

## A STUDY ON THE FEATURES OF FAST FOOD APPS THAT FACILITATES CUSTOMERS TO ORDER FOOD AND BEVERAGES

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### Abstract

This article is based on the deep insight of mobile applications of fast food companies that facilitates consumers to order fast food and beverages from various outlets. The article stretches its understandings on how smartphone applications persuade when individual orders the products through the use of a fast food company's app. The basic purpose of this study is to figure out how these companies' mobile applications are helping their businesses to boost the sales by facilitating customers to order various food and beverages from different fast food restaurants. So the analysis of the topic is done taking various features of the food apps those are developed by different fast food restaurants. An exploratory study is carried out to comprehend the purpose of using food apps that facilitates and benefits customer. Primary data were obtained by administering structured questionnaires on a cross-section of 200 customers. The data collected from students are analyzed with the help of SPSS. The study reveals the most facilitating features of the restaurants apps are Secure Payment Options (0.748), Reward & Loyalty Programs (0.720), Ratings & Reviews (0.713) and Intuitive Menu Display (0.709) as they have a large positive factor loadings. The study therefore, concludes that apart from these 4 features of fast food apps, customers are also conscious about the significance of other features which are useful and helpful for them.

**Keywords:** Fast food apps, mobile app features, facilitate customers.

### Introduction:

Our modern lives have now become dependent on a digital existence and mobile phones are considered a craze accessory at the present time. Among every individual especially among the youths, it has become a hi-tech tool that assists its users to keep on updating with the latest trends in the marketplace. People are utilizing the various features of their smartphones to fulfil their shopping needs through mobile apps. The purchasing behaviour of a consumer depends on the usefulness of apps which can be in the choice of different forms like content, context and convenience and the time spent on internet gathering the information about a product to buy a product over another.

Food delivery apps have become a staple in the tech industry, with their popularity and market size continuing to grow. Fast Food applications have completely changed the way customers place food orders, making it easier and more convenient than ever to access a variety of cuisines. Due to their ease of use, low cost and large number of restaurants offered on a single platform, they are undoubtedly a fantastic choice for individuals looking for a straightforward meal-ordering solution. There are simply just so many advantages of fast food apps. Whether customers are in the mood for something light or heavy, fast food apps offer a quick and simple method to bring one's favourite foods right to their door. So in today's world, fast food applications perform a critical part in promoting transactions and could be dealt with as a standout amongst essential elements stirring customers buying choice.

### Objectives:

1. To analyse the efficiency of apps' attributes on customers.
2. To evaluate the benefits of fast food apps to customers.
3. To examine the features that facilitate customers the most to order food.

### Hypothesis:

**H<sub>0</sub>** - There is no mutual benefits of fast food apps to customers.

**H<sub>1</sub>** - There is mutual benefits of fast food apps to customers. **(Accepted as the Significance value is 0.00).**

### Scope of the Study:

Demographic variables such as age, gender, occupation, income and customer acquaintance variable like service quality are analyzed. McDonald's, Kentucky Fried Chicken (KFC), Pizza Hut, Domino's Pizza and Café Coffee Day are the five companies considered for measuring the overall effectiveness of their applications on their customers and to evaluate the vital essentials of apps. The data for the study is collected from customers who use any of the fast food apps out of these 5 global brands.

The study is done predominantly in Mysore city and the sample comprises of 200 fast food customer respondents who frequently uses fast food apps.

**Research Methodology:**

An exploratory, analytical and descriptive study is carried out with a view to discover the usage and effectiveness of fast food apps among the customers in Mysore city. The research methodology for the study is summarized as follows:

**Source of the Data:**

The proposed research involves both primary and secondary data.

➤ **Primary data:** Primary data on food delivery apps are collected through the structured questionnaire. The primary data is collected from customers.

➤ **Secondary data:** The secondary data is extracted from different published sources such as manuals and reports, magazines, voice and data magazine, research articles, books and selected websites.

**Data Analysis Tools and Techniques:**

To analyse the data composed from customers and to verify the hypothesis, various statistical methods and tools have been used for the study. From the data analysis, various tables and charts are being obtained. Hypothesis is tested with the use of KMO and Bartlett’s Test. The data collected from customers are analyzed with the help of SPSS.

