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An In-Depth Investigation Of Street Food Perceptions In India: A Review Of Consumer And Vendor Studies

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Abstract

Street food in India is a complex topic, and the present review investigation compiles perspectives from consumers as well as vendors from around the nation. The aim of the study is to understand perception of street food by conducting a thorough search of a comprehensive database. It combined findings from many research that used questionnaires, observations and cross-sectional analyses. Consumers perspectives revealed a notable lack of understanding in food safety, coupled with apprehensions over sanitary standards. However, flavour, price and convenience were identified as the main factors that attracts consumers. The vendors focussed studies revealed that vendor practices exhibited a range of management techniques, but also suggest a lack of proper execution of hygiene measures, while being aware of the importance. Additionally, the paper highlights the importance of implementing organized vendor training programs to improve food safety protocol. Effective awareness programs would play a crucial role in bridging the gap between knowledge and practice, hence will improve street food safety and perception among consumers and vendors.

Keywords: Street Food, Perceptions, Awareness, Consumer, Vendors, Studies.

INTRODUCTION

The street food industry in emerging nations has experienced substantial growth as a result of rapid urbanization and the growing participation of women in the workforce. The time-saving and convenient nature of this product makes it attractive to rapidly developing and industrialized civilizations, where residents have limited or no time for preparing meals at home (Alimi et al., 2014). Street food in India exemplifies a diverse array of aromas, flavours, and cultural heritage, providing an alluring insight into the culinary richness of the nation (Freedman, 2007). The street food scene is a lively and energetic hub where different regional flavours, culinary customs, and community interactions come together. To fully comprehend the attitudes and practices related to this culinary environment, it is necessary to conduct a thorough investigation that includes the

viewpoints of customers as well as vendors.

According to the Food and Agriculture Organization (FAO), street foods are described as "foods and drinks that are prepared and sold by vendors and handlers, typically in streets or similar locations, and can be consumed immediately or at a later time without any additional processing or preparation." Street food is a fundamental component of the culinary traditions of any community. It serves as a significant catalyst for job creation. Moreover, street food serves as a repository of indigenous gastronomic customs and is progressively assuming a significant position in bolstering the tourism industry globally. Street food vending is believed to generate substantial income for households engaged in selling these food items. Moreover, street foods provide as a cost-effective and nourishing option for meals (Mosupye & von Holy, 1999). Indians typically choose for street foods when dining out, primarily due to concerns around cost and the limited number of restaurants. Furthermore, the combination of convenience and affordable costs renders street food the preferred option for migratory workers residing in urban areas.

Street-vended foods are commonly believed to be dangerous due to the conditions in which they are produced and consumed. These conditions expose the food to several potential pollutants. Street food sellers typically transport their items to customers and hence operate in locations such as bus terminals, industrial sites, marketplaces, and other street corners with a large and readily available customer base. Regrettably, these establishments typically fail to meet all the necessary food safety standards. For instance, significant quantities of waste gather and create a suitable environment for insects and animal pests (Bryan et al., 1997). They fail to adhere to the simplest standards of hygiene. Research conducted in various countries has demonstrated that street foods have been found to be carriers of foodborne illnesses (Freese et al., 1998; Umoh & Odoba, 1999; Mosupye & von Holy, 1999; Edema & Omemu, 2004; Omemu et al., 2005; Lucca & Torres, 2006; Omemu & Aderoju, 2008; Nunes et al., 2010).

Therefore, through a thorough analysis of vendor evaluations and consumer research, this article aims to provide a comprehensive understanding of the perceptions, preferences, and operational dynamics of street food in India.

MATERIAL AND METHODS

i. Literature Research: In order to choose publications for this review, a search was performed utilizing the databases (Such as PubMed, Google Scholar etc). The subsequent search phrases were employed to direct the compilation of articles: Street Foods, Consumers perception, Vendor perceptions, vendor Practices etc. The objective of this research was to locate academic articles and research on consumer behaviour that specifically examine the street food culture in India and how it is perceived.

ii. Criteria for Inclusion: Moreover, article titles had to contain at least one of the designated key terms, which is Street Food. The following standards were used to assess the articles and choose which ones to include:

- (a) From 2010 until the present, researchers used empirical research methodologies, such as qualitative or quantitative approaches.
- (b) they were written in English and
- (c) they were published in a journal. Additionally, they must be relevant to India.
- (d) In addition, the reference lists of all the papers that were obtained were analysed in order to find any additional research that was relevant to the goals of the study.
- (e) Inclusion of articles that are available in their full text.

