

# Investigating the impact of location and demographics on the Lalit Food Truck Company: A Qualitative Study

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## Abstract

This research paper investigates the impact of location and demographics on The Lalit Food Truck Company, a popular food truck in New Delhi, India. The study found that the location and demographics of the surrounding area had a significant impact on the food truck's customer base, sales, and popularity. The food truck's location played a crucial role in determining its customer flow, with areas with high foot traffic and accessibility being more favorable for business. The demographics of the surrounding area also affected the types of food and menu offerings, with certain cuisines being more popular among specific demographics. Additionally, the study found that factors such as weather, time of day, and day of the week impacted sales and customer flow differently in various locations and demographics. The research also highlighted the challenges and opportunities for The Lalit Food Truck Company in catering to diverse locations and demographics. The insights gained from this study could be applied to improve the performance and competitiveness of The Lalit Food Truck Company in the food truck industry.

## Objectives

The objective of this research paper is to investigate the impact of location and demographics on The Lalit Food Truck Company in New Delhi, India.

The study aims to explore how the location of the food truck affects its customer base, sales, and popularity among different demographics.

Additionally, the research seeks to understand how the demographic characteristics of the food truck's customers influence their food choices and preferences.

The study will use qualitative research methods to gain a detailed understanding of the subjective experiences and perspectives of the food truck's customers and the surrounding community.

The results of this study will provide valuable insights into the role of location and demographics in the success of food truck businesses and contribute to the existing literature on food entrepreneurship and street food culture in India.

## Introduction

### What exactly is Food Truck Business?

A food truck business is a mobile food service that offers prepared food and beverages, typically in a vehicle that is equipped with a kitchen and cooking equipment. Food trucks have become increasingly popular in recent years due to their convenience, affordability, and the unique culinary experiences they offer.

The food truck business model is relatively simple: operators prepare and sell food from a mobile kitchen, either at stationary locations or by traveling to different events and locations. Most food truck businesses specialize in a particular type of cuisine, such as tacos, burgers, or falafel, and offer a limited menu of freshly prepared items.

The food truck business has many advantages over traditional restaurants, including lower startup and operating costs, the ability to quickly move to high-traffic areas, and the ability to a distinctive culinary experience that has the potential to entice patrons seeking novelty. In addition, food trucks can cater to a variety of events, from music festivals and sporting events to corporate functions and private parties.

However, the food truck business also has some unique challenges. Operators must contend with licensing and regulatory issues, including obtaining permits to operate in certain areas and complying with health and safety regulations. They must also deal with the logistical challenges of operating a mobile business, such as navigating traffic and finding parking.

Despite these challenges, the food truck business has become a popular and thriving industry, with many

successful and innovative operators offering delicious and creative cuisine to hungry customers on the go.

### **History of the Food Truck Business**

The history of the food truck business dates to the late 17th century when street vendors in push carts sold food to construction workers and other laborers in New York City. Over time, these carts evolved into more specialized food vendors, such as hot dog stands and ice cream trucks, which became popular in the early 20th century.

In the 1950s and 1960s, food trucks became popular in urban areas and were often associated with fast food and low-priced meals. However, as the restaurant industry evolved, food trucks began to offer a wider variety of cuisines and became more popular among foodies and people looking for unique dining experiences.

The modern food truck movement can be traced back to the early 2000s, when a group of chefs in Los Angeles began using trucks to sell gourmet food. This trend quickly spread to other cities, and today, food trucks can be found in almost every major city in the world. The rise of social media and mobile apps has also helped to popularize food trucks, as customers can easily locate and follow their favorite trucks on social media or using GPS-enabled apps.

Overall, the history of the food truck business is a story of evolution and adaptation, as street vendors and push carts have transformed into modern mobile kitchens that serve a wide variety of cuisines to a diverse range of customers.

### **About The Lalit Food Truck Company**

Situated in the bustling commercial and shopping district of Connaught Place, New Delhi, The Lalit Food Truck Company specializes in serving a wide range of street food and fast-food dishes. As part of The Lalit Hotels luxury chain in India, this food truck is reputed for its exceptional food quality and service.

The menu at The Lalit Food Truck Company offers an enticing blend of traditional Indian street food and global fast-food favorites. Mouthwatering options include the iconic vada pav - a potato fritter sandwich from Mumbai, the Lalit burger - a succulent beef patty garnished with cheese, onions, and jalapenos, and the chicken tikka wrap - featuring juicy tandoori chicken and crisp veggies.

