Impact of Branding on Rural Educated Youth Choice of Clothing Buying Behaviour: with Special Reference to Belagavi Sub District Ramdurg, Karnataka, India

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Abstract

This paper investigates the relationship among components which impact consumer's buying behaviour for garments/ Clothing products in Ramdurg Rural area. To do so questionnaire were distributed to respondents who living in Ramdurg location and are regular garment buyers. The researcher chosen 60 respondent by using non-probability quota sampling were used, from the study are three villages are chosen namely Turnur, Rankaloppa and Halgatti from each villages 20 respondent were randomly selected. The collected data analyzed with correlation, Regression and descriptive statistics have been used to present the data set and also adopted statistical tools. Correlation model used with relation to objective one and regression model used to test the hypothesis of the study and with relationship to remaining objectives, to test this SPSS were used. Youth buy branded clothes in a years 1 to 2 times rural and branded cloths they buy 23.3 percent where as 58 percent of the respondents buy 3 to 4 times, 51.7 percent youth prefers to buy branded cloths with their friends, 48.3 percent are buying brands clothes in their local stores, 23.3 percent respondents says branded clothes are value for money and 45 percent says branded clothes are symbol status. There is a significant relationship between quality and impact on rural educated youth choice of clothing buying behaviour and advertisements and price does not have impact.

Key words: Advertisement, Price, Quality and Branded Clothing, Buying behaviour.

Introduction

To stay serious and beneficial in present marketplace, the clothing business should keep on growing its capacity to react to the necessities and needs of customers. Since most recent couple of years. The clothing market has seen significant exchange concerning clothing pattern, fashion, use of branded products and choice of clothing and awareness of current fashion. The Indian textile industries is an area which has made work in large scope and it remains next simply to agribusiness by using work to around 15 million people across the nation, Simply as metropolitan areas. Retail in India has raised the third most apparel business sector objective for apparel retailers, as per a study by one of the service counseling. Is the second biggest retail classification, speaking to ten percentage of the US $ 37 billion global retail marketplace. World's largest producer of textile and apparels, domestic apparel and textile contribute 2percent to the GDP of India and 12 percent of country's exporting. Apparel industry is the second largest employment generating industry in India around 45 million people. India has also become second largest manufacture of PPE in the world. Fashion industry has reached the Manufacturers to be had on the right area on the proper time. On one hand, in fabric area excessive homegrown utilization will hurl massive commercial enterprise opportunities, will offer a risk to exporters to make up for the inability, if they are able to have what it takes and fit the assumptions for the purchaser, With this ability, India will display up as a desired region for hobby in cloth and apparel regions, each with the aid of Indian and global groups, the record. The garb and style industry being placed at ahead of all comers and moreover the spending on apparel lots among the patron have become increased, considering these focuses it is exceptionally important to contemplate the changing buying behaviour of the customers. The primary motivation in the back of this examine is to construct the awareness of clothing buying behaviour of Indian buyers and from a proper angle settlement elements which effect garb buying behaviour supply good sized data to clothing shops trying to normalize or alter their technique for the customers.

Consumer buying behaviour is the investigation of human beings and the methods how use to pick, cozy, use, and discard objects, services, experience, with

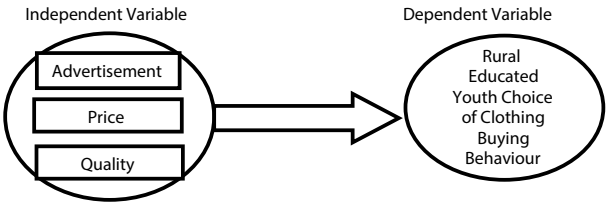
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a view to fulfill wishes and the outcomes that these system have at the consumer. Consumer buying behaviour is gradually part of strategic planning for the upcoming funding and development of any industry. Retail industry or explicitly to country clothing enterprise isn't any special case, Consumers can either be summary or objective, checking out the persuasion of brand names. Retail places selling the objects in addition to anticipate a enormous component in convincing the choices of client. The complete level or graphical appeal of the retail outlet can decide sale, or the help of the salesman or the clerk Furthermore, consumers might also select unique objects/brands no longer just in mild of the fact that those products deliver the beneficial or execution pay backs projected, yet moreover in mild of the fact that products can be utilized to speak clients' individual, societal function or association or to fulfill their inward intellectual requirements, as an example, the requirement for alternate or newness. Consumer buying behaviour signifies to the enthusiastic and mental cycle and the detectable buying behaviour at some stage in search of products, buying cycle and submits utilization of products services. Consumer behaviour carries investigation of how individuals purchase, what they buy, when they purchase and why they buy. It consolidations the additives from Psychology, Sociology, Socio psychology, Anthropology and Economics.

Literature Review

According to Prasana Rosaline Fernandez (2009) youth prefers branded clothing breaking away their norms of their childhood and established their own identity. Brand pays key role in youth's minds and gives high expectation and success. Youth are growing up in brand conscious and media aware then their parents. Youth do not like misguidance by the marketers. Youths are more media savvy in choosing messages. Branded clothing company to act ethically, need to leave on youths own understanding and decide on their own. Syed Irfan Shafi and C. Madhavaiah (2014) Study revealed that group reference main factors for branded apparel buying as well as store, product, and product promotions. And advertisements to be done in a manner that it reach out the buyers. Clothing Store must come up with concerning to the advertisements and promotions to their reference group and store attribute so that the buyer attract to their services and products what they offers. Sheeba Rusiga (2016) Consumer buy branded products compare to unbranded one, e-commerce have grown in recent years, fashion industries have enormous. Branded products are having better standing then generic one. Private label brands have become more popular one. Baseer Ali Durrani (2015) concluded that teenager behaviour influence and correlated by advertisements, brand image and brand loyalty. Business organization needs to focus on teenager advertisements because teenager is more influence by advertisements. Emine koca and Fatma koc (2016) Clothing purchase influences mostly on factors such as economic situation, Status and quality assurances and followed by family, friends, cultural and reference groups. Fashion clothing is expensive but also stands out in the crowed and unique. In men and women, women purchase the more clothing also revealed women influenced by fashion and men by brand name. K.Maran, Badrinarayana and T Praveen Kumar (2017) revealed income and purchase pattern influence on branded apparel products. Design, Style Quality, color, comfort and price has influencing factors. Expectation and satisfaction of branded apparels have positive influences. Suggest that brands must fulfill the costumers' requirements as per their needs and process accordingly. Afrose Fathima Farid (2016) revealed online shopping growing with respect to fashion industry, traditional store still popular. Many of them buy online for the ease of buying and availability cards for the payments played huge role in buying online apparel products. Brands offers specially discount day to day and on special occasion attract buyers more. Casual wear are preferred one because the price range and perfect fitting. Sheena Gupta and Sougata Banerjee (2019) branded retails are growing in India at pace, Brand organization need to keep in mind in India to offers the products as per their Indian taste and demand. India is parenting branded clothing retails day by day. Branded retails must understand of Indian customers mind set. Rural consumer is different than the urban consumer and in Belagavi rural sub district Ramdurg is very different from the urban cities. Increased popularity and unimproved infrastructure are the major problem in the study is as well as low income, literacy and quality of life style differ from the cities. This all leads to motivate to study the how consumer behave and prefer branded clothing in the study, researcher found the gap to know whether the rural study area consumers do have the influence on Price, advertisements and quality or not, and this kind research in this area is new and unique.

