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Online Food Ordering and Delivery: Perception about Quality of Services among Customers in Nashik

Dr.Ms. LATIKA AJITKUMAR AJBANI
Assistant Professor,
School of Commerce & Management,
Yashwantrao Chavan Maharashtra Open University, Nashik (Maharashtra),
Email: latika.ajbani@gmail.com

ABSTRACT:
Technological advancement has made everything available on a click at doorstep through various mobile applications such as Uber Eats, Swiggy, Zomato, Food Panda etc. Transportation plays crucial role in delivering food which is ordered online. Online food ordering and delivery benefits in many ways such as it provides convenience, ease, saves times, many promotional offers are available leading to saving money on every order placed, more choices are available etc. In this study, an attempt is made to investigate customers' perception towards online food ordering and delivery in Nashik city, India. The data for research was collected from 85 Units (sample respondents) residing in Nashik city, India. From the study it is found that customers' prefer online food ordering and delivery services. Uber Eats mobile app is preferable app for online food ordering and delivery services in Nashik. Customers' are highly satisfied with the quality of services provided by online food ordering and delivery services. Customers' are satisfied with time taken for food delivery at doorstep through online food ordering and delivery services.

Keywords: Online, Food, Ordering, Delivery, Perception, Quality, Service

I.INTRODUCTION:

Digital revolution has bought significant changes in food industry and customers lifestyle. Nowadays food is available at doorstep of the customer creating time and place utility. Technological advancement has made everything available on a click at doorstep through various mobile applications such as Uber Eats, Swiggy, Zomato, Food Panda etc. Transportation plays crucial role in delivering food which is ordered online. Online food ordering and delivery benefits in many ways such as it provides convenience, ease, saves times, many promotional offers are available leading to saving money on every order placed, more choices are available etc. Every player in this industry is trying to satisfy and retain its customers by proving various offers and create positive impression. Customer satisfaction is usually defined as an positive emotion or opinion towards a service or product after its use (Jamal and Naser 2003).Consumers satisfied with service quality are most likely to remain loyal (Ajbani 2014).

Review of Literature:

According to Singh et. al. (2017) with usage of online mechanism of ordering food ordering , menu of a restaurant and mess can be placed up online and the customers can place order easily. Putting up a restaurant menu on internet, can provide easy access to potential customers to place order at anytime at their convenience.

Rathore et. al. (2018) revealed that 50.8% of individuals order for food delivery service as they don't like to cook, as it enables customers to have food straight away delivered to their residence or work place in less than 60 minutes. Hsiao (2009) argues that the economic value of time taken to deliver perceived by consumers is the central issue. Koyuncu and Bhattacharaya (2004) recognized in their study that longer delivery times are a decisive factor encouraging consumers who actively use e-commerce to use an offline-channel instead of online- channel. Esper et al. (2003) emphasize the significance of on-time delivery as an ecommerce quality factor.

Alagoz and Hekimoglu (2012) in their research revealed that the attitude towards online food ordering differ based on the ease and usefulness of online food ordering procedure and also differ depending upon their novelty aligned with information technology, their conviction in e-retailers and a range of peripheral influences.

Sheryl E. Kimes (2011) found in his research that perceived control and perceived convenience linked with the online food ordering services were significant for both users and non-users. Non-users need more personal communication and also had higher technology anxiety to use the services.

Objectives of the Study:

The following objectives were undertaken for the present research study:

1. To know the customers' preference towards online food ordering and delivery services.

2. To know the customer' satisfaction about quality of services provided by online food ordering and delivery providers.
3. To know the costumers' satisfaction about the time taken to deliver food at doorstep by online food ordering and delivery service providers.

Hypotheses of the Research Study:

Following hypotheses were tested for the present research study:

Null Hypotheses:

H_{0a}: Customers' are not satisfied with the quality of services provided by online food ordering and delivery services.

H_{0b}: Customers' are not satisfied with the time taken for food delivery at doorstep through online food ordering and delivery services.

Alternative Hypotheses:

H_{1a}: Customers' are satisfied with the quality of services provided by online food ordering and delivery services.

