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RESEARCH ARTICLE

FACTORS AFFECTING ADOPTION OF FOOD DELIVERY APPS.

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Abstract

Food Delivery Apps have broken into the conventional practices and have offered a convenient solution to the problem of busy work schedules not letting people go out for a delicious meal. The need and the rise of these apps have largely been driven by Millennials. While this transition from the conventional practices is largely based upon the customer satisfaction and the perception about these apps, there are several other factors that have to be taken into account for adoption of Food Delivery Apps. For this purpose, the paper attempts to assess multiple factors that affect the adoption of food delivery apps that have been analyzed individually solely on the basis of primary data collected by using a questionnaire survey. The paper examines the usage pattern of these apps on a weekly basis and helps us identify the most preferred app out of the many apps customers use for the same purpose. The study also talks about the amount a person generally spends on an average per week to order food at home. All the results have been expressed using different statistical tools using pie charts, bar diagrams etc. and hypothesis testing methods to extrapolate the results of the study.

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Introduction:-

A country's economic development crucially depends upon the participation rates of its women as they constitute around 50 percent of its labour force (NIPCCD, 2010). Labour- market status is of growing importance to the position of women in modern society. The study by business consultancy firm Market Research Future, titled 'Digital Platforms Reign in the Food Ordering Market', said the growth in online food ordering market has been attributed to the rising number of women in working population in most of the metro cities.

According to Census 2011, the work-participation rate of women in workforce has been increasing in urban areas from 49.1 per cent in 1981 to 53.8 per cent in 2011. Also, according to 'World Population Prospects: The 2015 revision' Population Database of United Nations Population Division, India has the world's highest number of 10 to 24-year-olds, with 242 million.

As a result, there are a huge number of young professionals in big cities with both male and female working to earn a living. This leaves very little time to prepare food or go out to a restaurant after a tiring day. As a result, Food Delivery Apps have suddenly become popular among users by offering them hundreds of choices and varieties of food and restaurants with offer price around you at a click of a button, all in a single place. Furthermore, the Indian

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online food ordering market is slated to grow at a CAGR (compound annual growth rate) of 16.2 per cent at USD 17.02 billion by 2023 (The study by business consultancy firm Market Research Future, titled 'Digital Platforms Reign in the Food Ordering Market')

These food apps have fallen upon mankind as a boon to make the job a lot easier in an efficient manner. Though there still are some sections of the society, mostly the older, who might still not be convinced with its usage in comparison to the culture of dine-outs and healthy-eating habits just because going to a restaurant involved a lot of family-time over an occasional meal which brought a change in the daily routine along with a different ambience. With the downside being that it also resulted in a lot of time being wasted in travelling, ordering, waiting etc. which could have been productively used to do some other chores instead.

All these apps broke into the conventional practices and culture of individuals in order to provide something to them that was missing earlier- Convenience. Millennials are seen as key drivers as they are the priority audience for food delivery services. Neil Howe and William Strauss, authors of the 1991 book *Generations: The History of America's Future, 1584 to 2069*, are often credited with coining the term- Millennial. Howe and Strauss define the term as consisting of individuals born between 1982 and 2004. They spend the highest share of their budgets on prepared food compared to other generations. Big Data is also helping in analyzing a huge scope of data for food providers to discover potential niche sectors.

Irrespective of the fact that the usage of these apps has currently increased, in order to maintain their position in the market, it is necessary for them to study the various factors that affect in adopting these apps to cope up with the needs of customers and the changing market environment. This would allow these online food apps to penetrate the market further to areas where it has not yet reached!

Literature Review

Key Success Factors Of Online Food Ordering Services: An Empirical Study

Kedah (2015) examined the determinants of the customer ordering experience, which included website trust, customer satisfaction and loyalty. Survey Data of 353 online food ordering customers was used to test the research model using Structural Equation Modelling (SEM). The results revealed a significant positive relationship between website quality and website trust along with service quality and customer satisfaction. An unexpected direct link between customer satisfaction and loyalty was also discovered.

Customer Perception And Satisfaction On Ordering Food via Internet, a Case on Foodzoned.Com, In Manipal

Sethu and Saini (2016), the purpose of this research paper was to examine the customer behaviour and customer satisfaction with reference to buying food online in Manipal. To collect data questionnaire with convenience sampling plan was used. The factors studied were Responder's profile, Customer perception, customer satisfaction, responsiveness, reliability and consumer behaviour. It was found that responders ordered food online because of high reliability assurance and responsiveness. All customers felt safe paying online also their buying decision was affected by the opinions and experience of friends, family and discussions on online forums. A major percentage of the responders bought twice or at least once a week and disagreed to the fact that online websites charge high delivery fees.

