ORDERING OF FOOD THROUGH ONLINE - AN EMPIRICAL STUDY AMONG YOUNG ADULTS

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Abstract

Todays' consumers are widely using digital environment to get their required things like, cosmetics, electronic gadgets, entertainment, etc. Recently consumers started to order foods through online. This induces various service providers to move towards digital environment. There are plenty of service providers who provide services for online food ordering system and it is highly preferred by young adults whose population in India is more than other groups. So, the researcher tries to find out the preference of young adults towards online food ordering applications. The researcher identified 301 young adults in Madurai market by using convenience sampling method and structured questionnaire are used to gather data from the young adults. The gathered data are analysed by using various analysing tools like, bar chart, perceptual mapping, chi-square and regression. The finding shows that young adults are giving importance to website design and security while ordering food through online. The researcher also concludes that majority of the young adults in Madurai prefer Swiggy app to order their food.

Keywords:

Food ordering app, Website design, Perceptual mapping, Young adults, Security

1. INTRODUCTION AND REVIEW

In today's world, every one of us is moving towards digital environment that saves our time. This leads to emerging of various online services like e-ticketing, e-payment, tele-medicine, e-shopping, e-sharing, etc. In specific people are fond of using online services for ordering foods, this induces the online service providers to develop online services for food delivery. To make their business successful they can digitise their business by developing online applications that satisfy the need of the consumers [1]. Customers, collaborators, competitors, context, and company (firm) are five C's creating major impact in digitization of business. These five C's are interface among themselves [2].So, they require an opinion study to quickly reach the people specifically young adults whose population is comparatively high in India. This paper helps the online service providers to know the opinion of young adults. In addition, this paper aims to find out the most preferred online food ordering application that attracts the young adults and reasons to choose those applications.

Consumers are ordering foods from the local restaurants via a web page or app is known as online food ordering which is similar to the operation of ordering goods through online environment. The online food ordering system is also having cash on delivery and online payment options. The colossal development of technology aids the restaurants and food delivery businesses to enter in to online food ordering system [3].

A technomic study conducted in 2010 with 1,000 adults showed that 43% of people ordered food through online with a computer and 23 %used text message to order their food. It shows that young adults prefer electronic media to order foods than other group of people [4].

The popularity of electronic ordering of foods induces the people to order their foods through online. Easiness to order, quick delivery and prompt services encourage the consumers to use electronic ordering of foods [5]. Domino's is one among the top five online retailers in US because of the launch of updated online ordering system in the year 2009; this increases the revenue of Domino's.

Electronic ordering also increases the customer traffic in the retailing process. Over 25% of Papa John's customer traffic comes from electronic orders [7]. Restaurants can use their own site by considering its ordering potential and also the link with the electronic ordering engine. If they don't have much potential then they can get the orders through multi restaurant sites [8].

The developments in technology and internet facility are aiding people to search, compare and conveniently order the foods in online [9]. Based on the survey conducted in 2016, around 95% of the population in United States searched for online food service information at least once [10], and in 2015 more than one-third of Asia-Pacific population, especially in developing countries, ordered products via online [11].

Internet penetration in the market and responses from the consumers' response widen the opportunity for all kind of business irrespective of its size. Digital money and online banking facilitated various online businesses. Online food ordering is also benefited through online banking. The working populations living in the city are leading busy lifestyle. This online food ordering system satisfies the needs of those people by taking the orders through online and delivering it within few minutes [12].

Earlier studies about food ordering dealt with the customer satisfaction and loyalty in offline environment. Later researchers found that there is a huge potential for interactive and personalised marketing [13]. When compare to offline food ordering system, online food ordering system has more opportunities for interactive and personalised marketing. The online retailing is acting as an impulsive shopping channel [14]. The online ordering systems help the consumers to select the product that matches with their expectation by easily comparing with all competitive products [15]. Moreover, receiving information from peers through interactive media such as blogs, Facebook and Twitter will help in purchase decision making [16].

The researchers recently identified that, customer trust plays a major role in online food ordering [17] which will help to maintain good relation between the service provider and the customer [18]. While ordering through online consumers are giving importance to privacy, security, information quality and payment system's efficiency [19]. In online buying, customer

satisfaction is depending on the trust on the suppliers and fulfilment of their expectations [20].

