Customers' Attitude and Preference towards Digital Food Apps Services

Kavitha Thakur

Abstract: *The recent development of the Internet has expanded the E-commerce industries in a country like India. E-Commerce development has made online food ordering services seamless for the people who want to get food delivered at their doorstep. Though customers continue to go out for meals, they do feel very convenient to order food online since it frees them from personally visit the restaurants. Online Food ordering has been growing as a requirement for the eating place business industry. Technology puts a buried impact on the business industry; technology has changed the entire frame of restaurant industry & will continue to do a great job. A technically developed online ordering system has changed the restaurant's culture drastically & gives a new amazing comfort zone to the people across the globe. The main objective of the study is to study the consumers' attitude & preferences towards online food delivery services & their satisfaction with regard to the most preferred food ordering service.*

Keywords: Online Food Ordering, Consumer Perception, E-Commerce, Online Food

I. INTRODUCTION

With the increasing change in trends & fashions in today's world, food has become one of the significant elements to define one's standards & lifestyle. In earlier times food was a source of energy & living. But now in today's generation "what to eat "is a very essential part of a person's daily routine. In addition to the changing needs & wants of people, the food industry is growing tremendously. Cuisines from all over the world are being served at a single place. The food industry is facing many challenges to satisfy the customers as well as retain the customers. In addition to that technology has played a vital role in revolutionizing the food delivery service from phone based to online ordering to satiate the consumers' ever-changing demands & making its way to reach the top. In today's world the business of food delivery services is one of the fastest growing segments of E-Commerce. The major difference between traditional & online food ordering is the extent of interaction between the consumer & the seller. In this competitive world where everyone seems to be busy with their chores, the customers prefer ordering food from restaurants rather than cooking at home. The process of ordering food online is easy than the earlier method of placing order from the restaurants as it is annoying & highly time consuming. Therefore, the customers especially the youth find it very easy & convenient to order food online from the various online food portals & applications. As it not only gives them a choice but also provides a user-friendly interface adored by the consumer.

II. REVIEW OF LITERATURE

Dr. S. Shanthi & D.K (2015) has viewed that increasing number of people are gravitating towards more & more use of Internet as the accessibility of technology & availability of information through internet is increasing as well as evolving. [4]

According to Varsha Chavan,P.J (April,2015) for customers to view, order & navigate has helped the restaurants in managing orders from customers immediately. The capabilities of wireless communication & smart phone technology in fulfilling & improving business management & service delivery. [7]

According to Dr. Sonal & R. K Sharma (2015) the prospect of online marketing is increasing in India with the increasing internet literacy. [3]

According to H.S Sethu & Bhavya Saini (2016) their aim was to investigate the student's perception, behavior & satisfaction of online food ordering & delivery services. Their study reveals that online food purchasing services help the students in managing their time better & effectively. It is also found that ease of availability of their desired food at any time & easy access to internet are the prime reasons to order food online. [5]

Dr. N. Sumathi,S Josphin (2017),in their study enables online food ordering system is one of the largest services for fast food restaurants. This is made possible to use of easy electronic payments system & also useful for making easy payments for credit card consumer. [2]

Rathore et al. (2018) opines that 50.8% of people order food delivery service since they don't like to cook & the online food services also deliver directly to their homes or office within 60 minutes. [6]

Arji Mariam Jacob et al. (2019) states that the mobile applications like Swiggy, Zomato,Uber eats & others provide the customers countless varieties of dishes from different nearby restaurants & customers can easily place orders. [1]

III. THEORETICAL FRAMEWORK

The Theory of Diffusion of Innovation (DOI) is used in this research.

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This theory is developed by E.M Rogers in the year 1962 & is one of the oldest theories. The theory emphasis upon how an idea or communication spreads in a social system. The end result of this theory of Diffusion is that how people being a part of the social system adopt to a new idea, behavior or a product.

The present research paper shows about the influence of innovative start –up companies on the general public. The Online food delivery applications through mobile & internet are one such innovative concept. Over a period of time this innovative concept is gaining tremendous popularity & momentum.

