



Understanding the factors influencing customer's reviews in online food ordering segment

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Abstract

Food Safety, which is also called Food Hygiene can be defined as Preparing, handling and storing of food and beverages in way the best reduces the risk of consumers becoming sick from food borne disease, the main principle of food safety aims to prevent food from contaminated and causing food poisoning with this mind, ensuring that food is safe for customers consumption is likely the most critical part of the food preparation process.

The number of people ordering food online is rising as more women are working and due to their busier lifestyle, they don't have enough time to cook food on their own. and also, the average disposable income of Indian Consumer has been increased so people are spending more money on food. on the other hand, there are numerous factors that can affect the online Food delivery business like taste of food, Variety in Menu, Customer reviews and many more. in this research we are going to study one of such factors which is Hygiene and how it will impact the online food business

Key Words: - Food safety, food business, Hygiene.

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• Introduction

The rapidly growing Indian economy are being observed in lifestyle of consumers in India. The number of people dining and ordering food from restaurants is increasing as more women are working outside the home, busier lifestyles and more disposable income. This also tells that there is growth in food business, but food business needs to take care of factors that affect their business and amongst those factors one of the factors is food safety or Food hygiene.

In today's busy life people don't have time to look out on their health. Everyone is busy with their day-to-day life schedule. For a good health we have to eat healthy and nutritious food. So, we have to make sure the food we are eating is not harmful for us. The food must not be contaminated with harmful bacteria's, parasites viruses and chemicals, this is the main reason for most of the diseases happen from food. The food safety depends upon the from the farmer's farm to consumer's plate.

Food borne diseases are the main concern which occurs due to carelessness on food hygiene. Stomach pain, loose motions and vomiting are some of the common symptoms of food borne disease. The contaminated food can cause long term health issues. The natural contaminated food occurs toxins with heavy metals and it can be a reason for long term diseases including neurological disorders and Cancer.

Food handling implies affirmation that food is satisfactory for human consumption as per its proposed use and Food Safety Management System implies the adoption of Great Manufacturing Practices, Good Hygienic Practices, Hazard Analysis and Critical Control Point and such different practices as may be indicated by regulatory bodies, for the food business.

- **Literature Review**

Most of the research paper we had studied is either based on how important cleanliness is in selection of a restaurant or how important food hygiene played as a factor in selection of dine in. For example, A study of senior tourists suggests that display of menu was considered the most important determinant while on holiday (Sparks et al. 2003), whereas, an online survey of 685 seniors revealed that two dimensions of attributes that regulate selection of a restaurant are: experience and incentives (Knutson, Beck and Elsworth (2006a; 2006b). Whereas a study (Baek et al. 2006) that surveyed college students of Korea and Philippines revealed price of food as the most important factor in selection of restaurant. Next to follow, broadly were food related factors, service and hygiene related factors. A study concerning staff of a University at Ankara, Turkey shows that the most important influences on the choice of dine-out units are hygienic factors, including cleanliness, sanitation, food offered, toiletry, infrastructure (Aksoydan 2007). Right now, there is a big gap coming in the online ordering of food as they are not able to see how well restaurants are handling the food they prefer to go out and have a meal in which they can able to check how the food is getting prepared or are they taking proper hygiene measures. The present study proposes to study convergence in consumer preferences regarding the selection of online restaurants where they wish to dine out and segment them based on benefits sought in India.

the main question is will customer prefer to know that how well their food is getting prepared and if that increases their reliability on the restaurant or not. Through this research paper, we need to check all the factors that play an important role in the ordering of food online by the customer also how after pandemic customer needs to know that how their food is getting prepared. The independent variables of our study are food hygiene and food handling and the dependent variables are reliability and trust over restaurant online. As we are going to take 150 samples and based on them, we are going to determine do we need hygiene factors or not while ordering online or it more depends on the rest of the factors mentioned in the above case study like the type of food offered or price of the food or the quantity offered. As for now, we are going to take samples from Delhi as our focus group is right now in Delhi. The time frame of the previous study which we are taking base is from 2000-2008.

- **Research Methodology**
- **Objective**

The main question arise is will customer prefer to know that how well their food is getting prepared and if that increases their reliability on the restaurant or not. Through this research paper, we need to check all the factors that play an important role in the ordering of food online by the customer also how after pandemic customer needs to know that how their food is getting prepared.

