



# JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)

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## A STUDY ON THE FOOD MARKETING IN ASIA-PACIFIC REGION

PAWAN\*

What Are Food Courts ?

A food court (in Asia-Pacific likewise called food lobby or peddler focus) is by and large an indoor square or normal region inside an office that is bordering with the counters of different food sellers and gives a typical region to self-serve supper.

Food courts might be found in shopping centers, air terminals, and parks. In different areas (like Asia, the Americas, and Africa), it could be an independent turn of events. In certain spots of learning, for example, secondary schools and colleges, food courts have additionally come to supplant or supplement conventional cafeterias.

Ordinary Usage :-

Food courts comprise of various merchants at food slows down or administration counters. Dinners are requested at one of the sellers and afterward conveyed to a typical feasting region. The food may likewise be requested as takeout for utilization at another area, like a home, or working environment. For this situation, it could be bundled in froth food holders, however one normal food plate utilized by every one of the slows down may likewise be used to permit the food to be conveyed to the table. Food courts may likewise have shops which offer arranged dinners for shoppers to bring home and warm, making the food court an every day stop for a few.

Food is typically eaten with plastic cutlery, and sporks are here and there used to stay away from the need of giving the two forks and spoons. There are exemptions: Carrefour Laval requires its food court inhabitants to utilize strong dinnerware and cutlery which it gives.

Ordinary North American and European food courts have for the most part cheap food chains like McDonald's and Sbarro, with maybe a couple of more modest private sellers. Berkshire Hathaway is likewise a successive presence at food courts through their Dairy Queen and Orange Julius divisions. Cooking styles and decisions are changed, with bigger food courts offering more worldwide decisions. Asian and African food courts are for the most part private sellers that offer nearby cooking. In Singapore, food courts and vendor focuses are individuals' principle eating decision when feasting out.

Significance Of Food Courts :-

We really want to have a get-together spot where individuals can unwind and plunk down and a gathering where they can go.

Shopping center shopping is principally a social encounter: According to a study by the Glimcher Retail Monitor, around 80% of Americans shop with another person. Furthermore, encounters like eating out, watching a film, and taking part in local area occasions are the fundamental justifications for why many individuals actually favor the shopping center to internet shopping. Regardless of the development of online business.

**\*Assistant Professor, Hierank Business School , Noida Sec-62****History :-**

The second-floor food court at the Paramus Park shopping center in Paramus, New Jersey, which opened in March 1974, has been credited as the principal fruitful shopping center food court in the United States. In any case, a food court at the Sherway Gardens mall in Toronto, Ontario, Canada was developed three years sooner. Worked by The Rouse Company, one of the main shopping center structure organizations of the time, it followed a fruitless endeavor at the Plymouth Meeting Mall in 1971, which supposedly fizzled in light of the fact that it was "considered excessively little and inadequately shifted."

**Development :-**

During the 1990s, food courts turned into a shopping center staple. Food courts have become such a piece of the way of life that schools and colleges have begun to fuse food-court like settings in their cafeteria, and in any event, acquiring name-brand establishments (for example KFC, Taco Bell, Subway, and so forth) into association with the schools. Before long, air terminals, just as numerous places of business, have settled on the food court format in their spaces as it takes into account variety and considering establishments and organizations to acquire a wide range of shoppers. Since the food court culture is as a rule continually empowered, an entire local area of normal inexpensive food devouring has turned into a piece of the North American culture. In 2010, eating out turned out to be more normal for a normal American in contrast with eating at-home suppers. Around 47% of their food financial plan would go towards eating out at cafés or at food courts. Because of this, North Americans have started to turn out to be more mindful of wellbeing. With the unexpected explosion of the inexpensive food driven, North American shopper digressing from the food court culture to a more wellbeing cognizant society, numerous organizations are more in danger because of the powerlessness of keeping up with a similar significant degree of income. With that, the food court industry has needed to find an answer for keep the buyers proceeding to return. Food courts are starting to develop into the European enlivened food corridors. Many retail outlets are requesting and by changing their food courts into food corridors, organizations accept that they can draw in the more current age of wellbeing cognizant clients.

