

**An Analysis of Mobile Foodpreneurs in the Selected  
Study Region**

**Varsheni. N**

**(21PEC014)**

**Thesis Submitted to  
Avinashilingam Institute for Home Science and  
Higher Education for Women  
Coimbatore – 641 043.**

**In Partial Fulfilment of the Requirements for the  
Degree of Master of Arts in Economics**

**May 2023**

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**Certified as a Bonafide Research work**



**Signature of the  
Supervisor**



**Signature of the  
Head of the Department**

## ACKNOWLEDGEMENT

First and foremost, the researcher would like to place her deepest sense of gratitude and indebtedness at the feet of **God Almighty**.

The researcher places her deep sense of gratitude to **Prof.S.P.Thiyagarajan, Chancellor**, Avinashilingam Institute for Home Science and Higher for Women, Coimbatore, for providing the encouragement.

The researcher expresses her sincere thanks to **Dr.Bharathi Harishankar, Vice Chancellor**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for her support in conducting the study.

The researcher records deep sense of gratitude to **Dr.S.Kowsalya, Registrar**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for the administrative support given for the smooth conduct of the study.

The researcher is immensely pleased to express her deferential thanks to her supervisor **Dr.M.Manonmani, Dean, School of Arts and Social Sciences and Professor, Department of Economics**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for motivation given in the research work.

The researcher expresses her deep sense of gratitude to **Dr.S.Gandhimathi, Professor and Head, Department of Economics**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for her consistent support and guidance.

The researcher is very much obliged to her guide **Dr.C.Parvathi, Associate Professor, Department of Economics**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for her valuable supervision rendered throughout the study.

The researchers owes her reverential thanks to the faculty members in the **Department of Economics**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for their advice, inspiration and constant encouragement during the course of the study.

The researcher is highly thankful to the **Librarian and Office Staffs** of Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for their valuable support in the completion of the study.

The researcher is immensely grateful to her **family members and friends** for their consistent support in the successful completion of the study.

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## INTRODUCTION

மருந்தென வேண்டாவாம் யாக்கைக்கு அருந்தியது  
அற்றது போற்றி உணின். | குறள் எண் - 942

-Thiruvalluvar

The Sustainable Development Goals such as no poverty, zero hunger, decent work directly and indirectly require the creation of employment avenues. Foodpreneurship can aid in the sustainable development by encouraging entrepreneurial activities, reducing unemployment crisis and ultimately alleviating poverty and hunger. A food truck is a mobile, miniature commercial kitchen that must meet the same state sanitation requirements as a brick-and-mortar restaurant, as well as be in compliance with additional local ordinances.<sup>1</sup> This study is a survey research analysing mobile foodpreneurs in the selected study area as Schumpeterian entrepreneurs and their socio-economic background.

### Mobile Foodpreneurship

Mobile foodpreneurship may be defined as a business establishment which includes entrepreneurs carrying on food business either by

- Cooking from home and bringing for sale through any vehicle or
- Providing home delivery facilities or
- Choosing a vehicle in which they can cook and sell on the spot.

India with the largest population in the world has huge labour force as a boon on the one hand and unemployment crisis as a bane on the other hand. The period from 2004 to 2010 with an average growth rate of 10 percent is often regarded as the Golden Period of Indian Economy. However, the total number of jobs created during the so called golden period is only 27 lakhs which stands as a testimony to the fact that the Indian economy is still under the clutches of unemployment (Gurumurthy, 2018)<sup>2</sup>.

As a bolt from the blue, the economic crisis of the 2000s opened doors to mobile foodpreneurship. The 2008 crisis had a serious implication on the economy leading to a fall in economic, social and human activity. Businesses fell, pockets were empty and people starved to death. Food on wheels came as a solution to this, reviving both the demand side and supply side of the economy. Despite the darker side of

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<sup>1</sup> Frequently Asked Questions, D.C. FOOD TRUCK ASS'N, <http://dcfoodtrucks.org/myths.html>

<sup>2</sup> Gurumurthy, S. (2018, January 13). Indian Economy's Golden Period      b fake Growth. *The Hindu*.

economic recession, the 2008 crisis paved way for the development of mobile foodpreneurship. On account of the recession, several chefs were laid off from the brick-and-mortar restaurants and very few restaurants were hiring them. Chefs, who lost their jobs were necessitated to find alternative employment avenues. Mobile foodpreneurship came as a solution to this crisis. Large restaurants found mobile foodpreneurship as a recovery tool. People preferred it mainly due to its cost-efficiency, which helped them supply customers with reasonable and affordable food.

### **Significance of World Food Industry**

At the heart of the 21<sup>st</sup> century American life, restaurants have taken up a pivotal place (Feldman, 2015)<sup>3</sup>. Eating out has become one of the reasonable and enjoyable past-times for the middle class families. Similar to the enormous impact of the LPG (Liberalisation, Privatisation and Globalisation) of 1990's, the DUG (Digitalisation, Urbanisation and Globalisation) play dramatic roles in the twenty first century. With 82 percent of Americans living in urban areas and other supporting forces, the restaurant industry has impacted nearly 1.6 trillion equivalent to 10 percent of the US GDP. The prominence of this industry has grown to greater heights as correctly portrayed by the statement, "Restaurants are now part of who we are and affects us in every ways you can imagine" (Wrangham, 2020).

**Table 1: Vital Food Truck Statistics of the United States**

<b>Vital Statistics</b>	<b>Data</b>
Total Number of Food trucks	35,512
Market Size (2021)	\$1.16 billion
Average Annual Growth	12.1%
Annual Wages Paid (2021)	\$318 million
Average Annual Wage	\$38,064
Total Number of Employees	40,547
Estimated Annual Revenue	\$2.7 billion
Average Number of Employees in a Food Truck Business	1.2
Average Annual Employment Growth Rate (2016-2021)	8.6%
Share of Adult Customers of 25-44 years	43%

**Source: 21 Important Food Truck Statistics (2023) Analysis, Trends and Projections<sup>7</sup>**

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<sup>3</sup> Feldman, E. (2015, February 22). *Why the Restaurant Industry is the Most Important Industry in Today's America*. Medium. <https://medium.com/@EliFeldman/why-the-restaurant-industry-is-the-most-important-industry-in-todays-america-6a819f8f0ac9>

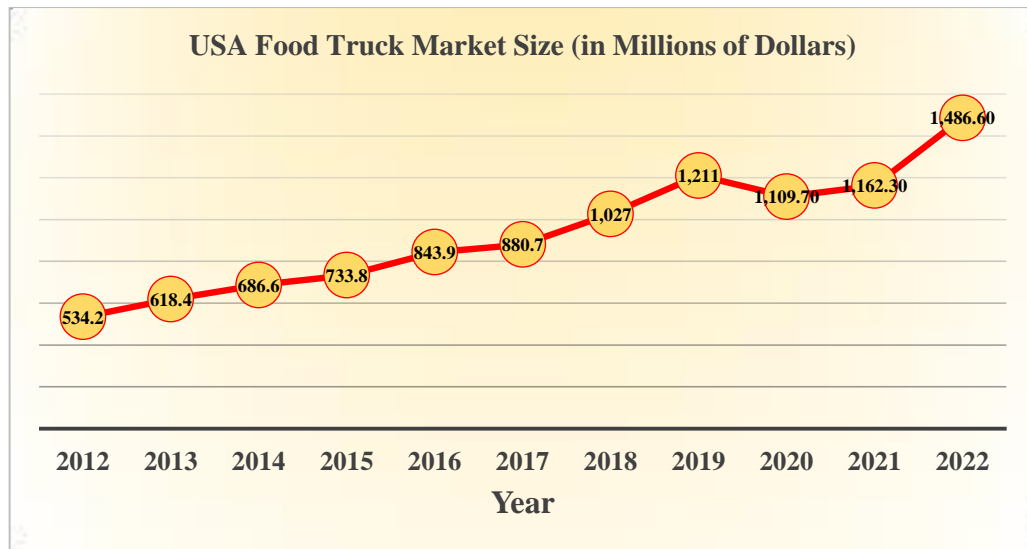
The history of food trucks can be traced back to the 19<sup>th</sup> century and its growth and development chiefly began in different parts of the United States. In 1866, a rancher named Charles Goodnight invented the original food truck, chuck wagon in Texas. Adhering to the fact that necessity is the mother of invention, the inability to use rail transport, forced him to come up with an alternative for his months long trip. He used an army surplus wagon and remodelled it into a portable kitchen. The chuck wagon was equipped with shelves, storage space, a hinged lid, a water barrel and a canvas to haul firewood. He brought either preserved food or gathered food as he went on his trip. The food included dried beans, corn meal, salted meat and the like. With this nascent beginning, the Industrial Revolution of Food trucks and the mobile food industry started. Six years later, in 1872, Walter Scott set up a food truck stand by making a wagon from cut windows. Parking it in front of a newspaper office, Scott sold pie and coffee. In 1894, along the campuses of Ivy League Universities, sausage vendors emerged catering to the needs of university students (Krook, 2019).<sup>4</sup> After a considerable gap of forty two years, Oscar Mayer utilised the idea of mobile foodpreneurship and rolled out the first ever hot dog cart as the Weiner Mobiles. During World War II, food trucks were found in front of the US army base and construction sites. Later, ice cream trucks and chips carts emerged followed by tacos sold by Mexican immigrant foodpreneurs. Martinez in 1974 started selling King Tacos in an old ice cream truck, in front of a Los Angeles bar. Though looked down by his friends, his income augmented from seventy dollars on the first day to 150 dollars, thus helping him in capital formation to establish a brick and mortar restaurant. In 1979, “grease trucks” were common at Rutgers University selling fat sandwiches which were made up of cheeseburgers, fries, tomato and lettuce.<sup>5</sup>

With this growth scenario, the size of the USA food truck market has been rising constantly. From the figure 1, it can be observed that there has been a decline in the growth of the market size to \$1109.7M during 2020 when the whole world had to be shut down due to the pandemic- led lockdown. However, the sector is found to be rising back and reviving from 2021 with the market size rising to \$1162.3M.

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<sup>4</sup> Krook, D. (2019, December 20). *The History of the Food Truck*. TouchBistro. <https://www.touchbistro.com/blog/the-history-of-the-food-truck/>

<sup>5</sup> *History of Food Trucks and How They've Shaped America*. (2020, March 23). Prestige Food Trucks. <https://prestigefoodtrucks.com/2020/03/history-of-food-trucks-and-how-theyve-shaped-america/>



Source: Industry Statistics, US, 2022<sup>6</sup>

**Figure 1: USA Food Truck Market Size 2012-2021**

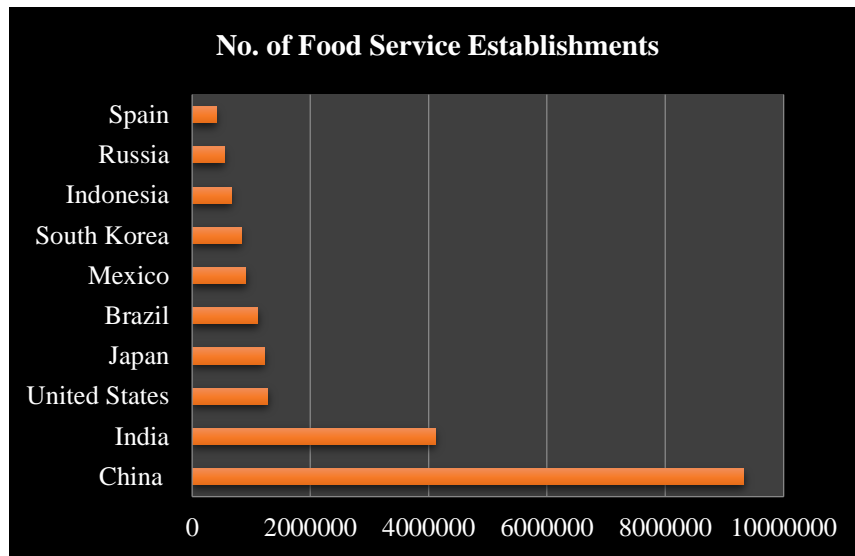
The man behind such a food truck in India is Mr. Aroon Narula who wanted to try something new at a time when civil liberties were curbed during the Emergency period in 1976. With Rs. 4000, he bought a Dodge, discarded by the American embassy and converted it into a food truck with basic requirements. The arrangement included two water tanks one for clean water and the other to store the wastewater and the driver seat became the cash counter. After breaking hurdles of registration and other documentation work, the truck named “Hawker” came into operation on September 3<sup>rd</sup> 1977, selling foods at reasonable prices. It was temporarily located in front of the Art Faculty of Delhi University and later shifted to a pavement in front of the Delhi School of Economics. This new venture was welcomed by people for its innovative establishment, reasonable prices and the man behind the “**meals on wheels**” popularly came to be known as “Chef Gutu”. He is a prominent figure in the Indian food circuit and excels in a variety of food related recruitments and establishments. He has inspired a lot of other foodpreneurs to venture in this sector and gradually other hawkers emerged in several strategic points of the national capital.<sup>7</sup>

India, being a part of the global village has started witnessing the growth of mobile foodpreneurs gradually. Such food trucks require limited capital and customer

<sup>6</sup> Zippia. "21 Important Food Truck Statistics (2023): Analysis, Trends, And Projections" Zippia.com. Sep. 18, 2022, <https://www.zippia.com/advice/food-truck-statistics/>

<sup>7</sup> Bhasin, D. (2018, November 26). *Do You Know The Man Behind The First Food Truck In India - Chef Gutu - Spoons & Sneakers*. Spoons & Sneakers. <https://www.spoonsandsneakers.com/2018/11/26/do-you-know-the-man-behind-the-first-food-truck-in-india-chef-gutu/>

repurchase mainly depended on the taste and uniqueness of food offered by the food trucks.

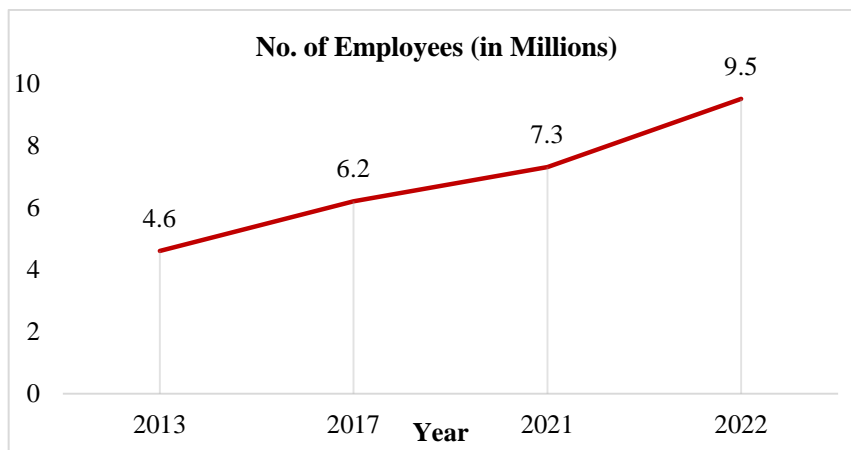


Source: Statista, Government of India, (2023) <sup>2</sup>

**Figure 2: Number of Food Service Establishments in Different Countries**

The above figure 2 shows the total number of food service establishments country-wise. It can be noted that India occupies the second place following China, with a total of 41,10,289 food service establishments in 2020 (Statista, 2023).

The number of employees in the food service market is growing across the country from 4.6 million in 2013 to 7.3 million in 2021 and is estimated to be at 9.5 percent in 2022 (Statista, 2023)<sup>8</sup>.

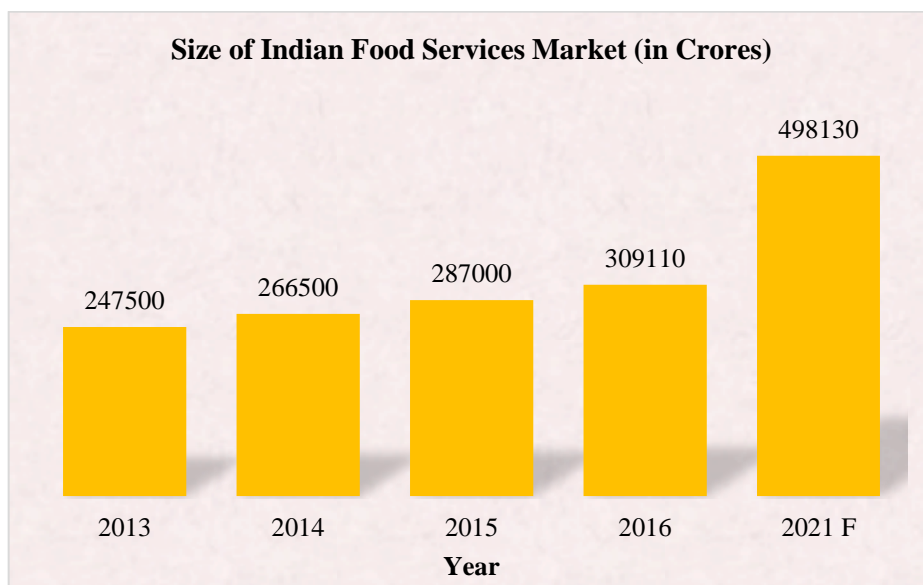


Source: Statista, Government of India, (2023)

**Figure 3: Number of Employees in Indian Food Service Industry**

<sup>8</sup> Statista, Government of India, 2023

The Indian food services market was valued at Rs. 3,09,110 crore in 2016 with a growth rate of 7.7 percent annually since 2013. On the brighter side, this growth rate is expected to jump to 10 percent, with the total value of the market rising to Rs. 4,98,130 crore by 2021. In the last year alone, the industry generated 5.8 million jobs and has made tax contributions of more than 22,000 crore (Nayak, 2016).<sup>9</sup> However, if employment is generated through new avenues of entrepreneurship, marginal productivity of the labourers can be increased considerably thus increasing the GDP of the economy. The size of the Indian food service market is depicted in the following figure 4.

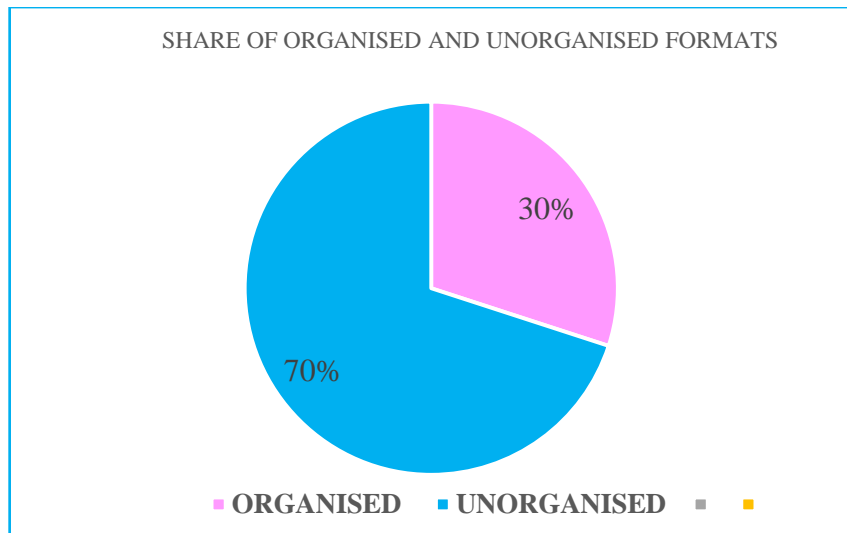


Source: Consultancy.in analysis, NRAI, Technopark Advisors, (2023)

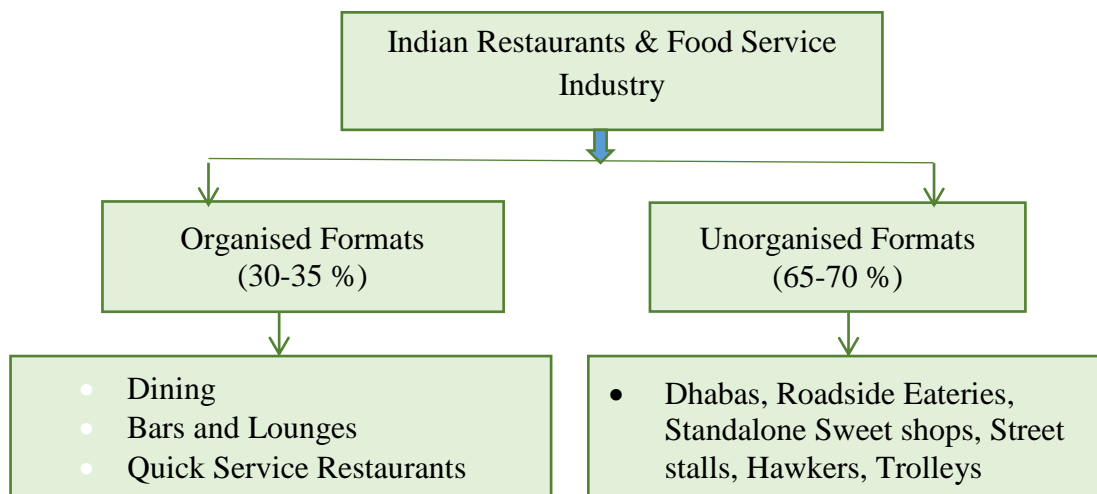
**Figure 4: Size of Indian Food Services Market (in Crores)**

Entrepreneurship proves to be a better medicine and at times a great vaccine to the unemployment crisis by reducing the number of job seekers and increasing the number of job creators in India. The Indian Restaurant industry is classified into organised sector and the unorganised sector. The organised sector forms 30-35 percent of the industry while the remaining 65-70 percent is comprised of the unorganised restaurants. This is depicted in the following chart.

<sup>9</sup> Nayak, P. (2016, September 8). *Story of Asia's only all-women-run food truck*. YourStory.com. Retrieved December 29, 2022, from <https://yourstory.com/2016/09/archana-singh-seventh-sin-hospitality-services>



**Figure 5: Segments of Indian Food Service Business Sector**



Source: FICCI (2021)<sup>10</sup>

The unorganised sector of the food service industry holds a large percentage of the market share with a market value of Rs.1.6 trillion. The Indian food service market was worth Rs.4.2 trillion in 2019 and it has experienced an increased CAGR of 11 percent in 2019 from 2016 (FICCI, 2021)<sup>11</sup>

### **A SWOT Analysis of Mobile Foodpreneurs**

In order to get a deeper insight into the Strengths, Weaknesses, Opportunities and Threats, a SWOT analysis was undertaken as explained below.

<sup>10</sup> FICCI (2021)

## **Strengths**

### **❖ Limited Capital Requirement**

The establishment of an average food truck can cost from Rs. 8 lakh to Rs. 10 lakh<sup>11</sup> while that of a decent- sized restaurant may require an investment of Rs. 15 lakh to Rs. 1.6 crore.<sup>12</sup> Further research of secondary data shows that 60 percent of traditional restaurants face a failure within their first 7 years, and 80 percent of restaurants face failure within 5 years of their operations<sup>13</sup>. The strength of the food trucks and carts lie in their limited capital requirement, which makes them feasible for a capital- deficient country like India.

### **❖ Innovative Products**

Joseph A. Schumpeter opines that innovation- originated market power could provide more effective results than pure price competition.<sup>14</sup> According to Schumpeter (1961), the entrepreneur is an agent of change highly related to innovation processes in companies, by inserting new products/services, new ways to produce, manage or transacting that meet market requirements. Schumpeter consider that innovation is exploring successfully new ideas.<sup>15</sup> In accordance with his view, food trucks have the potential to innovate products and compete on the basis of their innovative skills and marketing strategy.

### **❖ Self-Sustenance**

Food trucks and carts provide self-employment and entrepreneurial chances to aspirants of self-sustenance. They have the potential to reduce the number of job seekers and increase the number of job creators. They break the monotony of 9:00 a.m. to 5:00 p.m. jobs and enable people to be their own boss. In the United States, it has been observed that the average annual employment growth rate of food trucks between 2016 and 2021 is 8.6 percent and the average employment in a food truck is 1.2 employees.<sup>7</sup> This reduces the burden of unemployment, costly management of employees and enhances employer-employee relationship.

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<sup>11</sup><https://limetray.com/blog/start-food-truck-business-india/#:-:text=What%20is%20the%20cost%20of,cost%20up%20to%20%20lakhs>.

<sup>12</sup><https://cleartax.in/s/how-to-start-restaurant-business#::-:text=A%20restaurant%20owner%20must%20decide,%2C%20location%2C%20and%20other%20factors>.

<sup>13</sup> <https://blog.kulturekconnect.com/a-detailed-look-at-restaurant-vs-food-truck-start-up-costs>

<sup>14</sup> Ziemnowicz, C. (2013). Joseph A. Schumpeter and Innovation. In: Carayannis, E.G. (eds) Encyclopedia of Creativity, Invention, Innovation and Entrepreneurship. Springer, New York, NY. [https://doi.org/10.1007/978-1-4614-3858-8\\_476](https://doi.org/10.1007/978-1-4614-3858-8_476)

<sup>15</sup> Schumpeter, J.A., 1961. Teoria do desenvolvimento econômico. Fundo de Cultura.

## **Weaknesses**

### **❖ Lack of Awareness Among Customers**

There is lack of awareness among consumers about mobile foodpreneurs and truck. Misconception that anything sold on a cart or road side food is hazardous or unhygienic also acts as a barrier towards the growth of mobile foodpreneurship.

### **❖ Lack of Awareness Among Mobile Foodpreneurs**

The socio-economic background of the mobile foodpreneurs puts them in a weak position. They hardly have any awareness about the various government initiatives and schemes that are intended to improve their socio-economic conditions. For instance, the Pradhan Mantri Mudra Yojana, FSSAI registrations are beyond the knowledge of several mobile foodpreneurs, retaining them in their present levels and hindering their further development. Not being aware that FSSI registrations could enable an authentication about their hygiene to the customers, mobile foodpreneurs stay ignorant about them.

## **Opportunities**

### **❖ Government Support**

There was a time during which there was a difference in the rights distributed to the chefs on account of the idea of “creative class” and the rights granted to the immigrant street vendors. The rights of vendors were generally lesser and at times criminalised in Chicago.<sup>16</sup> However in the recent times, food trucks and carts are receiving considerable support and assistance from the government. The Bihar Municipal Corporation’s (BMC) initiative to draft a food truck policy to regulate food trucks and traffic is a case in point. It had ordered 30 food trucks some of which are to be distributed to women Self-help Groups (SHGs) and others to the highest bidders.<sup>17</sup> With governments gradually involving in the regulation and promotion of food trucks, foodpreneurship has wide opportunities in the market.

### **❖ Other Side of Gender-Stereotyping**

Food trucks and carts provide chance to women to grow from the positive side of gender-stereotyping. Cooking is stereotyped to be a task of women. Women now

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<sup>16</sup> Martin, N. (2014). Food fight! Immigrant Street Vendors, Gourmet Food Trucks and the Differential Valuation of Creative Producers in Chicago. *International Journal of Urban and Regional Research*, 38(5), 1867-1883.

<sup>17</sup> *Mumbai: Civic chief discusses policy for food trucks amid freebie row | Mumbai News - Times of India*. (n.d.). The Times of India. Retrieved December 29, 2022, from <https://timesofindia.indiatimes.com/city/mumbai/mumbai-civic-chief-discusses-policy-for-food-trucks-amid-freebie-row/articleshow/87170313.cms>

make use of this opportunity and become foodpreneurs. As cooking is a part of their daily routine, women make a business out of it by receiving orders in prior and supplying food to customers either through delivery partners or with the aid of family members. The Seventh Sin, a popular all-women run food truck business in Bangalore stands as an evidence to the fact that food trucks offer wide entrepreneurial opportunities to women. In accordance to their tag-line ‘eat glocal’ they are known for their fusion dishes of popular global cuisines with signature Indian flavours.<sup>18</sup>

#### ❖ Food Safety on Wheels

Mobile food testing laboratories are being launched in cities to ensure food safety on wheels. One such laboratory was launched in Coimbatore on January 30, 2023 to cover the districts of Coimbatore, Erode, Tirupur and the Nilgiris.<sup>19</sup> This initiative will aid in creating awareness among the owners and foodpreneurs about safety and hygienic food practices. In addition to that, testing and providing awareness about the safety of food on wheels can break the myth that such foods are unhygienic. With such developments, mobile foodpreneurship provides better opportunities to people seeking passionate and contented entrepreneurial avenues.

