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FACTORS THAT ENABLE TO ORGANIZE BANGLADESH FOOD INDUSTRY: BEHAVIOR ATTITUDES AS MEDIATING ROLE

Md. Khaliduzzaman¹, Valliappan Raju²

¹PhD student Limkokwing University of Creative Technology, Malaysia

²Assoc. Professor Limkokwing University of Creative Technology, Malaysia

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ABSTRACT:

This present study will explore behavioral changes of young consumer of Bangladesh food Industry especially on street food sector. The aim of this study is to organize street food sector, to identify behavioral changes of young consumer regarding development, reasons that make street food unfocused to all, to identify consumers attitude towards street food and to identify reasons that hampers to achieve business status in street food sector of Bangladesh. Observation and interview method will be used to find a better result for this qualitative study. This present study will give a new idea that exploration of young consumer's behavior will help to find a new path to organize food industry of Bangladesh. In future this business sector will create significant focus to the government of this country. An economic development will be determined through the outcomes of this study. The study represents that behavioral changes of a consumer can be positive, negative or neutral. And the reasons of such behavior will be able to implement such idea that can bring a change of the whole system. Moreover these aspects will determine some significant impacts on the food industry of Bangladesh.

INTRODUCTION

The term street food is very common and popular in Bangladesh. It is a daily basis practice among all university students. In this study the researcher aims to explore the behavioral attitudes of young university students which will discover some information that are somehow related for the development of food industry of Bangladesh. Previous scholarly works on street food have been identified through literature study. Moreover literature study also helped researcher to find out research problems and later on these problems invent

some new ideas which is somewhat significant and related for the development of Bangladesh street food sector. In global business consumer plays roles as “the master of the market”. Moreover Abdurrahman explores that the concept of consumer needs, wants and behavior are important which determines successful business growth. Even consumer’s careless attitude may ruin of a business in many ways and both have interrelation regarding business success. Also consumer plays the vital role as the starting and closing points in present world of business. Abdurrahman also suggests that the concept of consumer behavior determines necessary mechanisms to create successful marketing activity. So the researcher of this study focuses on consumer behavior to understand the current situation of street food industry. Any organization around the globe should focus and understand consumer behavior before launching a product. Moreover it helps us to know consumer’s response to a particular product to avoid business loss and form accurate market segment strategy. Solomon, M. R. explores that the concept of consumer behavior has many complexities because different consumer has different mindsets, different thinking, attitudes, consumption habits and approaches different strategies during disposal of a product. He also identifies that the concept of consumer behavior helps us to develop in the field of marketing product and services even in many aspects.¹⁻²

LITERATURE REVIEWS OF THIS STUDY

A justified assumption is possible if the researcher gather maximum supportive document to get a significant result. So the researcher of this study attempts to create a deep focus on this present crisis. Previous research works and scholarly writings help to identify research problems and signify the matter to all. The art of literature study creates a clear view for this current issue and make the study simple, effective and understandable to all. In every business consumer always plays a vital role. The presence of consumer enhances business activities to reach at its final goal. In this present study consumer’s participation will be observed to overcome current practice and consumer behavior will help to find out some major issues regarding to organize street food industry of Bangladesh. The literature study will provide supportive work experiences and result on street food industry which will establish research validity and reliability. So the researcher of this study wants to include and provide related literatures on vendor’s lack of knowledge, food safety issues, environment pollution, using raw materials, use of utensils properly and all previous street food related issues so that it will be more focused, generalized and will make the current study understandable to the readers. This present study is the continuation of previous study so that the current study relates past studies with the present and it is not the repetition or duplication of previous study rather it will add some important issues and information which will help to bring future development in street food industry in Bangladesh. The study of opposite entity will also help to find some issues which is the gap of this research and the researcher believes that the outcomes of this study will contribute some valuable information for the development of street food industry even it will be helpful for monitoring bodies or government bodies to find out some significant issues related to organize street food industry. Also the study will help to have a better

economic development in future for the nation. Previous study finds out that all developing countries put less focus on street food industry, even underestimated and neglected vendor's contribution to economic growth for the nation. According to FAO, 2.5 billion people around the world consume food from informal business on a daily basis. Street food industry is known as informal food business so that it receives insufficient attention and concern from local authority. So for this reason this informal food sector becomes ignorant in Bangladesh and the government of the country pays less concentration on it. (Bhowmik, 2012) thinks that Street food industry may bring economic benefit for a particular nation; even it signifies the elements of urban informal economy (Bhowmik, 2012). (Winarno and Allain, 1991), (FAO, 2007), (Etzold B., 2014), (Bhowmik, 2012)

