

## PROBLEMS FACED BY CONSUMER WHILE USING DIGITAL FOOD APPLICATIONS

**Mrs.R.Naveena**

*Assistant Professor, Department of Commerce, Karpagam Academy of Higher Education*

**Dr.V.Mathan Kumar**

*Assistant Professor, Department of Commerce, Karpagam Academy of Higher Education*

### ABSTRACT

The recent development of the E-commerce changes the Indian marketing trends, the advancement in technology influences the business transaction, mainly in food industry. In earlier days, there is only few restaurants which have their own applications for ordering the food through online, but now advancement in technological development helps the service sector to provide third party services in food industries also. This study is focused on digital food application services in Coimbatore city, and it examines the buying behaviour and the problems faced by the consumers while ordering the food through food applications.

*Keywords: Digital Food Application, Consumer, Buying Behaviour*

### INTRODUCTION

In India, online service sector increases in a positive way. Service sectors are growing rapidly and high-profit sector in India, mainly the food service industries. With the development of E-Commerce services and market change trends, customers are willing to order the food through applications for their convenience and the facilities provided by the service providers. Service providers are spending all their sources to understand the customer needs and provide the best possible services to the customer.

### Review of Literature:

**Anita Vinaik, Et. Al. (2019).** The study is focused to know consumer awareness and various factor considered by the consumer while using food app with 300 respondents, and they had concluded that most of the respondents are aware of the online food ordering application. Zomato is the most known and used food application by respondents and the factors which are considered most important by the customers concerning their monthly expenditure is easy payment method and convenient to use plays a vital factor in ordering the food through mobile phones. **Krishna Kiumari (2019)** the study examined the aspects affecting the perception of customers towards digital food services and the association between on-line food servicing and the services provided by the same. The sample size of the study was 100 users, the researcher used Chi-Square and Cronbach alpha tools for analyse the data. The

study has found that speed of delivery followed by payment option, quality of services, and time-saving are the major factor affecting the behaviour of the customer and she found that there is a significant association between factors affecting usage and on-line food delivery services applications. **Arji Mariam Jacob, Sreedharan, Sreena.K (2019)** The study has examined the factors leading to the boom of digital food ordering and psychological factors associated with the online food delivery application. Their respondents for the study are 300 users. The study had found that convenience, easy, and fast ordering of food play a major factor in influencing the consumer to order online food, and tracking facilities are added as an advantage for the customer. Expansion of online activity in India has led to the boom of online food ordering and expectation of personal interaction with the customer is a reason for the non-users of online food delivery application. **Preetha and S. Iswarya (2019)** the study focused on analysing the customer convenience and user friendliness towards digital food application platform. The sample size of the study was 100 respondents. Pearson's correlation, one – way ANOVA tools are the tools used for analysing the objectives. The study analyses that service quality, information quality, and system quality have a positive influence on customer satisfaction. From the analysis, they had concluded that mobile application quality had a very strong positive association resulting in the customer's intention to order food in a mobile applications. **Soham Trivedi (2018)** the study enumerates the customer perception of the online food delivery applications with 150 respondents. Convenience sampling method is used to collect data. The study has concluded that shifting trajectory towards digital mediums of food ordering and the cause for it is the availability of food easily at low cost. Increase in use of electronic devices is also one of the major reasons for shifting towards online food ordering.

## **RESEARCH GAP**

Most of the study on consumer satisfaction towards digital food delivery application has been done in different countries including India. But research on problems faced by the consumer while ordering the food through digital food delivery application has not been done in Coimbatore city; it has been identified after analysis of many literatures review. Therefore, the present study has been done on buying behaviour and problems faced by the consumer's while using Digital food applications in Coimbatore city.

## **STATEMENT OF THE PROBLEM:**

Customers can easily get the relevant information about product and services, internet facilities providing best opportunities for the companies to promote their services and their

products. One of the E-Commerce initiatives is the online food ordering applications. It offers more opportunities for companies and the customers for interaction, personalized marketing, easy ordering speed and time saving for consumers. It offers more convenient facilities to customers like varieties of food, number of restaurants, payment modes etc. This study is conducted to know the buying behaviour of the consumers and the problems faced by the consumers while using the digital food applications.

