



CUSTOMER PERSPECTIVES TOWARDS FOOD DELIVERY APPS AT ARIYALUR

Mr. P SETHU BHARATHI BCA., MBA.,

School of Management studies, Sathyabama Institute of Science and Technology

Chennai, Tamilnadu, South India

sethubharathi7818@gmail.com

Dr. J RANI MBA, M.Phil, Ph.D

Professor, Sathyabama Institute of Science and Technology

Chennai, Tamilnadu, South India

rani.soms@sathyabama.ac.in

ABSTRACT

e-commerce- a trending wave in the field of trade and commerce of that food delivery applications have created a tremendous flow among the youth and almost every street of all the cities gives a sight of traffic on spise ten ten flyer eats etc various such food apps have been linked up with different restaurants to grasp the satisfaction of the foodies by delivering the food on their doorsteps consumer perception implies an individuals attitude towards a product or service provided to himher which is affected by advertisements reviews social media and personal experiences so being consumers the king of market influences to study their perception and awareness level of such food apps and the study would also attempt to understand the influencing factors of using such applications the study would be based on primary data and confined to ariyalur town considering the respondents of age group between 15years to 30 years the study shows the most preferred app used by the customer to order food online and factors leading to us considering it the most preferable app there are many factors related to customers ordering behavior- like price on-time delivery packaging peer service provider behavior platform design etc there is a gradual shift in the way people order food the purpose of this research is to know what factors define customers perceptions and to find the most popular app in the food delivery industry

keywords consumer perception food delivery applications influencing factors

INTRODUCTION

introduction the business of delivering ready-to-eat foodstuffs from restaurants to homes is undergoing a sea change as new online platforms enable food providers to capture markets and customers day by day the conventional mode of food delivery wherein customers order food online through the websites of restaurants or fast-food chains has now been replaced with the concept of aggregator business model here the business player provides a single window system enabling the customers to order food online from a wide variety of food providers registered on the portal the aggregator would charge a fixed margin of the order from the food provider and in turn handles the delivery of the food item at the doorstep of the consumer the focus has now shifted from technology to logistics consumer perception implies ones behavior towards any product or service marketed it is that marketing concept that encompasses a consumers acquaintance with offerings of any product or service of a

particular company consumer perception plays a vital role in the success of any marketed product or service as their attitude towards the particular product or service will decide the retainment of the product or service in the market the factors that decide customer perception are consistency of performance emotional connection, marketing communications and holistic marketing any marketing strategy needs to make sure whether the consumer had perceived with the same intention as what the company has thought of as its been observed that there always exists a difference between what the company tends to deliver to the consumer and the attitude with what consumer perceives it in this era of technology india is rich in food culture which is being now marketed with the help of various food applications like spise ten ten flyer eats etc that provide services to the users to explore the tastes of various restaurants sitting at residence or even at the workplace consumers even show a keen interest in all the inventions to get into the trend and explore new experiences with utmost

convenience and transparency and expect the same as 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.

REVIEW OF LITERATURE

the customers prefer eating as compared to going out to a restaurant when there are issues of traffic congestion this segment has therefore seen a growth of almost 100 in the last couple of years. the food industry startups are also exploring various avenues and coming up with innovative businesses like creating a meal box with all the necessary fresh food ingredients to cook as per the recipe provided to make a meal that the customer chooses or a salad box with ingredients and dressing of the customers choice

the food aggregators sign up restaurants to an online food and app platform so the customers have a wide choice to pick from and the order is then packed and delivered to the restaurant

food ordering and delivery companies take advantage of the opportunity to develop a faster customer base in the next few years market volume of online food delivery is 57 billion by 2022 to make the online food delivery market successful we can develop a referral system dashboard

according to their study young person is mostly like orders to online restaurant delivery using one of these services

based on past studies conducted in the area of online food ordering there is a clear indication that advocates lots of changes in this scenario especially when technology is growing by leaps and bounds

most of the studies have been embarked on to apprehend the attitude perception preferences etc towards online food ordering with the boom of smartphones in india more and more people prefer using mobile apps for doing routine things custom-made offerings as per the

customers predilections allow these mobile apps to bring in better results and make food ordering an easy task due to this change there arises a need to study and analyze the impact of demographics associated with food ordering through the recent development of the internet has augmented the e-commerce industries in a country like india e-commerce development has made online food ordering services seamless for people who want to get food delivered to their doorstep although consumers continue to go out for the meals consumers feel very convenient to order food online since it frees the customer from personally visiting the restaurants in this study our main focus was to analyze the perception of consumers toward online food ordering services to understand what factors have played a dominant role to attract consumers in developing countries like india towards them we

decided to study the consumer perception of online food ordering in this research paper two objectives were set for study it is appreciated by everyone as things being flexible enjoy a lot of perks and online food ordering is a very example of it no matter where you are at what time you want you can order, this is what the customer desires as things are being worked out

OBJECTIVES OF STUDY

- to study the concept of food delivery applications
- to analyze the benefits of the food delivery apps for the customers.
- to analyze factors affecting the attitude of customers regarding food delivery apps
- to find the most popular app in the digital food delivery app

METHODOLOGY

RESEARCH DESIGN

in the research process the first and foremost step is defining and selecting a research problem. a researcher should at first find the problem then he should formulate it so that it becomes susceptible to research for a systematic presentation the process of research may be classified under three stages- primary stages secondary stage and tertiary stage the primary stage includes observation interest formulating research problems documentation research designs the secondary stage includes project planning data collection questionnaire preparation analysis of data testing of hypothesis interpretation

