



ROLE OF FOOD AND BEVERAGE INDUSTRIES IN INCREASING JOB POSSIBILITIES

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Article DOI: <https://doi.org/10.36713/epra15797>

DOI No: 10.36713/epra15797

ABSTRACT

In the dynamic landscape of India's evolving economy, the food services sector has not only become a thriving industry but has also played a key role in promoting job opportunities. This industry, which encompasses cafés, restaurants, food delivery services, and catering, is broad and multifaceted, plays a crucial role in providing a wide array of employment opportunities. This paper explores the pivotal role of the food services industry in India as a catalyst for increasing job possibilities. As India undergoes economic transformation, the food services sector has emerged as a dynamic force, creating diverse employment avenues. The industry provides a wide range of occupations, from entrepreneurial to culinary roles, and it supports employment in both urban and rural areas. This paper presents the Food and Beverage industries as a key player in India's changing economic landscape by highlighting its diverse effects on enhancing job possibilities.

KEYWORDS: Food Services Sector, Job Opportunities, Thriving Industry, Entrepreneurial, Economic landscape

INTRODUCTION

"If India grows from 7.5 per cent to 9-10 per cent, the restaurant industry will be very critical drivers of growth. Food services industry will be main drivers of India's growth," says Niti CEO Amitabh Kant at an event organised by the National Restaurant Association of India (NRAI, May 2019)

India's economy has undergone a dramatic upheaval in the last several years, with the service sector being a key engine of expansion. The Food and Beverage Industries is one of the many subsectors of the service industry that has grown to be important for both employment generation and the economy. This industry, which includes cafés, restaurants, food delivery services, and catering, is a dynamic industry that has grown to be a significant job creator in the nation. A vast range of employment options are available in the food industries sector, from front-of-house professions like waiters, hosts, and managers to culinary roles like chefs, cooks, and kitchen personnel. Furthermore, there is a surge in entrepreneurship as more small and medium-sized enterprises (SMEs) enter the market, and there is a growing demand for professionals in fields like food safety, nutrition, marketing, and hospitality management. These developments create a variety of career paths for people with a range of skills and interests. Aspiring entrepreneurs can easily launch their own businesses in this sector because of the comparatively low entry barriers, which promotes competition and innovation in addition to job creation. The food industries affect rural communities in addition to metropolitan ones. Fresh produce, dairy, and other food products

are in high demand, which boosts agriculture and allied sectors and creates jobs in both urban and rural areas.

The relationship between the food services industry and rural employment is further strengthened by initiatives like farm-to-table methods and local sourcing. New job responsibilities in data analysis, digital marketing, and IT support have been brought about by online meal delivery platforms, digital marketing, and restaurant management software. The integration of technology with conventional food industries not only improves productivity but also opens up job prospects in developing industries. Through a variety of culinary schools and vocational training programmes, people can learn the skills they need to get employment.

This commitment to skill development not only increases people's employability but also meets the requirement for qualified and skilled workers in the business. In India, the food industries is a major driver of job growth, providing a wide range of jobs in different skill levels and fields. The industry's contribution to employment growth and India's economic progress is expected to intensify as it continues to change and adapt to shifting customer tastes and technology advancements. The Indian food market is massive. As of 2019, the organized food market that includes restaurants was worth \$22 billion, of which online food delivery only made up about 15%. That shows the huge growth potential of the food delivery sector in the country. In 2020, India's online food delivery market was valued at approximately \$5 billion. The COVID-19 pandemic helped grow the sector, and it's expected



to reach about \$21 billion by 2026 at a CAGR (compound annual growth rate) of nearly 30%. Growth is mainly concentrated in large cities such as Mumbai, Delhi, and Bangalore (GLG Remote Roundtable, 2021). There has been a noticeable shift in population towards smaller cities, and as individuals become less reluctant to buy takeaway online, the number of smaller cities is growing quickly. In these regions, people are far more aware that they may order food delivery rather than dining out. Orders are beginning to come in from older parents, who were not the intended target demographic. More delivery-oriented brands are seeing opportunities to open.

