

## Factors that Enable to Organize Bangladesh Food Industry: Behaviour Attitudes as Mediating Role

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**Abstract:** This present study is an attempt to investigate young consumer's behavioural changes to organize food industry, especially street food of Bangladesh. The main objectives of the study are, to explore the reasons that make food industry disorganised, to identify reasons that makes street food unfocused to all, to identify consumers attitudes in different food industry, and to identify the reasons that blockage to achieve business status in food industry. Observation and interview method will be applied to investigate of this qualitative study. This study presents that young consumer's buying behaviour will help to find out some significant issues related to the development in street food business of Bangladesh. The study believes that the concept of street food business will be focused by the government and will determine economic development for the country in future. Behavioural changes can be positive, negative or neutral and these aspects will throw some significant impacts on the food industry of Bangladesh.

**Keywords:** Food Industry, Street food, Consumer behaviour, Enable Factors, Behavioural changes.

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### I. Introduction

Historical movement, geographical placement, cultural differences, religion differences, life styles and individual professions will help us to know about the food industry of Bangladesh. Every country is unique and possesses individual food menus through these subject matters. The exploration of Mughal emperor to colonialism, food menu of Bangladesh has been changed and still is changing in the span of time. That is why history, geography, culture, and religion play vital roles to understand the present issue. History reveals that Bangladesh is well-known as the part of India, history states how Mughal emperor survives and rules here. History also asserts about the presence of British, French and Portuguese for trading purposes in Bengal regions. It also reveals that the partition between East and West Pakistan from India by the British. Thus later on Bangladesh achieves independency through a liberation war against East Pakistan in 1971. Different types of food culture have been flourished and practiced in different historic period. That is why many different types of old foods survive at this present time. From then Mughlai Chicken Biryani is one of the famous dish in Bangladeshi food menu. Lamb and beef Kebab, Korma, Kofta, Kichari, Halwa all these delicious foods come from Mughal period. (Salma Husain, 2008). Now all the foods that come from different country's menu can be seen in every hotel, restaurant even in street food sector in Bangladesh. Besides that the people of Bangladesh use to have English breakfast like toasted bread, butter, jam, French toast, French cookies, pastries, muffins etc. in the daily menu. For this reason food variations make Bangladeshi food menu unique, different and distinct. Even at this present time it is noticed that international food chain like KFC, Domino's Pizza, Pizza Hut, Burger King, Nandos, Thai food restaurant, Chinese food restaurant, Mexican Food and many more food varieties. So since birth to now a huge change has been noticed in Bangladesh food menu. The developments of economy and technologies have great impact on food menu too. So historical back ground is important to have a little idea about the food industry of Bangladesh. This idea will make us clear why there are so many food variations in Bangladesh food menu. Besides that weather impact, geographical placement, cultural differences and religion facts determine food menu of a nation. It is known to all that the food menus of seven continents of the world are different from each other. Particular culture represents and introduces unique and different foods. In the same way Muslim people prefer Halal food on the other hand drinking wine is acceptable in other religion. So these factors are significant to understand of particular nation<sup>1-3</sup>.

### II. Research Objectives and Problem Statement

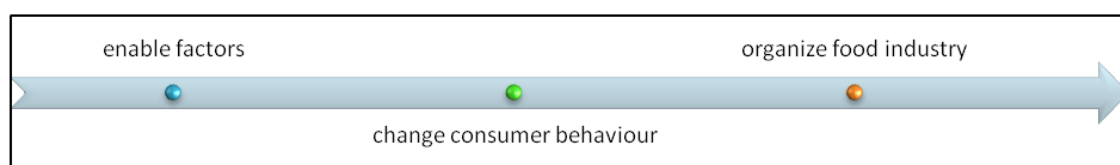
The concept of street food is very common in Bangladesh, in every corner of the street are filled up with various types of street foods. It becomes popular not only as source of convenient and affordability. Now a days having street food is a fashion among young aged people. Despite of good taste of food and availability

make street food popular to commoners. Vendors lack of food education and unhygienic food practices determine major public health risk. Food habits of a community mainly inspired through custom and tradition. Even food varieties, accessibility, younger age, affordability and higher education stimulate food habit to consume ready-made food. Now a day these food industries are in a scattered situation. The researcher hopes that this study may help to organize this food industry and for this reason this food industry may survive for a long time. Street food industry is not a common practice in our country only, but also it is practiced equally and a popular habit all over the world. A very short description on food industry has been described to understand this paper and will help to justify the issue<sup>4-6</sup>.

