

# A STUDY ON PROSPECT CONCERNMENT TOWARDS FOOD ADJURE APP

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## ABSTRACT

An ordering system is referred to as a set of detail methods that is being used in handling the customer to order their food themselves which is known as the customer self-ordering system. Online food ordering system is one of the latest service. This is made possible through the use of electronic payment system. The main advantage of this system is that, it's greatly simplifies the ordinary process for both the customers and the restaurants. This study is to investigate the customer perception, behavior and satisfaction of online Food Adjure app. The most important attribute of food adjure app is order accuracy. The overall satisfaction level is high on reliability, assurance and responsiveness of food adjure app.

**KEY WORDS:** Online food app, Customer satisfaction.

## 1. INTRODUCTION AND DESIGN OF THE STUDY

### 1.1 INTRODUCTION

The online food ordering system is one of the latest services most fast food restaurants in the western world are adopting. With this method, food is ordered online and delivered to the customer. This is made possible through the use of electronic payment system. Customers pay with their credit cards, although credit card customers can be served even before they make payment either through cash or cheque. So, the system designed in this project will enable customers go online and place order for their food. The greatest advantage of this system is its flexibility.

### 1.2 OBJECTIVES OF THE STUDY

- To evaluate the performance and acceptability in terms of security, user-friendly, accuracy and reliability.
- To estimate customer satisfaction towards food adjure app.
- To identify the factors influenced to use food adjure app.
- To evaluate the significant relationship between delivery time and peak hours.

### 1.3 SCOPE OF THE STUDY

This study enable customers order for food and get it delivered accordingly and also to reduce the long queues of customers at the counter ordering for food and to reduce the work load on the employees. The system implements the following functions: the waiter takes order from the customer into his tablet, the customer can visualize the order and bill, administrator has the authority to change the menu and has authority to view daily, weekly or monthly report on profits and lastly the kitchen staff can prepare and serve the order.

### 1.4 PROBLEM OF THE STUDY

One of the major challenge is the logistical complexity, which consumes huge amount of capital and time to solve it. For start ups, developing and implementing a system to accept online orders can get expensive. There are two ways to do it: your own system created from scratch, or buying a solution.

### 1.5 METHODOLOGY

Research is an original contribution to the existing stock of knowledge making for its advancement. In short, the search of knowledge through objective and systematic method of finding solution to a problem is research. It defines the structure or framework within which research is carried out. A survey method has been

used to collect the primary data with the questionnaire. The questionnaire were filled by the respondents which were selected on the basis of random sampling.

### 1.5.1 SAMPLE SIZE

The study consists of the population in certain regions of Coimbatore city. It comprises of 100 respondents from Coimbatore city spread across various socio-demographic profiles.

### 1.5.2 SAMPLING TECHNIQUES

Sampling techniques adopted for the study is simple random sampling for the collection of primary data through questionnaire.

### 1.5.3 SOURCE OF DATA

Both the primary and secondary data are used here to accomplish the objective of the study. The primary data has been conducted through the questioner from the customer. The questionnaire is designed in a systematic manner covering adequate and relevant questions which is useful to study. The theoretical aspects of the study is collected from various source which includes books, journals, magazines, websites and other related projects.

### 1.5.4 STATISTICAL TOOLS

The purpose of the data analysis and interpretation phase is to transform the data collection into credible evidence about the development of the intervention and its performance by using data preparation to organizing, describing and interpret the data for analysis.

- Percentage Analysis
- Rank Analysis
- Weighted Average Score Method
- Chi Square Analysis

### 1.6 LIMITATIONS OF THE STUDY

- This research is geographically restricted to Coimbatore city only. Hence the result cannot be extrapolated to other places.
- Sample size was confined to 100 respondents keeping in views of time and cost constraints.

## 2. REVIEW OF LITERATURE

### 2.1 REVIEWS

**J.Mustafa, R.Kothari, R.Naik, and A.Slatewala 2007<sup>1</sup>** reports that most of the Americans hate waiting for an order. Therefore, they prefer self-service technology, which can be in form of text messaging, the internet and kiosk. Usually, the customer prefers self-service because of speed and convenience in making order and transaction while minimize the miscommunication. He also mentioned that self-activated terminals are more likely to serve as ordering innovation in the future. The implementation of alternative ordering can increase check size, free up counter staff that need to serve customers and take money handling out of service equation.

