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Post Purchase Behaviour of the Consumers towards Digital Food Ordering and Delivery Service

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Abstract: This study was conducted to evaluate the post-purchase behavior of the consumers towards digital food ordering and delivery services. The study explores the satisfaction analysis of the consumers towards digital food ordering, the most popular digital food ordering company, briefly outlines the factors influencing them to make a purchase, their resultant post behavioral, the impact of dissatisfaction on their future purchases. The study has been conducted on 100 respondents selected at random. A self-administered questionnaire was developed for the purpose of the data collection. Data was then analyzed by using Ms-Excel through which authors have taken weighted sums, standard deviation, percentage analysis, and the frequencies of Z score at a 5% level of significance. Results show that the respondents have positive post-purchase behavior.

Keyterms: Digital food ordering, post-purchase behavior.

I. INTRODUCTION

As we have entered the era of the 21st century, this new era is featured with the excellent and pervasive use of digital technology. An average Indian spends 2.5 hours per day on mobile internet and thus this has benefitted the growth of the Indian E-commerce Industry. E-Commerce sale in India was about \$16 billion 2015 and is expected to grow 7 times by 2020 (The Economist 2016) Digital food ordering and delivery services have emerged as one of the most fast-growing sectors of E-Commerce. Digital ordering has added to the comfort and convenience level of the people as now they can order from the restaurant's own website or mobile app 24*7 from anywhere and anytime by using whichever smart technology device they use. Currently, a large section of the Indian population is also making use of digital food delivery service apps like zomato, Uber eats, food panda, swiggy, grub hub, etc. These drivers have changed the delivery process. They target young people because elder people use less online food delivery... As we all know that food is one the basic necessity in every human life for which everyone hustles from day tonight. People ordered food online because they don't have time to cook in their busy schedule. But, if they don't have any pleasing response to the food they eat, all their hard efforts will go fruitless. This leads to cognitive dissonance which will affect their future purchases. The service convenience is a major determinant that impacts the customer satisfaction and other post purchase behavior aspects (Yoo and Dhonthu 2001 ;Liljander et al.2002 ;Shrinivasan et al .2002)

A. Consumer Buying Behavior

It is an expression which implies the actions and behaviors of the consumers from the intention to make the purchase of the product to the final purchase and their post consumption .

B. Post Purchase Behaviour

Post Purchase behavior is that stage of consumer behavior where the consumer has actually consumed the the products and services ,in this post consumption stage the consumer will evaluate their performance.(Assael,2004,p.44).Schiffman and Kanauk (2004 ,p.571) in his study revealed that there can be three possible outcomes of the performance evaluation in the post consumption stage i.e a complete neutral feeling ,the feeling of satisfaction and vice versa .A neutral feeling implies when the actual performance matches the expected performance ,in case the actual performance is above the expected the consumer will be in the state of the satisfaction whereas if the actual performance is below the expected then the consumer will be dissatisfied with his purchase (Arvind Kumar et.al(2016) According to (Oliver,1980 ;Fang et.al 2011)the satisfaction level of the consumer has a positive correlation with his intention to repurchase. The feelings of the customers in the post-purchase stage will tell whether he is going to buy the product again or not. Moreover, a customer is also going to influence the purchase decision of others because he will probably share his disappointed feelings with others. The unhappy feelings or dissatisfaction of the product leads to the post-purchase regret amongst the customers. When the customers needs are not met he or she will develop less favorable attitude towards the product or they will take the actions in the form of complaints to store or manufacturer , stop buying that brand , negative word to mouth communications , complain to concern party ,private or government agencies or initiate any legal action etc.

C. Online Food Ordering

It is a revolutionary approach that provides a set of food choices to the consumers online, consumers with no trouble can make the order with a single click of a mouse or by just touching the screen of their handsets or mobile devices. This practice is very beneficial as customers can easily track their orders and management can preserve customers' records and proceed with the food delivery system.

