



A STUDY ON CUSTOMERS' ATTITUDE TOWARDS FOOD DELIVERY APPLICATION - WITH SPECIAL REFERENCE TO "DELIVERYAN" APP IN SIVAKASI.

*Ms. A. Padmini, M.Phil Scholar., The Standard Fireworks Rajarathnam College for women, Sivakasi

*Dr. T. Palaneeswari, Principal, The Standard Fireworks Rajarathnam College for women, Sivakasi

I INTRODUCTION

Food ordering on the internet is conceptually different from other sources of ordering food, as the internet promotes a one to one communication between the seller and the end user with round the clock customer service. Customers browse the required food items from their preferred restaurant which is time-saving as well as cost-effective. Technology has played a vital role in revolutionizing the food delivery service from phone-based to online ordering to satiate consumers' ever-changing demands, making its way to the top. Today, the business of Food delivery services is one of the fastest growing segments of e-commerce. The major difference between traditional and online Food Ordering is the extent of interaction between the consumer and the seller.

II STATEMENT OF THE PROBLEM

Growth in Technology is faster, more portable, and higher-powered than ever before. With all of these revolutions, technology has also made our lives easier, faster, better, and more fun. Modern technology has paved the way for multi-functional devices like the smartwatch and the smartphone. After the development of technology E-commerce came into the world, that is buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. Customers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers site over the Internet using a computer or a mobile.

III SCOPE OF STUDY

This study covers the customers in Sivakasi who are using the online food application -"DELIVERYAN". It tries to present the opinion of customers in order to analyze their perception, satisfaction, application quality, quality of services availed by them and their awareness level on the various functional aspects of the application. The scope of the study is to identify and to present the customers' attitude towards food delivery application with special reference to "Deliveryan App in Sivakasi".

IV OBJECTIVES OF THE STUDY

The following are the main objectives of the study

1. To provide an overview of online food delivery applications.
2. To analyze the attitude and self-awareness level among the respondents towards “Deliveryan” application.
3. To measure the level of satisfaction of the respondents towards the “Deliveryan” application in Sivakasi.

V RESEARCH METHODOLOGY

a) Research Design

The research design refers to the blueprint for the collection, measurement, and analysis of data. In this study the researcher used descriptive study and analytical study to fulfill the objectives.

b) Data Collection

In this study both primary and secondary data were used.

c) Sampling design

The sample comprise of 150 respondents from Sivakasi who has using are using online food delivery application “Deliveryan”

d) Area Covered

The study is restricted to Sivakasi only. The study covers the customer of Sivakasi who are using online food delivery application “Deliveryan”

VI. REVIEW OF LITERATURE

Koay Kian Yeik (2022), in his article “**A model of online food delivery service quality, customer satisfaction, and customer loyalty**” stated that how online food delivery (OFD) service quality influences customer satisfaction and customer loyalty. Data collected from existing users of OFD services in Malaysia were used to verify the proposed hypotheses

Sang-Hoon (2017) in his article “**The Effect of Mobile Food Delivery Application Usage Factors on Customer Satisfaction**” stated that the number of delivery app users and their social impact have increased along with the number of smartphone users. Accordingly, the study attempted to suggest a method to improve the service quality of delivery apps

Dr. Twinkle Trivedi (2021) in his article “**To study the Quality and Satisfaction with respect to Food Delivery Apps on Customers continuance intention post COVID-19 Pandemic**” stated that the objective of this paper is to study the relationship between factors determining quality of food delivery applications on customer’s continuance intentions while ordering food online post Covid-19 Pandemic in Indian context. The data was collected from 184 respondents from India

VII. PROFILE OF THE RESPONDENTS

Demographic profile refers to the analysis of population based on factors such as gender, age, educational qualification, monthly income and the occupation of the respondents which influence the respondents towards purchase decision

Table 1.1

Demographic profile of the Respondents

Gender of the respondents		
Particulars	No.of Respondents	Percentage
Male	77	51.8%
Female	73	48.7%
Total	150	100%
Age of the Respondents		
Below 20	21	14%
21-30	87	58%
31-40	27	18%
Above 40	15	10%
Total	150	100%
Educational Qualification of the Respondents		
Upto High School	12	8%
Diploma Holder	18	12%
Under Graduate	57	38%
Post Graduate	51	34%
Others	12	8%
Total	150	100%
Occupation of the Respondents		
Government Employee	10	6.7%
Private Sector Employee	42	28%
Business people	26	17.3%
Student	44	29.3%
Other Category	28	18.7%
Total	150	100%

