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PERCEPTION AND SATISFACTION TOWARDS ONLINE FOOD ORDERING THROUGH M-APPS PORTALS IN NAGERCOIL CITY

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Abstract

India has formed into a fastest growing economy since its independence, with the vast spread of natural resources it was colonised for more than 2000 by the British Empire. The country has stood as the major trade hub which consisted of various ports and harbours across various countries and territories. It has also seen an extensive industrial revolution of various raw materials into finished goods, whereby exporting them to various territories. Thus one can clearly understand that trade has stood in the roots of India's blood line there by making it the most promising economy in terms of commerce. The huge gap in the urban and rural population clearly shows a massive difference in consumer behaviour, size and disintegrated rural market and also gender and age division, financial status and economic conditions. Here it is important to clearly understand the perception and the attitude of this diverse population whereby providing us with an extensive scope to have a detailed study on this topic. The changes in these attitude and perception are also influence by the latest marketing trends and modern technology changes. In order to have complete study over this topic both primary and secondary data where put into use. The primary data was assembled with a help of the structured questionnaire from the respondent who are purchasing the food items through M-Apps and secondary data collected through books, Internet, journals, magazines and newspapers regarding online foods ordering through M-apps. The complete study was conducted with the help of the various statistical tools to understand the respondents trust on online food suppliers and if they have a user-friendly mobile application that would cater their needs. From the study it can be clearly defined that they achieved highest level of satisfaction and that has led to the increase in loyalty towards the mobile apps. It is also clear that the service providers are constantly changing their app design and structure to cater the needs of the consumers which on the other hand will build a constant consumer base.

Key Words: Mobile Application, Compound Annual Growth Rate, Digital Marketing, Gross Merchandise Value.

Introduction

India has transformed as the fastest growing economy in the world since independence. With its abundant resources spread all over, had undergone voluminous invasions by the foreign nations over the past 2,000 years and later colonized by them. While India as a nation-state is a relatively new system, comprises a large area that includes present day Pakistan, Bangladesh, Afghanistan, Sri Lanka and even some of the south-east Asian countries such as Myanmar, as the geographical limits. Moreover, the region has a history of trade and commerce date back for

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many centuries. In the account of marketing history of such a broad area over such a long period, one faces the challenge of disentangling marketing era from the history of trade and business in general

Over the past decades, technology has contributed immensely to the development of various nations. The role of a technology intelligence population in promoting social and economic development has long been recognized. The complex relationship between the economy, society, the environment, and advancement in knowledge aspires to address issues related to work-life balance. Still, it is the disability of the developing countries to make technology a veritable part of their routine lives that belies their continued underdevelopment. The government is proactive in strengthening infrastructure through funding and provision of subsidy. The digital era is the identity that the current generation will be characterized by the ability of individuals to transfer information instantly which was impossible, before. The concept of digital India has been mounting widely to intensify the growth of overall development of the nation.

Statement Of The Problem

The fast-changing food habits due to education and technological outbreak have become a concern for the online food industry which needs a wider deliberation. The shift from conventional food habits and dine in experiences has reduced due to the advent of M-Apps which have become more convenient and easier with the help of technology. The User-friendly nature, customization and click on menus have attracted many respondents towards M-Apps but the quality and safety of these websites still stand as a question in the minds of the customers. The M-Apps stand as service providers for both the restaurants and as well as consumers, hence it should also be taken into note that the quality of service rendered by these apps are above the set standards. The level of satisfaction and fulfilment that is attained by the customers plays a main role in any food delivery app. After delivery services, customer query and complaint, compensation and refund are the key issues that should be carefully noted. Though M-Apps stand as a boon to the respondent generation they also face various challenges and constrain while using them. Standard of living, level of disposal income and app related uncertainties hinder in the usage of these apps. To study the usage pattern of M-Apps for online food order among the respondents in Nagercoil city of Tamilnadu.

Review Of Literature

Melanthiou, Y (2020), "The soft and hard sides of the sharing economy: a discussion of marketing, financial and sociocultural aspects", this study considered three aspects of the sharing economy, namely - the marketing position, the financial aspect, and the socio-cultural facet. They concluded with suggesting that the marketing aspect will be sensible consumption and advances in technology which had made sharing economy doable and popular. This had made them to modify the consumption forms, particularly in the tourism industry, and had changed conventional marketing channels. It was further suggested that the increasing dominance of sharing economy practices was directly linked to increase the revenue and customer welfare as well as job creation. Moreover, socio-cultural characteristics of societies were linked to the obligation and use of sharing economy.

