



## **A Study on Customer Experience and Satisfaction towards Food Truck in Coimbatore City**

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### **ABSTRACT**

The purpose of this study on customer Satisfaction will help us to understand the Needs & wants of the customers towards Food truck. . The study could provide Appropriate information about the level of Customer satisfaction towards Food truck. This study also investigates the services and Factors which influence the customers towards the food truck and also identify what customers are expecting from the Food. To know about the Customer Satisfaction and factor which influence the Customer's preference in buying decision process. Customer satisfaction is influenced strongly by culture, social, personal and Psychological factors. For this purpose, Questionnaire method is adopted to find out level of customer satisfaction. This Study concluded that it was found that most of the customer towards Food truck because of it food experience, quality of Food and varieties.

Keywords: Food Truck, Customer satisfaction

### **1.Introduction of the study**

A Food truck is a large vehicle equipped to cook and sell food. Some, including ice cream trucks, sell frozen or pre-packaged food; others have on board kitchens and prepare food from scratch. Sandwiches, hamburgers, French fries, and other regional fast food fare are common. In recent years, associated with the pop-up restaurant phenomenon, food trucks offering gourmet cuisine and a variety of specialties and ethnic menus have become particularly popular.

Food trucks, along with portable food Booths and food carts, are on the front line of the street food industry that serves an estimated 2.5 billion people every day. Food trucks have gone through several modifications before it could come to today's version. Since its origin, the shape and size have been changed, but there is still one thing common food trucks offer the easiest and quickest way of food. Years back, when it was started as a food wagon, no one would have thought that someday it would become a part of the food mainstream. A food truck is like a restaurant on wheels. It has several distinct advantages over a traditional eat-in restaurant. A food truck can go to where the customers are. It has a pretty low overhead, compared to a restaurant, and requires fair less staffs. However, a food truck is still a business that requires a lot of work and attention – especially in the first couple of years. Food-trucks have become increasingly popular over the last 5 years with an annual sales growth of 9.3%, and the food-truck industry is a top performer in the large food-service sector.

Foodtruck business performed much better than other players in the restaurant industry during the economic recession of 2007 to 2009, since consumers sought out replacements at budget conscious prices.

The industry is expected to continue to grow, not only because consumers increasingly favour a unique experience and new cuisine at affordable prices, but also because an entrepreneur does not have to be financially equipped with an initial investment to start a mobile food business. Compared to a traditional brick-and-mortar restaurant, starting a food Truck business requires substantially less capital. The restaurant industry has rapidly embraced 2 a food-truck as a feasible distribution channel for reaching consumers, launching new products and testing niche markets in this sector.

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## 2. Statement of the problem

Food trucks are very new to Coimbatore city this project would help us to know how much the food trucks have reached out to the people in the city. This would also help us to know how much the people of the city have had an idea of the food truck concepts. It would help us to know the consumer's preferences and satisfaction with food trucks. It would also help us to know the different concepts and reasons how these food trucks came up and the different types of services provided by them.

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## 3. Objectives of the study

- To know the quality of service provided to the customers in the Food Truck.
- To identify the attracting factors of Food Truck among customers.
- To emphasize the impact of social media among Food Truck
- To study the customer satisfaction among various types of food in Food Truck.
- To determine the customer experience towards Food Truck.

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## 4. Scope of the study

- Marketers must study their target customer's wants, perceptions, preferences and buying behaviour. Such study will provide clues for developing new varieties, features, prices, channels, messages, and other marketing mix elements in the fast food industry.
- An analysis of consumer's attitude is a pre-requisite for the decision makers of a planned economy because it enables them to have an understanding of the current and future demand to match and supply with changing pattern of demand.

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## 5. Research Methodology

Research methodology is a way to systematically solve the research problems.

### 5.1 Area of Research

This study is based on the consumer experience and satisfaction towards Food Truck in Coimbatore city. Customers are the main respondents in this research.

### 5.2 Sources of Data

It includes both the primary data and secondary data. The questionnaire is prepared and issued to the consumers to get the responses and it is required for the research. Secondary data is collected from journals, articles, books, and websites.

### 5.3 Sample Size

154 questionnaires were collected from different shoppers with reference to Coimbatore city.

### 5.4 Tools for Analysis

Questionnaires were created in order to receive the necessary response required from the sample to achieve the study objective. Therefore, sampling method is used in order to collect data. The main statistical tools used for analysing primary data Rank Analysis

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## 6. Limitations of the study

- This project is limited to Coimbatore city.
- The concept of food trucks is very new to the city and there are very few food trucks that are in the city.
- These food trucks have not become very famous among the people because they don't be in a constant place and it's not available all the time.
  - They keep moving around a lot which may not attract regular customers

## 7. Review of Literature

- <sup>1</sup>Dr. Ramakrishna Bandaru, venkethdwarlu( August 2017 ) the present study is aimed at to identify the customer's perception towards the food available at food trucks and communicate the results to the new entrepreneurs who ready to invest in Food on Wheel business. The scope of the present study is restricted to identify the customers motivating factors and satisfaction levels about the food truck products in the Indian mark.

The study used 'purposive sampling' technique to select the sample from Hyderabad City and the sample size is 120 customers. The primary data Has tested using various statistical tools like mean, standard deviation, Chi-square, Descriptive, ANOVA and Garrett Ranking method to get the results in a scientific way. regarding customer's satisfaction, it is found that the customers have given first preference to the 'quality' of the products followed by the 'Taste'. So that, the investors have to think about these two satisfying factors.