Unemployment problem is one of the significant issues in Bangladesh. (Khairuzzaman et.al. 2014) states that most of the vendors of urban area are engaged with informal food business to survive their livelihood. Their study also represents that most of the urban vendors of street food industry lack food safety knowledge. The second largest city of Bangladesh, Chittagong with a population of 4 million people where unemployment rate of the city is 4.70% which is quite high after Dhaka, Chittagong is known as the second densely populated area of Bangladesh. Previous study shows that migrated people from rural area are occupied with informal business and reduce unemployment problem. In Dhaka approximately 300000 street vendors are occupied with informal business sector. Moreover infrastructural imbalance and corruption in street food business, conflict relation between vendors and government have been argued. (Lata, L., Walters, P., & Roitman, S., 2018) explores that all poor urban people's main source of income comes from street vending business. Street vendors of Dhaka operate their business basically in public places, footpath, street corner, near traffic lights, free lots and parks etc. Also street vendors have no legal concern and legal allocated space for business and total scenario is unsecured and imbalanced. (Khairuzzaman et.al. 2014), (Lata, L., Walters, P., & Roitman, S., 2018)

Street food culture is popular in every age group people in Bangladesh. (Islam, D. N. et.al, 2017) states that pleasure and soundness, convenience and variety, cost, attractiveness, food value, and taste & image are the six salient features which influence consumer to eat street food in Bangladesh. Even the study notices that the knowledge of unhygienic and unhealthy street food seems like a show off attitude or practicing fashion culture among young consumer in Bangladesh. (Islam, D. N. et.al, 2017)

The concept of street food is common to all. 2.5 billion People around the globe prefer street food only because of low price and convenient (FAO, 2010). Past study shows that street food has remarkable contribution on socio economy of a country, some where it reduces unemployment problem, some where it creates more business opportunity, some where it serves food to poor community even more. So many researchers focused on this significant field to overcome some serious issues related to national economic development. This continuing process will help to develop of this particular field in future

around the globe. (Lin, W. Y. & Yamao, M., 2014) finds out that the people of Yangon takes street food because of its easy accessibility and more time saving. Moreover they also find out that consumer could be a great medium for changing vendor's behavior. (FAO, 2010), (Lin, W. Y. & Yamao, M., 2014)

Previous study provides that many serious issues have been detected from street food industry. European food safety authority reports that approximately 5,196 food-borne eruptions (including waterborne eruptions) occurred in 2013. World Health Organization (WHO) finds that food-borne infections largely diminish the health and economic growth of both developed and developing countries. According to the WHO, Diarrhea a food- and water-borne eruptions kill nearly 2.2 million people worldwide every year. Besides that other food-borne eruptions can also generate other serious diseases like kidney and liver failure, brain and neural disorders, reactive arthritis, cancer and death. (EFSA, 2015), (WHO, 2013)

Hazards and destructions have been practiced in every stage of street food productions. (Rane, S. 2011) finds out that street food preparation area, crockeries and kits for cooking and serving, ingredients and raw materials, time and temperature, mishandling of cooked foods and individual unhygienic activities of street food vendors are major sources contributing infections and uncleanness among people. (Rane, S., 2011) explored that Malaysia, Philippine and India are the three countries have established governmental regulations and authorities for protecting street vendors. Moreover, India and Thailand have focused and developed the idea of hygienic practices for street vendors to maintain and serve healthy street foods among people. (Rane, S., 2011)

(Danikuu, E. M., Baguo, F. B., & Aziplal, O., 2015) identified that most of the street food vendors serve food to consumers with bare hands which was one of the significant source contributed food contamination diseases. Moreover the study focused that regular health education, periodic medical examination for street food vendors and food handlers, regular basis monitoring on street food, and strict enforcement of standard environment policy will eliminate the current crisis. (Danikuu, E. M., Baguo, F. B., & Aziplal, O., 2015)

(Khairuzzaman et.al. 2014) demonstrated that street food vendors of Bangladesh mostly are uneducated, 25% street food vendors of the country are illiterate even cannot write their name properly. Moreover 30% of vending carts are established near municipal drain and 18% are situated near sewerage, contribute unhealthy and hazardous food to society. (Khairuzzaman et.al. 2014).