A Study On Consumer's Attitude And Perception Towards Digital Food App Services

Parashar and Ghadiyali (2017) studied the relation between modes of payment, deliver speed, quality of service and special restaurant based apps and the purchase behavior resulting in which of the apps being the most favorable one and also understand the role of technology in the changing trends using primary data from 129 responders majority of whom were of age group 20-25 years collected through questionnaire based on attitude and perception and secondary data was collected from journals, portals from internet, magazines etc. The results analyzed using Cronbach alpha, Chi square, weighted average and Descriptive analysis concluded that Social media should be the most preferred tool of marketing and cash on delivery (40%) is the most desired tool of payment while other digital techniques are still in growth stage. The special apps are a convenient way for customers to place orders to attract more customers with comfort of usage being given a higher preference. The study also found Food Panda app is being the most in usage in comparison to other such apps followed by Zomato and Swiggy.

A Study on Prospect Concernment Towards Food Adjure App

Sumathy and Josephin (2017) identified the factors, which affect the customer perception, behaviour and satisfaction of online food Adjure apps. The research paper evaluated each and every parameters of the food apps like security, user-friendliness and the factors which compelled the users to use these food adjure Apps. The research paper also evaluates the significant relationship between delivery time and peak hours. The authors used primary data with a questionnaire with random sampling as the sampling technique. The sample size comprised of one hundred responders from Coimbatore city spread across various socio-demographic profiles. The research paper concludes that by the use of the online food apps, the restaurants can increase the scope of their business and makes the consumers more aware of the restaurants and they particularly feel safe by using the e-payment methods.

Online Meal Delivery Services Perception of Service Quality and Delivery Speed Among Chinese Consumers

Liu and Florkowski (2018) examined the impact of quality of service, average price per ordered meal and its essential attributes along with delivery speed by meal delivering companies on the satisfaction of consumers using data from 554 responders of different ages, gender and profession from all but two China's provinces by a structured questionnaire. It was found that higher convenience in payment increased the importance of service quality especially among old customers. Food is frequently ordered by students irrespective of their income or job status. Overall, a lot of priority is given to the service delivery and the speed of delivery which is subjective to change on the basis of type of meal ordered. The results found meal ordering services relatively popular among population below 35 years of age and the satisfaction is not only dependent upon the service quality, but also on the external appearance of the delivery man.

Food Ordering Mobile Applications- A new Wave in Food Entrepreneurship

Jadhav (2018) studied the concept of Mobile food delivery applications and analyzed the benefits and challenges of food delivery apps for restaurants and customers. Random customers were made to fill out a questionnaire and restaurant owners filled out another questionnaire. The data collected implied that more than 50% of the food market is in the unorganized sector. Growing urbanization and innovative technology were found to be the major factors responsible for growing of the market.

Innovative Strategies of Startup Firms In India- A Study On Online Food Delivery Companies In India

Kanteti (2018) analyzed some innovative strategies of promising as well as successful food technology companies like Zomato and Swiggy through the data available online. The study suggested that full customer transparency and service is crucial for businesses. It also helped businesses in optimizing routes and managing fleets in real time. Drone delivery was also found to be an up and coming technology which will soon be seen as a must have for all major food delivery companies. All in all technology and innovation was found to be major factors that will play a key role in the growth of the food sector.

Adoption and Satisfaction Level Of Consumers Towards Online Fast Food Ordering

Sing and Kaur (2018) identified the factors that are accounted for by the customers while ordering fast food online. Exploratory Research Design was found to be the appropriate method for this study. Structured questionnaire and personal interviews were conducted for the collection of primary data. Secondary data was collected through journals, articles, publications etc. The findings summed up that majority of the people eat fast food once a month with pizza being the most preferred food. Taste and brand name turned out to be the most important factors in deciding the fast food.

Consumption of Online Food App Services: An Exploratory Study Among College Students In Dubai

Sharma and Waheed (2018) explored the extent of use of online food apps among the expatriate college students in Dubai. A sample of 45 students participated in a survey. The purpose was to explore how the services from online food ordering apps such as Zomato, Talabat and Uber Eats influence the customer behaviour in terms of ordering food from the app or choosing to dine in a restaurant. The method used was an anonymous questionnaire that was distributed to the sample population. The findings stated that increasing number of students have become influenced because of online food ordering apps. Zomato was found to be the most popular app.

