

Consumer Perception of Online Food Delivery Apps in Kochi

Arji Mariam Jacob, N.V. Sreedharan, Sreena.K

Abstract: A single window for ordering from a wide range of restaurants, online food delivery mobile applications has become popular over these years. This trend has changed the mindset of customers, gratifying users of different age groups. There are wide varieties of restaurants now delivering online services at best offers and reasonable prices. This, indeed, has expanded their daily business, witnessing a boom in online food delivering system as well as popularizing it across the country. The online food ordering system sets up a food menu online with the help of mobile applications like Zomato, Swiggy and Uber Eats. Science and technology is developing day by day and undoubtedly, it can be said that the invention of internet has expanded the country's online business enterprises. From booking tickets, paying bills, buying utensils and so on, internet has endorsed everyone in many ways and the recent development is food delivering applications where the desired food items are delivered at the user's doorstep. It frees customers from visiting the eateries and also the long wait in restaurants. In this study, the main focus is to analyze the perception of consumer towards online food ordering services. The research takes both quantitative and qualitative approach to the study.

Keywords: Online food, Food delivery, Mobile application Swiggy, Zomato, Uber eats, Restaurant, E-Commerce, Customer Perception

I. INTRODUCTION

Online food delivery is a service in which a store or restaurant delivers food to a customer through the restaurant's website. Many restaurants are witnessing an increase in business, as ordering food online becomes more and more popular across the country. An online food menu is created in each mobile application.

Mobile applications like Zomato, Swiggy, Uber Eats provide the customers countless varieties of dishes from different nearby restaurants and customers can easily place the order.

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Arji Mariam Jacob, M.Phil Research Scholar, Department of Visual Media & Communication, Amrita School of Arts & Sciences, Kochi, Amrita Vishwa Vidyapeetham, India

N.V.Sreedharan, Professor, Department of Visual Media & Communication, Amrita School of Arts & Sciences, Kochi, Amrita Vishwa Vidyapeetham, India

Sreena.K, Assistant Professor, Department of Visual Media & Communication, Amrita School of Arts & Sciences, Kochi, Amrita Vishwa Vidyapeetham, India

These mobile applications provide a tracking system where the customers become more acquainted with each progression of delivering. They place the order in the respective restaurant and customers can track the order. The payment options include either online or by cash-on-delivery (COD) system. These apps also provide a feedback system where the users can provide feedbacks and recommendations, rate the food item and mode of delivering.

Orders with discounted rates are more desirable for the customers. Besides, it is more convenient, reliable, and hassle free. Another attractive feature of online food apps is that it is more cost-effective as it offers the users a large vary of expediency and preferences to pick from. Sources reveal that there has been a significant increase in restaurants and food businesses since users opt more for take-away and home delivery. Most users favor online apps as food-on-click feature makes it possible to get food delivered right at their door instantly. This, in a way, has boosted the restaurant business widely.

Unarguably, the increased reach of internet has benefited the customers in buying food online and the perception of online purchasing as well. As a result, e-commerce business is flourishing in Kochi.

II. REVIEW OF LITERATURE

Priyadharshini (2017) states that India has more individuals between the ages of 10 and 24, making it the world's biggest youth populace. With increasingly youngsters entering the workforce every day, development in the economy, a rising female work power, and expanded portability among shoppers, the customarily troublesome Indian market has changed and is needing for a progressively assorted menu.

Samsudin et al. (2011) points out that alongside client feedback for an eatery, a plan and execution of wireless food ordering framework was completed. It empowers cafes proprietors to setup the framework in wireless environment and update menu presentations effectively. Advanced mobile phone has been coordinated in the adaptable wireless food ordering system requesting framework with continuous client criticism execution to encourage ongoing correspondence between eatery proprietors and clients.

Rathore et al. (2018) states that 50.8% of people order food delivery service since they don't like to cook, as it enables clients to have food delivered directly to their home or office in under 60 minutes.



