



The Gastronomy of Street Food & the Social Media Role-Play in Stimulating it with Reference to City Vadodara

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ABSTRACT

Keywords

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Purpose of the study: To study the rate of demand for street food in the city of vadodara analyse the variety of street food and their cuisine is available in the vadodara city and what is the impact of social media in street food.

Methodology: Review of literature was selected as research methodology which was emphasized on secondary data. Google form questionnaire, sample selection and personal interaction with people used to collect data more than 100 respondent have been taken into consideration.

Main Findings: People are prefer to eat street food once a week on weekends large number of people do not cook food at their home on weekends they prefer to eat street food on the basis of good taste, good reviews on social media its also help to promote street food vendors to earn money and run their stall or outlet in a properly.

Applications of the study: This study can be useful to street food vendors and to increase new entrepreneur in the city they will easily know about the gastronomy of vadodara.

Novelty/Originality of the study: This study is befits to reader about the street food of vadodara and the adoration of people towards street food, preferences of people to spend on a type of food. The new is in the study is about the food culture of vadodara.

INTRODUCTION

Over the past few decades, street food has picked up colossal consideration among the local people of a particular place. It is essentially a ready-to-eat food or fluid item which is being sold by a merchant on the street or other open places such as interior a showcase, close in the cinema lobbies, multiplexes or fairs. It is being regularly sold from a versatile food conveyance put such as food truck or food cart it also know as mobile catering. The idea of this kind of a item is an quick utilization. (Gadi et al., 2018) conducted study on street food for hygiene and sanitation maintained by them. Highest level of contamination was found in Sugar cane juice and Sweet lime juice. According to a statistical calculation done in the year 2007 by the Food & Agriculture Organization, 2.5 billion individual consume street food on a every day. This can be attributed to the societal and cultural shifts that civilization experiences, along with changes in lifestyle. The most significantly, it is expanding day by day. The firm is expanding due to a numbers of factors, including the increase in work

hours, the unbalanced work-family schedule, the sharp annual population growth, cross-cultural interactions, and a passion for travel. Another noteworthy development is the growing number of women employed, which reduces their commitment to household chores and expands this industry.

Karmarkar & Paranjape (2020) considered that it was found that social media plays a major role in selection of street food and that online delivery applications and budget of the individual also play an important role in selection of street food. The various social classes that make up society's composition range from those living in extreme poverty to the wealthy. There is unemployment across the nation. From that segment, this trade is an increase. Million of people nowadays regularly prepare meals and sell them on the streets, earning them a steady income that allows them to survive and carry on with their struggle. However, there are risks associated with this as well, like accidents at peak traffic times, unlicensed trading, pavement occupying illegally, involvement of kids, etc.

Furthermore, street food requires a significant financial commitment that many small business owners can afford. Additionally a study's also shown results that majority of traders are females. It has been noted that 69% of these vendors are women, demonstrating the tendency of this gender to provide ongoing financial support to the families. Simultaneously, it has been observed that trader ladies are consistently supplying the a source of nutrition for the ladies who are working. Because, of its close proximity to the roads and pollution, a portion of the populace believes it to be extremely unclean; yet, those that depend on it more heavily tend to overlook this.

Foodies generally move from stall to stall in search of variety and in a change in flavour. On the there hand, there have been numerous instances where food bloggers' posts cause a stir and suddenly become extremely popular. A tiny generates tremendous buzz, and social media plays a part in this. It's a really good way to get people excited about the cuisine or items. In addition, individual and businesses establish channel on social media platform in order to connect with en ever-growing audience. Food-related trends indicate that people have been drawn to move between cities. Not every companies, especially small vendors, can afford to promote on television or in other media. Hence, after success, they choose this simple approach. Unconventional concepts also arise from the murky areas around product advertising.

(Thakkar, Himanshu & Radhawiari, 2017). According to the Ministry of Housing and Urban Poverty Alleviation, there are 10 million street vendors in India. Street food is available in a public place from a vendor on a street at a reasonable rate. Street food is tasty, ready to eat food or drink sold on the street, in a park, market, fair or other public places. Street vending is essential economic activity in urban India. Street food vendors are generally of small size nature. It requires relatively simple skills, basic facilities and small amounts of capital so they are very numerous and have considerable potential for generating income and employment in urban economies. It has been seen for a long time that the area of street food vending was ignored and hidden. In recent studies, many academicians and researchers proved that this sector is a savior to the unemployed youth. This field is much more compensatory in terms of income generation and the social upliftment. This study is an earnest attempt in this direction. This paper covers the income generation potential of the street food vendors in Gandhinagar district.

