FACTORS INFLUENCING CUSTOMER SATISFACTION AND CULTURAL CHANGE TOWARDS ORDERING FOOD ONLINE IN COIMBATORE

D Caroline Rebecca, Assistant Professor, Department of Management Studies (PG), Sri Ramakrishna College of Arts & Science, Coimbatore, India. carolinerebec@gmail.com
Dr. Divya, Assistant Professor, Department of Management Studies (PG), Sri Ramakrishna College of Arts & Science, Coimbatore, India.

ABSTRACT
The life of people is easier because of the developments in technology. Well before the internet was available there were several various ways to do the advertisements in various media like the newspaper, radio, magazines and also through the pamphlets or through telemarketing. Since the internet increased in large numbers and the search choices became available the internet marketing, E-marketing and the online marketing is the revolutionary outcome for all the forms of business transactions. The higher disposable income, rapid urbanization and all other determinants has led to the growth culture of having outside in India who are responsible in the emergence of latest form of diners the take-away or the ordering-in diner. the entry of food delivery providers like Zomato and Food Panda has transformed that. When it comes to Cultural Changes and Customer satisfaction, it is a mixture of customers' sense of experience about the services in various facets that various types of restaurants provides to its clients through online that covers service quality, food quality, price factor, services during occasions, etc. There are very few research works that have intended the said scales evaluates the attitude, intention and cultural changes based satisfaction among customers. In this regard, this research work is an attempt to examine cultural change and satisfaction of customers towards buying food products online. Using the convenience sampling technique, the researcher collected the responses from 212 respondents. Statistical tools used are Percentage Analysis,Garrett Ranking Method, Correlation and Regression Analysis. Significant positive relationship exists between the explanatory variables viz. Influence of social media, Hedonic Value, Utility Value and Customer Satisfaction compared with Cultural Change towards ordering food online. Cultural Change was explained 14.2% variance by the predictors. Further, a unit increase in influence of hedonic value found to have difference in Cultural Change by 0.138 units towards ordering food online. Likewise, a unit change in hedonic value found to have difference in cultural change among customers by 0.165 units finally, increase in customer satisfaction by one unit increases cultural change by 0.133 units towards ordering food online. Change in cultural have significantly influenced by different factors such as social media, hedonic and utilitarian values thus influencing the buying behaviour like customer attitude and their behavioural intention further leading to satisfaction. Therefore, the study address all said influencing factors found to have significant impact on customers satisfaction as well as cultural change.
Key Words: Food, Aggregators, Online shopping, Customer Behaviour, Satifaction, Cultural Change, etc.

1. INTRODUCTION

The life of people is easier because of the developments in technology. Well before the internet was available there were several various ways to do the advertisements in various media like the newspaper, radio, magazines and also through the pamphlets or through telemarketing. Since the internet increased in large numbers and the search choices became available the internet marketing, E-marketing and the online marketing is the revolutionary outcome for all the forms of business transactions. In this modern topic every business segment steadily has a significant role in the company's multi-channel way of marketing strategy. The success in the business is largely depended

on the effectiveness with the marketing strategies that are planned and is executed. The internet helps the business to satisfy the consumers since the internet is the basic backbone in the electronic marketing which has contributed to overcome the challenges without having to spend huge cost for the global presence. The contribution is the challenges in the convenience and the time zone. This is possible for accessing the internet virtually at all times and on all the days which is 24 x 7 and is because of the enhanced communication technology at anywhere and at anytime. The communication technologies and the internet clear the space and time limits which enables the people to communicate and interact conveniently and faster across the world. The technological advance gives in radical changes for the business and also for the individual people.

The Global Food Service Trends

The foodservice trends do vary from every country, but the consistent parameter in all the countries are the conscious way of dining, and the requirement to induce technology in all the parts of doing these businesses.

Technology

The Food ordering services and the apps, the growing significance in the social media (especially the Instagram) and the reviews in the online eatery sites have made the intensely competitive eatery towards the next zone. Across the globe except France, the dine-in visitors are the minority which is taken over by the takeout and the delivery options, for which this habit is probable to persist.

