

A Study on Popularity of Food Truck in Thane City

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Abstract: *This research paper entitled towards the customer experience and satisfaction of food Truck in Thane, India The most important thing is to figure out how customers behave in relation to that and examine the new directions and other subtleties of this food truck park. To further the research goals, a field visit, questionnaire analysis, hypothesis testing, and other carefully chosen research tools will be employed. The concept in question is based on the fundamental benefits of work, time-space, cost, and mobility; although the historical evidence dates back a long way. The consumer is at the center of this paper because understanding a particular area of the domain is necessary before making recommendations in order to serve different purposes i.e. customer preferences, experience, and satisfaction towards the same.*

This research aims at identifying the market potential for mobile food vending/ Mobile food truck/ truck cart in Thane under different research objective Firstly, this research assesses the potential demand for Mobile Food Truck by identifying the factors that influence consumers' behavioral intention to buy/eat from food trucks.

Second, in order to show the potential market for food trucks, this study tackles the need to record patterns of eating out behavior, particularly for dinner. These patterns include when, where, which occasions, and how much money customers spend at food outlets. Further, this research better understands consumers' attitude toward food trucks and how it influences their support for different policy options to incentivize the expansion of Food Truck vending in Thane city

Keywords: Foodtruck, consumers, consumer behavior, customer satisfaction

I. INTRODUCTION

A food truck is a big car that can both prepare and sell food. Some have on-board kitchens and make food from scratch; others, like ice cream trucks, sell frozen or prepackaged foods. French fries, hamburgers, sandwiches, and other local fast food items are typical. Due to the pop-up restaurant trend, food trucks that serve gourmet food along with a range of specialties and ethnic menus have gained a lot of popularity in recent years. Food trucks, along with portable food booths and food carts, are on the front line of the street food industry that serves estimated Thousands of people every day.

Food trucks historically have been associated with quick and easy-to-prepare foods such as hot dogs or ethnic street food that can be found in busy urban centres. It's now typical to find food trucks somewhere other than busy street corners as menus have grown and their popularity has increased.

Food trucks are common at fairs, festivals, concerts, sporting events, and any other place where people congregate. They are also common in smaller cities and suburban areas. Simple concession stands at large events have been supplanted by food trucks that offer broader—and frequently healthier—options for attendee's at large events.

While some food trucks started out as less costly substitutes for physical restaurants, others are run as add-ons to already-existing eateries. Well-known restaurants occasionally include a food truck in their line-up so they can serve food to crowds during big events or other special occasions. It's also a marketing tool that can draw attention to a brand. For example, some customers might learn about a restaurant by ordering from its food truck at an outdoor event.

One of the few districts in the state of Maharashtra with a developed industrial sector is Thane. The Konkan division is located to the north of Thane district. According to census 2011, it is third in the state in terms of population In terms of

industrial development Thane district is third in the state. Industrialization is the reason for the economic and social development of over half of the district.

1.1 Objectives:

- To study different variations of Food Trucks in Thane city.
- To understand the popularity of Food Truck in Thane city.

II. REVIEW OF LITERATURE

1. Mr. Palak Sharma (2016)

In journal of "IAAER'S pune institute of business management review" ISSN2455 – 8796, volume 1, issue 1, April 2016, page no.31. wrote a research paper on "exploring market potential and venture feasibility for food truck business in Pune- an entrepreneurship case study". Mr. Palak in the paper talked about uniqueness of concept and quickness of service. This case study explores the feasibility and market potential of food truck business in Pune Market for North Indian cuisine. The analysis of the market and business plan development depends on both internal and external factors, with the objective of developing a B plan that can attract angel investment and venture capital. With food comprising of majority of our expenses, this segment is always expected to grow, even if the rate of growth can vary. Regular clients are those in the age range of 21 to 40 who are economically viable members of society.

2. Miss. Sara Khanand Edward Gordon (2019)

In website restaurantindia.in published article with subject "Food Trucks-Volatile yeta Desirable Business model operations" June 15, 2019 In the article, food truck operations across the nation—from northern India to southern India—were compared. They had discussed various issues and problem face by the food truck owner in the country such as infrastructure, maintaining hygiene, environment around the truck, parking, legal authorities etc. They also mentioned about food truck park concept should get popular in cities.

3. Bharguharitas and RajguruTandon (2019)

An article published in BW Business e magazine in august 2019. In the article they talked about startup of food truck business and gave detail information how to go about it. The average cost of starting a food truck business in India is between Rest 10 lakh to Rest 20 lakh, depending on what type of vehicle you have and what you are selling. They had interviewed Sagar Singh, Owner, Amigo Food Trucks said, "The food truck business has a huge potential which will be unlocked only when government comes out with some regulations. This business is much unorganized and the owners of the business face a lot of challenges, even city police and municipal corporations lack the authority to create regulations because there are none in place.