Customers are satisfied when the service provider delivers the ordered items in a prompt manner and services offered by them [18] [21]. While shopping through online customers expects three merits from the website that includes service quality, system quality and information quality [22].

Besides, website design is one of the most important factors in online business environment [23] and thus, service providers make necessary changes and adapt their design that matches the market in which they operate [24].

The attitude of people towards online food ordering system depends on the usefulness and easiness of the online food ordering system, the trust against e-retailers and various external factors [25]. Young adults are using online food ordering system because of the easiness to access the internet, availability of their desired food and time saving [26].

Both users and non-users are considering the perceived control and perceived convenience associated with online food ordering service. Higher technology anxiety and more personal interaction induce the non-users to avoid online food ordering service [27]. The advancement in technological environment helps the restaurant business to move towards online [28].

The smart devices are convenient, easy to use and effective. These features help the customers place the food order through online and restaurants can provide better service to their customers [29]. The online food ordering system can improve the customer loyalty and solve the issues by following the legislations framed by the government [30].

In Indian service sector, hospitality industry plays a major role. It contributes more to the growth of the Indian service sector [31]. In online marketing the online platforms create more market opportunities by providing substantial advantage of two way communication that is differing from traditional marketing communication. Within a period of five years the internet captures 50 million users, whereas radio took 38 years, television 13 years and cable network television 10 years [6] [32] [33].

1.1 OBJECTIVES

In this research the researcher tries to find out:

• The preferred online food ordering application among young adults in Madurai market.

• The factors influencing the young adults to select online food ordering application.

2. RESEARCH METHODOLOGY

The objective of this paper is to identify the popular online food ordering application and justifying why it is popular. To achieve this objective, the opinion study is done at Madurai where there are massive group of young adults using this kind of application in the southern Tamil Nadu. In addition, in southern Tamil Nadu Madurai zone has plenty of online foods ordering service providers.

A structured questionnaire is framed and samples are collected from Madurai market. The opinion study is conducted to identify the most preferred online food ordering service by asking the respondents to response based on the questionnaire.

The questionnaire contains six parts:

i)   Awareness level

ii) Most preferred online food delivery app/ website

iii) Convenience of people

iv) Satisfaction level of people

v)   Opinion on website/app design

vi) Opinion about the security aspects in online food ordering system.

The questionnaire is framed in 5 point scale response type which has range from 1 to 5 such that 1 means strongly disagree and 5 means strongly agree.

Awareness level based question is to study the existence of online food ordering services at Madurai. Most preferred online food ordering app based questions helped in identifying the app that is quite often used by the young adults. To study the easiness of app usage, convenience based questions are framed. On time service identification is done using prompt delivery based questions. To make online service more popular the webpage of the website should be attractive. So, questionnaire is framed to study the young adults' expectation on online food ordering app. Finally, these services allow users to do online payment where customer requires security to the transaction. So, questionnaire is framed based on opinion about the security aspect.

Once, the questionnaire is ready, in person survey is done by elaborating the questionnaire and then opinion is gathered from 301 young adults at Madurai. Convenience sampling method is used to decide the sample

3. RESULTS AND DISCUSSION

3.1 YOUNG ADULTS WILLINGNESS TOWARDS ORDERING FOOD THROUGH ONLINE

The opinion study is done at Madurai, concentrate young adults of age group between 20 and 40 years. Totally 301 samples are collected from different regions at Madurai. Initially, the survey says that there are people at Madurai who are using online app and those who are not using but willing to use it in future. This basic survey is done in order to proceed further with the questionnaire. The Table.1 shows that 57% of respondents are not using online app for food ordering but 65% of 57 % are willing to use the app in future. This implies that online food ordering service providers has a great market potential to catch Madurai market and establish their service.