A Study Of E-Payment System on Food Delivery Industry: A Case Study On Swiggy

Ghosh and Saha (2018) The purpose of this paper was to study the impact of those factors influencing the customer's behaviour to make online payment for Swiggy food delivery system and also was to study the affinity towards the online payment to Swiggy with reference to demographic variables. The research paper studied on the

hypothesis of e-payment of users of Swiggy and threw light on the convenience of the customer. The element of customer convenience was laid special importance, as this was also the scaling (construct). The authors mainly used primary data for data collection and relied on secondary data like books, journals, research studies and internet sources for the construction of this research paper. Through the research paper, there was a close association between the online payment behaviour and gender, age group, education, marital status, profession and income.

Consumer's Perception on Online Food Ordering

Rathore and Chaudhary (2018) identified the factors, which influenced the customers to order the food online and their preferences on online food ordering services providers. The paper discussed factors effecting the online ordering of food like time and delivery, convenience, easy accessibility, easy payments etc. The authors used online surveys and included structured two sets of questionnaire. It was founded that the customers preferred to order on a more weekly basis which included snacks, followed by dinner. They also found out that Zomato and Uber Eats whereas less people were inclined towards Swiggy and Food Panda

Consumer Perception Towards 'Online Food Ordering and Delivery Services': An Emperical Study

Das (2018) studied the various factors like convenience, cost effectiveness, availability, location, mode of payment and doorstep delivery, that influence the consumer's choice and perception of online food delivery services along with the most preferred portal used by consumers for online food delivery using data from around 153 responders of small and homogenous population in different areas of Pune, by a structured questionnaire. Doorstep Delivery was found to be the most important parameter that encouraged consumers to use the services followed by the ease and convenience but on the downside, the bad past experiences and the influence from friends/family caused a hindrance to its usage. Consumers also got influenced when they received any rewards or Cash-backs. The study found Zomato to be the most preferred service provider followed by Swiggy.

Consumer Perception About Online Sales of Food in Indian Consumer Market

Trivedi (2018) has described the perception the people in India have towards the growing trend of the online food sales. The research paper identifies the amount of money people are willing to spend on the online delivery of food and points out that students are the majority of the people who order. The author used a primary research method and used a convenience sampling method. The total number of respondents were 150 out of which 97 were male and the remaining were female. It can be concluded that most of the young population prefer online delivering of food rather than doing it the conventional way (dining out) and has seen a reduction in cost. This research paper establishes that online medium is the trend setter in the current scenario.

A Study on Impact of Online Food Delivery App on Restaurant Business special reference to zomato and swiggy

Gupta (2019) the purpose of this research paper was to know the impact of food delivery start-ups like zomato and swiggy on restaurant business and to know the strategies of food delivery app zomato and swiggy. This research is based on Secondary data. The major factors having impact on restaurants are customer experience, sales and savings. The factors responsible for success of Zomato are first mover advantage, strong content platform, efficient employees, good rating mechanism and social platform and funding from experienced source. The marketing strategy of Zomato included focusing on digital marketing channel whereas for Swiggy marketing strategy consists of both online and offline marketing campaigns. The impact of these apps on restaurants is both positive and negative.

Satisfaction of Consumer by Using Online Food Services

Beliya, Kujur, Verma, Nagwanshi, Sahu, Uikey and Bhat (2019) the purpose of this research paper is to analyse the impact of online ordering of food on customers and to know the preferences of customers while ordering food online. The factors that were studied are Age of the respondent, Marital status, Educational background, Type of residence, App they prefer to order food, for which Meal do they use it the most, Food they Prefer the most, spending on these Apps Monthly and Mode of Payment they use. The food apps are successful in capturing market. These apps are easy to use and satisfy the consumer needs by providing quality services to them.

Consumer Perception of Online Food Delivery Apps in Kochi

Jacob, Sreedharan and Sreena.K (2019) studied the factors like ease and convenience, offers, quality, health concerns, tracing system, hygiene and payment options, leading to the boom of online food ordering system with major influence of these mobile applications on youth. It further discussed the impact of online delivery on

traditional way of food servicing and the reasons restraining the non-users of these apps, using data from 300 users and 100 non users of online food delivery apps of different age groups ranging from 18-40 and 18-58 by Diffusion of Innovation(DOI) Theory (E.M.Rogers,1962). It was found that 61% of respondents buy food using mobile applications, 33% prefer to walk to a restaurant, 5% buys food by placing order over phone while 1% use web browsers for buying food. The chief reason for the usage of electronic means is convenience with youngsters being the ones most inclined to it followed by faster delivery, more options and special offers. It does pose the problem of online ordering affecting the traditional way of dining out in majority people's minds and another reason behind non usage is health and hygiene concerns as they prefer homely food.

