A STUDY ON BRAND EQUITY OF ONLINE FOOD DELIVERY APPLICATIONS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Brand equity is the value of a brand, or can be summarised as the perceived expensive brand has positive brand equity, it can charge more for the products and services than the generic products or other competitors. The data was collected by issuing questionnaire for 120 respondents. The respondents agreeing with the service of the online food delivery apps would be of very good quality. The respondents suggested to improve the quality of food and packing. Firms must also make sure that the apps are comfortable and user friendly.

KEYWORDS: *Swiggy, Zomato, Ubereats, scenario, purchase intention.*

INTRODUCTION

Brand equity is a phrase used in the marketing industry which describes the value of having a well-known brand name, based on the idea that the owner of a well-known brand name can generate more revenue simply from brand recognition (that is from products with that brand name than from products with a less well known name), as consumers believe that a product with a well-known name is better products with less well-known names. Brand refers to the value of brand.

STATEMENT OF THE PROBLEM

When the economy grows individuals purchasing power also increases which in turn results in changes in the spending pattern. In this situation many new problems enter the market in the areas where consumers are given more customized services of their door step. In such a scenario the Indian market has seen emergence of Swiggy, Zomato and Uber eats and their market is expanding rapidly. In this scenario it will be interesting to study the brand equity about their services. Hence this study might end up with interesting findings which may be useful for the marketers who are in the field and also for those who planned to enter in this industry.

SCOPE OF THE STUDY

The scope of the research is confined to study about brand equity of online food delivery applications and also reason out their choice in preferring the food delivery applications. The scope is further extended to identify the problems if any involved in the usage of mobile applications and to offer suitable suggestions to figure out the problem.

OBJECTIVES OF THE STUDY

- To investigate whether brand equity dimensions have any relation with buying behaviour of consumers.
- To understand the influence of brand loyalty.
- To investigate the impact of advertising on building brand equity among customers.
- To examine the impact of brand equity on consumer purchase intention.

RESEARCH METHODOLOGY

The descriptive research design was adopted in this study. The data has been collected from both primary and secondary sources. The data was collected from 120 respondents from Coimbatore city through questionnaire by adopting convenient sampling method. Percentage analysis, Ranking analysis and Likert scale method were used to analyse the data.

REVIEW OF LITERATURE

Filareti Kotsi, Steven Pike (2018), the study aimed to contribute to the destination marketing literature by testing CBBE theory in the context of stopover destination for the long haul international air travellers. The questionnaire was distributed to collect the data from the respondents of Australia and France. The findings suggest destination brand awareness, image and brand value are positively related to additional destination loyalty. As relatively new stopover destination for long haul travellers, Dubai was perceived more positively by previously visitors than those who never visited the destination.

Madhobi Hossain, Kazi Md Dahim Ahmed (2018), the study investigated whether brand equity dimensions have any relation with the buying behaviour of consumers who belong to millennial generation. The Data was collected from 154 respondents by distributing questionnaire. The result states that there is a positive correlation between all the factors, including the 4 brand equity elements and consumer buying behaviour. They concluded that, millennia's when buying smartphones are moderately influenced by their awareness towards brands.

Palwinder Kumar, Dr. shelly Rekhi (2018), the paper provided a detailed report on branding importance, maintaining trust, consistency and expectations on consumer's mind. The objective of the study was to examine the existing literature on branding, examine customer's attitude and behaviour related to branding. The data was collected from 150 respondents by distributing questionnaire. They suggested that customer buy brand product when quality is important to them. So, they conclude that the company should do more advertisement than other means of publicity to create more awareness about brand.

Naeem Akhtar, Qurat-Ul-Ain, et.al (2016), the objective of the study was to investigate the impact of brad loyalty, brand awareness, perceived quality, brand association on consumers, purchase decision. They have used random sampling technique on students of "University of Education Lahore" to collect the data. The results shows that brand equity influence purchase decision. The study concluded that it explore the impact of brand equity on consumer purchase decision.

DATA ANALYSIS & INTERPRETATION
PERCENTAGE ANALYSIS

TABLE 1
TABLE SHOWING SUGGESTION OF APP BY THE RESPONDENTS

S. No	Categories	No. of Respondents	Percentage (%)
1	Swiggy	67	56
2	Zomato	34	28
3	Uber eats	19	16
		120	**100**

INTERPRETATION

The table shows that 56% of the respondents suggest Swiggy to others for buying food online, 28% of the respondents suggest Zomato to others for buying food online, 16% of the respondents suggest Uber eats to others for buying food online.