Vethirajan, C., & Vinayagamoorthi, G. (2019),"Trends in Consumer Behavior towards E-commerce and its Impact on Indian Economy", this study concluded that the growth in technology had offered good opportunities to the seller to reach the customer in faster,

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easier and in economic way. Online shopping was emerged very soon from last few years. E-Commerce and e-shopping is the one which were important in giving opportunities for businesses to reach consumers globally and directly transforming the entire retail market Consumers had various options for both online and offline from which to choose, and, without a compelling reason to choose one retailer over another, they had rotated purchases among multiple firms. The Indian economy had been consistently showing good signs of growth, with the average GDP growth rate at 7.5% in 2015-16. The retail sector was showing a promising trend of 11% CAGR, growing from an estimated size of USD 600 Billion to USD 1 Trillion in 2020. Although, the total e- Commerce spend in India had accounted for less than 2% of the total retail spending, ecommerce had become a key driver to create new markets in erstwhile unreachable geographies. This trend however did not hold true for the business e-Commerce companies are profitable with greater Gross Merchandise Value (GMV) values. The Indian B2B e- Commerce market potential was valued at USD 300 Billion in 2014 and is expected to reach USD 700 Billion by 2020.

Objectives Of The Study

1. To know the Growth of Online Industry in a Global Front
2. To identify Growth of Digital Market in India
3. To study the satisfaction level of food ordering through M-Apps
4. To find the Problems faced by the respondents while ordering foods

Research Design

The present study is of Descriptive in nature. Sample size selected for the study was 75 respondents in Nagercoil city of Tamilnadu. Convenience sampling technique was adopted in the selection of the respondents. For analyzing the data, Percentages, Garret Ranking and chi-squre test were applied.

Limitations Of The Study

1. The analysis is restricted to Nagercoil city, thus taking into account the respondents within this geographical location.
2. Some of the respondents lacked the fundamental knowledge about the concept of consumer perception and therefore may have given a different interpretation.

Growth Of Online Industry In A Global Front

The advancement in internet connection to 4G and 5G technology brought about an optimistic effect on the market advancement as it contracts a continuous, unified experience to the consumer. Additionally, the approval of smartphones is gaining drive at a momentous proportion; therefore swelling the revelation of online shopping aimed the shoppers. Consequently, the mounting custom of smartphones is projected to impulse the market progression over the predicted period below.

Chart 1: Asia Pacific E-Commerce Market size by deployment model 2016-2027
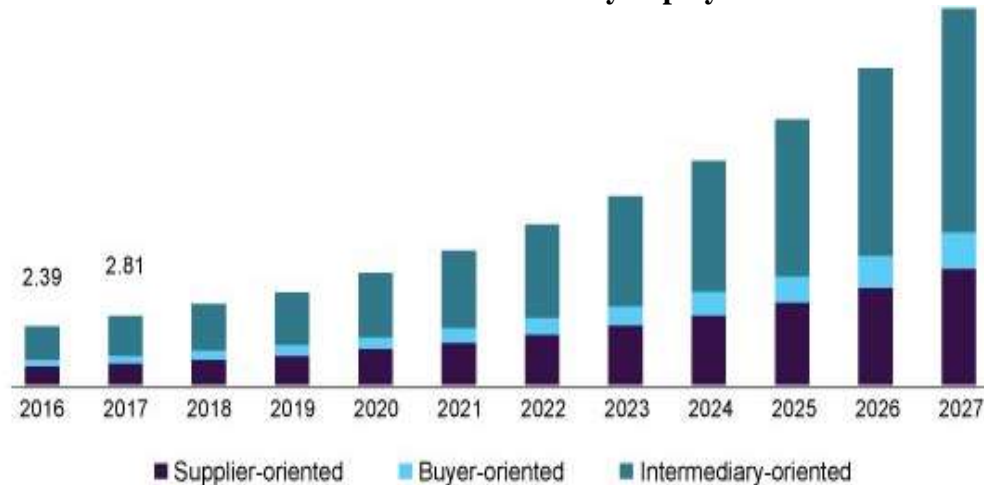

