

# Consumer Perception and Attitude Towards Online Food Delivery Apps: An Exploratory Study in The City of Bangalore

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**Abstract:** The Internet has generated a great level of enthusiasm through its participation in all types of businesses, from e-commerce, e-business, e-CRM, e-Supply Chain, e- Marketplace, e-Payment, e-Entertainment, e-Ticketing, e-Learning, to e-Citizen or e- Government. Most of the Internet has opened a window of opportunities by connecting people around the world with the ability to do business in cyberspace or with geographical limits. Internet has also provided new opportunities for sellers by offering innovative ways to promote, communicate and distribute products and information to their target consumers. Today you can access a lot of livelihood online that asks for sites that will help you get your most desired food from your most favored restaurant on your doorstep in a short period of time. The current paper tries to find out the perception and attitude of people for various food delivery apps in the city of Bangalore.

**Keywords:** *online food delivery, perception, attitude, customer satisfaction*

## I. INTRODUCTION

Consumers can order goods and services virtually anywhere, 24 hours a day; 7 days a week without worrying about store hours, time zones or traffic jams. E-commerce has grown tremendously in the last decade for a variety of reasons including changes in consumer lifestyles, technological advances, increases in income and consumer education, and rapid financial development around the world.

The enormous growth of online sales and the unique features of the Internet have attracted a great deal of attention from many companies that are rushing to establish businesses through the Internet without knowing what factors really motivate consumers to buy products or services online. Many marketing specialists agree that Internet marketing will definitely increase spending and customer loyalty in products both online and offline if executed correctly.

The online food ordering system provides convenience for the customers. It overcomes the disadvantages of the traditional queuing system. This system increases the takeaway of foods than visitors. Therefore, this system enhances the speed and standardization of taking the order from the customers. It provides a better communication platform. Food Delivery market in India is worth more than 12,500 million, online is contributing more than 7% to this commercial sector. More than 50,000 restaurants in India offer home delivery, demonstrates high potential and a commercial sector to discover in the livelihood transport space online.

The players in the industry are broadly classified into three categories:

- Fully incorporated: The people who process the food and delivers. (Dominos, KFC, McD, etc.)
- Delivery as Services.

**Aggregators:** Provides a platform for customers where they can find restaurants, explore through menus of various cooking styles and select the food. Delivery made by the restaurant. Therefore, the total data on customer support and capacity as a request to create channels for restaurants. (Swiggy, Zomato, Food Panda and UberEats etc).

**The purpose of growth in Online Food Delivery industry:** Increase in discretionary cash flow and a deeper internet presentation of customers (web / laptop/ mobile). The restaurants that work with the case of online food delivery platforms claim to obtain a net income of more than 2 to 3% than the INS parties. The people of today are prone to order food online and capitalizing on this trend, many restaurants are producing good returns by registering on online order sites like Swiggy, Zomato, UberEats, Food Panda etc. and many local order websites are also doing same.

### **Driving Variables:**

A more prominent attention and extra money along with a deeper online presentation, access to more options of fees, long hours of work and a sporadic lifestyle are contributing to the online food application business. Meanwhile, with more people who need a healthy food or food like homemade dinners that are too simple in their pockets, they

are driving the emergence of the country's online nutrition business.

Brand manager, Nom, says: "Infiltration from every business perspective, people began to use innovation for each and the right to support one of those reforms," says Nixon D'Souza. Rohit Chadda, MD and author. Food Panda is confident that "online application is useful to offer customers a wider alternative to explore the restaurants registered on the site.

## II. REVIEW OF LITERATURE

User-generated information, firm-generated information, and system quality had a significant effect on perceived usefulness. In addition, system quality and design quality strongly influenced the perceived ease of use, which improved perceived usefulness, and in turn, perceived usefulness and perceived ease of use affected attitude toward the use of mobile apps. (Lee, Eun-Yong; Lee, Soo-Bum; Jeon, Yu Jung Jennifer, 2017). Main focus is on three aspects: food safety, sustainability and food quality. Quantitative operations management approaches to food distribution management has been reviewed (Akkerman, R., Farahani, P., & Grunow, M., 2010). Visiting fast food outlets for fun and change is a passion for young Indian consumers but still the home food is their first choice. They have the highest value for taste and quality (nutritional values) followed by ambience and hygiene. (Goyal, A., & Singh, N. P., 2007). (Ribbink, D., Van Riel, A. C., Liljander, V., & Streukens, S. (2004). The TAM, model of IT Continuation and Contingency Framework were used to investigate the relationship between external factors and intention towards OFD services mediated by post-usage usefulness and convenience motivation. Davis (1989) hypothesized that perceived usefulness and ease of use will determine attitudes towards a technology. (Yeo, V. C. S., Goh, S. K., & Rezaei, S., 2017).

## III. RESEARCH DESIGN

### A. Objectives of the study are:

- To study the awareness of various online food delivery apps among the respondents.
- To study the reasons among the respondents for their preference to order food via Food Delivery Apps
- To study the usage pattern of online food delivery apps.
- To study the satisfaction level of the respondents towards online food app
- To analysis the preference of respondents among Swiggy and Zomato by conducting a comparative analysis amongst them.

