

A STUDY ON EFFECTIVENESS AND USAGE OF ONLINE FOOD ORDERING APPLICATION

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ABSTRACT:

Emergence of technology and usage of internet drastically make changes in the E-Commerce. The new idea or innovation can be explored to the society with the help of internet. Internet plays a crucial role in the today's business world. Recently, most of the business handling the operational activities in both online and offline. With the support of technology enabled business to meet the competitive situation in an effective manner. Especially, online food ordering has been recently developed in the food industry. This paper focuses on the identification of the factors which is influencing to order food from online, analyses the usage of OFD and spending amount for OFD. For this purpose a sample of 120 were collected from the customers in convenient sampling method with the help of questionnaire. From this, Percentage analysis, Garrett ranking technique, correlation and 'F' test are used as tools to analyse the data.

Keywords: *Internet, OFD (Online food delivery), Third party service provider*

INTRODUCTION

In the modern marketing is considered as a consumer oriented. The new innovations or ideas are generated as per the needs and wants of the customers. Online food ordering application also developed by innovator to study the market conditions as well as needs of the customer. The growing demand of the customers is changing gradually. It gives an importance to the customer valuable time by the way quick delivery, simplify the order processing etc. It is a tool for interconnect restaurant and customer. It eliminates limitations over the traditional system.

There are two ways delivering the food and beverage to the customer. First, Restaurant have an own application to supply the food to the customers. Second, restaurant has tie-up with third party service providers like Swiggy and Zomato etc., to meet the customer requirements. Especially, Swiggy and Zomato are playing major role in the food industry. Online food ordering application is an opportunity to the restaurant for increasing their scope of the business.

Customer able to make an order from the favorite restaurant using of Swiggy and Zomato application. It is easy ways get a food and beverage whenever it's required by the customer at a single click. There is no need to waiting for food at long queue.

(Padmaja and Sri Devi,2021) 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.

(S. Gnana Sugirtham and V. Sindhu), Customer who lives in the rural area is also satisfied by using the online food ordering website is bright, facilities, comfort, user-friendliness are the key feature of online website success.

(N. Thamaraiselvanand G. R. Jayadevan, 2019), We particularly examine the growth and relevance of digital apps in the food delivery systems run by the food providers particularly fast food companies in India and a few strategies which could be adopted by them for sustainable business in

the days to come.

STATEMENT OF THE PROBLEM

The exposure of online food ordering services could be contributed to the changing nature of urban consumers. The online food ordering app like Swiggy, Zomato and restaurant application play major impact in the customer mind by influencing them to ordering their favourite foods in a single click. Recently, customer slightly moves to ordering food via online instead of offline visit into the restaurant. Due to increase efficiency, quick response, convenient and delight service offering by the restaurant.

Now a days customers are look for delight service rather than expectation. So, the marketer try to engage with their service via offering discounts, free delivery, festival offer, doorstep of the consumer, various payment options, cash back offers and rewards. This study addresses the influencing factors towards online food ordering services among Thoothukudi. Moreover, research studies have relevance to the online food delivery services are also limited in the Thoothukudi.

OBJECTIVES OF THE STUDY:

- To know about the socio-economic profile of the customers
- To assess the factors influenced to ordering food through online.
- To identify the relationship between family income and spending amount for OFD.
- To analyses the usage of online food ordering application
- To offer valid suggestions for improvement.

HYPOTHESES

- There is no significant relationship between family income and spending amountfor OFD.
- There is no significant difference between size of the family and usage of OFD

METHODOLOGY

DATA COLLECTION

This study based on primary and secondary data. The primary data was collected from the respondents directly with the help of questionnaire. Secondary data were collected from books, journals and website.

SAMPLE SIZE:

Online food ordering applications are worked in the form of restaurant to customers and third party applications to customers. 120 customers are selected as a sample for the research in order to collect information

AREA OF THE STUDY

This research undertaken to study the effectiveness and usage of online food delivery services in Thoothukudi.