RESEARCH FRAMEWORK:



Sources: *Author's own constructed diagram*

Conceptual Framework: To finds out the impact of Advertisement, Price of the clothing brand, and Quality of the product, Researcher have built frame

work with two variable Independent variable dependent variable , where Independent variables are Advertisement, Price and Quality which is whether its impacts on Rural consumer buying behaviour or not as taken this variable as Dependent.

Objectives

- To know the relationship between Advertisement, Prices, Quality and rural educated youth choice of clothing buying behaviour.
- To find out the impact of advertisements on rural educated youth choice of clothing buying behaviour.
- To know the impact of price on rural educated youth choice of clothing buying behaviour.
- To find out the impact of quality on rural educated youth choice of clothing buying behaviour.

Hypothesis

H01: There is no significance relationship between advertisements and rural educated youth choice of clothing buying behaviour.

Ha1: There is a significant relationship between advertisements and rural educated youth choice of clothing buying behaviour.

H02: There is no significant relationship between price and rural educated youth choice of clothing buying behaviour.

Ha2: There is a significant relationship between price and rural educated youth choice of clothing buying behaviour.

H03: There is no significance relationship between quality and rural educated youth choice of clothing buying behaviour.

Ha3: There is significant relationship between quality and rural educated youth choice of clothing buying behaviour.

H04: There is no impact of advertisements on rural educated youth choice of clothing buying behaviour.

Ha4: There is significant impact of advertisements on rural educated youth choice of clothing buying behaviour.

H05: There is significant impact of prices on rural educated youth choice of clothing buying behaviour.

Ha5: There is no significant impact of prices on rural educated youth choice of clothing buying behaviour.

H06: There is no significant impact of quality on rural educated youth choice of clothing buying behaviour.

Ha6: There is a significant impact of quality on rural educated youth choice of clothing buying behaviour.

Tools for Analysis

The collected data analyzed with correlation, Regression and descriptive statistics have been used to present the data set wherever it's necessary and also adopted statistical technique for data evaluation. Correlation model used with relation to objective one and regression model used to investigate the hypothesis of the study and with relationship to remaining objectives.

Limitations of the Study

This study is limited to the particular region (small part of the Karnataka) Ramdurg Taluka is Belagavi sub district and data also collected from the same region hence the finding of the study can not compare with other region, This study is micro level in nature.

Methodology

For analyses and interpretation of clothing choice of the respondent suitable methodology is pre requirements i.e. Multiple Regression Analysis and Correlation methods were used to know the impact and relations between two variables. The Primary data is collected from questionnaire and secondary data obtain from the various journals, books and records. Non-Probability Quota sampling is used, the respondents are located in Ramdurg Taluka Belagavi district Karnataka. The sampling unit is limited to Ramdurg Taluka rural area. The researcher chosen 60 respondent from the study are three villages are chosen as quota namely Turnur, Rankaloppa and Halgatti from each villages 35 respondent were circulated questionnaire where appropriate and full respond units were 20 selected from the each village. Thus total of 60 respondent were selected using Non-Probability Quota sampling technique for the data collection for the require information.

Data Analysis and Interpretation

Reliability Test

Table 1: Result of the Reliability Test

Reliability statistics	
Cronbach's Alpha	N of Items
.716	20

Sources: *Researcher's survey findings (2021)*

Table 1: To check the reliability of the questionnaire researcher has used Cronbach's Alpha methods. The Cronbach's Alpha over value is 0.716. The questionnaire said to be reliable as the value is 0.716 it is good and reliable for the study. Rule of Thumb for Results: The preferred rule of thumb is that a Cronbach's alpha

of 0.70 and above is right. 0.80 And above is better, 0.90 and above is exceptional and best. Researcher's end result is 0.716 there for its miles taken into consideration as "Good"

Table 2: Characteristics of the respondents

SL No	Respondents	n	Percentage
1	Gender	60	100
	Male	31	51.7
	Female	29	48.3
2	Age	60	100
	16-17	3	5.0
	18-19	27	45.0
	20-21	22	36.7
	22-23	4	6.7
	24-24.5	4	6.7
3	Education	60	100
	Up to 11	4	6.7
	2nd PUC	3	5.0
	Professional Course	5	8.3
	Degree	48	80.0
4	Occupation	60	100
	Students	49	81.7
	Employees	2	3.3
	Farmers	3	5.0
	Professionals	3	5.0
	Self employed	3	5.0

Sources: *Researcher's survey findings (2021)*

Gender: out of 60 respondent 51.7percent percent are male and 48.3percent are female both male and female are used for in the data collection as male and female are considering variable for the studying the behaviour, both the gender plays important rule for buying brands in the study area. But researcher just not considers this only parameter.

Age: 16-17 are 5percent in the total 60 respondents 45percent are the 18-19, 36.7 percent are age between 20-21, and 22-23, and 24-24.5 are 6.7 percent respectively. On an average 20-23 age group are average age group and this has more in the numbers of data set.

Education: 80percent of the respondents falls under degree (Graduation) it shows the data set of the study has well educated in the study area, up to 11 class of education are 6.7percent , 2nd PUC (10+2) respondents are 5percent and 8.3 percent are the professional course studying respondents.

Occupation: occupation of the respondents in the study area. 81.7percent of the respondents are students as in the youth age category in educated usually respondents will be the students only 3.3.percent of the respondents are employees who is working either in Govt or private sectors, Famers, Professional and Business owners are 5percent respectively.

Table 3: How frequently youth buys branded clothes in a year?

		Freq uency	%	Valid Percent	Cumulative Percent
Valid	1 to 2 Times	14	23.3	23.3	23.3
	3 to 4 Times	35	58.3	58.3	81.7
	5 to 8 Times	3	5.0	5.0	86.7
	Above 9 Times	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

Sources: *Researcher's survey findings (2021)*

Table 3 showing how frequently does youth buy branded clothes in a year. 1 to 2 times rural consumers buy branded cloths 23.3 percent where as 58 percent of the respondents buy 3 to 4 times branded clothes in a year, 5percent buy 5 to 8 times and above 9 times 13.3 percent. From the above results on an average 2-3 times 81.6percent out of 100 percent, clothing industry has 4 seasons in a year. It means that 58 percent of the rural educated youth buys the branded cloths in the study area is three to four times in years minimum 3 to 4 months they buy branded cloths it indicate that there have a good potential for the brands and have good brand conscious.

