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MOBILE GROCERY: URBAN FOOD WAYS AND URBANIZATION

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Abstract

The paper aims to consider relationship between urban food ways and Mobile Grocery. By investigate literature review and critical thinking to analyze relationships. There are four major groups of literature were reviewed, there were; 1) Sociology group by studying Mobile Grocery as part of the product from social structure. 2) Economics group by considering Mobile Grocery as a new way of demand and supply balancing in order to reflect the new form of consuming or market. 3) Culture groups by recognizing Mobile Grocery as part of the way of urban food 4) Public health group by concerning a mobile grocery as a part of health care problem which needed to be treat both of technical Health Sciences and policy perspectives. In health care perspective, the prevention of chronic disease by strengthening healthy lifestyles had been

highlighted. Conversely, in the food arena, the prevention of chronic disease by focusing on obesity resolution. Unfortunately, the public health aspect was limited in Thai's law. The standard of clean food remained mystery and the regulations for controlling mobile grocery have been legislated but not yet effective.

Keywords

Mobile Grocery, Health Standard, Urban Food Ways, Food Cultures

1. Introduction

Urban Cultures usually embedded with imagine of modern city. Concept of Primate City tries to develop in each city. By follow this concept the government emphasizes to spend a large of fiscal to develop city and expected that the progress of city development would spread around this city. The urban culture study as material culture could be explained through the logic of its growth. As the professionals of city development designer has believed that the “City” as “Something” that belonging out of our self (in this article will separate City as geography material and Urban as way of life in each spaces) and can design as city planner (Pitch, 2016). Conversely, the urban culture is way of life, it can happens in everyday life and not strict with the physical space limitation. Rather, there are dynamic in everyday life and can spread in every sector of social (Low, 1996: 383-384).

There are many of Literatures have tried to explained Urban cultures structures such as urban as type of ecological (see Gold, 2002 and Quayson, 2010) , urban as special spaces or urban as type of spaces structure is different from other space. Moreover, food consumption culture is part of significant linkage point of each urban study issues. Especially, in terms of public health issues, the significant of food consumption culture in urban area related to urban health which many of the urban people there were significantly affected.

From urban cultural dynamic and urban food ways contributed to the Mobile Grocery culture for responding to the hustle livelihood in urban culture and resolving the problems of food limitation and restricted to food distribution. By this, “The Process of Food ways Expressed” which the food consumption of people was attached to social and cultural structure had been highlighted as clearly seen through both of physical and abstract of practical consumption ways in daily life (Mintz and Du Bois, 2002). This process is a dispute in

anthropology of foods permanently in food as symbolic consumption. That reflected some factors of social structures and process of food value created in any types. Thus, the urban food ways became an argument within an Anthropological food sciences as part of symbolic consumption represented socio-cultural structure in urban area.

This study aims to investigate the relationship between Mobile Grocery Cultures and Public health control/management in urban area. By using review literature as major methodology and employing critical perspective for analyzing and revealing the *correlation* between food consumption culture and public health operation based on the attempting to answer a question that How Mobile Grocery consumption culture has relationships with practical in Public health as laws and order? As a major research question of this article.

2. Markets Places and Culture

Market places are always relevant with way of life to as places of goods compiled and usually lived in center or side of community. Market place also spaces of social relation between several of social groups by identities expressed and relationship with others symbols such as goods, relation etc. From influence of globalization power that enforced market functions change to another way from older functions. (Coggins, 2015)

The people livelihood is always related to market places in form of a space in a center of town or city where goods are bought and sold.(Privitera, 2012) Thus, market places always were implied as a sphere of multi-cultural and identities groups of people are clashing. Especially, the expression of identities which related to other things in this sphere such as thoughts, goods, and tastes under the influenced of globalization and modernization expanding had also been highlighted (Kosem, 2010 and Pottie-Sherman, 2011).

The globalization of the food supply and increasing access to information has contributed to increased risk consciousness with regard to food, with recent scares dominating news media. In this context the meanings of market place are changing from spaces of goods compile to imagined market and goods of cultural goals. In functions of negotiate, consume and relation creation spaces but still center of social relationship, goods, capital and culture spaces (Bestor, 2003). In additional “Market culture” is reflex cultural structure especially food consumption culture or “Food Ways”. Usual assembled with symbol of some social structural factors.

