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A STUDY ON THE CHANGING CUSTOMER ATTITUDE AND BEHAVIOR TOWARDS DIGITAL FOOD APP SERVICES WITH SPECIAL REFERENCE TO LUCKNOW DISTRICT

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Abstract

In today's world service sector contributes 64.80% in GDP.The rise of digital technology is reshaping the industries. With the increased use of technology, the number of people engaging into the digital sector is rapidly increasing. Even consumers are accustomed to shopping or even ordering online through apps or websites, with maximum convenience and transparency, expecting the same experience that they would get from outlet itself. To match up with the consumer's expectations apps are providing increased facilities and services to the consumers. This scenario doesn't exist only in one country but all across the globe.

With the entire boom in digital industry across the globe, it's had its impact on the Indian economy too. The online food ordering firms have sprouted in bulk. The market size of food in India is expected to reach Rs.42 lakh crore by 2020,reports BCG. Presently the Indian food market is around$350 billion.The space is coming up with a lot of innovation catering to their customer convenience, satisfaction, and retention. This has also built room for a lot of new players, who are targeting specific groups of people. Many new players joining the segment with innovative business models such as delivering food for health conscious people, home cooked meals, etc

1.Introduction

Digital technology has just started growing; it will continue to grow at a rapid rate and with the effect of this so will the various other industries, including the food delivering industry. The advent of the internet, accompanied by the growth of related technologies, has created a significant impact on the lives of people around the globe. For marketers, one of the most significant impacts has been the emergence of virtual stores that sell products and services online.

Consumers can now purchase goods and services virtually anywhere, 24 hours a day, 7 days a week, without geographical and temporal boundaries.

Mobile app ordering is the next big thing and is here to stay. Almost every restaurant owner has witnessed, felt and understood the need for mobile ordering option. Mobile app ordering has become so popular, helping consumers by extending the comfort of placing customized order from whatever they intend to. Mobile app ordering system is indeed a boon for restaurant chains wherein they have helped at improving operational and functional efficiency.

While many marketers acknowledge the importance of using the internet in their marketing mixes, little research has empirically tested the critical factors that influence an individual's decision when buying products or services online. Based on the gaps found in the literature, the purpose of this project study is to understand the perception of electronic online food ordering. The major factor that inhibits those who have not ordered via an electronic channel (non-users) is a desire for interaction although technology anxiety is also a factor. Consumer's behavior towards online food ordering and how they use it or why they don't do so. The intention of the study is to help restaurant operator's better design their electronic ordering chhannels.The single most important attribute of electronic ordering is order accuracy. That is followed by convenience and ease of ordering. Despite the availability of the internet and phone apps, the most common ordering channel is still the telephone call.

Electronic ordering is growing, though as the users said they place a little over 38 percent of their orders on the restaurants website or app. A chief implication is that restaurants must ensure that their ordering system must give users perceptions of control and also be convenient. The online food ordering system gives restaurants the ability to increase sales and expand their business by giving consumers the facility to order food online. With an online restaurant menu ordering system, consumers can place orders online 24*7.Thus it is a simple, fast and convenient food ordering system giving an edge over the competition at an affordable price.

Internet has seen a tremendous growth in terms of coverage and awareness. So giving the business an online presence has become very crucial and important. With digital food app services, we can set up the restaurant menu online and the consumers can easily place orders with a simple mouse click. Also with a food menu online we can easily track the orders, maintain consumer's database and improve the food delivery service. The restaurants can even customize online restaurant menu and upload images easily. Having restaurant menu on internet, potential customers can easily access it and place order at their convenience. Mobile apps have brought about an evolution to the conventional food ordering process. From the comfort of your home or while at work to placing orders while traveling back home, you now enjoy the facility of placing orders from anywhere, anytime.

2. STATEMENT OF THE PROBLEM

This modern world is characterized by its fast pace. The digital food app services are an added advantage to the public. They provide cheaper food at the convenience of the consumer also saving their valuable time. This throws light on my study on the consumer's attitude and buying behavior towards digital food app services with special reference to Lucknow Town.

3. SCOPE OF STUDY

The scope of the study is to analyze the changing consumer's attitude and behavior towards the digital food app services with special reference to Lucknow town. The study is limited to 50 consumers in the Lucknow town.

