

Descriptive Analysis of Food Truck Online Orders (Food on Wheels) Behavior in Coimbatore– A Case Study

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ABSTRACT

Purpose: *This research study is on Food Truck Park in Coimbatore, Tamilnadu, India. The main goal is to discover customer behavior and analyses the new opportunities and peculiarities of this food truck park. Food trucks are becoming a part of the foodie culture and becoming increasingly popular. It is guessed that the quantity of food trucks working on the roads will keep on ascending because of their similarity with Recent college grads' craving to attempt new food sources and food societies. Field visits, questionnaire analysis, hypothesis, and other research tools will be utilized. This idea is based in the fundamentals of job benefits, time-space, cost, and mobility advantages. To comprehend consumer-customer preferences, experience, and satisfaction is the key element of this study.*

Design/Methodology/Approach: *Field visit, questionnaire analysis, hypothesis and other research tools will be utilized for the purpose of the study, secondary data are gathered from a variety of sources, including Food Online service websites, journals, research articles, and newspaper articles.*

Findings/Result: *We discovered that most respondents were very pleased with the food quality and live entertainment offered at food truck parks. Another goal was to research customer behavior for preferring portable food trucks over sit-down restaurants. The key factors discovered were live ambiance, live food, and variety all in one location. We asked customers about their favorite foods and discovered that Indian and Mexican cuisine are the most popular at food truck parks.*

Originality/Value: *This study examines the overall performance of food trucks in terms of customer satisfaction.*

Paper Type: *Case Study.*

Keywords: Online food delivery, customer satisfaction, lifestyle changing, discounts, SWOC analysis.

1. INTRODUCTION :

This study seeks to assess the market potential for mobile food vending/food trucks/truck carts in Coimbatore, Tamilnadu. For starters, this study analyses the prospective demand for Mobile Food Trucks by analyzing the variables that affect customer behavior. As a result of this study, Food Trucks [1-2] may have a larger market than previously thought. This study also examines customer attitudes about food trucks and how that affects their support for policy alternatives to expand food truck vending in Coimbatore, Tamilnadu [3-5].

Several types of literature were examined for this research's conceptual framework. First, Self-determination Theory, which describes intrinsic and extrinsic motives in consuming behavior, was consulted to discover customer motivations. Intrinsic incentives stem from internal drives like trying new foods or supporting local businesses, whereas extrinsic motivations stem from external forces like wanting to fit in with peers.[6] Second, Levin's Expectancy Theory was used to evaluate the essential characteristics of food trucks that influence customer purchasing decisions. In this theory, anticipation disconfirmation refers to the difference between expectations and fulfilment of certain consumption

characteristics [7-8].

This study collects and analyses data in both quantitative and qualitative ways. An online poll targeting daytime Coimbatore residents and interviews with food truck operators were used to gather data on best practices for Mobile Food Truck policy in other Tamilnadu cities [9-11]. The online survey was sent to randomly chosen people and visitors of the food truck sector in Coimbatore. Despite possible gender bias, the responses reflect the target demographic for the city's Food Truck Park and the economic context. Personal wellness and community development are important priorities for respondents, with the former influencing their purchase/eating decisions.

2. RELATED RESEARCH WORKS :

A Systematic literature search is conducted using the Google Scholar database to review papers published from 1995-2022 with the keywords “Food Truck and Online orders”, and “customer behavior and analyses the new opportunities and peculiarities of this food truck park” the key results found are listed in table 1.

Table 1: This section evaluates several works on Food Trucks based on their output and employing multiple methods of analysis.

S. No	Field of Research	Focus	Outcome/Observation	References
1	Gourmet food trucks (GFTs)	Satisfaction of customers at restaurants	Customer satisfaction was significantly correlated with price/value, service quality.	McNeil, et al., (2019). [1]
2	Entrepreneurship Based on Authenticity and Geographic Communities	Authenticity in terms of craft concepts	A blended techniques examination of the lopsided spatial development of luxurious cuisine trucks in the US.	Schifeling, et al., (2021). [2]
3	Spatial Navigation and Spatial Knowledge	Mental representations of the world's spatial organization	Cognitive maps and cognitive graphs may provide fundamental organizing schemata that enable us to navigate in physical, social, and conceptual spaces by providing structural frameworks for complex information.	Peer, et al. (2021). [3]
4	Organizing Knowledge for Flexible Behaviour	Relationships between non-spatial and spatial actions	Principle-based artificial agents have adaptable behavior and learn maps-like representations.	Behrens, et al., (2018). [4]
5	Fuzzy Cognitive Mapping	Making semi-quantitative mind maps in one place	The process of fuzzy cognitive mapping (FCM) enables the development of an integrated, multidisciplinary comprehension of complex systems.	Olazabal, et al., (2018). [5]
6	Mapping Urban Perception	The built environment's spatial structure and how people remember the city	Unknown aspects of the cognitive role in examining the built environment and the hidden patterns in the relationship between the city's spatial elements and people's mental maps.	Yoshimura, et al. (2020). [6]
7	spatial perceptions	World Heritage Sites (WHSs) of Macau	Respondents' spatial awareness of the WHSs varied depending on gender, origin, mode of transportation, and length of stay, according to comparisons of the mental maps.	Lee, et al. (2018). [7]

