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Influence of Digital Food Service Application and Challenges Faced by Consumers in It's Usage

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ABSTRACT
"NO TIME TO COOK" is the present scenario for the modern generation due to their hectic schedule for their carrier and for their progress. This is the reason consumers are getting attracted to digital foodservice application which is easily available in the market. This study was conducted to understand the challenges faced by the consumers although they were so much influenced to use digital services. The sample group, which aimed to identify the challenges faced while obtaining food by using application technology, was made up of 160 consumers. A specific group was chosen by snowball sampling for this study. A questionnaire was made and circulated in the area chosen Kolkata and quantitative methods were followed. After collecting data, it was analyzed and percentile methods were followed to get the results. Asper a result of this study, it was found that consumers are interested to use digital applications but they are facing challenges of long delivery timings and after selling products poor follow up.

Keywords: Digital foodservice application, influenced, challenges, long delivery timings, poor follow up

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1. INTRODUCTION
The development of digitalization and user-friendly apps has seen the changes and development of trends in technology over the past few decades. There has been a tremendous change in the lifestyles of individuals and organizations due to the introduction of digital platforms. Now a day's ordering through the digital app is one of the most powerful instruments for the customer to order food that needs to be delivered on time. (Koul, 2018).

Due to the enrichment of new technologies, marketing got a new dimension (Yusra Yusra, 2020) to sell their product and services by using mobile apps with the help of the modern type of advertisement.

It is become very easy to get more information about various services, and various products, and become very easy to communicate with the service provider companies through the modern communication systems.

Digital foodservice companies are also reacting to the present scenario of behavioral changes among customers and they involved themselves by using social media to get the business. (Stephen, 2016)

Before ordering, consumers always compare the pricing factors and the delivery timing factors. Furthermore, in technology-based service perceived service quality has a positive impact on customer loyalty (Muhammad Shahid Iqbal, 2018).

In modern days' time became very precious and that is the only reason people getting attracted to digital services. The digital food delivery system must be taken care of in regard to the delivery timing.

2. REVIEW OF LITERATURE
Customers are always looking for hassle-free technology by which they easily can get services to save time and they want to complete their payment transactions also in a very smooth way.

Furthermost service providers are also able to dispense their service swiftly and both the side's customers, as well as marketers, are benefited (Vincent Cheow Sern Yeo, 2017).

In this modern context with the inflow of high professionalism, people are moving from one corner to another corner of this world, so the best opportunity to fill stomachs with the help of digital food service is at their doorstep. The digital food delivery app takes a remarkable step to embroil them in the foodservice market. (Ghadiyali, 2017). Due to this remodeled food service technology, people are freely roaming around the country without any agitation of food and they feel at home. Millennials are adopting more and more of these online trends to get easily everything within a short period of time.

Latest technology plays a major role like e-food ordering to cope with customers' demands and preferences. As depend on technology consumers prefer to get ready-made food at their doorstep by clicking a few steps on their device. (Archana. A. Karkera, 2019).

Nowadays major portion of the population is using digital apps to get food at the doorstep so that means there has a huge market for those who are accepting this medium. Interestingly, they were first introduced to the medium by their friends, followed by online ads. That means various communication systems are taking place like word of mouth, and various advertisements as a ready reference. (Arati Prabhu, 2018).

Through smooth logistic support, foods get delivered by digital service companies. This is a covenant situation within the parties and by this system, customers get the classic restaurant experience in their own dining space with high-quality food (Arsiwala, 2020).

Due to modern technology, everything becomes very much automated. Basically, digital food apps are designed in such a way that customer can place their order with single touch only. (Abhishek Singh, 2018)

(Akarsh Gupta, Aman Gupta, Samridh Singh, and Varun Surana) (2019) studied through secondary data and found that food delivery apps must give priority to delivery timing and need to maintain.

Maximum organizations are using website as business tools due to tremendous growing of e-commerce. Modern generation always look for more comfort and that is the area where these online apps play a major role to catch hold the market to satisfy consumers. But on the other hand, these online portals are growing without proper secured rules and regulations so many vulnerability cases are coming up (Chin, 2020).

