

# ROADSIDE DELIGHTS: EXPLORING THE RISE AND IMPACT OF FOOD TRUCKS ON THE CULINARY LANDSCAPE IN BANGALORE

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**Abstract:** Bengaluru's food truck industry has undergone substantial changes since the end of the pandemic. Food truck owners have had to change how they provide service to their clients in response to the advent of new safety procedures. To lower the danger of transmission, several food truck businesses have switched to internet ordering and contactless payments. In order to protect the health of its patrons, food truck operators must now adhere to tougher sanitation and hygiene rules. Despite these difficulties, Bengaluru's food truck business has persisted in its growth, with several owners coming up with creative solutions to cater to the shifting consumer demands.

**Keywords:** Online ordering, Customer needs, Hygiene, etc.,

## 1. INTRODUCTION

Company name: 'The Dinning Car' Food truck – Restaurant on wheels.

A large truck, trailer, or van outfitted to prepare, cook, serve, and sell food is referred to as a "food truck" or "mobile restaurant." First, they attempt to address Bangalore's food scarcity. In some locations, they're going to make room for food trucks—basically, restaurants on wheels.

Food trucks are becoming more and more well-liked because they are not only inexpensive but also bring back fond memories. Additionally, food trucks are used for advertising purposes as well as special events like weddings, filming locations, and business meetings. For a number of reasons, starting a food truck business in Bengaluru can be very successful. First of all, Bengaluru is a vibrant city with a diverse populace that enjoys trying out new foods. Second, the city has a thriving street food scene, and food trucks may provide distinctive and mouth-watering dining experiences that satisfy local palates.

Compared to traditional restaurants, food trucks can also provide greater flexibility and reduced operating expenses. The popularity of social media and culinary blogs has opened up new marketing possibilities for food trucks. Overall, for individuals who are enthusiastic about food and entrepreneurship, launching a food truck in Bengaluru can be a wise business choice.

**For example,** schools, private IT parks, and spot-on daily wages.

A food truck not only include sandwich but also add pancakes, beverages, muffins, cereals, and some food combos, etc., People experience food poisoning or stomach aches after trying food trucks because old oil is perceived as unhygienic. So, we choose sandwich packages.

### **1.1 Importance of food trucks in Bengaluru after the pandemic of 2020:**

Restaurants, cafes, and other food businesses in Bengaluru have all suffered greatly as a result of the pandemic. However, in a post-pandemic environment, food trucks may be extremely important to the city's culinary culture. Food trucks have a number of benefits, like mobility, lower footprints, and more outdoor dining options, that can help them adjust to the new normal. Additionally, food trucks can offer takeaway and contactless choices that comply with current safety regulations and client preferences. Food trucks can take advantage of technology to provide a simple and convenient ordering process as e-commerce and online ordering grow in popularity. Food trucks can provide a distinctive and enjoyable eating experience that draws people and supports the regional food economy as the city progressively recovers from the pandemic.

## **2. LITERATURE REVIEW:**

The reviews of this paper can be relied upon by the food truck sector as well as the locality, location, owner, concept, food category to provide, price, social media, marketing, budgeting, and other diverse fundamentals. The consequences and new trends in the food truck sector are difficult to properly explain. It is well known that the historical viewpoint is deeply rooted in the past, but when we discuss the Indian scene, less research has been done in relation to the food truck industry. With the Lauri, we can locate on-the-road sellers, but it's the one shape and transformation that can be discussed as a food truck, food van, mobile food van, or truck like other names can discuss.

There is a severe paucity of study in the area of mobile food vending, which is also disproportionately qualitative. This study aims to add scientific value to the existing research on mobile food vending in the hospitality literature by taking a diverse strategy that includes both qualitative and quantitative

evaluations. The relationship between consumer dining out expectations and how they were established is profoundly understudied in literature.