D. Research Objectives

- 1) To analyze and understand the post-purchase behavior of the consumers towards digital food ordering and delivery services.
- 2) To find out the most popular digital food delivery.
- 3) To outline the factors which influence their behavior in this direction.
- 4) To identify the sustaining role played by the marketers in this process.
- 5) To evaluate the impact of the dissatisfaction on their future purchase

II. LITERATURE REVIEW

According to Kimes, S.E (2011) in his study on "Customer Perceptions of Electronic Food Ordering" the online food ordering is very popular among US residents due to perceived control and perceived convenience associated with it. Female customers are more regular users of electronic food ordering. He also discovered that the non users encompass higher need for individual dealings and had higher technological anxiety.

According to Sehrat Murat Alagoz & Haluk Hekimoglu (2012), there is a pervasive growth of e-commerce worldwide. It also leads to the growth of the online food industry. They have used Technology Acceptance Model as a ground to study the acceptance of the online food ordering system among customers, their study revealed that the attitude towards the online food delivery varies according to the customers' easiness and helpfulness of online food ordering process and also contrast according to their confidence on e-commerce and various exterior influences.

According to Varsha Chavan, et al, (2015) in their study on "Implementing Customizable Online Food ordering System using Web Based Applications" the use of smart device based interference for customers has helped the restaurants in securing order online. The capability of wireless communication has helped them in improving the business management and service delivery. They concluded that the business is convenient, effective and easy to use which is expected to pick up the whole restaurant growth in the near-term times.

H.S Sethu & Bhavya Saini (2016), their focus was to inspect the students' perception, attitude, behavior and satisfaction of online food ordering and delivery services. Their study revealed that the students order food online because it helps them to manage and save their time well. He found that the most important reasons for ordering food online are easy access to the internet and availability of the desired food at the same time.

According to Leong Wai Hong (2016) "Food Ordering System Using Mobile Phone", the technological advancement has changed the business models of many industries. This technological advancement has led to the growth of many industries. The online food delivery system is supposed that it will make easy for the restaurants to carry out major business online and also led to the growth of this sector. Hong Lan, et al, (2016) in their study on "Improvement of Online Food Delivery Service based on Consumers' Negative Comments" found that the customers' negative response evidenced the immature state of online food delivery market. This problem cannot be solved only with the sole effort of online delivery platforms. Their self-discipline, administration and management control cannot solve this problem. This can be solved with the joined efforts of all the stakeholders of the society like restaurants, the government concerned departments, consumers and all the parties concerned and thus a good online take away atmosphere can be created.

Anh Kim Dang et al (2017), concluded in her study on "Consumer Preference and Attitude Regarding Online Food Products in Hanoi, Vietnam" that the use of Internet in quest of food service information was a common practice among people living in Vietnam. A high proportion of people living in that area were indifferent about the accurate confirmation concerning food safety in selecting the food products on the internet.

Soham Trivedi (2018) "Consumer Perception About Online Sales Of Food In Indian Consumer Market" suggested that the users were significantly interested in online ordering. This is more popular in the young generation. Slowly the trend is shifting from conventional food ordering to online platform. This trend is being set at higher pace due to easiness of order placing through mobile phones. The variety of population indulging in this behavior is also increasing with the number of youth on one end and adults above 55 years of age on the other end.

According to Jyotishman Das ,(2018) “ Consumer Perception Towards ,Online Food Ordering And Delivering Services ” Zomato is very popular among all electronic food deleivery service apps because of their fast delivery and huge discounts, cash backs . It is on the first rank in the list . Zomato need some minor improvements to sustain this position in the future .He also revealed in his study the factors like bad past experience and influence from friends and family that prevent the consumers from ordering food online . Abhishek Singh et al ,(2018)in their study on “Online Food Ordering System ”concluded that orders are easily made by using the online food delivery system . Information required by customers in making the orders is available on the system . The modification of the data is also possible . It also helps the admin in controlling all the food system . Juan C Correa ,(2019) in his study “Evaluation of Collaborative Consumption of Food Delivery Services through Web Mining Techniques ” concluded that the traffic conditions exerted no practical effects on transactions volume and delivery time completion , even though timely deliveries showed a gentle connection with the number of good comments provided by customers after receiving their orders .