#### ❖ Flexibility in Location

Mobile foodpreneurship provides greater opportunities in terms of flexibility in location. When a foodpreneurs discovers a better location or when there is a lagged business in the current location, the foodpreneur can relocate his/her food cart or food truck or delivery facilities to a promising locality. With the development of food parks, mobile foodpreneurs have wider opportunities to expand their business operations by becoming a part of the park. With mobility being the essence of their business, mobile foodpreneurs move to different locations depending on the demand and season of sales at varied localities (Shaw, 2020).<sup>20</sup>

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<sup>18</sup> Nayak, P. (2016, September 8). *Story of Asia's only all-women-run food truck*. YourStory.com. Retrieved December 29, 2022, from <https://yourstory.com/2016/09/archana-singh-seventh-sin-hospitality-services>

<sup>19</sup> *Mobile food testing laboratory for Coimbatore, Nilgiris, Tiruppur, Erode launched*. (2023, January 30). Mobile Food Testing Laboratory for Coimbatore, Nilgiris, Tiruppur, Erode Launched - the Hindu. <https://www.thehindu.com/news/cities/Coimbatore/mobile-food-testing-laboratory-for-coimbatore-nilgiris-tiruppur-erode-launched/article66450822.ece>

<sup>20</sup> Shaw, A. A. (2020, June 11). *SWOT Analysis of Food Truck Business | Marketing Tutor*. Marketing Tutor. <https://www.marketingtutor.net/swot-analysis-of-food-truck-business/>

## Threats

### ❖ Legal Regulations

Mobile foodpreneurs undergo variations in the regulations of the government. Lack of a well-regulated law or registration process makes the business volatile. At times, they face difficulty in continuing businesses due to traffic regulations and public intervention. Though the Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act (2014) provides great legal support to the mobile foodpreneurs, frequently they face hindrances to business development.

### ❖ Easy Entry and Exit

Easy establishment, lack of strict regulation and comparatively lower investments attract a large number of competitors with similar or differentiated products. Despite being the appropriate place for mobile foodpreneurship, food parks may lead to increased competition and customer deviation.

### ❖ Myths on Street Food

While people trust the food cooked in a “No Admission” room in brick- and-mortar restaurants, a negative perception often prevails towards the hygiene of street foods. This poses a great threat to the growth of mobile foodpreneurship though their kitchens are perfectly under the visibility of the customers.

**Table 2: Merits and Demerits of Mobile Foodpreneurship**

<b>Merits</b>	<b>Demerits</b>
❖ Own Boss	❖ Lack of Maintenance of Accounts
❖ Pivotal Role in Local Economics	❖ No or Lesser Efforts for Business Upgradation
❖ Better Customer Relationship	❖ Excessive Customer Acquaintance Leading to Credits and Defaults
❖ Traditional Dishes	❖ Lack of Advertisement Opportunities
❖ Rare Chances of Adulterations	❖ False Weights or Fraudulent Quantities
❖ Flexibility in Items Sold	❖ Excessive Flexibility
❖ Social Relations Beyond Business Relations	❖ Inaccessibility to Government Schemes
❖ Lesser or Lack of Legal Requirements	❖ Little or No Statutory Regulatory System

## **Impact of the Pandemic-Led Lockdown on Mobile Foodpreneurship**

The pandemic and its consequent lockdown has exerted both positive and negative influence on the mobile foodpreneurship sector. It opened many new business avenues and closed several existing ones. In 2020-2021, India's Gross Domestic Product fell by 7.3 percent due to the pandemic. The consequences of reverse migration of labourers, labour shortage, inadequate means to meet fixed and variable costs impacted almost all business units. Different sectors have witnessed varied effects. Positive growth trend has been observed in hospital and pharmaceutical sectors while tourism, hotels, transport, manufacturing and the like have been negatively affected. The impact on the food sector is observed to be a mixed one.

On the growth side, people who were under quarantine and were in dire need of nutritious food to recover from the viral infection resorted to home-cooked food. In Coimbatore, food catering services coped with the demands and supplied Covid-19 meals at nominal charges to people who were in home- quarantine. The meals included nutritious food with special millet based dishes (Jeshi, 2021)<sup>21</sup> At a time when all hotels and recreational spots were shut, people were yearning for some variety food to quench their temptations. The apartment culture in most of the metropolitan cities opened a new business venture to home makers who were excellent chefs and made them foodpreneurs. This helped them earn and supplement their family income during a stagnant and recession- hit economic condition. The lockdown provided adequate and unexpected opportunity and time to people to pursue their passion as chefs, confectionists and bakers. Home cooked food and varieties attracted customers and led to customers re-purchase. It also helped in reducing the monotony of women who were forced to cook more than three times a day with all members of the family staying indoors. With several businesses being closed both temporarily and permanently, people lost their employment. This has forced them to find out an alternative avenue to earn a living. Forced entrepreneurs boomed once there were relaxations. The monthly registrations of companies reached a record high of 17, 324 companies in March 2021, when the lockdown turned into a semi-lockdown with gradual opening up of the economy

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<sup>21</sup> *In home quarantine in Coimbatore? Food is just a phone call away.* (2021, June 10). In Home Quarantine in Coimbatore? Food Is Just a Phone Call Away - the Hindu. <https://www.thehindu.com/news/national/tamil-nadu/in-home-quarantine-in-coimbatore-food-is-just-a-phone-call-away/article34779390.ece>

(Narayanan, 2021)<sup>22</sup>. Several people resorted to the food sector which had an evergreen business and had better ability to retain customers. Being their own boss, better decision making, flexible working hours and other positive factors strengthened their continuity as foodpreneurs.

On the darker side, the Indian food service market contracted 53 percent during the pandemic year of 2021 as per the National Restaurant Association of India. One fourth of the food business operators closed their business which led to job losses of 2.4 million (Sharma, 2021)<sup>23</sup>. Foodpreneurs who make money by their day to day sales had a serious fall. Mobile foodpreneurs, whose businesses were taking a sharp increase before the pandemic, witnessed brakes due to Covid-related restrictions on people's mobility. The major customers are those who attend college or go to office and stop at the trucks for one of the meals of the day. With the whole nation shut due to the spread of the pandemic, the scenarios of online education, work from home dominated the market and the food trucks lost their regular customers. Additionally, the fear of being Covid-infected and its aftermaths did not dare the people to explore in a crowded area or in a pathway, getting exposed to crowds (Saxena, 2021)<sup>24</sup>. All these factors dragged down the growth of mobile foodpreneurs during the pandemic. This led to clean sweep of some unsuccessful foodpreneurs during the pandemic and only those resistant to the pandemic survived even post the pandemic.

### **Worldwide Success Stories of Selected Mobile Foodpreneurs**

The twenty first century has provided opportunities to the growth of many unique business avenues and one such avenue is the food truck business. As the taste buds of consumers developed and as they started looking for various unique flavours of dishes, mobile foodpreneurship bloomed. It provides promising opportunities to passionate and upcoming entrepreneurs with limited resources but with unlimited skills and passion. The success stories of some of the mobile foodpreneurs in the USA and in India are discussed as under.

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<sup>22</sup> Registration of new companies sees surge during the pandemic. (2021, June 28). Registration of New Companies Sees Surge During the Pandemic - the Hindu BusinessLine. <https://www.thehindubusinessline.com/data-stories/data-focus/registration-of-new-companies-sees-surge-during-the-pandemic/article35023126.ece>

<sup>23</sup> Sharma, R., & B. (2021, October 25). *Indian restaurant industry shrank 53% in pandemic year: NRAI report*. Indian Restaurant Industry Shrank 53percent in Pandemic Year: NRAI Report | Business Standard News. [https://www.business-standard.com/article/economy-policy/indian-restaurant-industry-shrank-53-in-pandemic-year-nrai-report-121102501465\\_1.html](https://www.business-standard.com/article/economy-policy/indian-restaurant-industry-shrank-53-in-pandemic-year-nrai-report-121102501465_1.html)

<sup>24</sup> Saxena, S. (2021, July 21). *Are Food Trucks Still Viable In India After The Pandemic?* The Restaurant Times. <https://www.posist.com/restaurant-times/restro-gyaan/food-trucks-future-post-pandemic-india.html>

➤ **New York Food Truck Association**

Within the first year of establishment (2016-17) by Jen and Ben Goldberg, the NYFTA was able to make a revenue of more than \$1 million. The growth of the food truck has been consistent with more than 50 percent year on year growth. At present they make a revenue of \$2.4 million per year and functions with five employees.

➤ **Roll up Food Truck**

Bryce Dillingham, the founder was able to pursue his passion and achieve his goal of being his own boss. The truck employs five people and earns a yearly revenue of \$600,000. They expanded their service from lunch to dinners and at present have busy days with regular business.

➤ **Tap Truck USA**

The venture began when two friends namely Corbin O'Reilly and Taylor Steers came together to establish their own business. They gradually expanded and were able to serve 2, then 3 and then 4 events a Saturday. With this business upgradation, the business sales had doubled each year and at present they earn a revenue of \$360,000 a year.

➤ **The Vet Chef**

Being forced to retire due to a brain injury in 2008, the founder of The Vet Chef, Kyle Gourlie set up his food truck business. His passion for Mexican food made him become a mobile foodpreneur with the help of his wife and father-in law. At present he earns \$400,000 annually with the business growing consistently.

➤ **Onit Coffee**

A young foodpreneur from Syria, Shadi Khattab launched Onit coffee to serve beverages, vegan and planet- based drinks. This mobile food business attracts a vast number of customers and generates a revenue of \$630,000 per year. Beyond its economic and profit motives, the truck involves itself in social activities by contributing a portion of its profits to the surrounding organisations which makes the customers feel good about being a reason for the same.

➤ **Aybla Grill**

Another immigrant from Syria, Saied Samaiel set up his food truck named Aybla Grill at an investment of \$20,000. At present, business has expanded to three truck yielding an average monthly revenue of more than \$50,000. Annually, the revenue earned amounts to \$648,000.

➤ **Fair Food Treats**

Mariah Monetize, a twenty year old young foodpreneur established her food truck following her passion towards baking. With her friends always showing a special love towards her baked food, Mariah was able to turn her passion into a great business with an annual revenue of \$350,000 per annum.

➤ **Food Fleet**

Jeffrey Mora began her career as an apprentice in Century Plaza hotel and later set up her own establishment where she employs people. The food truck has an unprecedented growth of 160 percent in 2017-18 and the year on year growth has been around 30 percent. Currently, the food truck earns an annual revenue of \$1.5 million.

➤ **Shake Shack**

Established in 2004 as a hot dog shop, Daniel Meyer has grown his food business into a chain of restaurants in 270 locations around the world. Making this happen within less than 20 years is another incredible achievement. Offering a hangout that is fun and lively, Shake Shack is able to make an annual revenue of \$740 million (Walls, 2023)<sup>25</sup>.

➤ **Selected Successful Food Trucks in Coimbatore and Erode Districts**

**Table 3: List of Selected Successful Food trucks on the basis of Ratings and Reviews in the Study Region**

<b>Name of the Truck</b>	<b>Stars out of 5</b>	<b>Ratings</b>
Arabian Hunt	3.4	996
Street Arabia	4.2	606
Byte a Bit	3.9	501
Roaston Foodtruck	4.3	521
Roadline Food truck	4.1	187
Little Arabia	4.2	262
AR Fish Restaurant	3.7	36
Hot Wheels Food truck	4.6	23
Kovai Food truck	4.9	43
Chai Truck	3.8	184
Foodie Food truck	3.0	32

Source: Justdial (Customer Reviews), 2023<sup>26</sup>

<sup>25</sup> 11 Food Truck Success Stories (2023) - Starter Story. (2022, April 7). 11 Food Truck Success Stories (2023) - Starter Story. [https://www.starterstory.com/stories/start-a-food-truck-success\\_stories-business-ideas](https://www.starterstory.com/stories/start-a-food-truck-success_stories-business-ideas)

<sup>26</sup> Food Trucks Restaurants in Coimbatore - Mobile Canteen - Justdial. (2023). Food Trucks Restaurants in Coimbatore - Mobile Canteen - Justdial. <https://www.justdial.com/Coimbatore/Food-Trucks/nct-11365567>

## **Research Gap**

Literatures about food trucks and mobile foodpreneurs are available in large numbers in other countries compared to those available in India. The earlier studies (Alfiero et al., (2017), Roy et al., (2022)) are based on the performance of mobile foodpreneurs explaining how they retain their customers. Some of them explain about (Haris (2018), Venkatraman (2019)) the significance of mobile foodpreneurs and how successful they are. Studies including Diwanji and Patil (2019), Boonjubun (2021) have explained the challenges posed due to government regulations and financial constraints. Some studies have focused on the hygienic practices followed by foodpreneurs and have mainly analysed the living conditions of street vendors (Alam (2021), Loomis (2013), William (2013)). With the growing taste and preference for food trucks, home bakers and confectionists in the districts of Coimbatore and Erode, the present study differs from the earlier studies in two different aspects. First, the selected sample respondents are analysed in line with the Schumpeterian Theory of Innovation. Second, the study was conducted in the districts of Erode and Coimbatore, analysing the socio-economic background, economic success and challenges faced by the novice and veteran mobile foodpreneurs including food carts, food trucks, etc. in the study region.

## **Objectives**

In this background, the present study has the following objectives.

- To analyse the selected sample of mobile foodpreneurs as Schumpeterian entrepreneurs.
- To study the socio-economic background of mobile foodpreneurs in the selected study region.
- To evaluate the economic success of the selected sample respondents.
- To find out the motivational factors of the mobile foodpreneurs; and
- To identify the problems faced by the mobile foodpreneurs.

## **Hypotheses**

- There was no significant association between the innovation factors used and the profits earned by selected sample respondents in the study region.
- There was no significant association between the educational status and the innovation in vehicle type used by selected sample respondents.
- There was no significant relationship between socio-economic background and the profits earned by selected sample respondents.
- There was no significant relationship between business profile and the profits earned by selected sample respondents.
- There was no significant difference in the innovation factors used by selected sample respondents in Coimbatore and Erode districts; and
- There was no significant association between educational qualification and awareness about MUDRA scheme among the selected sample respondents.

## CHAPTER - 2

### REVIEW OF LITERATURE

A brief summary of previous researches like academic articles, magazine articles, newspaper articles, books and such other sources, on a particular topic is termed as the Literature Review. The review of literature pertaining to the present study has been grouped into the following major categories.

#### **2.1. Studies Related to Historical Background of Mobile Foodpreneurs**

#### **2.2. Studies Pertaining to Performance of Mobile Foodpreneurs**

#### **2.3. Studies Related to Significance of Mobile Foodpreneurs**

#### **2.4. Studies Related to Challenges faced by Mobile Foodpreneurs**

#### **2.5. Other Related Studies**

#### **2.1. Studies Related to Historical Background of Mobile Foodpreneurs**

Though the concept of brick- and- mortar restaurants have evolved several years back, the novel ideas of mobile foodpreneurship, in line with the Schumpeterian Innovation Theory have taken their own evolution time and phase. The following articles explain the historical background of mobile foodpreneurs.

Sledzik (2013) has analysed the Innovation theory postulated by Schumpeter, in terms of first and second entrepreneurship theory. The five types of innovation given by Schumpeter include new product, new market, new production process, new industry structure and new raw material source. The first theory observes entrepreneur as an individual while the second does not restrict entrepreneur to be just on individual. The explanation of the relationship between the entrepreneur and the banker is also modified in the secondary theory and the second theory was widely ignored while the first holds true in the modern world.<sup>27</sup>

Mistkawi (2020) has explored the association between economic development and Schumpeter's theory of Innovation. Novel development with new goods, new methods of transportation and production may lead to creative destruction that is defined as the economic course through which an industry revolutionizes itself. The classification of entrepreneurship into five different types and the new combinations of

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<sup>27</sup> Śledzik, K. (2013). Schumpeter's view on innovation and entrepreneurship. *Management Trends in Theory and Practice*, (ed.) Stefan Hittmar, Faculty of Management Science and Informatics, University of Zilina & Institute of Management by University of Zilina.

the previously existing means of production that result in economic development have been explained. The study also portrays Karl Marx view of capitalism as the apparatus to drive economic change and how it contrasts with the views of Schumpeter.<sup>28</sup>

Borjas (1986) has conducted a study on self-employment of immigrants by comparing the opportunities of native place born and immigrants and the self-employment avenues open to new waves and earlier waves of immigrants. The study is based on the US Census reports of 1970 and 1980. Its findings include higher self-employment opportunities to immigrants, positive effect of assimilation on the self-employment rates and that self-employment is opted mostly by new wave of immigrants due to decline in opportunities in the salaried sector in the previous decades.<sup>29</sup>

Gindling and Newhouse (2014) have examined the heterogeneity among the self-employed in seventy four developing countries of the world. Studying the profile in terms of employment status and classifying non-agricultural self-employed workers in terms of their success is the methodology of the study. The findings of the study include higher household welfare among employers, profits of own-account holders to be secondary family income, constraints faced by the unsuccessful entrepreneurs and a direct relationship between PCI and the shift of employment structure. It has suggested increased target on low income and minority group of entrepreneurs to make them successful.<sup>30</sup>

Karantinins et.al., (2010) have dealt with the relationship between innovation behaviour, effects of network relationship and the structure of the market with the empirical example of the Danish agri- food industry. The study is based on data from an extensive survey of 444 Danish firms conducted for a period of two years from 2004 -05. It has found out the significant determinants of innovation behaviour to be economies of size, export orientation, vertical integration and its direction and contractual arrangements whereas, the sector in which the firm is operating is insignificant in influencing the innovation behaviour.<sup>31</sup>

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<sup>28</sup> Mistkawi, S. (2020). Working Paper No. 49, On Joseph Schumpeter and Economic Development.

<sup>29</sup> Borjas, G. J. (1986). The self-employment experience of immigrants.

<sup>30</sup> Gindling, T. H., & Newhouse, D. (2014). Self-employment in the developing world. *World development*, 56, 313-331.

<sup>31</sup> Karantininis, K., Sauer, J., & Furtan, W. H. (2010). Innovation and integration in the agri-food industry. *Food Policy*, 35(2), 112-120.

Gomellini (2013) has surveyed the empirical and theoretical studies that investigate the interaction between innovation and competition as given in the Schumpeterian tradition. It has discovered from the recent literatures that innovation is promoted by increased competition, chiefly when there is low degree of competition initially with high level of technological rivalry and closer approach of firms to the technological frontier. It has also concluded with the observation that there is no unanimity in the conclusions given by empirical studies and that they produce a variety of results.<sup>32</sup>

Dhanya (2020) has explored the promotion of employment through start-ups, the support extended by universities and the existing policies in this area. This exploratory study is based on secondary and primary data collected from 48 sample start-ups in Delhi. To overcome the shortcomings faced by entrepreneurs, the author has recommended establishing incubation centres, financial awareness programmes and collaborations between start-ups.<sup>33</sup>

Fahlevi et al., (2019) have observed the leadership characteristics of food truck entrepreneurs. The study has collected samples from 10 food truck entrepreneurs or managers at Wellington Night Market. Autocratic, Democratic and Laissez faire are the leadership styles and the constituents of effective management process are planning, organizing, leading and controlling. The study has concluded that with high tourist attention, competition arising out of existence of large number of food trucks in the same place and considerable customer reach, the food trucks could succeed if they choose the right leadership style required.<sup>34</sup>

Matzembacher et.al., (2019) has explored the features, motivation, knowledge and innovation capacity of entrepreneurship with respect to the food truck sector of Brazil. It is based on participant observation of 44 food trucks and on primary data collected through interviews conducted with 11 of them. It has discovered that the early entrants to the field of food trucks were Schumpeterian entrepreneurs who later lost this status due to the spread of knowledge and the adoption of this innovation by others.<sup>35</sup>

## **2.2. Studies Pertaining to Performance of Mobile Foodpreneurs**

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<sup>32</sup> Gomellini, M. (2013). Innovation and competition: A survey. Rome, Italy: Bank of Italy, Structural Economic Analysis Department, Economic and Financial History Division.

<sup>33</sup> Dhanya, B. (2020). Promoting youth employment and Entrepreneurship: A Study with Special focus on Start-ups. *NLI Research Studies Series*, No. 141/2020.

<sup>34</sup> Fahlevi, M., Zuhri, S., Parashakti, R., & Ekhsan, M. (2019). Leadership styles of food truck businesses. *Journal of Research in Business, Economics and Management*, 13(2), 2437-2442.

<sup>35</sup> Matzembacher, D. E., Gonzales, R. L., & Saldanha, C. S. (2019). Can street entrepreneurs be Schumpeterian entrepreneurs? The case of food trucks as family firms in an emerging country. *Journal of Global Entrepreneurship Research*, 9(1), 1-24.

With their evolution in the competitive market, mobile foodpreneurs adapt to the changing and growing tastes and preferences of the people, aiming at consumer retention and repurchase. Literatures relating to the performance of the mobile foodpreneurs is reviewed as under.

Alfiero et al., (2017) has examined the characteristics and efficiency performance of two categories of performers in food truck business namely the Traditional Food Truck (TFT) and Gourmet Food Truck (GFT). The study has used primary data collected from 41 food trucks in the Northwest of Italy. It has found out the greater efficacy of GFT than TFT and has concluded that the major component in competitive advantage is innovation.<sup>36</sup>

Roy et al., (2022) have analysed the performance of the micro foodpreneurs in the district of Manipur and has compared the performance in the pre-pandemic and pandemic periods. The study has used online survey method to collect data and made use of non-parametric statistical tools. The major findings include the challenges faced by the foodpreneurs in terms of number of employees, selling modes, working hours and so on. It has suggested remedial measures to resolve the challenges faced by the foodpreneurs.<sup>37</sup>

Alam (2021) has case studied a third semester undergraduate student named Anim, who started Burger State, a fast food shop in the informal sector in Genderia, Old Dhaka. This study has analysed the dilemma faced by the foodpreneur, whether to return to their original successful business or to rebrand their current business. It is based on the application of the small business branding theory and has contributed towards creating branding strategies for budding entrepreneurs. The study has suggested considering financial viability, retention of customer and feasibility of business strategy in the innovation process.<sup>38</sup>

Loomis (2013) has studied the growth of food trucks in Chicago and their popularity, representation and narration. The study is based on initial observations followed by survey questionnaires collected from 31 respondents and interviews with 13 people. It has explored facts about the political subjectivity of food trucks and the

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<sup>36</sup> Alfiero, S., Lo Giudice, A., & Bonadonna, A. (2017, November 6). Street food and innovation: the food truck phenomenon. *British Food Journal*, 119(11), 2462–2476. <https://doi.org/10.1108/bfj-03-2017-0179>

<sup>37</sup> Roy, S. S., Ananta, S., Singh, H. N., Sharma, S. K., Ansari, M. A., Singh, K. H. R., ... & Shiv, D. (2022). Performance of micro and small foodpreneurs in Manipur during COVID-19 pandemic. *Indian Journal of Agricultural Sciences*, 469-473.

<sup>38</sup> Alam, M. S., Islam, S. I., & Biswas, K. Rethinking or Remaining the Same: The Dilemma of a Young Foodpreneur.

ordinance in Chicago. It has raised questions regarding the economic deregulation of food trucks and the necessity to strengthen policy reforms in food truck sector.<sup>39</sup>

William (2013) has analysed the various types of regulations that govern and regulate the food trucks in the United States. The study is based on reviews of literature collected by various studies regarding the varied regulations followed in difference cities. It has found that some cities have strict regulations, some adopt lighter ones, some implement changes in the existing regulations to accommodate mobile food units and some have specific and clear ordinances . It has concluded that food trucks can be an extension of an existing restaurant to popularise the restaurant and can also make use of catering opportunities and community outreach.<sup>40</sup>

McClintok et.al., (2017) have analysed the ethnicity of dishes served by the food trucks in Portland and investigates if the dishes are local or if they are exotic. It is an exploratory research based on review of literature and an examination of the signage and menus of 81 food carts in eight pods. It has discovered that more than half (54%) of the food carts served ethnic cuisines of other countries including Thai, Mexican and were owned by foreign-born and minority food owners as it was a low cost option.<sup>41</sup>

Esparza et.al., (2013) have studied the role played by trade associations in the gourmet food truck industry. The study is based on secondary data taken from social media including twitter accounts to identify the evolution of the field between 2008 and 2012. It has found that trade associations play a crucial role in the legitimation of food trucks and other creative industries by reducing uncertainties, representing collective interests, generating identities and enabling self-regulation.<sup>42</sup>

Auad et al., (2019) have the objective of validating evaluation instrument and a score classification to check the food contamination in food trucks. The study is based on 44 samples with sample food consisting of popular dish or product of each sample truck and was preceded by a pilot study. It has discovered that Group A consisting of hot and cold sandwiches has a higher inadequacy score denoting significant contamination while

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<sup>39</sup> Loomis, J. M. (2013). Moveable feasts: locating food trucks in the cultural economy.

<sup>40</sup> Williams, C. T. (2012). A hungry industry on rolling regulations: A look at food truck regulations in cities across the United States. *Me. L. Rev.*, 65, 705.

<sup>41</sup> McClintock, N., Novie, A., & Gebhardt, M. (2017). Is It Local... or Authentic and Exotic? Ethnic Food Carts and Gastropolitan Habitus on Portland's Eastside. *Food Trucks, Cultural Identity, and Social Justice: From Loncheras to Lobsta Love*, 15, 285.

<sup>42</sup> Esparza, N., Walker, E. T., & Rossman, G. (2014). Trade associations and the legitimation of entrepreneurial movements: Collective action in the emerging gourmet food truck industry. *Nonprofit and Voluntary Sector Quarterly*, 43(2\_suppl), 143S-162S.

group B and C did not have much difference. It has suggested the adoption of prevention strategies of Food Borne Diseases (FPD) to ensure the reliability of food truck businesses and the protection of consumers' health.<sup>43</sup>

Okumus et al., (2019) have explored the sanitary conditions of food trucks in the context of developed countries including Orlando, Florida. The study based on a sample of 30 raw and RTE foods, collected from 24 food trucks, detects the population of pathogens through microbiological analyses. It has found that sample foods prepared and sold in food trucks act as home to pathogens like *Cronobacter sakazakii*, *Salmonella* and carriers of antibiotic resistance genes that lead to public health hazards and food borne illness. It has suggested regularity in the inspection and monitoring of food truck by municipal, state and country health departments to curb food borne diseases and improve sanitation.<sup>44</sup>

Ghezzi (2020) have examined the food safety trainings and practices followed by food trucks and the difficulties faced by managers and owners in several cities of the United States. The study is based on qualitative data collected through face- to- face interviews and focus groups. It has observed the readiness of the managers and owners to adopt food safety training and has identified the major difficulties of food safety to be hand washing, pest control and storage.<sup>45</sup>

Alhashim (2022 ) has attempted to analyse the food safety and hygiene of food served by the street food trucks of Saudi Arabia. The study is based on primary data collected from 921 consumers and has used regression analysis to study the food safety practices. It has revealed that consumers have moderate knowledge and positive attitude towards food safety and food borne diseases and that there is an association between the socio-economic profile of consumers like education and marital status and their knowledge and attitudes.<sup>46</sup>

Woolhouse and Rosheleau (2017) have examined the higher likeliness of the temporary closure of food trucks due to hygiene violations as compared restaurants. It

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<sup>43</sup> Isoni Auad, L., Cortez Ginani, V., dos Santos Leandro, E., Stedefeldt, E., Habu, S., Yoshio Nakano, E., ... & Puppini Zandonadi, R. (2019). Food trucks: Assessment of an evaluation instrument designed for the prevention of foodborne diseases. *Nutrients*, *11*(2), 430.

