An empirical study on awareness of online food applications

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Abstract

The present study is titled as "An empirical study on awareness of online food applications". The main idea behind choice of this topic was to identify the digital savvy nature of people of different age groups towards the online food applications. The key findings of the research were that choice of online food applications is typically restricted to youth of the country; also a major finding was that high level of awareness is seen in this regard. People, very often order food from online aps. Thus, this method of assessing restaurants is IN presently. The survey was directed for a persistent analysis of the study on around 153 respondents. The research is focused on the study and analysis of data collected from all those users who are already using the online food delivery services. The research is focused on the study and analysis of data collected from all random respondents through google forms. Thus, a major area was covered through this survey.

Introduction

The digital world of today, the mobile application era has thrown open a new pathway for today's marketing. The mobile application has made all traditional modes of business outdated and has become a leader in sales today; it has generated amazing new entrepreneur possibilities in business. Today, more people are getting connected through mobile application and they are ready to commercialize through it. It also affects the operation of companies and organizations. Companies have altered their old-style business approaches into online marketing to match customer needs. This research paper centrally purposes to discover, the consumer's awareness and perception in the direction of the online food ordering and delivery services in India.

Online food ordering is a process of food delivery form local restaurants through a web page or app. As far as the history of online food is concerned, the first online food ordering service was World Wide Waitor in 1995, now called as Waiter.com. with increased smartphone penetration, growth of online apps in food & services has remarkably increased. The Zomato, Domino Pizza, just Eat, Faaso, Pizza hut, Food Panda, Tasty Khana & the list continues.

Review of literature

H.S. Sethu & Bhavya Saini (2016)[1], their aim was to investigate the students perception, behavior and satisfaction of online food ordering and delivery services. Their study discloses that students can manage their time effectively by online purchasing of food through different applications .

Leong Wai Hong (2016)[2], researcher has discussed the importance of technology for advancement and growth of restaurant. The research paper concludes that online food proves to be one of the strongest tools for the growth of restaurant business.

Objectives of study:

1. The key objective of the study is to identify the awareness level of people with regard to online food applications.
2. To identify the age group which is most prone to shopping of online food?
3. To identify the key source of influence that motivates people to buy food online.

Hypotheses

H$_{01}$: There is no significant association between age group & purchase of online food.

H$_{02}$: There is no significant awareness about online food applications.

Collection of data

 The research is exploratory in nature. The researcher has used primary data for data collection through google forms. A sample size of 103 respondents was taken & effective care was taken to select respondents from different age groups. A well-structured questionnaire was drafted & was sent via mail & whatsapp of the researchers contact list & the contacts of family and friends.

Analysis of Data

Data was collected through the method of Primary data collection. Survey was undertaken with the help of questionnaire, the results of which are as follows:

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[1] H.S. Sethu & Bhavya Saini (2016), "Customer Perception and Satisfaction on Ordering Food via Internet, a Case on Foodzoned.Com, in Manipal", Proceedings of the Seventh Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences (AP16Malaysia Conference) ISBN: 978-1-943579-81-5. Kuala Lumpur, Malaysia. 15-17, July 2016. Paper ID: KL631

[2] Leong Wai Hong (2016), "Food Ordering System Using Mobile Phone", A report submitted to BIS (Hons) Information Systems Engineering. Faculty of Information and Communication Technology (Perak Campus), UTAR

1. **Online buying of food products & Gender of respondents**
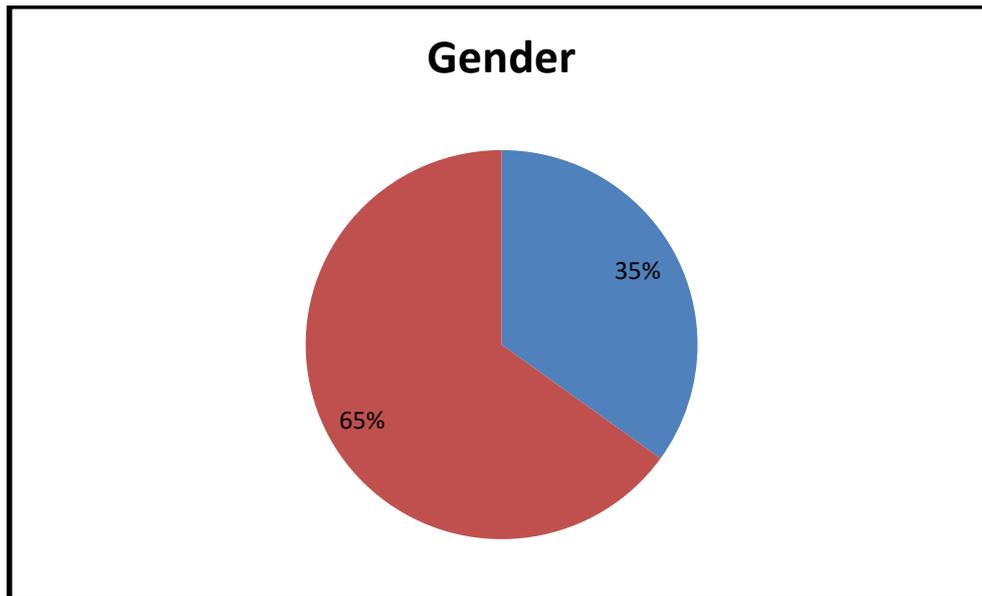
Interpretation: Of 103 respondents, 65% were males & remaining 35% were females. The popularity of online food purchases is more significantly seen in males than in females. This may be because category of students or those working not in their home town regularly order online food. Thus, regularity of ordering online food is more seen in males as compared to females.

