

IMPACT OF TECHNOLOGY ON ONLINE FOOD DELIVERY SERVICES IN CHENNAI

K. Dheenadhayan, Assistant professor, Dept of MBA,
St Joseph's college of Engineering, Chennai

Dr M. Thiagarajan, Assistant professor, (Head)
Dept of Business administration, Alagappa Govt Arts college, Karaikudi

ABSTRACT

The advent of internet and its related technology has led to tremendous growth and has impacted the lived of people around the globe. The latest fad is the use of mobile apps to order food online. Online food ordering is gaining popularity with more and more people are turning to mobile apps to order food and get them delivered home. The number of food delivery mobile app startups are growing at a fast pace and competing with the food delivery section of the restaurant market. The paper also focuses on how different technology features are making the food ordering apps more useful and convenient for customers and its impact on their life.

Key words: Mobile apps, Online, Food delivery, Restaurant market

INTRODUCTION

With the advancement of new technologies especially mobile devices has made food ordering via online applications become more popular. The traditional method of taking orders in restaurants involving pen and papers to note down orders has becoming less as it is quite slow and tend to cause mistakes in taking the orders. Food ordering online traffic is faster than dine-in traffic among the young generations since it is more time saving and more convenient in selecting their menus. Moreover, from several observations on online market versus in-store shopping, e-commerce is growing three times faster compared to the traditional retail. In addition, virtual card method of payments such as Internet banking has becoming more popular. It gives advantages such as lighter wallet, safe and secure, easier to use, and paper-saving. Living in the modern era with many technologies, Electronic Commerce (E-Commerce) has caused more convenience. Technology has played a key role in revolutionizing the food delivery service, it has contributed to the changes in consumer preferences as their dependency of technology has motivated them to do everything online comprising getting cooked meals delivered to their doorstep. Technological dependency, convenience and less time

taken for the food to be delivered aids as a good reason for the consumers to choose the services offered by the online food ordering and delivery service portals. The popularity of online food ordering and delivering services is steadily growing, expectations of the users are also increasing. This research paper is aimed to investigate consumers' views about the services they receive from different portals. This paper will help the service providers to understand the consumers' perception, needs and views on the basis of the result of a survey

STATEMENT OF THE PROBLEM

Internet and mobile use is prevalent throughout the society and used by all types of people. The usage of food ordering apps has grown much in recent times due to the advancement of technology. This increased use of the food ordering apps by people of all sections is having an impact on the society and several concerns have been raised about the same. It is affecting lifestyle and eating habits of the people. Society is increasingly going virtual due to this technological advancement due to which online food ordering apps have become very familiar. Though it seems advancement in technology in social media increases social connection, it may also possibly affect society. There is need to study the impact of technological advancement in food ordering and its impact on consumers and society.

NEED FOR THE STUDY

This study is needed to examine if the availability of better technology and improved features in mobile apps has helped the consumers in food ordering. And also, to understand if the technology is convenient and understandable for all sections of people who vary in Age, Gender, Employment nature, etc. Demographic characteristics of consumers in usage of smart phone technology for food. This study is aimed to investigate consumers' views about the services they receive and will help the service providers to understand the consumers' perception, needs and views on the basis of the result of a survey.

OBJECTIVES OF THE STUDY

1.To study how technology has revolutionized food ordering and its impact on consumers residing in and around Anna Nagar Chennai

2.To Study how different food ordering sites and apps use technology in managing orders, delivery and servicing to consumers.

3.To determine how technology features like Geo-location, auto price calculation, map, review & rating, detailed information of restaurant and many others in food ordering apps affect the customer.

4.To understand customer spending choices and ordering behaviour and make the food ordering experience effective and easy.

Methodology

The sample has been chosen within the residential locality of Anna nagar. Random sampling has been resorted to the focus is on the service providers to understand the consumers' perception, needs and views on the basis of the result of a survey. The questionnaires were distributed to a sample population of 120 consumers. The primary data collected has been analyzed using various statistical tools such as percentage analysis, chi square test, weighted average.

Data Analysis and Discussion

Percentage analysis

Distribution of use of technologies (web technologies, gps tracking, cloud storage) is helping restaurants in managing orders, delivery and services better

	Options	No of respondents	Response in (%)
1	Strongly disagree	3	2.5
2	Disagree	4	3.3
3	Neutral	25	20.8
4	Agree	72	60
5	Strongly agree	16	13.3
	Total	120	100

INFERENCE

In the table above it can be seen that 13.3% of respondents strongly agree that use of technologies (Web technologies, GPS tracking, cloud storage) is helping restaurants in managing orders, delivery and services better. 60% of respondents generally agree that Use of technologies is helping restaurants in managing orders.

Chi-square Analysis

TEST OF INDEPENDENCE BETWEEN AGE GROUP AND FREQUENCY OF USING FOOD ORDERING APP

Null Hypothesis (H0): There is no significant dependence between Age Group of respondents and Frequency of using Food ordering app due to technological advancement.

Alternate Hypothesis (H1): There is significant dependence between Age Group of respondents and Frequency of using Food ordering app due to technological advancement

Calculated value	Degrees of freedom	Level of significance	Table value
54.468	20	0.05	31.410

INFERENCE

From the above table, it is inferred that the Chi-Square test calculated value is more than the table value on 20 degrees of freedom at 5% level of significance and the Null Hypothesis (H0) is rejected and Alternate hypothesis (H1) is accepted. The two variables Age Group of respondents and Frequency of using Food ordering app due to technological advancement are dependent to each other. It is concluded that Frequency of using Food ordering app due to technological advancement is based on the Age Group of the respondents.

SUGGESTIONS

The study found that there is increase in the usage of food ordering apps due to the technological advancement and internet. Due to availability of food at the tap of finger, it has become more convenient for the users. The technology such as GPS Tracking, Cloud storage, etc has improved the servicing to customers. There are many other items that can be improved technically like availability of more Restaurant information, quick search option, more secure payment gateways, price comparison charts, etc. Consumers also feel that in the future Real time menu updation, subconscious menu and ordering through eye movement can be implemented to make it more faster.

This study reveals that there is an increase in change in eating habits due to technological advancement in food apps. It is also found that society is increasingly going

virtual to such extent that healthy food habits are getting disrupted. Technological advancement introduced in food ordering is changing society to more virtual nature and such technological advancement should be used efficiently and cautiously so that it does not cause un-healthiness especially when it comes to food.

CONCLUSION

Online food ordering apps nowadays become fast moving in India, people do not find adequate time to go for ordering food, because of fast pace of life. The internet has become a major source in the digital era where online food ordering has gained significance not only by the entrepreneurs but also among the consumer. Online food ordering is in the fingertip of the consumer. It gives a different experience and consumer can make the food ordering more fashionable over the internet as they are getting used it and becomes more enjoyable and easier. It is concluded that the recent technologies along with internet is changing the trends in food ordering and eating habits of people. Availability of better improved features in mobile apps has increased usage by consumers and changed their perception of online food ordering. These technology improvements and usage has caused more convenience than disturbance to the consumer. Usage of technologies efficiently through smart phones has helped in taking effective food purchasing decision.