

Consumer Buying Behaviour Towards Food Truck

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Abstract

A food truck is like a moving restaurant that serves a range of food and beverages to consumers at different places. Cooking equipment and kitchen facilities are fitted inside these trucks and therefore, you can make and serve food right away from a truck. Therefore, a food truck is like an alternative to a conventional restaurant. They are becoming popular because of their capacity to deliver delicious and distinctive food choices at places like street corners, festivals, events, workplaces, and more. Because of space limitations, food truck menus are short but compensate with creativity. Trucks often focus on one or two specialties with intriguing and sometimes ground-breaking flavor combinations.

Keywords: Consumer, Food Truck

1. 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. 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. 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. 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.

2. Statement of the Problem

Food trucks are very new to Sivakasi. 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 consumers buying behaviour towards 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. Hence, the researcher has undertaken the project to analyse the evolution of food truck in Sivakasi and the consumer buying behaviour towards food truck.

3. Objectives of the Study

- ✓ To know the socio-economic profile of the consumers.
- ✓ To analyze the consumer's buying behaviour on food truck.
- ✓ To know the quality of service provided to the consumers in the food truck.
- ✓ To analyze the frequency of visit and choice of food truck outlets.
- ✓ To study the consumer satisfaction among various types of food in food truck.
- ✓ To offer suitable suggestions based upon the findings of the study.

4. Research Methodology

Research methodology is a way to systematically solve the research problem. The study of the research design is descriptive in nature. Both primary and secondary sources of data were used in this study to analyse the consumer buying behaviour towards Food Truck. Primary data was collected through the well structured questionnaire from the consumers in Sivakasi. The secondary data are extracted from standard text books of related topics, journals, leading magazines and websites.

5. Sampling Design

Sampling is the process of selecting representative, subset of a total population for obtaining data for the study of the whole population, the subset is known as sample. Since the

population is not known, the researcher has selected 80 respondents as sample by using convenient sampling method from the consumer in Sivakasi.

6. Hypotheses

- There is no significant relationship between the age of the consumers and taste preference of food truck.
- There is no significant relationship between the gender of the consumers and types of food preferred on food truck.
- There is no significant relationship between the age of the consumers and types of food preferred on food truck.
- There is no significant relationship between the educational qualification of the consumers and types of food preferred on food truck.
- There is no significant relationship between the occupation of the consumers and types of food preferred on food truck.
- There is no significant relationship between the monthly income of the consumers and types of food preferred on food truck.

7. Findings and Interpretation

Chi square test is used to analyze and interpret the collected data.

HYPOTHESIS 1:

H₀: There is no significant relationship between the age of the consumers and taste preference of food truck.

TABLE 1 AGE AND TASTE PREFERENCE OF THE CONSUMERS

S. No	Age	Taste preference preferred at food trucks				Total
		Spicy	Sweet	Savory	Mixed	
1	Below 20 years	13	0	1	6	20
2	20-30 years	16	4	1	6	27
3	30-40 years	4	0	0	0	4
4	40-50 years	5	4	0	7	16
5	50-60 years	4	3	0	2	9
6	Above 60 years	1	0	0	3	4
Total		43	11	2	24	80

TABLE 1.1 RESULT OF CHI SQUARE

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.453 ^a	15	.194
Likelihood Ratio	23.398	15	.076
Linear-by-Linear Association	2.470	1	.116
N of Valid Cases	80		

Source: Calculated Data

From the Table 1.1, it is found that the Chi square value of 19.453 shows a significant value of 0.194. It is more than the accepted level of 0.05. Hence, the null hypothesis is not rejected. It reveals that there is no significant relationship between the age of the consumers and taste preference of food truck.

HYPOTHESIS 2:

H0: There is no significant relationship between the gender of the consumers and types of food preferred on food truck.

TABLE 2
GENDER AND THE PREFERRED TYPE OF FOOD OF THE CONSUMERS

S. No	Gender	Preference on the type of food						Total
		Plant centric	Meat centric	Cereal based	Mixed options	Dessert	Mock tails	
1	Male	1	10	2	9	3	1	26
2	Female	5	18	2	19	7	3	54
Total		6	28	4	28	10	4	80

TABLE 2.1 RESULT OF CHI SQUARE

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.509 ^a	5	.912
Likelihood Ratio	1.562	5	.906
Linear-by-Linear Association	.007	1	.931
N of Valid Cases	80		

Source: Calculated Data

From the Table 2.1, it is found that the Chi square value of 1.509 shows a significant value of 0.912. It is more than the accepted level of 0.05. Hence, the null hypothesis is not rejected. It reveals that there is no significant relationship between the gender of the consumers and types of food preferred on food truck.

HYPOTHESIS 3:

H0: There is no significant relationship between the age of the consumers and types of food preferred on food truck.