A. OBJECTIVES OF THE STUDY

1. To study how the online food delivery services are perceived by the consumers.

2. To study the various factors that influences the consumers to choose online food delivery services.

3. To find out the best predicting factor which influences the consumers to choose online food portal services

4. To draw conclusions regarding the perceptions of consumers towards online food delivery services.

B. SCOPE OF THE STUDY

The study is basically conducted to know how the consumers perceive the online food delivery services & the perception of the consumers vary under different situations & circumstances. We can have a better understanding about the online food delivery system. We can know the perception of the consumers regarding the Online Food delivery services in Hyderabad & the variables affecting their perception. As such the findings may help the online food service providers to work upon these variables to fill the gaps in the mindset of the consumers.

C. RESEARCH METHODOLOGY

The study is based on the collection of primary data. A structured questionnaire was designed & the data was collected from the respondents. It was designed in such a manner so that it caters all areas of the study. The data was collected from the consumers by e-mails & sharing through Whatsapp groups directing through Google Forms. The survey was conducted in different areas of Hyderabad & 216 responses were collected. The data was collected by the convenience sampling method. The population consists of students, Service, Self-employed, Professional & Housewife of different areas in Hyderabad. All the variables used in the study are on 5-point Likert Scale ranging from strongly agree to strongly disagree. The Secondary data was collected by means of articles & web resources from the Internet. The statistical tools used for the study are:

1. Descriptive statistics
2. Chi square test to fulfill the research
3. Cronbach's alpha test was done by using the SPSS 24.0 version.

D. HYPOTHESIS OF THE STUDY

H_{01}: There is no significant association between the Marital Status of the consumers & the company which provides the best quality services.

H_{02}: There is no significant association between the Age of the consumers & the Income of the consumers.

E. LIMITATION OF THE STUDY

A small sample of 216 respondents have been taken for the study & carried out in different areas in Hyderabad, as such the findings may not be applicable to other areas of the nation because of social & cultural differences.

IV. ANALYSIS
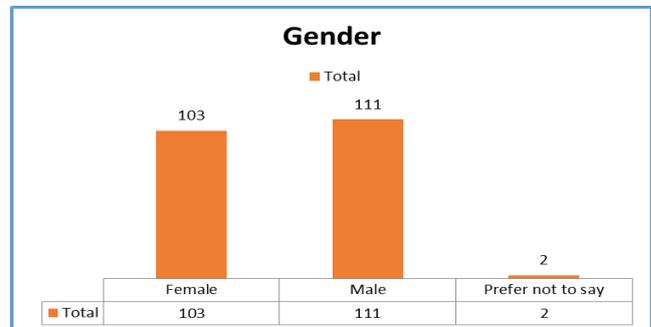
Fig. 1. Chart on Gender

Interpretation: It is analyzed from the survey that out of the total respondents of 216, the males constitute 111 & the females constitute 103 in number & 2 prefer not to say.
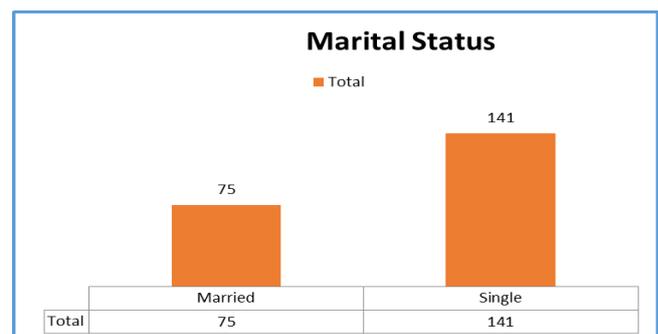

Fig. 2. Chart on Marital status

Interpretation: It is analyzed from the survey that out of the total respondents of 216, the demographic profile of marital status shows married constitute 75 & the unmarried constitute 141 in number.
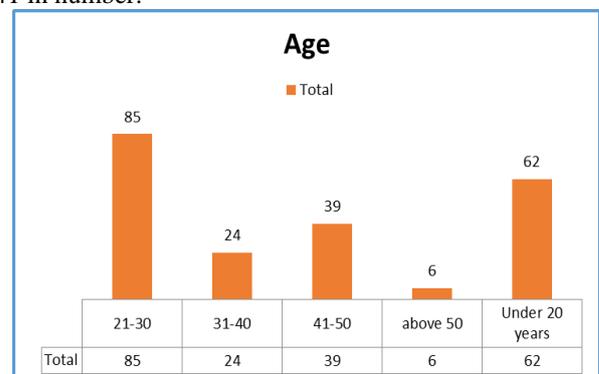

