A STUDY ON CONSUMERS PERCEPTION ON FOOD APPS.

Aditya Tribhuvan

[1]Aditya Tribhuvan, Graduate BA(Hons)Business and Management, University of Wolverhampton, Podar World College, Mumbai, India

ABSTRACT

This report is about a research article "Consumer perception on food apps" where the objectives of this research is to examine the consumer perception on food apps and to analyze the factors that influences consumer perception towards food apps. To understand the research more deeper, a survey method was conducted where a questionnaire was sent to all segments of people like age, gender and income and the questionnaire was designed on the basis of TAM model. A T-Test analysis was also undertaken to give a better interpretation about this study and an overall conclusion is given regarding the learning from this research about how people perceived food apps, how could this research could be done better and what learnings did the researcher learned during this research project. .

Keywords:- *Consumer Perception, Zomato, Swiggy, Food apps, Digital Payments, Consumer Buying Behavior, Business*

1. Introduction

Zomato is one of the leading online food delivery services, and recently, it acquired UberEATS for around $350 million. This resulted in capturing nearly 50-55% of the market share in terms of numbers of orders, getting ahead of their closest competitor Swiggy (ETtech. 2020).

Swiggy started in 2014, and made a late entry into a vast market, and the only competition was Zomato, which was the leader of the food tech industry. Within 4 years, Swiggy has joined an elite list of start-ups, and their competition with Zomato is so severe and intense at present that the latter is investing in hundreds of crores to catch up with Swiggy (Livemint, 2020).

Since the merger of Zomato and UberEATS, there is an expectation that the market share is going to reach between 50-55% on the basis of current numbers thus overtaking Swiggy. Overall, the competition between Swiggy and Zomato has been intense, but Swiggy is at the top with the highest repeat order rates, and it's the customer's favourite app to order from. According to a stat, about 90% of consumers choose only Swiggy (ETtech, 2020).

The Indian online food industry is expected to grow up to $12.3 billion by 2023. The global growth is 9.01%, the online food delivery market in India is growing at a rate of 15%. Swiggy has sales of $1.5 billion, whereas Zomato is at sales of $800 million. Jointly both the companies have delivered 96 million orders from April 2017 to March 2018. (*Visakhapatnam News*, 2020).

The diversity of applications including food apps, has become very important for the business to innovate and enthral existing consumers. There is little evidence about how the internet and mobile technology has supported consumers in meeting their daily demands by using a display to order from their preferred restaurants. The importance of this research is that it defines consumers' attitudes towards the utilizing of food apps, and how these apps have built-in purchasing, planning, and socially enjoying meals and snacks (Levin, Heath, and LeVangie, 2015).

The increase in income of the family members, changing lifestyle and eating patterns have to lead to an increase in market growth. The demand of food apps are growing coupled with affordable prices and this has led to the growth of the business. (Business Insider, 2020).

India holds the record for being one of the youngest populations around the world with the average age standing at 27 years. The combination of a young demography and disposable income has increased the demand for new-age platforms like food apps. This has resulted in impulsive purchasing power because the willingness to try new products or services is high, thus leading to the growth of food apps in India (Inc42 Media, 2020) (Business Insider, 2020)..

Overall, the author has stated about the growth of food apps in India, how Swiggy and Zomato has started and changed the consumers perceptions completely.

1.1 RESEARCH AIM:

The research aim is to examine the consumer's perception of online food delivery apps.

1.2 RESEARCH QUESTIONS:

- What is the consumer's perception about online food delivery apps?
- What are the factors that have influenced consumer perception towards online food delivery apps?

1.3 OBJECTIVES:

- To examine the consumer's perception regarding online food delivery apps.
- To analyze the factors that influence consumer's perception towards online food delivery apps.

1.4 HYPOTHESIS:

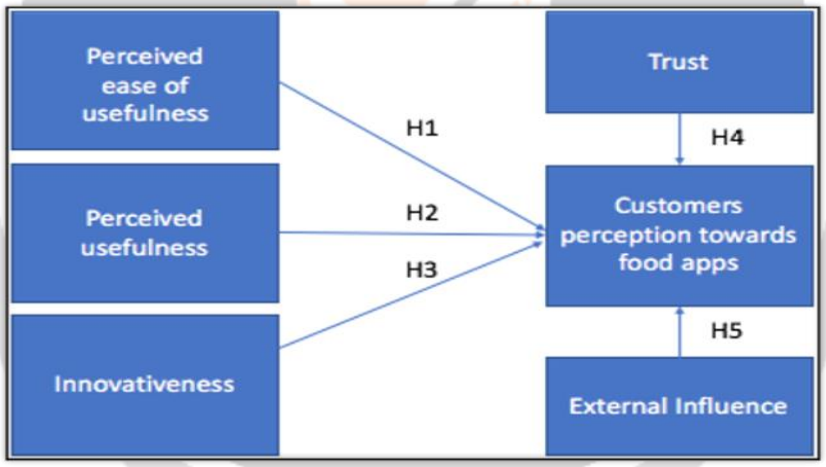

FIGURE 1: TECHNOLOGY ACCEPTANCE MODEL.

Source: (Alagoz and Hekimoglu, 2012)

The TAM model explains how customers use food apps in relationship with new technology and the various factors that influence users decisions on using food apps.

2 - LITERATURE REVIEW:

The author has incorporated and applied various learnings pertaining to consumer's perception on food apps.

2.1 TAM THEORY:

Davis (1989) used the TAM theory to explain customer usage towards technology. The TAM theory explains the determinants of computer acceptance using customer's behavior and perception over a broad range of end-users computer technologies. (Lai, 2017).

The technology acceptance model (TAM) theory explains the use of new technology amongst users or customers. The TAM theory puts emphasis on perceived ease of use and perceived usefulness while explaining the customer's perception and usage of the new technology. According to the research of Davis (1989), it describes the former option as effortless for customers using a particular system, whereas the latter option states that a person using a particular system would improve their productive output. Rogers (2003) research describes innovation as an idea or perceived by individuals in different manners. Trust is the foundation of a consumer's belief and faith in food apps. It is a very vital factor that influences and molds customer's understanding of food apps. Hung (2006) believes that customers get influenced by external and interpersonal factors, which are important in the behavior of customers using food apps (Alagoz and Hekimoglu, 2012).

The author has reviewed that the TAM model is useful in food apps as it changes people's perception by moving from telephone to ordering via phone however some people wouldn't use TAM model for ordering food instead use the old way of ordering food that is telephone.

2.2 PERCEPTION:

According to Brown et al. (2000), teenagers prefer food based on the nutritional factor as well as other important external factors like home, school, and social environment taking into consideration the hygiene and cleanliness around. Aaker (2000) feels that brand awareness is very crucial in consumer perception, especially based on their buying pattern. Kumar et al. (1987) examined the various factors that affect buying decisions of a large number of respondents for a range of food products. factors like brand of the product is a crucial factor because consumers get attracted towards a brand quickly whereas income and age are dependent factors. Vanniajran and Kubendtan (2005) suggest that consumer perception and utilizing any products can vary because of the change in eating habits. He further stated that, increase in income can lead to increase consumption of the income spent (Kazmi, 2012).

Consumer perception is the application of the concept of sensory perception to marketing and advertising. Just like sensory perception relates to humans and how they process sensory stimuli through their five senses, the same consumer perception relates to how individual form their own opinion regarding the apps and the products they offer through the choice of purchases they make. The theory of consumer perception is about how the customers form their views about any online or e-commerce product or website. The same method they use forms the basis for developing marketing and advertising strategies so that they can retain their old customers and attract new ones (Kumar, 2017).

Furthermore, perception is a process by which people select, organize, and interpret sensations, which is the quick response of the sensory receptors like eye, nose, ear to essential stimuli like color or odor. Anything that activates a receptor is known as the stimulus. The study of perception only focusses on how the consumer reacts for them to reach a decision. Each individual has their unique reaction to stimulus and how it is consistent with their own unique biases, needs, and experiences. Overall perception talks about selecting, organizing, and interpreting to derive a meaning which would affect decision making. For example, what is seen or heard in an advertisement, smelt, or whilst touching a product, the customer receives information inputs, and these processes are collectively known as perception (Madichie, 2012).

According to Haq (2014), the perception of online shoppers is independent of their age and gender, but not based on their qualifications or income. There are four key dimensions of an online platform identified, people's perceptions of the customer service, commitment, and web security of online purchasing shows notable proportionality to their online buying intentions (Mohana Rao and Sekhar Patro, 2016). Perception is a system, which discusses the individuals perceived view. Though observations can be changed or Influenced by many factors (Kazmi, 2012).

The researcher has reviewed Kumar 's article in 1987. that in the year people preferred brands which they were familiar with. Choices were limited. In 2020 choices are innumerable because of variety of brands available on food apps. Income is the only factor consistent that influences buying patterns.

2.3 CONSUMER PERCEPTION AND BUYING BEHAVIOUR:

Engel et al. (2005) define consumer behavior as the activities involved directly in obtaining, consuming, and disposing of products and services, which includes the decision processes and follow up of their actions. Schiffman

and Kanuk (2010) state that consumer behavior is the process that a consumer applies while purchasing, using and disposing of a product, service, and ideas which they accept and which overall fulfills their needs. Mowen (1995), in his research paper, conceptualizes decision making as problem-solving. This is helpful in understanding and analyzing. Knowledge and level of Involvement is the relevance perceived by the purchaser and the importance linked to the product and brand choice. Complex buying behavior is when the product is unaffordable, bought infrequently, and the knowledge consumers have regarding the differences among the alternatives. The decision-making process has attracted a lot of researchers, which develops the understanding of logic and how the purchasers use their minds between the choices of two or more options. (Misra, Katiyar and Dey, 2013).

Perception is how one perceives matter based on one's experience and personal opinion. By understanding the consumer's product, they know how the consumer views their own product and service. The study of consumer behavior is a concept, which enables the consumer to understand the product and the buying behavior for their products in their market place. Consumer behavior is a blend of 4 aspects. Whereas consumer preference talks about purchase decisions and posts, purchase behavior, or satisfaction (Karthikeyan and Sasikala, 2014).

The author has reviewed Mowen (1995) article that consumer faces complexity when buying high end products like washing machine whereas ordering home delivery from a food app would be instantaneous rather than a complex purchase.

2.4 CONSUMER PERCEPTION ON APPS/E-COMMERCE:

According to the research paper of Rajesh and Purushothaman (2013),"Consumers Perception towards online", shopping based on e-shopping is very popular due to ease of convenience and low prices. During holidays, online shopping is a savior for an individual from having to go to different shops and waiting in long queues to buy an item. The internet has revolutionized the consumer's shopping habits of purchasing goods and has proved to be a global success. A lot of companies have started using the internet with their aim of cutting marketing costs, reducing the price of products to counter competition. Silpa and Balasubramanian (2016) conducted a study that talks about "people perception towards online shopping." In this survey, a lot of people find online shopping better and easier option, though some found it challenging. A lot of people think that online shopping will be more in demand than offline shopping. In the future, online marketing has a vast scope, and people will prefer cash on delivery (Manjunatha, 2018).

The research paper by Chaing and Dholakia (2014) "Influence of e-commerce on buying behavior of customers" talks about why customers purchase goods online while shopping. There are three variables in his study that affects consumers to buy online. These are the features of a shopping site: type of product, its characteristics and price of the product. The study also states that the accessibility and convenience of using shopping sites that create an option for the customers allowing them whether to purchase or not. There are also a lot of difficulties that the consumers face will buying online. That's why they switch to offline shopping. Whereas for those consumers that encounter problems in offline purchasing they're more comfortable with online shopping. In the same research paper Iyer and Eastmen, (2014) states that the senior population who have knowledge about technology have a positive attitude towards online shopping. But the population of senior consumers who are not aware of the internet is not involved in shopping because they don't have a positive attitude towards online shopping and focusses on offline shopping (Kumar and S, 2018).

Muthumani et al. (2017) study shows that online shopping is popular among consumers who are purchasing goods. Though, the study finds that it's still not comfortable and safe for consumers while purchasing online. Furthermore, the study also states that online shopping is popular among youngsters for fulfilling their requirements. According to a survey by Madhu and Sampath (2017), the first part of any business is online shopping. The study also emphasizes that e-commerce should educate and promote consumers towards online shopping, which help influence the consumers towards the same. The survey of Guo Jun and et al. (2017) points out that online shopping is an innovative platform in the competitive business environment, and thus defines business revolution (Hariharan and Selvakumar, 2018).

The consumer's perception of online food ordering differentiates from individual to individual, and the perception is restricted to a certain extent by the availability of the proper internet connectivity and the availability of online food services. The perception of the consumer changes according to various similarities and differences based on their

personal opinions. With the continuous inflow of professionals in cities and fast urbanization of the Indian landscape, the food delivery and restaurant segment is now flourishing at an impressive pace. This has directly led to an increase in the number of smartphones and food delivery apps. Food delivery apps have now become a big hit with technology lovers across India (Gawande, Pachaghare and Deshmukh, 2019).

The authors review of Rajesh and Purushothaman (2013) online shopping wasn't a trend. People preferred shopping at stores. In 2020, online shopping is a rage on the internet. Convenient and feasible for different ages of shoppers. Favorite option are the food apps. They prove a stumbling block for users who are not internet savvy.

2.5 CONSUMER PERCEPTION ON DIGITAL PAYMENT:

Bamasak (2011) came up with a point about the future of e – payment. Illegal use via mobile phones and the security involved were the main issues in digital payments. Liu et al. (2012) found out that digital wallet payment gives the consumer added convenience by providing flexible payment options and an increase in the speed of transactions. Padashetty and Kishore (2013) explain the ease of use, express mode of use, and trust adopted in digital payment through wallets, and they act as motivators to bring in digital payments. Other factors like innovativeness, incentives, convenience, and legal provisions have contributed towards the improvement of e-payment. According to Roubiah (2015), factors like poor security, lack of trust, fear of failure, high charges, and inadequate familiarity are the main issues that affect e-payments. Other than safety, internet banking facilities and privacy also affect e-payments (Hariharan and Selvakumar, 2018).

E-payment on mobile phones has been a practice since many years. Also, a lot of consumers prefer to use mobile phones for making payments. Digital wallet has become an important component for the consumers. The Digital wallet gives many benefits like convenience, security, and affordability. The increase in technology has allowed this mode of payments to be the most convenient and easy form of transaction. It is also accessible and acceptable. Consumers are inclined towards mobile payments, which offer benefits like flexible payment wallet brands and offer convenience to the customers. Factors such as perceived ease of use, express mode of use and trust enhances the adoption of the digital wallet as a form of payment. Digital wallet payments add convenience to shoppers by adding various payment additions. Shin and Ziderman in the research paper "Study of consumer perception on digital payment" in 2016, tested a model of consumers accepting mobile payment, which is known as the theory of acceptance and use of technology, which builds upon security, trust, social influence, and self-efficiency. Digital wallets offer a convenient way of payment for consumers without them having to swipe their debit or credit cards (Singh and Rana, 2020).

Kaur, Jasveen, and Baljit (2013) state that there is no difference while determining the customer's usage of internet banking services. Whereas Safeena et al. (2010) determine the consumer's mindset towards the adoption of internet banking services, which shows perceived usefulness, perceived ease of use, consumer awareness, and perceived risks, which are essential variables of online banking (Subramanian and Sarojadevi, 2018).

According to the research of Roy (2014), the growth of e-payment was tremendous, but a lot of work has to be done to increase its usage. According to the Technology Acceptance Model, innovation, incentive, customer convenience, and legal framework are the factors that bring in a more robust e-payment system. Dr. Ramesh Sardar (2016) states that mobile wallets have gained popularity, and due to this, the electronic mode of payment will generate massive data based on the spending behavior of people (Sumathy and KP, 2017).