Less than a decade ago, the country had a very different food consumption pattern. The market was highly segmented back then, and we had not yet used the term "ordering in" for meals. When it came to ordering meals, there were just a few restaurants that offered home delivery or a trusty pizza chain to call. Eating out was mostly determined by the occasion. A window of opportunity existed, leading to the creation of marketplaces and aggregators that provided a certain level of convenience to clients by listing eateries in metropolitan regions. But looking back, there were a lot of problems with the marketplace approach.

The problem of inconsistent delivery was rampant, which when combined with the long waiting period and exorbitant minimum order conditions, failed to address the customer gap and consequently limited adoption among consumers. Due to their failure to adjust to the digital era, restaurants were finding it difficult to grow while maintaining profit margins. To put it plainly, the ecosystem as a whole would profit greatly from the creation of a scalable, sustainable platform with a robust back end for logistics and a personalized user experience.

This investigation explores the ways in which the food services sector in India has emerged as a job creator, looking at how it affects employment, entrepreneurship, technology integration, and the ongoing focus on skill development. We may obtain important insights into the revolutionary role that the food and beverage industry plays in reshaping India's employment environment by providing employment possibilities.

REVIEW OF THE STUDIES

Number of studies has been conducted so far on the expansion of Food Beverage Industries, few are quoted here related to the topic.

Alalwan, A. A. (2020), Belanche, D., Flavián, M., & Pérez-Rueda, A. (2020), Boyer, K. K., & Hult, G. T. M. (2005), Iyer, P., Davari, A., & Mukherjee, A. (2018) and Kapoor, A. P., & Vij, M. (2018) highlighted the use of Mobile App for ordering food among the customers. While, Girija, T., Asokumar, B., & Meena, S. (2019) investigated the expansion of Online Food Delivery Services and consumer satisfaction for these services.

Dospinescu, N., Dospinescu, O., & Tatarusanu, M. (2020) studied the factors influencing the reputation of Food Delivery Companies. A survey was also conducted by Economic times in 2020 to study the Food Delivery Services with hygienic point of view.

Researchers do not find any study conducted so far focusing the growth and role of these Food Delivery Services in increasing job opportunities to other sectors.

RESEARCH QUESTIONS

- How the growth of Food and Beverage Industry is taking place?
- How the Food and Beverage Industries contributing in increasing the job possibilities to others?

OBJECTIVES

1. To study the expansion of Food and Beverage Industry.
2. To highlight the mode of payment preferred by the people.
3. To study the people's preferred ordering mode.
4. To research the contribution of Food and Beverage Industries to more employment prospects.

METHODS

Sample

The sample consists of 89 people living in Aligarh City of Uttar Pradesh, India. The data has been collected from both male and female respondents belonging to various age groups: Below 30, 30-40, 40-50 and above 50 and various professions: teacher, students and others.

Tools

For the present study an online survey was carried out using a self prepared questionnaire on Google form.

The questionnaire consists of various questions based on gender, age, educational level, occupation, purpose for using online meal delivery services, payment method, ordering frequency, and other topics.

The questions based on gender, age, educational level of respondents, occupation, purpose of availing food services and frequency of ordering food are included to evaluate the growth of food services marketing.

The question based on payment mode indicates the growing career opportunities in the payment services, while the question based on preferred ordering mode shows work prospects for home delivery services.

Statistical Techniques

The researcher computed the respondents' frequency and percentage in order to analyze the current data. Pie charts and bar graphs are used to display the data.



