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## A STUDY ON ROADSIDE FOOD STALLS IN TIRUCHIRAPPALLI CORPORATION WITH SPECIAL REFERENCE TO FOOD INDUSTRY AND HOTEL INDUSTRY

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### ABSTRACT

*Food Industry and Hotel Industry is undergoing metamorphosis in terms of adoption on product differentiation and customer service. New entrants roadside food stall which came in to existence in the last ten years have gained a substantial market share and the hotel industry loosing the market share by the 7p's of service. It is very important for the roadside stall understand the voice of the customer to offer services required both to attract new Clients and protect existing Client-base from migrating to others. A survey was conducted and results obtained from 537 respondents were analyzed to understand the factors that influence the roadside food stall selection decisions. The top 10 importance parameters are found out from the study.*

### KEYWORDS

Food Stalls, Tiruchirappali Corporation.

### INTRODUCTION

For the past two decades both Global and Indian Hotel industry have been undergoing rapid changes and similar changes in the roadside food stall operators and it will reflecting a number of underlying developments in meeting the customer demands, service and cost. The most significant changes has been advances in communication and services which have accelerated and broadened the dissemination of services availability and offer to the customer by lowering the operational cost. A lot of structural changes were introduced in the food industry and in phases to improve customer service productivity relationship with customer and enhance management control and came into existence as a result of competitiveness in the economy and maintain a good market share for the doing business in Tiruchirappalli corporation.

The domination of hotel industry was declaimed over the years with the entry and aggressive expansion of the roadside food stall to competitive by product differentiation and types of service. It will be needed there to study in the roadside food stall content behavioral habits and preferences of customer's consumptions. A survey was conducted, the response received from five hundred and thirty seven respondents were analyzed to understand the perception on roadside food stall based services and preferences offer to them. The study listed factors of importance in choosing the roadside food stall by customers and also measured the performances in a five point scale three point scale and two point scale.

### OBJECTIVES OF THE STUDY

- Voice of the customer it's very important for the development of business.
- Concentrate on services and good relationship with customers.
- Promotional tool creates more impact to get home orders.
- Focus on primary activities like drinking water, parking facilities varieties of dishes and price.

### LITERATURE SURVEY

The Business literature is flooded with vast array of information on customer preferences of customers in various countries. While such data is limited in the Indian road side food stall context of different types like. Panipuri Stall, Chapathi food stalls and so on. Even though customer preferences vary from country to country based on the culture, demography, availability, affordability, service, variability, perish ability and penetrations etc. Road side food stall outlets scenario in the other countries may throw some light to as on subject of roadside food stall.

### DIMENSIONAL VIEW – HOTEL INDUSTRY

The profitability of roadside food stall and growth claim base are inter linked with intensifying competition in the market, it is very important for the Hotel industries to understand "How customers choose the roadside footstall? Then only road side food stall can take the proper marketing effects to increase claim base and improper identification of true determinates of consumers exportation from the stall. Selection decisions may result failure due to not identify the quality gap regularly.

It was found that roadside food stall customer tend to be loyal provided they are satisfy with its service and stick on the types of dishes on the stalls offered and it can change over only when they move to new home in an area outside their network.

According to Arvind Rajagopal in his study point out the increasing trends point to businesses and political parties targeting persons rather than masses, forms of patriarchal authority are softened and diffused, leading to a revision of the older distinctions that prevailed between public and private. At the same time, as relations between individuals are mediated more through markets and media, they also generate new kinds of rights and new capacities for imagination along with new ideas of belonging or inclusion that in turn, lead to novel ways of exercising citizenship rights and conceiving politics. This experience of inclusion in new circuits of communication and of sharing intellectual property across classes, such as seen with television, can help to politics those sections previously marginalized. The food stall owners are forced to compromise on the quality of the ingredients like buying the cheapest variety of flour and re-using oil for three to four days because of the low price they charge for the item. In these days of fast foods, though not exactly called by the same name, these roadside eateries make a fast buck, of course, at the cost of public health.

