

FOOD TECH COMPANIES AND ITS IMPACT ON CONSUMERS IN TIRUNELVELI CITY

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Abstract

The growth of technology and changes in the people's life style has made a great impact on the consumer behavior. Especially in food industries, with the technology evolving day by day – online food ordering system has become a key part in the present food industry to endure the market competition and to serve the customers in a better way. Being on a hectic schedule, people may not get enough time to go out for food. They may be quite busy with their personal or office work. In this scenario user can directly open restaurant or food delivering company's online food ordering system, irrespective of the place and can order food in no time. Zomato and Swiggy are the most familiar food tech companies in Tirunelveli and this paper discusses on how these companies made an impact on the consumers and how the consumers are tuned towards this food ordering platforms.

Keywords: Food industries, Food ordering platforms, food tech companies, technology.

Introduction

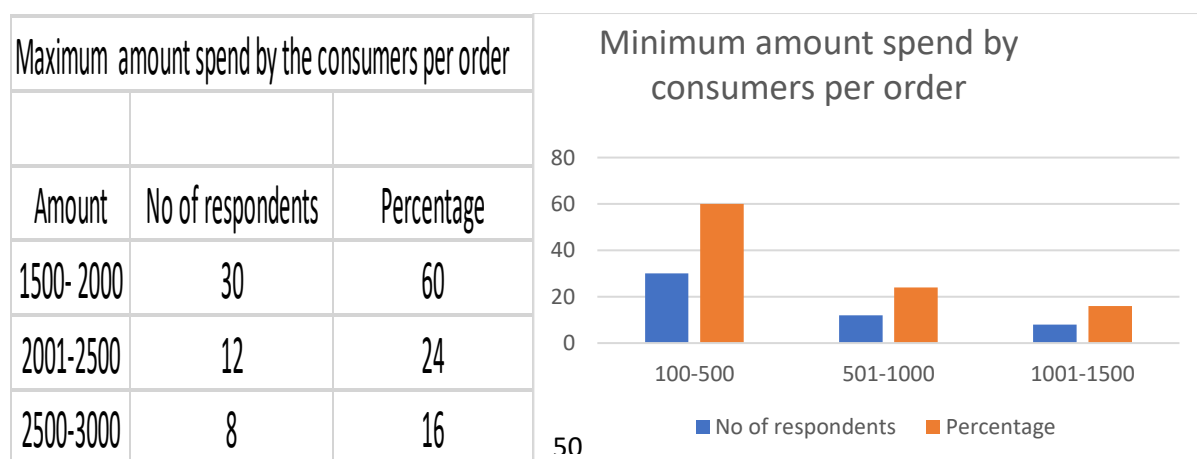
In today's scenario people are very much aware about the advanced technology; usage of smart phones makes people smart in all kind. People nowadays prefer doing everything online starting from shopping to other e- services. The start-up of online food ordering platforms is boon to various kind of people. The introduction of mobile application makes the online food ordering simpler to all kind of consumers irrespective of age and education. And a variety of food menu is possible in one platform and that is the main advantage of it. These food ordering platforms acts as an agent between the restaurants and the consumers. Online ordering allows customers to order anytime, anywhere using their mobiles, tablets or other handheld devices. This study aims to find the preferences of consumers in Tirunelveli

