

ANALYZING THE INFLUENCING FACTORS AND CONSUMER PREFERENCES ON THE CHINESE STREET FOOD IN AHMEDABAD CITY

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Abstract

This research investigates the influencing factors and consumer preferences in the Chinese street food market in Ahmedabad, with a focus on awareness, perception, consumption patterns, and the impact of price, hygiene, taste, variety, convenience, and cultural factors on purchasing decisions. Demographic characteristics, including age, gender, and income, are analyzed to enable targeted marketing strategies. The study assesses the importance of various food attributes such as taste, spice level, and healthiness in shaping consumer preferences. The comprehensive scope aims to unravel the intricacies of consumer behavior, providing nuanced insights for businesses and policymakers. Utilizing a descriptive research design with a non-probability Using a suitable sampling strategy, a structured questionnaire is used to gather primary data. The analysis, conducted using tools like Excel and SPSS, reveals significant findings regarding consumer satisfaction, dietary habits, and the popularity of specific Chinese street food items. The study contributes valuable insights to bridge existing knowledge gaps and enhance marketing strategies in the Chinese street food market in Ahmedabad.

Keywords: Chinese street food, consumer preferences, awareness, perception, demographic characteristics, influencing factors, culinary market, Ahmedabad.

INTRODUCTION

Chinese street food is becoming more and more well-liked worldwide, especially in India. The unique blend of flavors and spices has made it a favorite among food enthusiasts. In Ahmedabad, the capital city of Gujarat, Chinese street food is widely available and enjoyed by many. However, the factors that influence consumer preferences for Chinese street food in Ahmedabad are not well understood. Some possible factors that could influence consumer preferences include taste, price, convenience, and cultural familiarity. Knowing these elements could assist companies in customizing their products to better suit the wants of their clients. The vibrant city of Ahmedabad, located in the western state of Gujarat, India, has become a melting pot of diverse cultures and cuisines. In recent years, the culinary landscape of Ahmedabad has witnessed a fascinating fusion with the introduction of Chinese street food. This intersection of Chinese flavors and local preferences has sparked a culinary revolution, captivating the taste buds of the city's residents and visitors alike.

A comprehensive investigation is necessary to comprehend the elements influencing the popularity of Chinese street food in Ahmedabad. The socio-cultural A city's dynamics have a significant influence on the food preferences of its citizens. Ahmedabad, known for its rich history and cultural heritage, has always been receptive to external influences, and the adoption of Chinese street food is no exception. Exploring the historical context of this culinary exchange provides valuable insights into how global flavors have seamlessly blended with the local palate.

Economic factors also contribute significantly to the prevalence of Chinese street food in Ahmedabad. With the city being a bustling economic hub and a hotspot for diverse communities, the demand for a variety of food options has surged. Chinese street food, with its affordability and quick accessibility, caters to the fast-paced lifestyle of Ahmedabad's residents, making it a convenient choice for those seeking a quick and satisfying meal.

Consumer preferences, a critical aspect of this research, delve into the intricacies of taste, presentation, and cultural resonance. Ahmedabad's residents are known for their discerning palates, and understanding what draws them to Chinese street food involves

unravelling the elements that make these culinary creations irresistible. Whether it's the umami-rich sauces, the enticing aromas, or the unique combination of textures, decoding these preferences provides valuable insights for both culinary entrepreneurs and food enthusiasts.

This research endeavors to explore the multifaceted dimensions of the Chinese street food phenomenon in Ahmedabad. By analyzing the historical, economic, and cultural factors that contribute to its popularity, and by dissecting the intricate nuances of consumer preferences, we aim to unravel the gastronomic journey that has led to the integration of Chinese street food into the culinary fabric of this vibrant Indian city. Through this exploration, we seek to contribute to the broader understanding of how global culinary trends intersect with local tastes, offering a lens into the dynamic world of food culture in Ahmedabad.

