

“A Study on Behavioural Intention and Satisfaction level of Customer towards M-Canteen”

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Abstract

Now days, mobile canteens are a trend business especially in the cities, peoples acceptance towards mobile canteen are increased and its importance for the owners to improve their services to achieve customer's satisfaction through enhancing their service. This study is focused to know the factors influencing customers to prefer M-Canteen in Davangere City. We have also made an attempt to know the level of customer satisfaction towards M-Canteen. In study we have used descriptive statistics with simple mean and standard deviations and chi-square is used to analyze the hypothesis. From the study it is found that price, taste and quantity are most influencing factors to prefer M-Canteen. It is also found that, 87% of respondents have agreed that, they are satisfied with the service provided in M-canteens in Davangere city.

Key words: M-Canteen, Factors influencing, customer satisfaction, behavioral intention, and service

1.1 Introduction:

Mobile canteen is a very famous and growing business in today's competitive market. It is a vehicle equipped to cook and sell food. It is like a restaurant on wheels. Mobile canteens are economical alternatives to the costly restaurants and its important feature is "customer reach and satisfaction". Along with the increase in people living standards, mobile canteen made a popular business. Mobile canteen influences the social, cultural and economic opportunities for both owners and customers. The perceived quality of the mobile canteen can be considered as customer personal perception. With a rise in youth spending, middle class

expenditure, conscious consumerism, mobile lifestyle and requirement of food on go, the mobile canteen become trend among the Indian population.

Consumer's behavioral intention is closely related to the experience of the consumer that they had in the mobile canteen. And it refers to the consumer positive experience and the satisfied customers will have the intention to revisit, recommend and remain to be loyal to the mobile canteen.

Now days, mobile canteens are a trend business especially in the cities, peoples acceptance towards mobile canteen are increased and its importance for the owners to improve their services to achieve customer's satisfaction through enhancing of factors like physical environment quality, food quality and services quality.

Davanagere is one of the smart city of Karnataka state has area about 7042 Sq.Km and has a population of nearly 4,34,971.

Mobile canteen business in India: Now a day, mobile canteen business became a trend and is following in every country over the world. Particularly, United State, China, Australia, England have enough market for this business. Mobile canteen/ food on wheel business is a popular and mounting business for the last two years in India. Business plan for mobile canteen provides excellent returns on investment in short term period. In Indian cities like Bangalore, Delhi, Mumbai, Hyderabad and etc, we can see many mobile canteens which serve a variety of dishes like North India, South India, Chinese, etc. Many of the mobile canteens in Bangalore serve North Indian dishes because of a large number of software professionals have flooded from North India. In the same way, mobile canteens in Davanagere serve local, North Indian dishes, South Indian dishes and Chinese foods.

1.2 Literature Review:

Dr. Ramakrishna Bandaru, Prof. H. Venkateshwarlu, (August 2017), they investigate the customers motivating factors and satisfaction levels about the food truck products in Indian market. This paper also provides the suggestions to the new investors about the food truck business marketing plan in brief. In their study they have depicted that, quality food, more variabilities, availability, low price, best service, customer relation, looks modern, menu cards, visually attractive, accessibility are the factor motivates customers to prefer food truck.

Borham Yoon and Yeasun Chung (Jan 2018), they investigate the consumers see hygienic and environmental risk and convenience and hedonic benefits in food truck dining. They determined the evidence that hygienic and environmental risk of food trucks negatively influence consumers' attitudes and visit intentions toward food truck dining experience, while hedonic benefit leads to favourable attitude and visit intention. This study helps food-truck marketers and operators to develop effective marketing and operational strategies to increase the visits of existing food truck diners and attract potential consumers.

RahayuMokhtar, Zulhan Othman, HashimFadzilAriffin (2018), this study describes the relationship between brand equity theory and customer revisit in the food truck business they proposed the conceptual model in which brand awareness, brand image and perceived quality are served as a dimensions that represent brand equity. This study intends to contribute the clear views of food truck owner the effect of branding on their business, especially on customer revisit intention.

From the above literature it is found that, there is a need to undertake a study to find the influencing factors motivating customers to prefer mobile canteen, behavioral intention and their satisfaction level in davangere city.

1.3 Objectives:

- To investigate the motivating factors influencing customer towards M- canteen.
- To know the behavioral intention of the customers towards M-Canteen.
- To know the overall customer satisfaction towards M-Canteen.

1.4 Hypothesis:

H0: There is no significant association between price and customer intention to continue having food in Mobile canteen.

H1: There is a significant association between price and customer intention to continue having food in Mobile canteen.

1.5 Scope of the study:

Study is confined to know the factors influencing the customers of davangere to prefer M-Canteens. Study is focused on the customers visiting M-Canteens frequently and who are regular to these services. Study is geographically restricted to the city of Davangere, Karnataka state.

1.6 Research Methodology:

1.6.a.Type of Research: Descriptive Research.

1.6.b. Sample Size: 100

1.6.c. Sampling technique: Probability – Convenience sampling

1.6.d. Statistical tool: Descriptive statistics, and Chi-square test

1.7 Data Analysis and interpretation:**1.7.a. Age**

Table 1: Descriptive data of Respondent age.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
AGE	100	21.00	43.00	28.1300	5.04456
Valid N (listwise)	100				

Source: Primary data

Interpretation: from the table it is depicted that, the mean age of respondents is 28 years and the minimum age found is 21 year and maximum age is 43 years.

1.7.b. Gender

Table 2: Percentage of gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	40	40.0	40.0	40.0
	FEMALE	60	60.0	60.0	100.0
	Total	100	100.0	100.0	

Source: Primary Data

Interpretation: the survey's demographic questions found relatively split by gender with slightly more females about 60%.