<sup>44</sup> Okumus, B., Sönmez, S., Moore, S., Auvil, D. P., & Parks, G. D. (2019). Exploring safety of food truck products in a developed country. *International Journal of Hospitality Management*, *81*, 150-158.

<sup>45</sup> Ghezzi, S., Ayoun, B., & Lee, Y. M. (2020). Exploring food truck food safety training and practices in the United States: A qualitative study. *Food Protection Trends*, *40*(6), 413-423.

<sup>46</sup> Alhashim, L. A., Alshahrani, N. Z., Alshahrani, A. M., Khalil, S. N., Alrubayii, M. A., Alateeq, S. K., & Zakaria, O. M. (2022). Food Safety Knowledge and Attitudes: A Cross-Sectional Study among Saudi Consumers from Food Trucks Owned by Productive Families. *International journal of environmental research and public health*, *19*(7), 4322.

has found that increase in the number of food trucks from 14 in 2010 to 96 in 2016 is one of the prominent reasons to assess the food safety of food trucks which is often disturbed due to unhygienic running water. Contaminated water, unhygienic plumbing facility, rented kitchens and rodent infestation were observed to be some of the hygiene violations of food trucks.<sup>47</sup>

AlHazmi et.al., (2021) have assessed the food safety knowledge and hygienic practices followed by the street food truck owners and vendors. The study has used primary data collected from 123 street food truck owners in the city of Jeddah in Saudi Arabia. It has revealed a significant association between food safety knowledge and education, marital status and place of preparation and that the hygienic practices and knowledge among the food truck owners was satisfactory.<sup>48</sup>

### **2.3. Studies Related to Significance of Mobile Foodpreneurs**

The world's middle class population that relies on reasonable but adequate entertainment and relaxation options, turns towards the mobile foodpreneurs for their products, making them significant. This is explained with the help of the following literatures.

Talip and Haris (2018) have examined the influence of social computing on food truck business. The study has proposed a food truck prototype that can ensure easier engagement of customers and owners and security of personal information using mobile and web technology. It has discovered that use of social computing is beneficial and promotional for food truck businesses in Malaysia and has suggested further investigation of the impact factor of using social computing in food truck business.<sup>49</sup>

Sadhale and Shetty (2018) have explained the types of food trucks operating in India and intends to find the opportunities and challenges faced by the Indian food trucks. It has found that there are two types of food trucks operating in India namely Mini trucks and Bustaurants. The opportunities available are collaborative opportunities, current

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<sup>47</sup> Woolhouse, M., & Rocheleau, M. (2017). A major issue for some Boston food trucks? handwashing. *Boston Globe*.

<sup>48</sup> AlHazmi, H., Al-Raddadi, R., Alzhrani, W., Alzahrani, K., Turkistani, A., Qumri, F., & AlHazmi, K. (2021). Food Safety Knowledge and Hygiene Practices among Food Vendors of Street Food Trucks. *Pharmacophore*, 12, 83-92.

<sup>49</sup> Talip, B. A., & Haris, N. A. (2018). Food truck application in social computing. *International Journal of Engineering & Technology*, 7(4.29), 109-112.

business expansion, brand recognition, etc., while the challenges comprise of location, climatic conditions, government intervention, limited storage and the like.<sup>50</sup>

Wallsten and Rhyan (2014) have intended to investigate the role played by social media in helping small business like food trucks stay in their business. The study is based on a sample of 250 mobile food trucks of Washington DC metro area collected from various sources. It has found that sale of West Asian and European cuisine, possession of Facebook and website and tweeting twice a day increases longevity of the business. The reviews of the Food truck Fiesta which serve as an indicator of demand is found to be highly correlated with the success of the business while the average review score is not correlated.<sup>51</sup>

Venkatraman (2019) has attempted to explore the optimal initiatives and methods to integrate the food trucks into India. The study is based on primary data collected through questionnaires in Pune and Maharashtra. It has found that despite the presence of competent and innovative chefs and supportive government laws, the trucks face challenges of marketing, social media reach, lack of awareness among customers about the fact that they serve clean and hygienic food stand as barriers to the further growth of the food trucks. It has suggested solutions on the demand side and supply side including private training, awareness creation and so on.<sup>52</sup>

Ertman (2020) has aimed to expose the prominence of Edmonton food trucks in the share of cultural knowledge, ideas and practices surrounding food. The study has collected data through questionnaires from thirty food trucks, six vendors and customers selected through random sampling. It has discovered that the vendors are passionate about their business and an initial hesitance among the customers to try Indian foods. However, desire towards the taste of Indian foods have helped the vendors retain their customers and to influence their repurchase decisions. The marketing strategy adopted by the vendor, promising a cashback if the customer did not like the food, is also noteworthy.<sup>53</sup>

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<sup>50</sup> Sadhale, M., & Shetty, P. (2018). Challenges and Opportunities in Food Truck Business in India.

<sup>51</sup> Wallsten, S., & Rhyan, C. (2014). Social media and entrepreneurship: The case of food trucks. *Technology Policy Institute: Selected Works*, 1-12.

<sup>52</sup> VENKATRAMAN, D. P. (2019). A study of various actions and initiatives to increase the integrations of food trucks into India. *Think India Journal*, 22(4), 6243-6257.

<sup>53</sup> Ertman, S. (2020). An Ethnographic Study of Edmonton Food Trucks: Connecting Local and Global Cuisines and Cultures. *Spectrum*, (5).

Cohen et.al., (2018) has conducted a pilot study to check the feasibility of modifying the food truck meals and the acceptance of healthier food by the consumers. The authors had recruited Latino food truck owners to take part in the study by providing them incentives and helping them with training and marketing of the modified meals. It has revealed that 97% of the consumer- participants were ready to recommend and repurchase the healthier modified meals while 75% of the food truck owners were willing to continue offering the healthier meals.<sup>54</sup>

Mokhtar et.al., (2017) have attempted to explore the association between brand equity and the behavioural intention of food truck consumers in Klang valley of Malaysia. It is based on three propositions which highlight the existence of a casual relationship between customer behavioural intention and factors like brand image, brand awareness and perceived quality. It has thrown light on the prominence of brand equity as a means to analyse customer behavioural intention that can prove useful to food truck industry.<sup>55</sup>

Rahman (2019) have examined the factors that influence the circulation, interior design and spatial distribution of food trucks. It is an analytical study based on qualitative data collection methods. It has indicated that the food truck circulation could be better in future with the permanent installation of furniture to ensure employees comfortable space and relieve them of space and safety issues. It has recommended further research in this area to make it feasible for Persons with Disability (PWD).<sup>56</sup>

Nor and Rashid (2021) have used three factors namely, price, variation of food and the trend in the business to investigate the consumer preferences towards food truck business. The study has used questionnaire method to collect primary data from 300 students and has found the readiness of the students to support food truck business as long as they satisfy consumer preferences. This explains the pivotal role played by consumer preferences in the long run sustenance of the foodpreneurs.<sup>57</sup>

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<sup>54</sup> Cohen, D. A., Colaiaco, B., Martinez-Wenzl, M., Montes, M., Han, B., & Berry, S. H. (2017). Can Latino food trucks (loncheras) serve healthy meals? A feasibility study. *Public health nutrition*, 20(7), 1279-1285.

<sup>55</sup> Mokhtar, R., Othman, Z., Arsat, A., & Bakhtiar, M. F. S. (2017). Brand equity and customer behavioural intention: A case of food truck business. *Journal of Tourism, Hospitality & Culinary Arts*, 9(2), 561-570.

<sup>56</sup> Abd Rahman, J. (2019). Spatial analysis on local food truck in KL. *Journal of Architecture, Planning and Construction Management*, 9(1).

<sup>57</sup> Sulaiman, S., Mazlan, N. H., Nor, N. M. S. N. M., Ab Rashid, P. D., & Azren, M. H. (2021). Consumers' Preference towards Food Truck Business: A Case Study in Penang. *ASEAN Entrep. J.*, 7, 49-55.

Firmansyah et al., (2022) have analysed the significance of purchasing power, hedonic value and the utilitarian value in influencing the customer desires for food trucks. This is a qualitative research based on data collected through questionnaire. The study has found out the indicators of hedonic values as pleasure, curiosity, hygiene, entertainment, attraction, creativity and innovation and the indicators of utilitarian values consist of time efficiency, strategic location, price affordability and practicality. It has discovered the greater impact of utilitarian values and the food quality in purchase decisions in the food trucks.<sup>58</sup>

Kraus et al., (2021) have examined the factors that influence the behavioural intentions of millennial customers in the usage of food trucks and their perceptions towards food trucks. The study has collected data from 247 millennial customers of selected food trucks in the U.S. and assessed the factors using ordinary least square regression analysis. It has found that employee friendliness, hedonic shopping value, food quality and food truck image have a positive direct impact on customer satisfaction and word of mouth behaviour and perceived crowding and food truck regularity have a negative impact.<sup>59</sup>

Samat (2020) has explored the impact of service quality on customer satisfaction which ultimately determines customer loyalty. The study is a quantitative research based on a sample of 100 food truck customers and has analysed the data using descriptive statistics, correlation and the like. It has revealed that there is a significant influence tangibles, assurance and reliability influence customer satisfaction which has a significant relationship with customer loyalty.<sup>60</sup>

Loh and Hassan (2021) have aimed to analyse the repurchase intention of food truck products by consumers on the basis of risks and benefits. The study has used online cross sectional survey to collect data from 294 respondents who have prior experience of using food truck products. It has discovered that repurchase intentions are significantly influenced by perceived benefits (price value, hedonic value), subjective norms, food safety and attitude while it is unaffected by potential risks to the environment. It has

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<sup>58</sup> Firmansyah, F., Lubis, T. A., & Ningsih, M. (2022). HEDONIC VALUE AND UTILITARIAN VALUE IN FOOD TRUCK BUSINESS: A QUALITATIVE PERSPECTIVE. *Journal of Business Studies and Management Review*, 5(2), 221-225.

<sup>59</sup> Kraus, S., Sen, S., Savitskie, K., Kumar, S. K., & Brooks, J. (2022). Attracting the millennial customer: the case of food trucks. *British Food Journal*.

<sup>60</sup> Gopi, B., & Samat, N. (2020). The influence of food trucks' service quality on customer satisfaction and its impact toward customer loyalty. *British Food Journal*.

suggested managerial indicators to enhance business efficiency and policy interventions to accelerate its development.<sup>61</sup>

## **2.4. Studies Related to Challenges Faced by Mobile Foodpreneurs**

In spite of governmental regulations, mobile foodpreneurship sector still faces several challenges. In addition to that, the myth of people about their hygienic practices pose a threat to their development. The following reviews relate to the challenges faced by the mobile foodpreneurs and the governmental regulations pertaining to their establishment.

Diwanji and Patil (2019) have studied the challenges faced by some of the food trucks in Pune. The authors have conducted primary survey of owners as well as customers with the help of questionnaire. The majority of their customer respondents have revealed their daily usage, hygiene criteria and their willingness to spend Rs.100 to Rs.200 in the food trucks. The responses from owners revealed challenges like licence requirement, seizure by police, etc.. The study has suggested the implementation of rules and regulations for the benefit of food trucks.<sup>62</sup>

Boonjubun (2021) has explained the struggles faced by the street vendors and the factors that influence the operation and existence of street vendors in Helsinki city. Qualitative data collection methods were used to collect data from the former and current street vendors and city authorities. The study has found that the vendors face struggles including high competition due to absence of requirement for a mix of different food types in each vending area, lack of assistance to get water and electricity connection and lack of government intervention and regulation of street vendors.<sup>63</sup>

Martin (2014) has studied the differences in the struggles faced by immigrant street vendors and the warm welcomes faced by the creative food trucks in Chicago. It is based on secondary data collected from newspapers, survey data and draws insights from the data. The study has provided a linkage between the acceptance of food trucks and the “creative class” ideas given by Richard Florida and colleagues. It has concluded that

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<sup>61</sup> Loh, Z., & Hassan, S. H. (2021). Consumers' attitudes, perceived risks and perceived benefits towards repurchase intention of food truck products. *British Food Journal*.

<sup>62</sup> Diwanji, S., & Patil, P. (2019). A Study of the Operations of Food Trucks in Pune and Their Challenges. *Arithya: A Journal of Hospitality*, 5(02).

<sup>63</sup> Boonjubun, C. (2022). Struggles of street food vendors in Helsinki: a study of food truck and fixed stall vending using municipal land. *Local Environment*, 1-23.

there is a difference in the rights distributed to the chefs and those granted to the immigrant street vendors which are generally lesser and at times criminalised.<sup>64</sup>

Narayanan and Saha (2020) have examined the impact of the pandemic led-lockdown on urban food markets with a focus on the wholesale and retail food prices. The study is based on daily price data of 22 goods and has used primary data collected from urban retailers from 21 locations in 14 cities across the countries. It has found out an increase in the Retail Food Price Index in the post-lockdown economy, the increased transaction cost of retailers and the differences in impact on prices of different commodities. It has suggested the prominence of governmental support to informal vendors and the assurance of food availability.<sup>65</sup>

Ehrenfeucht (2017) has looked into the impact caused by food trucks on pedestrians and throws light on the regulations of food trucks imposed by the US. It is based on observation method to check the interaction between food trucks and pedestrians in the Chicago loop. It has observed that customers of food trucks were responsive, self-organising and were served without disturbing the pedestrians. On the positive side, during times of crowding, customers were noticed to move through the food truck lines.<sup>66</sup>

Kregor (2015) has described the varied regulations governing food trucks in different cities and their flexibility and rigidity to accept and accommodate the food trucks. It has analysed the noteworthy role played by Kogi with its grass-root innovations, the challenges faced by food trucks to comply with the existing regulations and the way in which incremental innovators like Uber were able to adapt to the regulations. It has discovered that while regulations in some cities like Santa Cruz were rigid, some cities have welcomed food trucks.<sup>67</sup>

Thomas (2016) has analysed the regulations that govern the food trucks in Auckland and has explored ways in which the food truck industry can become a food tourism product. The study has used primary data collected from three groups namely food truck operators, food tour operators and ATEED. It has found that the food truck

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<sup>64</sup> Martin, N. (2014). Food fight! Immigrant Street Vendors, Gourmet Food Trucks and the Differential Valuation of Creative Producers in Chicago. *International Journal of Urban and Regional Research*, 38(5), 1867-1883.

<sup>65</sup> Narayanan, S., & Saha, S. (2020). Urban food markets and the lockdown in India. Available at SSRN 3599102.

<sup>66</sup> Ehrenfeucht, R. (2017). Do food trucks and pedestrians conflict on urban streets?. *Journal of urban Design*, 22(2), 273-290.

<sup>67</sup> Kregor, B. (2015). Food trucks, incremental innovation, and regulatory ruts. *U. Chi. L. Rev. Dialogue*, 82, 1.

sector is fast growing in Auckland and further regulations through Council support could accelerate the growth of food tourism.<sup>68</sup>

Alvarez (2016) has highlighted the regulations that govern the food truck industry in the city of Texas. It has discovered that there are proximity regulations that are great in the city of Austin, sanitation concerns that mandate the use of service bases, location regulations limiting the location of food trucks to certain areas. It has recommended the liberalisation of regulations to allow food trucks to compete with brick and mortar restaurants through the quality of food as they provide cultural and economic benefits to the nation.<sup>69</sup>

## 2.5. Other Related Studies

Literatures related to entrepreneurial influence on employment, economic development and other related areas are reviewed as under.

Hull (2009) has intended to analyse the relationship between employment creation and poverty reduction, the tools by which the interaction between growth, changes and poverty reduction can be understood and the appropriate policy responses. The study has formulated a three-step framework including, profiling growth, linking the profile growth to poverty reduction and identifying policies and institutions that matter. The findings include the role of growth profile in determining the sector's growth, the necessity of employment- intensive growth for a more productive sector and a productivity- intensive growth for a less productive sector.<sup>70</sup>

Goel and Joshi (2017) have described how sustainopreneurship can play a vital role socially, economically and environmentally in the creation of a sustainable society. With regard to environmental sustainability, the study has identified companies with sustainable practices like pepsi- go green and in view of social sustainability, it has focused on aspects like labour, education and human rights. In connection to economic sustainability, it has described the need for proper and efficient resource allocation and has recommended the use of cross-sectional coordination strategy to assess the effects.<sup>71</sup>

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<sup>68</sup> Idicula Thomas, B. (2016). *Exploring the potential for food trucks as a culinary tourism attraction in Auckland: Through the eyes of operators and tourism professionals* (Doctoral dissertation, Auckland University of Technology).

<sup>69</sup> Alvarez, N. (2016). Regulating the Food Truck Industry: An Illustration of Proximity and Sanitation Regulations. *J. Food L. & Pol'y*, 12, 1.

<sup>70</sup>Hull, K. (2009). Understanding the Relationship between Economic Growth, Employment and Poverty Reduction: Promoting Pro-Poor Growth. *OECD. Accessed on*, 23(7), 2014.

<sup>71</sup> Goel, M., & Joshi, B. P. (2017). Entrepreneurship and sustainable development. *Journal of Entrepreneurship and Management*, 6(3), 43.

Awogbenle and Iwuamadi (2010) have aimed to analyse the constraints of young Nigerians in finding jobs and to suggest entrepreneurial training as a short term intervention to provide solution to the unemployment crisis. The importance of Entrepreneurship Development Programme has been summarised as self-employment, skill development and solution to socio- psychological issues of joblessness. Enterprise education and development and experimental programme are identified as the challenges of EDP.<sup>72</sup>

Bal (1998) has attempted to establish a relationship between tradition and enterprise with respect to three different communities of Punjab. The study is based on an analysis of business nature, family participation, skill formation and business investment to attain the objective. It has identified the role played by social and kinship networks, familial resources and primordial ties in entrepreneurial activities. It has concluded with the suggestion of co-existence of traditionality and modernity for successful entrepreneurship.<sup>73</sup>

Kumar (2017) has explained the prominence of Entrepreneurship Development Programme in developing entrepreneurial activities in India. The study is based on primary data collected from trainees and EDPs and has summarised the needs, objectives and challenges faced by the EDPs. It has revealed that out of the trainees, 26% have started their own enterprise, 10% are blocked at some stage of establishment due to hurdles and 17% are engaged in employment. It has recommended comprehensiveness, government intervention, facility assurance and timely financial assistance in EDPs to ensure efficient functioning.<sup>74</sup>

Saini and Bhatia (1996) have made a comparison of trained and untrained entrepreneurs to find out the degree of difference in their future outlook of enterprise. The study is based on primary data collected from 127 respondents (20% of the population) and Z- test and Chi square test were used for data analysis. It has discovered that larger number of trained entrepreneurs had vision about employment while bank

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<sup>72</sup> Awogbenle, A. C., & Iwuamadi, K. C. (2010). Youth unemployment: Entrepreneurship development programme as an intervention mechanism. *African journal of business management*, 4(6), 831.

<sup>73</sup> Bal, G. (1998). Communities and culture in entrepreneurship development in India. *The journal of entrepreneurship*, 7(2), 171-182.

<sup>74</sup> Kumar, H. M. (2017). Role of entrepreneurial development programmes in growth of entrepreneurship in India. *International Journal of Latest Technology in Engineering, Management & Applied Science (IJLTEMAS)*, VI (Vi), 1-1.

loan utilisation was insignificant among both and attainment of break-even was faster among untrained entrepreneurs.<sup>75</sup>

Goyal and Prakash (2017) have described women entrepreneurship, reasons behind gradual growth of womenpreneurship and have highlighted schemes and suggestions for development. It has identified additional income, self identity, bright future, etc., as motivating factors of womenpreneurship; gender, male chauvinism, stiff competition as the factors slowing down their growth. It has suggested soft loans, vocational training, soft skills training, access to micro credit and such other measures to boost womenpreneurship.<sup>76</sup>

Das (2014) has analysed the problems of rural womenpreneurship in India and has attempted to find remedies to improve and accelerate the development of womenpreneurs. The study is a descriptive one based on primary data collected through interview and secondary data. The benefits include check on migration and social evils, promotion of artistic activities and the challenges comprise of financial, human resource and management constraints. It has suggested measures like credit facilities, training facilities, raw material access and the like.<sup>77</sup>

Abhyankar (2014) has explained the innovation ecosystem in the context of India, the challenges associated with it and the efforts of the government towards promoting innovation in the development of entrepreneurship. The study has summarised the challenges of incorporating innovation in entrepreneurial development as fragmented policies, inadequate R&D funding, lengthy procedures, risk aversion, non-contributing education and lack of infrastructural facilities and has recommended policy interventions to overcome these challenges.<sup>78</sup>

Gandhi (2016) has explained the meaning, recent trends in entrepreneurship and the challenges and opportunities associated therewith. Mobile penetration, development of womenpreneurs, co-branding are described as the recent trends in Indian entrepreneurship while the challenges include financial, locaitonal, policy, infrastructural

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<sup>75</sup> Saini, J. S., & Bhatia, B. S. (1996). Impact of entrepreneurship development programmes. *The Journal of Entrepreneurship*, 5(1), 65-80.

<sup>76</sup> Koneru, K. (2017). Women entrepreneurship in India-problems and prospects. *Available at SSRN 3110340*.

<sup>77</sup> Das, D. C. (2014). Prospects and challenges of rural entrepreneurship development in NER-A study. *International Journal Of Humanities & Social Science Studies*, 1(3), 178-182.

<sup>78</sup> Abhyankar, R. (2014). The government of India's role in promoting innovation through policy initiatives for entrepreneurship development. *Technology Innovation Management Review*, 4(8).

and hiring difficulties. In spite of the challenges the wide opportunities available to Indian entrepreneurs constitute larger population and favourable demographic dividend of India.<sup>79</sup>

Sanghi and Srija (2002) have identified the factors inhibiting the gradation process of entrepreneurship as corruption, difficulty in acquiring license and statutory clearance and poor infrastructural facilities. The study has thrown light on various government initiatives to promote startups such as MUDRA Scheme, Atal Innovation Mission, Udyog Aadhar (Ease of Doing business), Indian Aspiration Fund, Electronics Development Fund, SETU and such other schemes.<sup>80</sup>

Jindal and Bhardwaj (2016) have explored the implications of several policy reforms in India including the MSDE, NSDC, NSDA, PMKVY that are intended to assist the growth of start-ups. It has found that a majority of these reforms have led to the rise and growth of technology enabled entrepreneurial activities in India. The study has suggested the regular monitoring and supervision of the reforms in aiding start-ups and the need for focus on technology deficient sectors of the economy to ensure self-employment opportunities even at the grass-root levels of the society.<sup>81</sup>

Hall and Wagner (2012) have explored the interaction of sustainable development, entrepreneurship and small businesses with the help of existing literatures in this area. It has identified the challenges in valuing material needs between present and future and the challenges associated with interlinking environmental, economic and social aspects. Radical and incremental innovation are both considered important as the former improves the environmental performance of goods and the latter leads to improvement in eco - efficiency of production process. Sustainable development leads to market failures which can be overcome with the help of entrepreneurship.<sup>82</sup>

Sharma (2013) has carried out a descriptive study of women entrepreneurs, their categories, problems faced and the government initiatives in the development of women entrepreneurship. Women entrepreneurs are categorised as rural and urban, organised

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<sup>79</sup> Gandhi, P. M. M. (2011). Entrepreneurship challenges and opportunities in India. *International Journal of Advanced Scientific Research & Development (IJASRD)*, 3(1), 91-94.

<sup>80</sup> Sanghi, S., & Srija, A. (2002). Entrepreneurship development in India-the focus on start-ups. *Laugh Udyog Samachar*, 20-27.

<sup>81</sup> Jindal, M. K., & Bhardwaj, A. (2016). Entrepreneurship development in India: A new paradigm. In *Proceedings of the world congress on engineering* (Vol. 2, pp. 724-726).

<sup>82</sup> Hall, J., & Wagner, M. (2012). The challenges and opportunities of sustainable development for entrepreneurship and small business. *Journal of Small Business & Entrepreneurship*, 25(4), 409-416.

and unorganised, large scale and small scale, etc. Several direct and indirect financial benefits and technological trainings like Nationalised banks, State Finance Corporation, TREAD, Women's University of Mumbai are listed in the study. The study has recommended educational development, vocational training facilities, enhanced women participation and consideration of women as specific target groups for the development of women entrepreneurship.<sup>83</sup>

Le (1999) has reviewed earlier literatures based on self-employment in the labour markets of the USA, the UK, Australian, Canada, and Dutch. It has used cross-sectional data to analyse the propensity to be self-employed while the longitudinal study is adopted to study the transition from wage employment. It has discovered that factors like individual abilities, ethnic and family background, occupational status and liquidity constraints influence self-employment decisions and that minimum wages serve as safety nets for salaried employees.<sup>84</sup>

Thurik et.al., (2008) have explored the relationship existing between self-employment and unemployment and have attempted to establish a two equation vector auto-regressive model. The study is based on secondary data of 23 OECD countries for the period from 1974 to 2002. The empirical results of the study confirm the presence of two distinct types of effects namely refugee effect (higher unemployment leading to entrepreneurship) and entrepreneurial effect (entrepreneurship leading to low unemployment) and the greater strength of the entrepreneurial effect over the former.<sup>85</sup>

The review of literature collected by the investigator has revealed that there are numerous studies available about the performance, success and challenges faced by the mobile foodpreneurs. There are very few article available about the mobile foodpreneurs in the selected study region. To narrow down this gap, the present study on **“An Analysis of Mobile Foodpreneurs in the Selected Study Region”** has been undertaken.

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<sup>83</sup> Sharma, P. (2013). Women entrepreneurship development in India. *Global Journal of Management and Business Studies*, 3(4), 371-376.

<sup>84</sup> Le, A. T. (1999). Empirical studies of self-employment. *Journal of Economic surveys*, 13(4), 381-416.

<sup>85</sup> Thurik, A. R., Carree, M. A., Van Stel, A., & Audretsch, D. B. (2008). Does self-employment reduce unemployment?. *Journal of business venturing*, 23(6), 673-686.

## **CHAPTER III**

### **METHODOLOGY**

A methodological and systematic analysis of data is of primary importance in any research. To attain reliable and valid results, it is vital to collect data in a systematic manner and to analyse them through reliable techniques. The methodology adopted in the present study on “**An Analysis of Mobile Foodpreneurs in the Selected Study Region**” is discussed under the following heads.

