

CUSTOMERS PERCEPTION TOWARDS KURUNJI HOTEL

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **RAKESH.M 40410137** who carried out the project entitled “**CUSTOMERS PERCEPTION TOWARDS KURUNJI HOTEL**” under my supervision from September 2021 to October 2021.

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External Guide

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Dean – School of Management Studies

Submitted for Viva voice Examination held on

Internal Examiner

External examiner

DECLARATION

I **RAKRSH M (40410137)** hereby declare that the Project Report entitled "**CUSTOMERS PERCEPTION TOWARDS KURUNJI HOTEL**"-**CHITLAPAKKAM** done by me under the guidance of **DR.K. SASIREKHA** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

RAKESH M

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ABSTRACT

Eating out is part of the culture in India Street food, in particular, has been popular not only among the locals. Due to its popularity and low entry threshold, the street food market is competitive in Chennai. Understanding the consumers and give them what they want becomes critical for the success of street food vendors. Thus, this descriptive study aims to examine consumers' perception towards street food in Chitlapakkam, a newly developed town in Chitlapakkam, Tambaram. Quantitative method was employed for this study and 100 questionnaires were conveniently distributed to the residents in Chitlapakkam, The usable questionnaires were collected. The data were analyzed using SPSS and it was found that consumers perceive street food positively in the areas of perceived value, food safety, price, environment, and health consciousness. These results are useful for people who are already in the street food business as well as for those who intend to embark on this business.

CHAPTER-1

INTRODUCTION

KURUNJI MAHALIR UNAVAGAM Started in 2015 in Chitlapakkam, Chennai-64. It was a BDO(BLOCK DEVELOPMENT OFFICE) given by the Government of Tamilnadu for the welfare of womens (i.e) (MAHALIR SUYA UDHAVI KUZHU).It was a great initiative taken by the Government of Tamilnadu, for the welfare of Women Entreprenuership.A sincere thanks to our former Chief Minister SELVI.J.JAYALALITHA for her bold move for the welfare of womens.It was founded by N. CHITRA in 2015, who lost her husband early and set a example of every women across her locality to survive.After a lot of struggles, storms and losses, we finally managed to serve more than 300 customers a day and 200of those are regularites.

TO EVERY WOMENS ACROSS GLOBE.

When a child is born, The first food it takes is Mother's milk. After grownup the child takes is the same food made by their mother. COOKING is an ART, Not every one has the talents and ability to cook.

Let us take a moment and appreciate every single mothers who cook for their children without any hesitation even though the child doesn't appreciate it. A big shoutout to every mothers over there from my side.

HERE ARE SOME PICTURES OF THE HOTEL ATTACHED





We purely concentrate on quality of food and health of customers. Customer's reputation are our first priority.

CUSTOMERS

First of all who is a customer?

A person who buys goods or services in a shop, restaurant, etc.

INDUSTRY PROFILE

Kurunji Mahalir Unavagam started in 2015 with the help of Government of Tamilnadu for women's welfare. The Hotel is exactly located in Chitlapakkam 1st main road, Tambaram sanatorium, Chennai-64. We serve 200 people everyday, most of them are regularites. As Chitlapakkam is a Industrial Area, It has a Central Government Warehouse, Military Canteen, Two famous colleges and many schools are over here.

OBJECTIVE OF THE STUDY.

The main objective of this project is to know the customer's perception towards Kurunji Hotel. To know whether we supply quality food, To analyse people's thoughts over Kurunji hotel. To find out what are all the improvements to be made for the hotel. To know the Hotel from Customers point of view and their consideration about the food and hotel.

NEED FOR THE STUDY.

This is basically a project which gives idea to all my fellow mates if they wanted to start a Hotel Business. Hotel industry is one of the easiest industries to make money quickly.

Theory behind Hotel Industry.

HOTEL INDUSTRY is one of the finest industries to make money easily. When you are about to start a hotel business the first thing you need is a self-belief and a Hardworking capability. Once you get into this field you can feel the power of **Leadership**.

What is Leadership?

Leadership is A person in charge.

When you are in charge of something, you will be putting extra efforts to whatever you're doing. You go through rough patches, losses, profits etc., A good leader is one who never gives up.

Coming back to the point

When you start a business unit, you form a Team first.

Forming the team is very much important. Considering the hotel industry it is basically a team work. The Leader has to organize every events like when should they enter into the work, when should they leave. The leader should be held responsibilities for all the actions done by their subordinates. He should manage things around him and manages workload quickly.

What's happening in Kurunji Hotel?

As we run this industry for years, we know to manage workload quickly.

We have our owner N.CHITRA(51) as a Leader followed by the Manager M.RAKESH(22),The Chef(HEAD COOK) R.RAJENDRAN(55), The Parota Master G.PANEERSELVAM(29) and a assistant cook A.PANDI(43).

This is our team now. This team has been there for 7years. They never took a off-day in these 7years. We used to obey or respect our owners words. Everyone here is getting a good pay.

ABOUT THE BUSINESS TECHNIQUE.

There's nothing much about this hotel business. This is a business where you can take x3 profits everyday if you work hard. For example: Dosa flour costs 35per kg, With that we can make 7-8 dosa which every single costs 40rs. Here we multiply 40x7 is 280rs where some of the expenses like oil, gas and labour intakes a total of 100 then the profit of the day will be around 150rs. This is a basic logic in hotel business. It will be quite enjoyable work to do. Food is most important for every living things to survive and its mandatory.