DELIMITATIONS OF THE STUDY

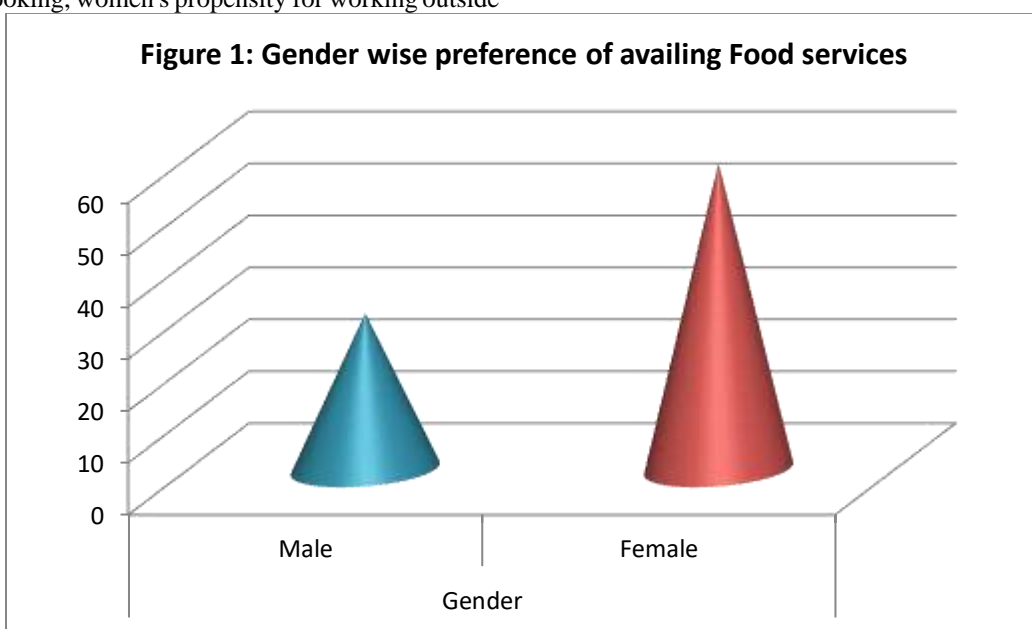
- The study is conducted on a small sample size of 89 (who responded back). It can be carried out by gathering a sizable sample.
- The sample included the teachers, home makers, students and others. It can include in the sample people of other professions too.
- The survey was conducted in Aligarh City to collect the data. It can be conducted at state or National Level for more reliable results.
- More questions about potential causes of the growth of food services marketing, such as people's changing lifestyles, increased reliance on technology, lack of time for home cooking, women's propensity for working outside

the home, etc., may be included in the survey questionnaire.

INTERPRETATION OF THE DATA

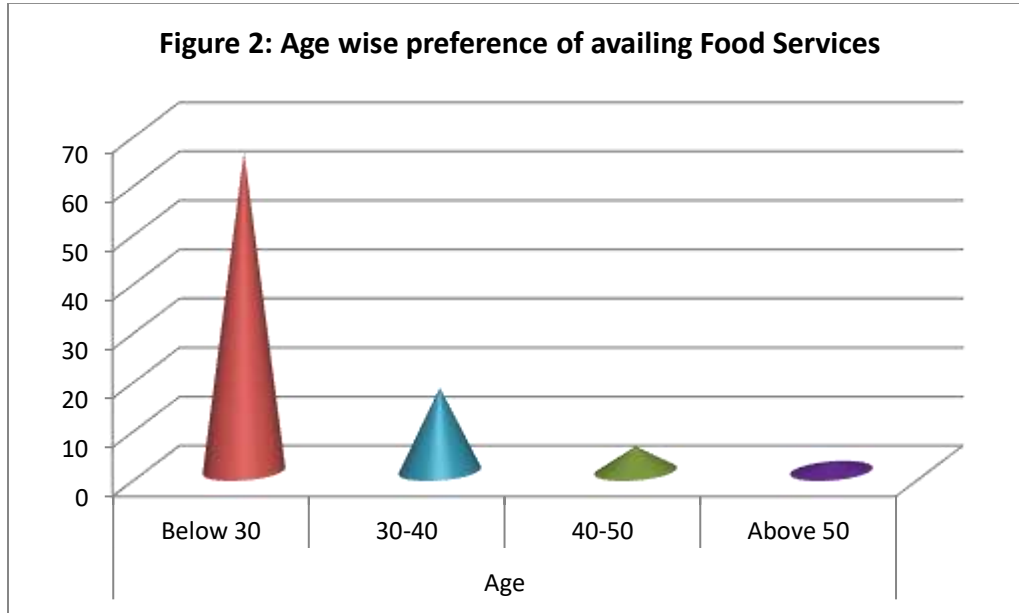
Objective 1: To study the growth of Food Services marketing.

An online survey was conducted to collect the data for the present study on the people living in Aligarh City via Google form. About 89 people gave their responses. None of them chose to respond negatively when asked if they use any food services. This demonstrates that every research participant uses meal services for a variety of reasons. This demonstrates how food service marketing is expanding and becoming more prevalent in people's lives.