### B. Sampling:

Convenience sampling technique has been used for the study. The sample unit for the research are the residents of Bangalore using food delivery apps. The size of sampling is 121 respondents. The data for the study has been collected through both primary and secondary sources. The primary data is collected from the residents of Bangalore city through close ended structured questionnaire. The secondary data is collected from relevant articles, journals and company websites.

### C. Demographic Profile of the respondents:

Of the total 121 respondents 69.4% of them are among the age group of 18-25, 26.4% are among the age group of 25-35 and 4.1% are among the age group of 35 and above. It was observed that the maximum respondents who order food online are among the age group of 18-25 years as they use more electronic gadgets and do not like to cook particularly amid the ends of the week. Out of total 121 respondents, 49% are males and 51% are females. The distribution regarding marital status is that 81% are unmarried and rest of them is married. The occupation of the respondents is services, professional, businessman and students.

## IV. DATA ANALYSIS

The respondents were asked whether they order food online or not. 86% of the respondents said that they order food online, while rest 14% said that they do not order the food online. Regarding the frequency of ordering the food, 43% of them order the food monthly once, 14% order every fortnight, 34% order the food weekly while 8% of the respondents order food online almost daily. 56% of the respondents order food from Swiggy, 28% from Zomato, 13% from Food Panda and only 3% order food online from Uber Eats. The respondents were asked that what kind of food do they order online. The responses showed that 53% of the respondents ordered dinner, 21 % ordered lunch, 18% evening snacks and 8% ordered breakfast online. The bill amount of 53% of the respondents was in the range of 200/- - 500/- Rs., for 25% of them it was between 500/- - 800/- Rs, 10% billed between 100/- - 200/- Rs. and 10% of them billed above Rs. 800/- each time they ordered food. It was observed that 12% of the respondents were highly satisfied with the food delivery apps, 62% were satisfied, 23% were neutral in their responses and rest of them were dissatisfied with the apps. The various factors that motivate the respondents to order food online are fast delivery, convenient, time saving and money saving option. Out of the various online food delivery apps 52% of the respondents prefer to order food from Swiggy with next preferred option as Zomato with 27 % of respondents.

## A. Inferential Data Analysis

**Hypothesis 1: The usage pattern of food delivery apps and marital status of the respondents are related.**

**Table 1: Chi square results for usage pattern of food delivery apps and marital status of respondents**

| CHI-SQUARE TEST              |            |       |     |                          |
|------------------------------|------------|-------|-----|--------------------------|
|                              |            | Value | Df. | Asymp. Sig.<br>(2 sided) |
| Pearson Chi-Square           | Chi-Square | 6.267 | 6   | .394                     |
| Likelihood Ratio             |            | 6.516 | 6   | .368                     |
| Linear-by-Linear association |            | .229  | 1   | .633                     |
| N of Valid Cases             |            | 121   |     |                          |

**Interpretation:** Chi-square test of independence was performed (table1) to examine the relation between usage pattern of online food delivery apps and marital status of respondents. The relationship between the variables was found to be not significant,  $\chi^2=.121$ ,  $p>.05$ . We fail to reject null hypothesis, "the usage pattern of online food delivery apps and marital status are not related". This proves that whether the respondents are married or not married, they order food online.

**Hypothesis 2: There is no significant difference in the food ordered online among respondents of different age groups.**

**Table2: Descriptive Analysis of Age group of respondents**

| DO YOU ORDER FOOD ONLINE |     |          |                   |               |
|--------------------------|-----|----------|-------------------|---------------|
|                          | N   | MEA<br>N | STD.<br>DEVIATION | STD.<br>ERROR |
| 18-25                    | 84  | 1.40     | .762              | .083          |
| 25-35                    | 32  | 1.34     | .602              | .106          |
| 35 and above             | 5   | 1.00     | .000              | .000          |
| Total                    | 121 | 1.37     | .709              | .604          |

**Interpretation:** Table 2 displays the mean values of the age group of respondents. Of the total respondents, 82 are in the age group of 18-25 years of age, 32 are in 25-35 years and 5 are 35 years and above.

**Table 3: Anova results for food ordered online and age group of respondents**

| ANOVA          |                |     |             |      |      |
|----------------|----------------|-----|-------------|------|------|
|                | Sum of Squares | Df. | Mean Square | F    | Sig. |
| Between Groups | .808           | 2   | .404        | .801 | .451 |
| Within Groups  | 59.457         | 118 | .504        |      |      |
| TOTAL          | 60.264         | 120 |             |      |      |

**Interpretation:** One-way Anova was conducted (table3) to determine if there was a significant different in the usage pattern of ordering food online by respondents and age group of respondents. There was no significant different found between groups as determined by one-way ANOVA (F=.801;p=.451). We fail to reject null hypothesis, "there is no significant difference between the age group of respondents and usage of online food delivery apps.

## V. SUMMARY OF FINDINGS

It is observed that most of the respondents, who like to order food online, belong to the age group of 18-25 years of age. Out of all the food delivery apps, Swiggy is considered the best by them. The kind of food mostly ordered by respondents is dinner and the respondents are satisfied with the services. Out of all the delivery apps, respondents preferred to order food from Swiggy because they offer quality and fast delivery to their customers. It was also found that most of the respondents are aware of offers that are provided through websites and apps.

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