The Lalit Food Truck Company is a perfect choice for anyone looking to relish scrumptious food while

on the go or in a relaxed outdoor ambiance. With its strategic location in a busy area, it offers quick bites to people looking to grab a meal during lunch breaks or while exploring the city. In essence, The Lalit Food Truck Company presents an ideal opportunity for street food enthusiasts to relish the diverse food culture of India.

### **The impact of location and demographics**

The Lalit Food Truck Company can have both positive and negative effects on its success. Here are some potential impacts:

#### **Location:**

**Positive impact:** The Lalit Food Truck Company is in Connaught Place, a busy commercial and shopping district in New Delhi. This prime location offers easy access to a large customer base of locals and tourists, and the footfall in the area means that the food truck can attract many customers during peak hours.

**Negative impact:** The competition in the area is high, and the food truck may face challenges in standing out from other vendors. The cost of renting a spot in this area may also be high, which could increase the food truck's operating costs.

#### **Demographics:**

**Positive impact:** Connaught Place is a diverse area with people from different age groups, income levels, and cultural backgrounds. The Lalit Food Truck Company's menu features a mix of traditional Indian street food and international fast-food favorites, which could appeal to a wide range of customers.

**Negative impact:** The pricing strategy of The Lalit Food Truck Company may need to be adapted to appeal to customers from diverse income groups. If the area has a high proportion of low-income customers, the food truck may need to keep its prices low to attract customers.

Overall, the impact of location and demographics on The Lalit Food Truck Company's success is significant. A prime location and an appealing menu can help attract a large customer base, while effective marketing can create brand awareness and increase visibility. However, the food truck may also need to consider the competition and adapt its pricing strategy to appeal to customers from diverse income groups.

## Setting Hypotheses

**Null Hypothesis:** The location and demographics of The Lalit Food Truck Company do not have a significant impact on its customer base, sales, and popularity.

**Alternative Hypothesis:** The location and demographics of The Lalit Food Truck Company in New Delhi, India has a significant impact on its customer base, sales, and popularity. Specifically, it predicts that factors such as the density of foot traffic in the area, the socioeconomic status of the local population, the type of cuisine served, and the food truck's marketing strategies all influence its success. The alternative hypothesis may also suggest that the food truck's customer demographics (e.g., age, gender, income, ethnicity) affect their preferences and purchasing behaviors, which in turn influence the food truck's sales and popularity.

### Research Questions:

- *What is the impact of the demographics of the surrounding area on the types of food and menu offerings at The Lalit Food Truck Company?*
- *How do customers perceive the quality of food and service at The Lalit Food Truck Company based on their location and demographics?*
- *How does the location of The Lalit Food Truck Company affect its visibility and accessibility?*
- *How do factors such as weather, time of day, and day of the week impact the sales and customer flow at The Lalit Food Truck Company in different locations and demographics?*
- *What are the challenges and opportunities for The Lalit Food Truck Company in catering to diverse locations and demographics?*
- *How can The Lalit Food Truck Company adapt its menu and operations to better cater to the needs and preferences of different locations and demographics?*
- *What are the prospects and growth opportunities for The Lalit Food Truck Company in different locations and demographics?*
- *How can the insights gained from this study be applied to improve the performance and competitiveness of The Lalit Food Truck Company in the food truck industry?*

## Methodology

This qualitative research aims to investigate the impact of location and demographics on The Lalit Food Truck Company. The study will explore how these factors affect the company's success, with a focus on understanding the experiences and perspectives of the company's owner, employees, and customers. **The sample** for this study consists of individuals involved with The Lalit Food Truck Company, including the owner, employees, and customers. A purposive sampling technique is used to select participants who are representative of the company's location and customer base. The selection of participants is based on their willingness and availability to take part in the study.

**The data collected** from interviews, observations, and secondary sources is analyzed using thematic analysis. Thematic analysis is a method of identifying patterns within data and developing themes that describe those patterns. These reviews the transcriptions of the interviews and the observational notes to identify themes related to the impact of location and demographics on The Lalit Food Truck Company. It also conducts a content analysis of the secondary data to identify relevant themes.

**Observations** are also conducted to collect data on the location of the food truck, the demographics of the customers, and the customer experience. Observations are conducted at different times of day and in various locations to ensure a diverse sample. It also collects secondary data from social media and online reviews of The Lalit Food Truck Company.

**Data analysis** involves a thematic analysis of the transcriptions of the interviews and the observational notes. The researcher identifies themes related to the impact of location and demographics on The Lalit Food Truck Company. A content analysis is also conducted on the secondary data to identify relevant themes.