A Study of Customer Perception about Online Food Ordering Services in Amravati City

Gawande, Pachaghare and Deshmukh (2019) the purpose of this research paper is to study the impact of Application designing & user interface, Interactive offers by various restaurants,providing security,providing secure payment system, Measurement of distances using mapsEstimation of service and delivery time, Packaging & Transporting Food, Using safe routes &equipment's for delivery people and Retention of customer satisfaction on Online Food Ordering. The objective of this research paper is to find out awareness of people towards various offers rewards and reference provided by companies, convenience of customers, customer experience and challenges in online food delivery business.It was found that Online Food Ordering System is new and many of the users above 40 years of age are not familiar with the ease of ordering food online. Mostly students prefer to order food online. They feel ease of Placing Orders and time efficiency as main reason to prefer it. People in Amravati City are not that comfortable with Digital Payment Platforms and prefer paying Cash.

The Study of Interest of Consumers in The Mobile Food Ordering Apps

Vinaik, Goel, Sahai and Garg (2019) the purpose of this research paper is to understand the consumers awareness regarding the mobile food Apps, factors considered by the consumers while using food Apps and expectations of the customers while ordering food from a new food App.There are still a lot of people who do not use any kind of digital payment method. People are mostly influenced by convenience and offers provided for switching to cashless modes of payments. People don't feel safe sharing their financial and personal information over the internet. People face various problems while using digital payment methods. Most important by the respondents with respect to their monthly expenditure are convenient to use, easy payment method, longer delivery time and receiving the expected order and with respect to age are good customer service, receiving the expected order and lesser restaurants.

A Impact of Customer Behavior Towards Online Food Services

Kumari (2019) identified the factors affecting the behaviour of customer towards online food services and analyse the relationship between the online food servicing and facilities provided by it. The author used both primary and secondary data sources, which included questionnaires and information through periodicals, journals, newspapers etc. The sample size consisted of 100 respondents and Cronbach Alpha and Chi square were used. In order to understand the perception of the consumers, their socio economic characteristics and their usage of apps were intensively studied. It can be concluded that with the arrival of many professionals in the city and with rapid urbanization, the usage of these apps had increased manifold. The social media also has a huge part to play in the increase of the online food delivery apps. The online food ordering apps provide convenience and satisfy their needs by providing timely and quality services.

An Analysis of User Convenience Towards Food Online Order and Delivery Application (FOOD App via Platform)

Preetha and Iswarya (2019) examined the influence of demography of people adopting the use of online ordering which would correlate to the frequency of usage of such apps, discern the quality of the food online order and delivery apps along with an attempt to understand the factors like age, marital status, occupation, service and information quality that leads to the intension to use such apps using data collected from 100 respondents to the survey conducted with questionnaire adopted from tested item scale (Ting Chi, 2018) to utilize for empirical study. The results were analyzed using Pearson's Correlation, One-way Anova using SPSS 20 which concluded that there is no significant relation between age, marital status, occupation and intension to order but there exists a strong positive relation between system, service and information quality towards intension to order which is widely affected by on-time delivery, prompt responses, packaging, personalized services, wide product choices attractive display, accuracy of information provided and the ease in usage of the apps.

Research Problem

Factors affecting adoption of Food Delivery Apps

Research Objectives:-

The main objective of this paper is to identify the factors that affect the adoption of Food Delivery Apps by consumers. The supportive objectives are following:

1. To study the impact of factors like taste of food, presentation of food, external look and feel, price, menu-item variety, speed of service, friendliness of service personnel, promptness in handling complaints, brand perception, promotional offers, recommendations from friends and payment options offered on adoption of food delivery apps
2. To find out the most preferred Food Delivery App
3. To find out the amount spent on an average per week on ordering food through the apps.

Research methodology:-

Research design

A cross-sectional Descriptive research design was used for the purpose of this study using primary data sources, i.e. questionnaire survey, as the sample responses were drawn only once from the sample size and only for a particular period of time.

Sampling Design

Population

Population is generally a large group of individuals that the researcher wants to conduct the research study on. The population chosen for this research are people of India.

Sample size

For this research, we received 241 responses.

Sampling method

Convenience sampling method was employed since data was collected from friends, family, colleagues etc, as per the convenience of the researcher in order for the sample to acquire a desired size.

Data Collection Method

The study is entirely based on primary data collection method. For this purpose, a structured questionnaire survey was used and responses were collected, using Google Forms. The questionnaire used in the research has been added to the appendix.