Fig. 3. Chart on Age

Interpretation: It is analyzed from the survey that out of the total respondents of 216, the demographic profile of age shows that 85 are in the age group of 21—30, 24 in group of 31—40, 39 in group of 41—50 ,6 are above 50 yrs & 62 are under 20 yrs of age.
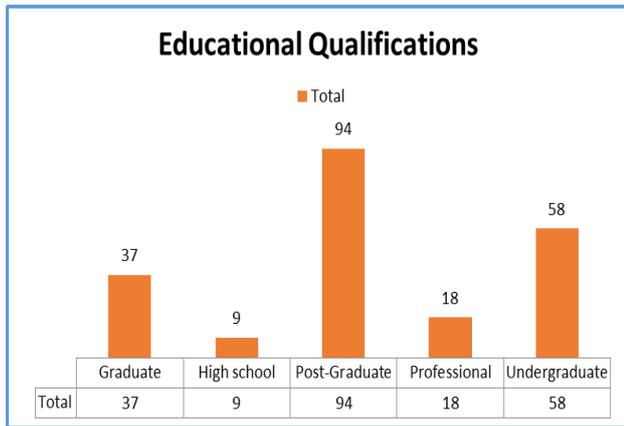
Fig. 4. Chart on Educational Qualification

Interpretation: It is observed from the survey that regarding the educational qualifications of the respondents it is seen that 37 in number constitute Graduates ,9 of high school ,94 are Post-Graduates, 18 are Professionals & 58 are undergraduates in number.
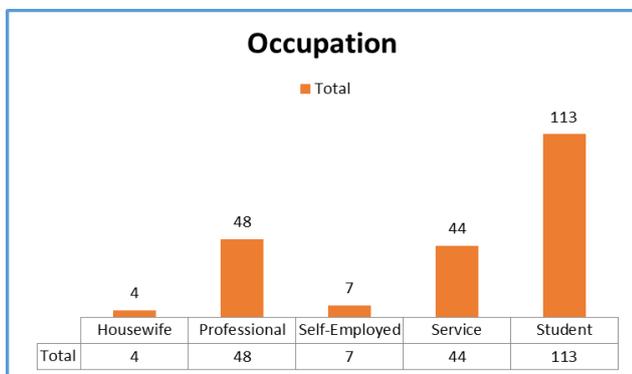

Fig. 5. Chart on Occupation

Interpretation: The above table shows that regarding the demographic profile of occupation 4 constitute the housewife's, 48 are the professional, 7 are self-employed, 44 are service & 113 belong to the student category.
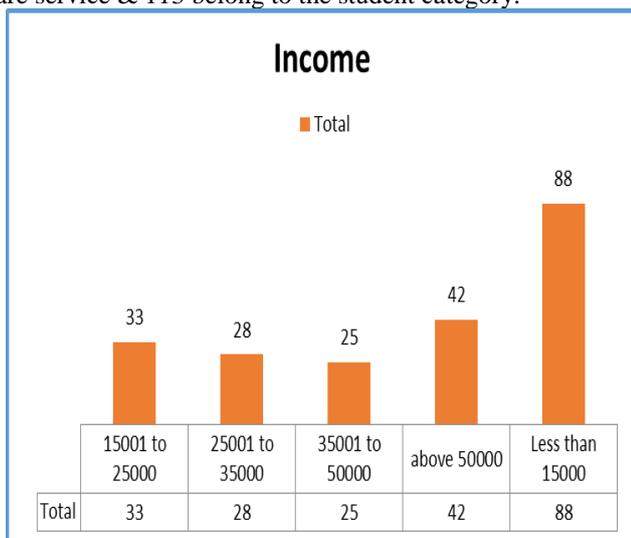