A few of these original ideas have fueled the growth of India's food tourism industry, which distinguishes this nation as a destination for travelers, particularly those who enjoy a wide variety of cuisines. People from all over the world are drawn to this unique experience and want to embark on this voyage. Combining culinary tourism with travel tourism creates the ideal combination to make the experience unforgettable for a lifetime. Travelers always took forward to eating, which explains why they are constantly searching for excellent restaurants. It is important to consider how people use various internet apps and website to find great restaurants. Additionally, they have begun to rank the location on the apps and website according on their culinary adventure, Social media platform like Facebook, Instagram, Twitter, YouTube, WhatsApp and other have set the standard for publicizing these individual and places. They also share the recipes for a better understanding.

(Joshi et al., 2021) conducted research measures the perception of eating street food in Pune city after unlock phase 3 of COVID-19. This pandemic affected the hospitality industry worst as this was the first industry to close and it opened in phases street food is major part of the hospitality industry yet it is the unorganized sector as Street food is important in developing countries to meet the needs of millions of urban dwellers, who daily consume a wide variety of foods that are relatively cheap and easily accessible (Chen et al. 2008).customers were asked a structured questionnaire in the multiple-choice format using Google forms as a tool.

OBJECTIVES

- ❖ To study the rate of demand for street food in the city of Vadodara.
- ❖ To examine the variety of food available in Vadodara city.
- ❖ To become more knowledgeable about the numerous factors influencing social media usage promotion of street food.
- ❖ To research the influence and atmosphere of social media on Vadodara's street food.

REVIEW OF LITERATURE

Researchers such as James Petrick and Steve Micagaz conducted an extensive investigation into the street food industry and its sales. The purpose of the poll was to determine whether or not street food vendors use social media as promotional tool. They also made an effort to examine the question of whether or not food affects gender and how social media usages affects behavioral intentions. The findings unmistakable show the street food is rapidly growing and becoming increasingly well-known due to its affordability. Since the operating cost is too low and maintenance cost is almost null with comparison to other trades thus inclination towards this business is growing with a huge pace. A study was also done in the capital city of Delhi to check on the variety and hygienic conditions of food. It raised questions related to the cleanliness to the cleanliness and demand more accuracy. Social media is building connections by interfacing the demand to the supply and fulfilling the chain. It also increasing the visibility. Sharing the experience and giving expertise views are also some of the basic characteristics of the social media. The get to the most recent overhauls is getting to be handier. Food bloggers are posting on daily basis to gain attention and awareness. The communication gets to be exceptionally valuable for the local people and untouchables target those places in case of entry to those places or cities.

Big restaurant owner at the primary go didn't considered the street food to be a competitor to their standard. As the status shifts and the food quality too, so they didn't pay much regards to it. In any case, with the section of time, they have began taking it as a competition. The reason being a study which revealed that they many families prefer to stand out on the stalls of street for easy food which saves the time and also males very much cost effective. This has forced to think big honchos of the market and questioned their grip over the market. The diverse components respects to the inclination of the street vendor foods.

(Thakur et al., 2013) iterated in his study to assess food safety and hygiene practices amongst street food vendors in Delhi, India. The foods sold are of different varieties, flavors, prices and tasty, which becomes popular among people easily. This study highlighted few points which requires attention for better hygiene status and food practices amongst street food vendors. But its time to generate awareness amongst street vendors and WHO's five "keys to safety" should be incorporated. There has been research study on the part of social media in helping shopper choice making in regards of food quality choices and expanding the food security. The think about appeared that around 58% of respondents are visit clients of a specific site or an application to arrange food online. The examination appeared a clear relationship between the frequencies of online requesting of food by the buyer and numbers of buyers who were within the look of overflowing data approximately the food quality.

(Atinkut et al.'s 2018) considered the components which impact the choice of food of the street food the fasts food of china. The major deliberates was to get it the practical discoveries on the hippodrome of customer behavior and their attitude towards the utilization of street and fast food. The urbanization of china has seen a extreme move of domain shift from home-made foods to the street foods.