1.7.c. Qualification

Table 3: Percentage of qualification

QUALIFICATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matriculation	6	6.0	6.0	6.0
	PUC	14	14.0	14.0	20.0
	Graduate	29	29.0	29.0	49.0
	Post Graduate	50	50.0	50.0	99.0
	Others	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Source: Primary Data

Interpretation: From the above analysis it is found that, the people who completed post-graduation prefer comparatively more towards mobile canteen than others.

1.7.d. Occupation

Table 4: Percentage of occupation

OCCUPATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Salaried	24	24.0	24.0	24.0
	Business	23	23.0	23.0	47.0
	Student	40	40.0	40.0	87.0
	Others	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Source: Primary Data

Interpretation: From the above table, it is found that, the students about 40% prefer to go for mobile canteen comparatively higher than salaried people (24%), business people (23%) and others (13%).

1.7.e. Income

Table 5: Percentage of income

INCOME					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10000-15000	44	44.0	44.0	44.0
	16000-20000	20	20.0	20.0	64.0
	21000-25000	19	19.0	19.0	83.0
	26000&above	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Source: Primary data

Interpretation: From the above table it is found that, people having the income about 10000- 15000 prefer mobile canteen more than others.

1.7.f. Factors influencing Customers

Table 6: What influences the customers to prefer M- Canteen

Case Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$Factors_Influencing_Customers^a	100	100.0%	0	0.0%	100	100.0%
a. Dichotomy group tabulated at value 1.						

Table 7: Factors_Influencing_Customers

		Responses		Percent of Cases
		N	Percent	
\$Factors_Influencing_Customers ^a	Taste	75	19.2%	75.0%
	Price	83	21.2%	83.0%
	Quality	41	10.5%	41.0%
	Service	62	15.9%	62.0%
	Quantity	75	19.2%	75.0%
	Hygiene	55	14.1%	55.0%

Total	391	100.0%	391.0%
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Source: Primary Data

Interpretation: From the above analysis it is found that, 83% of respondents said Price factor influence them to go M-Canteen, because people feel that, price charged at these Mobile Canteens are less. And it is also found that 75 % of respondents have agreed that Taste and Quantity provided in such canteens are influencing them.

1.8. Hypothesis Analysis:

H0: There is no significant association between price and customer intention to continue having food in Mobile canteen.

H1: There is a significant association between price and customer intention to continue having food in Mobile canteen.

Table 8: Test Statistics

	Taste	I will continue going to M-Canteen in future also
Chi-Square	25.000 ^a	54.760 ^a
Df	1	1
Asymp. Sig.	.000	.000

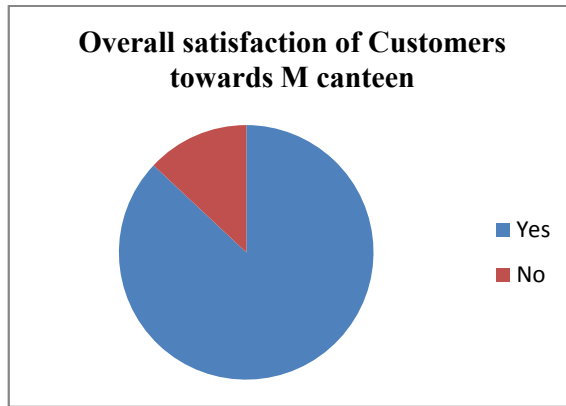
Source: Primary Data.

Interpretation: From the above table it is depicted that, the chi-square value is 54.760 and is significant at 0.05 level of significance. Hence, the null hypothesis is rejected and it is proved that, there is a significant association between price charged at M-canteen and customer intention to have food at these canteens.

Table 9: overall satisfaction of customers towards M-Canteen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	87	87.0	87.0	87.0
	No	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Source: Primary Data



Interpretation: From the above table and figure it is found that, 87% of respondents have agreed that they are satisfied with the service provided at M-Canteens.

1.9. Findings:

- Regarding customer motivating factor, it is found that the customers have given first preference to the 'price' of the food followed by the 'taste' and 'quantity'. These motivating factors will help canteen owners to concentrate on business growth.
- It is found that the Mobile-Canteens food is highly ordered by the students (40%), salaried people (24%), business people (23%) and others (13%). Students are found more because most of them reside in rented rooms, hostels, and paying guest houses.
- According to the results, it is found that 87% of respondents of Davanagere city are satisfied with the Mobile Canteen food and service.
- Respondents have positive behavioural intention towards Mobile Canteen and they also suggesting others to prefer mobile canteen.

1.10. Suggestions:

- Few customers have suggested to the mobile canteen owners to maintain hygiene surrounding their canteen. By maintaining this they can expect increase in customer flow.
- Mobile Canteens should focus on providing their customers with highest quality.
- Customers expected mineral or filtered water after having food at respective canteens. So the service providers must concentrate on this issue.
- A customized food is more expected by customers at the venue. So mobile canteen owners must consider the preference of customers while preparing food.

1.11. Conclusion:

Mobile canteen is a very famous and growing business in today's competitive market. It is economical alternative to the costly restaurants and its important feature is "customer reach and satisfaction". The purpose of this study was to identify the customer satisfaction and motivating factors towards the mobile canteen and to examine the purchasing behaviour intention of Mobile Canteen service. This study revealed that price is the key motivating factor towards mobile canteen in Davanagere city which affected purchasing behaviour and it predicted customer's behaviour intentions towards M- Canteen. On the basis of results, it may be concluded that the customers are satisfied with the services provided at the Mobile-Canteen.

1.12. References:

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