**FOOD INDUSTRY****Presentation :-**

The Indian food industry is ready for tremendous development, expanding its commitment to world food exchange each year. In India, the food area has arisen as a high-development and high-benefit area because of its colossal potential for esteem expansion, especially inside the food handling industry.

The food business, which is as of now esteemed at US\$ 39.71 billion! is relied upon to develop at a Compounded Annual Growth Rate (CAGR) of 11% to US\$65.4 billion by 2018. Food and staple record for around 31% of India's utilization bushel.

Representing around 32% of the nation's complete food market, The Government of India has been instrumental in the development and advancement of the food handling industry. The public authority through the Ministry of Food Processing Industries (MoFPI) is putting forth all attempts to empower interests in the business. It has supported proposition for joint endeavors (JV), unfamiliar coordinated efforts, modern licenses and 100 percent send out situated units.

**Market Size :-**

The Indian food and staple market is the world's 6th biggest, with retail contributing 70% of the deals. Food has likewise been probably the biggest portion in India's retail area, which was esteemed at US\$ 490 billion in 2013@. The Indian food retail market is relied upon to arrive at Rs 61 lakh crore (US\$ 894.98 billion) by 2020.

The Indian food handling industry represents 32% of the nation's complete food market, perhaps the biggest business in India and is positioned fifth as far as creation, utilization, send out and anticipated development. It contributes around 14% of assembling Gross Domestic Product (GDP), 13% of India's commodities and six percent of all out modern speculation. Indian food administration industry is relied upon to arrive at US\$ 78

billion by 2018. The Indian luxurious cuisine market is right now esteemed at US\$ 1.3 billion and is developing at a Compound Annual Growth Rate (CAGR) of 20%. India's natural food market is relied upon to increment by multiple times by 2020##.

The web-based food requesting business in India is in its incipient stage, yet seeing outstanding development. The coordinated food business in India is worth US\$ 48 billion, of which food conveyance is esteemed at US\$ 15 billion. With online food conveyance players like FoodPanda, Zomato, TinyOwl and Swiggy building scale through organizations, the coordinated food business has an immense potential and a promising future.

Ventures :-

As per the information given by the Department of Industrial Policies and Promotion (DIPP), the food handling area in India has gotten around US\$ 6.82 billion worth of Foreign Direct Investment (FDI) during the period April 2000-March 2016. The Confederation of Indian Industry (CII) gauges that the food handling areas can possibly draw in as much as US\$ 33 billion of speculation throughout the following 10 years and furthermore produce work of 9,000,000 man days.

Mr Tomasz Lukaszuk, the Ambassador of the Republic of Poland had likewise featured the strong fascination shown by Polish organizations searching for promising circumstances in India to extend joint effort and contribute food handling.

Government Initiatives :-

To advance food handling ventures, increment level of handling and take advantage of the capability of homegrown and global market for handled food items, Vision Document-2015 was ready by the Ministry of Food Processing Industries. The report visualizes trebling the size of interest in the handled food area by expanding the degree of handling of perishables from 6% to 20 percent, esteem expansion from 20% to 35 percent and offer in worldwide food exchange from 1.5 percent to 3 percent by 2015. As indicated by the Ministry, a speculation of Rs 100,000 crore (US\$ 14.67 billion) would be needed in 2015 to accomplish these objectives.

