"A Study on Social Media as a promotional tool for Food Ordering Companies and its impact on customers"

* Bhavna Prajapati

Assistant Professor ITM University Raipur

*Arijit Goswami

Assistant Professor ITM University, Raipur

* *Archa Agrawal

Student MBA ITM University,Raipur

Abstract

The penetration of smart phones is making things easy and approachable for everyone as with single click things can be arranged. Today the people are using digital platform and have started using online food ordering app to get the food promptly. This paper studies the effect of demographic profile on online food delivery services and how these companies uses the social media as a promotional tool. The paper also finds the impact of social media in the promotion of the food delivery companies. The 179 online food app users are chosen. It was found that majority of the respondents are aware and use these apps, avail the benefits of these apps, order food on a regular basis, certain factors which they consider most important in an app, This study will help the marketer to understand the utility of the promotion done in these social media sites like Facebook, Twitter, Instagram, You Tube, Pinterest.

Keywords: Social Media, Food delivery companies, Marketer, Promotion, Youth

1. Introduction

The food delivery companies have taken the business of food to a new level all together. Initially it was like the food was prepared at the restaurants and the people used to visit and have the food. But in that the customers were not obvious to go, and they used to go in some special occasion or any festival. Well food is the fuel of everyone life and it is indispensable for every individual. There are lot many youngsters you who stay away from family may for the sake of studies or may be for the reason of their job. So, these people need their daily food as well as rather than getting fixed to a canteen they feel happy to taste the food of different restaurants. The food delivery companies has

really came out to be boon to those people who cannot travel or move out from their busy schedule but would desire to have food at their doorstep. The people who are forced to eat in mess or canteen as they have moved out of their native place find this facility to be very attractive. The penetration of the smart phones as well as the advent of 4 g Technology by the telecom operator these food delivery companies have really created a buzz among the youth.

Social media plays a very significant role in the promotion of such food delivery companies the various unique features of YouTube, Facebook, Instagram, LinkedIn, Twitter etc. they have become popular among the youth. The site of social media is not only a place where people interact electronically, but it is also beneficial for the marketers as it helps marketers to promote their products to the youth as they are available in these sites. As the social media has given a platform for everyone to get connected so these social media sites are the biggest platforms for the marketer to promote their product. The advent of digital media and the connectivity of the telecom operator have made it possible for every individual to get connected with each other. The speed of 4 G has made a change in the approach of people to use internet. So the food delivery companies promotions in such places makes its presence felt and also encourages others to use these services because of their lucrative schemes and promotion techniques along with heart melting offers.

2. Research objectives

- To identify influence of gender, age, education, marital status, income, and occupation on online food ordering apps promotion through social media

- To find the most used social media site

- To study the strategies used by online food ordering app through social media

3. Literature Review

3.1 Social media

In today's era social media is a popular term which is known not only in urban areas but also in the rural areas. Almost everyone has heard about Facebook, Twitter, Instagram etc. and might be using the same. The 20th century has brought a technological revolution (Hendricks 2013)

In 1997 the Andrew weinnreich created the first social media which enabled the users to make friends and profiles. In year 2000 Various sites like Myspace and LinkedIn came into existence (Barker, Barker, Bormann, Roberts &Zahay 2016). Eventually after this in year 2004 Facebook, YouTube in 2005 and Twitter in 2006 came into existence. Today these sites are the most popular social networking sites. (Hendricks 2013)

3.2 Online food apps

The Food ordering companies has made it easy for the customers not to wait for the food. Even it has also solved the problem of precooked food which creates the wastage of the food if the customers do not come to the restaurants.

Even is some restaurants there is a long ques for the food. The internet and the penetration of smart phone has made it possible for the customers to order the food online as the payment option is also online so that the restaurants also received the money beforehand and prepare the food as per the requirement. In this Food delivery company, the basic idea is to make the customers comfortable and reduce their time. The order is received in the restaurant and it is being displayed in the kitchen where the wait time is also shown to the customers

Carsten Hirschberg et al, 2016 states here is a huge change in this food delivery market, due to the usage of internet the online penetration has increased. There is almost 30 percent of food delivery market in the year 2016 and it is expected that there will be growth and it may touch up to 65 percent per year.

Pathan et al. (2017) As per him the online food ordering system has made the menu of a restaurant available online and the customer can make the choice of the food looking into it. It also provides the facility to see the pictures of the food online. The tracking also becomes easy for the customer and it can be accessed anywhere with the internet facility. The feedback is also available.

