

A STUDY RELATING TO CONSUMER SATISFACTION OF SELECT BRANDED ONLINE FOOD AGGREGATORS' AND SERVICES IN CHENNAI CITY

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ABSTRACT: More and more people are drifting towards the rigorous use of the internet as the ease of access to technology, the availability of information and the capability to interact through the internet increases. Consumers are now able to use the internet for a variety of purposes such as research, communication, online banking, shopping, and even online food ordering. With such increased benefits, the internet is promptly becoming the major method of communication and of conducting business smoothly. The internet has led to the changes in consumer preference due to high dependence on technology which has moved them to do anything and everything on the internet including cooked meals being delivered at their doorstep. Convenience is the biggest determinant to the consumers as the steps required to order food online is as simple as few clicks on mobile devices like smartphone, tablets, or laptops. In a nutshell, modern and young consumers are technology savvy basically due to convenience. In addition to that, the time taken for the food to be delivered serves as a good reason for consumers when they do not have plans on where and what to eat.

KEY WORDS: Technology, order food online.

I. INTRODUCTION

Mobile technology was a mystery two decades ago but now, it has become something of necessity to both the rural and the urban areas. The mobile technology started as a prodigious achievement in the world of technology but now, it is transforming into user comfort technology due to its present diverse functionality. When the mobile was first introduced, it was used basically for Short Message Service (SMS), calls and games. But it has presently transformed into a digital world and has made life and business much easier; marketers now have the ability to sell their products with ease through mobile technology. The mobile has made it possible for users to transfer files through bluetooth and wi-fi options. The mobile is also equipped with internet connectivity, making it easy for the user to gain information and also to download files from the internet. Video call conferencing is another achievement that has come to reality through mobile technology. Businessmen and clients now have the channel to communicate even the physical presence of the person. With the use of mobile technology, it is now easy to catch up with every form of entertainment from the comfort of being at home. It has also made it possible for one to easily locate places on the globe using the Global positioning system (GPS).

Especially in the business world, the importance of mobile technology cannot be overemphasized; bankers depend solely on mobile technology on managing finances and stocks. Many business firms use the mobile technology to increase their earnings through providing customers easiness to patronize their product through applications and websites. For example, the cinema may create an application for ticket booking; railway travel tickets can be purchased from the internet without having to queue up to purchase it. The development of mobile technology makes communication much easier, saving time and resources. This technology has now paved way for the food industry through online food delivery system.

Earlier, online food ordering and the delivery market were mainly concentrated on pizzas and burgers. The first online food order was pizza from Pizza Hut in 1994. This idea has now immersed the bulk of the food industry. With the rising penetration of the internet usage, a new wave of online services including ordering and delivery of food has come to the forefront of this marketplace. These food aggregators allow the customer to compare the menu given, the price of each food item, the reviews and then place the order from a wide network of restaurants available with ease and convenience. And this technological development in ordering food online has changed the way Indians eat.

II. REVIEW OF LITERATURE

Ananya Bhattacharya (2019) has said in an article that the penetration of food apps is higher in tier-2 cities than in metros. Online food delivery in India has become a duopoly where Swiggy and Zomato together cover over three quarters of all orders. Among the two food tech companies Zomato app has been installed on 12% of all Indian smart phones which is slightly higher when compared with Swiggy which is 10% as per the data shared with quartz by the market research firm Unomer. Richa Sood, the director of Unomer has said that the Zomato gold programme has worked really well and it was a push that has seen attraction and repeat purchase which has increased the loyalty among consumers who keep on buying and transacting with the Zomato application. Also, giving a lot of good discounts, like for the Cricket World Cup and the Indian Premier League, have boosted Swiggy and Zomato.

Jyotishman Das (2018) analyzed the consumer perception towards online food ordering and delivery services in Pune. The data was collected from all those users who are already using the online food delivery services. The purpose of the study was to find out what are the influencing factors, their perceptions, needs, positioning of various attributes of different online portals in their mind and overall satisfaction towards online food delivery services. The data was collected from different areas in Pune and restaurants have also been visited to know their point of view. The factors were found to be doorstep delivery which encourages consumers followed by ease and convenience.

Consumers are mostly influenced when they receive any rewards and cash backs followed by location. The most preferred online food delivery service provider is Zomato followed by Swiggy. The factors that prevent consumers to use the online food delivery services are their bad past experience followed by influence from friends and family.

III. OBJECTIVES OF THE STUDY

- To study the relationship between average amount spent monthly towards ordering food online and monthly family income.
- To assess the consumers' satisfaction relating to the services rendered by the online food aggregators.
- To identify the most preferred online food aggregator.

IV. RESEARCH METHODOLOGY

The data was collected from both primary and secondary sources. The primary data was collected through issue of questionnaires directly to the respondents. The target population for the current study was the general public in Chennai city who were using aggregated online food delivery applications. The sample design used for the study is convenience sampling. The sample size of the study was restricted to 100. Data analysis was done through IBM SPSS STATISTICS by way of Chi-square test, One sample t-test, and Kendall's W test.

CHI-SQUARE TEST FOR ASSOCIATION BETWEEN AVERAGE AMOUNT SPENT MONTHLY TOWARDS ORDERING FOOD ONLINE AND MONTHLY FAMILY INCOME

H₀: There is no association between average amount spent monthly towards ordering food online and monthly family income.