2. **Online buying of food products & Annual Income of Respondents**

|	100000-300000	300000-500000	Upto 1 lakh
■Annual Income	32	28	43
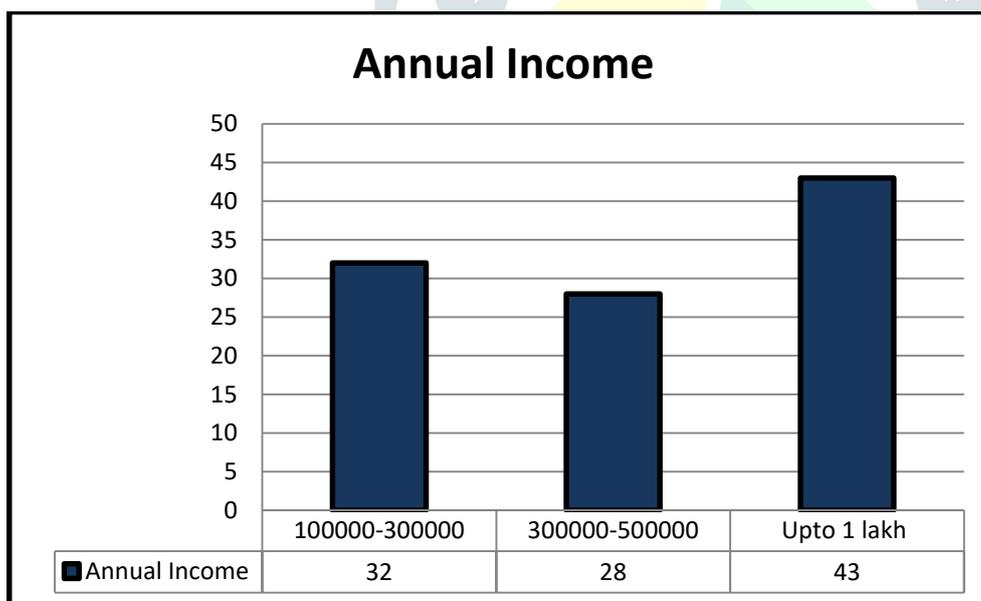
Interpretation: Certain unexpected results were calculated from the data. People who earn upto one lakh annually are more prone to buy online food products, and those who are earning more are more aware about their health and do not order very often. It can be rightly seen that 43 respondents of as many as 103 are more inclined towards buying of food online & mere 28 who earn the most of all in the sample are seldom users of food products online.