SCOPE OF THE STUDY.



The Hotel management is one of the highly job oriented field; **it covers a wide range of services including food service.** With the escalating demand of hotels in India, the hotel management industry has huge growth potential in the near future. The demand for smart and skilled professionals in this industry is growing at a fast pace, not only in India but also worldwide. There is a dire need for skilled and retainable professionals.

Here we are trying to build up some Excellent Entrepreneur around this area.

The main scope of this study is to spread the ideology of hotel theory.

Chapter -2

Review of Literature

The literature on street food indicates that there are several reasons why street food is unhygienic and pose a public health risk. According to Janie and Marie (2013), food vendors are poor, illiterate with little knowledge of how to handle food safely, maintain clean environment, sanitation and hygiene or lack knowledge on aspects such as food display modes, service, hand wash, procurement and potable water.

Chakravarthy (2013) states that food is a biological product and supports many microorganisms such as aerobic bacteria, E.coli bacteria and pathogens responsible for diseases such as diarrhoea. Chemical additives such as colourants and preservatives also routinely contaminate food (Nurudeen et al., 2014). Brown et al., (2010) point out that poor hygiene of food vendors, faulty holding and inappropriate processing methods are also responsible for street food contamination.

The foods are prepared and sold in environmentally unhygienic conditions. Foods may not be protected from flies and dust and sold in unsanitary locations with the vending carts located on footpaths, near drains or sewerage (Khairuzzaman et al., 2014).

It may be therefore concluded that microbiological, chemical and lack of personal and environmental hygiene are the main causes of street food contamination. To reduce the incidence of food borne diseases, the World Health Organization in 2006 established 5 points for food hygiene. These include (i) keeping food clean, (ii) separation of raw and cooked foods, (iii) thorough cooking, (iv) maintaining safe temperatures and (v) using water and raw food material that is safe (WHO, 2006). These basic five principles must be practiced to prevent food related diseases. It may be inferred that these five principles extend to street food as well.

Chapter-3

RESEARCH METHODOLOGY

A descriptive research design using a quantitative approach through cross sectional study was employed to identify consumer's perception towards Kurunji Hotel. This study uses quantitative method as it emphasizes on objective measurements and also because the study uses statistical analysis to derive the data that will be collected through the distribution of questionnaires.

PRIMARY OBJECTIVE.

A cross-sectional survey is conducted among consumers in Chitlapakkam, Tambaram area. For this survey, it focuses on consumers that purchase food in Kurunji hotel in that particular area and it is personal-administered questionnaire. POPULATION AND SAMPLE SIZE. The people living around Chitlapakkam areas will be the population for this study whereas the consumers who eat out as the sample. Chitlapakkam is a township in Tambaram. According to the Government Census(2018), the populations of Chitlapakkam areas is around 25,000 people. Based on the population, the chosen number of sample size is determined according Krejcie and Morgan (1970) table.

DESCRIPTIVE REASON DESIGN.

The sample size of this study is around 100 respondents. This study distributed the questionnaire to 100 people from the population and the questionnaires were dispersed to the samples in a time.

QUESTIONNARIE STRUCTURE.

A questionnaire was developed based on relevant literature (Phan & Mai, 2016; Samapundo, Cam Thanh, Xhaferi, & Devlieghere, 2016; Emmanuel Nondzor, 2015). There are three sections in the questionnaire: Consumer's Perceptions, Consumer's Profile and Demographic. Five-likert scale was used, from strongly disagree to strongly agree, for the perception. Items for consumer profile and demographic are nominal. Pre-test was conducted to ensure validity and reliability was achieved before the real survey is done.

DATA COLLECTION

This study targeted consumers in Chitlapakkam who have purchased street food before. Convenience sampling was adapted to collect data through self-administered questionnaire survey. Data collection took about a month and a total of 100 respondents took part in the survey. However only 60 answered questionnaires were valid and usable.

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Chapter-4

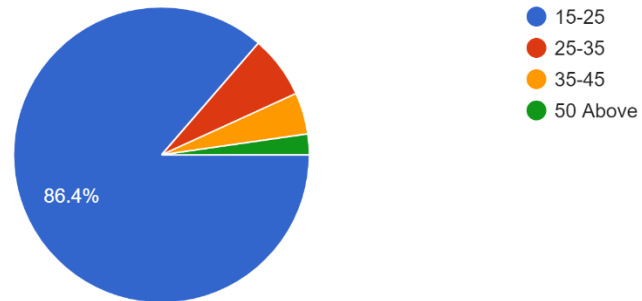
DATA ANALYSIS AND INTERPRETATION

FINDINGS DEMOGRAPHICS OF RESPONDENTS

The majority of the respondents are male 52.8% compared to female 47.2%. The percentage of responses is the highest for the age group of 18-25 years old 36.2%, followed by 26 - 35 years old 27.6%, 36 - 45 years old 23.6%, and 46 - 55 years old 11.3%. The least percentage of response are for the age group of 56 - 65 years old 1.0%, and that of below 18 years old 0.3%. Based on the data collected, most of the respondents are single 56.1%, which is more than half of the sample whereas the married respondents are 41.2% and widow or divorced respondents are only 2.7%. In term of personal income, 31.9% of the respondents earn above RM 3,000, followed by those who earn less than RM 1,000 28.6%, RM 2,001 - RM 3,000 27.2%, and RM 1,000 - RM 2,000 12.3%. The respondents mainly have the education level of College or University 61.5%, and the rest are at the level of Secondary School 37.5%, and Primary School 1%. As for profession, 30.6% of the respondents are from Government sector, followed by 27.2% students, and 24.6% Private sector, 15.6% self-employed and the least are 2% unemployed respondents.

