

A STUDY ON E-SERVICESCAPE DIMENSION ON ONLINE FOOD DELIVERY SERVICE AND PURCHASE INTENTION.

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ABSTRACT

The area of delivery app servicescape encompasses both social and physical elements. Both aspects have been independently researched, which is surprising. Through the mediating and moderating impacts of imagined crowding and customer satisfaction, this study aims to analyze the overall effects of servicescape on consumer behavior in a full service situation (Chennai). The current retail literature does not adequately depict online food delivery services (OFDSs). In order to close this gap, this study evaluates how service quality affects customer loyalty, contentment, and propensity to use meal delivery services. This research seeks to fill this void by evaluating how service quality affects consumer satisfaction, loyalty, and the intention to use food delivery services. In particular, we explored whether customers had greater loyalty towards restaurants or online food delivery services (OFDSs). This indicates that marketers and professionals should concentrate on the remaining four SERVQUAL dimensions (tangibles, reliability, assurance, and empathy) to enhance consumer loyalty and satisfaction, which can subsequently result in a higher likelihood of reusing the service (repeat patronage). Our findings provide important insights for marketers utilizing the SERVQUAL dimensions in the realm of online food delivery services.

INTRODUCTION

Retail distribution methods that once relied solely on physical stores and face-to-face interactions are undergoing a significant transformation (Akter et al., 2019). This transformation is not limited to one specific sector; rather, its impact is felt across various industries, including entertainment, publishing, and hospitality. In sectors like entertainment and publishing, the technological advancements facilitating changes in distribution channels have led to a rethinking of industry value propositions (Wirtz, 2020). For instance, Netflix has also been influenced by this transformation and has adapted its value proposition accordingly. The current study concentrates on the aspects of e-servicescape and its application in gaining a better understanding of OFDS customers. Key elements such as aesthetics, layout and functionality, financial security, and other pertinent factors are the primary focus of this investigation. The insights from this research can assist key decision-makers in the OFDS sector to enhance their platform, resulting in a higher intention to purchase. Therefore, the findings of this study are significant as purchase intention

plays a vital role in influencing an individual's actual consumption behavior, alongside the scarce literature addressing e-servicescape within the context of OFDS (J.-H. Lee, 2021).

The influence of crowding on the relationship between servicescape and customer satisfaction was assessed. In contrast to earlier research that emphasized the negative effects of crowding, this study underscored its positive impact within the full-service restaurant environment. In such settings, the influence of servicescape on customer satisfaction was amplified by the presence of both employees and fellow diners. The role of crowding as a moderator presents a significant theoretical addition to the S-O-R model and comes with practical implications. Although crowding carries varying meanings depending on the context, we propose that it serves as an essential indicator when choosing a restaurant. In collectivist cultures, crowding acts as a dependable signal of quality. The current study focuses on the aspects of the e-servicescape and how it can be utilized to gain a deeper understanding of the OFDS client. Important elements like design and functionality, aesthetics, financial stability, and other pertinent aspects are the primary focus of this study. Increased purchase intention can result from OFDS key decision-makers using the study's findings to optimize their OFDS platform. Together with the scant literature on the e-servicescape in the context of OFDS, the current research findings are significant because purchase intention plays a crucial role in determining an individual's actual consumption behavior (J. H. Lee, 2021)..

ACPP is a moderate option. < USD15) - Economical foods are prepared to order in a familyfriendly, utilitarian setting.

b) Midscale – (ACPP USD15 – USD24.99) - Casual dining with mainstream dishes.

c) Upscale – (ACPP USD25 – USD39.99) - Serve superior quality foods with innovative approaches in a relaxed atmosphere.

d) Fine Dining – (ACPP > USD40) - the best quality foods, usually farm-to-table, often chef-owned, and produce artistic, aesthetically pleasing menu.

This paper examines the ambient, design, and social aspects of the virtual environment in order to examine the significance of e-servicescape in the context of the lodging industry from a holistic perspective. This study suggests a theoretical framework based on the Stimulus-Organism-Response (S-O-R) model, which examines the connections between the e-servicescape, online customers' flow experiences, emotions, satisfaction, and behaviors. This study also adds to the body of knowledge about the e-servicescape by integrating individual differences and the self-regulatory focus of online consumers into the suggested conceptual model. This study offers eight propositions and a conceptual framework to explore the facets of the e-servicescape (i.e. E. factors such as design, environment, and social interaction) and the effects they have on internet shoppers. Because the internet has become an essential part of people's daily lives, many businesses aim to establish a distinctive and customized relationship with their clients both in the real world and online (Webber, 1999). Many businesses focus especially on creating websites that improve the overall online experience of their customers because their interactions with businesses' online environments affect both their emotional reactions and their actions (i.e. E. return or purpose of purchase).