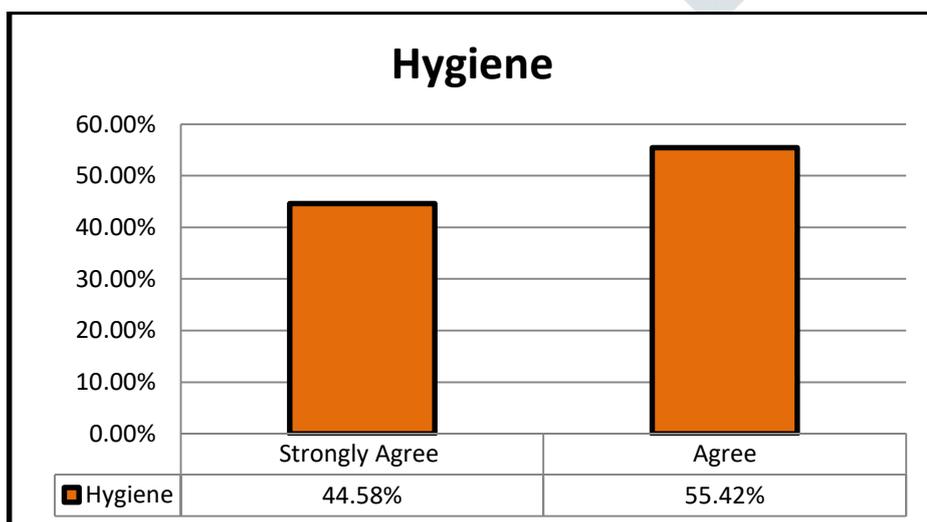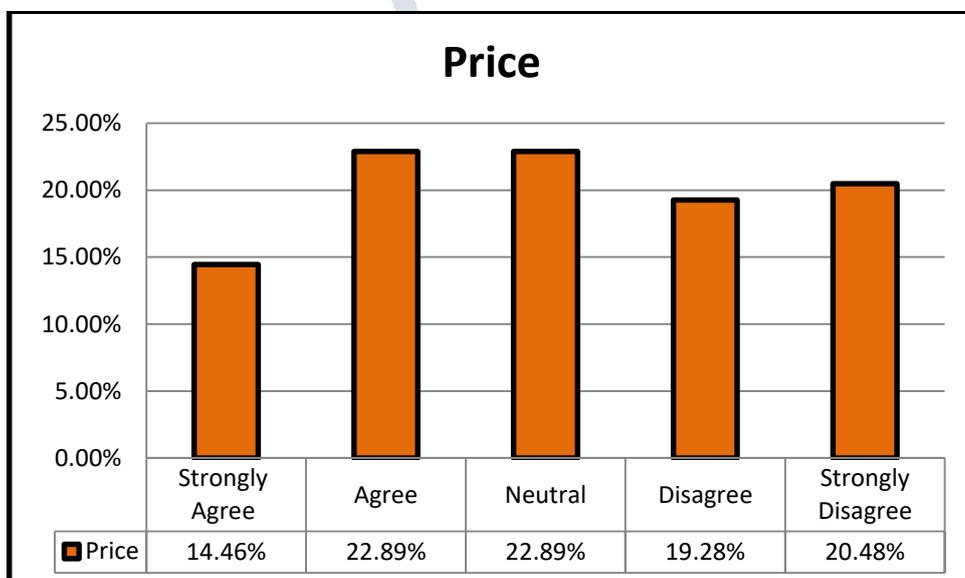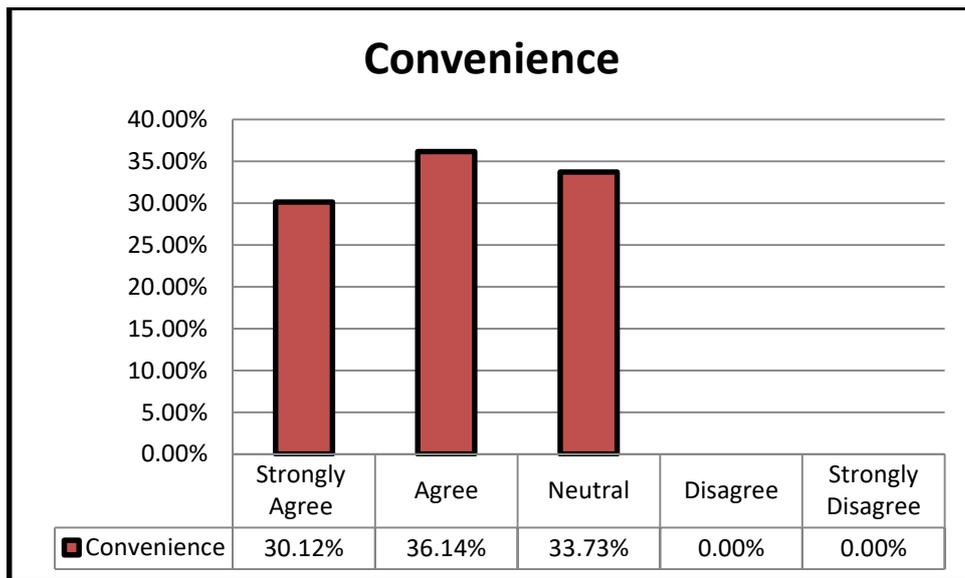3. **Online buying of food products & Occupation of Respondents**:
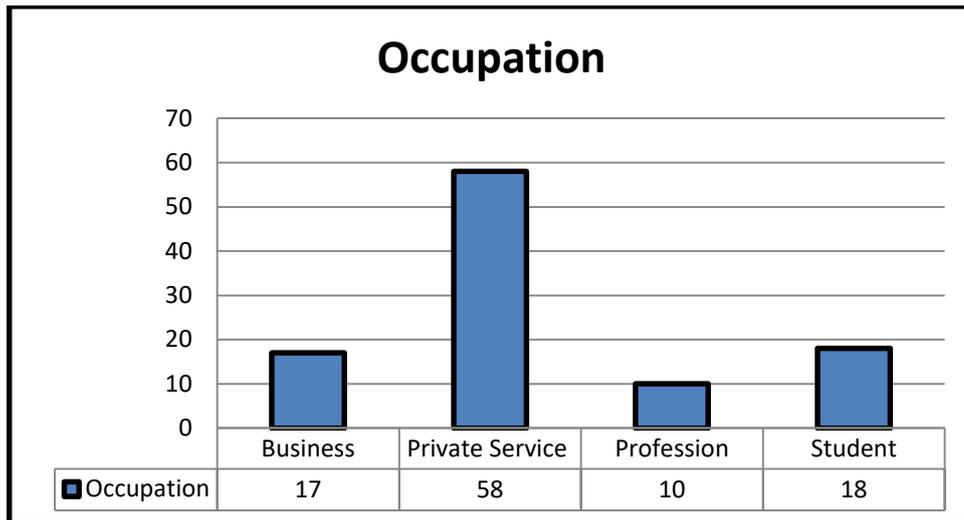
Interpretation: With regard to occupation of respondents, it can be clearly seen that respondents engaged in private services are regular purchasers of online food. They migrate from their native places and thus buy regularly. Next in the line are the students, following are businessman & last are professionals. This analysis can also be linked to choice of hygienic & homely food by a disttict category of people, the professionals.