4. OBJECTIVES OF THE STUDY

- To identify the factors affecting the attitude of customers towards online food delivery apps.
- To know the satisfaction level of customers.
- To know about the attitude of customers towards payment mechanism in the online food delivery apps.

5. RESEARCH METHODOLGY

This is a descriptive study based on primary and secondary data. The primary data is obtained by providing questionnaire to the respondents (sampling survey is adopted).The secondary data is obtained from online journals, websites and newspapers.

Sampling survey is adopted and convenience sampling is used to select the 50 samples in Lucknow town.

This is a descriptive study and is conducted by using the following tools such as Percentage method, Likert scale, Chi square test.Tables and charts are used for presentation.

6. REVIEW OF LITERATURE

Bagla and khan(2017)[1], "a study on customers' expectations and satisfaction with online food ordering portals based on the factors that are responsible for the growing popularity of online booking and ordering of food in India, expectation of the users, and their satisfaction levels with the popular apps such as swiggy , zomato etc.

According to **Leong Wai Hong(2016)[2],** "a study on food ordering system using mobile phone" states that the technological advancement in many industries have changed the business model to grow. Efficient systems can help improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurant's business grow from time to time and will help the restaurants to facilitate major business online.

According to **Hong Lan, et al,(2016)[3]**, " a study on customer perception towards online food ordering and delivery services" the purpose is to know what are the influencing factors, their perceptions,needs,positioning of various attributes of different online portals in their mind and overall satisfaction towards online food delivery services.

According to **Sangle, Gawade & Vibhute(2016)[4], "**a study on online food ordering system with email notification" ,states that people like to shop online as it will be safe shopping time and this facility is available anytime and anywhere. However ,this existing online food ordering systems

still have lacking of some aspects for e-commerce that are important for customer satisfaction. Customer would find their experience most enhanced when the online system give flexibility for the customer to choose the delivery method and receive the E-mail notification on the ordering status. Therefore ,the online food ordering system for bakery that implements the electronic mail technology to notify users when the order is placed or order is processing or order processed or ready for pick up at store or delivered and give flexibility in delivery options to the customer.

According to **Chavan, et al,(2015)[5],**"a study on implementing customizable online food ordering system using web based application" states that typically in a restaurant food order process involves several steps for ordering the food where firstly the customer starting from browsing the paper based menu and then inform the waiter for ordering items. Usually the process requires that the customer has to be seated before starting. An alternative method for the customers is food pre-order system using web based application in which the customer can able to create the order before they approach the restaurant. Customer using smart phone, when the customer approach to the restaurant, the saved order can be confirmed by touching the Smartphone. The list of selected pre-ordered items shall be shown on the kitchen screen, and when confirmed, order skip shall be printed for further order processing. The solution provides easy and convenient way to select pre-order transaction from customers.

According to **Bhandge, Shinde ,Ingale, Solanki and Totare(2015).[6] "**A proposed system for touchpad based food ordering system using android application", states that automated food ordering system is proposed which will keep track of user orders smartly. To implement food ordering system for different type of restaurants in which user will make order or make custom food by one click only. The implementation of this system will be done using android application for tablet PC's.

7. DATA ANALYSIS

Frequency of ordering online

Particulars	Frequency	Percentage
Very rarely	15	30
Rarely	9	18
Occasionally	17	34
Frequently	8	16
Very frequently	1	2
Total	**50**	**100**

(Source: Primary Data)

The most preferred app

Particulars	Frequency	Percentage

Uber eats	19	38
Swiggy	21	42
Zomato	2	4
Others	8	16
Total	**50**	**100**

(Source: Primary Data)

Satisfaction towards the food ordered

Particulars	**Frequency**	**Percentage**
Very satisfied	3	6
Satisfied	30	60
Neutral	12	24
Dissatisfied	2	4
Very dissatisfied	3	6
Total	**50**	**100**

(Source: Primary Data)

Satisfaction towards the hygiene of the food ordered

Particulars	**Frequency**	**Percentage**
Very satisfied	3	6
Satisfied	30	60
Neutral	7	14
Dissatisfied	8	16
Very dissatisfied	2	4
Total	**50**	**100**

(Source: Primary Data)