iii. Process of Selection: The studies were selected according to a predetermined set of criteria that emphasized their pertinence to the street food culture, their contribution to the knowledge of consumer behaviour, and the perspectives of street food vendors. Precise adherence to the review's objectives was maintained throughout the screening process.

iv. Data Integration and Interpretation of the Results: The data obtained from the chosen literature underwent a qualitative synthesis procedure, which involved organizing the findings from consumer studies and vendor analysis into categories. The synthesis aimed to uncover prominent themes, trends and discrepancies in the perceptions, preferences and activities associated with street food in India. This technique facilitated the grouping and juxtaposition of heterogeneous perspectives across various geographical areas and demographic groups.

RESULTS

By performing a thorough keyword search across multiple academic databases and pertinent platforms, including PubMed and Google Scholar, a comprehensive initial pool of 158 papers was identified. To choose the research that was most relevant to the study, a strict set of inclusion and exclusion criteria was used. The selection criteria gave careful consideration to the importance of relevance to the Indian street food culture, a thorough grasp of consumer behaviour, and a wide range of viewpoints from street food vendors. The rigorous assessment procedure was created to guarantee that the final selection of just seven customer studies (Table 1) and ten vendor evaluations (Table 2) fulfilled the study's goals and offered a thorough grasp of the viewpoints and experiences of street food vendors.

- **Study Method:** Seven of the research that made up this review tested the relationships in question using cross-sectional survey methodologies. Four of the research employed qualitative methods through focus groups and individual interviews, whereas the majority of the studies used surveys via self-made, standardized questionnaires.
- **Study Sample:** Both customer and vendor samples were taken from the research included in this review (both fixed and mobile suppliers). Particularly in the consumer studies, sample sizes range from 70 at lowest (Vyasa et al., 2017) to 586 at maximum (Gupta et al., 2018). Numerous research that used vendor samples ranged in sample size from a minimum of 50 (Naik et al., 2018) to a maximum of 234 (Reang & Bhattacharjya, 2013).
- **Study Location:** The studies included in this review included results from 11 different locations across the country, with the majority of the studies conducted in Delhi (N = 3), Pune (N = 2), and Assam (N = 3). Just one study—Ishwar et al. (2018)—was specifically focused on urban slum areas out of all the ones included in this evaluation.

Indian Customers' Perceptions about Street Food

Hygiene and Health and Safety Considerations of Concern

Consistently, consumer perceptions of street food indicate a substantial knowledge deficit with respect to food safety. Research, including that of Vyasa et al. (2017), consistently demonstrates that consumers are not adequately informed of the potential hazards that may be linked to street food. According to research by Mukherjee et al. (2018) and Vyasa et al. (2017), customers are increasingly worried about cleanliness standards and safety. An absence of holistic knowledge contributes to concerns regarding the safety of food items available on the street.

Flavour Preferences and the Impact of Cultural

Consumers persistently prefer street food on account of its taste, cost-effectiveness, and ease of access, notwithstanding inquiries regarding safety. Street food is greatly influenced by its cultural significance, which plays a major role in shaping customer attitudes. Mishra (2020) highlights the fact that street food is intricately connected to cultural customs, serving as a manifestation of traditions and heritage. Cultural factors frequently impact consumer preferences and experiences, with street food acting as a medium for culinary discovery. Irrespective of their worries, consumers frequently indulge in street food to savour local tastes, hence contributing to its enduring popularity despite safety concerns. Bharadwaz et al. (2020) emphasized that the intrinsic flavour and affordability of street food have a substantial impact on consumer choices. Choudhury et al. (2011) highlights that accessibility and widespread availability are crucial variables that strongly influence consumers' preference for street food over alternative food choices.

The Impact of Socioeconomic Variables

The social and economic status of individuals greatly influences their perception of street food. People who are wealthier often consider street food a luxurious experience. Actively seek out specialized options. On the hand individuals, from socioeconomic backgrounds tend to place a higher value on street food because it is accessible and satisfies their hunger making it a practical choice for them. The diverse socioeconomic backgrounds across strata significantly shape how people perceive and consume street food.