Convenience involves flexibility, speed, portability, and ease of use, according to Hayashi (2012). These factors are vital for mobile payment as it motivates the consumers to use it. Contactless payment gives customers high flexibility of time involved according to (Mallat, 2007; Zhou, 2013). This eliminates the need to carry physical items such as cash or credit cards and reduces the payment duration from 15 to 30 seconds. The issues faced in developing mobile payments are that it requires going through an intricate process like adding in payment cards, entering the PIN, or scanning one's fingertips.The study by Hayashi (2012), security concerns are the possibility of fraud and level of protection against illegal activities. Overall mobile payment allows safe and convenient transactions thanks to proper technologies such as encryption and reduces theft (Smolarczyk, 2018).

The author has reviewed Padashetty and Kishore (2013) views that online payment is the safest and hassle free mode of online Payment. Whereas, Roubiah (2015) views contradict the safety and security ailement of online payments. As also, lack of trust for this feature by the users.

2.6 CONSUMER PERCEPTION ON FOOD APPS:

Customers' point of view towards online food purchases show their comfort in using food apps. Even their preference among the mobile food apps are the choice of perception based on consumer feedback. The smart system has cut down on paperwork and time taken by a waiter at the restaurant to write down the order because technology is utilized to deliver the food at any given point of time. In retrospect, these new technologies based on food ordering, have become a concern regarding healthy dining. This can be adapted towards a healthy diet along with customized diet plans (Preetha and Iswarya, 2019).

According to Murat, Alagoz and Hekimoglu's research (2012), e-commerce is growing extensively worldwide, and has led to an increase in the growth of the food industry. The researchers have adopted the Technology Acceptance Model as a base to understand online food ordering apps. The attitude of consumers towards online food ordering like Swiggy and Zomato has made it accessible and useful for ordering online. Furthermore, it also varies with respect to innovation in information technology, attitude towards e-commerce websites and external factors like social media, friends, and family. According to Chavan (2015), smartphone mobile interface for the consumers to track their orders and follow up has given an advantage to restaurants in delivering orders to consumers quickly. The analysis has come up with the conclusion that ordering food online is convenient, effective, and easy to use, which is expected to improve day by day. The research of Sethu and Saini (2016) was to analyze the perception, behavior, and enjoyment involved in ordering food online. Furthermore, the study shows that online food ordering is time efficient due to the options available to them. They can view their favorite food online at any time through free access to the internet. The research paper of Kimes (2011) "An Analysis of Online Food Ordering Applications in India: Zomato and Swiggy", perceived control and convenience in food apps are essential for the users as well as to non-users (Saxena, 2020).

The study done by Bhatnagar, Misra, and Rao (2000) has attempted to study the risk, convenience, and behavior of ordering from food apps. They found marital status of individuals does not impact the purchase behavior of the customers and found mixed results based on gender, internet usage timeframe and age. Baveja and Rastogi (2000) have found that customer loyalty on the internet is key to long term profitability. Loyal online customers, similar to offline customers, spend time, recommend friends and family, and try to research thoroughly when they purchase anything. The online retailers who have carved out the factor of building customer loyalty will help them to become profitable (Chaturvedi and Karthik, 2020).

According to the research of Rastogi's (2010) study, it describes that 44% of students use the Internet pan India, and 72% of youngsters use the internet every day. Factors affecting ease of use, usefulness and enjoyment are linked to other factors like consumer individuality, situational factors, product distinctiveness, previous online shopping and having faith in online shopping and these have shaped the behavior of an online shopper. The research of Mr. Chorneukar (2014) specifies that food apps are recommended to customers by their friends, family or peers. However, some people use telephone as the primary communication to use food apps. Sethu and Saini's (2016) study discusses the penetration of food apps online as being high. The service providers try to keep the quality stable. Factors like culture, socio-economic, reference group, and household and intrinsic factors like experience, personality and self-image, and perception and attitudes have influenced the decisions of consumers to order online (Laddha, 2019).

According to Chavan et al. (2015), digital apps like Zomato and Swiggy are downloaded on mobile phones so that customers can place orders. The smartphone replaced the personal digital interface to provide customers with a better interface to view a menu or track their orders. With a safe login system, customers have the freedom to view a list, place their order anytime, navigate their order, receive updates about their food, and make an online payment. Bhandge et al. (2015) have come up with an automated food ordering system that will help in keeping track of orders efficiently. According to Bhargave et al. (2013), online ordering will help in increasing the efficiency in restaurant operations as well by being time-efficient for the customers while ordering online. Dabholkar (1995) states that aptly designed online ordering systems will give customers control on the choice of food available and the amount of transactions which limit the personal interaction they witness (Ghosh and Saha, 2020).

The reason for the growth of food apps in India is because of user friendly technology and options as well as variety available for customers when ordering online. Furthermore, an improved economic and cultural background is due to the high income earned leading to a better standard of living which are the reasons for the rise of food apps popularity and usage. The more the people are busy at their work, the more they will order from food apps, which increase every day. The most significant internet users are youngsters with high earnings. According to a report from Red Seer Consulting, India's online food industry has witnessed a massive growth in terms of the number of orders every day. It is growing consistently at the rate of 15% quarterly basis in 2018. Companies, including Swiggy and Zomato, are investing in in-sourcing deliveries. In the September quarter of 2018, door-deliveries grew by 56% of the total number of orders received by the online foodservice sector in India. Home deliveries stood at 46% in the fourth quarter of 2016 (Kannammal and M. Suvakkin, 2019).

Rathore, Singh, Chaudhary and Mahik (2018) studied that youngsters connect to food apps, and older people don't connect themselves to food apps when compared to the former group. The study summarizes that youngsters are addicted to food apps. Furthermore, the price of the food, discounts available, and offers have influenced consumers to use food apps. The second factor is convenience and time-efficient delivery. The study of Chorneukar (2014) comes up with the conclusion that food apps allow customers to save time. The main reason for ordering food online is the convenience involved. According to Nigel & Jim (2006), customer retention is a critical challenge in the online platform, and there is a lot of customer satisfaction required to retain customers. It is challenging to keep customers satisfied in the long term in this competitive environment (Modak and Sinha, 2019).

The benefit of an automated food ordering system enables the customer to track their food order. Customers using a smartphone are essential for this system. The completion and confirmation of saved orders gets done by using the smartphone. Along with that, kitchen order ticket (KOT), Billing system, customer relationship management system (CRM) constitutes digital hotel management (Singh, and Pathan, 2017).

The Wireless Food Ordering System is a system that unites the concept of intranet and wireless technology. This system provides the user a pathway to gain information about the data and services from a faraway server, which enables the user to obtain information about the central databases distributed throughout the restaurant business. Most of the mobile devices have executed and support wireless technology. Hence, mobile devices are an essential hardware component that are used to help this system to allow the user to gain access to the database for data retrieval. The system requires the user to build a network within the restaurant, and there will be a central database server, which belongs to the web. The customer can perform data recapture by utilizing mobile devices like PDA (Personal Digital Assistant) linked to the wireless access point (Sonu et al, 2019).

According to a study by Pratibha A. Dabholkar (2000), a properly designed self-service order system allows time needed by the customers to order the food they want. Furthermore, this reduces the time of the customers ordering from the menu on mobile or telephone. Moreover, independent control has given the customers a higher satisfaction rate and they use the application with greater intent, which allows customers to take their own time while ordering online whereas ordering on telephone time is a constraint (E. Kimes, 2011).

A paper 'Customer Perception and Satisfaction on Ordering Food via Internet' states that online food purchasing helps the students in managing their time better. It relieves the students from spending time going to their desirable food joint at any point in time, but at the same time providing an avenue where their favored food reaches them (TRIVEDI, 2018).

The consumer perception of restaurants discusses the consumers and services, the consumer decision-making process model, and previous studies in consumer's restaurant behavior. The interrelationships and examination between customer satisfaction, food quality, service quality, and behavioral intentions help reviewing the restaurant choice factors, dining occasion, and demographic attributes (Joshi, 2012).

According to Wilson Gilligan, the market has been broken down into small groups based on one or more demographic variables such as age, sex, income, education, occupation, religion, race, nationality, family size, and life cycle. Based on service quality, Lewis and Booms(1983) have defined service quality measurement as to how good is the level of service given to the customer to meet their expectations. Based on this definition, explaining service quality through the fulfilment of the needs and wishes of the consumers and the accuracy of delivery leads to a balance of consumer expectations (Kumar, 2017).

In the article reviewed by the author of Murat, Alagoz and Hekimoglu's research (2012), the food app industry had a good forecast with regards to growth, popularity and ease of use. However, this industry might not reach projected growth forecast, if they did not meet the standards of hygiene, packaging and maintain good and acceptable service quality.

3. RESEARCH METHODLODY AND RESEARCH METHOD:

The author has applied specific procedures to study the overall validity and reliability of the Questionnaire by applying quantitative approach.

3.1 RESEARCH DESIGN:

The author has applied specific procedures to study the overall validity and reliability of the Questionnaire by applying quantitative approach.

3.2 RESEARCH DESIGN:

Research design is a process that gives an appropriate framework to a study. A critical decision in research design is the right choice of conducting a research approach since it determines how to get useful information from a review (Sileyew, 2019).

3.3 RESEARCH PHILOSOPHY:

Positivist research objectives talk about how the social world is understood through impartially. The basis of this research philosophy, the scientist, is an objective analyst and based on that, it separates him from personal values and independent work. Pragmatist research philosophy talks about facts. It declares that the research problem determines the philosophy. In this research philosophy, the practical results are essential (Žukauskas ,Vveinhardt, and Andriukaitienė, 2018).

3.4 RESEARCH APPROACH:

The deductive approach focuses on the development of a hypothesis from an existing theory and planning a research plan to check the explanation. The usefulness of the deductive approach is in business research during the following stages (Research-Methodology, 2019):

1. Develop a hypothesis from a theory.

2. Planning out the hypothesis in working terms and suggesting relationships between two variables.

3. Assessing the hypothesis with the help of various methods, which are quantitative methods like regression and correlation analysis.

4. Studying the outcome, thus resulting in confirming or rejecting the theory.

3.5 RESEARCH METHOD:

The research will be according to the survey method as it covers a wider range of people as compared to other research methods and ensures accurate result to draw conclusions.

QUANTITATIVE METHOD:

This method deals with numbers and analysis to get results from particular research or data. It consists of the utilization and analysis of statistical data, utilizing the analytical tool of the response towards questions (Apuke, 2017).

QUALITATIVE METHOD:

This method is a live exercise where questions are asked on the field. It comprises of interpretive, material practices, which enables the world to visualize. The world turns into a range of variables like interviews, conversations, photographs, and memos. The qualitative method consists of an interpretive, naturalistic approach to the world (Sagepub, 2019).

QUESTIONNAIRE DESIGN:

The questionnaire was designed in order to gain insight into people's different perspectives of food apps. The questionnaire was prepared through a survey method designed online via Google forms and sent across to people through social media platforms. The questionnaire was prepared on the basis of 5 hypotheses, which were derived earlier while making the questionnaire, which were: the ease of use, perceived ease of use, trust, external influence, and innovation. The questionnaire was designed to understand consumers perception of food apps.

The basic reason for using the TAM theory in this questionnaire is broadly used in the Information technology and talks about the impact of perceived ease of use and usefulness on the basis of individuals using IT systems. (Lanlan, Ahmi and Popoola, 2019). In this questionnaire, the usage of TAM theory is to understand the perception of customers based on questions under 5 hypothesis.

A question based on the efficiency of using food apps is perceived usefulness, whether the customers are skillful enough to handle food apps. The flexibility of using food apps among customers is perceived ease of use wherein the customers have no problems, and it's easy for them to use without facing any hurdles. It is described as effortless and a secure system while using the app. The real-time tracker on food apps is an innovation for customers because they are able to track their food right from the specific time they order till it is delivered to their doorstep. The food app will give proper tracking on how long it will take for their food to get delivered. The trust involves the safety of using the online payment method which the customer can use and do not encounter any problem and the service quality as such. External influences include questions like the customer's reviews and posts on social media, whether the food app is excellent and convenient to use.

Overall there are 2 questions on the basis of perceived ease of usefulness and 3 on perceived usefulness. 4 questions on innovation and 5 on external influence and 8 questions on the customer's trust while they use the food apps and 4 questions were based on basic usage of food apps.

The survey method is defined as the collection of information from a group of individuals through their responses towards the questions. This format of research allows a range of methods to select participants, collect data, and use various systems of instrumentation. The survey method can use a quantitative or qualitative research strategy or even both (Ponto, 2015)

Closed questions are wherein the responses are limited to a fixed set of responses. They are various types of questions like Yes/No – which is the most basic question, and the respondent has to give a simple answer, multiple-choice – where the respondent has several options, and they have to choose the appropriate option. Scaled questions are where the respondents grade their response on the basis of scale, which is ranged from either 1 to 10 or 1 to 5. The perfect example of this type of this is the Likert scale. This form of scale is a psychometric scale that employs a questionnaire to measure social attitudes. For example: strongly agree, strongly disagree or don't know. (Roopa and Rani, 2012)

Therefore, for the concept of this questionnaire, the questions were designed on the basis of multiple choices and Likert scale questions. In the multiple-choice, the respondents can answer all the questions or answer one based on their particular relevance, and in the Likert scale questions, the rating scale ranges from 1-5 where 1 strongly agrees, and 5 strongly disagrees.

JUSTIFICATION:

The author has taken the survey method, and he will derive the information from quantitative data. Survey questions will be conducted online and asked on various social media platforms where the people have to answer at least 26

questions. It also talks about the satisfaction of people using online apps for home delivery and the standards of the service quality and food provided to them and how it varies from the given norm of ordering via telephone. Moreover, the survey method will also allow people to give them the freedom of stating their point of view with regards to their experience of ordering from online delivery apps.

The researcher will ask closed-ended questions in the form of multiple-choice questions or rating scales. By asking these questions, the researcher will have quantitative information regarding people's preferences for using online food apps, and it will also give a clear idea about their satisfaction levels.

Finally, observations will bring results through research methods and analysis will be derived at with the help of the research data available to them thus finding information whether people are satisfied with online food apps or not.

ADVANTAGES:

The benefit of using closed-ended questions is that it will be very efficient and bring a quick response to the questions asked, and the immediate response will facilitate asking more and more questions about a topic. Furthermore, there is no interview required to manage closed-ended matters (Apuke, 2017) (Copeland, 2017).

DISADVANTAGES:

The drawback of close-ended questions is that the interviewer doesn't have much information regarding the respondents reasoning basis and choices. It is easy for a respondent who is not informed about the survey to easily choose an answer rather than admitting the lack of knowledge, which they have (Ary, Jacobs and Sorensen, 2010).

Overall, the questionnaire is conducted by the survey method and it was designed based on 5 hypothesis consisted of 26 questions.

4. DATA ANALYSIS:

The analysis comprises of two sections; **descriptive** and **hypothesis testing.**

4.1 PART 1: DESCRIPTIVE ANALYSIS:

The researcher conducted a survey on the topic "**A study on consumers perception on food apps"** where there were **26 questions**. 5 hypothesis were framed to carry out the research and these hypothesis were based on the TAM model and the hypothesis were perceived ease of use, perceived usefulness, trust, external influence and innovation. The questionnaire consists of Likert scale(22 questions) and multiple choice questions(4) and a total of 143 respondents wherein all of them were correct and the questionnaire was designed such that there was no scope for error.

