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CUSTOMERS' PERCEPTION TOWARDS MOBILE CANTEEN IN KOPPAL CITY

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ABSTRACT
Mobile canteens plays important role in huge populated country. India has highest population in the world. This canteen services were establish and serve to customers at their nearest places. Mobile canteen has been organised with a small vehicle and it customized according to hotel requirements. Mini vehicle can install at any corner of the city and run the hotel activities. Most of the mobile canteens are serving in morning and evening hours. The researcher interested to investigate how customers have the perception towards mobile canteen services in Koppal city. The study concluded that, mobile canteens provide foods in conveniently of time and affordable prices. Majority of the respondents in present study are male respondents and having less than forty thousand rupee monthly income. Mobile canteen provides quality food to its customers through hygiene and cleanliness at canteen surrounding. The researcher collected data tabulated and analyzed. Customers' perception towards mobile canteen in Koppal city is good and they are fulfilling their timely food facility from the mobile canteens.
KEY WORDS: *Mobile Canteen, customer's Perception and Satisfaction.*

INTRODUCTION

Mobile canteens plays important role in huge populated country. India has highest population in the world. People have met their regular meals/food in very convenient way through mobile canteen services. This canteen services were establish and serve to customers at their nearest places. Customers can easily have and engage their work with comfortable. Mobile canteen has been organised with a small vehicle and it customized according to hotel requirements. Mini vehicle can install at any corner of the city and run the hotel activities. Most of the mobile canteens are serving in morning hours with breakfast menu. Few mobile canteens are serving in afternoon and night hours with lunch and dinner. Running mobile canteen is also understood in form of employability. Now a day this type of business units encourages the young entrepreneur to engage and earn income on the self-occupied employability. Canteens were establishing at nearest and crowd areas, like schools-college, factory, office, government offices and etc. customers are very comfortable for the price and timely food from the services. The researcher interested to investigate how customers have the perception towards mobile canteen services in Koppal city.

REVIEW OF LITERATURE

Sujatha and Rahul (2024) in their paper titled 'A study on Challenges of fast-food industry in India: reference of KFC' they investigated that majority of the students respondents have interacted. Most of the respondents are prefers the taste and flavor food at fast-food units. For the study they have taken 50 respondents as sample and chi square test used for testing the hypotheses.

Kalra (2024), researcher has investigated the reasons behind the rapid growth in the fast food industry through delivery apps. Fifty samples were selected and collected the data. Researcher have revealed that although the fast food industry have grown a lot in India and customers considered various reasons like mutritional factors, health, hygiene etc.

Lakra and Singh (2023) in their investigation revealed that dynamic and multifaceted storey. Indians are influenced from the western style fast food habits. Researchers concluded that fast food have adapted to and integrated itself smoothly into the many culinary traditions and tastes of India's many states and regions, highlighting the country's extraordinary variety. This study combined qualitative and quantitative data for the investigation.

Priya and Meenachi (2022) research paper entitled 'a study on problems faced by street vendors with reference to Coimbatore districts'. In this study 150 sample respondents were selected and descriptive research in nature. Research

concluded with following finding street venders were faced following problems like; climatic change, health condition, lack of awareness about the polices among venders.

RESEARCH GAP AND STATEMENT OF THE PROBLEM

The present study considered the existing literature for understanding and finding the gap. There is no extensive study have conducted in the Kalyana Karnataka region. Hence researcher have formulated the objectives and conducted the study in Koppal city. The investigation may helps to mobile canteen units to make more and quality services to their customers.

OBJECTIVES OF THE STUDY

The following are the important objectives of the present research.

1. To know the customers perspective towards mobile canteen.
2. To understand the customers satisfaction level on mobile canteen.
3. To recommend suitable suggestions for improving the canteen units.

RESEARCH METHODOLOGY

The present study uses the both sources of data. Primary data were collected from the respondents in direct interaction and observation method. Secondary data were collected from the published and unpublished sources like, journals, magazines, books and related websites. The present study interacted with 80 customers of the canteen but only 60 respondents were fully responded to the questions, same sample responses were considered for analysis. The present study used simple table format for presentation of data. Percentage is used for easy understanding the data. For the collection of respondents opinion five point Likert's scale has used. Opinion may be strongly agree (SA), agree (A), neutral (N), disagree (D) and strongly disagree(SD). For satisfaction level opinion collected in highly satisfied (HS), satisfied (S), neither satisfied nor dissatisfied (NS/ND), dissatisfied (DS) and Highly Dissatisfied (HDS). The researcher felt few limitations during the research, like time limitation, respondents may not regular customer; opinion may varied from canteen to canteen or service to service.

Mobile Canteen Services

The mobile canteens are serving to public in many ways. Now a day, majority of the family members are fully engaged in their own job or work. They not have comfortable time to prepare food. This type of family or family members are directly or indirectly depends on the mobile canteen services. Canteen units were observes these types of requirements for people and serving need food at needy places. The following are the important services rendered by mobile canteen.