Additionally, previous studies on customer expectations and satisfaction leave out the world of mobile food vending (see, for instance, Taylor & Edgar, 1998). According to Kivela, Inbakaran, and Reece (1999), the current study on guest satisfaction and service quality is restricted to conventional eating establishments and focuses more on an overall examination of service quality and satisfaction than on dining satisfaction. Therefore, this study uses multi-attribute scales to gauge client expectations and how they relate to prior experiences, values, and motivation. The relationship between consumer satisfaction and the attributes of mobile food vending will be investigated using multi-attribute scales, along with the identification of the attributes themselves.

### **Historical perspective:**

The main focus of Lindsay's research was to determine how a food truck emerged and what impact it would have on local policies. She had a particular focus on the policy implications, writing and researching the modern, practical perspective of a food truck. She also discussed the rules governing food truck lineups, current policy debates, and their effects on various issues relating to the food truck concept. She used a mix method approach to determine the outcome, combining qualitative and quantitative techniques with an online survey and one-on-one interviews. My opinion is that this research object successfully addressed the domain, and one may determine the relevance of the same by analyzing it. (2011) Lindsay Moriarty Brian A. McNamara specifically discussed the competition component with regard to coordinating time, location, substitutes, and cost in his study. In the Washington, DC, metro region, 150 food trucks servicing 20 locations with various cuisine types participated in the study. The venue, its importance to the contest, as well as the sort of cuisine, served there and its relationship to the schedule list display were the most important factors. He had successfully accomplished the research goal with the model that had been identified. The restriction of study scope with the intricacy of analysis is one of the most crucial issues he had raised. In terms of location-based product scheduling diversification, he also suggested the future (Brian A. McNamara, January 2014) social media and entrepreneurship: a case of food truck study had a very limited scope because it only looked at how social media affected the food truck industry. They have examined a number of social media platforms, including Facebook, Twitter, and others, to determine their influence in luring customers. In today's environment of advertising done to promote the firm, it is highly monochromatic. The fact that the food truck industry is small relative to other businesses means that it has limited financial resources, but there is more to it than simply discussing the impact of so-called social media platforms. One of the worst conclusions drawn from the research is

that businesses that tweet twice daily are more likely to survive than those that don't and that businesses that tweet more frequently than twice daily do not exhibit enhanced longevity. In my opinion, they have wasted time analyzing how social media has affected food trucks when they should be talking about alternative inexpensive methods of promoting the food trucks. (June 2014) Scott Wallsten and Corwin Rhyan Bengaluru have become a mecca for food trucks. It's another stop for a delight in a city that loves cuisine. The city's Food Truck and Music Festival attracted such a sizable audience that the food trucks ran out of food twice.

"Once, a patron from Pune claimed to have only come for the beef. Leoma D'Souza, co-founder of the SWAT (Serving with a Twist) truck, recalls, "We were perplexed. However, the law, or lack thereof, poses a threat to their survival. While the city now has 16 food trucks, up from two in 2014, at least eight more have closed their doors just in the last six months. The problem is not competition. Owners of food trucks adhere to the more-is-better philosophy. According to D'Souza, "Some places become known as food hotspots, so more people come." There is no legal requirement for food trucks to operate in India, not only in Bengaluru. Many of them operate using a license for the food sector, which prevents them from cooking or selling while on the go. Subham Kar Chaudhury, the founder of The Food Truck Association (TFTA), claims that there is a gap in the law. A legislative framework that will support food trucks and remove the many uncertainties they currently experience is being developed. Chinese food is served by Food Springs, a food truck in South Bengaluru, which is owned and operated by Rakesh Pathi. "Invariably, it now turns on temporary agreements and bribing," he says. The day a traffic cop or beat cop is transferred, their safety net is gone, and they can be forced to move or, worse yet, have their tools and vehicle stolen. p. 16, 17 of FRPT: FMCG Industry Snapshot). This essay proposes a hypothesis that demonstrates the two fundamental economic forces—taste for variety and information friction—that are driving the explosive rise of food trucks. Three empirical findings were established to back up the theory. First, even after adjusting for national trends and city heterogeneity, there is an increase in interest in food trucks in cities due to the popularity of cell phones and social media. This supports our model's general prediction that the proliferation of food trucks is facilitated by mobile technologies. Second, there is a lot of locational ambiguity for food trucks, and they use social media and smartphones to share this realization in real time. This demonstrates that food trucks experience significant friction due to locational uncertainty, which is made easier by mobile technologies. Third, despite the fact that daily customer distribution at each location is largely consistent, food trucks frequently avoid areas that have recently been frequented. This demonstrates how food trucks take advantage of consumers' desire for variety by capitalizing on their mobility, and it also shows how the proliferation of food trucks has boosted people's