#### **3.1. Statement of the Problem**

#### **3.2. Need for the Study**

#### **3.3. Sources and Collection of Data**

##### **3.3.1. Source of Secondary data**

##### **3.3.2. Selection of the Sample Respondents**

#### **3.4. Selection of the Sample**

##### **3.4.1 (a) Selection of the Study Area**

##### **3.4.1 (b) Profile of the Study Districts**

##### **3.4.2. Research Design**

#### **3.5. Quantitative Tools Used in the Study**

#### **3.6. Theoretical Framework**

#### **3.7. Definitions of the Terms Used in the Study**

##### **3.7.1. Formulae and Expressions**

#### **3.8. Limitations of the Study**

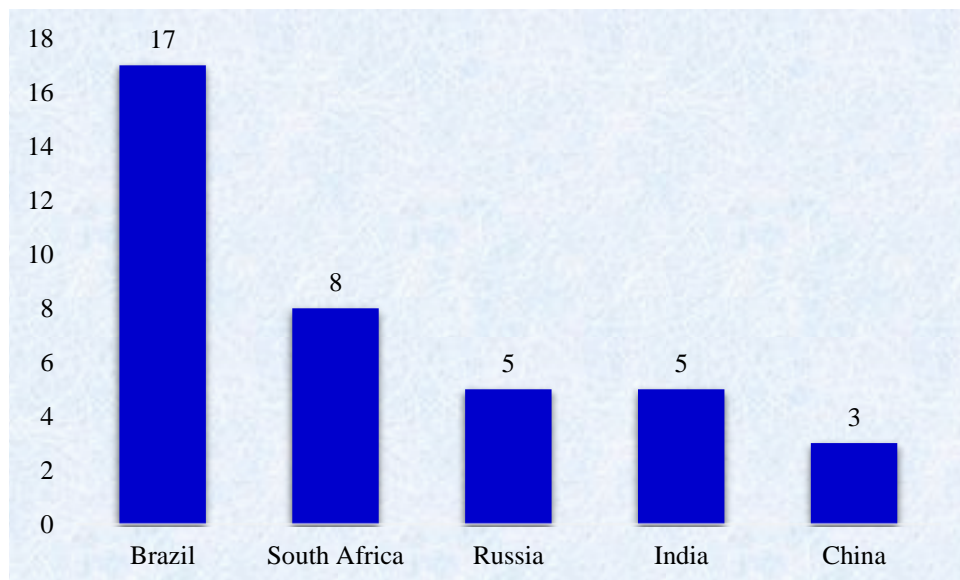
#### **3.1. Statement of the Problem**

India is known for her rapid rise in the population, which leads to adverse consequences of unemployment and food scarcity. Food is a pivotal part of every life on earth and earning adequate income to acquire this basic necessity of life becomes inevitable. Cost and price considerations force a considerable portion of the population to find out one or the other means of livelihood. This leads to the blooming up of unplanned, incidental and accidental entrepreneurs mainly from the marginalised sections of the society. Food being a part of their routine life, they deal with food items, the surplus of which is used for family consumption. Survival- motive dominates the profit motive in such cases. Often being chased by poverty, they live to the fact that Necessity is the mother of invention. To compete in the market economy, they come up

with innovative business methods to survive in the market. This in the due course of business makes them profit- earners and sustainable foodpreneurs. The growing concern of unemployment on the one hand and the booming of entrepreneurial activities and start-ups on the other hand must be given focus, in order to derive a sustainable solution to the crisis. Mobile foodpreneurs have established their place in many foreign countries and in the recent times, food trucks and mobile foodpreneurs are gaining attention in the Indian food sector as well. Food carts are veterans in the field of foodpreneurship while food trucks are in their nascent stages of development.

### 3.2. Need for the Study

India has a population that has been rapidly growing each year. The Indian population that was 238.4 million at the turn of the twentieth century has soared up to 1210 million at the dawn of the twenty first century. Though preventive checks of population are looked into on the one side, it is essential to develop adequate employment avenues and to ensure that food supply grows in line with the population. In addition to that, The prominence of this industry has grown to greater heights as correctly portrayed by the statement, Restaurants are now part of who we are and affects us in every ways you can imagine (Wrangham, 2020). In this background the present study becomes crucial.



Source: Government of India, (2021).

**Figure 6: Entrepreneurial Growth Rate of BRICS Countries**

Among the BRICS countries, India has only 5 percent rate of entrepreneurship growth while Brazil has the highest rate of 17 percent as shown in figure 6. In accordance to the fact that India has the highest business discontinuation rate of 24.6 percent in the whole world, the long term sustainability of the sector is at its stake.<sup>3</sup> Additionally, the number of researches on mobile foodpreneurs is limited in India as against the wide literatures available in other countries. While the earlier literatures have focused on customer preferences, hygienic practices, feasibility and government regulations of foodpreneurs, this study intends to analyse the mobile foodpreneurs in the selected study region as Schumpeterian entrepreneurs and throw light on their socio-economic background.

### **3.3. Sources and Collection of Data**

The present study is based both on secondary and primary data. The secondary data were obtained from published reports, journals, books, newspaper articles and magazines.

#### **3.3.1. Source of Secondary Data**

- Reports of Census 2011
- FICCI (2021)
- Statistical Handbook (2022)
- District Statistical profile and (2022)
- World Bank Report (2022)
- CSO Report (2022)
- NSSO Report (2022)
- Economic Survey (2022)

The primary data were collected with the help of a questionnaire collected from a total of 68 sample mobile foodpreneurs in the study region. The questionnaire contained different sections of questions relating to the socio-economic background, business details, awareness on government initiatives, environmental aspects and pre-business scenario.

The study is based on Multi-stage sampling technique. In the first stage, among the different Indian states, Tamil Nadu is selected, as it tops the list of states in the 4<sup>th</sup> State Food Safety Index. In the second stage, the Kongu region of Tamil Nadu comprising of the districts of Coimbatore, Erode, Dharmapuri, Krishnagiri, Salem,

Namakkal, Karur, Dindigul, Tirupur as well as certain sections of Madurai is selected.<sup>86</sup> In the third stage of sampling, in the Kongu region, two districts are selected namely, Coimbatore and Erode as their industrial establishments attract a large number of immigrants. The sample respondents are the mobile foodpreneurs comprising of the food truck owners, food cart owners and foodpreneurs who cook and bring for sale or provide home delivery facilities.

### **3.3.2. Selection of the Sample Respondents**

Data was collected from mobile foodpreneurs in Coimbatore and Erode. In Coimbatore a total of 30 respondents comprising of 4 home delivery businesses, 4 two wheelers, 7 food trucks, 6 cooking & bringing businesses and 9 food carts were selected as samples. In Erode a total of 38 mobile foodpreneurs including 2 home delivery, 6 two wheelers, 5 food trucks, 6 cooking and bringing businesses and 19 food carts were selected as respondents. As a whole 68 respondents in Erode and Coimbatore districts of Kongu region comprise the sample size of the present study.

### **3.4. Selection of the Sample**

#### **3.4.1. (a) Selection of the Study Area**

Human beings need both work and leisure. Eating out and enjoying the taste of traditional, novel and fusion varieties of foods have become a great source of recreation to people belonging mainly to the middle class category. India is estimated to be the home for 23 percentage of the global middle class (FICCI, 2017, November 17).<sup>87</sup> For people belonging to this category, spending every time in a star hotel or an expensive brick- and- mortar restaurant may be a far- fetched dream. To their aid, come the mobile foodpreneurs, who due to their comparatively limited cost offer food at reasonable prices and offer appreciable recreation.

The following table 4 depicts the scores obtained by each of the 20 large states in the 4<sup>th</sup> State Food Safety Index for their performance in food safety. Among these 20 large states, Tamil Nadu has topped in terms of food safety with a score of 82 followed by Gujarat, Maharashtra and so on.

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<sup>86</sup> "The controversy around BJP and carving out Kongu Nadu from Tamil Nadu". *The News Minute*. 12 July 2021. Retrieved 26 July 2021

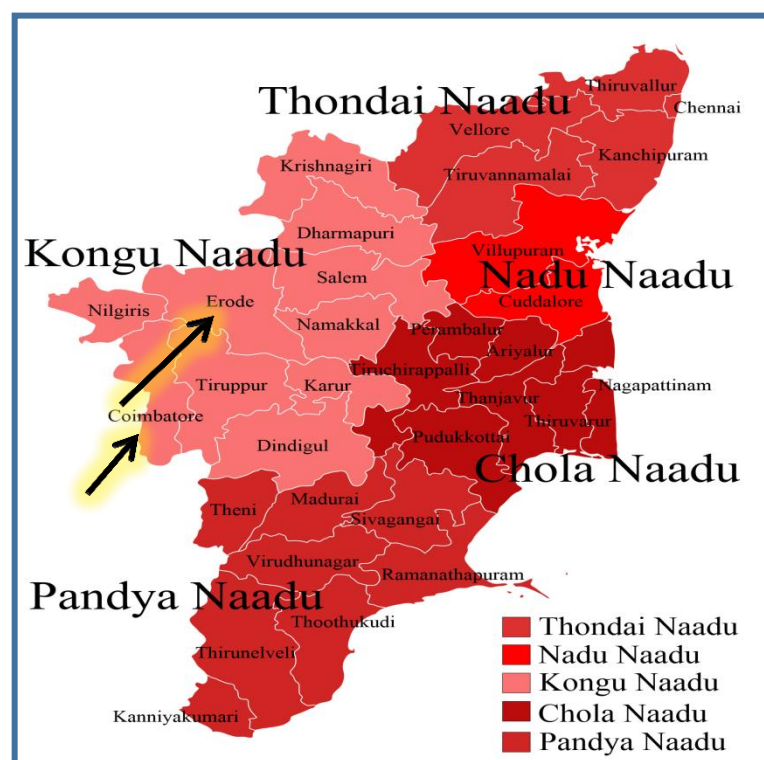
<sup>87</sup> *Indian Food Services Industry: Engine for Economic Growth & Employment - A Roadmap for Unlocking Growth Opportunities - ficci*. (2017, November 17). Indian Food Services Industry: Engine for Economic Growth & Employment - a Roadmap for Unlocking Growth Opportunities - Ficci. <https://www.readkong.com/page/indian-food-services-industry-engine-for-economic-growth-1186165>

**Table 4: Fourth State Food Safety Index in India 2021-2022**

Rank	State	Score
I	Tamil Nadu	82
II	Gujarat	77.5
III	Maharashtra	70
IV	Himachal Pradesh	65.5
V	West Bengal	58.5
V	Madhya Pradesh	58.5
VI	Kerala	57
VII	Uttarakhand	55
VIII	Odisha	54.5
VIII	Uttar Pradesh	54.5
IX	Karnataka	52.5
X	Rajasthan	50.5

Source: 4<sup>th</sup> State Food Safety Index (2021-22)<sup>88</sup>

With this appreciable status, the state of Tamil Nadu serves as a home to many traditional food carts and is now welcoming the budding food truck ventures. In this background, the districts in the Kongu region of Tamil Nadu, namely Erode and Coimbatore have been selected as the area of study.



Source: Tamil Nadu Government Report, (2022)

**Figure 7: Map Showing the Selection of the Area**

<sup>88</sup>4th State Food Safety Index (SFSI) for the Year 2021-22. Retrieved January 9, 2023

The following table 5 shows the number of hotels, restaurants, cafes and other eating and drinking places located in Coimbatore in the year 2021-2022.

**Table 5: Number of Hotels, Restaurants, Cafes and Other Eating and Drinking Centres in Coimbatore**

Items	Numbers
Hotels	764
Restaurants	238
Cafes	182
Other Eating and Drinking Centres	60
<b>Total</b>	<b>1244</b>

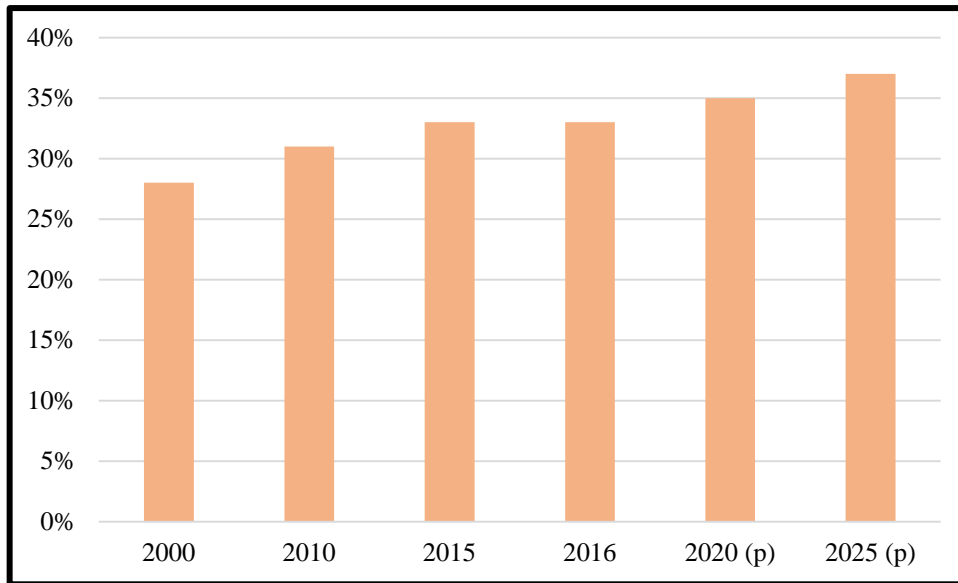
Source: Statistical Handbook. Coimbatore District, (2022).

### Kongu Region

The Tamil word 'Kangu', which meant boundary or edge eventually became 'Kongu'. As the region of Kongu Nadu served as the border for the Pandiya, Chera and Chola dynasties, the region got its name.<sup>89</sup> It is the commonly used name for part of Western Tamil Nadu. In Tamil literature, it was referred to as one of the five regions of ancient Tamil Nadu. The regions include prominent industrial hubs at Namakkal, Salem, Tirupur, and Coimbatore. The Kongunadu does not fall into any of the geographical divisions such as river valley, hilly area or forest area. Among the five categorical divisions of early Tamil literary traditions, the region is identical with Kurinji and Mullai. In some of the later literatures and epigraphic records, it is referred by the name Malainadu. In addition to its physical environment, cultural, social and political aspects distinguish this region from the rest of the state. Kongu region of Tamil Nadu comprises of the districts of Coimbatore, Erode, Dharmapuri, Krishnagiri, Salem, Namakkal, Karur, Dindigul, Tirupur as well as certain sections of Madurai is selected.<sup>90</sup> The following figure 8 represents the urban population as a percentage of total population.

<sup>89</sup> Venkatraman, V. (20 January 2018). "The Society of Kongunadu Through the Inscriptions of Seven Kongu Saivaite Temples" Social Science Research Netwrok. Rochester, NY. SSRN [3132225](https://ssrn.com/abstract=3132225)

<sup>90</sup> "The controversy around BJP and carving out Kongu Nadu from Tamil Nadu". *The News Minute*. 12 July 2021. Retrieved 26 July 2021



Source: World Bank, IMF, MGI: Urban India Awakening, Technopark Analysis<sup>91</sup>

**Figure 8: Urban Population as a Percentage of Total Population**

From the figure 8, it can be observed that urban population as a percentage of total population in India is projected at 37 percentage for the year 2025. Rapid urbanisation takes place in both the districts of Coimbatore and Erode. Coimbatore has a total of three clean street food hubs with the recent one located in Tatabad and the first two hubs located in Saravanampatti and VOC park. 91 percent of the Food Business Operators (FBOs) in Coimbatore have obtained the FSSAI licence and 92 percent of the FBOs have furnished the registration process of the FSSAI (Coimbatore's third clean Street Food hub comes up in Tatabad).<sup>92</sup> Erode is known for its textile factories, providing large scale employment avenues not only to native people but also to immigrants. This factor leads to the development of many areas as residential and commercial areas, thereby paving way for the growth of mobile foodpreneurship. In addition to that, the percentage of people falling under the middle class category are on the rise. The mobile foodpreneurs in the selected districts are taken as samples to undertake an analysis of the socio- economic background, employment- generation potential and entrepreneurial development of the respondents.

<sup>91</sup> World Bank, IMF, MGI: Urban India Awakening, Technopark Analysis

<sup>92</sup> Coimbatore's third Clean Street Food Hub comes up at Tatabad. (2022, December 30). Coimbatore's Third Clean Street Food Hub Comes up at Tatabad - the Hindu.

### 3.4.1 (b) Profile of the Study Districts

#### Coimbatore

Covanputhur was the earlier name of Coimbatore, named after the local leader Covan of a small village of Kongunadu. It was under the rule of the Cheras, followed by the Cholas, Vijayanagara rulers, Nayaks and the Mysore kings.<sup>93</sup> Like all other places that got a modified name under the British rule, the city came to be known as Coimbatore. Coimbatore consists of a population of 3458045 with 50 percent male population and 49.99 percent female population. 24.27 percentage of the population live in rural areas while 75.73 percentage of people live in the urban areas. 76.23 percent are literates and the sex ratio is 968 per 1000. The contribution of primary, secondary and tertiary sectors to the GDP are 9%, 38% and 53% respectively<sup>94</sup>. The Wet Grinders manufactured in Coimbatore have received the Geographical Indication status as per the Geographical Indication of Goods (Registration and Protection) Act, 1999.

#### Erode

Located along the banks of River Cauvery, between 10 36' and 11 58' North Latitude and between 76 9' and 77 58' East Longitude is the city of Erode. Erode was a part of the Coimbatore district. During the Sangam period, Erode formed a part of Kongunadu, and was ruled by the Cheras followed by Kalabharas, Pandyas, Rashtrakutas and Cholas.<sup>95</sup> The city has a total population of 2251744 with 72.58 percent literates. In the total population, male population counts to 1129868 while female population is 1121876 with a population density of 391 (Census, 2011).<sup>96</sup> Erode Turmeric and Bhavani Carpets have received Geographical Indication status. Ahead of the State's GDP growth rate of 4 percentage, Erode had a growth rate of 15.5 percentage in 2008 marking its prominence in the State's economy.<sup>97</sup>

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<sup>93</sup> "The land called Kongunad". *The Hindu*. 19 November 2005. Archived from the original on 29 March 2006. Retrieved 9 June 2010.

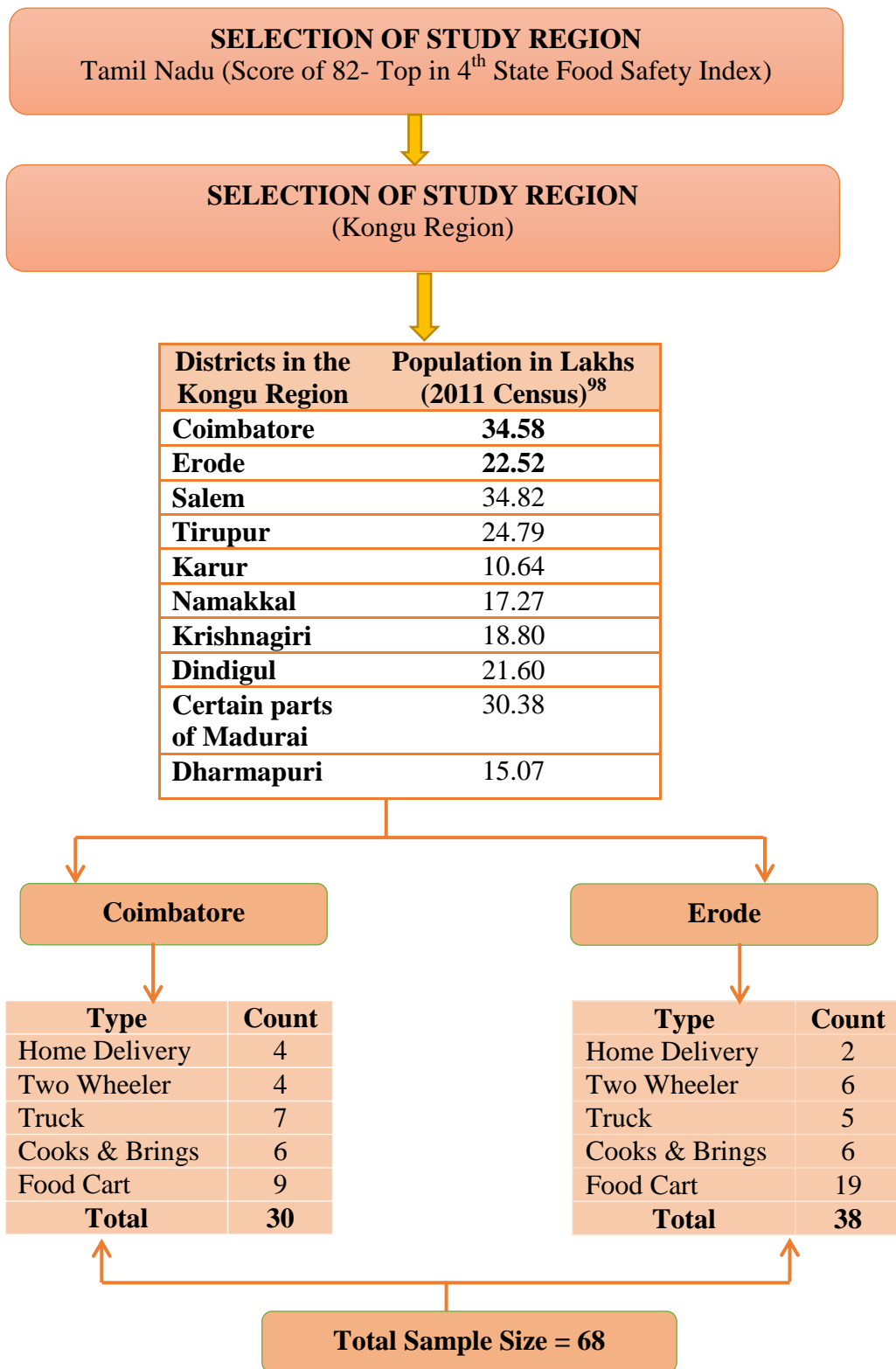
<sup>94</sup> District Diagnostic Study, Coimbatore, 2019

<sup>95</sup> "Historical moments of Erode district". Erode District Administration. 2011. Retrieved 29 December 2012

<sup>96</sup> *Erode District | Tamil Nadu | Turmeric City | India*. (2023, January 13). Erode District | Tamil Nadu | Turmeric City | India. <https://erode.nic.in/>

<sup>97</sup> Erode GDP is better than that of the State". *The Hindu*. Chennai, India. 15 December 2007. Archived from the original on 18 December 2007. Retrieved 1 July 2013

### 3.4.2. Research Design



**Figure 9: Research Design**

<sup>98</sup> Census, 2011

### **3.5. Quantitative Tools Used in the Study**

The study has used Statistical Package for Social Sciences (SPSS) to analyse the data collected from the sample respondents. Statistical tools such as Descriptive statistics, Chi square, Regression analysis and Garrett Ranking technique have been used to analyse the data collected.

#### **1. Descriptive Statistics**

It is a method by which the figures of the data and their measurements are described and summarised to enable the measurement of frequencies, central tendencies, dispersion or variation and position.

#### **2. Chi-square Analysis**

Chi-square analysis is a non-parametric test used to measure the difference between the observed and the expected frequencies of the outcomes of a set of variables.

#### **3. Garrett Ranking Technique**

Garrett Ranking technique is a tool used to analyse the severity of the factors based on the ranks given by the respondents for various factors. The factors that influence the respondents to become foodpreneurs are analysed using Garrett ranking to examine the severity of each factor in influencing the respondents.

#### **4. Regression Analysis**

Regression analysis is a method employed to find out the relationship between two or more variables among which one variable is a dependent variable and the other variables are independent variables.

#### **5. One-Way ANOVA**

Analysis of Variance is a statistical tool used determine if there is any significant difference between the means of different groups. It helps in comparing the variances across means of different groups.

#### **6. Factor Analysis**

A technique by which a set of variables are reduced into a smaller number of factors by extracting their commonalities is factor analysis.

### **3.6. Theoretical Framework**

The theoretical framework of the study is based on the Schumpeterian Theory of Innovation. Joseph A. Schumpeter opines that innovation- originated market power

could provide more effective results than pure price competition.<sup>99</sup> According to Schumpeter (1961), the entrepreneur is an agent of change highly related to innovation processes in companies, by inserting new products/services, new ways to produce, manage or transacting that meet market requirements. Schumpeter considers that innovation is exploring successfully new ideas.<sup>100</sup> Schumpeter described development as a historical process of structural changes, substantially driven by innovation. Such innovation according to him was divided into five types as follows.<sup>101</sup>

- launch of a new product or a new species of already known product;
- application of new methods of production or sales of a product (not yet proven in the industry);
- opening of a new market (the market for which a branch of the industry was not yet represented);
- acquiring of new sources of raw material supply or semi-finished goods;
- new industry structure such as the creation or destruction of a monopoly position.

In accordance with his view, mobile foodpreneurs have the potential to innovate products and compete on the basis of their innovative establishments and marketing strategy. The socio-economic background of the sample respondents, which in Schumpeter's view determines the nature and activities of entrepreneur, is analysed. Schumpeter highlights on the role played by profits in the development of an economy. To analyse the profits of the selected sample of mobile foodpreneurs, the association between profits and other independent variables like locality, investment made, educational background and type of vehicle used is examined.

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<sup>99</sup>Ziemnowicz, C. (2013). Joseph A. Schumpeter and Innovation. In: Carayannis, E.G. (eds) Encyclopedia of Creativity, Invention, Innovation and Entrepreneurship. Springer, New York, NY. [https://doi.org/10.1007/978-1-4614-3858-8\\_476](https://doi.org/10.1007/978-1-4614-3858-8_476)

<sup>100</sup>Schumpeter, J.A. (1961). Teoria do desenvolvimento econômico. Fundo de Cultura.

<sup>101</sup>Schumpeter, J.A. (1934). The theory of economic development: an inquiry into profits, capital, credit, interest and the business cycle, Harvard Economic Studies, Vol. 46, Harvard College, Cambridge, MA.

### **3.7.1. Definitions of the Terms Used In The Study:**

#### **Foodpreneurs**

Industrious individuals who create their own business opportunities in the service industry sector, specifically in the food segment are termed as foodpreneurs (Hijazi, 2020).<sup>102</sup>

#### **Food Trucks**

Food trucks can be defined as vehicles in which food can be cooked and sold and which can move from place to place (Cambridge Dictionary).<sup>103</sup>

#### **Food Carts**

A mobile kitchen in which food can be prepared and sold to passers-by on the streets can be defined as food carts.

#### **Mobile Foodpreneurship**

Mobile foodpreneurship may be defined as a business establishment which includes entrepreneurs carrying on food business either by

- Cooking from home and bringing for sale through any vehicle or
- Providing home delivery facilities or
- Choosing a vehicle in which they can cook and sell on the spot.

#### **Innovation**

Innovations can be defined as new combinations of new or existing knowledge, resources, equipment and other factors (Schumpeter, 1934).<sup>104</sup>

#### **Entrepreneur**

According to Schumpeter (1961), the entrepreneur is an agent of change highly related to innovation processes in companies, by inserting new products/services, new ways to produce, manage or transacting that meet market requirements (Schumpeter 1961).

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<sup>102</sup> *Foodpreneurs: A year of food startups*. (23 December 2020). Foodpreneurs: A Year of Food Startups. <https://www.linkedin.com/pulse/foodpreneurs-year-food-startups-adam-hijazi>

<sup>103</sup> *food truck*. (2023, March 15). FOOD TRUCK | English Meaning - Cambridge Dictionary. <https://dictionary.cambridge.org/dictionary/english/food-truck>

<sup>104</sup> Schumpeter, J., & Backhaus, U. (2003). *The theory of economic development* (pp. 61-116). Springer US.

### 3.7.2. Formulae And Expressions:

1. Chi Square: 
$$X^2 = \frac{\sum (O_i - E_i)^2}{E_i}$$

2. Regression:  $Y = a + bx + \epsilon$

3. Garrett Ranking:  $100 (R_{ij} - 0.5) / N_j$

4. Percentage:  $\text{Value} / \text{Total} * 100$

5. ANOVA =  $\text{Mean sum of squares between the groups (MSB)} / \text{Mean square of errors (MSE)}$

### 3.8. Limitations of the Study

The following are the limitations of the present study.

- The primary data was based on “recall method”. The mobile foodpreneurs were not maintaining records of their business revenues and costs.
- The districts of Coimbatore and Erode are selected as the sample study region making the study a micro level one. Thus the findings of the study may not be applicable on a macro level.
- All limitations pertaining to primary data sources also apply to this study.

## CHAPTER - 4

### RESULTS AND DISCUSSION

The analysis of the collected data and the results of the study on “**An Analysis of Mobile Foodpreneurs in the Selected Study Region**” are dealt with in this section.

