



PATRON’S ATTITUDE AND PERCEPTION TOWARDS DIGITAL APPLICATION OF FOOD & BEVERAGES INDUSTRY IN BENGALURU

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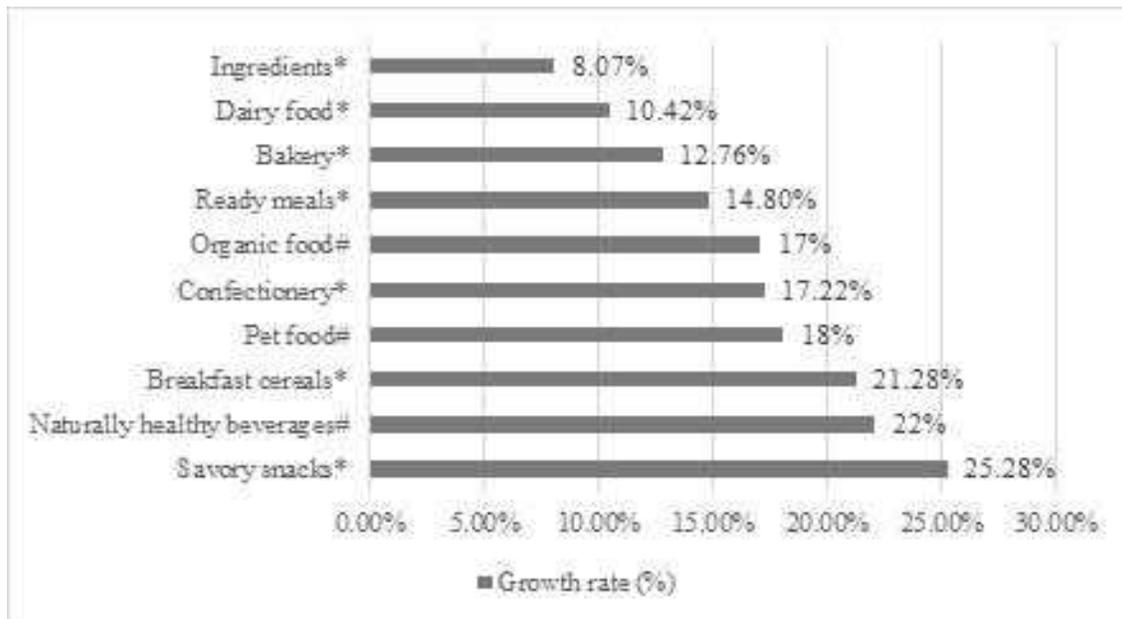
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Abstract

Service are elusive items where in there can't be any exchange of ownership or possession, and they can't be sold yet appear at the time they are devoured or purchased. Administrations can't be put away or transported. In the paper the real spotlight will be on the different applications that are accessible either by outsider for conveyance reason or by eateries themselves for different purposes like conveyance, pointing framework, in house application requesting, and so on. Buyer conduct is the investigation of how singular clients, gatherings or associations select, purchase, use, and arrange thoughts, merchandise, and administrations to fulfil their necessities and needs. It alludes to the activities of the buyers in the commercial centre and the hidden intentions in those activities. From this examination paper we would comprehend the move of shopper's practices with the presentation of innovation and what are the various types of uses that customers are happy with and what satisfies them and fulfilled about the administration.

Introduction

The F&B industry is the fifth-largest sector in manufacturing. Between April 2000 and June 2017, the Indian food processing sector received FDI worth \$7.81 billion, making it the 13th largest sector receiving FDI in the country. In fact, 80 percent of the FDI in the food processing sector was received in the period since April 2012. FY17-18 is already showing strong promise for foreign investment in this sector, with \$263 million invested in the April - June quarter (FY17 Q1), according to Department of Industrial Policy and Promotion (DIPP) Quarterly Fact Sheet (April 2000 to June 2017). Within the domestic F&B industry, ten segments have especially gained increasing acceptability among the Indian consumers and all have recorded a high growth rate:





Segment	Categories	Some key players in India
Breakfast cereals	Hot and cold cereals	Kellogg, Bagrry's, PepsiCo, GlaxoSmithKline Consumer Healthcare, Marico
Savory snacks	Traditional snacks, Meat snacks, Nuts and seeds, Popcorn, Potato chips, Processed snacks	PepsiCo, ITC, Haldiram, Parle Products, Bikanervala
Ingredients	Seasonings, Dressings, Sauces	S Narendrakumar & Co (Everest), Mahashian Di Hatt (MDH), Heinz, Nestle, HUL, Dr Oetker
Pet food	Dog food, Cat food and other Pet food	Mars International, Royal Canin India, Indian Broiler Group
Naturally healthy beverages	100% fruit juice, Superfruit juice, Natural mineral water, green tea, Malt-based hot drinks	Dabur, PepsiCo, Tata Global Beverages, HUL, Mount Everest Mineral Water
Ready meals	Ambient ready meals and dried ready meals, Chilled ready meals, Frozen ready meals	Nestle, MTR, ITC, Gits Foods, Bambino Agro Industries
Confectionery	Chocolate, Gum and Sugar confectionery	Mondelez, Mars International, Parle Products, Ferrero
Organic food	Organic packaged foods and beverages	Sresta Natural Bio products, Mehrotra Consumer Products, Sanjeevani Organics
Dairy food	Milk, Butter, Cheese, Yogurt, Drinkable yogurt, Dairy-based and soy-based desserts	Gujarat Cooperative Milk Marketing Federation (Amul), Mother Dairy, Danone
Bakery	Breads and rolls, Cakes, Biscuits, Pastries and pies	Britannia, Parle Agro, ITC, Monginis Foods

*CAGR during the period 2011-16; #Growth rate in 2016. Source: Global Data research reports and Passport by Euro monitor international



As per a report from Ministry of Food Processing Industries of India (MOFPI), EY and the Confederation of Indian Industry (CII) on 'High Growth Segments of Indian Food and Beverage Industry', apart from India's strong macro-indicators and production base, there are seven factors that have led to an increase in the consumption in India of these high growth F&B segments. (a) Affluence of working population with increase in disposable income. (b) Rising urbanization leading to changing lifestyles and less time to prepare food at home. (c) Changes in taste



and preference of the Indian consumers. Increase in tourism in India and international travel by Indians for example, increase in the use of ready-to-eat meals during travel. Innovative advertisements, rise in supermarkets and ecommerce boom creating increasing awareness among consumers and also making the products easily accessible to the consumers. (d) Promised quality standards, health benefits of the products. Increase in consumption of fast growing F&B segments during special occasions and celebrations.

There are a lot of zones as of now where sustenance and refreshment organizations take part in substantial spending in innovative work, for instance, and on the sheer expense of moving such a significant number of items over the globe. A little while later, the greater part of the procedures inside the nourishment and drink improvement, assembling and dispersion enterprises will see some component of digitization. We should investigate a couple of the key regions it can hope to change fundamentally. Improved examination was one of AI's first blessings to the business network. On account of access to better and progressively granular information from each piece of the organization or production network from sourcing to the client's doorstep business pioneers have an almost negligible difference to walk with regards to keeping up a lean stock. Advanced dashboards are currently the foundation of present day venture asset arranging programming, or ERPs. With an advanced ERP, nourishment and drink organizations have increasingly modern apparatuses for following supplies between their offices and their sellers. They likewise can get constant data about interest out in "this present reality," in addition to suites of stock devices for programmed reordering and then some. "Going computerized" is about better correspondence most importantly. Furthermore, with better correspondence between the moving pieces of a confused industry and between that industry and its gathering of people comes a progressively total and helpful picture of free market activity. Research from Deloitte and others predicts further development in the market for crisp sustenance conveyed locally. Conveying new nourishments requires more noteworthy consideration regarding stock dimensions and time spans of usability than maybe some other sort of conveyance and only the most progressive coordination programming can get it going.