**Demography of the Respondents:**

For the purpose of collecting primary data for the study, a structured questionnaire was administered to 200 customers. The following is the demographic profile of the respondents:

| Particular                       | Sub-Category        | Frequency  | Percentage    |
|----------------------------------|---------------------|------------|---------------|
| <b>Gender</b>                    | Male                | 122        | 61.0          |
|                                  | Female              | 78         | 39.0          |
|                                  | <b>Total</b>        | <b>200</b> | <b>100.0%</b> |
| <b>Age</b>                       | 10-18 Years         | 14         | 7.0           |
|                                  | 19-30 Years         | 94         | 47.0          |
|                                  | 31-45 Years         | 89         | 44.5          |
|                                  | 45 & Above          | 3          | 1.5           |
|                                  | <b>Total</b>        | <b>200</b> | <b>100.0%</b> |
| <b>Educational Qualification</b> | Schooling           | 12         | 6.0           |
|                                  | UG                  | 92         | 46.0          |
|                                  | Postgraduate        | 95         | 47.5          |
|                                  | Professional degree | 1          | 0.5           |
|                                  | <b>Total</b>        | <b>200</b> | <b>100.0%</b> |
| <b>Income</b>                    | 10,000-20,000       | 82         | 41.0          |
|                                  | 20,000-30,000       | 42         | 21.0          |
|                                  | 30,000-40,000       | 17         | 8.5           |
|                                  | 40,000-50,000       | 19         | 9.5           |
|                                  | 50,000 & Above      | 40         | 20.0          |
|                                  | <b>Total</b>        | <b>200</b> | <b>100.0%</b> |

**Source: Field Survey**

The above table illustrates that out of 200 customers who have responded to the questionnaire consist of 122 male and 78 female who belong to different age levels. Out of 200 respondents, the highest portion of respondents 94 are between the age group of 19-30 years, 89 are between 31-45 years, 14 are between 10-18 years and finally 3 are 45 & above. When it comes to educational qualification, the highest respondents of 95 were Postgraduates which is very closely followed by undergraduates of 92 respondents. Further, sorting the respondents based on their income there are 82 respondents in the income group of Rs.10,000 - Rs.20,000, 42 respondents in the range of Rs.20,000 - Rs.30,000, 17 respondents in the income group of Rs.30,000 - Rs.40,000, 19 respondents in the group of Rs.40,000 - Rs.50,000 and ultimately 40 respondents in the family income group of Rs.50,000 and above per month. Thus respondents are made up of customers from different gender, age, educational background and income.

## **Essential Features of Fast Food Applications for Customers:**

Following are the key features an app should have to deliver a better experience for customers.

### **1. User-Friendly Registration:**

The foremost things that customers expect are a simplified registration process which is advantageous for increasing the user base for companies. Customers register with their social media accounts is one way to accomplish this. Shortening the processes while keeping the layout simple, using more visual cues than text will attract and help customers to register. By putting these appearances into right place, it not only simplifies the registration process but also create a welcoming environment for customers as a whole.

### **2. Intuitive Menu Display:**

Customers prefer to see the menu structured into distinct sections such as snacks, main dishes, desserts and appetisers. Customers will find it easier to navigate and locate what they're looking for as a result. Customers prefer to personalize their ordering experience by customizing the level of spiciness or add toppings to their orders or food items.

### **3. Secure Payment Options:**

Hackers are always improving their strategies and techniques for breaking into the food delivery app. Customers do demand integrated trustworthy payment gateways and mobile wallet app services that offer excellent safety in order to safeguard private information about individuals and provide a secure environment for online ordering.

### **4. Real-Time Order Tracking:**

Customers who are ravenous want their meals served quickly. Therefore, it is imperative that the online meal ordering app have delivery order tracking. Customers will be notified by this useful function when their order has been verified and whether the meal is being made or is on its way to them.

### **5. User Account Management:**

Customers adore receiving a unique experience. Permitting individuals to alter their contact information personalise their profile and even specify their preferred level of spice or favourite food will enhance brand loyalty.

### **6. Reward and Loyalty Programs:**

Special offers, discounts and loyalty programs are tried and trusted methods of not only attracting new customers but also rewarding existing customers for their repeated usage of the app. This is exactly the reason why successful companies offer customers a strong loyalty programs incorporated into their accounts in order to monitor incentives, savings and special deals and provide benefits for their patronage.

### **7. In-App Support:**

Customers will inevitably run across mistakes, glitches or even downtime while using the app at some point. Customers want live chat assistance right within the app in order to maintain a perfect experience. Additionally, the in-app messaging function helps customers delivery personnel, restaurants and customers communicate with one another. When customer and restaurant communication becomes critical, the in-app messaging option comes in handy along with providing context-sensitive and specific information helps customers to great extent.

### **8. Ratings and Reviews:**

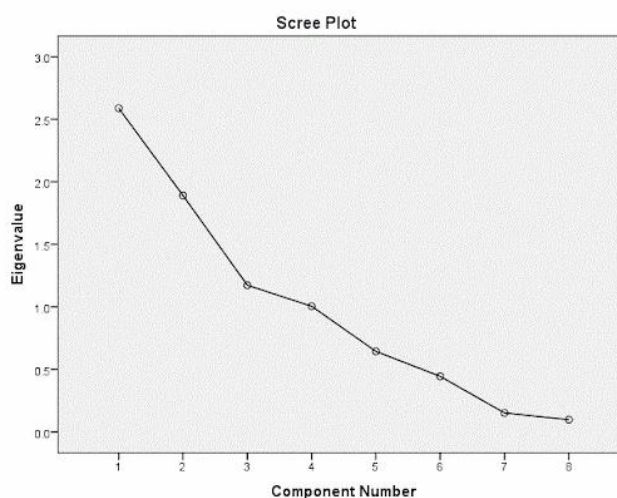
After placing an order, customers can now integrate this functionality to rate and review the order. Positive or negative, these reviews guide new customers towards making a wise choice while selecting a restaurant or meal. Furthermore, to avoid developing a poor image, restaurants will additionally maintain their commitment to serve high-quality cuisine, offer first-rate services and guarantee on-time delivery.