HISTORY OF INDIAN STREET FOOD

Cultural historian Rana Safvi claims that the Tomars, Rajputs, British, and Mughal Empire are the ancient imported roots of the concept of street food.(Vidani,Chack.& Rathod,2017) Therefore, according to Safvi, when individuals partake in notorious street foods like Seekh Kebab or Nihari, they are also tasting history in the present. Additionally, Safvi claims that the street food industry caters to a wide range of customers, including members of the working class, students, wealthy people, and regular people.(Biharani & Vidani, 2018) Thus, many individuals don't seem to have kitchens and are completely dependent on street food for their meals, so if someone has to experience real cuisine, authentic food, says Sangeeta Singh, Program Head of the National Association of Street Vendors.(Odedra,Rabadiya,& Vidani,2018)

India's street food scene has become more and more well-known over time. A food website claims that the street food sector has become more well-known due to the market's high demand. In 2019. Vasveliyan and Vidani According to another food website, its emphasis on taste and freshness in food items is contributing to its growing market share. As a result, the website also claims that the industry's business models have prospered due to the company's high cost-effectiveness and minimal investment requirements. (Vora, Vidani, and Sachaniya, 2019) As a result, street sellers have worked hard to make high-quality cuisine that will satisfy picky palates at a price that is more affordable. Vidani (2019)

IMPORTANCE OF STREET FOOD

Street food best exemplifies India's diverse cultural heritage. The cuisine of a location reveals much about the weather, culture, lifestyle, and habits of the people. (Vidani, Jacob, and Patel, 2019) As traveling educates us in ways that no book can, hundreds of street foods from various states and regions create a window into people's worlds and provide us with a perspective on their lives and customs. (Vidani, J. N. 2016).

Since they provide a sizable portion of the income for millions of urban poor people, street food sellers are important. (Singh & Vidani 2017) The most popular option is street food because of its affordability and convenience. In affluent nations, the idea of traditional street food has taken on new meanings as food streets and food centers become increasingly popular tourist destinations. (Pathak & Vidani 2016) Exotic native dishes are always available on food streets found in major international tourist locations.(Pathak & Vidani,2016)

HISTORY OF CHINESE STREET FOOD IN INDIA

Kolkata stands as the birthplace of Indian Chinese cuisine, a culinary fusion that emerged in the late 1700s when Hakka Chinese traders settled in the city, then the capital of the British Empire in India (Vidani & Plaha, 2017). Initially silk traders, dentists, carpenters, and leather tannery owners, these Chinese immigrants adapted their cuisine to local ingredients, leading to the evolution of Indian Chinese food (Vidani J. N., 2020).

The cuisine, an Indian interpretation of Chinese dishes, incorporates deep-fried, spicy flavors loved by Indians, adding a unique twist with ingredients like soy sauce and vinegar (Vidani & Dholakia, 2020). Distinctive elements include Schezwan sauce, utilizing dry red chilies as a substitute for Sichuan peppercorns, and Manchurian-style cooking, where meat and vegetables are fried in a spicy soy-based sauce featuring Indian staples like garlic, ginger, and green chilies (Rathod, Meghrajani, & Vidani, 2022).

While Indian Chinese food has gained popularity across India, especially in Mumbai, its roots remain firmly in Kolkata, with Toretta Bazaar and Tangra serving as the epicenters of the cuisine's emergence (Vidani J. N., 2018). It has become deeply ingrained in the culture to the extent that many Indians consider it authentically Chinese, colloquially referring to it as Chinese food, making it challenging to discern its influences (Vidani J. N., 2022).

As Kolkata's Chinese community spread globally, they took the traditions of Indian Chinese food with them. Inchin's Bamboo Garden, with 25 locations from Atlanta to Seattle, has become the largest chain in the U.S. (Vidani, Das, Meghrajani, & Singh,

2023). The cuisine has also found a home in the Northeastern U.S., particularly in New Jersey and New York City, as well as in Singapore and the U.K., with restaurants like Hakka Land, Indian Tiffin Room, and even Bengali spots like Darjeeling Express featuring classic Tangra dishes (Vidani, Das, Meghrajani, & Chaudasi, 2023).

The global journey of Indian Chinese cuisine has led to its reinvention in various locations. At Spice N Ice restaurant in England, for instance, the Hakka Chong Yee dish combines Bengali sea fish with Cantonese flavors, showcasing the adaptability and creativity of the cuisine (Chaudhary, Patel, & Vidani, 2023). Despite regional variations, the flavors remain familiar, providing a taste that transports diners back to India, demonstrating the enduring and universally appealing nature of Indian Chinese cuisine (Patel, Chaudhary, & Vidani, 2023).

RESEARCH OBJECTIVES

- To assess the awareness, perception, and consumption patterns of Chinese street food among Ahmedabad's residents.
- To determine the impact of price, hygiene, taste, variety, convenience, and cultural factors on consumer decisions to purchase Chinese street food.
- To identify the demographic characteristics (age, gender, income, etc.) of typical Chinese street food consumers in Ahmedabad.
- To assess the importance of different food attributes (taste, spice level, healthiness, etc.) in consumer preferences for Chinese street food.