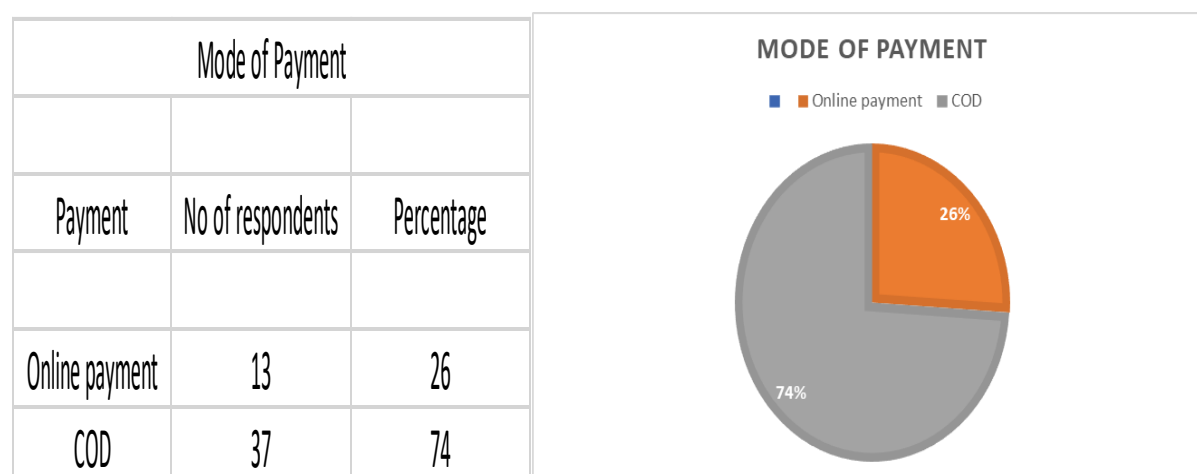
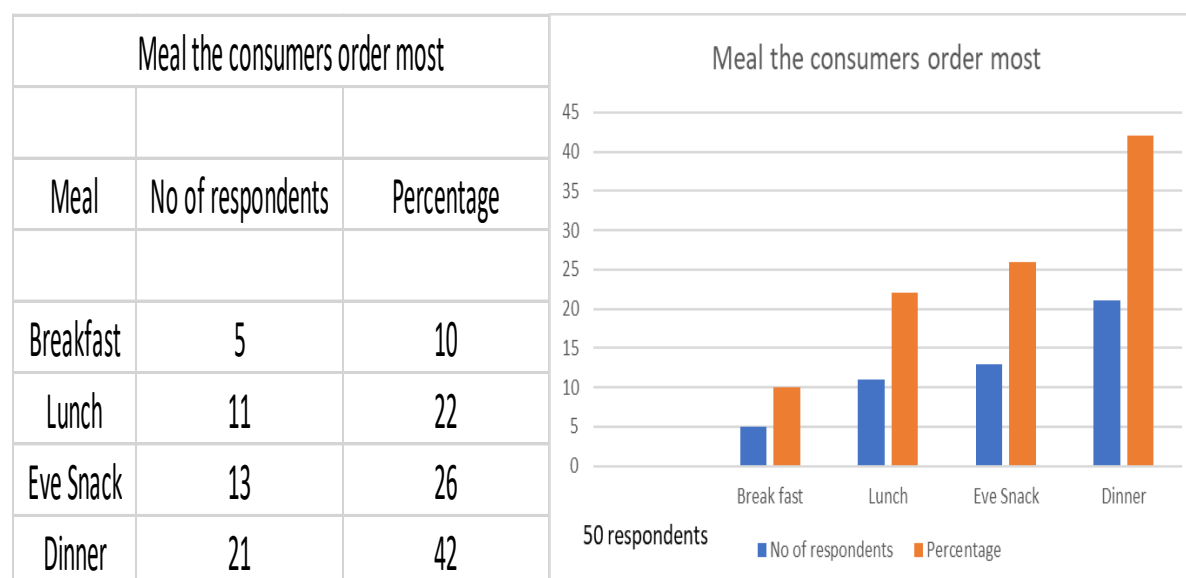
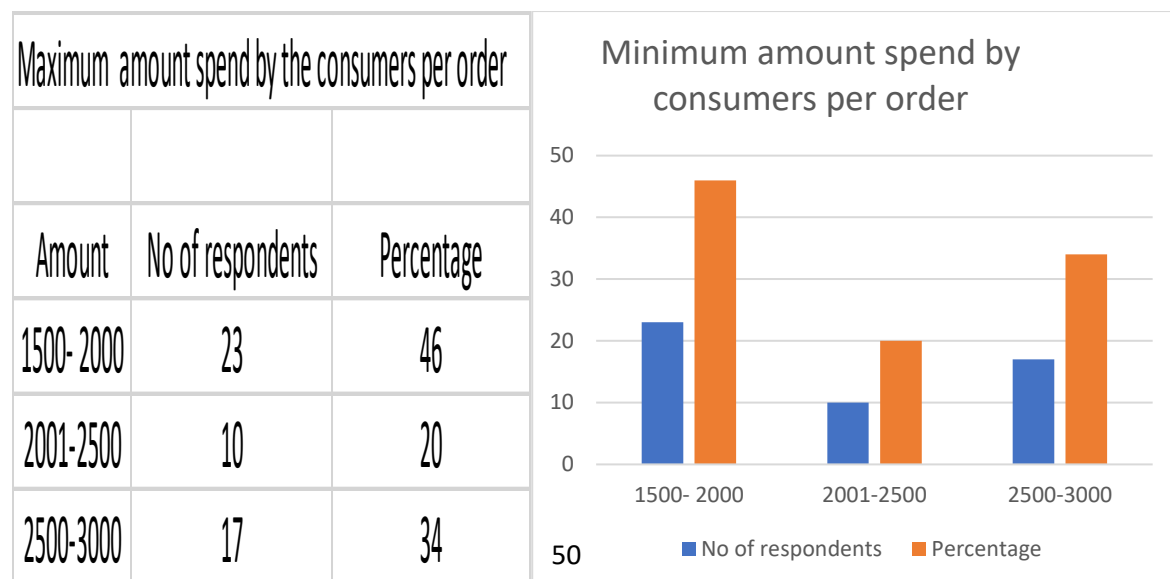
towards food delivering apps. It also reflects on the impact of food tech companies among the consumers. This is an explorative study where both primary and secondary data were used in this study. Primary data was collected by using interviews schedule and secondary data was collected from journals and magazines. The study was conducted around Tirunelveli city. Totally 50 consumers of food tech companies (Zomato, Swiggy) were taken as samples and convenience sampling method is used to collect the data.