A portion of the significant interests in this area in the new past are:

- The Government of India dispensed Rs 1,500 crore (US\$ 225.7 million) and reported different measures under the Merchandise Exports from India Scheme (MEIS), including setting up of organizations for hydroponics and fisheries in waterfront states and send out motivators for marine items.
- Union Budget 2016-17 has proposed 100% FDI through FIPB (Foreign Investment Promotion Board) course in advertising of food items created and produced in India.
- All of the proportion cards in India have been digitized and 42 percent of the digitized apportion cards are currently connected to Unique Identification (UID) or Aadhaar cards.
- Government of India intends to permit two Indian dairy organizations, Parag Milk Foods and Schreiber Dynamix Dairies, to trade milk items to Russia for quite some time, after these organizations got endorsement for their items by Russian assessment specialists.
- Ms Harsimrat Kaur Badal, Union Minister for Food Processing Industries, Government of India initiated the first of its sort Rs 136 crore (US\$ 20 million) uber worldwide food park at Dabwala Kalan, Punjab. She has likewise communicated certainty that the choice to permit 100% Foreign Direct Investment (FDI) in multi-brand retail with 100%.

Goals

- I. Do Consumers Prefer Food Courts Or Any Particular Restaurant ?
- II. Do Consumers Prefer Coupon/Private Cards System Over Cash Or Cards ?
- III. Which Brand Is Preferred By The Consumers ?
- IV. Studying The Eating Behavior Of The Consumer ?

## Critical thinking

## RESEARCH PROBLEM :-

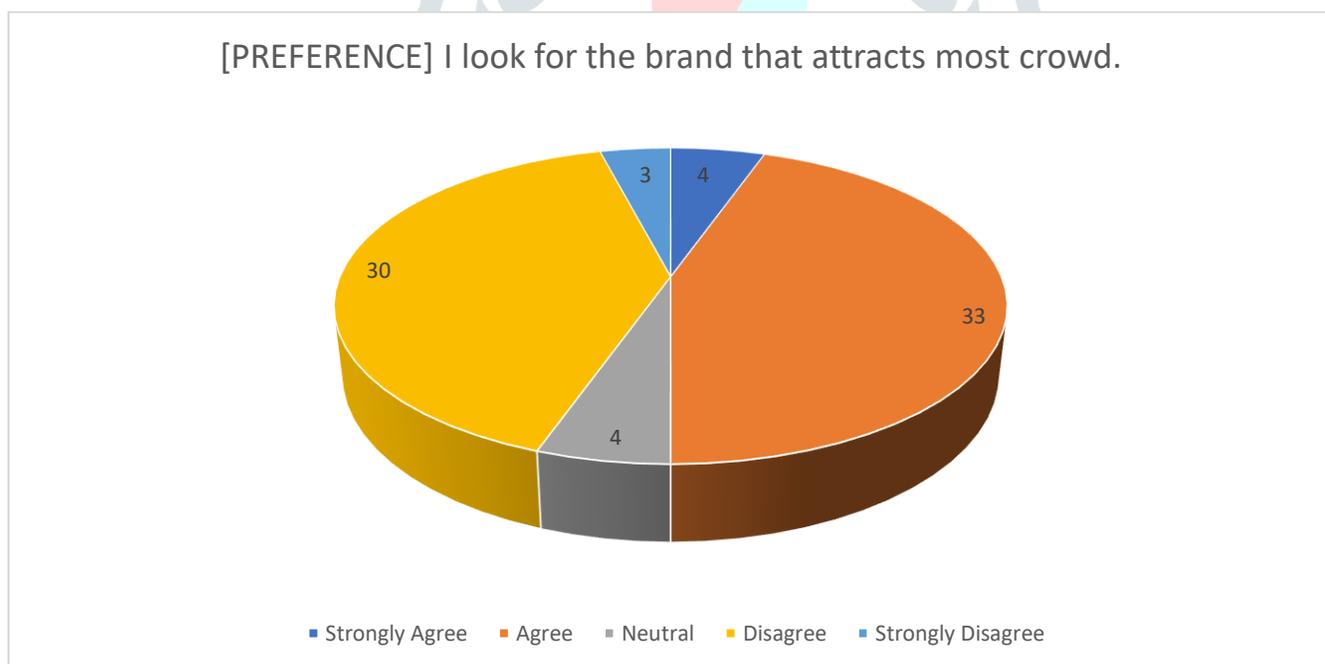
TO KNOW EATING BEHAVIOR OF CUSTOMER OF NOIDA AND THEIR BRAND PREFERENCE AND SELECTION OF BRAND WHILE DINING