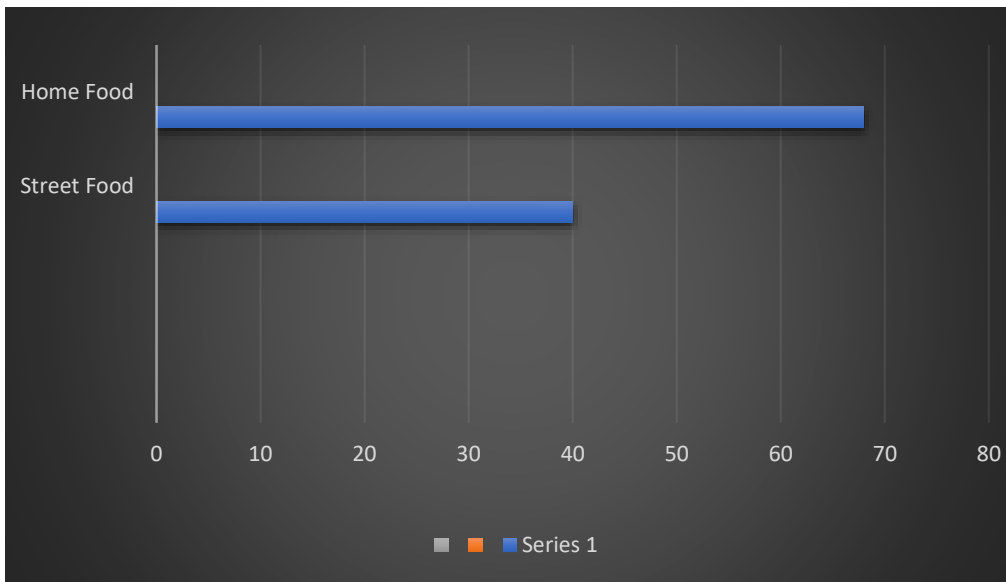
RESEARCH METHODOLOGY

The Statistical Assembling

- Questionnaire - A questionnaire was prepared and circulated among the open of Vadodara city. The social media as Facebook & Instagram was of incredible offer assistance in this respects. Individual were firstly inquired whether the are a appropriate inhabitant of Vadodara or not. In case not, at that point they have to be a standard or a visit traveler to the city or else the group of onlookers will not be legitimate.
- Sample Selection - It was very closely observed that regular office goers and the proper resident of Vadodara should only be reached. Monthly visitors to the city or people visiting the city weekly or fortnightly basis were also ignored to gather the best survey.
- Personal Interaction - Quick experiences were done in few places of Vadodara like Sayaji Baug, Ratri Bazaar, Pani Gate, Mangal Bazaar and Mandvi. The intenstion was to capture the live feedback of the individual regards to the food community that settles down in these areas. These places are really the office centre points of the city and none other than the regular audience can grant the most excellent understanding.