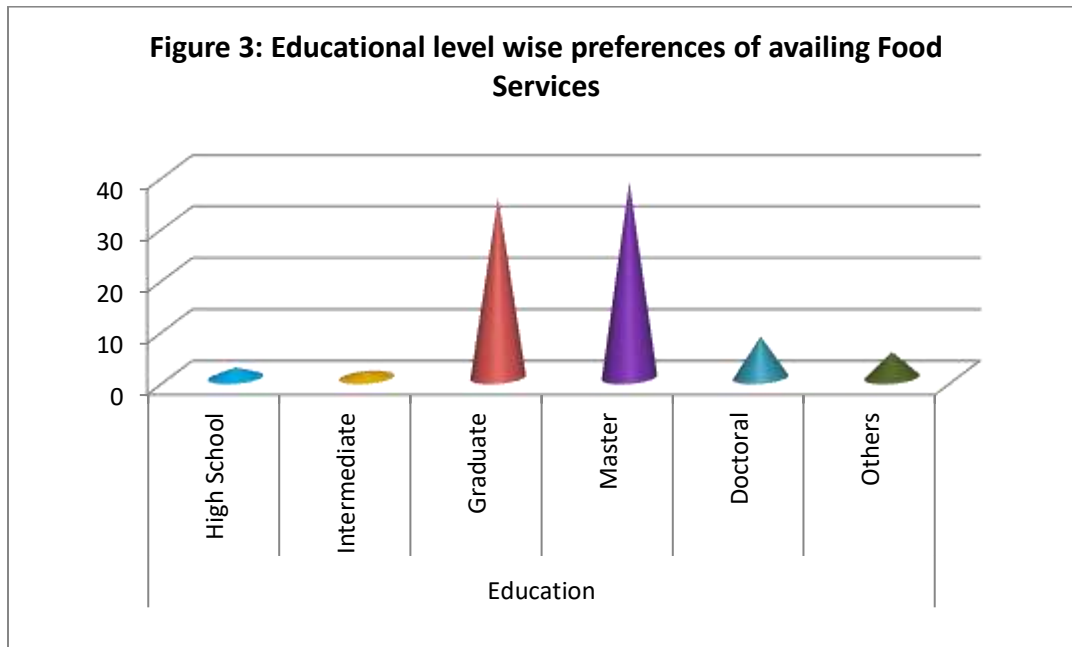
The gender preference for using food services is displayed in the above graph (Figure 1). The female rate is greater than the male

rate. Out of 89 respondents, more women (59) than men (30) said they preferred ordering takeaway to cooking at home.



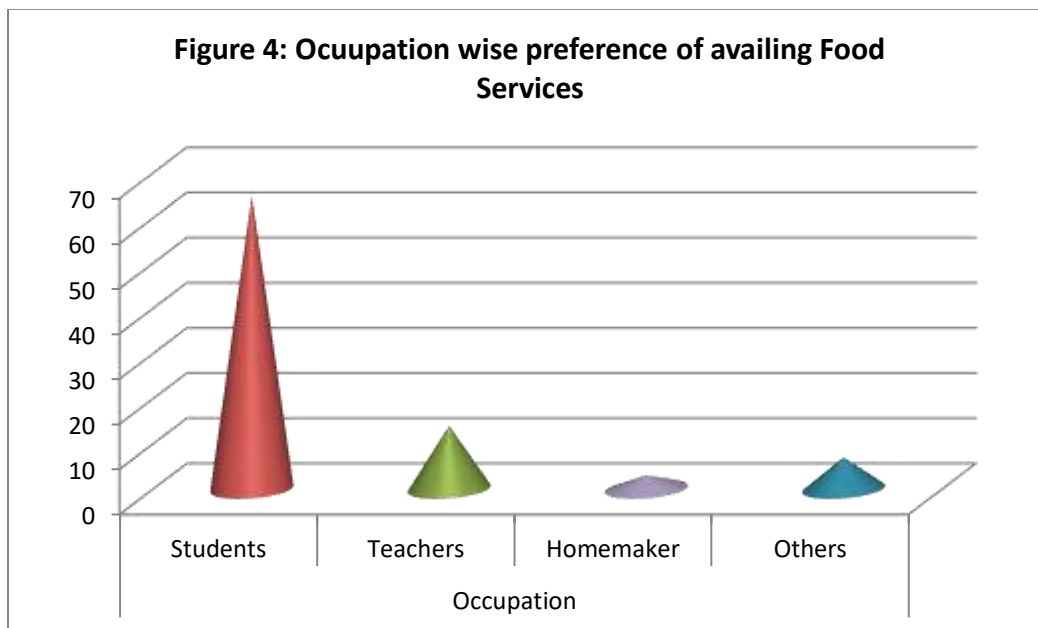
When the data was examined to determine which age group preferred these readily available food services the most, it was discovered that (Figure 2), respondents in the age group under 30

preferred more (65 out of 89), while respondents in the age group over 50 showed less preference.



