

## **A Study on Food Quality Consciousness and its Impact on Consumer Behaviour towards Street Food**

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### **Abstract**

This study aims to understand people perceptions of street food quality, focusing on factors like culture, health, and personal experiences. It aims to understand how people judge street food, including, preferred types, and willingness to pay more for better quality. Factors like cleanliness, reputation, and food safety rules will also be considered in the research.

Recently, some people are eating more street food due to financial constraints and the convenience of quick ordering. High prices at top hotels make it difficult for people, so they tend to prefer affordable fast food from street vendors. Not only just adults, but nowadays even children's are getting addicted to eating street food. It's observed that street vendors often use tasty powder in preparing street food, which could seriously impact human health. This is a significant fact about street food.

Some people choose not to eat street food because they are health-conscious. They are aware that street food might not be hygienic and of good quality, which can affect their well-being. This consideration is essential when studying individuals addicted to street food.

The study begins by investigating the factors that contribute to food quality consciousness among consumers. This includes an examination of socio-cultural influences, health considerations, and the role of personal experiences in shaping perceptions of food quality. By identifying the key drivers of food quality consciousness, the research aims to provide a foundation for understanding the lens through which consumers evaluate street food.

The research explores the role of digital platforms and social media in shaping consumer perceptions of street food quality. With the increasing prevalence of online reviews and

recommendations, understanding how digital information influences consumer choices is imperative. The study will investigate the extent to which online content contributes to consumer decision-making and whether it amplifies or mitigates concerns related to food quality.

**Key Factors:** *Street, Food, Quality, People, Research, Understanding.*

## **Introduction**

This study design to research into the involved relationship between food quality consciousness and its impact on consumer behaviour towards street food. As more people are becoming about the ingredients, preparation methods, and overall hygiene of the food they consume, it becomes crucial to understand the factors driving these preferences and the subsequent implications for the street food industry. The growth and expansion of street food may be attributed to the critical economic benefits derived from tourists, since street food has various strengths such as low cost, convenience. Street foods are also a nearly universal phenomenon of urban life in many countries.

By examining the dynamics of food quality consciousness, this research seeks to be better on how consumers perceive street food in terms of safety and nutritional value. But 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, like many peoples are affecting the health problems.

Eating at street food is one of the eating habits that have increased more among children and adults during the past three decades. The number of fast food outlets has increased dramatically worldwide. However, according to a report by (World Population Review), the United States is the top consumer of fast food, with an average American eating fast food once to three times a week, which equals \$160 billion in fast food yearly. The report also states that in 2022, fast food sales reached \$731.65 billion globally and are expected to continue to grow well into 2031.

This study aims to clarify the effect of experiential quality of street foods on destination

image, life satisfaction, and word of mouth as perceived by who visited a local market and experienced street foods.

## **Objectives**

- 1) To Give ideas on how to make street food better based on what people like and how they act.
- 2) To analyse the level of food quality consciousness among consumers in the context of street food.
- 3) To examine the factors influencing consumers' opinions of food quality in street food.
- 4) To assess the impact of food quality consciousness on consumers opinions and purchasing decisions.

## **Scope of the Study**

### **Understanding Food Quality Awareness**

Looking into what makes people care about food quality, like its realness, taste, ingredients, safety, and healthiness.

Recognizing that different groups of people care about quality in different ways, based on factors like age, income, and health concerns.

Studying how media, reviews, and certifications affect what people know and think about food quality.

### **Focusing on Street Food**

Examining special things to think about when it comes to the quality of street food, such as how clean it is, how it's made, and where the ingredients come from.

Figuring out how to balance making street food affordable with making it high quality.

Considering how cultural traditions and beliefs about street food influence what people think about its quality.

### **Looking at Specific Things**

Checking how obvious signs of cleanliness and safe food handling affect whether people trust a place that sells food.

Seeing how clearly stating where ingredients come from and what's in the food affects what people think about its quality.

Finding out how online reviews and ratings influence which street food places people choose.

### **Comparing Across Cultures**

Comparing how much people in different places care about food quality and what kinds of street food they like.

Studying the rules and standards about street food safety in different places.

Figuring out the best ways to make sure street food is good quality, no matter where it's made and sold.

### **Thinking Ethically**

Making sure that studying street food doesn't hurt the people who make and sell it.

Being careful to represent street food sellers respectfully and fairly.

Making sure that trying to make street food better doesn't take away people's jobs or hurt their businesses.

### **Sustainability and the Environment**

Figuring out how street food can help make sure we have enough food without hurting the Earth.

Checking how street food affects the environment and looking for ways to make it better.

Finding ways to make street food that don't hurt the Earth.

### **Economics and Society**

Figuring out how street food helps local communities make money.

Exploring why street food is important to our cultures and how it brings people together.

Finding ways that street food can help people who might be left out or who want to start their own businesses.

