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CONTENTS

CONSUMERS PERCEPTION ON ONLINE FOOD DELIVERY APPS DURING COVID SCENARIO

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Abstract

The study analyses the consumer perception and the factors influencing consumer perception towards online food delivery apps during covid scenario. The primary data was collected by survey method. The questionnaire was designed on the basis of Technology Acceptance Model. The questionnaire was sent to all segments of people without restriction in age, gender and income. By using T-Test analysis, the customer perception on online food delivery apps was identified. The researcher has specified about the growth of online food delivery apps in India and how food delivery app has changed the consumers perceptions completely in this covid scenario with special reference to Swiggy and Zomato Food delivery app.

Keywords: - *Consumer Perception and buying behavior, online Food apps, Digital Payments*
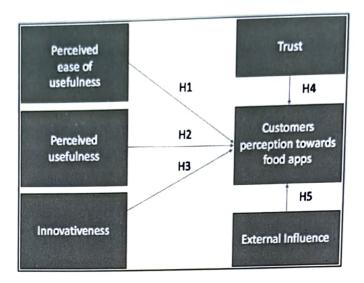
INTRODUCTION

In India , the online food delivery industry is anticipated to increase up to 1200 crores by 2023. The international level growth of online food delivery is 9.01% and in India is 15%. As all we know that our country has more of the young population when compare to other countries and the average age is 27 years. Increase in income and the purchasing power has caused everyone to use food apps in India. Among so many food apps, Swiggy and Zomato with Uber eats in India has biggest sales of $1.5 billion and $800 million each. Together these companies have delivered 96 million orders from April 2017 to March 2018. Zomato has 50-55% of the market share in terms of number of orders which is close to the competitor Swiggy. But Swiggy stands first in repeat orders, and it's the customer's preferred app to order food from online food apps. This research analyses consumers' perception towards online food delivery apps and the factors influencing consumer's perception. It also identifies, how these apps help in purchasing, planning, enjoying food and snacks. Increased income, change in lifestyle and eating habits of the consumers increases market growth. Moreover, the demand of food apps has grown up due to competitive prices of food which led to the growth of the business.

OBJECTIVES OF THE STYDY

- To identify the consumers perception on online food delivery apps during covid scenario.
- To study the factors influencing consumers perception on online food delivery apps during covid scenario.

HYPOTHESIS FRAMED FOR THE STUDY

In this research, the researcher used TAM model for identifying the usage of food app by customers and the relationship with new technology. It also studies the factors influencing consumer's perception towards online food delivery apps during covid scenario.

TECHNOLOGY ACCEPTANCE MODEL.

Source: (Alagoz and Hekimoglu, 2012)

LITERATURE REVIEW:

- The TAM theory was founded by Davis (1989). TAM theory explains about usage of technology by consumers. This theory stresses on the consumers perception and usage of technology over perceived ease of use and perceived usefulness. The TAM model explained about the usefulness of the food apps because of the changes in customer perception of moving from telephone ordering to online ordering via food apps.

- Rogers (2003) research describes perception of innovation by customers in different manners. He also explains about the trust which influences and understands the customer to believe and faith in food apps.

- Hung (2006) describes about the belief of the customers and their influence towards external and interpersonal factors, which is important for the customer to behave while using food apps (Alagoz and Hekimoglu, 2012).

- Kumar (2017) describes about the sensory perception with 5 sense organs to marketing and advertising so that they can retain the old customers & attract new customers by online apps or e commerce. Moreover, the income is the only factor that influences buying pattern of the customer.

- Karthikeyan and Sasikala (2014) researched about the consumer behavior aspects. They researched about the consumer preference towards the purchase decisions , post purchase behavior and customer satisfaction.

- Mowen (1995) reviewed the complexity of buying high end products like washing machine and buying food online food apps.He concluded ordering food from online food apps would be instantaneous rather than a complex purchase.

- Gawande, Pachaghare and Deshmukh (2019) discussed about the consumer's perception of online food ordering. From the study they found that the consumers feel convenient and feasible buying food online and they are internet savvy.