Satisfaction towards the freshness of the food ordered

Particulars	**Frequency**	**Percentage**
Very satisfied	2	4
Satisfied	25	50

Neutral	21	42
Dissatisfied	2	4
Very dissatisfied	Nil	Nil
Total	**50**	**100**

(Source: Primary Data)

Satisfaction towards package

Particulars	**Frequency**	**Percentage**
Very satisfied	1	2
Satisfied	30	60
Neutral	9	18
Dissatisfied	8	16
Very dissatisfied	2	4
Total	**50**	**100**

(Source: Primary Data)

Satisfaction towards delivery time

Particulars	**Frequency**	**Percentage**
Very satisfied	3	6
Satisfied	24	48
Neutral	18	36
Dissatisfied	3	6
Very dissatisfied	2	4
Total	**50**	**100**

(Source: Primary Data)

Satisfaction towards delivery fees

Particulars	**Frequency**	**Percentage**
Very satisfied	2	4
Satisfied	25	50

Neutral	13	26
Dissatisfied	6	12
Very dissatisfied	4	8
Total	**50**	**100**

(Source: Primary Data)

Perception of respondents whether service matches to the value of money

Particulars	**Frequency**	**Percentage**
Strongly agree	3	6
Agree	34	68
Neutral	12	24
Disagree	1	2
Strongly disagree	Nil	Nil
Total	**50**	**100**

(Source: Primary Data)

Most preferred mode of payment

Particulars	**Frequency**	**Percentage**
Internet	12	24
Cash on delivery	30	60
Credit	8	16
Total	**50**	**100**

(Source: Primary Data)

The most important factor while ordering online

Particulars	**Frequency**	**Percentage**
Speed of delivery	2	4
Convenience	14	28
Quality of food delivered	23	46

More restaurant options	7	14
Others	4	8
Total	**50**	**100**

1.TESTING HYPOTHESIS ABOUT AGE AND SATISFACTION TOWARDS ONLINE FOOD DELIVERY APPS

Ho :There is no significant relationship between age and satisfaction level

H_1 : There is significant relationship between age and satisfaction level showing observed frequency

Age	very satisfied	satisfied	neutral	dissatisfied	very dissatisfied	total
10-20		1				1
20-30	2	25	10			37
30-40	1		5		1	7
40-50					3	5
above 50						
Total	3	26	15	2	4	50

Showing chi square test

O	E	$(O-E)^2$	$(O-E)^2/E$
29	22.46	43.56	1.9446
21	14.36	44.0896	3.0703
Total		5.0149	

Degree of freedom, V = (r-1)(c-1) =(5-1)(5-1) =4*4 =16 and Level of significance = 5%
Table value at V= 16 and level of significance 5% = 26.296
Calculated value = 5.015, which is less than the table value 26.296, so accept Ho.
Thus, there is no relationship between age and satisfaction level.

2.TESTING HYPOTHESIS ABOUT GENDER AND SATISFACTION TOWARDS ONLINE FOOD DELIVERY APPS

Ho :There is no significant relationship between gender and satisfaction level

H_1 : There is significant relationship between gender and satisfaction level showing observed frequency

Gender	Very satisfied	satisfied	neutral	dissatisfied	Very dissatisfied	total
Male		9	3	2		14

Female	3	17	12		4	36
Total	3	26	15	2	4	50

Showing chi square test

O	E	$(O-E)^2$	$(O-E)^2/E$
12	9.44	6.5536	0.6942
17	18.72	2.9584	0.15803
21	18.44	6.5536	0.3554
Total1.2076			

Degree of freedom ,V = (r-1)(c-1) =(2-1)(5-1) =1*4 =4 and Level of significance = 5%
Table value at V= 4 and level of significance 5% = 9.488
Calculated value =1.21,which is less than the table value 9.488,so accept Ho.
Thus ,there is no relationship between gender and satisfaction level.