### **New Technology**

**Looking at how apps and websites that bring food to your door affect how much street food people eat.**

Seeing if using technology like blockchain can help us know more about where our food comes from.

Studying how digital tools can help make sure street food is good quality and doesn't hurt the Earth.

### **Statement of the Problem**

#### **Growing Awareness and Street Food Consumption**

**Issue:** More people are paying attention to how good, safe, and clean their food is, leading to more people eating street food. This change is because of how our lives have become busier, we interact with different cultures, and we live fast-paced lives.

**Explanation:** It's important to figure out how this change in eating habits affects what people think about the safety and nutrition of street food. We need to understand this because there could be health risks, and people's eating habits in cities are changing.

#### **Income Stability vs. Health Risks**

**Issue:** Street food is a way for many people to make money, but it can also be risky for our health. As more people around the world, including children and adults, eat street food, we need to deal with the health problems connected to it.

**Explanation:** To solve this problem, we need to study how people think about the safety and nutrition of street food. We have to understand the factors like how good the experience is, what people think about the place selling the food, how satisfied people are with their lives, and what others say about the food. This will help us understand how people see the safety and nutrition of street food as it keeps changing.

### **Literature Review**

Title: The Impact of Street Food Experiences on Tourists in South Korean Night Markets

Authors: Sangmook Lee, Hyebin Park, Yoonyoung Ahn

Published: 25 December 2019

focusing on the growing interest in street foods globally, particularly in South Korea, due to the rise of food-related tourism. Street food experiences are seen as crucial in shaping positive perceptions of a destination and attracting tourists. This research, involving 325 foreign participants who visited night markets in South Korea, explores how the quality of street foods influences tourists' experiences, destination image, life satisfaction, and word of mouth. The study also considers the moderating impact of food neophobia on these relationships, revealing significant differences between groups with high and low neophobia perceptions of street foods. The findings not only have academic implications for future studies but also offer managerial insights for food enterprises and organizers in the food tourism industry.

**Title: To understand how people in Poland feel about street food.**

**Authors: Michał Wiatrowski, Ewa Czarniecka-Skubina, and Joanna Trafiałek**

**Published: February 11, 2021**

They surveyed 1300 adults who eat street food in Poland. The study looked at things like what influences people's choices, how often they eat street food, and what they think about the hygiene and meals offered by street food vendors. They found that factors like good service, tasty meals, personal preferences, and price were important to people. The study also identified different types of street food consumers, like those who prefer burgers, kebabs, ice cream, or have no specific preference. The internet and social media were noted as important ways people learn about and promote street food. The study also pointed out that in Poland, people are shifting from eating traditional homemade dishes to choosing fast food from street food outlets. The authors suggest that increasing knowledge about the quality and safety of street food can help improve hygiene practices among sellers.

**Title: Street Food Consumption: A Descriptive Overview**

**Authors: Aybuke Ceyhun Sezgin, Nevin Şanlıer**

**Published Year: 2016**

Street food, defined as foods and beverages prepared and sold in places like streets and festival areas for on-the-go consumption, serves as an alternative to homemade meals, offering a more affordable option compared to restaurant-supplied food. However, concerns arise regarding the hygiene, attitude, and practices employed by street food vendors during food preparation and storage. The open nature of the places where street food is produced and sold makes them susceptible to dirt and contamination. In this descriptive research, the study aims to present an overview of street food consumption, including its general characteristics, reasons for preference, and overall conditions related to hygiene, quality, and safety.

**Title: Food Safety Knowledge, Attitudes, and Practices among Street Food Consumers and Vendors in Handan, China**

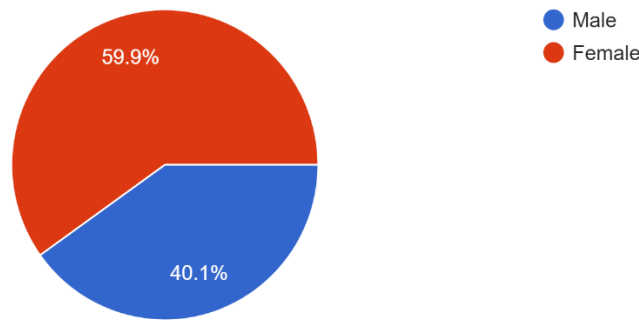
**Authors: Lihua Ma, Hong Chen, Huizhe Yan, Lifeng Wu, Wenbin Zhang**

**Published Year: 2019**

This study aims to evaluate crucial aspects of street food safety in Handan, China, specifically focusing on the knowledge and attitudes of street food consumers and vendors, along with the food handling behaviour of the vendors. Despite the introduction of food safety regulations in China since 1995, including the 2009 food safety law and subsequent updates in 2015, concerns persist about the transformation of food handler knowledge, attitudes, and behaviour. This research, unique in its examination of these aspects in China, highlights that existing regulations have not effectively influenced street food safety practices. The study suggests a potential link between the relatively poor education levels of food handlers and their exclusion from certain communication channels employed by the China Food Drug Administration (CFDA).