Dr.N.Sumathi, S. Josphin (2017)7, As far their studies is concern for the fast food segment the food ordering system plays an important role as it is one of the largest service provider. It is beneficial as because the transaction is done electronically with the use of online banking or credit cards. It also helps in mitigating the long ques of customer and also reduces the workload of employees.

Indian Food app Scenario

Various apps in the Indian market are:

- Food Panda

- Zomato

- Swiggy

- Box8

- Fasoos

- Fast food delivery apps

Table 1: The various food apps available in India

The various food apps available in India Services Provided					
Apps	Originated	Delivery	Online Menu	Expanded	Delivery Charges
Food Panda	Singapore	Yes	Yes	12000 Restaurants	Yes
Zomato	Portugal	Yes	Yes	10000 Restaurants	No
Beer Café	India	No	Yes	33 Restaurants	No
Box8	India	Yes	Yes	60 Stores	Yes
Fasoos	India	Yes	Yes	125 Centers	No
Dominos	India	Yes	Yes	800 outlets	No
Just Eat	Just Eat	Yes	Yes	2000 Restaurants	No
Swiggy	India	Yes	Yes	5000 Restaurants	Yes
Pizza Hut Delivery	US	Yes	Yes	1300 Outlets	No
Fasoos	India	Yes	Yes	200 Stores	No

Source: Dr. Neha Parashar, Ms. Sakina Ghadiyali, A study on customer's attitude and perception towards digital food app services, Amity Journal of Management

Bhavna Singh (2015) said that the Food Panda is present in India since 2012. The tasty Khana launched in 2007 at Pune was acquired by Food Panda. Right now, its present in 200 cities with JUST EAT and TasTyKhana and the partners were almost 1200 restaurants. In India it was launched as Hungry in Bangalore in the year 2006. Today it has almost 2000 company partners as well as it was renamed when Just EAT acquired a majority of the share in the business. Deepinder Goyal the co-founder and CEO of Zomato talks about the number of people he has in his team of sales and around 5000 odd advertisers .They are aware of the volume the sales team brings for them and due to the tech crunch the reach of the company will increase.

Rekha Priyadarshini (2017), found that the main reason of the growth of the fast food business is due to the changed consumer preferences and the youth population likes and prefers the same. There is a huge growth in this industry and that is the reason companies want to expand more in semi urban areas and cities which are popular in tier2 & tier 3. According to the preferences of India the international fast food chains must change their business model.

Swiggy

Swiggy uses Facebook, YouTube, Pinterest, and Instagram to promote its campaign. Secondtomom,#DiwaliGhayAayi, #SingwithSwiggy and Know your food series of pictures and food walks in a local area are some of it's major promotional campaign which has helped in building image and creating awareness. Swiggy regularly updates it's Facebook page averaging to one post a day. It also uses social media for solving the grievancesand taking feedback.It has its presence in Twitter also with 6k plus followers and regular updates which responds to appreciation or criticism. It also organizes contest and distributes coupons and munching bags in a way to attract customers. It has its presence in Pinterest and Instagram too and it has already covered the social media with its presence with right amount of contest,which attracts customers.

Zomato

Zomato has excellent content marketing skills and they are utilizing it to the fullest to attract the customers.Zomato sends out messages with the right kind of image which are entertaining and makes customers waiting for the another one. It delivers the messages also in creative and new Avtar.It is leveraging 3 primary platforms to power its own Food Network: Facebook, Twitter and Pinterest.

Food Panda

The service is available via its websites and mobile applications. Foods can be ordered through postcodes available on the site and browsing food from a list of restaurants. The confirmation SMS is sent to the customer mentioning the estimated delivery time and confirmation of order.

Faasos

Faasos runs on a cloud-kitchen model offering four in-house brands on its platform. These brands are Oven Story, Kettle & Eggs, and Behrouz.The company relies on its own delivery personnel to fulfill orders generated through its own app.

3.3 Social media as a promotional tool

The traditional marketing the major focus of the marketers was on four P's of marketing mix vis- product, price, place and promotion. With the development in technology and evolution of social media marketing the new techniques evolved to boost the marketing plans which can be named as participation ie the fifth' P '(Tuten& Solomon 2015, 21.) Participation helps in customer satisfaction, develops customer relationship and develops positive image of brand.

4. Research Methodology

4.1 Sampling Design

The study was conducted in Chhattisgarh region. The population comprises of the users of the online food ordering apps. The researcher has used the convenient sampling technique. The simple random method was used to collect the data. some filter questions were asked in the beginning of the questionnairein order to make sure that the questionnaire was filled by relevant respondents. The responses were sought from 179 respondents who used online food ordering app.