Table 4: With who rural youths prefers to buy branded clothes?

		Freq uency	%	Valid Percent	Cumulative Percent
Valid	Friends	31	51.7	51.7	51.7
	Parents	25	41. 7	41. 7	93. 3
	Siblings	3	5.0	5.0	98.3
	Alone	1	1.7	1.7	100.0
	Total	60	100.0	100.0	

Sources: *Researcher's survey findings (2021)*

Table 4 shows with whom rural youths prefers to buy branded clothes 51.7 percent youth prefers to buy

branded cloths with their friends, and 41.7 percent prefers to buy with parents , remain 5 percent goes with siblings and 1.7 percent go alone. Rural youth buying habit preference of buying the cloths are more with their Family and Friends as 51.7 percent is with friends they buy and 41.7 percent they buy with their parents, the buying influence factors are friends and family of the rural youth buying consumers.

Table 5: Favorite brands from the below brands

		Freq uency	%	Valid Percent	Cumulative Percent
Valid	Local Store	29	48. 3	48. 3	48. 3
	Peter England	5	8.3	8.3	56.7
	Raymond's	22	36.7	36.7	93.3
	Levi's	4	6.7	6.7	100.0
	Total	60	100.0	100.0	

Sources: *Researcher's survey findings (2021)*

Table 5 presents that 48.3 percent are buying brands a clothes in their local stores, 36.7percent respondents buys in Raymond's brand, 8.3percent buys peter England and 6.7 percent buys Levi's. As we are keen to the impact of branding of the rural consumers researcher have asked the respondents about their favorite brand 48.3 percent said they buys in their local store and they believe that their local store as brand for them has they consider local store is the brand whatever he keeps are as branded products in his shop so they relay on them, and 36.7 percent said they think their favorite brand is Raymond's as this brands presence is good at Indian rural market and as in study are too.

Table 6: What does brand means to rural consumers.

		Freq uency	%	Valid Percent	Cumulative Percent
Valid	Waste of money	10	16.7	16.7	16.7
	Show off	9	15.0	15.0	31.7
	Value for money	14	23.3	23.3	55.0
	Symbol Status	27	45.0	45.0	100.0
	Total	60	100.0	100.0	

Sources: *Researcher's survey findings (2021)*

Table 6 shows 16.7 percent says branded clothes are waste of money, 15percent says show off and 23.3 percent respondents says branded clothes are value for money and 45 percent says branded clothes are symbol status it indicate that rural educated youths are brands conscious and their brand preference is

Table 7: Correlation between Consumer buying behaviour and Advertisements, Price and Quality

Correlations					
		Consumer Buying Behaviour	Advertisemetnt	Price	Quality
Consumer Buying Behaviour	Pearson Correlation	1	.066	.114	.281*
	Sig. (2-tailed)		.619	.388	.030
	N	60	60	60	60
Advertisement	Pearson Correlation	.066	1	.250	.312*
	Sig. (2-tailed)	.619		.054	.015
	N	60	60	60	60
Price	Pearson Correlation	.114	.250	1	.680**
	Sig. (2-tailed)	.388	.054		.000
	N	60	60	60	60
Quality	Pearson Correlation	.281*	.312*	.680**	1
	Sig. (2-tailed)	.030	.015	.000	
	N	60	60	60	60

. Correlation is sig at the huge on the zero.05 level (2-tailed).* *. Correlation is sizable at the 0.01 degree (2-tailed).*

Sources: *Researcher's survey findings (2021)*

high at rural area, Most of the rural consumers are prefer product on based value for money products here educated youth too feel that brands are value for money products it means their preference towards brands are positive.

Table 7 shows the correlation dependent variable is buying behaviour of choice of clothing and independent variables are Advertisements, Price and Quality.

Hypothesis # 1:

H01: There is no significant relationship between advertisement and rural educated youth choice of clothing buying behaviour.

Ha1: There is a significant relationship between advertisement and rural educated youth choice of clothing buying behaviour.

1) Result: There is no significant relationship between advertisement and rural educated youth choice of clothing buying behaviour as significant value is 0.066 which is greater than 0.05 level of significant hence we accept the null hypothesis

Hypothesis # 2:

H02: There is no significant relationship between prices on rural educated youth choice of clothing buying behaviour.

Ha2: There is a significant relationship between of prices on rural educated youth choice of clothing buying behaviour.

2) Result: There is no significant relationship between price and rural educated youth choice of clothing buying behaviour as significant value is 0.388 which is greater than 0.05 level of significant hence we accept the null hypothesis.

Hypothesis # 3:

H03: There is a significant relationship between quality and rural educated youth choice of clothing buying behaviour.

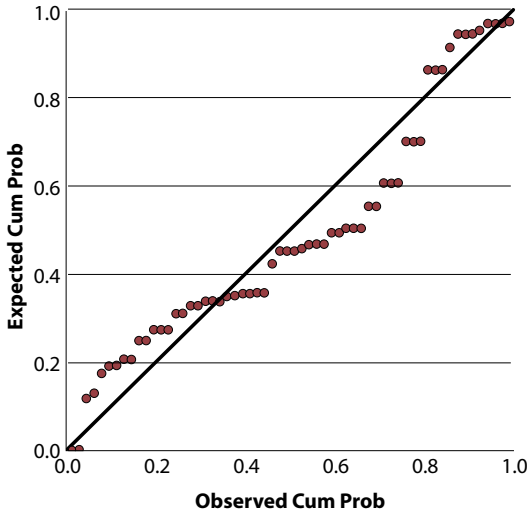
Ha3: There is a significant relationship between quality and rural educated youth choice of clothing buying behaviour.

3) Result: There is a significant relationship between quality and rural educated youth choice of clothing buying behaviour as significant value is 0.030 which is less than 0.05 level of significant hence we reject the null hypothesis.

Regression: Multiple Regressions Analysis

Multiple Regression Analysis has done using multi regression method by using statistical tool name called SPSS. Buying behaviour of choice of clothing is dependent variable and Advertisements, Price and quality are independent variables.

Figure: 1 Normal P-P Plot of Regresion Standardized Resual Dependent Varable: BBAvg



Sources: *Researcher's survey findings (2021)*

P-P Plot (Probability-Probability plot) for assessing how closely two data set agree which plot the two cumulative distribution factions against each other and check the data is normally data is distributed or not. Agung and Anita (2019).