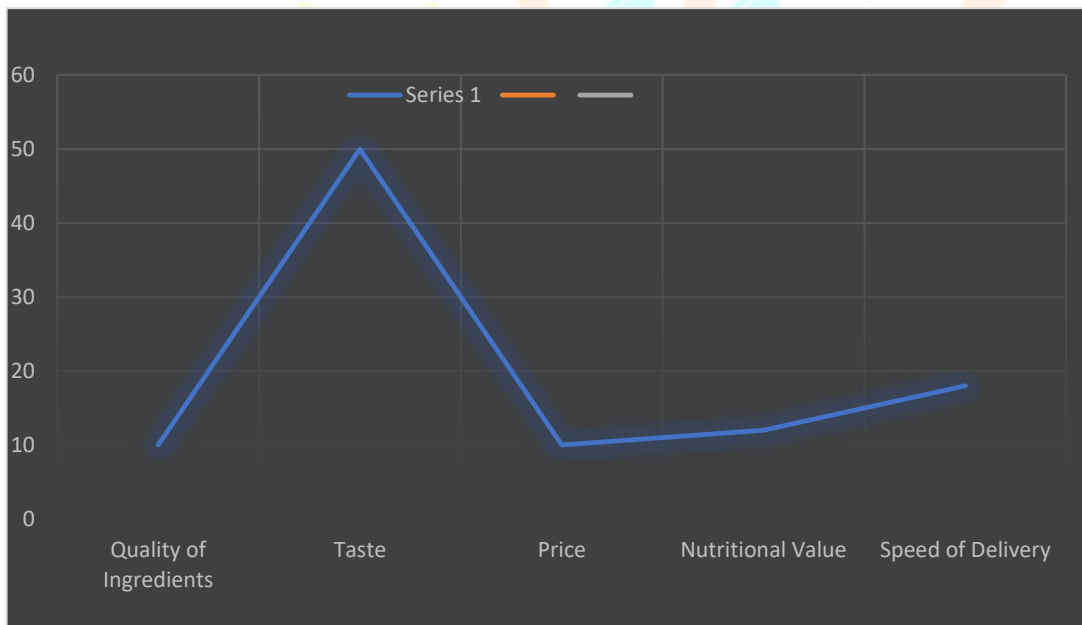
ANALYZING AND SIMPLIFYING DATA

Based on the answers, a list of structures was being gathered. They are listed in the following order:



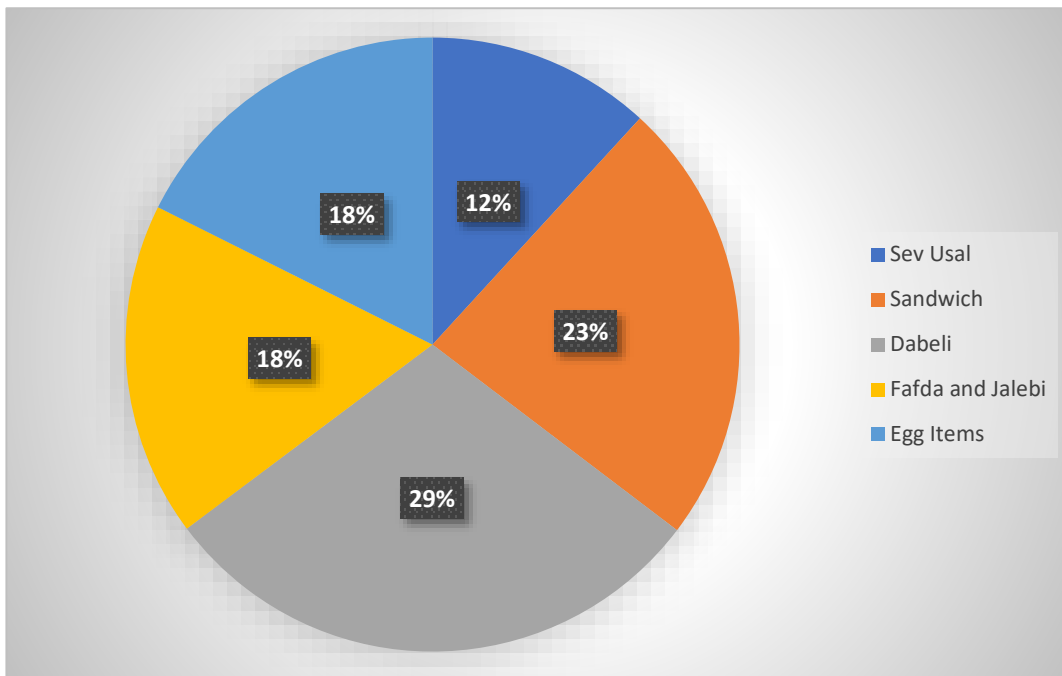
Grid 1: The Food Rapport

This poll demonstrated to us the sensitivity of food enthusiasts over the decisions they make regarding their eating habits. 40% of the respondents put their hands up for street food. The main cause of this is that most people who travel for employment leave early, forcing them to rely on meals from the streets in the past. They began to love the variety as the days went by, and the price was really affordable for them. As a result, the frequency rose progressively.



