

FOOD VENDORS IN INDIA'S CHANGING FOOD ENVIRONMENT

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INTRODUCTION

- Globalization and urbanization are bringing rapid changes in food environment of India
- Proliferation of non local and global food outlets results in increasing consumption of these foods.
- Street food vendors are major sources for offering both local and non local foods.
- Our study therefore intends to understand the food vending environment in developing city.

STUDY POPULATION

Setting:

- Vijayapura city, Karnataka State, South India
- Remote city with changing food environment

Study sample:

125 food vendors randomly selected from the list of food establishments located along major roads of the city.



METHODS

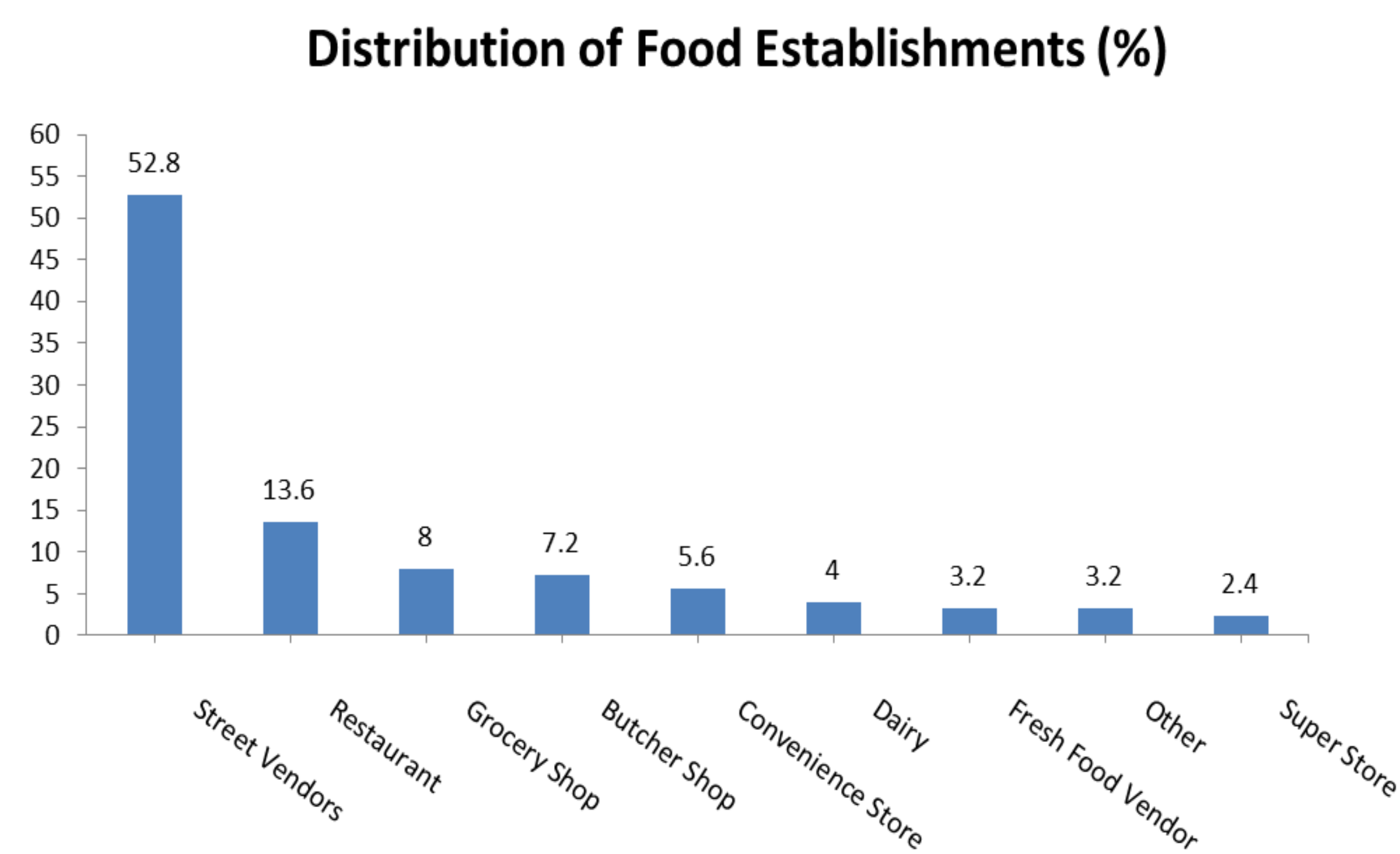
Data collection:

- Trained interviewers used semi structured questionnaire for face to face interview of food vendors .
- Study instrument included basic characteristics of food vendors like type of establishment, business location movement and details about their food inventories.
- Data on food items sold , reasons for their selection and consumer characteristics like age and gender preferences for different food items were asked .
- Consent was taken prior to including food vendors in the study.