Data Analysis

In order to analyse data pie charts, bar diagrams and tests such as T-Test have been used for hypothesis testing and data analysis.

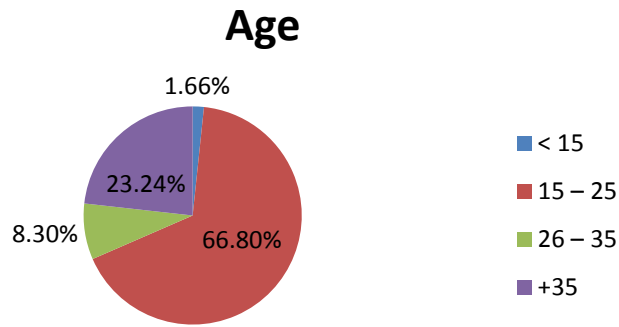
Hypothesis:

Factors like taste of food, presentation of food, external look and feel, price, menu-item variety, speed of service, friendliness of service personnel, promptness in handling complaints, brand perception, promotional offers, recommendations from friends and payment options offered have no significant impact on adoption of food delivery apps

Findings

Age

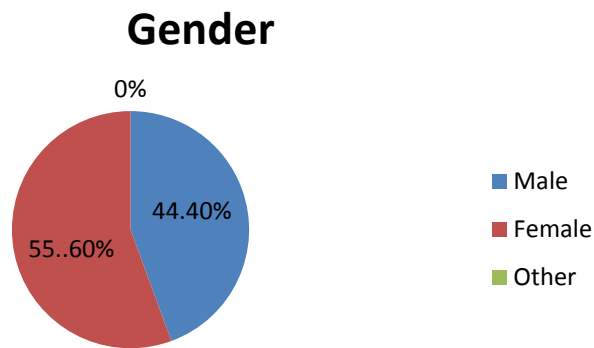
Pie Chart 1:-Age



The majority people from the responses belong to the age group of 15 to 25 years

Gender

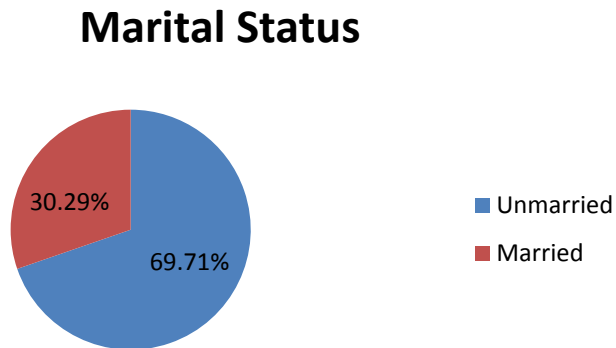
Pie Chart 2:-Gender



Out of 241 responses to the survey, 55.60% were females while the rest 44.40% were males.

Marital status

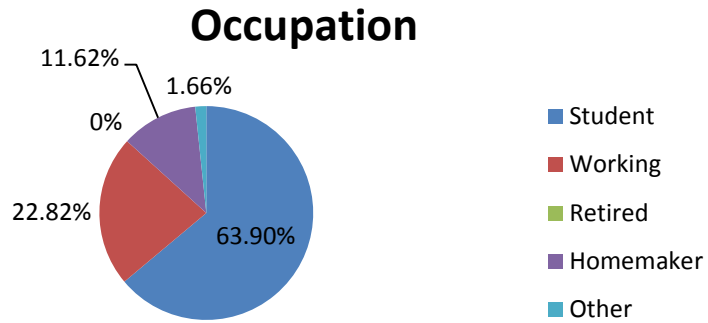
Pie Chart 3:-Marital Status



Majority of the sample size is unmarried (69.71%) while Only 30.29% of the sample i.e. 73 responders were married.

Occupation

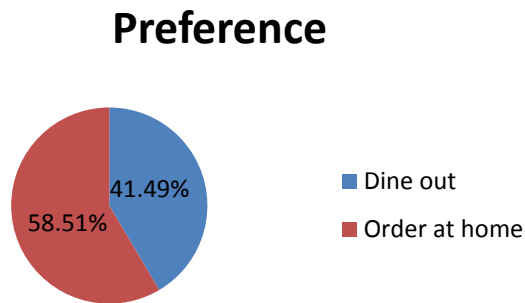
Pie Chart 4:-Occupation



Of the data collected, maximum number is from responses given by students (69.90%) followed by the working class (22.82%).