4. **Online buying of food products & awareness level of respondents:**
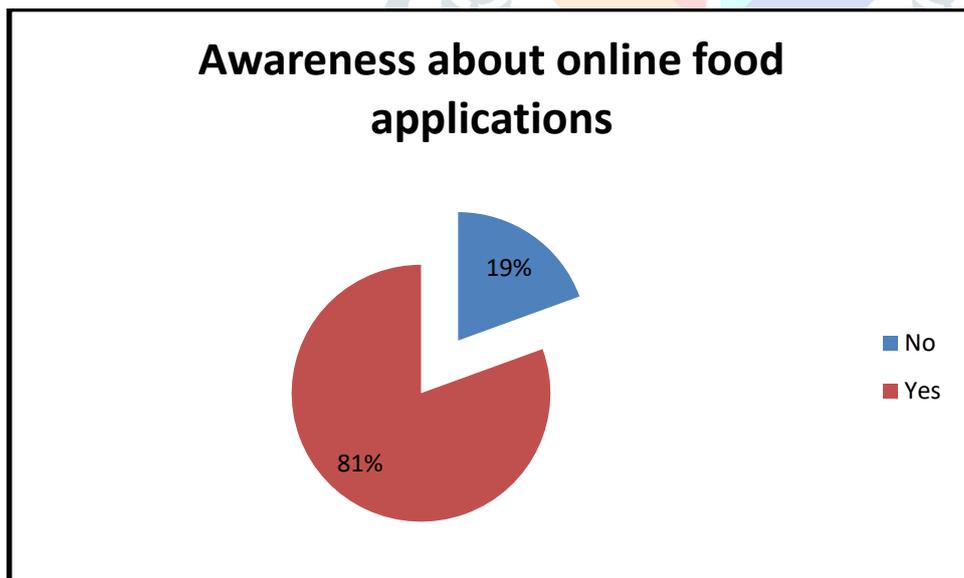
Interpretation: The pie-diagram above reveals that level of awareness is as high as 81% among the mass. Mere 19% of 103 respondents are unaware of online food shopping apps. They are those people who do not possess smart phones and are less internet friendly. A major proportion of people are well versed with this concept & is therefore a choice of many.

5. **Online buying of food products &.Factors that influence customers purchasing online food products**

Convenience

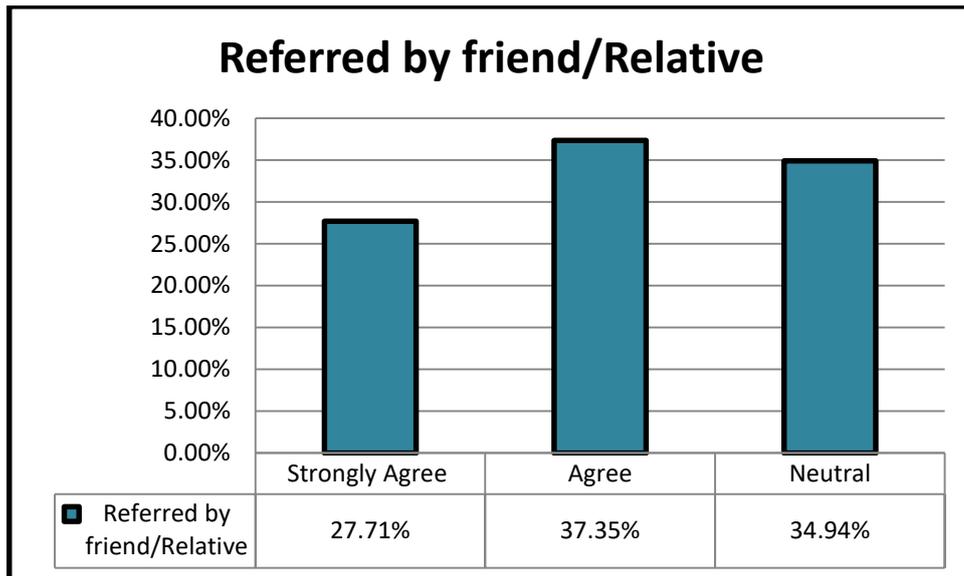|	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
■ Convenience	30.12%	36.14%	33.73%	0.00%	0.00%

Price

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
■ Price	14.46%	22.89%	22.89%	19.28%	20.48%

Hygiene

	Strongly Agree	Agree
■ Hygiene	44.58%	55.42%

Referred by friend/Relative

	Strongly Agree	Agree	Neutral
Referred by friend/Relative	27.71%	37.35%	34.94%

Advertisement

	Strongly Agree	Agree	Neutral	
Advertisement	32.53%	21.69%	24.10%	21.69%

Ready to eat

	Strongly Agree	Agree
Ready to eat	49.40%	50.60%

Delivery Time

|	Strongly Agree	Agree	Neutral	Disagree
Delivery Time	20.48%	30.12%	25.30%	24.10%

Interpretation

The above series of graph depicts about different factors that influence the respondent's to choose online food purchasing. One important point to note is that 83 respondents are now our sample size as 20 were found unaware of 103 respondents about online food applications. Following are the parameters on which the influence of the respondents were surveyed.

