

# A TRANSFIGURATION OF CONSUMERS TOWARDS ONLINE FOOD APP SERVICES IN TRICHY REGION

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## Abstract

With an oversized range of young audience in varied cities, Food Delivery Apps in Bharat has become instant common among users. Folks have an enormous range of option to choose among the apps to match and pay with asking price from on-line food ordering app. This study aims at analyzing the extent to which the online food app services has become common among the people in Trichy region with special reference to Uber Eats. For this purpose, a study was conducted in Trichy region which was divided into four zone. The data was collected from the online app users using a structured questionnaire. The findings of the study show that the youngsters are greatly involved in ordering food online due to various factors like convenience, door delivery, offers etc. and prefer those services frequently. From the study it is inferred that there is influence of age, marital status and the amount spent on online ordering, frequency of ordering. It is also identified that there is no association between the gender and liking of food app services, frequency of ordering.

**Keyword:** online food app services, Uber Eats, consumer preference

## INTRODUCTION

Consumer preference is outlined because the subjective tastes of individual shoppers, measured by their satisfaction with those things once they've purchased them. This satisfaction is usually brought up as utility. Shopper worth will be determined by however shopper utility compares between totally different things. Consumer preferences will be measured by their satisfaction with a selected item, compared to the chance value of that item since whenever you get one item, you forfeit the chance to shop for a competitor item. With the event of technology, folks look over mobile app for each work to be done. From paying on-line bills to purchasing grocery product everything being ordered from mobile apps. With large variety of young professionals within the massive cities folks can't realize a lot of time to arrange food. Here comes Food Delivery Apps to create the duty too simple in Bharat 2019. Downloading the app from play or App store, register into the app. choosing the menu to position food delivered to the doorstep. Most of the young IT skilled and different workplace goers found this methodology too simple to position a food order on-line that save them large time. on-line food delivery web site and mobile application a lot of in style in Indian cities like metropolis, Chennai, Hyderabad, Mumbai. Uber Eats may be a well-liked on-line food ordering app in India that operates altogether major cities as well as city, Chennai, Bangalore, Hyderabad, Delhi and a lot of. The mobile app offered for each golem and iOS devices. This can be a venture of Uber Technologies, Inc. WHO is additionally own well-liked taxi service across the world. Uber Eats operational in over 1000+ several major cities round the world in numerous countries. The app permits users to select favorite food from close restaurants and delivers to the spot in pace. In a very fast span of your time, Uber became a tricky

rival to alternative leaders like Swiggy and Zomato. strive the app and obtain a suggestion on initial delivery.

## REVIEW OF LITERATURE

**Yeo, V. C. S., Goh, S. K., & Rezaei, S. (2017)** Prior analysis has largely examined client attitudes toward on-line services/retailing normally and a number of researchers have self-addressed client experiences with on-line food delivery (OFD) services. the aim of this study is to look at the structural relationship between convenience motivation, post-usage quality, hedonistic motivation, worth saving orientation, time saving orientation, previous on-line purchase expertise, client perspective and activity intention towards OFD services. The study proposes associate integrative theoretical analysis model supported the Contingency Framework and Extended Model of IT Continuance. 224 valid questionnaires were collected to through empirical observation take a look at the analysis model victimization the partial least sq. (PLS) path modeling approach. The results imply that the projected hypotheses were supported, apart from the connection between previous on-line purchase expertise and post-usage quality. sensible implications and limitations area unit mentioned.

**Kimes, S. E. (2011)** A survey of net users found that just below 1/2 them have ordered food on-line by mobile app, or with a text message. The chief reason for electronic ordering given by those have ordered (users) is that they gain convenience and management. the main issue that inhibits those that haven't ordered via associate electronic channel (non-users) could be a want for interaction (although technology anxiety is additionally a factor). Users square measure after all younger than non-users, and users usually patronize restaurants a lot of typically than non-users. Italian food, significantly pizza pie, is much and away the foremost usually ordered class. the one most significant attribute of electronic ordering is order accuracy. that's followed by convenience and simple ordering. Despite the provision of the web and phone apps, the foremost common ordering channel continues to be the phonephone decision (53.7 percent). Electronic ordering is growing, though, because the users same they place a bit over thirty eight % of their orders on the restaurant's web site or app. A chief implication is that restaurateurs should make sure that their ordering systems should provide users perceptions of management and even be convenient. One different thought is that customers WHO order food on-line like restaurants that supply delivery.