Several studies, such as those conducted by Choudhury et al. (2011) and Bharadwaz et al. (2020) shed light on how socioeconomic factors affect consumers opinions about street food. These factors include occupation, place of residence and overall socioeconomic status. Despite concerns about safety people in income brackets often rely more on affordable street food as a source of sustenance. The perceived risk associated with consuming street food varies depending on one's circumstances as consumers weigh the cost against health risks. Moreover, the level of education also plays a role, in shaping people's attitudes and behaviour towards enjoying street cuisine.

Numerous studies conducted by Vyasa et al. (2017); Mukherjee et al. (2018) consistently demonstrates a link, between levels of education and a cautious attitude towards consuming street food. Furthermore, there is evidence to suggest that individuals who are more informed and compliant with food safety guidelines tend to exhibit this relationship between consumer education and their adherence, to protocols.

Table1 List of Selected Consumer studies

S. No	Author(s), Title, Year	Theory	Summary	Study Design	Results	Location	Sample
1	Shivani Vyasa, Archana Kushwaha. "Consumer's perception and knowledge concerning safety of street food services in Pantnagar, India." 2017	None	Highlights consumers' lack of knowledge on various aspects of food safety concerning street food services in Pantnagar. Emphasizes the need for a food safety public education campaign to enhance awareness.	Survey	Customers lacked awareness of foodborne illness etiologic agents, food transporters, and the ideal temperature for storing both cold and hot, ready-to-eat meals. Consumer education level had the greatest impact on their understanding of safe food handling techniques, particularly with regard to safe ways to handle leftover food, unhealthy habits that food handlers shouldn't engage in, how improper food handling can affect the quality of food, contaminants that make food unsafe, and causes of food spoilage.	Pantnagar	N=70
2	Dr.Somabhusanajanakiballav Mishra. "Street Food in Bhubaneswar: Perception of Quality." July/2020	None	Investigates the relationship of factors such as cleanliness, service, and hygiene with the perceived quality and taste of street	Utilizes a structured questionnaire	a The study discovered a strong link between good service, hygiene, and higher perceived quality of street food.	Bhubaneswar, India	N=83

				foods in Bhubaneswar.		Additionally, it highlighted the significant impact of service, cleanliness, and hygiene on the overall quality of street food, emphasizing their interplay in influencing food perceptions.		
3	Deval Patel, Samit Duttaa. "Assessing the Consumers' Perception towards Street Foods in Anand -Vidhyanagar, Gujarat State, India." 2022.	None	Descriptive quantitative study analysing consumer perception towards street foods	Quantitative method using questionnaires	revealing positive consumer perceptions towards street food, with panipuri as the most preferred choice. Identified taste, accessibility, and affordability as significant factors influencing street food consumption.	Anand - N=275	Vidhyanagararea, Gujarat	
4	Aditi Joshi, Manasi Sadhale. "Customer Perception About Eating Street Food in Pune City After Unlock Phase – 3." 2021.	None	Measures the post-Unlock Phase 3 perception of street food in Pune post-COVID-19. Highlights the impact on the hospitality industry and the significance of street food in urban settings. Conducted via structured questionnaire using Google Forms.	Survey-based research employing a structured questionnaire	The research findings highlight that regardless of gender or age, individuals generally favour consuming street food, particularly favouring chaat items like Pani Poori, followed by snack items such as vadapav and Debeli, and non-vegetarian options like rolls and kebabs. Moreover, the analysis of data from 165 respondents portrays significant changes in	Pune	Sample=165	

					street food consumption patterns post–Unlock Phase 3 among various demographics, particularly noting substantial shifts in preferences among professionals, students, service professionals, and housewives, showcasing altered frequencies of street food consumption before and after Unlock Phase 3. Additionally, post–COVID–19, there's a noteworthy increase in factors such as Hygiene (21.82%) and Parcel (37.57%) in terms of importance concerning street food consumption, whereas Taste (decreased to 2.42%) and Cost (decreased to 4.85%) factors witnessed a decline in significance.		
5	Naik S.N., Botre P.B. "To Study the Perception and Attitude of Street Food Vendor in Pune towards using of Newspaper for Dishing out the Food." 2017.	None	Investigated street food vendors' perception and attitude towards using newspapers for food wrapping/packaging, highlighting health hazards.	Survey–based research focusing	Emphasized the health risks associated with using newspapers for food packaging, stressing the need for awareness among vendors.	Pune	N=500 (Consumers) N=50 (Vendors)