Soma Basu - Terra Vivain his study nearly two decades development of vendors in India has been everywhere invisible rendering a silent service on the dusty corner of a street in a residential area of this major town in southern Tamil Nadu state. And the customer's points of view she keeps to this schedule unfliningly, allowing housewives and working women in her community the opportunity to make quick, small and emergency purchases from the stall. Each city ends up creating certain 'natural markets'. Even when suppressed by police and municipal authorities, these markets take on a life of their own. Similarly, every city has its own location arrangements. Within these arrangements the consumers prefer to buy their products in different ways. In cities with a longitudinal layout and where travel time consumes a large part of the day (as in Mumbai), the consumers prefer to access goods along the travel routes. In cities where there is a separation of commercial and residential areas, consumers prefer to buy certain goods such as fruits and vegetables nearer the home and other goods in commercial areas.

Life is definitely not easy for the 10 million-odd street vendors or hawkers and food stall operators in India, many of them in big cities like Mumbai, Kolkata, Delhi and Bangalore and Tamilnadu state.

"They are covered by a multitude of laws, from municipal, traffic and criminal to railway and other acts covering parks and public spaces. They are not recognized as workers and hence have no protection of their rights," well-known activist Renana Jhabwala of the Self Employed Women's Association (SEWA) says in her essay 'Roles and Perceptions of Street Vendors'.

"Citizens' groups fighting for protection of public space argue that street vendors cause congestion and create unhygienic conditions. They are treated as irritants to urban planning and organization, whereas urban development plan should take street vending as part of its planning process and properly regulate hawking," points out Sharit Bhowmik of the University of Mumbai, a key person in the National Task Force on Street Vending and the man behind the formation of the National Alliance of Street Vending in India.

He believes street vending can be an asset to the urban system if hawkers are given a fair opportunity to contribute to development. "But being marginalized urban poor, they are seen as troublemakers. They experience frequent harassment -- their goods are confiscated, carts demolished, and they are victims of extortion and bribery," rues Bhowmik. Bhowmik strongly recommends legalization to regularize street vending. "If we are able to induce quality control for the service and include it in urban governance, then these traders can add to the comfort and convenience of all," he emphasizes.

K. Thilagam, a member of a voluntary group, trying to regularize street vending, asserts: "The government has failed to provide them jobs. So at least allow them to create a natural market on their own." Even though they have been denied rights, there is at least an attempt to integrate livelihood dependent street food vending in town planning," is very important from his study observes.

While the Indian government is drafting a national policy that aims to protect vendors' basic rights, each state has different laws. While the West Bengal government amended a section of the Kolkata Municipal Act to make street vending illegal and punishable, Tamil Nadu -- considered one of India's more progressive states - recognizes street business vendors as labourers.

The majority of the consumers are however from the middle and lower income groups. It is these people who benefit most from roadside food stall as they are able to get their daily necessities at cheap prices and at convenient locations. The main beneficiaries of the food hawkers in Mumbai and Calcutta are the middle and lower income office goers and low paid workers in the informal sector. It is estimated that around 30% of Mumbai's work force has at least one meal a day from hawkers. The food they get is cheap and filling. These people would have had to spend more if they ate in restaurants.

## RESEARCH METHODOLOGY

Indian roadside food stalls vary diverse and the preferences of service changes across demographic factors like education, age, sex, salary, etc. Hence, in an attempt to get a true representative sample, we sought the help of the leading niche service consultant advises clients on various hotel industries and other service industries, consulting experiences based giving guide lines on the main instruments used for descriptive research study was the structure questionnaire survey designed by the researcher based on the factors which were selected from various empirical research work covered in the literature survey and were finalized after several rounds of Discussions with select panel of experts like hotel industry association presidents, service industry consultants and Academicians of Business teachers, customers to be used randomly in the pilot study for to create validity, reliability and with the research tool. Due to non availability of Secondary data .But the study focuses on the Primary needs of the people.

Six twenty five questionnaires were filled by the customers who came to road side food stall for the food consumption. After the interview schedule 537 Quality Questionnaires were analyzed with the response rate of 89.50 percent.

## INFERENCE

When the answers were analyzed (Table1.1) it was found that 42.0% of the respondents belong to the age category between 30 years to 40 years, 23.28% of the respondents belong to the age category between 20 years to 30 years which mean that the Targeted customers for the road side food stall.

In educational qualification above, 30.73% of the respondents were graduates, 13.967% of respondents were school students, 21.97% of the respondents where Diploma holders (Table1.2).

