

Entrepreneur's Perception on Instant Local Food Products: A Study with Reference to Street Vendors at Mangalore (D.K.)

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Abstract

Eating outside has become costlier; more surprisingly vegetarian foods are getting inflated in their prices faster. In city limits, demand for readymade local foods are picking up at a faster pace, because in the present days, both of them work outside and hardly find time to cook at home. What matters to them is whatever available on time and with good quality. Eatables should be healthy, hygienic and prepared out of good quality materials. Street vendors prepare local foods which are widely preferred and demanded. People consume the same in regular basis and also positively influence others. This has come out with wide market for the same. Within the city limits in prime locations, these vendors take out major business. During religious and festive occasions, consumption will be much more than normal expectations. This study intends to study the same with special reference to local street vendors at Mangalore (DK).

Keywords: Inflated, readymade, street vendors, preferred, consumption

INTRODUCTION

With the growing economy in India and rising demand in the food industry, innovations have become inevitable. Due to the rapid growth of population and also increase in the working population, demand for food products are in sharp increase on day to day basis, what is expected from the customer is quality, hygiene and affordable price for the food products purchased by them. Secondly delicacies prepared should be completely refined from time to time.

Market potential for local readymade and packed products is increasing very much due to one or the other reasons. Majority of the population within the city limits are migrated from outside

and are present in the city for either employment or self-employment purpose. These populations are totally engaged in their professions and experience tight schedules; hence they do not find time to cook at their own homes. Another factor noticed here is family size, life style and food habits practiced by them [1]. Time constraints and work pressure on one side and a strong look out for a change to have better food outside with family members at their leisure on the other side has come out with a strong demand positively influencing the market. To harness the potential of the market

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entrepreneurs dealing with homemade, packed and readymade food products can contribute the same to the society in the following ways:

1. By creating more employment opportunities.
2. Bringing out better tastes catering to the needs of the people.
3. Exploring new innovations using local resources.
4. Contributions by exporting local food products outside India and enhancing more and more popularity.
5. Revenue to government in the form of tax.
6. Recognition for place and location.
7. Helping ancillary industries to grow by purchasing raw materials and allied products from them.

SWOC ANALYSIS OF LOCAL FOOD INDUSTRY

Strengths

1. Local delicacy and highly preferred locally
2. Available at competitive prices
3. Local resources are used and manufactured locally
4. Can be started up by any entrepreneurs

Weakness

1. Dependency on cooks (Human resources)
2. Easily copied by others
3. Industry in business

Opportunities

1. Increasing population (working population)
2. Growing demand
3. Opportunity to enter new markets

Challenges

1. Rising competition
2. Maintaining human resources
3. Charging competitive prices

ABOUT HOMEMADE PACKED FOOD PRODUCTS

Due to the rapid increase in the working population today. Lives especially in cities have turned out completely mechanical and the daily works have become monotonous. Time spent outside has become more than time spent inside the residence along with family members. In their pursuit of life for work, professionals do not find time even to cook. This has brought about a huge potential of markets for homemade packed and instant food products [2]. Earlier these buying habits were restricted to city limits, but present by, it has been even practiced at small town like Belthangady at Dakshina Kannada district. Home food product include the following items.

1. All types of mixed masalas and sweets and savories powder;
2. Ready-made chips, mixtures and other fried bakery condiments;
3. All kinds of pickles;
4. Jams and jellies;

5. Traditional sweets;
6. Ready-made pooris, chapattis and parotas;
7. Other occasional and innovative items;
8. Local rotis;
9. Local samosas;
10. Local podis, etc.

Markets and products for home made packed foods are larger and are in demand today. Despite there are other instances which are often demanded. These occasions are parties, ceremonies, functions, etc. where orders are given for caterers. Entrepreneurs dealing with packed food items have established direct tie ups with caterers for additional promotion of their products [3].

After GST has announced, these items (packed food items) have turned costlier, tax rates have influenced very much on prices. The result of this is that prices are revised and the customers and final users have to share additional burden of price hike. In other words, customers are made to pay more than they were paying earlier. This fact does not mean that even customers were penalized. Looking at earlier tax structure, customers were heavily taxed directly and indirectly both by central and the state governments, more over when local taxes influenced the prices, price burden had to be shared individually by consumer himself. The reality behind this is nobody is forced to pay more; nobody has to shoulder price burden rather the entire system has been made completely transparent. The tax rate is unified and sharing of taxes among state and the center is in the ratio of 50:50. GST is applied on goods and services where the final or actual consumption happens [4, 5].

OBJECTIVES OF THE STUDY

The following are the objectives of the study:

1. To understand the concept of instant local food products.
2. To study the awareness level of people about the availability of local food products with innovations.
3. To study the perception and satisfaction level of users on local foods.
4. To give findings based on analysis of study.