Table.1. People Willingness to Online Food Ordering Applications

Opinion	No. of People	Willingness in future
Yes	129	129
No	171	111

3.2 CONVENIENCE ASPECT OF ONLINE FOOD ORDERING APPLICATIONS

The samples are analysed based on the 6 parts of questionnaire. The mean value is calculated and it is showed in Fig.1.
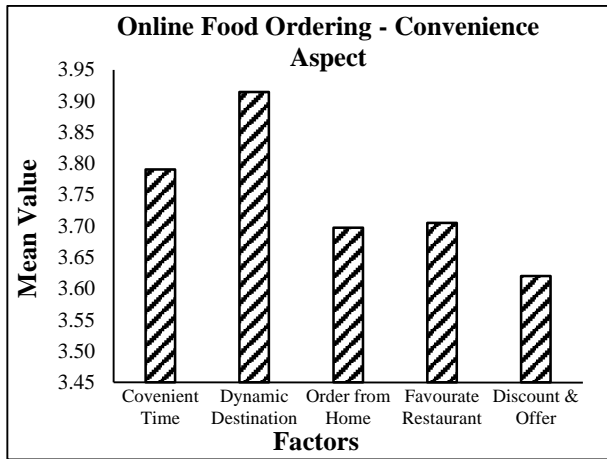

Fig.1. Customer Opinion about Convenience Aspect

The convenience aspect of selecting online food ordering app consists of five factors like, convenient time, dynamic location, order from home, favourite restaurant, discount and offers. The Fig.1 shows that, young adults are giving importance to dynamic destination (i.e.) the service providers have to deliver the foods from where the consumers expect followed by the time which is suitable from them to order, ready to deliver the foods from their favourite restaurant, convenience in placing the order from their home and also the offers & discounts provided by the service provider.

3.3 DELIVERY ASPECT OF ONLINE FOOD ORDERING APPLICATIONS

The next important aspect in selecting the online food ordering app is based on delivery aspect. This includes; on time delivery, quality and delivering the ordered foods. The Fig.2 portrays that, young adults are expecting that the service to reach them on time or within a short span of time with good quality.
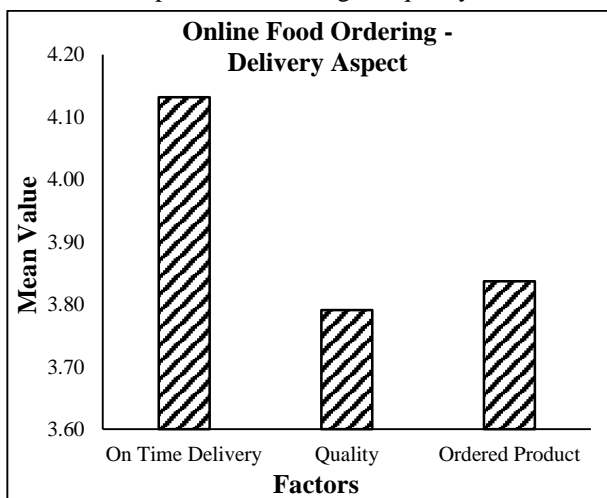

Fig.2. Customer Opinion about Delivery Aspect

3.4 WEBSITE ASPECT OF ONLINE FOOD ORDERING APPLICATIONS

The main aspect the young adults regarding ordering food through online is website design. This aspect includes aesthetics of the web page, responsiveness, user friendliness of the website and availability of sophisticated menus. The Fig.3 depicts that, young adults are giving equal importance to aesthetics of the website, responsiveness of the site and displaying the sophisticated menu in the website. They also expect the website should be user friendly. From this we found that the young adults are giving more importance to website design to select their service provider.
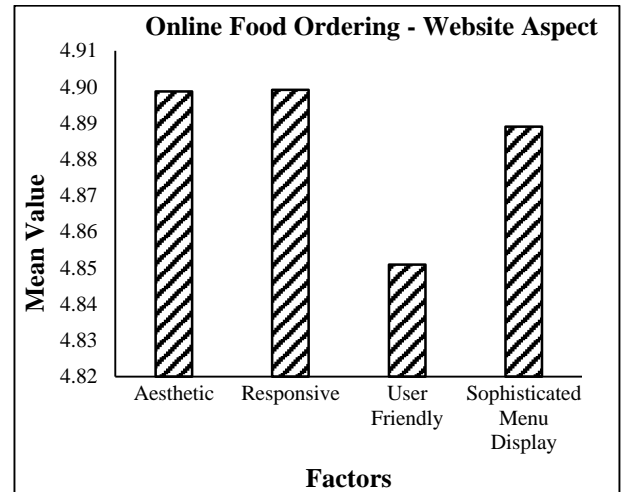