LITERATURE REVIEWS

1. Joowon Choi, A. Lee, C. Ok (2013) This study examined dimensions of consumer risk/benefit perception toward street food and tested their effects on attitude toward street food and behavioral intention. Exploratory factor analysis tested a five risk and two benefit factor model. A conceptual model was tested using structural equation modelling. This study found that perceived risks negatively affected consumer attitude toward street food, and perceived benefits positively affected attitude. In turn, risk perception negatively affected behavioral intention. The study found that attitude toward street food fully mediated the relationship between benefit perception and behavioral intention and partially mediated the relationship between risk perception and behavioral intention.
2. Vikas Gupta, Manohar Sajjani, Raj Kumar Gupta (2020) conducted a study to figure out what street foods foreign tourists prefer when they visit India. The research also dives into the important factors that influence their choice of street foods and emphasizes the significance of food as a key attraction for tourists.
3. "From Hakka Noodles to Manchurian Momos: Chinese Street Food and Cultural Fusion in Indian Cities" by R. Banerjee and P. Kumar (2017): This research examines the fusion of Chinese and Indian flavors in street food across various Indian cities, including Ahmedabad. It analyzes how vendors adapt their offerings to cater to local taste preferences.
4. "Street Food Consumption Patterns and Hygiene Perceptions in Ahmedabad" by M. Patel and D. Desai (2020), This study focuses on Ahmedabad's overall street food consumption patterns, including hygiene concerns and factors influencing food choices. It provides valuable context for understanding the acceptance and consumption patterns of Chinese street food.
5. "Urbanization and the Transformation of Street Food Cultures: A Case Study of Ahmedabad" by S. Mehta (2019): This research explores the evolution of Ahmedabad's street food scene in the context of rapid urbanization. It provides insights into the changing demands and preferences of city residents, potentially applicable to the consumption of Chinese street food.

RESEARCH METHODOLOGY

Research Design

The study uses descriptive research design to collect data. Primary data was gathered with the help of questionnaire. The area selected for this research is Ahmedabad city.

Sample design

A sample design is a road map which serves as the basis for the selection of a survey sample. There are variety of sample designs available to the researcher out of which he chooses the most appropriate. The sample design is always obtained before the collection of data. It includes Sampling Unit, Sample Size, and Sampling Techniques.

Sampling Unit

Sampling Unit of this research are Student, Professional, Homemaker, Business Owner.

Sampling Technique

A non-probability convenient sampling technique is used to ensure representation from different socio-economic backgrounds.

Sample Size

Sample size is 110.

Data Collection

Data collection is a process of gathering and analyzing information to find answers to a research problem. In this research, close ended questions were asked to respondents through primary data collection in the form of questionnaire.

Primary Data Collection

Primary data is the data collected by the researcher for fulfilling specific objectives of the research. Primary data is collected through a structured questionnaire for this study.

Secondary Data collection

Secondary data is information which is previously gathered by someone and is available to use by others. For this study secondary data is collected from websites, journals, articles, and thesis.

Data Analysis

Descriptive statistics (e.g., frequencies, percentages) is used to summarize demographic characteristics.

Tools used

- Excel
- SPSS

Research Hypotheses

H1=There is a significant association between Age of respondents and Taste.

H2 = There is a relation between Age of respondents and Price.

H3 = There is a significant difference between Age of respondents and Hygiene and cleanliness.

H4 = There is a significant association between Age of respondents and Location and convenience.

H5 = There is a relation between Age of respondents and variety of options

H6 = There is a significant association between Age of respondents and Recommendation from friends/family

H7 = There is a significant difference between Age of respondents and authenticity of street food

H8 = There is a relation between Age of respondents and Noodles

H9 = There is a significant association between Age of respondents and Momos

H10 = There is a significant association between Age of respondents and spring Rolls

H11 = There is a relation between Age of respondents and Manchurian

H12 = There is a significant difference between Age of respondents and paneer chilly

H13 = There is a significant association between Age of respondents and Try new or innovative Chinese food

H14= There is a significant difference between Age of respondents and satisfaction of the consumers with Chinese food

DATA ANALYSIS

Hypothesis Testing

H₁: There is a significant association between Age and Taste of Chinese street food.

| | | Taste | | | | Total |
|-------|-------------|-------------------------|------------|--------------|---------------------|-------|
| | | 1. Not at all important | 3. Neutral | 4. Important | 5. Highly important | |
| Age | 18-25 years | 2 | 11 | 27 | 60 | 100 |
| | 26-35 years | 0 | 1 | 2 | 2 | 5 |
| | 36-45 years | 0 | 0 | 0 | 3 | 3 |
| | 46-55 years | 0 | 0 | 1 | 1 | 2 |
| Total | 2 | 12 | 30 | 66 | 110 | |

*Source: SPSS Software

Table 2: Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|--------------------|----|-----------------------------------|
| Pearson Chi-Square | 3.788 ^a | 9 | .925 |
| Likelihood Ratio | 5.056 | 9 | .829 |
| Linear-by-Linear Association | .299 | 1 | .584 |
| N of Valid Cases | 110 | | |

a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is .04.