## Issue Questions

- Do clients lean toward brands over food court
- Are they faithful to food court brands by feasting out
- Are they fulfilled by the food court brand
- Do clients purchase food from marked food courts or eateries
- Brand has huge effect over shoppers
- Customers are faithful to food courts brands by feasting out
- Customers are fulfilled by the food court brands
- Customers favor a greater amount of food court when contrasted with cafés

## DATA ANALYSIS

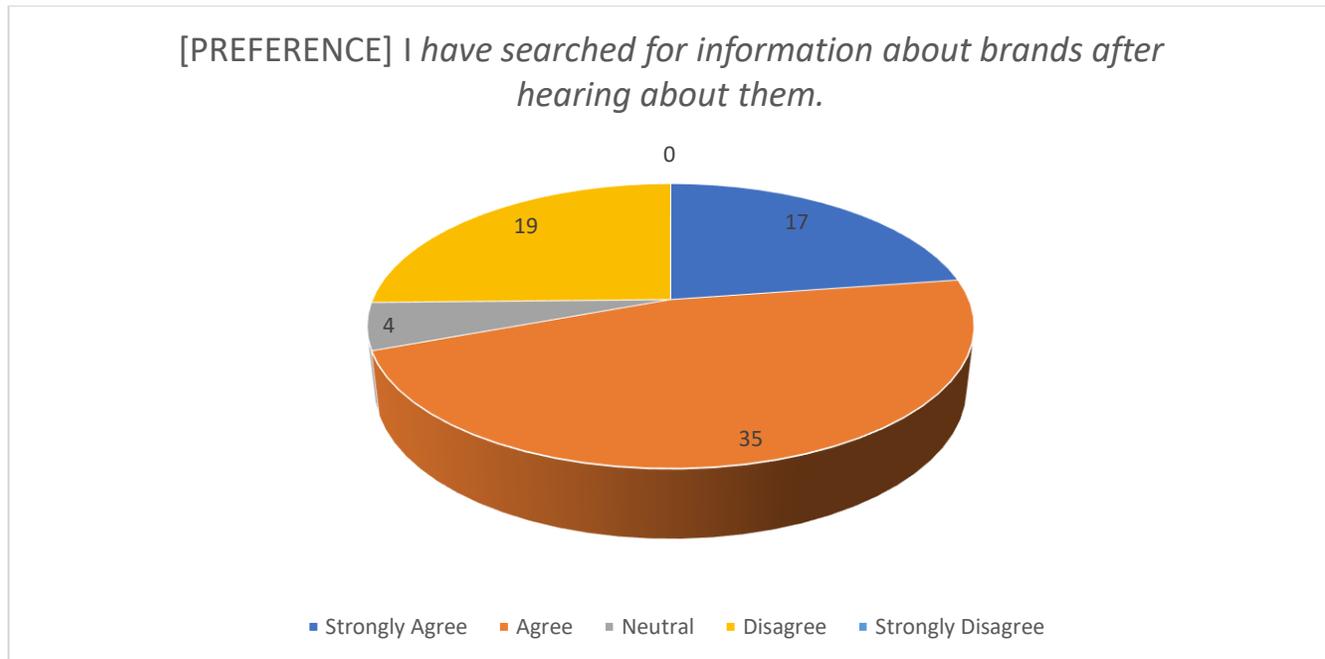
Q1 . [PREFERENCE] I look for the brand that attracts most crowd. (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)



Selection (S.A, A, N, D, S.D)	Percentage (Total 75)
Strongly Agree	3 %
Agree	24 %
Neutral	3 %
Disagree	22.5 %
Strongly Disagree	2.25 %