TOOLS AND TECHNIQUES:

- Percentage analysis
- Garrett ranking technique
- Pearson Correlation
- One-Way ANOVA

ANALYSIS AND INTERPRETATION*Table I Socio-Economic Profile of the Respondents*

S.No	Factors	Classification	No. of respondents	Percentage
1.	Gender	Male	64	53.33%
		Female	56	46.67%
2.	Marital status	Married	42	35%
		Unmarried	78	65%
3.	Age	Below 20Years	28	23.33%
		20-40 Years	48	40%
		40-60 Years	32	26.67%
		Above 60 Years	12	10%
4.	Educational qualification	School level	22	18.34%
		Graduate	43	35.83%
		Professional	30	25%
		Others	25	20.83%
5.	Family Income	Below Rs.15,000	40	33.3%
		Rs15,000-Rs.30,000	47	39.2%
		Rs.30,000-Rs45,000	25	20.8%
		Above Rs.45,000	8	6.7%
6.	Type of the family	Nuclear family	62	51.67%
		Joint family	24	20%
7.	Size of the family	Below 3- members	34	28.33%
		3 – 6 members	72	60%
		Above 6 - members	14	11.67%

*SOURCE: Primary data***FINDINGS OF THE STUDY**

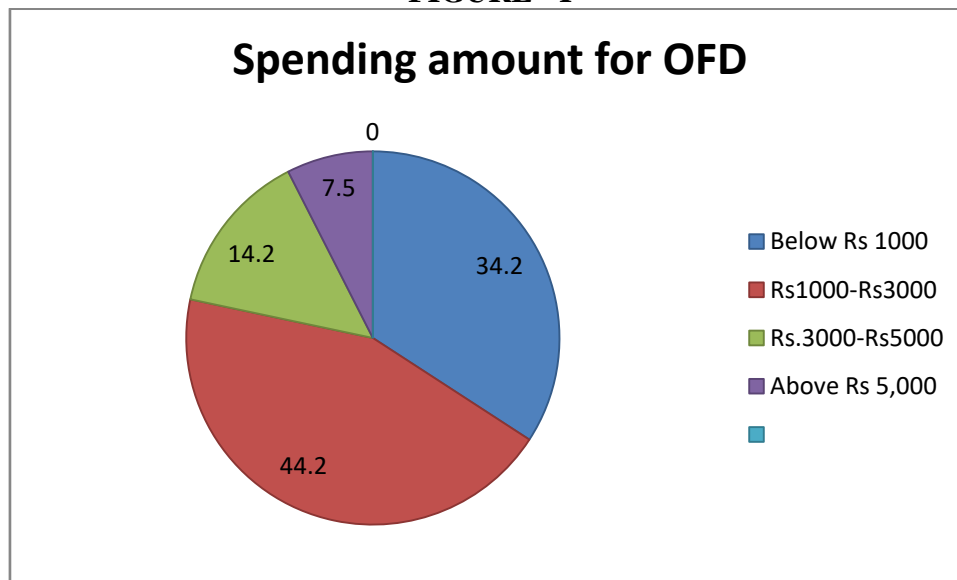
The research findings showed that,

- Out of 120 respondents, 53.33% of the respondents were male.
- 65% of the respondents were unmarried.
- 40% of the respondents belonged to the age group of 20-40 years.
- 35.83% of the respondents are graduates.
- 39.2% of the respondents are earned an income of Rs 20, 000-Rs.40, 000.
- 51.67% of the respondents are come under nuclear family.
- 60% of the respondents are having to 3-6 members in their family.

SPENDING AMOUNT FOR OFD

- To analyse the spending amount for OFD with the help of pie chart.

FIGURE - I



Figures 1 clear that, Majority (44.2%) of the customer spending their amount under Rs1000-Rs.3000.

GARRETT RANKING TECHNIQUE

There are different factors which influenced the sample respondents to ordering food from online. Garrett ranking technique was used to rank the factors which influenced them to ordering food from virtual platform.