Fig. 6. Chart on Income

Interpretation: The above table shows that regarding the demographic profile of Income shows that 33 in number constitute the income group of 15000—25000,28 in group of 25000—35000, 25 in group of 35000—50000,42 above 50000 & 88 are less than 15000 of income bracket.
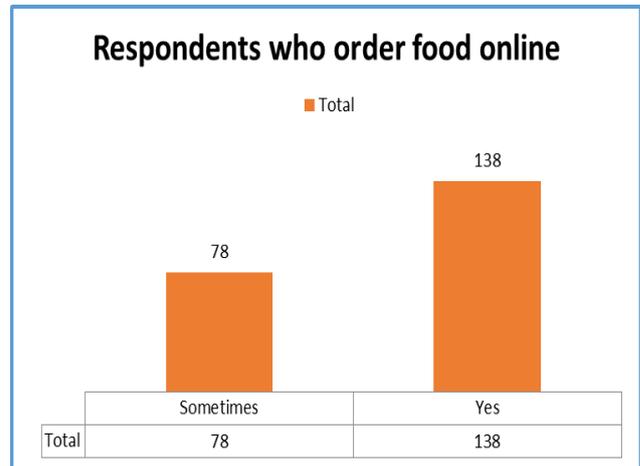

Fig. 7. Chart on respondents who ordered food online

Interpretation: The above table shows that the respondents who order food online showing 78 in number order food online sometimes & 138 do order food online.
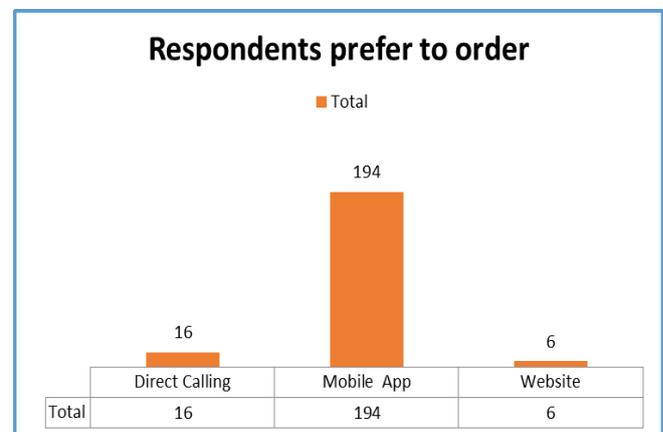
Fig. 8. Chart on preference to order

Interpretation: The above table shows that the respondents who prefer order food online are 16 in number order food online by direct calling, 194 by mobile app & 6 by website in number.
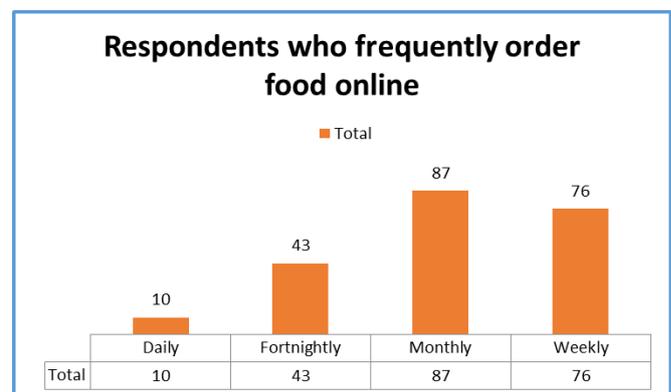
Fig. 9. Chart on frequently order food online

Interpretation: The above table shows that regarding the demographic profile of respondents who frequently order food online which constitute 10 who order daily,43 order fortnightly ,87 order monthly & 76 order weekly category.

Respondents have been ordering food online

Fig. 10. Chart on ordering food online

Interpretation: The above table shows that regarding the demographic profile of respondents who have been ordering food online since 1—2 yrs are 111 in number, 47 less than a year & 58 more than three years frequently ordering food online.