### Interpretation and Analysis

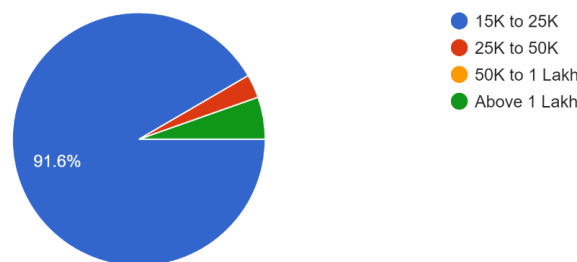
167 responses



Responses	In numbers	In Percentage
Male	66	40.1
Female	101	59.9

In our study with 167 participants, we looked at the age and gender of the respondents. The majority, almost 60%, were females, while about 40% were males. This tells us that more women contributed to our research than men. Understanding the gender distribution is important because it helps us consider diverse perspectives. By knowing who participated and in what proportions, we can analyse our findings in a way that reflects the different experiences and opinions of both men and women. This information will be valuable when interpreting the results of our study and drawing conclusions about how age and gender might influence people's thoughts and behaviours regarding street food and food quality consciousness.

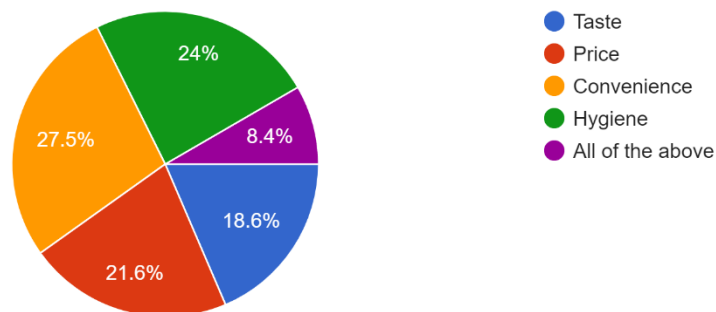
167 responses



Response	In Number	In Percentage
15K to 25K	152	91.6
25K to 50K	6	3
50K to 1 Lakh	0	0
1 Lakh and Above	9	5.4

In our study with 167 participants, most people (91.6%) mentioned that their annual income is between 15,000 to 25,000. A smaller group (3%) reported earning between 25,000 and 50,000, and 5.4% said their family income is 1 lakh or more. This information gives us a clear idea of how income is spread among the people we surveyed. Since a large part falls in the 15,000 to 25,000 range, it seems that many in our study have moderate incomes. Understanding these different income groups is important for figuring out the economic diversity in our group of participants. This diversity can help us better understand how people's incomes might relate to their thoughts and actions when it comes to eating street food and caring about food quality. By looking at this income data along with other survey answers, we can discover connections between income levels and what people like or worry about when choosing street food.

167 responses

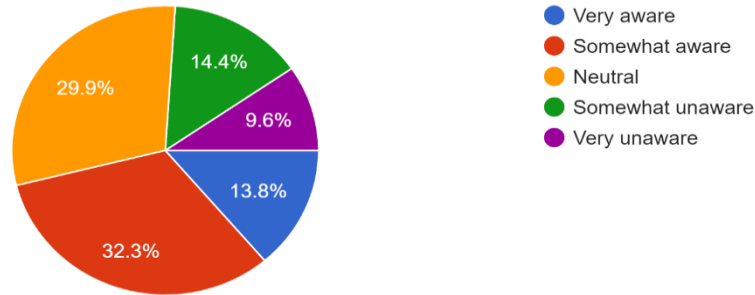


Response	In number	In percentage
Taste	31	18.6
Price	36	21.6
Convenience	43	27.5
Hygiene	43	24
All of the above	14	8.4

In response to the question about factors influencing the decision to choose street food over other food options, we collected over 167 responses. Among these, 27.5% of individuals cited convenience as a significant factor in their choice. A substantial 24% emphasized the importance of hygiene in influencing their decision. Additionally, 21.6% of respondents indicated that price played a crucial role in their

preference for street food, while 18.6% pointed to taste as a determining factor. Interestingly, 8.4% of participants expressed that they considered all of the mentioned factors—convenience, hygiene, price, and taste—when opting for street food.