Since the globalization periods, the meaning of space and marketplaces were fluxed and totally changed into the combination of two major perspectives which emphasized on *imagine building* design and cultural goals setting of products. By this, the order of thing was represented as a unique sphere where employed for sharing people's consumption behaviors and their relationships which adjust and re-occur continuously (Bestor, 2003). However, the utilized signification as a center of people, goods, capital and culture were also remained

In Thai society "Market Culture" reflected to "Food Ways" of community or individual (Busarin, 2012). There are many types of market in Thai society such as flea market, periodic market, float market, night market, 24 hours market etc. However, those markets represented traditional market meaning which exhibited the permanent address and people have to go there themselves. Although the community market will raised for resolving the distance problems but the hectic livelihood of people in borderless world seem to be have not clearly responded.

The economics and society transformation affected to the people consumption behaviors. From the shopping in traditional marketplace transformed to the mobile grocery had been highlighted. In many countries, mobile grocery is popular in new entrepreneur generation. They are also moved around city to supply their customers with variety goods or foods. In Thailand, the raising of number of "mobile grocery" related to the increasing of number of peddler in Bangkok. Number of traders are related with spare point see table 1.

Table 1: *Number of Peddler in Bangkok Area (Modified from office of Bangkok Municipal, 2016)*

Year	Spare point(point)	Number of peddler
2011	773	22,573
2012	726	21,065
2013	726	21,065
2014	665	20,170
2015	634	19,727

Table 1 has shown trend of number of peddler that increase and decrease depend on number of spare point. Moreover, Thai Civil Rights and Investigative Journalism (TCIJ) (2015) presented the increasing of number of informal traders in Bangkok area has about 120,000

traders, the mobile grocery and peddler were included. This number reflected the number of entrepreneur are need to peddler by continuous. These statistics can't show overviews of peddler trends in Thailand but to show statistical changing in any case.

Let us take a look at the accessibility of Mobile grocery, it can move around urban area and rural area for responding their customer requirements. They also connect with cultivator with no conditions. This moving around the city they don't bring only product but they bring any culture symbolic too and also spread it by interaction and exchange with their customers. The spread and exchange process is practices in food ways and their everyday life. (Deakin, Diamantini and Borrelli, 2016)

3. Mobile Grocery Cultures

“Food truck” was one important phenomena which clearly seen in many countries. It contributed to the changing of food ways especially in urban area. Three major of changing dimensions had been highlighted, there were; social structure, economic and cultures. (Deakin, Diamantini and Borrelli, 2016). In this section will exhibit Mobile Grocery cultures argument especially in urban area. Four major groups of agreements were crucial, there were:

3.1 Firstly, Sociology

The overview of this group try to present Mobile Grocery is a production of social structure. Reed and Keech (2016) mentioned that mobile grocery as “process of food network sustainable” and must publish new actor include distribute-access mechanics and also control food process by use policy and law (Reed and Keech, 2016). This proposal has opposed with Valley's study (2016) Valley have study farmer community in Vancouver, Canada area. His point tries to show food measurement and law in urban area must permanent at productive and control in household level to reduce consume from shop. Both of studies gave mobile grocery meaning as part of food provider. But Valley (2016) elucidate mobile grocery culture is part of fast food cultures that a lifestyle in urban area and depend on distribute-access process in every type of them (Valley, 2016).

3.2 Secondly, Economics

This group emphasized that Mobile Grocery was recognized as the mechanism in production of new form of demand. New form of consume style and new form of supply as response of new form of consume had been highlighted. By rising of Mobile Grocery number in

every area, the changing of economics and social conditions were crucial. In study of Anenberg and Kung (2014) show rise of Mobile Grocery culture is production from communication development in both of formal and informal types. There are comes to new economic model that don't depend on formal types (Anenberg and Kung, 2014). Huey (2015) study food truck industry in USA, He found that Mobile Grocery are part of informal sector economy and also adaptation with economic conditions in any types and any time periodic (Huey, 2015)

Both of research has conjoint propose is Mobile Grocery reconsideration. The production of business adaptation was crucial. However, as Anenberg and Kung (2014) has suggested that the study of Mobile Grocery as "Food resources manager" which non-embed with formal business should be emphasized. Nonetheless, Huey (2015) suggested methodology to study Mobile Grocery is Tension study in 3 levels. 1.) Local tensions is interaction between Mobile Grocery and local officers (state/government officers). 2.) Mid tensions is tension in negotiation to manage/power between local government and state government. 3.) State tensions is study about trend and culture diaspora in context of globalization as culture movement do not only in business adaptation.