**Respondents most preferred payment mode**
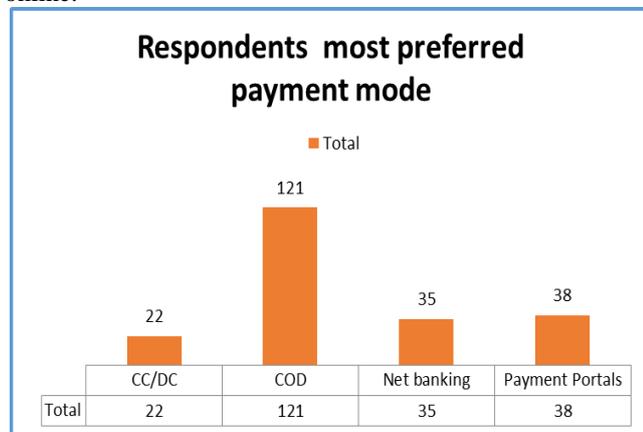
Fig. 11. Chart on payment mode

Interpretation: The table above analyzed shows that the respondents most preferred payment method is 22 in number prefer CC/DC, 121 prefer COD, 35 prefer Net banking & 38 prefer the payment portals.

Most preferred meal by the respondents
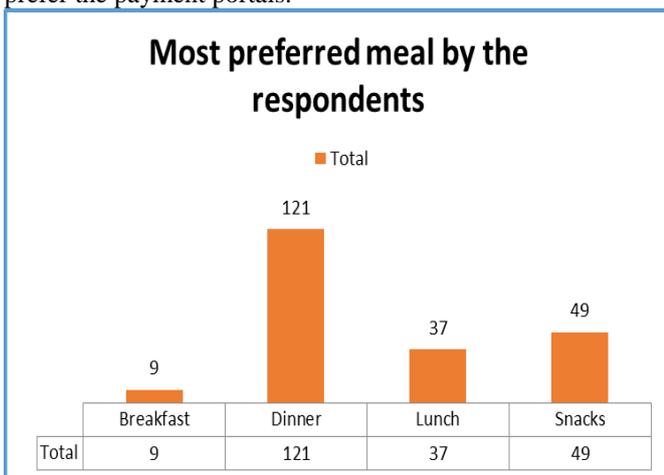
Fig. 12. Chart on preference of meal

Interpretation: The survey shows that the most preferred meal by the respondents is 9 prefer breakfast, 121 prefer Dinner, 37 prefer lunch & 49 prefer snacks to be ordered by online food services.

Respondents spend approximate amount for ordering food online
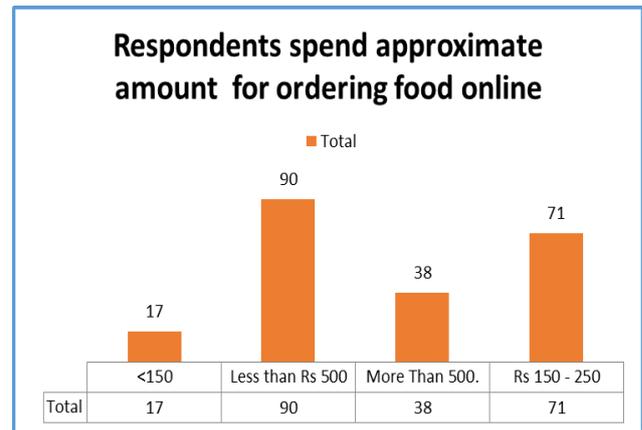
Fig. 13. Chart on amount spent for ordering food online

Interpretation: The survey shows that the approximate amount spend by the respondents for ordering food online are 17 for less than Rs.150/-, 90 for less than Rs.500/- ,38 for more than Rs.500/- & 71 for Rs 150-250/-.

The most preferred online food service portal
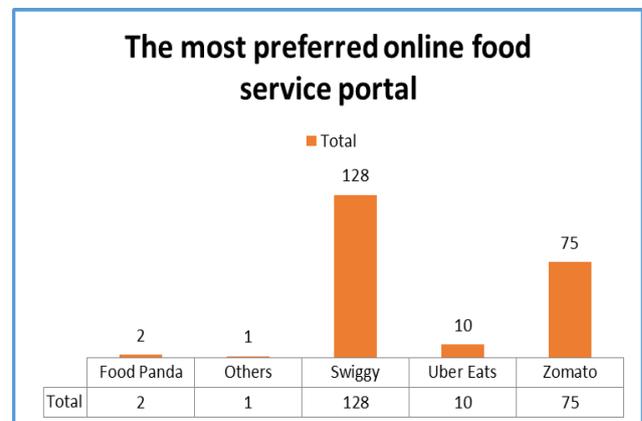
Fig. 14. Chart on preferred online food service portal

Interpretation: The survey shows that the most preferred online food service portal preferred by the sample respondents are 2 for Food panda, 128 for Swiggy,10 for Uber eats & 75 for Zomato in number.

