

# Factors Which Influence the Consumers to Show Stickiness Towards Online Food Delivering Provider

Nihal M P, Soni Vivek

**Abstract:** *The project involves finding out the factors which influence the consumers to not switch from one food delivery to another provider of online food delivery applications. As the changes happen in technology consumer buying behaviour and loyalty factors had changed a lot and were unpredictable to guess. The study deals with understanding the perception of consumers towards online food delivery application and also the reasons for not switch from one food delivery to another provider of online food delivery. The research helped to gain in depth about various parameters the consumers expect from an online food delivery application. The factors influence by the customers to not switch from provider of online food delivery application are web page or application configuration of the providers, offers, web openness that availing the services, which would make the customer believe that they are very important to the company. The suggestions put up by the consumers are to ensure that they will not switch the provider unless they find out some serious issues. Majority of the consumers never switch the food providers.*

**Keywords:** *Online food delivery application, switch. Technology impact*

## I. INTRODUCTION

India is the 6th largest food economy in the world, with some online retailers owning the structured sector accounts for only 5 - 8 percent of the market share of the food business. The majority of these are still controlled by local markets and mom's pop stores. This might have some dramatic effects upon the brick and mortar formats of restaurants, as more and more people chose Dining-style eateries in the comfort of their own home or places of work, but the effect may not be so much that the space offers a lot of creativity for their customers' pleasure, enjoyment and use. This has already provided space for many new players targeting particular groups. Many other new players join the segment mostly with efficient business trends like healthy food, home cooked fresh food, etc. (Carsten Hirschberg 2016) the study uncovers that in food ordering platform 80% of the customers rarely leave the current platform they are already using.

For a long time, consumer behavior has been a subject of analysis by researchers in the global markets. In their assessments, global researchers have emphasized on the various factors and manifestations of the buying and selling activities, together with the involvement of investors and organizations in making of informed decisions about the market and products. Despite the attempts of global researchers in explaining the various factors which influence the consumers to not switch from one food delivery to another provider of online food delivery applications. Stephens (2016) defines consumer behavior as the purchasing trends that are adopted by consumers and households involving the buying of goods and services for consumption. In buying goods and services from the market, consumers exhibit different behavior that is affected by several factors. Factors which can trigger consumer to switch from one application to another include familiarity and awareness of the application, level of satisfaction, personalization and customer perception. the paper's main goal is to understand factors which influence the consumers to not switch from one food delivery to another provider of online food delivery applications as discussed below.

## II. LITERATURE REVIEW

Companies invest money on the job portal and career content on the web can be helpful over the longer term (Khan, Awang and Ghouri, 2013). A number of researchers have been carried out in attempt to realize why customers may switch or not switch from one brand or platform to another. However, the debate is still ongoing. Consumer behavior is the study on how individual customers, groups or organizations select, purchase, use and take care of ideas, products and services to meet their requirements and wishes. Recent research on this topic shows that customers expect immediate, personalized interaction (Gallo 2014). (Naville, 2017) argues that personalization is the most powerful tool that businesses use to differentiate their brand and improve the experience of their customers. It entails all the details that makes the consumers of a particular product, from a particular company or organization, feel a unique experience that is superior to them (Ball, et. Al., 006). This includes having details about the customer and comprehending the past purchases, current interests and the experience itself and if the experience enables the consumers achieve their goals (Gallo, 2014). Hirschberg, et al. (2016) echoes this and denotes that personalizing the ordering experience by collecting and keeping crucial customer data leads to customer loyalty.

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## Factors Which Influence the Consumers to Show Stickiness towards Online Food Delivering Provider