According to this data given in the pie chart we can see that there is almost equal amount of people who prefer brands that attract most crowd and who don't prefer brands that attract the crowd. Rest are neutral about this fact or some strongly agree upon this and some strongly disagree

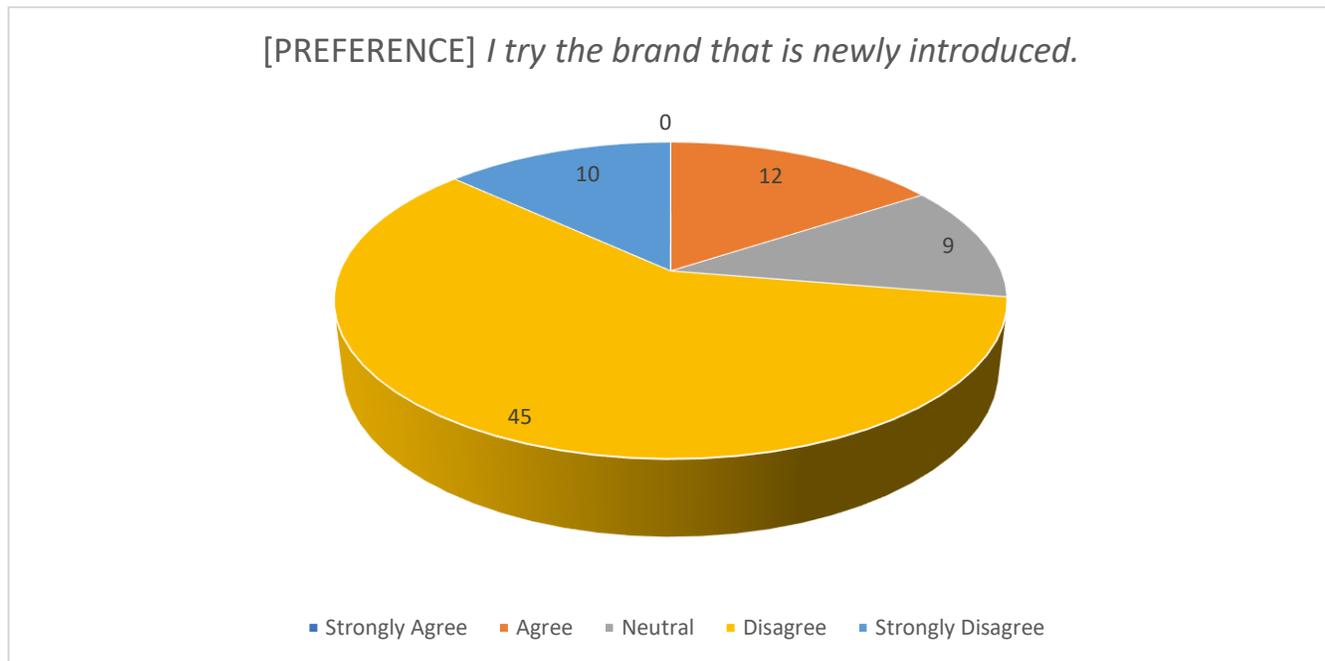
Q2 [PREFERENCE] I have searched for information about brands after hearing about them.



Selection (S.A, A, N, D, S.D)	Customers, Out Of 75
Strongly Agree	17
Agree	35
Neutral	4
Disagree	19
Strongly Disagree	0

This data given in the pie chart tells that most of the people search for the information about new brands at various places including internet after hearing about them, some of the people even disagree with this fact and some are neutral

