

A Study no Consumer Preception Towards Delivery Apps

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Abstract

The purpose of this research is to find consumer behaviour towards Food Delivery Apps. The study shows most preferred app used by consumer to order food online and factors leading to us consider it the most preferable app. There are many factors related to customer's ordering behaviour- like price, on time delivery, packaging, peer service provider behaviour, platform design etc. There is gradual shift in way people order food. The purpose of this research is to know what are factors that defines consumer's perception and to find most popular app in the food delivery industry.

Keywords: Consumer Behaviour, Consumer preference, most affordable Food delivery App, most preferred online food delivering app, Factors related to customer's ordering behaviour

I. INTRODUCTION

Consumer perception implies one's 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 decide 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 it's been observed that there always exists 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, it's 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. 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, Consumer perception implies one's 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.

Objectives of the Study

The main objectives are

1. To evaluate its performance and acceptability in terms of security, user-friendliness, accuracy and reliability.
2. To develop a system that will surely satisfy the customer service.
3. To design a system able to accommodate huge amount of orders at a time.
4. To improve the communication between the client and the server and minimize the time of ordering.
5. To automatically compute the bill.

Primary Objective:

- The Primary Objective of the study is to know about the consumer perception on food apps.

Secondary Objectives:

- To analyse about the various factors that influences the consumers to choose online food delivery services.
- To analyse the most preferred online food delivery service portal by consumers.
- To analyse about that these service portals are time efficient.
- To know about the extent of consumer satisfaction towards online food apps.

Scope of the Study

- The study is basically conducted to know how consumers perceive the online food delivery services.
- The perception of consumers may vary under different circumstances. From this study, we can have a better understanding of the 'Online Food Delivery Service Market'.

We will know about the consumer perception regarding the services they provide and will get to know the variables affecting their perception

Need for the Study

- To know about the consumer perception on food apps.
- To know about the consumer perception about the services provided by the food delivery apps.
- To know the factors that led to the success of online food delivery apps in India. Therefore, these findings may help the service providers to work upon on these variables to fill up the gaps in the mindset of consumers.

Limitation of the Study

- ❖ The present study has the following limitations:
- ❖ The opinion elicited from the research conducted can't be taken as the opinion of the whole population.
- ❖ Data totally depends on the respondent's view, which could be biased in nature.
- ❖ Sample size of the study is limited to 30 due to time resources and constraints.
- ❖ Accuracy of data depends on the information provided by the respondents.

Review of Literature

❖ Sehat Murat Algos 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 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, experience of friends and family also in some cases prevents the consumers on using the process.

❖ Mr. Mathews Joao Chernenko, 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 Gadigal, with rapid urbanisation in the society, the food delivery services are at a targeted pace and adding to this scenario the number of smart phones 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.

❖ J. Das (2018) has studied, analysed and compared the top 4 food delivery apps namely, Zomato, Swiggy, Food panda and Uber eats. Providing better discounts” and “better choices of restaurants”, Zomato is positioned at the top by the customers. Zomato is also positioned at the top by the customers while considering delivery on time and good customer service. In both situations, customers ranked Uber eats in the last position.

❖ According to H.S. Sethu & Bhavya Saini (2016), they aimed to investigate the student’s perception, behaviour, and satisfaction of online food ordering and delivery services. Their study reveals that online food purchasing services help the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time easy access to the internet are the prime reasons for using the services.

Research Methodology

Methodology

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis. Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

Research papers, dissertations, thesis, academic journal articles, or any other piece of formal research will contain a section (or chapter) on research methodology. This section stipulates the methodological choices made and also substantiates why these choices were made. This section is therefore used by researchers to justify why the methods they employed are best suited to achieve the research objective and arrive at valid and reliable results. This section also allows readers to evaluate the reliability and validity of a study based on the relevance and effectiveness of the procedures employed.

Research Design

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is ‘Descriptive Research’. Descriptive research design: Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

Sampling Technique

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen. Non-probability sampling: Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection. Convenience sampling: A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

Sources of Data

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are: Primary data: The Primary data for this study was collected through questionnaire. Secondary data: Secondary data was collected from external sources like Websites, Journals etc.

Structure of Questionnaire

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic.

Sample Size

The sample size for the project had a target of 70-100 participants. The fixed target of the sampling size has been achieved as the total number of respondents for the 26-survey questionnaire was 100. Total of 100 responses helped the project to analyse more response and it helped to derive a conclusion regarding customer perception towards online food delivery apps.

Tools for Data Collection

The primary data is collected through a very well-defined structured questionnaire is formulated in the lights of objectives of the study and about 100 customers were surveyed through it. The questionnaire includes 5 points Ranking Scales. The Secondary data is collected from the company profile, company website, books, articles, and journals, etc

Tools for Data Analysis

For the analysis of the data and its interpretations, various tools of research where used.

- Chi square test
- Percentage analysis

Percentage Analysis

Simple percentage analysis refers to ratio. With the help of abolished the figure it will be the difficult to interpret any meaning from the collection data, the percentage are found out it becomes the easy to find the relative differences between two or more attributes.