Above 37.24% of respondents belongs to the income level less than Rupees 5000 per month, 18.25% of the respondents Where belongs to the income level between Rupees10000 - 15000 per month (Table1.3). About 89.19% of respondents are male customers of roadside food stall in Tirucirappalli Corporation. This may be because of the fact, the male members of the family prefer to take food in road side food stall (Table1.4) In target customer viz. majority of the respondents like Industrial employees (28.49%), Daily wage earners (38.92%) (Table1.5)

In price of the dish varieties above, 50.09% of respondents felt bad price for the dish (Tables1.6) and in Quality viz. of the dish variety above 90.13% of respondents satisfies from the food stall (Table1.7). In service via 70.57% of the respondents satisfied with service provided by the food stall.

In the dish variety about 7.20% offer to the customer in greater than four varieties of dish types (Table1.12). In vehicle parking facilities, about 83.42% of respondents were easy to park their vehicles very nearer to the food stall (Table1.13).

In environment of roadside food stall about 22.90% of respondents felt well. (Table1.14). and from the (Table1.16 to1.19) the roadside food stall maintained good inventory management and value added services to the targeted customer.

In ordering facilities (Table 1.20), industry association (Table 1.21) has followed bad approaches in the business practices.

It is found that dish taste about 86.59% of responders are feels good (Table1.22) and in terms of hygienic factor about 52.88% of respondents satisfied from the food stall (Table1 .23) In addition the roadside food stalls not follows this government rules and regulations (Table1. 24)

## FINDINGS OF THE STUDY

- From the (F-Test, 5% level of significance) consuming habit of the food differed from the age group of respondents, and consuming habit with respect to irrespective respondents occupation.
- Graduates and trade persons consumption in roadside food stalls
- 37.24% of the respondents belong to income level < 5000 rupees per month only
- 32.21% of the respondents belong to income level > 5000 - <10000 Rupees per month
- Gender wise relationship 89.19% male respondents and 10.80% Female respondents.
- Industrial Employees and daily wage earners – be preferred more roadside food stalls for their convenience to go for the work.
- 59.09% of respondents feels Bad price of the dish
- 29.42% of respondents were dissatisfied with the services. Offered from the roadside food stall.
- 9.87% f respondents were dissatisfied with the dish varieties on a quantities offered drinking water facilities
- Home consumption packaging relationships building and parking and drinking water facilities arrangement to the customer.
- 24.02% of respondents feels bad inventory management in its operations and takes more time.
- 41.71% of respondents dissatisfied with the credit facilities offered to loyal customers.
- From the Chi-square Test (Test 2.2) at 5% level of significance the respondent's opinion about the taste and qty of the food are independent.
- Focus on value added services to compete with the competitions.
- 87.15% of respondents feel provisions are not available for Home function orders.
- 77.65% of respondents feels not followed his association rules and regulations.
- 47.11% of respondent's feels roadside food stall dishes are not good for the health.
- From the chi-square (Test 2.3) at 5% level of the significance the price of the dish and service facility provided by the stall independent.



**RECOMMENDATIONS OF THE STUDY**

- Market gap is presents to compete with the types of Hotel industry and food industry.
- Lower cost for preparation of dished
- Existing customers promotions based easy to get additional offers like home functions orders, Evening bachelors parties and for funeral.
- Majority of the customer's male respondents due to its convenience Income level and expectancy rises.
- Customer behaviours helped for under giving of us to do business modifications.

From the chi-square (Test 2.4) at 5% level, the customer opinion on price is dependent with respect to their occupation.

**CONCLUSION**

The top ten factors of importance influencing the response to choose the roadside food stall are age group income level, price, and quantity, value added services, dish varieties, dish taste, inventory management, hygienic factor and gender. It is understandable that roadside food stall having a market to the society. The main factor reputation of the roadside food stall is economic and ready to eat different types of dishes. In order to identify the needs and wants of the customers for continues improvement and maximization of profit. It is found that the market forces and services relationship with customers to retain and to get new customers with the help of existing customer. Similarly other attributes are very important to be considered for to perform to the satisfaction of customers. The area factors influencing the customer's for the convenience to reach the roadside good stall for the food consumption.

There is the need for the further research works to be done and to concentrate by the Government to yield revenues from the services business and create wealthy society.