The Company good at on time delivery

Fig. 15. Chart on good company based on delivery time

Interpretation: The above table shows that the company which delivers on time are showing the respondents 1 for food panda,3 for others ,130 for Swiggy, 9 for Uber eats & 73 for Zomato.
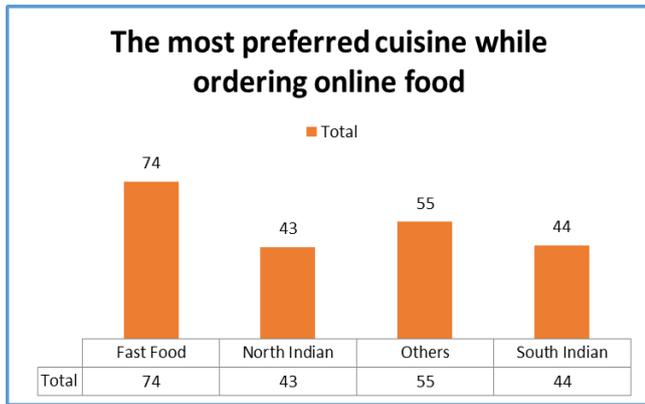
Fig. 16. Chart on cuisine while ordering food online

Interpretation: The above table shows that the most preferred cuisine while ordering online food shows that 74 of the sample respondents prefer fast food, 43 prefer North Indian, 55 prefer others, 44 prefer south Indian cuisines.
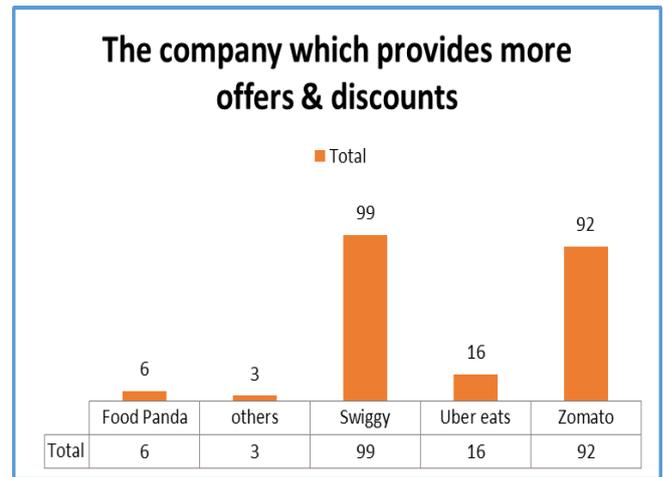
Fig. 17. Chart on offers & discounts

Interpretation: According to the survey it is analyzed that the company which provides more offers & discounts by the sample respondents are 6 for food panda, 3 for others ,99 for Swiggy ,16 for Uber eats ,92 for Zomato have given their votes.
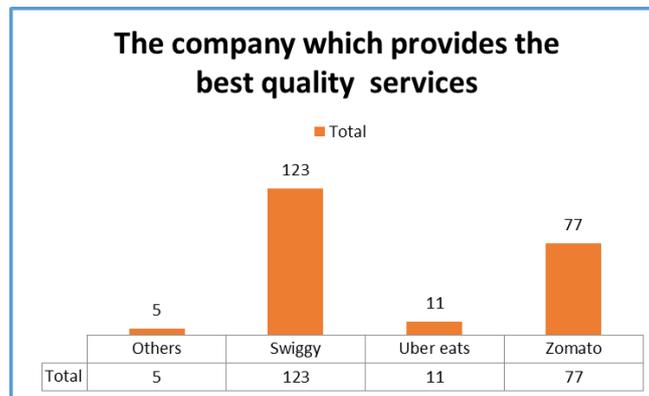

Fig. 18. Chart on best quality services

Interpretation: According to the survey it is analyzed that the company which provides the best quality services by the sample respondents are 5 for others. 123 for Swiggy , 11 for Uber eats & 77 for Zomato.

