



A STUDY ON CUSTOMER SATISFACTION LEVEL OF ROAD SIDE FOOD SHOP IN COIMBATORE

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Abstract: The changed food habits increased their appetite, which has greater influence on the food choice than hunger because any food can relieve hunger, but only certain foods can satisfy the appetite. The appetite increases the people desire to taste innovative foods, but this desire is affected by certain features like economy and agricultural season. In order to satisfy the taste buds technological advances were introduced into food industry.

Food safety should be ensured at all level of production even in small scale industries. Because of the changing lifestyle the percentage of people who take meal outside their homes has increased in recent years. Hence the small hawkers of, street foods are flourishing in all corners of our streets and in the past decades street foods emerged as a part of the nation. The street foods are not only appreciated for their unique flavours, convenience and the role which they play in the cultural and social heritage of societies, but also they have become important and essential for maintaining nutritional status of population.

Key words; street food, hygiene, taste

INTRODUCTION

India is emerging fast growing emerging country. Therefore it faces an obstacle of migration of huge population from rural to urban areas. Due to this change over there is great effect on the food habits of the people. To overcome this problem the people are showing great interest towards ready-to-eat street food as it saves ones time and energy and moreover it is not that cost effective

STATEMENT OF THE PROBLEM

The street foods provide a source of affordable nutrients to the majority of the people especially the low income group in the developing country. mostly street vending occurs at place where sanitary conditions are poor, lack adequate water, lack proper food storage equipment, lack adequate washing facilities everywhere. Majority of the people are consuming the street food irrespective of income. But the main issue is safety.it is difficult to assure the safety at street level.in this research study it is tried to know how many consumers are aware of the safety of street food and their impact on health.

OBJECTIVES

- To study the socio economic characteristics of the customers in study area
- To know about quality of road side shops
- To analysis the satisfaction level of the customers towards road side shop.
- To interpret the problems of customers.
- To other suggestion, recommendations and conclusion.

RESEARCH METHODOLOGY

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

Primary data- It is collected through questionnaire

Secondary data- Collected from journals, magazines and websites

TOOLS USED IN THE STUDY

- Simple percentage analysis
- weighted analysis
- Ranking analysis
- Chi square test

LIMITATIONS OF THE STUDY

- The study is restricted to Coimbatore city
- The sample size has been limited to 125 respondents

REVIEW OF LITERATURE

1. **A.Manikandan, S.Kumaresan and A.K.Subramani(2017)** in their article ‘Customer Satisfaction Towards Dominos Pizza In Chennai – An Empirical Study’ have studied that the Dominos pizza is an American restaurant chain and international franchise pizza delivery corporation. The period of the study is made on 6 June 2019. The purpose of this project is to view the customer satisfaction in dominos pizza outlets, it reveals about the customer perception and customers preference about the dominos products, it will explore the level of satisfaction of customers in pricing factors and in delivery of a product and it will give the suggestion to the dominos outlets to improve some extra qualities such adding some new products, reduction in price etc.

2. **Y .Prabhavathi, N .T .Krishna Kishore, M. RameshKumar(2016)** in their article “consumer preference and spending pattern in road sided shop industry have studied about road sided shop industry is one of the world’s fastest growing sectors in food industry. However, over a period of time, with a growth in the number of nuclear families, economic growth and increasing per capita income as well as globalization, road sided shop culture gained prominence in India. The study reveals that. The average visits made by the sample respondents was three times in a month and that young consumer lifestyle trend consists of taste, convenience and seeking alternate food items which formed the major reasons for consuming road sided shop. Analysis on reasons behind eating road sided shop by the sample respondents revealed that taste (56 per cent) is major reason to consume road sided shop followed by convenience (15 per cent) and alternate to home food (11 per cent).

FAMOUS STREET FOODS

- Panipuri
- Masala puri
- Bhelpuri
- Noodles
- Mushroom
- Kaldosa
- Pav bhaji

ADVANTAGES OF STREET FOODS

- Saves time
- Convenient
- Offers healthy options
- Low cost

TABLE 4.1
AGE OF THE RESPONDENTS

S.NO	AGE IN YEARS	NO. OF RESPONDENTS	PERCENTAGE
1	Below 20 years	39	31.2%
2	21- 29 years	76	60.8%
3	30- 39 years	5	4%
4	40 above	5	4%
	Total	125	100%

Source; primary data

INTERPRETATION;

The above table reveals that the age the respondents.. It is clear that 31.2% of them are below 20 years, 60.8% of them are between 21 to 29 years, 4 %them are below 30 to 39 years, 4% of them are 40 above years.

