Interest of Consumers in Online Food Delivery Applications with Special Reference to Guwahati City of Assam

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ABSTRACT

Technology has played a key role in revolutionizing the food delivery service, it has contributed to the changes in consumer preferences as their dependency of technology has motivated them to do everything online comprising getting cooked meals delivered to their doorstep. Convenience is the prime factor to the consumers, as to place an order is as simple as few clicks on any mobile devices. The popularity of online food ordering and delivering services is steadily growing; expectations of the users are also increasing. This study is aimed to investigate consumer'sview about the services they receive from different portals.

KEYWORDS*: Online, food delivery, customer satisfaction*

INTRODUCTION:

With the emergence of 21st century, we could see India at a rising pace. Young minds of the country are exceptionally excelling in the era of latest technology and innovations. The things which seemed to be impossible are now becoming possible because of the technological advancements. Today, various kinds of businesses are setting up online stores because of technology. The apps have made a lot of things convenient for the users. Online food delivery can be defining one of the process of delivery of food or take out from a restaurant or a local food joint through a web page or mobile App.

OBJECTIVE:

1. To understand the various factors that influences the consumers to choose online food delivery services.

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2. To understand consumer's awareness of mobile food application.
3. Customer's satisfaction towards the different online food delivery applications.

RESAERCH METHODOLOGY:

This study is descriptive in nature. For this study date are collected from both Primary & secondary sources. The information has been collected from the respondents through questionnaire designed for the purpose of the study consisting of 16 questions. As the size of the population is not very much large, hence simple random sampling method has been used in choosing the sampling units. The size of the sample is 50 respondents (citizens) of Guwahati city.

ANALYSIS AND INTERPRETATIONS:

Table1.1: Age of the respondents

Age	No. of respondents	Percentage
18 – 25	39	78%
25- 45	11	22%
45 – 60	Nil	Nil
Above 60	Nil	Nil

(Source: Survey)

Interpretations: From table 1.1 it is found that 18 -25 age group of people that are using online food delivery applications are more than the other age groups.

Table1.2: Level of Education of the respondents

Qualification	No. of respondents	Percentage
Matriculation	Nil	Nil
Higher secondary	2	4%
Graduate	37	74%
Post graduate	11	22%

(Source: Survey)

Interpretations: From table 1.2 it is found that most of the users are of graduate level.

Table1.3: Occupation of the respondents

Occupation	No. of respondents	Percentage
Business	6	12%
Professional	9	18%
Government Employee	1	2%
Students	34	68%

(Source: Survey)

Interpretations: From table 1.3 shows that most of the respondents are students.

Table 1.4: Respondents preference on buying food

Preference	No. of Respondents	Percentage
Mobile Apps	32	64%
Direct call	2	4%

| Web browser | 1 | 2% |
| Walk – in | 15 | 30% |

(Source: Survey)

Interpretations: From table 1.4 shows that most of the respondents are students.

Table 1.5: Online food delivery application used by the respondents

Applications	No. of respondents	Percentage
Swiggy	38	77.6%
Zomato	7	14.3%
Uber eats	4	8.2%
Foodpanda	Nil	Nil

(Source: Survey)

Interpretations: From table 1.5reveals that most of the respondents are using Swiggy as their preferred online food delivery option followed by Zomato.

Table 1.6: Usage of Online food platforms by the respondents

Usage	No. of respondents	Percentage
Daily	1	2%
Less than 2 times in a week	9	18.4%
More than 2 times in a week	1	2%
When needed	38	77.6%

(Source: Survey)

Interpretations: From table 1.6shows that most of the respondents use online food delivery application whenever they need. There is no standard order frequency.

Table 1.7: Attributes that influences to use these applications

Features	No. of respondents	Percentage
Fast delivery	26	53.1%
Quality food	21	42.9%
Ease and convenience	31	63.3%
Offers and discount	15	30.6%
More restaurant options	21	42.9%

(Source: Survey)

Interpretations: Table 1.7 reveals that most of the respondents are using online application because of ease and convenience. Fast delivery of food is another attribute that influence the respondents to use online food delivery system.