Fig.3. Customer Opinion about Website Aspect

3.5 SECURITY ASPECT OF ONLINE FOOD ORDERING APPLICATIONS

Another important aspect in selecting online food ordering app is security. This also plays a major role in online food ordering service. This consists of data privacy, secure transaction and secure environment. The Fig.4 show that, consumers are giving high priority to secure transaction. They expect that their personal details should be protected. So if the website is fully secured then it will mostly prefer by the consumers.
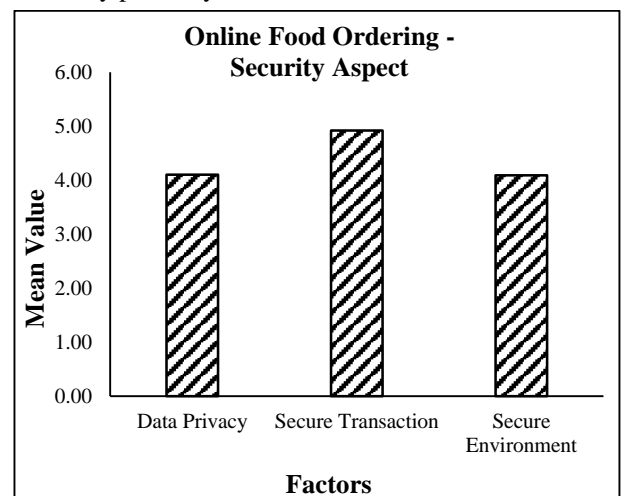

Fig.4. Customer Opinion about Security Aspect

3.6 SELECTION OF ONLINE FOOD DELIVERY APPLICATIONS

The Table.2 describes that, young adults are giving more importance to website design and then to security of transaction. Hence, these two factors are considered for drawing perceptual mapping. This mapping gives the most preferred online food delivery app at Madurai. The Fig.5 portrays that the most preferred online food ordering app is Swiggy followed by Zomato, Uber eats and Food panda.

Table.2. Importance Given by People to Select Online Food Ordering Applications

Factors	Values
Convenience	3.74
Delivery	3.92
Website	4.88
Security	4.37

3.7 CONSUMER PERCEPTION ON ONLINE FOOD ORDERING APPLICATIONS

An analysis is done to study the association between gender and online food delivering app preference by using chi-square. The Table.3 shows that, the obtained value is 0, which is lesser than 0.05. So there is significant relationship between gender and their most preferred online food ordering app.
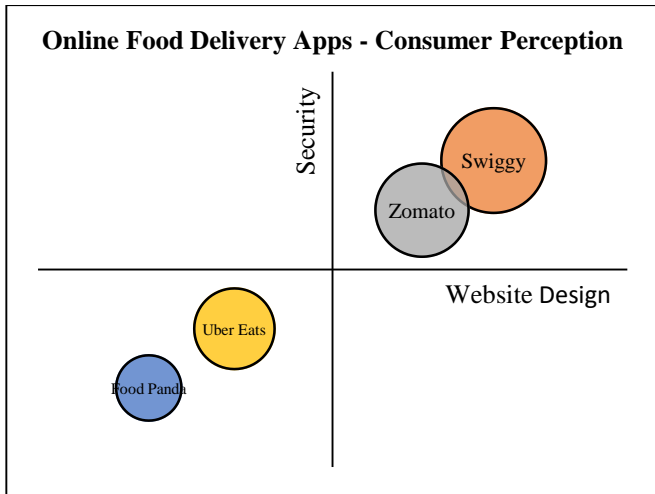

Fig.5. Consumers Preferred Online Food Ordering Applications

3.8 PREFERRED ONLINE FOOD ORDERING APPLICATION

H_0: There is an association between the gender of the young adult and their preferred online food ordering application

Table.3. Association between the Gender and Their Preferred Online Application

Factors	Significance Value
Gender vs. Preferred Online food ordering Application	0.00