8	communication of urban space	Spatial Analysis of Twitter Messages	Effects on city-focused social media monitoring efforts for upcoming special events.	Jiao, et al. (2018). [8]
9	food truck industry	Factors that influence people's decision to eat at food trucks	Using the goal-directed behavior model, investigate the factors that influence consumers' intentions to patronize food trucks.	Shin, et al. (2018). [9]
10	Online-to-offline (O2O) commerce	establishing connections between people and service providers to meet their daily needs	The findings show that the proposed OCD strategy can make it easier to deliver on-demand food to large cities. In less than 120 seconds, the hybrid optimization mechanism can generate crowdsourced delivery routes of high quality.	Jamnani, A., & Jamnani, J. (2021). [10]
11	marketing via food trucks	Interest of Customers in Food Trucks	Marketers and operators of food trucks to come up with effective marketing and operational strategies to attract new customers and increase the number of visits made by current diners of food trucks.	Yoon, B., & Chung, Y. (2018). [11]
12	investigating the use of biological and resident diet	Organic and local food are used in the Toronto food truck industry.	This study used an exploratory method to investigate the reasons behind the use of organic and local food in Toronto's food truck industry, as well as the difficulties food truck owners face in sourcing it.	Holmes, et al., (2018). [12]
13	online food delivery (OFD) service	Customer loyalty is directly influenced by the quality of the food and online services.	Reveals that the relationship between the quality of food and e-services and online loyalty to OFD services is partially mediated by customer satisfaction and perceived value.	Hernández-López, E., (2011). [13]
14	food supply chains	Pandemic of COVID-19 affecting food supply chains	Focus on improving and maintaining the resilience of the supply chain. Strong and dependable relationships in the supply chain are essential to improving the resilience of the supply chain.	Said et.al. (2018). [14]
15	Food Healthfulness	People's perceptions of how healthy food is as a result of learned associations	Therefore, consumers who see a snack food package with a glossy surface will be more likely to choose that package from a variety of snack packages and consume less of it because they will infer that the contents are less healthy if they are motivated to indulge in tasty food.	Alavion, S. J., & Taghdisi, A., (2021). [15]

3. OBJECTIVES OF THE STUDY :

- (1) To improve public health, sanitation, and food safety.
- (2) To enhance public safety, issues relating to private property use, vending near schools, and pedestrian safety.

- (3) To regulate food trucks in public spaces, which is known as public space regulation.
- (4) To provide an economical service.
- (5) To conduct a SWOC analysis of the food truck service sector.

4. METHODOLOGY :

The data and information used in the analysis come from a wide range of sources. The resources include food truck-related standard reference textbooks, numerous cloud storage-related articles, websites, and literature reviews.

4.1 Database searches:

The following are a few examples of online and World Wide Web resources that are repositories of various conference publications and peer-reviewed journals and are frequently consulted for information:

- IEEE Explore
- Google Scholar

5. DESCRIPTIVE ANALYSIS OF FOOD TRUCK BEHAVIOR IN COIMBATORE :

5.1 Number of persons visiting trucks:

Out of the total number of respondents to the study, about 57 percent of respondents visit another food trucks park in Coimbatore in addition to the Coimbatore food trucks park is shown in Table 1 and Figure 1.

Table 1: Number of persons visiting Trucks [15-16].

VISIT TO OTHER FOOD TRUCK PARKS	FREQUENCY	PERCENTAGE(%)
YES	115	57%
NO	85	43%
TOTAL	200	100%

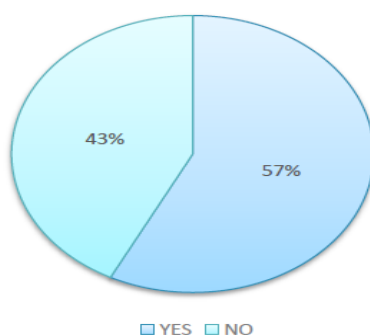


Fig. 1: Diagrammatic representation of No. of Visitors [17]

5.2 Avoiding another Restaurant Food:

Inferring from the preceding graph, we may conclude that the majority of respondents choose Food Truck Parks because of the live food and vibrant atmospheres. Customers, on the other hand, are equally concerned about the flavor of the meal is shown in Table 2 and Figure 2.