Table 1.8: Source of Awareness

Sources	No. of respondents	Percentage
Social media	43	87.8%
Broadcast	6	12.2%
Newspaper	Nil	Nil

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Magazines	Nil	Nil

(Source: Survey)

Interpretations: From table 1.8it is observed that most of the respondents are using online food delivery application having awareness from social media.

Table 1.9: Problems faced by the respondents

Problems	No. of respondents	Percentage
Slow delivery	5	23.8%
Location tracking	4	19%
Prices too high	2	9.5%
Poor food quality	8	38.1%
Food stolen by delivery boy	1	4.8%
Wrong food item delivered	1	4.8%

(Source: Survey)

Interpretations: Table 1.8shows different problems faced by the users of online food delivery applications. It is found that most of the respondents are reporting that it is poor food quality which is the major problem in case of online food delivery system followed by slow delivery and location tracking.

Table 1.10: Level of satisfaction of the respondents

Level of satisfaction	No. of respondents	Percentage
Less satisfied	5	10.4%
Moderately Satisfied	38	79.2%
Highly satisfied	5	10.4%

(Source:Survey)

Interpretations: From table 1.10reveals that 79.2% respondents are moderately satisfied using online food delivery applications.

Table 1.11: Improvements needed in these applications

Yes/No	No. of respondents	Percentage
Yes	36	73.5%
No	13	26.5%

(Source: Survey)

Interpretations: From table 1.11reveals that majority of the respondents have advised for improvements in the system of online food delivery

Table 1.12: Kinds of improvements needed

Kind of improvements	No. of respondents	Percentage
Tracking system	6	16.2%
Food Quality	12	32.4%
Delivery time	4	10.8%

| Pricing & offers | 15 | 40.5% |

(Source: Survey)

Interpretations: From table 1.12 shows that majority of the respondents want better pricing and offers in case of online food delivery system.
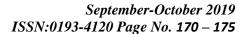
CONCLUSION AND SUGGESTIONS:

In conclusion, the conducted survey and the present study shows that most of the users are from 18-25 age group and most of them are students. Majority of the people prefers mobile applications for buying food than other medium of buying foods. It is found that the most used application by the users is Swiggy in comparing to other applications. Many of the users are using these applications when needed whereas only some of them using it less than 2 times in a week. Most of the People are influenced for using these applications due to its certain features such as ease & convenience, fast delivery, more restaurant options. On the other hand, Social media seems to be the most powerful source for providing information about these applications. The average price people are spending on these applications is 500-1000 in a month though some of them have faced problems and many of them have not faced any problem yet on these applications. The common problem faced by the users is poor food quality and slow delivery of order. Most of the users are satisfied with their services whereas users also claimed for some improvements on these applications such as improvement in pricing & offers, Food quality, Tracking system and delivery time. Out of the applications such as Swiggy, Zomato, ubereats& Foodpanda the most recommended application for online food buying by the users is Swiggy. It seems that in this busy lifestyle and increasing of people wants for getting readymade things with more ease & convenience, these applications are flourishing day by day with its diverse features and making impact on people lifestyles.

Some of the recommendation that is based on observation, analysis and interpretation of the collected data from the respondents are like there should be a proper advertisements and promotions to be done in order to let people know about these applications and encourage people to use these services.Expanding of the work team by recruiting new workers and employee will help to reduce problems like slow delivery time, tracking systems and may reduce some unemployment is also a recommendation based on the study.here should be some improvements in the technology and offer new features to the users for sustaining in the market. The primary goal should be providing good quality of food for which expert chef team could be recruit.Proper pricing policy is also very essential in order to attract customers.Proper market strategy needs to be designed to market these services to various parts of the society and make people aware of these services.

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