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Influence Of Demographics On Online Food Delivery System As Perceived By Online Shoppers In Chennai Region

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Abstract

Ordering food online has become a trend in the recent years and millions of orders are placed every day across the globe. A single booth for ordering food across many restaurants and cuisines has made online food deliverers more popular in the recent days. Many researchers have predicted that restaurants who does not provide online service may not survive in the food industry in the next two years. Hence it becomes mandatory to identify the perception of online shoppers towards the food delivery system and in the influence of demographic factors towards it. The study was conducted in the Chennai region of Tamil Nadu and the data was collected from over 150 respondents. The study will help the online food service providers such as demographic profile and hence the products could be designed and improvised accordingly.

Introduction

Lifestyle of the people has gone a significant change in the recent years due to the advent of internet technology. In the present decade consumers purchase any product or service that is available at ease. From paying a bill to booking a ticket, every service providers give the services online and one of the prominent developments in this range is online food delivery system. Companies like Swiggy, Zomato, Uber eats, provide mobile applications to order food anytime anywhere. India has a growth rate of 15% every quarterly in online food sales according to Redseed reports.

Rathore et al(2018) stated that more than 50 % of the Indian population order food since they don't like cooking and online food deliverers provide time promising service within 40 to 60 mins. Samsudin et al. (2011) claimed that customers place food orders online as they can select food from a variety of cuisines and track the order at convenience. According to a report published by Indian Brand Equity Foundation (IBEF), food industry has been one of

ISSN:0971-1260
Vol-22-Special Issue-18-December-2019

the major elements of retail sector in India and the Indian food market is expected to reach $490 billion by 2020. The paper will enlighten the customers on how the technology plays a prominent role in the food industry.

Review of Literature

According to Serhat Murat Alagoz&HalukHekimoglu (2012), online food delivery system has taken a boom in the recent and used the Technology acceptance model (TAM) as the ground to study the acceptance of online food delivery system. It was found that, the acceptance level differs due to factors such as convenience, trust and innovativeness. H.S. Sethu&Bhavya Saini (2016) identified the perception of students towards the online food service and it was found that, online food delivery system helps the students to manage the time better and also the available of food anytime, anywhere is the primary reason towards the usage of food delivery apps.

Chorneukar (2014) analysed the perceptions of the customer towards ordering the food electronically and found that convenience and accuracy are the major factors that create interest among the consumers regarding online food delivery system. Dellaert (2004) explored the customer's perception towards the online food shopping and concluded that along with factors such as convenience, external attributes such as situation also influences the intention towards ordering food online.

Methodology

Survey with interview through questionnaire was used as the research instrument. The model was developed using many factors identified by numerous researchers and online food credibility model was developed. A total of five dimensions were framed named as attitude, hygiene, trust, finance and convenience. A questionnaire was developed based on these models which resulted in 25 Likert scales. These scales were measured on five point scale with the value 1, 2,3,4,5 and were coded as Disagree, weakly agree, neither agree nor disagree, agree, strongly agree respectively. Exploratory factory analysis with varimax rotation was conducted. 150 respondents around Chennai region who use online food ordering were taken for the study who order minimum one time per week on online delivery system were exclusively selected for the research.

ISSN:0971-1260
Vol-22-Special Issue-18-December-2019

Analysis & Interpretation

Table 1 Online food credibility model

A factor analysis was carried out to identify the dimensions based on which the perception of online food delivery system can be studied.

Components of Online food delivery system	Dimensions	Loading
I don't like to cook, so I order food.	**Attitude**	.964
I like to enjoy different food at the home atmosphere watching my favourite movie rather than at the restaurant.		.954
I feel satisfied if I eat different varieties of food every day.		.948
I order food online because I have experience using online transactions and I am comfortable doing it.		.948
I consider myself a very busy person, so I always order food online and hence I could do my work while eating.		.939
I am sure the delivery person will handle my food in a hygienic manner.	**Hygiene**	.916
I feel HAZAP standards are properly followed in hotels with food service tie up there by avoiding micro biological contamination.		.908
I am sure the food service tie up will ensure that frozen food is not delivered to the online customers.		.907
I do not worry about the cleanliness of the kitchen and the restaurant, as I trust the food service partner.		.906
I trust in myself that I will not get addicted to trying new food everyday which will deteriorate my health.		.901
I trust the pictures of the restaurants that are uploaded and I use them to select my food.	**Trust**	.924
I believe the delivery managing application takes responsibility for the quality of the food.		.914
I trust the restaurant with its brand name.		.894
I believe the delivery guy will never misuse my food.		.886