A. Convenience : 36.14% respondents believe that convenience is one factor of choosing online mode of shopping food .

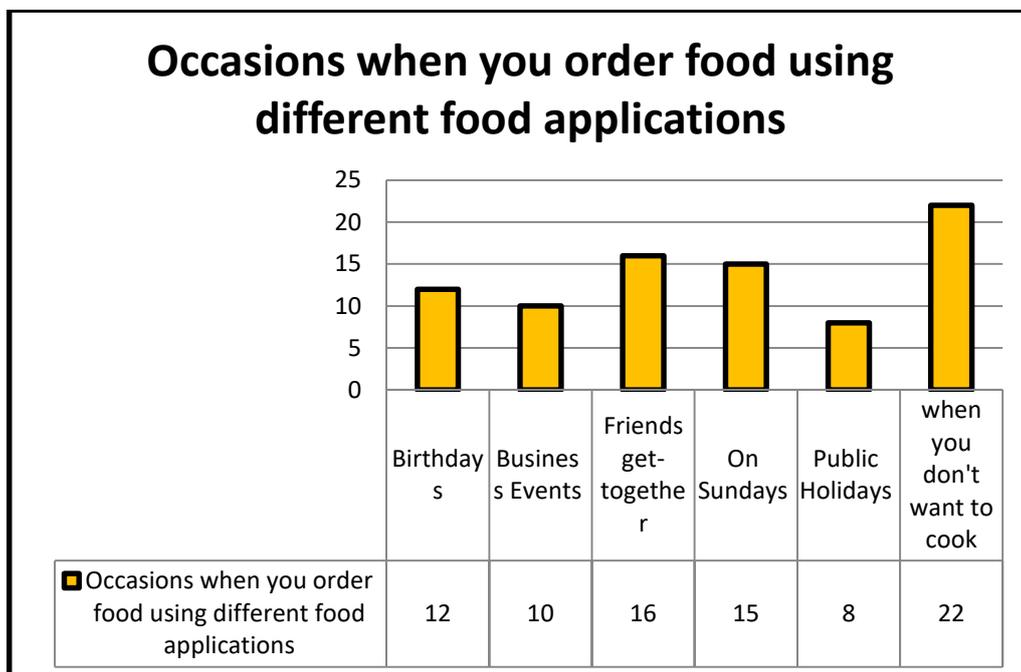B. Price : 22.89% respondents believe that price is one factor of choosing online mode of shopping food

C. Hygiene : 55.42% respondents believe that Hygiene is one factor of choosing online mode of shopping food

D. Referred by friend : 37.35% respondents believe that referred by friend is one factor of choosing online mode of shopping food