**Kaiser-Meyer-Olkin and Bartlett's Test on Benefits of Fast Food Apps:**

| <b>KMO and Bartlett's Test</b>                   |                    |              |
|--|--------------------|--------------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | <b>0.934</b> |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 867.66       |
|  | df                 | 66           |
|  | Sig.               | <b>0.000</b> |

**Source: Field Survey**

KMO is a numeral value which measures the sampling adequacy of the variables considered for the study. The value of coefficient of sampling adequacy must be between more than 0.5. The Sampling Adequacy value in the study is 0.934 and therefore it is accepted. This basically shows that the various features of food delivery apps taken for the study are adequate in elucidation the factors that facilitate customers in the process of ordering food and beverages. Bartlett's Test of Sphericity explicates about the null and alternative hypothesis. The null is basically where there will be no correlation or relationship among the variables. In the above table, the probability significance value is less than 0.05 i.e., 0.000 which means that there is a mutual benefits of fast food apps to customers and thus, the Alternative Hypothesis is Accepted. Therefore the above test verifies the minimum standard for conducting factor analysis is being fulfilled.



A plot on x axis of the scree plot taken from factors 1 – 8 are plotted based on eigen values. The above graph manifestly shows that the kink curve which is plotted between the first and fifth factor is considered as the cut-off value. Hence from the study it is found that the determining number of factors are four i.e., Intuitive Menu Display, Secure Payment Options, **Reward & Loyalty Programs** and Ratings & Reviews. So it clearly signifies that among eight, 4 features of food delivery apps facilitate customers to order food and beverages.

| <b>Component Matrix<sup>a</sup></b>              |                  |
|--|------------------|
| <b>Features of the App</b>                       | <b>Component</b> |
|  | 1                |
| User-Friendly Registration                       | .671             |
| Intuitive Menu Display                           | <b>.709</b>      |
| Secure Payment Options                           | <b>.748</b>      |
| Real-Time Order Tracking                         | .674             |
| User Account Management                          | .696             |
| Reward and Loyalty Programs                      | <b>.720</b>      |
| In-App Support                                   | .642             |
| Ratings and Reviews                              | <b>.713</b>      |
| Extraction Method: Principal Component Analysis. |                  |
| a. 1 components extracted.                       |                  |

**Source: Field Survey**

The table below shows the loadings of the eight variables on just one component is extracted. The higher the absolute value of the loading, the more the feature/s contributes to the variable. To determine the features that have the most influence on each variable, the loading pattern is being examined. Loadings close to -1 or 1 indicate that the factor strongly influences the variable.

Loadings close to 0 indicate that the factor has a weak influence on the variable. In the above extracted result, Secure Payment Options (0.748), Reward & Loyalty Programs (0.720), Ratings & Reviews (0.713) and Intuitive Menu Display (0.709) have large positive loadings on component 1, so these features of the select fast food applications facilitates greatly on customers to order food and beverages from various fast food outlets.

**Note:** 0.7 is considered as the need of including the desired factor loading for the study.

### Limitations of the Study:

The study is conducted only in Mysore pre-decided sample of 200 respondents. As a result, the analysis is done on the basis of information provided by the sample respondents may not be entirely faultless and generalizations drawn on the basis of the study may not be extended to the whole population of the diversified fast food customers.

### Conclusion:

Fast food applications have made the lives of their customers much more convenient and comfortable. Customers can enjoy doorstep services without compromising their busy schedules. Unparalleled convenience, diverse eating options, secure payments, valuable time-saving, thrilling discounts, trusted user reviews and are giving bundle of benefits to their customers; as a result facilitating them to order food rather than going to different fast food restaurant in the city. Features of the fast food apps are one crucial factor in determining customer for placing orders. So suitable and required application features according to their standards of customers performs a vital role in encouraging the customers to buy products or services. From the study, it is found that the most facilitating features of the restaurants' apps are Secure Payment Options, Reward & Loyalty Programs, Ratings & Reviews and Intuitive Menu Display which directly affects ordering decision. So it is very important to give extra attention to manage and give the best suitable features to the expectations of the customers to gain their loyalty, as this can contribute significantly to the overall effectiveness of the application.

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