Traffic jam and ecological imbalances are very common in Bangladesh. everyday newspaper, media, social media, publication companies, and NGO's create features on this current issues to generate public awareness among people but the situation still remain unchanged and lack governmental contribution. Even it is noticed that many street vendors around the city park their food stall on public walking premises and sometimes on busy road which

simultaneously create blockage on public pedestrian and create traffic on city streets. (Khongtong, J., Karim, S., Othman, M. & Bolong, J. 2014)

(Indira, D. D., 2014) identified many street vending issues in Bangladesh, Sri Lanka, Thailand, Singapore, Malaysia, Philippine, South Korea and India. In Bangladesh the concept of street vending is considered as an illegal trade and all street vendors of urban area deal with various types of harassment from local and state government authorities. Even everyday they have to pay a certain amount of money as bribe from their daily income in order to perform daily business. In Sri Lanka Street vending has governmental recognition; even allocated pavements ensure daily trade by government tax and reduce operational business complicity. In Thailand, the municipal authority of Bangkok allocate vending premises for street vending, though it does not full fill local street vendors demand which is one of the major cause mislead vendors to practice unauthorized street business. Singapore is the only country in the world where all street vendors are licensed. In Asia, Malaysia is the only place has government recognition in street vending; even the country formulated the national policy on Hawkers in 1990. In Philippine the state government took initiative to legalize street vending in 2001. Constant harassment are still present in South Korean street business, though the government has formed a national alliance known as NFKSV (National Federation of Korean Street Vendors). In India the concept of street vending become popular after the establishment of structural adjustment and governmental recognition in 1991, known as National Alliance of India (NASVI). (Indira, D. D., 2014)

CONCEPTUAL FRAMEWORK

Street food consumer signifies on individual decision making process to consume their valuable resources based on time, money and effort¹⁰. Enable factors will help us to know the reasons of behavioural changes. Analysis of consumer behaviour will help us to solve the current problem. This study aims to explore consumer behaviour. Price, variety, availability, social trend, social status and scientific structure of business design are identified as enable factors. These factors influence consumer to eat street food and bring behavioural changes at the same time. So the observation of young consumers will help us to identify some significant issues related street food development. As well as it will bring individual behavioural development also. Though enable factors influence young consumer to consume street food but their behaviour and attitudes will play a vital role to overcome the current issues in street food sector. The conceptual framework of this study has been shown in fig. 1.