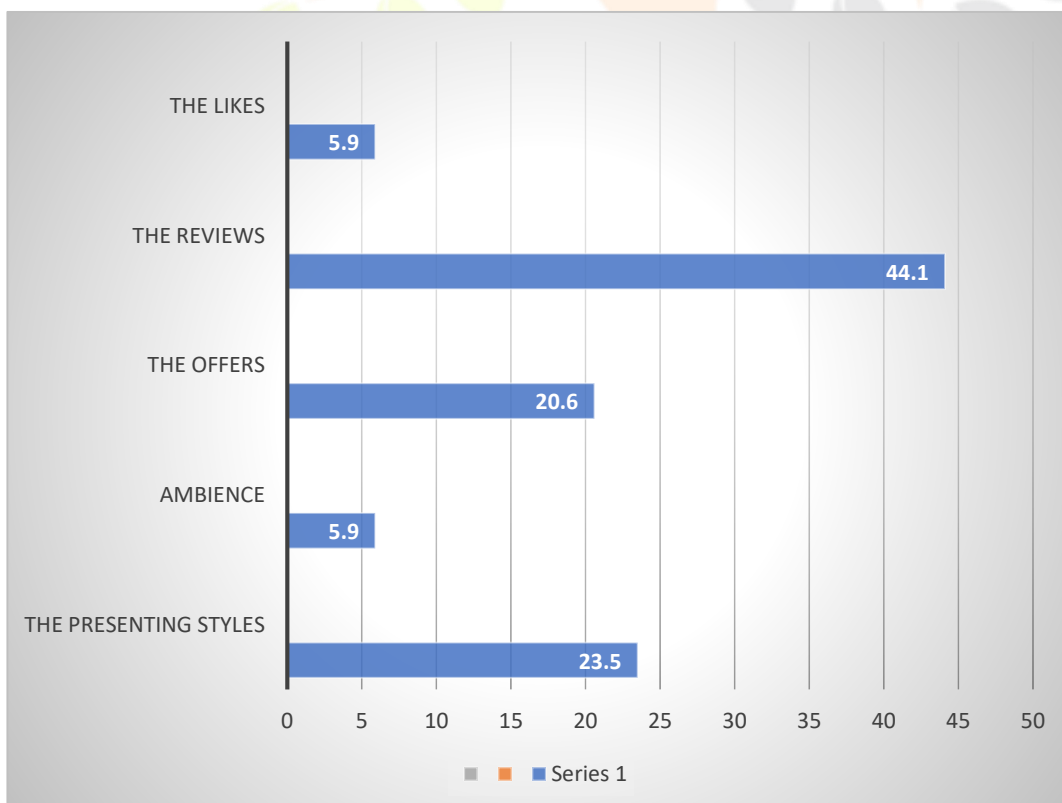
Grid 2: The Influencer

During the poll, a few of the most effective motivators were identified. Vadodara came out on top in this instance in terms of cost effectiveness 10%. With 50% of the voters of taste. With 10% of the votes, of price and aroma factor. Additionally, a small minority of people said that nutritional value 12% and out of 18% of speed of delivery.



Grid 3: The Intermittent

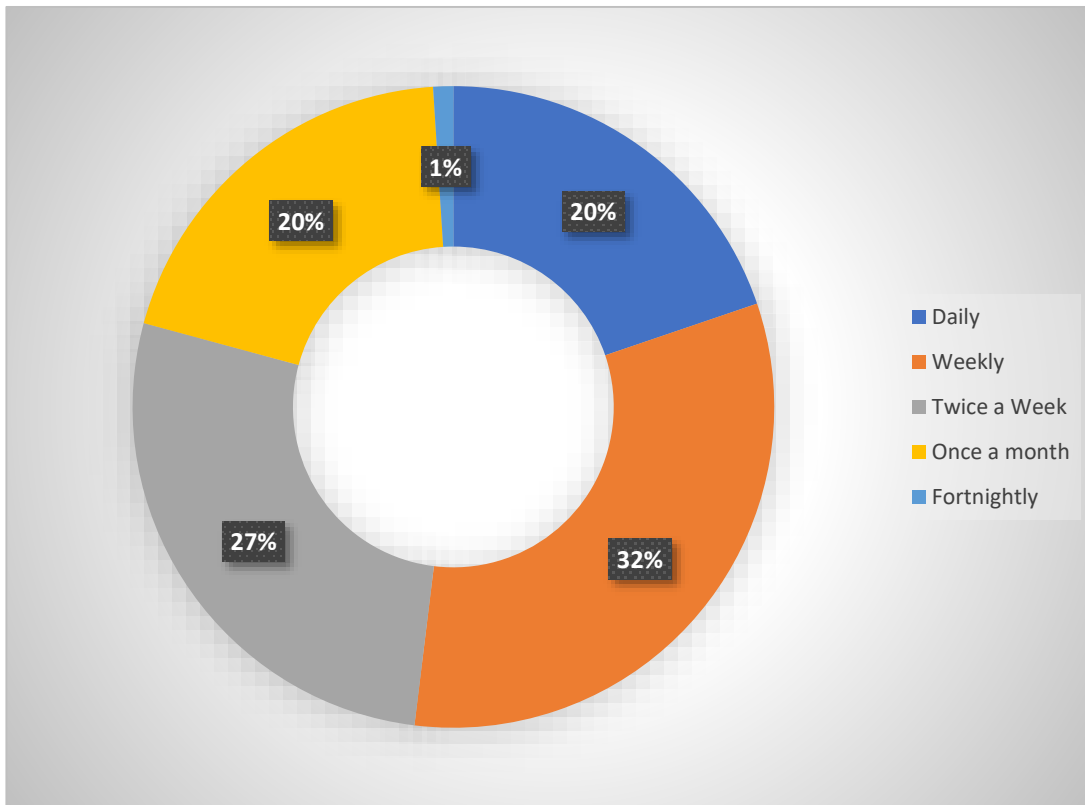
The breakdown above makes it quite evident that Gujaratis are drawn to Gujarati street cuisine. Sev usal is a best street food of Vadodara 12% people like it and Sandwiches are quick bite street food students are like it most it get 23% votes and large numbers of people like Dabeli it is eaten by each age group of people is gets 29% of votes, even Fafda and Jalebi is most famous food but Gujaratis eat it during festivals like Dushera and Diwali is gets 18%. Egg preparation are include many dishes of egg like omelette, Egg bhurji, half fry etc its get 18% votes.



