

SATISFACTION TOWARDS ONLINE FOOD SHOPPING

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Abstract: *In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology for better marketing performance and retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behaviour in the field of online shopping, to see the consumer attitudes towards online shopping. Therefore we have also decided to study the satisfaction towards online food shopping. The aim of this study is to investigate the student's satisfaction towards online food shopping. Though there are numerous studies on customer satisfaction and loyalty with reference to physical shopping, not much literature is available towards online food shopping. This study is based on a non-probability convenience sampling method. Data was collected from 321 students from different colleges in Chennai. To understand the satisfaction towards online food shopping ANOVA and Independent Sample T test was applied. The study revealed that the young women's are highly satisfied on online foods shopping, the popular food delivery app used by them is swiggy and reason for preferring online food shopping is door delivery,*

Key words: *Online shopping, Online food shopping, Food delivery app, customer satisfaction*

"A satisfied customer is one who will continue to buy from you, seldom shop around, refer other customers and in general be a superstar advocate for your business." ~ Gregory Ciotti

Introduction

The unpredictable revolution of technology brought a huge change in our daily living. In India itself we have more than 200 million internet users. It provides huge possibility for online food shopping.

Online food shopping is developing faster than ever. Earlier hotel industry was concentrated on attracting customers to their doorsteps. Now situation has changed in a way that food will be available at the doorsteps with the help of technology.

Sale of food and groceries currently account for more than two-thirds of all retail sales, consultants Techno Park say, and the value of these sales is expected to nearly double to \$686 billion by 2020.

Food preferences differ among people in different regions across the country. In northern India, Italian cuisine is preferred, especially pizzas and pastas. In the south, many people order fast food and Chinese dishes. Indian cuisine is the most preferred one for dinner.

There are variety of food delivery apps are available. They are working with restaurants as partners to help them generate more business. Online ordering is just another order-generating channel for these restaurants and not a competition,"

Along with restaurant apps there are some major food delivery apps that accelerate the growth of online food business. Some of them are Swiggy, foodpanda, Zomato, jusfood, KFC, Dominos etc.

Review of Literature

H.S. Sethu, and Bhavya Saini (2016) has found that online food purchasing helps the students in managing their time better. It relieves the students from spending time to go to their desirable food joint at any point of time, but at the same time providing an avenue where their favoured food reaches them. It is found from the study that almost all the respondents have easy access to the Internet, a major percentage of the respondents buy twice or at least once a week. The study reveals that penetration of online food ordering services is high. The student users of these services are well versed with the information available on the websites and also make use of services available through online.

Upasana Kanchan , Naveen Kumar and Abhishek Gupta(2015) in their article "A Study of Online purchase behaviour of Customers in India" Published in ICTACT Journal on Management Studies stated that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns. At the same time people are resistant to change because of technological complexity in making online purchase. Companies involved in online retailing should focus on building trustworthy relationship between producers and customers. **Alka Kumawat and Tandon (2014)** made study using questionnaire with 200 customers as a sample. The study revealed that customers are very satisfied towards online shopping because of the delivery system is working effectively therefore customers are doing shopping again and again. **Prof. Ashish Bhatt (2014)** in article entitled "Consumer Attitude towards Online Shopping in Selected Regions of Gujarat" published in Journal of Marketing Management stated that online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. As per study mode of payment is depended upon income of the respondents. People from different age groups are doing online shopping regularly. The attitude of consumers is changing with the time. In a country like India, consumers are finding online shopping very comfortable because of many

variables like cash on delivery, customization or personalization of the websites, home delivery etc. **Michael Yosep Ricky**, (2014) states that mobile apps helps the customer in making the order easy, give detailed information needed by customer, helps restaurant in receiving order, and also helps courier while doing delivery. **Sheryl E. Kimes** (2011) has conducted a survey among 470 internet users and found out that 50% of the respondents order food through online by mobile app or with a text message. The main reason for ordering food electronically is convenience and control. Italian food, particularly Pizza is more commonly ordered food. **Nikhashemi et. al** (2013) found out the customer perceived quality, perceived simple use, perceived security and online payment method have vital positive impact on increasing customer satisfaction toward internet shopping. **Brynjolfsson, Hu and Simester** (2011) found that internet purchases contain a significantly higher proportion of niche products than similar catalogue orders. **Ramayah & Joshua** (2010) investigated online customer service, perceived ease of use and intention to shop online.

