

# Analysing Consumer Behaviour in Relation to Consuming Street Food amid the COVID-19 Pandemic

Mrs. Sneha Bhandare<sup>1</sup> and Mr. Suyash Vedak<sup>2</sup>

Lecturer- Food Production<sup>1</sup> and Student<sup>2</sup>

Anjuman-I-Islam's Institute of Hospitality Management, Mumbai, India

**Abstract:** *Street food refers to foods and beverages that are prepared and vended in public places, such as streets and festivals, for immediate consumption. These food items are typically ready-to-eat and can either be prepared on-site by the vendor or pre-prepared. Street food can be consumed at the point of purchase or taken away to be eaten elsewhere. Some individuals rely on street food as their daily meal. However, the emergence of the COVID-19 pandemic has brought about significant changes in the world, including people's eating habits. Hygiene has now taken precedence in the minds of consumers, leading to substantial shifts in the restaurant industry for both consumers and sellers.*

*In the post-COVID-19 era, concerns have arisen regarding the safety of consuming street food. People are now prioritizing hygiene above all other factors, such as taste and price. This descriptive research study aims to investigate the changing behaviour of consumers following the COVID-19 pandemic. The primary objective of this research is to understand the impact of the pandemic on street food vendors and consumers and to identify those who are embracing changes to restore a sense of normalcy.*

**Keywords:** Street food, Covid -19, consumer, street food vendor, hygiene practices.

## BIBLIOGRAPHY

- [1]. Artemis P. Simopoulos, Ramesh Venkataramana Bhat Street Foods. Karger April 2011
- [2]. Wanjek, Christopher; Office, International Labour. Food at Work: Workplace Solutions for Malnutrition, Obesity and Chronic Diseases. International Labour Organization. 2005
- [3]. Spotlight: School Children, Street Food and Micronutrient Deficiencies in Tanzania". Rome, Italy: Food and Agriculture Organization of the United Nations. February 2007.
- [4]. Mary Snodgrass Encyclopedia of Kitchen History 27 September 2004.
- [5]. Kraig, Bruce; Colleen Taylor Sen Ph, D. 9 September 2013.
- [6]. Katherine Leonard Turner. Good Food for Little Money: Food and Cooking Among Urban Working-class 2008
- [7]. Bower, Anne L. African American Foodways: Explorations of History and Culture December 2008
- [8]. Clarissa Dickson Wright. A history of English food. October 2011
- [9]. Wanjek, Christopher, Food at Work: Workplace Solutions For Malnutrition, Obesity And Chronic Diseases (2005)
- [10]. Kindersley, Dorling, Ultimate Food Journeys: The World's Best Dishes and Where to Eat Them, October 2011
- [11]. Cortez, Mario A. "Street Food: Latin America' Is a Mouth-Watering, Welcome Escape" September 2020
- [12]. Serpil Aday Food Quality and Safety, Volume 4, Issue 4, December 2020, Pages 167–180,
- [13]. James March "Is it safe to eat street food during COVID-19 ?!" Fodors travels, November 2020
- [14]. The Times of India "Traffic Park as entertainment avenue and khau galli. Why not?". 11 March 2012
- [15]. Daily News and Analysis. "The king of Bombay's street food: Wada pav". 19 April 2011
- [16]. Anjaria, Jonathan Shapiro. "Unruly streets: Everyday practices and promises of globality in Mumbai (2008)".
- [17]. Long Towell Long, Luis Alberto Vargas Food Culture in Mexico 2005

- [18]. Jing Xuan Teng. "The Best Street Food in Jakarta, Indonesia", April 2016
- [19]. World Health Organization (WHO), guidelines for street food vendors, November 2020
- [20]. Nina L Etkin, "Foods of Association: Biocultural Perspectives on Foods and Beverages" September 2009
- [21]. Wilkinson, Alissa. "Netflix's wonderful Street Food focuses on the human aspect of ordinary food" September 2020