Table 8: Model Summery

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.300a	.090	.041	2.33271

a. Predictors: (Constant), Quality, Advertisement, Price

b. Dependent Variable: Consumer Buying Behaviour choice of branded clothes

Sources: *Researcher's survey findings (2021)*

The table 8 indicates the R-Value, which represents the correlation among the observed and predicted values for the dependent variable; R-Square is called the coefficient of determination and gives the adequacy of the model. In this value of R-Square is 0.041 it means the independent variable in the version can are expecting 4.1 percent of the variance in based variable. Adjusted R Square suggests the accuracy of the model fitness if one can modify the model by own.

Table 9 : ANOVA

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	30.207	3	10.069	1.850	.149b
	Residual	304.727	56	5.442		
	Total	334.933	59			

a. Dependent Variable: Consumer Buying Behaviour
b. Predictors: (Constant), Advertisement, Price and Quality
Sources: *Researcher's survey findings (2021)*

Table 9 in first row call regression offers the variability inside the model because of realize the cause and within the 2nd row call residual indicates variability because of random error or unknown cause value this sit uation is 1.850 and the p-cost proven by 0.149 which is more than 0.05 there for we will say that independent variable Advertisement, Price and Quality have no significant effect on the dependent variable consumer buying behaviour of choice branded clothes.

The Coefficients table shows the regression consistent (Y intercepts) and coefficient and their

Table 10: Coefficients

Coefficients[a]						
Model		Unstandarized Coefficients		Standardized Coefficients	tt	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.205	2.193		6.021	.000
	Advertisements	-.013	.095	-.018	-.137	.892
	Price	-.146	.179	-.142	-.818	.417
	Quality	.242	.112	.383	2.160	.035

Sources: *Researcher's survey findings (2021)*

significance, regression measure how firmly (If it is Positive then sure connection assuming it's negative, its negative relationship) the independent variable predicts the dependent variable and that shows the solid relationship between independent variable and dependent variable.

Hypothesis # 4:

H01: There is no significant impact of advertisements on rural educated youth choice of clothing buying behaviour.

Ha1: There is a significant impact of advertisements on rural educated youth choice of clothing buying behaviour.

4) Result: Table 7 showing the result of ANOVA analysis. F-value is 0.250 and the p-value is 0.619 which is greater than 0.05(95percent of confidence Level) hence Null hypothesis is accepted there for advertisements does not impact on rural educated youth choice of clothing buying behaviour.

Hypothesis # 5:

H05: There is no significant impact of prices on rural educated youth choice of clothing buying behaviour.

Ha5: There is a significant impact of prices on rural educated youth choice of clothing buying behaviour.

5) Result: Table 7 showing the result of ANOVA analysis. F-value is 0.758 and the p-value is 0.388 which is greater than 0.05 (95percent of confidence Level) hence Null hypotheses is accepted there for price does not impact on rural educated youth choice of clothing buying behaviour.

Hypothesis # 6:

H06: There is a significant impact of quality on rural educated youth choice of clothing buying behaviour.

Ha6: There is a significant impact of quality on rural educated youth choice of clothing buying behaviour.

6) Result: Table 7 showing the result of ANOVA analysis. F-value is 4.959 and the p-value is 0.030 which is greater than 0.05 (95percent of confidence Level) hence Null hypotheses is rejected there for quality does impact on rural educated youth choice of clothing buying behaviour.

Conclusion

There is no significant relationship between advertisement and rural consumer buying behaviour of choice of branded cloths , There may be no significant courting between price and rural consumer buying behaviour of choice of branded cloths, there is no significant relationship between quality and rural buying behaviour of choice of branded cloths, advertisements does not impact on rural consumer buying behaviour of choice of branded clothes, price does not impact on rural consumer buying behaviour of choice of branded clothes, quality does impact on rural consumer buying behaviour of choice of branded clothes. Youth buy branded clothes in a year. 1 to 2 times rural consumers buy branded cloths 23.3 percent where as 58 percent of the respondents buy 3 to 4 times, rural youths prefers to buy branded clothes 51.7 percent youth prefers to buy branded cloths with their friends, 48.3 percent are buying brands clothes in their local stores, 23.3 percent respondents says branded clothes are value for money and 45 percent says branded clothes are symbol status. advertisements does not impact on rural educated youth choice of clothing buying behaviour, price does not impact on rural educated youth choice of clothing buying behaviour, quality does impact on rural educated youth choice of clothing buying behaviour. No significant relationship between advertisement and rural educated youth choice of clothing buying behaviour, No significant relationship between price and rural educated youth choice of clothing buying behaviour. There is a significant relationship between quality and rural educated youth choice of clothing buying behaviour. 58 percent of the rural educated youth buys the branded cloths in the study area is three to four times in years minimum 3 to 4 months they buy branded cloths it indicate that there have a good potential for the brands and have good brand conscious. Rural youth buying habit preference of buying the cloths are more with their Family and Friends as 51.7 percent is with friends they buy and 41.7 percent they buy with their parents, the buying influence factors are friends and family of the rural youth buying consumers. As we are keen to the impact of branding of the rural consumers researcher have asked the respondents about their favorite brand 48.3 percent said they buys in their local store and they believe that their local store as brand for them has they consider local store is the brand whatever he keeps are as branded products in his shop so they relay on them, and 36.7 percent said they think their favorite brand is Raymond's as this brands presence is good at Indian rural market and as in study are too. branded clothes are symbol status it indicate that rural educated youths are brands conscious and their brand preference is high at rural area, Most of the rural consumers are prefer product on based value for money products here educated youth too feel that brands are value for money products it means their preference towards brands are positive.

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An Empirical Study of Measurements on Customer Satisfaction Towards Order Processing Food Delivery Apps in Smart Mobiles at Bengaluru City

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Abstract

Food delivery apps is a new business unit in the e-commence division. It can bridges the gaps between customer and food restaurants. Customer will search restaurant and order processing food delivery Apps in smart mobiles. Food delivery in smart mobiles Apps is one of the fastest growing market segments in India and food delivery apps allow customers to order from a wide variety of establishments with a single tap on a mobile phone. Smart mobile apps have made our lives so much easier. The purpose of this study is to analyze the best order processing food delivery Apps in smart mobiles used by retailer to attract the customers and to gain their customer satisfaction. This research study is undertaken to identify the measurements on customer satisfaction towards order processing food delivery Apps in smart mobiles in Bengaluru. The researcher has collected in order to both primary as well as secondary data, Likert scale was used in designing the questionnaire, a sample of 275 respondents was taken from the customer in Bengaluru city. Data has been taken to SPSS 24.0 version, the study applied various statistical tools that include measures of central tendency, reliability and one –way ANOVA analysis and concludes that Smart mobiles food delivery retailers should take in to consideration and understanding the customers touch points in customer satisfaction levels to identify the customer need, want and demand to make them to satisfied and improve some measures those levels to bridge the gap to build long term relationship enhances customers satisfaction.