3.3 Thirdly, Anthropology and Cultures

This group shown the Mobile Grocery was part of urban food ways, consisted of two major sub-groups, there were; 1) Mobile Grocery as culture practices in urban area. In Busarin (2012) study process of space formative of Tai culture in Chiang Mai area have found Tais is consume a culture symbolic from Mobile Grocery especially Tai food. This symbolic consume is part of space formative when they shift their places to other places. By cooking and put emotional they can form their "home" and keep their identities in some spaces they do not acquainted. In Saowaree (2010) have study Mobile Grocery community in Chiang Mai area found almost of traders is from another province and migrate to find they jobs in this area. To adaptation with new spaces and exchange news they form their community.

2) Food ways are parts of urbanization process. In this group try to purpose the urban food network was managed by any mechanism. In Yule, Gan, Jiggut, Lee (2015) had highlighted food webs in Malaysia urban area has affected to urban development in 2 points. As food consume is part of leisure in urban area and cultural practices of people in urban cultures. Bestor (2003) study food webs in Japan had found food ways or food culture are part of urbanization process. By example Bestor provide a fish industrial in Tsukiji market to propose an urbanization

process is depended on food supply to response a demand for people in city. Moreover, Bestor (2003) proposes to analysis mobile grocery as symbolic accumulator and connector between consumer and food producers.

Lin and Mele (2013) and Zukin (2013) had given a perception to analysis trader (mobile grocery) is symbolic accumulator to use in symbolic exchange situation. This purpose allow Bestor (2003) and also given some analytically in any dimension. Literature from above is challenging another group by use a symbolic approach to consider a mobile grocery cultural practice.

3.4 Lastly, Public Health Action

Mobile grocery culture in urban space is not only fruitful from any social conditions. Rather, it has an interaction with Public health discourse. In this group a literature can divide in 2 sub-groups. 1.) Process of science control by purpose effect of infected food such as chemical fertilizer, bacteria. These problems are depended on food safety control process (Ratchapadung, 2007 and Tiparat and Supasilp, 2007). To consider this affect they try to show a statistic and purpose a verified process to publish reliability in this discourse. In Witoon (2011) study a chemical verify process in case of mobile grocery in northeast Thailand were explored 6 kind of chemical in food.

Are anti pest chemical, Salisilic acid, Borax, Formalin, bleached and Polar in fried oil. In this study also use a verified knowledge of trader and cooker was found lower rate in public health knowledge and must give any educate to trader.

Additionally, there are many problems in food safety in 4 factors. 1.) Food sanitation is infected in chemical and biological. 2.) Trader knowledge is food arrange, pest management, knowledge in food sanitation. 3.) Mobile grocery hygienic condition and practice is trucks or their vehicle is in a state of decay. 4.) Trader behavior is clothes, protection accessories.

Especially in food sanitation issue, Napaporn and co. (2005) point out food infected circle. By survey in small holder farm found fertilizer and pest chemical in highly rate and also don't take a safety period before cultivate. From this point is significant with chemical infected in Thailand market and go through consumer. In this group try to point out discourse mechanism and public health practice to control mobile grocery by show effect and kind of chemical in infected food.

