An Analysis of User Convenience towards Food Online Order and Delivery Application (FOOD App via Platforms).

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Abstract

The sight of recent traffic on Zomato, Swiggy, Uber eats etc. through the roads of Chennai is very common. Day on day this traffic is increasing widely across all the areas of the city. The influence of this food online order and delivery especially the platform-to-delivery application is increasing its presences. Hence, the necessity to study the influence of demography of people adopting to this technology. Understanding the demography will throw light on the frequency of usage of these applications. This study is to discern the quality of the FOOD (Food Online Order and Delivery) Apps- the platform-to-consumer delivery app, from the feedback of customers. The study also attempts to understand the factors that leads to the intension to use these App.

Key Words: FOOD (Food Online Order and Delivery) App, Platform to consumer delivery, online food order, food delivery, adoption of technology, convenience.

1. Introduction

India has a rich tradition in home-made food industry. But the change in the work life has welcomed the food online delivery app. The popularity of m-commerce technology, which involves the payment via wireless devices has also enhanced the purchase intension of people, as it involves less time and effort (Au & Kauffman, 2008, Mallat 2007).

The revenues from platform to consumer delivery amounts to $ 484m, nearly 7 percent of total revenue on online food delivery segment. Here focus is at the market segment, which provides customers the food from their partner restaurants and the delivery of food managed by themselves. The revenue is further expected to grow to 25.2% by 2023. The user penetration is nearly 2.1% and is expected to strike 4.8 % by 2023 (The statista Portal).

The digitalization has boosted the technology usage of Indians. Food is the biggest necessity of life and these online food order service lessens the efforts. The online food delivery seems to grow 30% over the normal food industry. There are many new entrants joining this segment day by day. The food tech is the burning talk in the town of start-up. The various food market players in India are Swiggy, Zomato, Food Panda, Fasoos, Box8, fast food delivery app etc.

This paper is unique in analysing the quality of information in the mobile app, the system quality on navigation through the pages, user friendliness and the service quality on delivery and time.

2. Literature Review

The FOOD app players like Swiggy, Zomato have made their presence in India and now Uber eats have joined the competition (Sindhu_Kashyap). The services of each app are very attractive with offers to influence the viewers. Dinner was the most opted time of meal by the people to use this app, and preferred only for users less than 3. If they have three or more, they tend to dine out. Her we evidence that the food ordering app has reduced the walking customer (Karishma Sharma, Kareem

Abdul Waheed). The experience of food operators providing online service quality where compared and the operator's perception towards customers taste and preferences where estimated. The findings are that customer use online delivery app for their convenience, speed of delivery, order accuracy, ease of use etc (by Sheryl E. Kimes).

Customer's attitude towards online food purchase also showed the convenience, no hassle and ease of use as the major factor, also the preference among the mobile food app is choice based on the perceptions of consumer's reviews or feedback (Dr.Neha Parashar, Ms. Sakina Ghadiyali). The smart systems can cut down the paper and time of the waiter at restaurants to write down the menu.This is enabled by the technology and robots are employed to deliver the food at the convenience (A.L.Maind, Jain UmeshKumar ,Badjate Shraddha , Batheja Megha ,Bagrecha Darshan). Amongst all these new technologies of food adoption, the healthy dinning becomes a concern. Smart mobile help in our routine exercise and fitness management. This adaptability can be extended towards ordering healthy diet, with personalized diet plans (Bendegul Okumus, Anil Bilgihan).

The analysis using WebQual 4.0 instrument, proved that the quality of the website has positive impact on consumers influence to use. Quality mediates between the customer satisfaction and his intension to purchase (Jasur Hasanov, Haliyana Khalid). There was an investigation on the service quality of various mobile apps, and inferred a scale consisting of six factors to measure the service quality. The design, functionality, assurance, customization, fulfilment and service recovery are the various factors to describe the service quality of a mobile application (Dr. Rajeev Kumar). There are also five-dimensional measure for food order delivery, wherein the householders' option are also considered. They are the trustworthiness, convenience, food choices, price and design (Meehee Cho, Mark A Bonn, Jun (Justin) Li) Customers are more fascinated towards technology, for its convenience and time saving efforts. The user-friendly and quick turnover time of response are leading to enhanced support from the customers (Vincent Cheow Sern Yeo, See-Kwong Goh, Sajad Rezaei).