It is inferred from the Table.3 that there is an association between the gender of the young adults and their preferred online food ordering application. The Fig.6 depicts that female young adults has high level of attraction towards Swiggy than male young adults. One another interesting fact is that no male youngadults are using Zomato whereas 34 out of 85 female young adults are using Zomato app for ordering food.
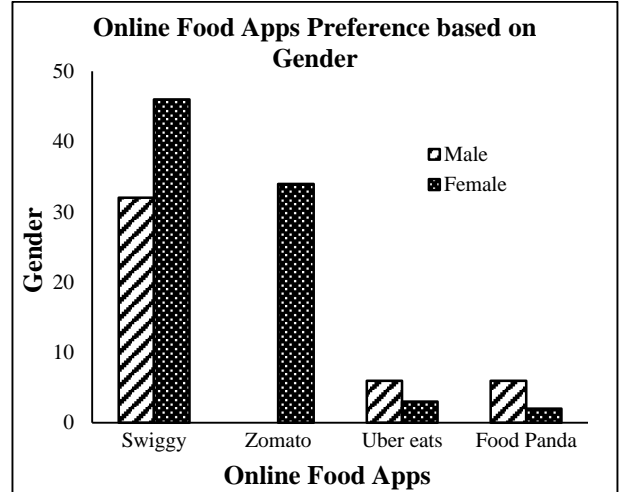

Fig.6. Gender vs. Preferred Online Applications

3.9 FACTORS INFLUENCING THE YOUNG ADULTS FOR SELECTING ONLINE FOOD ORDERING APPLICATION

Researcher used regression analysis to know the impact of convenience, delivery, website and security for selecting the online food ordering application.

Table.4. Relationship between the Factors Influence to Select Online Food Ordering Application

Factors	Coefficient of factors that influence the buyer to select the online application	Sig. Value
Constant	5.12	0.001
Convenience	0.08	0.053
Delivery	0.15	0.051
Website	2.17	0.015
Security	1.14	0.016

The Coefficient of factors that influence the buyers to select online food ordering application is given in Eq.(1):

$$Y = 0.08X_1 + 0.15X_2 + 2.17X_3 + 1.14X_4 + 5.12 \qquad (1)$$

where, X_1 - Convenience, X_2 - Prompt delivery, X_3 - Website design, X_4 - Security

The Table.4 and Fig.7 depicts that Website design is the most important factor that influence the consumer to select the online food ordering applications followed by Security, Prompt delivery and Convenience. They are expecting that the website/ application should be attractive; easy to use also it must have the menu options of various restaurants. They also expect that their personal details should not be shared with others and they expect privacy while ordering food through online.
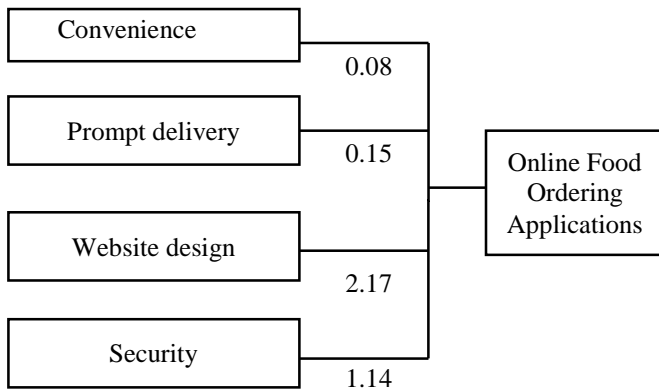
Fig.7. Level of Influence of Factors towards Ordering of Foods through Online Food Ordering Applications

3.10 IMPORTANCE ON THE DESIGN OF ONLINE FOOD ORDERING APPLICATION AMONG YOUNG ADULTS

Independent t-test is used to identify the differences in the importance for the design of online food ordering application among the young adults.

H_0: There is a difference between the gender of the young adults and their level of importance on the design of online food ordering application

Table.5. Difference between the Gender and their Level of Importance on the Design of Online Food Ordering Application

Factors	Significance Value
Gender vs. design of online food ordering application	0.2

It is inferred from the Table.5 that the significance value is greater than 0.05. So, the young adults irrespective of their gender are giving importance to the design of the online food ordering application.

4. CONCLUSIONS

The young adults are willing to utilise the recent technologies to the fullest and they are highly familiar about the online food ordering applications. Majority of them are the existing users of these applications and others are also willing to use these applications in future. The young adults, irrespective of their gender are giving more importance to website design and security to select the online food ordering applications.

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