Pathan et al. (2017) states that with online food ordering system, a restaurant and mess menu online can be set up and the customers can easily place order. Also with a food menu online, orders can be easily tracked, it uphold customers' database and develop the food delivery service. The restaurants and mess can even modify online restaurant menu and upload images easily. Having a restaurant menu on internet, potential customers can easily access it and place order at their convenience. Thus, an automated food ordering system is presented with features of feedback and wireless communication.

III. OBJECTIVES

1. To study the influence of online food delivery mobile applications on youth.
2. To understand the factors leading to the boom of online food ordering system.
3. To study the impact of online food delivery mobile apps on traditional way of food serving.
4. To understand the psychological factors associated with the boom of online food delivery apps.
5. To study the factors restraining the non-users of food apps.

IV. HYPOTHESIS

1. Online food delivery mobile apps have acceptance and influence among youth and student and have benefited the working class.
2. The convenience provided by online food delivery apps draws users more towards it.
3. The online food delivery system has made a negative impact on the traditional way of food serving.
4. Less human or social interaction is one of the causes for the wide acceptance of online food delivery system.
5. Health and quality are matters of concerns in using food apps.

V. RESEARCH QUESTIONS

1. What effects have online food apps had over youth?
2. What are the factors which persuade people more to food applications?
3. Has online food ordering system affected the way of dining together?
4. Do people prefer online food apps as it need only less human interaction?
5. What are the factors which restrain people from using food apps?

VI. METHODOLOGY

Theoretical Framework

The theory used in this research is Diffusion of Innovation. Diffusion of Innovation (DOI) Theory, developed by E.M. Rogers in 1962, is one of the oldest social science theories. It originated in communication to explain how, over time, an idea or product gains momentum and diffuses (or spreads)

through a specific population or social system. The end result of this diffusion is that people, as part of a social system, adopt a new idea, behaviour, or product.

In this research paper, the main idea put forth by the researcher is about the influence of innovative start-up companies on the general public. One such innovative concept is food delivery applications via mobile phone and internet. This is the creative concept or innovation which serves as the backbone of this study; that is, ordering food using mobile phones or presenting the menu card of any restaurant in front of a person and ordering food or making food available at the doorstep and paying bills or even tracking the delivery just with a few clicks. Over time, this idea of buying food online rather than going to a restaurant and waiting for food spreads or diffuses among the public and gains popularity and momentum. This is the concept of innovation mentioned in the theory, Diffusion of Innovation.

VII. RESEARCH DESIGN

In this research, a mixed approach of both quantitative and qualitative method is taken for the collection of data and its analysis. In quantitative approach, data is collected through survey method by distributing questionnaire among 300 users and 100 non-users of online food delivery applications of different age groups from 18 to 40 and 18 to 58 respectively. In qualitative approach, review of secondary literature, news reports and articles on different online food delivery mobile applications are analyzed.

The main focus of the research is to understand the influence of online food delivery applications on its users. The first set of questionnaire for the users of online food delivery apps answer queries like various factors leading to its boom and thrive; its impact on the traditional way of food serving where people dine together and serve food with their whole family.

The study also tries to understand if there are any psychological factors associated with buying food via internet, that is, if users prefer online food delivery applications as it need not require any human interaction, unlike the most common way of going to a restaurant, enquiring about a particular cuisine or food item and ordering it for having it from there or getting take away. The second set of questionnaire to the non-users explains the barriers or the factors which restrict people from using these food ordering applications.

In qualitative approach, content analysis of news stories, published journals and articles related to the subject of study are done.



VIII. FINDINGS AND INTERPRETATIONS

Following is the graphical representation of responses from the 300 users of online food delivery apps.

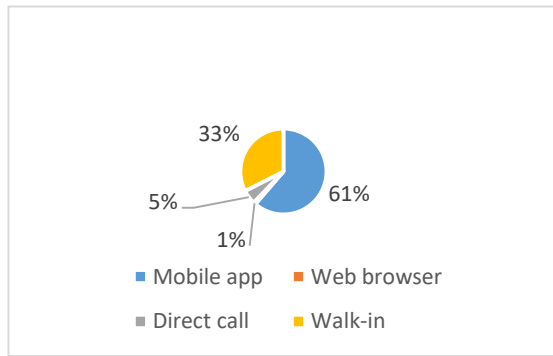


Fig. 1 How do you prefer to buy food?