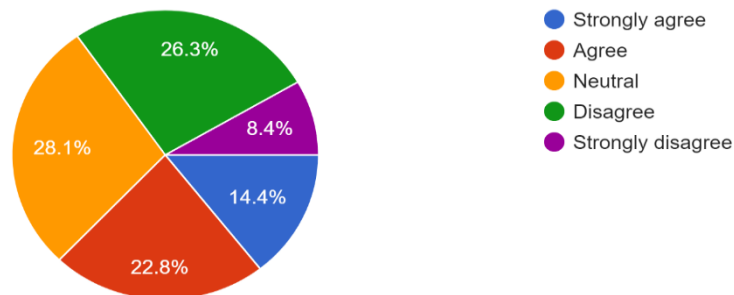
167 responses



Response	In number	In percentage
Very aware	23	13.8
Somewhat aware	54	32.3
Neutral	50	29.9
Somewhat unaware	24	14.4
Very unaware	16	13.8

Regarding the awareness of hygiene practices followed by street food vendors in the area, we received over 167 responses. A notable 32.3% of individuals indicated that they were somewhat aware of the hygiene practices employed by street food vendors. Close behind, 29.9% expressed a neutral stance, suggesting neither a high nor low level of awareness. In contrast, 14.4% of respondents admitted to being somewhat unaware of the hygiene practices. On the positive side, 13.8% reported being very aware, signifying a high level of knowledge regarding the hygiene measures undertaken by street food vendors. Conversely, 9.6% of participants stated that they were very unaware of the hygiene practices followed by these vendors in the area.

167 responses

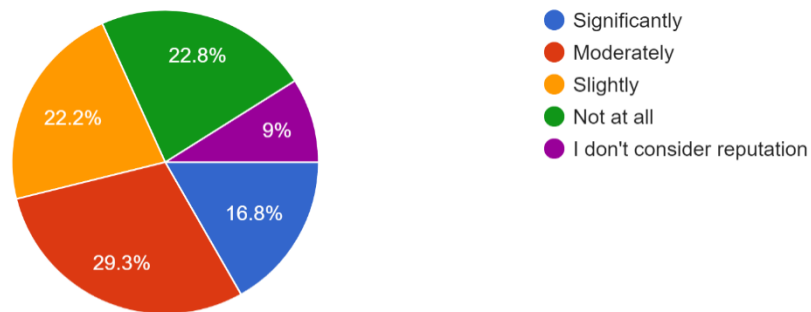




Response	In number	In percentage
Strongly agree	24	14.4
Agree	38	22.8
Neutral	47	28.1
Disagree	44	26.3
Strongly disagree	14	8.4

We Collected over 167 people what they think about street food vendors and how much they care about keeping their food safe and clean. A good number, 28.1%, didn't strongly agree or disagree they were neutral. On the other hand, 26.3% said they disagreed, meaning they're not sure if vendors really focus on keeping things safe and clean. Meanwhile, 22.8% leaned towards agreeing, thinking that street food vendors do care about safety and cleanliness. Another 14.4% strongly agreed, showing they really believe vendors are committed to these important practices. However, 8.4% strongly disagreed, indicating a strong belief that street food vendors don't do a good job of prioritizing food safety and cleanliness.

167 responses

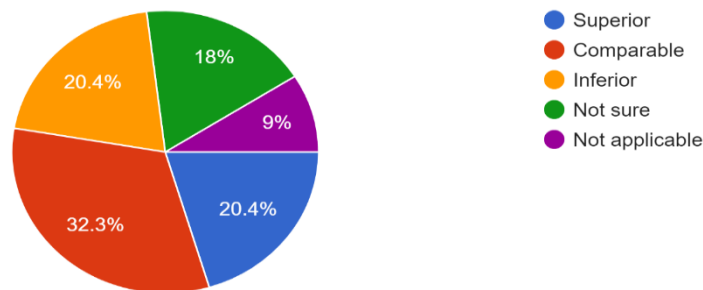


Response	In number	In percentage
Significantly	30	16.8
Moderately	49	29.3
Slightly	36	22.2
Not at all	37	22.8
I don't consider rep	15	9

Regarding the influence of a street food vendor's reputation on the decision to make a purchase, we garnered over 167 responses. A noteworthy 29.3% of individuals indicated a moderate impact,

suggesting that the reputation of the vendor plays a substantial but not overriding role in their decision-making process. In contrast, 22.8% voted for "not at all," indicating that the reputation of the street food vendor has little to no effect on their purchasing decision. Another 22.2% voted for "slightly," suggesting a minor influence of reputation on their choice to buy from a particular vendor. On the other hand, 16.8% expressed that a vendor's reputation significantly impacts their decision, highlighting the importance of a positive image. Interestingly, 9% of respondents chose the option "I don't consider reputation," indicating that, for them, the reputation of a street food vendor is not a decisive factor in their purchase decision.