#### **OBJECTIVES OF THE STUDY:**

- To evaluate the socio economic profile of the online food application consumers.
- To analyses the buying behaviour of the digital food application consumers.
- To analyses the problems faced by the consumer while using digital food applications.

#### **RESEARCH METHODOLOGY:**

##### **Source of Data:**

##### **Primary Data:**

Structured questionnaire was prepared to study consumer's buying behaviour and problems faced by the consumers while using the digital food application. The questionnaire was pretested and structured. First section of the questionnaire dealt with socio economic profile of the digital food delivery application consumers and next two sections evaluate the buying behaviour of the consumer and the problems faced by the consumers while using digital food applications.

##### **Sampling Method:**

Prepared questionnaire was distributed and collected data from 212 respondents in Coimbatore city by adopting convenience sampling method.

##### **Framework of Analysis**

The statistical tools which are used to analysis the data are Simple Percentage Analysis and Weighted Average Rank.

#### **MAJOR FINDINGS:**

**TABLE 1**

##### **Socio Economic Profile of the Respondents**

<b>Socio Economic Profile</b>	<b>Factors</b>	<b>Frequency</b>	<b>Percentage</b>
Gender of the respondents	Male	94	44.3
	Female	118	55.7
Age	Up to 20 Years	37	17.5
	21 Years to 30 Years	141	66.5
	Above 30 Years	34	16.5
Marital Status	Married	72	34.0

	Unmarried	140	66.0
Educational Qualification	HSC	4	1.9
	Under Graduate	105	49.5
	Post Graduate	64	30.2
	Professionals	27	12.7
	Others	12	5.7
Occupation	Student	57	26.9
	Home Maker	30	14.2
	Businessman	10	4.7
	Salaried	75	35.4
	Professionals	37	17.5
	Retired	3	1.4
Nature of Family	Joint	75	35.4
	Nuclear	137	64.6
Status in Family	Head	22	10.4
	Member	190	89.6
Adults in Family Member	Up to 2 Members	92	43.4
	2 to 5 Members	92	43.4
	Above 5 Members	28	13.2
Child in Family member	No Child in Family	111	52.4
	One to Two Child	92	43.4
	Above Two Child	9	4.2
Earning Supporters in the family	Up to two Members	155	73.1
	Above 2 Members	57	26.9
Monthly income of the respondent	Up to Rs. 15,000	76	35.8
	Rs. 15,001 to Rs. 50,000	109	51.4
	Above Rs. 50,000	27	12.7
Family Monthly Income	Up to Rs. 15,000	19	9.0
	Rs. 15,001 to Rs. 50,000	122	57.5
	Rs. 50,001 to Rs. 1,00,000	51	24.1
	Above Rs. 1,00,000	20	9.4
Family Monthly Expenditure	Up to Rs, 6,000	16	7.5
	Rs. 6,001 to Rs. 10,000	36	17.0
	Rs. 10,000 to Rs. 15,000	46	21.7
	Above Rs. 15,000	114	53.8

**Source: Primary Data**

The above table 1 shows the socio economic profile of the digital food application respondents. 55.7% (118) of the customers were female, 66.5% (114) of the users were the age group between 21 years and 30 years, 66% (140) were unmarried, 49.5% (105) were Under Graduate, 35.4% (75) of the respondents were salaried, 64.6% (137) consumers belong to nuclear family, 89.6% (190) were member in the family, 43.4% (92) were up to five adults in the family, 52.4% (111) of the respondents have no child in their family, 73.1 (155) of the respondents have up to 2 earning members in their family, 51.4% (109) monthly income of the respondents were between Rs. 15001 and Rs. 50,000, 57.5% (122) of the users family

income is between Rs. 15001 andRs. 50,000 per month, 53.8% (114) of the customers expenditure of their family is above Rs, 15,000 per month.