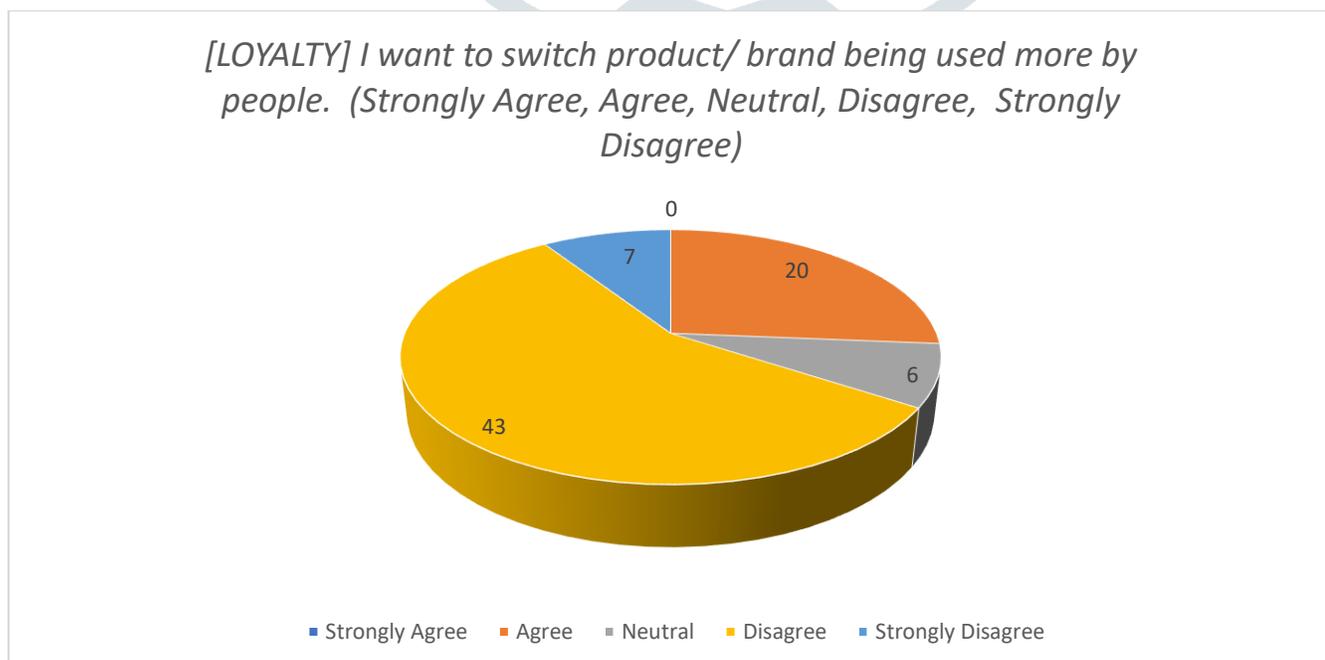
Q3 .> [PREFERENCE] I try the brand that is newly introduced.



Selection (S.A, A, N, D, S.D)	Customers (Total 75)
Strongly Agree	0
Agree	12
Neutral	9
Disagree	45
Strongly Disagree	10

The data given above signifies that generally people don't change brands looking at the crowd and prefer sticking to their own brand normally, however there are some people (out of 75) that do prefer going along the crowd also.