H_{1b}: Customers' are satisfied with the time taken for food delivery at doorstep through online food ordering and delivery services.

II.RESEARCH METHODOLOGY:

The following research methods were used.

Research Type: Descriptive and analytical type of research.

Methods of Data Collection: For this research both primary and secondary methods of data collection were adopted. Primary data was collected through structured questionnaire consisting two parts. First part was related to demographic profile and second part included questions to get insight regarding the perception of customers regarding online food ordering and delivery through mobile apps. The responses were collected in the month of June 2019. Secondary data was collected from published books, internet, journals etc.

Sample Design: The present study is based on the primary data collected from 85 Units (sample respondents) customers' using food delivery mobile apps such as Uber Eats and Swiggy in Nashik city, India. These 85 respondents' were selected by using convenience sampling technique. The questionnaire were distributed to 100 customers' using food ordering and delivery mobile apps out of which 85 complete responses were received which are considered for the study.

Data Analysis:

The following is the analysis based on the responses given by 85 Units (sample respondents) customers':

Demographic Analysis of the Respondents':

Table 1: Gender Wise Distribution of the Respondents'

Gender	Frequency of Responses (N)	Percentage of Respondents (%)
Male	38	45
Female	47	55
Total	**85**	**100**

Source: Data collected through survey.

55 percent of the respondents were females and 45 percent were males.

Table 2: Age group Wise Distribution of the Respondents'

Age Group (in years)	Frequency of Responses (N)	Percentage of Respondents (%)
18-25	21	25
26-40	38	45
41 – 60	26	30
Total	**85**	**100**

Source: Data collected through survey.

45 percent of respondents' were between 26-40 years of their age, 30 percent were between 41-60 years of their age and 25 percent between 18-25 years of their age.

Table 3

Educational Qualification of the Respondents'

Educational Qualification	Frequency of Responses (N)	Percentage of Respondents (%)
Under Graduate	14	16
Graduate	48	57
Post Graduate	23	27
Total	**85**	**100**

Source: Data collected through survey.

16 percent of the respondents were Under Graduates, 57 percent were graduates, 27 percent were post graduates.

Customers' Perception regarding online food ordering and delivery through mobile apps:

Table 4 ::Preference towards Online Food Ordering and Delivery Services

Respondents' Opinions	Frequency of Responses (N)	Percentage of Respondents (%)	Chi-Square value, Degrees of Freedom(df)	p value	Interpretation
Always	30	35	72.900, 4	0.000	Highly significant difference in proportions.
Most of the times	38	45			
Sometimes	10	12			
Rarely	07	08			
Never	00	00			
Total	**85**	**100**			

Source: Data collected through survey.

Most of the times 45 percent of the respondents prefer online food ordering and delivery services whereas 35 percent always prefer, 12 percent sometimes and 8 percent rarely prefer online food ordering and delivery services. Difference in the proportions of responses is highly significant, at p = 0.0 Chi-Square value-72.900, Degrees of Freedom (df)-4.

Table 5: Mobile Apps used for Online Food Ordering and Delivery Services

Respondents' Opinions	Frequency of Responses (N)	Percentage of Respondents (%)
Uber Eats	85	100
Swiggy	56	66
Others	12	14

Source: Data collected through survey.

The respondents were liberated to give more than one selection. All the respondents used Uber Eats, 66 percent used Swiggy and 12 percent used other apps provided by the restaurant/ café etc , for online food ordering and delivery services.

Table 6: Satisfaction Level of Customers Regarding Quality of Services Provided by Online Food Ordering and Delivery Services

Satisfaction Level of Customers'	Frequency of Responses (N)	Percentage of Respondents (%)	Chi-Square value, Degrees of Freedom (df)	p value	Interpretation
Highly satisfied	42	49	122.300 , 4	p = 0.000	Highly significant difference in proportions. Ho is rejected
Satisfied	38	45			
Neutral	03	04			
Dissatisfied	02	02			
Highly Dissatisfied	00	00			
Total	**85**	**100**			

As reflected from table 6- 49 per cent of customers are highly satisfied with the quality of services provided by online food ordering and delivery services. 45 per cent customers are satisfied whereas 4 per cent of customers are neither satisfied nor dissatisfied and 2 percent are dissatisfied. There is highly significant difference in proportions of responses, at p=0.000, Chi-Square value-122.300 , Degrees of Freedom (df) - 4. This reflects that most of the customers are satisfied with the quality of services provided by online food ordering and delivery services.

