



# International Journal of Tourism and Hospitality

Publisher's Home Page: <https://www.svedbergopen.com/>



Research Paper

Open Access

## A Survey of Quality Management on Roadside Food Stalls in Tiruchirappalli Corporation with Special Reference to Food Industry

V. Thangavel<sup>1\*</sup> and J. MohanRaj<sup>2</sup>

<sup>1</sup>Head -LIRC, St. Francis Institute of Management and Research, Mumbai, India. E-mail: v.thangavel@rocketmail.com

<sup>2</sup>Professor & Head, Department of Management Studies, Nehru Memorial College, Puthinampatty, Trichy, Tamil Nadu, India. E-mail: economistmohan@gmail.com

### Article Info

Volume 3, Issue 2, July 2023

Received : 17 January 2023

Accepted : 19 June 2023

Published : 05 July 2023

doi: [10.51483/IJTH.3.2.2023.49-58](https://doi.org/10.51483/IJTH.3.2.2023.49-58)

### Abstract

Food industry and Hotel industry is undergoing metamorphosis in terms of adoption on product differentiation and customer service. New entrants roadside food stall which came in to existence in the last ten years have gained a substantial market share and the hotel industry losing the market share by the 7p's of service. It is very important for the roadside stall understand the voice of the customer to offer services required both to attract new Clients and protect existing Client-base from migrating to others. A survey was conducted and results obtained from 537 respondents were analyzed to understand the factors that influence the roadside food stall selection decisions. The top 10 important parameters are found from the study.

**Keywords:** Hotel Industry, Food Industry, Metamorphosis, Food stall, Customer relation, Customer demands

© 2023 V. Thangavel and J. MohanRaj. This is an open access article under the CC BY license (<https://creativecommons.org/licenses/by/4.0/>), which permits unrestricted use, distribution, and reproduction in any medium, provided you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license, and indicate if changes were made.

### 1. Introduction

For the past two decades both Global and Indian Hotel industry have been undergoing rapid changes and similar changes in the roadside food stall operators and it will be reflecting several underlying developments in meeting the customer demands, service, and cost. the most significant changes has been advances in communication and services which have accelerated and broadened the dissemination of services availability and offer to the customer by lowering the operational cost. A lot of structural changes were introduced in the food industry and in phases to improve customer service productivity relationship with customer and enhance management control and came into existence as a result of competitiveness in the economy and maintain a good market share for the doing business in Tiruchirappalli corporation.

The domination of hotel industry was declaimed over the years with the entry and aggressive expansion of the roadside food stall to competitive by product differentiation and types of service. It will be needed there to study in the roadside food stall content behavioral habits and preferences of customer's consumptions. A survey was conducted, and the responses received from 537 respondents were analyzed to understand the perception of roadside food stall-based services and preferences offered to them. The study listed factors of importance in choosing the roadside food stall by customers and also measured the performances in a five-point scale three-point scale and two-pointscale.

\*Corresponding author: V. Thangavel, Head -LIRC, St. Francis Institute of Management and Research, Mumbai, India.

2709-9768/© 2023. V. Thangavel and J. MohanRaj. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

## 2. Objectives

Voice of the customer is very important for the development of business.

- Concentrate on services and good relationship with customers.
- Promotional tool creates more impact to get home orders.
- Focus on primary activities like drinking water, parking facilities, varieties of dishes and price.

## 3. Literature Survey

The business literature is flooded with vast array of information on customer preferences of customers in various countries. While such data is limited in the Indian roadside food stall context of different types like *Pani puri* Stall, *Chapati* food stalls and so on. Even though customer preferences vary from country-to-country based on the culture, demography, availability, affordability, service, variability, perishability and penetrations, etc. Roadside food stall outlets scenario in the other countries may throw some light to as on subject of roadside food stall.

## 4. Dimensional View – Hotel Industry

The profitability of roadside food stall and growth claim base are inter linked with intensifying competition in the market, it is very important for the Hotel industries to understand “How customers choose the roadside footstall? Then only roadside food stall can take the proper marketing effects to increase claim base and improper identification of true determinates of consumers exportation from the stall. Selection decisions may result failure due to not identify the quality gap regularly. It was found that roadside food stall customer tends to be loyal provided they satisfy with its service and stick on the types of dishes on the stalls offered and it can change over only when they move to new home in an area outside their network.