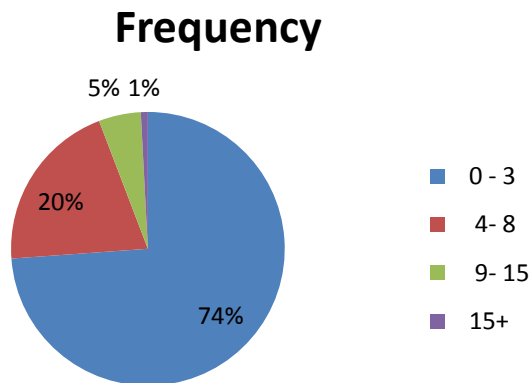
Dine out v/s Ordering at home Preference

Pie Chart 5:-preference



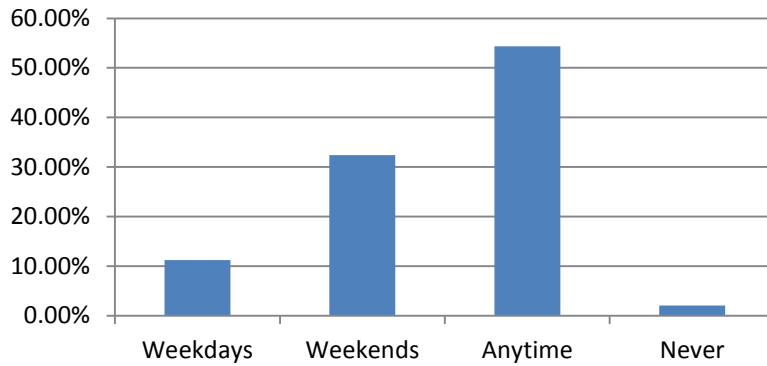
Frequency

Pie Chart 6:-Frequency of ordering



What days is the food usually ordered?

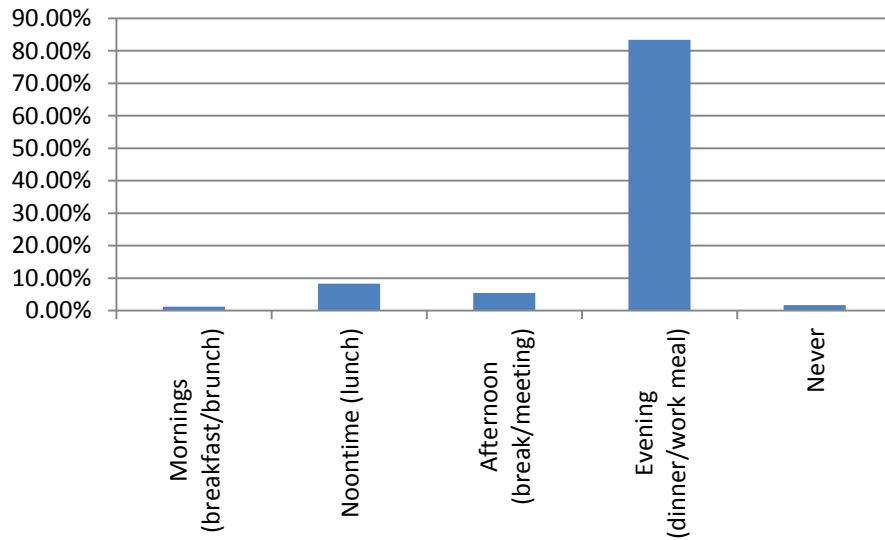
Bar diagram 1:-Days of ordering



Food ordering is not restricted to just weekdays or weekends, it is ordered by majority of the responders at anytime of the week, whenever the need arises.

When is the Food delivery app mostly used?

Bar Diagram 2:-Time of Usage of food delivery app



According to the survey conducted, almost 59% people prefer to order food online than actually go out for a meal. Moreover, of the 241 samples, 74% people order to a maximum of 3 times in a week, whereas there also exists 6% people who order more than 9 times in a week using Food Delivery Apps. Food Delivery service is mostly used during evenings by most individuals for dinner or work meal.

Hypothesis testing

Through the questionnaire, the researchers attempted to study the impact of various factors like taste of food, presentation of food, external look and feel, price, menu-item variety, speed of service, friendliness of service personnel, promptness in handling complaints, brand perception, promotional offers, recommendations from friends and payment options offered that affect the adoption of Food Delivery Apps by the consumers.