CHART 1: FREQUENCY OF FOOD APPS:

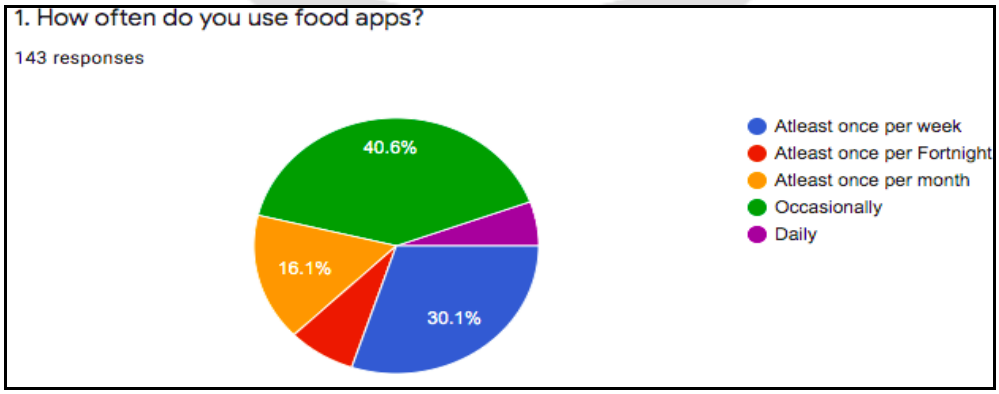

FIGURE 2: FREQUENCY OF FOOD APPS.

The first question was how frequent food apps are used by customers. 40.6% of respondents order it occasionally whereas only 8.6% of respondents order it daily. It can be interpreted that food apps are not used everyday because it is assumed that respondents prefer home cooked food over food ordered from restaurant. Hence, the frequency of food app usage is **occasional** rather than frequent.

CHART 2: FOOD APPS PREFERENCE:

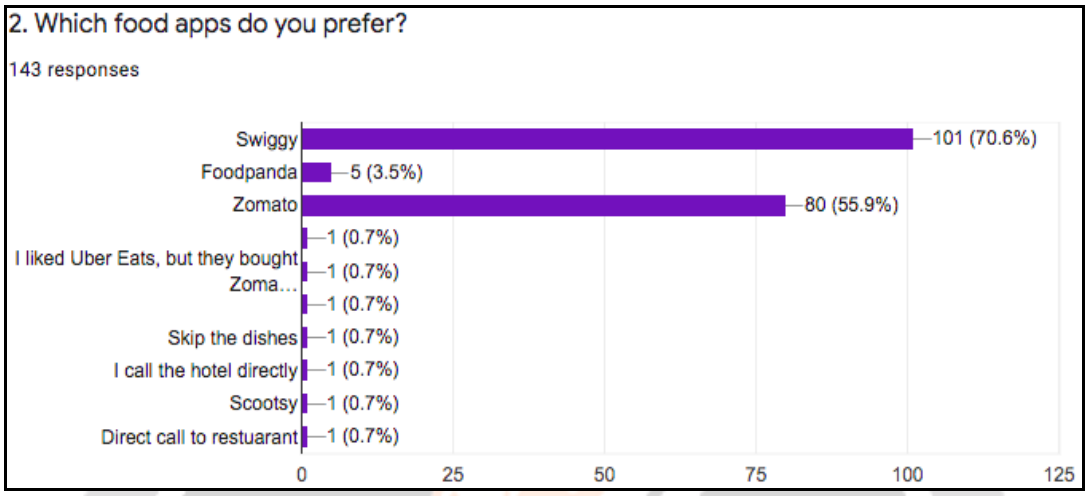

FIGURE 3: FOOD APPS PREFERENCE.

The second question was based on which food app do customers prefer and according to the bar graph about 70.6% of respondents use Swiggy and 0.7% of respondents prefer other food apps like scootsy or they don't use the app and prefer the old fashion way of ordering food via telephone. It can be interpreted that maybe customers trust **Swiggy because of their offers and efficient service** hence it can be seen that Swiggy is the most preferred food apps over other apps.

CHART 3: PREFERABLE DAY TO USE FOOD APPS:

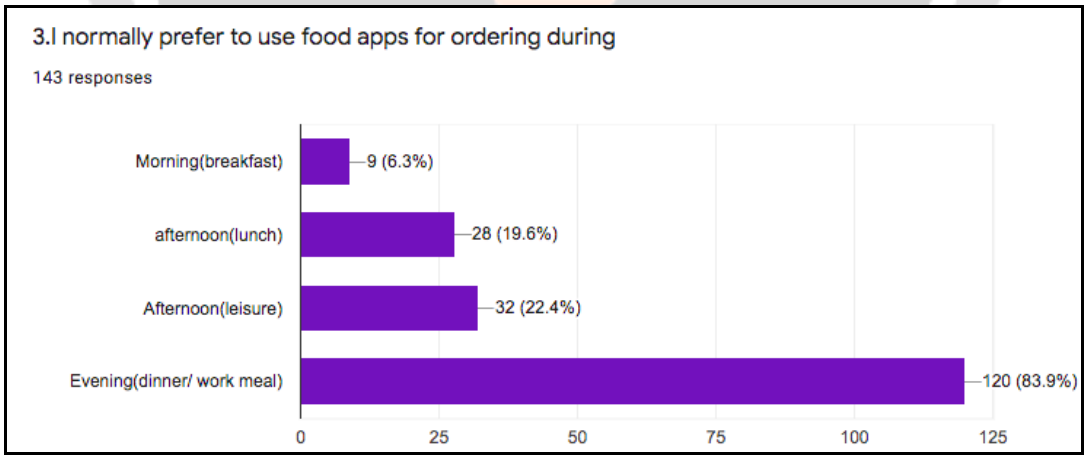

FIGURE 4: PREFERABLE DAY TO USE FOOD APPS.

The third question describes which part of the day do customers usually prefer to order food from food apps and about 63.6% of respondents prefer ordering food in the evening as dinner or work meal and 6.3% of respondents order food as breakfast. It can be assumed that most of the respondents belong to the **working population** and **don't have time or are tired**, hence find it more convenient to order food online rather than cooking.

CHART 4: PREFERRED MODE OF PAYMENT:

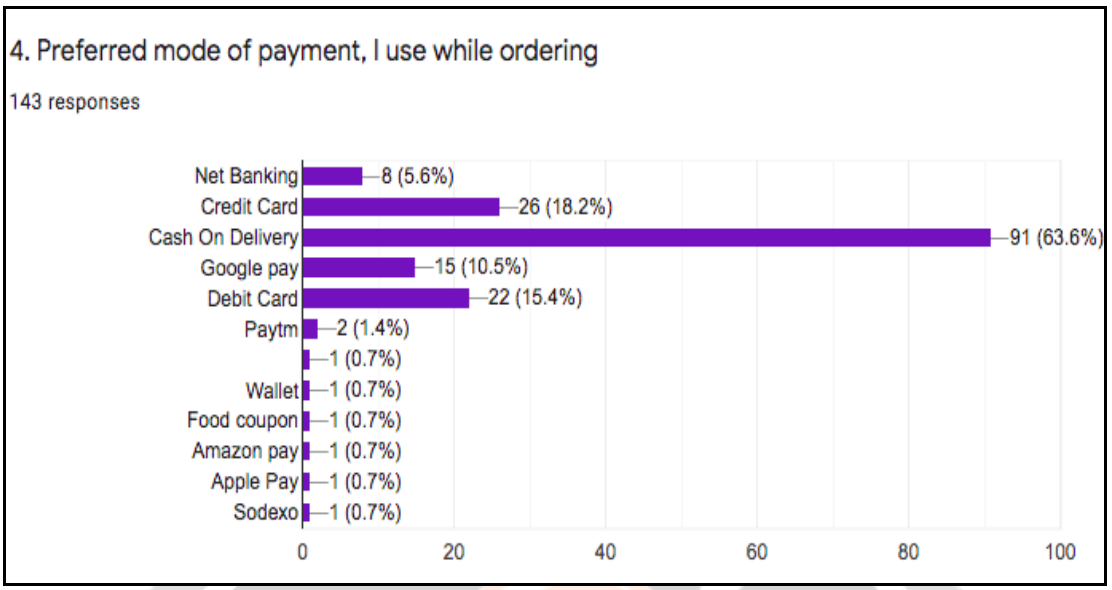

FIGURE 5: PREFERRED MODE OF PAYMENT.

The fourth question talks about the preferred mode of payment which is convenient for customers and 63.6% of respondents prefer cash on delivery as compared to the 0.7% of respondents who prefer other mode of payments like food coupon, amazon pay or apple pay. It can be assumed that respondents don't trust online payment due **to privacy being breached or they feel unsafe** to use online payment hence they prefer to use cash on delivery.

CHART 5: FOOD AVAILABLE OF FOOD APPS ON THE BASIS OF TASTE:

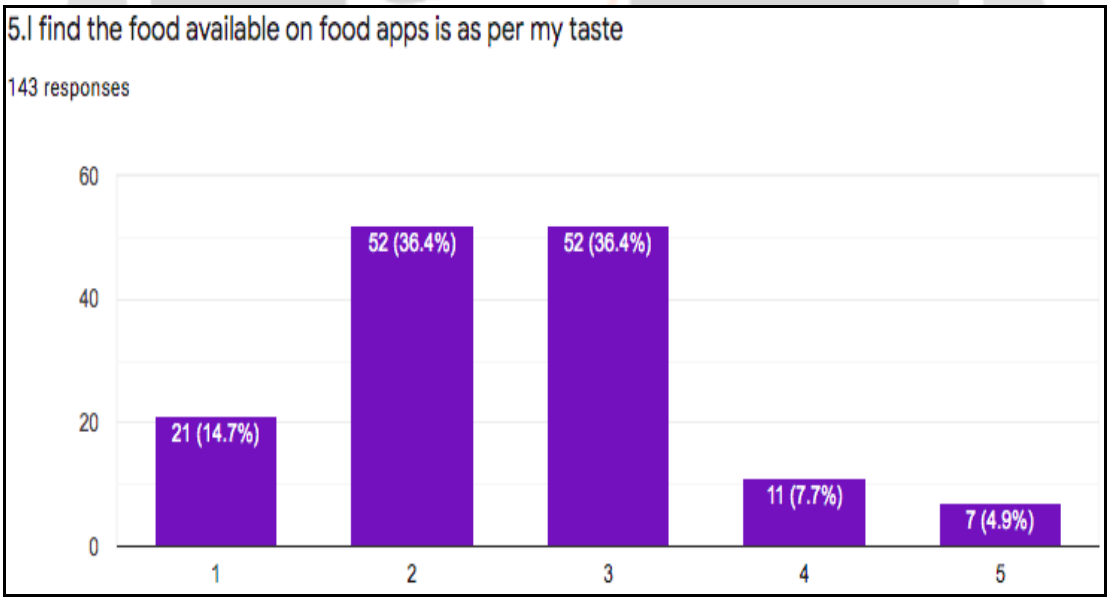

FIGURE 6:FOOD AVAILABLE OF FOOD APPS ON THE BASIS OF TASTE.

Question five mentions about whether the respondents get their food as per their preferred taste from the food app, and majority of respondents(52) either agree to it or are on the fence means they have and haven't got their food according to their own taste at the rate of 36.4%. the lowest was the respondents(7) who strongly disagree that they get their preferred food taste from food apps at 4.9%.

CHART 6: FLEXIBILITY OF FOOD APPS:

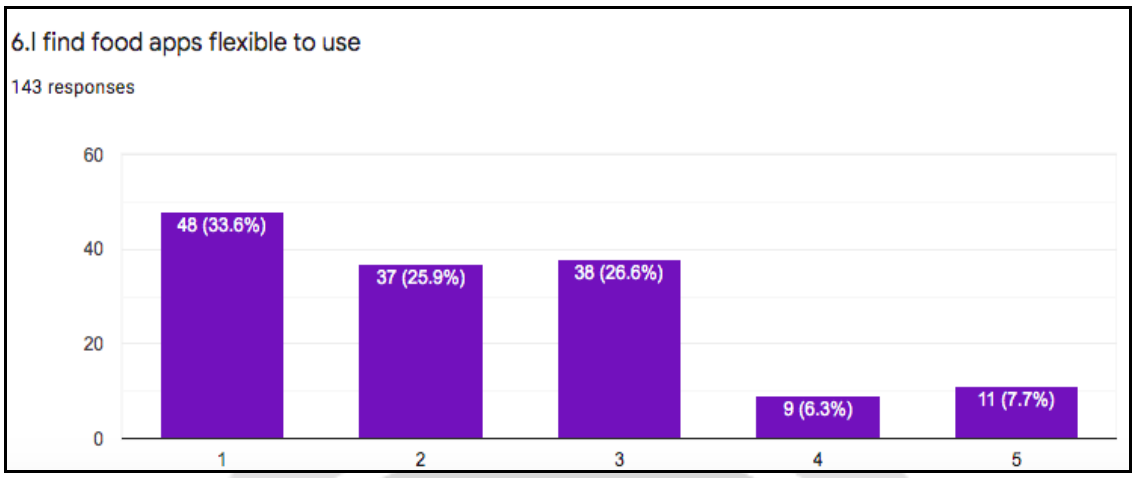

FIGURE 7:FLEXIBILITY OF FOOD APPS..

Question six talks about the flexibility of using food apps and 33.6% of respondents strongly agree that food apps are flexible to use as compared to 6.3% of respondents who disagree that food apps are flexible to use. It can be assumed that it is **very easy to use**, the **most efficient way of ordering food** and customers can order food at any time of the day hence customers strongly agree that food apps are flexible to use.

CHART 7: COST AFFORDABLIITY ON FOOD APPS:

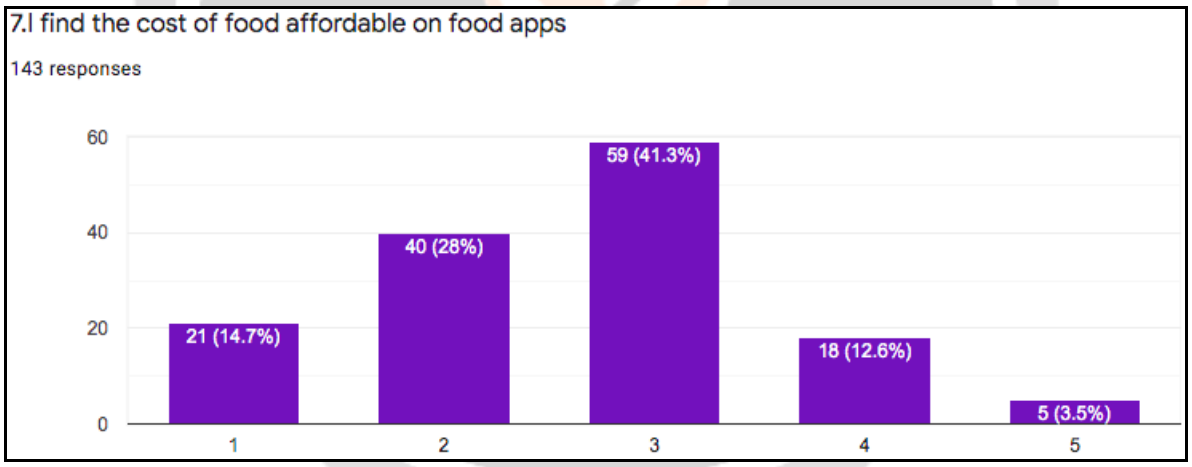

FIGURE 8:COST AFFORDABLIITY ON FOOD APPS.

The seventh question is about whether consumers find the cost of food affordable on food apps and 41.3% respondents lie in the middle of the spectrum where they either find food available affordable or not and 3.5% of respondents strongly disagree that food on food apps are affordable. It can be interpreted that maybe some customers find food **affordable** on food apps and some don't find it affordable and it is **expensive** hence it is shown that customers have mixed feelings regarding food on food apps are affordable or not.