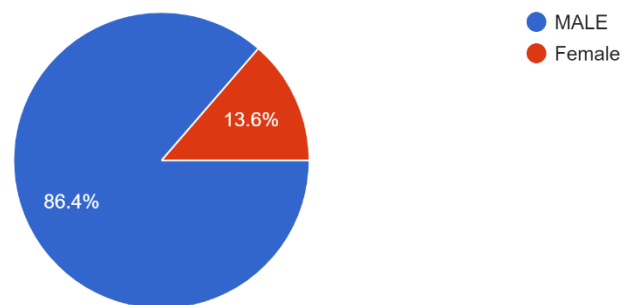
AGE

44 responses



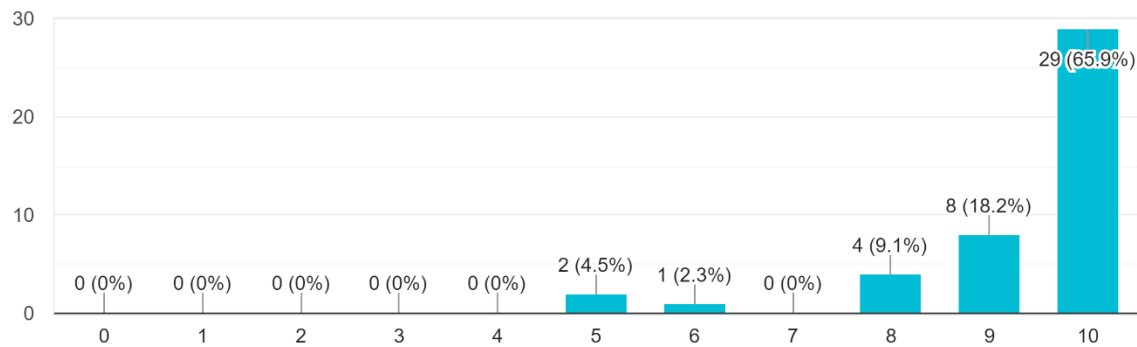
GENDER

44 responses



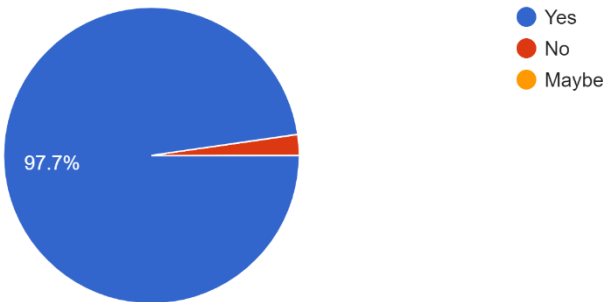
RATE THE DECORUM OF THE HOTEL

44 responses



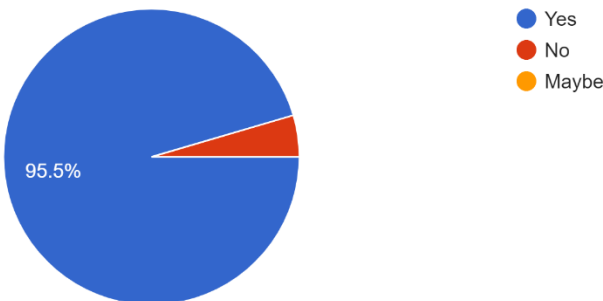
DOES THE HOTEL SUPPLIES QUALITY FOOD?

44 responses



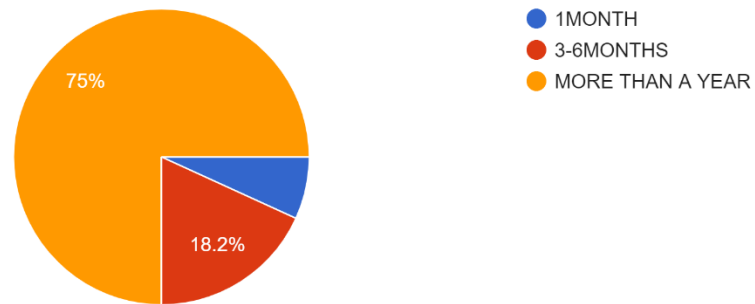
DOES THE HOTEL PRODUCTS ARE CLEAN?

44 responses



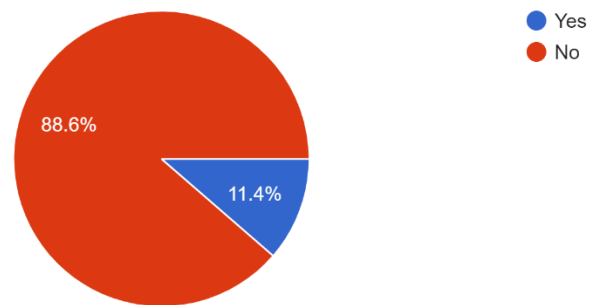
HOW LONG ARE YOU EATING IN THIS HOTEL?