H0- There is no significant relation between the factors (taste of food, presentation of food, external look and feel, price, menu-item variety, speed of service, friendliness of service personnel, promptness in handling complaints, brand perception, promotional offers, recommendations from friends and payment options offered) and the adoption of Food Delivery Apps for the customers [or H0 : $\mu \leq 4$, on a scale from 1-5]

H1- There is a significant relation between the factors (taste of food, presentation of food, external look and feel, price, menu-item variety, speed of service, friendliness of service personnel, promptness in handling complaints, brand perception, promotional offers, recommendations from friends and payment options offered) and the adoption of Food Delivery Apps for the customers [or H1 : $\mu > 4$, on a scale from 1-5]

Since we are performing,

1. a test for calculation of mean
2. population size is large (>30)
3. population standard deviation is unknown

A Right Tailed T- Test is used for calculation of mean for all the factors individually

Summary

The Following are the results derived on performing the T-Test:

Table 1:-summary of T-Test results

Factors	Average score	T-cal	T-cri	Accept/ Reject
Taste of Food	4.2531	3.9495	1.6512	Reject
Presentation of Food	3.2905	-8.8754	1.6512	Accept
External look and feel	3.4606	-8.2734	1.6512	Accept
Price	4.1120	1.7466	1.6512	Reject
Menu-item Variety	4.2033	3.7834	1.6512	Reject
Speed of service	4.2656	4.9720	1.6512	Reject
Friendliness of service personnel	3.4730	-7.3407	1.6512	Accept
Promptness in handling of complaints	4.2033	3.6750	1.6512	Reject
Brand Perception	4.1618	2.6198	1.6512	Reject
Promotional Offers	4.2490	4.3546	1.6512	Reject
Recommendation from friends and others	4.1784	3.5115	1.6512	Reject
Payment options offered	3.6058	-4.6845	1.6512	Accept

As per the results presentation of food, external look and feel, friendliness of service personnel and payment options offered all accept the null hypothesis i.e. there is no significant impact of these factors on adoption of Food Delivery Apps [or H0 : $\mu \leq 4$]

While other factors like taste of food, price, menu-item variety, speed of service, promptness of handling complaints, brand perception, promotional offers and recommendation from friends all have a significant impact on the adoption of Food Delivery Apps as T-cal > T-cri for a Right Tailed T-Test, i.e. T-cal lies in rejection zone [or H1 : $\mu > 4$]

Taste of Food

Taste of food is the most important factor in comparison to the others, according to the research conducted, as it has an average score of 4.2531 with a standard error of 0.0641. Also, 56.43% of the responses gave it a score of 5 on a scale from 1-5.

Price

Price has an average of 4.1120 with a standard error of 0.0641. Price is considered a very important factor by 47.3% of the sample as a factor that affects them.

Menu-item variety

Menu-item variety has an average mean of 4.2033 and a standard error of 0.0537. 45.23% of the responses recorded showed that, variety in menu is a very important factor that affects their decision.

Speed of service

Speed of service is also an important factor that affects adoption of food delivery apps, where almost 50% of the sample gave it a score of 5 (most likely). In total it had an average mean of 4.2656 with a standard error of 0.0534

Promptness of handling complaints

Promptness in handling complaints acquired an average of 4.2033 with a standard error of 0.0553. 113 responses out of 241 showed a rating of 5.

Brand perception

Brand perception also affects the decision of more than 48% in a major sense irrespective of the overall aggregate being less than other factors those were rejected (4.1618).

Promotional offers

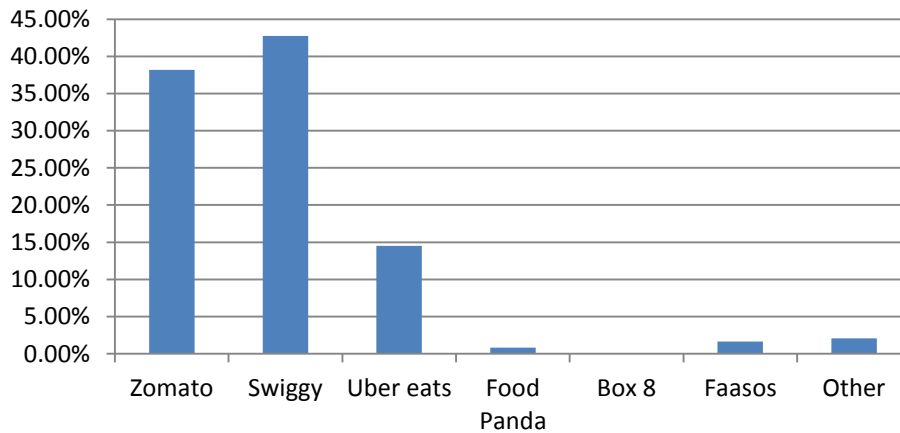
Promotional offers are prioritised by 51.45% people to most likely affect their choice of adopting a food app. On an average it got a score of 4.2490 with a standard error of 0.0572

