensure that they need to maintain the standard quality, and consistent services so as to maintain positive reviews.

### To Review the Category of Street Food Which is Preferred by Consumers on Social Media

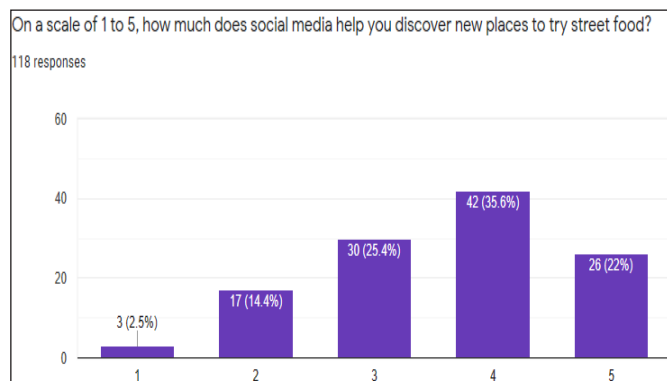


**Pie Chart 2: In Your Opinion, What Types of Street Foods are Frequently Posted on Social Media?**

According to the second question of the survey, 52.5% of the responders chose comfort foods like pizzas, burgers, etc. and 21.7% chose Indian snacks like samosas, Wada paved and 20.8% chose Chinese food, 1.7% chose all option and 0.8% of the responders chose chat, sandwiches and fusion food in the type of street food that was frequently posted on social media.

This means most of the non-Indian snacks have a larger promotion on social media as compared to Indian snacks. This could be due to the fact that Indian snacks like samosa, pav bhaji is offered on stalls with or without any brand name associated with it whereas Pizzas and burgers or sandwiches may have brands associated with it.

### To Review the Role of Social Media to Discover the New Places Offereing Street Food

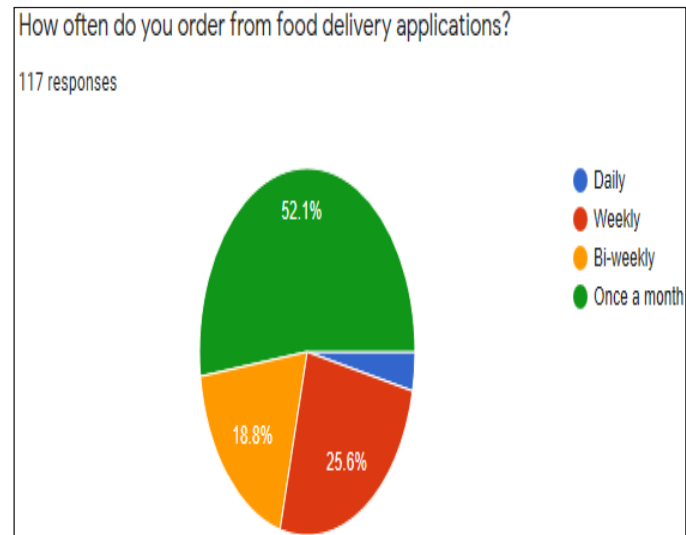


**Graph 4: Graph Showing How much does Social Media Help in Discovering New Places to Try Street Food**

In this parameter, the researcher has tried to find out the role of social media in identifying and promoting new places or joints. According to survey, in question 3, 35.6% of the responders chose 4, 25.4% chose 3 and 22% of the responders chose 5 to use social media in discovering new places to try street food. 14.4% of the responders chose 2 and 2.5% of the responders chose 1. 1-5 was the scale on agreement of consumer about social media’s role in introducing new places.

So the study indicates that more than 60% consumer’s shows agreement with the social media’s role in introducing new places.