Global Online Food Retail Market

Technological interventions in the business plays key role in the way businesses are operated today. Internet penetration rate has been exponential in recent decade all across the globe coupled with competitive data prices has changed the way businesses operated. It paved innovation in existing business practices and created new ventures. One such business model is Online food delivery market. With efficient technology-based delivery system and mobility of internet with smart phone, this industry has seen tremendous growth. The door delivery of food is not a new concept as it been practiced by global food retailers such as dominos for along now, but with technology interface, the business had evolved into a champion.

Food moves from the street to online space

The higher disposable income, rapid urbanization and all other determinants has led to the growth culture of having outside in India who are responsible in the emergence of latest form of diners the take-away or the ordering-in diner. Previously there existed several caveats when ordering-in like the misunderstood, misplaced orders, small delivery radius and minimum order value; the entry of food delivery providers like Zomato and Food Panda has transformed that.

Online Food Delivery Industry in India

The fast rise of smartphones even in the rural areas of India, affordable internet connectivity is further expanding the mobile consumer based in India, which is a foundation for the growth of web-based business models.

When it comes to Cultural Changes and Customer satisfaction, it is a mixture of customers' sense of experience about the services in various facets that various types of restaurants provides to its clients through online that covers service quality, food quality, price factor, services during occasions, etc. There are very few research works that have intended the said scales evaluates the

attitude, intention and cultural changes based satisfaction among customers. In this regard, this research work is an attempt to examine cultural change and satisfaction of customers towards buying food products online.

2. LITERATURE REVIEW

Ivyanno U. Canny, (2014) The purpose of this study was to investigate the role of dining experience attributes on customer satisfaction on behavioral intentions in casual dining restaurant in Jakarta. Based on a sample of 213 customers, which analyze with multiple regression approach, this study revealed that: (1) dining experience attributes (food quality, service quality and physical environment) positively influences on customer satisfaction, (2) service quality was found as the most important factor in dining experience attributes that affecting customer satisfaction, and (3) customer satisfaction positively influences on behavioral intentions.

Babin et al. (1994) describes utilitarian value as 'resulting from some type of conscious pursuit of intended consequences'. While hedonic aspects of the consumption experience, such as the affective response of excitement, is focused more towards increasing customer desire for entertainment.

According to **Overby and Lee (2006),** hedonic value, which is one of the two main dimensions, is defined as "an overall assessment (i.e. judgement) of experiential benefits and sacrifices, such as entertainment and escapism. Instead of task completion, consumers often shop for an appreciation of the experience (Babin et al, 1994). The hedonic value is further broken down into single primary dimension which is known as perceived atmospheric. Under the atmospheric, lies 9 sub-dimensions namely: interior design and decor, music, mood, layout, facilities, colours, lighting, temperature of dining area and environmental cleanliness. The utilitarian value on the other hand is defined as "an overall assessment (i.e. judgement) of functional benefits and sacrifices (Overby & Lee, 2006). It is related to efficient, task-specific and economical aspects such as 'value for money' **(Zeithmal, 1988),** besides judgments of convenience and time saving **(Jarvenpaa & Todd, 1997; Teo, 2001)**

Customer perception about the restaurant must be aware of the service dimension of food quality which has a causal relationship to customer satisfaction. In a fine dining restaurant, high level of service quality is one of the features that can create extra customer satisfaction **(Hanefors and Mossberg, 2003).** To create repeat customer, customer satisfaction is one of the business objectives that should be critically performing **(Kivela et.al, 1999).**

3. STATEMENT OF THE PROBLEM

The ever changing lifestyle, growth of nuclear families, lots of women coming out of one's traditional duties in going out and working, the rapid urbanization are few of the determinants that play important role in the cultural change and also responsible for growth of the online food service business all over the world and Coimbatore is not exceptional.

4. OBJECTIVES OF THE STUDY

1. To analyze the factors influencing customer satisfaction and cultural change among consumers ordering food through online.