Recommendation from friends

Recommendation from friend is considered as an important factor by few people in comparison to the other important factors but in total has managed an average of 4.1784 and a standard error of 0.0508

Preference of food delivery apps

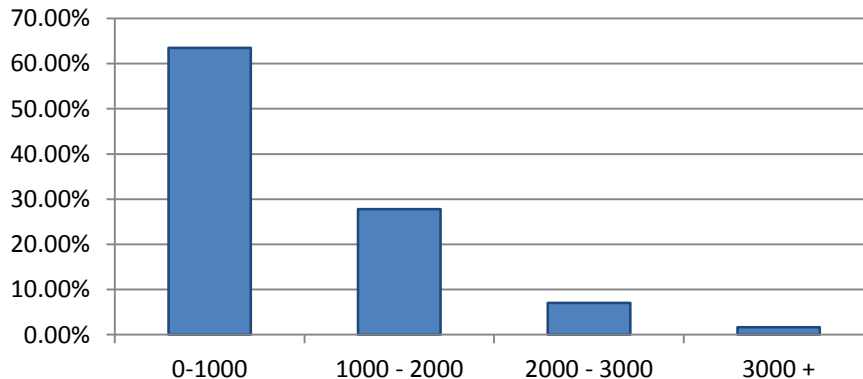
Bar Diagram 3:-Preference of app



As per the survey conducted, it has shown that the Swiggy (42.74%) is the most preferred app by the sample over all other Food Delivery Apps followed Zomato (38.17%) making it the most commonly used Food Delivery App by the consumers.

Amount spent on an average per week on ordering food through the apps.

Bar Diagram 4:-Amount spent per week



On an average, maximum proportion of people spend upto Rs. 1000 per week on ordering food using Food Delivery Apps as the proportion goes on declining as the amount of expenditure per week declines. Though we still find that certain proportion of people (8%) spend more than Rs. 2000 per week whereas 1.5% of people also tend to spend more than Rs. 3000 on the same.

Conclusion:-

Major Findings

The study concludes that 58.51% of the people today, prefer to order food at home rather than dine out which usually happens to a max of 3 times in a week by individuals. People prefer to spend upto a maximum of Rs. 1000 in a week on ordering food online subject to a maximum number of 3 orders in a week. Evenings were the most desired time of the day (83.4%) for the individuals as a replacement of home cooked dinner or as a work meal throughout the week as their usage is not just restricted to a free and leisurely weekend or a busy weekday; it's used by majority of the responders at anytime of the week.

In doing so, the most preferred and convenient source to order the food at home is Swiggy for majority followed by Zomato and Uber eats.

Of all the factors that were studied in order to determine their impact on customers regarding adoption of Food Delivery Apps, taste of food, price, menu-item variety, speed of service, promptness of handling complaints, brand perception, promotional offers and recommendation from friends all have a significant impact on the adoption of Food Delivery Apps.

Even of the ones that are considered as important, taste of food is considered to be of high significance by maximum number of people (56.43%) and also had the second highest average of 4.2531 making it the most important factor in the eyes of the customers.

Promotional offers offered by the apps on various occasions or on orders related to specific restaurants also play an important role. Promotional offer was given a score of 5 by 51.45% of the sample and in general as well managed a score of 4.2490.

Further it was found that speed of service, even though not given major priority by many, is still a very important factor as it has significant impact on majority to an extent as it has the highest average of 4.2656

On the other hand, presentation of food and external look and feel were considered to be the least important factors by the consumers at the time of ordering food at home and had no such impact on them.

Recommendations

1. The food delivery apps should explore the untapped geographic locations as even today there are many places that do not have sufficient access to such services.
2. Bring in more efficient service personnel to look into the problem of delay in delivery
3. A better customer helpdesk and service follow up is necessary to resolve any issue on part of the customer
4. User-friendly interface on mobile application or website would further help establish a convenient food ordering process and increase in number of users who find it tough to handle.

Limitations

This research has certain limitations that may affect the verifiability of the research. They are as follows:

1. This study was conducted in India; hence it will not be applicable in any other country
2. This study was conducted in 2019; therefore with the rapid changes in environment and consumer needs, it might not hold true in future.
3. This study used primary data collected from friends, family and colleague's majority of whom are students who lie in age group of 15-25 years; hence the level of expertise is not high and might not hold true for the entire population.
4. Only some of the factors have been studied as a part of this research while there are other factors as well that affect the adoption of Food Delivery Apps.

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