An Empirical Study on Factors Influencing Customers to Order Food Online through Food Delivery Apps

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Abstract
The Indian start-ups are finding that their secret ingredient for fulfillment in life is indeed, food. There are too many players today fighting to win the consumers heart literally through their bellies. Food technology is that the flavour of the season for Indian start-ups. But contrary to public opinion, it's not about IT but innovation within the food experience provided to the buyer using real food technology. Indian food delivery market is valued at 15 billion dollars and set for an exponential growth. Food delivery has become a competitive market in India. The expansion of online food ordering delivery platform by mobile apps has made businessmen awake and notice. The number of the favored food hubs like Swiggy, Uber EATS, Zomato, FoodPanda and other similar apps are feeding the planet online and making profits. The target of the study is to analyse the factors influencing customers to order food online through food delivery apps. Chi-Square is employed to analyse the target of the study. From the study, it's found that the bulk of the respondents (57.8%) accept that there's difficulty in using the appliance. Thus, the web food delivering application should initiate some ideas for the convenience of the users. The super senior citizens aren't ready to adapt to the changing trends and technologies in modern food ordering systems. Thus, awareness should be created among them.

Keywords: Ingredient, Indian start-ups, Swiggy, Uber EATS, Zomato, Food Panda, Ordering systems

Introduction

The web food ordering service may be a local restaurant and food cooperative website or application for patrons to supply more interactive menu in order that the ordering process might be administered. Ordering food online is meant for its more flexibility and performance, some website or application confirm that the system has enough navigation function through the image information or significant logo to guide customer like students follow the steps to end the ordering process, aside from that it's been constructed to handling sizable amount of orders simultaneously to stop the food overload.

In fast paced time of today, when most are squeezed for time, the bulk of individuals are finicky when it involves placing a food order. it's known globally that, in today's market, it's extremely difficult to start out a replacement small scale business and get over the competition from the well-established and settles owners. the purchasers of today aren't only attracted because placing an order online is extremely convenient but also because they need visibility into the things offered, price and very simplified navigation for the order.

Online ordering system greatly simplifies the ordering process for both the customer and therefore the restaurant. System presents an interactive and up so far menu with all available options in a simple to use manner. Customer can choose one or more items to put an order which can land within the cart. Customer can view all the order details within the cart before finding out.

At the top, customer gets order confirmation details. Once the order is placed it's entered within database and retrieved in just about real time. This enables restaurant employees to quickly undergo the orders as they're received and process all orders efficiently and effectively with minimal delays and confusion.

Review of the Literature

Sheryl E. Kimes (2011) studied the customer perception of electronic food ordering which has made an effort to spot customer perceptions regarding the function of electronic food ordering app. The objectives of this text were to seek out the convenience and control of electronic food ordering app employed by customer. Only those that use web for any purpose were taken into study as respondents.

Sheryl E. Kimes and Philipp F Laque (2011) "online mobile and text ordering in US restaurant industry" have analysed the U.S restaurant industry's status regarding electronic food ordering app and examined the problems involved in its adoption. The study also analysed the ordering distribution channels, vendors and potential advantages and drawbacks of using online, text and mobile sources for ordering. The objective of the study was to spot consumer's attitude toward and use of various electronic ordering options and therefore the experience that they had with these technologies. Survey was conducted among largest 326 US restaurant chains.

Serhat Murat Alagoza and Haluk Hekimoglub (2012) in the study of "Analysis of consumers attitude in online food ordering system" had made an effort to research the factor that influenced the attitude of internet users towards online food ordering in Turkey among university students. Both undergraduate and postgraduate students were taken into the study. a complete of 231 respondents of both undergraduate and postgraduate courses were taken to the study. the info were collected by questionnaire composed of 28 questions and therefore the study concluded that the attitude of scholars towards online food ordering vary consistent with the convenience and usefulness of online food ordering process.

Scope of the Study

This study is to seek out the customer satisfaction and factors influencing to order food through food delivery applications and also this study reflects, how frequently food are ordered through food delivery apps by customers. It also helps in analysing the difficulties faced by the purchasers while ordering food through the web food delivery applications. This study also helps in studying the role played by the web food delivery applications within the current food industry. It also suggests the remedies to be taken by the applications.

Research Methodology

A research design must contain the clear view of procedures and techniques for gathering information, the population to be studied and therefore the methods utilized in processing and analysing data. Primary data was collected through questionnaire. A sampling frame is closely associated with the population. A sample may be a part of population, which is chosen for obtaining the knowledge. A sample size of 102 was selected and picked up from the general public by administering a questionnaire. A sample design of 102 respondents was collected from the general public using convenience sampling technique. Convenience sampling technique may be a non - probability sampling technique where the themes are selected due to their convenient accessibility and proximity for the researcher.