According to Arvind Rajagopal in his study point out the increasing trends to businesses and political parties targeting persons rather than masses, forms of patriarchal authority are softened and diffused, leading to a revision of the older distinctions that prevailed between public and private. At the same time, as relations between individuals are mediated more through markets and media, they also generate new kinds of rights and new capacities for imagination along with new ideas of belonging or inclusion that in turn, lead to novel ways of exercising citizenship rights and conceiving politics. This experience of inclusion in new circuits of communication and of sharing intellectual property across classes, such as seen with television, can help to politicize those sections previously marginalized. The food stall owners are forced to compromise on the quality of the ingredients like buying the cheapest variety of flour and re-using oil for three to four days because of the low price they charge for the item. In these days, fast foods, though not exactly called by the same name, these roadside eateries make a fast buck, of course, at the cost of public health.

Soma Basu - Terra Vivian his study nearly two decades development of vendors in India has been everywhere invisible rendering a silent service on the dusty corner of a street in a residential area of this major town in southern Tamil Nadu. And the customer’s points of view she keeps to this schedule unflinching, allowing housewives and working women in her community the opportunity to make quick, small, and emergency purchases from the stall. Each city ends up creating certain ‘natural markets’. Even when suppressed by police and municipal authorities, these markets take on a life of their own. Similarly, every city has its own location arrangements. Within these arrangements the consumers prefer to buy their products in different ways. In cities with a longitudinal layout and where travel time consumes a large part of the day (as in Mumbai), the consumers prefer to access goods along the travel routes. In cities where there is a separation of commercial and residential areas, consumers prefer to buy certain goods such as fruits and vegetables nearer to home and other goods in commercial areas.

Life is not easy for the 10 million-odd street vendors or hawkers and food stall operators in India, many of them in big cities like Mumbai, Kolkata, Delhi, and Bangalore and Tamil Nadu.

“They are covered by a multitude of laws, from municipal, traffic and criminal to railway and other acts covering parks and public spaces. They are not recognized as workers and hence have no protection of their rights,” well-known activist Renana Jhabwala of the Self-Employed Women’s Association (SEWA) says in her essay ‘Roles and Perceptions of Street Vendors’.

“Citizens’ groups fighting for protection of public space argue that street vendors cause congestion and create unhygienic conditions. They are treated as irritants to urban planning and organization, whereas urban development plan should take street vending as part of its planning process and properly regulate hawking,” points out Sharita Bhowmik of the University of Mumbai, a key person in the National Task Force on Street Vending and the man behind the

formation of the National Alliance of Street Vending in India. He believes street vending can be an asset to the urban system if hawkers are given a fair opportunity to contribute to development. “But being marginalized urban poor, they are seen as troublemakers. They experience frequent harassment—their goods are confiscated, carts demolished, and they are victims of extortion and bribery,” rues Bhowmik. Bhowmik strongly recommends legalization to regularize street vending. “If we are able to induce quality control for the service and include it in urban governance, then these traders can add to the comfort and convenience of all,” he emphasizes.

K. Thilagam, a member of a voluntary group, trying to regularize street vending, asserts: “The government has failed to provide them jobs. So, at least allow them to create a natural market on their own.” Even though they have been denied rights, there is at least an attempt to integrate livelihood dependent street food vending in town planning,” is very important from his study observes. While the Indian government is drafting a national policy that aims to protect vendors’ basic rights, each state has different laws. While the West Bengal government amended a section of the Kolkata Municipal Act to make street vending illegal and punishable, Tamil Nadu—considered one of India’s more progressive states—recognizes street business vendors as laborers.

Most of the consumers are however from the middle- and lower-income groups. It is these people who benefit most from roadside food stall as they can get their daily necessities at cheap prices and at convenient locations. The main beneficiaries of the food hawkers in Mumbai and Calcutta are the middle- and lower-income office goers and low paid workers in the informal sector. It is estimated that around 30% of Mumbai’s work force has at least one meal a day from hawkers. The food they get is cheap and filling. These people would have had to spend more if they ate in restaurants.