#### **4.1. Details of General Profile of Selected Sample Respondents**

#### **4.2. Details of Economic Profile of Selected Sample Respondents**

#### **4.3. Details of Marketing Strategy Used by Selected Sample Respondents**

#### **4.4. Details of Government Schemes Utilised by Selected Sample Respondents**

#### **4.5. Details of Eco-Friendly Practices Adopted by Selected Sample Respondents**

#### **4.6. Regression Analysis**

#### **4.7. Chi-square Analysis**

#### **4.8. One Way ANOVA**

#### **4.9. Factors Influencing Selected Sample Respondents to Become Mobile Foodpreneurs**

#### **4.10. Problems Faced by Selected Sample Respondents**

#### **4.1: Details of General Profile of Selected Sample Respondents**

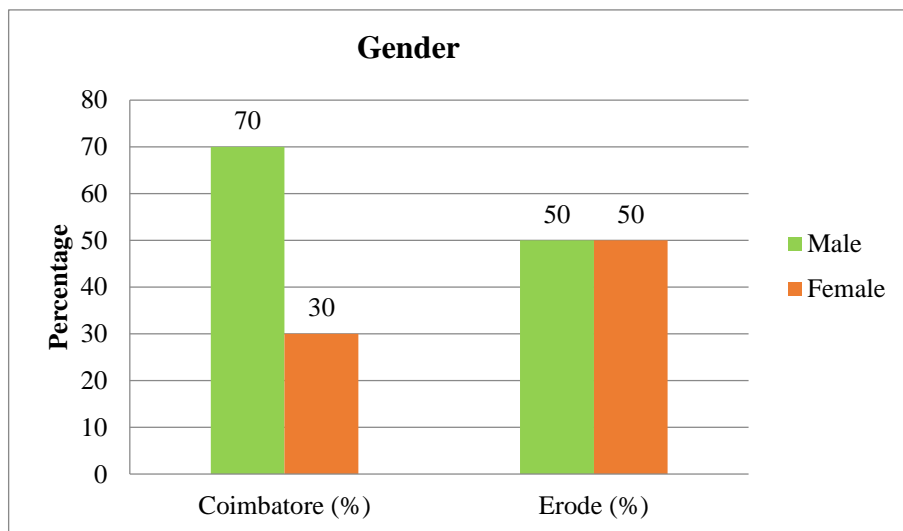
According to the Schumpeterian theory of Innovation, the nature of activities of an entrepreneur depend on his or her socio-cultural environment. The demographic factors include a wide range of variables such as age, gender, educational qualification, native place and the like. The following tables denote the cross tabulation of the regions in which the mobile foodpreneurship operates, the vehicle type used by the sample respondents along with the demographic background of the sample respondents.

**Table 6: General Characteristics of Selected Sample Respondents**

Particulars	Coimbatore							Erode						
		HD	TW	FT	CB	FC	ALL	HD	TW	FT	CB	FC	ALL	
<b>GENDER</b>														
Male	N	2	1	6	5	7	21	1	3	2	1	12	19	
	C	50.0	25.0	85.7	83.3	77.8	70.0	50.0	50.0	40.0	16.7	63.2	50.0	
Female	N	2	3	1	1	2	9	1	3	3	5	7	19	
	C	50.0	75.0	14.3	16.7	22.2	30.0	50.0	50.0	60.0	83.3	36.8	50.0	
<b>All</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>	
<b>EDUCATION</b>														
Nil	N	0	0	1	0	0	1	0	0	0	0	1	1	
	C	.0	.0	14.3	.0	.0	3.3	.0	.0	.0	.0	5.3	2.6	
Primary	N	1	0	0	0	2	3	0	0	0	0	7	7	
	C	25.0	.0	.0	.0	22.2	10.0	.0	.0	.0	.0	36.8	18.4	
Secondary	N	0	0	0	5	4	9	0	1	0	1	9	11	
	C	.0	.0	.0	83.3	44.4	30.0	.0	16.7	.0	16.7	47.4	28.9	
Higher Secondary	N	0	0	0	1	2	3	0	3	0	2	0	5	
	C	.0	.0	.0	16.7	22.2	10.0	.0	50.0	.0	33.3	.0	13.2	
Diploma	N	0	0	0	0	0	0	0	0	0	1	0	1	
	C	.0	.0	.0	.0	.0	.0	.0	.0	.0	16.7	.0	2.6	
UG	N	2	3	3	0	1	9	0	0	1	0	1	2	
	C	50.0	75.0	42.9	.0	11.1	30.0	.0	.0	20.0	.0	5.3	5.3	
PG	N	0	1	3	0	0	4	2	2	4	2	1	11	
	C	.0	25.0	42.9	.0	.0	13.3	100	33.3	80.0	33.3	5.3	28.9	
PhD	N	1	0	0	0	0	1	0	0	0	0	0	0	
	C	25.0	.0	.0	.0	.0	3.3	.0	.0	.0	.0	.0	.0	
<b>All</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>	
<b>MARITAL STATUS</b>														
Married	N	1	1	5	6	6	19	1	5	5	5	14	30	
	C	25.0	25.0	71.4	100	66.7	63.3	50.0	83.3	100	83.3	73.7	78.9	
Unmarried	N	3	2	2	0	2	9	1	1	0	0	1	3	
	C	75.0	50.0	28.6	.0	22.2	30.0	50.0	16.7	.0	.0	5.3	7.9	
Separated	N	0	0	0	0	0	0	0	0	0	0	2	2	
	C	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	10.5	5.3	
Widow	N	0	1	0	0	1	2	0	0	0	1	2	3	
	C	.0	25.0	.0	.0	11.1	6.7	.0	.0	.0	16.7	10.5	7.9	
<b>All</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>	
<b>AGE</b>														
>20 Years	N	1	1	0	0	2	4	0	0	0	0	0	0	
	C	25.0	25.0	.0	.0	22.2	13.3	.0	.0	.0	.0	.0	.0	
21-40 Years	N	2	2	6	2	3	15	2	2	5	4	9	22	
	C	50.0	50.0	85.7	33.3	33.3	50.0	100	33.3	100	66.7	47.4	57.9	
41-60 Years	N	1	1	1	3	4	10	0	4	0	2	10	16	
	C	25.0	25.0	14.3	50.0	44.4	33.3	.0	66.7	.0	33.3	52.6	42.1	
>61 Years	N	0	0	0	1	0	1	0	0	0	0	0	0	
	C	.0	.0	.0	16.7	.0	3.3	B.0	.0	.0	.0	.0	.0	
<b>All</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>	
<b>NATIVITY</b>														
Semi-Rural	N	0	0	1	0	0	1	0	1	0	2	0	3	
	C	.0	.0	14.3	.0	.0	3.3	.0	16.7	.0	33.3	.0	7.9	
Semi-Urban	N	0	0	0	0	0	0	1	1	3	0	1	6	
	C	.0	.0	.0	.0	.0	.0	50.0	16.7	60.0	.0	5.3	15.8	
Rural	N	1	2	3	2	2	10	0	2	0	0	5	7	
	C	25.0	50.0	42.9	33.3	22.2	33.3	.0	33.3	.0	.0	26.3	18.4	
Urban	N	3	2	3	4	7	19	1	2	2	4	13	22	
	C	75.0	50.0	42.9	66.7	77.8	63.3	50.0	33.3	40.0	66.7	68.4	57.9	
<b>All</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>	

Source: Computed from Field Survey, (December 2022- February2023). Note: N- Number, C- Column Percentage, HD- Home Delivery, TW- Two Wheeler, FT- Food truck, CB- Cooks & Brings and FC- Food Cart

As per Census 2011, Coimbatore has a majority of male population (50.08%).<sup>105</sup> In accordance to this fact, from the above table 6 representing gender, in the Kongu region, Coimbatore was observed to have a dominance of male population in all the vehicle types except Two Wheeler. In the case of Erode, female respondents dominated the Food Truck (60%) and Cooks & Brings (83.3%) while there was a dominance of male population in Food Carts (63.2%) and an equal percentage of both genders in Home Delivery and Two Wheeler (50%). This can be interpreted that there was a majority of male foodpreneurs in Coimbatore while Erode provided equal opportunity to both male and female mobile foodpreneurs. This revealed a lack of gender equality in this business, though women are often gender-stereotyped to be chefs.



Source: Computed from Field Survey, (December 2022-February 2023).

**Figure 10: Percentage of Male and Female Mobile Foodpreneurs in Both the Selected Study Districts**

Coimbatore has a high literacy rate of 89.23% which is greater than that of Erode (79.39%) (Population Census, 2011). The educational qualification shows that an equal percentage of respondents (30%) had finished their Secondary Education and UG in Coimbatore, while majority of them had finished their Secondary Education and PG in Erode. Coimbatore had a majority of Under Graduates in HD and TW and Erode had Post Graduates forming the majority in HD, FT and CB. This educational background of

<sup>105</sup> Population Census 2011

the respondents ranging from illiteracy to PhD proves that mobile foodpreneurship avenue is open to people of any educational qualification.

The marital status of the respondents shows a large percentage of married respondents in both Coimbatore (63.3%) and Erode (78.9%). In Coimbatore, unmarried respondents formed a majority in HD and TW and there was a dominance of married respondents in the remaining vehicle types, while in Erode, maximum of them were married. Additionally, respondents with marital status of separated or widow also found mobile foodpreneurship as a means to earn a living. When questioned about the reason for choosing mobile foodpreneurship, some of the separated women and widows mentioned this business to be safe and flexible, compared to other employments such as maid-servants. This proves the safety and security offered by mobile foodpreneurship to women.

In line to the fact that India has a progressive demographic dividend for a longer term<sup>106</sup>, a huge percentage of respondents in both the study areas belonged to the 21-40 years age group. This reveals that the young population which poses a threat of educated unemployment to the economic development can be made productive through this booming mobile foodpreneurship. 21-40 age group is dominant in Coimbatore's HD, TW and FC and in Erode's HD, FT and CB.

The nativity of maximum of respondents in Coimbatore was semi-urban and urban areas (63.3%) and majority of Erode respondents belonged to urban background (57.9%). In Coimbatore, people from urban native formed majority in all the vehicle types. In Erode, people from urban background formed the majority in all the vehicle types except the FT owners. It can be interpreted that people from urban background dominate mobile foodpreneurship in both the regions.

#### **4.2: Details of Economic Profile of Selected Sample Respondents**

The income, savings and mode of savings of the selected sample respondents with different vehicle types are explained in the following table 7. This is done to provide an insight into the economic profile of the respondents in the selected study region.

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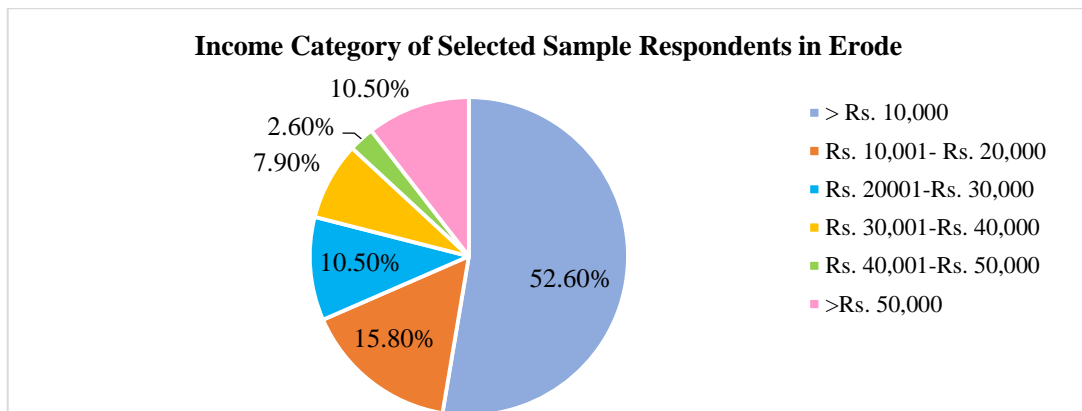
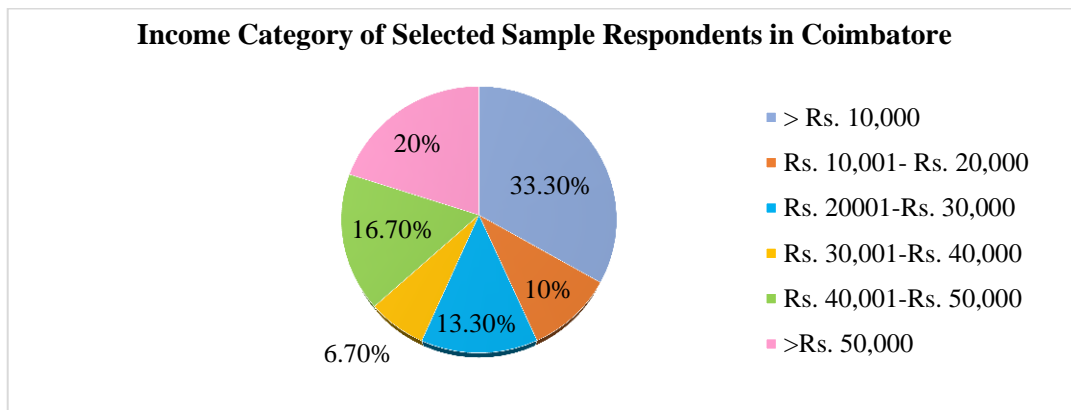
<sup>106</sup> UNFPA, 13<sup>th</sup> January, 2022

**Table 7: Economic Characteristics of Selected Sample Respondents**

Particular	Coimbatore							Erode					
		HD	TW	FT	CB	FC	ALL	HD	TW	FT	CB	FC	ALL
<b>INCOME (in Rs.)</b>													
10,000 & Below	N	3	3	1	0	3	<b>10</b>	0	1	2	5	12	<b>20</b>
	C	<b>75.0</b>	<b>75.0</b>	14.3	.0	<b>33.3</b>	<b>33.3</b>	.0	16.7	<b>40.0</b>	<b>83.3</b>	<b>63.2</b>	<b>52.6</b>
10,000-20,000	N	0	0	1	0	2	<b>3</b>	1	1	0	0	4	<b>6</b>
	C	.0	.0	14.3	.0	22.2	<b>10.0</b>	<b>50.0</b>	16.7	.0	.0	21.1	<b>15.8</b>
20,000-30,000	N	0	0	1	2	1	<b>4</b>	0	1	1	1	1	<b>4</b>
	C	.0	.0	14.3	33.3	11.1	<b>13.3</b>	.0	16.7	20.0	16.7	5.3	<b>10.5</b>
30,000-40,000	N	1	1	0	0	0	<b>2</b>	1	1	0	0	1	<b>3</b>
	C	25.0	25.0	.0	.0	.0	<b>6.7</b>	<b>50.0</b>	16.7	.0	.0	5.3	<b>7.9</b>
40,000-50,000	N	0	0	2	3	0	<b>5</b>	0	0	1	0	0	<b>1</b>
	C	.0	.0	<b>28.6</b>	<b>50.0</b>	.0	<b>16.7</b>	.0	.0	20.0	.0	.0	<b>2.6</b>
50,001 & Above	N	0	0	2	1	3	<b>6</b>	0	2	1	0	1	<b>4</b>
	C	.0	.0	<b>28.6</b>	16.7	33.3	<b>20.0</b>	.0	<b>33.3</b>	20.0	.0	5.3	<b>10.5</b>
<b>All</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>
<b>SAVINGS (in Rs.)</b>													
500 & Below	N	1	1	1	2	4	<b>9</b>	0	1	1	4	12	<b>18</b>
	C	25.0	25.0	14.3	33.3	44.4	<b>30.0</b>	.0	16.7	20.0	<b>66.7</b>	<b>63.2</b>	<b>47.4</b>
501-1000	N	0	0	1	1	1	<b>3</b>	0	0	1	0	2	<b>3</b>
	C	.0	.0	14.3	16.7	11.1	<b>10.0</b>	.0	.0	20.0	.0	10.5	<b>7.9</b>
1001-1500	N	0	1	0	0	0	<b>1</b>	0	0	0	0	0	<b>0</b>
	C	.0	25.0	.0	.0	.0	<b>3.3</b>	.0	.0	.0	.0	.0	<b>.0</b>
1501-2000	N	0	1	0	0	0	<b>1</b>	0	0	0	1	0	<b>1</b>
	C	.0	25.0	.0	.0	.0	<b>3.3</b>	.0	.0	.0	16.7	.0	<b>2.6</b>
2001-2500	N	3	0	0	0	0	<b>3</b>	1	0	0	0	1	<b>2</b>
	C	<b>75.0</b>	.0	.0	.0	.0	<b>10.0</b>	<b>50.0</b>	.0	.0	.0	5.3	<b>5.3</b>
2501-3000	N	0	0	0	1	0	<b>1</b>	1	0	1	1	0	<b>3</b>
	C	.0	.0	.0	16.7	.0	<b>3.3</b>	<b>50.0</b>	.0	20.0	16.7	.0	<b>7.9</b>
3001-3500	N	0	0	0	0	1	<b>1</b>	0	0	1	0	0	<b>1</b>
	C	.0	.0	.0	.0	11.1	<b>3.3</b>	.0	.0	20.0	.0	.0	<b>2.6</b>
3501 & Above	N	0	1	5	2	3	<b>11</b>	0	5	1	0	4	<b>10</b>
	C	.0	25.0	<b>71.4</b>	<b>33.3</b>	<b>33.3</b>	<b>36.7</b>	.0	<b>83.3</b>	20.0	.0	21.1	<b>26.3</b>
<b>All</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>
<b>MODE OF SAVINGS</b>													
Nil	N	0	0	1	1	3	<b>5</b>	0	1	0	3	11	<b>15</b>
	C	.0	.0	14.3	16.7	<b>33.3</b>	<b>16.7</b>	.0	16.7	.0	<b>50.0</b>	<b>57.9</b>	<b>39.5</b>
Not Regular	N	0	0	0	0	0	<b>0</b>	0	0	0	0	1	<b>1</b>
	C	0	.0	.0	.0	.0	<b>.0</b>	.0	.0	.0	.0	5.3	<b>2.6</b>
Home	N	1	2	1	0	3	<b>7</b>	0	0	0	1	5	<b>6</b>
	C	25.0	<b>50.0</b>	14.3	.0	<b>33.3</b>	<b>23.3</b>	.0	.0	.0	16.7	26.3	<b>15.8</b>
Govt. Bank	N	0	1	1	4	3	<b>9</b>	0	1	0	0	1	<b>2</b>
	C	.0	25.0	14.3	<b>66.7</b>	<b>33.3</b>	<b>30.0</b>	.0	16.7	.0	.0	5.3	<b>5.3</b>
Pvt. Bank	N	2	1	4	1	0	<b>8</b>	2	3	3	0	1	<b>9</b>
	C	<b>50.0</b>	25.0	<b>57.1</b>	16.7	.0	<b>26.7</b>	<b>100</b>	<b>50.0</b>	<b>60.0</b>	.0	5.3	<b>23.7</b>
NBFC & Other Modes	N	1	0	0	0	0	<b>1</b>	0	1	2	2	0	<b>5</b>
	C	25.0	.0	.0	.0	.0	<b>3.3</b>	.0	16.7	40.0	33.3	.0	<b>13.2</b>
<b>All</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>

Source: Computed from Field Survey, (December 2022- February2023). Note: N- Number, C- Column Percentage, HD- Home Delivery, TW- Two Wheeler, FT- Food truck, CB- Cooks & Brings and FC- Food Cart.

The above table 7 , reveals that in both Coimbatore (33.3%) and Erode districts (52.6%), a large percentage of respondents belonged to the income category of Rs.10,000 and below. In Coimbatore, majority of the respondents belong to the income category of Rs.10,000 and below in HD, TW and FC and majority of those in FT and CB belong to the higher income group of Rs.40,000 to Rs. 50,000. In Erode, majority of the respondents belonged to the income group of Rs.10,000 and below in FT, CB and FC and those in TW earned around Rs. 50,000 and above. This reveals that most of them still stayed in the income bracket of Rs.10,000 and below, which demands due attention.



Source: Computed from Field Survey, (December 2022- February2023).

**Figure 11: Income Category of respondents in both the Selected Study Districts**

The level of savings mainly depend upon the income earned by a person. Majority of the respondents had savings of Rs. 3501 and above in Coimbatore and Rs. 500 and below in Erode. The savings of majority of those in Coimbatore’s FT, CB, and FC and Erode’s TW were Rs.3501 and above. Other categories in Erode saved lesser. The wide range of difference in the monthly savings between Erode and Coimbatore reveals the

better status of mobile foodpreneurs in Coimbatore and the need for further focus on those in Erode.

With regard to the mode of savings, maximum of the respondents in Coimbatore saved at Government banks (30%) and in Erode (39.5%) majority had almost no savings. In Coimbatore, majority of those in TW and FC saved at home, those in CB and FC saved in Government banks and mobile foodpreneurs in HD and FT saved in Private banks. In Erode, almost no savings in a month was the scenario of a huge percentage in CB and FC while those in HD, TW and FT saved in Private banks. In addition to these modes, formal, informal chits, NBFC also served as modes of savings for the mobile foodpreneurs.

#### 4.3. Details of Business Profile of Selected Sample Respondents

The following table 8 depicts the business profile of the selected sample respondents including pre- business scenario, food type, locality in which the business operates, investments, nature of business organisation, tenure, profits and so on.

**Table 8: Business Profile of Selected Sample Respondents**

Particulars	Coimbatore							Erode					
		HD	TW	FT	CB	FC	ALL	HD	TW	FT	CB	FC	ALL
<b>PRE- BUSINESS SCENARIO</b>													
Voluntarily Unemployed	N	0	1	1	0	0	2	1	0	0	0	0	1
	C	.0	25.0	14.3	.0	.0	6.7	50.0	.0	.0	.0	.0	2.6
Ex- Farmer	N	0	0	0	1	1	2	0	0	0	0	1	1
	C	.0	.0	.0	16.7	11.1	6.7	.0	.0	.0	.0	5.3	2.6
Ever Mobile Foodpreneurs	N	2	0	1	0	2	5	0	1	0	1	1	3
	C	50.0	.0	14.3	.0	22.2	16.7	.0	16.7	.0	16.7	5.3	7.9
Graduated	N	1	2	0	0	2	5	0	1	3	1	1	6
	C	25.0	50.0	.0	.0	22.2	16.7	.0	16.7	60.0	16.7	5.3	15.8
Entrepreneur (Another Field)	N	0	1	1	2	2	6	0	0	0	1	7	8
	C	.0	25.0	14.3	33.3	22.2	20.0	.0	.0	.0	16.7	36.8	21.1
Engaged in 9:00 a.m. -5:00 p.m. job	N	1	0	4	3	2	10	1	2	2	2	7	14
	C	25.0	.0	57.1	50.0	22.2	33.3	50.0	33.3	40.0	33.3	36.8	36.8
Family Commitments	N	0	0	0	0	0	0	0	2	0	1	2	5
	C	.0	.0	.0	.0	.0	.0	.0	33.3	.0	16.7	10.5	13.2
<b>ALL</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>
<b>FOOD TYPE</b>													
Masala Powders	N	0	1	0	0	0	1	1	1	0	0	0	2
	C	.0	25.0	.0	.0	.0	3.3	50.0	16.7	.0	.0	.0	5.3
Fast Foods	N	0	0	4	0	0	4	0	0	1	0	0	1
	C	.0	.0	57.1	.0	.0	13.3	.0	.0	20.0	.0	.0	2.6
Pastry & Cakes	N	1	2	0	0	1	4	1	0	0	1	0	2
	C	25.0	50.0	.0	.0	11.1	13.3	50.0	.0	.0	16.7	.0	5.3
Meals	N	0	0	1	0	0	1	0	1	2	1	2	6
	C	.0	.0	14.3	.0	.0	3.3	.0	16.7	40.0	16.7	10.5	15.8

Contd...

Herbal Drinks	N	0	0	1	2	1	4	0	1	0	2	1	4
	C	.0	.0	14.3	33.3	11.1	13.3	.0	16.7	.0	33.3	5.3	10.5
Tiffin Items	N	1	0	1	0	2	4	0	1	2	1	2	6
	C	25.0	.0	14.3	.0	22.2	13.3	.0	16.7	40.0	16.7	10.5	15.8
Traditional Snacks	N	0	0	0	4	1	5	0	1	0	1	7	9
	C	.0	.0	.0	66.7	11.1	16.7	.0	16.7	.0	16.7	36.8	23.7
Snacks	N	2	1	0	0	4	7	0	1	0	0	7	8
	C	50.0	25.0	.0	.0	44.4	23.3	.0	16.7	.0	.0	36.8	21.1
<b>ALL</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>
<b>LOCALITY</b>													
Residential Area	N	2	3	2	1	3	11	2	3	0	3	5	13
	C	50.0	75.0	28.6	16.7	33.3	36.7	100	50.0	.0	50.0	26.3	34.2
Commercial Area	N	2	1	2	0	4	9	0	3	3	0	14	20
	C	50.0	25.0	28.6	.0	44.4	30.0	.0	50.0	60.0	.0	73.7	52.6
Proximity to College/ School	N	0	0	3	0	1	4	0	0	2	0	0	2
	C	.0	.0	42.9	.0	11.1	13.3	.0	.0	40.0	.0	.0	5.3
Park	N	0	0	0	5	1	6	0	0	0	3	0	3
	C	.0	.0	.0	83.3	11.1	20.0	.0	.0	.0	50.0	.0	7.9
<b>All</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>
<b>INVESTMENT (in Rs.)</b>													
No Investment	N	1	0	0	0	1	2	0	0	0	0	1	1
	C	25.0	.0	.0	.0	11.1	6.7	.0	.0	.0	.0	5.3	2.6
10,000 &Below	N	2	2	1	3	2	10	0	2	2	3	4	11
	C	50.0	50.0	14.3	50.0	22.2	33.3	.0	33.3	40.0	50.0	21.1	28.9
10,000- 20,000	N	0	1	0	1	3	5	1	0	0	1	3	5
	C	.0	25.0	.0	16.7	33.3	16.7	50.0	.0	.0	16.7	15.8	13.2
20,000- 30,000	N	0	0	0	1	0	1	0	0	0	0	2	2
	C	.0	.0	.0	16.7	.0	3.3	.0	.0	.0	.0	10.5	5.3
30,000- 40,000	N	0	0	0	0	0	0	0	1	0	0	3	4
	C	.0	.0	.0	.0	.0	.0	.0	16.7	.0	.0	15.8	10.5
40,000- 1,00,000	N	0	0	0	1	2	3	1	2	1	2	5	11
	C	.0	.0	.0	16.7	22.2	10.0	50.0	33.3	20.0	33.3	26.3	28.9
1,00,000- 2,00,000	N	0	0	1	0	1	2	0	0	1	0	1	2
	C	.0	.0	14.3	.0	11.1	6.7	.0	.0	20.0	.0	5.3	5.3
2,00,000 & above	N	1	1	5	0	0	7	0	1	1	0	0	2
	C	25.0	25.0	71.4	.0	.0	23.3	.0	16.7	20.0	.0	.0	5.3
<b>All</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>
<b>NATURE OF BUSINESS ORGANISATION</b>													
Sole Proprietor	N	3	2	5	6	8	24	2	5	4	6	19	36
	C	75.0	50.0	71.4	100	88.9	80.0	100	83.3	80.0	100	100	94.7
Partnership	N	1	2	2	0	1	6	0	1	1	0	0	2
	C	25.0	50.0	28.6	.0	11.1	20.0	.0	16.7	20.0	.0	.0	5.3
<b>All</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>
<b>BUSINESS TENURE (in Years)</b>													
1- 2	N	2	3	4	0	4	13	1	2	2	5	7	17
	C	50.0	75.0	57.1	.0	44.4	43.3	50.0	33.3	40.0	83.3	36.8	44.7
2- 4	N	1	0	1	0	0	2	1	1	3	0	1	6
	C	25.0	.0	14.3	.0	.0	6.7	50.0	16.7	60.0	.0	5.3	15.8
4- 6	N	0	1	1	0	0	2	0	1	0	0	5	6
	C	.0	25.0	14.3	.0	.0	6.7	.0	16.7	.0	.0	26.3	15.8
6- 8	N	0	0	0	0	0	0	0	1	0	0	0	1
	C	.0	.0	.0	.0	.0	.0	.0	16.7	.0	.0	.0	2.6
More than 8	N	1	0	1	6	5	13	0	1	0	1	6	8
	C	25.0	.0	14.3	100	55.6	43.3	.0	16.7	.0	16.7	31.6	21.1
<b>All</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>
<b>PROFITS (in Rs.)</b>													
Loss	N	0	0	0	0	2	2	0	0	0	1	3	4
	C	.0	.0	.0	.0	22.2	6.7	.0	.0	.0	16.7	15.8	10.5