6	Ishwar, S., Dudeja, P., Shankar, P., Swain, S., & Mukherji, S. "Jago Grahak Jago': A cross-sectional study to assess awareness about food adulteration in an urban slum". 2018	None	awareness about food adulteration in an urban slum	Cross-sectional survey	96% of respondents knew that milk could be tampered with. Between 20 and 50 percent of people were aware that other foods were adulterated. When buying groceries, the seal was most frequently checked as a quality indicator, then the expiration date. The Agmark and Food Safety Standards Authority of India (FSSAI) logos were not checked by any of the respondents. In the previous six months, 43% of respondents said they had at least once bought contaminated food.	Urban Slum (Study area-not specified)	N=100
7	Gupta, Vikas, Kavita Khanna, and Raj Kumar Gupta. "A study on the street food dimensions and its effects on consumer attitude and behavioural intentions." (2018).	Theory of Planned Behaviour (TPB)	A cross-sectional study using a location intercept approach of the risk and benefit perceptions of street food consumers.	Cross-sectional survey	Customers' perceptions of risk and benefit are linked, and this explains why their opinions about street food have changed over time. A six-factor solution accounting for four risk factors and two benefit factors was discovered through exploratory factor analysis, and it explained 70.05% of the total variance. Perceived risks	Delhi	N=586

and benefits contributed 35.1% of the variance in attitude in structural equation modeling, and perceived risks, benefits, and attitudes contributed 49.4% of the variance in behavioral intention.

Table 2 List of Selected vendor studies

S. No	Author(s), Title, Year	Summary	Study Design	Results	Location	Sample
1	Saswati Mukherjee, Tushar Kanti Mandal, Abhishek De, Raghunath Misra, Amitabha Pal. "Knowledge, attitude and practice of food hygiene among street food vendors near a tertiary care hospital in Kolkata, India". 2018	Highlights that street food vendors had awareness and a positive attitude towards food hygiene, but this wasn't consistently reflected in their practices.	Cross-sectional study using interviews and observation	Findings indicate that while vendors had awareness and a positive attitude towards food hygiene, their practices did not consistently reflect this awareness.	Kolkata, India	N=106
2	Parsha Jyoti Bharadwaz, Daisy Hazarika, Sayanika Borah. "Management practices of fast-food street vendors of Jorhat District of Assam." 2020	Reveals diverse management practices among fast food vendors in Jorhat district concerning financial, social, family, and hygiene aspects. Recommends training programs and administration involvement for improved hygiene.	Survey method-through structured interview schedule	The results indicate diverse financial behaviours and societal contributions among respondents, showcasing varied income sources, investment patterns, expenditure allocations, and community engagements.	Jorhat district of Assam	N=111
3	Taranga Reang, Himadri Bhattacharjya. "Knowledge of hand washing and food handling practices of the street food vendors of Agartala, a north eastern city of India".	Reveals deficiencies in food safety knowledge and hygiene practices among street food vendors in Agartala.	Community based cross-sectional study	revealed that street food sellers in Agartala city, located in the state of Tripura, adhered to extremely limited hygienic and sanitary norms. Low socioeconomic level and little awareness can hinder the adherence to safe food handling measures. The	Agartala, the capital city of Tripura State, India	N=234

2013.

				authority has the power to grant licenses to street food vendors if they have met some fundamental requirements related to food safety and hygiene. Regular training sessions for merchants on proper food handling practices could contribute to enhancing the situation. To narrow the disparity between knowledge and practice of safe street food vending, it is advisable to provide fundamental sanitation, water supply, and waste disposal facilities.		
4	Phani Bhusan Ghosh, Sanjoy Ghosh. "A study on hygiene practices, sanitation and food safety knowledge among food vendors in different sectors of Kolkata city, West Bengal, India." 2022.	Indicates poor hygiene practices and lack of food safety awareness among street food vendors in Kolkata.	Self-planned questionnaire-based study	A third of the vendors who had stalls did a poor job of maintaining them. Of the vendors surveyed, 83 percent threw their trash into the open container, while 14.0 percent said they utilized a dustbin. It was also noted that the sellers never wore head coverings, handled food with their bare hands, and did not wear overcoats or aprons, all of which are indicators of poor personal hygiene. Hygienic and sanitary practices were unknown to street vendors.	Kolkata city, West Bengal	N=100
5	Kirti C Mishrikoti, Asha G. "Food Safety Behaviour, Hygiene and Sanitary Practices of Street Food Vendors." 2021.	Highlights a gap between knowledge and implementation of food safety practices among street food vendors in Hubballi-Dharwad.	Survey using self-structured Questionnaire	The study shows that street food vendors possess extensive knowledge regarding food safety and personal cleanliness. However, they do not effectively implement this knowledge.	Hubballi-Dharwadcity, Karnataka	N=100
6	Pratima Pokhrel, Daisy Sharma. "A study on assessment of food safety	Emphasize the cleanliness practices and food safety understanding of street food vendors in the semi-	structured questionnaire and observation	62% of vendors prepare food with tap water, 30% with municipal water, and 8% with filtered water. 20% of	Guwahati, Assam, India	N=100