3. Research Methodology

Survey was conducted with questionnaire adopted from tested item scale (Ting Chi, 2018). Around 100 questionnaires were collected to utilize for empirical study. The prior literature views on the technology adoption, service quality and the increase in usage of online food delivery (OFD) app are studied. Here, the different quality perspectives required for a mobile app to attract and enhance the user interface is analysed. Also, we analyse the segment of consumers who are the most users of Platform-to- Delivery food App. Pearson's Correlation, One-way Anova are the tools used for analysing the objective using SPSS 20.

The following hypothesis are tested:

H1: There is no significant difference between the Age and Intension to order in FOOD app.

H2: There is no significant difference between the Marital Status and Intension to order in FOOD app.

H3: There is no significant difference between the occupation of customer and their Intension to order in FOOD app

H4: There is no association between service quality, information quality, service quality and Intension to order in FOOD app.

4.   Results and Discussions

4.1 Table 1:Difference in age group and Intension to order in FOOD app

ANOVA- Age and Intension to order in FOOD app					
Intention					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	71.511	4	17.878	1.706	.155
Within Groups	995.529	95	10.479		
Total	1067.040	99			

The value of p >0.05, hence there is no statistically significant difference in the age group of customers towards their intension to order through FOOD (Food Online Order and Delivery) app.

4.2 Table 2: Difference in Marital status and Intension to order in FOOD app

ANOVA- Marital Status and Intension to order in FOOD app					
Intention					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.722	2	11.361	1.055	.352
Within Groups	1044.318	97	10.766		
Total	1067.040	99			

The significance value p>0.05, which implies marital status has no significant impact towards the customers intension to order in FOOD app.

4.3 Table 3 : Difference in Occupation and Intension to order in FOOD app:

ANOVA- Occupation and Intension to order in FOOD app					
Intention					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.192	3	5.731	.524	.667
Within Groups	1049.848	96	10.936		
Total	1067.040	99			

The significance value of p > 0.05, which infers that occupation of the customers has no significant influence towards their intension to order in FOOD app.

4.4 Table 4: Association between service quality, information quality, service quality and Intension to order in FOOD app.

Correlations		sysquality	Infoquality	Servquality	Intention
sysquality	Pearson Correlation	1	.746**	.778**	.574**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Infoquality	Pearson Correlation	.746**	1	.758**	.501**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Servquality	Pearson Correlation	.778**	.758**	1	.599**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Intention	Pearson Correlation	.574**	.501**	.599**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).					

From Pearson's correlation table - system quality, information quality, service quality and Intension to order through FOOD app are associated at 0.01 level. There is a strong positive association between the variables system quality, information quality and service quality towards the intension to order in FOOD app.

5 Findings and Recommendations

From the empirical analysis, it is interesting to know that all customers who were analysed are not inclined by the demographic variables like age, occupation and marital status towards their intension to order in FOOD app. This substantiates in alignment with the prediction of growth in FOOD app which is likely to happen shortly in few years. The quality of a FOOD Mobile App is measured by Service quality, information quality and system quality. The service quality of FOOD app is measured by on-time services, prompt responses, packaging, personalized and professional services. The information quality is measured by wide food product choices, update, attractive display and the accuracy of information provided. The system quality is measured using the ease in navigating the pages, clear layout and systems reliability. From the above analysis, we infer that the Mobile app quality has very strong positive association resulting in customer's intension to order in FOOD mobile

app. If there is inefficiency in quality of FOOD mobile app, it would affect the customer's intention to order in the FOOD mobile app.

6　Conclusion

The technology outreach along with good support of information quality, service quality and support quality has resulted in the positive outcome of customer's intension to use and order food using Platform-to-consumer delivery app- The FOOD mobile app. Customers are open to technology adoption in FOOD mobile app as it saves their time and effort.

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