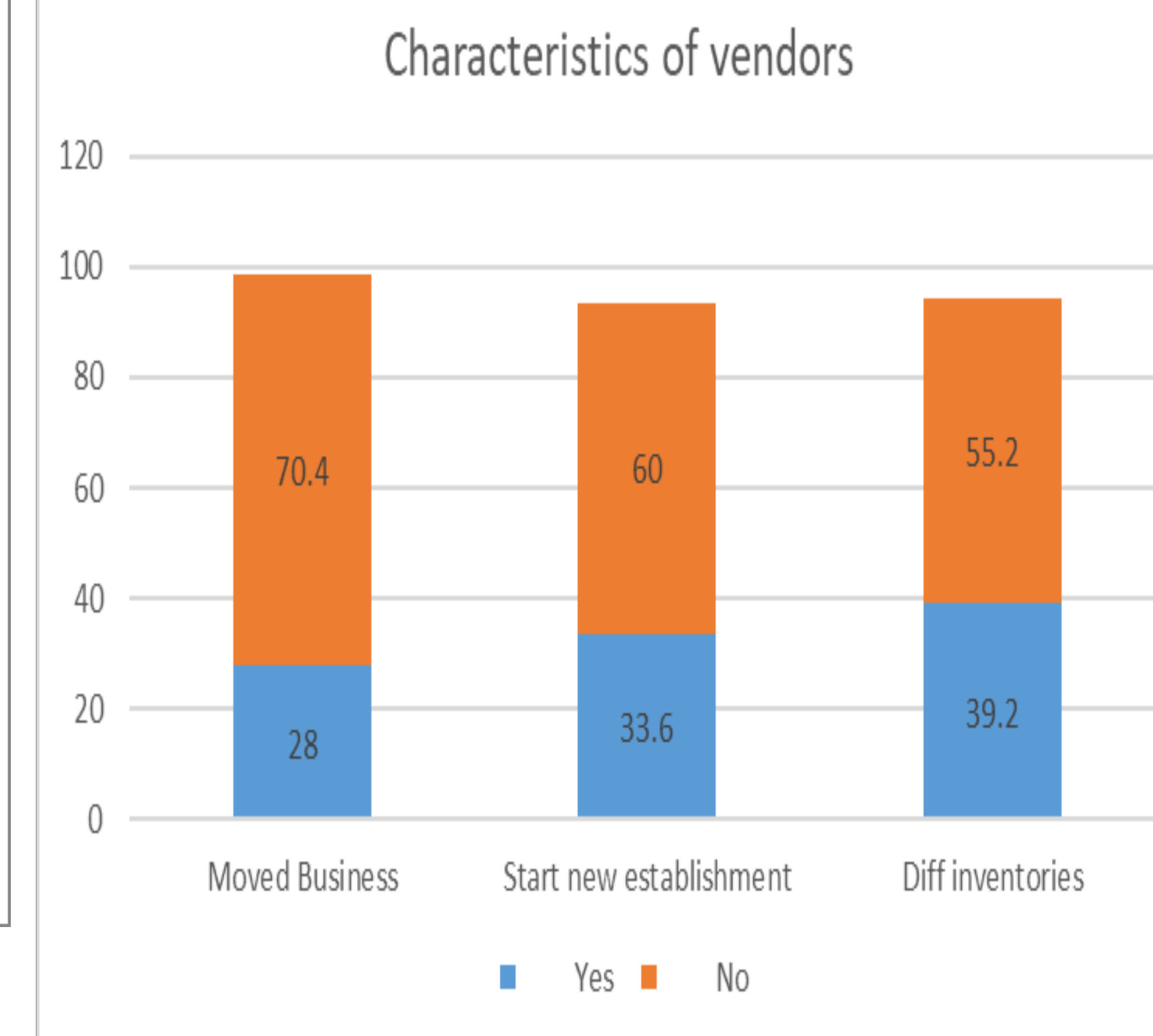
Analysis:

- We created variables for each type of food items sold and consumers preferences by age and gender .
- Since vendors belonged to different types of food establishments and sold multiple items , results are expressed as number of mentions for that type of food item sold by different vendors .
- Multiple reasons by different vendors for selling their products , are shown as number of mentions

Distribution of food vendors in Vijayapura



Characteristics of food vendors



Reasons given by vendors for selecting the products for sale (n=125)

Reason	Total Mentions
High Demand/Popularity	48
High Profit	39
Other	36
Supplies Easy To Get	34
Customer Requests	31
Competition Sells Them	21
Advertisements Seen in Bijapur	12

Major food items sold by the vendors

Food Items	Total Mentions
Snacks	96
Meat	46
Bread & Bakery Products	34
Fresh Foods	27
Sweets	18

Frequently purchased items by buyers' age and gender

Items	Children	Women	Men	Total Mentions
Local Snacks	13	16	43	60
Non Local Snacks	127	35	53	215
Dairy & Animal Products	22	14	28	64
Beverages	14	5	53	72
Cereals & Condiments	4	34	25	63

Food vendors of Vijayapura



SUMMARY

- Street vendors constitute the majority of food establishments in our study .
- Changing inventories of vendors depend on popularity and demand of foods.
- According to vendors, type of food items purchased varied by age and gender of consumers .
- Processed snacks and carbonated beverages rich in sugar and trans-fats, were the most common foods sold.
- Food vendors thus play an important role in transitioning food environment
- Food vendors can be educated for promoting healthy food choices.

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