access to a wider variety of foods. We concluded the paper by demonstrating how significantly more variety is brought about by food trucks. (Elliot Annenberg and Edward Kung, April 2014) I have discovered numerous typical legal and competitive challenges, as well as overarching strategies used by distinct gourmet food trucks, by ethnographically documenting the local food truck scene at various levels of operation. The challenges range from getting permits and passing health inspections to fending off rival brick-and-mortar businesses and complying with local rules. Additionally, I've discovered that the success that gourmet food trucks have had is primarily attributable to the variety of business tactics they have devised as well as something less tangible, their dedication to the enterprise.

The use of social and online networking, collaborating with other food trucks to create multi-truck events like bazaars, forming a synergistic relationship with local and distinctive bars, and using small batch, from scratch cooking with both local and higher quality ingredients are some of these strategies. Food trucks are now much more than the versions of their past that they first represented because they were born out of necessity, convenience, and utility. These new mobile restaurants have come about as a result of nostalgia and a desire to go against convention. Gourmet food trucks speak volumes about the owners and the customers themselves and contribute to the development of a strong feeling of community while also building distinctive personalities. Whether gourmet food trucks remain popular for many years to come or eventually transform into a completely different foodway, for the time being at least, they are giving opportunities to both aspiring business owners who want to live out their dreams and to customers who want to connect with one another on a biological, social, and personal level. (2008 B.A., Zachary Arlo Hawk).

### 3. METHODOLOGY

This investigation focuses on customer satisfaction and experience at an Indian city's food truck park. The basic idea is to look at the new potential and other subtle aspects of this food truck park, as well as how customers interact with it. Fieldwork, questionnaire analysis, hypothesis testing, and other carefully selected research instruments will all be employed to achieve the research goals. Although the historical evidence is somewhat old, the basics of employment benefits, time-space, cost, and mobility benefits also provide credence to this strategy. To serve the various purposes, it is necessary to understand a specific area of the domain before giving recommendations, which is why the focus of this study is on the preferences, experiences, and pleasures of the consumer.

## 4. Finding and Analysis

### 4.1 RESEARCH METHODOLOGY

#### 4.1.1 Research Objectives: -

1. To study the satisfaction and experience of customers in the Food Truck Parks.
2. To study consumer behavior for choosing portable food trucks rather than A Sit- Down restaurants.
3. To study the customer preference among various types of food.
4. To find gender differences in their behavior related to the preference for Food Truck Parks based on Trend, Cost, Liveliness, and Hygiene.
5. To find the association between gender and visit to the other food truck parks in Bengaluru.
6. To find the association between status and visit to the other food truck parks in Bengaluru.

#### 4.1.2 Research design: -

1. Research type: Quantitative Research
2. Type of data used: Primary data, secondary data
3. Data collection method: Questionnaire
4. Sampling Method: Convenience sampling
5. Sampling design:
  1. Type of population – infinite
  2. Sampling Unit – Responds

An online survey was developed by Google form to gauge information pertaining to consumer values, customer perception and expectations regarding service attributes, consumer motivations, and demographics concerning the market size and viability of food trucks in Bengaluru, Karnataka. Based on the data and feedback from the pilot study, adjustments were made in order to create an accurate survey tool to measure the market potential for Mobile Food Truck Park in Bengaluru, Karnataka.