- Singh and Rana(2020) in the research paper discussed about the digital wallets and convenient way of payment by swiping their debit or credit cards.

- Saxena, 2020 analyzed about the online food Ordering applications Zomato and Swiggy in India. He studied about the perceived control and convenience in food apps.

RESEARCH METHODLODY

The primary data was collected online via google forms. The questionnaire was prepared to understand the consumers perception of food apps on the basis of 5 hypotheses namely perceived ease of usefulness, perceived usefulness, innovation, external influence and consumers trust. Likert scale was used in the questions ranges from 1-5 where 1 strongly agree and 5 strongly disagree. The questionnaire was designed based on 5 hypotheses consisted of 26 questions.

FINDINGS OF THE STUDY

- Efficiency to use food apps: It can be assumed that a food app is the easiest and efficient way of ordering food when compared to ordering via telephone. The customers may have more time to make their choice regarding food they want to order in food delivery app.

- Variety of restaurants in food apps: It can be evidenced from the study that food apps offer the customers a large variety of restaurants.

- Offers & discount in food-on-food apps: The regular customers who use food apps are aware of offers & discounts up to date and hence lot of customers get influenced by offers and discounts on food delivery apps.

- Safety on digital payments: It was noticed from the study that the customers feel cash on delivery is the trustful mode of payment rather than digital payments. Some of them were comfortable with digital payments and they feel safe with secure.

- Quality of service in food apps: It can be assumed from the study that the quality of service is better in food delivery apps rather than ordering via telephone. The punctuality and efficiency is more while ordering in food delivery app.

- Online tracking facility in food apps: The customers find it very easy about the waiting time of food to deliver through online and they can track order easily through food apps.

- Ordering of food on the basis of customer reviews: The customer reviews help them to decide whether to order food from particular restaurant.

- Customer care complaints and response: The consumers feel that food apps do not have good customer care service & the complaints are not responded

- Utility of special features in food apps: The majority of respondents find that they have special features which is useful on food apps.

- Influenced through social media posts on food apps: Majority of the respondents neither agree nor disagree about the social media posts on food apps.

- Influenced through advertisements: Majority of the respondents neither agree or disagree about the influence by advertisements of food delivery apps.

- Influenced by friends and families for their choice of food: It can be assumed that maybe customers take their own decisions on using food apps.

- Importance of hygiene factor while ordering food : The customers felt that hygiene is very important & vital factor while ordering food in food apps.

- Getting the right quantity of food from food apps: Majority of the respondents were given neutral opinion about the food quantity because they have faced problems wherein the quantity of food was insufficient.

- Two-way communication network while ordering: It can be assumed that the respondents may not have met their expectations with regard to communication network and they do have varied opinions on the two-way communication channel.

- Ease of using chat bot support system: It can be assumed that the respondents may find it easy to use the chat box or they do not know how to use the chat box support. So, the respondents have varied opinion on using the chat box support.

- Hot & fresh food delivery from food apps: The customers have varied opinion that whether they get their food hot & fresh.

- Package of food :It can be assumed that the restaurant has a well-organized packaging procedure in place. Hence maximum of the respondents strongly agree that they get food pack as they expect and liking.

HYPOTHESIS TESTING:

T Test: The researcher analyzed data by t-test There are two variables used are heavy user and light user.

Hypothesis 1:

HO1: No difference between heavy and light users with respect to perceived ease of usefulness of app.