Table 2: Preference of Food than restaurant's [17-18].

REASONS	FREQUENCY
BETTER TASTE	154
LESS COSTLY	16
YOUNGER CROWD	97
PROXIMITY	68
LIVE FOOD	196
LIVELY AMBIENCE	153
TOTAL	684

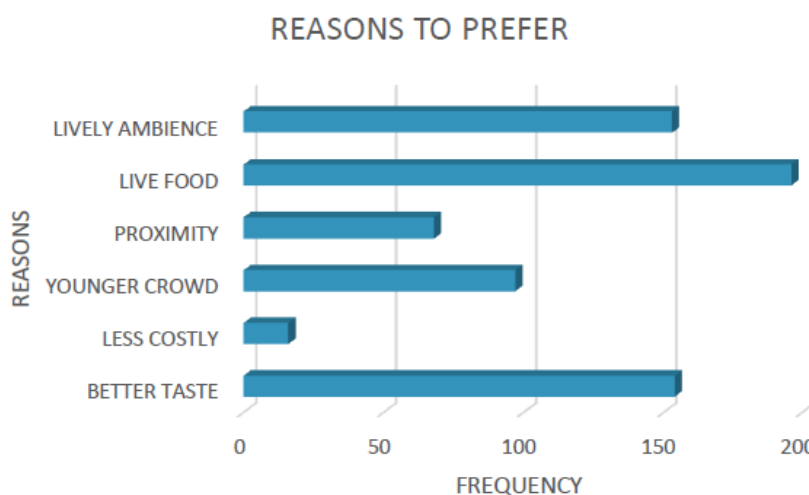


Fig. 2: Reason for preferring other than restaurants [18].

6. REASONS WHY FOOD TRUCK IS BEST INSTEAD OF A REGUALR RESTAURANT :

6.1 Food Truck Involves Relatively Low Operation Cost:

In addition to spending a lot of money on utilities, owning a restaurant necessitates hiring a lot of cooks, cashiers, servers, kitchen managers, and cleaners. as well as monthly property tax payments if you own real estate or rent it out [19-20]. As a direct result of this, it is of the utmost importance that you keep your operational expenses to a minimum, particularly the hidden costs that have the potential to drain the finances of your restaurant [21-22].

6.2 Food Trucks Attract More Customers:

Food trucks, which provide higher-quality food at slightly lower prices than street vendors, have emerged as the most recent consumer trend.

Inexpensive: The vast majority of food trucks are reasonably priced; For as little as 50 rupees, you can eat at a food truck. whereas non-vegetarian meals cost Rs 200. Because the cost of the food is low, you can provide your customers with meals that they can afford [23].

Health and hygiene: Food trucks are the healthier and safer alternative to street food. The majority of people believe that street food is unsafe to consume. As health awareness grows, more and more people are turning to alternatives like food trucks and small restaurants [23].

6.3 Food Trucks Can Experiment with Location:

The location of a restaurant determines its rise and fall. Within the first year, approximately 60% of new restaurants fail. And one of the primary reasons that nearly all of them closed before their fifth year was up was their poor location and high rents. As a result, you must select a restaurant or food truck based on your knowledge [24].

This issue is fortunate because food trucks are mobile and can be placed wherever you want. You can move to a different location to see if your business model can thrive there if your services don't seem to work well there [24].

6.4 Food Trucks Allow You to Build (Or Expand) A Brand:

A food truck has very different dynamics than a sit-down restaurant. A food truck model may make it simpler than a restaurant model to select the best location, experiment with new recipes, and alter plans and menus. If necessary, changing your brand's name and image at a sit-down restaurant may be difficult and costly [25].

You may have more control and flexibility with a food truck. This appears to be the best route for first-time entrepreneurs because it allows them to research and test their model prior to starting a sit-down restaurant, which comes with a lot of risks and costs. You will be able to select the options that would work best for your sit-down restaurant after gaining complete knowledge. This data can assist you with extending your business [25].