Chi- Square Test

The chi-square test is an important test amongst the several tests of significance developed by statisticians. Chi-square, symbolically written as χ^2 (pronounced as Ki- square), is a statistical measure used in the content of sampling analysis for comparing a variance to a theoretical variance. As a non –parametric test, it “can be used to determine if categorical data shows dependency the two classifications are independent.

Data Analysis and Interpretation

Table No: 1.1 Age of the Respondents

Interpretation:

From the above table it is Interpreted that 64% of the respondents are 15-25 and 20% of the respondents are 26-35 and 12% of the respondents are 36-45 and 4% of the respondents are 46 & above

Chart 1.1 Age of the Respondents

Age	No of Respondents	% of Respondents
15-25	64	64
26-35	20	20
36-45	12	12
46 & Above	4	4
Total	100	100

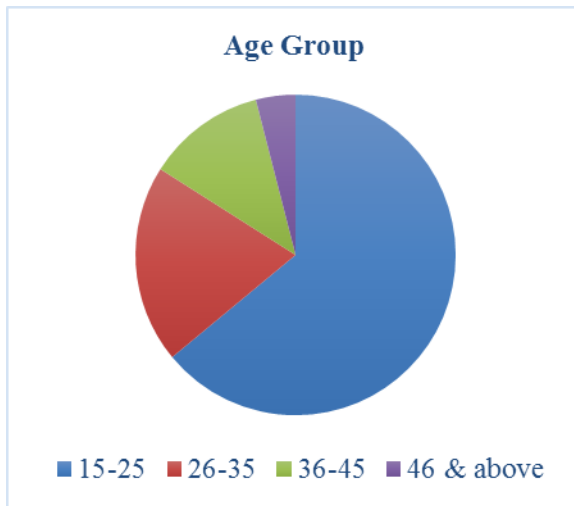


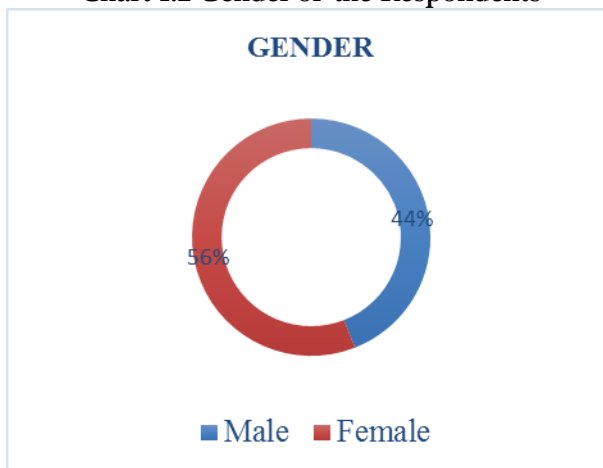
Table No: 4.2 Gender of the Respondents

Gender	No of Respondents	% of Respondents
Male	44	44
Female	56	56
Total	100	100

Interpretation:

Form the above table it is Interpreted that 44% of the respondents are male and 56% of the respondents are female

Chart 1.2 Gender of the Respondents



Finding of the Study

- Majority (60%) of the respondents are 15-25 years old
- Majority (56%) of the respondents are Female

Suggestion

- The service quality of food delivery apps needs to improve much more.
- They must want take a look on hygiene factor of food delivery apps.
- Quantity of food-on-food delivery apps has to be increased.
- Food delivery apps must want to make easier to use.
- The online payments make more safe and secure.
- Need an improvement in delivery time

II. CONCLUSION

After studied the customer's perception toward online food apps, it is concluded that every system has its strengths and weakness. The purpose of this online food ordering system is basically to save the time of the customers. The chief reason of electronic ordering is convenience. Nearly young customers are more likely to use online, mobile ordering. Customers between 15-25 years of age ordered more online food. The factors which influence the customer's choice of food delivery applications are quality of food, price of food, offers available, packing of food, delivery service etc. Most of the consumers have same level of perception on food delivery applications to conclude this research on customer's perception of food apps, it is thus inferred that a majority of people use food apps as it's the best way to save time and is convenient. Furthermore, ordering via food apps is a precise operation. Among the respondents, the most preferred food app is Swiggy, and cash on delivery is the safest and most secure form of payment. The study also states that all age and income groups use food apps, and they are happy with the service quality, hygiene, and packaging system, which make people order from food apps. The questionnaire had very interesting answers such as do people still prefer cash on delivery as a preferred mode of payment as compared to the trendy online payment. Furthermore, the questionnaire also found that some people still prefer the old fashion way by ordering over the telephone and overall people get influenced by offers and variety of food apps and they are preferred as they are the fastest way of ordering food. The overall reflection on this research states that all the customers use food apps in today's day and age because of its rapid response. It enhances my understanding of people's preferences, the efficacy in time management, affordability, food preferences, discounts available and door-to-door service without compromising on quality

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