HA1: There is a difference between heavy and light users with respect to perceived ease of usefulness of app.

t-Test: Two-Sample Assuming Unequal Variances		
	heavy user	light user
Mean	2.879224535	3.032158754
Variance	0.575882353	0.283803153
Observations	51	92
Hypothesized Mean Difference	0	
df	78	
t Stat	-1.343801986	
P(T<=t) one-tail	0.09145424	
t Critical one-tail	1.664624645	
P(T<=t) two-tail	0.18290848	
t Critical two-tail	1.990847069	
P= .19		
Alpha=.05		
THE NULL HYPOTHESIS IS NOT REJECTED		

The alpha value is 0.05 and P value is 0.19. Here, the P value is more than the alpha value. So, the null hypothesis is rejected. Hence the study states that there is no variance between the perceived ease of usefulness of food apps with respect to heavy and light users of food apps. Both heavy and light users of food apps find it easy to use. The mean value of heavy users and light user are 2.87 and 3.03. This shows that the heavy and light users view the perceived ease of the app in an equal manner. However, the difference between the two users mean score is not statistically significant. But less the mean score more the usage of food app which states that the heavy users use food delivery apps frequently than light users.

Hypothesis 2

HO2: No difference between heavy and light users with respect to perceived usefulness of app.

HA2: There is a difference between heavy and light users with respect to perceived usefulness of app.

t-Test: Two-Sample Assuming Unequal Variances

	heavy user	light user
Mean	2.053245435	2.532451451
Variance	0.678431373	0.711790625
Observations	51	92
Hypothesized Mean Difference	0	
df	105	
t Stat	-3.226690733	
P(T<=t) one-tail	0.000835276	
t Critical one-tail	1.659495383	
P(T<=t) two-tail	0.001670552	
t Critical two-tail	1.982815274	

P= .02
ALPHA=.05

THE NULL HYPOTHESIS IS REJECTED

Since the alpha value (0.05) is greater than the P value (0.02) , the null hypothesis is rejected .It is inferred that there is a difference between heavy and light users. Heavy user customer is skillful in using the food apps as compared to light user. The mean value for heavy user & light user is 2.05 and 2.53. It shows that there is a difference between the two users while using the food apps. Therefore, heavy users has less mean score and they use the food app more as compared to light users.

Hypothesis 3:

HO3: No difference between heavy and light users with respect to the trust on app.

HA3: There is a difference between heavy and light users with respect to the trust on app.

t-Test: Two-Sample Assuming Unequal Variances		
	heavy user	*light user*
Mean	2.192454842	2.564578458
Variance	0.372720588	0.578720363
Observations	51	92
Hypothesized Mean Difference	0	
df	123	
t Stat	-3.864798831	
P(T<=t) one-tail	8.94611E-05	
t Critical one-tail	1.657336397	
P(T<=t) two-tail	0.000178922	
t Critical two-tail	1.979438685	
P= .03		
ALPHA=.05		
THE NULL HYPOTHESIS IS REJECTED		

Since the alpha value is .05 is greater than the p value is .03, the null hypothesis is rejected. It is interpreted that a difference in trust using food apps between heavy and light users. The mean value for heavy users & light users and 2.56. It shows that there is a difference of .37 between the heavy & light users of food apps. The heavy use more than the light users who find it unsafe to use food apps. The mean score of heavy users is lesser than light food apps shows that, there are a greater number of heavy users trust food apps more when compare to the light

Hypothesis 4:

HO4: No difference between heavy and light users with respect to external influence of app.

HA4: There is a difference between heavy and light users with respect to external influence of app.

t-Test: Two-Sample Assuming Unequal Variances		
	heavy user	*light user*
Mean	2.445354725	2.802548725
Variance	0.555231373	0.725217391
Observations	51	92
Hypothesized Mean Difference	0	
df	115	
t Stat	-2.855561552	
P(T<=t) one-tail	0.002549294	
t Critical one-tail	1.65821183	
P(T<=t) two-tail	0.005098588	
t Critical two-tail	1.980807541	
P= .02		
ALPHA=.05		
THE NULL HYPOTHESIS IS REJECTED		

Since the alpha value (.05) is greater than the P value (.02), the null hypothesis is rejected. It is interpreted tha a difference between heavy & light users when it comes to influencers by external parties like friends or fan mean value for heavy users & light users is 2.44 and 2.80. It shows, that both   users have a more or less same difference when it comes to external influencers such as friends and family. The heavy users get influenced quicker with r

t-Test: Two-Sample Assuming Unequal Variances

	heavy user	light user
Mean	2.192454842	2.564578458
Variance	0.372720588	0.578720363
Observations	51	92
Hypothesized Mean Difference	0	
df	123	
t Stat	-3.864798831	
P(T<=t) one-tail	8.94611E-05	
t Critical one-tail	1.657336397	
P(T<=t) two-tail	0.000178922	
t Critical two-tail	1.979430685	