Chi-Square Test

The chi-square test has been wont to test the independence of the 2 attributes or factors, along side their influence on each other. Chi-square test has been performed with suitable null hypotheses and therefore the results of an equivalent are presented.

$$\text{Chi-square} = (O_{ij}-E_{ij})^2/E_{ij}$$

where,

O_{ij} = observed frequency

E_{ij} = Expected frequency

E_{ij} = Row total * Column total / Grand total

Degree of freedom = (C-1)*(R-1)

Analysis & Interpretation

Relationship between the Age and Preference of the Respondents in the Food Delivery Applications

Null Hypothesis: There is no significant relationship between the age and preference of the respondents in the food delivery apps.

Age/Preference	Saves Money & Time	Delivery on Time	Convenience	All of These	Total
Less Than 20 Years	10	8	8	13	39
20-30 Years	7	6	6	16	35
30-40 Years	7	1	3	8	19
Above 40 Years	0	1	3	5	9
Total	24	16	20	42	102

Degree of Freedom = (column-1)*(row-1)
= (4-1)*(4-1)
= 3*3 = 9

Table: Relationship between the Age and Preference of the Respondents

O_{ij}	E_{ij}	$O_{ij}-E_{ij}$	$(O_{ij}-E_{ij})^2$	$(O_{ij}-E_{ij})^2/E_{ij}$
10	9.18	0.82	0.67	0.072
8	6.12	1.88	3.53	0.576
8	7.65	0.35	0.12	0.015
13	16.06	-3.06	9.36	0.582
7	8.23	-1.23	1.51	0.183
6	5.49	0.51	0.26	0.047
6	6.86	-0.86	0.74	0.107
16	14.41	1.59	2.53	0.175
7	4.47	2.53	6.40	1.431
1	2.98	-1.98	3.92	1.315
3	3.72	-0.72	0.52	0.139
8	7.82	0.18	0.03	0.003
0	2.12	-2.12	4.49	2.117
1	1.41	-0.41	0.17	0.120
3	1.76	1.24	1.53	0.869
5	3.70	1.3	1.69	0.456
			Total	8.207

Level of Significance	Degree of Freedom	Calculated Value	Table Value
0.05%	9	8.207	16.92

Interpretation: It is interpreted that at 5% level of significance, the calculated value (8.207) which is lesser than the table value (16.92). There is significant relationship between age and preference of food. Hence, alternative hypothesis is accepted and null hypothesis is rejected.

Relationship between the Gender and Quick Food Delivery App

Null Hypothesis: There is no significant relationship between the gender and quick delivery app.

Table: Observed Value

Gender / Quick Delivery App	Zomato	Swiggy	Uber Eats	Others	Total
Male	5	19	11	7	42
Female	5	37	11	7	60
Total	10	56	22	14	102

Source: Primary data

Degree of Freedom = (column-1)*(row-1)
= (4-1)*(2-1)
= 3*1 = 3

Table: Relationship between the Gender and Quick Food Delivery App

O_{ij}	E_{ij}	$O_{ij}-E_{ij}$	$(O_{ij}-E_{ij})^2$	$(O_{ij}-E_{ij})^2/E_{ij}$
5	4.11	0.89	0.792	0.192
19	23.05	-4.05	16.40	0.711
11	9.05	1.95	3.80	0.419
7	5.76	1.24	1.53	0.265
5	5.88	-0.88	0.77	0.130
37	32.94	4.06	16.48	0.500
11	12.94	-1.94	3.76	0.290
7	8.23	-1.23	1.51	0.183
			Total	2.69

Level of Significance	Degree of Freedom	Calculated Value	Table Value
0.05%	3	2.69	7.82

Interpretation: It is interpreted that at 5% level of significance, the calculated value (2.69) which is lesser than the table value (7.82). There is significant relationship between gender and quick delivery app. Hence, the alternative hypothesis is accepted and null hypothesis is rejected.

Conclusion

The study concludes that the web food ordering applications nowadays has become fast paced in

India, people don't find adequate time to travel for ordering food, due to fast pace of life. The web has become a serious source within the digital era where online food ordering has gained significance not only by entrepreneurs but also among the buyer. Online food ordering is within the fingertip of the buyer. It gives a special experience and consumer can make the food ordering more fashionable over the web as they're getting wont to it and becomes easier for the consumers.

Food industry has always been a profitable industry not just for manufacturers, suppliers, but also for the users, distributors. The web food delivery system is that the need of hour due to the recent changes within the industry and therefore the increasing use of the web. Technology has been creating new dining experience and it's a big role in changing the ways customers prefer to dine. There's a promising growth potential within the food service industry, opportunities are arising alongside challenges resulted from the competitive business environment. The increase of digital technology is reshaping the industries. With the increased use of technology, the amount of individuals engaging into the digital sector are rapidly increasing.

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