The aim of this paper is to organize food industry especially street food of Bangladesh where consumer behaviour will play a mediating role. The researcher aims to study on the attitudes of university students and focuses on street food industry to make it more organized and developed in future. Moreover the study of consumer needs, wants and behaviour are essential and will determine safest business growth. Even it may help to determine necessary components of the marketing activity too. The study asserts that food price factor, availability factor, variety of food factor, social trend factor, social status factor and structural development of food cart factor stimulate behavioural changes among university student consumer. A young consumer is known as a vibrant consumer in the society and only concern on their own interest and purposes. Self-satisfaction is vital and significant to them. These attitudes are very minor but very common in daily life. In a broader sense it may throw a great impact on every business sector. Street food business is constantly connected with food borne diseases and most of the sellers of street food business do not give careful consideration in food preparation and food safety matter. Another aims of this study are to establish good business relation and to ensure business status in the society besides other food industries. This study will also help us to find out how young consumer's attitude varies in different food industries. Unorganised food industry determines health related issues, creates haphazard business activities, hampers social life, increases traffic issues and many more. Heavy traffic, environment pollution is a common issue in Bangladesh. Everyday all national newspapers, medias are publishing many features to create awareness among the people but the situation is still remain unchanged because this food industry possesses less significant focus to the government of the country. The street food is more alluring to all young consumers than a formal restaurant except for a special occasion because the location of street food business is located beside the road that consumer can purchase food easily with cheap price and some area the consumer just park their vehicles in front of food stall<sup>7-9</sup>.

### III. Conceptual Framework

Street food consumer signifies on individual decision making process to consume their valuable resources based on time, money and effort<sup>10</sup>. 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.



**Fig-1:** Conceptual Frame Work

### IV. Discussion and Outcome of the Research

It is challenging and quite impossible to improve consumer behaviour individually. But the research will reveal that it is possible by implementing a scientific structured business design. Scientific structured business design can change the whole picture. A scientific structured business design will control consumer behaviour. McDonald, KFC and Pizza Hut are making their customer satisfied by implementing a scientific structured business design. That is how these international food shops are maintaining customer satisfaction. A planned and structured business design makes them successful. 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. The researcher believes that by attempting this study it may organize the food industry which is now in a critical situation. The researcher also thinks that this study

will bring a revolution in food industry, and by organizing food industry it will help to create a smooth social life for the people of Bangladesh. As it is known to all that the populations of the country are increasing day by day but the land is limited and the researcher believes that a well-organized industry will be a fruitful for all. The researcher believes that at the end of this study many significant issues will be identified. People of the country already have been introduced and handling these issues on a daily basis but not identified with the authoritative body. There is no monitoring body that can control and overcome this situation. So the researcher of this study believes that this study may change the old practice. The outcome of this study will determine following issues to be developed.

1. This study will help to ensure healthy food diet.
2. Food preparation and food store concept will be developed.
3. The concept of waste management will be developed.
4. The rate of environment pollution will be reduced.
5. Economic contribution of this food sector will be remarkable.
6. This study will develop consumer behaviour toward food industry.
7. This research will establish the involvement of authoritative body and will ensure business independency and legality.
8. Haphazard street food business activities will be resolved.
9. Traffic issues and social barriers will be demolished.
10. The development of this food industry will reduce national unemployment problem.

Malaysia, Philippines and India these three countries have food regulation authorities to protect street food vendors<sup>11</sup>. So every country has street food industry and those are well organized and contributing their money in national economy as well. Street food industries of these countries have legal authorizations and determine business independency.

## **V. 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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