Monthly Income of the Respondents		
Below Rs.15,000	38	30.2%
Rs.15,000 – Rs.30,000	49	37.7%
Rs.30,001 – Rs.45,000	35	17%
Above Rs.45,000	28	15.1%
Total	150	100%

Source: Primary Data

The table 1 states that out of 150 respondents, 1.8 percentage of the respondents are female. 58 percentage of the respondents are in the age group of 21-30 years. 38 percentage of the respondents had completed their Under Graduate Course. 29.3 percentage of the respondents are Students. 35 percentage of the respondents' monthly earning is between Rs.30000 – Rs. 50000

VIII FACTOR INFLUENCING THE CUSTOMER ATTITUDE

ANALYSIS OF FACTORS INFLUENCING THE CUSTOMER'S ATTITUDE TOWARDS THE SERVICES OF DELIVERYAN APP

In order to identify the factors that influence the respondents to use online food delivery services Likert's five-point scale was used. Satisfaction level of the respondents determines the usage of online food delivery app Deliveryan . Respondent's opinion regarding their Satisfaction Level, Application Quality, Service Quality, Convenience, and Consumers Awareness were collected and studied using weighted mean scores.

a) Satisfactory experience with Deliveryan App

Respondents opinion on their Satisfaction level was studied and tabulated in Table 1.2 Ratings were provided and mean score is calculated. The factors were identified and sorted on five- point Likert Scale (Strongly agree, Agree, Neutral, Disagree, Strongly disagree). The researcher assigned the following points as

Strongly agree - 5 points

Agree - 4 points

Neutral - 3 points

Disagree - 2 points

Strongly disagree - 1 point

Table 1.2

Likert Rating – Satisfaction towards the food delivery services of Deliveryyan App

Attributes	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		TWS	MS
	NR	WS	NR	WS	NR	WS	NR	WS	NR	WS		
Hot and fresh food is delivered	45	225	48	192	36	108	13	26	9	9	560	37.3
I am happy that I chose “Deliveryyan” over the other Apps	47	235	28	112	46	138	15	30	14	14	529	35.2
I am satisfied with the way “Deliveryyan” carries out transactions.	38	190	52	208	49	147	2	4	9	9	558	37.2
Overall I am satisfied with my experience with “Deliveryyan”	59	295	34	136	29	87	19	38	9	9	565	37.6
I recommend “Deliveryyan” App to my friends, colleagues and relatives	38	190	56	224	34	102	15	30	7	7	553	36.9

Source: Computed Data

NR = Number of Respondents, WS = Weighted Scores, TWS = Total Weighted Score, MS = Mean Score.

Satisfaction level was evaluated by using Likert’s Rating Scale. Among the various attributes evaluated by the respondents the statement “ Hot and fresh food is delivered” is strongly agreed with a mean score of 37.3 , the statement “I am happy that I chose “Deliveryyan” over the other Apps” is strongly agreed with the mean score of 37.2, the statement “I am satisfied with the way “Deliveryyan” carries out transactions” is agreed with a mean score of 34.3 following which comes the statement “Overall I am satisfied with my experience with “Deliveryyan” with the mean score of 37.6, followed by the statement “ I recommend “Deliveryyan” App to my friends, colleagues and relatives” with the mean score of 36.9. Hence it can be concluded that, the opinion of the respondents towards Satisfaction level is satisfactory as the mean scores are between 35.2 and 37.6 .Amongst all the five statements, statement “Overall I am satisfied with my experience with “Deliveryyan” tops with the highest mean score of 37.6

b) Application Quality

Application Quality of the respondents makes the customers feel ease and comfortable to use the application. Respondents opinion on Application quality is shown in Table 1.3 Ratings were provided and mean score is calculated.

Table 1.3

Likert Rating – Satisfaction towards the Application Quality

Attributes	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		TWS	MS
	NR	WS	NR	WS	NR	WS	NR	WS	NR	WS		
“Deliveryan” provides precise information that I need.	46	230	36	144	58	174	6	12	4	4	564	37.6
“Deliveryan” App is updated regularly by the developers	60	300	28	112	45	135	15	30	2	2	579	38.6
“Deliveryan” App is simple and easy to use.	56	280	38	152	29	87	16	32	11	11	593	40.3
I feel safe and secured in my transaction with “Deliveryan” in terms of security and privacy.	57	285	36	144	29	87	18	36	10	10	569	37.5
Deliveryan” App optimizes battery life, data usage, and user experience	35	175	58	232	35	105	16	32	6	6	550	36.6

Source: Computed Data

NR = Number of Respondents, WS = Weighted Scores, TWS = Total Weighted Score, MS = Mean Score.

