

CUSTOMER PERCEPTION TOWARDS FOOD TRUCK

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ABSTRACT

Food trucks have become incredibly popular, revolutionising the eating experience by delivering a variety of cuisines and distinctive culinary offers straight to customers. This abstract offers a thorough analysis of how consumers regard food trucks, highlighting the major variables that affect their attitudes, preferences, and actions in connection to this new food service style. The success and survival of food trucks are greatly influenced by consumer perception. Entrepreneurs, decision-makers, and researchers who want to improve the food truck industry must have a thorough understanding of consumer attitudes and behaviors towards food trucks. The random sampling method used by the researcher is distributing the questionnaire. The sample collected were 140 respondents covering in and around Coimbatore, Tamil Nadu.

Keywords: Food Truck, Perception, Behavior, Consumer, Satisfaction, Attitude, Preference.

1.INTRODUCTION

Since a few years ago, food trucks have been increasingly popular in the culinary industry. Customers may enjoy a range of delicacies while on the road thanks to these mobile food providers' innovative and practical offerings. As they cater to various tastes and preferences and provide a variety of food alternatives, food trucks have grown in popularity and usage over the past few years. There is now more interest in the customer's opinion on this type of food service due to the popularity of food trucks. The purpose of this essay is to investigate the consumer's viewpoint on food trucks, including their opinions of the calibre, cost, and level of customer care.

2. OBJECTIVE

- To identify the customer preference on food truck.
- Assess customer's level of satisfaction with the food truck experience.
- Understand customer's perception of food truck food quality, hygiene and safety.

3. RESEARCH METHODOLOGY

SAMPLING TECHNIQUE

The process of obtaining a sample is known as sampling. From them, the researcher has taken only 140 samples for the present study for the convenient sampling method.

TOOLS USED

- i) PRIMARY DATA : The Primary data has been collected from the general audience who are all consuming or prefer at food trucks in Tamil Nadu in the form of a questionnaire.
- ii) SECONDARY DATA has been collected from published materials like articles, journals, books, and websites.
- iii) PERCENTAGE ANALYSIS

4.REVIEW OF LITERATURE

Singh, R., & Bhushan, B. (2019): Research Topic: "An Empirical Study on Consumer Perception towards Food Trucks in India". Indian Journal of Marketing, 49(11), 50-59. This study investigates the customer perception of food trucks in India and identifies factors such as food quality, variety, and price that impact customer

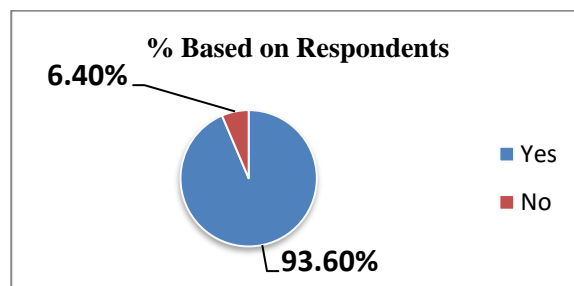
satisfaction and loyalty. **Hayeon Choi et al., (2020):** Research Topic: "Understanding Food truck customers". This study investigated customer selection attributes and dining intention toward food trucks and compared the importance of the selection attributes by customer segments based on respondents' food-related lifestyles. General food truck customers who were classified into four groups: health-conscious, price-oriented, taste-oriented, and convenience-oriented. Among them, two groups--health-conscious and taste-oriented- had a higher dining intent conscious and taste-oriented- had a higher dining intention at a food truck than other types of customers, and the importance of all six attributes differed significantly across customer segments. The findings of this study provide meaningful theoretical and practical implications. **Singh, S., & Sahney, S. (2021):** Research Topic: "Understanding Customer Perception towards Food Trucks in India". Journal of Hospitality and Tourism Insights, 4(3), 329-340. This study explores customer perceptions towards food trucks in India and identifies factors such as food quality, hygiene, service, and price that impact customer satisfaction and loyalty. **Billy Sung (2022):** Research Topic: "Passive Wi-Fi visitor analytics and food truck engagement". The purpose of this paper aims to test whether passive Wi-Fi visitor analytics is a useful and effective method to measure consumer engagement towards food trucks located within an outdoor activation area at an Australian metropolitan university. The data collection was done through by using passive Wi-Fi visitor analytics to ping and track smart devices, data was collected over 90 weekdays capturing data from 522,548 unique smart devices. The data collected in this feasibility study was able to identify the most and least popular food trucks by displaying the differences in both bounce and engagement rates, suggesting that passive Wi-Fi visitor analytics are feasible and useful in this context. Furthermore, the results also demonstrate that food truck vendors and marketers should not engage in random rotation, but instead remain static to try and increase familiarity.