*Source: SPSS Software

INTERPRETATION: In this above table, we can see that the significant value is 0.925 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between age and taste.

H₂ = There is a relation between Age and Price of Chinese street food.

Table 3: Age * Price Cross tabulation

| | | Price | | | | | Total |
|-------|-------------|-------------------------|------------------|------------|--------------|---------------------|-------|
| | | 1. Not at all important | 2. Not important | 3. Neutral | 4. Important | 5. Highly important | |
| Age | 18-25 years | 3 | 2 | 36 | 34 | 25 | 100 |
| | 26-35 years | 0 | 0 | 1 | 4 | 0 | 5 |
| | 36-45 years | 1 | 0 | 1 | 0 | 1 | 3 |
| | 46-55 years | 0 | 0 | 1 | 1 | 0 | 2 |
| Total | | 4 | 2 | 39 | 39 | 26 | 110 |

*Source: SPSS Software

Table 4: Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|---------------------|----|-----------------------------------|
| Pearson Chi-Square | 14.204 ^a | 12 | .288 |
| Likelihood Ratio | 12.018 | 12 | .444 |
| Linear-by-Linear Association | 1.012 | 1 | .315 |
| N of Valid Cases | 110 | | |

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .04.

*Source: SPSS Software

INTERPRETATION: In this above table, we can see that the significant value is 0.288 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between age and price.

H₃ = There is a significant difference between Age and Hygiene and cleanliness of Chinese street food.

Table 5: Age * Hygiene and cleanliness Cross tabulation

| | | Hygiene and cleanliness | | | | | Total |
|-------|-------------|-------------------------|------------------|------------|--------------|---------------------|-------|
| | | 1. Not at all important | 2. Not important | 3. Neutral | 4. Important | 5. Highly important | |
| Age | 18-25 years | 3 | 3 | 11 | 30 | 53 | 100 |
| | 26-35 years | 0 | 0 | 1 | 1 | 3 | 5 |
| | 36-45 years | 1 | 0 | 0 | 0 | 2 | 3 |
| | 46-55 years | 0 | 0 | 0 | 2 | 0 | 2 |
| Total | | 4 | 3 | 12 | 33 | 58 | 110 |

*Source: SPSS Software

Table 6: Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|---------------------|----|-----------------------------------|
| Pearson Chi-Square | 14.417 ^a | 12 | .275 |
| Likelihood Ratio | 11.509 | 12 | .486 |
| Linear-by-Linear Association | .569 | 1 | .451 |
| N of Valid Cases | 110 | | |

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .05.

*Source: SPSS Software

INTERPRETATION: In this above table, we can see that the significant value is 0.275 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between age and Hygiene and cleanliness.

H₄ = There is a significant association between Age and Location and convenience of Chinese street food.

Table 7: Age * Location and convenience Cross tabulation

| | | Location and convenience | | | | | Total |
|-------|-------------|--------------------------|------------------|------------|--------------|---------------------|-------|
| | | 1. Not at all important | 2. Not important | 3. Neutral | 4. Important | 5. Highly important | |
| Age | 18-25 years | 2 | 6 | 28 | 34 | 30 | 100 |
| | 26-35 years | 0 | 1 | 1 | 2 | 1 | 5 |
| | 36-45 years | 1 | 0 | 0 | 0 | 2 | 3 |
| | 46-55 years | 0 | 0 | 1 | 1 | 0 | 2 |
| Total | | 3 | 7 | 30 | 37 | 33 | 110 |

*Source: SPSS Software

Table 8: Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|---------------------|----|-----------------------------------|
| Pearson Chi-Square | 17.146 ^a | 12 | .144 |
| Likelihood Ratio | 12.016 | 12 | .444 |
| Linear-by-Linear Association | .450 | 1 | .502 |
| N of Valid Cases | 110 | | |

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .05.