Application Quality of Deliveryan App was evaluated by using Likert’s Rating Scale. Among the various attributes evaluated by the respondents the statement “Deliveryan provides precise information that I need.” is strongly agreed with a mean score of 37.6, the statement “Deliveryan App is updated regularly by the developers” is strongly agreed with the mean score of 38.6 and the statement “Deliveryan” App is simple and easy to use” is agreed with a mean score of 40.3 following which comes the statement “I feel safe and secured in my transaction with Deliveryan in terms of security and privacy” with the mean score of 37.5. Hence it can be concluded that, the opinion of the respondents towards Application quality is satisfactory as the mean scores are between 36.6 and 40.3. **Amongst all the five statements, statement “Deliveryan” App is simple and easy to use.” tops with the highest mean score of 40.3.**

c) Service Quality

Service quality of the respondents determines retention level of the customers. Respondents opinion on service quality of the app are shown in below Table 1.4 Ratings were provided and mean score is calculated

Table 1.4

Likert Rating - Service Quality of Deliveryan

Attributes	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		TWS	MS
	NR	WS	NR	WS	NR	WS	NR	WS	NR	WS		
“Deliveryan” service is able to provide me individual attention.	35	175	59	236	32	96	16	32	8	8	531	35.4
Deliveryan” sells products that meet my needs.	54	270	42	168	32	96	12	24	10	10	568	37.8
When I have a problem, “Deliveryan” shows a sincere interest in solving it.	46	230	55	220	38	114	8	16	3	3	583	38.8
“Deliveryan” is responsive for my questions and concerns.	35	175	46	184	65	195	8	16	6	6	576	38.4
Issues in the transactions are effectively resolved by “Deliveryan”	39	195	65	260	35	105	6	12	5	5	577	38.5

Source: Computed Data

NR = Number of Respondents, WS = Weighted Scores, TWS = Total Weighted Score, MS = Mean Score.

Service Quality of Deliveryan App was evaluated by using Likert’s Rating Scale. Among the various attributes evaluated by the respondents the statement “Deliveryan service is able to provide me individual attention.” is strongly agreed with a mean score of 35.4, the statement “Deliveryan sells products that meet my needs” is strongly agreed with the mean score of 37.8, the statement “When I have a problem, “Deliveryan shows a sincere interest in solving it” agreed with a mean score of 38.8 following which comes the statement “Deliveryan” is responsive for my questions and concerns” has the mean score of 38.4 and then the statement “Issues in the transactions are effectively resolved by Deliveryan ” has the mean score of 38.5, Hence it can be concluded that, the opinion of the respondents towards Service Quality is satisfactory as the mean scores are between 35.4 and 38.5. Amongst all the five statements, statement “When I have a problem, “Deliveryan” shows a sincere interest in solving it” tops with the highest mean score of 38.8

d) Convenience

Convenience of the respondents in using the App and in making payment determines the effectiveness of the food delivery applications. Respondents opinion on their convenience level to use the app is shown in Table 1.5

Table 1.5

Likert Rating - Convenience in Use

Attributes	Strongly agree		Agree		Neutral		Dis agree		Strongly disagree		TWS	MS
	NR	WS	NR	WS	NR	WS	NR	WS	NR	WS		
“Deliveryan” helps me to avoid traffic.	48	240	36	144	50	150	10	20	6	6	560	37.3
“Deliveryan” help me to avoid waiting time at restaurants.	40	200	56	224	38	144	9	18	7	7	593	39.3
Using “Deliveryan” enables me to accomplish the purchasing process more quickly.	36	180	56	224	45	135	8	16	5	5	560	37.3
I feel I am getting good food products at reasonable price when I use “Deliveryan”	35	175	59	236	36	108	13	26	7	7	552	36.8
Real time tracking of order is possible using “Deliveryan” App	26	130	53	212	55	165	10	20	6	6	533	35.5

Source: Computed Data

NR = Number of Respondents, WS = Weighted Scores, TWS = Total Weighted Score, MS = Mean Score.