CHART 8: DIFFICULTY USING FOOD APPS:

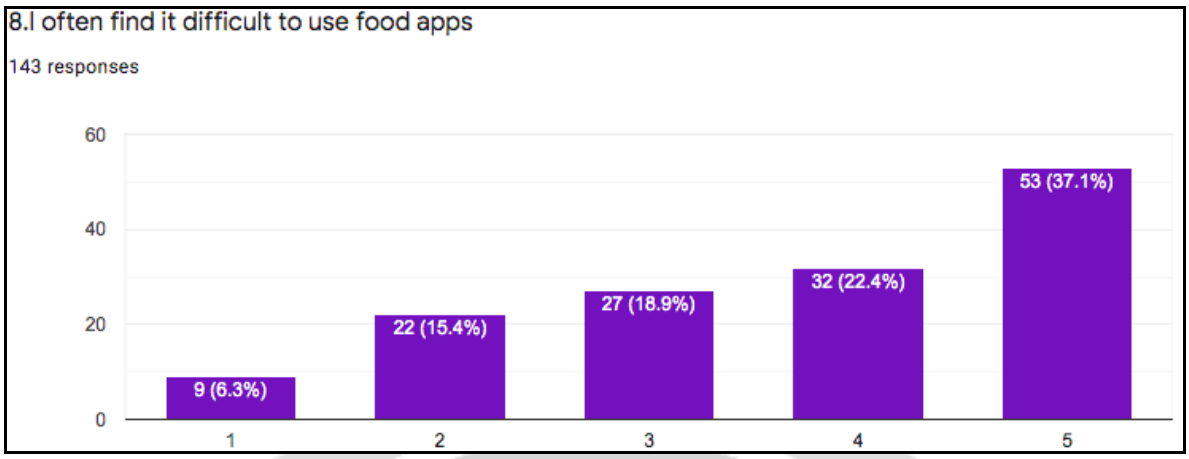

FIGURE 9:DIFFICULTY USING FOOD APPS.

The eight question talks about the difficulty in using food apps. 37.5% of respondents strongly disagree that food apps are difficult to use and 6.3% of respondents strongly agree that food apps are difficult to use. It can be assumed that customers don't find any complexity while using food apps and it is the **easiest method** of ordering food. Hence it can be proved that customers don't find it difficult to use food apps.

CHART 9: EFFICIENCY OF USING FOOD APPS:

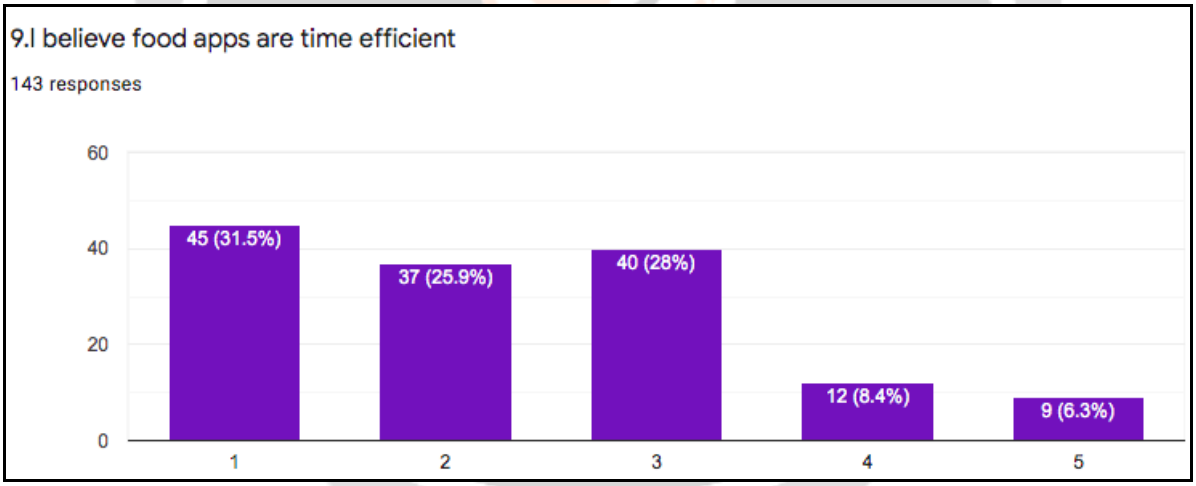

FIGURE 10: EFFICIENCY OF USING FOOD APPS.

The ninth questions mentions about the time efficiency while using the food apps and 31.5% of respondents strongly agree that food apps are efficient to use and 6.3% of respondents strongly disagree that food apps are efficient to use. It can be assumed that a food app is the **swiftest way** of ordering food as compared to ordering via telephone and maybe customers have **more time** to make their choice regarding what they want to order hence it is shown that food apps are efficient to use.

CHART 10: VARIETY IN FOOD APPS:

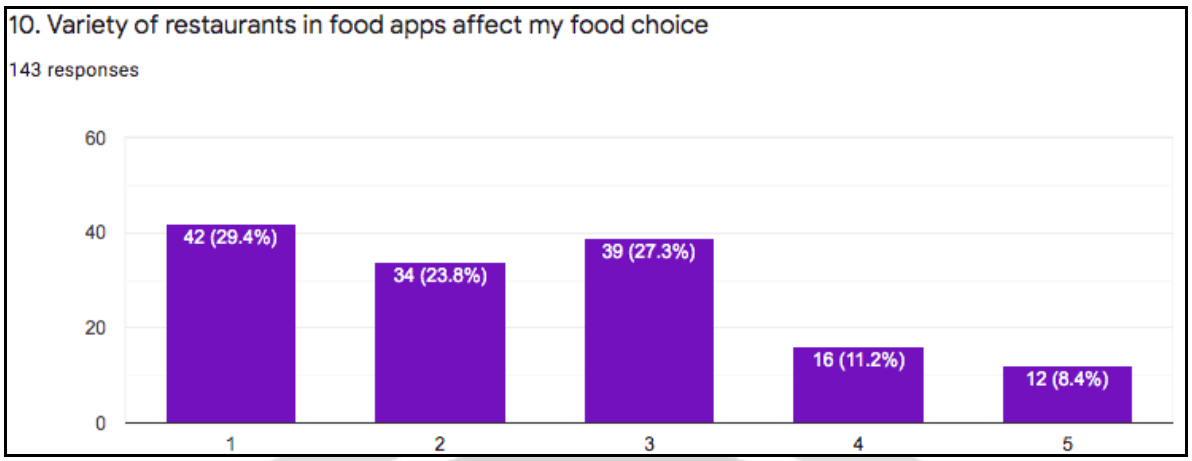

FIGURE 11: VARIETY IN FOOD APPS.

The tenth question talks about the variety of restaurants available in food apps and 29.4% of respondents strongly agree that there are variety of restaurants on food apps and 8.4% of respondents strongly disagree that there is no variety of restaurants on food apps. It can be assumed that customers who use food apps almost all the time find a choice of varied range of restaurants available and hence it can be seen food apps offer the customers a **large spectrum of restaurants.**

CHART 11: OFFERS ON FOOD APPS:

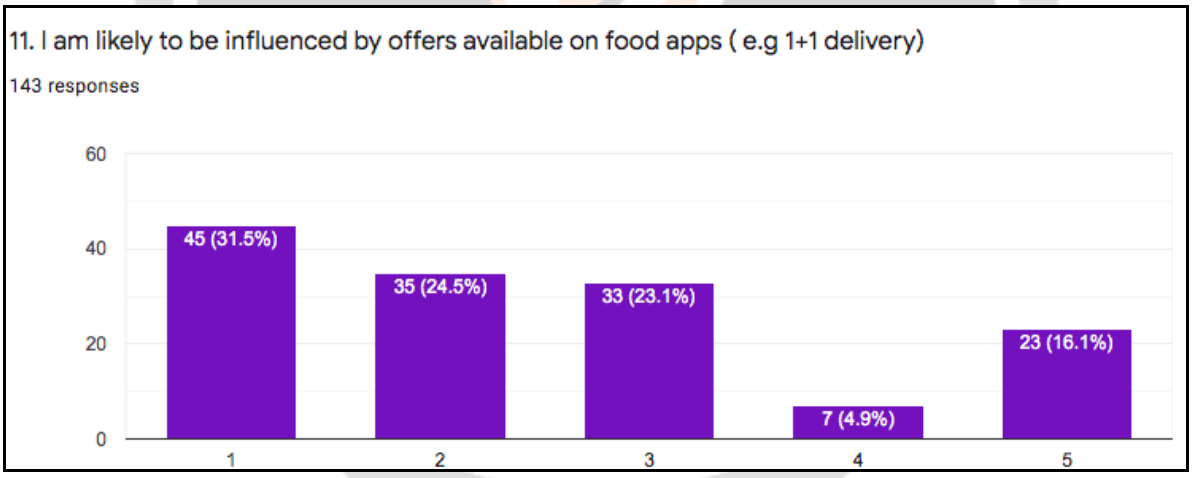

FIGURE 12: OFFERS ON FOOD APPS.

The eleventh question talks about the influence of different offers on food apps like 1+1 delivery and 31.5% of respondents strongly agree that they get influenced by offers on food apps and 4.9% of respondents disagree that they don't get influenced by food apps. Maybe regular customers who use food apps are **aware of** and up to date with respect to the various offers and discounts that's why a lot of customers get **influenced** by offers available on food apps and customers who use it **rarely** maybe are not aware about offers on food apps that's why there are less customers who disagree about it.

CHART 12: SAFETY OF ONLINE PAYMENTS:

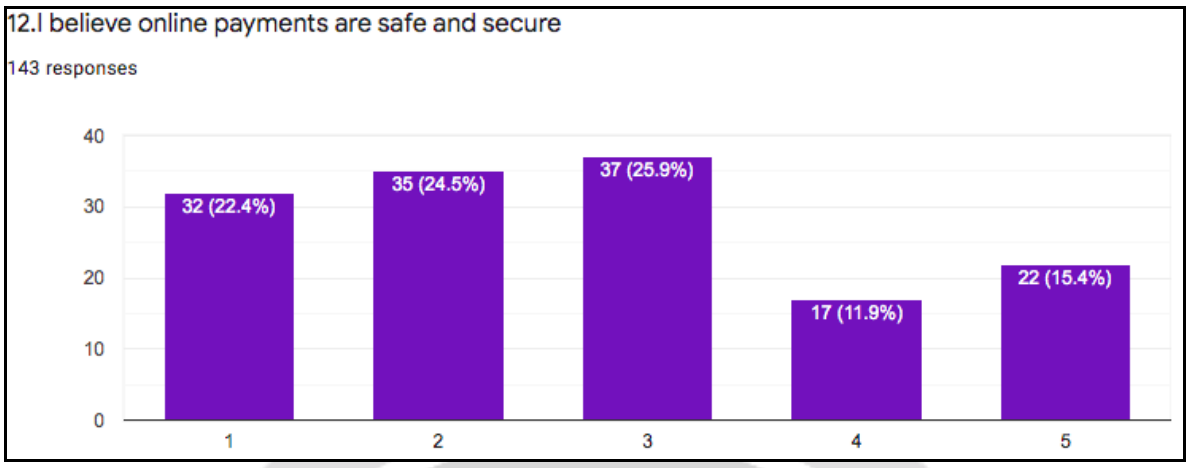

FIGURE 13: SAFETY OF ONLINE PAYMENTS.

Question twelve asks about the safety in using online payments while ordering from food apps and 25.9% of respondents lie in between the spectrum where they have mixed feelings whether using online payments and 11.9% of respondents disagree that online payments are safe and secure. The reason why people have mixed feelings regarding this mode of payment maybe because they feel that revealing their card information **is not safe** or they feel cash on delivery is the **most trustful mode of payment** hence customers have mixed feelings over paying food online.

CHART 13: SERVICE QUALITY IN FOOD APPS:

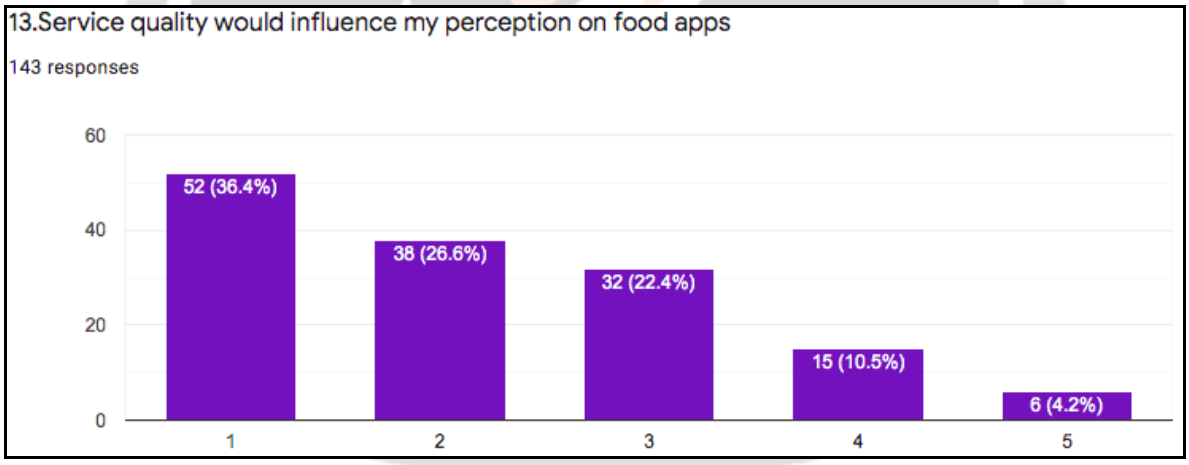

FIGURE 14:SERVICE QUALITY IN FOOD APPS..

The thirteenth questions talks about service quality influencing respondents perception on food apps. 36.4% of respondents strongly agree that they get influenced by service quality and 4.2% of respondents strongly disagree that they get influenced by service quality on food apps. It can be assumed that service quality is better in food apps as compared to ordering via telephone as **promptness and effectiveness are of higher standards** which impact customer preferences. Hence it can be seen that customers get influenced by food apps.

CHART 14: INNOVATION OF ONLINE TRACKING:

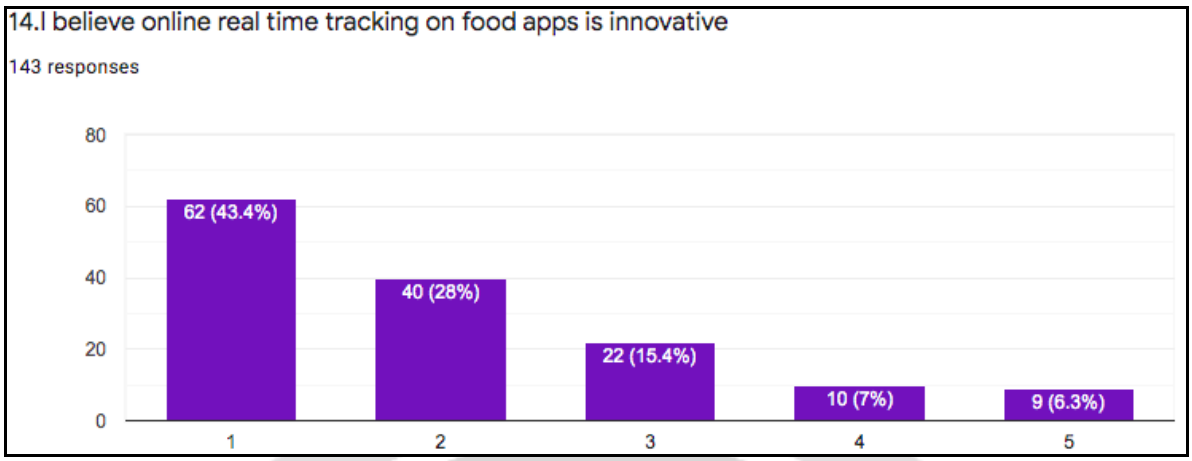

FIGURE 15: INNOVATION OF ONLINE TRACKING.