Objectives

- To identify the reasons for buying food through online among the respondents.
- To identify the satisfaction level towards online food shopping among the respondents

Hypothesis

- There is no significant difference among age group with respect to the satisfaction level towards online food shopping.
- There is no significant difference between male and female with respect to the satisfaction level of online food shopping.

Research Methodology

The study is based on primary data which was collected in the form of a well-structured Questionnaire. The Questionnaire consists of multiple choice and Likert scale question to study the student's satisfaction towards online food shopping. Convenience sampling method has been adopted and sample size is 321 respondents.

Results and Discussions

Frequency distribution for demographic variable

| | | Frequency | Percentage |
|--|-----------------------------------|-----------|------------|
| Gender | Male | 162 | 51 |
| | Female | 159 | 49 |
| Age | 17-21 | 252 | 78 |
| | 22-25 | 66 | 21 |
| | Above 25 | 3 | 1 |
| Course | UG | 254 | 79 |
| | PG | 61 | 19 |
| | Research Scholar | 6 | 2 |
| Residence | College Hostel | 20 | 6 |
| | Staying in outside college hostel | 25 | 8 |
| | Paying Guest house | 33 | 10 |
| | Staying with friends | 24 | 8 |
| | Staying with family | 219 | 68 |
| Amount spend for online food shopping | Less than Rs 1000 | 248 | 77 |
| | 1001-2000 | 47 | 15 |
| | 2001-3000 | 17 | 5 |
| | 3001-4000 | 7 | 2 |
| | Above 4000 | 2 | 1 |
| Mode for ordering food through online | Restaurant Apps and Websites | 41 | 13 |
| | Food delivery Apps and Websites | 142 | 44 |
| | Both | 138 | 43 |
| Preference of food delivery apps (N=321) | Swiggy | 226 | 70 |
| | Zomato | 144 | 45 |
| | Foodpanda | 45 | 14 |
| | Jusfood | 5 | 2 |
| | Others | 57 | 18 |

| | | | |
|--|------------------------------|-----|----|
| Source of Information regarding online food shopping (N=321) | Friends and relatives | 167 | 52 |
| | Advertisement | 151 | 47 |
| | Online reviews | 59 | 18 |
| | Social networks | 160 | 50 |
| Reason for preferring online food shopping (N=321) | Customisation of Ingredients | 31 | 10 |
| | Convenience | 171 | 53 |
| | Fast delivery | 92 | 29 |
| | Time saving | 145 | 45 |
| | Variety | 43 | 13 |
| | Door delivery | 226 | 70 |

The frequency analysis reveals that 51% of the respondents are male 49% are female. 78% of the respondents are belongs to the age group of 17-21, 21% respondents are belongs to the age group of 22-25 and remaining belongs to the age group of Above 25. 79% of the respondents are Undergraduate students and 19% are Postgraduate students and remaining 2% of the respondents are Research scholars. 68% of the respondents are staying with their family, 10% of the respondents are staying Paying Guest house, 8% of the respondents are staying with friends and another 8% are staying in outside college hostel and remaining 6% of respondents are staying college hostel. 77% of the respondents are spending less than Rs 1000 monthly to buy food through online and 15% of the respondents are spending Rs 1001-2000 monthly. 43% of the respondents are ordering food through Restaurant apps and food delivery apps, another 44% respondents only prefer the food delivery apps for buying the food through online. 70% of the respondents prefer Swiggy and 45% prefers Zomato for buying food through online. 52% of the respondents said that they came to know about online food shopping through Friends and relatives, 50% of the respondents said that they came to know about online food shopping through Social network and 47% said that they came to know about online food shopping through Advertisement. 70% of the respondents said that Door delivery is the main reason for ordering the food through Online, 53% said that the reason is convenience and 45% said that the reason is time saving.