## 5. Research Methodology

Indian roadside food stalls vary diverse and the preferences of service changes across demographic factors like education, age, sex, salary, etc. Hence, in an attempt to get a true representative sample, we sought the help of the leading niche service consultant advises clients on various hotel industries and other service industries, consulting experiences based giving guidelines on the main instruments used for descriptive research study was the structure questionnaire survey designed by the researcher based on the factors which were selected from various empirical research work covered in the literature survey and were finalized after several rounds of discussions with select panel of experts like hotel industry association presidents, service industry consultants and academicians of business teachers, customers to be used randomly in the pilot study to create validity, reliability and with the research tool.

Six twenty-five questionnaires were filled by the customers who came to road side food stall for the food consumption. After the interview schedule 537 Quality Questionnaires were analyzed with the response rate of 89.50% (Table 1).

## 6. Data Analysis and Interpretation

S. No.	Attributes	Percentage of Respondents
1	Age group	
	< 20 years	14.898
	>20-<30 years	23.277
	>30 - < 40 years	42.086
	> 40 years	19.739
2	Educational Qualification	
	I.T.I	13.594
	Diploma	21.974
	U.G.	30.726
	P.G	19.711

Table 1 (Cont.)		
S. No.	Attributes	Percentage of Respondents
	Professional	5.028
	School Education	13.967
3	Income level	
	< 5000	37.244
	>5000 - < 10000	32.216
	>10000- <15000	18.25
	>15000 -<20000	6.704
	>20000-<25000	3.724
	>25000	1.862
4	<b>Gender</b>	
	Male	89.199
	Female	10.8
5	<b>Target Audience</b>	
	Industrial employees	28.492
	Student	6.518
	Daily wage earners	38.920
	Masons	1.490
	Executives	1.304
	Mechanic	5.028
	Retail Salesman	2.979
	Tourist cabs Drivers	2.421
	Travelers	2.793
	Teachers	1.303
	Others	8.752
6	Price of the dish	
	Good	49.907
	Bad	50.093
7	Quantity provided by the stall	
	Satisfied	90.13
	Dissatisfied	9.870

Table 1 (Cont.)		
S. No.	Attributes	Percentage of Respondents
8	Roadside food stall service	
	Satisfied	70.577
	Dissatisfied	29.423
9	Customer Relationships	
	Good	90.317
	Bad	9.683
10	Convenience	
	Yes	87.151
	No	12.849
11	Drinking water facilities	
	Good	59.218
	Bad	40.782
12	Dish varieties	
	<2 varieties	16.574
	< 2-> 4 varieties	13.222
	<4 -< 6 varieties	70.205
13	Parking facilities	
	Good Easy	83.426
	Bad difficult	16.574
14	Environment	
	Good	22.905
	Bad	77.095
15	Inventory management	
	Good	75.978
	Bad	24.022
16	Consumption packaging	
	Good	61.08
	Bad	38.92
17	Credit facilities	
	Satisfied	58.287
	Dissatisfied	41.713

Table 1 (Cont.)		
S. No.	Attributes	Percentage of Respondents
18	Value added service.	
	Good	71.322
	Bad	28.678
19	Food dishes ready to eat.	
	Yes	92.737
	No	7.263
20	Home functions ordering facilities.	
	Good	12.849
	Bad	87.151
21	Industry Association norms followed.	
	Yes	22.346
	No	77.654
22	Dish Taste	
	Good	86.592
	Bad	13.408
24	Hygiene food	
	Yes	52.886
	No	47.114
25	Met government norms.	
	Yes	10.428
	No	89.572

### 6.1. Testing of Hypothesis (Type 1)

At 5% significant level, the consuming habit of food is differing with respect to Age group. And also, the consuming habit of food is differing with respect to the audience professions (Table 2).

Table 2: Significant Level of Consuming Habits				
Source of Variation	Sum of Squares	df	Mean Square	Return
Sum square b/n Age group	1892.92	3	630.97	
Sum square b/n	6827.55	5	1365.57	
Targeted Audience				$F = 630.97/132.18 = 4.77$
Residual error	1982.75	15	132.18	$F = 1365.37/132.18 = 10.33$
Sum square Total	10703.22	23		

**6.2: Testing of Hypothesis (Type 2)**

$H_0$ : The opinion of the audience about taste and quantity is independent.

$H_1$ : Are not independent.

