

## **Tosser the Tempting Eating Joints for Indian Foodies with their Taste Sentiments for (Noida Region): A Market Analysis Approach**

**Dr. Guruvishal Sinha,**  
Assistant Professor  
Sharda University, India.

### **ABSTRACT**

*This research is an endeavor to ascertain the Indian foodie's preferences and eating pockets for expeditious fast food choices. This research with all its endeavors to identify the relationship between expenditure and outing compartment which proves the lifestyle, trend, and choices in eating locations for Indian foodies. Micro variables furnishing in the study of eating locations are, eating joints (roadside eating joints, hotels, and food chains). Major variables taken are Income, outing, and expenditure. A regression as a statistical implement is utilized in this study for statistical outcomes.*

**Keywords:** Indian foodies, micro variables, macro variables, linear regression.

### **INTRODUCTION:**

India is a land of taste seekers. India is an inception of traditional spices with traditional recipes of foods from different states. Indian fast food industry and its rapid magnification are not new but an outcome of tasty mouth-watering eating desires by Indian foodies for the search of tempting new tastes. It's often the smallest things that end up having the greatest impact on your life. Such as the moment I took my first mouthful of papdi chaat, purchased from a street-side food vendor in Delhi ... tangy, smooth, soft, pungent, crunchy, zesty, salty, and sweet, with a balancing bite of *Capsicum annum*. I'd never tasted anything like it. That mouthful shocked my taste buds; it was so good I decided to write a book about India's diverse food culture, even though I'd never written anything before (O'Brien, 2017). The majority of Indian appetizers and snacks are based on potatoes, combined with different spices. The Alu Ki Tikki for example, which is one of the oldest snacks recorded by the history of Indian food, is made out of mashed potatoes coriander and onions. Another snack greatly enjoyed by the British during the Raj period, the Samosa appetizer, made out of steamed potatoes, peas and vegetables, is one of the many Indian recipes that was passed on from ancient times ([www.haldiramusa.com](http://www.haldiramusa.com)). India's Quick Service Restaurants (QSR) market, estimated to be at Rs 8,500 crore currently, is growing at a compounded annual growth rate (CAGR) of 25 percent. The QSR sector in India is likely to grow three-fold to Rs 25,000 crore within five years (India retailing bureau, 2017). The Aryans who traveled from Central Asia introduced a number of cuisines, which complemented the Vedic food culture. Food in ancient India further faced massive changes during the rule of Maurya and Gupta Empires (Dosamatic, 2014). The archaic history of India from Aryans to Britishers are reflecting foodies behavior of eating and close attention to tasty food.

### **LITERATURE REVIEW:**

Indian cuisine, in general, is all about the variety of masala concoctions that are characterized by the complex and subtle mix of various herbs and spices followed by a distinct mélange of cooking techniques (Anand, 2012). Indian spices command a formidable position in world spice trade. The Indian spices industry exported 8, 93,920 tonnes of spices and spice products during 2014-15, valued at US\$2,432.85

million(Mehta). India is an Asian Country. With a land area of 3,287,590 km and the population of 1,315,933,492 the country is divided in to 5 main regions east, north, northeast, south, west India, with Delhi as the capital city the food sector including primary producers, food manufacturers and processor which predominantly are of a small-medium size enterprises, retailers and food vendors(KHURANA,2016). According to Winarno & Allain, The term "street foods" describes a wide range of ready-to-eat foods and beverages sold and sometimes prepared in public places, notably streets.<sup>2</sup> Like fast foods, the final preparation of street foods occurs when the customer orders the meal which can be consumed where it is purchased or taken away. Preparing tea and a crowd sitting or standing around the stall drinking tea with or without a local variant of biscuit or some of them eating ‘ghugni’ (an exotic type of refreshment made from Bengal gram)( Roy,2014). The vendor sets up the drum and its stand on a patch of sidewalk and organizes all he needs for his mobile restaurant: onions, lemons, tomatoes, and potato. He piles these atop crispy fried discs and mini-bowls and expertly dresses the bite-size *sev puri* and *pani puri* with a range of chutneys.(Carr,2016). The concept of fast food pops up during the 1920s.The 1950s first witnessed their rapid proliferation (Warsi & Nisa, 2005). India is no exception to this changing fast-food trend. India’s fast-food industry is growing by 40 percent a year. Statistics place India in 10th place in fast food per capita spending figures with 2.1% of the expenditure of annual total spending (Ashakiran & Deepthi, 2012).