5.ANALYSIS & INTERPRETATION OF DATA

Showing The No. Of Individuals Has Eaten At Food Truck

S. No	Options	No. Of Respondents	Percentage
1	Yes	131	93.6
2	No	9	6.4
	Total	140	100

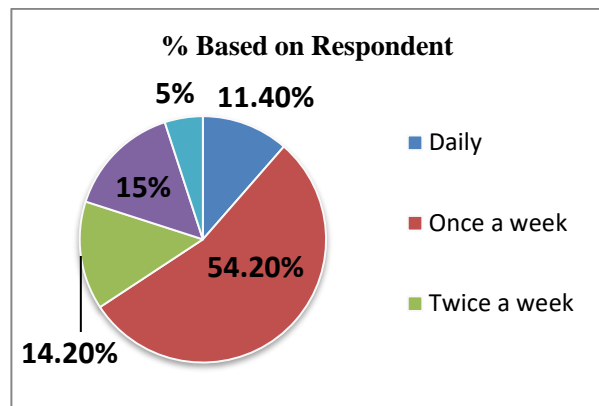
It is observed from the above table that 93.6% of respondents have eaten at food truck and 6.4% of respondents have not eaten at food truck.



Showing How Often People Are Eat From A Food Truck In A Month

S. No	Options	No. Of Respondents	Percentage
1	Daily	16	11.4
2	Once week	76	54.2
3	Twice week	20	14.2
4	Three times week	21	15
5	Four or more times week	7	5
	Total	140	100

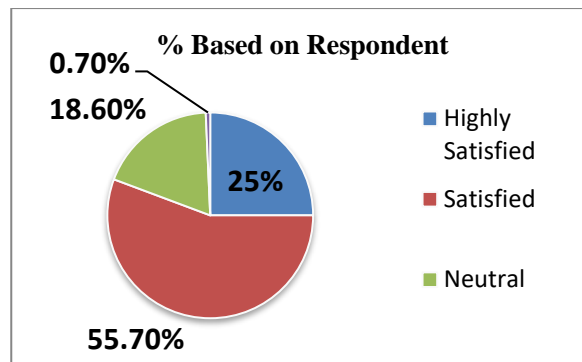
It is observed from the above table that 11.4% of respondents daily eat from food truck, 54.2% of respondents eat once a week at food truck 14.2% respondents eat twice a week at food truck, 15% respondents eat three times a week at food truck and 5% of respondents eat four or more times a week at food truck.



Showing The Satisfaction Level Of People To Return To The Food Truck They Previously Eat.

S. No	Option	No. Of Respondents	Percentage
1	Highly Satisfied	35	25
2	Satisfied	78	55.7
3	Neutral	26	18.6
4	Dissatisfied	1	0.7
	Total	140	100

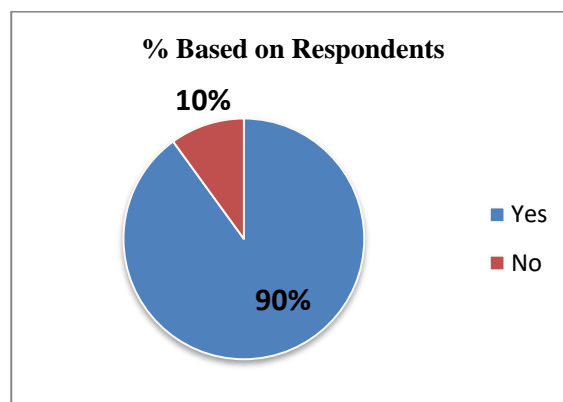
It is observed from the above table that 25% of respondents are highly satisfied, 55.7% of respondents are satisfied, 18.6% respondents are neutral and 0.7% respondent are dissatisfied.