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Vol-22-Special Issue-18-December-2019

I trust the online products are delivered as promised.		.849
I get discounts when I order through food service partners.	**Finance**	.828
I tend to save an opportunity cost as I take care of my other works as well.		.824
I don't tend to order extra quantities as I pre order.		.805
The idea to consume more when I see others eating is avoided.		.786
I tend to save on my health pill as I avoid pollution.		.726
I like to eat from my favourite restaurant irrespective of the distance.	**Convenience**	.802
I like to order food without leaving the place.		.800
I find an easy payment system.		.799
I like to order food online, whenever I feel hungry at any time.		.786
I order food online as the application is user friendly.		.776

The above table indicates that online food credibility model can be divided into five dimensions namely attitude, hygiene, trust, finance, convenience.

Table 2Mean and standard deviation of online food credibility factors based on age

Dependent variables	**Age**	**N**	**Mean**	**Std. Deviation**	**F-value**	**Sig Value**
Attitude	Lessthan 25 Yrs	33	3.446	.56972	4.678	.003**
	26 to 35 Yrs	70	3.043	.47312		
	36 to 45 Yrs	55	3.358	.68601		
	Morethan 45 Yrs	42	3.133	.53879		
Hygiene	Lessthan 25 Yrs	33	4.364	.59204	4.335	.005**
	26 to 35 Yrs	70	4.429	.40417		
	36 to 45 Yrs	55	4.291	.32619		
	Morethan 45 Yrs	42	4.419	.33998		

ISSN:0971-1260
Vol-22-Special Issue-18-December-2019

Trust	Lessthan 25 Yrs	33	3.609	.46122	6.637	.000**
	26 to 35 Yrs	70	3.557	.42085		
	36 to 45 Yrs	55	3.555	.31927		
	Morethan 45 Yrs	42	3.895	.50416		
Finance	Lessthan 25 Yrs	33	3.803	.48508	5.254	.001**
	26 to 35 Yrs	70	3.814	.41713		
	36 to 45 Yrs	55	4.164	.27200		
	Morethan 45 Yrs	42	3.967	.36604		
Convenience	Lessthan 25 Yrs	33	4.124	.29847	6.253	.000**
	26 to 35 Yrs	70	4.293	.27350		
	36 to 45 Yrs	55	4.355	.23148		
	Morethan 45 Yrs	42	4.338	.25525		

**Significant at 1% level * Significant at 5% level

Null hypothesis (H1): There is a significant difference of opinion on factors of online food credibility model on the basis of age of the respondents.

Inference

From the mean value of 3.446, it is found that respondents whose age is less than 25 yrs has the highest influence towards the attitude factor of food credibility whereas the respondents whose age group is from 26-35yrs has the lowest influence towards the attittude factor with the mean value of 3.043. From the P value, it is found that, attitude factor is significant at 1% level of significance.

It is found that respondents whose age group is from 26 yrs to 35 yrshas the greater mean value of 4.429 towards the hygiene factors which marks its highest influence. Respondents whose age is from 36-45 yrs has the lowest influence towards the hygiene with the mean value of 4.421. From the P value of 0.005, it is found that hygiene factor is significant at 1% level of significance.

With regards to the trustfactor , it is found that, respondents who age group is more than 45 yrs has the maximum influence with the mean value of 3.89.Similarly respondents whose age group is from 36 to 45 yrs has the lowest influence towards the trust factor of

ISSN:0971-1260
Vol-22-Special Issue-18-December-2019

food credibility model with the mean value of 3.55. From the P value, it is found that; trust factor is significant at 1% level of significance.