Mobile grocery were Controlled, In 2013 Ministry of public health U.S.A were published standardize of mobile grocery or food truck (see U.S Public health service, 2013) such as must install water tank in truck and divide fresh water and waste water, monthly chemical verify, license from local government and must show map of mobile to officer etc. This standard is the first rule that have acted with mobile grocery and food truck and effect with consumer reliability. (Cardoso, Companion and Marras, 2014, Moe, 2015 and Strand, 2015)

In Thailand mobile grocery and public health control can divide in 2 levels are local level and policy level. Local level must provide a sanitation control and license control by use a law. Public health act (1992) was appointed to control mobile grocery and food vendor in food safety standard. Second level is policy and law level by use market safety standard act no.2 (2004) and food safety principle for food vendor (2013) (see office of food and water sanitation, ministry of public health, 2013)

A literature reviewed found a group of study such as Tiparat (2007), Suvet (2007) and Witoon (2011) pointed out mobile grocery control action process does not work in real practice. They also purpose public health management in 5 points 1.) Food sanitation problem; must divide kind of food in each container. 2.) Vendor knowledge; ministry of public health must give and educate for vendor or learn by them self. 3.) Mobile grocery sanitation; must improve truck standard. 4.) Vendor behavior; must ware protection accessories such as glove, mask, hat.

A literature in this group was reflected a purposes to control and management mobile grocery. By use multi practice of control such as show kind of food infected chemical and try to use food safety discourse to response with vendor practice in trade activity. To show this effect they point out a case study to claim variability in public health standard discourse. By consider related literature in this group found arguments in 2 point. First public health standard are parts of “mobile grocery culture form process” especially in health standard control. Second, public health control process is not concern about social food ways. In additional, mobile grocery culture are parts of urban food ways and complicate. The significant with this control process is how public health standard and urban food ways reconcile in urban food ways?

5. Discussion

From literature reviewed had found in 4 groups and has combining in 2 points. First mobile grocery is urban space connector through urban life. Following almost literature had

shown relationships between urban food ways and food access as material culture are part of urban life style. Mobile grocery takes an important role as support or provide food ways circle in urban spaces.

Second, mobile grocery cultural practice is result of changing of social and economic structure. Partly of literature shown changing of social structural in any space must effect with life style in any space. In case of mobile grocery, changing result can distinguish in 2 dimensions. Physical dimension; people who live in city don't only depend on market to access fresh food but by city growth in physical dimension make roads and connection in city easier. Economic dimension; the classic argument in street food study is about what is street food can function/provide in city. In case of mobile grocery, some literature are agreed with the classic answer is "to provide a cheap food to poor, labor and lower class in city". Following Treuhaft, S. and Karpyn (2009) hypothesis, Mobile grocery and food truck could provide cheap food for lower class in the city. But from literature reviews and analysis, from them movement they can break some distinguish line and make an urban life style to complex more.

Moreover, three major of relationships between urban public health and mobile cultural were exhibited as major entry point: consisted of; 1.) Urban food ways and control mechanism. Urban food ways and life style maybe not harmonize with health standard. By use medical technique and health safety standard to show effect of food infected. 2.) Mobile grocery as cultural actor to take a role in consuming way change in context of post-globalization. 3.) "New" space management that do not embedded with physical spaces but can flow/shift through with social relationships and space of culture.

Additionally, suggestion of methodology to analysis mobile grocery in urban spaces can suggest in 2 ways. By use health sciences process to prove health standard and verify chemical infected. And by use cultural approach to see mobile grocery as object or part of life style in urban spaces.

6. Conclusions

The result of social structure transform is effect with food ways. In this article try to consider this changing by use literature review method and pick up some literature that show relationship between urban food ways and public health standard. From reviewed can distinguish groups of literature in 4 groups also has combine point at propose to analysis mobile as distributor or connector in both of cultural approach and commodity chain.

Table 2: Mobile Grocery Meaning in Each Group

Meaning	Sociology	Economics	Culture	Public Health
Mobile Grocery	- Connector - Agent in between space	- Provider - Distributor - Trader	- Culture Distributor - Symbol Accumulator	-Controlled - Distributor

Moreover, propose of each groups point out to analysis food ways as result of social and economic structure transform. Significant factor is labor migration that can't access food enough or try to keep their identities by use cultural practice through food ways. Mobile grocery is provider as part of cultural and identities by symbolic of food. Follow result of literature review shown cultural adaptation in urban spaces is part of urban life. Not only physical development can control life style but form meaning interpret people can control their life too.

Additionally, limitation of research is limit of literature. There are little number of research that directly scope in mobile grocery. Scope of future research maybe provide a research in social relationship between mobile grocery trader and there customer. In the other hand, must study of mobile grocery phenomena affected with social structure and consequences.

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