44 responses



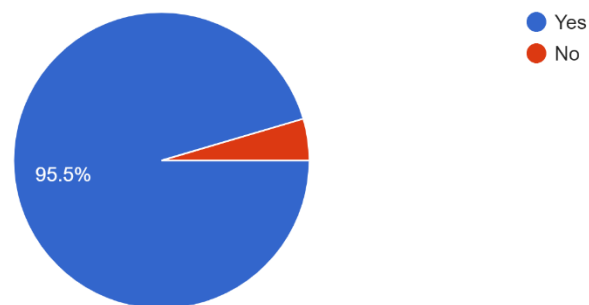
HAVE YOU FACED ANY FOOD RELATED PROBLEMS AFTER EATING HERE?

44 responses



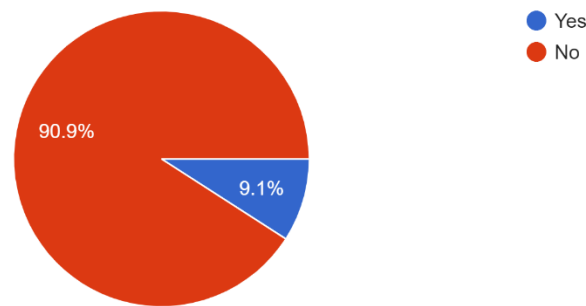
ARE THE PEOPLE WORK IN THE HOTEL LOOKS NEAT AND CLEAN?

44 responses



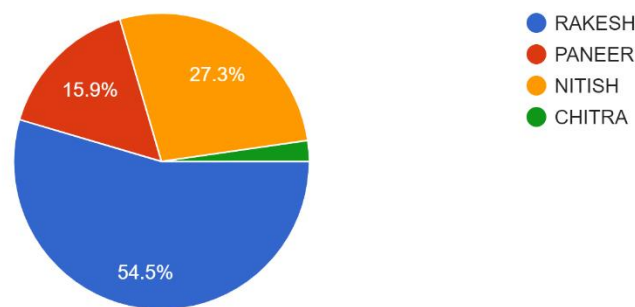
DO YOU HAVE ANY ISSUES WITH THE PRICES OF FOODS?

44 responses



WHO IS YOUR FAVOURITE IN THE SHOP?

44 responses



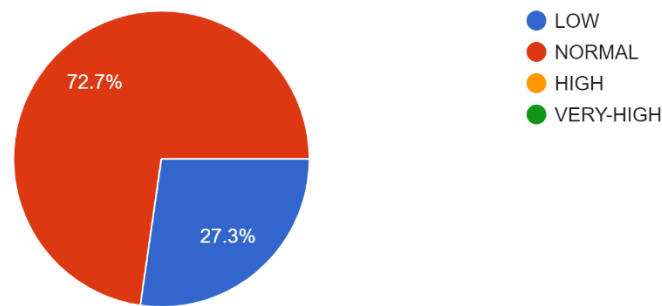
WHAT IS YOUR FAVOURITE FOOD IN THE SHOP?

44 responses



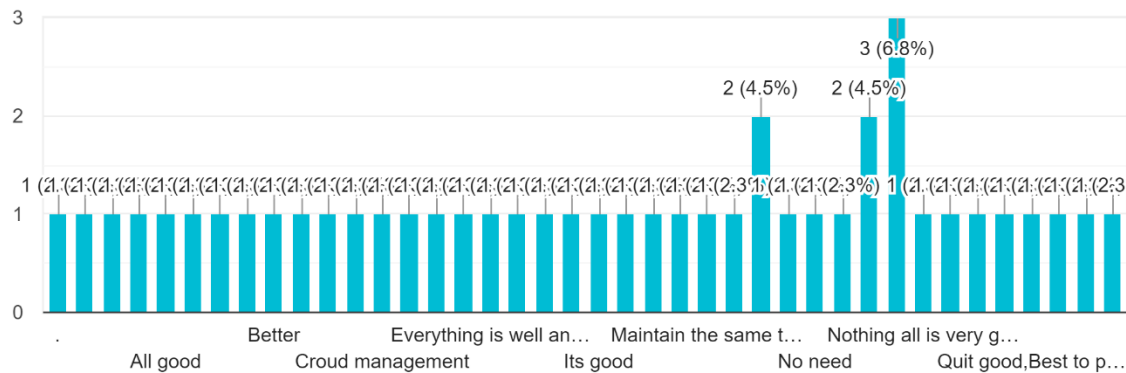
HOW ARE THE PRICES HERE?

44 responses



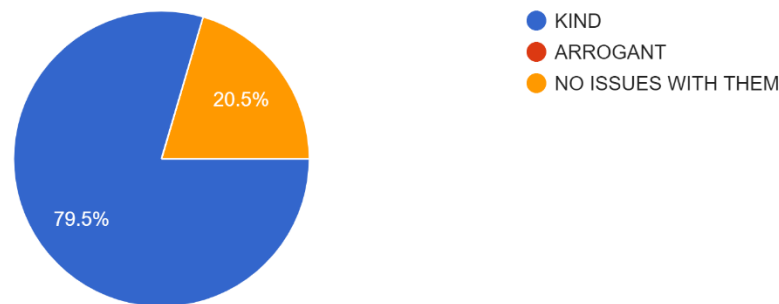
WHAT IMPROVISATION I SHOULD MAKE?

