

## STREET FOOD: HYGIENIC OR UNHYGIENIC? A CLUSTER ANALYSIS OF STREET FOOD LOVERS

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### **Abstract:**

Laree food is ready-to-eat food or drink served by a hawker or seller at a Laree or another public venue, such as a market or fair, typically from a temporary stall. While many Laree dishes have expanded outside of their original location, some are still regional in nature. In addition to being categorized as fast food and finger food, most Laree items are typically less expensive than restaurant meals. A 2007 Food and Agriculture Organization survey estimates that 2.5 billion people consume Laree food daily. These days, people buy Laree food for a variety of reasons, including nostalgia, sampling different ethnic cuisines, and getting tasty, affordable meals in a social environment.

*Keywords: Laree Food, Cluster Analysis*

### **Introduction**

Street food, a culinary phenomenon entrenched in urban landscapes globally, embodies the rich tapestry of local cuisine and communal dining experiences. As noted by Kottak and Kozaitis (2008), street food serves as a manifestation of cultural diversity and creativity, reflecting the culinary traditions and ingenuity of communities. Whether it's the bustling night markets of Taipei or the vibrant street stalls of Bangkok, street food vendors transform simple ingredients into gastronomic delights, captivating the senses and forging connections with passersby (Hall, 2013). This communal aspect of street food is highlighted by Harris (2012), who emphasizes its role in fostering social interactions and creating shared experiences among diverse groups of people. From savory skewers grilled to perfection to steaming bowls of noodles infused with aromatic spices, street food offers a sensory journey through the flavors and aromas of a region (Long, 2006). Thus, street food stands not only as a testament to culinary innovation but also as a symbol of cultural heritage and community cohesion, inviting individuals to explore the intricacies of local flavors while forging connections with the communities that create them.

### **Review of Literature**

Street food consumption has garnered significant attention in recent years, reflecting its integral role in urban culinary landscapes and cultural expressions. Scholars have explored various dimensions of street food consumption, ranging from its socio-cultural significance to its economic implications and public health considerations.

**Socio-cultural Significance:**

Street food consumption serves as a manifestation of cultural identity and heritage, reflecting the culinary traditions of a region (Hess, 2014). In their study, Kottak and Kozaitis (2008) highlight how street food embodies the cultural diversity and creativity of communities, offering a sensory journey through flavors and aromas deeply rooted in local customs and practices. Furthermore, street food consumption fosters social interactions and community cohesion (Mansvelt, 2019). Harris (2012) emphasizes its role in creating shared experiences among diverse groups of people, as individuals gather around street stalls to savor culinary delights and engage in informal exchanges.

**Economic Implications:**

Street food vendors contribute significantly to local economies, providing livelihoods for countless individuals and supporting small-scale food enterprises (Cohen, 2019). In their research, Hall and Page (2002) highlight the economic importance of street food markets, which often serve as vital sources of income for marginalized populations in urban areas. Moreover, street food consumption stimulates tourism and generates revenue for destinations renowned for their culinary offerings (Richards & Memery, 2019). Long (2006) discusses the emergence of culinary tourism, wherein travelers seek authentic street food experiences as part of their exploration of local cultures and gastronomic traditions.

**Public Health Considerations:**

While street food consumption offers a rich culinary experience, it also raises concerns regarding food safety and hygiene (Fisher et al., 2012). Researchers have highlighted the need for regulatory frameworks and sanitation measures to mitigate health risks associated with street food vendors (Battersby & Peyton, 2013).

Furthermore, the nutritional quality of street food has come under scrutiny, with studies examining its impact on public health and dietary patterns (Gupta & Srivastava, 2014). Efforts to promote healthier street food options and educate consumers about balanced nutrition have gained traction in response to rising concerns about diet-related diseases (Kadiyala et al., 2013).

In summary, literature on street food consumption underscores its multifaceted nature, encompassing socio-cultural, economic, and public health dimensions. While celebrated for its cultural richness and culinary diversity, street food also poses challenges that necessitate holistic approaches to regulation and promotion, ensuring its continued enjoyment while safeguarding public well-being.

**Methodology****PROBLEM STATEMENT**

In a nation such as India, there are a lot of people who have good memories of Laree Food and a lot of people who have either had unpleasant experiences with Laree because of health-related

problems or a bad opinion of Laree Food. Thus, the author of this report has attempted to investigate consumer perceptions regarding Laree Food.

**RESEARH OBJECTIVES:**

- To study street food lovers’ profile.
- To study various types of consumers with respect to attitude towards laree food.

**RESEARCH DESIGN & SAMPLING DESIGN**

- After framing the Problem statement, author used the Descriptive – Cross-sectional Research design. It describes the phenomena under study. Now research design becomes descriptive cross sectional as it will now study the attitudes towards Laree Food of consumers.
- Sample Unit: Consumer who consume Laree Food
- Sample Size: 449
- Sampling Method: Non-Probability Convenience Sampling

**DATA COLLECTION**

Primary data were collected through Google forms via structured e-questionnaire. The secondary data for the survey was collected from the brochures, books, journals, websites etc. For the research I have selected the method of “E-Survey” with the consumers. Research instrument: Questionnaire was used as a means of Data Collection and as a research instrument. The Questionnaire was mainly consisting of different kinds of questions which are as follows.