SCOPE OF STUDY

food ordering app can sell food products preferred brands essential restaurant supplies and more through this online one-stop food store.

it provides you with a convenient way to sell from your food shopping app.

meals ordered online are directly delivered by the restaurant no matter if ordered via a platform eg delivery hero or a restaurant website eg dominos

online meal orders and delivery are both carried out by a platform eg swiggy zomato online orders that are picked up in the restaurant

DATA ANALYSIS

Age of the response:

Particular	No. of Respondent	Percentage of Respondent
15-20	25	12.5
20-25	113	56.5
25-30	37	18.5
30 above	25	12.5
Total	200	100

Source: Primary Data

INTERPRETATION

From the above table shows that the age of the response, 12.5% of 15-20, 56.5% of 20-25, 18.5% of 25-30, 12.5% 30 above of the respondent

Chart 1: Age of the response

PIE CHART

- 15 - 20 - 25
- 20- 25 - 113
- 25 - 30 - 37
- 30 above - 25



Table 19. On a scale of 1 to 5, how satisfied were you with the online ordering experience on food delivery apps

Particular	No. of Respondent	Percentage of Respondent
1	0	0
2	0	0
3	6	3.0
4	110	55.0
5	84	42.0
total	200	100

Source: Primary Data

20. On a scale of 1 to 5, how satisfied were you with the online ordering experience on food delivery apps

PIE CHART

- 1 - 0
- 2 - 0
- 3 - 6
- 4 - 110
- 5 - 84

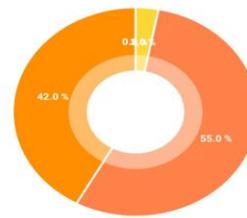


Table2: Gender of the response

Particular	No. of Respondent	Percentage of Respondent
Male	118	59.0
Female	82	41.0
Total	200	100

Source: Primary Data

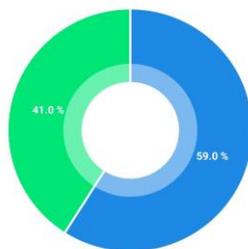
INTERPRETATION

From the above table shows that the gender of the response, 59.0% of male and remaining 41.0% of female respondent

3. Gender :

PIE CHART

- Male - 118
- Female - 82



Hypothesis

Null hypothesis (H0): There is no significant association between class and communication between students and teachers.

Alternative hypothesis (H1): There is a significant association between class and communication between students and teachers.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
quality * satisfaction	200	100.0%	0	0.0%	200	100.0%

quality * satisfaction Crosstabulation

Count		satisfaction			Total
		3	4	5	
quality	Flyer eats	1	42	23	66
	Spise	2	48	49	99
	Ten Ten	3	20	12	35
	Total	6	110	84	200

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.735 ^a	4	.068
Likelihood Ratio	7.662	4	.105
N of Valid Cases	200		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 1.05.

INTERPRETATION

since the p-value of 0068 is greater than 005 null hypothesis is accepted alternate is rejected hence there is a significant association between quality and satisfaction of customers

FINDINGS

- 56.5% of the respondent have 20-25 age the response
- 59.0% of the respondent have male gender response
- 42.5% of the respondent have student occupation in the response
- 46.0% of the respondent have weekly ordered food online in the response
- 46.0% of the respondent have chosen a spise food delivery app for ordering
- 39.5% of the respondent prefer lunch in the food delivery app
- 64.5% of the respondent have preferred cash on delivery while using the food delivery app
- 53.5% of the respondent have tolerance for up to 30 minutes from the ordering time
- 91.5% of the respondent have ordered food through apps
- 57.0% of the respondent have spent less than 250 rupees while ordering food through the food delivery app
- 60.5% of the respondent have chosen convenience for why do you prefer online food delivery
- 62.0% of the respondent have said that food quality is an important factor in the delivery process

SUGGESTIONS.

- ensure that you have enough time to dedicate to your course and that you can consistently attend all aspects of the program including any live teaching sessions
- make sure that you are aware of all the technical requirements before committing to starting an online course including any specific software or hardware equipment that you may need
- a reliable internet connection is vital you want to avoid being disconnected especially during live teachings such as webinars or workshops
- your study area should be conducive to your learning ensure that you have both sufficient lighting to avoid eye strain and a comfortable chair and desk to avoid any discomfort

- taking study breaks will help you concentrate on your learning engaging in some gentle physical activity such as going for a walk outdoors can help you to feel reenergized and return to your studies with more energy and focus

LIMITATIONS

- the study is confined to the ariyalur district only
- the study is based on the customer perspective toward food delivery apps
- the data collected for the research is fully on primary data given by the respondents there is a chance for personal bias
- due to storage of time and other constraints the study has been limited to 200 respondents only

CONCLUSION

more than 50 of the food market is in the unorganized sector however this market is growing in leaps and bounds due to growing urbanization increasing disposable income working women and a rapid increase in the use of smartphones

while new restaurants are coming up and technology is the need of the hour india is dominating the delivery market of the world investors realize that food intrinsically has repeat business value and the business models are highly scalable and capital efficient

there has been a 150 growth in the online food delivery business in the last year most of the players attribute this growth to 3 factors internet penetration smartphones gaining the status of a necessity in life and the restaurants being forced to explore delivery options to increase their business in the face of competition

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