It is evident from the diagram that most people prefer mobile applications or food apps to walk-in or any other means of buying food. 61% of respondents buy food using different mobile applications whereas 33% prefer walking in to a restaurant. 5% buys food by directly calling in to the preferred restaurant and then ordering food and the remaining 1% uses web browser for buying food. The influence of online food delivery applications on youngsters is very well-defined from the findings.

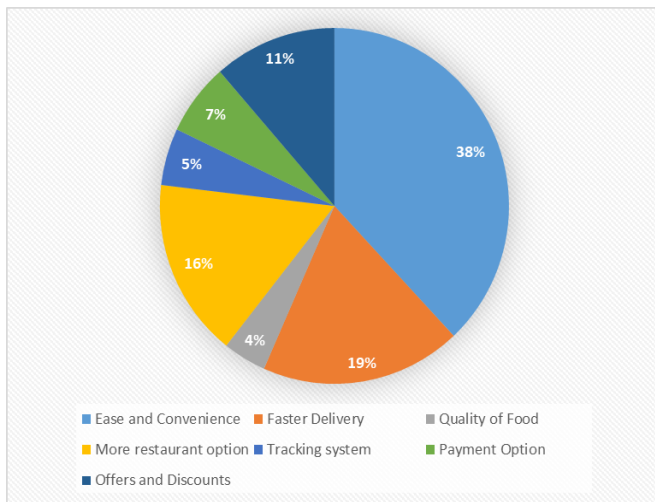


Fig. 2 Why do you use mobile apps for buying food?

The graph makes it obvious that there are several factors attracting users more to food apps. The findings of the survey show that 38% of users prefer online food delivery apps because of the ease and the convenience it provides, where 19% prefer it due to its faster delivery, 16% uses food apps for its wide-ranging restaurant options and 11% opt for food apps owing to offers and discounts. The graph, therefore, precisely indicates the factors leading to the boom of online food delivery apps.

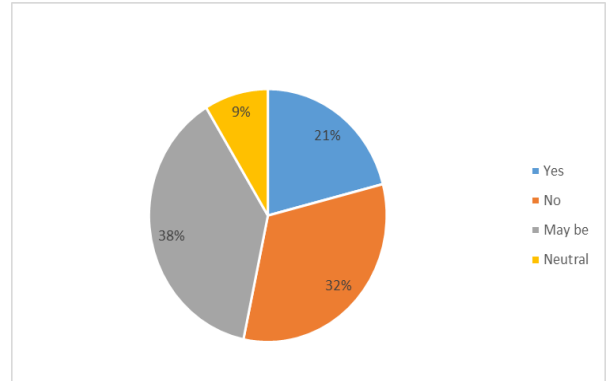


Fig. 3 Do you think users prefer food delivery apps because it requires only less human interaction?

The survey points out that having no or less human interaction has a significantly less effect on the users of online food delivery applications. The findings of the survey show that 21% of respondents think that users prefer online buying as it reduces human interaction whereas 32% of users are against it. 38% of them think that users may prefer food apps due to less human interaction. The remaining 9% have a neutral opinion.

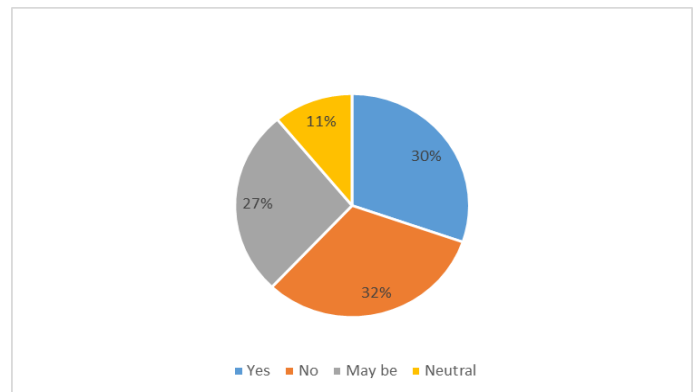


Fig. 4 Do you think buying food online has affected the traditional way of dining together?