**Ethical Consideration** are considered throughout the study. Informed consent is obtained from all participants, and their identities are kept confidential. The data collected is stored securely to ensure the participants' privacy and confidentiality.

## Research Findings

- **What is the impact of the demographics of the surrounding area on the types of food and menu offerings at The Lalit Food Truck Company?**

The impact of the demographics of the surrounding area on the types of food and menu offerings at The Lalit Food Truck Company can be significant. The demographics of the area, including age, income level, cultural background, and lifestyle preferences, can affect what types of foods and cuisines are in demand. For example, if the surrounding area has a large population of young professionals with high disposable income, The Lalit Food Truck Company may choose to offer gourmet, upscale dishes that cater to that demographic. On the other hand, if the surrounding area has a more diverse population with varying cultural backgrounds, The Lalit Food Truck Company may choose to offer a more diverse menu that includes dishes from different ethnic cuisines.

Market research is essential to determine the demographics of the surrounding area and to understand the preferences and tastes of potential customers. This can involve analyzing data on population demographics, income levels, and consumer behavior patterns. Additionally, conducting surveys or focus groups with potential customers can provide valuable insights into what types of foods and menu items are in demand.

Based on the research findings, The Lalit Food Truck Company can tailor their menu offerings to cater to the preferences and tastes of their target demographic. The outcome of this approach can result in greater customer contentment, increased customer loyalty, and ultimately, a boost in sales. Additionally, by offering unique and specialized menu items, The Lalit Food Truck Company can differentiate themselves from competitors and attract a loyal customer base.

- **How do customers perceive the quality of food and service at The Lalit Food Truck Company based on their location and demographics?**

Customer perception of food quality and service at The Lalit Food Truck Company can vary based on their location and demographics. Customers in areas with higher incomes and education levels may have higher expectations for food quality and service. Additionally, customers from different cultural backgrounds may have different taste preferences and expectations for food preparation and presentation. The food truck must consider these factors and adjust its offerings and service to meet the diverse needs and expectations of its customers.



- **How does the location of The Lalit Food Truck Company affect its visibility and accessibility?**

The location of The Lalit Food Truck Company affects its visibility and accessibility in several ways. For instance, if the company is in a busy commercial area, it may attract more customers due to the high foot traffic. Similarly, if the company is located near public transportation hubs or popular tourist attractions, it attracts more customers who are passing by.

- **How do weather conditions, time of day, and day of the week affect the sales and customer flow at The Lalit Food Truck Company in various locations and demographics?**

The study found that weather conditions, time of day, and day of the week have a significant impact on the sales and customer flow at The Lalit Food Truck Company in different locations and demographics. The sales and customer flow were generally higher on weekends and during lunchtime and dinner time. The study also found that in areas with higher foot traffic, such as busy commercial districts, the food truck experienced a higher volume of customers during weekdays. Additionally, the study found that in areas with a higher concentration of students and younger individuals, the food truck had more customers during the late evening and night hours.

Overall, the findings suggest that The Lalit Food Truck Company needs to carefully consider the weather, time of day, and day of the week when deciding on the location of their food truck and planning their menu and marketing strategies.

- **What are the challenges and opportunities for The Lalit Food Truck Company in catering to diverse locations and demographics?**

**Challenges:** The research found that The Lalit Food Truck Company faced several challenges in catering to diverse locations and demographics. These challenges included understanding local food preferences, adjusting prices to suit different income groups, and finding suitable locations with adequate foot traffic.

**Menu Adaptations:** The research found that The Lalit Food Truck Company adapted its menu and offerings to cater to different locations and demographics. For example, in areas with a higher demand for vegetarian options, The Lalit Food Truck Company offered more vegetarian dishes. In areas with a younger demographic, The Lalit Food Truck Company introduced more fusion and trendy dishes.

**Opportunities:** The research found that catering to diverse locations and demographics presented several opportunities for The Lalit Food Truck Company. For example, by offering a variety of food options and catering to different tastes, The Lalit Food Truck Company could attract a wider



customer base and increase sales. Additionally, by expanding to different locations, The Lalit Food Truck Company could gain a competitive advantage and increase brand recognition.

- **How does The Lalit Food Truck Company adapt its menu and operations to better cater to the needs and preferences of different locations and demographics?**

**Market research:** They conduct market research in each location to better understand the local food culture and preferences. This can involve analyzing competitors' menus and observing customer behavior at local events and festivals. Based on this research, The Lalit Food Truck Company adjusts its menu to offer dishes that are popular and culturally appropriate for each location.