knowledge and practices urban and urban districts of among the street food Guwahati. vendor of urban and semi-urban areas of Guwahati, Assam." 2016.

- 7 Manisha Choudhury, Lipi Mahanta, Jayashree Goswami, Minakshi Mazumder, Barnali Pegoo. "Socio-economic profile and food safety knowledge and practice of street food vendors in the city of Guwahati, Assam, India." 2011.
- There was a serious lack of cleanliness at the locations and conditions where street vendors sell their wares in the city. Vendors' methods of food sourcing and storage fall well short of expectations. Additionally, the vendors' personal hygiene was appalling, and there was no discernible correlation between education and either food safety understanding or food procurement procedures.
- Survey Method

merchants covered food with newspapers, magazine pages, nets, and cloth, while 75% did not. 5% of sellers stored food in glass jars and crates. Most merchants (62%) reused frying oil. Aprons, gloves, and hairnets were absent from 92% of merchants. Long, filthy nails were also common. Coughing, sneezing, and hair-touching during food handling were prevalent. For sale the next day, vendors stored leftover food in cupboards (21%), polythene bags (44%), plastic containers (10%), and open places (25%). Thus, street food establishments must monitor every operation from pre-preparation to cleaning to prevent food-borne pathogen outbreaks.

it was observed that a paltry 30% to 37% of vendors were knowledgeable about hygienic standards in food handling, and a mere 8% to 11% of food vendors possessed knowledge about the biological origins of food contamination. The analysis found a strong correlation between procurement techniques and the characteristics of vendors, including their ownership status and average income. However, there is no significant correlation between any socio-economic component and the vendors' understanding of food

Guwahati, Assam, India

N=80

8	Priyanka Sharma, Sneha Kumari, Sanjeet Panesar, Geeta Yadav, Lalit Chandrawanshi, Umang Salodia. "Food Hygiene Perceptions and Safety Practices Among Street Food Vendors in South Delhi: A Cross-Sectional Study." 2017.	Highlights the gap between knowledge and practice of food hygiene among street food vendors in New Delhi.	A Cross-Sectional Study: face-to-face interviews using a semi-structured, interviewer-administered questionnaire.	hygiene. 97.7% of vendors were aware of the significance of food cleanliness. Merely 16.2% of the sellers were observed donning gloves during the process of food handling. None of the vendors had received any prior food safety training. While most vendors were familiar with the notion of food hygiene, they did not effectively implement it. It is necessary to close the divide between perceptions and practices by offering sufficient facilities and training.	South Delhi	N=130
9	Uttara Singh, Aradhana Thakur. "A study on sanitation, hygiene practices and food safety knowledge among food vendors in different sectors of Chandigarh, India." 2018.	Reveals deficiencies in hygiene practices and food safety knowledge among street food vendors in Chandigarh.	Self-planned questionnaire-based study	Reveals deficiencies in vendor practices related to stall maintenance, garbage disposal, and personal hygiene. Highlights the need for basic safe street food training programs for vendors.	Chandigarh	N=100
10	A. Amarender Reddy, Sandra Ricart, Timothy Cadman. "Driving factors of food safety standards in India: learning from street-food vendors' behaviour and attitude." 2020.	Highlights deficiencies in food safety practices among street-food vendors in Hyderabad and Delhi.	Survey Method	Examines food safety standards practiced by street-food vendors in Hyderabad and Delhi post-implementation of Food Safety and Standards Rules. Conducted a survey among 200 street-food vendors, revealing deficiencies in safety practices. Indicates that while India's food safety standards are comparable to developed countries, their implementation by vendors remains inadequate. Advocates promoting	Hyderabad and Delhi	N=200

'Clean Street-Food Clubs' for vendor-
consumer knowledge exchange.