Fourteenth questions talks about the innovative feature of real time tracking to see whether respondents find it innovative so 43.4% of respondents strongly agree that they find online tracking innovative whereas 5.3% of respondents strongly disagree that online tracking is innovative. It can be assumed that customers can find out **how long it will take for their order to come** or they can **track where their orde**r is hence a majority of customers find online tracking innovative on food apps.

CHART 15: ORDERING ON THE BASIS OF CUSTOMER REVIEWS:

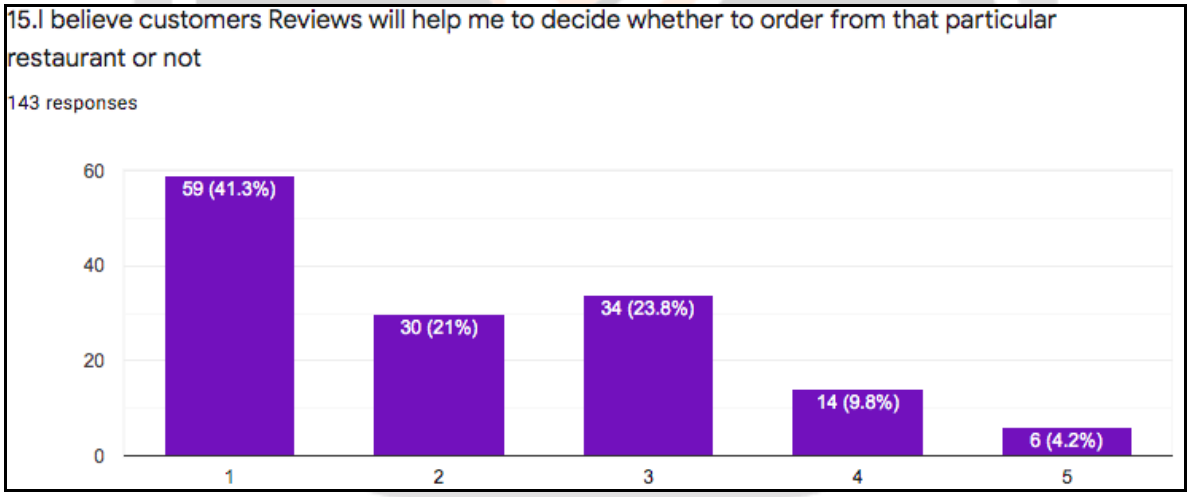

FIGURE 16: ORDERING ON THE BASIS OF CUSTOMER REVIEWS.

The fifteenth question describes whether customer reviews will help the respondents order from that particular restaurant which are tied up with food apps and 41.3% of respondents strongly agree whereas 4.2% of respondents strongly disagree.

It can be inferred that maybe customers believe customer reviews of a particular restaurant and **help them decide** whether to order from that restaurant or not.

CHART 16: CUSTOMER CARE RESPONDING TO COMPLAINTS:

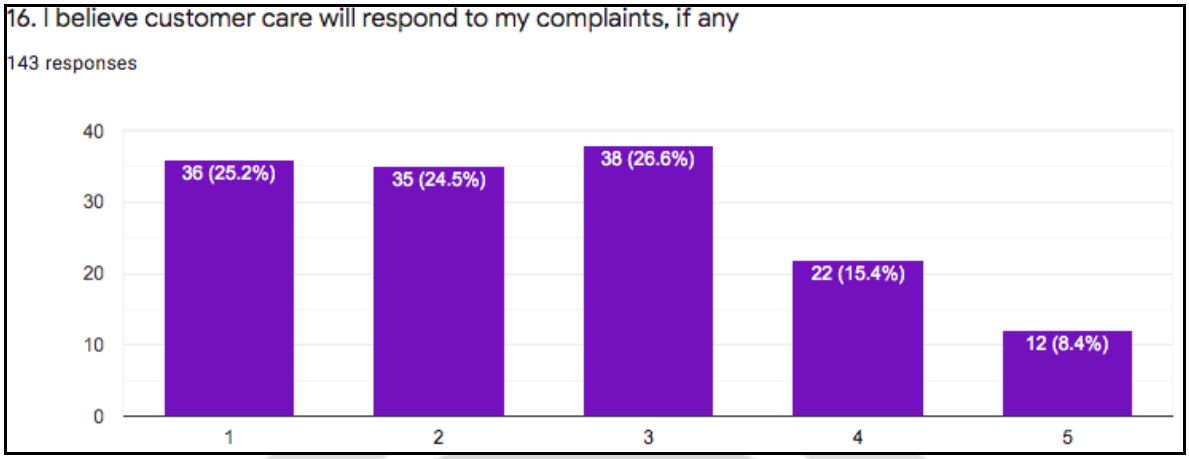

FIGURE 17: CUSTOMER CARE RESPONDING TO COMPLAINTS.

The sixteenth question mentions about the customer care response to complaints made by respondents and 25.6% are in the middle of the spectrum where customers complaints are either responded to or not and 8.4% of respondents strongly disagree that customer care responds to their complaints. It can be assumed that the **food apps don't have good customer care services**, hence it can be seen that people have **mixed feelings** towards customer care responses to their complaints in food apps.

CHART 17: USEFULNESS OF SPECIAL FEATURES IN FOOD APPS:

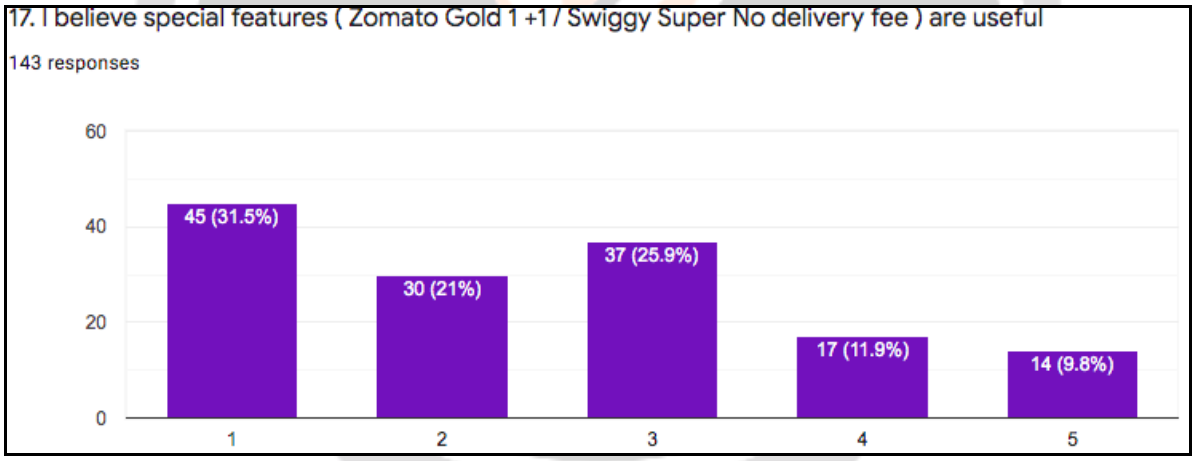

FIGURE 18: USEFULNESS OF SPECIAL FEATURES IN FOOD APPS.

Question seventeen is about the use of special features on food apps such as Zomato gold 1+1 and Swiggy Super. 31.5% of respondents feel that special features are useful to them whereas 9,.8% of respondents strongly disagree to the fact that special features are useful. Maybe the former set of respondents initially got attracted to these special features, hence it can be seen that majority of respondents find these **special features useful** on food apps.

CHART 18: INFLUENCED THROUGH SOCIAL MEDIA POSTS:

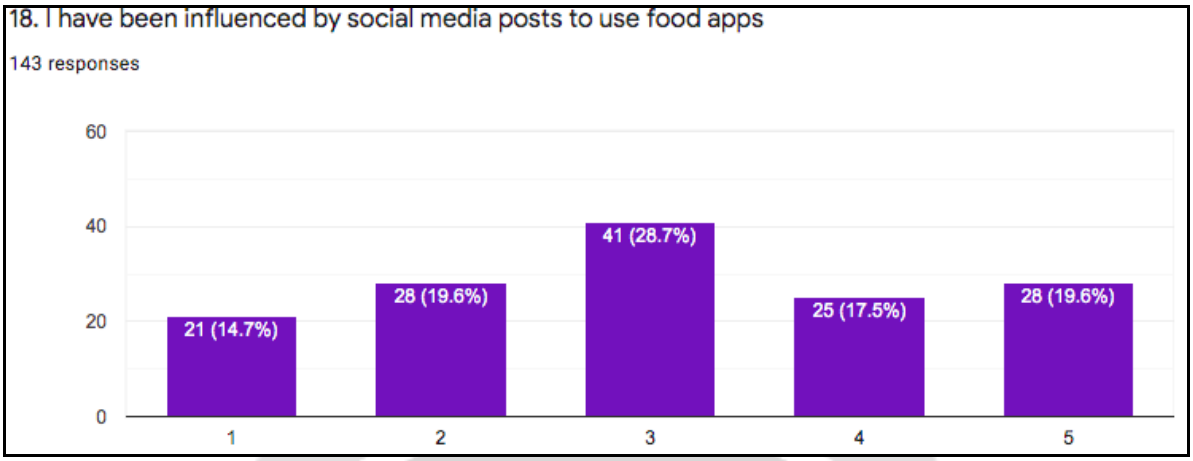

FIGURE 19: INFLUENCED THROUGH SOCIAL MEDIA POSTS.

Question eighteen talks about the influence of social media posts of using food apps and 28.7% of respondents are in between the spectrum. 14.7% of respondents strongly agree that they get influenced by social media posts on food apps. Maybe customer opinion is divided on whether social media posts influence their preferences for food apps. Hence it can be proved that people have **mixed influences** with regards to social media posts on using food apps.

CHART 19: INFLUENCED THROUGH ADVERTISEMENTS:

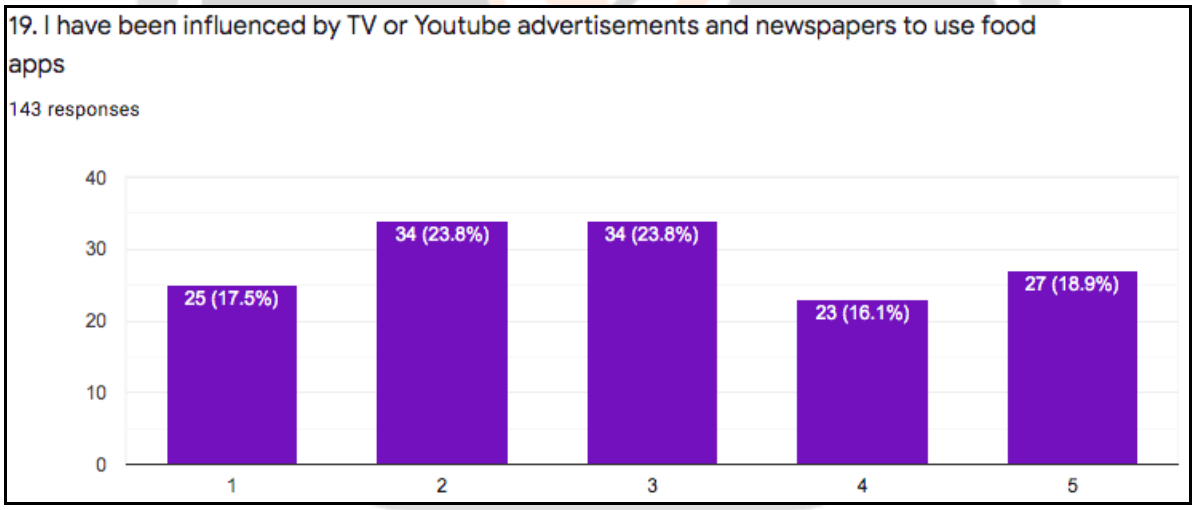

FIGURE 20: INFLUENCED THROUGH ADVERTISEMENTS.

Question nineteen speaks about other external influences like TV or Youtube advertisements and 23.8% of respondents are evenly divided opinions wherein they agree or are neutral and 16.1% of respondents disagree that they get influenced by advertisements. It is a clear interpretation that respondents have **mixed feelings** whether they get influenced by advertisements are not.

CHART 20: INFLUENCED THROUGH FRIENDS AND FAMILIES:

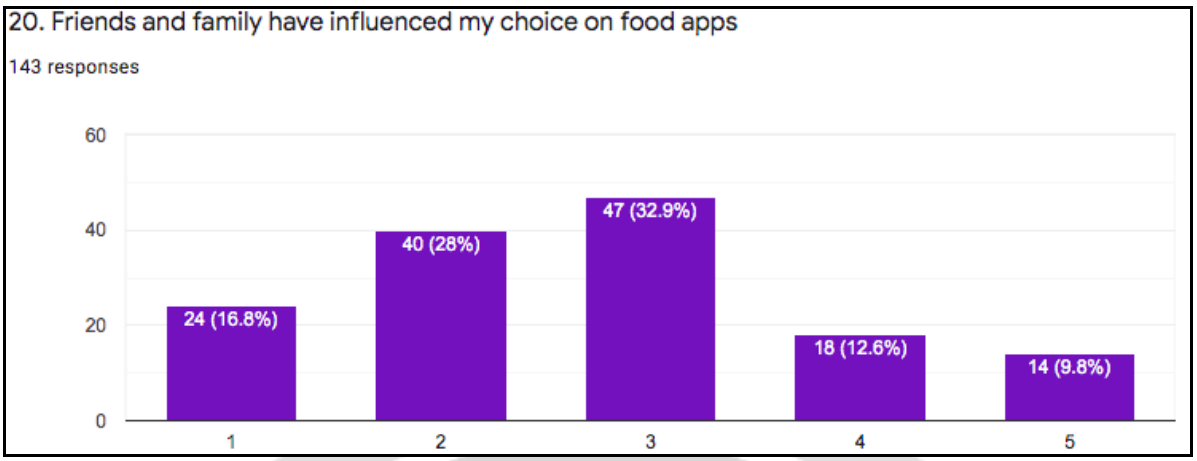

FIGURE 21: INFLUENCED THROUGH FRIENDS AND FAMILIES.

Question twenty talks about customers getting influenced by friends and family for their choice on food apps and 32.9% of respondents are neutral whereas 9.8% of respondents strongly disagree that they get influenced by their friends and family for their choice of food apps. It can be interpreted that maybe customers are **better informed to take their own decisions** on using food apps hence respondents have neutral opinion and nearly 45% also rely on their friends family (option 1 and 2).

CHART 21: IMPORTANCE OF HYGIENE FACTOR:

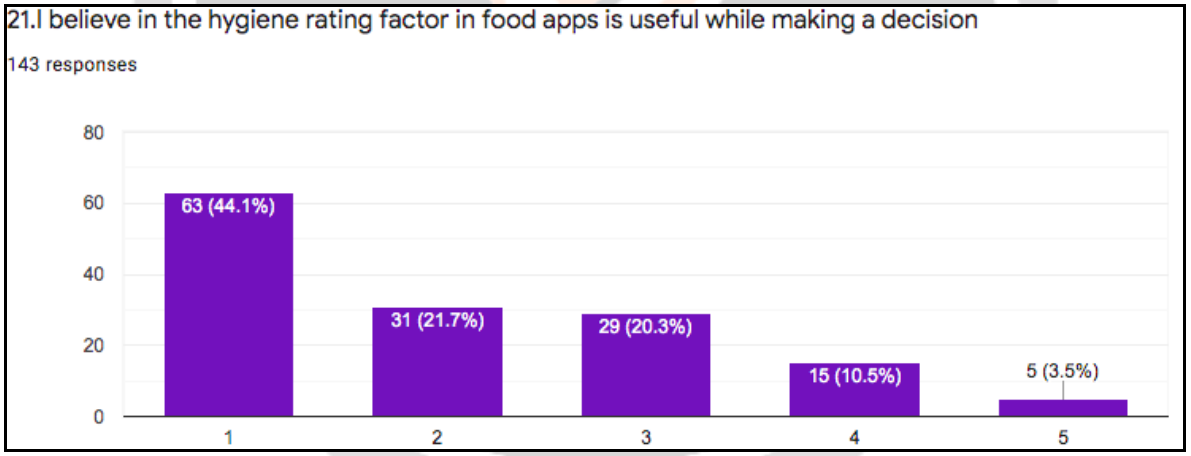

FIGURE 22: IMPORTANCE OF HYGIENE FACTOR.