The independent variables of our study are food hygiene, taste, Delivery time and Offers. And Dependent variables are Customer Reviews which shows customers trust and that leads to increase in number of online orders. For the research we have conducted the primary survey in which we collected data of 142 respondents and based on them, we are going to determine do we need hygiene factors or not while ordering online or it more depends on the rest of the factors mentioned above like the taste or Delivery time of the food or the offers. As for now, we are going to take samples from Delhi as our focus group is right now in Delhi. The time frame of the previous study which we are taking base is from 2000-2008.

- **Expert Interviews**

Interviews of five expert interviews of five experts belonging to Food and Beverage, Catering, Restaurant's domains were conducted to know the practical application of food safety in restaurant industry also interviews helped in drawing and better understanding the variables, which were already present in literature. All the experts agreed on the importance of Hygiene and Taste in providing a good customer experience which leads to Online reviews of a restaurant.

While One of the experts was with the opinion that variety of dishes and Delivery time is also matters a lot in building at par customer experience. For providing a better service quality restaurant business should be taken care of all these factors somewhere affects the customer experience in different ways.

- **Analytical Framework:**

Independent variable

Dependent variable

Fig no: -01

- **Factors affects consumer's while ordering Online**

- **Taste of food:** - Taste of foods plays an important role in any food business, if the taste of food is good and liked by the customer it will help to retain the customers and also new customers will come (Word of mouth can be one of the reasons)

- **Variety of dishes:** - Variety of dishes means the different number of food items a restaurant offers in their menu, if a Menu has more variety of dishes, then customers have more choices to select the from the dishes and it also gives an extra edge for a restaurant to look different from others.

- **Delivery Time:** - the amount of time it takes for food that a customer ordered to arrive at his/her place where they wanted. It plays a major role for a customer as well as for restaurants, it can affect their reviews and ratings if the food does not deliver on the stipulated time. And due to this restaurant may lose customers.

- **Offer:** - Various kinds of Offers are provided by restaurants as well as the aggregator business models (Ex: - Swiggy, Zomato, Food Panda) these offers help them to retain the customers and can be one of the criteria for selection of a restaurant for online delivery.

- **Food Hygiene:** - It is used scientific discipline describing handling, preparation, and storage of food in ways that prevent food borne illness. If a restaurant serves hygienic and safe food it will help to build trust towards the restaurant and automatically it will lead to customer retention. Food hygiene does not start while preparing food but it's an ongoing process, it starts from the very first stage when a receives vegetables from the vendor.

- **Hypothesis**

A study (Baek et al. 2006) that surveyed school students of Korea and Philippines discovered value of food because the most significant consider choice of eating house Whereas A study of senior tourists suggests that show of menu was thought of the foremost necessary determinant while on holiday (Sparks et al. 2003) For the Present paper we have assumed the effects of hygiene on Online customer reviews.

H1= There exist a positive impact of Hygiene on online reviews of restaurant.

H2= There exist a positive impact of taste on online reviews of restaurant.

H3= There will No relation between offers and online reviews of restaurant.

H4= There exist a positive impact of Delivery time on online reviews of restaurant.

H5= There exist a positive impact of Variety of dishes on online reviews of restaurant.

• **Measurements Scales**

The responses of customers regarding the Online Reviews were captured. Responses according to their preference on selecting an online restaurant for food delivery to do so, an online survey was conducted using a relevant questionnaire. The first part of the questionnaire was focused on gathering information about respondents' personal details. Such details included age. Details gathered also included Frequency of Order The questionnaire had a second part that captured the responses. In which respondents have to Rate the variables while selecting an online food restaurant for food delivery, these Variables are present in the analytical Framework of the study. A Likert scale with the range of strongly disagree (1) to strongly agree (5) was used to anchor the variable