The benefit of conveying associated sensors is triple: Advance cautioning of material dealing with hardware disappointment that may affect the nature of the sustenance or disturb creation, Prompt notice of refrigeration disappointment away zones, Visibility into the conditions nourishment and drinks are exposed to while in travel by means of cargo administrations, Deploying IoT gadgets like sensors all through the nourishment taking care of and dissemination procedures can help guarantee a long, beneficial life cycle for the gear the business depends on. Be that as it may, all the more significantly, tech like this is a partner in keeping the open safe from effectively avoidable oversights. As the line further hazy spots or, rather, as the quantity of go-betweens recoils between staple chains and the innovation organizations that control them, anticipate that the IoT should assume a much bigger job in the conveyance of new produce and other time-delicate fixings conveyed, dispatch style, to an ever increasing number of metropolitan territories. BlueApron, and later on, the Amazon-Whole Foods organization, are verification enough of that.

There are options in contrast to numerous engineered or hereditarily altered fixings found in the sustenance business, however individuals need assistance to discover them on store racks. There is an expanding premium being put on sustenance items that are altruistically raised, economically gathered and morally sourced. With regards to issues of wellbeing, there can be not a viable alternative for recognisability and responsibility in the store network. Also, here and there, organizations need a little administrative help to move with the occasions.

Review of literature

MamanSetiawan et al, (2018)The purpose of this paper is to investigate the relation between industrial concentration and technical inefficiency in the Indonesian food and beverages industry using a dynamic performance measure (dynamic technical inefficiency) that accounts for the presence of adjustment costs. The results show that the Indonesian food and beverages industry has a high dynamic technical inefficiency. Investigation of the causality of the relation shows that industrial concentration has a positive effect on dynamic technical inefficiency at the subsector level, with no reversed causality.



Marina Cabral Rebouças et al, (2017) the number of researches that evaluate how behavioural and personality issues affect consumers' acceptance and perception of food is increasing. Thus, this study aimed to evaluate the effect of nutritional information and health claims related to soya and cashew nut beverages over consumers' acceptance and perception regarding nutritional value and healthiness and to verify whether behavioural and personality issues affect such evaluation. Information on composition, nutritional characteristics and functional claims related to the cashew nut and soya beverages did not influence flavour acceptance (p-value = 0.250) and overall impression (p-value = 0.316), but had a positive impact on consumers' perception regarding healthiness (p-value < 0.001) and nutritious value (p-value < 0.001) of both beverages, the cashew nut beverage being perceived as more nutritious and healthier than the soya beverage. Consumers' different characteristics with respect to their interest in healthy eating (high and low) and food neophobia (neophiliacs and neophobics) did not have any influence on the beverages' acceptance, as well as on the perception of healthy food and nutritious value.

Clara Inés PardoMartínez (2010) the purpose of this paper is twofold. The first is to examine in detail energy efficiency performance of German and Colombian food industries. The second is to explain the factors that have influenced energy efficiency. The results show that both countries' food industries improved energy efficiency. During the period of study, energy consumption in the German food industry increased by an average of 1.3 per cent per year and the EI decreased 7 per cent, whereas the Colombian food industry decreased its energy consumption by an average of 1.9 per cent per the year and the EI decreased 11 per cent. However, the Colombian food industry needs 2.2 times more energy than the German food industry to produce a unit of gross production. A decomposition analysis indicated that economic and technical factors have played an important role in the energy efficiency performance because increases in economic growth and technology improvements increase the industrial sector's ability to improve energy efficiency. A second-stage empirical analysis reveals that capital, material, investments and value-added variables had a positive influence on energy efficiency performance in both countries. Energy prices are shown to have a positive influence on energy efficiency in the German food industry, whereas the sizes of enterprises and concentration processes played an important role on energy efficiency performance in the Colombian food industry.