On analyzing the survey, it is clear that 30% of users agree with the idea that buying food online affects the traditional way of dining together and 27% thinks that online buying may affect dining together. On the contrary 32% of respondents are against this and the remaining 11% have a neutral opinion to the question.

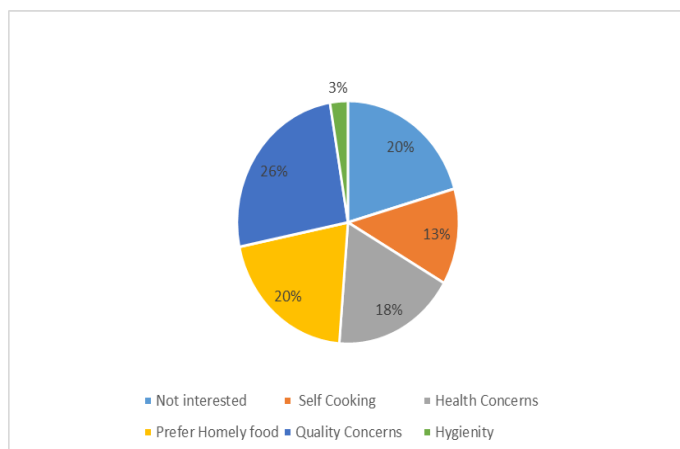


Fig. 5 What are the factors restraining users from using food applications?

The survey conducted for the non-users of food application shows that 26% do not use food applications as they are concerned about quality of food. 18% of respondents have health concerns and 20% are not interested in buying food online. Another 20% of respondents do not use food apps as they prefer homely food.

IX. CONCLUSION

Apps for food delivery have now become a major hit in India. There are several food delivery apps in India that can be downloaded from the comfort of homes on smart phones to order food on the go.

On analyzing the consumer perception of online food delivery applications in Kochi, it can be concluded that online food ordering system has its benefits and limitations. The chief reason of electronic ordering is convenience. Based on the result of this research, it is understood that online food delivery application helps customers in the easy and fast ordering of food. It gives every detail of the customer's order, thereby providing the best customer service. The tracking system is an added advantage for the users. Online food ordering system maintains the service provider to keep a database and enhance the customer experience. Through the survey conducted, it was found that majority of users thinks that people opt for online food delivery applications as it requires only less human interaction and that online food ordering has made an impact on the traditional way of dining together.

The study discloses that youngsters are more inclined to online food delivering system as compared to elder people. The study poses ease and convenience as the most influencing factor on online food ordering. The second most influencing factor is faster delivery and more restaurants option; the next most influencing factor is discounts and special offers.

The study highlights that users often place orders on weekends and holidays. The most preferred meal of users is dinner followed by snacks. The study also reveals that Swiggy is the most preferred app among the selected food delivering applications. Even though a large portion of people in Kochi

uses online food delivery applications, there, still, are people who does not use food applications due to health and quality concerns.

In a nutshell, it is found that majority of users falls under the category of students and working individuals which indicates the growing popularity of the online food ordering system among youngsters. The changing lifestyle of the consumers and expansion of online activity in India has undoubtedly transformed the trends in online food ordering scenario.

X. LIMITATIONS

Demographic constraints- the research was confined to Kochi region alone among users of age groups between 18 and 40.

The user preference of online food ordering differs from individual to individual.

The food delivery apps are accessible only in selected regions of Kochi which makes the service unavailable to people who reside in other areas.

The research was limited to consumer perception of online food delivery applications. The marketer or merchandiser perception was not analyzed in the research paper.

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