INFERENCE

Majority 56% of the respondents suggest Swiggy to others for order food online.

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RANK ALALYSIS
TABLE 2
TABLE SHOWING DISTRIBUTION OF RANKING FOR PERFORMANCE OF ONLINE DELIVERY APP

S. No	Particulars	1	2	3	4	5	6	7	8	9	10	TOTAL	RANK
1	Time saving	25(10)	18(9)	12(8)	15(7)	16(6)	14(5)	9(4)	2(3)	6(2)	3(1)	836	1
2	Convenience	10(10)	17(9)	13(8)	13(7)	8(6)	15(5)	17(4)	18(3)	6(2)	3(1)	708	2
3	Payment method	13(10)	14(9)	17(8)	12(7)	5(6)	5(5)	11(4)	16(3)	14(2)	13(1)	667	5
4	Quality of food	10(10)	10(9)	10(8)	13(7)	9(6)	17(5)	10(4)	12(3)	10(2)	19(1)	615	7
5	Delivery speed	15(10)	10(9)	9(8)	10(7)	14(6)	11(5)	9(4)	18(3)	10(2)	14(1)	645	6
6	Variety of cuisine	9(10)	6(9)	8(8)	10(7)	11(6)	17(5)	17(4)	15(3)	15(2)	12(1)	584	10
7	Live tracking of Delivery	4(10)	11(9)	17(8)	7(7)	10(6)	8(5)	20(4)	9(3)	24(2)	10(1)	589	9
8	Price	12(10)	17(9)	10(8)	16(7)	15(6)	7(5)	9(4)	10(3)	14(2)	10(1)	694	3
9	Availability	9(10)	7(9)	13(8)	14(7)	12(6)	8(5)	15(4)	10(3)	9(2)	23(1)	598	8
10	Offers	11(10)	12(9)	12(8)	9(7)	20(6)	17(5)	6(4)	10(3)	12(2)	11(1)	671	4

INTERPRPETATION

From the table, it is understood that time saving is ranked 1, convenience is ranked 2, price is ranked 3, offers is ranked 4, payment method is ranked 5, delivery speed is ranked 6, quality of food is ranked 7, availability is ranked 8, live tracking of delivery is ranked 9, variety of cuisine is ranked 10.

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INFERENCE

Time saving during ordering the food online have been ranked 1st by the customers for the performance of online food delivery apps

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TABLE 3

TABLE SHOWING RANKING FOR PROBLEMS OF THE APP TOWARDS ONLINE DELIVERY

S.No	Particulars	1	2	3	4	5	6	7	8	9	10	TOTAL	RANK
1	Quantity	15(10)	19(9)	13(8)	13(7)	14(6)	11(5)	12(4)	5(3)	7(2)	11(1)	744	1
2	Limited no. of Cuisine	5(10)	14(9)	14(8)	7(7)	17(6)	14(5)	11(4)	13(3)	12(2)	13(1)	629	7
3	Packaging	9(10)	20(9)	13(8)	12(7)	5(6)	17(5)	14(4)	16(3)	7(2)	7(1)	702	3
4	Delay timings	19(10)	15(9)	9(8)	8(7)	9(6)	11(5)	19(4)	7(3)	8(2)	16(1)	691	4
5	Accuracy of tracking	16(10)	6(9)	12(8)	9(7)	5(6)	15(5)	15(4)	12(3)	14(2)	16(1)	628	8
6	Food quality	22(10)	10(9)	17(8)	12(7)	13(6)	3(5)	6(4)	15(3)	11(2)	11(1)	704	2
7	Delay in refund	10(10)	12(9)	10(8)	18(7)	9(6)	10(5)	8(4)	20(3)	13(2)	10(1)	616	9
8	No proper bill	6(10)	12(9)	16(8)	19(7)	13(6)	9(5)	12(4)	9(3)	16(3)	8(1)	683	5
9	Mismatch of restaurant where we ordered	8(10)	10(9)	9(8)	11(7)	12(6)	16(5)	12(4)	12(3)	18(3)	12(1)	585	10
10	Wrong delivery of foods	14(10)	5(9)	6(8)	10(7)	23(6)	14(5)	11(4)	8(3)	13(3)	16(1)	634	6

INTERPRETATION

From the table, it is understood that quantity is ranked 1, food quality is ranked 2, packaging is ranked 3,delay timings is ranked 4, no proper bill is ranked 5, wrong delivery of foods is ranked 6, limited no. of cuisine is ranked 7, accuracy of tracking is ranked 8, delay in refund is ranked 9, mismatch of restaurant where we ordered 10.