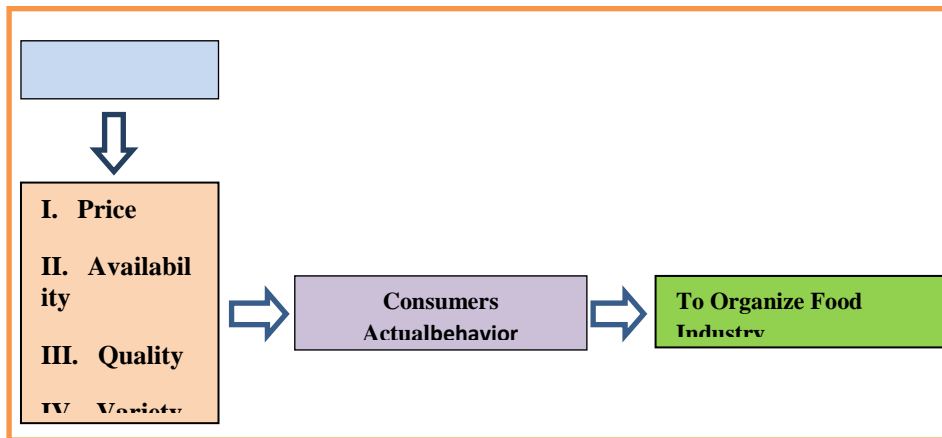


Figure 1: Conceptual Frame Work

UNDERPINNING THEORY

Theory of Planned Behavior develops the idea that how a behavioral intention forms and the outcome of behavioral intention is the predicting behavior or likelihood behavior of human being. The researcher use personal attitude, subjective norm and personal control beliefs path where the theory of planned behavior underpin this study. Also these three paths will help us to explore university students buying intention and their behavioral changes towards street food industry of Bangladesh. Most of the time The Theory of Planned Behavior has been used in quantitative research but in this case the researcher wants to explore new ideas by using this theory in Qualitative research perspective. The use of Theory of Planned Behavior is not common in qualitative research but the theory suggests that it can be used only for the elicitation of beliefs and the availability of data through interview process is one of the reasons for choosing this theory in this qualitative study. The Theory of Planned Behavior proposes that an individual's intention to act a behavior is influenced not only by personal attitude towards the behavioral intentions, but also influenced by a subjective norm and personal control belief. Theory is known as a model or framework for further observation and understanding of a particular topic or idea; even it shapes both what we experience and how we achieve experiences in real world. Theory allows the researcher to create links between the abstract and the concrete; the theoretical and the empirical; thought statements and observational statements etc. Theory is a generalized and scientific statement that affirms a connection between two or more types of phenomena. Theory is a system of interconnected abstractions or ideas that outlines and organizes knowledge about the world. Theory explains and predicts the relationship between variables. Even future predictions of a particular issue can be conceptualized with the use of theory. It has the capacity to adopt new ideas in research field.

The author of this research focuses on the salient features of the Theory of Planned Behavior (TPB) by Icek Ajzen (1988, 1991) which explores how behavioral changes occur in human nature and creates the picture how buying intention forms. This theory is known as an extension of the Theory of Reasoned Action (TRA) (Ajzen and Fishbein, 1980; Fishbein and Ajzen,

1975). It is also known to all as the most extensively studied social cognition theory, and established the concept of behavioral intention and behavioral change of human action. Behavioral change is enormous and indicates marketing errors of a particular product. The concept of consumer behavior may determine economic development of a nation even it shapes every business into a successful organization and also asserts scientific structural development. Moreover the theory underpins that behavioral intention or the intention to act is the proximal determinant of human behavior. This theory (TPB) discovers that human action is directed by three kinds of considerations. These are: attitude towards the behavior, subjective norm and perceived behavioral control. Attitude towards the behavior defines general feelings of satisfactory or unsatisfactory outcomes of a person for that behavior. Subjective norm defines that feedback or influence of referral bodies and surroundings determines to achieve perception of a person. Ability and confidence determine perceived behavioral control of a person. These three kinds of considerations of human action ensure behavioral intentions. The intention, in turn, is influenced by the attitude towards the behavior, subjective norm, and perceived behavioral control. Perceived behavioral control can also predict behavior directly to the extent that the measure matches actual control. This theory has been applied in various studies to assume and explain an extensive range of behaviors, even in health related behaviors such as smoking, erotic behavior, exercise and food choice. (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975) , (Godin, 1993; Sparks, 1994; Blue, 1995; Manstead and Parker, 1995; Conner and Sparks, 1996; Godin and Kok, 1996; Conner and Armitage, 1998).

The frame workof TPB has been shown in fig.2

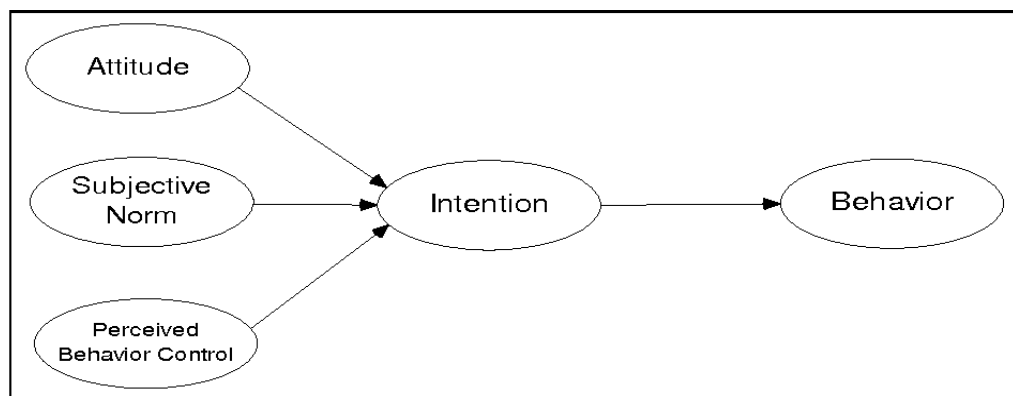


Figure 2: Theory of Planned Behavior (TPB)

Theory of Planned Behavior will help us to understand how behavioral changes occur and this theory can be a model by which street food consumer will be motivated to learn successful behaviors but current research will explore the reason by which consumer behavior of this food industry remain unchanged. Moreover this theory will justify all research questions of this study. This theory will help to find out the reasons and outcome of a particular behavior of the consumers of street food industry in Bangladesh. Also the theory will help us to experience new ideas and create links with current

problems. The process of this theory will determine to find out some new issues.