*Source: SPSS Software

INTERPRETATION: In this above table, we can see that the significant value is 0.144 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between age and Location and convenience.

H₅ = There is a relation between Age and variety of options of Chinese street food.

Table 9: Age * Variety of options Cross tabulation

| | | Variety of options | | | | | Total |
|-------|-------------|-------------------------|------------------|------------|--------------|---------------------|-------|
| | | 1. Not at all important | 2. Not important | 3. Neutral | 4. Important | 5. Highly important | |
| Age | 18-25 years | 4 | 4 | 26 | 40 | 26 | 100 |
| | 26-35 years | 0 | 0 | 1 | 4 | 0 | 5 |
| | 36-45 years | 0 | 0 | 0 | 0 | 3 | 3 |
| | 46-55 years | 0 | 0 | 0 | 2 | 0 | 2 |
| Total | | 4 | 4 | 27 | 46 | 29 | 110 |

*Source: SPSS Software

Table 10: Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|---------------------|----|-----------------------------------|
| Pearson Chi-Square | 14.872 ^a | 12 | .249 |
| Likelihood Ratio | 16.507 | 12 | .169 |
| Linear-by-Linear Association | 1.941 | 1 | .164 |
| N of Valid Cases | 110 | | |

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .07.

*Source: SPSS Software

INTERPRETATION: In this above table, we can see that the significant value is 0.249 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between age and Variety of options.

H₆ = There is a significant association between Age and Recommendation from friends/family for Chinese street food.

Table 11: Age * Recommendations from friends / family Cross tabulation

| | | Recommendations from friends / family | | | | | Total |
|-----|-------------|---------------------------------------|------------------|------------|--------------|---------------------|-------|
| | | 1. Not at all important | 2. Not important | 3. Neutral | 4. Important | 5. Highly important | |
| Age | 18-25 years | 4 | 7 | 31 | 33 | 25 | 100 |

| | | | | | | | |
|-------|-------------|---|---|----|----|----|-----|
| | 26-35 years | 0 | 0 | 0 | 4 | 1 | 5 |
| | 36-45 years | 0 | 1 | 0 | 0 | 2 | 3 |
| | 46-55 years | 0 | 0 | 1 | 1 | 0 | 2 |
| Total | | 4 | 8 | 32 | 38 | 28 | 110 |

*Source: SPSS Software

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|---------------------|----|-----------------------------------|
| Pearson Chi-Square | 13.286 ^a | 12 | .349 |
| Likelihood Ratio | 15.201 | 12 | .231 |
| Linear-by-Linear Association | .246 | 1 | .620 |
| N of Valid Cases | 110 | | |

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .07.

*Source: SPSS Software

INTERPRETATION: In this above table, we can see that the significant value is 0.349 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between age and Recommendations from friends/family
H₇ = There is a significant difference between Age and authenticity of Chinese street food.

| | | How important is the authenticity of Chinese street food in your decision to consume it? | | | | | Total |
|-------|-------------|--|-----------|---------|---------------|----------------------|-------|
| | | Very Important | Important | Neutral | Not Important | Not at all Important | |
| Age | 18-25 years | 22 | 40 | 32 | 4 | 2 | 100 |
| | 26-35 years | 1 | 2 | 2 | 0 | 0 | 5 |
| | 36-45 years | 1 | 1 | 1 | 0 | 0 | 3 |
| | 46-55 years | 0 | 1 | 1 | 0 | 0 | 2 |
| Total | | 24 | 44 | 36 | 4 | 2 | 110 |

*Source: SPSS Software

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|--------------------|----|-----------------------------------|
| Pearson Chi-Square | 1.591 ^a | 12 | 1.000 |
| Likelihood Ratio | 2.513 | 12 | .998 |
| Linear-by-Linear Association | .000 | 1 | .997 |
| N of Valid Cases | 110 | | |

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .04.

*Source: SPSS Software

INTERPRETATION: In this above table, we can see that the significant value is 1 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between age and authenticity of street food.

H₈ = There is a relation between Age of respondents and Noodles

| | | Noodles | | | | | Total |
|-------|-------------|--------------------------|-------------------|------------|---------------|----------------------|-------|
| | | 1. not at all preferable | 2. not preferable | 3. neutral | 4. preferable | 5. highly preferable | |
| Age | 18-25 years | 5 | 6 | 18 | 36 | 35 | 100 |
| | 26-35 years | 0 | 0 | 1 | 1 | 3 | 5 |
| | 36-45 years | 1 | 0 | 1 | 1 | 0 | 3 |
| | 46-55 years | 0 | 1 | 1 | 0 | 0 | 2 |
| Total | | 6 | 7 | 21 | 38 | 38 | 110 |

*Source: SPSS Software

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|---------------------|----|-----------------------------------|
| Pearson Chi-Square | 16.324 ^a | 12 | .177 |
| Likelihood Ratio | 13.214 | 12 | .354 |
| Linear-by-Linear Association | 3.897 | 1 | .048 |
| N of Valid Cases | 110 | | |

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .11.

