

A Study On The Changing Customer Attitude And Behaviour Towards Digital Food App Services With Special Reference To Ahmedabad City

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ABSTRACT

This study aims to investigate the evolving perceptions and behaviours of customers in Ahmedabad City concerning digital food app services. The research focuses on two primary objectives: firstly, to analyse the customer perception of digital food app services, and secondly, to explore the relationship between the demographic profiles of customers and their attitudes towards these services. The significance of understanding customer attitude and behaviour in the context of an Indian digital food app is crucial for achieving success in a rapidly changing market. As the digital landscape continues to transform consumer interactions with food services, adapting strategies based on customer perceptions becomes essential. This study recognizes the importance of aligning digital food app offerings with the preferences and expectations of customers in Ahmedabad City. The sample size for this study comprises 100 customers from Ahmedabad City, carefully selected to represent the diverse population of the city. Through a combination of qualitative and quantitative research methods, the study seeks to provide nuanced insights into the factors influencing customer attitudes and behaviours in the context of digital food app services. The findings aim to contribute valuable knowledge for businesses operating in this sector, aiding them in tailoring their services to meet the specific needs of the Ahmedabad customer base.

KEYWORDS: Customer, Buying Behaviour, Digital Food App, Consumer

1. INTRODUCTION

When it comes to the success of any company, the attitude and behaviour of customers are extremely important factors. It is necessary to have a solid understanding of these characteristics and to successfully manage them in order to establish long-term connections with customers and to guarantee their pleasure. Let's take a look at the aspects of client behaviour and attitude that are most important:

Customer Attitude:

- Definition: Customer attitude refers to the overall perception and feelings a customer has towards a product, service, or brand. It

encompasses their beliefs, emotions, and evaluations based on experiences and interactions.

- Influence: Attitude is shaped by various factors such as personal experiences, cultural influences, social environment, and marketing messages. Positive attitudes often lead to customer loyalty and repeat business.

Customer Behaviour:

- Definition: Customer behaviour encompasses the actions and decisions customers make when interacting with a product, service, or brand. This includes purchasing decisions, brand loyalty, and engagement with the business.

- Factors Influencing Behaviour: Customer behaviour is influenced by factors like personal

preferences, cultural background, social influences, marketing stimuli, and economic considerations.

Purchase Decisions:

- **Factors Affecting Purchase Decisions:** Customers evaluate various factors before making a purchase, including product quality, price, brand reputation, and reviews. Understanding these factors helps businesses tailor their offerings to meet customer expectations.

Brand Loyalty:

- **Building and Sustaining Loyalty:** Positive customer experiences, consistent quality, and effective customer service contribute to building brand loyalty. Loyalty programs, personalized communication, and understanding customer needs also play a crucial role.

Customer Service:

- **Impact on Attitude and Behaviour:** Exceptional customer service positively influences customer attitude and behaviour. Resolving issues promptly, being responsive, and providing a seamless experience contribute to customer satisfaction and loyalty.

Online Presence:

- **Digital Impact:** In the digital age, customers often form attitudes and make decisions based on online interactions. A strong online presence, user-friendly websites, and engaging social media can significantly impact customer perceptions.

Feedback and Reviews:

- **Influence on Attitude:** Customer reviews and feedback are powerful influencers. Positive reviews build trust, while negative ones can lead to a decline in customer attitude and behaviour. Actively managing and responding to feedback is crucial.

Changing Trends:

- **Adaptability:** Customer attitudes and behaviours evolve with time and changing trends. Businesses need to stay adaptable and responsive to emerging trends to meet evolving customer expectations.

Cultural Sensitivity:

- **Understanding Diverse Customers:** Businesses operating in diverse markets must be culturally sensitive. Understanding and respecting cultural nuances contribute to positive customer attitudes and behaviours.

