

A Study On The Factors Driving The Customer Towards Night Food Courts In Vijayawada

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ABSTRACT

This study was conducted to identify the factors affecting the acceptance to night food courts. Night food courts now set a new trend in many cities. The price, speed of service, food quality and quantity, atmosphere and taste are the main factors influencing people towards night food courts. In fact, it has turned out to be the best night out destination for families and young stars in cities. This research study has been conducted to explore the factors that are driving the people towards night food courts to consume food late nights and midnights. For the study, a city in Andhra Pradesh, Vijayawada has been selected because, the people in Vijayawada have been adopting this very fast in these days. The study is conducted with a sample of 180, by conducting a survey using a well-structured questionnaire as an instrument to collect the primary data required for the study. Some selected personal factors like age, income and cultural trends are taken as the factors of the study.

KEY WORDS: food courts, night Food courts, driving factors, consumers

1. INTRODUCTION

India is a food loving country, and each region has its own special cuisine. Initially Indians won't prefer to eat out but the culture is changing. The restaurant industry is growing in a rapid phase over a few years. The overall Indian food service industry is estimated to be Rs 5.99 trillion by 2022-23, growing at a compounded annual growth rate of 9 percent, a National Restaurant Association of India (NRAI) report said. It noted that the market size was Rs 4.23 trillion in 2018-19. "The Indian restaurant industry employed 7.3 million people in 2018-19. The organized food service sector, which is only 35 percent of the total market, contributed a whopping Rs 18,000 crore as way of taxes in 2018-19. The number is expected to more than double if the unorganized sector becomes organized," NRAI President Rahul Singh said. There are many factors which contribute for the growth of restaurant industry. Rapid urbanization, women joining in work force, an incremental disposal of income contributed for the growth of the industry. Indians had limited exposure to American food until entry of McDonald's in 1996 which give rise to quick service restaurant industry. In this regime India went through invasion which is mall culture. Later on food courts came into picture.

Night food courts are those street food markets which operate at nights they are generally open air markets when the city goes asleep these chefs prepare several yummy dishes at the respective stalls at night food courts. There are many food courts operating in Vijayawada in different locations like Indira Gandhi municipal stadium, Benz circle highway, BRTS road and near railway station. Many foodies gather as huge mob at there and line up at the food stalls. These night food courts were launched in December 2014, by the cop. A. B. Venkateswara Rao, who laid a path for

celebration of night life. In fact, these food courts turned out to be the best night out destination for families these are also helpful for non-locals who visit the city. Passengers from bus stand and railway station can move directly to night food courts to end up their starving in the odd hour the driving force of the crowd near the food court is to experience the new culture

Even though people come in search of food, but they find it convenient since many varieties of food and relish the good items. Generally, families and students come at midnights while the people in working class leave the food courts. These visitors of the food court include visitors of chief minister's office and staff of new departments. In the food courts the stalls offering snacks are dominating the city's favorite dish biryani. There are more than 10 biryani stalls and each of them cater the needs of not less than 300 members every night from 10 pm to 3 am. According to the food court organizers, these biryanis are sold for the same price equal to budget hotels ranging from rs.160 for plate to 100 for half. The night food courts operate in the Benz circle and BRTS road attract exclusively the passengers because these are located nearer to of the bus bay. The passengers are attracted to these food courts to satiate their odd hour hunger. Apart from the offerings like steaming idly and spicy biryani's and snacks, the other foods which attract customers are ice creams. For youngsters, these parlors come handy for long time moves.

Apart from satiating the hunger of the people, these places are becoming hangouts to meet their friends since these places are safe with presence of huge mobs and police protection. Not only men but also women are moving to food courts because of the security over there.

Irrespective of social status and class many people visit night food courts to relish various foods item. Mainly students and call center employees are attracted to these food courts. Generally, people who stay in as paying guest and at hostels visit these food courts. Now-a-days many cities are imparting this culture of night food courts.

2. REVIEW OF LITERATURE

Kate Organ, Nicole Koenig-Lewis, Adrian Palmer, Jane Probert (2014), Festivals as agents for behavior change: A study of food festival engagement and subsequent food choices, K. Organ et al. / Tourism Management

The focus for the study is about food festivals which promote consumers awareness of various food choices. Through the experience of attending various food festivals and by tasting the samples, memories can be formed, and these memories provoke visitors to consume low quantity, which is better for the economic environment, since it increases the local production. The memories that are formed by attending various food festivals and the emotions that are provoked may subsequently lead to ordinary buying which becomes habitual later. The culture of food festivals has existed in many countries to promote various food consumption patterns. Most importantly they try to promote food which is locally created. These food festivals strive to promote sustainability of rural communities. These food festivals create a platform for the interaction of customers and producers. From the findings we can observe a dramatic change in food purchasing choices, and we can also observe that positive emotions at a food festival are good signs of food buying behavior in a future period.