H₁: There is an association between average amount spent monthly towards ordering food online and monthly family income.

Table 1: Chi-Square test values for association between average amount spent monthly towards ordering food online and monthly family income

Average amount spent monthly	Monthly Family Income				Total
	Below Rs.25,000	Rs.25,001 - Rs.50,000	Rs.50,001 - Rs.75,000	Above Rs.75,000	
Rs.1000	23	16	6	7	52
	39.8%	33.1%	12.3%	14.8%	100.0%
	70.1%	51.0%	34.9%	38.5%	51.2%
Rs.2000	5	10	7	5	27
	19.7%	34.3%	26.3%	19.7%	100.0%
	20.1%	30.7%	43.4%	29.7%	29.7%
Rs.3000	1	5	5	3	14
	12.8%	31.9%	31.9%	25.0%	100.0%
	4.5%	9.8%	12.0%	17.6%	10.2%
More than Rs.3000	1	2	2	2	7
	20.5%	26.5%	26.5%	26.5%	100.0%
	5.2%	8.5%	9.6%	14.3%	8.9%
Total	30	33	20	17	100
	29.1%	33.2%	19.0%	17.7%	100.0%
	100.0%	100.0%	100.0%	100.0%	100.0%
Chi-square value=40.513					
p-value=< 0.001**					

INFERENCE

The above table reveals the results of Chi-Square test for association between average amount spent monthly towards ordering food online and monthly family income. The chi-square test value and p-value of these two factors are 40.513 & = < 0.001. The p-value is < 0.01 and statistically significant at 1% level. Therefore, it is concluded that there is a significant association between average amount spent monthly towards ordering food online and monthly family income.

It is inferred that majority 51.2% of the respondents spend monthly Rs.1,000 to order food online, 29.7% spend Rs.2,000, 10.2% spend Rs.3,000, and 8.9% spend Rs.3,000 and above to order food online.

ONE-SAMPLE T-TEST FOR SATISFACTION LEVEL WITH THE SERVICES OFFERED BY THE ONLINE FOOD AGGREGATORS

H₀ - The consumers are not satisfied with the services offered by the online food aggregators.

H₁ - The consumers are satisfied with the services offered by the online food aggregators.

Table 2: One-sample t-test for satisfaction level with the services offered by the online food aggregators

	N	Mean	Std. Deviation	t	p
Satisfaction of online food aggregator's services	100	3.8547	1.05218	17.440	<0.001**

INFERENCE

The above table shows the results of one-sample t-test for satisfaction level with the services offered by the online food aggregators. The calculated t-value and p-value of satisfaction of online food aggregators services is 17.440 & <0.001. The p-value is <0.01 statistically significant at 1% level. Therefore, it is concluded that the consumers are satisfied with the services offered by the online food aggregators.

KENDALL'S W TEST FOR MEAN RANKS CONCERNING THE ONLINE FOOD AGGREGATOR'S SERVICES

H_0 - There is no significant difference among the mean ranks concerning the online food aggregator's services.

H_1 - There is a significant difference among the mean ranks concerning the online food aggregator's services.

Table 3: Kendall's W test for mean ranks concerning the online food aggregator's services

Online food aggregators	Mean Values	Chi-square value	p-value
Swiggy	4.61	1073.039	<0.001**
Uber Eats	3.87		
Zomato	2.48		
Faasos	1.64		
Foodpanda	2.40		

INFERENCE

The above table shows the results of Kendall's W Test for mean ranks concerning the online food aggregator's services. The results indicate that the calculated Chi-square value and p-value is 1073.039 and <0.001. Therefore, the proposed null hypothesis is rejected and concluded that there is a significant difference among the mean ranks concerning the online food aggregator's services. The study also reveals that majority of the respondents ranked Swiggy (4.61) first, followed by Uber eats (3.87), Zomato (2.48), Foodpanda (2.40) and Faasos (1.64).

V. FINDINGS OF THE STUDY

- There is a significant association between average amount spent monthly towards ordering food online and monthly family income.
- The consumers are satisfied with the services offered by the online food aggregators at 1% level of significance.
- There is a significant difference among the mean ranks concerning the online food aggregator's services at 1% level of significance. Majority of the respondents ranked Swiggy (4.61) first, followed by Uber eats (3.87), Zomato (2.48), Foodpanda (2.40) and Faasos (1.64).

VI. CONCLUSION

Technology has played a vital role in revolutionizing the food delivery service and it has contributed to the changes in the consumer preferences as their dependence on technology has motivated the consumer to do everything online comprising having cooked meals delivered at their doorstep. Convenience, technology dependence and less time taken are the prime factors which act as a good reason for the consumers to choose services offered by online food aggregators. It is fair to say that online food aggregators have grown at scale in terms of reach and business. Their businesses have been phenomenal in the recent past. And the success of these online food aggregators is totally attributed to the outstanding services offered, extremely talented and committed manpower and excellent marketing strategies. All the select branded online food aggregators have built their own brand value and culture gaining individual entity in the market. In addition, lucrative offers, cash-back offers, easy and user-friendly interface, usage of social media and customer integration also help the online food delivery market to grow faster in the digital economy.

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