TABLE 2
RESPONDENTS TIME PERIOD OF CONSUMING FOOD FROM ROAD SIDE SHOP

S.NO	TIME PERIOD	NO. OF RESPONDENTS	PERCENTAGE
1	Below 10 years	21	16.8%
2	1-2 years	55	44%
3	3-5 years	34	27.2%
4	Above 5 years	15	12%
	Total	125	100%

Source; primary data

INTREPRETATION;

The above table reveals the respondents time period of consuming food from road side shop. 16.8% of the respondents have been consuming from road side shop for below 10 years, for 44% for 1-2 years, for 27.2 %for 3-5 years, for 12% for above 5 years

CHI-SQUARE ANALYSIS

Customers attitude is an important element of marketing function which decides the profitability of road side food shop. In this chapter an attempt is made to analyse the main factors influencing the satisfaction level of the customers in the study area. For the purpose of this analysis, variables are classified into two important strata viz.,

Dependent variables and
Independent variables.

TABLE NO 1**RELATIONSHIP BETWEEN AGE AND TYPE OF FOOD PREFERRED**

AGE	FOOD PREFERRED				TOTAL
	Fast food	Tiffin items	Full meals	Snacks	
Above 20 years	23	5	4	7	39
21-29 years	35	20	8	13	76
30-39 years	4	1	0	0	5
40 above	3	0	1	1	5
TOTAL	65	26	13	21	125

To find out the association between age and type of food preferred, chi square test is used and result is given below.

HYPOTHIES

There is significant relationship between age of the respondents' and the type of food preferred by them.

CHI-SQUARE TEST

FACTOR	CALCULATED VALUE	D. F	TABLE VALUE	REMARKS
PREFERENCE	6.915 ^a	9	16.919	ACCEPTED

INTERPRETATION

It is clear from the above table show that, the calculated value of chi-square at 0.05 level is more than the table value. Hence the hypothesis is accepted. So there is a relationship between age and type of food preferred by customers.

TABLE 2**REALTIONSHIP BETWEEN SALARY AND AMOUNT SPENT ON STREET FOOD**

SALARY	AMOUNT SPENT				TOTAL
	Below 100	101-300	301-400	Above 400	
Below 10000	25	21	5	1	52
10001-20000	7	9	3	1	20
20001-30000	2	4	4	1	11
Above 30000	25	16	1	0	42
TOTAL	59	50	13	3	125

To find out the association between salary and amount spent on street food, chi square test is used and result is given below

HYPOTHESIS:

There is no significant relationship between Income of the respondents' and the amount spent on street food.

CHI-SQUARE TEST

FACTOR	CALCULATED VALUE	D. F	TABLE VALUE	REMARKS
AMOUNT SPENT	17.992 ^a	9	16.919	REJECTED

INTERPRETATION

It is clear from the above table show that, the calculated value of chi-square at 0.05 level is more than the table value. Hence the hypothesis is rejected. So there is a no relationship between salary and amount spent on street food.

FINDINGS**SIMPLE PERCENTAGE ANALYSIS**

- Majority (60.8%) of the respondents are 21 to 29 years.
- Majority (44%) of the respondents have been consuming 1-2 years

CHI-SQUARE ANALYSIS

- There is significant relationship between age of the respondents and type of food preferred by the customers.
- There is no significant relationship between salary of the respondents and amount spent on street food by customers.

SUGGESTIONS

- Vendors should improve the quality of road side shop based on customer needs.
- The vendor should know its customers satisfaction level throughout doing periodic surveys. Periodic surveys can treat customer satisfaction directly. Company should improve/upgrades their customer satisfaction.
- The vendor should not only concentrate on the customer satisfaction but also the company led to monitor their competitor's performance in there are as of operations.
- The vendor should make changes according to the other competitors & according to the customer's expectations.
- The vendor should offer low price to its customers.
- Pretty combination with good services should be done to retain customers.

CONCLUSION

- Waiting time at street food carts is less as compared to restaurants.
- The report shows that road side food shop customers often eat only for a low price and taste.
- It has been observed that most customers are satisfied with road side shops
- Hence customers satisfaction towards road shop consumption in Coimbatore city is good.

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