THEORETICAL FRAME WORK

The Theory of Planned Behavior (TPB) is a well-validated decision-making model that has been applied in many contexts (Whitby M, McLaws M, Ross MW., 2014). The TPB proposes that the best determinant of behavioral intention which is influenced by three factors: Personal attitude, subjective norm, and perceived behavioral control. According to TPB theory, Personal attitude has two sub categories one is Outcome beliefs and another one is outcome evaluation and these two jointly represents the degree by which a person has a favorable or unfavorable evaluation or appraisal of the behavior in a particular incident. Also attitude refers to positive or negative evaluations of the behavior (e.g., eating street food is a good habit); subjective norm refers to perceptions of pressure or recommendations from others to perform the behavior. Subjective norm also has two sub categories too, one is normative belief and another one is motivation to comply. Normative belief is the belief comes from personal, societal or global references or recommendations and these resources motivate a person to approve or disapprove to make his or her decision on that particular act. (e.g., street food is a popular food in my society and friends); and perceived behavioral control refers to perceptions of the ease or difficulty of performing the behavior of that particular interest. Perceived behavioral control depends on self-efficacy or on self-adaptability whether a person can afford it or not eventually it ensures a person's situational capabilities to perform such behavior or not. (e.g., street food serves inexpensive food). Perceptions of control are also considered to directly influence of behavior. Perceived behavioral control also depends on external barriers. So according to the theory whether external factors may prevent or assist in the performance of the behavior (external barriers; e.g., a lack of time might prevent me from eating street food). This kind of beliefs creates direct involvement which encourage on behavioral performance by altering existing beliefs or exposure to a new belief. (Whitby M, McLaws M, Ross MW., 2014)

According to the theory of planned behavior we notice that personal attitude, subjective norm and personal control belief determine behavioral intention and behavioral intention of a person will determine actual behavior or decision making of a person in a particular act. The researcher thinks that food price factor; availability of food factor, quality of food factor, variety of food factor, social trend factor, social status factor and structural development of food cart or store factor change consumer behavior and the development of these factors may solve the current problem and will help to organize food industry of Bangladesh. The ideas of these factors already have been injected in their mind and the researcher thinks these factors may determine consumer's decision making process regarding street food consumption. It has been represented below in fig.3

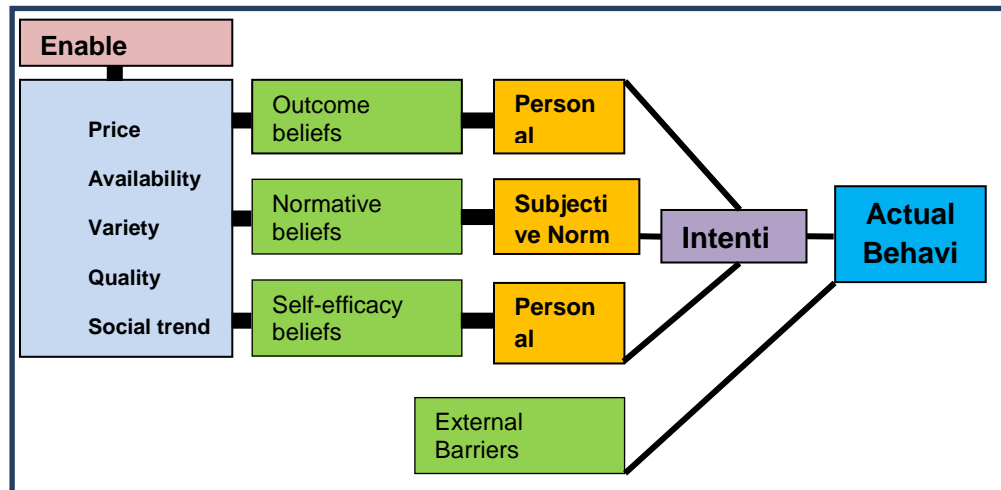


Figure 3: Theoretical Frame work

The researcher thinks these enable factors mainly brings changes in consumer behavior. So the researcher wants to evaluate consumer behavior by using Theory of Planned behavior when these factors are active in consumer's mind. Theory of Planned Behavior basically represents how a behavior forms. So the researcher wants to explore some significant facts through TPB model which are directly or indirectly linked in the development of street food industry.