E. Advertisement : 33.43% respondents believe that advertisement is one factor of choosing online mode of shopping food

F. Ready to eat : 50.60% respondents believe that ready to eat is one factor of choosing online mode of shopping food

G. Delivery Time : 30.12% respondents believe that delivery Time is one factor of choosing online mode of shopping food

6. How you came to know about online food applications

How you came to know about online food applications

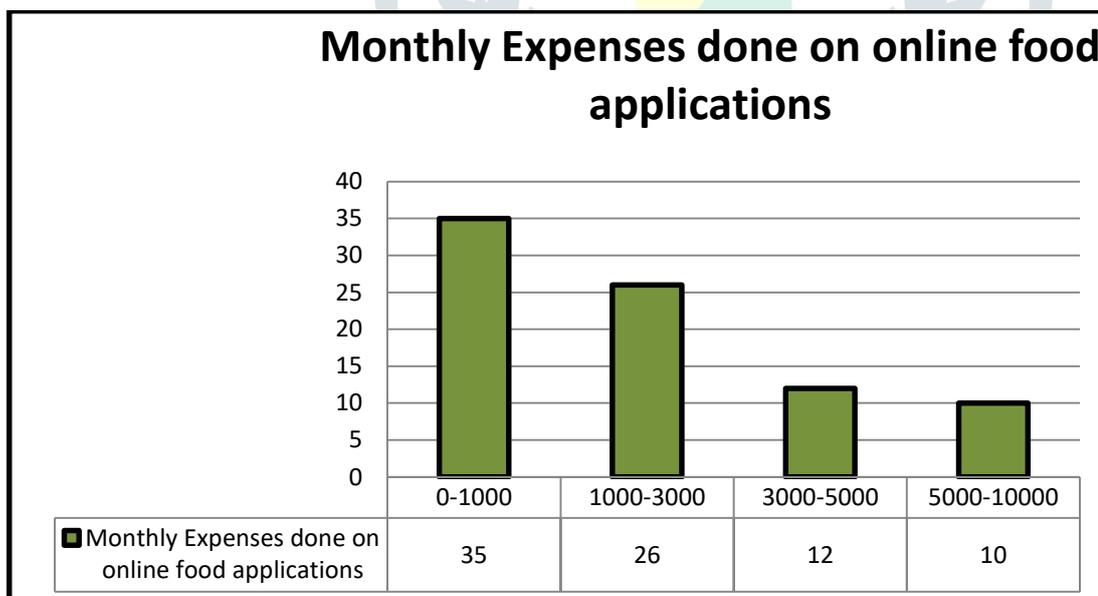|	Friends	Internet	Newspaper	Spouse
How you came to know about online food applications	38	16	15	14
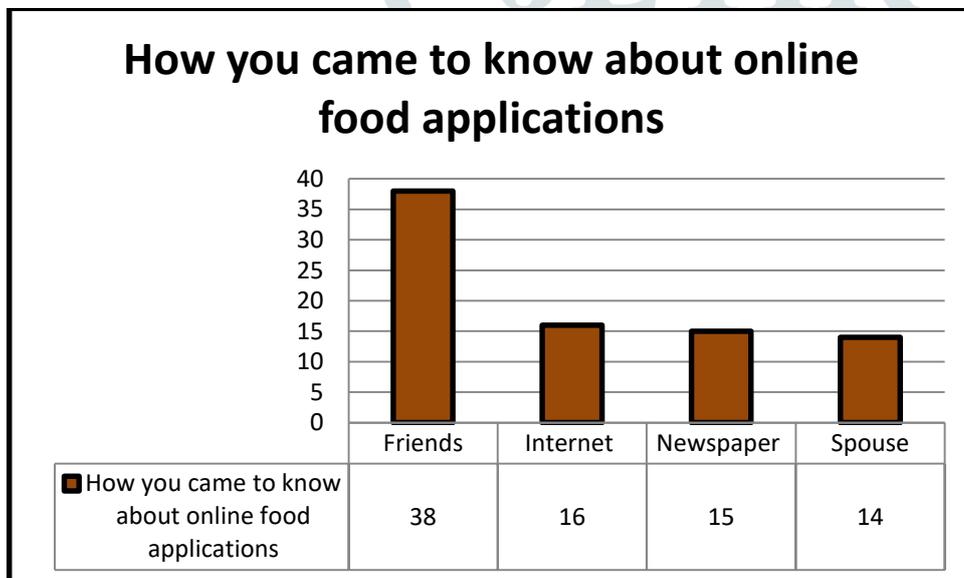
Interpretation 45% (n=38) of the respondent agreed that the online food application were referred to them by their friends. Remaining 55 % respondent depicted that 16 respondents voted for internet,15 respondent voted for newspaper and 14 voted for spouse as a medium for making them aware about online food applications.

7. Occasions when you order food using different food applications

Occasions when you order food using different food applications

|	Birthdays	Business Events	Friends get-together	On Sundays	Public Holidays	when you don't want to cook
◼ Occasions when you order food using different food applications	12	10	16	15	8	22

Interpretation: Very close results were seen in this regard. 22 respondents of 83 admitted that when they don't want to cook they order food, 16 respondents gave "friends get together" a reason to shop online food, very close to it, 15 celebrate Sundays by calling online food, 12 respondents gave their reason for online purchase of food as Birthday evnts & mere 10 for business events, this revel that respondents do not need a special reason to call for online food, they just do it very casually.

8. Average monthly expenditure

Monthly Expenses done on online food applications

|	0-1000	1000-3000	3000-5000	5000-10000
◼ Monthly Expenses done on online food applications	35	26	12	10

Interpretation: The graph reveals most apparent results that is as good as 35 respondents spend about 1000Rs per month on buying online food products. Around 26 spend upto Rs3000, 12 spend Rs3000-5000 of their monthly income & mere 10 spend as big as Rs5000 to Rs10,000 on online purchases of food. To conclude, most of the respondents are clear on their purchase criteria that clings around Rs 1000 a month.

