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Customers Behavior towards Online Food Delivery Apps (FDAs) in PCMC amid Covid-19

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Abstract: ***In current Pandemic situation, going to restaurants has become risky, therefore government restrictions have put a halt on going to the restaurants. But online delivery apps are taking the responsibility of delivering food to consumers.***
Apart from an easy and comfortable lifestyle and precaution to avoid spreading of COVID-19 has also boosted the demand of online food Delivery. The main aim of this research is to measure satisfaction of customers and their expectations from FDA during pandemic situation with reference to PCMC area. Applications like ZOMATO, FOODPANDA and Swiggy are mainly considered for the study.
A structured questionnaire was used to conduct survey based on non-probability convenience sampling method.
The study reveals that customers desperately needs FDA, but expects improvements in many factors due to pandemic situation
Keywords: Customers, online food delivery, satisfaction, FDA, Pandemic

I. INTRODUCTION

FDA is one of the rapidly growing market in India. Customers are ordering food from FDA due various reasons like busy schedule, convenience, discounts etc., FDA are also trying to provide better facilities in order satisfy customers.
But, in this pandemic situation, business of FDA has come down drastically.
FDA's are trying hard to get back on track by fulfilling customer requirements.
FDA's like Swiggy,Zomato and Food Panda are trying to provide all possible safety standards apart from providing innumerable varieties of different cuisines from restaurants.
After ordering food online through FDA, customers can check the safety standards of restaurants, health of delivery partner etc.,
Amid Covid-19 payments are made mandatory through online only as "no contact" being on priority.
As per the source's customers have started ordering food online, once again the business has started boosting . But still safety being concern, customer expectations are to be satisfied on priority.

II. REVIEW OF LITERATURE

A. Nick Johns (2002), the study examined the foodservice, an under-represented area in terms of four section, discussing survey work, experimental studies, and investigations of consumer behavior in the foodservice industry

B. Priyadharshini (2017) states that India has more individuals between the ages of 10 and 24, making it the world's biggest youth populace. With increasing youngsters entering the workforce every day, development in the economy, a rising female work power, and expanded portability among shoppers, the customarily troublesome Indian market has changed and is needing for a progressively assorted menu

C. According to Deepinder Goyal, Zomato CEO and co-founder told TechCrunch that he expects to reach 10,000 restaurants in India in a few months. "We have a sales team of around 300 in India and 5,000-odd advertisers… these partners know the volume we bring to them so it is quite easy for us to launch this new service."

D. J. Das(2018) has studied, analyzed and compared the top 4 food delivery apps namely, Zomato, Swiggy, Foodpanda and UberEATS. Providing better discounts" and "better choices of restaurants", Zomato is positioned at the top by the customers. Zomato is also positioned at the top by the customers while considering delivery on time and good customer service. In both situations, customers ranked UberEATS at the last position

E. According to a January 28 report in The Times of India, Rocket Internet-backed Foodpanda has not found a buyer even with a rock bottom price tag of $10-15 million. The company laid off 300 people in December 2015, about 15% of its workforce. In September 2015, TinyOwl had fired 100 employees in its Mumbai and Pune offices. And in October, Zomato sacked 300 workers.

F. The UK based Just Eat entered and exited the market faster than you would order and receive pizza.

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G. CarstenHirschber et al (2016) evaluate that on line's food supply broke 30 percent, which changes the condition of market for food delivery.

H. Sainath Reddy K, Chaitanya KGK, Abhinav M and Feiroz Khan TH(2016), the authors observed that the system was successful in overcoming the problems by cost effective development in the field of on-line food service.

I. Anh Kim Dang (2018), the study suggested the consumers whenever purchasing the desire food products on the Internet, to online food retailer to implement appropriate legislation regarding trading through legalized way

III. OBJECTIVES

A. To study factors affecting satisfaction of consumers using FDA

B. To identify expectation of consumers towards FDA in current Pandemic Situation

IV. RESEARCH DESIGN

A. Primary and Secondary sources are used to collect the data.

B. Structured questionnaire is used to collect Primary data to measure customer satisfaction of customers using FDA in current pandemic situation in PCMC.

C. Secondary data was collected from various apps, internet, journals, magazines etc.

D. The list of customers (> 1000 in numbers) buying food through FDAs in the Month of June and July 2020 was obtained by contacting FDAs offices in PCMC, out of which 178 respondents were interviewed using convenience sampling technique. After interviewing 178 respondents.

E. The sampling method is non-Probability convenience sampling, the Research design is a mix of exploratory and Descriptive types.

