A STUDY ON THE PERCEPTIONS OF SWIGGY ONLINE FOOD PLATFORM IN TIRUCHIRAPPALLI CITY

Ms. A. Shaira Bi, Ph.D. (FT) Scholar, Dept Of Commerce, Holy Cross College,(Autonomous), affiliated to Bharathidasan University Tiruchirappalli, TN.

Dr. S. Vasanthi, Associate Professor of Commerce, Dept Of Commerce, Holy Cross College,(Autonomous), affiliated to Bharathidasan University Tiruchirappalli, TN.

Abstract

Food consumption in human life plays a significant role in the restaurant business. Customer satisfaction can be linked directly to restaurant sales; thus, it is important to identify which perceived quality factors more strongly affect customer satisfaction or dissatisfaction. This research paper is to know about the consumer's preference for dining in a restaurant and ordering food using online food delivery apps. This study helps to identify the factors that affect the customer's decision on dining in the restaurant and order food online. Factors like a variety of foods, a quantity of food, quality of the food, taste, and aroma of delicious food, ambiance of the restaurant, and hygiene were the factors that affect consumer's decision on dining at the restaurant. Quality of food, fast delivery, offers, and discounts, trust issues were the main factors that affect the consumer's decision on ordering food online.

Keywords: Online marketing, online food delivery apps, restaurant, a quantity of food, discounts.

Introduction

The Online delivery platform for food has expanded its existence in our country for the immediate food supply of needy customers. Sturdy customer demand has been observed by downloading the apps throughout our country. In India "Swiggy" has become a prominent online delivery platform for ordering food. At the beginning of the year 2014, the Swiggy app was introduced in Metropolitan cities for penetrating its market among 40,000 restaurant partners among 44 cities to share its new customers. Within a short span of four years, Swiggy reached its services in all the Tier I Cities among our Indian consumers. In November 2018, Swiggy made a very good decision to capture new customers and concentrated to reach Tier II and Tier III cities in major states of India. The new cities include Thrissur, Tirupur, Warangal, Aurangabad, Agra, Mangalore, Manipal, Jalandhar, Trichy, Udaipur, Amritsar, Varanasi, Bhubaneshwar, Vellore, Thiruvananthapuram, and Kota.

Significance of the study

The food contains nutrients as substances that supply energy for body development, activity and to do functions of the system for digesting the food we eat, to breathe, repair, growth and keep the body warm with a

good immune healthy system. Food consumption is very significant for the day to day life in all the human beings to sustain life and to congregate with our basic needs or wants for development growth and function of every cell in the body. The habit of regular time-bound eating when hungry gives comfort reduces stress, energy, and power to move our body from one place to other or to do work. People have different choices in food selection and choose the best to eat, for their living. Some might get good food others may not get but without proper food, human beings cannot survive with good health. For human beings, food habits start from childhood and thus people give priority to choose the needed type of food according to their taste. Consumption of food is a basic need as it is the need of the hour. Thus, consumption of food on time plays a major role in the day to day life of everyone on earth. Thus, keeping in mind the significance of the need of the Indian consumers for a day- to -day food consumption, this research has been undertaken to study "**THE PERCEPTIONS OF CONSUMERS TOWARDS SWIGGY ONLINE FOOD PLATFORM IN TIRUCHIRAPPALLI CITY".**

REVIEW OF LITERATURE

Parashar and Ghadiyali (2002), said that online food ordering business was given life with the advent of digital technology. Zomato had become a very popular brand in the food delivery business in recent times.

D'Incau D. and B. Anckar (2002), said that mobile commerce emerged as a crucial and important factor and gives freedom in the life of human beings.

Tsang and Liang (2004), said that consumer's attitude was highly influenced by mobile marketing, physical and online advertising.

Scharl and Dickenger (2005), emphasized that text messages, time, location identification, tailor-made information for promoting products helps to promote mobile marketing.

Kimes (2011), said that the convenience and control of customers, made online food ordering very popular and augmented the number of online food orders.

Persuad and Azhar (2012), emphasized that though people buy mobile phones to improve their private, professional ad social lives, marketers make use of this opportunity to market their products.

G. See-Kwong (2017), said that technology augmented the rate of online food ordering and delivery in India. The food ordering method also got changed from 'ordering over phone call' to 'online food orders' and made home delivery also possible for customers, with the changes in the need of the customers.

Dang and Tran (2018), stated that mobile internet plays an important role to create and increase the awareness of online applications for food ordering and delivery. It also helped the customers to search restaurants, menu items, and comparing their prices with the competitors.