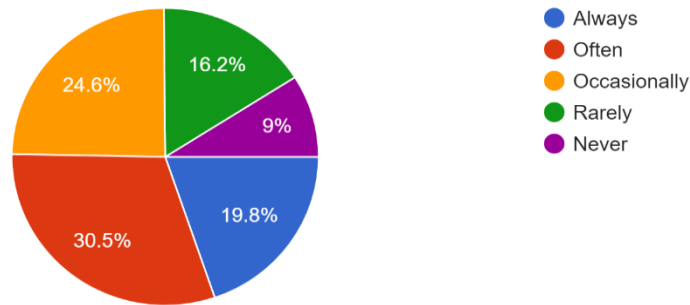
167 responses



Response	In number	In percentage
Superior	34	20.4
Comparable	53	32.3
Inferior	34	20.4
Not sure	31	18
Not applicable	15	9

Regarding opinions on how the overall quality of street food compares to other dining options such as restaurants and cafes, we gathered over 167 responses. A significant 32.3% of individuals expressed the view that street food is comparable in quality to other dining options. Following closely, 20.4% of respondents perceived street food as superior, suggesting a belief in its higher quality compared to restaurants and cafes. Conversely, an equal percentage of 20.4% considered street food to be inferior in quality. Notably, 18% of participants were unsure about the comparison, indicating a lack of a clear preference. Additionally, 9% chose the "not applicable" option, suggesting that they might not perceive a direct comparison between the overall quality of street food and that of other dining establishments.

167 responses

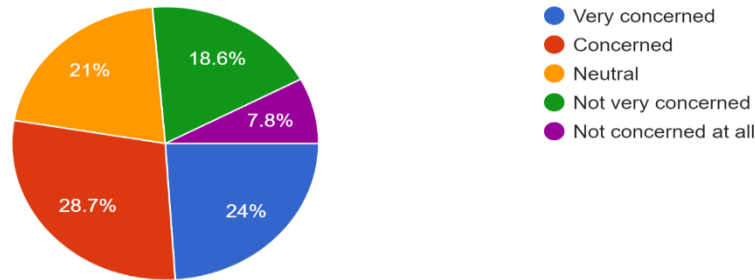


Response	In number	In percentage
Always	33	19.8
Often	50	30.5
Occasionally	41	24.6
Rarely	28	16.2
Never	15	9

Regarding the frequency with which individuals consult online reviews or ratings before trying a new street food vendor, we received over 167 responses. A substantial 30.5% of participants expressed that they often rely on online reviews or ratings when considering a new street food vendor. Following closely, 24.6% indicated that they occasionally check reviews before making a decision. Furthermore, 19.8% of respondents reported that they always refer to online reviews or ratings, highlighting the significance of this information in their decision-making process. In contrast, 16.2% mentioned that they rarely consult online reviews, suggesting a lesser reliance on such information. Interestingly, 9% of participants stated that they never check online reviews or ratings when trying a new street food vendor, indicating a lower dependency on external opinions in their selection process.

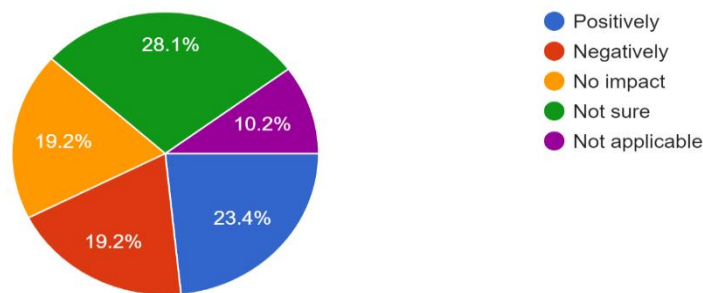
Response	In number	In percentage
Very concerned	41	24
Concerned	48	28.7
Neutral	35	21
Not very concerned	30	18.6
Not concerned at all	13	7.8

167 responses



In response to the question regarding concerns about the impact of street food consumption on one's health, we gathered over 167 responses. A notable 28.7% of individuals expressed a level of concern, indicating that they are mindful of the potential health implications associated with consuming street food. Furthermore, 24% of respondents reported being very concerned, suggesting a heightened awareness and apprehension regarding the impact on their health. On the other hand, 21% adopted a neutral stance, indicating a balanced or indifferent perspective on the health effects of street food consumption. In contrast, 18.6% mentioned being not very concerned, suggesting a relatively lower level of worry about the health consequences. Additionally, 7.8% of participants declared that they are not concerned at all about the impact of street food consumption on their health, indicating a perception of minimal risk or concern in this regard.

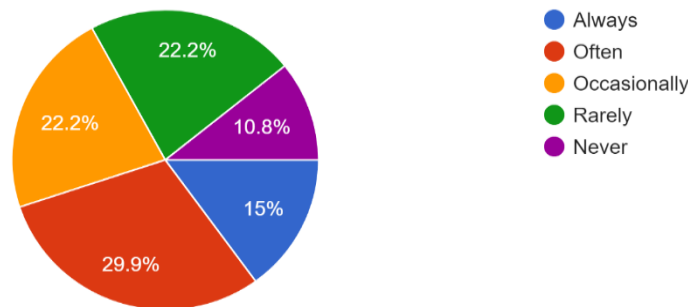
167 responses



Response	In number	In percentage
Positively	40	23.4
Negatively	32	19.2
No impact	32	19.2
Not sure	46	28.1
Not applicable	17	10.2