5. LIMITATIONS OF THE STUDY

The study is limited to select aggregators while more number of small aggregators are emerging in the market were not considered as a whole therefore, the result of this study can only be comprehensive to customers who have experiences with the particular aggregator during the time of study. The study is a descriptive in nature and limited focus is on correlation between various dependent and independent factors. The study is confined to Coimbatore and therefore findings may not be related to other areas.

6. METHODOLOGY

The study proposes to ascertain the factors influencing customer satisfaction and cultural changes towards ordering food online in Coimbatore. Primary data taking customers making minimum 3 and more attempts in two month considered as respondents for the survey, Questionnaire method was used and distributed among customers ordering food with the apps (service providers) operating in and around Coimbatore. Using the convenience sampling technique, the researcher collected the responses from 212 respondents. Secondary sources helped to explore literature review, theoretical perspective and general overview of food sector. Statistical tools used are Percentage Analysis,Garrett Ranking Method, Correlation and Regression Analysis.

7. ANALYSIS AND RESULTS

The food industry in India has been booming in the recent times, owing to the rising disposable income of the middle class. The Indian restaurant market was valued at Rs 20,400 crore in 2016 and is expected to grow to Rs 51,000 crore by 2021, according to industry body National Restaurant Association of India (NRAI). Customers usually have many alternatives. Therefore, it is important for online service providers to value their existing consumers, and take effective measures to bring in new entrants also motivate loyalty behavior, in this regard, the descriptive results are provided fulfilling the objectives and justifying the declared hypotheses.

Table 1: Demographic Variables

Sl.	Demographic variable	Frequency (212 Nos.)	Percentage (100%)
1.	**Age**		
	Upto 30 years	15	7.1
	31 to 50 years	57	26.9
	More than 50 years	140	66.0
2.	**Education**		
	Under Graduate	107	50.5
	Post Graduate	65	30.7
	Others	40	18.9
3.	**Family Income**		
	Upto Rs.20000	33	15.6
	Rs.20001 to Rs,40000	44	20.8
	More than Rs.40000	135	63.7

Table 2: Buying Behaviour

Sl.	Buying Behaviour		Frequency (212 Nos.)	Percentage (100%)
4.	**Frequency**			
		Below 3 times a month	72	34.0
		4 to 5 times a month	87	41.0
		More than 5 times a month	53	25.0
5.	**Reasons**			
		Wide range of products	125	59.0
		Convenience / No waiting time	53	25.0
		Choice / Offers (cost effective)	34	16.0

DEMOGRAPHIC VARIABLES

- Most (66%) of the customers are more than 50 years of age, 26.9% of the respondents belong to 31 to 50 years age category, 7.1% respondents are in the age group upto 30 years.
- More than half (50.5%) of the customers are undergraduates, 30.7% of the customers are post graduates and the remaining 18.9% of the respondents have other qualifications.
- Most (63.7%) of the customers stated more than Rs.40000 as their family income, 20.8% of the customers indicated family monthly between Rs.20001 and Rs.40000 and the remaining 15.6% of the respondents indicated family income upto Rs.20000.

BUYING BEHAVIOUR

- Less than half (41%) of the customers stated that they order food online between 4 to 5 times a month, 34% of the respondents stated that they order food online below 3 times a month and the remaining 25% of the respondents opined that they order food online more than 5 times a month.
- It is clear that most (59%) of the customers stated wide range of products available for selection when ordering food online, 25% of the respondents indicated either convenience or no waiting (wasting of time by traveling) time to get their food and the remaining 16% of the respondents opined choices (to select from multiple sources) or offers (price discounts) while ordering food online.

GARRETT RANKING

Table 3: Rating of the respondents on most favourite food delivery application

Attributes	R1	R2	R3	R4	R5	R6	R7
Swiggy	45	45	41	20	28	20	13
Zomato	46	45	45	38	15	10	13
Uber Eats	41	41	34	45	21	10	20
Foodoor	7	24	33	38	48	44	18
Favor	8	10	14	17	29	30	104
Foodpanda	17	19	15	35	23	84	19
Others	48	28	30	19	48	14	25

Rating of the respondents towards favourable food delivery applications intended to be liked by the customers classified into seven different service providers such as Swiggy, Zomato, Uber Eats, Foodoor, Favor, Foodpanda, Others in which the option others mentions different service providers mushrooming into this business after the platform set by the market giants like Swiggy, Zomato, etc. Considering the rating of the respondents the Garrett Ranking Method was adopted and

observed the appropriate position of the applications perceived by the customers buying foods online.