B.Eswaran, Dr.V. Bhuvaneswari, Sivasankari, A.S. Kiran, and E. Aravind (2019), emphasized that occupation plays a crucial role in the type and time of food ordered online and mobile apps were used selectively by the customers for food ordering online at different times.

Objectives of the study

The objectives of the study are as follows:

- To study the demographic factors of the sample respondents and

- To analyze the perceptions of the consumers towards the Swiggy online food platform in Tiruchirappalli City.

Research Methodology

This research is descriptive in nature which examines, **"The Perceptions of the consumers towards Swiggy online food platform in Tiruchirappalli City"**.

Primary data was administered to collect data through a well-structured questionnaire using Rensis Likert's five-point scales from 120 sample respondents using a convenience sampling technique by adopting the survey method. Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher. Secondary data has been obtained from the website, journals, articles, newspapers, magazines, and unpublished thesis. The collected data has been analyzed with the help of statistical packages namely SPSS 20 by using statistical tools such as Data Validity & Reliability Test and Chi-square test.

Analysis and Interpretations

The most widely used measure to assess the internal consistency of constructs is Cronbach's alpha. The generally agreed-upon value of Cronbach's alpha is 0.70, although it may decrease to 0.60 in case of exploratory research (Hairetal.2006; pp.137). The reliability test has been depicted in the table given below:

TABLE: 1

RELIABILITY TEST

General Variables	Number of items	Range	Cronbach's Alpha
Demographic and Motivating factors of the consumers using the Swiggy app for ordering online delivery for food.	10	9-18	.669
Perception, and the level of satisfaction among the consumers using the Swiggy app for ordering online delivery for food.	10	19-28	.804
Overall reliability	20	1-30	.938

In this research, the reliability measure for the whole scale is 0.938 which is acceptable as the reliability for all the constructs in the values. The result of Cronbach's alpha draws a significant amount of correlation

between the variables tested. The validity of a test is the extent to which differences in scores reflect differences in the measured characteristic. Predictive validity is a measure of the usefulness of a measuring instrument as a predictor. Proof of predictive validity is determined by the correlation between results and actual behavior and construct validity is the extent to which a measuring instrument measures what it intends to measure.

TABLE: 2

Table showing the demographic profile of the sample respondents

Demographic factor	Particulars	Frequency	Percentage %
Age	Below 30 years old	62	52.00
Gender	Male	76	63.40
Marital status	Unmarried	83	69.20
Education	Degree	72	60.00
Occupation	students	53	44.20
Family Type	Nuclear	66	55.00
Monthly Income of the family	Rs. 50,001 – Rs. 1,00,000.	82	68.30
Number of dependents in the respondent's family	Less than 2	68	56.70

Source: Primary data

AGE: The age-wise distribution of the sample respondents. It demonstrates that 52% of the respondents belong to below 30 years of the age group, 30% of the respondents belong to 31-60 years old and are below 20 years of age group, and 28% of the respondents are above 60 years old. The majority of the sample respondents have awareness and knowledge about the Swiggy App and are in the below 30 years of the age group.

GENDER: The gender-wise distribution has been inferred that (76) 63.40% of the sample respondents are male and (24) 36.6% of the sample respondents are female. The majority of the respondents are male and the minimum number of the sample respondents are female. It is clear that the majority (76%) of the respondents surveyed here are male respondents.

MARITAL STATUS: Marital status of the sample respondents inferred that 69.2% of the sample respondents (83) are unmarried and 30.8% of the sample respondents (37) are married. Maximum numbers of the respondents are unmarried and the minimum number of the respondents is married. Thus, it is concluded that the majority (69.2%) of the respondents surveyed are unmarried.

EDUCATION OF THE SAMPLE RESPONDENTS: The education of the sample respondents reveals that 10% (12) of the sample respondents are Higher Secondary school students, 13% (16) are ITI/Diploma holders, 60% (72) are degree holders, and 17% (20) are Post-Graduate degree holders. Thus, a majority of 72 (60%) of the sample respondents are degree holders.

OCCUPATION OF THE SAMPLE RESPONDENTS: The occupation of the sample respondents reveals that 44% (53) of the sample respondents are students, 42% (50) are working in private concerns, 14% (17) are self-employed sample respondents. Thus, a majority of 44% (53) of the sample respondents are students.

FAMILY TYPE OF THE RESPONDENTS: The family type of the sample respondents are divided into nuclear family and Joint family. 66 (55%) of the sample respondents fall under the category of the nuclear family, and 54 (45%) of the sample respondents fall under the category of a Joint family. Thus, a majority of 66 (55%) of the sample respondents fall under the category of a nuclear family.