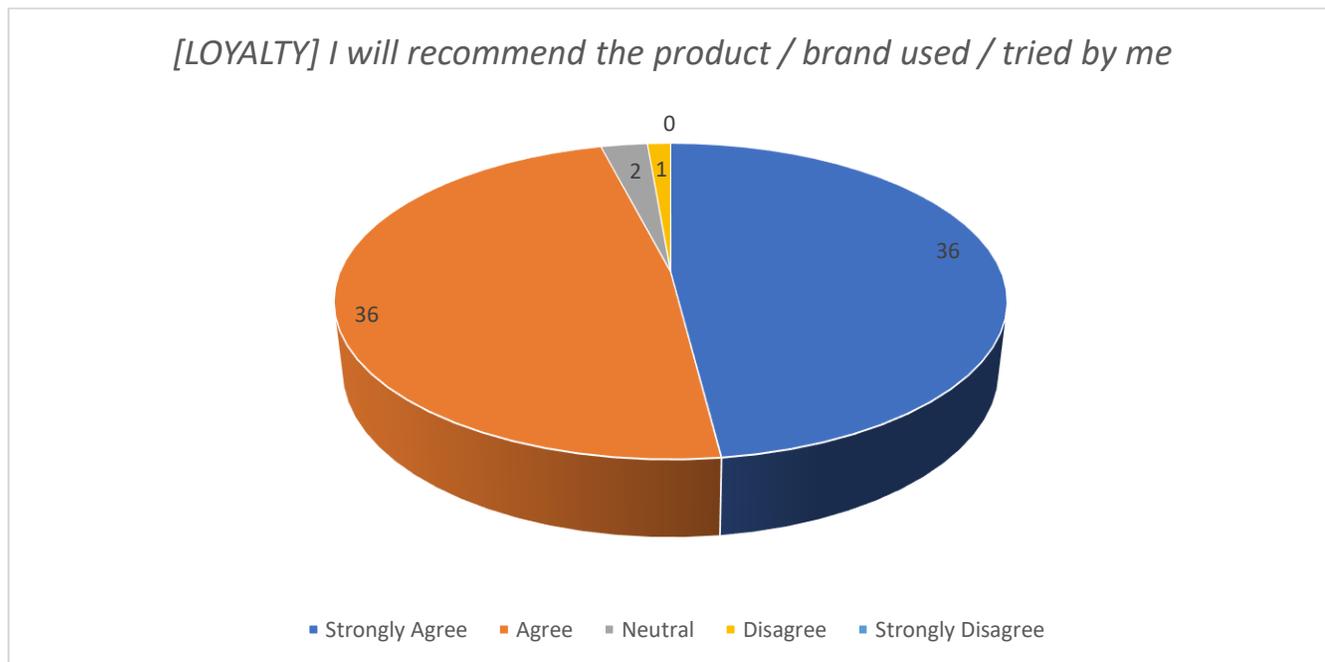
Q4 .> [LOYALTY] I want to switch product/ brand being used more by people. (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)



Selection (S.A, A, N, D, S.D)	Customers (Total 75)
Strongly Agree	0
Agree	20
Neutral	6
Disagree	43
Strongly Disagree	7

According to this data given in the pie chart we can see that most of the people do not prefer to switch to other brands that are being used by other people, very few, ie-20 out of 75 prefer changing to brands being used more by other people.

Q5 .> [LOYALTY] I will recommend the product / brand used / tried by me



Selection (S.A, A, N, D, S.D)	Customers (Total 75)
Strongly Agree	36
Agree	36
Neutral	2
Disagree	1
Strongly Disagree	0

According to this data given in the pie chart we can see that all the users will recommend the brand they are using to other people as they are completely satisfied with the places they visit to eat, we can also see that very less consumers (out of 75) disagree that they will not recommend the brand they are using as they are not satisfied.

Toward the finish of this report it was reasoned that I took in a ton about the different elements that impact the eating conduct of the customers and what they like while visiting food courts. I took reactions from roughly 75 clients and broke down the aftereffects of the reactions that I gathered from the purchasers, when the outcomes were investigated (from page number 22 to page number 50) there were numerous ends tracked down like

- Brand has huge effect over purchasers
- Customers are faithful to food courts brands by feasting out

- Customers are fulfilled by the food court brands
- Customers favor a greater amount of food court when contrasted with eateries

And so forth

Every one of the information gathered structure the buyers is additionally addressed by pie outlines which shows the unmistakable portrayal of the distinctions that were available in each inquiry posed through the examiner.

The essential rationale was to comprehend the shoppers eating conduct which was cultivated through this exploration project. Every one of the shoppers had various perspectives on each question which can be found in the investigation part, but a few customers likewise settled on focuses and there were not many those differ as well as the other way around on certain inquiries.

It was likewise discovered that shoppers favor a greater amount of quiet food court over spoon food court because of certain variables like

- Food Variety
- Food Quality
- Food Quantity
- Staff Behavior

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