*Source: SPSS Software

INTERPRETATION: In this above table, we can see that the significant value is 0.177 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between age and preference of Noodles.

H₉ = There is a significant association between Age of respondents and Momos

Table 17: Age * Momos Cross tabulation

| | | Momos | | | | | Total |
|-------|-------------|--------------------------|-------------------|------------|---------------|----------------------|-------|
| | | 1. not at all preferable | 2. not preferable | 3. neutral | 4. preferable | 5. highly preferable | |
| Age | 18-25 years | 19 | 13 | 25 | 26 | 17 | 100 |
| | 26-35 years | 0 | 1 | 1 | 2 | 1 | 5 |
| | 36-45 years | 1 | 0 | 1 | 0 | 1 | 3 |
| | 46-55 years | 0 | 0 | 2 | 0 | 0 | 2 |
| Total | | 20 | 14 | 29 | 28 | 19 | 110 |

*Source: SPSS Software

Table 18: Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|--------------------|----|-----------------------------------|
| Pearson Chi-Square | 9.374 ^a | 12 | .671 |
| Likelihood Ratio | 10.911 | 12 | .537 |
| Linear-by-Linear Association | .022 | 1 | .881 |
| N of Valid Cases | 110 | | |

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .25.

*Source: SPSS Software

INTERPRETATION: In this above table, we can see that the significant value is 0.671 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between age and preference of Momos.

H₁₀ = There is a significant association between Age of respondents and Spring Rolls

Table 20: Age * Spring Rolls Cross tabulation

| | | Spring Rolls | | | | | Total |
|-------|-------------|--------------------------|-------------------|------------|---------------|----------------------|-------|
| | | 1. not at all preferable | 2. not preferable | 3. neutral | 4. preferable | 5. highly preferable | |
| Age | 18-25 years | 6 | 12 | 32 | 30 | 20 | 100 |
| | 26-35 years | 0 | 2 | 0 | 2 | 1 | 5 |
| | 36-45 years | 1 | 0 | 1 | 1 | 0 | 3 |
| | 46-55 years | 0 | 0 | 2 | 0 | 0 | 2 |
| Total | | 7 | 14 | 35 | 33 | 21 | 110 |

*Source: SPSS Software

Table 21: Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|---------------------|----|-----------------------------------|
| Pearson Chi-Square | 13.789 ^a | 12 | .314 |
| Likelihood Ratio | 14.128 | 12 | .293 |
| Linear-by-Linear Association | 1.279 | 1 | .258 |
| N of Valid Cases | 110 | | |

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .13.

*Source: SPSS Software

INTERPRETATION: In this above table, we can see that the significant value is 0.314 which is more than 0.05. So, we accept the null hypothesis which is means that there is no significant difference between age and preference of Spring Rolls.

H₁₁ = There is a relation between Age of respondents and Manchurian

| | | Manchurian | | | | Total |
|-------|-------------|--------------------------|------------|---------------|----------------------|-------|
| | | 1. not at all preferable | 3. neutral | 4. preferable | 5. highly preferable | |
| Age | 18-25 years | 3 | 11 | 28 | 58 | 100 |
| | 26-35 years | 0 | 0 | 2 | 3 | 5 |
| | 36-45 years | 0 | 1 | 0 | 2 | 3 |
| | 46-55 years | 0 | 0 | 1 | 1 | 2 |
| Total | | 3 | 12 | 31 | 64 | 110 |

*Source: SPSS Software

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|--------------------|----|-----------------------------------|
| Pearson Chi-Square | 3.943 ^a | 9 | .915 |
| Likelihood Ratio | 5.236 | 9 | .813 |
| Linear-by-Linear Association | .072 | 1 | .789 |
| N of Valid Cases | 110 | | |

a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is .05.

*Source: SPSS Software

INTERPRETATION: In this above table, we can see that the significant value is 0.915 which is more than 0.05. So, we accept the null hypothesis which is means that there is no significant difference between age and preference of Manchurian.

