
Customer perception about innovative safety food delivery during lockdown

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Abstract: The research paper titled the customer perception in online food delivery safety during covid. The objective of the study is to identify the factors that influencing customer perception in online food delivery safety to satisfy customer. Descriptive research is used in the study as the research design and the sampling method used is convenience sampling. The sample size of the study is 170 respondents and it is analyzed using spss tool. The collected data were classified, tabulated and analyzed with statistical tools such as frequency analysis and mean analysis. It is found that factor affecting customer perception in online food delivery are delivery problem, preventive and secure, safety service. Among the factors, safety service factor are major influences the customer perception at the time of covid.

Keywords: Online food, customer satisfaction, Service safety, Preventive and secure, Innovative delivery

INTRODUCTION

Food ordering online is becoming norm for restaurants which offer takeout and delivery orders. Food ordering online is designed as it cost effective and an efficient system to satisfy the restaurants needs. The system is also designed for ultimate flexibility and performance. The customers will be able to access into the company existing website and browse at their menu and select and place their orders on what they desire. Once they have completed their order, the system will either email or sms the customers order to the restaurant.

The online ordering system enables customers to order days beforehand and the system will execute the order at the specified time. The ordering system has been built to handle large amounts of traffic simultaneously to prevent a system overload. This system is flexible in way, whereby customers are able to place online orders quickly, with simple click comparing to the tradition where orders were taken through the phone. More time and cost will be saved ordering online as phone bill is charged according to the time the phone is on the line. The system was used to meet the requirements of all the customers.

With the online order system, the company could save on labour cost as less people are needed in operating the website, instead of people operating a restaurant. With the internet, there will be fewer errors on the orders or miscommunication amongst the customers and the person taking orders. Besides it provides timely service. The software examines all food orders prior to the completion and corrects human errors.

The coronavirus has come down heavily on people all across the world. With several countries going into lockdowns to stop the virus from spreading further. covid-19 is believed to be a fatal virus and adapts at traveling with human contact. As the crisis in coronavirus peaks, many brands have ended suffering from government restrictions, supply and demand crisis. Lockdown restrictions are keeping customers away from retail stores and malls to decrease the pandemic.

Zomato, swiggy facing several hurdles across cities while trying to deliver food. Online food delivery orders have dropped 70%, as customers step back to place orders and top restaurants being shut a lockdown. delivery partners are facing several hurdles across cities while trying to deliver food which has been classified as an essential service. During this pandemic covid19 many of the online food delivery apps and restaurant facing problems while delivers package this is more possibilities to spread virus through food package. This study is purely conducted to understand the safety measures followed by food delivery services. To main objective to identify the online food delivery safety measures at the time of covid- 19.

LITERATURE REVIEW

(Kimes, n.d.) 2011, Online food ordering service is a major part of restaurant business. Some food supply chain managing restaurants like pizza hut, dominos, mc donald they have created mobile apps with the help of that

customer can place order through mobile apps. While telephone is restricted to the particular hotel or restaurant. Using mobile app will provide more convenience to consumer.

(Ahsan et al., 2013) in food ordering and delivery services cloud services are playing very vital role in food ordering and delivery services such as customer service, relationship management, supply chain management, etc. due to technological moment food ordering and delivery services wants to ensure that ordered food must deliver at right place at right time and to right person.

(Prabhavathi et al., 2014) When research conducted on preferences and spending pattern of consumers some factors were identified as affordability, social influence, healthy menu and service quality. Lifestyle also plays a critical role in consumption of food and restaurant provide satisfaction by improving the taste of food also relaxation with friends.

(Vaghela, 2014) The perception of customer is online shopping food and other accessories is more expensive, its take more time to deliver the products and they are facing problems while making online purchases. Most of the customers are facing problems like return of bad / wrong product, confusing sites and ineffective customer service. According to, customers most alarming barrier for online shopping are unable to verify product personally, online payment security. In food delivery services people are facing similar problems.

(Zulkarnain et al., 2015) found that there a significant positive relationship between website quality and website trust but also a significant positive relationship between service quality and customer satisfaction. Research also provides valuable insights for operating online food ordering services. Loyalty also plays a vital role in any firm's success which leads to high profits and long term growth

(Abdullah and Rozario, 2009) Only service quality, location of the food outlet and ambience have a positive impact. Food quality revealed an unsuspected result of a negative relationship. The study shows that although perception of customers towards food quality was low, their satisfaction was still high.

(Deore and Shete, n.d.) online food ordering has been adopted by majority of restaurants offering delivery of food. The customers using online food ordering have been showing gratitude with the technology and marked that online ordering has met the expectations. The advantages of online ordering are improved order certainty, enhanced yield, and improved customer relationship management.

(Jayasubramanian et al., 2015) The study is taking place to identify the factors that may influence customer's online shopping satisfaction. Generally, the success of online shopping essentially depends on the customer satisfaction during their purchase.

(Bhotvawala et al., 2016) As opposed to 'Delivery as a Service' companies, aggregator delivery services generate a platform for consumers to navigate through a many restaurants hosted on their websites, discovering restaurants and placing orders manually. The study was based on the comparison of growth and operating strategies of four such food ordering and delivery companies in a booming Indian market (Swiggy, Zomato, FoodPanda, and TinyOwl). The market is expected to grow 40 % annually owing to a larger disposable income from a wealthier middle class (also with long, erratic working hours).

(Chaturvedi and Karthik, 2020) Online food ordering is emerging as a new trend all over the world. By the increase of usage of internet in India ordering food was becoming more popular. These days online food ordering in India has been increasing in urban areas. In rural areas there is no noticeable increment in rural areas, Marketers such as Food Panda, Swiggy, Zomato, Uber eats should know the consumer behaviour to develop their performances. They should know the customers in order to update them according to the tastes of the people. This is an attempt to know about strategies and trends of the marketers who deliver food online .