1. Canteen may install at any place: The mobile canteens may establish at any place of the city. More over the canteens will installed at more crowded places. This business unit required litter space place. This units mainly installed at factory entry or exit gate points, school/hostel places, hospital area, bus station area, entry of the colonies etc,.
2. Varieties of food: Mobile canteens have provided more than six to ten varieties of food. Customers have an attitude to taste variety of food every day. Taste and preference of the customers' mobile canteens serve different types of breakfast and meals. Any food may serve in same price. They provide non vegetarian meals services and varieties in it.
3. Economic price: Mobile canteen available to customers at convenient places and at economical price. In India mobile canteens are plays a vital role in serving food at economical price. Huge populated country preferred good food at affordable prices. Middle class family and below middle class family members tries to saves their portion of the income and they choose this types of canteens for varieties of food and economic price.
4. Breakfast or Lunch services: Food will serve all time in a day. Breakfast is available from the early morning to noon, and lunch will begin in afternoon. Mobile canteens were provides mini meals, lunch and fast foods. Working employee can have his breakfast or lunch at any time with mobile canteens. Few mobile canteens runs in evening time up to late evening.
5. Hygiene and clean maintenance: customers are very happy for hygiene and clean maintenance at mobile canteens. Food will serve by wearing hand-glosses and clean use and through plats. Quality wills maintenance in food. Quality ingredients materials were used for preparing food.
6. Open friendly environment: Mobile canteens have chosen clean and healthy environment place to install canteen. It supports to attract the customers to enjoy the food at open friendly environment. Self service system influence the customer to chose and carry the food to table with family. Open ventilation system gives

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comfortable joy while having food at street. Having food in open places may reduces the work stress and give freshness.

7. Fast service: Today working people don't have time to enjoy the food and maintenance the health diet. Mobile canteens are provides fast services and it easy to access the food at any time. This facility attracts more customer how are in hurry to their responsibilities.
8. Parcel facility: Mobile canteens provide food parcel facility. Customer carries the food to any place with good quality of parcel system. Canteens will manage the good quality parcel materials to keep food fresh and hygiene.

Customers' perception towards Mobile Canteen

Mobile canteen plays important role in the Koppal city in serving convenient food services. Customers' are enjoying food in point of two perspectives; they are timely availability of food and economically affordable. The researcher has investigated customers' perception towards mobile canteen services in Koppal city. The following discussion made on respective respondents opinion shared.

Table No. 01: Demographic Profile of the Respondents

Profile	Respondents	In percent
1. Gender		
2. Male	48	80
3. Female	12	20
Total	**60**	**100.00**
2. Educational Qualification		
1. Illiterate	04	06.67
2. SSLC/PUC	18	30.00
3. UG / PG	29	48.33
4. Professional	09	15.00
Total	**60**	**100.00**
3. Income Level		
1. Below Rs. 20,000	17	28.33
2. Above Rs. 20,000 & less than Rs. 40,000	34	56.67
3. Rs. 40,000 and Above	09	15.00
Total	**60**	**100.00**
4. Marital Status		
1. Married	37	61.67
2. Unmarried	23	38.33
Total	**60**	**100.00**

Source: Field Survey

The present study considered 60 respondents as sample of the study. 48 respondents are represents male gender group and 12 sample respondents are female. Majority of the respondents have completed their graduation and post graduation in difference streams that is 48.33 percent respondents. 30 percent of the samples were done their metric / pre-university educations. 15 percent of the respondents are professional courses completed. In point of income status of the respondents that the 34 respondents having more than Rs. 20,000 to less than Rs. 40,000 monthly income. 17 of the sample having less than Rs. 20,000 monthly income and rest of the respondents are having more than Rs. 40,000 as monthly income. It revealed that the respondents of the present study have represented the all level of income. 61.67 percent of the respondents are married (that is 37 respondents) and rests of the respondents marital status is unmarried that is 38.33 percent.

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Table No. 02: Customers' Perception towards Mobile Canteen

Statement	Perception Scale (Percentage figure in parenthesis)					Total
	SA	A	N	D	SD	
1. Mobile canteen provides varieties of foods	22 (36.67)	24 (40.00)	03 (05.00)	06 (10.00)	05 (08.33)	60 (100)
2. Canteens are serves with hygiene and clean goods.	21 (35.00)	18 (30.00)	07 (11.67)	08 (13.33)	06 (10.00)	60 (100)
3. Food price is economically affordable.	29 (48.33)	20 (33.33)	03 (05.00)	06 (10.00)	02 (03.34)	60 (100)
4. Mobile canteen environment friendly and provide in short time.	31 (51.67)	13 (21.67)	10 (16.67)	04 (6.66)	02 (3.33)	60 (100)
5. Canteen provides quality parcel services.	15 (25.00)	22 (36.67)	13 (21.67)	07 (11.66)	03 (05.00)	60 (100)

Source: Field Survey

Table no. 2 statement no.1 regarding the varieties of foods provides by the mobile canteen in Koppal city. 40.00 percent of the respondents are agreed that it provides varieties of foods in its services and 36.67 percent of the respondents are strongly agreed the same. Total 18.33 percent of the respondents are disagreed the statement.