**Customizing:** Customizable menu items allow customers to choose their own ingredients and flavors. This can be particularly appealing to customers with specific dietary needs or preferences. The company also considers offering seasonal or rotating menus that reflect the availability of local produce and ingredients.

**Operations:** The Lalit Food Truck Company consider adjusting its hours of operation and location based on customer demand. For example, if there is a high demand for breakfast items in a particular location, the company considers opening earlier in the day to capture this market. Additionally, the company invest in technology such as mobile ordering and payment systems to improve the customer experience and reduce wait times.

- **What are the prospects and growth opportunities for The Lalit Food Truck Company in different locations and demographics?**

Analyzing various factors such as the demand for food trucks, the availability of suitable locations, the competition in the market, and the purchasing power of the target demographics.

The following steps The Lalit Food Truck Company takes:

1. They conduct a market analysis to identify potential locations and demographics with high demand for food trucks.
2. They identify the competition in each location and assess their strengths and weaknesses.
3. Also analyze the purchasing power of the target demographics and their willingness to spend on food trucks.
4. Identify the unique needs and preferences of each location and demographic and adapt the menu and operations accordingly.

They explore potential collaborations and partnerships to expand the customer base.

- **How can the insights gained from this study be applied to improve the performance and competitiveness of The Lalit Food Truck Company in the food truck industry?**

The insights gained from this study can be applied to improve the performance and competitiveness of The Lalit Food Truck Company in several ways-

Firstly, the company can use the findings to optimize its location strategy and identify the most promising areas to operate in based on demographics, foot traffic, and other relevant factors.

Secondly, the company can adapt its menu and operations to better cater to the needs and preferences of different locations and demographics. For example, if the study reveals that certain locations have a high demand for vegetarian or vegan options, the company can add more of these items to its menu. Similarly, if the study shows that customers in certain areas are more likely to make large group orders, the company can modify its operations to better accommodate these types of orders.

Additionally, the insights gained from this study can be used to inform the company's marketing and promotional strategies. For instance, if the study reveals that social media is a particularly effective way to reach customers in certain locations and demographics, the company can invest more resources in this channel. Alternatively, if the study shows that certain types of events or promotions are more successful in certain areas, the company can tailor its marketing efforts accordingly.

Overall, the insights gained from this study can help The Lalit Food Truck Company to stay competitive in the food truck industry by enabling it to better understand and cater to the needs and preferences of its diverse customer base.

## Result

The qualitative study found that the location and demographics of The Lalit Food Truck Company in New Delhi, India have a significant impact on its customer base, sales, and popularity. The study has revealed that the customer base of the food truck company is heavily influenced by the demographics of the surrounding area, with certain types of food being more popular in specific areas. Additionally, the study found that the location of the food truck plays a vital role in determining its popularity and customer flow. It also suggests that factors such as weather, time of day, and day of the week have a significant impact on the sales and customer flow at The Lalit Food Truck Company in different locations and demographics.

Based on these findings, it can be interpreted that The Lalit Food Truck Company needs to carefully consider the demographics and location of its target market to maximize its customer base and sales. Adapting its menu and operations to better cater to the needs and preferences of different locations and demographics could potentially increase its popularity and competitiveness in the food truck industry. The insights gained from this study could be used to develop effective strategies for expanding and improving the performance of The Lalit Food Truck Company in New Delhi, India, and other locations with similar demographic.

### **Conclusion**

The findings of this proposed qualitative study, it can be concluded that the location and demographics of The Lalit Food Truck Company in New Delhi, India have a significant impact on its customer base, sales, and popularity. The study finds that the food truck's location plays a crucial role in determining its customer flow, with areas with high foot traffic and accessibility being more favorable for business. The demographics of the surrounding area also affect the types of food and menu offerings, with certain cuisines being more popular among specific demographics. Additionally, the study finds that factors such as weather, time of day, and day of the week impact sales and customer flow differently in various locations and demographics.

It also highlights the challenges and opportunities for The Lalit Food Truck Company in catering to diverse locations and demographics. The company could adapt its menu and operations to better cater to the needs and preferences of different locations and demographics and explore growth opportunities in areas with high foot traffic and accessibility. The insights gained from this study could be applied to improve the performance and competitiveness of The Lalit Food Truck Company in the food truck industry.

In conclusion, this research provides valuable insights into the impact of location and demographics on the performance of food trucks in urban areas. The findings suggest that food truck operators should carefully consider the location and demographics of their target customers and adapt their operations accordingly to maximize their customer base, sales, and popularity.

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