They argue that 80% of the customers who visit platforms that are personalized in this way never or rarely make decisions to leave the platforms. This is echoed by research by BRP Consulting in 2016, which shows that 40% of retailers indicates that personalization is one of the top digital priority (Neville, 2016). A report by Harvard Business School shows that an upsurge of customer retention by 5% will lead upsurge in profits up to 95% (Gallo, 2014). However, a research by Kramer (2018) in India shows that only 20% of customers make 80% of the retailers business, and as such, meaning that it is likely that majority of customers will leave a platform for one reason or another. Accumulated customer satisfaction allows to predict the company's future behavior and economic performance. When making a repurchase, customers evaluate and reach a decision based not only on a particular transaction but on past experience of the previous purchase and consumption. Another fundamental aspect that recent researchers have found out as influencing consumer behavior to not switch from one platform to another is platform or brand awareness. According to Menachem (2016), platform awareness entails platform recall, cognition and platform recognition by the individuals that use the platform and the ability of these users to link such to the jingles, logo or brand name of the organization. Research by Katiyar, and Katiyar (2014) shows that extensive awareness of a platform and suitable information regarding the platform leads to customer loyalty in India Telecom domain brand equity. This is echoed by Işoraitè (2016) who argues that upsurge in platform awareness is crucial to enhance the interaction with the platform, create a positive brand associations, upsurge brand loyalty and motivate clients to get acquainted with the services and products offered by that platform. This suggests that it is likely that retailers' clients in India are likely to stick to one platform as long as they are aware of such a platform alone, and absence of this awareness of other platforms restricts them from moving from one platform to another. Another crucial factors that researchers have emphasized on the current topic is the aspect of the platform familiarity. According Nguyen, and Gizaw (2014), platform familiarity goes far much beyond the mere awareness of that platform by the users. It measures the understanding and knowledge that the consumers have in respect to the platform (ibid). If there are no fundamental differences between the platforms available to customers at a particular point in time, costumers will definitely choose the platform that they are familiar with. However, a research by Sathya and Indirajith (2018) argues that Indians are only brand-conscious but not necessary brand-loyal. In line with this, Aditya (2014) confirms that platform familiarity may act as liability rather being a competitive edge that should lead to customer retention. This researcher argues that familiar and well-known platforms acts as the basis for conversations amid customers, and as such, they are more likely to fall prey of rumors since the possibility of being talked about is significantly high. This suggests that customers are likely to stay or leave the platform depending on the angle the rumors may take. Perception is also another crucial factors that researchers considers as playing a crucial role in determining the behavior of a consumer at a particular point

of time. According Nguyen, and Gizaw (2014), perceptions are all about what people see and make sense about. It entails the organization, selection and interpretation of stimuli by people, where the outside stimuli plays a crucial role in the decision that the customers have in regards to a particular platform. Chen, et al. (2013) argues that information available to consumers' influence the way in which they perceive things. Research shows that customers are likely not to leave a platform based on the perception they have about: price, quality, risk, and value. Research by Ghadiyali (2017) shows that discount is one of crucial factor that influence the way consumers order products from a particular platform. This suggests that as long as discount is available, consumers will likely to leave a particular platform since it benefits them in that way as consumer perceive the product as being cheaper than that of competitors. Also, if the service provided by the platform is superior and excellent, customers will be loyal to the platform (ibid). Furthermore, if consumers perceives the product as being safe and hygienic, then they will likely not switch to another platform as they consider it less risky (Kim Dang, et al., 2018). Customers may also not shift to another platform due to fear of unknown about the other platform. They want to stick to what they think they know best. Research by Mishra and Prasad (2014) in India confirms that customers have high loyalty on products that they perceive as clean and hygienic. Moreover, if the customers perceive that they get better services for the money they put to platform, they will be loyal to it (Makwana, et al., 2014). That is, value for money. Ghadiyali (2017) confirms this and denotes that speed delivery is a priority customers look for and will stay in that platform as long as they get it. Lastly yet important, researchers also consider satisfaction as a major influencer of the decisions that consumers make when switching brands or platform. Meuter, et al. (2005) argues that satisfaction motivates consumers to stick to a particular product, as they are able to satisfy their needs from the product. This is echoed by Nguyen, and Gizaw (2014), who emphasis that satisfaction is crucial in developing desirable consumer outcomes. This suggest that the more satisfied, the more the consumers will stick to that particular platform. Hirschberg, et al. (2016) confirms that speed of delivery is one of the significant factors that leads to customer satisfaction when it comes online product delivery applications

### III. METHODOLOGY

It is a systematic approach to solve research problem. Good research requires a classical methodology, because a well-founded conclusion on the phenomenon under consideration may be drawn only by applying the correct methodology and the appropriate data accruing tool. Here in this study a Descriptive research is been followed with a structured interview and a data collection followed by it.

A. Research design

The data has been accumulated by both i.e. secondary and primary sources.

B. Sampling design

Basic data consolidates information assembled through review reliant on temper and impression of customers using sustenance movement applications in India.

C. Research strategy and instrument

Discretionary data includes gathering information about various applications, business model, position, etc from the from the web, journals, and magazines.

D. Area of study

The supreme model gauge was 160 respondents from Trivandrum, Kochi and Bangalore, out of which an important section was Gen Z for instance people of the age cluster 18 to above 45 years.

E. Statistical analysis tools

The tools used for conducting the research are listed below:

- Cronbach alpha
- Chi square
- Weighted average
- Descriptive analysis

IV. ANALYSIS AND INTERPRETATION

To study the direct of clients as to of sustenance food delivery applications, budgetary attributes of the clients were considered. They are the essential factors as they pick the use model and client immediate with respect to these applications. For the most part it is trusted that, as the pay, age and getting ready of the client changes impact the utilization instance of adaptable applications. The reactions of the client about the use and the variables influencing use were organized and isolated to comprehend their lead.