**Kim, E., Lin, J. S., & Sung, Y. (2013)** With the rise of smartphone and smartphone application users, mobile apps have attracted AN increasing quantity of attention as a fascinating platform for promoting communication. A content analysis of 106 branded apps world|of worldwide|of world} brands found that the majority global brands incorporate into their apps vital engagement attributes that this study examines (i.e., vividness, novelty, motivation, control, customization, feedback, and multiplatforming) and regularly use amusement options. additionally, this study shows the extent to that branded apps use transformational and informational message ways. Last, branded apps feature a range of brand-related content, as well as whole identifiers and virtual product. sensible implications of this study square measure mentioned for mobile advertisers and branded app designers.

**Dablanc, L., Morganti, E., Arvidsson, N., Woxenius, J., Browne, M., & Saidi, N. (2017, October)** This searching paper contributes to a brand new body of analysis that investigates the potential of digital market places to disrupt transport and quality services. we have a tendency to area unit specifically staring at the urban freight sector, wherever various app-based services have emerged in recent years. The paper specifically appearance at 'instant deliveries,' i.e. services providing on-demand delivery among 2 hours –

by either non-public people, freelance contractors, or workers – by connecting consignors, couriers and consignees via a digital platform. The paper provides an outline of the most problems regarding instant deliveries, supported by information (including a survey of ninety six messenger delivery providers) and examples. when presenting a compartmentalization of corporations (digital platforms) concerned in ‘instant deliveries,’ we have a tendency to question in what manner they remodel the urban freight current patterns. we have a tendency to highlight four problems, discussing their potential to impact urban freight services and connected policies in European cities: 1) Freight journeys and data; 2) Business models; 3) Labor legislation and work conditions; and 4) native public policies. we have a tendency to conclude by spoken language that predicting the medium-term consequences of those changes is tough, however it's essential that designing|town planning|urban planning|planning} and policies appreciate of those developments and take into account however planning and probably regulation has to be tailored to those new ways that of doing things.

**Dudley, G., Banister, D., & Schwanen, T. (2017).** The ride-hailing company Uber has achieved extraordinarily speedy world growth by means that of outmanoeuvring governments, regulators and competitors. the increase of the corporate has been supported a deliberate strategy of acting as a market troubled groundbreaker through a user friendly technology and creating use of the ‘sharing economy’. These attributes don't seem to be distinctive, however area unit distinctively increased by a relentless expansionary ambition and a capability to take care of the capability to initiate. Uber has generated nice political disputation, however the challenge for governments and regulators is to embrace the advantages of the troubled groundbreaker, whereas adopting AN approach that takes under consideration the total vary of impacts. For Uber, the challenge is to take care of its expansionary vogue as a troubled groundbreaker, whereas additionally redefining on its terms the political and public speaking. The case study of London provides vital insights into the dynamics of those processes.

## OBJECTIVE

1. To study the scope of online food app services in recent trends.
2. To analyze the preference of people towards online food app services
3. To identify the factors influencing people to use online food app services.

## HYPOTHESIS SETTING

### Hypothesis 1

H<sub>0</sub> (Null Hypothesis): There is no significance association between gender and like food service.

### Hypothesis 2

H<sub>0</sub> (Null Hypothesis): There is no significance association between gender and frequency of ordering.

### Hypothesis 3

H<sub>0</sub> (Null Hypothesis): There is no significance association between age and frequency of ordering.

### Hypothesis 4

H<sub>0</sub> (Null Hypothesis): There is no significance association between age and amount spent on lunch.

### Hypothesis 5

H<sub>0</sub> (Null Hypothesis) : There is no significance association between marital status and frequency of ordering through website restaurants.

### Hypothesis 6

H<sub>0</sub> (Null Hypothesis) : There is no significance association between marital status and amount spent for lunch .

## RESEARCH METHODOLOGY

### Research Design

Descriptive study

A **Descriptive Design** seeks to describe the current status of a variable or phenomenon. The researcher does not begin with a hypothesis, but typically develops one after the data is collected. Data collection is mostly observational in nature.

### Data Collection Source

The study was conducted with primary data which was collected through the structured questionnaire from the respondents in Trichy region.

### Methods of Data Collection

The data was collected through a structured questionnaire which was prepared based on the objectives and the variables that affect the study. The structured questionnaire consists of various types of questions like one end questions, closed end questions and Likert scale questions.

### Sampling Design

The sampling design used was the non probability sampling (stratified random sampling technique). The sample size of 30 was taken to conduct the pilot study and the reliability test was conducted using Cronbach Alpha analysis. Also the validity test was conducted using Factor Analysis.

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.720	.744	17

### Statistical Tools Used

For the purpose of analysis and interpretation, the data collected from the questionnaires was analyzed using chi-square test and the percentage analysis was done.

The results of the chi-square test are as follows:

Results and discussion

### Hypothesis 1

H<sub>0</sub> (Null Hypothesis): There is no significance association between gender and like food service.