**Khairunnisa K., Ayob J., Mohd. Helmy A. Wahab, M. Erdi Ayob, M. Izwan Ayob, M. Afif Ayo 2009<sup>2</sup>** mentioned that there are several aspects that should be included in a good online food ordering system. System should be simple to navigate, not clustered and easy to make an order.

**Sharma, 2007<sup>3</sup>** designed with professionals looking with search engine optimize capability and available 24hours. The system should also have a secure payment gateway to protect their customers' credit

<sup>1</sup> J.Mustafa, R.Kothari, R.Naik, and A.Slatewala, "Touch & Dine A Multi-Touchable Restaurant System," in *UACEE International Journal of Computer Science and its Applications-Volume 1: Issue 1 [ISSN 2250-3750]*.

<sup>2</sup> Khairunnisa K., Ayob J., Mohd. Helmy A. Wahab, M. Erdi Ayob, M. Izwan Ayob, M. Afif Ayob "The Application of Wireless Food Ordering System," *MASAUJ Journal of Computing, Volume 1 Issue 2, September 2009, pp 178-183*

<sup>3</sup> Sharma, I. (2007, June 22). *How Online Food Ordering System Helps You Run More Efficiently*. Retrieved August 19 2010,

cards information, fast and keep track on orders and sales history easily as well as generate a comprehensive sales report.

### **3.PROFILE OF FOOD ADJURE APP**

#### **3.1 INTRODUCTION**

Online food ordering is a process of ordering food from a local restaurant or food cooperative through a web page or app. Much like ordering consumer goods online, many of these allow customers to keep accounts with them in order to make frequent ordering convenient. A customer will search for a favorite restaurant, usually filtered via type of cuisine and choose from available items, and choose delivery or pick-up. Payment can be amongst others either by credit card or cash, with the restaurant returning a percentage to the online food company. The food industry is up and booming again with the support of technology. There is a massive development of technology which aids the restaurants and food delivery businesses alike. The food sector has managed to appear as a highly profitable industry due to its broad potential and due to insanely growing demand for restaurants of different food themes in various cities.

#### **3.2 TYPES OF FOOD APPS**

- Food panda
- Zomato
- Swiggy
- Daily Cacy
- Runnr

#### **3.3 BENEFITS OF FOOD ADJURE APPS**

Here are six benefits of implementing information technology solutions in a restaurant business.

##### **3.3.1 Digital Menu Card**

There are various websites like Foodlitter that allows people to place their orders using a digital menu card. This allows end users to place their order online without much hassle and with just a few clicks on their phones. It provides end users with a highly convenient experience.

##### **3.3.2 Ordering Online And Online Delivery {Fast food chains}**

Fast food chains will also eradicate the mediator's role in booking orders as they will allow end users to book their order over the online platforms and mobile applications. It will make food ordering easier for customers. It ends up saving much time as it saves the time that a mediator takes to pen down the entire order. It is also easy to track the order delivery over a mobile application.

##### **3.3.3 Online Presence, Especially On Social Media Websites**

No matter what kind of industrial sector the business belongs to, it is critical to have an active online presence on social media sites like Facebook, Twitter, and Instagram to keep on going ahead with the changing trends. It attracts large numbers of people in a short time span provided effective online marketing be done. It also enhances brand value and its image. Moreover, many people get to know about new restaurants on online platforms only.

##### **3.3.4 Online Promotion Through 'Check in' Apps**

Restaurants also give these customers an additional feature using which they can let their friends know where they are through mobile applications like Foursquare. It attracts many customers towards the restaurant as they get to know its name and it also acts as a real-time recommendation.

##### **3.3.5 Online Reviews and Ratings**

These days, end users are allowed to give their feedback or opinions about restaurants' services on websites like Zomato, Swiggy, Foodpanda etc. Often, customers prefer to view a particular restaurant's rating or reviews on such websites to decide whether they want to visit there or not. If you are rated well on one of these websites then the chances are high that people will visit your restaurant once, at least.