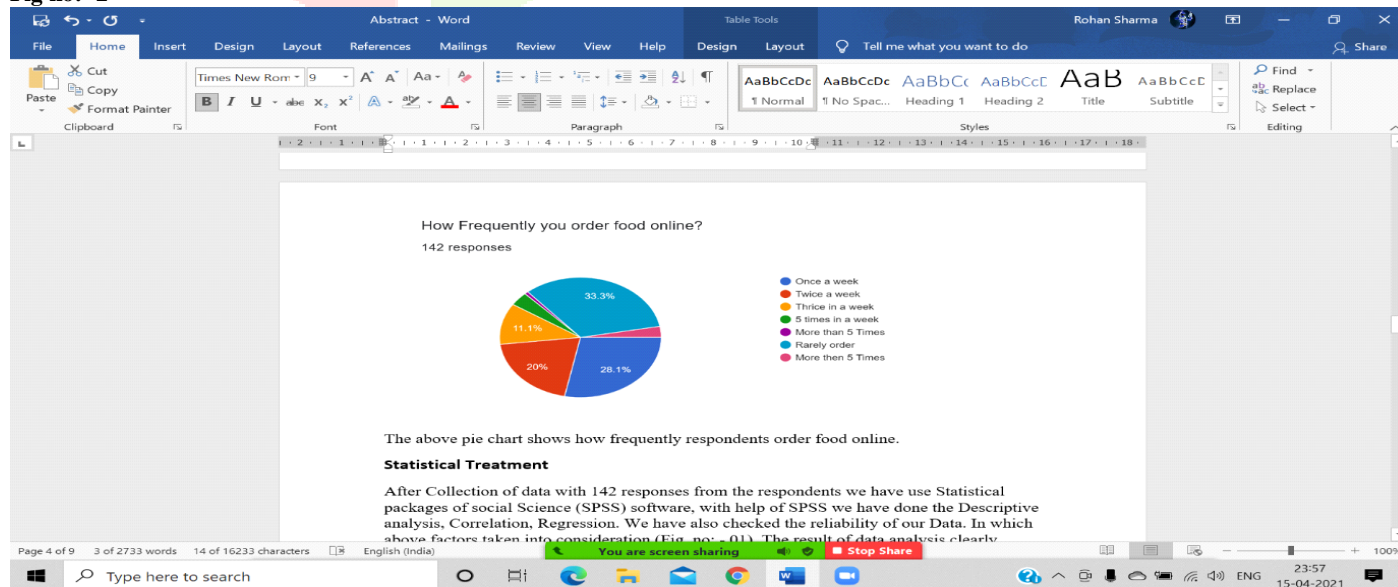
• **Data Collection process**

The study utilized a self-administrated Questionnaire carrying close-ended Questions to collect the responses in the survey, anybody who orders food online through any food Delivery app and resident of Delhi is our Target Population. We have contacted 170 customers out of which we received 145 responses. Out of which 3 Questionnaires were excluded as data was not up to the Standards.

(Table No.1) Age of Respondents

Age	Frequency
55above	2
46-55	3
36-45	7
26-35	27
15-25	103
Total	142

Fig no: -2



The above pie chart shows how frequently respondents order food online.

• Statistical Treatment

After Collection of data with 142 responses from the respondents we have use Statistical packages of social Science (SPSS) software, with help of SPSS we have done the Descriptive analysis, Correlation, Regression. We have also checked the reliability of our Data. In which above factors taken into consideration (Fig. no: - 01). The result of data analysis clearly indicate that these factors play a major role in selecting an online restaurant for food delivery.

Cronbach's Alpha	N of Items
.903	6

Cronbach's Alpha is a scale of reliability. The above table show the reliability statistics of our responses in which we have received 0.903 which mean all the 6 variables are reliable.

		Reviews	Hygiene
Reviews	Pearson Correlation	1	.633**
	Sig. (2-tailed)		.000
	N	142	142
Hygiene	Pearson Correlation	.633**	1
	Sig. (2-tailed)	.000	
	N	142	142

** . Correlation is significant at the 0.01 level (2-tailed).

The above-mentioned table (Table no: -03) shows the correlation between Taste of food and Reviews and this table show there is Moderately positive correlation (0.633) between both the factors. For this reason, it is possible to state that the first Hypothesis (H1) is Accepted

		Taste of Food	Reviews
Taste of Food	Pearson Correlation	1	.582**
	Sig. (2-tailed)		.000
	N	142	142
Reviews	Pearson Correlation	.582**	1
	Sig. (2-tailed)	.000	
	N	142	142

** . Correlation is significant at the 0.01 level (2-tailed).

The above-mentioned table shows the correlation between Taste of food and Reviews and this table show there is Moderately positive correlation (0.582) between both the factors. For this reason, it is possible to state that the first Hypothesis (H2) is Accepted.