H₁₂ = There is a significant difference between Age of respondents and Paneer Chilly

| | | Paneer chilly | | | | | Total |
|-------|-------------|--------------------------|-------------------|------------|---------------|----------------------|-------|
| | | 1. not at all preferable | 2. not preferable | 3. neutral | 4. preferable | 5. highly preferable | |
| Age | 18-25 years | 6 | 6 | 23 | 33 | 32 | 100 |
| | 26-35 years | 1 | 0 | 2 | 1 | 1 | 5 |
| | 36-45 years | 0 | 0 | 0 | 0 | 3 | 3 |
| | 46-55 years | 0 | 0 | 0 | 0 | 2 | 2 |
| Total | | 7 | 6 | 25 | 34 | 38 | 110 |

*Source: SPSS Software

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|---------------------|----|-----------------------------------|
| Pearson Chi-Square | 12.770 ^a | 12 | .386 |
| Likelihood Ratio | 13.625 | 12 | .325 |
| Linear-by-Linear Association | 2.830 | 1 | .093 |
| N of Valid Cases | 110 | | |

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .11.

*Source: SPSS Software

INTERPRETATION: In this above table, we can see that the significant value is 0.386 which is more than 0.05. So, we accept the null hypothesis which is means that there is no significant difference between age and preference of paneer chilly.

H₁₃ = There is a significant association between Age and Trying new or innovative Chinese food.

| | | How often do you try new or innovative Chinese street food items in Ahmedabad | | | | | Total |
|-----|-------------|---|----------|----------------|---------|--------------|-------|
| | | 1.Never | 2.rarely | 3.Occasionally | 4.often | 5.very often | |
| Age | 18-25 years | 9 | 36 | 44 | 9 | 2 | 100 |
| | 26-35 years | 0 | 1 | 3 | 1 | 0 | 5 |

| | | | | | | | |
|-------|-------------|----|----|----|----|---|-----|
| | 36-45 years | 1 | 0 | 2 | 0 | 0 | 3 |
| | 46-55 years | 0 | 2 | 0 | 0 | 0 | 2 |
| Total | | 10 | 39 | 49 | 10 | 2 | 110 |

*Source: SPSS Software

Table 27: Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|--------------------|----|-----------------------------------|
| Pearson Chi-Square | 9.141 ^a | 12 | .691 |
| Likelihood Ratio | 10.612 | 12 | .562 |
| Linear-by-Linear Association | .397 | 1 | .528 |
| N of Valid Cases | 110 | | |

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .04.

*Source: SPSS Software

INTERPRETATION: In this above table, we can see that the significant value is 0.691 which is more than 0.05. So, we accept the null hypothesis which means that there is no significant difference between age and Try new or innovative Chinese food.

H₁₄ = There is a significant difference between Age and satisfaction of the consumers with the Chinese street food.

Table 28: Age * On a scale of 1 to 5, how satisfied are you with the Chinese street food options available in Ahmedabad?

Cross tabulation

| | | On a scale of 1 to 5, how satisfied are you with the Chinese street food options available in Ahmedabad? | | | | | Total |
|-------|-------------|--|--------------|---------|-----------|----------------|-------|
| | | Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very satisfied | |
| Age | 18-25 years | 6 | 6 | 41 | 34 | 13 | 100 |
| | 26-35 years | 0 | 3 | 1 | 1 | 0 | 5 |
| | 36-45 years | 0 | 0 | 1 | 2 | 0 | 3 |
| | 46-55 years | 0 | 0 | 0 | 1 | 1 | 2 |
| Total | | 6 | 9 | 43 | 38 | 14 | 110 |

*Source: SPSS Software

Table 29: Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|---------------------|----|-----------------------------------|
| Pearson Chi-Square | 23.923 ^a | 12 | .021 |
| Likelihood Ratio | 16.109 | 12 | .186 |
| Linear-by-Linear Association | .507 | 1 | .476 |
| N of Valid Cases | 110 | | |

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .11.

*Source: SPSS Software

INTERPRETATION: In this above table, we can see that the significant value is 0.021 which is less than 0.05. So, we accept the H₁₄ hypothesis which means that there is a significant difference between age and satisfaction of the consumers with the Chinese street food.

FINDINGS & CONCLUSION

Demographic Distribution: According to the survey findings, the majority of respondents were male, accounting for 67.3% of the sample, while females accounted for the remaining 32.7%. This gender distribution may be influenced by societal norms or dining habits in Ahmedabad. In addition, the majority of respondents, 90.9%, are between the ages of 18 and 25, indicating a strong presence of younger demographics. The significant presence of this age group indicates that Chinese street food is highly favoured by the younger population in Ahmedabad.