Table 4: Rank showing the most favourite food delivery application

Attributes	Garrett Score	Garrett Mean	Garrett Rank
Swiggy	**11974**	**56.481**	2
Zomato	**12281**	**57.929**	1
Uber Eats	**11755**	**55.448**	3
Foodoor	**9849**	**46.457**	5
Favor	**7383**	**34.825**	7
Foodpanda	**9429**	**44.476**	6
Others	**11317**	**53.382**	4

Based on the rating of the respondents towards favourable food delivery applications intended to be liked by the them shows the rank based on Garrett Score and Garrett Mean and the results are Zomato (GS: 12281, GM: 57.929) achieved 1st position, followed by Swiggy (GS: 11974, GM: 56.481) got 2nd position, Uber Eats (GS: 11755, GM: 55.448) with third rank, Others (GS: 11317, GM: 53.382) achieved 4th rank, Foodoor (GS: 9849, GM: 46.457), achieved 5th position, Foodpanda (GS: 9429, GM: 44.476) with 6th rank, finally, Favor (GS: 7383, GM: 34.825), with the last (7th rank) position perceived by the customers buying foods online based on the service providers available in the market.

CORRELATION AND REGRESSION
Correlation Analysis (Influencing Factors and Customer Satisfaction)
Table 5: Influencing Factors and Customer Satisfaction

Method & sig.	Constructs	Satisfaction	Social media	Hedonic value	Utility value
Pearson Correlation	Satisfaction	1.000	.343 (.000)	.165 (.008)	.242 (.000)
	Social media		1.000	.182 (.004)	.140 (.021)
	Hedonic value			1.000	-.091 (.093)
	Utility value				1.000

Correlation Results
- Moderate correlation exists between Social media influencing buying food online products and Satisfaction towards buying food online (r=0.343, Sig.0.000).
- Low correlation exists between Hedonic value influencing buying food online and Satisfaction towards buying food online (r=0.165, Sig.0.008).
- Low correlation exists between Utility value influencing buying food online and Satisfaction towards buying food online (r=0.242, Sig.0.000).

Regression Analysis (Influencing Factors and Customer Satisfaction)
In order to determine the power of the influencing factors (Social Media, Hedonic Value and Utility Value) are the predictor variables and Customer Satisfaction (Dependent) towards buying food online.

Table 6: Influencing Factors and Customer Satisfaction (Model Summary)

| Value of R	Value of R^2	Adjusted R^2	DF of V_1 & V_2	F-Value	Significance
0.415	0.172	0.160	(3, 208)	14.427	0.000

Dependent Variable: Satisfaction
Predictors: (Constant), Utility_value, Hedonic_vvalue, Social.media

The explanatory variables viz. Influence of social media, Hedonic Value and Utility Value is predicted to find the influence on Customer Satisfaction towards buying food online found to have revealed 17.2% of variance explained by the predictors. In this regard, ANOVA result confirms that the explanatory variables (Influence of social media, Hedonic Value and Utility Value) have predicting power of Customer Satisfaction is statistically proved $F(3,208)=14.427$, Sig.0.000. Therefore, the hypothesis framed is

Table 7: Collinearity Statistics

Constructs	Collinearity Statistics	
	Tolerance	VIF
Social media	.942	1.062
Hedonic value	.953	1.050
Utility value	.966	1.035

Table: Collinearity Statistics
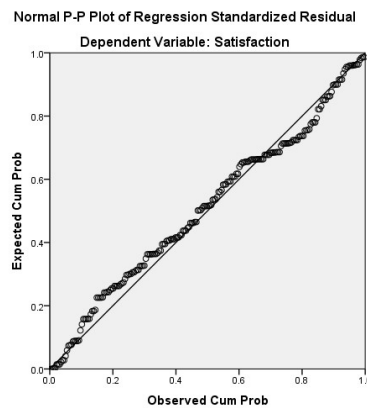
Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Satisfaction

Collinearity Statistics proved that there is no existence of multi-collinearity when comparing the influencing factors such as Influence of social media, Hedonic Value and Utility Value with the Customer Satisfaction, further, the q-q plot (Figure) proves the distribution normality. Results based on un-standardized and standardized coefficients with critical values (sig.) are presented in the Table 8.

