Streetside Food Vans Trending As New Market Potentials for Quick Hunger Solutions: An Analytical Approach

Abstract

This paper is an analysis for sales trend highlighted by street-side food vans in Agra city. Research tries to demonstrate the market potential present in street food vans of Agra city. Research paper focuses on analyzing the trend of sales from food vans and a suitable response to face unemployment by a new generation. Results of the article provide a visionary market for the low-income people to opt as full-time self-employment activity and start food business as new earning means for generating more income and employment. Application of Trend analysis on collected data for statistical measurements.

Keywords: Street-Side Food Vans, Agra, Low-Income People, Trend Analysis, Market Potential.

Introduction

Hunger is natural to need for any living object in the earth. Human beings are busy as a bee in the mobile world. We can also call it as digital or click globe. The pace of Digitalization and work pressure has squeezed the zest of human relaxation and focuses on other activities of life. Food is one of them. The 21st century is revolutionized with cooking electronic gadgets for fast life, but still working class, students, and business class do not have time to catch up with morning lunch boxes. Evening saga is also different in urban cities which also attach different types of entertainments like cinemas, market visits and weekends as necessary life schedules. Street-side food vans are the real answers for solving hunger problems for digital life. Streetside food vans save the time of preparing the food and also saves time in purchasing the groceries.

Review of Literature

According to (Deininger & Sur 2006) The Indian market is rapidly changing with more than one billion people, the income of middle class has shown significant uprise, IT changed the society and society is under profound influence of international culture. Suggested by (Ghosh 2011) government is playing a vital role in liberalizing the trade of agricultural commodities that do the business to go without the hurdle. Highlighted by(Sun, Wang & Huang 2011) that if vendors do not have adequate knowledge of hygiene the contamination in food will occur. According to (Pilz, Uma &Venkatram,2015) educational qualification and skills of street vendors, these vendors are having is also the focal point of the study. Suggested by (Williams & Gurtoo,2012) street vendors are the stable vendors having their presence in the central market. Transportable sellers are familiar with their selling goods using the holder and vehicles for sales. Suggested by (Choudhary, 2013) that it is of vital significance to carry the metropolitan street vendors to a management configuration to generate maximum results from their perspective. According to the report by (Wipper & Dittrich, 2007), they had emphasized the utility of street food vendors as they are indispensable for the city for their contribution while- earning, advised in the report that government must guard them. A literature review from beginning to end cultural changes, hygiene conditions, importance and protection of street food vendors. Gives enough explanations to go with this research.

Research Methodology

To foresee the research consultation of the primary and secondary with the application of digital repositories are necessary for the research. Acknowledging the exploratory analysis is the route to accomplishing the study. Sample units are streetside food vans. Collection of sales data, sales data recorded from ten vendors. The direct approach

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was managed to collect the data. Timing is late evenings for data collection. Collection of Sales figures are for four quarters.

Statistical Analysis and Outcomes

Objective of the Study

To quantify that street food vans are worth generating revenues and projecting market potential for future expansion.

<div align="center">Descriptives</div>

Sales(Thousands)				95% Confidence Interval for Mean			
	N	Mean	Std. Deviation	Lower Bound	Upper Bound	Minimum	Maximum
1.00	10	21.9000	11.71371	13.5205	30.2795	5.00	40.00
2.00	10	35.9000	18.35726	22.7680	49.0320	10.00	60.00
3.00	10	56.7000	14.02419	46.6677	66.7323	30.00	70.00
4.00	10	70.1000	14.71545	59.5732	80.6268	30.00	80.00
Total	40	46.1500	23.62479	38.5944	53.7056	5.00	80.00

The descriptive statistical analysis is showing mean, standard deviations, lower and upper bound. Presentation of Minimum and maximum ranges are in above table. The below-mentioned table is representing a test of homogeneity of variances and

Levene statistic for the significance of statistical computation. Levene statistic is showing value (1.448) with the importance of (.245) this represents a test for homogeneity of variances is not considerable.

Test of Homogeneity of Variances			
Levene Statistic	df1	df2	Sig.
1.448	3	36	.245

ANOVA					
Sales(Thousands)					
			Mean Square	F	Sig.
Between Groups	(Combined)		4593.433	20.705	.000
	Linear Term	Contrast	13678.580	61.655	.000
		Deviation	50.860	.229	.796
Groups			221.856		
Total					

The representation of values Suggested by ANOVA table for F value is (20.705) and suggesting P-value significant for research. Linear value is also indicating the p-value significant in the study. The representation of statistical outcomes and their interpretation decides that sales are escalating in every part.

Conclusion

The research concludes for rising market potential in AGRA city street food vans and can strengthen the lives of a low-income group of people. Market potential is present near offices, crossroads, historical places and evening markets. Quality of food is the key to success. Neatness in serving conditions is word of mouth for attractive business.

Suggestions

Street food business requires a continuous check on the quality of food served and support of Society to vendors.No doubt this business is having enough potential for everyone to start as entrepreneurs but requires banking support and infrastructural support from government agencies.

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