Keywords: Customer satisfaction, Food Delivery Apps, order processing

Introduction

Modern technology and innovation is playing a major role in Day -to-Day customer life and their life style is changing. Customer wants to live his life differently with more perception and expectation on purchase of the product and services. Development of technology and high speed internet facilities has made the large population to use smart phones in India. The first restaurant food delivery service in the world began in 1995 with World Wide Waiter and still operates today as Waiter.com. The top three restaurant food delivery services are Door Dash, Grub Hub, and Uber Eats. Swiggy is India's largest and highest-valued online food ordering and delivery platform founded in 2014. The number of smart phone users in India was estimated to reach over 760 million in 2021, with the number of smart phone users worldwide forecasted to exceed to 3.8 billion users in 2021. Today customer is downloading Mobile App from play store to pay electricity bill, for buying grocery products and placing order for food so that it gets delivered to their doorstep. Food delivery apps is a new business unit in the e-commence division. It can bridges the gaps between customer and food restaurants. As one of the trend is observed in the Indian metropolitan cities that many youths are attracting to smart mobile food delivery apps. Food delivery Apps can give help to the customers in food menu under different categories that provide unlimited food delivery service anytime. It can get Coupons, offers and discount; Promo Codes which are encouraging the customer to order food through food delivery apps.

Review of Literature

Dr. S. Preetha and S.Iswarya (2019) discussed in their article entitled "An Analysis of User Convenience towards Food Online Order and Delivery Application (FOOD App via Platforms), the technology is encourage and support of good information about quality, service, taste and price to use order food using Platform-to-consumer delivery app- The FOOD mobile app.

Rituparna Ghosh and Tapash Ranjan Saha (2018) have described "A Study of e-payment system on food delivery industry: A case study on swiggy" Order Food Online or through an App is a new concept in India,

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The study found to help the industry as well as the new entrepreneur to formulate marketing strategies in such a way that they can increase the volume of sales.

Mrs. I.Karthika, Miss. A.Manojanaranjani (2018) in their research study has stated that Consumer can now purchase goods and services virtually anywhere, 24 hours a day, 7days a week, without geographical and temporal boundaries. The goal is to save time of customers by providing facilities like vacancy list at reception, digital food ordering, instant e-billing and fast parking service which will result in consumer satisfaction and ultimately profit the restaurant.

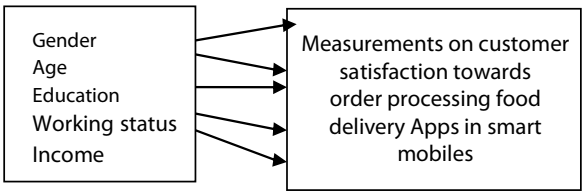
Aparna Anib, Gayathri.A and Shabu K.R.(2019) in this research paper title "Consumer Perception towards Swiggy Digital Food Application Service: A Analytical Study with Special Reference to Ernakulam City" food ordering and delivery is very successful because it bridges the gap between restaurants and consumers. It is a process were a customer will search for a restaurant and filter with the available items, cuisines and they deliver by an application in the mobile phone.

Dr. Sonali Jadhav (2018) in this study mentioned that the food delivery is gaining popularity with more and more people especially the younger generation turning to mobile food ordering apps, thereby changing the way food is delivered and picked up. market is growing in leaps and bounds due to growing urbanization, increasing disposable income, working women and rapid increase in the use of smart phones. While new restaurants are coming up and technology being the need of the hour, India is dominating delivery market of the world.

From the above review of literatures, the researchers pinpointed a gap in literature which is that although many studies have investigated the measurements on customer satisfaction yet none according to the authors' intelligence have investigated the measurements on customer satisfaction between towards order processing food delivery Apps in smart mobiles outcomes of customer satisfaction and this leads to the contribution of this study.

Objectives of the Research

- To measure the categories of demographic factors and variables impacting on customer satisfactions towards order processing food delivery Apps in smart mobiles.
- To examine the role of customer satisfactions towards order processing food delivery Apps in smart mobiles.



Research Hypotheses

H01: There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the Gender group

H02: There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the Age group

H03: There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the Education group

H04: There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the working status

H05 There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the income group

Research methodology

The researches planned to carry out current study of descriptive in nature as the customer satisfactions towards order processing food delivery Apps in smart mobiles to increased the delivery activities to reach the customer. The researcher has developed keen interact in conducting a thorough inquiry into the various problems related to the various aspect of order processing food delivery Apps in smart mobiles and dig out deep at the various deficiencies and suggest suitable measures for streamlining the same. Food delivery App retailers to come out with new innovation best practices to satisfy the needs, want, desires and create a demands in the minds of present and potential customers. Research design is Descriptive in nature; Primary data is collected from the selected food delivery Apps at Bengaluru city by administering a structured questionnaire. 300 Customers have been selected as sample for the purpose of carrying out the survey and questionnaires were given to them for filling. Out of which 300 questionnaires we received 275 questionnaires, which are complete in all aspects and this is chosen for the study. Secondary data is collected through journals, reports, magazines. The sampling method used for this study was non-probabilistic convenience sampling method. The period of the study questionnaire data are collected during August – September 2021. Data is systematically coded and tabulated using SPSS 24.0 version worksheet. The researcher qualified the data before coding and tabulation. Data is processed using SPSS Software. The study applied various statistical tools that include measures of Central tendency, reliability and one –way ANOVA analysis.

Analysis and Interpretations

Table 1: Demographic profile

Particulars	Frequency	Percent
Gender		
Male	156	56.7
Female	119	43.3
Age		
20-25	49	17.8
26-35	87	31.6
36-45	88	32.0
46-60	19	6.9
60-Above	32	11.6
Education		
Undergraduate	7	2.5
Graduate	72	26.2
Postgraduate	196	71.3
Working status		
Employee	115	41.8
Employer	58	21.1
House wife	38	13.8
Student	44	16.0
Retired	9	3.3
self-Employed	11	4.0
Monthly income		
Less than- 10000	13	4.7
10001-20000	22	8.0
20001-30000	57	20.7
30001-40000	53	19.3
40001-50000	80	29.1
50001-60000	50	18.2
Total	275	100