Respondents for the survey were selected using convenience sampling. Bengaluru is largely made up of residential areas with pockets of retail within those residential units. Bengaluru, specifically, is generally made up of independent businesses and professional offices. Since the policy changes are intended for areas, the consumer groups targeted for the survey are justified. The survey was administered between March 5, 2015, and April 3, 2015. The survey could be accessed through a web link with any web browser. Started the survey and get the responses are complete and included in the analysis.

## 4.2 RESPONDENT'S PROFILE:

### 4.2.1 SAMPLE PROFILE:

FACTOR	CATEGORY	TOTAL	PERCENTAGE
GENDER	MALE	18	50%
	FEMALE	16	50%
AGE	21-30	34	100%
LEVEL OF EDUCATION	UNDER GRADUATION	8	11.6%
	POST GRADUATION	26	88.4%
TOTAL ANNUAL FAMILY INCOME (IN RUPEES)	NONE	24	70.5%
	₹10,000- ₹15,000	5	14.7%
	₹15,000-₹25,000	2	6.9%
	₹25,000-₹40,000	3	7.9%
Had any experienced in food truck	YES	30	88.2%
	NO	4	11.8%
STATUS	BENGALURU	34	100%

### 4.3 Problem Definition Statement Testing:

#### 4.3.1 Hypothesis:

T Test: Paired Two Sample for Means		
	30	15000
Mean	25.12121212	9393.939394
Variance	8.234848485	179308712.1
Observations	33	33
Pearson Correlation	-0.331459037	
Hypothesized Mean Difference	0	
Df	32	
t Stat	-4.018928023	
P(T<=t) one-tail	0.000166042	
t Critical one-tail	1.693888703	
P(T<=t) two-tail	0.000332084	
t Critical two-tail	2.036933299	

**This test is taken between Gender and income.**

The problem definition statement for the hypothesis testing between gender and income is to determine whether the total number of genders has a significant effect on their incomes. This analysis aims to test the hypothesis that there is no significant difference between the mean income of males and females in the population. The purpose of this analysis is to understand whether gender influences income disparities and to provide insights into the potential factors contributing to income differences between genders. This information could be valuable in developing policies and programs to address income inequality and promote gender equality in the workforce.

### T Test: Paired Two Sample for Means

	5	1
Mean	9.515151515	2.484848485
Variance	11.13257576	1.257575758
Observations	33	33
Pearson Correlation	-0.277637293	
Hypothesized Mean Difference	0	
df	32	
t Stat	10.61768217	
P(T<=t) one-tail	2.56364E-12	
t Critical one-tail	1.693888703	
P(T<=t) two-tail	5.12728E-12	
t Critical two-tail	2.036933299	

**This test is taken between preferred times in a week and how long they wait for food.**

### Asset acquisition:

Assets cost	Expenses
Food van	6,50,000
Utensils	70,000
Materials	20,000
Air fryer, Grill, Juicers, steamer, oven, etc.	3,00,000
Inverter for the van	10,000
Fittings for the van (Chairs, stools, fan)	1,00,000

Licenses	80,000
<b>Total Expenses</b>	<b>16,38,000</b>

### Short-term expenses:

Particulars	1 Month	6 Months	9 Months	12 Months
<b>Direct expenses</b>				
Salary of chefs (2 chefs) (18,000 each)	36,000	2,16,000	3,24,000	4,32,000
Worker's salary (2 Servers, & 2 Cleaner) (5000, 5000 each)	20,000	1,20,000	1,80,000	2,40,000
Expenses on resources (Water, Fuel)	20,000	1,20,000	1,80,000	2,40,000
Miscellaneous Expenses (Menu, Uniforms, dustbins)	800	1,200	1,600	2,400
Promotional Expenses (social media, Events & Advertising)	20,000	24,000	22,000	28,000
<b>Indirect Expenses</b>				
Accounting Charges	8,000	48,000	72,000	96,000
Insurance Premium	4,000	24,000	36,000	48,000
<b>Total Expenses</b>	<b>1,14,800</b>	<b>5,89,200</b>	<b>8,69,600</b>	<b>9,42,400</b>