Source: Market Analysis Report May 2020

From the above table it is evidently agreed that the universal e-commerce market dimension was esteemed at 9.09 trillion dollars in the year 2019 and is proposed to upsurge at a compound annual growth rate (CAGR) of 14.7% from the year 2020 to 2027. Growth diffusion of internet is bolstering the smartphone overwhelming population through the world. Digital content, tourism and leisureliness, fiscal services, e-tailing are amid the others that institute a assortment of e-commerce opportunities accessible to the internet retrieving customer base that are reaching momentum through amplified internet practice. Henceforward, technological mindfulness amongst customers is valued to ensure a positive effect on market growth. The developing prominence of faster browsing has headed to the development in the connectivity, consequently leading to advancement in 4G and 5G technology. (Market Analysis report 2020).

Collective number of minor and intermediate enterprises a have also proposed to intensify the mandate for the online industry above the forecast period. Furthermore, snowballing consumer wealth is evaluated to drive the market development over the forecast period. Conventional establishments and gigantic enterprises are angled towards online business owing to concentrated expenditure in communication and infrastructure. Ecommerce advocates the business a stress-free stretch for the customers, and henceforth the desired publicity to business is also accomplished. Currently, the marketing choices are accessible at large owing to the fame of social media presentations, which on the other hand supports in motivating the market for e-commerce to the development trajectories.

Growth Of Digital Market In India

The progress of digital advertising has likewise set its base in India and has multiplied by three fold sales in millions. The accessible data displays that there is a solid room for digital marketing in the thoughts of the orthodox Indian shoppers. Internet entrance to every single nook and corner of the country which serves as the main object for the intensified usage of mobile phones, laptops and computers.

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Chart 2: Number of Online Shoppers in India (in millions)
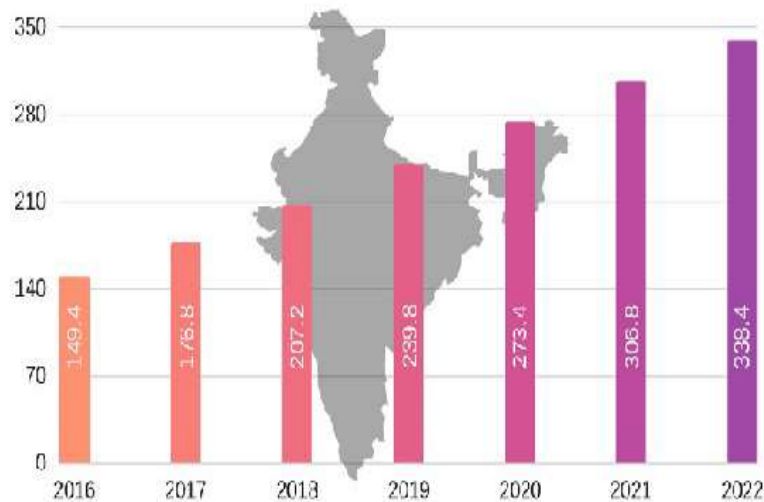
Source; Statistics, e-commerce India, Dig perform 2019

The table above evidently states that Digital Marketing is swelling at a degree of 25- 40% in India yearly. Conferring to the Economic Times Statistics Report of internet consumers, India would be conquering 627 million customers of the World Wide Web by the end of year 2019. The amount of digital marketing consumers has enlarged at a stable period over the years 2020-2022 evidently observing that there is a sturdy hold for the mobile customers in the adjacent future. And, this particular market has thrived into creating Digital Marketing as a foremost source of getting business with the support of internet. (Growth of Digital Marketing in India, 2019) The Indian Government has endorsed Digital India which stands as a model for cash less and paper less contract all around the country. Subsequently 69 million online buyers in the year 2016 has increased to more than 100 million in 2017, India has realized an unambiguous upswing in the internet population. In the meantime the take-off of Digital India escalating progress in a number of start-ups and services and has formed marketplaces for them worldwide. The digital India gesture has been connected in the minds of the people progressively whereby building them to accept new variations in the economy of the country.