Samuel AyofemiOlalekanAdeyeye (2017) it has been revealed that the world faces multiple challenges to food security including under nutrition and overconsumption, rising food prices, population growth, rapid diet transitions, and threats to agricultural production, inefficient production practices and supply chains and declining investment in food system research. Many people lack adequate amounts of foods that are rich in the nutrients needed for a healthy and productive life. The use of simple but effective on- and off-farm storage facilities and agro-processing technology should be promoted to add value to products and increase their shelf-life. This will help in attainment of national food security goal. It is also crucial to promote and develop agro-processing in the various African countries for the evolution of virile agro-allied industries and rural micro-enterprises. The paper helps in reviewing food situation in Africa and how to make food available for the people and Africa food secured. This paper revealed strategies that could be used to improve food security and ensuring food availability in Africa.

NiyooshaJafariMomtaz et al, (2013) nowadays, because of more availability of products, there is an increasing need for companies to establish a strong relationship with their customers. As the fast food industry is not an exception and has a competitive environment, analyzing customers' behavior helps bridge this gap. Data mining techniques help to segment customers as well as to drive improved customer relationship management. This paper seeks to address these issues. A real dataset of an Iranian fast food restaurant chain is employed to show the procedure of the authors' model. The customers are segmented into four clusters. The clusters are analyzed and named based on categories in the account portfolio analysis. The result of this analysis shows that there is no significant difference between the behavior of the most valuable customer and customers who have left the restaurant. Therefore, restaurant managers should seek other reasons for detecting churn behavior.



Shan-Chun Lee et al, (2003) Traditional brick-and-mortar companies are embracing the use of modern technologies to enhance the services they offer and to gain customer loyalty. The objectives are to stay in the forefront of today's marketplace and to improve service, efficiency, and profitability. The hospitality industry has transformed itself into a global industry, and, as one of the largest industries in the world, it serves as an excellent example of an industry that has transformed itself in response to changes in customer requirements and demands. Continuous technological developments and their adoption in the hospitality industry have provided numerous opportunities and challenges. This paper examines the perceptions of international hotel managers on the adoption of technology in their hotels. The results emphasise the growing demand of hotel customers for various technology-supported services. Technology is found to have affected the ability of hotels to support employees, enhance the quality of service, improve efficiencies, gain competitive advantage, maintain relationships with customers, and increase profitability.

Paul Matthyssens et al, (2008) it's to focus on how new value creation can be driven by value innovation. It aims to study the process of value innovation within the functional foods industry, one of the fastest-growing segments of the food industry. The paper seeks to highlight value innovation efforts by ingredient suppliers in the functional foods industry and to describe how suppliers seek to break the dominant logic, highlighting drivers of and obstacles to doing so. The study pin-points contrasting business logics at different levels in the chain, which might block value innovation. Value innovation initiatives in this industry are undertaken along two dimensions: breaking the dominant chain logic through new forms of collaboration and/or by crossing existing industry boundaries; and breaking the dominant product focus through introducing original value concepts. This study also revealed that upstream companies increasingly build competencies for value innovation. This research provides tools for managers in the food industry to question their value creation processes. For food companies the paper contains interesting thoughts on the industry recipes, methods for value innovation in this industry and suggestions on how to boost the value innovation propensity.

Deependra Sharma (2016) the study aims to provide a comparative analysis of diverse challenges faced by different categories of hotels during the adoption of technological innovation. It also examines the role of technological innovations in enhancing the customer experience from a practitioner's perspective. Indian hotels have lagged behind in technology adoption compared with their western counterparts, though the situation is now changing. The paper highlights the positive impact of technological innovation on customer experience and also identifies constraints in adopting technological innovations. Findings of this study enable hotel managers and owners to appreciate the role of technological innovation as a differentiator and to understand a variety of nuances associated with technological innovation. Understanding of these dimensions will enable them to take cautious decisions about allocating resources for technological innovation and also to ensure that their customers are being offered maximum value-for-money.