4.2 Profile of the respondents

Serial No.	Classification	Percent
1	**GENDER**	

	Male	44
	Female	56
2	**AGE**	
	Below 20	18
	20-25	67
	26-30	8
	31_35	2
	36-40	5
3	**EDUCATION**	
	Undergraduate	24
	Graduate	50
	Postgraduate	22
	Professionally Qualified	4
4	**OCCUPATION**	
	Student	70
	Government service	2
	Private	15
	Housewife	4
	Business	9

	Other	
6	**MONTHLY INCOME**	
	20000 & Below	57
	20001-30000	16
	30001-40000	9
	Above 40000	18

5. Data analysis

For identifying which variable isinfluenced more for adopting social media as apromotional tool for online food ordering app t-test and ANOVA is used. The influence of social media on variables gender and marital status was tested using t-test. To find the influence of social media as a promotional tool for online food ordering app on variables like age, educational qualification, occupation and income ANOVA is used.

Table:2 Results of Measuring model with significance level of 0.05

Research Hypothesis	Result Accepted/ Rejected
Gender has a significant impact on using online food ordering app due to promotion on social media	Accepted
Marital status has a significant on using online food ordering app due to promotion on social media	Rejected
Educational qualification has a significant impact on using online Food ordering app due to promotion on social media	Rejected
Age has a significant impact on using online food ordering app due to promotion on social media	Rejected
Income has a significant impact on using online food ordering app due to promotion on social media	Rejected

Occupation has a significant impact on using online food ordering app due to promotion on social media	Accepted

H1: Gender has a significant impact on using online food ordering app due to promotion on social media

An independent t-test was used to test whether the males and females have same opinion on promotion of online food ordering app through social media. From the results of the t-test it can be concluded that there was significant difference between scores of males (M= 1.91, SD = 0.73) and females (M= 2.15, SD=0.80), t(179)= 2.38, P= 0.043. The results suggest that the males and females differ in opinion for adoption of online food ordering app due to promotion in social media.

H2: Marital status has a significant impact on using online food ordering app due to promotion on social media

From the results of the t-test it can be concluded that there was no significant difference between scores of married respondents (M= 2.00, SD = 0.730.907) and unmarried respondents (M= 2.049, SD=0.768), t(179)= 0.983, P= 0.801. The results suggest that the marital status of the respondents do not affect adoption of online food ordering app due to promotion in social media.

H3: Educational qualification has a significant impact on using online food ordering app due to promotion on social media

The ANOVA table reports the educational qualification on adoption of online food ordering app was not significant, F(3, 177)= 1.097, P=0.352An analysis of variance showed that there is no significant influence of educational qualification of respondents on adoption of online food ordering app due to promotion in social media.

H4: Age has a significant impact on using online food ordering app due to promotion on social media The ANOVA table reports the age on adoption of online food ordering app was not significant, F(4, 176)= 1.416, P=0.231An analysis of variance showed that the age of respondents do not affect adoption of online food ordering app due to promotion in social media.

H5: Income has a significant impact on using online food ordering app due to promotion on social media

The ANOVA table reports the income on adoption of online food ordering app was not significant, F(3, 177)= 0.824, P=0.482. An analysis of variance showed that income level of respondents has no do not affect adoption of online food ordering app due to promotion in social media.

H6: Occupation has a significant impact on using online food ordering app due to promotion on social media

The ANOVA table reports the occupation on adoption of online food ordering app was not significant, F(5, 175)= 4.342, P=0.001. An analysis of variance showed that occupation of respondents do not affect adoption of online food ordering app due to promotion in social media.

In occupation various groups exists.Post hoc tests are run to confirm where the differences occurred between groups. Post hoc comparisons using the Tukey HSD test indicated that the mean scores were different when taken together housewives disagreed with the usage of online food ordering app and its promotion through social media.