- Interval Scale Questions (Various scales such as Strongly Agree to Strongly Disagreed type)
- Single Choice Question
- Dichotomous Questions (Yes / No Type)

**DATA ANALYSIS AND INTERPRETATION**

**Sample Profile**

<b>Gender</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	255	56.8	56.8	56.8
	Female	194	43.2	43.2	100.0
	Total	449	100.0	100.0	
<b>Occupation</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Salaried	121	26.9	26.9	26.9
	Business Person	36	8.0	8.0	35.0

	Student	260	57.9	57.9	92.9
	Self-Employed Professional	32	7.1	7.1	100.0
	Total	449	100.0	100.0	
<b>Age (Ordinal)</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 18	35	7.8	7.8	7.8
	18-28	328	73.1	73.1	80.8
	29-38	67	14.9	14.9	95.8
	39-48	13	2.9	2.9	98.7
	More than 48	6	1.3	1.3	100.0
	Total	449	100.0	100.0	

Table Sample profile of the respondents Source: SPSS Output

Cluster Analysis is an analytical technique for developing meaningful subgroups of individuals or objects. Specifically, the objective is to classify a sample of entities (individuals or objects) into a smaller number of mutually exclusive groups based on the similarities among entities (Hair, Black, Babin, Anderson, & Tatham, 2009). Cluster Analysis is basically useful for segmentation purpose in marketing management. A Cluster is a group of users / buyers having similar characteristics. Elements within a cluster are homogenous by nature and between clusters are completely heterogeneous by nature. Every cluster extracted from cluster analysis shows different characteristics. A marketer studies each cluster and then tries to segment market which suits his product specifications. Cluster Analysis is broadly categorised into 2 parts:

- (1) Hierarchical Clustering
- (2) Non-Hierarchical K-Means Clustering

Hierarchical clustering gives diagrammatic representation about how many clusters can ideally be made with the help of Dendrogram, whereas k-means clustering is useful for further clustering in the form of number of clusters extracted, cases corresponding to particular cluster by Agglomeration schedule, number of cases in each cluster and giving final cluster solutions. In this research, K-means clustering was used on statements showing attitude towards laree food. The basic purpose behind using cluster analysis in this research was to identify types of consumers with reference to Laree Food.

**K-means clustering on attitude towards laree food statements**

K-means cluster analysis was performed on the statements showing attitude towards laree food consisting of 15 items. ANOVA table, number of cases in each cluster and Final cluster solutions were the necessary details that were generated in the said analysis.

ANOVA						
	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
S1	66.043	2	.959	446	68.863	.000
S2	104.163	2	.804	446	129.621	.000
S3	113.637	2	.921	446	123.320	.000

S4	60.273	2	.924	446	65.196	.000
S5	66.854	2	1.425	446	46.906	.000
S6	56.834	2	1.017	446	55.899	.000
S7	60.947	2	.622	446	97.942	.000
S8	74.065	2	.894	446	82.843	.000
S9	48.272	2	.806	446	59.855	.000
S10	62.272	2	.793	446	78.513	.000
S11	71.478	2	.992	446	72.019	.000
S12	36.200	2	.726	446	49.885	.000
S13	78.068	2	.783	446	99.764	.000
S14	21.189	2	.891	446	23.778	.000
S15	32.270	2	.957	446	33.733	.000

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

Source: SPSS Output

Clusters that are being extracted should be different from each other and the purpose of F test is to maximise the difference among cases in different clusters. In other words, one cluster should be different in terms of responses given by respondents from other clusters. In the ANOVA table above all the p-values are significant and can be said that cluster means are not equal.

Number of Cases in each Cluster		
Cluster	1	149.000
	2	115.000
	3	185.000
Valid		449.000
Missing		.000

Source: SPSS Output

Table above indicates total number of respondents in each cluster. It can be seen from the above table that maximum 185 respondents falls to Cluster No. 3, 149 respondents in Cluster 1 and 115 in cluster 2.

	Final Cluster Centres		
	Cluster		
	1	2	3
Laree Food is very unhygienic food	4	3	3
Eating Laree Food diminishes my social status	3	2	1
I feel shy standing by a Laree and having a dish on it	3	2	1
Inferior raw material is used while they prepare food	4	3	3

It becomes very uncomfortable eating on Laree because of poor seating arrangements	4	3	3
Laree food is almost all the time hot & fresh	3	3	4
Laree food is very tasty	4	3	4
Laree food gives me maximum visibility of what is being cooking	4	3	4
Laree food is tailored / customized food	3	3	4
Laree food is mouth watering	4	3	4
Eating Laree Food results in spoiling health almost all the time	4	3	2
Laree food saves time as they provide quick service	4	3	4
Laree food gives me value for money	4	3	4
Laree food does have superior quality	3	3	3
Laree food offers much variety	4	3	4

Source: SPSS Output

Cluster	Cluster Name	No. of respondents	% of Respondents out of 449
Cluster 1	Laree food Haters	149	33.18%
Cluster 2	Indifferent Consumers	115	25.61%
Cluster 3	Laree Food Lovers	185	31.20%

### Conclusion

As far as street food lover are concerned study concluded that these people are at two extreme continuums. Lovers, Haters and Indifferent about the same.

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