From the mean value of 4.16, it is found that, respondents whose age group is 36 to 45 yrs has the maximum influence towards the finance factor. Similarly, respondents whose age is less than 25 yrs has the mean value of 3.803 and has the lowest influence towards the finance factor. From the P value of 0.001, finance factor is significant at 1% level of significance.

It is also found out that, respondents with age group 36 to 45 yrs have the highest influence towards the convenience factor with the mean value of 4.35. Similarly, respondents whose age is less than 25 yrs with the mean value of 4.124 and has the lowest significance towards the convenience factor of online food credibility , From the P value of 0.000, it is found that, convenience factor is significant at 1% level of significance.

Table 3 Mean and standard deviation of online food credibility factors based on Gender

Dependent variables	Gender	N	Mean	Std. Dev	t-test for equality of means		
					t	df	Sig.
Attitude	Male	133	3.2411	.58957	0.618	198	0.538
	Female	67	3.1871	.57269			
Hygiene	Male	133	4.3008	.43231	-3.111	198	0.002**
	Female	67	4.4925	.36611			
Trust	Male	133	3.5218	.39912	-5.022	198	0.000**
	Female	67	3.8343	.44604			
Finance	Male	133	3.8887	.33792	-3.442	198	0.001**
	Female	67	4.0881	.46889			
Convenience	Male	133	4.2376	.26144	-4.075	130.204	0.000**
	Female	67	4.3993	.26650			

**Significant at 1% level * Significant at 5% level

Null hypothesis (H2): There is significant influence of gender on the components of online food credibility model

ISSN:0971-1260
Vol-22-Special Issue-18-December-2019

Inference

The above table inferred that, Male respondents have the higher influence towards the attitude factor of online food credibility based on the mean value 3.241. Female respondents have the lesser influence towards the attitude factor of online food credibility based on the mean value 3.187. From the P Value it is found that, there is no significant difference of opinion based on the attitude.

It is found that, female respondents have the higher influence towards the hygiene factor based on the mean value 4.492. Male respondents have the lesser influence towards the hygiene factor based on the mean value 4.300. From the P value it is found that, there is a significant difference of opinion based on the hygiene factor of online food credibility at 1% level.

It is found that, female respondents have the higher influence towards the trust factor based on the mean value 3.834. Male respondents have the lesser influence based on the mean value 3.521. From the P value it is found that, there is a significant difference of opinion based on the trust factor of online food credibility at 1% level.

It is found that, female respondents have the higher influence towards the finance factor based on the mean value 4.088. Male respondents have the lesser influence based on the mean value 3.88. From the P value it is found that, there is a significant difference of opinion of finance factor based on gender at 1% level.

It is found that, female respondents have the higher influence towards the convenience based on the mean value 4.39. Male respondents have the lesser influence towards the convenience based on the mean value 4.25. From the P value it is found that, there is a significant difference of opinion based on convenience factor at 1% level.

Findings

1. Respondents whose age group is from 36 yrs to 45 yrs have the maximum influence towards the convenience, finance factors and lowest towards the trust, hygiene factors of online food credibility model.

ISSN:0971-1260
Vol-22-Special Issue-18-December-2019

2. Respondents whose age is less than 25 yrs has the highest influence towards the personal attitude of the customers
3. Respondents whose age group is from 26 yrs to 35 yrs has the maximum influence towards the hygiene factors.
4. Male respondents have more influence towards the personal attitude of the customers.
5. Female respondents have highest influence towards the hygiene, trust, finance and convenience with the highest mean value.

Suggestions

1. The online food delivery app could be made available in the tranquil format possible as all type of customers could order at ease.
2. Customer- relationship management should be well maintained and any kind of query should be rectified immediately as attitude of the customers influence online food order.
3. The food should be cooked and packed in a well hygiene environment as food safety is the primary concern among all the customers.
4. The delivery should be trained to handle the food with clean hands and proper personal hygiene.
5. The restaurant details provided in the application should be true and should never mislead the customers as trust plays a huge role in selecting the restaurant and going for repeated purchase.
6. Periodic discounts could be provided as many customers have financial constraints.

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