MONTHLY INCOME: The monthly income of the sample respondents reveals that 82 (68.3%) of the sample respondents fall under the monthly income of the family between Rs. 50,001-Rs.100,000. 20 (17%) of them fall between the monthly income of the family with below Rs. 50,000/- and 18 (15.%) of the sample respondents fall under the monthly income of the family above Rs. 1, 00,000. Thus, a majority of 82 (68.3%) of the sample respondents have a family income between Rs. 50,001 – 1,00,000.

NUMBER OF DEPENDENTS: From the above table it is revealed that among 120 sample respondents 68 (56.70%) of the sample respondents fall under the family with less than two dependents, 30 (25.%) of the sample respondents fall under the family with 2-4 dependents, 22 (18.3%) of the sample respondents fall under the category of above 4 dependents. Thus, a majority of 68 (56.70%) of the sample respondents fall under the family with less than two dependents.

ANALYSIS & INTERPRETATIONS

This study entitled, **"**The Perceptions of the consumers towards Swiggy online food platform in Tiruchirappalli City" has been portrayed here with the analysis and interpretations, using Reliability test, Cross tabulations, and Chi-square tests. A hypothesis has been framed to prove the significant difference between the independent and the dependent variables.

TABLE: 3

Table showing the age group of the sample respondents and the perceptions about Swiggy online food platform

Age Group (in years)	Perceptions of the respondents			Total	Chi-square Value	'P' value
	Low	Medium	High			
Below 30 years	8 (17.4%)	28 (60.9%)	10 (21.7%)	46 (100%)		
31-60 years	6 (12.5%)	30 (62.5%)	12 (25.0%)	48 (100%)	10.373^a	<0.001
Above 61 years	7 (26.9%)	7 (26.9%)	12 (46.2%)	26 (100%)		
Total	**21 (17.5%)**	**65 (54.2%)**	**34 (28.3%)**	**120 (100%)**		

Source: Primary Data

Note: ** denotes significant at 1% level.

The cross-tabulations portrayed in the above table explain the perceptions of the consumers towards the Swiggy online food platform in Tiruchirappalli City. Among 120 sample respondents 28 (60.9%) in the age group below 30 years, fall under the moderate, 8 (17.4%) as low, and 10 (21.7%) as high perceptions towards Swiggy on line food platform in Tiruchirappalli City". While 30 (62.5%) fall under the moderate, 12 (25.0%) as high, perceptions and 6 (12.5%) as low perceptions towards Swiggy online food platform between the age group 31- 60 years old. In the age group above 61 years old, 12 (46.2%) fall under high, 7 (26.9%) as low, and 7 (26.9%) as moderate perceptions towards Swiggy online food platform in Tiruchirappalli City. Thus, it shows that there is no limit for the age group of the consumers to order food through an online platform as the consumers are benefited with more offers and discounts regularly. Thus, this online food supply app helps many women to relax from their daily chores in the kitchen cooking and also helps people to consume the food as they wish by just clicking the app and order to get the supply of the hot delicious food at their doorsteps.

.**Chi-Square Test**

This test was applied to analyze the perceptions of the consumers towards the Swiggy online food platform in Tiruchirappalli City.

HYPOTHESIS

Null Hypothesis: There is no significant association between age group and the perceptions of towards Swiggy online food platform

The above table proves the results of the association between the age and the perceptions of the consumers towards the Swiggy online food platform in Tiruchirappalli City.

Hence, the Chi-square value is significant at 0.01 percent level. With 120 cases, the value of Pearson Chi-square shows 10.373^a, with 4 as a degree of freedom, with .015 as a significance level, which is less than the

"p" value 0.001. Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted so that there is a significant association between age group and the perceptions of the consumers towards Swiggy online food platform in Tiruchirappalli City.

CONCLUSION

The growing consumer demand in tier 1, 2, and 3 cities for quality food ordering through the online Swiggy App has become very prominent for all the customers who just rely on it for their regular food consumption. This app helps consumers to fulfill their hunger on time and to eat happily according to their wishes and expectations. Though this app has covered more Indian consumers nationwide it has become very popular and faces tough completion with its competitors in day-to-day regular business. More offers and discounts are given to consumers to attract their usage of the Swiggy app through many e advertisements regularly. Consumers also enjoy this service and many have downloaded this app for their immediate food needs for friends, guests, and relatives visiting home.

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