TABLE 3
AGE AND THE PREFERRED TYPE OF FOOD OF THE CONSUMERS

S. No	Age	Preference on the type of food						Total
		Plant centric	Meat centric	Cereal based	Mixed options	Dessert	Mock tails	
1	Below 20 years	1	9	0	8	2	0	20
2	20-30 years	2	9	0	9	4	3	27
3	30-40 years	1	2	0	1	0	0	4
4	40-50 years	2	4	2	6	2	0	16
5	50-60 years	0	3	1	2	2	1	9
6	Above 60 years	0	1	1	2	0	0	4
Total		6	28	4	28	10	4	80

TABLE 3.1 RESULT OF CHI SQUARE

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.729 ^a	25	.708
Likelihood Ratio	23.665	25	.539
Linear-by-Linear Association	.145	1	.703
N of Valid Cases	80		

Source: Calculated Data

From the Table 3.1, it is found that the Chi square value of 20.729 shows a significant value of 0.708. It is more than the accepted level of 0.05. Hence, the null hypothesis is not rejected. It reveals that there is no significant relationship between the age of the consumers and types of food preferred on food truck

HYPOTHESIS 4:

H0: There is no significant relationship between the educational qualification of the consumers and types of food preferred on food truck.

TABLE 4
EDUCATIONAL QUALIFICATION AND THE PREFERRED TYPE OF
FOOD

S. No	Educational Qualification	Preference on the type of food						Total
		Plant centric	Meat centric	Cereal based	Mixed options	Dessert	Mock tails	
1	High School	1	10	1	5	1	0	18
2	Undergraduate	3	12	2	18	7	4	46
3	Postgraduate	1	3	0	3	1	0	8
4	Doctorate	1	2	0	1	1	0	5
5	Others	0	1	1	1	0	0	3
Total		6	28	4	28	10	4	80

TABLE 4.1 RESULT OF CHI SQUARE

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.822 ^a	20	.728
Likelihood Ratio	15.429	20	.751
Linear-by-Linear Association	.004	1	.949
N of Valid Cases	80		

Source: Calculated Data

From the Table 4.1, it is found that the Chi square value of 15.822 shows a

significant value of 0.728. It is more than the accepted level of 0.05. Hence, the null hypothesis is not rejected. It reveals that there is no significant relationship between the educational qualification of the consumers and types of food preferred on food truck.

HYPOTHESIS 5:

H0: There is no significant relationship between the occupation of the consumers and types of food preferred on food truck.

TABLE 5
OCCUPATION AND THE PREFERRED TYPE OF FOOD

S. No	Occupation	Preference on the type of food						Total
		Plant centric	Meat centric	Cereal based	Mixed options	Dessert	Mock tails	
1	Student	2	12	0	11	2	1	28
2	Government employee	1	0	0	1	1	0	3
3	Private employee	1	7	0	5	3	3	19
4	Business	0	5	0	6	2	0	13
5	Homemaker	2	3	2	4	1	0	12
6	Retired person	0	1	2	0	0	0	3
7	Profession	0	0	0	1	1	0	2
Total		6	28	4	28	10	4	80

TABLE 5.1 RESULT OF CHI SQUARE

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	50.605 ^a	30	.011
Likelihood Ratio	38.234	30	.144
Linear-by-Linear Association	.152	1	.697
N of Valid Cases	80		

Source: Calculated Data

From the Table 5.1, it is found that the Chi square value of 50.605 shows a

significant value of 0.011. It is less than the accepted level of 0.05. Hence, the null hypothesis is rejected. It reveals that there is significant relationship between the occupation of the consumers and types of food preferred on food truck.

HYPOTHESIS 6:

H0: There is no significant relationship between the monthly income of the consumers and types of food preferred on food truck.

TABLE 6
MONTHLY INCOME AND THE PREFERRED TYPE OF FOOD

S. No	Total Monthly Income (in rupees)	Preference on the type of food						Total
		Plant centric	Meat centric	Cereal based	Mixed options	Dessert	Mock tails	
1	Below 20000	2	12	3	13	4	1	35
2	20000-40000	3	7	1	9	5	2	27
3	40000-60000	0	7	0	4	0	1	12
4	Above 60000	1	2	0	2	1	0	6
Total		6	28	4	28	10	4	80

TABLE 6.1 RESULT OF CHI SQUARE

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.266 ^a	15	.803
Likelihood Ratio	13.106	15	.594
Linear-by-Linear Association	.208	1	.649
N of Valid Cases	80		

Source: Calculated Source

From the Table 6.1, it is found that the Chi square value of 10.266 shows a significant value of 0.803. It is more than the accepted level of 0.05. Hence, the null hypothesis is not rejected. It reveals that there is no significant relationship between the monthly income of the consumers and types of food preferred on food truck.

8. Suggestions

- The owners of the food truck may start doing their advertisement through social media
- The consumers prefer innovative food items. So the food truck should focus on innovation.
- The food truck may consider reducing their oil usage for preparing food.
- It is recommended to food truck owners to keep their working place neat and clean which would create a good impression for the consumers.
- Consumers expect fast delivery of food, so it is suggested to serve their food as soon as possible.
- Proper seating availability near food truck is an important factor preferred by the consumers.
- The food truck owners may consider parking their food truck in a nearer place which would be more accessible for the consumers who wish to have food in food truck

9. Conclusion

The study on Consumer Buying Behaviour Towards Food Trucks has provided valuable insights into the preferences, spending patterns, and factors influencing customer decisions. The findings highlight that food trucks in the region serve as an inclusive and accessible food option, catering to diverse consumer groups. In conclusion, food trucks are not merely a trend but an emerging part of the urban food culture. Understanding consumer behaviour towards them can help business owners design better strategies for long-term growth and customer satisfaction.

10. References

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