III. RESEARCH METHODOLOGY

- 1) *Type of The Research:* An exploratory research will be carried out to study the post-purchase behavior of the consumers towards digital food ordering and delivery services.
- 2) *Data Collection:* The following primary and secondary sources of the data collection will be used.
- 3) *Primary Sources:* Structured Questionnaires will be used for conducting research.
- 4) *Secondary Sources:* Data will be collected from various reports, case studies, Research Articles, journals to draw the diverse inferences.
- 5) *Sample Size:* 100
- 6) *Sampling Technique:* Convenience sampling technique has been adopted for the study.
- 7) *Sample Area:* Chandigarh U.T
- 8) *Tools for Analysis:* Percentage analysis, weighted sum, standard deviation, Z test at 5 % level of significance.

IV. DATA ANALYSIS AND INTERPRETATION

The questionnaire structured for this purpose has a scale ranging from 5 to 1, with being 5 strongly agree, 3 showing a neutral response, 1 showing strongly disagree response. The questionnaire was divided based on checking the popularity of online food ordering, which company is the most popular, satisfaction analysis, factors influencing, post-purchase behavior, sustaining role played by the marketers and the impact of the dissatisfaction and each of that is discussed as under :1 . This segment of the questionnaire deals with checking the preference of the people towards online food delivery ,which company is the most popular among the consumers and a concise analysis of their satisfaction level :

1) *% of people who order food online*

| | |
|-----|------|
| Yes | 95.4 |
| No | 4.6 |

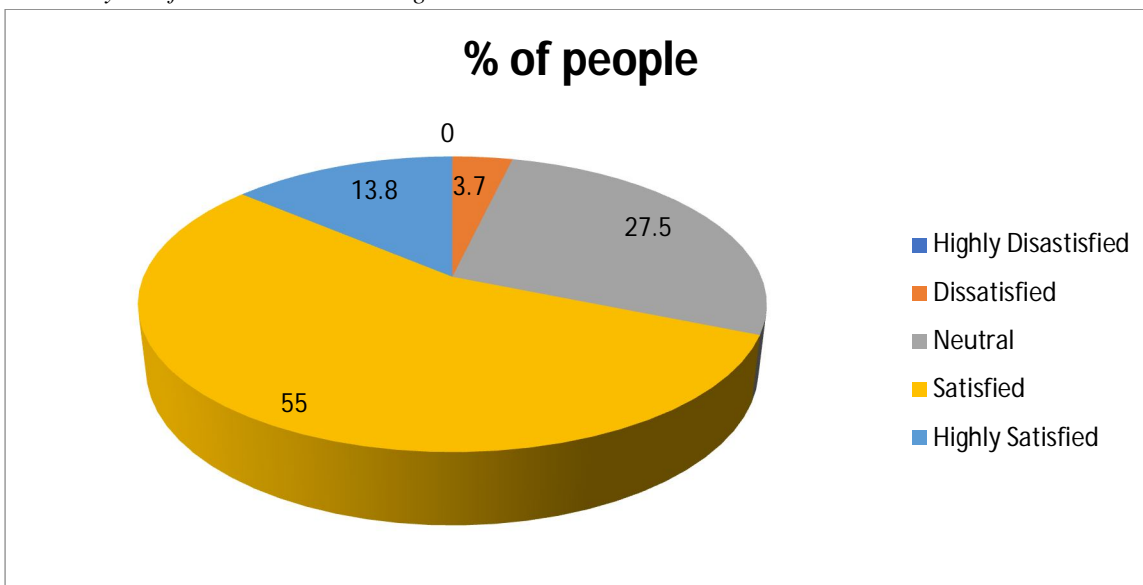
95.4 % of the respondents prefer to order food online. This is a big percentage which is certainly a big confirmation about the popularity of digital food delivery .

2) *Popular Digital Good Delivery Company*

| Company | % of people preferred |
|------------|-----------------------|
| Swiggy | 14.7 |
| Zomato | 72.5 |
| Food Panda | 0.9 |
| Others | 11.9 |

From the above information we can say that Zomato is the most popular among all the digital food ordering companies .

3) Satisfaction Analysis Of Online Food Ordering



From the above statistics , we can infer that 68 % of the population is satisfied with digital food delivery . None of the respondent says that they are highly dissatisfied .The calculated Z score is also positive I.e 0.722488 at 5% level of significance which is also a positive indicator of high degree of satisfaction among consumers .