500 & Below	N	2	3	3	0	2	<b>10</b>	1	0	2	3	9	<b>15</b>
	C	<b>50.0</b>	<b>75.0</b>	<b>42.9</b>	.0	22.2	<b>33.3</b>	<b>50.0</b>	.0	<b>40.0</b>	<b>50.0</b>	<b>47.4</b>	<b>39.5</b>
501-1000	N	0	0	0	3	3	<b>6</b>	1	5	1	2	5	<b>14</b>
	C	.0	.0	.0	<b>50.0</b>	<b>33.3</b>	<b>20.0</b>	<b>50.0</b>	<b>83.3</b>	20.0	33.3	26.3	<b>36.8</b>
1001-1500	N	1	0	2	2	0	<b>5</b>	0	1	1	0	0	<b>2</b>
	C	25.0	.0	28.6	33.3	.0	<b>16.7</b>	.0	16.7	20.0	.0	.0	<b>5.3</b>
1501-2000	N	0	1	1	1	0	<b>3</b>	0	0	1	0	2	<b>3</b>
	C	.0	25.0	14.3	16.7	.0	<b>10.0</b>	.0	.0	20.0	.0	10.5	<b>7.9</b>
2001-2500	N	0	0	0	0	1	<b>1</b>	0	0	0	0	0	<b>0</b>
	C	.0	.0	.0	.0	11.1	<b>3.3</b>	.0	.0	.0	.0	.0	<b>.0</b>
2501 and Above	N	1	0	1	0	1	<b>3</b>	0	0	0	0	0	<b>0</b>
	C	25.0	.0	14.3	.0	11.1	<b>10.0</b>	.0	.0	.0	.0	.0	<b>.0</b>
<b>All</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>
<b>TIME TAKEN TO ACHIEVE BREAKEVEN (in Years)</b>													
0.5- 1	N	4	4	5	5	8	<b>26</b>	1	5	2	6	18	<b>32</b>
	C	<b>100</b>	<b>100</b>	<b>71.4</b>	<b>83.3</b>	<b>88.9</b>	<b>86.7</b>	<b>50.0</b>	<b>83.3</b>	40.0	<b>100</b>	<b>94.7</b>	<b>84.2</b>
> 2	N	0	0	0	0	0	<b>0</b>	0	0	0	0	0	<b>1</b>
	C	.0	.0	.0	.0	.0	<b>.0</b>	.0	.0	.0	.0	.0	<b>2.6</b>
3- 4	N	0	0	2	0	1	<b>3</b>	0	1	3	0	0	<b>4</b>
	C	.0	.0	28.6	.0	11.1	<b>10.0</b>	.0	16.7	<b>60.0</b>	.0	.0	<b>10.5</b>
4- 6	N	0	0	0	0	0	<b>0</b>	0	0	0	0	1	<b>1</b>
	C	.0	.0	.0	.0	.0	<b>.0</b>	.0	.0	.0	.0	5.3	<b>2.6</b>
5- 8	N	0	0	0	1	0	<b>1</b>	0	0	0	0	0	<b>0</b>
	C	.0	.0	.0	16.7	.0	<b>3.3</b>	.0	.0	.0	.0	.0	<b>.0</b>
<b>All</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>
<b>PART TIME/ FULL TIME</b>													
Other Business	N	0	0	0	0	0	<b>0</b>	0	0	0	1	0	<b>1</b>
	C	.0	.0	.0	.0	.0	<b>.0</b>	.0	.0	.0	16.7	.0	<b>2.6</b>
Studies	N	2	1	0	0	0	<b>3</b>	0	0	0	0	0	<b>0</b>
	C	<b>50.0</b>	25.0	.0	.0	.0	<b>10.0</b>	.0	.0	.0	.0	.0	<b>.0</b>
Other Employment	N	0	0	3	1	0	<b>4</b>	0	0	0	1	1	<b>2</b>
	C	.0	.0	<b>42.9</b>	16.7	.0	<b>13.3</b>	.0	.0	.0	16.7	5.3	<b>5.3</b>
Family Commitments	N	1	2	1	0	1	<b>5</b>	1	3	3	2	1	<b>10</b>
	C	25.0	<b>50.0</b>	14.3	.0	11.1	<b>16.7</b>	<b>50.0</b>	<b>50.0</b>	<b>60.0</b>	33.3	5.3	<b>26.3</b>
Full- Time	N	1	1	3	5	8	<b>18</b>	1	3	2	2	17	<b>25</b>
	C	25.0	25.0	<b>42.9</b>	<b>83.3</b>	<b>88.9</b>	<b>60.0</b>	<b>50.0</b>	<b>50.0</b>	40.0	<b>33.3</b>	<b>89.5</b>	<b>65.8</b>
<b>All</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>
<b>BUSINESS HOURS</b>													
Two	N	0	0	0	0	1	<b>1</b>	0	1	1	2	0	<b>4</b>
	C	.0	.0	.0	.0	11.1	<b>3.3</b>	.0	16.7	20.0	33.3	.0	<b>10.5</b>
Four	N	0	1	0	1	0	<b>2</b>	0	1	0	1	0	<b>2</b>
	C	.0	25.0	.0	16.7	.0	<b>6.7</b>	.0	16.7	.0	16.7	.0	<b>5.3</b>
Five	N	1	1	5	4	5	<b>16</b>	0	1	4	3	7	<b>15</b>
	C	25.0	25.0	<b>71.4</b>	<b>66.7</b>	<b>55.6</b>	<b>53.3</b>	.0	16.7	<b>80.0</b>	<b>50.0</b>	<b>36.8</b>	<b>39.5</b>
Seven	N	2	2	1	1	2	<b>8</b>	2	2	0	0	3	<b>7</b>
	C	<b>50.0</b>	<b>50.0</b>	14.3	16.7	22.2	<b>26.7</b>	<b>100</b>	<b>33.3</b>	.0	.0	15.8	<b>18.4</b>
Eight	N	1	0	0	0	0	<b>1</b>	0	1	0	0	4	<b>5</b>
	C	25.0	.0	.0	.0	.0	<b>3.3</b>	.0	16.7	.0	.0	21.1	<b>13.2</b>
Eleven	N	0	0	1	0	0	<b>1</b>	0	0	0	0	1	<b>1</b>
	C	.0	.0	14.3	.0	.0	<b>3.3</b>	.0	.0	.0	.0	5.3	<b>2.6</b>
Thirteen	N	0	0	0	0	1	<b>1</b>	0	0	0	0	4	<b>4</b>
	C	.0	.0	.0	.0	11.1	<b>3.3</b>	.0	.0	.0	.0	21.1	<b>10.5</b>
<b>All</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>

RAW MATERIAL PROCUREMENT													
Price-Based	N	1	0	0	0	0	1	0	0	0	0	0	0
	C	25.0	.0	.0	.0	.0	3.3	.0	.0	.0	.0	.0	.0
Own Making	N	0	0	0	0	1	1	0	0	0	0	0	0
	C	.0	.0	.0	.0	11.1	3.3	.0	.0	.0	.0	.0	.0
From Market	N	0	0	0	0	1	1	0	0	0	0	0	0
	C	.0	.0	.0	.0	11.1	3.3	.0	.0	.0	.0	.0	.0
From Regular Sellers	N	1	1	3	0	6	11	0	5	1	2	8	16
	C	25.0	25.0	42.9	.0	66.7	36.7	.0	83.3	20.0	33.3	42.1	42.1
From Organic Sellers	N	0	0	0	0	0	0	0	1	0	3	0	4
	C	.0	.0	.0	.0	.0	.0	.0	16.7	.0	50.0	.0	10.5
Wholesale Raw Material Procurement	N	2	3	4	6	1	16	2	0	4	1	11	18
	C	50.0	75.0	57.1	100	11.1	53.3	100	.0	80.0	16.7	57.9	47.4
ALL	N	4	4	7	6	9	30	2	6	5	6	19	38
CHEF OF THE BUSINESS													
Chef Referred by Others	N	0	0	5	0	0	5	0	0	1	0	1	2
	C	.0	.0	71.4	.0	.0	16.7	.0	.0	20.0	.0	5.3	5.3
Women at Home are Chefs	N	0	0	0	6	1	7	1	1	2	2	8	14
	C	.0	.0	.0	100	11.1	23.3	50.0	16.7	40.0	33.3	42.1	36.8
Owner is the Chef	N	4	4	2	0	8	18	1	5	2	4	10	22
	C	100	100	28.6	.0	88.9	60.0	50.0	83.3	40.0	66.7	52.6	57.9
ALL	N	4	4	7	6	9	30	2	6	5	6	19	38
SELF CONSUMPTION OF PRODUCTS													
Daily	N	1	2	4	5	7	19	1	5	2	6	8	22
	C	25.0	50.0	57.1	83.3	77.8	63.3	50.0	83.3	40.0	100	42.1	57.9
Weekly	N	1	1	3	0	1	6	0	0	2	0	3	5
	C	25.0	25.0	42.9	.0	11.1	20.0	.0	.0	40.0	.0	15.8	13.2
Monthly	N	0	1	0	0	0	1	1	0	0	0	2	3
	C	.0	25.0	.0	.0	.0	3.3	50.0	.0	.0	.0	10.5	7.9
Rarely	N	2	0	0	1	1	4	0	1	1	0	4	6
	C	50.0	.0	.0	16.7	11.1	13.3	.0	16.7	20.0	.0	21.1	15.8
Never	N	0	0	0	0	0	0	0	0	0	0	2	2
	C	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	10.5	5.3
All	N	4	4	7	6	9	30	2	6	5	6	19	38

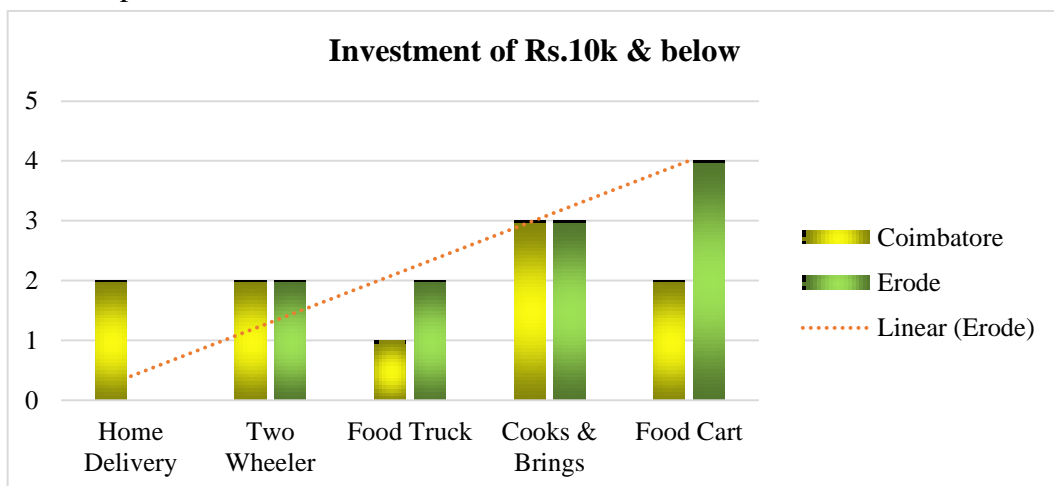
Source: Computed from Field Survey, (December 2022- February2023). Note: N- Number, C- Column Percentage, HD- Home Delivery, TW- Two Wheeler, FT- Food truck, CB- Cooks & Brings and FC- Food Cart.

The table 8 representing the pre-business scenario reveals that majority of the respondents in Coimbatore (33.3%) and Erode (36.8%) were engaged in various 9:00 a.m. to 5:00 p.m. jobs before they turned into mobile foodpreneurs. In Coimbatore, this was the case with FT and CB, while majority of those in HD were engaged in mobile foodpreneurship right from the beginning and 50% of TW were just graduated. In Erode, majority of those in FT were just graduated and in CB were engaged in job. Varied pre-business scenario prevailed in other categories. This fact reveals that, mobile foodpreneurship has opened up alternative employment avenue to people from varied pre-business background and in particular to those who were engaged in monotonous jobs.

Mobile foodpreneurship depends to a great extent on the type of food dealt by the foodpreneurs and how they innovate and attract consumers. Among eight different categories, it can be observed that large percentage of those in Coimbatore (23.3%) sold snacks items and those in Erode (23.7%) dealt with Traditional snacks items. In Coimbatore, there was a dominance of Snacks among the items sold in HD and FC, traditional snacks, Pastery and cakes and fast foods in CB, TW and FT respectively. In Erode, majority of FT, CB and FC dealt with meals and tiffin items, herbal drinks and traditional snacks respectively.

An analysis of the locality of sample mobile foodpreneurs reveals a dominance of Residential area (36.7%) in Coimbatore and Commercial area (52.6%) in Erode. Maximum of the HD and TW were in residential areas, while CB, FC and FT were located near parks, in commercial areas and proximate to educational institutes respectively. In Erode, majority of the HD were in Residential areas, maximum of FT and FC were in Commercial areas and TW and CB were in both residential and commercial areas.

With regard to initial investment, majority of the mobile foodpreneurs in Coimbatore (33.3%) and Erode (28.9%) had an initial investment of Rs.10,000 and below. Majority of Coimbatore’s HD, TW and CB and Erode’s FC and CB had invested Rs.10,000 and below, while Rs. 2,00,000 and above was the investment of most of the FT in both the districts. From the above findings, FT required a comparatively higher investment, which was however lesser than that of a brick-and-mortar investment. This is a business platform with establishments of varied sizes, depending on the investment capacity of the mobile foodpreneur.



Source: Computed from Field Survey, (December 2022- February2023).

**Figure 12: Details of Sample Respondents Below Rs. 10,000 Investment in the Selected Study Region**

In both the selected study districts, sole-proprietorship was observed to be the predominant form of business organisation (Coimbatore- 80% and Erode 94.7%). In Coimbatore, sole- proprietors dominated all vehicle categories, while TW had an equal percentage of sole-proprietorship and partnership organisations. In Erode, there was a dominance of sole- proprietors in all the categories of mobile foodpreneurship.

Most of the mobile foodpreneurship establishments in Coimbatore had a business tenure of one to two years or more than eight years (43.3%) while those in Erode had been operating for one to two years (44.7%). Majority of Coimbatore's HD, TW and FT and Erode's TW, CB and FC had been functioning for one to two years. A huge percentage of Coimbatore's CB and FC were functional for more than eight years and majority of Erode's FT were set up two to four years back. The establishment of a large percentage of FT just few years back explains the development of food trucks to be in the nascent stages.

The daily profits of majority of the mobile foodpreneurs in Coimbatore (33.3%) and Erode (39.5%) were Rs.500 and below. Coimbatore's majority of the respondents in HD, TW and FT and Erode's FT, CB and FC earned a daily profits of Rs. 500 and below. The everyday profits of majority of the respondents being Rs.500 and below, demand additional policy intervention and governmental assistance to ensure its betterment.

In both the regions, the time taken to achieve break-even and to augment profits, ranged from 6 months to 1 year for most of the mobile foodpreneurs. A huge percentage of the respondents in all the categories in both the districts except Erode's FT had achieved the break-even point within a period of six months to one year. The limited time taken to reach the break-even point shows that mobile foodpreneurship leads to quicker success.

In both Coimbatore (60%) and Erode (65.8%), majority of the respondents worked as mobile foodpreneurs full time. In Coimbatore, most of the FT, CB and FC were full time, while majority of the HD, TW and FT were part-time and were engaged in studies, family commitments and other employment in the remaining hours respectively. In Erode, majority of the HD, TW, CB and FC operated full time.

With respect to the number of workings hours of the business, a large percentage of the mobile foodpreneurs in both Coimbatore (53.3%) and Erode (39.5%) operated for five hours everyday. In both the districts, the business hours of majority of those in HD

and TW were 7 hours, while that of those in FT, CB and FC were 5 hours. It was observed that the business hours depended upon the food type. For instance, most of the traditional snacks shops operated in the early hours of the day and in the dusk, time when the health conscious people go for a walk or when the hungry office goers opt for a healthy snack. However, the average number of working hours of majority of the respondents is observed to be 5 to 7 hours.

The raw materials required for the business were procured from whole sale sellers by majority of the mobile foodpreneurs in Coimbatore (53.3%) and Erode (47.4%). In Coimbatore, this was the case with maximum of those in all categories except FC. In Erode, most of those in HD, FT and FC procured it from whole sale market.

The chef of the products sold by the mobile foodpreneurs in most cases was the owner himself in Coimbatore (60%) and Erode (57.9%). In Coimbatore, the owner was the chef in majority of the HD, TW and FC, while the chef of majority of FT and all CB were professionals referred by others and women at home respectively. In Erode, the chef of most of all forms of mobile foodpreneurship were the owners themselves. The finding that women are the chefs of CB depicts the proper utilisation of women's strengths in this sector and male owners being the chef negate the gender-stereotyping that cooking is meant for women. Chefs were hired only in the case of FT in Coimbatore while all other forms of mobile foodpreneurship save resources by avoiding chef salaries.

Majority of the respondents, along with their family members consumed their products daily in both Coimbatore (63.3%) and Erode (57.9%). A huge percentage of respondents in all the categories except Erode's HD consumed their products everyday. The everyday self- consumption of the products of their business reveal two important observations; they prepared in a hygienic manner that allowed them to feed their children with the products; they prepared it with healthy ingredients that did not affect the health even if consumed on a daily basis.

#### **4.4. Details of Marketing Strategy Used by Selected Sample Respondents**

The number of marketing strategies adopted and the usage of social media as marketing platforms varied among vehicle types and between districts. The following table 9 shows the marketing strategy used by the respondents in the selected study region.

**Table 9: Marketing Strategy adopted by Selected Sample Respondents**

Particulars	Coimbatore							Erode					
		HD	TW	FT	CB	FC	ALL	HD	TW	FT	CB	FC	ALL
<b>SOCIAL MEDIA PLATFORMS USED FOR MARKETING</b>													
Facebook	N	0	0	1	0	0	1	1	0	0	0	0	1
	C	.0	.0	14.3	.0	.0	3.3	50.0	.0	.0	.0	.0	2.6
Instagram & Youtube	N	0	0	0	1	1	2	0	0	0	0	0	0
	C	.0	.0	.0	16.7	11.1	6.7	.0	.0	.0	.0	.0	.0
Instagram & Whatsapp	N	0	1	2	0	0	3	0	0	0	0	0	0
	C	.0	25.0	28.6	.0	.0	10.0	.0	.0	.0	.0	.0	.0
Youtube	N	0	0	0	3	1	4	0	1	1	0	0	2
	C	.0	.0	.0	50.0	11.1	13.3	.0	16.7	20.0	.0	.0	5.3
Whatsapp	N	0	0	1	0	1	2	0	3	1	1	0	5
	C	.0	.0	14.3	.0	11.1	6.7	.0	50.0	20.0	16.7	.0	13.2
Instagram	N	2	1	1	0	1	5	1	0	2	1	0	4
	C	50.0	25.0	14.3	.0	11.1	16.7	50.0	.0	40.0	16.7	.0	10.5
No	N	2	2	2	2	5	13	0	2	1	4	19	26
	C	50.0	50.0	28.6	33.3	55.6	43.3	.0	33.3	20.0	66.7	100	68.4
<b>ALL</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>
<b>NUMBER OF MARKETING STRATEGIES USED BY SELECTED SAMPLE RESPONDENTS</b>													
One	N	0	0	2	0	6	8	0	3	1	2	12	18
	C	.0	.0	28.6	.0	66.7	26.7	.0	50.0	20.0	33.3	63.2	47.4
Two	N	2	1	1	1	0	5	2	1	1	1	5	10
	C	50.0	25.0	14.3	16.7	.0	16.7	100	16.7	20.0	16.7	26.3	26.3
Three	N	0	3	1	0	1	5	0	1	0	1	2	4
	C	.0	75.0	14.3	.0	11.1	16.7	.0	16.7	.0	16.7	10.5	10.5
Four	N	0	0	2	1	1	4	0	1	1	2	0	4
	C	.0	.0	28.6	16.7	11.1	13.3	.0	16.7	20.0	33.3	.0	10.5
Five	N	1	0	1	3	1	6	0	0	1	0	0	1
	C	25.0	.0	14.3	50.0	11.1	20.0	.0	.0	20.0	.0	.0	2.6
Six	N	1	0	0	0	0	1	0	0	1	0	0	1
	C	25.0	.0	.0	.0	.0	3.3	.0	.0	20.0	.0	.0	2.6
Seven	N	0	0	0	1	0	1	0	0	0	0	0	0
	C	.0	.0	.0	16.7	.0	3.3	.0	.0	.0	.0	.0	.0
<b>ALL</b>	N	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>

Source: Computed from Field Survey, (December 2022- February2023). Note: N- Number, C- Column Percentage, HD- Home Delivery, TW- Two Wheeler, FT- Food truck, CB- Cooks & Brings and FC- Food Cart.

From the above table 9, maximum of the respondents in Coimbatore (43.3%) and Erode (68.4%) did not use any social media site as a marketing platform for their business. In Coimbatore, majority of those in HD and CB used Instagram and Youtube respectively. In Erode, majority of those in HD either used Instagram or Facebook, those in TW used Whatsapp, those in FT used Instagram. The non-usage of social media platforms by a vast majority including the FC, indicate the technological backwardness of many mobile foodpreneurs.

The number of marketing strategies used by majority of the respondents in Coimbatore (267%) was one, while it was two in the case of Erode (47.4%). In Coimbatore, most of the FT used either one or four marketing strategies, those in the FC used one strategy, those in HD, TW and CB used two, three and five strategies respectively. In Erode only one marketing strategy was adopted by a large percentage of the respondents in TW, CB and FC while all those in HD (100%) used two marketing strategies. The most common marketing strategy to retain customers was the word of mouth that served as a powerful tool in winning the trust of the consumers.

#### 4.5. Details of Government Schemes Utilised by Selected Sample Respondents

The following table 10 depicts the respondents' utilisation of government schemes, their awareness and the extent of government support received by the selected sample respondents.

**Table 10: Utilisation of Government Schemes by Selected Sample Respondents**

Particulars	Coimbatore							Erode						
		HD	TW	FT	CB	FC	ALL	HD	TW	FT	CB	FC	ALL	
<b>LOAN TAKEN UNDER GOVERNMENT SCHEME</b>														
Yes	N	0	1	1	1	1	4	0	0	0	0	0	0	
	C	.0	25.0	14.3	16.7	11.1	13.3	.0	.0	.0	.0	.0	.0	
No	N	4	3	6	5	8	26	2	6	5	6	19	38	
	C	100	75.0	85.7	83.3	88.9	86.7	100	100	100	100	100	100	
ALL	N	4	4	7	6	9	30	2	6	5	6	19	38	
<b>GOVERNMENT SCHEME USED FOR LOAN</b>														
SHG	N	0	0	0	1	0	1	0	0	0	0	0	0	
	C	.0	.0	.0	16.7	.0	3.3	.0	.0	.0	.0	.0	.0	
MUDRA	N	0	0	1	0	0	1	0	0	0	0	0	0	
	C	.0	.0	14.3	.0	.0	3.3	.0	.0	.0	.0	.0	.0	
MSME	N	0	1	0	0	0	1	0	0	0	0	0	0	
	C	.0	25.0	.0	.0	.0	3.3	.0	.0	.0	.0	.0	.0	
Business Loan	N	0	0	0	0	1	1	0	0	1	0	0	1	
	C	.0	.0	.0	.0	11.1	3.3	.0	.0	20.0	.0	.0	2.6	
Other	N	0	0	1	1	0	2	0	0	0	0	0	0	
	C	.0	.0	14.3	16.7	.0	6.7	.0	.0	.0	.0	.0	.0	
No	N	4	3	5	4	8	24	2	6	4	6	19	37	
	C	100	75.0	71.4	66.7	88.9	80.0	100	100	80.0	100	100	97.4	
ALL	N	4	4	7	6	9	30	2	6	5	6	19	38	
<b>EXTENT OF GOVERNMENT SUPPORT</b>														
Highly supportive	N	0	1	2	5	5	13	2	2	2	4	3	13	
	C	.0	25.0	28.6	83.3	55.6	43.3	100	33.3	40.0	66.7	15.8	34.2	
Supportive	N	1	0	1	0	1	3	0	2	1	0	1	4	
	C	25.0	.0	14.3	.0	11.1	10.0	.0	33.3	20.0	.0	5.3	10.5	
Neutral	N	3	2	3	1	2	11	0	1	1	0	7	9	
	C	75.0	50.0	42.9	16.7	22.2	36.7	.0	16.7	20.0	.0	36.8	23.7	
Less Supportive	N	0	0	1	0	1	2	0	0	1				
	C	.0	.0	14.3	.0	11.1	6.7	.0	.0	20.0				
Least	N	0	1	0	0	0	1	0	1	0	2	4	7	
	C													

Supportive													
	<b>C</b>	.0	25.0	.0	.0	.0	<b>3.3</b>	.0	16.7	.0	33.3	21.1	<b>18.4</b>
<b>ALL</b>	<b>N</b>	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>
Not Applicable	<b>N</b>	0	0	1	0	0	<b>1</b>	0	0	0	0	0	<b>0</b>
	<b>C</b>	.0	.0	14.3	.0	.0	<b>3.3</b>	.0	.0	.0	.0	.0	<b>.0</b>
Fully Aware	<b>N</b>	0	0	1	0	0	<b>1</b>	0	0	0	1	0	<b>1</b>
	<b>C</b>	.0	.0	14.3	.0	.0	<b>3.3</b>	.0	.0	.0	16.7	.0	<b>2.6</b>
Utilised	<b>N</b>	0	1	0	1	1	<b>3</b>	0	0	0	0	0	<b>0</b>
	<b>C</b>	.0	25.0	.0	16.7	11.1	<b>10.0</b>	.0	.0	.0	.0	.0	<b>.0</b>
Inaccessible	<b>N</b>	0	0	1	0	2	<b>3</b>	0	1	2	2	5	<b>10</b>
	<b>C</b>	.0	.0	14.3	.0	22.2	<b>10.0</b>	.0	16.7	<b>40.0</b>	33.3	26.3	<b>26.3</b>
Partially Aware	<b>N</b>	3	3	1	1	2	<b>10</b>	1	2	2	0	5	<b>10</b>
	<b>C</b>	<b>75.0</b>	<b>75.0</b>	14.3	16.7	22.2	<b>33.3</b>	<b>50.0</b>	33.3	<b>40.0</b>	.0	26.3	<b>26.3</b>
Completely Unaware	<b>N</b>	1	0	3	4	4	<b>12</b>	1	3	1	3	9	<b>17</b>
	<b>C</b>	25.0	.0	<b>42.9</b>	<b>66.7</b>	<b>44.4</b>	<b>40.0</b>	<b>50.0</b>	<b>50.0</b>	20.0	<b>50.0</b>	<b>47.4</b>	<b>44.7</b>
<b>ALL</b>	<b>N</b>	<b>4</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>9</b>	<b>30</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>19</b>	<b>38</b>

Source: Computed from Field Survey, (December 2022- February, 2023). Note: N- Number, C- Column Percentage, HD- Home Delivery, TW- Two Wheeler, FT- Food truck, CB- Cooks & Brings and FC- Food Cart.