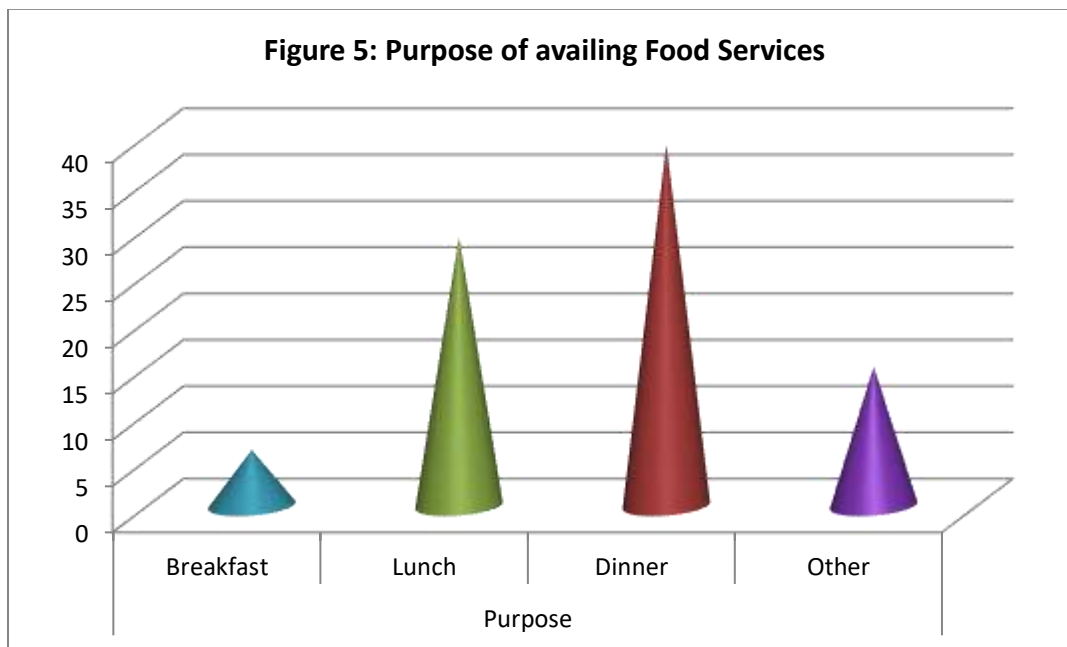
The aforementioned figure 3 demonstrates that individuals with graduate degrees (35 out of 89) and master's degrees (38 out of 89) prefer to use food services more than those with high school

diplomas, intermediate degrees, doctorates, and other qualifications.