HYPOTHESES
Significant positive relationship expected between

H1: Influence of Social media and Customer Satisfaction towards customer buying food online
H2: Influence of Hedonic Value and Customer Satisfaction towards customer buying food online
H3: Influence of Utility Value and Customer Satisfaction towards customer buying food online

Further the equation is

= 7.387 + 0.312 (X_1:Social Media) + 0.138 (X_2:Hedonic Value) + 0.232 (X_3:Utility Value)

Table 8: Relationships between Influencing Factors and Customer Satisfaction

Model	Unstd.Coeff.		Std. Coeff.	t	Sig.
	B	SE	Beta		
(Constant)	7.387	2.345		3.150	.002
Social media	.312	.070	.289	4.446	.000
Hedonic value	.138	.068	.132	2.035	.043
Utility value	.232	.070	.213	3.322	.001

Dependent Variable: Customer Satisfaction

Results shows the declared hypothesis (H_1) proves true considering the relationship statistically proved between Influence of Social Media and Customer Satisfaction towards ordering food online (t=4.446, Sig.0.000). Likewise, results shows the declared hypothesis (H_2) is true considering the relationship statistically proved between Influence of Hedonic Value and Customer Satisfaction towards ordering food online (t=2.035, Sig.0.035). Finally, results indicates the declared hypothesis (H_3) is also true considering the relationship statistically proved between Influence of Utility Value and Customer Satisfaction towards ordering food online (t=3.322, Sig.0.001).

Correlation Analysis (Influencing Factors and Cultural Change)

Table 9: Influencing Factors and Cultural Change

Method	Constructs	Cultural change	Social media	Hedonic value	Utility value	Satisfaction
Pearson Correlation	Cultural change	1.000	.179 (0.004)	.197 (0.002)	.238 (0.000)	.276 (0.000)
	Social media		1.000	.182 (0.004)	.140 (0.021)	.343 (0.000)
	Hedonic value			1.000	-.091 (0.093)	.165 (0.008)
	Utility value				1.000	.242 (0.000)
	Satisfaction					

Correlation

- Low correlation exists between Social media influencing buying food online products and Cultural Change towards buying food online (r=0.179, Sig.0.004).
- Low correlation exists between Hedonic value influencing buying food online and Cultural Change towards buying food online (r=0.197, Sig.0.002).
- Low correlation exists between Utility value influencing buying food online and Cultural Change towards buying food online (r=0.238, Sig.0.000).
- Low correlation exists between Satisfaction influencing buying food online and Cultural Change towards buying food online (r=0.276, Sig.0.000).

Regression Analysis (Influencing Factors and Cultural Chane)

In order to determine the power of the influencing factors (Social Media, Hedonic Value and Utility Value) and customer satisfaction are the predictor variables and Cultural Change (Dependent) towards buying food online.

Table 10: Influencing Factors with Customer Satisfaction and Cultural Change (Model Summary)

| Value of R	Value of R^2	Adjusted R^2	DF of V_1 & V_2	F-Value	Significance
0.377	0.142	0.126	(4, 207)	8.593	0.000

Dependent Variable: Cultural Change
Predictors: (Constant), Utility_value, Hedonic_vvalue, Social.media, Satisfaction

The explanatory variables viz. Influence of social media, Hedonic Value and Utility Value along with customer satisfaction are predicted to find the influence on Cultural Change towards buying food online found to have revealed 14.2% of variance explained by the predictors. In this regard, ANOVA result confirms that the explanatory variables (Influence of social media, Hedonic Value and Utility Value) are good enough with the power towards predicting the Customer Satisfaction also, statistically proved $F_{(4,207)}=8.593$, Sig.0.000. Therefore, the hypothesis framed is