Governmental intervention and assistance is essential to aid any business growth. When questioned about the usage of loan through government schemes, majority of the respondents in Coimbatore (86.7%) and Erode (100%) mentioned the non- usage of government loans. From the above table 10, in Coimbatore, a dominant percentage of those in all categories had not taken any government loan for business. In Erode the picture was even surprising as not even a single respondent had made use of a government loan for business in all forms of mobile foodpreneurship. Despite several existing schemes to aid the budding entrepreneurs it is a sad part that the targeted groups go unnoticed. Adequate governmental intervention is required to help the actual targeted groups become beneficiaries of the governmental schemes.

Though loan usage under government scheme was found to be nil in many of the respondents, it was found that some of them had made use of loan from SHG, MUDRA and MSME schemes. In some cases loans obtained as bike loans, housing loans and the like were also used by some respondents.

The opinions of the respondents about the governmental support revealed that majority of the respondents in both Coimbatore (43.3%) and Erode (34.2%) found the government to be highly supportive. A huge percentage of the respondents in Coimbatore's CB and FC and Erode's HD, FT and CB opined that the government was highly supportive. Majority of those in Coimbatore's HD, TW and FT and Erode's FC and TW were neutral.

The Pradhan Mantri MUDRA Scheme was launched to provide easy and collateral free loans to those small business units that had potential entrepreneurs. When asked about the awareness of the respondents about the MUDRA scheme, majority of those in Coimbatore (40%) and Erode (44.7%) has never heard about the scheme. A large percentage of those in Coimbatore's HD and TW and Erode's FT and HD had heard about it. A large percentage of those in Coimbatore's FT, CB and FC and Erode's TW, CB and FC had never heard about it. The lack of awareness among the respondents warrants further government initiatives to ensure the proper reach of the scheme to the target audience. The main reason for the inability to make use of the scheme, as pointed out by the respondents, was the behaviour of the bank authorities to sanction the loans to those with recommendations.

#### **4.6. Details of Eco-Friendly Practices Adopted by Selected Sample Respondents**

The selected sample respondents were found to adopt various eco- friendly practices including usage of bio- degradable containers, limited fuel consumption and waste segregation. The following table 11 analyses such environment- friendly practices followed by the selected sample respondents.

**Table 11: Environmental-Friendly Practices Followed by Selected Sample Respondents**

Particulars	Coimbatore							Erode					
		HD	TW	FT	CB	FC	ALL	HD	TW	FT	CB	FC	ALL
<b>CONTAINERS USED FOR SERVING THE PRODUCTS</b>													
Glass Container	N	0	0	1	0	0	1	0	0	0	0	2	2
	C	.0	.0	14.3	.0	.0	3.3	.0	.0	.0	.0	10.5	5.3
Plastic	N	0	2	0	0	0	2	1	0	0	1	1	3
	C	.0	50.0	.0	.0	.0	6.7	50.0	.0	.0	16.7	5.3	7.9
Eversilver	N	0	0	0	2	0	2	0	0	0	2	2	4
	C	.0	.0	.0	33.3	.0	6.7	.0	.0	.0	33.3	10.5	10.5
Alumnum Foil	N	0	0	0	1	2	3	0	2	1	2	1	6
	C	.0	.0	.0	16.7	22.2	10.0	.0	33.3	20.0	33.3	5.3	15.8
Paper Plates	N	3	1	4	1	2	11	1	2	1	1	6	11
	C	75.0	25.0	57.1	16.7	22.2	36.7	50.0	33.3	20.0	16.7	31.6	28.9
Others	N	1	1	2	2	5	11	0	2	3	0	7	12
	C	25.0	25.0	28.6	33.3	55.6	36.7	.0	33.3	60.0	.0	36.8	31.6
<b>ALL</b>	N	4	4	7	6	9	30	2	6	5	6	19	38
<b>WATER CONSERVATION PRACTICES</b>													
Yes	N	0	1	0	0	1	2	0	0	1	2	0	3
	C	.0	25.0	.0	.0	11.1	6.7	.0	.0	20.0	33.3	.0	7.9
No	N	4	3	7	6	8	28	2	6	4	4	19	35
	C	100	75.0	100	100	88.9	93.3	100	100	80.0	66.7	100	92.1
<b>ALL</b>	N	4	4	7	6	9	30	2	6	5	6	19	38
<b>FUEL CONSUMPTION (in Percentage)</b>													
Nil	N	2	1	0	0	1	4	0	2	0	3	9	14
	C	50.0	25.0	.0	.0	11.1	13.3	.0	33.3	.0	50.0	47.4	36.8
1-25	N	2	2	7	6	8	25	2	2	3	0	8	15
	C	50.0	50.0	100	100	88.9	83.3	100	33.3	60.0	.0	42.1	39.5
26-50	N	0	1	0	0	0	1	0	2	2	2	2	8
	C	.0	25.0	.0	.0	.0	3.3	.0	33.3	40.0	33.3	10.5	21.1
51-75	N	0	0	0	0	0	0	0	0	0	1	0	1
	C	.0	.0	.0	.0	.0	.0	.0	.0	.0	16.7	.0	2.6
<b>ALL</b>	N	4	4	7	6	9	30	2	6	5	6	19	38
<b>SEGREGATION OF WASTE</b>													
Not Segregated	N	0	1	0	0	0	1	1	0	0	0	1	2
	C	.0	25.0	.0	.0	.0	3.3	50.0	.0	.0	.0	5.3	5.3
Segregated	N	4	3	6	6	9	28	1	6	5	6	18	36
	C	100	75.0	85.7	100	100	93.3	50.0	100	100	100	94.7	94.7
Compost Food Waste	N	0	0	1	0	0	1	0	0	0	0	0	0
	C	.0	.0	14.3	.0	.0	3.3	.0	.0	.0	.0	.0	.0
<b>ALL</b>	N	4	4	7	6	9	30	2	6	5	6	19	38

Source: Computed from Field Survey, (December 2022- February2023). Note: N- Number, C- Column Percentage, HD- Home Delivery, TW- Two Wheeler. FT- Food truck. CB- Cooks & Brings and FC- Food Cart.

From the above table 11, The containers used by most of the respondents in Coimbatore (36.7%) and Erode (31.6%) were natural materials such as areca leaf plates, banana leaf, dhonne and such other parts of trees, that are bio-degradable. In Coimbatore,

majority of those in HD and FT used paper plates, those in TW used plastic containers, those in FC used natural containers. In Erode, an equal percentage of those in TW used paper, aluminium or other natural containers and those in FT and FC used natural containers to serve their products and to provide take- away services.

Water plays a predominant role in the case of foodpreneurs and so the conservation of water is quite essential. Maximum of the respondents in Coimbatore (93.3%) and Erode (92.1%) did not adopt water conservation practices. In Coimbatore, only few of them in TW and FC adopted it while in Erode, only few percentage of mobile foodpreneurs in FT and CB adopted it.

Pollution caused by fuel emissions is a serious threat to the climatic conditions of Mother Earth. A large percentage of the selected sample respondents, in spite of their mobility from one place to another, spent only 1-25 percent of their cost on fuel consumption both in Coimbatore (83.3%) and Erode (39.5%). In Coimbatore, majority of those in all categories and Erode's HD and FT spent 1-25% of cost on fuel. Most of Erode's CB and FC spent nothing on fuel.

With respect to segregation of waste, a huge percentage of those in Coimbatore (93.3%) and Erode (94.7%) segregates their waste as degradable and non- degradable. In Coimbatore, majority of those in all the vehicle type categories segregated and disposed their waste. In Erode, segregation of waste was followed by majority of those in TW, FT, CB and FC and half of those in HD segregated, while the other half did not. The environmental practices of the selected sample respondents explain limited fuel consumption, adoption of waste segregation and usage of degradable containers by the mobile foodpreneurs.

#### **4.7. Regression Analysis**

Regression analysis is used in the study to analyse the profits earned by selected sample respondents. This is done by finding out its relationship with vital socio-economic factors and business profile.

#### **Socio- economic Factors**

Socio- economic variables such as gender of selected sample respondents and the districts in which they operate are considered and the relationship between these variables and the profits earned by them are analysed.

**Table 12: Relationship between Gender and Profits Earned by the Selected Sample Respondents**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Adjusted R<sup>2</sup></b>	<b>Standard Error of the Estimate</b>	<b>Sig. F Change</b>
.360 <sup>a</sup>	.130	.116	975.876	<b>0.003**</b>

Source: Computed from Field Survey, (December 2022- February2023). Note: \*\*Statistically significant at 5%.

H<sub>0</sub>: There is no significant relationship between gender and the profits earned by the selected sample respondents.

H<sub>1</sub>: There is significant relationship between gender and the profits earned by the selected sample respondents.

The significance value (0.003) is less than 0.05. This shows that there is a **significant relationship** between gender and profits. However, the R<sup>2</sup> value being 0.130 explains that only 13.0% of the variation in profits is influenced by the variation in gender.

**Table 13: Relationship between District and Profits Earned by the Selected Sample Respondents**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Adjusted R<sup>2</sup></b>	<b>Standard Error of the Estimate</b>	<b>Sig. F Change</b>
.275 <sup>a</sup>	.076	.062	1005.503	<b>0.023**</b>

Source: Computed from Field Survey, (December 2022- February2023). Note: \*\*Statistically significant at 5%.

H<sub>0</sub>: There is no significant relationship between district and the profits earned by the selected sample respondents.

H<sub>2</sub>: There is significant relationship between district and the profits earned by the selected sample respondents.

From the above regression table 13, it can be observed that the significance value is 0.023 which is less than 0.05. Hence there is a **significant relationship** between the district and the profits earned by the respondents. Mobile foodpreneurs in Coimbatore region are able to reach daily profits of **Rs.2501 and above** while the maximum profits earned by mobile foodpreneurs in Erode region is only in the range of **Rs.1501-2000**. This shows that the district in which the business operates has a notable influence on the profits of the mobile foodpreneurs. Coimbatore, being a tier- 2 city has made it a better place for the mobile foodpreneurs to earn higher profits. Notable NAAC accredited educational institutions, veteran textile industries and booming up IT companies in Coimbatore, serve as pull factors of migration, attracting people from in and around the

Kongu region. Several migrant students, workers and professionals in the city, in search of healthy home- cooked food or recreational fast foods have embraced the growing trend of mobile foodpreneurship.

**Business Profile**

Regression analysis is conducted to find out the relationship between profits and important business profile of the selected sample respondents. The business profile considered for regression include tenure, investment and nature of business organisation.

**Table 14: Relationship between Business Tenure and Profits Earned by the Selected Sample Respondents**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Adjusted R<sup>2</sup></b>	<b>Standard Error of the Estimate</b>	<b>Sig. F Change</b>
.198 <sup>a</sup>	.039	.025	1028.227	<b>.106**</b>

Source: Computed from Field Survey, (December 2022- February2023). Note: \*\*Statistically significant at 5%.

H<sub>0</sub>: There is no significant relationship between business tenure and the profits earned by the selected sample respondents.

H<sub>3</sub>: There is significant relationship between business tenure and the profits earned by the selected sample respondents.

The significance value (0.106) being greater than 0.05 proves that there is **no significant relationship** between the business tenure and the profits. This shows that irrespective of the number of years of establishment the mobile foodpreneurs are able to make satisfactory profits.

**Table 15: Relationship between Initial Investment and Profits Earned by the Selected Sample Respondents**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Adjusted R<sup>2</sup></b>	<b>Standard Error of the Estimate</b>	<b>Sig. F Change</b>
.154 <sup>a</sup>	.024	.009	1036.343	<b>0.209</b>

Source: Computed from Field Survey, (December 2022- February2023).

H<sub>0</sub>: There is no significant relationship between type of business organisation and the profits earned by the selected sample respondents.

H<sub>4</sub>: There is significant relationship between type of business organisation and the profits earned by the selected sample respondents.

The regression between the initial investment made by the selected sample respondents and the profits earned by them shows an insignificant relationship as the significance value (0.209) is greater than 0.05. This reveals that, irrespective of the initial amount invested by the sample respondents, they were able to make profits. During the survey, it was found that most of the food trucks had comparatively higher investments and made huge profits. However, other innovative mobile foodpreneurs, who made lesser investments were able to earn considerable profits through their ability to innovate and bring back some long-forgotten dishes and fusion dishes. This stands as a testimony to the fact that the economic success of the mobile foodpreneurs rely on their innovation to a greater extent and investment plays an insignificant role in determining their profits.

**Table 16: Relationship between Business Organisation and Profits Earned by the Selected Sample Respondents**

<b>R</b>	<b>R<sup>2</sup></b>	<b>Adjusted R<sup>2</sup></b>	<b>Standard Error of the Estimate</b>	<b>Sig. F Change</b>
.416 <sup>a</sup>	.173	.160	953.882	<b>.000**</b>

Source: Computed from Field Survey, (December 2022- February2023). Note: \*\*Statistically significant at 5%.

H<sub>0</sub>: There is no significant relationship between type of business organisation and the profits earned by the selected sample respondents.

H<sub>5</sub>: There is significant relationship between type of business organisation and the profits earned by the selected sample respondents.

The above regression table 16 shows a significance value of 0.000, which is less than 0.05. Thus there is **significant relationship** between the type of business organisation and the profits earned by the respondents. However, the R<sup>2</sup> value being 0.173 indicated that only 17.3% of the variation in profits is influenced by the variation in type of business organisation.

**Table 17: Regression Analysis Coefficients of Selected Socio-Economic Variables**

<b>Coefficients</b>	<b>Beta</b>	<b>t</b>	<b>Significance</b>
Gender	0.360	3.134	<b>0.003**</b>
District	-2.75	-2.328	<b>0.023**</b>
Tenure	-1.98	-1.638	<b>0.106</b>
Investment	-1.54	-1.269	<b>0.209</b>
Organisation	-4.16	-3.716	<b>0.000**</b>

Source: Computed from Field Survey, (December 2022- February2023), Note:\*\*Statistically significant at 5%.

#### 4.8. Chi-square

In order to analyse the association of profits with important socio-economic and business variables of the selected sample respondents, Chi-square analysis is carried out. Chi-square analyses are performed for various socio- economic variables including marital status, education, native place and age and innovative factors comprising of food type, number of marketing strategies and vehicle type used by the selected sample respondents. Additionally, the association between educational qualification and the awareness about MUDRA scheme is also analysed.

**Table 18: Association between Marital Status and Profits Earned by the Selected Sample Respondents**

	Profits	Marital Status
<b>Chi Square</b>	44.500 <sup>a</sup>	83.412 <sup>b</sup>
<b>df</b>	24	3
<b>Asymp. Sig</b>	.007	<b>.000**</b>

Source: Computed from Field Survey, (December 2022- February2023). Note: \*\*Statistically significant at 5%.

H<sub>0</sub>: There is no significant association between marital status and the profits earned by the selected sample respondents.

H<sub>5</sub>: There is significant association between marital status and the profits earned by the selected sample respondents.

The chi square significance value is 0.000 (< 0.05) and so the null hypothesis is rejected. This shows that there is **a significant association** between the marital status of the respondents and the profits earned by them. Several women who become widows or divorcees or get separated from their spouse find mobile foodpreneurship to be a secure and safe venture as they operate in public spots and are free from danger. Besides, married respondents ensured equal participation of the family members in the business, making foodpreneurship a family business for their children when they grow up. Hence marital status of the respondents play a vital role in determining the profits of the respondents.

**Table 19: Association between Educational Qualification and Profits Earned by the Selected Sample Respondents**

	Profits	Educational Qualification
<b>Chi Square</b>	44.500 <sup>b</sup>	39.765 <sup>a</sup>
<b>df</b>	24	7
<b>Asymp. Sig</b>	.007	<b>.000**</b>

Source: Computed from Field Survey, (December 2022- February2023). Note: \*\*Statistically significant at 5%.

H<sub>0</sub>: There is no significant association between educational qualification and the profits earned by the selected sample respondents.

H<sub>6</sub>: There is significant association between educational qualification and the profits earned by the selected sample respondents.

There is a **significant association** between the profits and the educational status of the respondents. This is revealed by the significance value of 0.00, which is less than 0.05. So we reject the null hypothesis. The educated respondents have an opportunity and ability to make use of social media platforms to advertise their products and can risk to update themselves to the changing demands of the market. They also possess awareness about governmental initiatives that can aid them in their entrepreneurial development.

**Table 20: Association between Age and Profits Earned by the Selected Sample Respondents**

	<b>Profits</b>	<b>Age</b>
<b>Chi Square</b>	44.500 <sup>a</sup>	53.294 <sup>b</sup>
<b>df</b>	24	3
<b>Asymp. Sig</b>	.007	<b>.000**</b>

Source: Computed from Field Survey, (December 2022- February2023). Note: \*\*Statistically significant at 5%.

H<sub>0</sub>: There is no significant association between age and the profits earned by the selected sample respondents.

H<sub>7</sub>: There is significant association between age and the profits earned by the selected sample respondents

The table 20 shows that the chi square value is significant at 5% level (0.000 < 0.05) and so we reject the null hypothesis. Most of the respondents in the young age are vibrant, updated and adapt themselves to the tastes and preferences of the consumers. In the case of the aged population, profit maximisation occurs through their experience in the field and their ability to bring people traditional dishes, that were wiped out from our diet. Hence there is a **significant association** between the age and the profits earned by the respondents.

**Table 21: Association between Native Place and Profits Earned by the Selected Sample Respondents**

	<b>Profits</b>	<b>Native</b>
<b>Chi Square</b>	44.500 <sup>a</sup>	50.941 <sup>b</sup>
<b>df</b>	24	3
<b>Asymp. Sig</b>	.007	<b>.000**</b>

Source: Computed from Field Survey, (December 2022- February2023). Note: \*\*Statistically significant at 5%.

H<sub>0</sub>: There is no significant association between native and the profits earned by the selected sample respondents.

H<sub>3</sub>: There is significant association between native and the profits earned by the selected sample respondents.

The above table 21 shows that there is **significant association** between the native to which the respondent belongs and to the profits earned by them. Respondents from the rural background are able to make profits by bringing traditional dishes back to the normal diet of urbanites while those from the urban background innovate through fusion dishes and novel cuisines and earn profits.

**Table 22: Association between Food Type and Profits Earned by the Selected Sample Respondents**

	<b>Profits</b>	<b>Food Type</b>
<b>Chi Square</b>	44.500 <sup>a</sup>	14.824 <sup>b</sup>
<b>df</b>	24	7
<b>Asymp. Sig</b>	.007	<b>.038**</b>

Source: Computed from Field Survey, (December 2022- February2023). Note: \*\*Statistically significant at 5%.

H<sub>0</sub>: There is no significant association between the type of food sold by the selected sample respondents and the profits.

H<sub>0</sub>: There is significant association between the type of food sold by the selected sample respondents and the profits.

Schumpeterian theory of Innovation states that level of profits earned by entrepreneurs depend upon the level of innovation they make. By innovating the type of food through fusion dishes, traditional dishes and by introducing a new cuisine in an existing market, the mobile foodpreneurs earn profits. This is evident from the **significant association** between the profits and type of food sold by the selected sample respondents as the significance value (0.038) is less than 0.05.

**Table 23: Association between Number of Marketing Strategies Used and Profits Earned by the Selected Sample Respondents**

	<b>Profits</b>	<b>No. of Marketing Strategies</b>
<b>Chi Square</b>	44.500 <sup>a</sup>	45.235 <sup>b</sup>
<b>df</b>	24	6
<b>Asymp. Sig</b>	.007	<b>.000**</b>

Source: Computed from Field Survey, (December 2022- February2023). Note: \*\*Statistically significant at 5%.

H<sub>0</sub>: There is no significant association between the number of marketing strategies used by the selected sample respondents and the profits.

H<sub>10</sub>: There is significant association between the number of marketing strategies used by the selected sample respondents and the profits.

Another aspect in which the mobile foodpreneurs could innovate is by adopting different marketing strategies. Innovative foodpreneurs earn better profits by marketing on various platforms like social media platforms including Instagram, Facebook, Whatsapp, Youtube, etc. Ensuring them better reach. The non- innovative foodpreneurs were found to have only word of mouth as the means to advertise their products. This is shown through the **significant association** between the food type and the profits of the selected sample respondents with the significance value (0.000) being less than 0.05.

**Table 24: Association between Vehicle Type Used and Profits Earned by the Selected Sample Respondents**

	<b>Profits</b>	<b>Vehicle Type</b>
<b>Chi Square</b>	44.500 <sup>b</sup>	20.824 <sup>a</sup>
<b>df</b>	24	4
<b>Asymp. Sig</b>	.007	<b>.000**</b>

Source: Computed from Field Survey, (December 2022- February2023). Note: \*\*Statistically significant at 5%.

H<sub>0</sub>: There is no significant association between the innovation in the type of vehicle used by the selected sample respondents and the profits.

H<sub>11</sub>: There is significant association between the innovation in the type of vehicle used by the selected sample respondents and the profits.

The significance value (0.000) is less than 0.05 and so we reject the null hypothesis. There is **significant association** between the vehicle type used and the profits earned by the mobile foodpreneurs. The type of vehicle used is another important factor of innovation adopted by the mobile foodpreneurs. They sell their products on different types of vehicles including trucks, carts, two-wheelers, motorcycles and the like. In addition to the innovation factor, the innovative vehicle type used also helps in remodelling old vehicles as innovative food trucks and this in turn aids in reducing wastes and attracting customers. Charles Goodnight's first ever food truck, re-modelled from an army surplus wagon as portable kitchen is a case in point.

**Table 25: Association between Educational Qualification of Selected Sample Respondents and their Awareness about MUDRA Scheme**

	<b>Education</b>	<b>Awareness</b>
<b>Chi Square</b>	39.765 <sup>a</sup>	57.647 <sup>b</sup>
<b>df</b>	7	5
<b>Asymp. Sig</b>	.000	.000**

Source: Computed from Field Survey, (December 2022- February2023). Note: \*\*Statistically significant at 5%.

H<sub>0</sub>: There is no significant association between the educational qualification of the selected sample respondents and their awareness about the Pradhan Mantri MUDRA Yojana.

H<sub>12</sub>: There is significant association between the educational qualification of the selected sample respondents and their awareness about the Pradhan Mantri MUDRA Yojana.

There is **significant association** between the educational qualification of the respondents and their awareness about the Pradhan Mantri MUDRA Yojana as given by the significance level 0.000 which is less than 0.05. There should be better awareness creation among the respondents about the scheme so that the most vulnerable illiterate mobile foodpreneurs also become beneficiaries of the scheme.

#### 4.8. One Way ANOVA

Mobile foodpreneurs of two different districts of Kongu region were taken as samples. In order to analyse the difference in the usage of social media marketing platform, vehicle type and food type sold by the selected sample respondents between the two districts one way ANOVA was used. The differences in vehicle type used by selected sample respondents with varied educational qualification was analysed as well.

**Table 26: Association between Social Media and Districts of the Selected Sample Respondents**

<b>Vehicle type</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean square</b>	<b>F</b>	<b>Sig</b>
<b>Between groups</b>	15.102	1	15.102	6.108	.016**
<b>Within groups</b>	163.177	66	2.472		
<b>Total</b>	178.279	67			

Source: Computed from Field Survey, (December 2022- February2023). Note: \*\*Statistically significant at 5%.

H<sub>0</sub>: There is no significant difference in the usage of social media as a marketing platform by the selected sample respondents and the districts in which they operate.

H<sub>13</sub>: There is significant difference in the usage of social media as a marketing platform by the selected sample respondents and the districts in which they operate.

With the technological development experienced by a region, the use of social media as an effective means of advertisements booms, which in turn leads to the growth of the business and allied sectors grow. In line with this statement, the above one-way ANOVA table 26 shows a **significant difference** in the usage of social media as marketing platform, by the selected sample respondents in the two regions (the significance level (0.016) is less than 0.05). The region in which the mobile foodpreneur operates has a significant impact on his or her usage of social media to advertise business and increase turnover.

**Table 27: Association between Vehicle Type and Districts of the Selected Sample Respondents**

Vehicle type	Sum of Squares	df	Mean square	F	Sig
<b>Between groups</b>	4.103	1	4.103	2.206	<b>.142</b>
<b>Within groups</b>	122.779	66	1.860		
<b>Total</b>	126.882	67			

Source: Computed from Field Survey, (December 2022- February2023).

H<sub>0</sub>: There is no significant difference in the type of vehicle used by the selected sample respondents and the districts in which they operate.

H<sub>14</sub>: There is significant difference in the type of vehicle used by the selected sample respondents and the districts in which they operate.

There is **no significant difference** in the type of vehicle used by the selected sample respondents between the regions. This is evident from the significance level (0.142) being greater than 0.05 and so the null hypothesis is accepted. Food trucks, Food carts, bullet barbecues were found in both the regions. Hence it can be interpreted that the level of innovation in terms of vehicle type usage by the selected sample respondents is not significantly different between the regions.

**Table 28: Association between Food Type and Districts of the Selected Sample Respondents**

Food type	Sum of Squares	df	Mean square	F	Sig
<b>Between groups</b>	2.385	1	2.385	.520	<b>.473</b>
<b>Within groups</b>	302.482	66	4.583		
<b>Total</b>	304.868	67			

Source: Computed from Field Survey, (December 2022- February2023).

H<sub>0</sub>: There is no significant difference in the type of food sold by the selected sample respondents and the districts in which they operate.

H<sub>15</sub>: There is significant difference in the type of food sold by the selected sample respondents and the districts in which they operate.

The above one- way ANOVA table 28 shows a significant level of 0.473 ( > 0.05) which leads to the acceptance of null hypothesis. Traditional snacks and herbal drinks in front of parks and walking areas, shawarma trucks, pani puri carts, bullet barbecues and the like were commonly found in both the regions. Hence it can be concluded that innovation in terms of food type is similar in both the regions and that there is **no significant difference** in the food type sold by the respondents in both the regions.

**Table 29: Association between Education and Vehicle type used by the Selected Sample Respondents**

Vehicle type	Sum of Squares	df	Mean square	F	Sig
<b>Between groups</b>	52.951	7	7.564	6.139	<b>.000**</b>
<b>Within groups</b>	73.932	60	1.232		
<b>Total</b>	126.882	67			

Source: Computed from Field Survey, (December 2022- February2023). Note: \*\*Statistically significant at 5%.

H<sub>0</sub>: There is no significant difference in the type of vehicle used by the selected sample respondents and their educational qualification.

H<sub>16</sub>: There is significant difference in the type of vehicle used by the selected sample respondents and their educational qualification.

In terms of innovation in the type of vehicle used, there is a **significant difference** in the vehicle type used by the selected sample respondents in the regions. This is explained by the rejection of null hypothesis as the significance value (0.000) is less than 0.05. Graduated foodpreneurs opted the innovative food trucks or remodelled existing vehicles into attractive mobile kitchens. Of the selected sample respondents, most of the food carts were preferred by those who had finished their basic educational levels. Education played a role in determining their ability to innovate in terms of vehicle type and to update themselves to the changing trends.

#### 4.9. Garrett Ranking

Various factors are found to have influenced the selected sample respondents to become mobile foodpreneurs. Garrett ranking technique was adopted to rank the factors influencing the respondents and to find out the most and least important factors among them.

**Table 30: Factors Influencing the Selected Sample Respondents to Become Mobile Foodpreneurs**

Factor	Total Score	Garrett Mean Score	Mean Ranking
Being your own boss	4430	65.147	I
Financial stability	4274	62.853	II
Flexibility	3543	52.103	III
Decision making	3269	48.074	IV
Ability to serve food	2800	41.176	V
Avoid tediousness of job	2084	30.647	VI

Source: Computed from Field Survey, (December 2022- February2023).

The above Garrett ranking table 30 shows that the most important factor in influencing the mobile foodpreneurs is ‘Being your own boss’ which is given the first rank. This is followed by other factors namely Financial stability, Flexibility, Decision making and Ability to serve food. The least important factor in influencing the mobile foodpreneurs is ‘Avoid tediousness of job’ which is ranked as the sixth factor.

#### 4.10. Factor Analysis

Factor analysis helps in reducing the number of factors by considering the significance of each factor and by grouping them. This technique was used to explain the problems faced by the selected sample respondents and to compress the various problems into six important components.