It has motivated in a growth of energetic internet users, mobile networks, social media traffic creation and more. The arrival of digital advertising organizations and expert's in Digital marketing has transformed a new genre of business. With added number of dealings picking to generate a brand appearance online and spread out to the audience internationally, the technicalities around the internet are also growing. Websites, blogs, advertising campaigns, SEO policies, etc have entered deep into the metrics of the detail that affects one's existence on the internet. As a consequence, it takes selected well-equipped experts to generate a social standing for a brand. Over the past decade, the digital marketing agencies and specialists with deep intuition into the arena have appeared to provide to the needs. With sound abilities, creative minds and par excellence information of what shall labor for a business online these professionals are the banners of digital marketing.

The rapid increase in the amount of smartphone customers in the country with the obtainability of reasonable decision is raising the consumer base of the online food delivery

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industry in India. The swelling penetration of internet due to reasonable data tariffs is also support the market. The industry is outcome impetus for its growth in the tier-2 and 3 cities has bought about a new concept known as cloud kitchens and partial restaurants with limited cuisines. The humongous amount of publicity by the OFD service providers has also bought about a rise in this field. Intense marketing strategies like offers, membership, discounts and coupons also play a major role.

The below table clearly positions the development rate of the online food industry and the marketplace attained by them in the year 2018 obviously displays the fair size of these delivery businesses at the roaring upswing of 2.9 million US dollars. The year 2019 also demonstrates a firm progress to 4.35 million US dollar. The following year 2020 also presented a growth with 5.42 million dollars, numerous statistics and figures spectacles forthcoming assessments of the market size during the year 2025 will require a whooping development proportion of 12.7 $ million in the years to come . The progression in the economy, laterally with an escalation in the household salary is expected to initiate the market to its highest and create a strong bazaar for minor star-ups and SME'S.

Table 3
Size of average food delivery market from 2019-2020 will estimate till 2025

S.No	Year	Market size (Value in million US dollars)
1	2018	2.9
2	2019	4.35
3	2020	5.42
4	2025	12.7

DEMOGRAPHIC VARIABLES OF THE RESPONDENTS
Table 4: Demographic Variables of the Respondents

VARIABLES		No of Respondents	Percentage
Age	Upto 25	11	15
	26-35	27	36
	36-45	16	21
	45-55	11	15
	Above 55	10	13
	Total	**75**	**100**
Sex	Male	41	55
	Female	34	45
	Total	**75**	**100**
Educational Qualification	Upto SSLC	9	12
	HSC	14	19
	Graduation	22	29
	Post-Graduation	17	23
	Others	13	17
	Total	**75**	**100**
	Farmer	8	11
	Govt. Employees	19	25

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Occupation	Private Employees	17	23
	Business	16	21
	Others	15	20
	Total	**75**	**100**
Income Per Month	Less than 10000	8	11
	10001-20000	16	21
	20001-30000	22	29
	30001-40000	17	23
	Above 40000	12	16
	Total	**75**	**100**

Primary data

Table No.4 shows demographics wise distribution of the respondents. It reveals that male respondents are higher than female respondents. Majority of respondents using respondents in the age group of 26-35 and Graduation were high as compared to other Educational groups. Majority of the respondents were Govt. Employees and 20001-30000 respondents were high as compared to other Income Per Month for respondents.

Frequency Of Using The M-Apps For Food Ordering

Table 5: Frequency of using the M-Apps for food ordering

Nature	No of Respondents	Percentage
Daily	12	16
Once a week	21	28
Twice a week	27	36
Occasionally	15	20
Total	**75**	**100**

Primary data

The above table indicated that the Frequency of using the M-Apps for food ordering. Out of the total respondents, 27 respondents used this M-Apps in Twice a week, 21 respondents used this M-Apps Once a week, 15 respondents used this M-Apps in Occasionally and 12 respondents used this M-Apps in Daily.

Sources Of Information About The M-Apps Of Online Food Delivery System

Table 6: Sources of Information

Sources	No of Respondents	Percentage
Television	16	21
Advertisement in print media	12	16
Online Advertisement	18	24
Friends and relatives	29	39
Total	**75**	**100**

Primary data

The above table explained the Sources Information getting about the the M-APPS Services. When researcher asked about the services, respondents believed that Friends and relatives were the main source.