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Perspectives and Strategies Employed by Vendors

Impact of Socio-economic Factors:

Although there is variation in socio-economic factors such as income sources and investment patterns (Bharadwaz et al., 2020), there is no clear relationship between these characteristics and a consistent comprehension of food hygiene among vendors (Choudhury et al., 2011). Vendors' approaches are highly influenced by economic behaviours and community participation.

Practices pertaining to cleanliness and the maintenance of food safety.

Food vendors vary in their approaches to handling, storing, and managing hygiene (Bharadwaz et al., 2020; Choudhury et al., 2011; Ghosh et al., 2022). These methods frequently lack uniformity and compliance with prescribed safety protocols. Food hygiene is a topic that is well-known (Mukherjee et al., 2018; Mishrikoti & Asha, 2021), but many vendors fail to apply these concepts in a way that makes a distinction between their knowledge and their actions (Reddy et al., 2020; Thakur & Singh, 2018; Sharma et al., 2017).

Management Approaches

The management strategies used by the street food vending industry paint a complicated picture that includes elements pertaining to families, finances, society, and cleanliness (Bharadwaz et al., 2020). Examining how vendors handle food, handle their finances, and integrate cleanliness into their daily operations reveals the differences in practices (Choudhury et al., 2011; Ghosh et al., 2022). These studies shed light on the diverse strategies employed by vendors to maintain their businesses, which combine cutting-edge projects with customary family-run operations.

Regional Differences

Studies such as Choudhury et al. (2011) and Ghosh et al. (2022) have demonstrated that vendor practices vary across Indian cities and districts. But in many areas, poor adherence to hygienic standards continues to be a persistent issue.

The Challenge: Knowledge versus Implementation

Mukherjee et al. (2018) and Mishrikoti and Asha (2021) state that vendors are well-mannered and knowledgeable about proper food hygiene practices. Despite this, there is still a significant barrier to be addressed before this knowledge can be consistently and practically applied.

Requirements: Training and Awareness

Numerous studies have repeatedly shown how urgently street food vendors need well-designed training programs tailored to their needs in order to improve their comprehension and application of critical food safety procedures (Choudhury et al., 2011; Ghosh et al., 2022). Research has revealed that education-focused programs may encourage vendors to adhere to food safety regulations more closely (Bharadwaz et al., 2020). These results highlight the critical role that education and awareness campaigns play in encouraging better practices among street food vendors.

DISCUSSIONS

The analysis of vendor and customer perspectives in the street food business revealed some

amazing similarities and contrasts. Vendors often displayed a sense of confidence in their food preparation methods, in contrast to consumer concerns about food safety, hygiene, and quality standards (Mukherjee et al., 2018; Bharadwaz et al., 2020; Choudhury et al., 2011). Empirical studies have consistently indicated that consumers prioritize affordability, accessibility, and flavour when choosing street food. They do, however, also show a great deal of concern for safety precautions and hygiene. However, vendors showed a propensity to stick to the status quo, considering their ways to be adequate even in the face of food management and hygiene flaws (Ghosh et al., 2022).

The analysis revealed a significant discrepancy between vendor perceptions and consumer expectations (Mukherjee et al., 2018; Bharadwaz et al., 2020). This emphasizes how important it is to gain a complete understanding and find closure with regard to these differences. To close this gap, we need to work together to implement targeted training programs, educational initiatives, and regulatory frameworks (Choudhury et al., 2011; Vyasa et al., 2017). Not only would food safety be enhanced by bringing these disparate points of view together, but customer satisfaction and confidence would also rise. This evaluation emphasizes how important it is to match vendor behaviours with customer expectations in order to create more hygienic, safer, and beneficial street food experiences.

CONCLUSIONS

In concise the convergence of study findings emphasizes the urgent necessity of collaborative efforts targeted at aligning vendor procedures that improve street food safety with customer attitudes. Customers expressed concerns about hygienic requirements and a clear ignorance of issues related to food safety. However, flavour, price, and usability were found to be the main draws for consumers. Vendor-focused studies show that vendor practices exhibited a range of management strategies, but they also seem to have failed to properly implement hygiene precautions despite knowing how important they are. Improving vendor and consumer education and awareness campaigns is a critical strategy to close the identified knowledge practice gap. Future studies should examine the effectiveness of customized vendor training programs and the most effective ways to leverage technology developments for broad distribution. Deliberate efforts are needed to establish a strong street food culture that puts safety first and maintains the accessibility and cultural variety that are essential to street food experiences.

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