9. **Preferred mode of payment:**

Preferred Mode of Payment	Credit Card	Debit Card	Goggle Pay	Net Banking	Paytm
	17	12	14	8	32
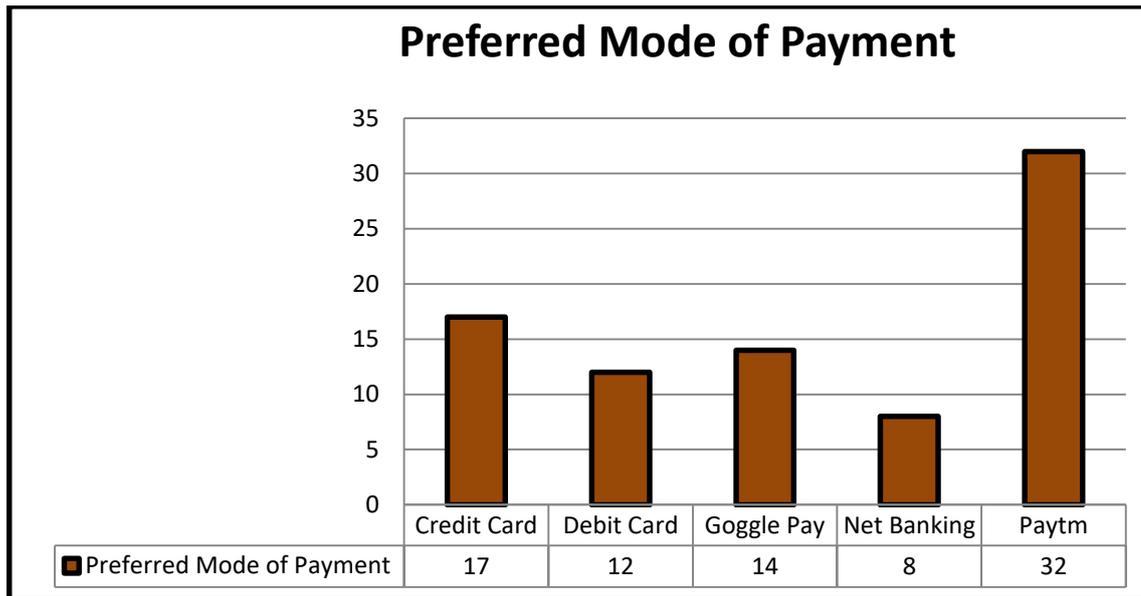
Interpretation: wide differences were seen among the choices of respondents regarding preferred payment option. 32 respondents gave a grand 'yes' to Paytm, followed by credit card, google pay, debit card and net banking as a mode to pay to as to avail discount coupons which are not available on cash payment.

10. **Favourite online food application**:

Favourite online food application	Swiggy	Uber Eats	Zomato
	51	11	21
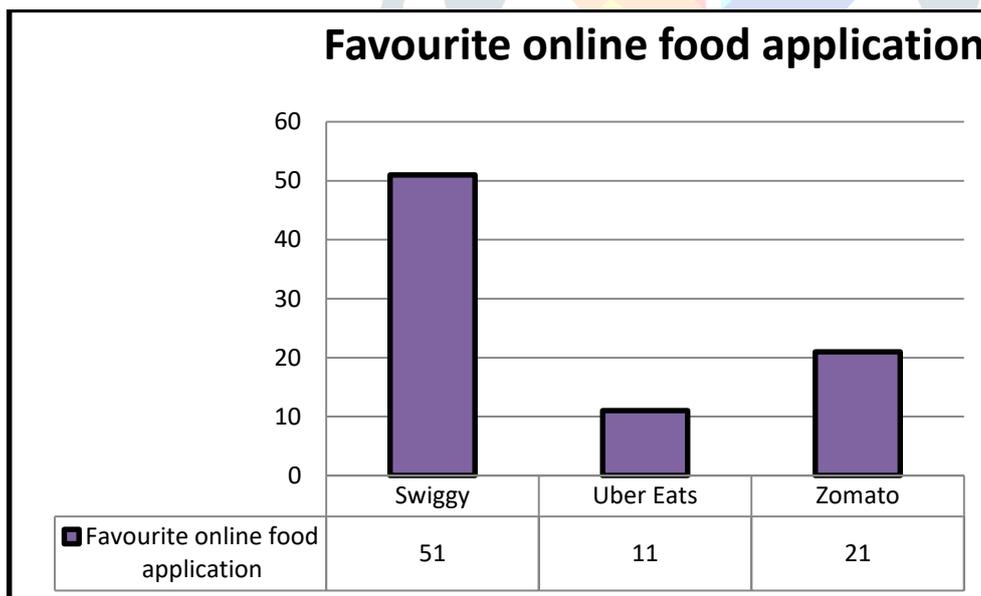
Interpretation: it can be clearly seen that market is dominated by Swiggy as respondent's choice of buying online food. This is so because it offers maximum discount offers & is choice of many respondents because of several factors like pricing, deliver time, hygiene. The study also supports the basic Economic principles & marketing principles of customer satisfaction.

Hypothesis testing

H_{01}: There is no significant association between age group & purchase of online food.