		Reviews	Offers
Reviews	Pearson Correlation	1	.578**
	Sig. (2-tailed)		.000
	N	142	142
Offers	Pearson Correlation	.578**	1
	Sig. (2-tailed)	.000	
	N	142	142

** . Correlation is significant at the 0.01 level (2-tailed).

The above-mentioned table shows the correlation between Taste of food and Reviews and this table show there is Moderately positive correlation (0.578) between both the factors. For this reason, it is possible to state that the Hypothesis (H3) was not Accepted.

		Reviews	Delivery time
Reviews	Pearson Correlation	1	.636**
	Sig. (2-tailed)		.000
	N	142	142
Delivery time	Pearson Correlation	.636**	1
	Sig. (2-tailed)	.000	
	N	142	142

** . Correlation is significant at the 0.01 level (2-tailed).

The above-mentioned table shows the correlation between Taste of food and Reviews and this table show there is Moderately positive correlation (0.636) between both the factors. For this reason, it is possible to state that the Hypothesis (H4) is Accepted.

		Reviews	Variety of dishes
Reviews	Pearson Correlation	1	.562**
	Sig. (2-tailed)		.000
	N	142	142
Variety of dishes	Pearson Correlation	.562**	1
	Sig. (2-tailed)	.000	
	N	142	142

** . Correlation is significant at the 0.01 level (2-tailed).

The above-mentioned table shows the correlation between Taste of food and Reviews and this table show there is Moderately positive correlation (0.562) between both the factors. For this reason, it is possible to state that the Hypothesis (H5) is Accepted.

Table no: - 08 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.729 ^a	.531	.514	.889	1.859

a. Predictors: (Constant), Variety of dishes, Offers, Taste, Delivery, Hygiene
 b. Dependent Variable: Review

The above table is to detect the presence of autocorrelation from regression analysis. Durbin Watson should near to 2 and in above table it shows that Durbin Watson is 1.859 which means there is no autocorrelation between the variables. Our adjusted is square is .514 or 51.4% which means our independent variables can appreciably predict the movement of the dependent variable

Table No: - 09 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.723	5	24.345	30.818	.000 ^b
	Residual	107.432	136	.790		
	Total	229.155	141			

a. Dependent Variable: Review
 b. Predictors: (Constant), Variety of dishes, Offers, Taste, Delivery, Hygiene

Anova significant value should be less then 0.05, and in the above table it shown the Anova Significant value is .000^b from which we can say our model is a good fit.

Table No: - 10 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.179	.285		.627	.532		
	Taste	-.071	.123	-.071	-.574	.567	.223	4.490
	Hygiene	.383	.134	.372	2.855	.005	.203	4.920
	Delivery	.279	.110	.234	2.528	.013	.403	2.482
	Offers	.253	.079	.251	3.211	.002	.563	1.775
	Variety of dishes	.083	.093	.078	.898	.371	.461	2.169

a. Dependent Variable: Review

We have considered Variance inflation factor (VIF) in above mentioned table. The VIF should not be more then 10 for each variable and In above table none of the variable is more than 10. That means none of the factor is correlated to each and there is very less influence on each other.

Table No: -11 Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	Taste	Hygiene	Delivery	Offers	Variety of dishes
1	1	5.790	1.000	.00	.00	.00	.00	.00	.00
	2	.068	9.206	.00	.03	.04	.01	.68	.01
	3	.059	9.904	.93	.03	.02	.00	.04	.01
	4	.044	11.416	.02	.10	.02	.01	.04	.72
	5	.028	14.502	.04	.00	.01	.98	.20	.12
	6	.011	23.083	.00	.83	.90	.00	.03	.13

a. Dependent Variable: Review

On the above mentioned in collinearity diagnostics Condition Index should be less than 30 and for all the 6-model dimension our condition index is less than 30. Which shows that data has no collinearity and independent variable is collinear.

- **Conclusion**

The study determines the impact of hygiene affects the Online reviews of food businesses. A detailed primary research was conducted for which a close-ended questionnaire was prepared and a survey was executed. Data from 142 respondents are collected and statistical analysis was done by using statistical tools like correlation and regression is done and it shows that hygiene plays a major role in online reviews of a restaurant apart from that other factor influence customers and gives an impact upon Reviews and these factors are taste, Delivery time, Variety of dishes in a menu, and offers. All the variables have an impact on the online reviews of a restaurant. That means that if the online food business work upon all these factors and try to improve the quality it will directly show an impact to customer reviews and these review helps them in many ways, like customers retention by acknowledging the negative reviews. Good reviews and ratings help them to gain more customers.