Table 3: Level of Satisfaction		
Taste \ Qty	Good	Bad
Satisfied	421	63
Dissatisfied	44	9

**Test Statistics:** Under  $H_0$ , the test statistics  $\chi^2 = 0.6437$ . At 5% level of significant level the audience opinion about the Taste of the food and quantity of the food are independent (Table 3).

**6.3. Testing of Hypothesis**

$H_0$ : The opinion of the audience about price and service are independent

$H_1$ : Are not independent.

Table 4: Service Opinion		
Service \ Price	Satisfied	Dissatisfied
Good	188	191
Bad	80	78

**Test statistics:** Under  $H_0$ , the test statistics  $\chi^2 = 0.0481$ . At 5% level of significant, the price and Service facility are independent. That is, the consuming habitation was not increase due the price and service (Table 4).

**6.4. Testing of Hypothesis**

$H_0$ : The targeted Audience opinion about the price is in dependent irrespective of their profession.

$H_1$ : Not independent irrespective of their profession.

**Test Statistics:** Under  $H_0$ , the test statistics is  $\chi^2 = 16.9064$ . At 5% level of significant, the null hypothesis is accepted and the audience opinion about the taste of the food and quantity of the food are independent (Table 5).

Table 5: Targeted Audience		
Targeted Audience \ Price	Satisfied	Dissatisfied
Labor	65	88
Daily wages	120	89
Travelers cab drivers	13	15
Students	11	24
Mechanic	10	17
Others	49	36

## 7. Inference

When the answers were analyzed it was found that 42.086% of the respondents belong to the age category between 30 years to 40 years, 23.277% of the respondents belong to the age category b/n 20 years to 30 years which mean that the Targeted customers for the road side food stall. In educational qualification above, 30.726% of the respondents were graduates, 13.967% of respondents were school students, 21.974% of the respondents where Diploma holders (Table 1).

Above 37.244% of respondents belongs to the income level less than ₹5000 per month, 18.250% of the respondents Where belongs to the income level between ₹10000 - 15000 per month (Table 1). About 89.199% of respondents are male customers of roadside food stall in Tiruchirappalli Corporation. This may be because of the fact, the male members of the family prefer to take food in road side food stall. In target customer viz. majority of the respondents like Industrial employees (28.492%), Daily wage earners (38.920%) (Table 1).

In price of the dish varieties above, 50.095% of respondents felt bad price for the dish and in quality, viz., of the dish variety above 90.130% of respondents satisfies from the food stall. In service via 70.577% of the respondents satisfied with service provided by the food stall (Table 1).

In the dish variety about 7.205% offer to the customer in greater than four varieties of dish types. In vehicle parking facilities, about 83.426% of respondents were easy to park their vehicles very nearer to the food stall (Table 1).

In environment of roadside food stall about 22.905% of respondents felt well and from the roadside food stall maintained good inventory management and value-added services to the targeted customer.

In ordering facilities, industry association has followed bad approaches in the business practices.

It is found that dish taste about 86.592% of responders are feels good and in terms of hygienic factor about 52.886% of respondents satisfied from the food stall (Table 1). In addition the roadside food stalls not follows this government rules and regulations.

## 8. Findings of the Study

- According to the (F-Test, 5% threshold of significance) results, respondents' eating habits varied depending on their age group and regardless of their line of work.
- Graduates and professionals consume at roadside food stands.
- 37.244% of the respondents have a monthly income of less than 5000 rupees.
- 32.216% of respondents have a monthly income between 5000 and 10,000 rupees.
- Gender-related relationships were 10.80% of women and 89.19% of men who responded to the survey.
- Industrial workers and others who work daily pay favor more roadside food booths since it makes it easier for them to get to work.
- 59.093% of respondents think the dish is too expensive.
- 29.423% of survey participants said they were unhappy with the services. Served by a roadside food vendor.
- 9.870% of respondents said they were disappointed with the quantity and dish variety of water facilities' offerings.
- Developing relationships with customers, setting up parking and drinking water facilities for them.
- According to 24.022% of respondents, inefficient inventory management makes operations take longer.
- 41.713% of respondents said they were unhappy with the credit options provided to devoted consumers.
- The Chi-square Test (Test 2.2) indicates that the respondent's opinions regarding the taste and quantity of the food are independent at a 5% level of significance.
- To compete with the competition, concentrate on value-added services.
- 87.151% of respondents believe that home function orders are not covered by provisions.
- 77.654% of respondents believe they did not adhere to the rules and regulations of their association.
- 47.114% of respondents believe that dishes from roadside food vendors are bad for their health.