- <sup>2</sup>Apeksha Desai, RavikumarPrajapati ( May 2019 ) in India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry. The research is based on quantitative research. This section outlines how the data was analysed to examine respondent profiles, carry out a preliminary examination of the data and assess reliability and validity of the study. The analytical techniques that were used to test the hypotheses of the study are then explained. This chapter presents the result of the statistical analysis of collected data.

### 7.1 Research gap

The above research papers were only about the satisfaction of Food Truck but this briefly portrays the experience, Food hygiene and environment of a Food Truck. This Study also differentiated from the others as it takes into consideration only streed food and customer loyalty. This study analyses the various factors associated with the friendly personalized service and efficient customer service among Food Truck.

## 8. Analysis and Interpretation of Data

Analysis of data is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusion, and supporting decision-making. Data analysis is a process for obtaining raw data and converting it into information useful for decisionmaking by users. Data are collected and analysed to answer question, test hypotheses or disprove theories.

Statistician John Turkey defined data analysis in 1961 as: "Procedures for analysing data, techniques for interpreting the results of such procedures, ways of planning the gathering of data to make its analysis easier, more precise or more accurate, and all the machinery and results of (mathematical) statistics which apply to analysing data."

Data interpretation refers to the process of using diverse analytical methods to review data and arrive at relevant conclusions. The interpretation of data helps researchers to categorize, manipulate, and summarize the information in order to answer critical questions.

The importance of data interpretation is evident and this is why it needs to be done properly. Data is very likely to arrive from multiple sources and tends to enter the analysis process with haphazard ordering. Data analysis tends to be extremely subjective. That is to say, the nature and goal of interpretation will vary from business to business, likely correlating to the type of data being analysed. While there are several types of processes that are implemented based on individual data nature, the two broadest and most common categories are "quantitative and qualitative analysis."

The following tools were used:

- Rank Analysis

### 8.1 Rank Analysis:

Ranking method is a method of performance appraisal. Ranking method is the oldest and most conventional form of method. In this

method all employees are compared on the basis of worth. They are ranked on the basis of best to worst. A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is

<sup>1</sup>Dr. Ramakrishna Bandaru, venkethdwarlu ( August 2017), Customers perception towards food truck products in India. Global journal of engineering science and research management, volume 4(issues 8)

<sup>2</sup>Apeksha Desai, Ravikumar Prajapati (May 2019), A study on reasons for the growth of food truck park with reference to its users and non-users. Comprehensive project report

known as a weak order or total pre-order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The rankings themselves are totally ordered. For example, materials are totally pre-ordered by hardness, while degrees of hardness are totally ordered. By reducing detailed measures to a sequence of ordinal numbers, rankings make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it finds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics

#### 8.1.1 Factors influencing the rate for quality of service provided to the customers in the food truck

FEATURES	5	4	3	2	1	TOTAL	RANK
Service	62	55	29	8	0	633	1
Hospitality	41	70	34	8	1	604	3
Facility	41	58	47	8	0	594	4
Review	54	59	29	11	1	616	2

#### INTERPRETATION:

The above table shows that the rate for quality of service provided to the customers in the food truck respondents, in that service ranked first which shows that the respondents are most satisfied with that and followed by review, hospitality and least satisfied factor from opinion of the respondents is the facility

#### 8.1.2 Factors influencing the following reasons made the customers to choose the food truck over restaurants

FEATURES	5	4	3	2	1	TOTAL	RANK
Affordable	71	54	26	2	0	653	1
Time	49	78	22	3	2	631	4
Convenience	68	53	27	5	1	644	2
Taste	60	67	20	5	2	640	3
Food hygiene	40	52	47	9	6	573	5

#### INTERPRETATION:

The above table shows that the customers to choose the food truck over restaurants customers in the food truck respondents, in that affordable ranked first which shows that the respondents are most satisfied with that and followed by convenience, taste, time consumption and least satisfied factor from opinion of the respondents is the food hygiene.

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## 9. Findings and Suggestions

### 9.1 Findings

- ✦ 39% of the respondents visit Food truck monthly.
- ✦ 41.6% of the respondents choose South Indian Cuisine.
- ✦ 33.8% of the respondents choose Budget Friendly.
- ✦ 49.4% of the respondents choose Below Rs. 500 towards Spending money for a meal.
- ✦ 38.3% of the respondents choose snacks towards meal of the day.

### 9.2 Suggestions

- ✦ Create a solid memorable, concept.
- ✦ Change or add to your menu seasonally.
- ✦ Grow your social media presence.
- ✦ Concentrate on nutrition.
- ✦ Need more Unique dishes.

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## 10. Conclusion

Based on the study conducted on customer experience and satisfaction towards food trucks in Coimbatore city, it can be concluded that food trucks have managed to capture the attention of customers with their unique and innovative food offerings. Customers have appreciated the convenience and affordability of the food trucks, as well as the quality and taste of the food. The study also found that customers value cleanliness and hygiene in the food trucks and the surrounding area. They also appreciate it when the food truck owners engage with them and provide a friendly and personalized service. Overall, the study suggests that there is a strong potential for the growth and success of food trucks in Coimbatore city. Continued improvement in quality, hygiene, and customer service can help food trucks build a loyal customer base and establish a strong brand reputation.

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