44 responses



HOW ARE THE PEOPLE WORKING HERE?

44 responses



ANALYSIS AND FINAL INTERPRETATION.

The majority of the responses received are from consumers who have purchased street food before 99.3% compare to those respondents who have never purchased street food, 0.7%. The survey results show that most of the respondents get to know about street foods by passing by the food stall 84.7%, followed by recommendation 52.5%, social media 37.9%, and advertisement 23.6%. In term of frequency of street food purchase, most of the respondents purchase street food twice a week 39.9%, followed by once a week 28.9%, more than 3 times a week 15.6%, and once a month 12.6%. As for the time of the day to consume street food, most of the respondents consume street food in the evening 58.8%, followed by at night 46.5%, in the morning 29.2%, and in the afternoon 25.6%. The highest percentage of respondents claim to buy street foods in a group of 2, 41.5%, followed by in a group of 3, 33.6%, alone 13.3%, and in a group of more than 3, 11.6%.

The reason for most respondents to buy street foods is due to variety of food 74.8%, followed by convenience 64.8%, cheap price 62.1% and taste 55.8%. Based on the collected data, the reasons why people do not buy street foods are mostly because the food is not healthy 81.7%, followed by the individual prefers home cooked food 61.5%, the food is too foreign 43.9%, the food is expensive 34.6%, and the environment is dirty 1.8%. For the amount of money spent on street foods per person

per visit, most respondents spend RM 5.00 - RM 10.00 47.2%, followed by RM 11.00 - RM 15.00 34.2%, less than RM 5.00 12.6% and above RM 15.00 6%. Lastly, in term of meal the respondents usually buy street food for, most of the respondents buy food for dinner 40.5%, followed by snacks 32.2%, lunch 14%, and the least is for breakfast 13.3%.

Chapter-5

FINDINGS, SUGGESTION AND CONCLUSION

PERCEPTION TOWARDS PERCEIVED VALUE

Most of the respondents prefer to purchase street food because it saves them time. The respondents also agree that they prefer to purchase street food because it offers good and fast customer service, and they believe that they receive good quality food with the amount of money they pay. However, the respondents are neutral about purchasing only cheap-priced street food, and they also slightly disagree to purchasing street food because it tastes better than home-cooked food.

PERCEPTION TOWARDS FOOD SAFETY

From the collected data, it shows that the respondents agree to be concerned with the quality and safety of street food, as well as the number of artificial additives and ingredients in the processing of street food. However, the respondents neither agree nor disagree that street food is safe because it has been fried and processed thoroughly.

PERCEPTION TOWARDS PRICE

Most of the respondents agree that price is their first consideration when going to buy street food. The respondents also agree that they compare prices of the street foods before buying. Moreover, the respondents think the price of the street food nowadays is affordable, and cheaper-priced foods may lead to low quality of food and higher health risks.

PERCEPTION TOWARDS ENVIRONMENT

The survey results show that the respondents strongly prefer to buy street food with clean environment around the stall and far from rubbish, waste water, toilet facilities, open drains and animals, as well as to buy food at a clean condition food stall. Apart from that, the respondents agree that they prefer to buy street food with access to potable water at the site or close to the site, and prefer to buy street food with adequate waste water or food disposal facilities available.

PERCEPTION TOWARDS HEALTH CONCIOUSNESS

Looking at the mean score, most respondents are concerned about their health status when purchasing street food and they are aware that eating street food excessively would be harmful to their health. In addition, the respondents basically prefer street food containing less fat and more vegetables. However, the respondents are neutral about street food providing enough energy and being as healthy as any other foods.

DISCUSSION AND CONCLUSION

The results of this study basically are in support of those from the previous studies. For the perceived value, consumers prefer the street food which has positive perceived value such as good and fast service, tasty quality food, and sold at lesser price. As for food safety, consumers basically perceive street food as safe for consumption. However, their main concern is about the number of artificial additives and the quality of ingredients used in preparing the food. When it comes to price consumers do consider and compare price before buying street food though they perceive street food price as affordable. However, it is important to note that consumers do not perceive price as an indicator of food quality and disagree that they would buy street food simply because it is cheap. As for environment, consumers have positive perception towards street food with clean environment, as well as with access to potable water at the site or close to the site and with adequate waste water or food disposal facilities available. Finally, as regard to health consciousness consumers are concerned about their health status when purchasing street food and perceive street

food as harmful if taken excessively. Consumers perceive more positively towards street food containing less fat and more vegetables. The findings of this research are beneficial to those who want to start up a street food business as well as those who are already operating. Though consumers agree that they would continue to buy street food and would recommend street food to family and friends they don't seem to have the intention of increasing the purchase of street food. With these study results, street food vendors can design new strategies to increase purchase and revalidation, which will in turn assist in increasing profits. It is important to know that street food is perceived as affordable, convenient, fast service, and with variety of food choices. However, consumers do not see fast food as a healthy food choice and are not very confident about the cleanliness and hygiene level of street food operation. In order to succeed and be sustainable in such a competitive market, street food vendors must ensure good and fast service, quality food with reasonable price, and clean and hygienic environment. There are also opportunities for street food operators who would like to venture into healthy menu and food with home-cooked taste.

