

Consumer Perception towards Food Delivery Applications with Special Reference to Dibrugarh Town

Merry Borgohain



Abstract: 'E-commerce'- a trending wave in the field of trade and commerce. Of that food delivery applications has created a tremendous flow among the youth and almost every streets of all the cities give a sight of traffic on Zomato, Swiggy, Uber eats etc. Various such food apps have been linked up with different restaurants to grasp the satisfaction of the foodies by delivering the food in their doorsteps. Consumer perception implies an individual's attitude towards a product or services provided to him/her which is affected by advertisements, reviews, social media, personal experiences. So being consumer the "King of Market", influences to study their perception and awareness level of such food Apps and the study would also make an attempt to understand the influencing factors of using such applications. The study would be based on primary data and confined to Dibrugarh town considering the respondents of age group between 16 years to 30 years.

Key words :- Consumer Perception, Food Delivery Applications, Influencing factors

I. INTRODUCTION

Consumer perception implies ones behaviour towards any product or service marketed, it is that marketing concept which encompasses a consumer's acquaintance about offerings of any product or service of a particular company. Consumer perception plays a vital role in success of any marketed product or services as their attitude towards the particular product or service will decide the retainment of the product or service in the market. The factors that decides customer perception are Consistency of performance, Emotional connect, Marketing communications, Holistic marketing. It is very important for any marketing strategy to make sure whether consumer had perceived with the same intention with what the company has thought of as its been observed that there always exist a difference between what the company tends to deliver to the consumer and the attitude with what consumer perceive it. In this era of technology its been very obvious to get things within a click in the screen of our smart gadgets. Everyone is in a race to cope up with the fifth-generation technology. India is rich in food culture which is being now marketed with the help of various food applications like Zomato, Swiggy, Uber eats etc. that provide services to the users to explore the tastes of various restaurants sitting at residence or even at workplace.

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Consumers even shows keen interest with all the inventions to get into the trend and explore with new experiences with utmost convenience and transparency and expecting the same as of physically visiting any outlets. Without any doubt food is a necessity and getting food with the help of such applications has triggered e-commerce to a great extent, specially the youths are seen to be more passionate in such a way of food ordering and getting delivered at their doorsteps within a very short time.

Such food applications are generated as like, the interested users have to download the application of their choice and create a profile with very minor informations asked for convenience of the delivery. Then they would be able to see the registered list of the restaurants of that particular application and they can make a choice of their restaurants where the whole menu along with the prices of the dishes are being displayed. The mode of payment may be in cash on delivery or through net banking or through a debit or a credit card.

A good number of food delivery applications can be seen entering the e-market which in turn giving a pace for more new restaurants and new dishes creating an opportunity for income that in a way helps in socio economic development of an area. The most popular food delivery applications are Food Panda, Zomato, Swiggy, TastyKhana, Just eat, Uber Eats, Fresh Menu and Scootsy.

Not lacking with backsteps Assam has also made a good place in the pace of providing services with food delivery applications apart from all other parts of India. Though many food outlets used to had their own sites with the facility of home delivery but app based delivery has established a sound place among the youths. With hundreds of outlets listed on app based food delivery Guwahati has been seen with rising trend in door step services. Gradually it flowed to other cities too and one of them is Dibrugarh. Though not many restaurants are being listed, of that 30 restaurants are found to be listed under Zomato and 9 restaurants under Swiggy.

II. OBJECTIVES OF THE STUDY

1. To study how food delivery applications are perceived by the consumers.
2. To study the influencing factors for using such applications among the youth.

III. METHODOLOGY

The study is based on both primary and secondary data. Google forms has been used to collect the primary data. Snowball sampling has been used in this context. The forms were sent to 167 individuals out of which 95 responses were received. The source of secondary data was from internet.



