ENHANCING THE USAGE OF ONLINE FOOD DELIVERY APPLICATIONS

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Abstract:

The COVID-19 pandemic accelerated the trend online food delivery application. Online food delivery services have drastically madechangesin the way of people order food, offering convenience, variety, and accessibility. This paper exhibits that growth of online food delivery platforms, highlighting key trends and issues in the industry.It discusses the scope of technology on the sector, including the use of mobile apps, AI, and data analytics. It helps to improve the user experience and enhance efficiency. Online food delivery application support local restaurants and businesses using third party service provider to reach a wider range of customer base .This paper also considers the changing consumer behavior and preferences navigate the demand for online food delivery services.Through the survey conducted, a sample of 150 responded were collected from the customers in convenient sampling method with the help of questionnaires. Statistical tools were applied like percentage analysis, Garrett ranking technique, Pearson correlation and Chi-square test to analysis the data into meaningful result.

Keywords: OFD (Online food delivery), Third party service provider-Swiggy, Zomato.

INTRODUCTION

The evolution online food industry has seen significant growth and acceptance by society. In the recent years, Online food delivery services have a drastically made a changes in the consumer behavior. The COVID-19 pandemic accelerated the trend online food delivery application. The usage of the internet gives support to creation of online food ordering application and websites that connect restaurants with customers.

E-commerce plays a crucial role in the online food delivery industry. It helps the customers to choose menus, make orders and payments, and track deliveries. The growth of online food delivery services driven by many factors like technology development, wider

access, changing consumer preference and internet penetration and so on. In the busy schedule customers are ready to accept the massive changes in the e-commerce like online food delivery service because they felt that more convenient and accessibility with this services.

The single window system offers the customers to order food online from a wide variety of food service providers. The restaurants enrich the sales to tie-up with third party service provider like Swiggy and Zomato. The restaurant registered on the respective portal. The Online food aggregator would charge a fixed margin of the order from the food provider. It acting as the major cost drivers for the food industry.

The existing restaurants registered with reputed food ordering application it leads to increase sale, Enlarge customer base, retain the existing customer and attracting new customer by the way offering discounts, referrals etc. to gain the familiar among the customer via tie-up with Online food ordering aggregator. OFD application provides centralized systems that link between the restaurant and consumer. It facilitates the ordering and delivery process much easier in Logistic. These decentralized enable the application have transparency in their operation and provide more control to users and restaurants.

REVIEW OF LITRATURE

1. N. Thamaraiselvan et al. in their article entitled "Digital Food Delivery Apps Revolutionizing Food Products Marketing in India" addressing the trends and patterns in the 'Digital Food .delivery' market in India. Determine and describe the numerous factors that influence the acceptance of "food aggregators" in the current and future markets for food in India. This study focused on factors like Experimenting with the Business Portfolio, Growth Drivers, Technology is the Power, New Trends, Challenges in Operational Efficiency and Skeptical Business were taken into account in this study.

2. AnitaVinaik et al. "The Study of Interest of Consumers In Mobile Food Ordering Apps" discovered that the majority of respondents are aware of and use these apps, take advantage of their benefits, regularly order food through apps, have certain criteria they feel are most important in an app, what difficulties they encounter when doing so, and what improvements they would like to see in a new food app. This study helped us better understand how apps fit into today's society and how they have affected the food service sector.

OBJECTIVES:

➢ To know about the demographic profile of the consumers

➢ To assess the factors influenced to ordering food through online**.**

➢ To identify the relationship between family income and spending amount for OFD.

➢ To analyse the level of satisfaction towards Online Food ordering application

➢ To offer valid suggestion for an improvement.

HYPOTHESES

✓ There is no significant relationship between family income and spending amount for OFD**.**

✓ There is no relationship between the gender of the sample respondents and their level of satisfaction towards OFD.

✓ There is no relationship between the age of the sample respondents and their level of satisfaction towards OFD.

✓ There is no relationship between the marital status of the sample respondents and their level of satisfaction towards OFD**.**

SCOPE

The scope of this research paper is restricted to restaurant consumers within Thoothukudi district. This result of the findings and suggestions helps the restaurants and mobile app providers to improve performance better in future.