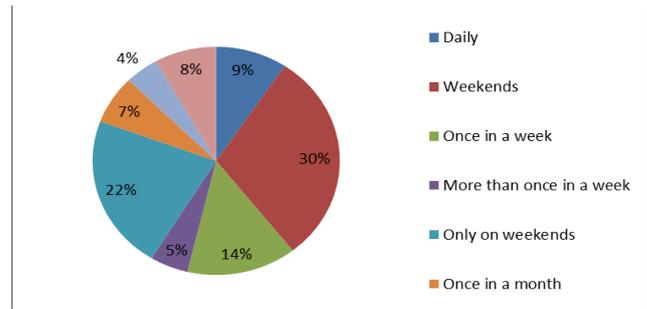
Frequency of usage of Food Delivery apps:

The data table underneath demonstrates the use of specific sustenance online food delivery applications among the picked tests. According to the information amassed it can isolate that sustenance panda and humble sustenance development application are among the most bolstered sustenance applications by purchasers looked for after by Swiggy moreover, Zomato.

APPS	USAGE
FoodPanda	72%
Zomato	62%
Swiggy	65%
Box8	47%
Fasoos	58%
Fast food delivery apps	76%
Others	8%

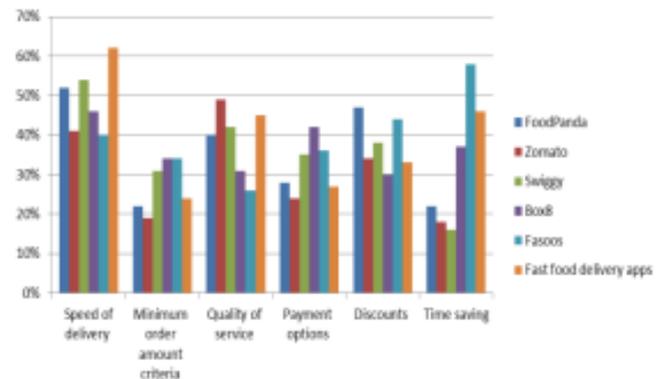
Table 1: Usage of apps as per the respondents

The basic goal of this examination is to discover out parts impacting clients concerning use of sustenance development applications.



Graph 1 : frequency of consumptions

The above graph depicts the purchase frequency of the customer/consumers and from the graph it can be interpreted that the highest purchase is occurring during the weekends and only on weekends which is about on weekends 30% and only on weekends 22%. This also gives a small information about the behavior of the people.



Graph 2: Factors affecting usage of the Food

Delivery apps

From the Graph 2 it can be dissected that the speed of delivery is the most raised connecting with section on Food Panda, swiggy, box8 and unassuming sustenance development applications.

Marketing effectiveness:

The second most raised part upheld by the customers is the possibility of association given by the applications and the referencing establishment. Markdown is viewed as a hero among the most fundamental factor while referencing from sustenance panda and fassoos. From the information gathered, we can make that, as the weighted midpoints of the factors show, the most amazing weight is given at the time of development to comfort in referencing and unimaginable state of support.

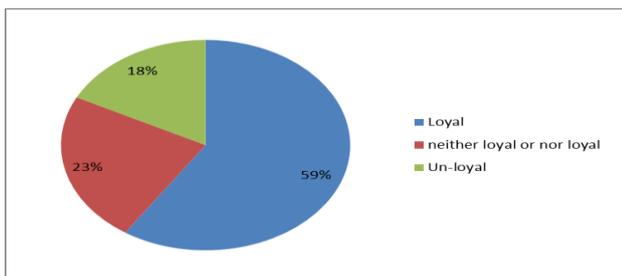
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Chi square	73.7
Df	30
Table value	29.33
P value	0.000

Table 2: The food delivery applications

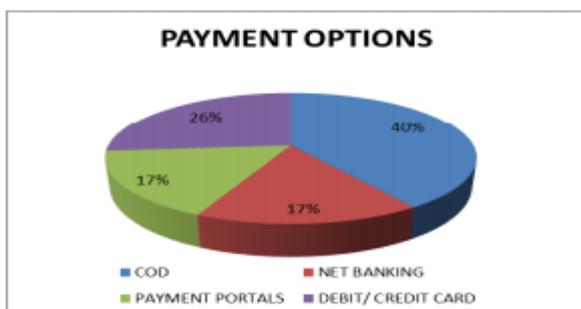
Thus, eateries must focus on these associations more as wandered from others. Other than these two factors, clients need to check burger joints open close-by in the application and predict right requesting without any insufficiencies in totaling. The examination likewise endeavors to test the relationship between parts influencing use of sustenance applications with various applications open in market. Cronbach alpha is utilized to check undaunted nature of the informative aggregation. The Cronbach alpha of the information came .967, which is viewed as mind blowing. The Chi square test between segments affecting the utilization and the applications comes some spot around 73.7 with 5% estimation of fulfillment and 30 measurement of possibility. The chi square comes more than table respect in this way we oust invalid speculation and perceive elective which says that there is essential relationship between factors affecting use and the sustenance development applications. An examination of information uncovers that being-overpowering bit of the reacts from Gen Z, the wellspring of data concerning advantageous sustenance applications, there is use is essentially by strategies for social media orchestrate or loved ones. Further examination says that bigger part clients incline toward credit/charge card part or money on development, moderately couple of clients support on the web divide mode.