**RESEARCH METHODOLOGY:**

This research functionalized descriptive research as it first steps for conducting the research. Primary data was accumulated by contacting 50 Indian nucleus families in a systematic way. Secondary data sources are additionally consulted mainly from computerized data sources. Personal interviews are operational zed on the sample for stimulating variables.Control over bias was taken into account by selecting the Hindi language as the medium for communication in personal interviews. Judgment sampling was fixed to glean the sample of 50 families. The systematic & personal observation was operational zed in environments in food and dining areas. Coding, data entry, and data analysis strategy (linear regression) is imputed for statistical outcomes.

**STATISTICAL OUTCOMES (tables) AND ANALYSIS:**

Model	Variables Entered	Variables Removed	Method
1	Hotels, roadside, branded food chains	.	Enter

Model	R	R Square	Adjusted R Square
1	.723 <sup>a</sup>	0.523	0.492

Model	F	Sig.	
1	Regression	16.792	.000 <sup>b</sup>

Coefficients					
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.
		B	Beta		
1	(Constant)	3075.672		2.977	0.005
	roadside	-25.698	-0.05	-0.456	0.65
	Branded food chains	369.294	0.513	4.617	0
	Hotels	600.149	0.429	4.08	0

**ANALYSIS FOR MODELS:**

1. The model used is (1), variables selected in computation (Hotels, roadside, branded food chains) and variables removed (nil).
2. Model compartment suggests for regression has been conducted and every variable is entered in the statistical process.

3. F value suggests(16.792) and the P value linked with it is(.000 ).Here independent variables suggesting a decisive and dependable reliable variation in the dependent variable.Significance suggesting that variation is actually present in the statistical table.
4. Constant representing Y intercept, this is the predicted value of expenditure, when all variables are at (0).
5. Value of R for expenditure is analyzed as (.723) and R-square adjusted (multiple coefficients of determination) suggests the value (0.523) that expounds for 52 percent variations in the expenditure. R-square is more than 50% and it is verbally expressing good model fit.
6. The coefficient parameter for the branded food chain and expenditure are exhibiting a positive relationship the same is also between hotels and expenditure but coefficient parameter for roadside food is negative with expenditure.The analysis suggests that selected sample does have any relishing for roadside eating joints.
7. The P-value for the coefficients (branded food chains and hotels) are statistically significant.
8. The P-value for the coefficients(Road Side) is not statistically significant.
9. All variables are entered.
10. No variables are removed.
11. Another outcome while interviewing is that outing does not have any implications for eating scenarios. Delivery at home is one of the major issue identified not to go for street eating joints.
12. In the selection of the place of eating friends, peers and relatives act as consultants for location selection for eating.

### **CONCLUSION:**

This research clearly verbalizes that families do not have an inclination on the street side eating joints. Noidians prefer hotels and branded eating locations for refreshing their taste sentiments. Money expenditure in this context is not to the saving side but expenses inclined on the quality side for best food recipes. The attitude of the customer is showcasing on 4F'S Freshness (in context with recipes and preparations), Flexibility(ordering time especially home delivery), Fascinating(attractiveness for dining and ambiance). Functionality(timely serving followed by trained staff).

### **SUGGESTIONS:**

Food chains and hotels must offer discounts and free complimentary items to magnetize customers.Natural and organic food concepts must be integrated into menu lists to go hygienic.The will engender a clear and gracious picture of food chains and hotels as health saviors.Provides bliss and regaling environment for customers. Serving conditions and temperature effect for food is to maintain at every cost to catch the delight of customers.

### **LIMITATIONS:**

There is only one limitation that it has not taken into account the bachelors and a single person in the society for study.These samples can be further taken for future studies.

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