Source: Collected from primary data

- From research analysis of 275 respondents, 56.7% are male and 43.3% are females respectively using order processing food delivery Apps in smart mobiles in Bengaluru. Hence it can be stated that male are more than females in order processing food delivery Apps in smart mobiles.
- 88 (32.0 %) respondents are in age group of 36-45 years, 87 (31.6 %) are in age group of 26-35 Years, 49 (17.8 %) are in age group of number of respondent were 20 -25 Years, 32 (11.6%) in the age group of above 46-60 Years and 19 (6.9 %) are in the age group of above 60 Years. From the results it can be infer that respondents in the age group of 36-45 Years, 26-35 Years and 20-25 years are the age groups interested in order processing food delivery Apps in smart mobiles.
- From 275 respondents,196 (71.3) percent are Post graduates, 72 (26.2) percent with graduation and 7 (2.5) percent under graduate are reported in the education so that post graduation and graduation studies are more visit order processing food delivery Apps in smart mobiles. Educations play an imported role to give preferences and expectations towards order processing food delivery Apps in smart mobiles.
- The research analysis stated that Employee 115 (41.8%), Employer 58 (21.1%), student 44 (16.0 %) House wife 38 (13.8 %), Retired 9 (3.3%) and self-employed 11 (4.0%). It means salaried employees, employer, students and House wife to make happy and enjoy order processing food delivery Apps in smart mobiles.
- Present research study observed that monthly income of the respondents 20,001 – 30,000 income groups, 57 (20.7) percent, 30,001 – 40,000 53(19.3) percent, 40,001 - 50,000 80 (29.1) percent, and 50001-60000 50(18.2) percent. 40,001 - 50,000 80 (29.1) 20,001 – 30,000 income groups, 57 (20.7) percent, monthly income groups are to visits order processing food delivery Apps in smart mobiles

Table 2: Customer's Perception towards order processing food delivery Apps in smart mobiles

Do you have smart mobile		
Yes	259	94.2
No	16	5.8
Do you like order food in smart mobile		
Yes	249	90.5
No	26	9.5

What food do you order in smart mobile		
Veg	71	25.8
Non-Veg	68	24.7
Both	136	49.5
which foods you like		
North Indian	73	26.5
south Indian	91	33.1
Both	111	40.4
which variety of food do you order at food delivery app in smart mobile		
Tiffen	15	5.5
Meals	40	14.5
Snacks	30	10.9
ice cream	23	8.4
Biryani	61	22.2
Cakes	11	4.0
Pizza	71	25.8
Donut	24	8.7
what days do you order food in food delivery APPs		
Normal days	119	43.3
Weekends	156	56.7
what time do you order food in a day smart Mobile		
Morning time	26	9.5
Afternoon time	89	32.4
Evening time	50	18.2
Night time	110	40.0
How many people do you order food in food delivery APPs		
Alone	17	6.2
2-3	121	44.0
4-5	93	33.8
above-6	44	16.0
What occasion do you order the food in food delivery APPs		
Business Meeting	27	9.8
Special occasion (birthday, Marriage anniversary Etc.)	68	24.7
Festival	49	17.8
Get together Meeting	57	20.7
Holiday	74	26.9
which Restaurants do you like to take food in food delivery APPs		
Brand Restaurants	161	58.5
Local Restaurants	51	18.5
Fast foods	44	16.0
Home Made	19	6.9
Order of the food at food delivery APPs in smart Mobile		
Daily	63	22.9
Weekly	180	65.5
Monthly	32	11.6
No of time you order food at food delivery APPs in smart mobile per month		
1-4 times	151	54.9
5-8 times	97	35.3
9 –above	27	9.8
How much money do you spend to purchase food in food delivery APPs		
1-500	14	5.1
501-1000	109	39.6
1001-2000	92	33.5
2000-Above	60	21.8
Mode of payment		
Cash in hand	31	11.3
Debit card	48	17.5
credit card	72	26.2
Net banking	43	15.6
Wallet (Paytm ,Phonepe)	81	29.5

Sources of Awareness on food delivery		
Friends	34	12.4
Family	32	11.6
T.V	38	13.8
Radio	24	8.7
Newspapers	52	18.9
Internet	75	27.3
Magazines	20	7.3
Total	275	100

Source: Collected from primary data

- The study found that out of 275 respondents 259 (94.2%) have smart mobile and 16 (5.8%) are not having smart mobile.
- From the research study out of 275 respondent 249 (90.5%) like to order food in smart mobile and 26(9.5) do not like to order food in smart mobile.
- From the research study results 136 (49.5 %) order both Veg –Non, Veg, 71 (25.8%) and Non-Veg, and 68 (24.7%) like order food in smart mobile. Most of the respondent are preferred both veg-non veg to carry out order food delivery apps in smart Mobile.
- The research study show that respondents are showing the interest 111 (40.4%) like food both North-south Indian recipes, 91 (33.1) like food south Indian recipes and 73 (26.5) like food North Indian recipes. Form the research study Customer showing much more interest both North Indian and south Indian recipes like food delivery apps in smart Mobile
- The research study respondents are preferring variety of food Pizza 71(25.8%), biryani 61 (22.2 %), Meals 40 (14.5%),Snacks 30 (10.9%),Donuts 24 (8.7%) and ice cream 23 (8.4%) order at food delivery apps in smart mobile. Most of the respondents are showing interest on biryani, Meals, snacks and Donuts in order at food delivery apps in smart Mobile.
- Majority of 275 respondents are showing the interest that 156 (56.7 %) customer can visit the order food delivery apps in smart Mobile at weekend days and 119 (43.3%) visit the order food delivery apps in smart Mobile in weekend. From the research study Customer showing much more interest weekend's day's to orders food delivery apps in smart Mobile.
- From this research analysis 275 respondents stated that time they like to orders food through delivery apps in smart Mobile per a day that is Morning times 26 (9.5%), afternoon time 89 (32.4 %), Evening time 50 (18.2 %) and Night time 110 (45.0 %).Most of the customers orders food delivery apps in smart Mobile per day at afternoon and Night time.
- The research study 275 respondents, 17 (6.2 %) Alone, 2-3 people 121(44.0%), 4-5 people 93(33.8%) and 44 (16.0 %) no of people do you order food in food delivery APPs. Most of the customers' orders food delivery apps in smart Mobile number of per day are 2-3 people and 4-5 people.
- Number of the 275 respondents are prefer occasion to order the food in food delivery apps Business Meeting 27(9.8%), Special occasion (birthday, Marriage anniversary Etc) 68(24.7 %), Festival 49(17.8%), Get together Meeting 57 (20.7%) and Holiday 74 (26.9%). Majority of customer like in occasion to order the food in food delivery apps holidays and special occasion (birthday, Marriage anniversary Etc.).
- Majority of the 275 respondents are prefer the restaurant like to take food in food delivery apps Brand Restaurants 161(58.5%) Local Restaurants 51(18.5%) Fast foods 44(16.0%) and homemade 19(6.9%).Most of customer is like to take restaurants order the food in food delivery apps Brand Restaurants, Local Restaurants and Fast foods.
- In the research study 275 respondents are Order of the food at food delivery APPs in smart Mobile Daily 63(22.9%), Weekly 180 (65.5%) and Monthly 32 (11..6%). Most of the respondents are prefer to order the food in food delivery apps that is weekly and daily.
- The research study 275 identified that order the food in food delivery apps in month, 1-4 times 151 (54.9.%), 5-8 times 97 (35.3%), and 9-above times 27 (9.8 %).Most respondents are showing to order the food in food delivery apps at 1-4 times and 5-8 times respectively.
- The study found that 275 respondents that spend money do you purchase food in food delivery apps 1-500 rupees 14(5.1%),501- 1000 rupees 109 (39.6 %), 1001-2000 rupees 92 (33.5 %) and 2001-above rupees 60 (21.8%).As per research study most of the customers 501-1000 rupees and 1001-2000 rupees are spend money do you purchase food in food delivery apps.
- From the research analysis 275 respondent of mode of payment cash in hand delivery 31 (11.3%), debit card 48(17.5%), credit card 72 (26.2%), Net banking 43 (15.6%) and wallet 81

(29.5%). Respondent shows interest to making payment Wallet (Paytm, Phonepe) and credit card order the food in food delivery apps.