SCOPE OF THE STUDY

As Dibrugarh is considered as an economic hub of north eastern region of India and apart from famous for tea industry it also has well known educational institutions which itself resembles a large number of youth which would help give a better picture of the consumer perception among the youth, as we can find good number of individual that too resides in hostel starting from students to the young faculties who are observed to be more tech-savvy and tends to use such food delivery applications, therefore the scope has been confined to Dibrugarh town.

SIGNIFICANCE OF THE STUDY

The particular study was chosen to be conducted in Dibrugarh town as such food delivery applications are observed to be more accessible by the young generation, and this study signifies towards emerging trend of using food delivery applications as Dibrugarh is well known for its educational institutions, of which the students along with the young faculties are seen to reside in hostels prefer to have food from restaurants very frequently and when such scope of getting food at ones doorstep emerges, it is found obvious that they would order food through the applications from their favourite restaurants. Therefore the study would resemble how much the youth are being fascinated towards adopting the practise of ordering food using such applications and upto what extent they are being benefitted and influenced through such strategies in Dibrugarh.

IV. LITERATURE REVIEW

Sehrat Murat Algoz and Haluk Hekimoglu(2012) along with the growth of E-commerce in the worldwide, the food industry is not lagging behind in showing a tremendous growth. Technology Acceptance has been used in the particular research paper to study the consumer acceptance of ordering food online. This paper says that the consumers attitude depends accordingly to the ease and convenient of ordering food online and also the reliability upon the e-retailers and various external influencers.

Jyotishman Das (2018), the doorstep delivery is the most highly ranked factor of influencing the consumers to use the food ordering applications. The consumers are also often influenced by discounts and cashback they enjoy. On comparing the factors the most preferred service provider came out to be Zomato followed by Swiggy. But some negative influencer like bad past experience and negative experience of friends and family also in some cases prevents the consumers on using the process.

Mr. Mathews Joao Chorneukar, consumers recommended using food delivery applications to be secured and were satisfied much with the services. The paper also reveals that even the consumers working in companies around the age limit of 31 -35 years used to order more food and the mode of payment that was preferred the most was cash on delivery.

Dr. Neha Parashar and Ms.Sakina Ghadiyali, with rapid urbanisation in the society, the food delivery services are at a targeted pace and adding to this scenario the number of smart phone along with the food delivery applications are increasing. The influential factor resulted to be the ease and convenience, no hassle of using food applications of the consumers.

Karan Kashyap, the use of food delivery applications are gaining attention in the cities as people instead of going out to the restaurants, can enjoy their meal sitting at home. They also get relief from the traffic congestion and can spend quality time with good food along with the family members. Such factors have facilitated the use of such applications to a great extent.

RESEARCH GAP

Though the consumer perception study has been done with various context but no such research has been done regarding any cities/towns of Assam, so with due convenience this study on consumer perception regarding food delivery applications was conducted targeting the youth of Dibrugarh town to analyse the strategy and what are the main motivational factors of using such applications and what type of issues they use to face while ordering food through Food delivery Application.

V. DATA ANALYSIS AND INTERPRETATION

AGE

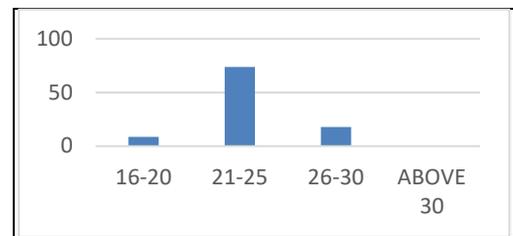


Fig:- 1.1 Age

Interpretation:- Out of 95 respondents, 73.7% were of the age between 21-25 years, 17.9% were between 26-30 years, 8.4% between 16-30 years.

TYPE OF CONSUMER

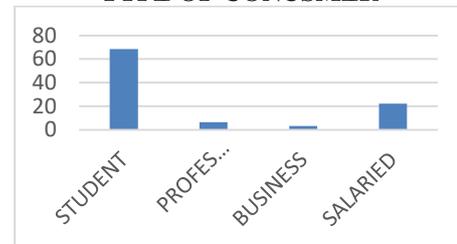


Fig:- 1.2 Type of consumer

Interpretation:- The highest number of respondents were under the category of student i.e. 68.4%, 22.1% respondents were salaried, 6.1% were professional and the rest 3.4% were of business profession.