INFERENCE

The quantity of food have been ranked 1st by the customers for the problems during online delivery.

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TABLE 4
TABLE SHOWING PERFORMANCE TOWARDS ONLINE FOOD DELIVERY APP

S.No	Factors		5	4	3	2	1	TOTAL	Likert Scale
	Likert Scale value (x)		5	4	3	2	1		
1	BRAND AWARENESS								
1.1	I can easily recall the online food delivery apps when it comes to order food in online.	f	1	4	18	48	49	120	1.83
		fx	5	16	54	96	49	220	
1.2	Some characteristics of this brand come to my mind	f	0	6	27	55	32	120	2.05
		fx	0	24	81	110	32	247	
1.3	I am familiar with the brand online food delivery apps	f	2	8	26	44	40	120	2.06
		fx	10	32	78	88	40	248	
1.4	I can recognise the brand quickly among other competing brands	f	3	10	45	39	23	120	2.42
		fx	15	40	135	78	23	291	
2	BRAND LOYALTY								
1.5	I consider myself to be loyal to online food delivery apps	f	3	8	26	26	57	120	1.95
		fx	15	32	78	52	57	234	
1.6	In future if I want to order food from hotel this brand would be my first choice	f	5	8	27	40	40	120	2.15
		fx	25	32	81	80	40	258	
1.7	I would love to recommend online food delivery applications to my friends	f	4	10	31	41	34	120	2.07
		fx	20	20	93	82	34	249	
1.8	I will order on online food delivery apps even if it increases the price of its service.	f	4	18	44	36	18	120	2.61
		fx	20	72	132	72	18	314	
1.9	I am satisfied with my choice of ordering food through online.	f	3	7	29	34	47	120	2.04
		fx	15	28	87	68	47	245	
1.10	I am satisfied with the overall performance of the online food delivery applications	f	4	11	22	52	31	120	2.20
		fx	20	44	66	104	31	265	
C	PERCEIVED QUALITY								
1.11	I trust the quality of the online food delivery apps.	f	5	8	38	35	34	120	2.29
		fx	25	32	114	70	34	275	
1.12	The service of the online food delivery apps would be of very good quality	f	4	6	42	10	28	120	3.31
		fx	20	24	126	20	28	398	
1.13	The online food delivery apps offer excellent features.	f	1	8	35	45	31	120	2.19
		fx	5	32	105	90	31	263	
D	BRAND ASSOCIATION								
1.14	I like & trust the online food delivery app	f	10	6	40	44	20	120	2.51
		fx	50	24	120	88	20	302	

Note: Likert scale = ∑fx / Total number of respondents   f = Number of respondents

INTERPRETATION

Likert scale value 3.31 is greater than the mid value (3), thus the respondents agreeing with the service of the online food delivery apps would be of very good quality.

They are not agreeing with the factors like recalling the online food delivery apps when it comes to order food in online, Some characteristics of this brand come to their mind, they are familiar with the brand online food delivery apps, they can recognise the brand quickly among other competing brands, they consider their self to be loyal to online food delivery apps, In future if they want to order food from hotel this brand would be their first choice, they would love to recommend online food delivery applications to their friends, they will order on online food delivery apps even if it increases the price of its service, they are satisfied with their choice of ordering food through online, they are satisfied with the overall performance of the online food delivery applications, they trust the quality of the online food delivery apps, the online food delivery apps offer excellent features, they like & trust the online food delivery app.

INFERENCE

The respondents agreeing with the service of the online food delivery apps would be of very good quality.