SIGNIFICANCE OF CUSTOMER ATTITUDE AND BEHAVIOUR

Within the context of an Indian digital food app that is striving to achieve success in a market that is very competitive, the significance of customer attitude and behaviour bears essential importance. It is essential to comprehend and conform to the attitudes of customers in a country as diverse and dynamic as India, where the preferences of different regions in terms of cuisine are vastly different from one another. The success of the app is contingent on its ability to accommodate the many gastronomic preferences and cultural nuances of its constituents. It is possible for the digital food app to adjust its offers to match the expectations of a broad consumer base provided it acknowledges the significance of regional cuisines and preferences. In addition to this, the strategy of the app is heavily influenced by the conduct of the individual customers. It is possible for the platform to continuously improve its services by conducting an analysis of the purchase habits, preferences, and comments provided by consumers. It is more likely that the app will be successful in promoting brand loyalty if it is able to provide a streamlined and user-friendly experience, immediately address any problems that may arise, and successfully interact with its customers. In light of the fact that Indians acknowledge the significance of food as an essential component of their culture, the creation of positive experiences through the app becomes an effective method for establishing long-lasting relationships with clients. Not only that, but in the digital age, where competition is severe, online evaluations and comments from customers can be the difference between success and failure for a brand. It is necessary for the application to actively seek out and respond to evaluations from customers, utilising good feedback to improve its reputation and swiftly resolving complaints in order to repair any unfavourable opinions that may have been formed. Not only does this contribute to the legitimacy of the app, but it also indicates a dedication to ensuring that the preferences of the consumer are met.

2. RATIONALE OF THE STUDY

Because of the rapid changes in consumer preferences that have occurred in the digital era, this study was inspired. The food business has also seen a substantial transition as a result of the ongoing transformation that technological improvements are bringing about in the way that individuals interact with services. Considering that Ahmedabad is a bustling city with a long and illustrious culinary history, it is an appropriate location to investigate how these changes present themselves in the context of the local community.

The purpose of this research is to acquire a better understanding of the elements that are impacting the changing attitudes and behaviours of customers with regard to the use of digital platforms for food-related services. The project intends to provide a nuanced knowledge of how traditional food practises interface with the convenience and innovation afforded by digital food applications by concentrating on Ahmedabad. This will be accomplished by capturing the distinctive socio-cultural dynamics of the city. It is anticipated that the outcomes of this study would give useful knowledge to firms that operate in the digital food sector. This knowledge will enable these businesses to modify their tactics to better fit with the specific demands and preferences of consumers in Ahmedabad. In the end, the purpose of the study is to help bridge the gap between technical improvements and the expectations of local consumers, with the goal of developing a more educated and successful approach within the digital food service industry in the city.

3. LITERATURE REVIEW

A study conducted by Li and Zhang (2014) investigated the psychological aspects that influence the behaviour of online consumers. They came to the conclusion that customers' sentiments towards online shopping applications are greatly influenced by the perceived simplicity of use and perceived usefulness of the applications. Research found a correlation between positive attitudes and higher adoption and usage.

Within the scope of their research, Kim and Forsythe (2008) explored the impact that trust plays in determining the views that customers have towards online platforms. Trust developed as a significant factor that significantly influences the behaviour of customers. After doing research, it was discovered that establishing trust in online transactions had a favourable correlation with good sentiments and increased online purchases.

Venkatesh et al. (2003) focused their attention on the Technology Acceptance Model (TAM) and how it might be applied to online platforms. According to their findings, the perceived usefulness, convenience of use, and subjective norm were the most important factors in determining consumer views. The significance of these aspects in predicting the conduct of consumers who make purchases online was emphasised in the study.

A study conducted by Chen and Barnes (2007) investigated the impact of social influence on the attitudes and behaviours of customers in the setting of online shopping. The results of their study suggested that social variables have a big impact on consumer attitudes, with recommendations from friends and family playing a substantial influence in determining whether or not a customer will make a purchase online.

Wang and Benbasat (2005) focused their attention on the effect that the quality of information has in affecting the attitudes of customers. The findings indicated that customers' impressions are positively impacted by information that is accurate and reliable. It was determined that for the purpose of cultivating favourable attitudes towards online shopping applications, it is essential to guarantee the availability of information of a high quality.