SINCE WHEN USING THE FOOD DELIVERY APPLICATION

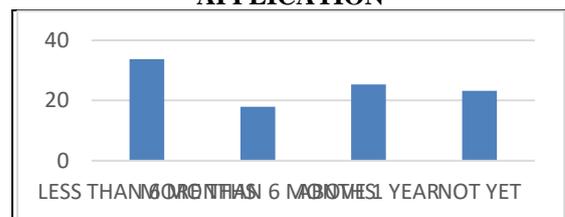


Fig :- 1.3 Since when using the food delivery application.

Interpretation :- Out of 95 respondents 33.7% have been using the food application for less than 6 months, 17.9% have been using for more than 6 months , 25.3% have been acquainted for above 1 year and 23.2% respondents have not yet came into use of such Food Applications.

THE MOST PREFERRED TIME OF ORDERING FOOD THROUGH APPLICATION

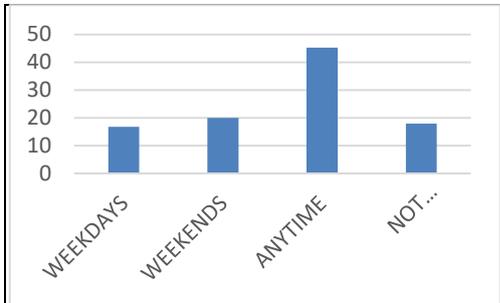


Fig :- 1.4 The most preferred time of ordering food through application.

Interpretation:- The respondents were found to be convenient enough to order food through application anytime they wish for. As 45.3% were found to order food anytime , 16.8 % were found to order food mostly on weekdays, 20% of respondents were found to order food mostly on weekends.

PREFERENCE OF ORDERING FOOD FOR ANY EVENT OR FUNCTION

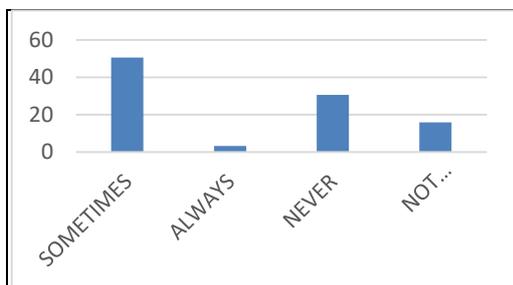


Fig:1.5 Preference of ordering food for any event or function

Interpretation:- The ordering of food through food application for any particular event or function has shown a quite positive picture as 50.5% respondents use order food for event sometimes, whereas only 3.2 % respondents found always to order food for any event and 30.5% never order food for any such activity.

MONEY SPEND ON MONTHLY BASIS ON ORDERING FOOD THROUGH APPLICATION

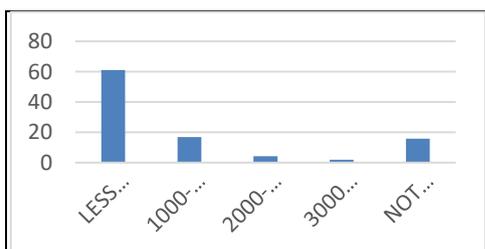


Fig:- 1.6 Money spend on monthly basis on ordering food through applications.

Interpretation :- The money spend on ordering food through online application was found to be reasonable. As 61.1% respondents spend less than Rs.1000 on ordering food through Food Apps, 16.8% respondents spend between Rs. 1000-2000, only 3.3% respondents were found to spend between Rs. 2000-3000 and the least 3% were found to spend the highest amount i.e above 3000.