Showing That How Many Would Recommend Food Truck To Others

S. No	Options	No. Of Respondents	Percentage
1	Yes	126	90
2	No	14	10
	Total	140	100

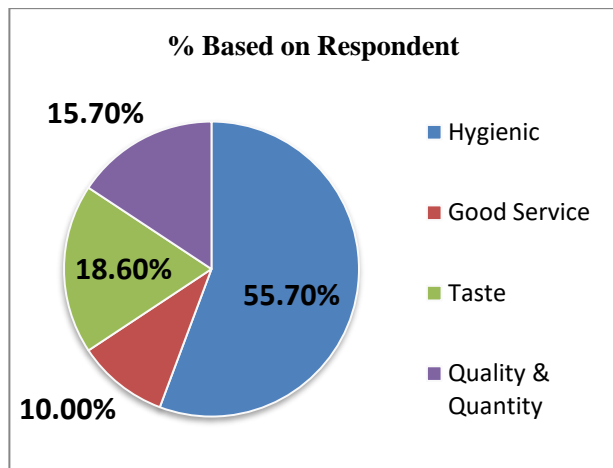
It is observed from the above table that 90% of respondents will recommend food truck to others and 10% of respondents will not recommend food truck to others.



Showing The Criteria Expected By People At Food Truck

S.No.	Options	No. Of Respondents	Percentage
1	Hygienic	78	55.7
2	Good Service	14	10
3	Taste	26	18.6
4	Quality & Quantity	22	15.7
	Total	140	100

It is observed from the above table that 55.7% of respondents expecting hygienic at food truck, 10% of respondents expecting a good service at food truck, 18.6% of respondents expecting taste at food truck and 15.7% of respondents expecting a quality & quantity at food truck.



6.FINDINGS

- ✓ The Majority (93.6%) of the respondents have eaten in food truck.
- ✓ The Majority (54.2%) of the respondents eat once a week at food truck.
- ✓ The Majority (55.7%) of the respondents are satisfied to return to the food truck they previously eaten.
- ✓ The Majority (90%) of the respondents will recommend food truck to others.

- ✓ The Majority (55.7%) of the respondents are expect hygienic behavior in food truck.

7.SUGGESTIONS

- The responders to this survey recommended that food truck businesses focus on maintaining their hygiene. Maintaining hygiene can help to preserve health and stop the spread of infections. Additionally, improper behaviour at food trucks turns off customers.
- This study suggests that food truck businesses should maintain their food quality so that customers are satisfied because it was discovered that the majority of respondents were unsatisfied with the quality of the cuisine at some food trucks.
- The placement of the food truck should be given more attention because it can significantly affect how customers perceive it. High-traffic areas where food trucks are located, including crowded downtown streets or close to well-known tourist sites, may be perceived as more.

8.CONCLUSION

- The study found that customers are attracted to food trucks primarily for the quality of food and the variety of cuisines offered. However, price was also an important factor, with customers expecting reasonable prices for the food offered by food trucks.
- The study also found that customers' perception of food trucks is influenced by factors such as cleanliness, hygiene, and the overall appearance of the truck. Additionally, the study highlights the importance of social media and word-of-mouth marketing in attracting customers to food trucks.
- Overall, the study suggests that food truck operators in India should focus on providing high-quality food, a variety of cuisines, reasonable prices, and maintaining clean and hygienic food trucks to ensure customer satisfaction and loyalty. Additionally, using social media and word-of-mouth marketing can be an effective strategy to attract customers to food trucks.

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