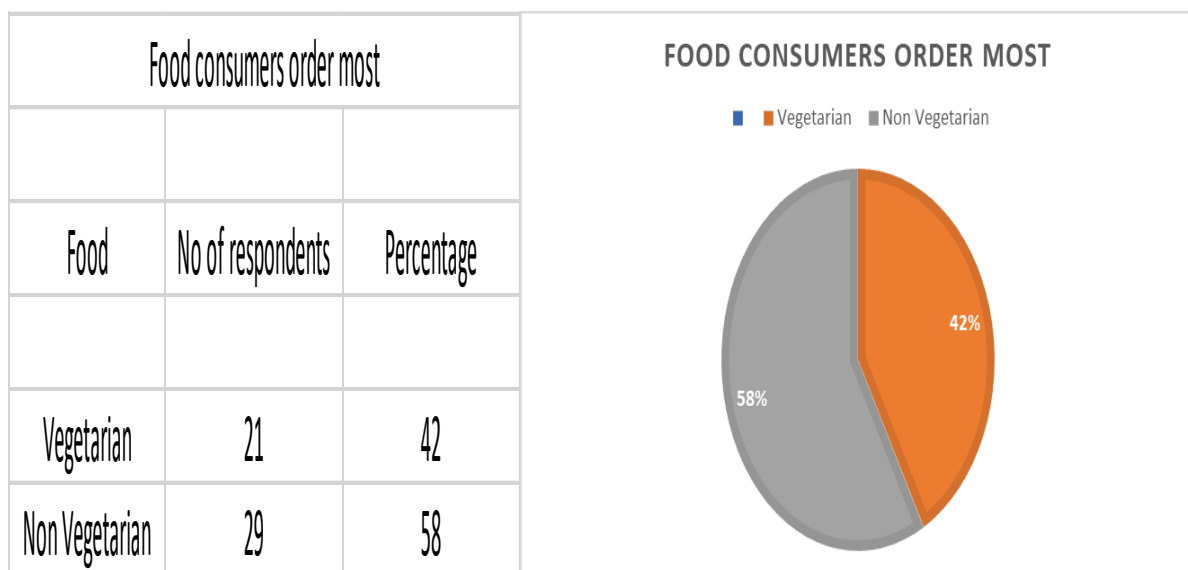
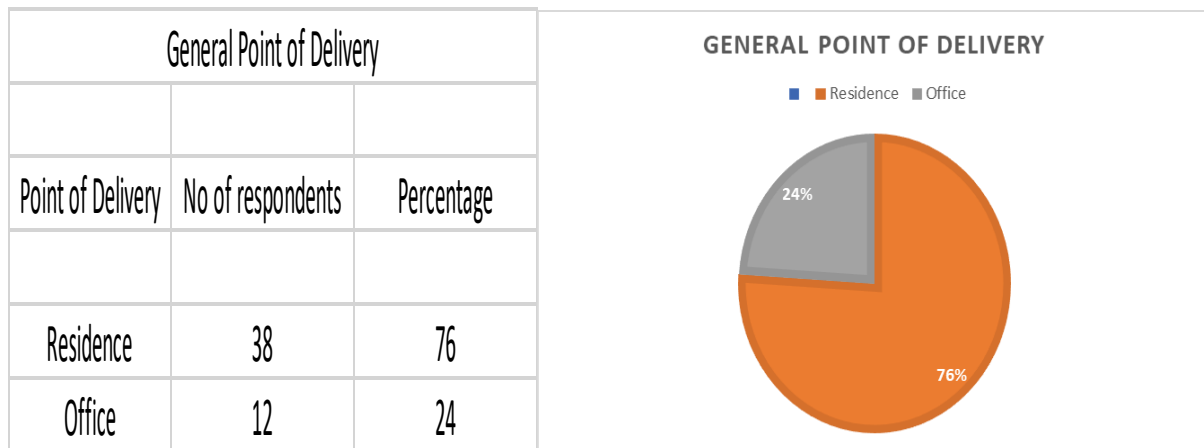
Suryadev Singh Rathore, Mahik Chaudhary in their study highlight the fact that youngsters are mostly poised to use online food ordering services. The study also reveals that the price of the products, discounts and special offers have the most influencing factor on online food ordering process.