Statement no. 02 analyses that hygiene and cleanness of product in the canteen. 65 percent of the respondents are agreed the statement and 11.67 percent of the sample respondents are on neutral stand. 23.33 percent of the respondents are disagreed regarding the hygiene and clean goods.

Statement no. 3 enquired that the food price is economically affordable. 29 of the respondents are strongly agreed that food at mobile canteen is economically affordable, 20 of the respondents are agreed the same statement. 10 of the sample respondents not expressed their opinion on price of the food at mobile canteen. Rest of the respondents strongly disagree the statement.

51.67 percent of the respondents are strongly agreed that environment of the mobile canteen are clean and friendly environment (that is 31 respondents) and 21.67 percent of the samples agreed that friendly environment. 10 percent of the sample respondents are disagreed the canteen environment due to open space and unclean conditions.

Statement no.5 regarding the parcel facilities provide by the mobile canteen. 12 of the respondents are agreed that the parcel facility is good and 15 of the respondents are strongly agreed statement. 13 of the samples were not expressed their opinion regarding the parcel services.

Table No. 03: Customers' Satisfaction towards Mobile Canteen

Statement	Perception Scale (Percentage figure in parenthesis)					Total
	HS	S	N	DS	HDS	
1. Mobile canteen provides Tasty / delicious of foods	29 (48.33)	13 (21.67)	06 (10.00)	8 (13.33)	04 (06.67)	60 (100)
2. Food price is economically affordable.	23 (38.33)	16 (26.67)	04 (06.67)	12 (20.00)	05 (08.33)	60 (100)
3. Canteen provides quality parcel services.	19 (31.67)	22 (36.67)	08 (13.33)	09 (15.00)	02 (03.33)	60 (100)
4. Overall quality and services in Mobile canteen	17 (28.33)	24 (40.00)	04 (06.67)	10 (16.67)	05 (08.33)	60 (100)

Source: Field Survey

Table no. 3 reveals the customers satisfaction level towards mobile canteen in Koppal city. Statement no.1 in the table, 29 of the respondents are highly satisfied with taste / delicious foods at mobile canteens. 13 of the respondents are satisfied with taste at canteen. 06 respondents are neither satisfied nor dissatisfied. Rest of the respondents was dissatisfied with food taste at mobile canteen that is 12 respondents. Customers' satisfaction regarding the price of the food is, 38.33 percent of the respondents are highly satisfied with prices at mobile canteen, and 26.67 percent of the

respondents are satisfied with statement. 20 percent of the respondents are dissatisfied with the food prices at mobile canteen and 08.33 percent of the sample respondents are highly dissatisfied price menu.

Statement no. 3 in the table no.3 is that regarding the satisfaction level on parcel facilities in mobile canteen. 41 of the respondents are satisfied with the parcel facilities provide by the mobile canteen (68.33 percent) and 11 of the sample respondents are dissatisfied parcel system at mobile canteen (18.33 percent). Statement no. 4 in the above table, analysis on customers' satisfaction level towards overall food quality and canteen services is that, 24 of the respondents (40 percent) are opined that food quality and services at mobile canteen is satisfied and 17 of the respondents (28.33 percent) opined that they are highly satisfied towards overall services of the canteen. 10 of the respondents are dissatisfied with overall services and 05 of the respondents are highly dissatisfied with the services.

DISCUSSION AND CONCLUSION

Mobile canteen services in Koppal city plays an important role through providing foods in conveniently of time at and affordable prices. These types of business units may establish with minimum cost of capital. Medium and large scale industries were located around the Koppal city, hence employees of need timely and economically affordable price food for running their day to day life style. Majority of the respondents in present study are male respondents and having less than forty thousand rupee monthly income. Mobile canteen provides quality food to its customers through hygiene and cleanliness at canteen surrounding. Customers' of the mobile canteen opined that, it provides hygiene and quality parcel facility to carry the food. Drinking water facility is good and overall services satisfied. Very less number of respondents has not agreed the varieties of food at canteen. Hence, the researcher collected data tabulated and analyzed. Customers' perception towards mobile canteen in Koppal city is good and they are fulfilling their timely food facility from the mobile canteens. The study suggest that, employed few more employees for serving and cleaning purpose. And also provide home delivery facility to needy customers.

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