Mode Of Payment For Food Ordering Through M-Apps

Table 7: Mode of payment

Nature	No of Respondents	Percentage
Debit Card	16	21
Mobile Banking	12	16
Internet Banking	14	19
G-Pay	11	15
Paytm	9	12
Cash on delivery	13	17
Total	**75**	**100**

Primary data

The above table indicated about the Mode of payment paying by the respondents. 16 respondents using the debit card, 14 respondents using the Internet Banking, 12 respondents using the Mobile Banking, 11 respondents using the G Pay, 9 respondents using the Paytm and 13 respondents using the Cash on delivery.

Amount Spend Towards Ordering The Food Items Per-Month

Table 8: Amount Spend towards Ordering the Food Items

Nature	No of Respondents	Percentage
Below Rs. 5,000	21	28
Rs.5, 001 – 10,000	26	35
Rs.10, 001 – 15,000	13	17
above Rs.15, 000	15	20
Total	**75**	100

Primary data

The above table explained that the amount Spend towards Ordering the Food Items. From total respondents, 21 respondents spend Below Rs. 5,000, 13 respondents spend above Rs.15, 000, 26 respondents spend Rs.5, 001 – 10,000 and 13 respondents spend Rs.10, 001 – 15,000.

Perception On M-Apps For Ordering Food

Table 9: Perception on M-Apps for Ordering Food Items through Online Mode

Problems	Mean score	Rank
M-Apps Information	**67.23**	**I**
Effort Expectancy	**67.16**	**II**
M-Apps Support	**67.01**	**III**
Terms & Conditions	**66.92**	**IV**
Flexible Price	**66.55**	**V**
Easy Process	**66.32**	**VI**
Influence	**65.72**	**VII**
Habitual	**65.46**	**VIII**

Computed Data

The above table shows that the Perception on M-Apps for Ordering Food Items through Online Mode. Most of the respondents answered the M-Apps Information, it is the first rank. Other factors like Effort Expectancy, M-Apps Support, Terms & Conditions, Flexible Price, Easy Process, Influence and Habitual were the following rank.

Problems Faced While Ordering Foods Items Through M-Apps

Table 10: Problems faced while ordering foods items through M-Apps

Factors	Mean score	Rank
Delivery of food is not on time	68.74	I
Price variations	68.38	II
Selection of food items are difficulty	67.54	III
Cancellation charges	67.17	IV
Payment options for food ordering through M-Apps	67.11	V
Lack of visualization about the utilize of mobile technologies	66.45	VI
Undergoing too many steps to order the food	66.23	VII
App is charging extra fees for ordering food	66.19	VIII

Computed Data

The above table shows that Problems faced while ordering foods items through M-Apps. Most of the respondents faced the Delivery of food is not on time, it is the first rank. Other factors like Price variations, Selection of food items are difficulty, Cancellation charges, Payment options for food ordering through M-Apps, Lack of visualization about the utilize of mobile technologies, Undergoing too many steps to order the food and App is charging extra fees for ordering food problems were following rank.

Findings
1. Male respondents are higher than female respondents.
2. Majority of respondents using respondents in the age group of 26-35.
3. Graduations were high as compared to other Educational groups.
4. Majority of the respondents were Govt. Employees.
5. 20001-30000 respondents were high as compared to other Income Per Month for respondents.
6. 27 respondents used this M-Apps in Twice a week.
7. 16 respondents using the debit card.

Suggestions Of The Study
1. The online food service providers should give more offers, discounts and cash back options to make the customers to use more digital wallets.
2. Online food M-Apps should obtain better security during payment, so that consumers do not hesitate while making payments, online.
3. Marketing in online food delivery includes the effectiveness of encounters, conveying esteems and the administration process, which need to strengthen, regularly.

Conclusion

The online food delivery industry displayed great potentials among the users. The study was conducted to test the customer perception and level of satisfaction of the online delivery

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mobile applications. The study was carried on to analyse various attributes which affect the consumers to shift from the traditional methods to modern and contemporary methods. Demographic conditions, advancement in technology lifestyle changes and socio economic development have led this population to have a massive shift toward the M-apps. It is seen from the study, with the nonstop flood of expertise into urban areas and sped up urbanization in India, the food dissemination and cafe segment are currently expanding.

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