3.TESTING HYPOTHESIS ABOUT EDUCATION AND SATISFACTION TOWARDS ONLINE FOOD DELIVERY APPS

Ho :There is no significant relationship between education and satisfaction level
H_1 : There is significant relationship between education and satisfaction level
showing observed frequency

education	Very satisfied	satisfied	neutral	Dissatisfied	Very dissatisfied	Total
No formal education					4	4
High school education				2		2
Bachelor degree	1	9	7			17
Master degree	2	17	8			27
Total	3	26	15	2	4	50

Showing chi square test

O	E	$(O-E)^2$	$(O-E)^2/E$
12	11.48	0.2704	0.0236
17	14.04	8.7616	0.6240
7	5.1	3.61	0.7078
14	8.5	30.25	3.5588

Total 4.9142

Degree of freedom ,V = (r-1)(c-1) =(4-1)(5-1) =3*4 =12 and Level of significance = 5%
Table value at V= 12 and level of significance 5% = 21.026
Calculated value = 4.9142,which is less than the table value 21.026,so accept Ho.
Thus ,there is no relationship between education and satisfaction level.

Various factors affecting ordering food online

- 5-Very satisfied
- 4- Satisfied
- 3- Neutral
- 2- Dissatisfied
- 1-Very dissatisfied

Factors	Very satisfied		Satisfied		Neutral		dissatisfied		Very dissatisfied	
	No	weight	No	weight	No	weight	No	weight	No	weight
Taste	3	15	30	120	12	36	2	4	3	3
Hygiene	3	15	30	120	7	21	8	16	2	2
Freshness	2	10	25	100	21	63	2	4	0	0
Package	1	5	30	120	9	27	8	16	2	2
Delivery time	3	15	24	96	18	54	3	6	2	2
Delivery fees	2	10	25	100	13	39	6	12	4	4

Weighted mean score

Factors	Total weight	Mean score	Rank
Taste	178	3.56	1
Hygiene	174	3.48	3
Freshness	177	3.54	2
Package	170	3.4	5
Delivery time	173	3.46	4

Delivery fees	165	3.3	6

Mean score= total weight/number of respondents

8. FINDINGS

The major findings of the study are briefly described below :

- The most preferred app is swiggy and uber eats.
- Majority of the respondents were satisfied with food ordered and the hygiene of the food
- Half of the respondents were satisfied with the freshness of the food.
- More than half of the respondents were satisfied with the package of the food.
- Around half of the respondents were satisfied with the delivery fees and time.
- Around 70% of the respondents feel that the service matches to the value of money.
- Around 70 %of the respondents were motivated to order online by special offers.
- Majority of the respondents spent less than Rs.500 per order and most of them prefer cash on delivery.
- Half of the respondents do not feel secured while ordering online and in sharing credit card details.
- Most of the respondents does not have an opinion as to whether the virtual images match the original food or not.
- 0% of the respondents find the food apps easy and convenient.
- Only a very few respondents felt that the technical terms were creating a confusion among them.
- Very few respondents felt it important to talk to alive person instead of a mobile app to order online.
- Quality of the food was the most important factor to the majority of respondents.Convenience was also an important factor.
- Around 40 % of the respondents claimed the delayed delivery time to be the biggest challenge to be faced while ordering online.
- More than half of the respondents would probably use these apps in future and would suggest their friends also to use them.
- Some factors were identified as affecting the attitude of respondents regarding online food delivery apps:

Product, service quality, perceived risk, convenience, technological anxiety, need for interaction.
The attitude of customers regarding payment apps :

- Most of them prefer cash on delivery and they are satisfied with the delivery fees.
- Majority of them spent less than Rs.500 per order and are satisfied with the service and feels that service matches to the value of their money.
- There is no relationship between age and saltisfaction level

- There is no relationship between gender and satisfaction level.
- There is no relationship between education and satisfaction level.

9. CONCLUSION

Food delivery apps have now become a big hit with tech-savy individuals across India. There are several food delivery apps in India that one can download on smart phones to order food on the go and from the comfort of homes. The present study revealed that there is no significant relationship between age, gender, and education and satisfaction level of customers. And from the analysis it was found that the facilities offered play a major role in making a purchase from an app. Currently cash on delivery is the most preferred option of payment by the respondents but other techniques are also in the growth stage.

The digital food apps services are making the modern life easier and convenient. They save the precious time of the man, who has a fast pace in running the race of life. If the quality of the food delivered is ensured, then it is sure that much more people would be attracted to this scheme. Moreover, the cost effectiveness add to the popularity of these apps. There are several factors such as product, service quality, convenience, perceived risk, technological anxiety, need for interaction which affect the customers' attitude and buying behavior which should be taken into consideration.

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