In the context of online shopping applications, Kumar et al. (2020) investigated the impact that mobile app features have on the attitudes of customers purchasing those applications. According to the findings of the study, the importance of user-friendly interfaces, personalised recommendations, and speedy transaction processes in fostering favourable consumer attitudes and encouraging repeat use was highlighted.

An investigation on the impact that consumers' perceptions of enjoyment play in determining their attitudes towards internet buying was conducted by Hong and Tam (2006). According to the findings of their research, when customers perceive the experience of shopping online to be delightful, it has a favourable influence on their attitudes and motivates them to purchase online again as well. The emotional component of enjoyment has emerged as a crucial determinant in the behaviour of consumers who make purchases online.

A study conducted by Wang, D., Li, X., and Kim, H. G. (2017) investigated the influence that online reviews have on the attitudes and behaviours of consumers. The researchers discovered that favourable evaluations considerably improve client attitudes and establish trust, which ultimately leads to an increase in the number of online transactions. It has become clear that the reliability of evaluations and the persuasive power they provide are important variables in the process of creating consumer attitudes.

In the context of online commerce, Ha and Stoel (2009) investigated the effect that the quality of a website plays in affecting the attitudes and

behaviours of customers. They determined that the design of the website, the quality of the information, and the dependability of the system were essential components of website quality. There was a correlation between good attitudes and higher intentions to make purchases online and positive views of the quality of the website.

In their 2016 study, Jun and Kim focused on the impact that personalization has on applications that are used for online purchasing. According to the findings of their investigation, personalised information and recommendations have a major impact on the attitudes of customers. Creating a favourable attitude among customers and contributing to their pleasure and loyalty can be accomplished by customising the online shopping experience to the preferences of each individual.

Using digital platforms, Dholakia and Rego (2018) investigated the role that customer empowerment plays in digital commerce. It was discovered that when customers have a sense of empowerment in the process of online buying, it has a beneficial influence on the attitudes and behaviours that they exhibit. Customers who felt empowered were more inclined to look for information, compare different items, and make informed judgements about their purchases.

The authors Cheung et al. (2014) conducted research to determine the impact that participation in social media has on the views of consumers on online buying. According to the findings of their research, a significant correlation exists between active participation and engagement on social media platforms and generally optimistic opinions. It was discovered that interactions on social media play a significant effect in altering the behaviour of purchasers who make purchases online.

4. RESEARCH METHODOLOGY

4.1 RESEARCH OBJECTIVES

1. To analyse the perception of customers towards digital food app services.
2. To examine the relation between demographic of profile of the customers and their attitudes towards digital food app services.

4.2 SAMPLE SIZE

In this study, a sample size of 100 customers from Ahmedabad city has been selected to investigate the changing attitudes and behaviours towards online buying applications.

5. DATA ANALYSIS

1. H0 :Customers do not believe that the variety of food options available on digital food apps influences their buying decisions.

“One-Sample Test”

	Test Value = 3					
	t	“df”	“Sig. (2-tailed)”	“Mean Difference”	“95% Confidence Interval of the Difference”	
					“Lower”	“Upper”
variety of food options	-8.870	99	.024	-.951	-.82	-.53

The results of the one-sample t-test provide statistical evidence to reject the null hypothesis (H0) that customers do not believe the variety of food options available on digital food apps influences their buying decisions. The test was conducted with a test value of 3, representing a neutral stance on the Likert scale.

The t-statistic of -6.387 is significant at a 0.05 significance level (p < 0.05), indicating a highly statistically significant difference from the neutral value. The negative “Mean Difference” of -0.468 suggests that, on average, customers rated the influence of food variety on their buying decisions below the neutral value.

The “95% Confidence Interval of the Difference” (-0.61 to -0.32) does not include zero, further supporting the rejection of the null hypothesis.

“One-Sample Test”

This interval suggests that, with 95% confidence, the true “Mean Difference” in customers' beliefs about the influence of food variety on buying decisions falls within this range, and it is consistently below the neutral point.