V. DATA ANALYSIS

A. Family Size

Table No:-1

Family size of sample customers (n-178) using FDAs

Sr.No.	Family Size	N=178
1	Up to 3	36
2	3-5	42
3	5 and above	22
	Total	100

Source: Field Survey

As per table to the family size of the customers using the services of FDA is as follows, the maximum 42% of sample customers are from the family size 3-5 and 36% from family size up to 3, of 22% are from the family size 5 and above. As per analysis *the families having a bigger size are less tending in using FDAs when compared to other smaller size families*

B. Educational Level

Table No :-2

Educational Level of the sample customers (n-178) using FDAs

Sr.No	Educational Level	n=178
1	Below high school	6%
2	High School	8%
3	Graduation	42%
5	Post-Graduation and above	44%
	Total	100%

Source: Field Survey

As per above table, mostly educated customers use the FDA for food ordering. Out of which Graduation432%, post-Graduation 44% are using the FDA

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C. Occupation

Table No:-3
Occupational Sectors of sample customers using FDAs

Sr. No	Working Sectors	n=178
1	Govt. Service	39%
2	Private Service	41%
3	Self Employed	15%
4	Others(students or dependents)	10%
	Total	100%

Source: Field Survey

FDAs are used by the maximum by Govt and Private service sectors comprising of 39% and 41% respectively as per the survey.

D. Financial Position

On the basis of their incomes, the Customers using FDAs are grouped into three categories as shown in the following table

Table No-4
Income Level of the sample customers (n = 8 9) using FDAs for ordering

Sr. No.	Income Rs. in lakhs	N=178
1	Up to 3	8%
2	3-5	20%
3	5-10	23%
4	10 and above	49%
	Total	100

Source: Field Survey

Note:-Online users of FDA is assumed as any member in family buying the food by using the income of the family
As per above table that *the most of the customers using FDAs are in the higher income group*; thus 49% of customers are from the annual income group of above Rs. 10 lakhs followed by 23% from Rs. 5-10

E. Domicile of Customers

Table No.:-5
% of sample customers from different domiciles using FDAs

Sr.No	Domicile	N=178
1	Out of state	28%
2	within Maharashtra	32%
3	Pune it-self	40%
	Total	100%

Source: Field Survey

As per above table FDAs are used by the maximum number of customers (40%) having domiciles of pune it self's followed by Domicile status as within Maharashtra (32%), Pune.

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F. Customer Loyalty

Table No.:-6
APIs wise Distribution of customer's loyalties towards various FDAs

Sr.No	FDAs	APIs in %(n=178)
1	Swiggy.	62%
2	Zomato Order.	81%
3	Dunzo	35%
4	Foodpanda.	50%
5	Domino's.	42%
6	Pizza Hut.	38%
7	Just Eat.	59%
8.	Faaso's	40%

Source: Field Survey

Note:-each respondent is asked to quote an Average Perceive Intensity (API) of purchasing through given FDA where zero % means "Nil" purchasing Loyalty and 100% mean "full " Purchasing Loyalty and any % in between these two extremes unveils the level of loyalty in the percentage towards given FDA .The ultimate Average Perceived intensities (APIs) for given FDA reveal an average value for the sample group (n=178) (This mapping logic is based on Likert extended 100 point scale)

It is seen from the above table customer loyalty APIs is the highest for Zomato Order(81%) followed by Swiggy(62%), Foodpanda (47%)

G. Factor's affecting Satisfaction of consumers Amid Covid 19

It is observed that, the customers using FDAs are coming with varied Reasons other than simply food consumption.

Table No:-7
Major factors leading to satisfaction and Expectation in current Covid-19 situation
Ranking method is used for measuring importance satisfaction customer Expectation

Sr. No.	Factors	Percentage of Ranks given as per the preference of Customers
1	Best safety standards(mask, temperature check etc..)	81%
2	No contact Delivery	81%
3	Safety badges (Hygiene at hotels)	74%
4	Reasonableness in price	14%
5	Quality	50%
6	Health of the Delivery Partner	90%

Source: Field Survey

As per above table Health of the delivery partner(90%) is highly ranked by the customers in present pandemic situation followed by best safety measures(81%) and no contact delivery(81%)

H. 0ther equally important Derivations from the data

The findings of the study of duly tabulated data in nutshell as ahead:-
178 sample Customers using FDAs are instrumental / informative to arrive at the following

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VI. FINDINGS

A. 65% of the respondents are male.
B. 52% of respondents are above 25 years and 30% respondents are above 35 years.
C. Customers in Private service and Government service 41% and 39%
D. 81% of the customers use swiggy as per API
E. In current situation Health of the delivery partner is highly ranked i.e., 90% as per satisfaction and customer expectation to stop spreading of covid-19 in any form
F. No contact delivery and Best safety standards by all involved in the process of food delivery are ranked next to health of delivery partner with 81% customers preferring the same.
G. Safety Badges which shows restaurants are following are hygiene standards is also on priority of satisfaction and expectation factors with ranking of 74%
H. In this pandemic situation safety in all means has taken front seat, quality of the food ranked to 50% as per the study
I. 9.Payment method is least ranked in the factor affecting satisfaction with 14% in current pandemic