Twenty first question talks about the hygiene factor in food apps. 44.1% of respondents views strongly agree and 3.5% of respondents strongly disagree with regards to the hygiene factor in food apps. It can be assumed that respondents **find hygiene a very crucial and vital factor** hence the hygiene rating factor is of importance to them in making a decision while ordering.

CHART 22: GETTING THE RIGHT QUANTITY ORDERING FROM FOOD APPS:

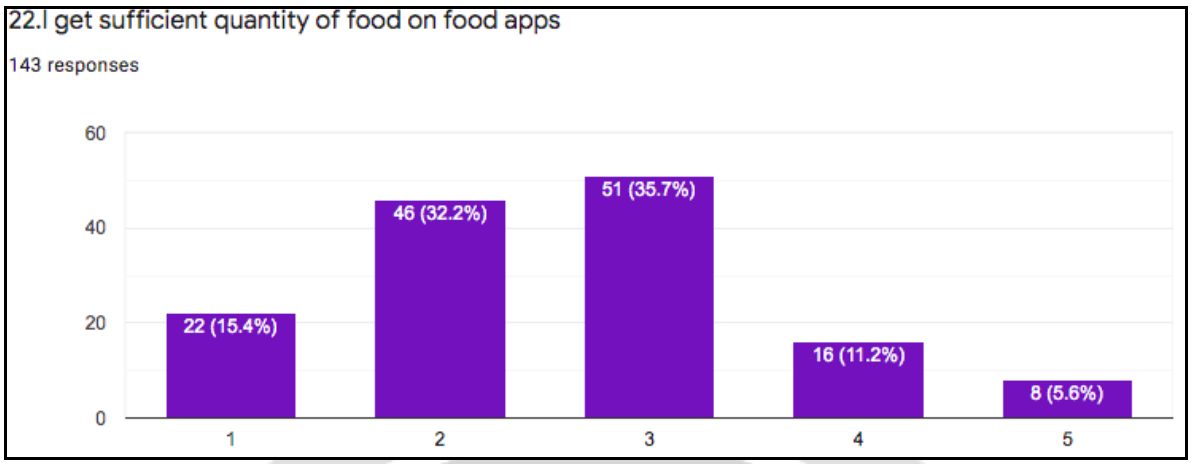

FIGURE 23: GETTING THE RIGHT QUANTITY ORDERING FROM FOOD APPS.

The twenty second question describes about the respondents getting sufficient quantity of food from food apps. 35.7% of respondents have a neutral opinion and 5.6% of respondents strongly agree. The assumption made is that customer may have faced problems wherein the quantity of food was **insufficient**. Thus it can be seen that people have mixed expectations towards getting adequate quantity of food when ordering from food apps.

CHART 23: TWO WAY COMMUNICATION CHANNEL WHILE ORDERING:

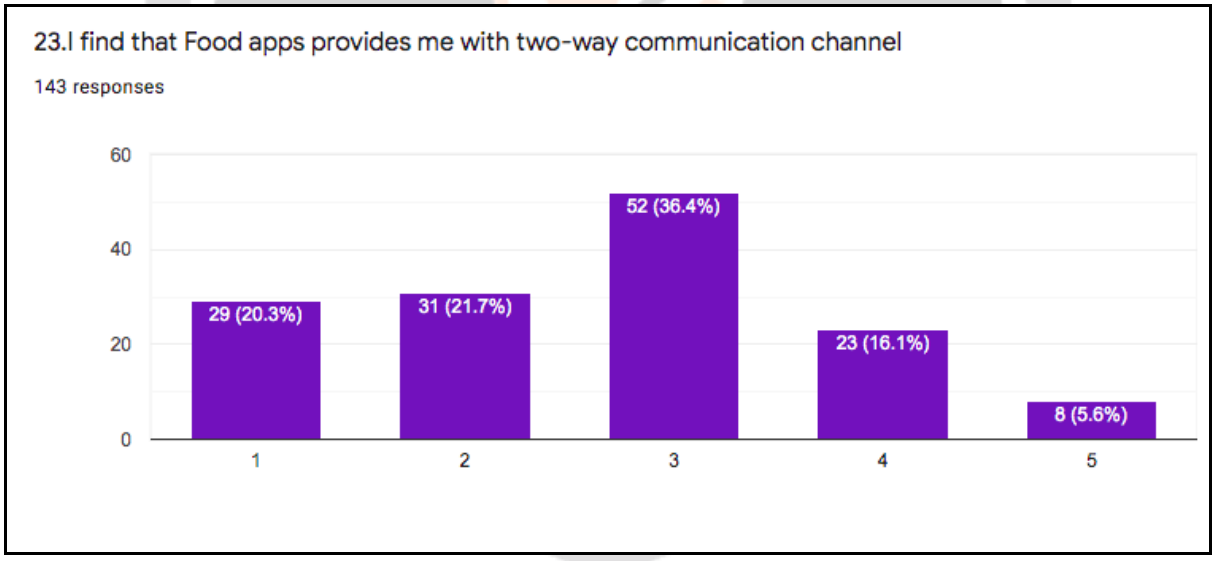

FIGURE 24: TWO WAY COMMUNICATION CHANNEL WHILE ORDERING.

Question twenty three talks about two-way communication channel between the food app and respondents and 36.4% of respondents have mixed opinion and 5.6% of 8 respondents totally disagree that there is a two way communication channel. It can be assumed that the respondents **may not have met their expectations** with regards to communication and hence they have **mixed opinions** on the two way communication channel.

CHART 24: EASE OF USING CHAT BOT SUPPORTING SYSTEM:

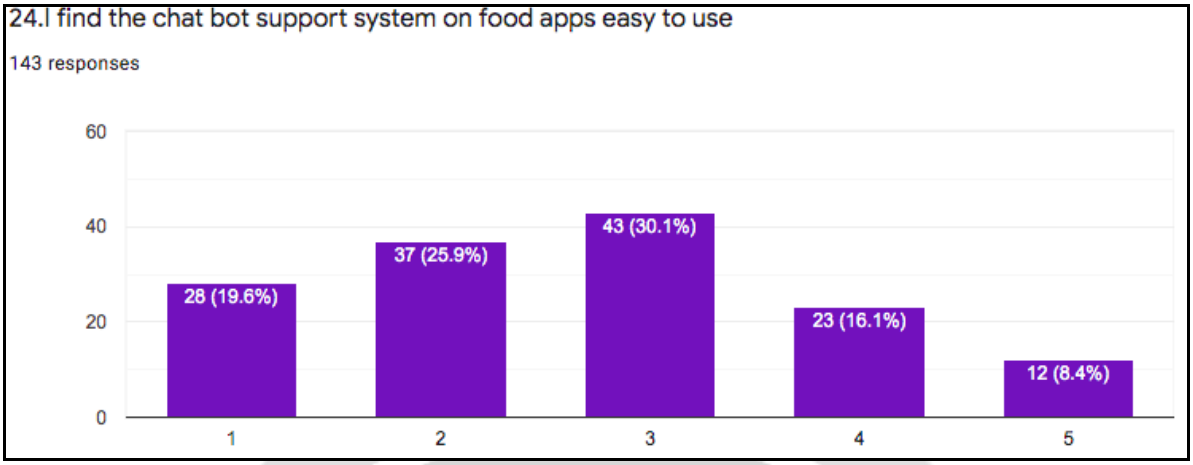

FIGURE 25: EASE OF USING CHAT BOT SUPPORTING SYSTEM.

Question twenty four mentions about the innovative feature of automated chat bot system on food apps and whether it is easy to use 30.1% respondents who have neutral opinion and 8.4% of respondents strongly disagree to this question. An interpretation can be made that maybe respondents may find it easy to use or they don't have know how of usage hence it can be seen that respondents have **mixed opinion** on the ease of using chat bot supporting system.

CHART 25: DELIVERY OF HOT AND FRESH FOOD FROM FOOD APPS:

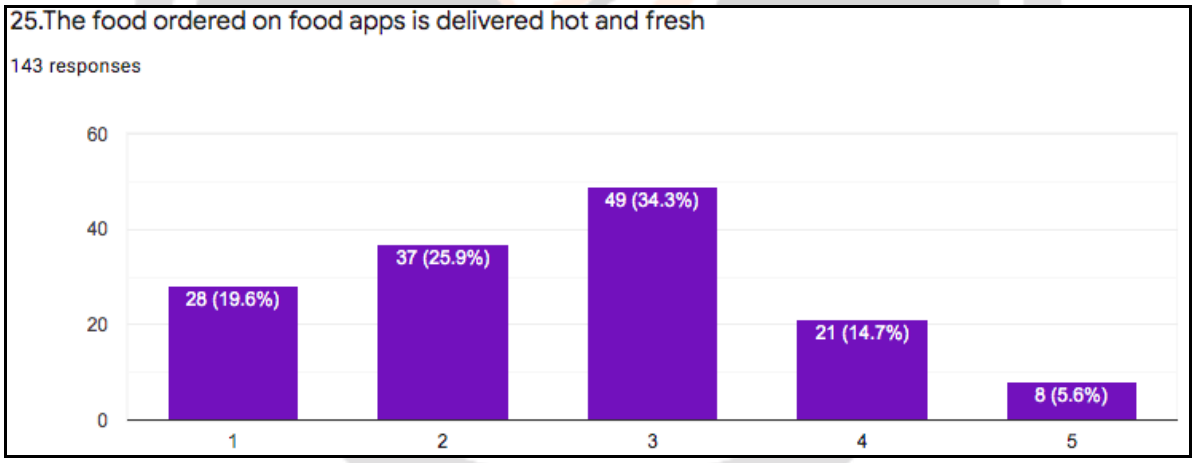

FIGURE 26: DELIVERY OF HOT AND FRESH FOOD FROM FOOD APPS.

Question twenty five talks about the whether the food is delivered hot and fresh and 34.3% of respondents have mixed opinion of getting their food delivered hot 5.6% of respondents strongly disagree that they get their food hot and fresh which could be due to the fact that the restaurant takes time in preparation of their food, the delivery boy takes time to deliver their food or they get their food on time. Hence it can be seen that customers have **mixed opinion** whether they get their food hot and fresh.

CHART 26: PACKAGING IN FOOD APPS:

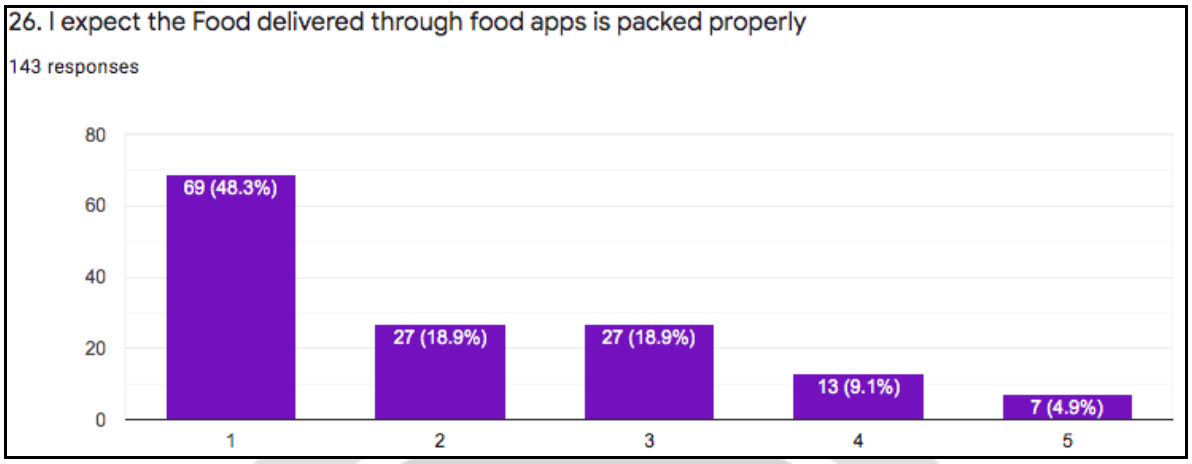

FIGURE 27: PACKAGING IN FOOD APPS.

The last question describes about the food getting packed properly through food apps and 48.3% of respondents strongly agree that they get their food packed properly from Swiggy or Zomato and 4.9% of respondents strongly disagree regarding the same. An assumption can be made that the restaurant has an **efficient packaging protocol in place** and hence majority of the respondents strongly agree that their expectation of food packaging is as per their liking.

PART 2: HYPOTHESIS TESTING (INTERPRETED ANALYSIS):

The analysis is done through the t-test sample where there are two variables. Variable 1 is heavy user whereas variable 2 is light user.

HO1: there is no difference between heavy and light users with respect to perceived ease of usefulness of app.

HA1: There is a difference between heavy and light users with respect to perceived ease of usefulness of app.

t-Test: Two-Sample Assuming Unequal Variances		
	heavy user	*light user*
Mean	2.882352941	3.043478261
Variance	0.575882353	0.283803153
Observations	51	92
Hypothesized Mean Difference	0	
df	78	
t Stat	-1.343801986	
P(T<=t) one-tail	0.09145424	
t Critical one-tail	1.664624645	
P(T<=t) two-tail	0.18290848	
t Critical two-tail	1.990847069	
P=.18		
Alpha=.05		
THE NULL HYPOTHESIS IS NOT REJECTED		

FIGURE 28:HYPOTHESIS 1.

the alpha value is .05 and P value is .18 so the P value is more than the alpha value hence the results states the null hypothesis cannot be rejected and there is no difference between the perceived ease of usefulness of customer using food apps**. The interpretation made is that there is no difference between the heavy and light user with respect to the perceived ease of usefulness for respondents.** In both the categories the respondents find it easy to use food

apps. Given that the scale used was Likert scale with 1 = strongly agree to 5 = strongly disagree, the mean value of heavy users category is 2.88 and the mean value for light users category 2 is 3.04. **This indicates that the two categories of users view the perceived usefulness of the app in a similar manner.** The heavy user category is closer to the agreement of the app being useful , however the difference between the two is not statistically significant. less the mean more the usage from the test above, it states there is majority of heavy users as compared to light users maybe the heavy users use food apps more frequently as compared to light users.

HO2: there is no difference between heavy and light users with respect to perceived usefulness of app.

HA2: There is a difference between heavy and light users with respect to perceived usefulness of app.

t-Test: Two-Sample Assuming Unequal Variances		
	heavy user	*light user*
Mean	2.039215686	2.507246377
Variance	0.678431373	0.711790625
Observations	51	92
Hypothesized Mean Difference	0	
df	105	
t Stat	-3.226690733	
P(T<=t) one-tail	0.000835276	
t Critical one-tail	1.659495383	
P(T<=t) two-tail	0.001670552	
t Critical two-tail	1.982815274	
P=.00		
ALPHA=.05		
THE NULL HYPOTHESIS IS REJECTED		

FIGURE 29: HYPOTHESIS 2.