Table II Factors Influencing to Order Foods from Online

S.No	FACTORS	Garrett Mean score	Rank
1	Advertisement	43.72	V
2	Hungry	57.37	II
3	Offer & Discounts	55.62	III
4	Varieties of food and beverage	61.02	I
5	Brand image	48.65	IV
6	Service quality	34.63	VI

It is clear from the above table II, 'Varieties of food and beverage' is the prime most factor influence the customer to order from OFD. Since, it got the maximum score 61.02. The second, third and fourth rank was secured by hungry, offers and discounts, and brand image. Advertisement and service quality secured fifth, sixth rank respectively.

Hence, it was clear that 'Varieties of food and beverage' was the most prime factor influencing the customer to ordering food from online.

PEARSON CORRELATION

Inter-Relationship between family income and spending amount for OFD:

The Pearson's product movement correlation to find out the inter-relationship between family income and spending amount for online food ordering. To find out the relationship to set hypothesis:

Hypothesis: There is no relationship between family income and spending amount for OFD.

TABLE III Correlations

		Family Income	Spending Amount for OFD
Family Income	Pearson Correlation	1	.724**
	Sig. (2-tailed)		.000
	N	120	120
Spending Amount for OFD	Pearson Correlation	.724**	1
	Sig. (2-tailed)	.000	
	N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).			

To measure the relationship on the basis of correlation value (0.60-0.79) =Strong or High correlation between the variable.

From the table III concluded that, Correlation value is 0.724, it means there is possibility of strong relationship between family income and spending amount for OFD.

ONE-WAY ANOVA TEST

✓ There is no significant difference between size of the family and usage of OFD

TABLE 4 ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Affordable price	Between Groups	.762	2	.381	.690	.503
	Within Groups	64.563	117	.552		
	Total	65.325	119			
User friendly application	Between Groups	6.495	2	3.247	6.495	.002
	Within Groups	58.497	117	.500		
	Total	64.992	119			
Loyalty	Between Groups	4.962	2	2.481	8.293	.000
	Within Groups	35.004	117	.299		
	Total	39.967	119			
Quick delivery	Between Groups	3.913	2	1.957	5.858	.004
	Within Groups	39.079	117	.334		
	Total	42.992	119			
Convenient	Between Groups	15.314	2	7.657	11.682	.000
	Within Groups	76.686	117	.655		
	Total	92.000	119			
Flexible payment	Between Groups	.100	2	.050	.110	.896
	Within Groups	53.100	117	.454		
	Total	53.200	119			

From the table 4, the 'p' value of variables namely user friendly application, loyalty, quick delivery and convenient are less than 0.01, at the 1% level of significance. Hence, null hypothesis rejected for these variables. It concludes that there is a significant difference between these variables and size of the family members.

The p value of the variables affordable price and flexible payment are more than 0.05 at the 5% level of significance. Hence, null hypothesis accepted for these variables. It concludes that there is no significant difference between these variables and size of the family members

SUGGESTIONS

- Online food ordering offers their services in limited area only. So they have take step to extend their service at wide level.
- To deliver the food with in a scheduled time.
- To add more option to the customer for choosing restaurant as well as food menu.

It arouses the customer mind to order the food again and again.

- When the customer makes an order via application. Service provider should be giving an immediate notification to the customer.
- Service quality should be improved. They offer the services to meet the expectation of the customer.

CONCLUSION

The study was undertaken to examine the factors influencing to ordering food from online. It concludes that variety of food and beverage is the prime factor for influencing the customers. So, the marketer tries to make variety of food and beverage hands to the customer from different restaurants. This study also finds out the perfect relationship between family income and spending amount for OFD. The customer ready to make an order depending upon the income level. So, the purchasing power of the customer is determined on the basis of income level .To raise the sales unit, service providers give an utmost care in fixing the price for the food and beverage. By using of OFD there have a lot of benefits behind there. The results and finding will help the online business to create better strategies to cover many customers.

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