4. Mrs. RinaDogare and ShivangiJatti(2018)

They have written research paper in journal "Athitya- a journal of hospitality" on the topic of "A Study of Food Truck Business in Thane city. Publishing IndGroup, 2018. According to the authors Young people are starting to get interested in the food truck industry, and a wide range of entrepreneurs are entering it. For individuals who wish to launch a new food business but lack the funds for brick and mortar establishments, food trucks appear to be a viable option. The numerous rules and laws that must be adhered to as well as the marketing techniques used to draw clients.

5. Rama Krishna Bandaru wrote research paper on "customer's perception towards food truck products in India", in GJESRM journal, ISSN 2349-4506. In his research he said food truck business is a very famous and a growing business in today's time. Every nation on the planet has followed the mobile food industry trend over the past ten years. 'Customer reach and satisfaction' is the silent component of the food truck industry. Along with the increase in people living standards, 'food on wheel' business made a popular. Over the past five years, this industry has been steadily gaining popularity in India, and a large number of start-up businesses are entering the market. In India, many businesses are seeing quick returns on their investments thanks to strong food truck business plans. The purpose of this paper is to find out how customers feel about the food served at food trucks and share the findings with aspiring business owners who are willing to invest in the food on wheel industry.

Mobile Kitchen, (most commonly referred to as a "food truck") A mobile kitchen typically operates on private property with service to the general public; however, where local ordinances allow, a mobile food truck may also operate upon and sell products from within, the public rights-of-way. Mobile kitchens generally include a full-service,

commercial kitchen accommodating the production of specialized and gourmet cuisine in large quantities. The food is cooked, prepared and then distributed directly from the vehicle through a side-access window. Unlike an ice-cream truck, which is constantly in motion and responds to customers waiting along the side of a public right-of-way, mobile kitchens are typically stationary through the meal period and advertise their daily location using social networking services, such as Facebook and Twitter.

History of food trucks in India:

The food truck known as "Hawker," painted in brilliant yellow and white, first set up shop at the Delhi University Art Faculty gates on September 3, 1977. A month later, it moved to a pavement in front of D school, also known as the Delhi School of Economics. Since the 2008 recession, food trucks have become more and more popular. They are just as much of a restaurant idea as fast food or family-style eating. Due to their inexpensive start-up costs, food trucks are becoming a popular choice for aspiring restaurateurs and are now recognized as legitimate places to launch a career.

Due to a shift in lifestyle, people now choose to visit food streets over restaurants. Because of the enormous demand for street food, the mobile food market is highly competitive. Currently, a number of food trucks are accessible to sell a wide range of dishes, including meals, munchies, and snacks. Based on the kind of food being provided, the majority of these food cart vehicles have unique designs. Currently, the majority of food cart vehicles found in food streets are customized designs made by altering pre-existing three- or four-wheeler vehicles.

License required for a food truck in India

A food truck is a great opportunity to make huge earnings. You just need licenses and your passion for catering lip-smacking dishes. It is obvious to have doubts about licensing to start a restaurant business. You must have a business plan to start a food truck business. It will be a roadmap to future growth. Chalk your truck requirements – a basic food truck or customized, or remodeling of your old truck, equipment requirements, and plan your finances. And apply for licenses and permits. Licensing for a food truck may be a long process as it is not well organized at one window. There is no government regulatory body assigned to establish a food truck business.

In India, there is no specific permit available for the food truck business. There are certain licenses for a food truck that is similar to those required to open a restaurant. The basic license and the foodservice permit are on main focus in every city. Different cities have different guidelines for food service permits. You may need additional permits also per your food menu and serving location. The truck Food business requires different license and permissions than a license for a food stall.

Food License

FSSAI (Food Safety and Standards Authority of India) provides the license under the Licensing and Registration of Food businesses Regulation, 2011 for every food business. And you have to follow their standards to ensure safe food for human consumption.

FSSAI Registration and FSSAI License are different as per the business size and premises. Large food manufacturers/processors/transporters/importers of food products need to apply for state/central FSSAI license. If a business has a turnover of Rs.12 lakh or above per annum require this license. To operate a petty food business, FSSAI registration is required instead of FSSAI license.