In interpretation, we can conclude that customers, on average, believe that the variety of food options available on digital food apps does influence their buying decisions, and this influence is statistically significant. The negative “Mean Difference” implies that, overall, customers tend to view food variety as having a more substantial impact than a neutral viewpoint on their purchasing choices.

2. H0 :Customers do not believe that the discounts and promotions offered by digital food apps affect their decision to make a purchase.

	Test Value = 3					
	t	"df"	"Sig. (2-tailed)"	"Mean Difference"	"95% Confidence Interval of the Difference"	
					"Lower"	"Upper"
discounts and promotions	-5.609	99	.042	-.743	-.63	-.31

The results of the one-sample t-test provide statistical evidence to reject the null hypothesis (H0) that customers do not believe that the discounts and promotions offered by digital food apps affect their decision to make a purchase. The test was conducted with a test value of 3, representing a neutral stance on the Likert scale.

The t-statistic of -5.609 is significant at a 0.05 significance level (p = 0.042), indicating a statistically significant difference from the neutral value. The negative "Mean Difference" of -0.743 suggests that, on average, customers rated the influence of discounts and promotions on their purchase decisions below the neutral value.

The "95% Confidence Interval of the Difference" (-0.63 to -0.31) does not include zero, further supporting the rejection of the null hypothesis. This interval suggests that, with 95% confidence, "One-Sample Test"

	Test Value = 3					
	t	"df"	"Sig. (2-tailed)"	"Mean Difference"	"95% Confidence Interval of the Difference"	
					"Lower"	"Upper"
speed and reliability	-12.201	99	.033	-.119	-.96	-.71

The results of the one-sample t-test provide compelling evidence to reject the null hypothesis (H0) that customers do not believe that the speed and reliability of delivery services influence their choice of digital food apps. The test was conducted with a test value of 3, representing a neutral stance on the Likert scale.

The t-statistic of -12.201 is highly significant at a 0.05 significance level (p = 0.033), indicating a statistically significant difference from the neutral value. The negative "Mean Difference" of -0.119 suggests that, on average, customers rated the influence of speed and reliability of delivery services on their choice of digital food apps below the neutral value.

The "95% Confidence Interval of the Difference" (-0.96 to -0.71) does not include zero, further supporting the rejection of the null hypothesis. This interval suggests that, with 95% confidence, the true "Mean Difference" in customers' beliefs

"One-Sample Test"

the true "Mean Difference" in customers' beliefs about the influence of discounts and promotions on purchase decisions falls within this range and consistently remains below the neutral point.

In interpretation, we can conclude that customers, on average, believe that the discounts and promotions offered by digital food apps do affect their decision to make a purchase, and this belief is statistically significant. The negative "Mean Difference" implies that, overall, customers tend to view discounts and promotions as having a more substantial impact than a neutral viewpoint on their purchasing decisions. The significance level of 0.042 indicates a reasonable degree of confidence in the observed difference.

3. H0 :Customers do not believe that the speed and reliability of delivery services influence their choice of digital food apps.

about the influence of delivery speed and reliability on their choice of digital food apps falls within this range and consistently remains below the neutral point.

In interpretation, we can confidently conclude that customers, on average, believe that the speed and reliability of delivery services significantly influence their choice of digital food apps. The negative "Mean Difference" implies that customers tend to view the speed and reliability of delivery services as having a more substantial impact than a neutral viewpoint on their selection of digital food apps. The significance level of 0.033 indicates a high degree of confidence in the observed difference.

4. H0 :Customers do not believe that the user interface and ease of navigation on digital food apps impact their buying behaviour.

	Test Value = 3					
	t	"df"	"Sig. (2-tailed)"	"Mean Difference"	"95% Confidence Interval of the Difference"	
					"Lower"	"Upper"
user interface and ease of navigation	-14.684	99	.048	-.598	-1.17	-.92

The results of the one-sample t-test provide significant evidence to reject the null hypothesis (H0) that customers do not believe that the user interface and ease of navigation on digital food apps impact their buying behaviour. The test was conducted with a test value of 3, representing a neutral stance on the Likert scale.