PREFERRED FOOD APPLICATION

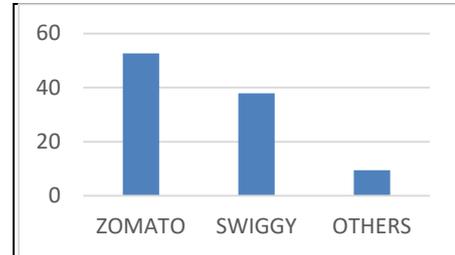


Fig:-1.7 Most preferred food application

Interpretation :- The most preferred food Application in Dibrugarh town found to be Zomato i.e. 52.6% followed by Swiggy.

INFLUENCING FACTORS

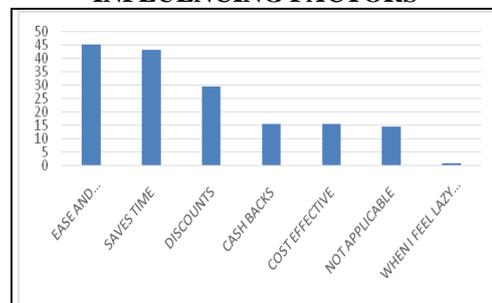


Fig:- 1.8 Influencing factors

Interpretation :- The most rated influencing factor is found to be Ease and Convenient of using the Food delivery Apps i.e. 45.3% followed by 43.2% considering that using food apps saves time , 29.5% were found to be influenced because of discounts offered to them, 15.8% were found to be influenced by the cash backs awarded, another 15.8 % were found to be influenced mainly by cost effectiveness of using Food Apps . One of the respondent particularly specified that when he/she feels lazy enough to cook.

PROBLEM FACED WHILE ORDERING THROUGH APPLICATION

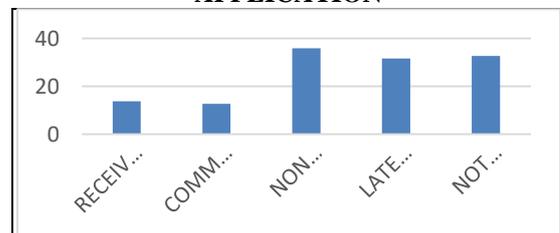


Fig :- 1.9 Problem faced while ordering through application

Interpretation :- The most responded problem faced during ordering of food through application was Non-availability of dish/items i.e. 35.8%, 31.6% were found to face issues regarding late delivery of items, 13.7% were found to face issues regarding receiving the wrong item/dishes and 12.6% were found to have communication issues.

MODE OF PAYMENT

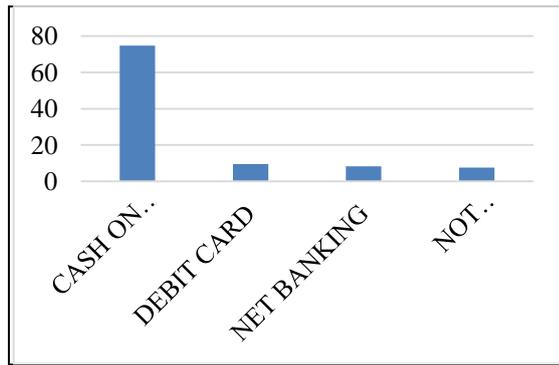


Fig :- 1.10 Mode of payment used by the respondents

The most used mode of payment by the respondent found is Cash on Delivery i.e. 74.7% followed by Debit Card and 7.4% respondents were found to use net banking.

DELIVERY CHARGES

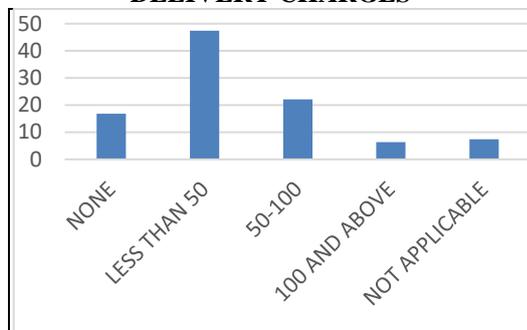


Fig:- 1.11 Delivery Charges

Interpretation :- The delivery charges paid were found reasonable as 47.4% were found to pay less than Rs 50 , 22.1% pay Rs. 50-100, 6.3% respondents pay Rs.100 and above , 16.8% were found to pay no delivery charges.