Age of Respondents

	18-30	31-40	41-50	51-60
☐ Age of Respondents	32	27	30	14
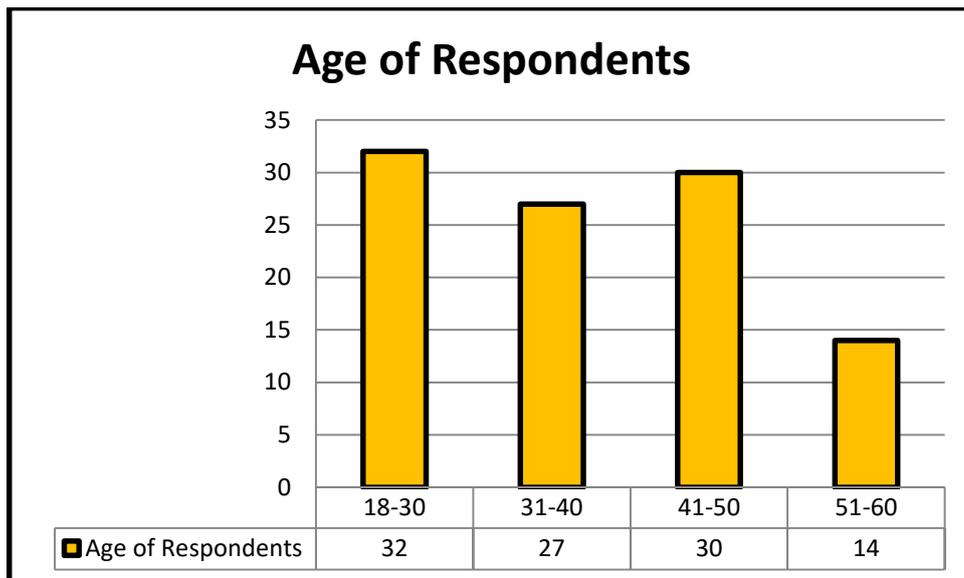
Interpretation: There is significant relationship between age of the respondent and purchasing food online, thus we fail to accept the null hypothesis in support of the graph depicted above which shows that data was collected from 103 respondents, respondents from age group 18-30 are the most consistent & regular purchasers of online food products. Next in the line are in the age group of 41-50 years, followed by those in 31-40 years of age. Lastly, the respondents who are least interested in buying online food products are from the age group 51-60. Thus, the market of online products is mainly dominated, commercializing and earning handsome amounts from youth.

H_{02} : There is no significant awareness about online food applications.

Awareness about online food applications

- No 19%
- Yes 81%
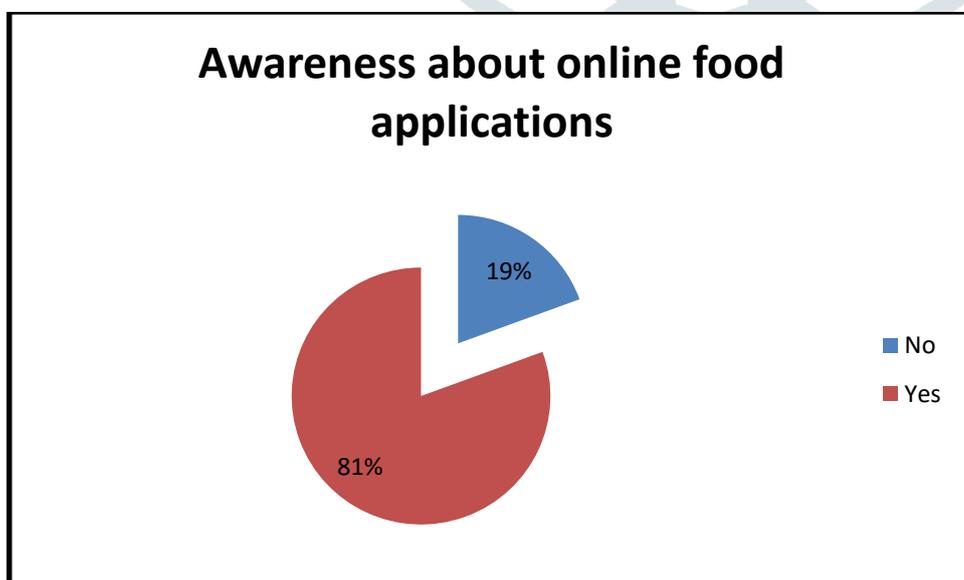
Interpretation: Hypothesis titled as "**There is no significant awareness about online food applications**" we fail to accept the null hypothesis as there was significant awareness found among the respondents. The pie-diagram above reveals that level of awareness is as high as 81% among the mass. Mere 19% of 103 respondents are unaware of online food shopping apps. They are those people who do not possess smart phones and are fewer internets friendly. A major proportion of people is well versed with this concept & is therefore a choice of many.

Findings

1. People belonging to age group 18-30 years shop online food the most.
2. With regard to gender, Males prefer online found more as compared to females.
3. Respondent who earn less than Rs.100,000 buy online food products more consistently.
4. Employees engaged in private services prefer online shopping of food more than any other category owing to migration.
5. The awareness level of respondents was seen as high as 81% who were well versed with the online application for buying food
6. Statistical results reviled that there various factors that governs the online purchase of food. 36.14% agree that convenience is one reason for choosing this option, 22.89% choose price as dominating reason, 55.42% gave hygiene as their instinct of buying online, 37.35% gave friends advice as a reason, 32.53% strongly agreed to advertisement influential, 50.60% believed ready to eat food is their belief and 30.12% accepted that economy of delivery time is their core idea behind buying online food.
7. 45% of the respondents admitted that they came to know about online food applications through friends.
8. Occasion was not a criterion for many to buy online food most respondent ordered when they did not want to cook.
9. 42% respondent admitted that they spent upto Rs. 1000 on an average every month on online food products.
10. The most preferred mode of payment was identified paytm as it ensures cash back.
11. The most popular online food application is swiggy, 61%(n=51) of the respondents chose it as their favourite application .