4) Factors Influencing

| FACTORS | SD | D | N | A | SA | WS | SD | Z SCORE |
|--|-----|------|------|------|------|----------|----------|----------|
| It is user friendly . | 1.9 | 2.8 | 21.3 | 62 | 12 | 25.29333 | 22.15012 | 0.703456 |
| It is fast ,easy and comfortable. | 1.8 | 1.8 | 16.5 | 57.8 | 22 | 26.40667 | 20.5308 | 0.75802 |
| It is more convenient because of mobile ordering . | 0.9 | 2.8 | 9.2 | 53.2 | 33.9 | 27.76 | 20.36045 | 0.802958 |
| Online food delivery works 24*7 . | 9.2 | 26.6 | 16.5 | 29.4 | 18.3 | 21.4 | 7.262231 | 0.66679 |
| It leads to better choice . | 0.9 | 5.5 | 19.3 | 52.3 | 22 | 25.93333 | 18.01577 | 0.769265 |
| It gives you option of various payment gateways . | 0.9 | 1.5 | 6.9 | 65.7 | 25 | 27.49333 | 24.46287 | 0.753309 |
| It is very easy to specify all your preferences directly . | 0.9 | 7.3 | 19.3 | 57.8 | 14.7 | 25.20667 | 19.91743 | 0.72057 |
| Food delivery at any location . | 2.8 | 3.7 | 15.6 | 46.8 | 36.2 | 28.34667 | 17.64295 | 0.823447 |
| GPS enabled features helps you to easily locate and serve you the food without any delay . | 1.8 | 3.7 | 16.5 | 46.8 | 31.2 | 26.79333 | 17.04617 | 0.81357 |

The result of the study conducted shows that majority of the respondents are more prone to online food ordering because it is user friendly , fast ,easy ,comfortable .It is more convenient due to mobile ordering , calculated Z value also in this case is also very near to table value at 5 % level of significance so the respondents agree to the ease of online food ordering .About 26.6 +9.2 =35.8 % of the respondents disagree to the fact that this online food ordering does not work 24*7 .With the above values we come to know that better choice making ,option of various payment gateways , and ease of preference specifications are also some of the leading factors that influence the use of digital food ordering and delivery services .Food delivery at any location and GPs feature is also playing an important role as their calculated Z score is very near to the table value at 5 % level of significance .

5) Post Purchase Behavior

| POST PURCHASE BEHAVIOUR | SD | D | N | A | SA | WS | SD | Z SCORE |
|---|-----|------|------|------|------|----------|----------|----------|
| The food that I ordered was fresh and tasty . | 0.9 | 8.3 | 37.6 | 45 | 8.3 | 23.45333 | 17.73893 | 0.667415 |
| The food in the parcel was in good quantity equal to restaurant serving . | 3.7 | 11 | 35.8 | 34.9 | 14.7 | 23.08 | 13.01098 | 0.700518 |
| My food was safe and hygienic in the temper proof packing . | 2.8 | 6.4 | 29.4 | 37.7 | 13.8 | 21.57333 | 13.426 | 0.723007 |
| The food parcel was completely intact was not opened in the mid way journey . | 1.8 | 8.3 | 14.7 | 53.2 | 22 | 25.68667 | 17.90229 | 0.761237 |
| The food that I ordered was value for my money . | 2.8 | 7.4 | 37 | 40.7 | 12 | 23.42667 | 15.72315 | 0.687992 |
| It was a completely win win approach for me because I can easily compare the prices and the services offered by the different restaurantds and thus got a best deal . | 1.9 | 4.7 | 19.6 | 57.9 | 15.9 | 25.41333 | 20.07526 | 0.726732 |
| The delievery speed was super fast . | 2.8 | 16.8 | 46.7 | 25.2 | 8.4 | 21.28667 | 15.36599 | 0.575403 |
| I enjoyed the choice of either online payment or COD . | 0.9 | 0.9 | 12.1 | 59.8 | 26.2 | 27.28 | 21.97502 | 0.771202 |
| The food delievery people were polite and humble to the customers need . | 0.9 | 1.9 | 15.9 | 56.1 | 25.2 | 26.85333 | 20.19644 | 0.776006 |
| The food delivery people were very responsive and empathetic to the customers problems . | 1.9 | 9.3 | 30.6 | 40.7 | 17.6 | 24.20667 | 14.06206 | 0.747211 |
| The rewards and offers were very lucrative and stimulates for more repeat purchases . | 1.9 | 9.4 | 25.5 | 45.3 | 17.9 | 24.52667 | 14.93131 | 0.751082 |
| Online food ordering was a better choice than ready to eat . | 5.6 | 11.2 | 35.5 | 31.8 | 15.9 | 22.74667 | 11.67133 | 0.700634 |
| It is a boon for working population . | 2.8 | 2.8 | 15.1 | 49.1 | 30.2 | 26.74 | 17.70051 | 0.80274 |
| It does wonders when the guests suddenly arrives . | 3.7 | 3.7 | 13 | 50.9 | 28.7 | 26.48 | 17.94926 | 0.790242 |