LIMITATION OF THE STUDY

There have been a few limitations during the process of conducting this research. Firstly, the sample was taken only from Chitlapakkam, which is only part the Selangor state in Chennai, therefore the study results might not be able to represent the whole Chennai. The respondents of this study are aged 18 and above which exclude the teenagers, specifically, the age group of 13 to 18 years old. Teenage consumers are also very fond of street food. They may provide information with different perception towards street food. And due to the descriptive nature of this study, the information gathered is only on consumers' perception and their intention of repurchase and recommendation. How perception might influence consumer's behavioural intention is not investigated.

RECOMMENDATIONS FOR FUTURE RESEARCH

There is some possible future research that can be explored in relation to this topic. Further studies can be conducted to cover different areas and cities in Malaysia to provide more accurate insights on consumer's perception towards street foods. It is also recommended that future researchers focus their studies on certain demographic group, such as teenagers, college students, office workers, international tourists, etc. Street food vendors with specific target customers would benefit from these study results. Correlation or causal studies can be carried out to examine the relationship between perception and behavioural intention. These studies can provide more in-depth and detailed explanation on how consumers' perceptions towards the different areas of street food operation might influence their behavioural intention. With this information, street food operators would be able to develop effective strategies to motivate consumers to repurchase, to increase their purchase frequency and to recommend street food. The future research should also explore other dimensions that may have significant effect on consumers' behavioural intentions.

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ANNEXURE-1
QUESTIONARIE

Customer perception towards Kurunji Hotel.

1. RATE THE DECORUM OF THE HOTEL

- 1. 1-2
- 2. 2-4
- 3. 4-6
- 4. 6-8
- 5. 8-10

2. DOES THE HOTEL PRODUCTS ARE CLEAN?

- 1. Yes
- 2. No
- 3. Maybe

3. HOW LONG ARE YOU EATING IN THIS HOTEL?

- 1. 1month
- 2. 1-3months
- 3. More than a year

4. HAVE YOU FACED ANY FOOD RELATED PROBLEMS AFTER EATING HERE?

- 1. Yes
- 2. No

5. ARE THE PEOPLE WORK IN THE HOTEL LOOKS NEAT AND CLEAN?

- 1. Yes
- 2. No

6. DO YOU HAVE ANY ISSUES WITH THE PRICES OF FOODS?

- 1. Yes
- 2. No

7. WHO IS YOUR FAVOURITE IN THE SHOP?

1. RAKESH
2. NITHISH
3. CHITRA
4. PANEER

8. WHICH IS YOUR FAVOURITE GRAVY?

CHICKEN GRAVY
EGG GRAVY
FISH GRAVY
SAMBAR

9. WHICH IS YOUR FAVOURITE EGG DISH?

1. KALAKKI
2. OMLET
3. HALF-BOILED
4. FULL-BOILED

10. WHICH IS YOUR FAVOURITE NON-VEG SIDE DISH?

1. CHICKEN
2. MUTTON
3. EGG-MASS
4. FISH&PRAWN

11. HOW ARE THE PRICES HERE?

1. AVERAGE
2. HIGH
3. LOW

12. DO YOU HAVE ANY CORRECTIONS TO BE MADE?

1. YES
2. NO

13. HOW ARE THE PEOPLE WORKING HERE?

1. KIND
2. ARROGANT
3. NO ISSUES WITH THEM

A STUDY ON CUSTOMER'S PERCEPTION TOWARDS KURUNJI HOTEL.

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ANNEXURE-2

ARTICLE

Introduction.

KURUNJI MAHALIR UNAVAGAM Started in 2015 in Chitlapakkam, Chennai-64. It was a BDO(BLOCK DEVELOPMENT OFFICE) given by the Government of Tamilnadu for the welfare of womens (i.e) (MAHALIR SUYA UDHAVI KUZHU).It was a great initiative taken by the Government of Tamilnadu, for the welfare of Women Entreprenuership.A sincere thanks to our former Chief Minister SELVI.J.JAYALALITHA for her bold move for the welfare of womens.It was founded by N. CHITRA in 2015, who lost her husband early and set a example of every women across her locality to survive.After a lot of struggles, storms and losses, we finally managed to serve more than 300 customers a day and 200of those are

regularites.

TO EVERY WOMENS ACROSS GLOBE.

When a child is born, The first food it takes is Mother's milk. After grownup the child takes is the same food made by their mother. COOKING is an ART, Not every one has the talents and ability to cook.

Let us take a moment and appreciate every single mothers who cook for their children without any hesitation even though the child doesn't appreciate it. A big shoutout to every mothers over there from my side.

ABOUT THE BUSINESS TECHNIQUE.

There's nothing much about this hotel

business. This is a business where you can take x3 profits everyday if you work hard. For example: Dosa flour costs 35per kg, With that we can make 7-8 dosa which every single costs 40rs. Here we multiply 40x7 is 280rs where some of the expenses like oil, gas and labour intakes a total of 100 then the profit of the day will be around 150rs. This is a basic logic in hotel business. It will be quite enjoyable work to do. Food is most important for every living things to survive and its mandatory.

The Hotel management is one of the highly job oriented field; it **covers a wide range of services including food service**. With the escalating demand of hotels in India, the hotel management industry has huge growth potential in the near future. The demand for smart and skilled professionals in this industry is growing at a fast pace, not only in India but also worldwide. There is a dire need for skilled and retainable professionals. Here we are trying to build up some Excellent Entrepreneur around this area.

The main scope of this study is to spread the ideology of hotel theory.