3. SIGNIFICANCE OF THE STUDY
Modern generations are getting so much attraction towards food delivery digital service to get food in a very convenient way at their doorstep and day by day it is increasing rapidly. Many hotels and restaurants are more focused on the food delivery system and as a result so many companies are entering this field.

3.1 STATEMENT OF PROBLEM
A major portion of the modern generation people are switching over from traditional food service to digital food service and slowly increasing this number day by day if digital service providers can improve their facilities. Thus, the study focuses on what are the challenges faced by the consumers.

3.3 SCOPE OF THE STUDY
To know the factors this attracts and influenced the consumers to adopt the modern trend of using digital food service apps to satisfy their needs and challenges faced by them. The group of people who are all influenced to adopt a digital foodservice

system to get high standard satisfaction is limited to the Kolkata region only. These findings may help the service providers to work upon these variables to fill up the gaps in the mindset of customers.

3.2 OBJECTIVES
This research has various objectives:
To know the influence level for using a digital foodservice app
To find out the frequency of using
To figure out the challenges faced by consumers in the course of using a digital food app

4. RESULT AND DISCUSSIONS
Research Methodology
Research Design

4.1 Area of the Study
The Kolkata area

4.2 Sample size
We received 160 samples for this research

4.3 Data collection method
A google form link was shared to the kin and keen and was asked to circulate then data was collected through snowball sampling method.

4.4 Delimitation
Due to pandemic situation a personal survey was not possible and data was collected through online process and evaluated. This evaluated collected data is quantitative.

4.5 Research Method
Samples were collected and descriptive research has been done.
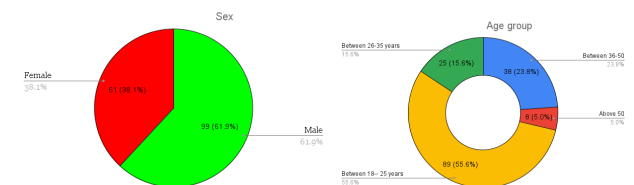Gender and Age of the Respondent

Chart1. Gender   Chart2 Age group

Interpretation
A total of 160 samples were collected of which 61.9% of the respondents were Male and 38.1% were female. Males 99 and Females 61. The maximum respondents are from the age group between 18 to 25 years 55.6% (89). Followed by 36 to

50 years which is 23.8% (38), 26 to 35 years 15.6% (25) and finally the least respondents are above 50 years 5% (8).

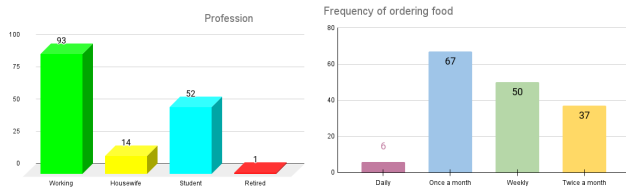Profession and Frequency of Ordering

Chart3 Profession   Chart 4
Frequency of ordering food.
Interpretation
Out of 160 people by profession 93 are working respondents, 14 are housewives, 52 are students and 1 retired person
Maximum respondents (67) order the food once a month, while (50) respondents order weekly and (37) respondents order twice in a month and only 6 respondents order daily.
Food of their preferences and food of their choice
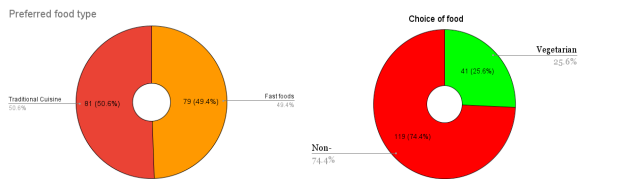

Chart   5   Food   preferences.
Chart 6 Choice of Food
Interpretation
Both fast food and traditional cuisine preference is almost equal. 50.65% people like to for traditional cuisine and 49.4% people like to go for fast food. Maximum people like non-veg (74.4%, 119 respondents) and vegetarian is ordered by only 25.6% which is 41 respondents.
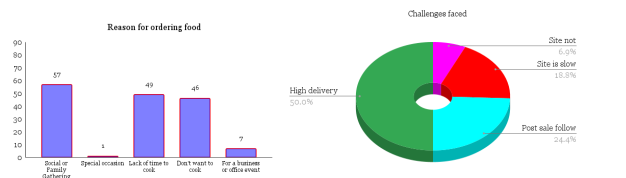Occasions of Ordering Food and The Challenges Faced

Chart 7 Reason for ordering food.   Chart

8 Challenges faced
Interpretation
Out of 160 respondents 57 respondents like to order on different occasions like family gathering, 49 respondents order food due to lack of time, 46 don't want to cook and 7 people said they order the food for business or office events and only one for special occasion.
There are many challenges while ordering online. Almost half of the respondents 50% noted for delivery timing is too high and 24.4% does not like the follow up after sales, that is very poor. 18.8% of the respondents face the problem of slow site and 6.9% says that site doesn't respond while ordering through digital app.