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. 150 customers are selected as a sample for the research in order to collect the data

TOOLS AND TECHNIQUES:

✓ Percentage analysis

✓ Garrett ranking technique

✓ Correlation

✓ Chi-Square test

ANALYSIS AND INTERPRETATION

TABLE I

SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

S.No	Factors	Classification	No. of respondents	Percentage
1.	Gender	Male	84	56
		Female	66	44
2.	Marital status	Married	58	39
		Unmarried	92	61
3.	Age	Below 20Years	40	27
		20-40 Years	73	49
		40-60 Years	26	17
		Above 60 Years	11	7
4.	Educational qualification	School level	39	26
		Graduate	66	44
		Professional	33	22
		Others	12	8
5.	Family Income	Below Rs.20,000	44	29
		Rs20,000-Rs.40,000	72	48
		Above Rs.40,000	34	23
6.	Type of the family	Nuclear family	94	63
		Joint family	56	37
7.	Size of the family	Below 3- members	36	24
		3 – 6 members	68	45
		Above 6 – members	46	31

Source: Primary data

FINDINGS OF THIS TABLE

The research findings showed that,

Out of 150 respondents, 56% of the respondents were male.

61% of the respondents were unmarried.

49 % of the respondents belonged to the age group of 20-40 years.

44 % of the respondents are graduates.

48 % of the respondents are earned an income of Rs 20, 000-Rs.40, 000.

63% of the respondents are come under nuclear family.

45% of the respondents are having to 3-6 members in their family.

GARRETT RANKING TECHNIQUE

TABLE II

S.No	FACTORS	Garrett Mean score	Rank
1	Reviews and Ratings	45.80	V
2	Time Savings	59.39	II
3	Offer &Discounts	55.62	III
4	Convenient	62.04	I
5	Brand image	50.65	IV
6	Varieties of food and beverage	34.63	VI

SOURCE: Primary data

It is clear from the above table II, 'Convenient' is the prime most factor that influence the customer to order food from online. Since, it got the maximum score 62.04. The second, third and fourth rank was secured by time saving, offers & discounts, brand image and reviews & ratings, Varieties of foods and beverage; secured fifth and sixth rank respectively.

The result of the study concluded that, consumer ordering food from online having various reasons but unsurprisingly, the most reason for that convenient is considered as prime most factor.OFD enable the customers can order anytime, anywhere. It helps the customer make it order in easy way.

CORRELATION

Inter-Relationship between family income and spending amount for OFD

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

TABLE III

Correlation between family income and spending amount for OFD

VARIABLE		Family Income	Spending Amount for OFD
Family Income	Pearson Correlation	1	.831**
	Sig. (2-tailed)		.000
	N	150	150
Spending Amount for OFD	Pearson Correlation	.831**	1
	Sig. (2-tailed)	.000	
	N	150	150

**. 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 0.831, it means there is possibility of strong relationship between family income and spending amount for OFD.

CHI_SQUARE TEST

TABLE IV

CONSOLIDATED RESULTS OF CHI_SQUARE TEST

PERSONAL FACTOR	DOF	CALCULATED VALUE	TABLE VALUE	INFERENCE
GENDER	2	0.192	5.99	NS
AGE	2	0.174	5.99	NS
MARITAL STATUS	2	0.041	5.99	NS

NS- Not significant

Chi-square test is applied to find out the significance level at 5% among the gender, age and marital status.

The result of chi-square test proved that there is no relationship between the socio-economic profile of the respondents and their level of satisfaction towards online food delivery service.

SUGGESTIONS:

- ✓ It provides easy access to customer support for order tracking, refunds, and other inquiries.
- ✓ Service provider encourage the skeptical customer to order food from online
- ✓ Using feedback and reviews from the consumer to personalize the user experience, such as suggesting menu items based on previous orders or providing discounts on favourite items.
- ✓ To encourage repeat order and attract new and existing customer by offering promotions and discounts
- ✓ To reduce the hinder in streamline the food delivery process.
- ✓ Existing consumer to earn and redeem points from loyalty programs via application.

Implementing these suggestions can help enhance the user experience and increase usage of online food delivery applications.

CONCLUSION

Overall, online food ordering services have manifest to be effective in streamlining the food ordering process, increasing sales, and enhancing the customer experience for both customers and restaurants. To achieve competitive advantage, online food delivery services should be consider changing consumer behaviors via providing innovative solutions, customized experiences, and maintain sustainability in the food industry. Apart from internet failure, the online food delivers the streamline services to across the customer.OFD is an user friendly application. The increasing rate of mobile phone usasge accord to the massive growth of online food delivery platform.

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