METHODOLOGY USED IN THIS STUDY

This study is survey based in nature. A survey of home products manufacturers at Mangalore city is conducted. Categories of manufacturers are based on scale and size of their manufacturing operations and dealings and type of products manufactured. People who are the actual users and loyal buyers of these products are considered in this study. Primary data for this study is collected by observation and interview methods. Secondary data are collected from magazines, newspapers and related sites. Data collected from the primary source is used for further analysis. This study consists of fast food manufacturers, local entrepreneurs and street vendors. The interview method is carried out with ten manufacturers, eight local distributors and twelve street vendors.

SAMPLING PLAN

Sampling method used in this study is convenient (simple random) sampling. Size of the sample is restricted to thirty respondents only. The area chosen is Car Street and adjoining areas of entire Mangalore city limits. Smaller geographical area out of large city is taken and the number of respondents is also limited in numbers due to paucity of time.

SCOPE AND SIGNIFICANCE OF THE STUDY

When a transformation in readymade food product preparation and changes in tastes and preferences by people came across with a new concept of innovation in local food industries. This was discovered and is introduced and implemented every manufacturer and local entrepreneurs to be in the market and to know how it influences, affects, brings difference in his normal business operations. Refined methods of food production catering to the rich tastes and better delicacies should not affect income and business turnover, moreover entrepreneur should publicize more about this innovations and get acclimatized with new concept of innovations taking place in day to day markets.

Another important focus is to make our people free from unclear information given from anonymous sources and to make them free from confusions on the tastes. It is also taken in the mindsets of the entrepreneurs that food should have enough stuff and nutrition contents and should not affect their health. In other words, there must not be any kind of side effects to be observed or complaints to be heard by the users after consuming this food.

By getting adjusted with these innovations it is possible to earn good name, fame and reputation in the market. It is also heard that people who come from outside also purchase these foods and take in the parcels to give it to their nearest and dearest ones, also some of our local foods who has longer shelf life and can be preserved for longer periods are exported even to Dubai.

LIMITATIONS OF THE STUDY

This study observes the following limitations:

1. Only Car Street of the entire Mangalore city taken for study.
2. Sample size is restricted only to thirty respondents.
3. Time invested for doing this study is less than one month.
4. Respondents were reluctant to give financial information and hence there were difficulties in convincing them to get clear information.
5. Busy schedule of entrepreneurs round the clock found very difficult to interact; however, by taking up necessary measures some information could be collected.

FINDINGS OF THE STUDY

The following findings are observed in this paper; they are as follows:

1. Majority of the respondents are in the age group of 31–40 years.
2. Most of the respondents taken in this study are believed that innovations can make a strong difference in their business.
3. Most of the respondents taken in this study are males.
4. Majority of the respondents taken in this study are undergraduates.
5. In this market survey, it is found that local street vendors are more in number.
6. As per our study, majority of the respondents purely depend on their specialized cooks for new innovations in their delicacies.
7. Majority of the respondents say that their business has increased not decreased, this is because of innovations in food products, instant service and charging affordable prices.
8. Majority of the respondents are very much clear with the present market situations and have completely changed from their traditional food products dealt by them, at present they concentrate on producing new food items, try out with different tastes and strongly cater to the tastes of the people.

9. Most of the entrepreneurs say that consumer buying behavior has changed after they implemented their new ideas, at present a regular visit is observed and a regular buying habit.
10. Majority of the entrepreneurs have given their perception rating on new innovations in local food products as good.
11. Majority of the entrepreneurs are satisfied with the implementation of innovative practices in food and food products, most of them say that they are blessed with an additional life to stay in the market for a longer term periods, else they would have also faced a competition from online business.

MAJOR SUGGESTIONS

Following suggestions are preferably given based on observations and understanding, these are as follows:

1. More awareness has to be spread, make people adjust with the new type of food. Lot of doubts exist within respondents; this needs to be clarified.
2. Environmental concerns and health concerns need to be protected.
3. Entrepreneurs have to make sure that their food manufactured passes quality standards.
4. FSSI (Food Standard and Safety Association) mark and number must be specified in every pack.

CONCLUDING REMARK

For any new thing begins there are practical difficulties. These difficulties cannot be overloaded or neglected. Every common man has equal right to know how things work, and where it is going with present standards of local food preparation. One has only a freedom of choice with all food manufacturers and traders except for those who are already established in the market and their products are selected as choice and not as chance. Their business will continue forever because they find loyal customers who will never miss them. In the local food what is expected is due care at the time of its preparation, respect for peoples sentiments, value for money and total hygiene in what is given to the customers. If these qualities are followed and expectations are met, it is possible to make the most in these developing economy markets.

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