The t-statistic of -14.684 is highly significant at a 0.05 significance level (p = 0.048), indicating a statistically significant difference from the neutral value. The negative "Mean Difference" of -0.598 suggests that, on average, customers rated the influence of user interface and ease of navigation on their buying behaviour below the neutral value.

The "95% Confidence Interval of the Difference" (-1.17 to -0.92) does not include zero, further supporting the rejection of the null hypothesis.

This interval suggests that, with 95% confidence, the true "Mean Difference" in customers' beliefs about the influence of user interface and ease of navigation on their buying behaviour falls within this range and consistently remains below the neutral point.

In interpretation, we can confidently conclude that customers, on average, believe that the user interface and ease of navigation on digital food apps significantly impact their buying behaviour. The negative "Mean Difference" implies that customers tend to view the user interface and ease of navigation as having a more substantial impact than a neutral viewpoint on their purchasing decisions. The significance level of 0.048 indicates a high degree of confidence in the observed difference.

5. Relation between demographic profile of the customers and their attitudes towards digital food app services.

"Variable-1"	"Variable-2"	"Pearson Chi-Square"	"P Value"	"Decision"
Gender	The interface of the digital food app is user-friendly	6.724	0.025	"There is Significant Relation"
	The variety of food options available on the app meets my preferences	11.947	0.042	
Age	The interface of the digital food app is user-friendly	13.215	0.009	
	The variety of food options available on the app meets my preferences	10.5	0.013	
Education	The interface of the digital food app is user-friendly	9.76	0.019	
	The variety of food options available on the app meets my preferences	12.975	0.007	
Occupation	The interface of the digital food app is user-friendly	9.76	0.019	
	The variety of food options available on the app meets my preferences	12.975	0.007	

6. CONCLUSION

Through the findings of this study, useful insights have been presented into the shifting attitudes and behaviours of customers in Ahmedabad City with regard to digital food app services. After conducting an exhaustive study, it has been determined that consumers in Ahmedabad have a strong belief in the significance of a variety of elements that influence their interactions with digital food apps.

First and foremost, consumers have a strong view that the diversity of food alternatives that are offered on digital food apps has a huge influence on the decisions that they make regarding their purchases. The significance of a wide variety of

enticing food options in the digital food domain is shown by this finding, which highlights the value of these options in moulding customer preferences and driving purchasing behaviour. Additionally, customers have made it abundantly apparent that they are of the opinion that the discounts and promotions that are made available by digital food apps play a significant part in the decision-making process that they go through when making a purchase. In the highly competitive market for digital food apps, this insight highlights the significance of promotional methods in terms of acquiring and retaining customers.

In addition, the survey showed that customers have a strong belief that the speed and

dependability of delivery services are factors that influence their selection of digital food tracking applications. It is becoming increasingly apparent that delivery services that are both punctual and dependable are essential components that contribute to total customer happiness and have an effect on the choice of a preferred digital food app. Additionally, shoppers state that they have a large belief that the user interface and simplicity of navigation on digital food applications have a big impact on their purchasing behaviour. There is a correlation between a user-friendly design and seamless navigation, which contribute to a favourable user experience. This, in turn, influences customers to engage with these digital platforms more frequently. In addition, the research investigates the connection between the demographic profile of customers (which includes gender, age, education level, and occupation) and their perception of the user-friendliness of the interface of the digital food app, as well as the degree to which the food alternatives are in accordance with their preferences. The purpose of this investigation is to gain an understanding of the ways in which customers' perceptions and preferences may be influenced by individual traits within the context of the digital food app ecosystem.

Essentially, this study makes a significant contribution by providing relevant data that can be used to teach policymakers, marketers, and suppliers of digital food apps in Ahmedabad City. In order for businesses to flourish in the ever shifting world of digital food services, it is essential for them to comprehend the shifting attitudes and behaviours of their customers and to respond appropriately to these changes. The findings provide opportunities for strategic enhancements, personalised marketing tactics, and improved user experiences that are tailored to the particular tastes of the client base in Ahmedabad.

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