Customer’s opinion on Convenience of using Deliveryan App was evaluated by using Likert’s Rating Scale. Among the various attributes evaluated by the respondents the statement “Deliveryan helps me to avoid traffic.” is strongly agreed with a mean score of 37.3 , the statement “Deliveryan help me to avoid waiting time at restaurants” is strongly agreed with the mean score of 39.3, the statement “Using Deliveryan enables me to accomplish the purchasing process more quickly” is agreed with a mean score of 37.3 following which comes the statement “I feel I am getting good food products at reasonable price when I use Deliveryan” with the mean score of 36.8 , the statement “ Real time tracking of order is possible using “Deliveryan App has the mean score of 35.5. Hence it can be concluded that, the opinion of the respondents towards Convenience of using Deliveryan App is satisfactory as the mean scores are between 35.5 and 39.3 **Amongst all the five statements, statement “Deliveryan” helps me to avoid waiting time at restaurants” tops with the highest mean score of 39.3.**

IX) AGE AND THE OVERALL SATISFACTORY EXPERIENCE WITH DELIVERYAN

The researcher studied the influence of the respondents' age group on their satisfaction level using Chi-square Test. To test the relationship between age of the respondents and their overall satisfactory experience with Deliveryan the following hypotheses were framed.

H_0 = There is no significant difference between age of the respondents and their overall satisfactory experience with Deliveryan

H_1 = There is significant difference between age of the respondents and their overall satisfactory experience with Deliveryan

The analysis was carried out using chi square test and are shown in Table 1.6



Table 1.6

AGE AND THE OVERALL SATISFACTORY EXPERIENCE WITH DELIVERYAN

Particulars		Overall I am satisfied with my experience with "Deliveryan"					Total	
		Strongly agree	Agree	Neutral	Dis agree	Strongly disagree		
Age	Below 20	Count	3	7	4	6	1	21
		% within Age	14.3%	33.3%	19.0%	28.6%	4.8%	100.0%
21 - 30	Count	9	32	11	26	9	87	
		% within Age	10.3%	36.8%	12.6%	29.9%	10.3%	100.0%
31 - 40	Count	7	8	3	9	0	27	
		% within Age	25.9%	29.6%	11.1%	33.3%	.0%	100.0%
Above 40	Count	4	3	3	5	0	15	
		% within Age	26.7%	20.0%	20.0%	33.3%	.0%	100.0%
Total	Count	23	50	21	46	10	150	
		% within Age	15.3%	33.3%	14.0%	30.7%	6.7%	100.0%

Chi-Square Tests

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.748 ^a	12	.466
Likelihood Ratio	13.976	12	.302
Linear-by-Linear Association	1.107	1	.293
N of Valid Cases	150		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is 1.00.

Symmetric Measures

Particulars	Value	Approx. Sig.
Nominal by Nominal Phi	.280	.466
Cramer's V	.162	.466
Contingency Coefficient	.270	.466
N of Valid Cases	150	

From the Table 2.5 it can be noted that Pearson Chi-Square is 11.748 and its level of significance (.466) is greater than 0.05, so the null hypothesis is accepted and it is concluded that at 5% level of significance there is no association between age of respondents and their overall satisfactory experience with Deliveryan.

X) SUGGESTIONS :

- Deliveryan App should improve the payment security mechanism as some of the respondents are of the opinion that the administration of security mechanism need to be regulated furthermore.
- Deliveryan App should extend their tie-up with local vendors operating on small scale also so as to reach those customers who prefer more food from local hotel than big restaurants.
- The online menu can be crisp, concise, easy to read.
- Deliveryan App can advertise about their food delivery application in Local TV channels and Magazines and through Mural Advertising to reach each and every customer in the market.
- In the opinion of the respondents the service provider can analyse the busiest times and adjust their working schedule & delivery workforce accordingly to get more business.

XI) CONCLUSION

The research shows that usage of Deliveryan app has many advantages like quick service, anywhere ordering, time saving and so on. In this competitive world customers must know all the online applications used for Shopping, Food ordering, Ticket booking to stand in par with your friends, colleagues, relatives and competitors. Technology is constantly growing, and as mobile applications offer more and more features and the people can expect to witness more and faster innovation in the area of online food ordering applications. To gain competitive edge in the market and in the food ordering, application should focus on customers to create new and unique features continually. The online ordering application is constantly exploring the role of new technologies. With the adoption of these technological advancements, Deliveryan app will come out with the all brand new features in the future among the customers to increase the sales and services and to gain more profit.

