Global Journal of Engineering Science and Research Management

CUSTOMER'S PERCEPTION TOWARDS FOOD TRUCK PRODUCTS IN INDIA

Dr. Ramakrishna Bandaru*, Prof. H. Venkateshwarlu
* Research Scholar – UGC PDF Department of Commerce Osmania University Hyderabad Telangana State
Department of Commerce Osmania University Hyderabad

ABSTRACT
Food Truck business is a very famous and a growing business in today's time. Over the decade, every country in the world has been following the trend of the mobile food business. The silent feature of the food truck business is 'customer reach and satisfaction'. Along with the increase in people living standards, 'food on wheel' business made a popular. According to IBIS World report, the food truck industry in the world has grown an average of 9.3% per year over the last five years. Slowly, this business was becoming popular in India for the last five years and many start-up firms are emerging in the sector. With a good food truck business plan in India, many firms are acquiring good returns on their investments in very short interval of time. This business was in a boom stage in Indian cities like Hyderabad, Bangalore, Delhi and Mumbai. Especially, food truck business was too popular in the emerging city of Hyderabad and food trucks were attracting the customers by offering the variety of delicious food such as local, Chinese, South Indian, north Indian dishes. The present study is aimed at to identify the customer's perception towards the food available at food trucks and communicate the results to the new entrepreneurs who ready to invest in Food on Wheel business.

INTRODUCTION
Food Truck business is a very famous and a growing business in today's time. Over the decade, every country in the world has been following the trend of the mobile food business. The silent feature of the food truck business is 'customer reach and satisfaction' and food trucks are an economical alternative to the costly restaurants. Along with the increase in people living standards, 'food on wheel' business made a popular business. According to IBIS World report, the food truck industry in the world has grown an average of 9.3% per year over the last five years. Slowly, food on wheel business was becoming popular in India for the last five years and many start-up firms are emerging in the sector. With a good food truck business plan in India, many firms are acquiring good returns on their investments in very short interval of time. This business was in a boom stage in Indian cities like Hyderabad, Bangalore, Delhi and Mumbai. Especially, food truck business was too popular in the emerging city of Hyderabad and food trucks were attracting the customers by offering the variety of delicious food such as local, Chinese, South Indian, north Indian dishes. Availability, quality, freshness, low price etc. are the major features of this industry.

FOOD TRUCKS BUSINESS IN INDIA
Now a day, Food Truck business became a trend and is following in every country over the world. Particularly, United States, China, Australia, England have enough market for this business. Food Truck/Food on Wheel business is a popular and mounting business for the last two years in India. Food on Wheel business plan is providing good returns on investment in short term period. In Indian cities like Bangalore, Delhi, Mumbai and Hyderabad we can see many food trucks which serve a variety of dishes like Chinese, North India, South India, etc. Many of the trucks in Bangalore serve North Indian dishes because of a huge number of software professionals have flooded from North India. In the same way, Hyderabad food trucks serve Local, Andhra and North Indian dishes.

REVIEW OF LITERATURE
Thayaparan Aruppillai and Paulina Mary Godwin Phillip (2015)[1]: The author concluded that the people are increasing the consumption of varieties of food due to the convenience and socio economic factors they prefer to take them from the restaurant and the rapid advancement in the food industry cab be attribute to the growth in

---

Global Journal of Engineering Science and Research Management

technology which also gave way to fast food. *Olabanji. A. Oni and Tafadxwa Matiza (2014)*[2] The study identified that the affordability, convenience and accessibility of fast food as the key motivators of rural consumers for selecting the identified American franchise fast food outlet. The author also identified following as significant factors influencing the choice of the identified American fast food amongst rural consumers: time saving; affordability; convenience of location, customer service, ability to make return visit, value for money and brand loyalty. *Nondzor and Solomon Tawiah (2015)*[3] The study concluded that urbanization of rural areas, people working for long hours, growing interest in exotic meals, advertising, availability of commercial buildings and rise in income are the motivating factors of the customers to attract the fast food.

NEED FOR THE STUDY
For the last 3 years, many start-up companies are emerging into the food truck market in India. Many of the foreign investors are anxiety in investing into this sector in India therefore, the present study is aimed to identify the customer's perception in food truck market in India and communicate the same to the new investors who are ready to invest into this sector about the suitable marketing plan.

OBJECTIVES OF THE STUDY
1. To examine the factors motivation the customers towards food truck products.
2. To identify the customers satisfaction on food truck products.
3. To suggest the new investor about the food truck business marketing plan in brief.

SCOPE OF THE STUDY
The scope of the present study is restricted to identify the customers motivating factors and satisfaction levels about the food truck products in the Indian market. The samples are drawn from Hyderabad city.

RESEARCH METHODOLOGY
The study is based on the primary data and it has collected directly from the customers who visited the Food Trucks for the consumption the food. The data has collected at the Hi-tech City area in Hyderabad –Telangana state, through structured closed ended questionnaire. The study used 'purposive sampling' technique to select the sample from Hyderabad City and the sample size is 120 customers. The primary data has tested using various statistical tools like mean, standard deviation, Chi-square, Descriptive, ANOVA and Garrett Ranking method to get the results in a scientific way.