The price of the food and the service facility offered by the stall are independent, according to the chi-square test (Test 2.3) at a 5% level of significance.

## 9. Recommendations of the Study

- To compete with the many sorts of the hotel sector and the food industry, there is a market gap.
- Cheaper dish preparation costs.
- Promotions for current customers are based on making additional offers for funerals, evening bachelor parties, and home functions.
- Due to its convenience, many male respondents were customers, and both their income level and life expectancy increased.
- Customer behavior played a role in our ability to make necessary business changes.

The chi-square at the 5% level shows that the customer's perception of pricing is related to their line of work.

## 10. Conclusion

The top ten factors of importance influencing the response to choose the road side food stall are age group income level, price, and quantity, value added services, dish varieties, dish taste, inventory management, hygienic factor, and gender. It is understandable that road side food stall having a market to the society. The main factor reputation of the roadside food stall is economic and ready to eat different types of dishes. To identify the needs and wants of the customers for continues improvement and maximization of profit. It is found that the market forces and services relationship with customers to retain and to get new customers with the help of existing customer. Similarly other attributes are very important to be considered for to perform to the satisfaction of customers. The area factors influencing the customers for the convenience to reach the roadside good stall for the food consumption.

There is need for the future research works to be done and to concentrate by the Government to yield revenues from the service business and create wealthy society.

## References

- Anjaria, J.S. and Anjaria, U. (2013). *The fractured spaces of entrepreneurialism in post-liberalization India. In Enterprise culture in neoliberal India.* 190-205. Routledge.
- CED Doc Centre. (2005). *SC rejects hawkers' plea on size of stalls as on 30/11/05, TOI- Report of National Workshop on the Strategic Approach to Job Creation in the Urban Informal Sector in India - Synopsis of Newspaper Articles on Street Vendors (from CED Doc. Centre)*
- Dubey, A., Gangopadhyay, S. and Wadhwa, W. (2001). *Occupational structure and incidence of poverty in Indian towns of different sizes. Review of Development Economics, 5(1), 49-59.*
- Fareeda, J. (1999). *Survey report of Kanpur Street vendors.*
- Gandhi, V., Kumar, G and Marsh, R. (1999). *Agroindustry for rural and small farmer development: issues and lessons from India. The International Food and Agribusiness Management Review, 2(3-4), 331-344.*
- Gopalan, S. (1995). *Women and Employment in India.* Har-Anand Publications.
- Gottlieb, R. and Joshi, A. (2010). *Food justice.* MIT Press.
- Hawkers, (2006). *Residents to spruce up park.* Indian Express, June 2006.
- Jhabvala, R. (1999). *Poor women in urban areas.* Ahmedabad: SEWA.
- Khosla, R. (1999). *Scheme for Urban Micro Enterprises.* Draft submitted to the Ministry.
- Larsson, M. (2006). *'When Women Unite!': The Making of the Anti-liquor Movement in Andhra Pradesh, India (Doctoral dissertation, Department of Social Anthropology, Stockholm University).*
- Malhotra, D.D. (1997). *Synthesis Report of the UBSP Benchmark Survey.* National Institute of Urban Affairs.
- NASVI. (1992). *Legal Provisions on hawking in India (Summary) Supreme Court decisions on Delhi's Street Vendor dt. 1989 and 1992 (Article by NASVI coordinator)*
- NIUA. (1992). *Statistics U. Handbook of Urban statistics.*

Soma Badu. (2006). [Everywhere but Invisible an article](#), Indian Press Service, May 2006.

Street Vendors. (2000). [Problems related to hawking in India](#), Seminar Special Issue on Street Vendors.

**Cite this article as:** V. Thangavel and J. MohanRaj (2023). [A Survey of Quality Management on Roadside Food Stalls in Tiruchirappalli Corporation with Special Reference to Food Industry](#). *International Journal of Tourism and Hospitality*. 3(2), 49-58. doi: 10.51483/IJTH.3.2.2023.49-58.