SATISFACTION REGARDING DELIVERY CHARGES

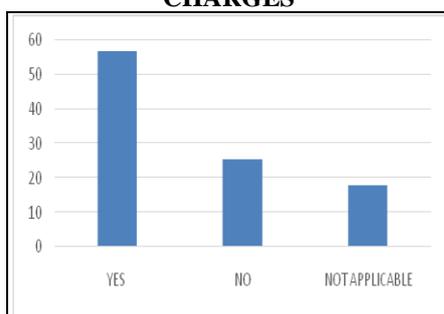


Fig :- 1.12 Satisfaction regarding delivery charges

Interpretation :- 56.8% respondents were found to be satisfied regarding delivery charges they pay , 25.3% were found to be not satisfied with the charges they bear.

OVERALL SATISFACTION BASED ON SERVICES

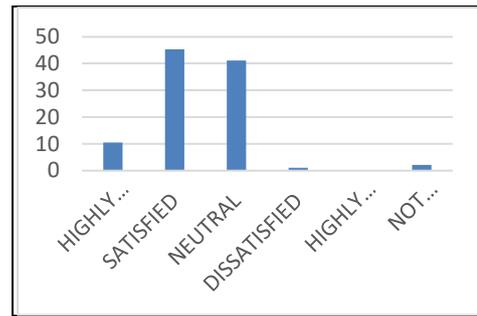


Fig:- 1.13 Overall satisfaction based on services

Interpretation:- The satisfied respondents holds the highest number i.e 45.3% followed by neutral respondents i.e. 41.1% , 10.5% stated to be highly satisfied with the services and very few were found to be dissatisfied with the services.

VI. FINDINGS

1. The highest number of respondent were found to be student.
2. The most preferred food delivery application in Dibrugarh town was found to be Zomato followed by Swiggy.
3. Highest number of respondents were found to order food through application anytime they wish for irrespective of weekdays or weekends.
4. Most of the respondents stated to order food through application for any specific event or function sometimes.
5. The main influencing factors of highest respondent were found to be ease and convenience of using the food applications and ordering food sitting at home with just a click, followed by the influencing factor to be time saving.
6. The most preferred mode of payment was found to be Cash on delivery.
7. The issues faced by the respondents while ordering food through applications was mostly regarding non-availability of food items/dishes they wish for.
8. The delivery charges paid are found to be reasonable though few are found to pay quite high delivery charges and few stated of paying zero delivery charges.
9. A good number of respondents were found to be satisfied regarding amount of delivery charges they pay though some of them objected of paying high charges.
10. The overall satisfaction regarding services of the food application were responded as they are satisfied with the service provided followed by neutral responds too.

VII. CONCLUSION

Doorstep food delivery has its impact with a wave among the youth mass and tremendously increase has been seen in restaurant business with various strategies . The youth are found to be more prone towards using such food applications as they are being more exploring oriented and experience oriented. The study conducted has given an overview of the consumer perception of the food delivery application of Dibrugarh Town which has quite positive output.



E-commerce has opened route for numerous upcoming source of marketing the products or services with better transparency, quick, ease and convenient, establishing relationship with citizens and business. The factors influencing the most for use of such applications found to be ease and convenience of the usage of the applications and also because it saves time to an extent. So food delivery applications in allied of e-commerce has a long way to go, although some issues like late delivery and non availability of items/dishes are being stated which are to be improved to the extent possible.

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try to do justice with the simple work I take in hand and try to learn from the dignitaries of every aspect possible to make my career in research and make myself precise in my work and work upon my loopholes to make myself compatible in this field of concern.