The alpha value is .05 and P value .00 so the P value is less than the alpha value hence the final result is the null hypothesis is rejected and there is a difference between the perceived usefulness of customers using food apps. **The interpretation made there is a difference between heavy and light user when it comes to perceived usefulness for respondents.**

In both the categories the heavy user is skilful in using the food apps whereas the light user may find it difficult to use. According to the Likert scale where 1 = strongly agree to 5 = strongly disagree, the mean value for heavy user is 2.03 and the mean for light user is 2.50. This shows that there is a difference between the two categories of users and how they use the food apps. **Maybe the heavy user are using food apps practically all the time as compared to light users hence there is a difference in perceived usefulness.** Therefore less the mean more the usage and from the above test it states that heavy users are more as compared to light users.

HO3: there is no difference between heavy and light users with respect to the trust on app.

HA3: There is a difference between heavy and light users with respect to the trust on app.

t-Test: Two-Sample Assuming Unequal Variances		
	heavy user	*light user*
Mean	2.183823529	2.63451087
Variance	0.372720588	0.578720363
Observations	51	92
Hypothesized Mean Difference	0	
df	123	
t Stat	-3.864798831	
P(T<=t) one-tail	8.94611E-05	
t Critical one-tail	1.657336397	
P(T<=t) two-tail	0.000178922	
t Critical two-tail	1.979438685	
P=.00		
ALPHA=.O5		
THE NULL HYPOTHESIS IS REJECTED		

FIGURE 30:HYPOTHESIS 3.

The alpha value is .05 and the p value is .00 so here the P value is more than the alpha value and the null hypothesis is rejected and there is a difference between the trust of customers using food apps. **The interpretation made is that there is a difference in trust using food apps between heavy and light users.** According to the Likert scale where 1 = strongly agree to 5 = strongly disagree, the mean value for heavy users is 2.18 and the mean value for light users is 2.63. this shows there is a difference of .45 between the categories maybe **the heavy users trust using food apps more as compared to the light users who may find it unsafe to use food apps.** Lesser the mean, more the usage and hence it is proved that there are large amount of heavy users who trust food apps as compared to the light users.

HO4: there is no difference between heavy and light users with respect to external influence of app.

HA4: There is a difference between heavy and light users with respect to external influence of app.

t-Test: Two-Sample Assuming Unequal Variances		
	heavy user	*light user*
Mean	2.439215686	2.830434783
Variance	0.555231373	0.725217391
Observations	51	92
Hypothesized Mean Difference	0	
df	115	
t Stat	-2.855561552	
P(T<=t) one-tail	0.002549294	
t Critical one-tail	1.65821183	
P(T<=t) two-tail	0.005098588	
t Critical two-tail	1.980807541	
P=.00		
ALPHA=.05		
THE NULL HYPOTHESIS IS REJECTED		

FIGURE 31:HYPOTHESIS 4.

The alpha value is .05 and the P value is .00 so the P value is more than the alpha value hence the null hypothesis is rejected and there is a difference between customers getting influenced by external parties in using food apps. **The interpretation made is that there is a difference between heavy and light users with respect to getting influenced by external parties like friends or family.** According to the Likert scale where 1 = strongly agree to 5 = strongly disagree, the mean value for heavy users is 2.43 whereas the mean value for light users is 2.83. from this above stats, it shows that **both the users may have a certain level of difference when it comes to being**

influenced by friends and families maybe the heavy users may get influenced quicker as compared to light users or maybe the heavy users trust external parties as compared to light users hence there is a difference between the heavy and light users getting influenced externally.

HO5: there is no difference between heavy and light users with respect to innovation in the app.

HA5: There is a difference between heavy and light users with respect to innovation in the app.

t-Test: Two-Sample Assuming Unequal Variances		
	heavy user	*light user*
Mean	2.073529412	2.619565217
Variance	0.628235294	0.811096512
Observations	51	92
Hypothesized Mean Difference	0	
df	115	
t Stat	-3.755986726	
P(T<=t) one-tail	0.000136305	
t Critical one-tail	1.65821183	
P(T<=t) two-tail	0.00027261	
t Critical two-tail	1.980807541	
P=0.00		
A=.05		
THE NULL HYPOTHESIS IS REJECTED		

FIGURE 32: HYPOTHESIS 5.

The alpha value is .05 and P value is 0.18 so here again the P value is more than the alpha value hence the null hypothesis is rejected from the above result and there Is a difference between customers finding food apps innovative. **The interpretation made is that there is a difference between heavy and light users with respect to innovation in food apps for respondents.** In both the categories, heavy users find food apps innovative whereas light users don't find it innovative because According to the Likert scale where 1 = strongly agree to 5 = strongly disagree the mean value for heavy users is 2.07 and the mean value for light users 2.61. the huge difference of .54 suggests that **maybe heavy users use food apps almost daily skilfully and hence they are able to find some new and innovative features whereas light users maybe use it sparingly and are unable to see any sort of innovation** hence heavy users find food apps innovative as compared to light users.

Overall, they were 143 respondents and in the hypothesis testing, there were 4 rejections out of 5.

5. FINDING AND CONCLUSIONS:

5.1 FINDINGS:

Overall, this report has carried out a survey which consists of 26 questions out of which 4 were multiple-choice questions, and 22 were Likert scale questions. Furthermore, 5 hypothesis were framed while preparing the questionnaire from the TAM model. The questionnaire addressed all the age groups using food apps, and from the study majority of users use it on any occasion, and they feel that food apps are the fastest and efficient way of ordering food as compared to the traditional form of ordering via the phone. Furthermore, respondents have mixed feelings over paying online as nearly 63% of users pay for their food via cash on delivery, and about 37% use another form of payment like a credit card, debit, net banking, or another form of payment. From this, it reflects that not everyone prefers paying online as they feel that an online theft or error may occur or transactions would be slow; hence they use cash on delivery. Moreover, the heavy and light users find it easy to use food apps however the light users are not that skillful enough to use food apps as compared to the heavy users because maybe the former group uses it rarely as compared to the later hence there is a difference between ease of use between the heavy and light users. There is a difference between heavy and light users when it comes to trust while using food apps, perceiving any kind of innovation, and getting influenced by external factors. In this overall study, the researcher has found that there are two types of users who use food apps, which are heavy and light users. The study also answers the research

questions like how consumers perceive food apps and what are the factors through which they get influenced to use food apps. The study also fulfills the objectives of how food apps have changed customer's perception of ordering online and level of satisfaction achieved while using it.

There are certain sections like usage and food app preferences customers use comparing to the study of the journal "A STUDY ON CUSTOMER'S ATTITUDE AND PERCEPTION TOWARDS DIGITAL FOOD APP SERVICES" by Parashar and Ghadiyali, in 2017 , there are differences when it comes to the usage and factors while using food apps, however, the survey conducted from the journal mentioned above suggests that fast food delivery app is the most widely used food app of up to 76% because of the factors like speed of delivery and service quality, hence customers prefer ordering from fast food delivery apps. Whereas this study suggests that Swiggy is the most preferred app because of the innovative features like discounts, service quality and variety of food available on them. However, both the studies suggest that cash on delivery was the most preferred food payment feature. Furthermore, in both the studies, respondents get affected by marketing factors like an advertisement, social media posts, friends and family members word of mouth. Hence, there is no difference between the heavy and light users

The best part about conducting this survey was that all the respondents had different answers to the questions that were asked of them and what was their point of view or own perception when they use food apps. Another highlight of carrying out the questionnaire was, with the increase in technology food apps are playing an important role in shaping the food industry as well as customer perception, food apps have become a huge trend overall in the world and irrespective of age group, income group or demographic location or customers segmentation, there is daily usage of the same. The researcher feels that there is proper connectivity, ease of tracking their order and prompt response to their complaints, hence a lot of people use food apps and most importantly it is the easiest, comfortable and efficient way of ordering food and customers have a lot of options and choices available for them to try.

The limitation the researcher found was that the number of people who have taken the survey was not as vast as expected, and a detailed understanding of customers using food, apps weren't achievable in terms of what was the difference between ordering via telephone and using food app and any problems they have faced while using food apps.

RESEARCH QUESTIONS	LITERATURE REVIEW	DATA ANALYSIS
What is the consumer's perception about online food delivery apps?	According to the secondary research, The consumers perception towards food apps is that it is very easy to use and it's the most effective way of ordering food and have trust in digital payment as it is an important perception for consumers while paying food as well as a safe option.	To understand better analysis of consumers perception of food apps, the primary data states that besides ease of usefulness, the customers feel that Swiggy is a better app than Zomato and rather than digital payment, customers prefer cash on delivery method.
What are the factors that have influenced consumer perception towards online food delivery apps?	Factors like ease of use, external influences and socialising as well a plethora of factors influence consumers are culture and socio-economic are some factors from the secondary research where customers get influenced while using food apps.	However, from the primary research, factors like variety of options, cost affordability, offers, service quality , innovation and hygiene are vital factors for consumers perception towards online apps maybe customers feel that these small factors are very important in determining their perception on food apps.

FIGURE 33: FINDINGS TABLE.

5.2 CONCLUSION:

To conclude this research on customer's perception of food apps, it is thus inferred that a majority of people use food apps as it's the best way to save time and is convenient. Furthermore, ordering via food apps is a precise operation. Among the respondents, the most preferred food app is Swiggy, and cash on delivery is the safest and most secure form of payment. The study also states that all age and income groups use food apps, and they are happy with the service quality, hygiene, and packaging system, which make people order from food apps. The questionnaire had very interesting answers such as do people still prefer cash on delivery as a preferred mode of payment as compared to the trendy online payment. Furthermore, the questionnaire also found that some people still prefer the old fashion way by ordering over the telephone and overall people get influenced by offers and variety of food apps and they are preferred as they are the fastest way of ordering food. The overall reflection on this research states that all the customers use food apps in today's day and age because of its rapid response. It enhance my understanding of people's preferences, the efficacy in time management, affordability, food preferences, discounts available and door-to-door service without compromising on quality.

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7. TABLE OF ANNEXTURES:

7.1 QUESTIONNAIRE:

APPENDIX 1:


A study on Perception regarding food apps

Form description

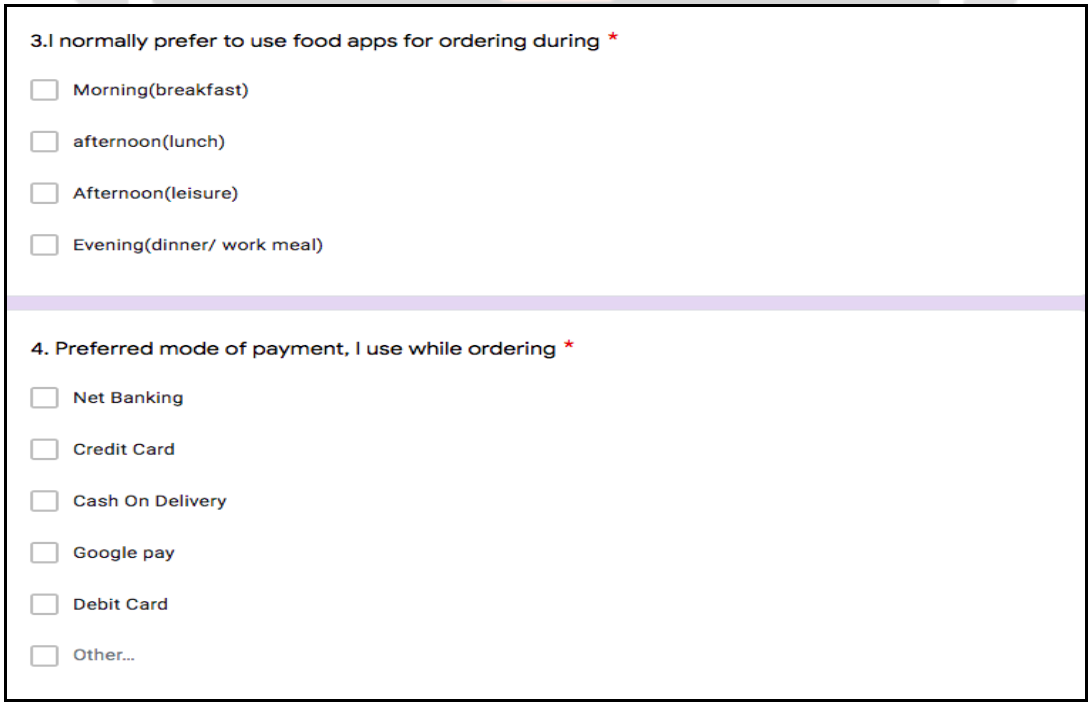
1. How often do you use food apps? *

- Atleast once per week
- Atleast once per Fortnight
- Atleast once per month
- Occasionally
- Daily

2. Which food apps do you prefer? *

- Swiggy
- Foodpanda
- Zomato
- Other...

APPENDIX 2:

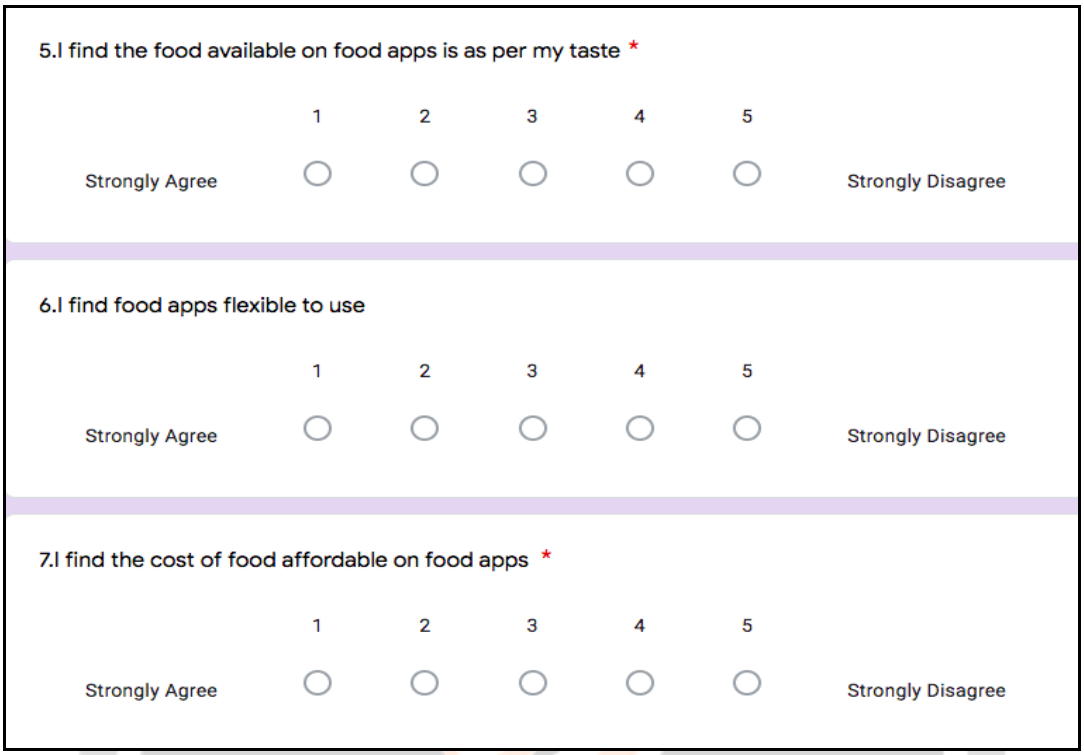

3.I normally prefer to use food apps for ordering during *

- Morning(breakfast)
- afternoon(lunch)
- Afternoon(leisure)
- Evening(dinner/ work meal)