Grid 4: The Social Media Angle

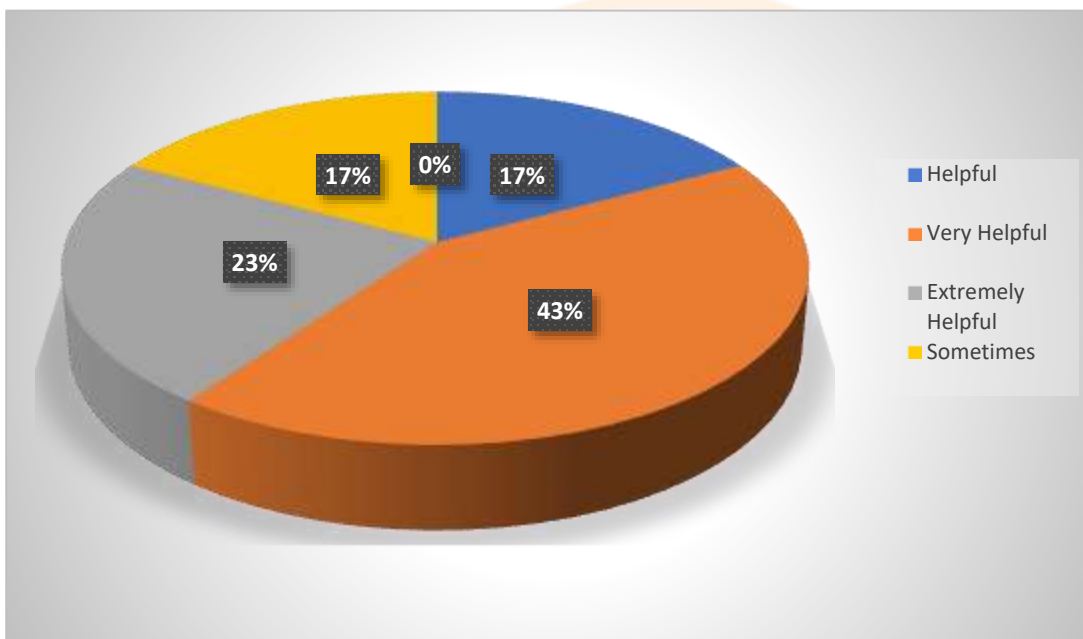
The inquiry concerned getting ready to determine how social media affects the general public. It shown that the mass actually verifies every characteristic across the social media platforms. The reviews had the most votes, but the offers and the presenting style came in close second and third places. This graphical representation makes it extremely evident that common

people are already networking at a very rapid rate. In this dynamic and competitive market, it's not easy to bluff and sell a product.