Review of Literature

The literature on street food indicates that there are several reasons why street food is unhygienic and pose a public health risk. According to Janie and Marie (2013), food vendors are poor, illiterate with little knowledge of how to handle food safely, maintain clean environment, sanitation and hygiene or lack knowledge on aspects such as food display modes, service, hand wash, procurement and potable water.

Chakravarthy (2013) states that food is a biological product and supports many microorganisms such as aerobic bacteria, E.coli bacteria and pathogens responsible for diseases such as diarrhoea. Chemical additives such as colourants and preservatives also routinely contaminate food (Nurudeen et al., 2014). Brown et al., (2010) point out that poor hygiene of food vendors, faulty holding and inappropriate processing methods are also responsible for street food contamination.

The foods are prepared and sold in environmentally unhygienic conditions. Foods may not be protected from flies and dust and sold in unsanitary

locations with the vending carts located on footpaths, near drains or sewerage (Khairuzzaman et al., 2014).

It may be therefore concluded that microbiological, chemical and lack of personal and environmental hygiene are the main causes of street food contamination. To reduce the incidence of food borne diseases, the World Health Organization in 2006 established 5 points for food hygiene. These include (i) keeping food clean, (ii) separation of raw and cooked foods, (iii) thorough cooking, (iv) maintaining safe temperatures and (v) using water and raw food material that is safe (WHO, 2006). These basic five principles must be practiced to prevent food related diseases. It may be inferred that these five principles extend to street food as well.

RESEARCH METHODOLOGY

A descriptive research design using a quantitative approach through cross sectional study was employed to identify consumer's perception towards Kurunji Hotel. This study uses quantitative method as it emphasizes on objective measurements and also because the study uses statistical

analysis to derive the data that will be collected through the distribution of questionnaires.

PRIMARY OBJECTIVE.

A cross-sectional survey is conducted among consumers in Chitlapakkam, Tambaram area. For this survey, it focuses on consumers that purchase food in Kurunji hotel in that particular area and it is personal-administered questionnaire. **POPULATION AND SAMPLE SIZE.** The people living around Chitlapakkam areas will be the population for this study whereas the consumers who eat out as the sample. Chitlapakkam is a township in Tambaram. According to the Government Census(2018), the populations of Chitlapakkam areas is around 25,000 people. Based on the population, the chosen number of sample size is determined according Krejcie and Morgan (1970) table.

DESCRIPTIVE REASON DESIGN.

The sample size of this study is around 100 respondents. This study distributed the questionnaire to 100 people from the population and the questionnaires were dispersed to the samples in a

time.

QUESTIONNAIRE STRUCTURE.

A questionnaire was developed based on relevant literature (Phan & Mai, 2016; Samapundo, Cam Thanh, Xhaferi, & Devlieghere, 2016; Emmanuel Nondzor, 2015). There are three sections in the questionnaire: Consumer's Perceptions, Consumer's Profile and Demographic. Five-likert scale was used, from strongly disagree to strongly agree, for the perception. Items for consumer profile and demographic are nominal. Pre-test was conducted to ensure validity and reliability was achieved before the real survey is done.

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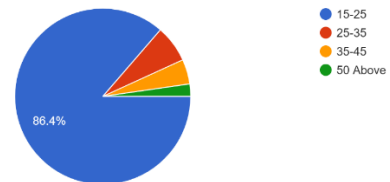
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DATA ANALYSIS AND INTERPRETATION

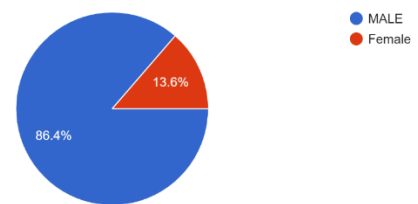
The results of this study basically are in support of those from the previous studies. For the perceived value, consumers prefer the street food which has positive perceived value such as good and fast service, tasty quality food, and sold at lesser price. As for food safety, consumers basically perceive street food as safe for consumption. However, their main concern is about the amount of artificial additives and the quality of ingredients used in preparing the food. When it

comes to price consumers do consider and compare price before buying street food though they perceive street food price as affordable.

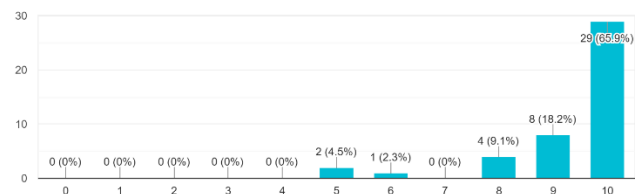
AGE
44 responses



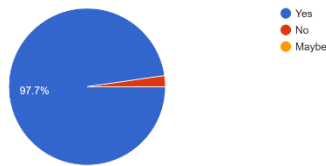
GENDER
44 responses



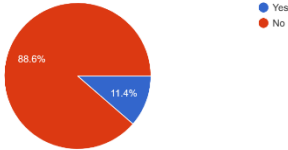
RATE THE DECORUM OF THE HOTEL
44 responses



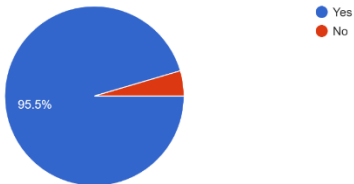
DOES THE HOTEL SUPPLIES QUALITY FOOD?
44 responses