Popular food trucks in Thane city

1. The Better Butler.
2. Die Eating
3. Tasty Bite
4. Tandoor Darbar The Kebab Food Truck
5. The Crave Truck
6. The Pitch on Wheels.
7. Sahaj Snacks
8. The Protein Hub.
9. The Wings Express
10. SMAKSLOK

III. RESEARCH METHODOLOGY

Our study of research is Quantitative as well as Qualitative research, so we have collected all the information and data through both the primary source and the secondary source. For primary data and information, we have conducted an online survey through which we have collected all the necessary information like their preference towards the Food Trucks preferred by the respondents to achieve the desired results and conclusions.

Our research methodology comprises three steps. The first step focuses on exhaustive primary and secondary researches, where we collect information and data on the variation of the Food Truck. We then connected with the common people around the Thane City to analyze their taste preference, pricing preference, their approach towards the Food Truck. The next step involves analyzing the trends which people prefer.

On the other side, we have also collected secondary data from different sources like journals, books, magazines, different websites, web-magazines etc. So, from both of the sources (viz primary and secondary) we have discussed and collected our necessary points and now we will be able to do whole study. This study adopted both qualitative and quantitative approach because in this survey both numerical and non-numerical data questions have been asked.

IV. RESULT AND CONCLUSION

Preferences of food timings from food truck

39.9% of respondents prefer to purchase their food on food truck at Dinner time

32.9% of respondents prefer to purchase their food on food truck at Late Night

19.1% of respondents prefer to purchase their food on food truck at Lunch time

8.1% of respondents prefer to purchase their food on food truck at Morning time

Frequency of visit to Food truck

32.4% of the respondents regularly visit food truck.

31.2% of the respondents Occasionally visit food truck

25.4% of the respondents sometimes visit food truck

11% of the respondents Rarely visit food truck

To study different variations of food truck

According to the survey, 14.5% prefer continental meals, 32.9% prefer Chinese meals, and 49.7% prefer Indian meals. Additionally, some meals have been suggested by respondents in response to their concerns.

The average response is prepared to pay between 200 and 400 rupees per visit.

Pav bhaji, Miasalpav, paneerkabab, tikka masala, onion pakoda, vegetable pakoda, and vegetable fried rice are a few popular vegetarian Indian dishes.

A few well-liked non-vegetarian Indian dishes include omelets, egg bhurji, chicken kebabs, chicken keema, grilled chicken sandwiches, pepper chicken, and biryani.

Two well-liked continental vegetarian recipes are Habanero Chilli Paneer and Chessy Potato Poppers. Baked Spaghetti with Paneer, Jalapeno Blast Nachos, Penne pasta, and Texas BBQ Style Tacos B. and Pizza

Classic chicken wings, BBQ chicken nachos, PeriPeri tacos, chicken and cheese salad, barbecued chicken, and chilli garlic wings are a few popular non-vegetarian continental dishes.

People like their ice cream, milkshakes, and soft drinks.

The following food truck varieties are available: street food truck, fast food truck, gourmet burger food truck, sandwich food truck, and vegan food truck.

To understand the popularity of food truck in thane city

42% of respondents have rated Excellent for food truck services

38.5% of respondents have rated Good for food truck services

18.9% of respondents have rated Satisfied for food truck services

2% of respondents have rated Unsatisfied for food truck services

V. CONCLUSION

As food truck requires far less capital than a sit-down restaurant, a food truck is seen as a highly profitable food business idea. This alone is a competitive advantage of running a food truck instead of a regular restaurant as the money

you save in setting up. Nowadays people prefer to go to food streets when compared to restaurants due to change in lifestyle. Hence there is huge demand for street foods making mobile food industry competitive.

At present there are various food trucks available to sell wide variety of foods including chats, snacks, meals etc. Most of these food cart vehicles have customized design based on what type of food is served. At present most of the food cart vehicles available in food streets, the customized design is carried out by modifying the existing three wheeler/four wheeler vehicles.

As per the analysis with a rise in youth spending, middle-class expenditure, conscious consumerism, mobile lifestyle and requirement of food on the go, the Food Truck has become quite a rage among the Thane. Given that revenue growth in the food truck industry is expected to reach 3.7% over the next five years, the industry's future appears bright. If things work out this way, the industry total will climb to a massive growth for a newly introduced industry.

Limitation

1. Only 173 customers participated in our Survey, thus we are unable to provide accurate information regarding the impact of other food trucks.
2. It is not possible for us to include every food truck in Thane City.
3. Since primary and secondary data were the study's primary sources of information, the likelihood of objective information is low.
4. One of the study's weaknesses is its lack of information.
5. Subgroups were too small for independent factor analyses.

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