Table 3: Multiple Comparisons Dependent

Variable: SM Tukey HSD

(I) OC	(J) OC	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Student	Govt job	.07874	.37913	1.000	-1.0137	1.1712
	Private	.30096	.15822	.404	-.1550	.7569
	Business	.07874	.19806	.999	-.4920	.6495
	Housewife	-1.42126*	.37913	.003	-2.5137	-.3288
	other	.74541	.43611	.528	-.5113	2.0021
Govt job	Student	-.07874	.37913	1.000	-1.1712	1.0137
	Private	.22222	.39999	.994	-.9304	1.3748
	Business	.00000	.41736	1.000	-1.2026	1.2026
	Housewife	-1.50000	.52792	.056	-3.0212	.0212
	other	.66667	.57022	.851	-.9765	2.3098
Private	Student	-.30096	.15822	.404	-.7569	.1550
	Govt job	-.22222	.39999	.994	-1.3748	.9304
	Business	-.22222	.23555	.935	-.9010	.4565
	Housewife	-1.72222*	.39999	.000	-2.8748	-.5696
	other	.44444	.45436	.924	-.8648	1.7537
Business	Student	-.07874	.19806	.999	-.6495	.4920
	Govt job	.00000	.41736	1.000	-1.2026	1.2026
	Private	.22222	.23555	.935	-.4565	.9010
	Housewife	-1.50000*	.41736	.006	-2.7026	-.2974
	other	.66667	.46972	.715	-.6869	2.0202
Housewife	Student	1.42126*	.37913	.003	.3288	2.5137
	Govt job	1.50000	.52792	.056	-.0212	3.0212
	Private	1.72222*	.39999	.000	.5696	2.8748
	Business	1.50000*	.41736	.006	.2974	2.7026
	other	2.16667*	.57022	.003	.5235	3.8098
	Student	-.74541	.43611	.528	-2.0021	.5113

	Govt job	-.66667	.57022	.851	-2.3098	.9765
other	Private	-.44444	.45436	.924	-1.7537	.8648
	Business	-.66667	.46972	.715	-2.0202	.6869
	Housewife	-2.16667*	.57022	.003	-3.8098	-.5235

*. The mean difference is significant at the 0.05 level. From the result ofTukey HSD, it can be concluded that the significance value of housewife is below 0.05 which states that the respondents of this segment totally disagree that they use online food ordering app and the social media is the platform for promoting these apps.

Table 4: Summary statistics

DV/IDV	Statistical tool	T value/ F value	Significance	Accepted/Rejected
DV Social Media IDV Gender	t-test	2.38	0.043	Rejected
DV Social Media IDV Marital Status	t-test	0.983	0.801	Accepted
DV Social Media IDV Educational Qualification	ANOVA	1.097	0.352	Accepted
DV Social Media IDV Age	ANOVA	1.416	0.231	Accepted
DV Social Media IDV Income	ANOVA	0.824	0.482	Accepted
DV Social Media IDV Occupation	ANOVA	4.342	0.001	Rejected

Figure 1: Social media sites
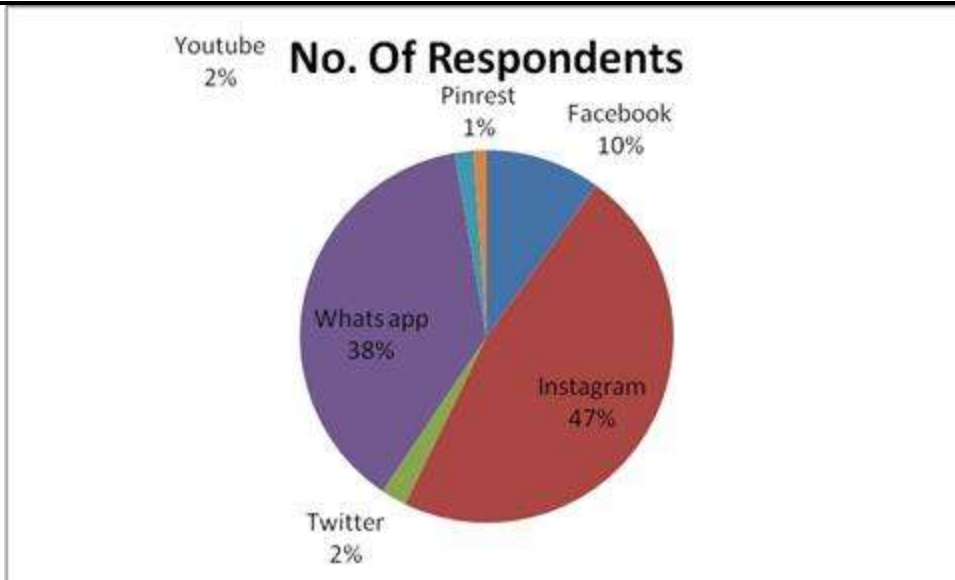
From the pie chart it can be concluded that Instagram is most used sites . 47% of the respondents use it. 38% of the respondents uses Whats app. 10% of the respondents use Facebook. Very few respondents uses YouTube, Twitter and Pinterest.