### The Study of the Frequency of Ordering Food using Social Media



**Pie Chart 3: Pie Chart Showing How Often Food Delivery Application are Used for Ordering Food**

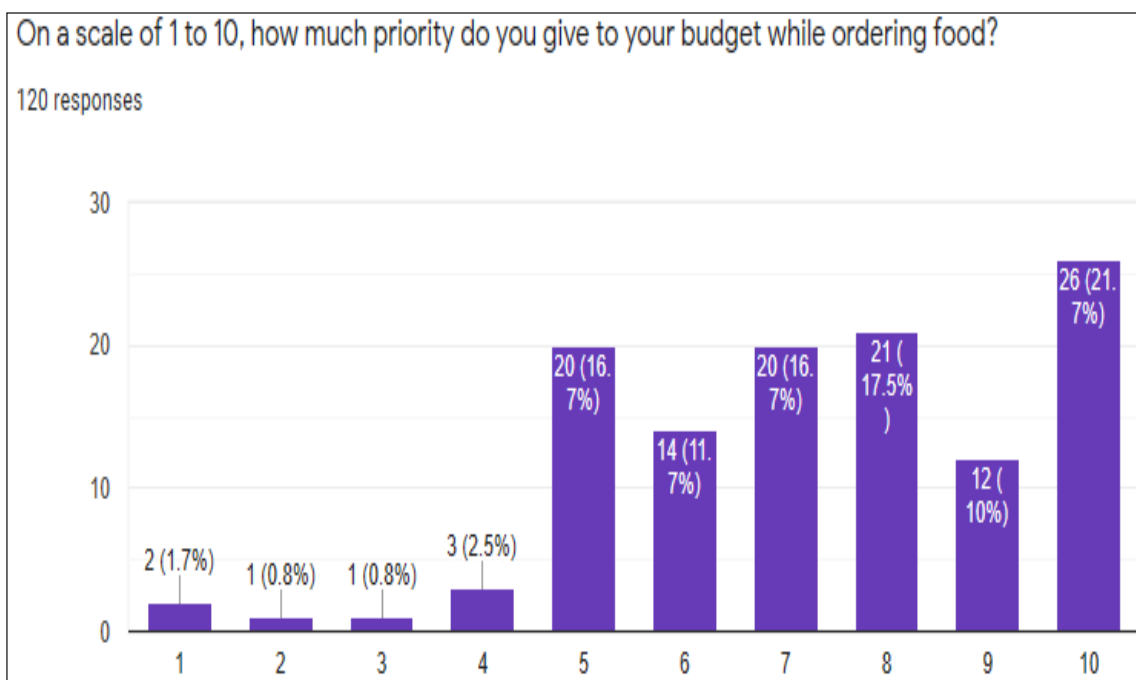
In the 4<sup>th</sup> question, the survey showed that 52.1% ordered once a month, 25.6% of the responders ordered weekly and 18.8% of the responders ordered bi-weekly and 3.4% of the people ordered daily. This is not a very encouraging picture as we usually are under the impression that almost all the people who order food from outside, uses social media platform to order food or use the review.

### Is Budget a Parameter while Ordering Food

In the 5<sup>th</sup> question, the survey showed 21.7% chose 10, 17.5% chose 8, 16.7% of the responders chose 5 and 7, 11.7% chose 6 and 10% chose 9 in prioritizing budget

while ordering food. 2.5% chose 4, 1.7% chose 1 and 0.8% of the responders chose 2 and 3. This clearly indicates that

people do have BUDGET in mind while placing the order on social media.



**Graph 5:** Graph Showing How Much Priority Does One Give to Budget While Ordering

## QUESTIONNAIRE 2:

### DATA INTERPRETATION

#### Findings

##### Questionnaire 1:

A series of 5 questions were asked and 120 responses were recorded.

The top 3 responses for Question 1 were reviews, presentation and offers. The mean of these 3 responses was 80. Humans, being social animals, tend to seek conformance amongst their social circle before acting out on a decision. One of the best ways to follow a dominant social circle is by conforming to their ideologies. Internet reviews help the user gain personal insight about the product and aids him/her in making the right choice. Presentation and offers also play a major role in choice of street food as visual representation is very important for humans as the more visually appealing the food is, the more the people want to eat it and offers and discounts are also very appealing as humans love to save money and get great deals.