**TABLE 2**  
**CONSUMER BUYING BEHAVIOUR TOWARDS DIGITAL FOOD APPLICATION**

	<b>Factors</b>	<b>Frequency</b>	<b>Percentage</b>
Online Food Applications	Swiggy	173	81.6
	Zomato	64	30.2
	Kovai Delivery Boys	11	5.2
Influences to Purchase	Friends	96	45.3
	Family	34	16.0
	Advertisement	79	37.3
	Relatives	3	1.4
Period of Usage	Less than six Months	76	35.8
	Six Months to one Year	44	20.8
	One Year to Two Years	49	21.3
	Above Two Years	43	20.3
Regularity of Using Digital Food Applications	Daily	5	2.4
	Twice in a week	21	9.9
	Once in a week	37	17.5
	Once in a month	57	26.9
	Occasionally	92	43.4
Kind of Food preferred while ordering	Vegetarian	63	29.7
	Non – Vegetarian	141	66.5
	Ice – Cream/Cool Drinks	4	1.9
	Baked Foods	4	1.9
Preference of Meal	Breakfast/ Brunch	9	4.2
	Lunch	62	29.2
	Dinner	123	58.0
	Snacks	18	8.5
Preferred Day for order Food	Weekdays	31	14.6
	Weekend	95	44.8
	Anytime	86	40.6
Amount Spent per Order	Less Than Rs. 501	77	36.3
	Rs. 501 to Rs.1000	94	44.3
	Rs, 1,001 to Rs. 1,500	28	13.2
	Rs. 1,501 to Rs. 2000	6	2.8
	Above Rs. 2000	7	3.3
Occasions	Business Event	4	1.9
	Family Get Together	53	25.0
	Friends Get Together	60	28.3
	Don't want to Cook	95	44.8
Time taken to	2-5 mins	47	22.2
	5-8 Mins	69	32.5
	Favourite restaurants and handy	32	15.1

place Order	menu will make my process quick		
	I will search the menu and restaurants and I will place order	64	30.2
Delivery Time	10 Mins to 20 Mins	18	8.5
	20 Mins to 30 Mins	116	54.7
	More Than 30 Mins	78	36.8
Payment Method	Cash on Delivery	135	63.7
	Debit Card	47	22.2
	Net Banking	37	17.5
	Payment Application	26	12.3
	Credit Card	22	10.4

**Source: Primary Data**

The above table 2 inferred that factors influence the consumers while using digital food applications. Majority 81.6% (173) of the customers were using Swiggy digital food application to place their order, 45.3% (96) were influenced by friends for using digital food applications, 35.8% (76) of the customers were using online food applications less than six months, 43.4% (92) were ordering the food through food applications occasionally, 66.5% (141) were preferring non-vegetarian while ordering food through online, 58% (123) were ordering dinner, 44.8% (95) were ordering food in weekends, 44.3% (94) were spending between Rs, 500 and Rs, 1000 per order, 44.8% (95) of the customers were order the food through online that they don't want to cook, 32.5% (69) were placing the order between 5 and 8 Minutes, 54.7% (116) of the respondents getting their order between 20 Minutes to 30 Minutes, 63.7% (135) were used cash on delivery method to pay their payments..

**TABLE 3**

**PROBLEMS FACED BY COUSTOMER WHILE USINF DIGITAL FOOD APPLICATIONS**

(SA – Strongly Agree, A – Agree, N – Neutral, DA – Disagree, SDA – Strongly Disagree)

Factors	SA	A	N	DA	SDA	Total	Mean Score	Rank
Online Payment and Subsequent delay in refund	230	356	16	46	0	794	3.745283019	<b>12</b>
Packaging of Food	145	384	18	50	0	765	3.608490566	<b>18</b>
Price of the food	285	304	23	7	0	826	3.896226415	<b>4</b>