Regarding the impact of the awareness of food safety and quality on the street food industry in recent years, we received over 167 responses. A notable 28.1% of individuals expressed uncertainty, indicating a lack of consensus or clarity on how this awareness has affected the industry. On a positive note, 23.4% of respondents believed that the heightened awareness has had a positive impact, likely influencing improved safety and quality standards within the street food sector. In contrast, an equal percentage of 19.2% stated that the awareness has not had a significant impact, suggesting a perception that existing practices remain relatively unchanged. Another 19.2% took a negative stance, indicating a belief that the awareness has adversely affected the street food industry, possibly leading to increased scrutiny or challenges. Interestingly, 10.2% chose the "not applicable" option, suggesting that they might not perceive a direct correlation between the awareness of food safety and quality and its impact on the street food industry.

167 responses



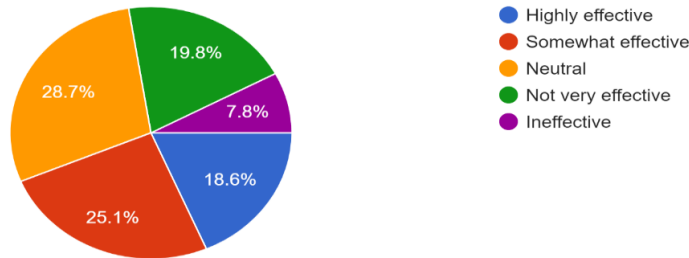
Response	In number	In percentage
Always	25	15
Often	50	29.9
Occasionally	37	22.2
Rarely	37	22.2
Never	18	10.8

Regarding the frequency with which individuals engage in conversations with street food vendors to inquire about their food sourcing and preparation methods, we gathered over 167 responses. A notable 29.9% of participants indicated that they often initiate such conversations, demonstrating a proactive approach in seeking information about the origin and preparation of the food they consume. In contrast, 22.2% mentioned that they rarely engage in such discussions, suggesting a less frequent exploration of these details with street food vendors. Similarly, another 22.2% reported engaging occasionally, indicating an intermittent interest in learning more about food sourcing and preparation methods. Additionally, 15% of respondents stated that they always inquire, highlighting a consistent commitment to understanding the aspects of food sourcing and preparation. On the contrary, 10.8% mentioned that they never engage in conversations with street food vendors to inquire about these details, indicating a

lack of interest or perhaps a reliance on other sources for such information.

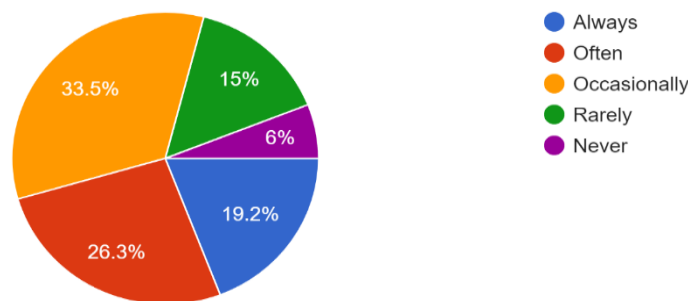
Response	In number	In percentage
Highly effective	31	18.6
Somewhat effective	41	25.1
Neutral	47	28.7
Not very effective	34	19.8
Ineffective	12	7.8

167 responses



In response to the inquiry regarding the perceived effectiveness of government regulations in ensuring the quality and safety of street food, we received over 167 responses. A considerable 28.7% of individuals adopted a neutral stance, indicating a lack of strong opinion regarding the impact of government regulations on street food quality and safety. On the positive side, 25.1% of respondents expressed a belief that these regulations are somewhat effective, suggesting a moderate confidence in the government's role in maintaining standards. Conversely, 19.8% viewed the regulations as not very effective, indicating a degree of scepticism about the efficacy of existing measures. Additionally, 18.6% of participants deemed government regulations highly effective, reflecting a strong belief in their capacity to ensure the quality and safety of street food. On the other hand, 7.8% considered the regulations ineffective, signalling a perception that governmental measures are not adequately safeguarding the quality and safety of street food.