VII. CONCLUSION

A. Youth with higher income group use food Delivery Apps most
B. Swiggy and Zomato are most used Apps in PCMC
C. Most of the customers are concerned about spreading of Covid-19 and are more inclined towards all kind of safety measures.
D. Payment modes and quality which was issue with customers(as per review of literature) has taken back seat

VIII. SUGGESTIONS

A. FDA's should make customer's aware of the safety standards taken by them to gain customer trust
B. FDA's should focus on delivery partner as he is considered to be the most influential factor in present scenario
C. Delivery Partners should be tested on body temperature and other health issues to ensure safety
D. Delivery partners should be trained for 'no contact deliver' and how to follow safety standards as prescribed by authorities.
E. Most of them are not aware of offers/discounts on applications, the focus should be more on promoting them to increase the usage.

1) Limitations: Research is limited to PCMC only and covers a small number of respondents (>1000) who used FDAs in the Month of June-July 2020. However, the population of respondents is fairly homogeneous in conformity to objectives and hence the derivations /conclusions/suggestions are universal in any similar environment.

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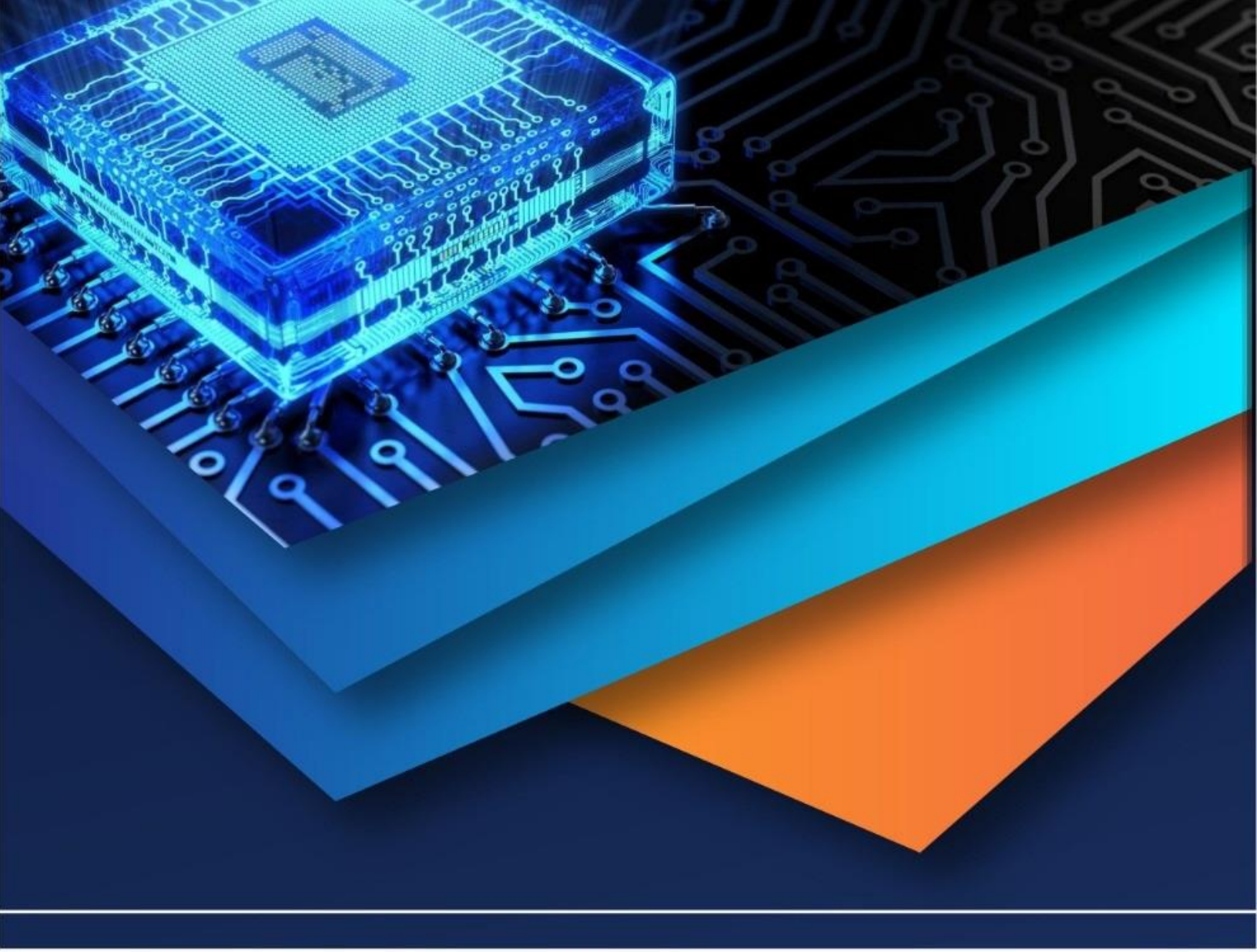

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