6.5 Food Trucks Have Lower Staffing Costs:

Food trucks typically have a small staff because of limited space. In comparison to restaurants, which may offer a variety of cuisines, food trucks typically only offer fast food [26]. Because of this, hiring multiple chefs is less expensive. In addition, unlike restaurants, there are no hiring requirements for hosts and table-cleaning staff.

7. FINDINGS :

There has been an increase in the demand for food trucks as the popularity of food trucks has made them one of the most popular trends in the food service industry. Food truck owners and marketers need to know their target audience in order to succeed in the market. In the food and beverage sector, the food truck industry is particularly competitive. It's the easiest way to get food and serves a wide range of common local fare. However, in order to maintain growth and increase profit margins in this business, being able to meet customer expectations and demands becomes the most important factor.

8. SUGGESTIONS AND RECOMMENDATIONS :

The following are a few of the ideas that we received from the responders.

- The appropriate government authority should conduct regular quality inspections to ensure that the product is of high quality.
- Improvements should be made to the seating arrangements.
- Because the space is so tiny, it may seem very crowded, particularly on weekends.
- The parking space is limited [27].
- Improve the seating arrangement, the atmosphere, and the cleanliness of the surrounding area.
- It is necessary for employees to be properly attired.
- The prices are very expensive.
- It should be constrained by the food regulatory policy and should be authorized in the context of natural resources
- Include more variety, and locate a good location to expand your business.
- Managing space or associating anything with a governing policy are two examples.
- It is necessary to introduce new varieties at a reasonable price and to expand the number of branches [28]
- Free home delivery, more choice, and uniformity are all advantages.
- More diversity, with an emphasis on old Indian varieties in a new form.

9. SWOC ANALYSIS :

SWOC analysis serves as the foundation for assessing the internal and external positive and negative factors that influence a company's success. Information technology is now used by every industry, which is necessary for them to survive in the market. In this context, businesses that provide IT consulting services need to make the most of technology in accordance with the business model of the company and set it on a secure path to success [28-29].

Strengths:

- **Experienced Staff:** Having a lot of experience helps cooks who can adapt and drivers who are competent. Because this is a mobile food business, the cook needs to be able to make food in a small, mobile kitchen without sacrificing taste or quality. The truck driver must be familiar with

the route and all public business location points that have the potential to increase sales [30].

- **Location Flexibility:** We are aware that it is a food truck, a moving vehicle that can be parked anywhere [30]. Near office buildings or tourist attractions, some hotels and restaurants rely on customers or employees. They typically aren't open on weekends or special days because no one is there [31-32].

Weakness:

- **Limited Capital for a Food Truck:** Starting a food truck business is less expensive than opening a hotel or restaurant. However, this does not imply that resources would be lacking. In order to fulfill the fundamental license requirements, it goes without saying that you will require a responsible sum of money to purchase a truck and cover other legal expenses. These costs vary from country to country and state to state [33].
- **Less Experience:** Because it is a business that moves food, you will meet a, from the wealthy to, if you are just starting out in the food truck industry [33-34]. Mastering the art of managing them and maintaining profit will take time.

Opportunities:

- **An Emerging Company:** The new category of businesses includes the food truck industry. There is competition in the market, but not a lot of it at this time. A large market share is available to the newcomers. If they perform well and provide superior service, they might be able to take a sizable share of the market [35].
- **Versatile Application and Site:** In this day and age, it would be advantageous to provide customers with a mobile application and a website for your brand. However, opening a restaurant or weekend delivery service would be beneficial to you. People will leave positive reviews about your food if it tastes good, which will bring in more new customers [36].

Challenges:

- **Legal Requirement:** In some states and countries, food trucks require a permit to operate. In fact, each state's legal requirements are unique and can be challenging to meet. Without a permit, moving the food truck around the city and serving everyone food could lead to a serious government lawsuit. As a result, in order to move around, you need a license [37-38].
- **Easy to duplicate:** Since there are no copyright concerns. A rival could enter the market, and duplicate your flavor and product. You won't be able to prevent this competitor from stealing your market share [39].

10. CONCLUSION :

The study sought to learn about customers' opinions on food truck parks and their meals. Various features of the food truck parks elicited diverse opinions. The study showed that most visitors come to food truck parks for the live cuisine and live atmosphere. The key area of the research was to assess consumer happiness and experience at food truck parks. We discovered that most respondents were very pleased with the food quality and live entertainment offered at food truck parks. Another goal was to research customer behavior for preferring portable food trucks over sit-down restaurants. The key factors discovered were live ambiance, live food, and variety all in one location. We asked customers about their favorite foods and discovered that Indian and Mexican cuisine are the most popular at food truck parks.

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