#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.042 <sup>a</sup>	1	.837
Continuity Correction <sup>b</sup>	.001	1	.979
Likelihood Ratio	.042	1	.837
Fisher's Exact Test			
Linear-by-Linear Association	.042	1	.838
N of Valid Cases	140		

Calculated Value = 0.42, Asymptotic Significance value = 0.837

The Asymptotic Significance value is greater than 0.05. Hence  $H_0$  is accepted and  $H_1$  is rejected. Therefore there is no significance association between gender and like food service.

## Hypothesis 2

$H_0$  (Null Hypothesis): There is no significance association between gender and frequency of ordering.

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.922 <sup>a</sup>	3	.074
Likelihood Ratio	7.007	3	.072
Linear-by-Linear Association	4.952	1	.026
N of Valid Cases	140		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.29.

Calculated Value = 6.922, Asymptotic Significance value = 0.074

The Asymptotic Significance value is greater than 0.05. Hence  $H_0$  is accepted and  $H_1$  is rejected. Therefore there is no significance association between gender and frequency of ordering.

## Hypothesis 3

$H_0$  (Null Hypothesis): There is no significance association between age and frequency of ordering.

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	85.694 <sup>a</sup>	9	.000
Likelihood Ratio	94.299	9	.000
Linear-by-Linear Association	.376	1	.540
N of Valid Cases	140		

a. 3 cells (18.8%) have expected count less than 5. The minimum expected count is 3.43.

Calculated Value = 85.694, Asymptotic Significance value = 0.000

The Asymptotic Significance value is smaller than 0.05. Hence  $H_0$  is rejected and  $H_1$  is accepted. Therefore there is significance association between age and frequency of ordering.

**Hypothesis 4**

$H_0$  (Null Hypothesis): There is no significance association between age and amount spent on lunch.

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.702 <sup>a</sup>	9	.014
Likelihood Ratio	22.238	9	.008
Linear-by-Linear Association	.092	1	.761
N of Valid Cases	140		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is .57.

Calculated Value = 20.702, Asymptotic Significance value = 0.014

The Asymptotic Significance value is smaller than 0.05. Hence  $H_0$  is rejected and  $H_1$  is accepted.

Therefore there is significance association between age and amount spent on lunch.

**Hypothesis 5**

$H_0$  (Null Hypothesis) : There is no significance association between marital status and frequency of ordering through website restaurants.

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.341 <sup>a</sup>	3	.010
Likelihood Ratio	11.596	3	.009
Linear-by-Linear Association	5.976	1	.015
N of Valid Cases	140		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.66.

Calculated Value = 11.341, Asymptotic Significance value = 0.010

The Asymptotic Significance value is smaller than 0.05. Hence  $H_0$  is rejected and  $H_1$  is accepted.

Therefore there is significance association between marital status and frequency of ordering through website restaurants.

**Hypothesis 6**

$H_0$  (Null Hypothesis) : There is no significance association between marital status and amount spent for lunch .

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.041 <sup>a</sup>	3	.029
Likelihood Ratio	10.642	3	.014
Linear-by-Linear Association	.226	1	.635
N of Valid Cases	140		

- a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.94.

Calculated Value = 9.041, Asymptotic Significance value = 0.029

The Asymptotic Significance value is smaller than 0.05. Hence  $H_0$  is rejected and  $H_1$  is accepted.

Therefore there is significance association between marital status and amount spent for lunch .

## FINDINGS

HYPOTHESIS	ASYMPTOTIC SIGNIFICANCE VALUE	RESULT	INFERENCE
1.	0.837	$H_0$ is accepted and $H_1$ is rejected.	Therefore there is no significance association between gender and like food service.
2.	0.074	$H_0$ is accepted and $H_1$ is rejected.	Therefore there is no significance association between gender and frequency of ordering.
3.	0.000	$H_0$ is rejected and $H_1$ is accepted.	Therefore there is significance association between age and frequency of ordering.
4.	0.014	$H_0$ is rejected and $H_1$ is accepted.	Therefore there is significance association between age and amount spent on lunch.
5.	0.010	$H_0$ is rejected and $H_1$ is accepted.	Therefore there is significance association between marital status and frequency of ordering through website restaurants.
6.	0.029	$H_0$ is rejected and $H_1$ is accepted.	Therefore there is significance association between marital status and amount spent for lunch.

## CONCLUSION

The current trend is using the mobile app for each and every possible work like paying bills, online shopping, etc. similarly the craze for the usage of online food app services has increased among not only youths but also the elderly people. From the study it is inferred that there is influence of age, marital status and the amount spent on online ordering, frequency of ordering. It is also identified that there is no association between the gender and liking of food app services, frequency of ordering.

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