#### Problems faced by Selected Sample Respondents

**Table 31: KMO Test and Bartlett’S Test**

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</b>		.558
<b>Bartlett's Test of Sphericity</b>	<b>Approx. Chi-square</b>	238.897
	<b>df</b>	120
	<b>Sig.</b>	.000***

Source: Computed from Field Survey, (December 2022- February2023). Note: \*\*Statistically significant at 1%.

**Table 32: Factor Loadings for Problems Faced by Selected Sample Respondents**

Problems	Component					
	1	2	3	4	5	6
Business Uncertainty	0.635					
Delivery	.555					
High LPG prices	.681					
Perishable products	.627					
Road works		.941				
Revival from Covid		.695				
Poor access to credit facility			.801			
Seasonal Demand			.685			
Less Awareness				0.906		
Advertising Difficulties					.709	
Government Regulations					.686	
Labour						.891
<b>Eigen Values</b>	3.961	1.547	1.216	1.148	1.057	1.002
<b>Percentage of Variance</b>	24.757	9.667	7.601	7.177	6.609	6.263
<b>Cumulative Percentage</b>	24.757	34.424	42.025	49.201	55.810	62.074

Source: Computed from Field Survey, (December 2022- February2023).

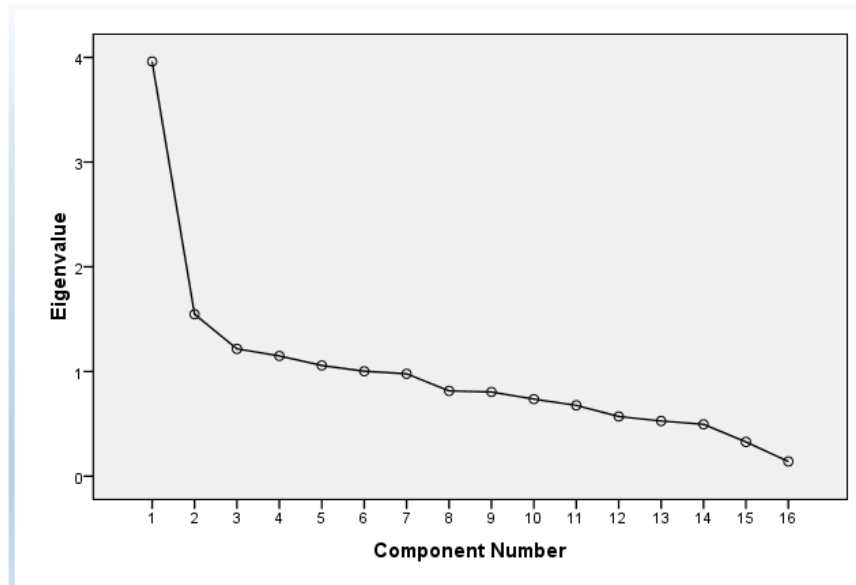
Kaiser- Meyer- Olkin measure is an index used to define the sampling adequacy. The KMO test shows a value of 0.558 which is greater than the permissible average of 0.5 and so the data reduction technique can be conducted and the underlying dimensions can be found out.

The Bartlett's test of Sphericity aids in deciding if the results of factor analysis are worth considering and if analysing the research work should be proceeded. The above test shows a significance value of 0.000 which is less than 0.01. Hence the items do correlate with each other as required to proceed with the factor analysis. This proves the reliability of the factor analysis.

Every variable in the communality initially is expected to share 100% variance. In accordance to this, initially every item has a value of 1.00 denoting the 100% variance share by each item. The extraction value is ranging from 0.367 to 0.898 which shows that the minimum variance share of item after extraction is 36.7% and maximum variance share of item is 89.8%.

Total variance contributed by the first component is 24.757, second component is 34.424, third component is 42.025 , fourth component is 49.201, fifth component is 55.810 and sixth component is 62.074. The Eigen value for a given factor measures the variance in all the variables, which is accounted for by that factor. From the above table, it can be seen that there are a total of six distinct components having Eigen values greater

than 1 from the given set of variables. The Eigen value for factor 1 is 3.961 factor 2 is 1.547, factor 3 is 1.216, factor 4 is 1.148, factor 5 is 1.057 and factor 6 is 1.002.



Source: Computed from Field Survey, (December 2022- February 2023).

**Figure 13: Scree Plot of Problems Faced by Selected Sample Respondents**

The Scree plots show the Components on the X axis and the corresponding Eigen value on the Y axis. The first six components have Eigen values of 3.961, 1.547, 1.216, 1.148, 1.057 and 1.002 respectively, which are greater than 1. Hence they are considered for the study.

The Eigen value of factor 1 is 3.961 with 24.757% of variance. Factor 1 has significant loading on High LPG prices (0.681), Perishable products (0.627), Delivery (0.555), Lack of information about Government schemes (0.469) and Booming of new shops (0.474). Factor 2 has an Eigen value of 1.547 with a variance of 34.424%. There is significant loading on Road works (0.941) and Revival from Covid (0.695) by Factor 2. The Eigen value of Factor 3 is 1.216 with a variance of 42.025%. Factor 3 has significant loading on Poor access to credit facility (0.801) and Seasonal Demand (0.685). Factor 4 has an Eigen value of 1.148 with a variance of 49.201%. There is significant loading on Less Awareness (0.906) by Factor 4. The Eigen value of Factor 3 is 1.057 with a variance of 55.810%. Factor 5 has significant loading on Advertising difficulties (0.709) and Government regulations (0.686). Factor 6 has an Eigen value of 1.002 with a variance of 62.074%. There is significant loading on Labour (0.891) by factor 6.

## CHAPTER - 5

### SUMMARY AND CONCLUSION

Food plays a predominant role not only as a basic necessity of life but also as a great medicine. Food is given due prominence in several ancient literatures including the Indian epic, the Mahabharat. In the Mahabharat, Bhima (the 2<sup>nd</sup> brother among the Panja Pandavas) is portrayed to be the strongest person and his intake of healthy and adequate food has a large mention in the epic. With food being spoken in almost all literatures and forming a crucial part of living organisms on earth, it has grabbed the attention of the economists as well. Thomas Robert Malthus, one of the influential economists has put forward the popular theory of Population. This theory establishes a relationship between population growth and food supply. Establishing this relationship, Malthus stated that power of population overthrew the power of nature to produce food and this consequently resulted in scarcity of food and death of people, if left unchecked. Disproving the theory, there are times when food supply was able to win the race over population growth with the aid of technological and scientific advancements. The Green Revolution is a case in point. Following Italy and France, India stands as the third most popular and best food server in the world (Roy, 2021)<sup>107</sup>. The rapid increase in Indian population has brought India to the top of the list of countries in terms of population. To meet the needs of this galloping population, mobile foodpreneurship can be relied upon to provide wide entrepreneurial avenues and also to protect food price from facing hyperinflation.

#### **Research Gap**

Literatures about food trucks and mobile foodpreneurs are available in large numbers in other countries compared to those available in India. The earlier studies (Alfiero et al., (2017), Roy et al., (2022)) are based on the performance of mobile foodpreneurs explaining how they retain their customers. Some of them explain about (Haris (2018), Venkatraman (2019)) the significance of mobile foodpreneurs and how successful they are. Studies including Diwanji and Patil (2019), Boonjubun (2021) have explained the challenges posed due to government regulations and financial constraints. Some studies have focused on the hygienic practices followed by foodpreneurs and have mainly analysed the living conditions of street vendors (Alam

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<sup>107</sup> *Ups and Downs of Restaurant Industry in India ( Statistics 2013-2020) & Predicted Growth by 2025.* (2021, November 18). Synopsis of Restaurant Industry in India (Statistics 2021). <https://www.bdtask.com/blog/restaurant-industry-in-india>

(2021), Loomis (2013), William (2013)). With the growing taste and preference for food trucks, home bakers and confectionists in the districts of Coimbatore and Erode, the present study differs from the earlier studies in two different aspects. First, the selected sample respondents are analysed in line with the Schumpeterian Theory of Innovation. Second, the study was conducted in the districts of Erode and Coimbatore, analysing the socio-economic background, economic success and challenges faced by the novice and veteran mobile foodpreneurs including food carts, food trucks, etc. in the study region.

### **Objectives**

In this background, the present study has the following objectives.

- To analyse the selected sample of mobile foodpreneurs as Schumpeterian entrepreneurs.
- To study the socio-economic background of mobile foodpreneurs in the selected study region.
- To evaluate the economic success of the selected sample respondents.
- To find out the motivational factors of the mobile foodpreneurs and
- To identify the problems faced by the mobile foodpreneurs.

### **Hypotheses**

- There was no significant association between the innovation factors used and the profits earned by selected sample respondents in the study region.
- There was no significant association between the educational status and the innovation in vehicle type used by selected sample respondents.
- There was no significant relationship between socio-economic background and the profits earned by selected sample respondents.
- There was no significant relationship between business profile and the profits earned by selected sample respondents.
- There was no significant difference in the innovation factors used by selected sample respondents in Coimbatore and Erode districts.
- There was no significant association between educational qualification and awareness about MUDRA scheme among the selected sample respondents.

## **Methodology**

The present study is based on Multi-stage sampling technique. In the first stage, among the different Indian states, Tamil Nadu is selected as it tops the list of states in the 4<sup>th</sup> State Food Safety Index. In the second stage, the Kongu region of Tamil Nadu is selected. In the third stage of sampling, in the Kongu region, two districts are selected namely, Coimbatore and Erode since both the districts witness a large inflow of immigrants on account of their industrial establishments. The present study is based both on secondary and primary data. The secondary data were obtained from Reports of Census 2011, FICCI, Statistical Handbook, District Statistical Profile, World Bank, Economic Survey, CSO Report and NSSO Report of 2022. The primary data were collected with the help of a questionnaire collected from a total of 68 sample mobile foodpreneurs in the study region. The questionnaire contained different sections of questions relating to the socio-economic background, business details, awareness on government initiatives, environmental aspects and pre-business scenario. The sample respondents are the mobile foodpreneurs comprising of the food truck owners, food cart owners and foodpreneurs who cook and bring for sale or provide home delivery facilities. Data was collected from mobile foodpreneurs in Coimbatore and Erode. In Coimbatore a total of 30 respondents comprising of 4 home delivery businesses, 4 two wheelers, 7 food trucks, 6 cooking & bringing businesses and 9 food carts were selected as samples. In Erode a total of 38 mobile foodpreneurs including 2 home delivery, 6 two wheelers, 5 food trucks, 6 cooking and bringing businesses and 19 food carts were selected as respondents. As a whole 68 respondents in Erode and Coimbatore districts of Kongu region comprise the sample size of the present study.

## **Findings of the Study**

- Coimbatore had a dominance of male foodpreneurs, while Erode provided equal opportunity to both male and female mobile foodpreneurs. This revealed a lack of gender equality in this business, though women are often gender-stereotyped to be chefs.
- The educational background of the respondents ranged from illiteracy to PhD. This proves that mobile foodpreneurship avenue is open to people of any educational qualification.
- The classification of respondents based on their marital status revealed a large percentage of married respondents in both Coimbatore (63.3%) and Erode

(78.9%). Additionally, respondents with marital status of separated or widow also found mobile foodpreneurship as a means to earn a living. When questioned about the reason for choosing mobile foodpreneurship, some of the separated women and widows mentioned this business to be safe and flexible, compared to other employments such as maid-servants. This proves the safety and security offered by mobile foodpreneurship to women.

- Confirming to the fact that India has a progressive demographic dividend for a longer term<sup>108</sup>, a huge percentage of respondents in both the study areas belonged to the 21-40 years age group.
- The income-wise classification of respondents revealed that most of them still stayed in the income bracket of Rs.10,000 and below, which demands due attention.
- Among eight different categories of food, it was observed that large percentage of those in Coimbatore (23.3%) sold snacks items and those in Erode (23.7%) dealt with Traditional snacks items.
- An analysis of the locality of sample mobile foodpreneurs reveals a dominance of Residential area (36.7%) in Coimbatore and Commercial area (52.6%) in Erode.
- Maximum of the mobile foodpreneurs in Coimbatore (33.3%) and Erode (28.9%) had an initial investment of Rs.10,000 & below. However, FT required a comparatively higher investment, which was lesser than that of a brick-and-mortar investment. Hence, this business platform has establishments of varied sizes, depending on the mobile foodpreneur's investment capacity.
- Most of the mobile foodpreneurship establishments in Coimbatore had a business tenure of one to two years or more than eight years (43.3%) while those in Erode had been operating for one to two years (44.7%). The establishment of a large percentage of FT just few years back explains the development of food trucks to be in the nascent stages.
- The daily profits of majority of the mobile foodpreneurs in Coimbatore (33.3%) and Erode (39.5%) were Rs.500 and below. The everyday profits of majority of the respondents being Rs.500 and below, demands additional policy intervention and governmental assistance to ensure its betterment.

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<sup>108</sup> UNFPA, 13<sup>th</sup> January, 2022

- In both the regions, the time taken to achieve break-even and to augment profits, ranged from 6 months to 1 year for most of the mobile foodpreneurs.
- With respect to the number of working hours of the business, a large percentage of the mobile foodpreneurs in both Coimbatore (53.3%) and Erode (39.5%) operated for five hours everyday and a huge percentage were full- time mobile foodpreneurs.
- The finding that women are the chefs of Cooks & Brings depicts the proper utilisation of women's strengths in this sector and male owners being the chef negate the gender-stereotyping that cooking is meant for women. Chefs were hired only in the case of Food Trucks in Coimbatore while all other forms of mobile foodpreneurship save resources by avoiding chef salaries.
- The everyday self- consumption of the products of their business by a dominant percentage reveal two important observations; they prepared in a hygienic manner that allowed them to feed their children with the products; they prepared it with healthy ingredients that did not affect the health even if consumed on a daily basis.
- The non-usage of social media platforms by a vast majority including the FC, indicate the technological backwardness of many mobile foodpreneurs. The number of marketing strategies used by majority of the respondents in Coimbatore was one, while it was two in the case of Erode. The most common marketing strategy to retain customers was the word of mouth that served as a powerful tool in winning the trust of the consumers.
- Though loan usage under government scheme was found to be nil in many of the respondents, it was found that some of them had made use of loan from SHG, MUDRA and MSME schemes. In some cases loans obtained as bike loans, housing loans, etc., were also used for business
- The lack of sufficient awareness among the respondents about the MUDRA scheme warrants further government initiatives to ensure the proper reach of the scheme to the target audience. The main reason for the inability to make use of the scheme, as pointed out by the respondents, was the behaviour of the bank authorities to sanction the loans to those with recommendations.

- The environmental practices of the selected sample mobile foodpreneurs revealed limited fuel consumption, adoption of waste segregation and usage of degradable containers.
- From the regression analysis, it can be observed that socio-economic variables like gender, district, marital status, educational qualification, age and native had a significant relationship with the profits earned by the selected sample respondents.
- Business variables like tenure and investment had no significant relationship with the profits earned by the selected sample respondents indicating the profitability of establishment of any size.
- There was a significant association between the innovative factors like the vehicle type, number of marketing strategies used and the food type sold and the profits earned by the selected sample respondents.
- The usage of social media as marketing platform was found to be significantly different between the two study districts. There was also a significant difference in the vehicle type used among respondents with varied educational background.
- The most important factor in influencing the mobile foodpreneurs is ‘Being your own boss’ and the least important factor is ‘Avoid tediousness of job’.
- The problems faced by the selected sample respondents as recalled by them were grouped under six different components on the basis of factor analysis.

## **Conclusion**

Food is an important part of cultural heritage and national identity. It can connect us to people and places, bringing friends and families together, and novel food habits making us “**eat glocal**”. We depend on it not only for sustenance, but also for enjoyment and pleasure. Food brings us together, helps us celebrate, and can even offer comfort in times of distress. It is one of the basic necessities of life, irrespective of a man’s caste, creed, religion, profession and economic status. It plays a predominant role in all the three sectors of the economy. In the primary sector, through agricultural produce, in the secondary sector by means of food processing industries and in the tertiary sector in terms of services like restaurants, mobile foodpreneurs and the like. With the tertiary sector contributing around 53.89 percent to India’s GDP in 2021, the present study had

focused on the food industry in the tertiary sector.<sup>109</sup> The observations of the study indicate the presence of inequalities in terms of gender, income, level of awareness and profits earned by the selected sample respondents. On the brighter side, the innovation factors adopted by the selected sample respondents including food type, vehicle type and the marketing strategies exert positive influence on the profits earned by the selected sample respondents. The working hours of majority of those in both the study districts (47%) is found to be five hours a day. Most of the Cooks & Brings category having women at home as chef ensure proper utilisation of women's assistance in business. Male owners being chefs in many cases negate the gender-stereotyping that cooking is meant for women. Word of mouth was observed to be the most powerful marketing strategy. The selected sample respondents followed hygienic and eco-friendly practices including limited fuel consumption, segregation of wastes and usage of degradable containers. The government and the policy makers must strive towards ensuring gender equality in Coimbatore's mobile foodpreneurship, as has been achieved in Erode. The innovative factors adopted by the selected sample respondents, which were found to have a significant association with the profits, must be encouraged to help them come up with such profit-making innovations in future. Awareness creation should take place in two diverse directions. Mobile foodpreneurs should be made aware of the available schemes and the procedures to become beneficiaries of the same; Public must be made aware of the hygienic quality of food served by the mobile foodpreneurs. The following suggestions are put forward to ensure mobile foodpreneurship as a promising entrepreneurial avenue and to uplift the economic status of the existing mobile foodpreneurs. Technology has provided a connecting link between all the three sectors of the economy and the food sector is of no exception. Hence the Schumpeterian Innovation has taken up a new avatar in the form of ITC, which would become the inevitable fifth factor of production in the digital era.

### **Suggestions**

- To address the parking problems and space constraints faced by the mobile foodpreneurs, mobile foodpreneurship should be taken into consideration in the planning of **Smart Cities**. In addition to focusing on the beautification of cities,

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<sup>109</sup> "Indian Entrepreneur: Only 5% of Adult Indians Establish Own Business: Survey." *The Economic Times*, [economictimes.indiatimes.com/industry/miscellaneous/only-5-of-adult-indians-establish-own-business-survey/articleshow/63356372.cms](https://economictimes.indiatimes.com/industry/miscellaneous/only-5-of-adult-indians-establish-own-business-survey/articleshow/63356372.cms). Accessed 27 Jan. 2023.

smart cities projects must ensure assistance to such booming business platforms and aid in economic growth.

- FSSAI registration of mobile foodpreneurship should be made mandatory to win the trust of customers about food quality and to prevent non-licensed mobile foodpreneurs from misusing the business platform.
- The inability of the respondents to make use of government schemes like MUDRA should be resolved through direct sanction of collateral-free loans to the target audience. Further, regular monitoring of the loan disposal by the banks can reduce leakages in the schemes.
- To boost the sales of those who sell traditional snacks and herbal drinks, awareness must be created among the general public about the health benefits of such food items.
- Development of food parks has helped in the improvement of mobile foodpreneurship. Such development must be undertaken by the government in districts like Coimbatore and Erode, where mobile foodpreneurship is on the boom.
- Awareness programmes about hygienic practices, government schemes, traffic regulation and regular stalls and exhibitions should be organised by governments and other Non- Governmental Organisations to support mobile foodpreneurs and to augment their profits.

### **Future Research**

- To conduct analysis of mobile foodpreneurship in other districts of the Kongu region.
- To construct an environmental model to improve water conservation practices and waste segregation practices of the mobile foodpreneurs.
- To study the difficulties faced by mobile foodpreneurs operating in food parks on account of heavy competition.
- To analyse the usage of government schemes by mobile foodpreneurs and to find out the beneficiaries under the MUDRA scheme.

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**ANNEXURE – I**  
**Ethical Committee Clearance Certificate**

<b>INSTITUTIONAL HUMAN ETHICS COMMITTEE</b>	
 <p><b>Avinashilingam</b> Institute for Home Science and Higher Education for Women (Deemed to be university under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956) Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12 B Coimbatore- 641043, Tamil Nadu, India</p>	<p>05.01.2023</p>
<p><b>Chairman</b> Dr. Sudha Ramalingam Director – Research and Innovation Professor- Community Medicine, PSG Institute of Medical Sciences &amp; Research, Coimbatore</p> <p><b>Member Secretary</b> Dr. A Thirumani Devi Professor Department of Food Science and Nutrition</p> <p><b>Members</b> Mr. K. Arulmoli (Legal Expert) Dr. Subashini K. Sripathi Dr. A Saraswathy ( Medical Officer) Ms. D. Kavitha Dr. A R Sudamani Ramasamy Dr. G. Victoria Naomi Dr. Judith Justin Dr. Anitha Subash Dr. K. Sampath Rani</p>	<p>To Ms. Varsheni, N. Department of Economics Avinashilingam Institute for Home Science and Higher Education for Women Coimbatore- 641043</p> <p>Dear Varsheni,</p> <p>Ref: Your proposal No. IHEC/22-23/EC-12 entitled "An Analysis of Mobile Foodpreneurs in the Selected Study Region" submitted for approval of IHEC on 21.11.2022.</p> <p>The Institutional Human Ethics Committee of our University hereby grants approval to your research proposal No. IHEC/22- 23/EC-12 entitled "An Analysis of Mobile Foodpreneurs in the Selected Study Region" submitted by you. The Approval number for the same is AUW/IHEC/EC-22-23/XMT-12.</p> <p>We wish you all the best in your research endeavours.</p> <p style="text-align: right;">Regards</p> <div style="text-align: right;"> 5.1.23 Dr. A Thirumani Devi Member Secretary</div> <div style="text-align: center;"></div>

## ANNEXURE – II

### Interview Schedule of An Analysis of Mobile Foodpreneurs in the Selected Study Region

1. Name \* :
2. Age \* :  <20 years  21-40 years  41- 60 years  61 years and above
3. Gender \* :  Male  Female  Transgender
4. Educational qualification \* :  
 Upto primary education (upto 5th std)  Upto secondary education (upto 10th std)  
 Upto higher secondary (upto 12th std)  Under graduation  
 Post graduation  Above PG (Ph.d) Other:
5. Marital status \* :  Married  Unmarried  Divorcee  Widow/ widower  
 Separated  Other:
6. Monthly income \* :  <Rs.10000  Rs.10001-20000  Rs.20001- 30000  
 Rs.30001- 40000  Rs.40001-50000  Rs.50001 and above
7. Monthly savings \* :  <Rs.500  Rs. 501- 1000  Rs.1001- 1500  
 Rs.1501- 2000  Rs. 2001- 2500  Rs.2501- 3000  
 Rs. 3001 – 3500  Rs. 3501 and above
8. Mode of savings \* :  Government bank  Private bank  Formal chit  
 Non banking financial institution  Informal chit  
 Co-operative societies  At home  Other:
9. To which category does your native place belong to? \*  
 Rural  Semi-rural  Semi-urban urban

#### Business details

10. What is the type of your business organisation? \*  
 Sole proprietor  Partnership - 2 partners  
 Partnership- 3 or more partners  Other:
11. What type of vehicle do you use as the food truck? \*  
 Food cart- hand drawn  Two- wheeler-bike  Three wheelers  
 Cycle tempo truck  Cooks and brings for sale – table  Other:
12. What was your initial business investment (in rs.)? \*
13. What was the source of your initial business investment? \*  
 From personal savings  Loan from NBFCS  Gold pledge  
 Financing through family savings loan from relatives/ friends loan from government bank loan from private bank  
 Loan from private finance  Other:
14. Have you taken a loan under any of the government schemes? .  
 Yes  No
15. If you had taken loan under any of the government schemes, mention the name of \*  
The scheme.

16. Mention if it is part-time or full-time. If it is part-time, what do you do in the Remaining hours? \*
- Part- time; family commitments in the remaining hours part- time; other employment in the remaining hours
  - Part- time; make necessary preparations in the remaining hours
  - Full- time       Other:
17. What is your business hours? \* (check all that apply)
- Before 10:00 a.m.     10:00 a.m. To 12:00 p.m.     12:00 p.m. To 4:00 p.m.
  - 4:00 p.m. To 9:00 p.m.     9:00 p.m. And above
18. What type of food do you deal with \*
19. How do you procure your raw materials? \*
- From regular sellers online procurement from organic stores
  - Wholesale raw material procurement
  - Other:
20. Do you eat your own products and serve it to your family? If yes, on what Frequency?
- Yes- daily       Yes- weekly       Yes- monthly     Yes- rarely no- never
21. How did you find a chef for your food truck? \*
- Women at home are the chefs owner is the chef
  - Chef referred by others                       Other:
22. For how long are you engaged in this business? \*
- Less than 2 years               2 years to 4 years               4 years to 6 years
  - 6 years to 8 years               8 years and above
23. On what basis did you choose the place of your truck? \*
- Residential area Commercial area       Proximity to college/ school/ it parks
  - Other:

**Pre- business scenario  
(Profession before starting food truck business)**

24. What was your employment status before you started this business? \*
- Just graduated
  - In search of a contented profession Employed in a 9:00a.m. To 5:00 p.m. Job
  - Engaged in familial commitments     Engaged in another business
  - Other:
25. What was your motive behind starting the food truck business? \* (check all that apply)
- To attain financial independence       To avoid monotony of jobs
  - As a passion                                       Interested in self- employment
  - To augment family income               To overcome unemployment
  - Other:

26. Rank the factor that influenced you to become an entrepreneur \* (check all that apply)

	1 (first rank)- most important	2	3	4	5	6 (Seventh rank) – less important
Being your own boss						
Financial sufficiency						
Flexibility						
Decision making						
Ability to serve food to hungry						
Avoiding tediousness of routine job						

27. Marketing strategies adopted (ICT)

What type of marketing strategies do you adopt? \*

- Through social media and influencers     Selling unique dishes  
 Dealing with fusion dishes                       Selling traditional dishes  
 Providing offers and discounts                       Participation in food stalls  
 Providing catering services                           Organic food  
 Word of mouth             Pamphlets and other advertisements     Other

28. If you promote through social media, which is the most used platform? \*

- No     Instagram influencers     whatsapp     Youtube     Other:

### Environmental aspects

29. What type of containers do you use for parcels and for serving food? \*

- Banana leaf Plastic             Aluminium foil             Leaf of banyan tree (dhonne)   
 Containers given by customers     Areca plate (Paaku mattai)  
 Paper plates and containers             Other:

30. How do you dispose your waste? \*

- Segregate degradable and non- degradable waste and dispose in corporation bins  
 Does not segregate and dispose in corporation bins  
 Follow compost food waste technique

31. Do you follow any water conservation technique? If yes mention the technique used.

- Yes     No    Other :

### Government initiatives and regulation

32. Are you aware of the following governmental scheme? \*

	Neverheard of it	Heardabout it	Knows the complete details	Unable to make use of the scheme	Has made use of this scheme	Has acquiredthe license
Pradhan mantri mudrayojna						

33. What are the procedures undergone to acquire license? \*

34. What kind of government monitoring occur in your business? \*

- None             Traffic regulation     Checking waste disposal  
 Checking food quality and hygiene     Other:

35. Rate the government regulation as a support or as a barrier
- 1  (highly supportive)
  - 2
  - 3
  - 4
  - 5  (disturbance and barrier for development)

**Costs incurred and revenues earned**

36. Approximate cost of preparing all dishes per day (in rs.) \*
37. Approximate revenue earned per day (in rs) \*
38. How long did it take to equalize cost and revenues? (break even point) \*
- Within 2 years
  - 2 years to 4 years
  - 4 years to 6 years
  - 6 years to 8 years
  - 8 years and above
39. What percentage of your cost is incurred on fuel for the truck or delivery vehicle? \*
- 0%
  - 1% to 25%
  - 26% to 50%
  - 51% to 75
  - 76% and above
40. Problems or difficulties faced \*
41. Suggestions if any to the government or to the people \*

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