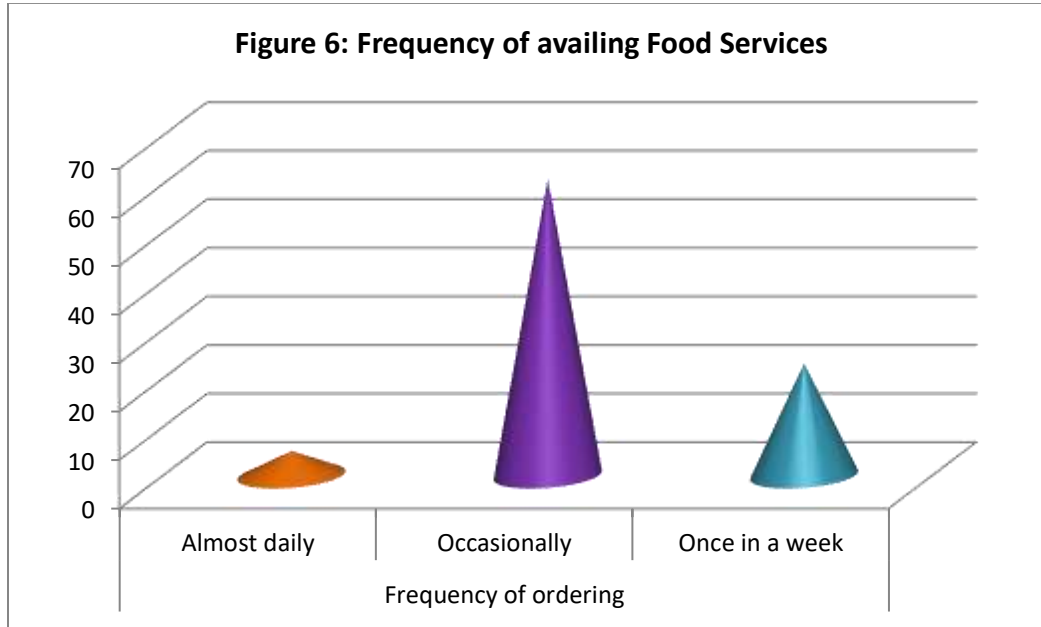
According to the data gathered, students (65 out of 89) in the whole survey group (Figure 4) choose to use these meal services

more than persons in other professions, such as teachers, stay-at-home moms, and others.



The current data also demonstrated why these meal services were used (Figure 5). The majority of respondents choose to use these

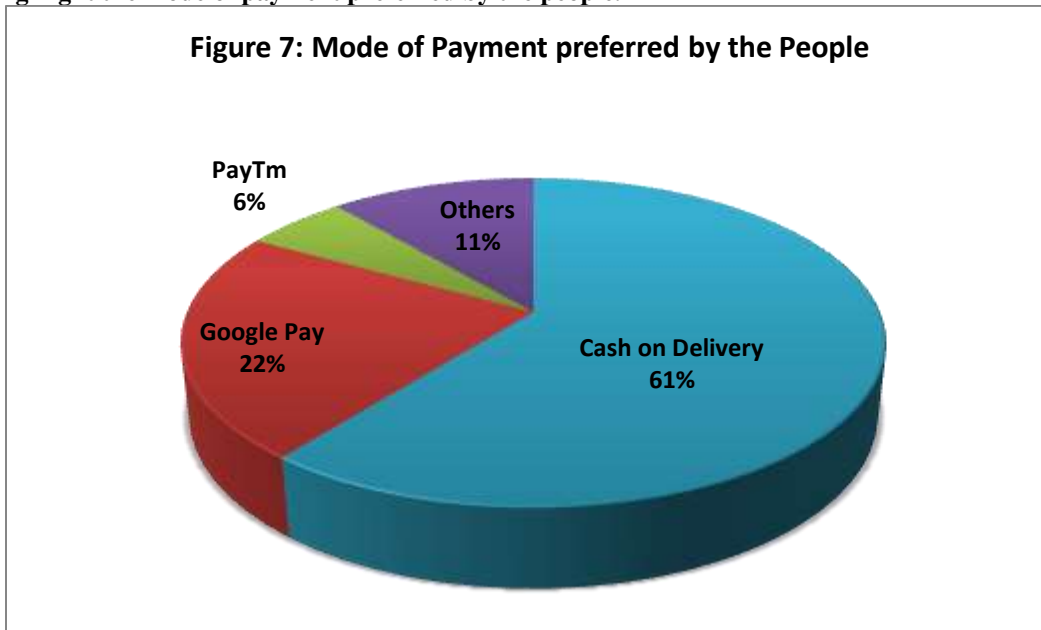
services for lunch (29 out of 89) and dinner (39 out of 89). Very few people want to order snacks and breakfast.



The frequency of using food services is the final important component of the data that is currently available regarding the expansion of food services marketing (Figure 6). It was discovered that 61 out of 89 respondents preferred ordering food

infrequently, 23 preferred doing so once a week, and only 5 preferred doing it every day.

Objective 2: To highlight the mode of payment preferred by the people.