Rosmaliza Muhammad, Mohd Salehuddin Mohd Zahari, Khairunnisa Mohamad Abdullah, Mohd Shazali Md. Sharif (2015), Young Generation Practices on Malaysian Ethnic Festival Food ways, Procedia - Social and Behavioural Sciences.

Modernization refers to adjustment reconstruction or adapting to a new environment or evaluation from traditional society to a modern society which involves modification, and this modification involves alteration for the benefit of the society. This alteration brings positive impact and negative impact as well as the social barriers influence the alteration modernization includes transforming education, health services, and trade. Rationalization theory is concerned with modernity and this modernity represents changing of society which involves a person applies

practical knowledge. This study examines differences of food neophobia among three major races, Malay, Chinese, and Indian and the results state that the food neophobia is high in children and toddlers. Since they restrict themselves from eating new foods. The young respondents can no longer practice their tradition and they are dependent on parents regarding food festival.

Laurence J. Nolan, Allan Geliebter (2016), "Food addiction" is associated with night eating severity, L.J. Nolan, A. Geliebter / Appetite.

The author tries to establish a relation between night eating syndrome and food addiction to BMI, depression, and sleep quality. The author used night eating questionnaire to assess night eating symptoms and Yale food addiction scale is used to assess food addiction and depression is assessed by Zung self-report depression scale and Pittsburgh sleep quality scale is used to assess sleep quality. From these assessments the author investigates that night eating syndrome and food addiction leads to depression and low sleep quality in two communities which are younger students and adults out of which adults are more affected because of their age factor.

3. NEED OF THE STUDY

The night food court culture is gradually increasing in many cities. Keeping in view of the increasing activity of people during nights, changing cultures, this study is conducted to explore the factors that are driving the people towards night food courts and to study the impact of personal and cultural factors on the consumers.

4. OBJECTIVES

The main objectives of the study are

- To explore the factors that are driving the consumers towards night food courts
- To study the impact of personal factors of customers driving towards night food courts.
- To study the impact of cultural factors which are influencing the customers to drive towards night food courts

5. HYPOTHESIS

TEST 1

- H0: There is no significant relation between the occupations of the respondents and the price as a factor.
- H1: There is significant relation between the occupation of the respondents and the price as a factor.

TEST 2

- H0: There is no significant relation between the gender of the respondents and fashion visiting night food courts in late nights.
- H1: There is significant relation between the gender of the respondents and fashion visiting night food courts in late nights.

TEST 3

- H0: There is no significant relation between the culture of celebrating parties in night food courts and motivation through friends / relatives to visit night food courts.
- H1: There is significant relation between the culture of celebrating parties in night food courts and motivation through friends / relatives to visit night food courts.

6. RESEARCH DESIGN:

A research design is a merely & simply the framework or plan for a study that guides the collection & analysis of data. It is a blueprint that is followed in completing a study.

The study has been conducted by collecting primary data from a sample of 180 respondents using questionnaire containing 24 close end questions, as an instrument for the collection of the data. Convenience sampling technique has been adopted while executing the questionnaire. The study is conducted in a city in Andhra Pradesh, called Vijayawada.

HYPOTHESIS:

A hypothesis can be difficult a concept or it can be developed as a result of study: A testing hypothesis is one that can be tested, meaning you can measure both what is being done (variables) & the outcome i.e., research hypothesis is the statement created by researchers when they speculate upon the outcome of a research or experiment.

TYPES OF HYPOTHESIS:

NULL HYPOTHESIS: These are used when the researcher believes there is no relationship between two variables or when there is inadequate theoretical or empirical information to state a research hypothesis. It is denoted by H_0 .

ALTERNATIVE HYPOTHESIS: The alternative hypothesis is the hypothesis used in hypothesis testing that is contrary to the null hypothesis. It is usually taken to be that the observations are the result of a real effect. It is denoted by H_1 .

DATA ANALYTICAL TECHNIQUES: The data collected is organized and analysed using percentage method and Chi-Square test.

PERCENTAGE METHOD:

- The percentage method is used for comparing certain feature.
- The collected data represented in the form of tables & graphs in order to give effective visualization of comparison made

CHI-SQUARE TEST:

A chi-squared test, also written as χ^2 test, is any statistical hypothesis test wherein the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true. Without other qualification, 'chi squared test' often is used as short for Pearson's chi-squared test.

The test is, in fact, a technique using which it is possible for all researchers to

- Test the goodness of fit.
- Test the significance of association between two attributes, and
- Test the homogeneity or the significance of population variance. In the present study the Chi-square test model was fitted to the data to test the research hypothesis (H_1 , H_2 and H_3) also called as alternative hypothesis.