Grid 5: The Frequency

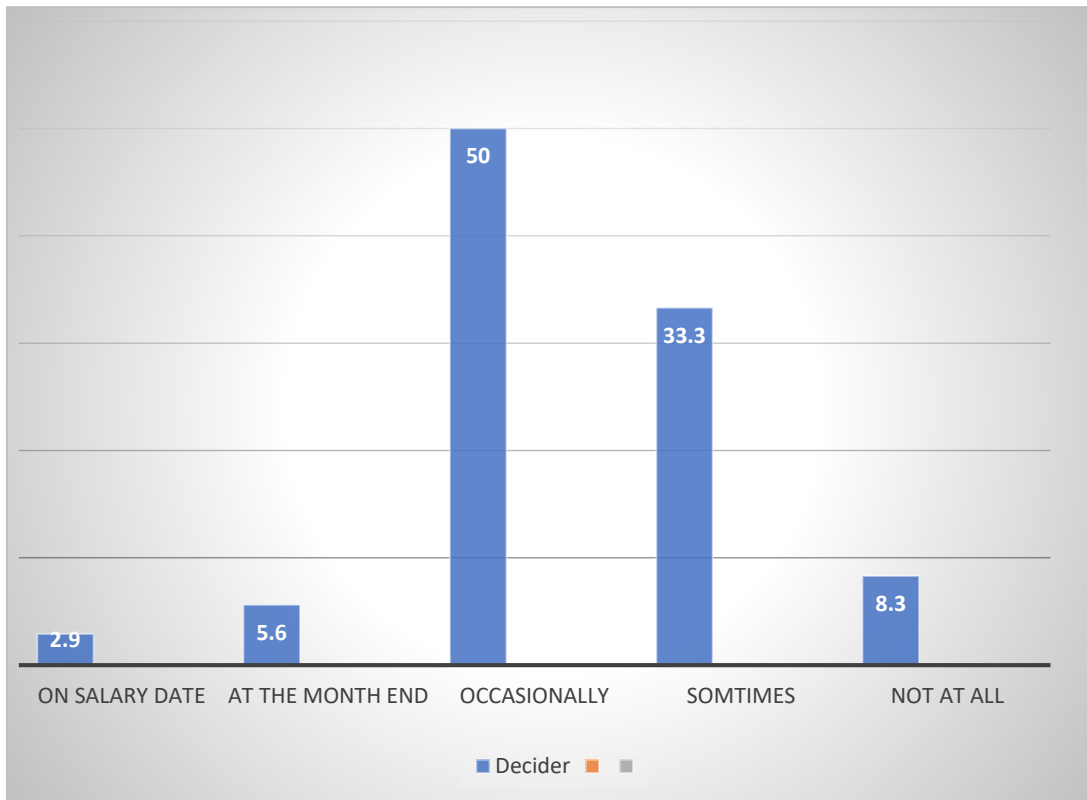
The purpose of this study was to determine how frequently people use websites or social media apps to make online restaurant reservations. According to current trends, ordering takeout weekly via apps or websites is the most popular practice. The least well-known ordering method is on a daily basis, however ordering twice a week is a fairly common way for many people to stay in touch with the community. They can invite visitors or simply observe "No Cooking Day" at home.



Grid 6: The Search

The way people use the internet to reach the targets is shown in this graphic. Explaining how social media helps people find new venues and outlets was the question. 0% of respondents in this category claim not to find it useful, while the remaining 100% find it useful in some capacity. This demonstrates the extent of the sites' popularity, as seen by the fact that they are

viewed every single second for the most recent updates. Furthermore, the viewers are giving careful thought to the likes and comments.



Grid 7: The Decider

The response to the question how important is one's budget when placing an online food order was tremendous. This indicates that the nation's GDP is increasing, which is unquestionably positive. A decade or more ago, those in the middle class couldn't afford such extravagant costs. Both the days and the conditions are evolving.

RESEARCH GAP

As per the sampling, the community prefers to have street food on a vast scale and the acceptance of it is large. However, future recommendations will be to perform an extensive research study on the cuisine towards which the community has the most affinity. The present market of Vadodara consists of food which has a touch of the cuisines of Maharashtra, Rajasthan and Kathiyawad. Thus, a comprehensive and thorough research on the cuisine will throw the light on the specific cuisine that is apprehended by the most.

CONCLUSION

In the modern world, social media is vital to the success of a business, a product, or even a dish. The use of technology has proven to be one of the most efficient means of promoting street food at a relatively low cost and less bothering. The gastronomy of street food in Vadodara is a vibrant and dynamic aspect of the city's culture. The fusion of traditional flavours with modern influences creates a unique culinary experience that is both accessible and delightful. The intersection of street food and social media further amplifies this experience by providing a platform for vendors to showcase their offerings and connect with a broader audience. As Vadodara continues to evolve, its street food culture, fueled by the power of social media, will likely play a pivotal role in shaping the city's culinary identity for years to come.

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