V. HYPOTHESIS OF THE STUDY

H01: There is no significant association between the Marital Status of the consumers & the company which provides the best quality services.

Table - I: Cross table on marital status and company providing best quality services

Marital status * Which Company provides the best quality services Cross tabulation

			Which Company provides the best quality services				Total
			Others	Swiggy	Uber eats	Zomato	
Marital status	Married	Count	1	47	1	26	75
		Expected Count	1.7	42.7	3.8	26.7	75.0
	Single	Count	4	76	10	51	141
		Expected Count	3.3	80.3	7.2	50.3	141.0
Total		Count	5	123	11	77	216
		Expected Count	5.0	123.0	11.0	77.0	216.0

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Table – II: Chi-Square Test Result

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.358[a]	3	.225
Likelihood Ratio	5.150	3	.161
N of Valid Cases	216		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.74.

The p value is greater than the standard alpha value therefore the null hypothesis is accepted that asserts that the two variables are not independent of one another. To put it simply, the result is insignificant -- the data suggests that, that the variables Marital Status & the company which provides the best services are not associated with each other.

H_{02}: There is no significant association between the Age of the consumers & the Income of the consumers.

Table – III: Chi-Square Test Result

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	112.479[a]	16	.000
Likelihood Ratio	127.577	16	.000
N of Valid Cases	216		

a. 10 cells (40.0%) have expected count less than 5. The minimum expected count is .69.

The p value is smaller than the standard alpha value therefore the null hypothesis is rejected that asserts that the two variables are independent of each other. To put it simply, the result is significant -- the data suggests that, the variables Age & the Income of the consumers are associated with each other.

Reliability Test to Analyze the Internal Consistency among Factors that encourage to opt for Online Food Delivery Services

H_0: There exists no internal consistency among the nine factors.

H_1: There exists an internal consistency among the nine factors.

Nine Factors considered during analysis are:
1. Convenience
2. Time & Delivery
3. Easy Accessibility
4. Flexibility
5. Promotions & Discounts
6. Ease of Payments
7. Rewards & Cash backs
8. Customer Service
9. Food quality

Table - IV: Reliability Test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.743	.743	9

*The alpha coefficient for the nine items is 0.743, suggesting that the items have relatively high internal consistency. (Note that a reliability coefficient of 0.70 or higher is considered "acceptable" in most social science research situations)

Table - V: Mean Rank

Item Statistics

	Mean	Std. Deviation	N
Convenience	**2.48**	1.391	216
Time & Delivery	2.11	1.278	216
Easy accessibility	2.15	1.398	216
Flexibility	2.19	1.320	216
Promotions & Discounts	**2.41**	1.312	216
Ease of Payments	2.19	1.381	216
Rewards & Cash backs	**2.47**	1.149	216
Customer Service	2.15	1.312	216
Food Quality	2.28	1.353	216

Interpretation: From the above analysis it can be concluded that: "Convenience" of online food delivery services is the most important parameter which encourages the customer for online food services followed by "Rewards & cash backs" & "Promotions & Discounts"

VI. RESULTS

1. It is analyzed from the survey that out of the total respondents of 216, the males constitute 111 & the females constitute 103 in number & 2 prefer not to say which means that the males are more inclined towards online food apps.

2. It is observed from the survey that out of the total respondents of 216, the demographic profile of marital status shows married constitute 75 & the unmarried constitute 141 in number which shows that the unmarried are more inclined towards the online food portals.

3. It is analyzed from the survey that out of the total respondents of 216, the demographic profile of age shows that 85 are in the age group of 21—30, 24 in group of 31—40, 39 in group of 41—50 .6 are above 50 yrs & 62 are under 20 yrs of age,it is seen that the youngsters in the age group of 20-30 years are more interested in online food delivery services.

4. The survey shows that regarding the demographic profile of occupation 4 constitute the housewife's, 48 are the professional, 7 are self-employed, 44 are service & 113 belong to the student category. The professionals & the students are more inclined towards the online food apps.