As it is discussed earlier that the present condition of Bangladesh street food industry is still unfocused to commoners and not developed yet. Still it has the popularity among every sector of people. From kids to aged people everyone consume street food on a daily basis. This food industry unofficially is playing a vital role. So the researcher wants to make this sector to become focused by the government and commoners so that this food industry becomes developed, organized and will maintain healthy food production. The researcher that is why concerns on the university students consumer sector because this group of consumers consumes a greater portion of street food every day.

LITERATURE OF VARIABLES

In this study the researcher introduces seven enable factors as indirect variables and consumer's actual behavior as dependent variable. According to research seven enable factors are food price factor, availability factor, quality of food factor, variety of food factor, social trend factor, social status factor and structural development of food cart factor. The researcher wants to explore how these seven enable factors influence university student consumer determine buying intention and forms actual buying behavior through the process of Theory of Planned Behavior and the researcher believes that the outcome of the study will help to organize street food industry of Bangladesh. The researcher also believes that this attempt will help to identify some significant issues regarding to organize street food industry of Bangladesh. Behavioral study of consumer behavior will help to find out the lacking regarding development of street food industry of Bangladesh. For this reason the researcher wants to provide literature study of variables to justify the research work.

According to the research literature study explores that purchasing strength of a client performs a vital function in influencing the consumer behavior. The consumers normally analyze their shopping capability earlier than they make a decision to shop for and products or services. The product can be terrific, however if it fails to fulfill the consumers buying capacity, it's going to have excessive effect on its sales. Segmenting clients primarily based on their buying capability would help in figuring out eligible consumers to achieve better effects. (Mohammad. A., Ashraf and Akhter. S., & Noor. S. I.,2014) says that street food consumer signifies on individual decision making process to consume their valuable resources based on time, money and effort. The study also reveals that quality of foods, conveniences or availability, cheap food price and overall services provided to the customers are significant to influence the consumer perception towards food industry in Malaysia, South Korea, Brazil, Mexico and Bangladesh. Understanding, reading and retaining track of customer behavior could be very crucial for an organization or for a business entity to retain their position efficiently in the market vicinity. There are diverse other elements too that impact purchaser conduct aside from the price factor. The researcher thinks that price factor is one of the crucial factors that bring behavioral changes among university students regarding street food consumption. Previous studies explored that street food sector becomes popular because of providing cheap food price. (Mason. K., Jones .S., Benefieldb. M., and Jim Walton. J., 2016) explores that the consumers of food industry focus on several explanatory variables like food price, service speed, location of food store, quality of food, cleanliness, menu variety, quantity of food, availability and atmosphere. Also the study found that consumers are highly price sensitive beside other influential factors (Mason. K., Jones .S., Benefield. M., and Jim Walton. J., 2016). The researcher finds that some factors are directly or indirectly motivates consumer especially university student consumer in their decision making process. External barriers mediate consumers in their buying intention and because of that behavior differ in various food sectors. In this research the researcher finds that the behavior of a restaurant or fast food taking consumer is totally different at the time of purchasing street food. The literature study also reports that it is well recognized that most of the young consumers of food selections away from home are influenced by taste, cost and convenience (Hebden, L., Chan, H. N., Louie, J. C., Rangan, A., & Allman-Farinelli, M. 2015). (Indira. D.,2014) explores that street food of Bangkok become more popular to all because of serving nutritious cheap food. A large portion of city dwellers rely on street food for a good meal on the basis of low cost food price, quality food, variety of food and availability. The study also explores that street food is popular and provide low cost food in many countries like India, Bangladesh, Malaysia, and Vietnam. (Thakur. C. P., Mehra. R., Narula. C., Mahapatra. S., and Kalita. T. J., 2013) reports that in India street food industry is the primary source of earnings for the vendors and customers achieve instant, tasty and reasonably-priced meals in return. So street food trading in city areas particularly in metropolitan cities play an important role in integration of the urban lives and culture. The study also finds that because of tastiness, cheap and availability of food make this food industry more unhealthy and undeveloped. The study also assures that 42% of working men, 23% of working women and 61% of

students prefer street food on a daily basis meal. (Mohammad. A., Ashraf and Akhter. S., & Noor. S. I., 2014), (Mason. K., Jones .S., Benefieldb. M., and Jim Walton. J., 2016), (Hebden, L., Chan, H. N., Louie, J. C., Rangan, A., & Allman-Farinelli, M. 2015), (Indira. D., 2014), (Thakur. C. P., Mehra. R., Narula. C., Mahapatra. S., and Kalita. T. J., 2013)