Table 11: Collinearity Statistics

Constructs	Collinearity Statistics	
	Tolerance	VIF
Social media	.860	1.162
Hedonic value	.934	1.070
Utility value	.918	1.090
Satisfaction	.828	1.208

Figure 2: Collinearity Statistics
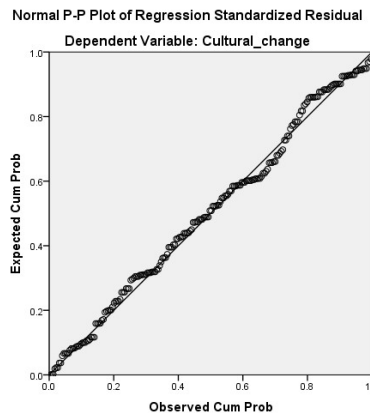
Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Cultural_change

Collinearity Statistics proved that there is no existence of multi-collinearity when comparing the explanatory variables such as Influence of social media, Hedonic Value, Utility Value and Customer Satisfaction with the Cultural Change, further, the q-q plot (Figure) proves the distribution normality. Results based on un-standardized and standardized coefficients with critical values (sig.) are presented in the Table 12.

HYPOTHESES
Significant positive relationship expected between
H_1: Influence of Social media and Cultural Change towards customer buying food online
H_2: Influence of Hedonic Value and Cultural Change towards customer buying food online
H_3: Influence of Utility Value and Cultural Change towards customer buying food online

H$_4$: Customer Satisfaction and Cultural Change towards customer buying food online

Further the equation is

$$= 11.456 + 0.047 (X_1\text{:Social Media}) + 0.138 (X_2\text{:Hedonic Value}) + 0.165 (X_3\text{:Utility Value}) +$$

$$0.133 (X_4\text{:Customer Satisfaction})$$

Results shows the declared hypothesis (H$_1$) proves false considering the relationship statistically proved between Influence of Social Media and Cultural Change towards ordering food online (t=0.835, Sig.0.405). Whereas, results shows the declared hypothesis (H$_2$) is true considering the relationship statistically proved between Influence of Hedonic Value and Cultural Change towards ordering food online (t=2.634, Sig.0.009).

Table 12: Relationships between Influencing Factors with Customer Satisfaction and Cultural Change

Model	Unstd.Coeff.		Std. Coeff.	t	Sig.
	B	SE	Beta		
(Constant)	11.456	1.825		6.279	.000
Social media	.047	.056	.058	.835	.405
Hedonic value	.138	.052	.175	2.634	.009
Utility value	.165	.054	.203	3.025	.003
Satisfaction	.133	.053	.178	2.514	.013

Dependent Variable: Cultural Change

Likewise, results indicates the declared hypothesis (H$_3$) is also true considering the relationship statistically proved between Influence of Utility Value and Cultural Change towards ordering food online (t=3.025, Sig.0.003). Finally, results reveals that the declared hypothesis (H$_4$) is true considering the relationship statistically proved between Customer Satisfaction and Cultural Change towards ordering food online (t=2.514, Sig.0.013).

8. SUMMARY OF RESULTS
DEMOGRAPHY AND BUYING BEHAVIOUR

- It is evident that 66% of the customers are more than 50 years of age, 26.9% respondents belong to 31 to 50 years, 7.1% are upto 30 years category. 50.5% are undergraduates, 30.7% are post graduates and 18.9% have other qualifications. 63.7% stated more than Rs.40000 as their family income, 20.8% indicated between Rs.20001 and Rs.40000 and 15.6% opined upto Rs.20000. 41% stated that they order food online between 4 to 5 times a month, 34% order below 3 times a month and 25% opined more than 5 times a month. 59% stated wide range of products available for selection when ordering food online, 25% indicated either convenience or no waiting tim (wasting of time by traveling) and 16% opined choices (to select from multiple sources) or offers (price discounts) while ordering food online.