- Majority of 275 respondents get sources of awareness in food delivery apps through friends 34(12.4%), family Members 32(11.6%),T.V 38 (13.8%), Radio 24(8.7%) , Newspaper 52(18.9%) internet 75(27.3%), and magazines 20 (7.3%). From this study customer get more awareness in order in food by internet , newspapers, and T.V

Table 3: Which food delivery App you like in smart Mobile

Particulars	Frequency	Percent
Swiggy	75	19.2
Zomato	66	16.8
Uber Eats	29	7.41
Food panda	57	14.5
Domino's	41	10.5
Pizza Hut	40	10.2
Just Eat	13	3.3
Faaso's	11	2.8
TastyKhana	10	2.5
Food Mingo	9	2.3
Eat.fit	8	2.0
Dunzo	32	8.2

Source: Multiple responses, Total do not add up to 275

In the research statement all the respondents are like food delivery apps Swiggy 75 (19.2%), Zomato 66 (16.8%), Food panda 57 (14.5), Domino's 41(10.5%), pizza Hut 40 (10.2%), (Multiple responses, total do not add up to 100).Most of the customer are like food delivery apps in smart mobile that is Swiggy ,Zomato and food panda.

Table 4 :Reliability Statistics

Cronbach's Alpha	N of Items
0.672	24

The reliability of data was checked through cronbach alpha test the value of alpha for the data was 0.672. 0.6-0.7 indicates an acceptable level of reliability.

Table 5: Customers' rating towards various variables of order processing food delivery Apps in smart mobiles

	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Helpline 24x7	3.80	1.117	-.658	.147	-.421	.293
In food delivery Apps Order will cancellation	3.52	1.102	-.430	.147	-.500	.293
payment history	3.62	.980	-.252	.147	-.437	.293
Secure and Safety measures are taken in food delivery apps	4.06	1.072	-1.172	.147	.773	.293
Live tracking (where is my order)	3.77	1.024	-.446	.147	-.740	.293
Food Menu	3.47	1.058	-.329	.147	-.746	.293
tasty of food	3.55	1.007	-.275	.147	-.421	.293
customer services	4.09	.979	-.818	.147	-.193	.293
special Menu delivery	3.73	.966	-.670	.147	.118	.293
Time saving factor	3.96	.981	-.862	.147	.407	.293
In Time delivery	3.68	1.158	-.666	.147	-.330	.293
Cost saving	3.41	1.302	-.355	.147	-1.095	.293
Convenience	3.60	1.204	-.367	.147	-1.068	.293
Any Complaint	3.78	1.129	-.703	.147	-.385	.293

	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Comfortable Prices	3.91	.987	-.689	.147	-.206	.293
Better Quality of food	4.07	.871	-.870	.147	.591	.293
Any discount	3.92	1.008	-.916	.147	.511	.293
food delivery platforms Charges	3.93	.983	-.737	.147	-.111	.293
Feedback	4.10	.889	-.791	.147	.208	.293
Billing	4.00	.771	-.523	.147	.319	.293
delivery person services	3.89	1.014	-.696	.147	-.064	.293
Packaging	3.87	.936	-.347	.147	-.830	.293
Time of Transportation	3.70	1.083	-.495	.147	-.324	.293
Offers and coupons	3.87	.881	-.394	.147	-.411	.293
Few items missing when the order was delivered	4.04	.905	-.763	.147	.141	.293

Sources: SPSS.24 /STATISTICS=STDDEV MEAN SKEWNESS SESKEW KURTOSIS

The variables considered for food delivery apps in smart mobile are measured on scale which consists of 25 items with their values ranging 1 to 5. The mean values of observed varied from 3.41 to 4.10 and standard deviation values range from 0.771 to 1.302 and the Skewness values have a range of -.0.252 to -1.172 and kurtosis values range from -0.064 to,-1.095 is considered excellent. Data is normally distributed as they are perfectly skewed with value between 1 and -1. The data is ready for psychometric analysis it is proved to be significant as shown in Table No.6.

Table 6: Testing of Hypothesis using One-way ANOVA

	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig
Helpline 24x7	.008	.931	.564	.689	.697	.499	2.457	.034	.741	.594
In food delivery Apps Order will cancellation	.000	.989	.527	.716	.190	.827	1.001	.417	.313	.905
payment history	.101	.751	1.325	.261	.509	.602	1.704	.134	.452	.812
Secure and Safety measures are taken in food delivery apps	2.213	.138	3.657	.016	4.006	.089	1.631	.152	1.578	.167
Live tracking (where is my order)	.007	.934	.399	.810	.066	.936	.486	.786	.829	.530
Food Menu	.001	.977	.875	.479	.724	.486	.998	.419	1.322	.255
tasty of food	.163	.687	.357	.839	.394	.674	1.243	.289	1.120	.350
customer services	1.304	.255	1.264	.285	.709	.493	.950	.449	1.934	.089
Special Menu delivery	.003	.959	.776	.542	2.390	.094	.546	.741	2.146	.060
Time saving factor	.170	.680	.912	.457	1.099	.335	1.174	.322	1.050	.389
In Time delivery	.445	.505	.798	.527	.430	.651	.967	.438	.454	.810
Cost saving	1.190	.276	.629	.642	1.221	.297	.305	.910	2.242	.051
Convenience	.071	.791	1.848	.120	.464	.629	.715	.612	1.144	.338
Any Complaint	2.420	.121	1.227	.300	2.910	.056	1.155	.332	.695	.628
Comfortable Prices	.120	.729	2.388	.051	2.281	.104	.532	.752	1.869	.100
Better Quality of food	.096	.757	.731	.572	1.296	.275	1.199	.310	1.206	.307
Any discount	.824	.365	2.382	.052	.832	.436	.279	.925	1.332	.251
food delivery platforms Charges	.007	.936	.664	.618	1.982	.140	.564	.728	.866	.504
Feedback	.002	.966	2.086	.083	.118	.889	1.135	.342	1.386	.230
Billing	1.031	.311	.617	.651	.456	.634	.498	.778	.527	.756

	F	Sig	F	Sig	F	Sig	F	Sig	F	Sig
delivery person services	2.242	.135	3.927	.094	1.816	.165	.590	.708	.447	.815
Packaging	2.444	.119	1.131	.342	.814	.444	1.524	.182	1.566	.170
Time of Transportation	2.317	.129	.647	.629	1.292	.276	1.137	.341	.447	.815
Offers and coupons	.025	.875	.331	.857	.017	.983	.302	.911	2.583	.027
Few items missing when the order was delivered	.255	.614	.492	.742	.114	.893	.451	.812	2.297	.046

Source: SPSS .24 One –way ANOVA Sample Test worksheet

H_{01}: There is no significant variance between customer satisfactions towards order processing

food delivery Apps in smart mobiles among the Gender group.