Occupational Profile: A large majority of respondents (79.1%) indicated that they were students. This finding is in line with the age distribution and further reinforces the idea that Chinese street food is popular among younger individuals who may be budget-conscious, like students looking for convenient and affordable dining choices.

Consumption Patterns: In terms of consumption frequency, around 45.5% of the respondents stated that they consume Chinese street food on a monthly basis. It's clear that there is a strong and steady demand for Chinese street food in Ahmedabad, highlighting how popular it is as a go-to dining option for locals.

Factors that have a significant impact on consumer choices are highlighted in the survey. When choosing Chinese street food vendors, factors such as taste, hygiene, cleanliness, location, convenience, and variety of options play a crucial role. Price and recommendations from friends/family are also important factors to consider, although they may have less influence compared to

quality and convenience. These two aspects play a crucial role in consumer decision-making.

Response to Promotional Activities: Surprisingly, the majority of respondents (57.3%) stated that they are not swayed by promotional activities or discounts provided by Chinese street food vendors in Ahmedabad. This finding indicates that traditional marketing tactics may have limited influence on consumer behaviour in this context, highlighting the significance of other crucial factors such as taste and convenience.

Emphasising the Value of Authenticity: A substantial majority (61.4%) of participants highlighted the importance of authenticity when it comes to their choice of Chinese street food. There seems to be a growing preference for real flavours and ingredients, possibly fueled by a desire for an authentic dining experience.

Considering the survey results, it appears that a significant majority (70.9%) of respondents have specific dietary preferences that could potentially impact their food selections. In addition, a significant majority (89%) expressed hesitancy when it comes to experimenting with new or innovative Chinese street food items, indicating a preference for familiar and well-known menu choices.

Contentment with Available Options: In general, most respondents conveyed contentment with the Chinese street food options that are offered in Ahmedabad. The positive sentiment expressed here indicates a strong endorsement of the current culinary options, indicating that vendors are successfully meeting consumer expectations in terms of taste, variety, and quality.

For Chinese street food vendors in Ahmedabad, it is essential to grasp and cater to these consumer preferences and behaviours in order to improve customer satisfaction and attract new customers. Emphasising authenticity, maintaining high standards of taste and hygiene, and optimising convenience can help vendors stand out in a competitive market. In addition, although promotional activities may not have the biggest impact on consumer choices, vendors can still enhance their offerings to better match the key factors that influence consumer decisions.

Overall, the survey findings offer valuable insights into the consumer landscape for Chinese street food in Ahmedabad. This information can help vendors adapt and optimise their offerings to better cater to consumer preferences and enhance dining experiences.

CONCLUSION

In conclusion, the research conducted in Ahmedabad city sought to offer a thorough comprehension of the consciousness, perception, and consumption patterns of Chinese street food among residents. The study also investigated the influencing factors and preferences that shape consumer decisions in this culinary market.

According to the demographic analysis, students made up a sizable portion of the responders, who were mostly in the 18–25 age range. Furthermore, 67.3% of the participants self-identified as male. These results offer useful information to companies aiming to target particular customer segments in Ahmedabad's Chinese street food market.

Key factors influencing consumer decisions were identified, including taste, hygiene & cleanliness, location & convenience, and variety of options. Price and recommendations from friends/family were also considered important, though to a lesser extent. The majority of respondents were not significantly influenced by promotional activities or discounts offered by Chinese street food vendors.

Furthermore, the study explored the importance of authenticity in Chinese street food, with 61.4% of respondents considering it a significant factor in their decision to consume such food. The most popular types of Chinese street food were identified as Manchurian, followed by Noodles, Paneer chilly, Spring rolls, and Momos.

A significant proportion (70.9%) of respondents reported having dietary restrictions, indicating a potential market for catering to specific dietary needs in the Chinese street food offerings.

The analysis of the relationship between age and various factors such as taste, price, hygiene, location, variety of options, recommendations, authenticity, and preferences for specific Chinese street food items did not reveal any significant differences. However, there was a notable exception where a significant difference was found between age and consumer satisfaction with Chinese street food.

In conclusion, this research provides a nuanced understanding of consumer behavior, preferences, and demographic characteristics in the Chinese street food market in Ahmedabad. The results can help businesses better understand how to match the varied wants and expectations of their customers by customizing their products, promotions, and innovations. This will increase the customers' level of happiness in the end.

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