Sheryl E.Kimes in her study states that Electronic ordering frequency varies by age and gender. Younger customers are more likely use online, mobile or text ordering. Younger customers place a greater value on convenience and speed than older users do.

I.Karthika, A.Manojanaranjani in their study concluded that Buyers' first preference is ordering food through Swiggy in online. The analysis with the collected data gives comprehensible information on the Food tech companies and its impact on consumers in Tirunelveli city.







Discussion

It is observed that majority of the consumers are educated. Educated people mostly use the food ordering Apps. The food tech companies should concentrate more on uneducated people by introducing the App in their native language. It was found that youngsters mostly order junk foods like Pizza, Burger, Cakes, Chat foods for evening Snack. Most of the consumers prefer Non vegetarian food to order in online food ordering platform. Most of the consumers prefer Arabian Hut for ordering non vegetarian foods. For ordering Vegetarian Foods most of the consumers prefer Hotel NellaiSaravanaBhava. Following that, Hotel BanuBrindhavan and Maduram Hot Spot are much knocked for food. Combined with the mail meal most of the consumers order fruit juices. The consumers give orders more on weekends (Friday, Saturday and Sunday). The Consumers give more orders from 6.00 pm to 9.00 pm. Most of the consumers order dinners in food ordering App. One of the main reason the consumers

order food online rather than dining out on the restaurants, is they get more offers in online food ordering platforms Zomato and Swiggy . Also most of the consumers prefer 'Cash on Delivery' mode of payment. The availability of COD payment motivates the people to order food online. Even after digitalization, most of the consumers in Tirunelveli do not prefer online mode of payment, because of the fear of security flaws in internet.

Conclusion

This study was undergone in Tirunelveli city which is a Smart city with all basic amenities. There is a tremendous change in the people's attitude and their lifestyle. Most of the families consist of two earning members, who after spending a hectic week in work, go out with family and spend some quality time. Due to busy schedule and hard reaching to the restaurants and doubt of having all kind of special menus from various restaurants at a time, according to the preference and taste of all the family members is really uncertain. This study gave a clear picture of Tirunelveli consumers who prefer to spend weekends in a relax manner by ordering food from home and consumers are aware about the weekend offers and menus by the online food ordering Apps. The start up of online food ordering companies in Tirunelveli created a greater impact on the consumers and somehow changed the consumption behaviour of food and this study indicates that majority of the consumers were satisfied with the food ordering Apps , this will lead to a growth of Food tech companies in Tirunelveli.

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