REVIEW OF LITERATURE

- **Kotler (2016)** .The study defines client satisfaction as an individual's sense of contentment or dissatisfaction brought on by expecting a product or service to perform in accordance with expectations; if the performance fits the expectations, the product or service is deemed satisfactory; if not, it is deemed unsatisfactory.
- **Talukder and Bhuiyan 2020**, Study identified Additionally, Bangladesh has a potential market for OTAs. Because Bangladesh is a popular and natural destination, it has a lot of potential for tourists. Tourism marketing is a strategy to turn prospective travelers into actual travelers, and it also has a sizable market for people who wish to travel the world. "It is also the safest way to promote tourism businesses and increase demand".
- **Yeo, Moh et al. 2021**, Study defined, Although mobile technologies and apps have developed rapidly and extensively, it is still important to understand consumer perceptions and willingness to embrace m-shopping. To predict the likelihood of technology adoption, many academics and marketing professionals have focused primarily on e-commerce features and customer purchasing intention
- **Yunita, Shihab et al. 2022**, The study examine business models, including business-to-business and business-to-consumer, where achieving customer satisfaction is seen as the benchmark for long-term viability and increased profitability.
- **Maia, Lunardi et al. 2022**, Factor influencing, In the first model, social networking sites (SNSs) like Facebook and Twitter have enhanced their business features to help people shop while interacting with each other; in the second model, traditional e-commerce sites like Amazon, Walmart, and Booking.com have enhanced their social features (like areas for comments, recommendations, and rating systems) to help people socialize while shopping .
- **Mokoena 2023**, The study explained Traditional and online travel agencies are already competing with one another as suppliers disintermediate, making middlemen unnecessary and The concept of disintermediation holds that travel service providers, like airlines and tour operators, should allow customers to make direct arrangements with them rather than utilizing travel agencies.
- **Ardiansyahmiraja et al 2024**, The study explained Innovation in hospitality, such as online food delivery, has been fueled by technological advancements in mobile connectivity.

- **Hakim et al 2024**, The study analysed Although the general public is still learning about ghost kitchens, positive predictors of consumption included perceived food safety, consumer experience, quality control, trust in health systems, and solidarity with foodservice.

OBJECTIVE OF THE STUDY

- To the Study of demographic factor on consumer.
- The purpose of this study is to determine how the e-servicescape affects online customer views toward preferred mode of payments, and purchase intention.

NEEDS AND IMPORTANT OF THE STUDY

- **The Initial impressions:** The servicescape gives clients their initial assessment of a service, which has a big influence on how they feel about it overall.
- **The Customer experience:** Before entering the actual location, customers can use the servicescape to form opinions and expectations about the service.
- **The business framework:** The model gives companies a framework for comprehending the components of a servicescape and learning how to create their own.

LIMITATIONS OF THE STUDY

The survey was conducted over a period of six months and included 110 consumers from the city of Chennai. The survey is limited to online food delivery app users and the responses collected from the sample size are based only on the current situation.

- **The Emphasis on physical environment:** The model ignores the social component and the influence of other users in favor of concentrating more on the physical environment and the control that the service provider assumes.
- **The Irrelevant components:** A number of the original model's components are thought to be unnecessary and too difficult to apply in real-world situations.

DATA COLLECTION AND ANALYSIS

The data has been collected both using primary and secondary sources. Primary data includes information gathered through questionnaire based on perception of customers using branded fashion industry. Secondary data includes the information gathered from periodicals, Journals, Newspaper, Magazines and more websites.

Research Tools:

Following research tools were used to draw the wind-up.

- Multi Regression Analysis.
- Annova.

DATA ANALYSIS AND INTERPRETATION

TABLE: 1
VARIABLES IN THE MULTI REGRESSION ANALYSIS

Predictor variable	Criterion variable		
	B Value	T Value	P Value
Constant	.928	3.662	.000
Income level	.414	2.930	.004
Amount spend for shopping	1.006	6.345	.000
Educational status	.148	2.469	.015
Online food delivery service	2.080	6.304	.000
R =.260;R Square =.068;F = 8.587;P = .004			

The buying behavior of the respondent will serve as significant predictor and explain the variance in independent variables.

INFERENCE : The above table explains the model summary of the coefficient of regression by taking buying behavior as a predictor variable to explain its relationship towards the independent variable like Income level, Amount spend for shopping, Educational status, and online food delivery services.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	11.993	1	11.993	8.587	.004
Residual	164.807	118	1.397		
Total	176.800	119			

a. Dependent Variable: preferred mode of payment

b. Predictors: (Constant), Income Level

INFERENCE : The above table explains the model summary of the annova taking buying behavior e-servicescape affects online customer views toward preferred mode of payments,and purchase intention.

SUGGESTIONS

- The High volume and customer expectations.
- The Knowledge and resource management.

- The Operational hindrances.

CONCLUSION

The Critical thinking: If you possess the necessary knowledge, you must figure out how to use it practically to solve a problem. Otherwise, if a problem calls for a different approach than the typical product understanding, you will need to use your out-of- box thinking skills.

Clear communication: Without effective communication, no problem can be resolved. Only when an agent is able to clearly and sympathetically convey the appropriate message can they calm a customer.

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