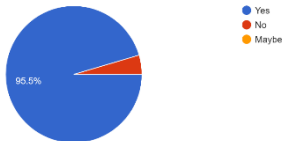
HAVE YOU FACED ANY FOOD RELATED PROBLEMS AFTER EATING HERE?
44 responses



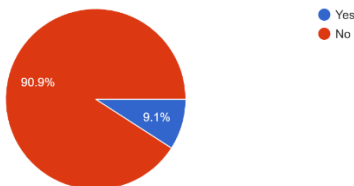
ARE THE PEOPLE WORK IN THE HOTEL LOOKS NEAT AND CLEAN?
44 responses



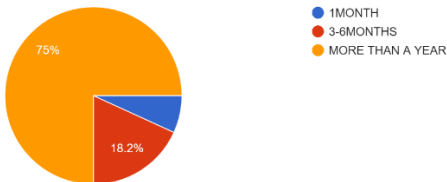
DOES THE HOTEL PRODUCTS ARE CLEAN?
44 responses



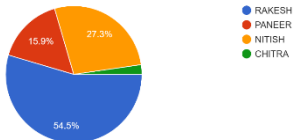
DO YOU HAVE ANY ISSUES WITH THE PRICES OF FOODS?
44 responses



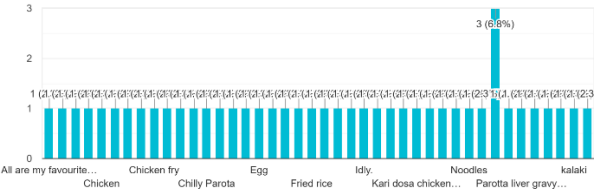
HOW LONG ARE YOU EATING IN THIS HOTEL?
44 responses



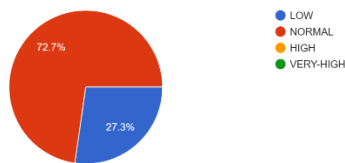
WHO IS YOUR FAVOURITE IN THE SHOP?
44 responses



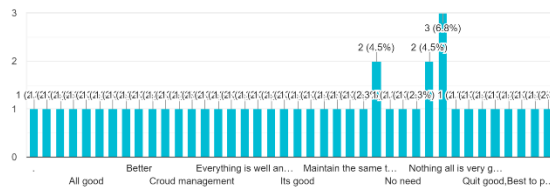
WHAT IS YOUR FAVOURITE FOOD IN THE SHOP?
44 responses



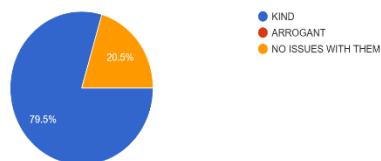
HOW ARE THE PRICES HERE?
44 responses



WHAT IMPROVISATION I SHOULD MAKE?
44 responses



HOW ARE THE PEOPLE WORKING HERE?
44 responses



However, it is important to note that consumers do not perceive price as an indicator of food quality and disagree that they would buy street food simply because it is cheap. As for environment, consumers have positive perception towards street food with clean environment, as well as with access to potable water at the site or close to the site and with adequate waste water or food disposal facilities available. Finally, as regard to health consciousness consumers are concerned about their health status

when purchasing street food and perceive street food as harmful if taken excessively. Consumers perceive more positively towards street food containing less fat and more vegetables. The findings of this research are beneficial to those who want to start up a street food business as well as those who are already operating. Though consumers agree that they would continue to buy street food and would recommend street food to family and friends they don't seem to have the intention of increasing the purchase of street food. With these study results, street food vendors can design new strategies to increase purchase and revisitation, which will in turn assist in increasing profits. It is important to know that street food is perceived as affordable, convenient, fast service, and with variety of food choices. However, consumers do not see fast food as a healthy food choice and are not very confident about the cleanliness and hygiene level of street food operation. In order to succeed and be sustainable in such a competitive market, street food vendors must ensure good and fast service, quality food with reasonable price, and clean and hygienic environment. There are also opportunities for street food operators

who would like to venture into healthy menu and food with home-cooked taste.

LIMITATION OF THE STUDY

There have been a few limitations during the process of conducting this research. Firstly, the sample was taken only from Chitlapakkam, which is only part the Selangor state in Chennai, therefore the study results might not be able to represent the whole Chennai. The respondents of this study are aged 18 and above which exclude the teenagers, specifically, the age group of 13 to 18 years old. Teenage consumers are also very fond of street food. They may provide information with different perception towards street food. And due to the descriptive nature of this study, the information gathered is only on consumers' perception and their intention of repurchase and recommendation. How perception might influence consumer's behavioural intention is not investigated.

RECOMMENDATIONS FOR FUTURE RESEARCH

There is some possible future research

that can be explored in relation to this topic. Further studies can be conducted to cover different areas and cities in Malaysia to provide more accurate insights on consumer's perception towards street foods. It is also recommended that future researchers focus their studies on certain demographic group, such as teenagers, college students, office workers, international tourists, etc. Street food vendors with specific target customers would benefit from these study results. Correlation or causal studies can be carried out to examine the relationship between perception and behavioural intention. These studies can provide more in-depth and detailed explanation on how consumers' perceptions towards the different areas of street food operation might influence their behavioural intention. With this information, street food operators would be able to develop effective strategies to motivate consumers to repurchase, to increase their purchase frequency and to recommend street food. The future research should also explore other dimensions that may have significant effect on consumers' behavioural intentions.