5. It is observed from the survey that regarding the educational qualifications of the respondents it is seen that 37 in number constitute Graduates ,9 of high school ,94 are Post-Graduates, 18 are Professionals & 58 are undergraduates in number.

6. The survey shows that regarding the demographic profile of Income shows that 33 in number constitute the income group of 15000—25000,28 in group of 25000—35000, 25 in group of 35000—50000,42 above 50000 & 88 are less than 15000 of income bracket.

7. The survey shows that the respondents who order food online shows, 78 in number order food online sometimes & 138 do order food online shows that the changing preferences of the people in ordering food online.

8. The analysis shows that the respondents who prefer order food online are 16 in number order food online by direct calling,194 by mobile app & 6 by website in number which shows that the greater number of the sample respondents opts for ordering through the mobile applications.

9. The analysis shows that regarding the demographic profile of respondents who frequently order food online which constitute 10 who order daily,43 order fortnightly ,87 order monthly & 76 order weekly category which shows that mostly people prefer to order food weekly & monthly.

10. The survey shows that regarding the demographic profile of respondents who have been ordering food online since 1—2 yrs are 111 in number, 47 less than a year & 58 more than three years frequently ordering food online.

11. The survey analyzed shows that the respondents most preferred payment method is 22 in number prefer CC/DC, 121 prefer COD, 35 prefer Net banking & 38 prefer the payment portals. Showing that the sample respondents prefer to pay COD compared to other modes of payment.

12. The survey shows that the most preferred meal by the respondents is 9 prefer breakfast, 121 prefer Dinner, 37 prefer lunch & 49 prefer snacks to be ordered by online food services.

13. The survey shows that the approximate amount spend by the respondents for ordering food online are 17 for less than Rs.150/-, 90 for less than Rs.500/- ,38 for more than Rs.500/- & 71 for Rs 150---250/-.

14. The survey shows that the most preferred online food service portal preferred by the sample respondents are 2 for Food panda, 128 for Swiggy,10 for Uber eats & 75 for Zomato in number shows the top online food portal opted by the customers is Swiggy.

15. The above survey shows that the company which delivers on time are showing the respondents 1 for food panda,3 for others ,130 for Swiggy, 9 for Uber eats & 73 for Zomato.

16. The analysis shows that the most preferred cuisine while ordering online food shows that 74 of the sample respondents prefer fast food, 43 prefer North Indian, 55 prefer others, 44 prefer south Indian cuisines.

17. According to the survey it is analyzed that the company which provides more offers & discounts by the sample respondents are 6 for food panda, 3 for others ,99 for Swiggy ,16 for Uber eats ,92 for Zomato have given their votes.

18. According to the survey it is analyzed that the company which provides the best quality services by the sample respondents are 5 for others. 123 for Swiggy , 11 for Uber eats & 77 for Zomato.

19. The highly influencing factors to the customers' for going to the online food delivery services are Convenience, Rewards & Cash backs followed by Promotions & Discounts.

V. CONCLUSIONS

The Food Applications have become a major hit in our country these days. There are several food delivery applications which can be downloaded from the comfort of our homes by smart phones to order food online. It is found that the factors which greatly influence online ordering of food is convenience, rewards & cash backs & promotions & discounts. It is also from the comfort of home, easy & fast delivery. It has definitely made an impact on the traditional method of dining together. The electronic food delivery services provide all details of orders & provide best customer service. The study discloses that the youngsters are more inclined to online food delivery services rather than the elders. Swiggy is the most preferred online food application in terms of popularity, delivery time, offers & discounts & quality services. The most preferred meal is dinner followed by snacks. The other online food portals should adopt the marketing strategies followed by Swiggy to increase their sales as well as increased customer satisfaction. The growing popularity of online food delivery services is found among the students & the working classes. The increasing purchasing power, changing lifestyles & the innovative & competitive practices adopted by the online food service portals are gradually transforming the online food ordering scenario in India.

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Retrieval Number: E5859018520/2020©BEIESP
DOI:10.35940/ijrte.E5859.018520
Journal Website: www.ijrte.org

Published By:
Blue Eyes Intelligence Engineering
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