ANALYSIS OF THE DATA
Table-1 shows the demographic results of the selects respondents for the study. It is observed that 71.7% of respondents were male foodies/customers and 28.3% of respondents were female foodies. It is identified that majority of the customers (55%) were come under the age group of 18-27 followed by 28-37 age group (35.8%). It is identified that the food on wheel products are highly ordered by educated customers who are the employees in private and public sector.

Table-1 Demographic Results

Variables	Characteristic	Frequency	Percentage (%)
Gender	Male	86	71.7 %
	Female	34	28.3%
	Total	**120**	**100**
Age	Below 18 years	02	1.7 %
	18-27 years	66	55.0%
	28-37 years	43	35.8%
	38-47 years	09	7.5%
	More than 48 years	0	0%
	Total	**120**	**100.0%**
	Un Educated	0	0%

Educations	Below 10th class	0	0%
	Intermediate	2	1.7%
	Graduation	81	67.5%
	Post Graduation	37	30.8%
	Total	**120**	**100.0%**
Occupation	Private Job	81	67.5%
	Public Job	18	15%
	Own Business	13	10.8%
	Daily Labor	6	5%
	Student	2	1.7%
	Total	**120**	**100.0%**

Source: Primary Data

Table-2 shows the Income wise classification of varieties ordered by the customers. According to the table, it can be understood that majority of the customers (52.5%) ordered the 'local food' at the food trucks followed by 'Junk food' 19.1%. It is identified that the customers (57.5%) who preferred the food truck products income is between Rs. 15000-30000 pm in India followed by 30000-45000 pm (34.1%). An interesting point is the customers whose income is above 60000 pm were not preferred the food truck products.

Table-2 Income wise classification of varieties ordered by the customers

Monthly Income (Rs.)	Variety of Food					Total
	Chinese	South India	North India	Local Food	Junk Food*	
Below 15000	2	0	1	4	1	**8** (*6.6%*)
15000-30000	6	2	4	36	21	**69** (*57.5%*)
30000-45000	2	3	12	23	1	**41** (*34.1%*)
45000-60000	0	0	2	0	0	**2** (*1.6%*)
Above 60000	0	0	0	0	0	**0** (*0%*)
Total	**10 (8.3%)**	**5 (4.1%)**	**19 (15.8%)**	**63 (52.5%)**	**23 (19.1%)**	**120** (*100%*)

Source: Primary Data   *Burger, Pizza, etc.

Table-3 explains the Income wise classification of the mode of payment by the foodies at the food trucks. According to the results, is identified that the Indian foodies were preferred to use the plastic currency such as 'Paytm', 'Debit cards', etc. It can be seen that 45.8% of the customers used Paytm and 32.5% paid through Debit card. As a part of 'Digital India' campaign by NDA Government, Indians are shifting into plastic currency usage.

Table-3 Income Wise Mode of Payment by Customers

Monthly Income (Rs.)	Mode of Payment					Total
	Cash	Debit Cards	Paytm	Online Transfer	Credit Cards	
Below 15000	8	0	0	0	0	**8**
15000-30000	13	20	32	4	0	**69**
30000-45000	1	17	23	0	0	**41**
45000-60000	0	2	0	0	0	**2**
Above 60000	0	0	0	0	0	**0**
Total	**22 (*18.3%*)**	**39 (*32.5%*)**	**55 (*45.8%*)**	**4 (*3.3%*)**	**0 (*0%*)**	**120 (*100%*)**

Source: Primary Data

Global Journal of Engineering Science and Research Management

Table-4 describes the customers motivating factor towards food truck products in India. It is identified that the 'Availability' is the key motivating factor among the customers. If Food trucks available to the customers at very close i.e. nearby the companies, colonies, markets, etc. the customers would prefer the food trucks products. It is also identified that 'Quality food' is given 2nd rank followed by 'Customers Relation' 3rd rank, 'Low Price' 4th rank, 'More varieties' 5th rank.

Table-4 Customers Motivating Factor towards the Food Truck Products

S.No.	Motivating Factor	I	II	III	IV	V	Total Score	Total	*Mean*	Rank
1	Quality Food	280	240	11	1	0	532	120	*4.43*	II
2	More Varieties	305	180	36	1	2	524	120	*4.36*	V
3	Availability	345	144	39	8	0	536	120	*4.46*	I
4	Low Price	320	177	25	2	2	526	120	*4.38*	IV
5	Best Service	285	188	39	6	0	518	120	*4.32*	VI
6	Customer Relation	320	172	33	4	0	529	120	*4.41*	III
7	Looks Modern	235	212	51	6	0	504	120	*4.20*	X
8	Menu Cards	275	184	48	6	0	513	120	*4.27*	IX
9	Visually Attractive	270	216	27	2	0	515	120	*4.29*	VIII
10	Accessibility	295	164	54	4	0	517	120	*4.30*	VII

Source: Primary Data

Table-5 gives the information about the 'customer's satisfaction' towards food truck products. According to the results, it can be understood that the customers were more satisfied with the quality of the products. The quality of the food is too good at the food trucks because the food is prepared in front of the customers so that, the chief should take care about the quality while preparing the food.