Garrett Ranking Method

- It is clear that based on the rating of the respondents towards favourable food delivery applications intended to be liked by the them shows the ranks based on Score and Mean; Zomato achieved 1st position, followed by Swiggy, Uber Eats, Others achieved 4th rank, Foodoor with 5th position, Foodpanda 6th, finally, Favor achieved 7th perceived as perceived by the customers towards favourite application / service providers towards buying food online.

CORRELATION AND REGRESSION ANALYSIS

Correlation (Customer Satisfaction)
- Moderate correlation exists between Social media influencing buying food online and Satisfaction towards buying food online.
- Low correlation exists between Hedonic value influencing buying food online and Satisfaction towards buying food online.
- Low correlation exists between Utility value influencing buying food online and Satisfaction towards buying food online.

Regression (Customer Satisfaction)
- Significant positive relationship exists between the explanatory variables viz. Influence of social media, Hedonic Value and Utility Value and Customer Satisfaction towards ordering food online. Customer Satisfaction was explained 17.2% variance by the predictors. Further, a unit increase in influence of social media increases customer satisfaction 0.312 units towards buying food online. Likewise, a unit increase in hedonic value increases customer satisfaction by 0.138 units and increase in utility value by one unit increases customer satisfaction by 0.232 units towards buying food online.

Correlation (Cultural Change)
- Low correlation exists between Social media influencing buying food online and Cultural Change towards buying food online.
- Low correlation exists between Hedonic value influencing buying food online and Cultural Change towards buying food online.
- Low correlation exists between Utility value influencing buying food online and Cultural Change towards buying food online.
- Low correlation exists between Satisfaction influencing buying food online and Cultural Change towards buying food online.

Regression (Cultural Change)
- Significant positive relationship exists between the explanatory variables viz. Influence of social media, Hedonic Value, Utility Value and Customer Satisfaction compared with Cultural Change towards ordering food online. Cultural Change was explained 14.2% variance by the predictors. Further, a unit increase in influence of hedonic value found to have difference in Cultural Change by 0.138 units towards ordering food online. Likewise, a unit change in hedonic value found to have difference in cultural change among customers by 0.165 units finally, increase in customer satisfaction by one unit increases cultural change by 0.133 units towards ordering food online.

9. SUGGESTIONS

Customers who have had a good experience often keep visiting the sites, also remain loyal to the application as well as restaurant that has positive value for their money. This positive effect may influence customers to repeat their behaviour.

As every application is set to win customers, it is very important that the customer be treated like a chief and every service experience should be flawless and free from error. Therefore the vital roles of addressing service delivery delay / failure in the course of time may undoubtedly impact the business therefore, necessary care shall be taken to retain the customers.

It is important to concentrate with service quality by reducing the impact of customers' service delivery failure experiences. Online food delivery service providers (Applications) and Restaurants shall have right understanding and ensure the quality such as food taste, exquisite food,

value for money (economy), convenience, and appealing support are posited to be the elements perceived to be valuable by the customers.

10. CONCLUSION

India marches forward towards an attractive Food & Beverages (F&B) Market, well supported by expanding population and their increasing income. In contemporary period, ready to eat food has happen to be most wanted food among Indians particularly in the urban vicinities. According to "India's Ready-to-eat Food Market Forecast and Opportunities, 2019", the Indian RTE food market had up-scaled to 21.99% (CAGR) from 2014 to 2019. Further, Indian Food industry is estimated to turn into the 3rd bigger market in the near future i.e. 2020-21. Many young folk started to leave away from home for working in other parts of towns and cities and the dining out and the takeaways was necessary for them. There was the accompaniment of the general willingness in spending towards the experience in dining out and also because of the enhancement in disposable part of income. The aggregators are also available across the apps in the smart phones, made things easier for the Indian eaters for ordering food from their favorite eatery and not worrying about the eatery delivery in their location if the person has listened to the order and/or address correctly. This change in cultural have significantly influenced by different factors such as social media, hedonic and utilitarian values thus influencing the buying behaviour like customer attitude and their behavioural intention further leading to satisfaction. Therefore, the study address all said influencing factors found to have significant impact on customers satisfaction as well as cultural change.

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