RESEARCH METHODOLOGY

In this study, the descriptive research design is used and primary data was collected through questionnaire. The sample selected based on probability basis from 170 customers. The collected data is analyzed by using spss. The data were classified, tabulated and analyzed with statistical tools such as frequency analysis and mean analysis. The sample profile of the study is represented through pie charts.

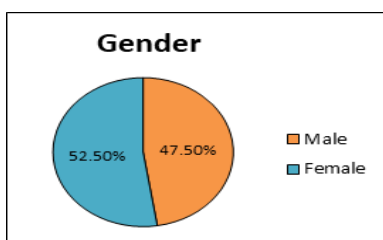


Fig.1: The pie chart indicates the percentage of Gender of the respondents. It is clear that majority of the respondents are Male (47.5%) and female respondents are (52.5%)

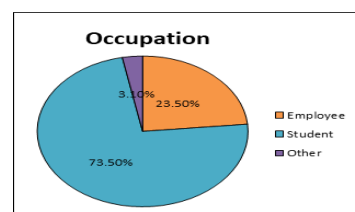


Fig.2: The pie chart describes the percentage of occupation of the respondents. It is clear from the table that majority of the respondents are students (73.5%), then followed by Employee (23.5%), and then followed by other (3.06%) .

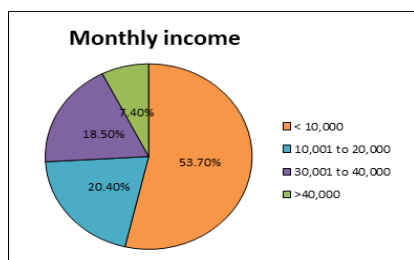


Fig.3: The pie chart indicates the percentage of monthly income of the respondents. It is clear that for the majority of the respondents monthly income is less than Rs.10,000 (53.7%) followed by the range between Rs.10,001 to Rs.20,000 (20.4%) then followed by the range between Rs.30,001 to Rs.40,000 (18.5%) and small portion of respondents whose income is more than Rs.40,000 (7.4%).

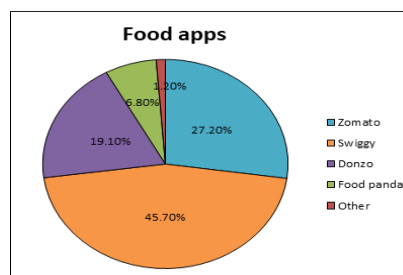


Fig.5: The pie chart indicates the percentage of food ordering apps of the respondents. It is clear from the table that majority of the respondents order in Swiggy (45.7%) then followed by Zomato (27.2%) then followed by Donzo (19.1%) then followed by Food panda (6.8%) and then followed by other (1.2%).

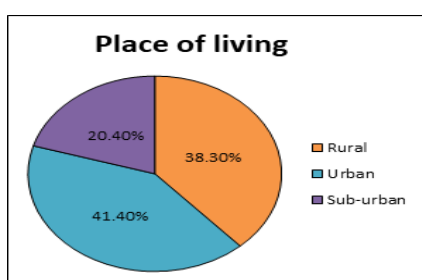


Fig.4: The pie chart indicates the percentage of place of living of the respondents. It is clear from the table that majority of the respondents are urban (41.4%), then followed by rural (38.3%), and then followed by sub-urban (20.4%).

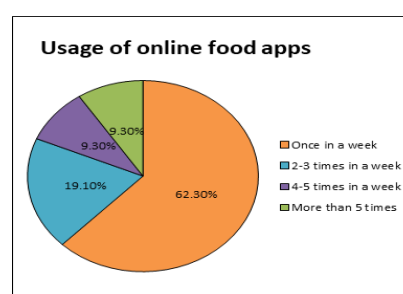


Fig.6: The pie chart indicates the percentage of usage of online food apps of the respondents. It is clear from the table that majority of the respondents prefer online food ordering once in a week (62.3%) followed by those who prefer twice-thrice in a week (20.7%) followed by those who prefer four-fives in a week (9.3%) and then followed by those who prefer more than fives in a week (9.3%).

Table 2: Mean analysis of safety measures

S.no	Safety measures	Mean	Rank
1	Delivery man maintains a healthy 7ft distance while delivery	2.1296	6
2	Ordering food is proper and safe packing	2.1852	2
3	Delivery man use sanitizer before delivers the package	2.1852	3
4	The restaurant provide free sanitizer packet along with food during delivery	2.5185	1
5	Select the restaurant based on the best safety standards	2.1605	4
6	Feel safe when the restaurant display the safety measures images	2.1543	5
7	Recommend the restaurant who has followed the safety measures	2.0926	7

Interpretation

The mean score and rank are displayed in table 2. It shows variable "free sanitizer packet" includes highest mean score of 2.5185 followed by safe packing (2.1852), sanitizer before delivers (2.1852), restaurant based (2.1605), the restaurant display (2.1543), healthy 7ft distance (2.1296), recommend the restaurant (2.0926).

CONCLUSION

The study was conducted to understand the perception of the customer safety in online food delivery during this covid situation. The safety measures in the food delivery was narrowed down to factors includes safety delivery, customer safety. To know the customer's perception, a questionnaire was built and circulated among the general public and a sample of 170 was obtained. It was found that, the main concerns of the customers was the safe food delivery and customer safety in this pandemic condition. The analysis revealed that safety factor does play a very important role in the online food delivery industry. The customer feels safe, preventive and secure when their food package are delivered with the safety measures standards.

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