App you prefer to order Food and Mode of Payment you use
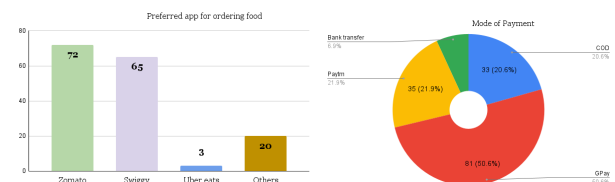

Chart 9 Preferred app   Chart
10 Mode of payment.
Interpretation
So many food delivery apps are available, out of those most of the respondents use Zomato (72), Swiggy is little less (65), Uber used by only 3 and other apps are also used by 20 respondents.
Respondents are using Gpay 50.6%. Followed by Paytm 21.9%, then by COD by 20.6% and only 6.9% of the respondents transfer through bank.
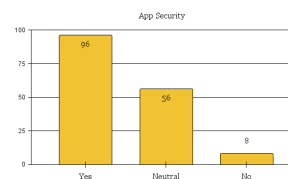
Security of Food App

Chart 11 App Security

Interpretation

Majority respondents 96(60%) feels that these food apps are secured but only 8 people feels that it is not secured and few of them 56(35%) stay neutral.

Table 1					
Total 160 Respondents					
Sr. no	Questions	1	2	3	4	5
1	Sex	M	F			
	Respondents	99	61			
2	Your age group	18 -- 25 yr	26-35 yr	36-50 yr	Above 51 yr	
	Respondents	89	25	38	8	
3	I'm in the category of	working	Housewives	Students	Retired	
	Respondents	93	14	52	1	
4	How many times do you order food	Daily	Once a Month	Weekly	Twice a Month	
	Respondents	6	67	50	37	
5	Type of food that you prefer to order	Fast Food	Traditional Cuisine			
	Respondents	79	81			
6	Your preferred choice of food while ordering	Veg	Non-			
	Respondents	41	119			
7	When or why do you order food through digital app	Social or Family Gathering	Special Occasion	Lack of Time to Cook	Don't want to cook	Office Event
	Respondents	57	1	49	46	7

8	Usually what are the challenges that you face to order food through digital app	Site not Responding	Site is Slow	Post-Sale Follow up is Poor	High Delivery Time	
	Respondents	12	28	40	80	
9	Which app do you prefer to order your food	Zomato	Swiggy	Uber Eats	Others	
	Respondents	72	65	3	20	
10	Which mode of payment is usually used for ordering food	Bank Transfer	Pay TM	G Pay	COD	
	Respondents	32	36	80	12	
11	Is your food app secured	YES	Neutral	NO		
	Respondents	96	56	8		

5. FINDINGS

Most of male like to order food through digital app more than female.

Mostly youngsters in the age group between 18 – 25 years like to avail digital food ordering app.

Working group of people preferred to order food and even a good number of students also preferred to order food through digital app.

People like to order food in a good frequency almost once in a month or once in a week too.

Consumers facing challenges of delivery time which is becoming an obstacle and facing challenges regarding follow up after sales.

A large number of people liked to order through Zomato Food app compared to any other app.

Gpay is most preferable mode for payment.

6. RECOMMENDATION

Food app must work on delivery timings which will help them to get more market

More advertisement and attractive web design on Digital food media can increase awareness.

They should give more offers and combo pack option.

7. CONCLUSIONS

Through the findings and analysis in this research it is evident that people are very much influenced of Digital food app. Service providers must improve on delivery timings and after sales follow up. People feel that these apps are very easy to

use and it is secured regarding payment mode. Digital food apps are satisfying customers with their quality of service which customers are really looking for when they are in need.

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