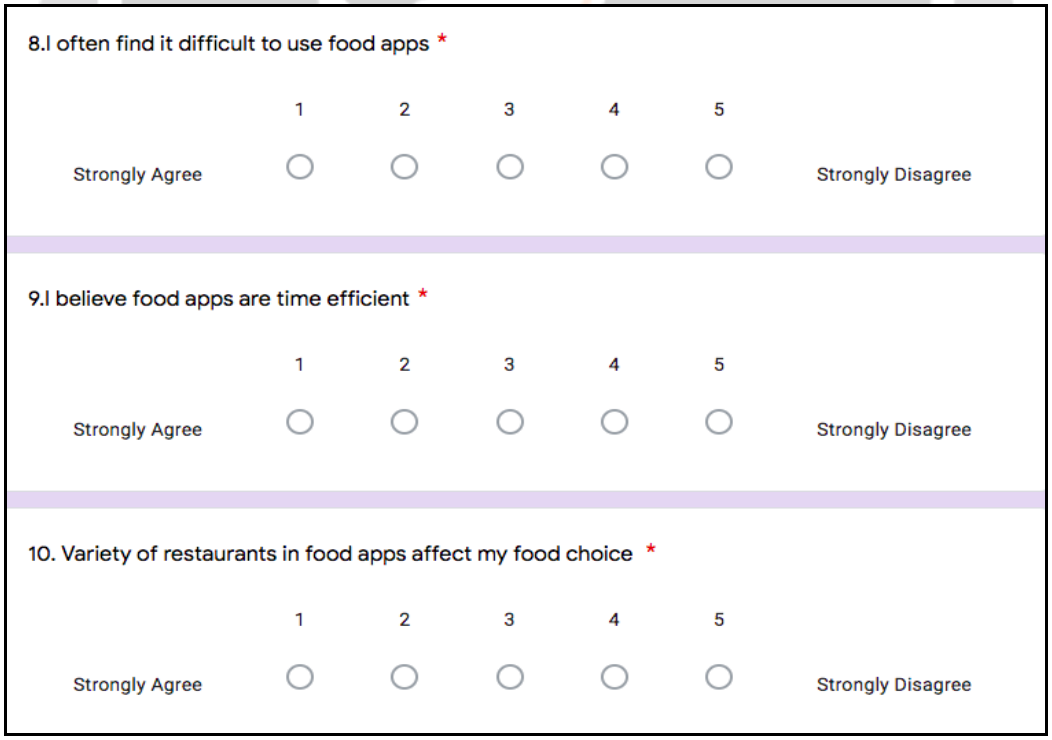
4. Preferred mode of payment, I use while ordering *

- Net Banking
- Credit Card
- Cash On Delivery
- Google pay
- Debit Card
- Other...

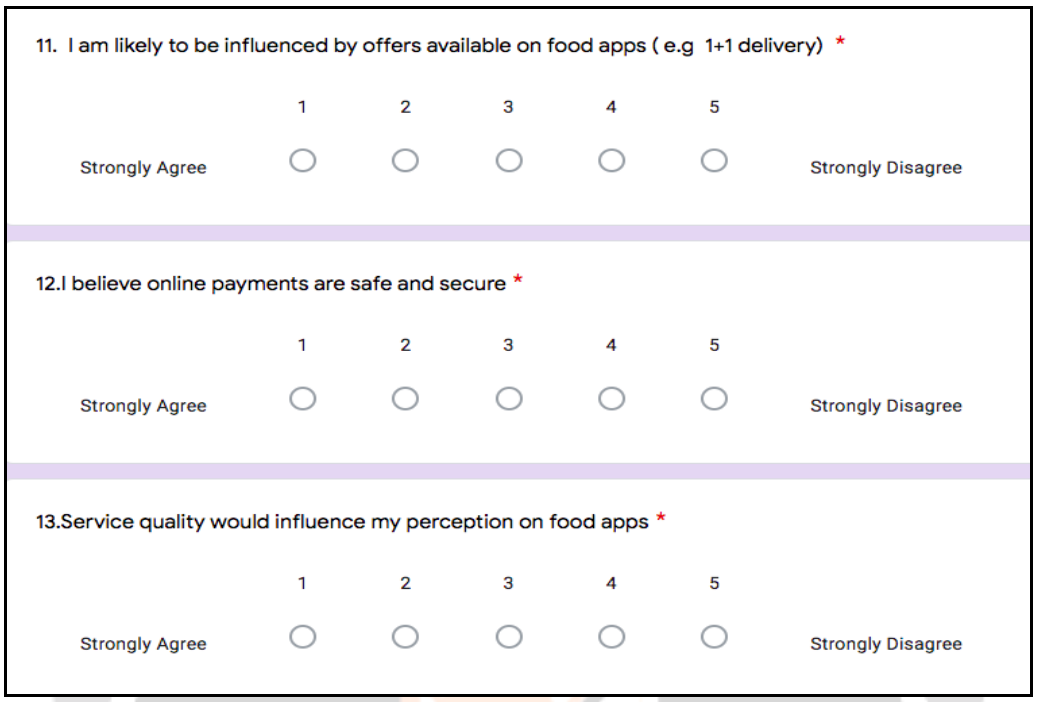
APPENDIX 3:



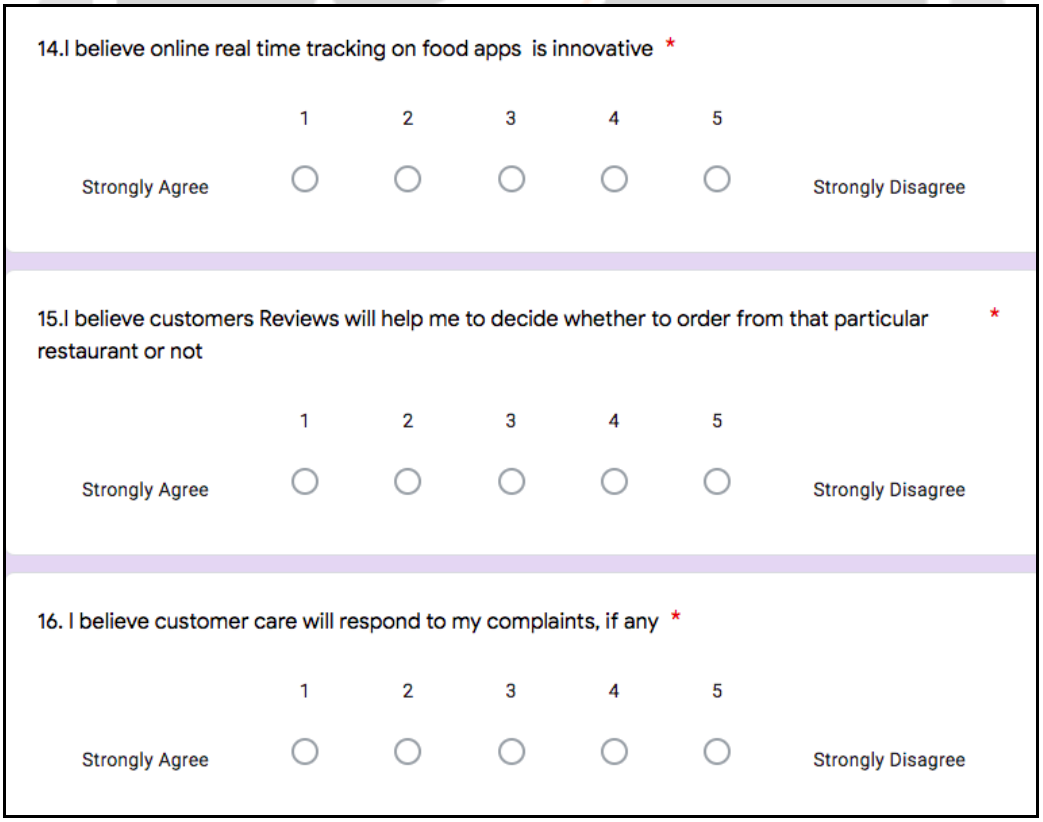
APPENDIX 4:



APPENDIX 5:



APPENDIX 6:



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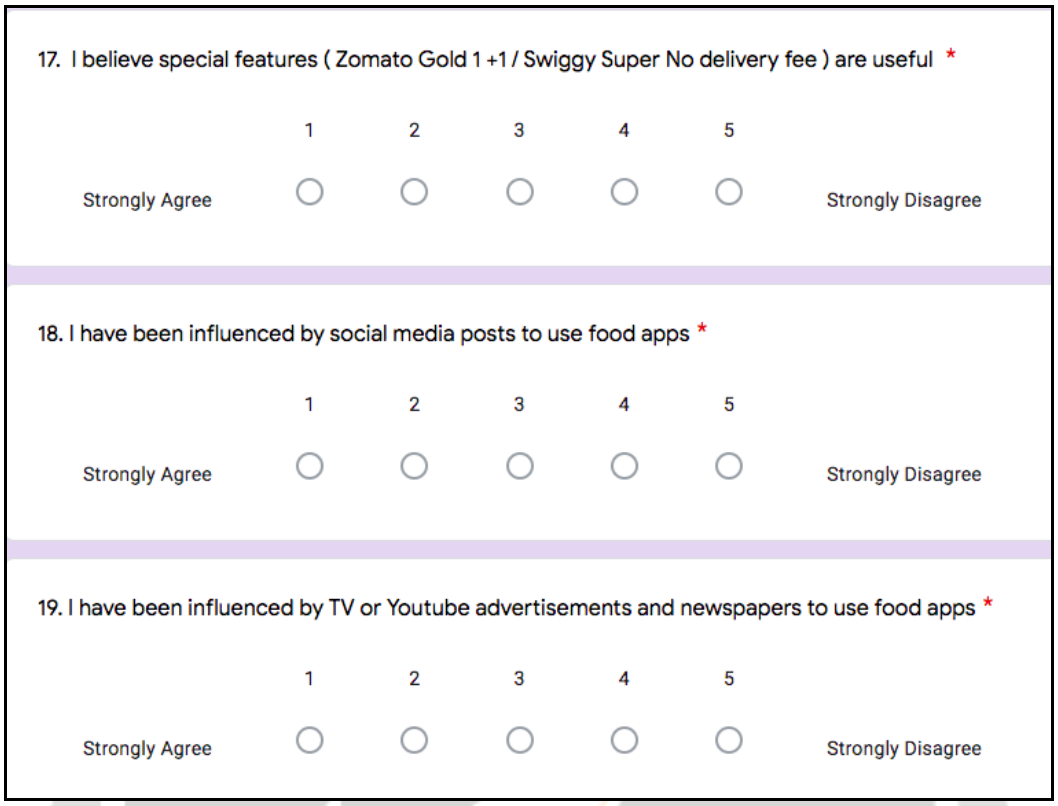

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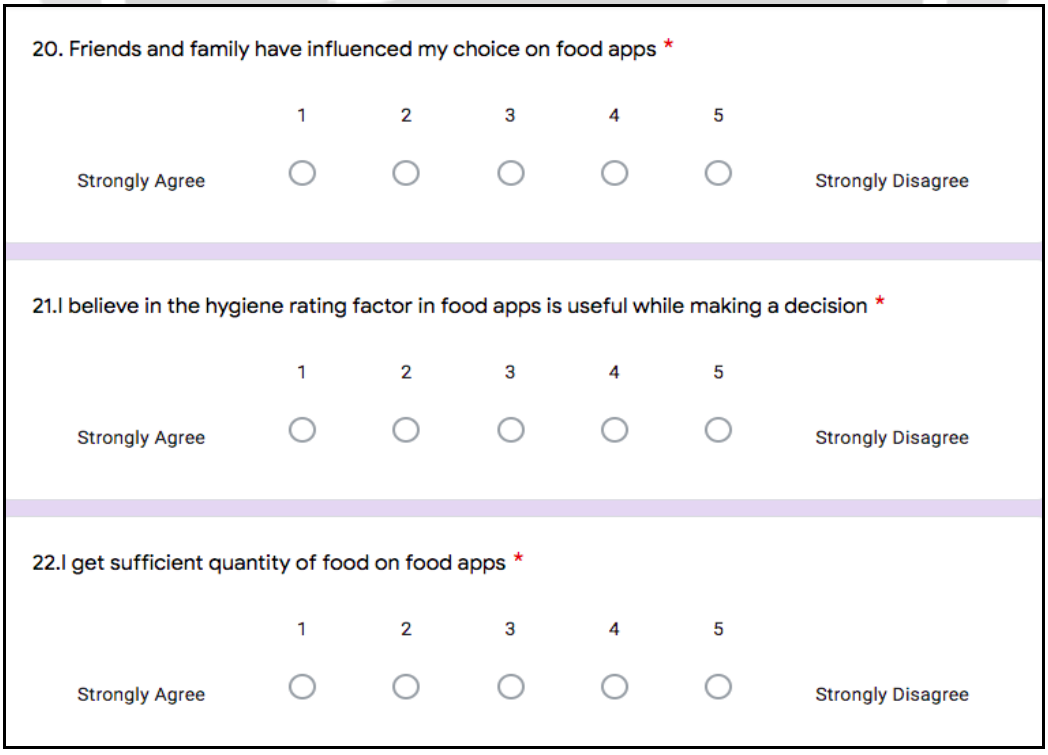

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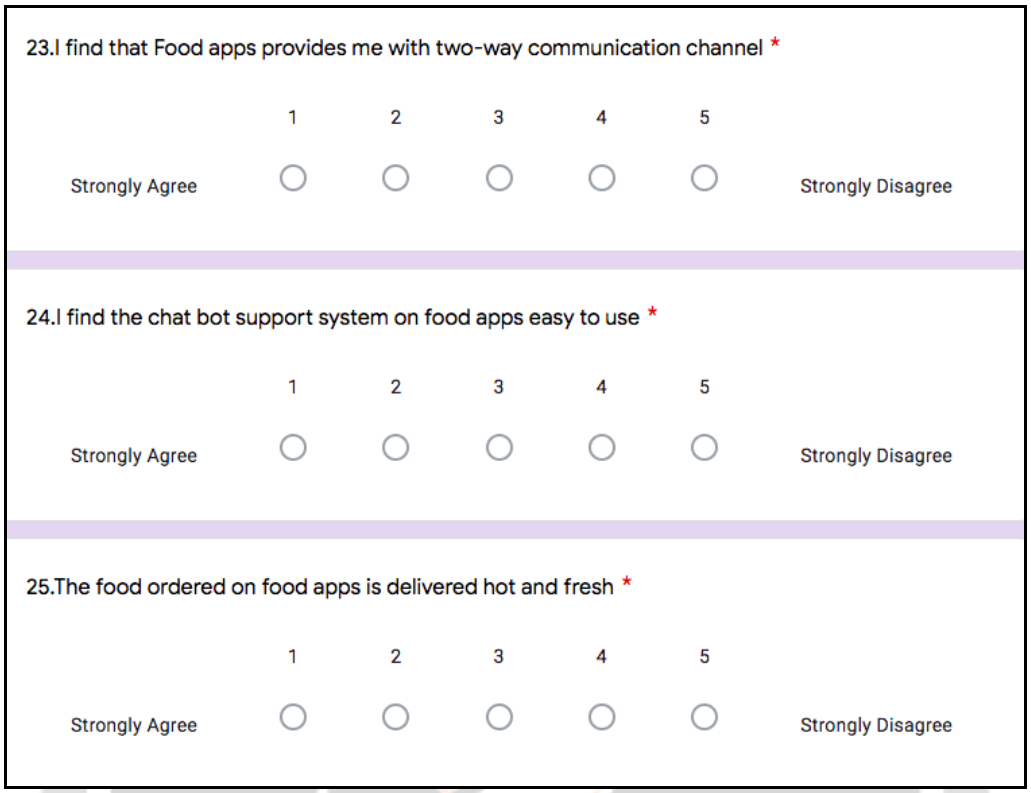

APPENDIX 10: