A STUDY ON ROADSIDE FOOD STALLS IN TIRUCHIRAPPALLI CORPORATION WITH SPECIAL REFERENCE TO FOOD AND HOTEL INDUSTRY

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Abstract

Food Industry and Hotel Industry is undergoing metamorphosis in terms of adoption on product differentiation and customer service. New entrants roadside food stall which came into existence in the last ten years have gained a substantial market share and the hotel industry losing the market share by the 7p’s of service. It is very important for the roadside stall understand the voice of the customer to offer services required both to attract new Clients and protect existing Client-base from migrating to others. A survey was conducted and results obtained from 537 respondents were analyzed to understand the factors that influence the roadside food stall selection decisions. The top 10 importance parameters are found out from the study.