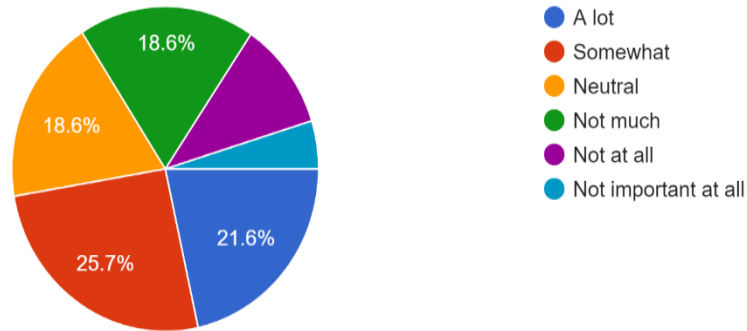
167 responses



In response to the question regarding the frequency of concerns about the cleanliness of utensils and serving equipment used by street food vendors, we collected over 167 responses. A significant 33.5% of individuals reported experiencing occasional concerns, indicating that, at times, they are mindful of the cleanliness of the utensils and serving equipment. Following closely, 26.3% mentioned experiencing such

concerns often, suggesting a more regular apprehension about the hygiene of the tools used by street food vendors. Furthermore, 19.2% stated that they always harbour concerns, emphasizing a persistent worry about the cleanliness of utensils and serving equipment. On the contrary, 15% expressed rarely experiencing such concerns, implying a lower frequency of worry in this regard. Interestingly, 6% of participants claimed never to be concerned about the cleanliness of utensils and serving equipment used by street food vendors, suggesting a level of trust or confidence in the cleanliness practices of these establishments.

167 responses

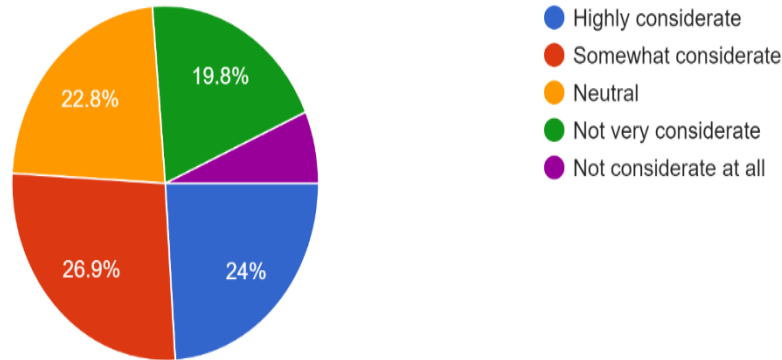


Response	In number	In percentage
A lot	36	21.6
Somewhat	43	25.7
Neutral	31	18.6
Not much	31	18.6
Not at all	0	0
Not important at all	0	0

In response to the question concerning the influence of advertising and marketing efforts on the decision to try street food from a specific vendor, we received over 167 responses. A significant 25.7% of individuals indicated a moderate impact, choosing the "somewhat" option, suggesting that advertising and marketing efforts play a noticeable but not overpowering role in their decision-making process. Following closely, 21.6% of respondents selected "A lot," implying a substantial influence on their choice to try street food from a particular vendor. In contrast, an equal percentage of 18.6% voted for both "not much" and "neutral" options, indicating varied degrees of influence, with some being less swayed by advertising and marketing efforts and others adopting a more neutral stance. Furthermore, 10.8% chose "not at all," signalling that advertising and marketing have minimal impact on their decision, and 4.8% voted for "not important at all," emphasizing a negligible significance of these efforts in influencing their choice of street food vendor.

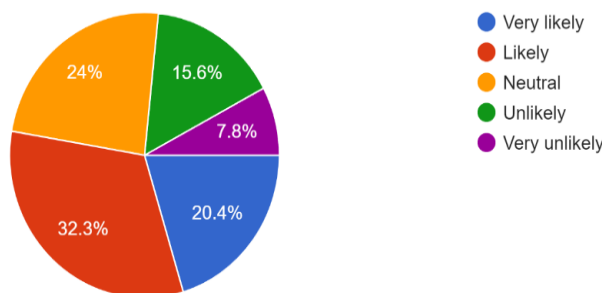
Response	In number	In percentage
Highly considerate	40	24
Somewhat considerate	45	26.9
Neutral	38	22.8
Not very considerate	33	19.8
Not considerate at all	0	0

167 responses



Regarding the belief in the extent to which street food vendors consider customer feedback when improving their services, we accumulated over 167 responses. A substantial 26.9% of individuals expressed that street food vendors are somewhat considerate of customer feedback, suggesting a recognition that vendors take customer opinions into account to a certain degree. Close behind, 24% of respondents indicated a higher level of consideration, choosing the option "highly considerate," implying a belief that vendors place significant importance on customer feedback for service enhancement. Conversely, 22.8% adopted a neutral stance, indicating a lack of strong opinion on the matter. Furthermore, 19.8% of participants viewed street food vendors as not very considerate, suggesting a perception that customer feedback may not significantly impact service improvements. Finally, 6.6% of respondents took a more critical stance, choosing the option "not considerate at all," indicating a belief that street food vendors do not give substantial consideration to customer feedback when making improvements to their services.