One –way ANOVA is in order to know about the gender has any significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles. From the above table, p value is found to be Helpline 24x7 0.931, In food delivery Apps Order will cancellation 0.989, payment history 0.751, Secure and Safety measures are taken in food delivery apps 0.138, Live tracking (where is my order) 0.934, Food Menu 0.977, tasty of food 0.687, customer services 0.255, Special Menu delivery 0.959, Time saving factor 0.680, In Time delivery0.505, Cost saving 0.276, Convenience 0.791, Any Complaint 0.121, Comfortable Prices 0.729, Better Quality of food 0.757, Any discount 0.365, food delivery platforms Charges 0.936, Feedback 0.966, Billing 0.311, delivery person services 0.135, Packaging 0.119, Time of Transportation 0.129, Offers and coupons 0.875, Few items missing when the order was delivered 0.614, all the impact variables of customer satisfactions which are greater than the significant (P > 0.05) so that , null hypothesis (H0) is accepted

H_{02}: There is no significant variance between customer satisfactions towards order processing

food delivery Apps in smart mobiles among the Age group.

The research study shows in ANOVA table 4, it is observed that the significant preconceived are Helpline 24x7 0.689, In food delivery Apps Order will cancellation 0.716, payment history 0.261, Secure and Safety measures are taken in food delivery apps 0.016, Live tracking (where is my order) 0.810, Food Menu 0.479, tasty of food 0.839, customer services 0.285, Special Menu delivery 0.542, Time saving factor 0.457, In Time delivery 0.527, Cost saving 0.642, Convenience 0.120, Any Complaint 0.300, Comfortable Prices 0.051, Better Quality of food 0.572, Any discount 0.052, food delivery platforms Charges 0.618, Feedback 0.083, Billing 0.651, delivery person services 0.094, Packaging 0.342, Time of Transportation 0.629, Offers and coupons 0.857, Few items missing when the order was delivered 0.742 for all the impact variables of customer satisfactions which are greater than the significant (P > 0.05) so that , null hypothesis (H0) is accepted.

H_{03}: There is no significant variance between customer satisfactions towards order processing

food delivery Apps in smart mobiles among the Education group.

One way ANOVA is to know about education level has any significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles. The significant level P-value of ANOVA is show table .since p= Helpline 24x7 0.499, In food delivery Apps Order will cancellation 0.827, payment history 0.602, Secure and Safety measures are taken in food delivery apps 0.089, Live tracking (where is my order) 0.936, Food Menu 0.486, tasty of food 0.674, customer services 0.493, Special Menu delivery 0.094, Time saving factor 0.335, In Time delivery 0.651, Cost saving 0.297, Convenience 0.629, Any Complaint 0.056, Comfortable Prices 0.104, Better Quality of food 0.275, Any discount 0.436, food delivery platforms Charges 0.104, Feedback 0.889, Billing 0.634, delivery person services 0.165, Packaging 0.444, Time of Transportation 0.276, Offers and coupons 0.983, Few items missing when the order was delivered 0.893 for all the impact variables of customer satisfactions which are greater than the significant (P > 0.05) so that , null hypothesis (H0) is accepted.

H_{04}: There is no significant variance between customer satisfactions towards order processing

food delivery Apps in smart mobiles among the working status.

One –way ANOVA table-4 , it is declare that the significant preconceived are for all the influencing p= Helpline 24x7 0.034, In food delivery Apps Order will cancellation 0.417, payment history 0.134, Secure and Safety measures are taken in food delivery apps 0.152, Live tracking (where is my order) 0.786, Food Menu 0.414, tasty of food 0.289, customer services 0.449, Special Menu delivery 0.741, Time saving factor 0.322, In Time delivery 0.438, Cost

saving 0.910, Convenience 0.612, Any Complaint 0.332, Comfortable Prices 0.752, Better Quality of food 0.310, Any discount 0.925, food delivery platforms Charges 0.728, Feedback 0.342, Billing 0.778, delivery person services 0.708, Packaging 0.182, Time of Transportation 0.341, Offers and coupons 0.911, Few items missing when the order was delivered 0.812 for all the impact variables of customer satisfactions which are greater than the significant (P > 0.05) so that , null hypothesis (H0) is accepted. .

H_{05} There is no significant variance between customer satisfactions towards order processing

food delivery Apps in smart mobiles among the income group.

From this income group One –way ANOVA table , it is mention that the significant work out for all the influencing p= Helpline 24x7 0.594, In food delivery Apps Order will cancellation 0.905, payment history 0.812, Secure and Safety measures are taken in food delivery apps 0.167, Live tracking (where is my order) 0.530, Food Menu 0.255, tasty of food 0.350, customer services 0.089, Special Menu delivery 0.060, Time saving factor 0.389, In Time delivery 0.810, Cost saving 0.051, Convenience 0.338, Any Complaint 0.628, Comfortable Prices 0.100, Better Quality of food 0.307, Any discount 0.251, food delivery platforms Charges 0.504, Feedback 0.230, Billing 0.756, delivery person services 0.815, Packaging 0.170, Time of Transportation 0.875, Offers and coupons 0.027, Few items missing when the order was delivered 0.046 for all the impact variables of customer satisfactions which are greater than the significant (P > 0.05) so that , null hypothesis (H0) is accepted.

Table 7: Results of Hypotheses testing

NO.	Hypotheses	Results	Tools
H01	There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the Gender group	Accepted	One- way ANOVA
H02	There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the age group	Accepted	One- way ANOVA
H03	There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the education group	Accepted	one -way ANOVA
H04	There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the working status group	Accepted	One- way ANOVA
H05	There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the income level group	Accepted	One- way ANOVA

Conclusion

The measurements of customer satisfaction towards order processing food delivery Apps in smart mobiles, the retailers should see the order processing food delivery Apps in smart mobiles to build a long-term relationship with the customers. Food Retailers apps play a major role to identify customer expectations and perception are created in the satisfaction level of customer. Smart mobiles food delivery retailers should take in to consideration and understanding the customers touch points in customer satisfaction levels to identify the customer need, want and demand to make them to satisfied and improve some measures those levels to bridge the gap to built long term relationship enhances customers satisfaction.

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