The top 3 responses for Question 2 were comfort food (pizzas and burgers), Indian snacks (Samosa and Vada Pav) and Chinese (Momos, Fried Rice). The mean of the responses was 82. The reason for these responses is due to pizzas and burgers, Indian snacks and Chinese being readily available on the streets at a cheaper rate as compared to the restaurants and them being widely popular amongst students, more posts about these foods are shared on social media making them appear largely on social media feeds.

The top 3 responses for Question 3 were (on scale) 4, 3 & 5. As technology and social media is taking over the shopping market, it has a huge impact on the food industry as well. Online reviews, pictures, etc help in increasing popularity of street food places and also creates trends which invoke curiosity in people.

The top 3 responses for Question 4 were once a month, weekly and bi-weekly. To avoid delivery charges or extra charges, the majority of responders might prefer going to the food joints rather than ordering them from food delivery applications. As we are considering street food, responders might have selected once a month. Good offers, eating within the comfort of home, food availability with one click, etc might be major factors of ordering food weekly or bi-weekly.

The top 3 responses for Question 5 were on the scale of 1 to 10 were 10,8,7. Majority of the responders were students or young professionals, who rely on budgeting their finances. So most of their food choices will naturally depend on the cost of the food item, the lesser the better. Some people consider the other aspects as well but majority of the priority is given to the costing.

The top 3 responses for Question 2 were Low price, taste and availability of food. These responses were because Humans generally have a tendency to gravitate towards cheaper things. Majority of the respondents might have chosen low price as street food provides good taste, ease of delivery along with cheaper rates. Majority of the respondents might have chosen taste as the respondents will go back to the street food vendor if the taste of the food item is good and hence taste affects popularity of street food. Majority of the respondents might have chosen this option because the people are in search of food which is easily available to save on time and hence availability of food affects popularity.

The top 3 responses for Question 3 were hygiene and cleanliness, surrounding cleanliness and eating on street. Hygiene and cleanliness of the food stall, food vendor and the surrounding might play a major role in popularity of street food as the respondents might be concerned about health risks. Many of the respondents might be concerned about the health risks associated with eating on street, hence affecting the popularity of street food.

## SUGGESTIONS

- The sample size considered in this project survey was small. A bigger sample size consisting of wide range of age groups could be used in the future if the study is done again.
- A detailed set of questions could be used for a more in-depth analysis.
- The data pertaining to the frequency of online ordering seems to exhibit a bias. A larger sample size may help to tackle this issue in the future.
- The popular food delivery brands on social media have not been considered in the study as the intention was not to promote the brand or check the popularity of the brand but to review the social media 's role in making the street food reach the consumers.

## CONCLUSION

According to the data collected through the survey, it was found that social media plays a major role in selection of street food and that online delivery applications and budget of the individual also play an important role in selection of street food.

## LIMITATIONS

- A sample size of 120, might be limiting to effectively establish a correlation between online delivery and street food.
- The questionnaire is an absolutely generic one, which can be made specific to a product or a brand.

## ANNEXURE

### Sample Questionnaire

- Q1) How does social media influence your choice in selecting street food?
1. Presentation
  2. Likes
  3. Reviews
  4. Availability
  5. Offers
  6. Ease in delivery
- Q2) In your opinion, what types of street foods are frequently posted on social media?
1. Momos
  2. Chinese
  3. Chaat
  4. Other
  5. Fast food (pizza, burger)
- Q3) On a scale of 1 to 5, how much does social media help you discover new places to try street food?
- Q4) How often do you order from food delivery applications?
1. Daily
  2. Weekly
  3. Once in a month
  4. Other

- Q5) On a scale of 1 to 10, how much priority do you give to your budget while ordering food?
- Q6) State your agreement level on popularity of street food in Pune (On the linear scale of 1 to 5).
- Q7) Tick factors influencing popularity of street food?
1. Low Price
  2. Social Circles
  3. Leisure Time
  4. Lack of time
  5. Social Changes
  6. Changing Culture
  7. Availability of food
  8. Taste
- Q8) Tick Factors which actually affect popularity of street food?
1. Hygiene and Cleanliness
  2. Crowded
  3. Surrounding Cleanliness
  4. Eating on street.
  5. Quality of raw material.

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