P= .03
ALPHA=.05

THE NULL HYPOTHESIS IS REJECTED

Since the alpha value is .05 is greater than the p value is .03, the null hypothesis is rejected. It is interpreted that there is a difference in trust using food apps between heavy and light users. The mean value for heavy users & light users is 2.19 and 2.56. It shows that there is a difference of .37 between the heavy & light users of food apps. The heavy users trust more than the light users who find it unsafe to use food apps. The mean score of heavy users is lesser than light user of food apps shows that, there are a greater number of heavy users trust food apps more when compare to the light users.

Hypothesis 4:

HO4: No difference between heavy and light users with respect to external influence of app.

HA4: There is a difference between heavy and light users with respect to external influence of app.

t-Test: Two-Sample Assuming Unequal Variances

	heavy user	light user
Mean	2.445354725	2.802548725
Variance	0.555231373	0.725217391
Observations	51	92
Hypothesized Mean Difference	0	
df	115	
t Stat	-2.855561552	
P(T<=t) one-tail	0.002549294	
t Critical one-tail	1.65821183	
P(T<=t) two-tail	0.005098588	
t Critical two-tail	1.980807541	

P= .02
ALPHA=.05

THE NULL HYPOTHESIS IS REJECTED

Since the alpha value (.05) is greater than the P value (.02), the null hypothesis is rejected. It is interpreted that there is a difference between heavy & light users when it comes to influencers by external parties like friends or family. The mean value for heavy users & light users is 2.44 and 2.80. It shows, that both users have a more or less same level of difference when it comes to external influencers such as friends and family. The heavy users get influenced quicker with respect to

light users and heavy users trust external parties more when compare to light users. Hence there is a difference between the heavy and light users with respect to external influence of food apps.

Hypothesis 5:

HO5: No difference between heavy and light users with respect to innovation in the app.

HA5: There is a difference between heavy and light users with respect to innovation in the app.

t-Test: Two-Sample Assuming Unequal Variances		
	hoavy usor	light usor
Mean	2.095475877	2.635478563
Variance	0.628235294	0.811096512
Observations	51	92
Hypothesized Mean Difference	0	
df	115	
t Stat	-3.755986726	
P(T<=t) one-tail	0.000136305	
t Critical one-tail	1.65821183	
P(T<=t) two-tail	0.00027261	
t Critical two-tail	1.980807541	
P =.03		
A=.05		
THE NULL HYPOTHESIS IS REJECTED		

Since the alpha value (.05) is lesser than P value (0.03), the null hypothesis is rejected. It is interpreted that there is a difference between heavy and light users when compare to innovation in food apps. Heavy users find food apps more innovative as compared to light users. The mean value for heavy users & light users is 2.09 and 2.63. More of difference in mean score value of .55 suggests that heavy users use food apps almost daily skillfully, find new & innovative features as compare to light users. Light users use it economically and are unable to see any kind of innovation. Hence heavy users find food apps innovative when compare to light users of food apps.

CONCLUSION:

This study on customer's perception of food apps concluded that a majority of people use food apps to order food online. They feel that it's the best way to order food. The customers feels that they save time and convenient to order food online by using food app. Form the study, it has been concluded that the most preferred food app is Swiggy. It is found that the COD is the safest and secure mode of payment. The study also says that all age and income groups use food apps, and they are satisfied with the service quality, hygiene, and packaging system in which people order food from food apps. It is found that some people still prefer COD rather than digital payment due to safety. The customers get influenced by offers and variety of food-on-food apps. The overall research states that all the customers use food apps everyday to order food online on food apps which enhances customers preference, saves the time, affordable, food preferences, discounts available and door-to-door service without compromising on quality.

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