### PROFIT AND LOSS FOR 5 YEARS

Particulars	Year1	Year2	Year3	Year4	Year5
<b>INCOME</b>					
REVENUE FROM OPERATIONS [GROSS] (10% GROWTH YOY)	16,20,000	17,82,000	19,60,200	21,56,220	23,71,842
REVENUE FROM OPERATIONS [NET]	16,20,000	17,82,000	19,60,200	21,56,220	23,71,842
TOTAL OPERATING REVENUES	16,20,200	17,82,000	19,60,200	21,56,220	23,71,842
<b>TOTAL REVENUE</b>	<b>16,20,200</b>	<b>17,82,000</b>	<b>19,60,200</b>	<b>21,56,220</b>	<b>23,71,842</b>
<b>EXPENSES</b>					
Cost of materials consumed (Resources)	4,00,000	4,20,000	4,40,000	4,60,000	4,80,000
Employee benefit expenses (Chef & Worker Salaries)	6,60,000	6,60,000	7,80,000	7,80,000	9,00,000
Depreciation and Amortization Expenses( 25% tax on truck WDV YOY)	78,000	68,640	60,400	53,155	46,776

Other Expenses ( Misc, Accountancy, Insurance, Promotion)	5,00,000	5,00,000	5,00,000	5,00,000	5,00,000
<b>TOTAL EXPENSES</b>	<b>16,38,000</b>	<b>16,48,640</b>	<b>17,80,400</b>	<b>17,93,155</b>	<b>19,26,776</b>
<b>PROFIT/LOSS BEFORE EXCEPTIONAL, EXTRAORDINARY ITEMS AND TAX</b>	<b>(17,800)</b>	<b>1,33,360</b>	<b>1,79,800</b>	<b>3,63,065</b>	<b>4,45,066</b>
<b>PROFIT/LOSS FOR THE PERIOD</b>	<b>(17,800)</b>	<b>1,33,360</b>	<b>1,79,800</b>	<b>3,63,065</b>	<b>4,45,066</b>

### Break-Even Analysis

Particulars	Year1	Year2	Year3	Year4	Year5
Total Income for the year	16,20,200	17,82,000	19,60,200	21,56,220	23,71,842
Total Expenses for the year	16,38,000	16,48,640	17,80,400	17,93,155	19,26,776
Resultant profit/loss	<b>(17,800)</b>	<b>1,33,360</b>	<b>1,79,800</b>	<b>3,63,065</b>	<b>4,45,066</b>

The above table shows the Break-Even analysis of the business which shows that we would be profitable in the second year.

## 5. CONCLUSION

The business started with the idea of providing food to all levels of people (medium, poor, and sometimes rich). We planned this business with affordably priced food. The ideology is to draft a different cuisine of food with hygiene in cooking as well as serving it to customers. Our business comes with systematic plans and structured procedures. We provide all kinds of chat items (fast food kind). Bun special items, slice bread items, some combos of bread omelets, etc, Eggs & bread, chicken combos, cereals, a variety of Maggi, Beverages, and a few more. Our aim is to build our own brand, reinforcing the new way of fast food, aiming for long time growth and consistent profit towards business. Our main aim of the food truck is to provide hygienic food items at an affordable price to customers. We ensure the satisfaction of all our customers in health and taste wise. We are planning for providing franchises in different places after the success of our brand/business. We are also planning to enter into stock markets after a certain stage of growth and success of our food truck business.

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