A study conducted among urban private university students in Bangladesh showed that most of the university student prefers fast food because of good taste, easy accessibility, convenient and affordable. Moreover the study asserts that 43% of university student spent their pocket money to purchase street food. The study also explores that most of the young university student consume fast food or street food as a part of social gathering. So taking street food or fast food is one of the ways of practicing current culture. This present generation is becoming addicted due to have addictive ingredients in the processing of it. Moreover university students prefer this kind of ready-made food to save both money and time (Bipasha. M. S. and Goon. S., 2013). In Dhaka, Street vendors operate their business by using public place including footpath or sidewalks, street corners, near traffic lights or junctions, and vacant lots around the city. For this reason street food becomes more convenient and available to all (Lata, L., Walters, P., & Roitman, S., 2018). A study conducted by (Khongtong, J. Ab Karim, S. Othman, M. and Bolong, J., 2014) explores that though street food is popular in Thailand but at the same time it deals with unhygienic food preparation and create social barriers like haphazard street management and blockage of footpath. The study also reports that disorganized vehicle parking create serious traffic problem near street food area. In Ghana it is remarkable that most of the informal business operators lack basic food preparation knowledge and their traditional cooking process and handling of food with less attention determine unhealthy street food (Danikuu. F. B., Baguo. F. B., Azipala. O., 2015). Another study in Ghana reports that most of the street food stalls illegally operate their business and for that reason they often face expulsions and harassments from police or public institutions or by local powerful people every day (Habib. R. K., 2016). (Bipasha. M. S. and Goon. S., 2013), (Lata, L., Walters, P., & Roitman, S., 2018), (Khongtong, J. Ab Karim, S. Othman, M. and Bolong, J., 2014), (Danikuu. F. B., Baguo. F. B., Azipala. O., 2015), (Habib. R. K., 2016).

According to the research the researcher thinks that enable factors are making street food industry popular but at the same time many issues like unhealthy food preparation, blockage of footpath, environment pollution, haphazard food management, traffic problem, serious health risk factors, lack of legal authority etc. remain unchanged. So the researcher attempts to overcome these issues and to create a link through consumer behavior to organize street food industry of Bangladesh.

CONCLUSION

Street food issues are always been ignored and remain unchanged to its nation additionally this concept is overlooked to the government of Bangladesh too. Though this is a small industry in the current business market, but it may contribute a good amount of money to up lift the national economic growth.

The researcher focuses on behavioural changes of young consumers because the young generations of this time may lead the next generation. And if it is not changed than the issues related with food industry will become worst and will block the country's development in future. Young consumers of the nation can take an impactful initiative to bring development in Bangladesh food industry. Street food is a common habit or food practice for every young consumer. Street food industry of the country runs in an unplanned way. So it creates many obstacles, hampers social life, increases food borne diseases, increases environment pollution and many more. Also it is significant that most of the street food vendors have been migrated to the city to settle and are not educated. They have less food education knowledge. These groups of people only aim to earn money to live. Most of the urban vendors are uneducated but it is not right to blame them all the time. For this reason the researcher believes young consumers behavioural change may bring a big change in street food industry and besides that it will help to organize the food industry of Bangladesh. Many scholars discussed about unhygienic street food practice, its improper preparation, and use of unhealthy raw materials, food borne diseases, environment pollution and many more. They have analysed on these matters to bring national development. For this reason the researcher thinks it will be more effective if both parties' buyer and seller contribute equally to bring a change in the food industry of Bangladesh. The researcher finds that at this present time we all are concerned of these issues and show ignorance on ethical judgments and remain silent. To raise voice against unethical issues is not a crime or do not create obstacles to run the business rather it helps to get a good achievement in future. Complained customers are good for every business it helps to make the business into a perfect one, reduces business lacking and reshapes the business to become developed.

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