This section of the questionnaire examined the post purchase behavior of the consumers towards digital food ordering and delivery services . From the analysis of the above figures we can say that the consumers have an approving outlook , as the calculated Z score is positive and very near to the table value at 5% level of significance in all the above cases .

6) *Sustaining Role Played By The Marketers*

| SUSTAINING ROLE PLAYED BY THE MARKETERS. | SD | D | N | A | SA | WS | SD | Z SCORE1 |
|---|-----|-----|------|------|------|----------|----------|----------|
| The marketers make good use of the eye catchy images to stimulate you to purchase more. | 2.8 | 4.7 | 14 | 58.9 | 19.6 | 25.85333 | 20.39265 | 0.739506 |
| Most of the marketers offer 50% off on at least first three purchase and then 40% and 30% off and so on your successive purchases . | 0.9 | 15 | 16.8 | 51.4 | 15.9 | 24.42667 | 16.75004 | 0.722721 |
| The marketers play a wonderful role in attracting and retaining more customers with the use of mobile marketing . | 3.8 | 1.9 | 13.3 | 65.7 | 15.2 | 25.75333 | 23.43701 | 0.709121 |

This division of the questionnaire deals with the supporting role played by the marketers in the digital food ordering and delivery services. The high positive Z value in all the cases shows that the consumers have the same opinion to all the above particulars. More than 50 % of the respondents believe that the marketers with the use of eye catchy images, huge discounts and mobile marketing play a magnificent role in this direction .

7) *Impact Of Dissatisfaction On The Future Purchases*

If case the consumers are not delighted with food delivery, they opt for

| Action | % of people |
|-------------------------------------|-------------|
| Take no action to repurchase | 13.2 |
| Switch to competitors | 19.8 |
| Make Complaint to the concern party | 59.4 |
| Negative Word of mouth | 7.5 |

This fragment of the questionnaire deals with the impact of dissatisfaction among the consumers, the corresponding actions they take in case they are not delighted with the food delivery. From the above statistics, we discover that most of the respondents preferred to make a complaint to the concerned party. 13.2 % of the consumers abandon the future purchases , 19.8 % of the respondents switch to competitors , 7.5 % of the respondents spread negative word of mouth , this negative word of mouth is a small percentage but still it is a serious threat to the company, as if this percentage grows company can face a decline in the potential sales.

V. FINDINGS OF THE STUDY

- A. It was found that consumers prefer online food ordering, they are satisfied with the digital food ordering. Zomato is the most popular among all the digital food delivery service apps.
- B. It was found that various factors like user-friendly, fast, easy, convenient, offering better choices, choice of various payment gateways, food delivery at any location, GPS enabled the feature are some of the significant factors that influence the choice of online food ordering.
- C. The study conducted explored that consumers have a positive post-purchase behavior as the food they ordered was fresh and tasty, safe in the temper proof packing, comparative analysis of the prices can be made easily. The food ordered is value for their money, there is a good choice of either online payment or COD, the food delivery people are responsive, empathetic, polite and humble to the customer needs and problems.
- D. The results of the study also revealed that there is a sustaining role played by the marketers in the area of digital food ordering and delivery services through the use of eye-catchy images, the successive discounts that stimulate the customers to make repeat purchases and through the good and continuous use of eye-catchy images.
- E. It was found that if the consumers are not delighted with the purchase they made, they opt for making a complaint to the concerned party and switching to the competitors. Few of the consumers opt for negative word of mouth, this percentage is low but is a significant threat to the company as this will lead to the loss of potential customers and if this percentage grow it will lead to the rapid decline in the company future sale.

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