It is also observed that the foodies were given 2nd rank to the 'taste' of the food followed by price 3rd rank, varieties 4th rank, quantity 5th rank, service 6th rank and cleaning at the least. Based on the results, it is observed that the customers were not satisfied with the cleaning at the food trucks.

Table-5 Customers Satisfaction towards Food Truck Products

S.No.	Variable	Garret's Score	Average	Garret's Rank
1	Taste	6955	69.55	II
2	Quality	6959	69.59	I
3	Quantity	6558	65.58	V
3	Clean & Hygienic	5934	59.34	VII
4	Price	6680	66.80	III
5	Service	6189	61.89	VI
7	Varieties	6673	66.73	IV

Source: Primary Data

Table-6 describes the statistical results of the identified hypothesis. According to the results, it is observed that there is a significant association between 'Availability of food truck and customers preference'. It is also identified that there is no significant association between customer's satisfaction and Cleaning and neatness at food trucks.

Table-6 Testing of Hypothesis

Hypothesis	Chi-Square value	Df.	Table Value @5% level of significance	Results

Global Journal of Engineering Science and Research Management

H[01]-There is a significant association between motivating factor 'Availability' and customer's preference on food trucks products.	22.88	12	21.026	Rejected Null Hypothesis
H[02]- There is no significant association between customer's satisfaction and Cleaning and neatness at food trucks.	8.83	6	12.592	Accepted Null Hypothesis

Source: Primary Data

FINDINGS AND SUGGESTIONS

➢ It is found that the food trucks are attracting only *young customers* in India i.e. whose age is between 18-27 (55%) followed by 28-37 (35.8%) age group. Hence it is suggested that the new start-up companies in this sector have to make the youngsters as a *target market*.

➢ It is identified that the food on wheel products are highly ordered by educated customers who are the employees in various private and public sectors. Therefore it is concluded that this sector has *no rural market* in India.

➢ According to the results, it is found that the customers (52.5%) are giving preference to the 'local food' at the food trucks and the young customers (whose income is between Rs.15000-30000) were preferred Junk food.

➢ Almost, all the customers or foodies income is between Rs.15000 to 45000 pm in India. Hence, it is suggested that the new investors have to focus on the reasonable price of the products.

➢ It is identified that the Indian foodies were preferred to use the plastic currency such as 'Paytm', 'Debit cards', etc. Hence, it is concluded that as a part of 'Digital India' campaign by NDA Government, Indians are shifting into plastic currency and suggested that the new entrepreneur has to come out with an electronic mode of the payment system.

➢ It is found that the 'Availability' is the key motivating factor among the customers. Hence, it is suggested that the Food trucks have to be available to the customers at very close i.e. nearby the companies, colonies, markets, etc.

➢ Regarding customer's satisfaction, it is found that the customers have given first preference to the 'quality' of the products followed by the 'Taste'. So that, the investors have to think about these two satisfying factors.

REFERENCE

1. Thayaparan Aruppillai and Paulina Mary Godwin Phillip, " *An analysis of Customers Buying Behaviour and its determinents of Fast food in Sri Lanka*", Internationl Journal of Economic and Finance,Vol. 9, ISSN: 1916-97IX E-ISSN 1916-9728, 2015.
2. Olabanji. A. Oni and Tafadxwa Matiza, "*Factors Influencing Consumer Choice of Fast Food Outlet: The Case of an American Fast Food Franchise Brand Operating in a Predominantly Rural Community*", Mediterranean Journal of Social Science, ISSN 2039-2117, Vol. 5 No 20, 2014.
3. Nondzor and Solomon Tawiah, "*Consumer Perception and Preference of Fast Food: A Study of Tertiary Students in Ghana*", Science Journal of Business and Management, ISSN: 2331-0634, Vol. 3 (1), 2015.
4. *Fast Food Impact* Available at http://en.m.wikipedia.org/wiki/fast-food. [Retrieved on 2/5/2014]
5. A Goyal & N.P Singh, "*Consumer perception about fast food in India: An exploratory study*". British Food Journal 109 (2): 182-195, 2007.
6. Ashakiran and Deepthi, R., "*Fast food and their impact on health*". JKIMSU, 1(2): 7-15, 2012.
7. Chang, C., Chan, P and Hsiao. J, "*Fast Food and Fast Food Culture*". Available at www.shs.edu.tw/works/essay/2007/03/2007032815482808.pdf.
8. Ozcelik, A., Akan, L. and Sürücüoglu, M., "*An Evaluation of Fast Food Preferences According to Gender*". Humanity and Social Sciences Journal, 2 (1): 43-50, 2017.