167 responses





Response	In number	In percentage
Very likely	34	20.4
Likely	53	32.3
Neutral	40	24
Unlikely	27	15.6
Very unlikely	13	7.8

Regarding the likelihood of recommending a street vendor to others based on one's perception of their food quality and safety practices, we obtained over 167 responses. A significant 32.3% of individuals expressed a positive inclination, voting for the "likely" option, indicating a willingness to recommend a street vendor to others based on a favourable assessment of their food quality and safety practices. Meanwhile, 24% adopted a neutral stance, suggesting a lack of a strong inclination either way. On the positive side, 20.4% of respondents voted as "very likely," signifying a strong likelihood of recommending the vendor to others. Conversely, 15.6% expressed hesitation, choosing the "unlikely" option, suggesting a reluctance to recommend based on concerns about food quality or safety practices. Finally, 7.8% voted as "very unlikely," indicating a strong reluctance to recommend the street vendor to others due to perceived issues with food quality or safety practices

## Findings

### Food Quality Awareness

People are becoming more aware of the importance of good food, like knowing what's in it, how it's made, and how clean it is. This awareness is especially important for street food choices.

### Economic Impact on Street Food

Tourists spending money on street food helps street vendors and the industry to grow. Street food is attractive because it's affordable and easy to get, making it popular for both locals and tourists.

### Changing Consumption Patterns

Social changes, like how people live and work, are affecting what and how they eat. In busy cities, street food is a convenient way for people to get the food they need, influenced by changing lifestyles and cultural interactions.

### Global Increase in Fast Food Consumption

More people worldwide are eating fast food, including street food. The study shows that the convenience and accessibility of street food match the global trend of people choosing fast and easy options.

### Health Risks with Street Food

While street food is a source of income for many, there are health risks associated with it. The study emphasizes the need to understand and address these health issues to make street food safer.

### Growing Popularity of Street Food

Over the past thirty years, both kids and adults have increasingly liked and chosen street food. This shows that street food is a big market, and more and more people around the world are enjoying it.

### **Focus on the Experiential Quality**

The study wants to find out how the overall experience of eating street food affects what people think about it, how satisfied they are with their lives, and what they tell others. It's not just about safety and nutrition but also about the whole experience of eating street food.

### **Suggestions**

#### **Vendor Training Programs**

Teaching street food sellers about keeping things clean, handling food correctly, and getting ingredients responsibly is really important. When vendors know these things, the food they sell becomes safer and better, making customers trust them more.

#### **Mobile Applications**

Making apps for phones is a modern way to help customers know more about street food. These apps can show how clean a vendor is, what ingredients they use, and what customers say about them. This helps customers choose better, and it makes vendors want to be cleaner and better to get more customers.

#### **Certification Schemes**

Giving a certificate to street food vendors who follow certain rules for cleanliness and quality is a good idea. This certificate shows that they're doing a good job. When customers see this certificate, they feel more confident that the food is safe and good.

#### **Designated Street Food Zones**

Creating special areas for street food with proper facilities like clean bathrooms and places to throw away trash is important. These special areas help vendors keep everything clean, and it also makes the city or town look better.

#### **Public Awareness Campaigns**

Telling people about safe street food through ads on social media, community events, or workshops is really important. When people know how to choose safe vendors, they can enjoy street food without getting sick. It also makes customers think about wanting cleaner and safer street food.

#### **Media Collaborations**

Working together with bloggers, social media influencers, and TV or radio stations is a good way to show that street food can be clean and safe. By sharing stories, videos, and good reviews, the media helps people see that street food vendors can be clean and provide good-quality food. This helps vendors get more customers and makes everyone think more about cleanliness in street food.

#### **Research Methodology**

We collected important information directly from people through a survey for our research on how caring about food quality affects how people choose street food. This information, called primary data, is the main basis for our analysis and gives us a first-hand look into what people think and do when it comes to eating street food and caring about the quality of the food.

To analyse this data well, we used advanced tools like Excel. Excel helped us organize and initially understand the data while also enabling us to perform complex statistical analyses.

These tools allowed us to dig deep into the data, finding connections, patterns, and important relationships. Our goal was to reveal important insights through careful statistical analysis, helping us understand how caring about food quality influences people's choices when it comes to street food.

Our research method was very detailed. We created a thorough survey, used online platforms to reach people, and employed advanced statistical tools in Excel. This careful approach not only helped us collect valuable primary data but also ensured a strong and trustworthy exploration of how caring about food quality connects to people's behaviour when it comes to street food. This makes our findings more credible and reliable, adding important knowledge to the larger field of consumer behaviour research.

### **Conclusion**

In summary, this research looked into how caring about the quality of food affects the way people choose and buy street food. The results show that what consumers think about the quality of street food, like how clean and fresh it is, really matters. The study found that as people become more aware of what they eat, especially in terms of safety and nutrition, it strongly influences their decisions when buying street food.

The research also discovered that people are paying more attention to food safety and healthiness when choosing street food, showing a growing interest in staying healthy. Additionally, the study highlighted the importance of winning people's trust by having transparent food preparation methods and maintaining high cleanliness standards. These factors are crucial in making consumers feel more confident about their food choices.

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