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## APPENDIX

## DATA ANALYSIS AND INTERPRETATION

TABLE NO 1- DISTRIBUTION OF RESPONDENTS BASED ON THE ATTRIBUTES

s. No	Attributes	Percentage of respondents
1.	<b>Age group</b> < 20 years >20-<30 years >30 - < 40 years > 40 years	14.89 23.28 42.09 19.73
2	<b>Educational Qualification</b> I.T.I Diploma U.G. P.G Professional School Education	13.59 21.97 30.72 19.71 5.02 13.96
3	<b>Income level</b> < 5000 >5000 - < 10000 >10000- < 15000 >15000 - <20000 >20000-<25000 >25000	37.24 32.21 18.25 6.70 3.72 1.86
4	<b>Gender</b> Male Female	89.19 10.80
5	<b>Target Audience</b> Industrial employees Student Daily wage earners Masons Executives Mechanic Retail Sales man Tourist cabs Drivers Travelers Teachers Others	28.49 6.51 38.92 1.49 1.30 5.02 2.97 2.42 2.79 1.30 8.75
6	<b>Price of the dish</b> Good Bad	49.90 50.09
7.	<b>Quantity provided by the stall</b> Satisfied Dissatisfied	90.13 9.87
8	<b>Roadside food stall service</b> Satisfied Dissatisfied	70.57 29.42
9	<b>Customer Relationships</b> Good Bad	90.31 9.68
10	<b>Convenience</b> Yes No	87.15 12.84
11.	<b>Drinking water facilities</b> Good Bad	59.21 40.78
12.	<b>Dish varieties</b> <2 varieties < 2 - > 4 varieties <4 - < 6 varieties	16.57 13.22 70.20
13	<b>Parking facilities</b> Good Easy Bad difficult	83.42 16.57
14.	<b>Environment</b> Good Bad	22.90 77.09
15.	<b>Inventory management</b> Good Bad	75.97 24.02
16.	<b>Consumption packaging</b> Good Bad	61.08 38.92
17.	<b>Credit facilities</b> Satisfied Dissatisfied	58.28 41.71
18.	<b>Value added service</b> Good Bad	71.32 28.67
19.	<b>Food dishes ready to eat</b> Yes No	92.73 7.26
20.	<b>Home functions ordering facilities</b> Good Bad	12.84 87.15
21.	<b>Industry Association norms followed</b> Yes No	22.34 77.65
22.	<b>Dish Taste</b> Good Bad	86.59 13.40
24.	<b>Hygiene food</b> Yes No	52.88 47.11
25.	<b>Met government norms</b> Yes No	10.42 89.57

**2.1 - TESTING OF HYPOTHESIS**

Source of variation	Sum of squares	d.f	Mean square	Return
Sum square b/n Age group	1892.92	3	630.97	F=630.97/132.18 =4.77 F = <u>1365.37</u> = 10.33
Sum square b/n Targeted Audience	6827.55	5	1365.57	
Residual error	1982.75	15	132.18	
Sum square Total	10703.22	23		

At 5% significant level, the consuming habit of food is differing with respect to Age group. And also the consuming habit of food is differing with respect to the audience professions.

**2.2 - TESTING OF HYPOTHESIS**

Taste	Good	Bad
Qty		
Satisfied	421	63
Dissatisfied	44	9

Ho : The opinion of the audience about Taste and Qty is independent.  
H1 : Are not independent

**TEST STATISTICS**

Under Ho, the test statistics is  $\chi^2 = 0.6437$ . At 5% level of significant level the audience opinion about the Taste of the food and quantity of the food are independent.

**2.3 - TESTING OF HYPOTHESIS**

Price	Satisfied	Dissatisfied
Service		
Good	188	191
Bad	80	78

Ho : The opinion of the audience about price and service are Independent  
H1 : Are not independent

**TEST STATISTICS**

Under Ho, the test statistics  $\chi^2 = 0.0481$ . At 5% level of significant, the price and Service facility are independent. That is, the consuming habitation was not increase due the price and service.

**2.4 - TESTING OF HYPOTHESIS**

Price	Satisfied	Dissatisfied
Targeted audience		
Labour	65	88
Daily wages	120	89
Travelers cabdrivers	13	15
Students	11	24
Mechanic	10	17
Others	49	36

Ho : The targeted Audience opinion about the price is in dependent Irrespective of their profession.  
H1 : Not independent irrespective of their profession.

**TEST STATISTICS**

Under Ho, the test statistics is  $\chi^2 = 16.9064$ . At 5% level of significant, the null hypothesis is accepted and the audience opinion about the taste of the food and Quantity of the food are independent.

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