### Loyalty towards food ordering app



Graph 3: loyalty towards current food ordering app

The loyalty of a consumer towards a particular and from the above representation it clearly understood that 59% of the total samples are loyal towards the current online application they are using for ordering food.



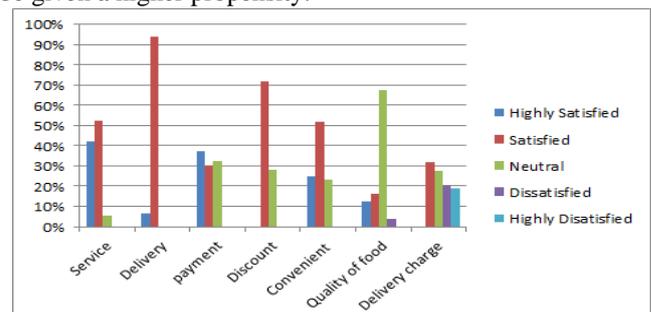
Graph 4: Payment options for food app customers

The bits of choices open to clients are money down, net banking, divide sections and charge or Visas. Out of these from our examination we find that money on transport is most bolstered by the client's 40% looked for after by any MasterCard divides 26%.

### Special Applications used:

Unprecedented applications are those applications, which can be utilized in the burger joint; they are not fundamentally the development application, yet some cafe applications are been used for a particular shop/Restaurants. Applications like Swiggy, Zomato, Uber eats Dominos etc. are becoming an essential access to the people which covers a wide range hotel/Cafe and variety of product are made available in the customer's door step With the wearisome flood of pros in urban systems and the intelligent urbanization of the Indian scene, the development of sustenance and the restaurant sector are beginning to thrive at a pace of chafing. A number of telephones and support development applications are added to this condition. Applications for sustainability transport have now turned into a gigantic hit with people being taught about India in truth. In India, there are a few applications for the development of sustenance that can be downloaded on sharp telephones to arrange support in a surge and from home comfort.

Currently, money on transport is the most reinforced choice by the respondents to divide in any case other advanced techniques are in addition to sorting out the improvement. The applications should also be satisfying and easy to use by companies. The outstanding applications are a good path for the customers to put orders and for the relationship to pull in further more customers in any case, the solace of usage must be given a higher propensity.



Graph 5: Factors that influence the consumers to show stickiness towards their current food ordering provider

The factors that influence the customers to show loyalty towards a particular provider is been depicted in the graph, which include the service, Delivery, all monetary benefits the customers receive, and the end service they provide the customer.

## V. CONCLUSION

Technology had a huge impact on consumer buying decision making and customer loyalty, the more it became user-friendly and able to delivery good service people are sticking towards those who deliver, the pattern is not new people always stick towards the even if they had other option.



The customer's discernment on online sustenance referencing differs from individual to individual and the affirmation is constrained to a certain degree with the transparency of the correct openness and the introduction to the online sustenance associations. The impression of the buyer moves as shown by different practically identical characteristics and refinement in context on their real feelings. The examination uncovers that generally, the adolescents are added to the online sustenance referencing and thusly the senior individuals do not utilize these online associations much when separated from the more enthusiastic ones. The examination incorporates how youngsters are for the most part arranged to utilize online sustenance referencing associations. The examination also uncovers that the cost of, beyond what many would consider possible and exceptional offers have the most affecting part on online sustenance referencing. Pack of people use this by virtue of the responsiveness, as they need as less issue as there could be. Regardless of the way that a few regions still don't contribute a great deal to online sustenance referencing in light of a couple reasons which may join, awkward web openness in like way regions, or may be a brief postponed result of less progression of progress in their range yet by far most of this tangles are getting administered on shrewd grow so genuine keep running of people can regard these affiliations. The second most affecting variable is the delivery; the going with most affecting variable is on-time delivery. The examination incorporates that respondents reliably need to plan on no matter what premise, the sort of dinners, which were principally expected to coordinate, the snack was looked for after by supper. Unassuming sustenance was favored by the greater part of the respondents in their assurance of cooking styles.

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