SOFTWARE USED:

SPSS Statistics is a software package used for statistical analysis. Long produced by SPSS Inc., it was acquired by IBM in 2009. The current versions (2015) are officially named IBM SPSS Statistics. Companion products in the same family are used for survey authoring & deployment (IBM SPSS Data Collection), data mining (IBM SPSS Modeller), text analytics, & collaboration & deployment (batch & automated scoring services). The software name originally stood for

Statistical Package for the Social Sciences (SPSS), reflecting the original market, although the software is now popular in other fields as well, including the health sciences & marketing.

7. DATA ANALYSIS

CHI-SQUARE TABLES OF OCCUPATION OF THE RESPONDENTS AND PRICE AS A FACTOR

Chi-Square Tests

	Value	Df	Asymp. Sig. (2- sided)
Pearson Chi-Square	16.148a	12	.002
Likelihood Ratio	15.666	12	.015
N of Valid Cases	180		

INTERPRETATION: As the chi-square value of occupation of the respondents and the price of foods available in night food courts is 0.002 which is less than 0.050, we accept H1 & reject H0. There is significant relation between the occupation of the respondents and the price of foods available in night food courts.

CHI-SQUARE TABLES OF GENDER OF THE RESPONDENTS AND FASHION VISITING NIGHT FOOD COURTS IN LATE NIGHTS

Chi-Square Tests

	Value	Df	Asymp. Sig. (2- sided)
Pearson Chi-Square	2.976a	3	.001
Likelihood Ratio	3.188	3	.000
N of Valid Cases	180		

INTERPRETATION: As the chi-square value gender of the respondents and fashion visiting night food courts in late nights is 0.001 which is more than 0.050, we accept H1 & reject H0. There is significant relation between the gender of the respondents and fashion visiting night food courts in late nights.

CHI-SQUARE TABLES OF CULTURE OF CELEBRATING PARTIES IN NIGHT FOOD COURTS AND MOTIVATION THROUGH FRIENDS

Chi-Square Tests

	Value	Df	Asymp. Sig. (2- sided)

Pearson Chi-Square	110.462 ^a	12	.015
Likelihood Ratio	57.411	12	.001
N of Valid Cases	180		

INTERPRETATION: As the chi-square value culture of celebrating parties in night food courts and motivation through friends / relatives to visit night food courts is 0.015 which is more than 0.050, we accept H1 & reject H0.

There is significant relation between the culture of celebrating parties in night food courts and motivation through friends / relatives to visit night food courts.

8. FINDINGS

- People within the age group 15-30 shows more interest in visiting night food courts.
- From the results it can be observed that students and employees were highly influenced to visit night food courts comparative to other respondents.
- It can be observed that most of the people visit night food courts very frequently i.e. daily or once in a week.
- Most of the people prefer to visit night food courts in between 10 PM TO 12 AM.
- Most of the people see the quality of the food and speed of delivery while visiting night food courts.
- As Indians has more price consciousness, so price influences people to visit night food courts.
- The culture of night food courts has been adopted by the people in Vijayawada.
- Celebrating parties and having food in night food courts has been recent trend and fashion among youth in Vijayawada.
- Friends and relative's motivation have a great impact on people visiting night food courts.
- Availability of different varieties of food in night food courts is the major influencing factor for the people to visit night food courts.

9. SUGGESTIONS

- In night food courts the age group 31–45 and above was less influence in culture adoption. Night food courts should start from 9 PM so that people from the age group of 30 and above can also visit night food courts.
- There should do promotional activity to attract all types of consumers.
- As per the results most of the people visit night food courts frequently, so the ambiance and parking facility should be properly maintained.
- As per the results are concerned quantity of the food should be maintained in a proper way.
- Way of response by the vendor towards the customer should be improved, so that people will be influenced to visit night food courts.
- As Indians were price conscious people the prices in night food court should be maintained properly in such a way that people will be attracted towards the night food courts.

- Availability of different varieties of foods should be improved in such a way that people should be in a way to taste other culture foods.

10. CONCLUSION

As the city goes to sleep, these chefs reach their respective stalls to ignite the gas stoves to prepare several yummy dishes at the night food court. Like bees attracted to flowers, the night munches gather in large number. In fact, it has turned out to be the best night out destination for youngsters and people in Vijayawada. Night food court has set a new trend in food industry in Vijayawada. The people who visit night food courts are influenced by price, quality of the food, atmosphere to visit night food courts in Vijayawada. Price is considered as important for the student population and for the individual who eat out less frequently. The food quality and taste are perceived as very essential factors by consumers for all types of food stalls. According to the research conducted it has been proved that the people in Vijayawada have adopted the culture of night food courts. People started motivating their family and friends to gather at night food courts and spending time over there. Slowly celebrating parties and get together in night food courts has become a fashion now a day.

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