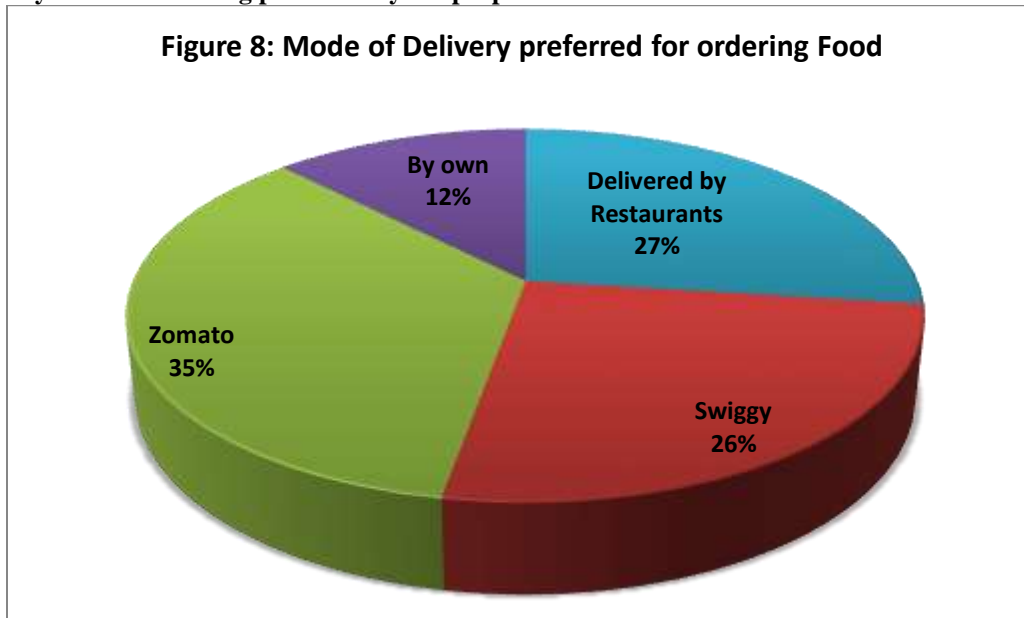


The data in Figure 7 illustrates the preferred mode of payment that individuals now use. Although the above figure indicates that 61% of respondents preferred to order food with cash on delivery, the proportion of respondents who relied on available payment

options is not insignificant. Approximately 39% of individuals utilise different payment services, such as Google Pay, Pay TM, and others.



Objective 3: To study mode of ordering preferred by the people.



The information displayed in Figure 8 above satisfies the study's second objective. Just 12% of respondents said they would rather carry their own food, but 88% said they would rather buy food from a variety of delivery services, such as Zomato (35%), Swiggy (26%), and restaurant delivery services (27%). People's preferences are contributing to the expansion of the delivery services industry.

Objective 4: To study the role of Food Services in increasing job opportunities.

The researcher satisfies this 4th objective in the light of 2nd and 3rd objective. The preferred method of Payment and mode of Delivery by the people in ordering food from the available services indicates contribution of these Food Services to the growth of employment opportunities in the payment and delivery services. Thus, it can be concluded that Food Service marketing is playing a significant role to the growth of employment opportunities to in one way or another.

RESULT AND DISCUSSION

People's increasing preference for placing meal orders from the various dining services that are accessible is a sign that this marketing is expanding. According to the report, consumers are inclined to order food from these services regardless of their gender, age, occupation, or level of education. The expansion of food services marketing is also influenced by the frequency and purpose of food orders.

The current study was carried out with the intention of highlighting the expansion of food services marketing and its contribution to the creation of more job possibilities. The people's preference for home delivery services and online payment options

points to the employment chances that Food Services Marketing offers in other industries.

CONCLUSION

By 2030, India will have the biggest working-age population globally; however obtaining gainful employment presents a significant obstacle for general stream students. Enhancing students' employability necessitates a fresh approach supported by curriculum. According to the NEP-2020, vocational education programmes need to be gradually included into regular education in all educational institutions. For this vocational courses should be made available to students participating in four-year multidisciplinary bachelor's programmes, as well as all other bachelor's degree programmes.

In the present paper the researchers explore the employment possibilities generated by one of the vocational courses i.e. Food and Beverage Industries. These industries are increasing the job possibilities in other sectors like Home delivery and Online Payment services. Thus, it can be concluded that these vocational courses also contribute in the growth of economic development of the country.

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