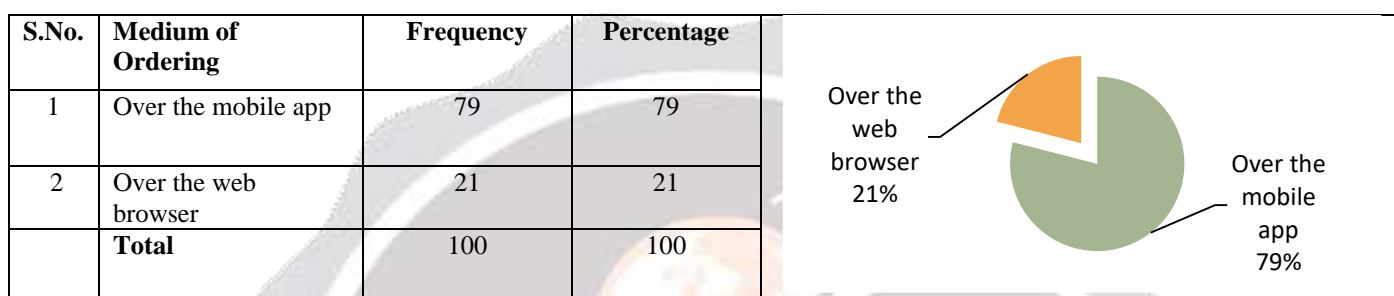
### 4. ANALYSIS AND INTERPRETATION OF DATA

The purpose of the data analysis and interpretation phase is to transform the collected data into credible evidence about the statistical data view that is been calculates based on the research conducted.

#### 4.1 PERCENTAGE ANALYSIS

This method is used to compare two or more series of data to describe the relationship or the distribution of two or more series of data. Percentage analysis is done to find out the percentage of the response given by the respondent. The data that was collected is shown using a pie diagram.

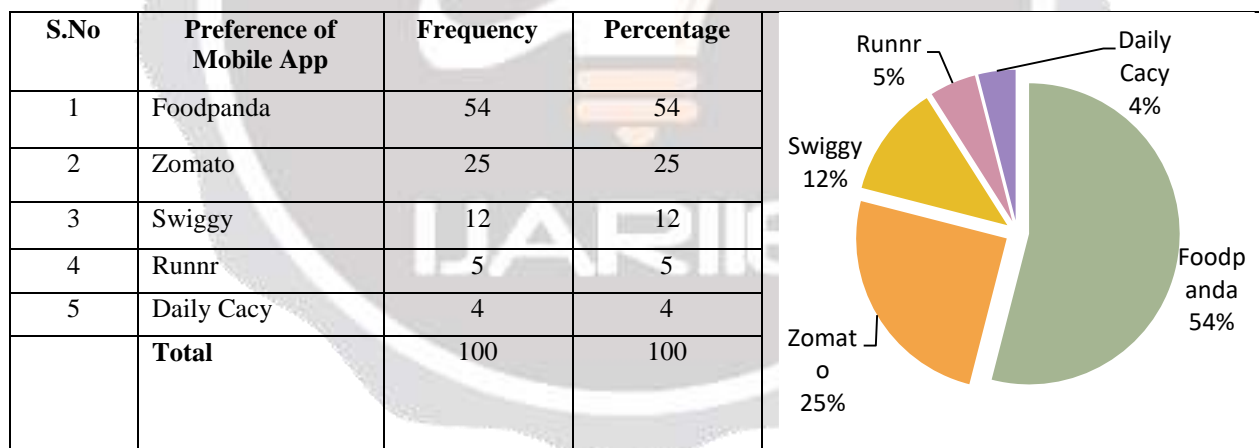
Exhibit showing the medium of ordering of food by the respondents



#### INTERPRETATION

The above exhibit reveals that 79% of the respondents use the mobile app to order food whereas 21% of the respondents use web browser to order food.

Exhibit showing the preference of mobile app of the respondents



#### INTERPRETATION

The above exhibit indicates that 54% of the respondents use foodpanda app to order food, 25% of the respondents use Zomato, 12% of the respondents use Swiggy, 5% of the respondents use Runnr, 4% of the respondents use Daily cacy app to order their food.

#### 4.2 RANK ANALYSIS

Rank analysis is a method of statistics that measures the relationship between ranking of different ordinal variables and different rankings of the same variable .

4.2.1 Table Showing The Ranking Of Food Apps

APP NAME	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	RANK 6	TOTAL	RANK
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Foodpanda	57	11	13	6	8	5	212	1
Zomato	20	46	16	7	7	4	247	2
Swiggy	8	9	42	20	13	8	345	3
Runnr	8	11	15	39	12	15	381	4
Uber eats	4	11	12	12	47	14	429	5
Daily cacy	5	14	6	13	11	51	464	6

#### INTERPRETATION

The ranking analysis clearly shows that food panda has been ranked first with 212; Zomato has been ranked second with 247; Swiggy has been ranked third with 345; Runnr has been ranked fourth with 381; Uber cats has been ranked fifth with 429; Daily cacy has been ranked sixth with 464.