6. Conclusions

In this technological world the customers are attracted towards company's dynamic and interesting feed in social networking platforms along with various informative offers and contests offered by companies in these platforms. People also are found investing their time in connecting with the company through social media platforms. From the results of the study it was revealed that both males and females have different opinion regarding the usage of social media promoting the online food ordering app companies. It was also found in the study that age. Income level, educational qualification and the marital status agree on online food ordering app are very well promoted through and it triggers them to adopt these app when they come across. In the study it was also found that all the groups of occupation reported that social media influence adoption of good ordering app but only the housewives of this variable disagreed to the same. Thus, we can say that the females have different opinion towards adoption of online food ordering app and their promotion through social media. The various online food app companies like Swiggy, Zomato Food Panda, Faasos are promoting through social media. The socialmedia sites used by these companies are Facebook, Instagram, YouTube and Twitter. The study reported Instagram as the most used social sites so these companies should use this site for

promoting. Social media can be used with a dynamic feed on the platform which engages the customer.

7. Implications of the study

The study has a potential in helping the online food ordering app companies to understand demographic profile which adopts these app through the promotion done on social media. The information of the study acts as a guide for these companies to improve their promotional strategies through social media.

The findings have some managerial implications. The study has identified females have different opinion regarding the adoption of online food ordering app and their promotion through social media.Further the results of the study can be useful in making the schemes more attractive to cater them.

8. Future Research

The study was conducted in Chhattisgarh state of India. Due to geographical constraints the users may differ in certain attributes as compared to other parts of the world. Future research can be conducted in more diversified areas. The study has only focused on the demographic profile of the online food app users. The future research can be conducted on various other factors that may affect the promotion of these apps.

References

Anckar B., D'Incau D., Value creation in mobile commerce: findings from a consumer survey, Journal of Information Technology Theory and App, vol. 4, page no. 48-57

Boyer K.K., M. Hult G.T., 2005, Customer behavior in an online ordering App: A Decision Scording Model, Decision Sciences Institute, 4, Vol. 36, page no. 579-580

Carsten Hirschberg, Alexander Rajko, Thomas Schumacher, and Martin Wrulich, The changing market for food delivery, article, mckinsey, November 2016

Das J., 2018, Consumer perception towards online food ordering and delivery services: an empirical study, Journal of Management, 5, Vol. 5, page no. 158-162

Dr. Neha Parashar, Ms. Sakina Ghadiyali, A Study On Customer's Attitude And Perception Towards Digital Food App Services, Amity Journal of Management, January - June, 2017

Fan Yang, 2014, Mobile Food Ordering App, VaasanAmmattikorkeakoulu University of Applied Sciences ,Vol no. 1, page no. 6iu

H.S. Sethu, Bhavya Saini,"Customer Perception and Satisfaction on Ordering Food via Internet, a Case on Foodzoned.Com, in Manipal", Published by, [Online] Available: http://www.globalbizresearch.org

Harbor Communications (2016) Are food delivery trends hurting drive-through saleswww.cstoredecisions. com/2016/07/21/food-delivery-trends-hurting-drive-sales/

Kimes SE (2011) Customer perceptions of electronic food ordering. Cornell Hospitality Report 11:   6-15.http://   scholarship.sha.cornell.edu/cgi/viewcontent.cgi?article=10 69&context=chrpubs

Kunal.P.Gendle, Anuja.A.Harshe (2015), "Digital smart system for restaurants using wireless technology", International research journal of engineering & technology, volume-03, issue-12, pp: 84-89

Leung A (2016) This year-old Malaysian food delivery startup is doing thousands of deliveries monthly. Tech in Asia.

Rathore, S. S., & Chaudhary, M. (2018). Consumer's Perception on Online Food Ordering. International Journal of Management & Business Studies,8(4). Retrieved from http://www.ijmbs.com/Vol8/issue4/2suryadev-singh-rathore.pdf

Rekha priyadharshini (2017), "Consumer perception towards MNC fast food outlets in Coimbatore", International journal of applied research, volume-3, issue-3, pp: 273-240.

Samsudin, N. A., Khalid, S. K., Kohar, M. F., Senin, Z., &Ihkasan, M. N. (2011). A customizable wireless food ordering system with realtime customer feedback. 2011 IEEE Symposium on Wireless Technology and Applications (ISWTA). doi:10.1109/iswta.2011.6089405

Soham Trivedi, Consumer Perception about Online Sales of Food In Indian Consumer Market, Proceedings of Academics World 99th International Conference, Paris, France, 25th -26th September 2018