Food Quality	175	440	19	5	4	0	814	3.839622642	<b>7</b>
Delivery Boy not having any changes with him	280	320	13	2	64	0	796	3.754716981	<b>11</b>
Difficult in Explaining address to delivery boy	205	388	19	8	16	0	807	3.806603774	<b>9</b>
Delay in Delivery	285	328	17	4	30	0	817	3.853773585	<b>6</b>
Restricted to order only certain type of food	125	376	23	1	32	0	764	3.603773585	<b>19</b>
No services during rainy day	240	328	21	6	20	0	804	3.79245283	<b>10</b>
Delivery boy not picking up the phone	110	388	19	8	54	0	750	3.537735849	<b>21</b>
Not getting personalized orders	365	296	11	7	52	0	830	3.91509434	<b>3</b>
Delivering food only to the restricted area	375	296	13	5	36	0	842	3.971698113	<b>1</b>
Not receiving Exact Food	250	240	23	7	46	0	773	3.646226415	<b>17</b>
Customer support/Call not respond properly	200	292	19	8	56	5	751	3.54245283	<b>20</b>
Payment transactions failed	275	240	21	0	54	0	779	3.674528302	<b>15</b>
Not Serving Food as Hot	235	336	17	7	44	0	792	3.735849057	<b>13</b>
Difficulty to use Food Application	145	264	26	4	58	0	731	3.448113208	<b>23</b>
High Delivery Charges	380	264	16	8	28	0	840	3.962264151	<b>2</b>
Amount Variation on ordering and payment	175	384	16	2	54	0	775	3.655660377	<b>16</b>

Non availability of Payment options in all Payment Applications	185	296	18 6	78	0	745	3.514150943	<b>22</b>
Difficult to customize the order after order placed	215	352	17 4	46	0	787	3.712264151	<b>14</b>
Discount is not provided from actual price	225	392	16 2	30	0	809	3.816037736	<b>8</b>
Different delivery boy is delivering while I am ordering from multiple restaurants, it Leads to delay	285	336	17 7	24	0	822	3.877358491	<b>5</b>

**Source: Primary Data**

The above table concluded that out of 23 variables, delivering food to the restricted area is the major problem faced by consumer and it ranks 1, high delivery charges rank 2 in problems faced by consumers, followed by not getting personalized orders, price of the food, different delivery boy is delivering while I am ordering from multiple restaurants, delay in delivery, food quality, discount is not provided from actual price, difficult in explaining address to delivery boy, no services during rainy day, delivery boy not having any changes with him, online payment and subsequent delay in refund, not serving food as hot, difficult to customize the order after order placed, payment transactions failed, amount variation on ordering and payment, not receiving exact food, packaging of food, restricted to order only certain type of food, customer support/call not respond properly, delivery boy not picking up the phone, non-availability of payment options in all payment applications and difficulty to use food application.

**SUGGESTION:**

Digital food application should extend their services to all areas in Coimbatore, so that service provider can get the customers in all over the city and it will help to extend the business, retain the customer and to get new customer. To retain and attract the customers, the service provider should charge reasonable amount for delivering the food and should take personalized order on the food.



## **CONCLUSION:**

Food delivery markets have grown rapidly over last few years. In prior, customer rarely ordered food through online, but nowadays, due to increase in smartphone users and technology development, consumers are using online food applications to order the food regularly. This research paper gave idea about the buying behaviour of the consumer and the preferred food delivery applications in Coimbatore city is Swiggy, Zomato and Kovai Delivery boys and the problem faced by the consumer while using the digital food application is delivery restricted to certain areas in Coimbatore and followed by high delivery charges, not getting personalized orders and high price of food in food application compared to restaurant price.

## **Reference**

1. Anita Vinaik, RichaGoel, SeemaSahai, VikasGarg (2019), "The Study of Interest of Consumers in Mobile Food Ordering Apps", *International Journal of Recent Technology and Engineering (IJRTE)*", ISSN: 2277-3878, Volume-8, Issue-1, PP-3424-3429.
2. V. Krishna kumari (2019), "A Impact of Customer Behavior Towards Online Food Services", " *International Journal of Recent Technology and Engineering (IJRTE)*", ISSN: 2277-3878, Volume-8, Issue- 1C2, PP-497-499.
3. Arji Mariam Jacob, N.V. Sreedharan, Sreena.K (2019) "Consumer Perception of Online Food Delivery Apps in Kochi", " *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*", ISSN: 2278-3075, Volume-8 Issue-7S2, PP – 302-305.
4. Dr. S. Preetha, S.Iswarya (2019), "An Analysis of User Convenience towards Food Online Order and Delivery Application (FOOD App via Platforms)", " *International Journal of Management, Technology And Engineering*", ISSN NO : 2249-7455, Volume IX, Issue I, Page No:429-433.
5. SohamTrivedi(2018), "Consumer Perception About Online Sales Of Food In Indian Consumer Market", *Proceedings Of Academics World 99th International Conference, Paris, France.*