Table 7: Satisfaction Level of Customers Regarding time taken for food delivery

Satisfaction Level of Customers'	Frequency of Responses (N)	Percentage of Respondents (%)	Chi-Square value, Degrees of Freedom (df)	p value	Interpretation
Highly satisfied	36	42	100.900, 4	p = 0.000	Highly significant difference in proportions. Ho is rejected
Satisfied	40	47			
Neutral	04	05			
Dissatisfied	03	04			
Highly Dissatisfied	02	02			
Total	**85**	**100**			

As reflected from table 7- 47 percent of customers are satisfied with time taken for food delivery at doorstep through online food ordering and delivery services. 42 percent customers are highly satisfied whereas 5 percent of customers are neither satisfied nor dissatisfied, 4 percent are dissatisfied and 2 percent are highly dissatisfied. There is highly significant difference in proportions of responses, at p=0.000, Chi-Square value- 100.900, Degrees of Freedom (df) - 4. This reflects that most of the customers are satisfied with the time taken for food delivery at doorstep through online food ordering and delivery services.

III.TESTING OF HYPOTHESIS:

H_{0a}: Customers' are not satisfied with the quality of services provided by online food ordering and delivery services. As reflected in table 6; difference in the proportions of responses is highly significant, Hence H_{0a} is not accepted at p = 0.000, by applying Chi square test to test the homogeneity of proportions of responses of the respondent customers'.

Inference: Customers' are satisfied with the quality of services provided by online food ordering and delivery services. Hence the alternative hypothesis, H_{1a}: Customers' are satisfied with the quality of services provided by online food ordering and a delivery service is accepted.

H_{0b}: Customers' are not satisfied with the time taken for food delivery at doorstep through online food ordering and delivery services. As reflected in table 7; difference in the proportions of responses is highly significant, Hence H_{0b} is not accepted at p = 0.000, by applying Chi square test to test the homogeneity of proportions of responses of the respondent customers'.

Inference: Customers' are satisfied with the time taken for food delivery at doorstep through online food ordering and delivery services. Hence the alternative hypothesis, H_{1b}: Customers' are satisfied with the time taken for food delivery at doorstep through online food ordering and delivery services is accepted.

IV.FINDINGS:

1. Most of the times customers (45 percent) prefer online food ordering and delivery services.
2. All the respondents used Uber Eats mobile app and most of them (66 percent) also used Swiggy mobile app for online food ordering and delivery services.
3. Most of the customers (74 percent) feel Offers provided by Uber Eats app are better than Swiggy app.
4. Most of the customers (52 percent) feel restaurants tie-ups provided by Uber Eats app are better than Swiggy app.
5. Customers' (49 per cent) are highly satisfied with the quality of services provided by online food ordering and delivery services.
6. Customers'(47 percent) are satisfied with time taken for food delivery at doorstep through online food ordering and delivery services.

V.CONCLUSIONS:

Online food ordering and delivery services have bought revolution in food industry. From the research study, it can be concluded that customers' prefer online food ordering and delivery services. Uber Eats mobile app is preferable app for online food ordering and delivery services in Nashik. Uber Eats app provides better offers and good tie-ups with restaurants for food ordering and delivery services in Nashik. Customers' are highly satisfied with the quality of services provided by online food ordering and delivery services. Customers' are satisfied with time taken for food delivery at doorstep through online food ordering and delivery services.

Suggestions:

1. Online food ordering and delivery services should provide more offers to customers' for retention.
2. Further use of 4D technology to display the preparation and dish in the app will enhance its usage.

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