#### 4.3 WEIGHTED AVERAGE SCORE METHOD

Weighted average score method is more accurate measure of scores or investments that are relatively important to each other. Weighted grade is merely the average of set of grades, where each set carries a different amount, the data values with larger weights contributed more to weighted mean and data with smaller weights contribute less to the weighted mean.

##### 4.3.1 Table Showing Factors Influencing To Use Food Adjure App

Factors	Strongly Agree	Agree	Neutral	Dis agree	Strongly Disagree	Total	Weighted Average Score	Rank
Price	43	38	18	0	1	422	4.22	3
Service	41	52	7	0	0	434	4.34	1
Packaging	36	36	26	1	1	405	4.05	6
Quality	52	32	14	0	2	432	4.32	2
Taste	43	35	18	1	3	414	4.14	4
Delivery	41	34	22	0	3	410	4.1	5

#### INTERPRETATION

The weighted average score has been carried out in this study to know the respondents overall satisfaction with the factors in adjure app in regard to buying. In the above table Service has been ranked with the highest score of 4.34; Quality has been ranked second with the score of 4.32; Price has been ranked third with the score of 4.22; Taste has been ranked with the score of 4.14; Delivery has been ranked with the score of 4.1; Packaging has been ranked least with the score of 4.05.

#### 4.4 CHI SQUARE ANALYSIS

Chi Square test is the non-parametric test of significant differences between the observed distribution of data and categories and the expected distribution based on the null hypothesis. This test is one of the simplest and most widely used non-parametric test in statistical work. The symbol in the Greek letter Chi. This test was first used y Karl in 1900.

##### 4.4.1 Table Showing The Relationship Between Income Of The Respondents And Price Level

Chi-Square Value	Degree of Freedom	Significant Value	Table Value	Hypothesis
0.86	16	0.05	26.3	Null

##### 4.4.2 Table Showing Relationship Between The Delivery Time And The Peak Hours

Chi-Square Value	Degree of Freedom	Significant Value	Table Value	Hypothesis
0.46	12	0.05	21.0	Null

#### 4.4.3 Table Showing Relationship Between Family Size And No.Of Orders Placed

Chi-Square Value	Degree of Freedom	Significant Value	Table Value	Hypothesis
0.51	8	0.05	15.5	Null

#### 4.4.4 Table Showing Relationship Between The Taste And Ordering Time

Chi-Square Value	Degree of Freedom	Significant Value	Table Value	Hypothesis
0.61	12	0.05	21.0	Null

#### 4.4.5 Table Showing Relationship Between Money Spend For Food And Period Of Ordering

Chi-Square Value	Degree of Freedom	Significant Value	Table Value	Hypothesis
0.36	9	0.05	16.9	Null

## 5. FINDINGS, SUGGESTIONS AND CONCLUSION

### 5.1 FINDINGS

The objective of the study was to analyse the satisfaction derived from the use of food adjure app by consumers. The study has been carefully analysed using the techniques of percentage analysis, rank analysis, weighted average score analysis and the chi-square analysis. The final chapter is an attempt to summarize the findings of the study based on which few suggestions have been made.

### 5.2 SUGGESTIONS

The following suggestions were given by the respondents during the data collection phase of the study:

- Online orders are welcomed but quality & delivery services should be maintained correctly.
- Even the retail store have to develop online stores in order to withstand in the market and for future benefits.
- This apps can be integrated with social media such as facebook, twitter etc to facilitate customers.
- It is easy to use and save time but it has to be developed in order to place more order.
- It can facilitate customers in payment process by using other payment methods such as Visa, Mastercard, Paytm etc.

### 5.3 CONCLUSION

The online food adjure app system will be helpful for the hotels and restaurants to increase the scope of the business by helping users to give order through online. This study was to find the awareness level and satisfaction derived by the consumer and also to find which factor influence customers to buy food through online from food adjure app. Most of the respondents disagree to the fact that online website charges high delivery fees. Almost all users feel safe paying online. The Service rendered by the food adjure app is the major factor behind its success.