To analyse the data it is usually coded as follows:
- 5 = Highly satisfied
- 4 = Satisfesd
- 3 = Neutral
- 2 = Dissatisfied
- 1 = Highly dissatisfied

TABLE 5
TABLE SHOWING PROBLEMS FACED BY THE RESPONDENTS WHILE ONLINE FOOD DELIVERY

S.No	Factors							TOTAL	Likert Scale
	Likert Scale value (x)		5	4	3	2	1		
1	Price	f	1	0	13	73	33	120	1.85
		fx	5	0	39	146	33	223	
2	Convenience	f	2	2	33	67	16	120	2.22
		fx	10	8	99	134	16	267	
3	Personnel service	f	3	5	31	48	33	120	2.14
		fx	15	20	93	96	33	257	
4	Online payment	f	2	11	29	33	45	120	2.1
		fx	10	44	87	66	45	252	
5	Courtesy	f	2	7	36	43	32	120	2.2
		fx	10	28	108	86	32	264	
6	Access	f	2	4	31	52	31	120	2.11
		fx	10	16	93	104	31	254	
7	Deliverability	f	6	5	16	48	45	120	1.99
		fx	30	20	48	96	45	239	
8	Intution (Solving problems)	f	6	10	36	44	24	120	2.41
		fx	30	40	108	88	24	290	
9	Choice	f	5	7	27	48	33	120	2.19
		fx	25	28	81	96	33	263	
10	Offers	f	5	12	22	33	48	120	2.08
		fx	25	48	66	66	48	250	

Note: Likert scale = ∑fx / Total number of respondents   f = Number of respondents

INTERPRETATION
The likert scale value is less than the mid value (3), thus the respondents are not satisfied with the factors.

INFERENCE
The respondents are not satisfied with the factors.

FINDINGS
- 53% of the respondents are male.
- 35% of the respondents are in the group of 19 to 25 years.
- 57% respondents are unmarried.
- 71% of the respondents are in the family of 3 to 5 members.
- 50% of respondents are at UG level.
- 45% of the respondents are unemployed.
- 45% of the respondents having monthly income of Rs.10,000 to 20,000.
- 89% of the respondents are prefer to order food over the mobile app.
- 57% of respondents order food from Swiggy app.
- 35% of the respondents order food online on monthly basis.
- 53% of respondents spending below Rs.500 for online food ordering.
- 39% of respondents order food online on Sunday.
- 52% of the respondents order dinner from the online food delivery apps.
- 58% of the respondents order food online from multiple restaurants.
- 63% of the respondents pay their payment by cash during online food ordering.
- 44% of the people know about the food delivery app from friends and relatives.
- 66% of the respondents like advertisement regarding online food delivery apps.

EPRA International Journal of Research and Development (IJRD)

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- 50% of the people pay attention for online advertisement and 50% of the people do not pay attention for online advertisement.
- 57% of the respondents feels neutral by the influence of advertisement.
- 56% of the respondents suggest Swiggy to others for order food online.
- Time saving during ordering the food online have been ranked 1st by the customers for the performance of online food delivery apps.
- The quantity of food have been ranked 1st by the customers for the problems during online delivery.
- The respondents agreeing with the service of the online food delivery apps would be of very good quality
- The respondents are not satisfied with the factors.

SUGGESTIONS
- The respondents suggested to improve the quality of food and packing.
- The mismatch of restaurants, food and place of delivery can be reduced.
- The variety of cuisine and live tracking of delivery can be improved.
- Delay in refund can be solved.
- Advertisement through various channels can be made to make the customer to recall the online food delivery apps.
- Loyalty programmes like discount to loyal customers, Reward points, etc. can be provided to increase the customer loyalty.
- Pricing strategy and deliverability can be improved to satisfy the customer.

CONCLUSION
With continuous influx of professionals in cities and rapid urbanization of Indian landscape, the food delivery and restaurant segment is now thriving at a blistering pace. Adding to this scenario is an increasing number of smartphones and food delivery apps. Food delivery apps have now become a big hit with tech-savvy individuals across India. There are several food delivery apps in India that one can download on smart phones to order food on the go and from the comfort of homes. The present study found a significant relationship between factors considered important while selecting a food delivery app. And from the analysis it was also found that the facilities offered play a major role in making a purchase from an app. Social media should be the most desired tool for marketing by firms. Currently cash on delivery is the most preferred option of payment by the respondents but other digital techniques are also in the growth stage. Firms must also make sure that the apps are comfortable and user friendly. The special apps are a convenient way for the consumers to place orders and for the company to attract further more consumers but the comfort of usage must be given a higher preference.

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