One Way ANOVA

| Variable | Age Group in years (Mean) | | | F Value | P Value |
|--------------------------|---------------------------|--------|----------|---------|---------|
| | 17 – 21 | 22- 25 | Above 25 | | |
| Price | 3.64 | 3.47 | 3.00 | 1.905 | 0.151 |
| Quality | 3.85 | 3.74 | 3.33 | 1.144 | 0.320 |
| Food delivery | 4.10 | 4.00 | 4.00 | 0.425 | 0.654 |
| Service of the employees | 4.06 | 3.82 | 3.33 | 3.326 | 0.037 * |
| Offers and Discounts | 3.77 | 3.67 | 3.33 | 0.599 | 0.550 |
| Customer care services | 3.81 | 3.47 | 2.67 | 6.582 | 0.002** |
| Packaging | 4.00 | 3.67 | 3.33 | 5.427 | 0.005** |
| Taste | 4.07 | 3.83 | 3.33 | 3.612 | 0.028* |
| Overall Satisfaction | 31.28 | 29.67 | 26.33 | 5.312 | 0.005** |

Note: ** denotes highly significant at 1% level. * denotes significant at 5% level.

Since P value is less than 0.01 the null hypothesis is rejected at 1% level with respect to Customer care services, Packaging and Overall Satisfaction. Hence there is a significant difference among age group with respect to the satisfaction level towards online food shopping

Since P value is less than 0.05 the null hypothesis is rejected at 5% level with respect to Service of the employees and taste. . Hence there is a significant difference among age group with respect to the satisfaction level towards online food shopping

Since P value is greater than 0.05 the null hypothesis is accepted at 5% level with respect to Price, Quality, Food delivery and offers and discounts. . Hence there is no significant difference among age group with respect to the satisfaction level towards online food shopping

Based on mean score the age group of 17-21 is highly satisfied than the age group of 22-25 and above 25.

Independent Sample t test

| Variable | Gender | | | | t value | P value |
|--------------------------|--------|------|--------|------|---------|---------|
| | Male | | Female | | | |
| | Mean | SD | Mean | SD | | |
| Price | 3.56 | .898 | 3.64 | .774 | 0.852 | 0.395 |
| Quality | 3.83 | .710 | 3.81 | .781 | 0.190 | 0.849 |
| Food delivery | 4.01 | .780 | 4.14 | .733 | 1.491 | 0.137 |
| Service of the employees | 3.95 | .833 | 4.06 | .805 | 1.159 | 0.247 |

| | | | | | | |
|----------------------|-------|-------|-------|-------|-------|---------|
| Offers and Discounts | 3.73 | .931 | 3.75 | .914 | 0.135 | 0.893 |
| Customer care | 3.72 | .860 | 3.74 | .853 | 0.207 | 0.836 |
| Packaging | 3.80 | .835 | 4.06 | .757 | 2.925 | 0.004** |
| Taste | 4.01 | .772 | 4.01 | .779 | 0.003 | 0.998 |
| Overall Satisfaction | 30.61 | 4.554 | 31.20 | 4.217 | 1.204 | 0.229 |

Since P value is less than 0.01 the null hypothesis is rejected at 1% level with respect to Packaging. Hence there is a significant difference between male and female with respect to the satisfaction level of online food shopping. Based on mean score the female respondents are satisfied than male respondents with respect to packaging.

There is no significant difference between male and female with respect to Price, Quality, food delivery, service of the employees, offers and discounts, customer care services, taste and overall satisfaction. Since P value is greater than 0.05 the null hypothesis is accepted at 5% level. Based on mean score the female respondents are highly satisfied than male respondents with respect to Online food shopping.

Conclusion

In this fast moving life the trend of Online food shopping gets warm welcome in society. This business has the objective of earning money as well as serving the public. This system convinces the customers to forget the old system and adapting a new habit in the life of an individual. Online food shopping keeps a healthy relationship with the customers by offering discount and offers, maintaining confidential transaction etc. The study revealed that the age group of 17-21 is highly satisfied than the age group of 22-25 and above 25. It also revealed that female respondents are highly satisfied than male respondents with respect to Online food shopping.

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