Research Methods

Research Design	: Descriptive study
Data Collection :	Primary and Secondary
Scaling technique	: Likert
Sampling	: Convince sampling under Non-probability methods
Sampling Size	: 162
Objective of study	: To analysis Patron's Attitude and Perception and usage of digital application



Results and Discussion

Table and Figure 1: Demographic Classification

		Frequency	Percent
Gender	Male	106	65.4
	Female	56	34.6
Age in Years	<= 30	103	63.6
	31 to 40	36	22.2
	41 to 50	7	4.3
	>51	16	9.9
Income per year (Lakh)	<=10	116	71.6
	11 to 20	9	5.6
	21 to 30	17	10.5
	> 31	20	12.3
	Total	162	100

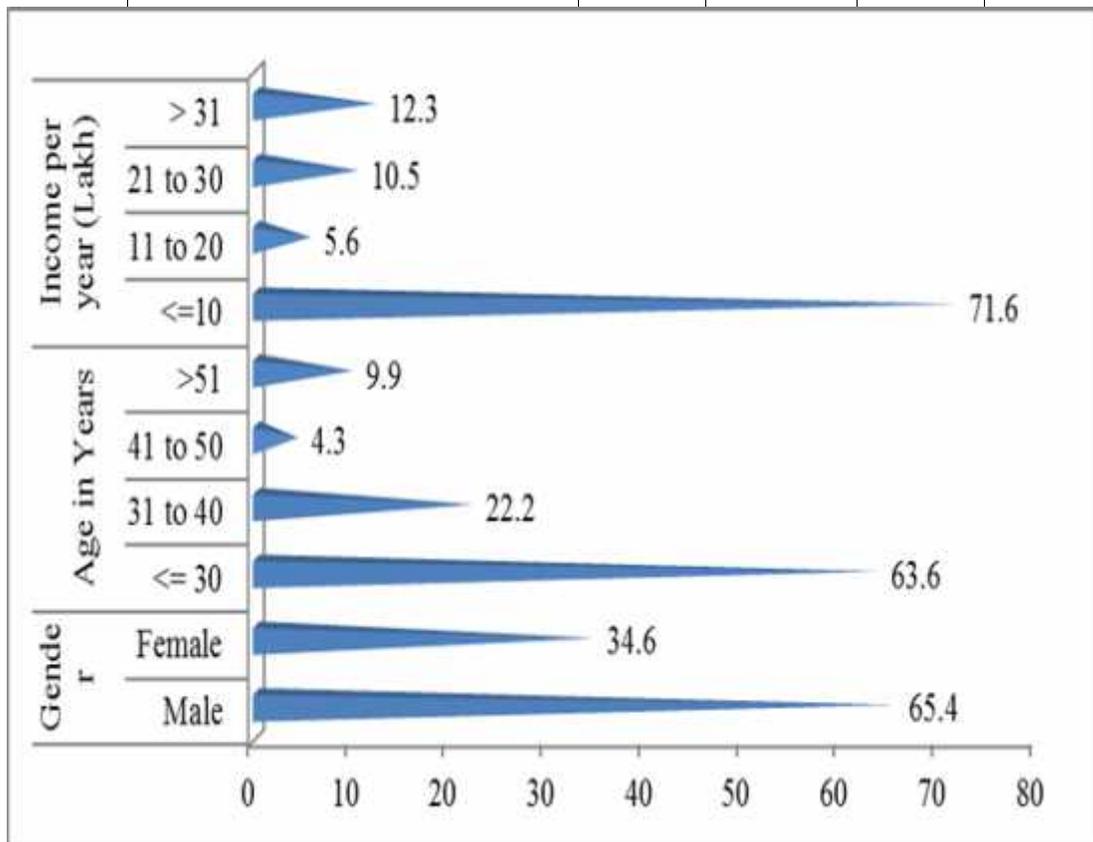




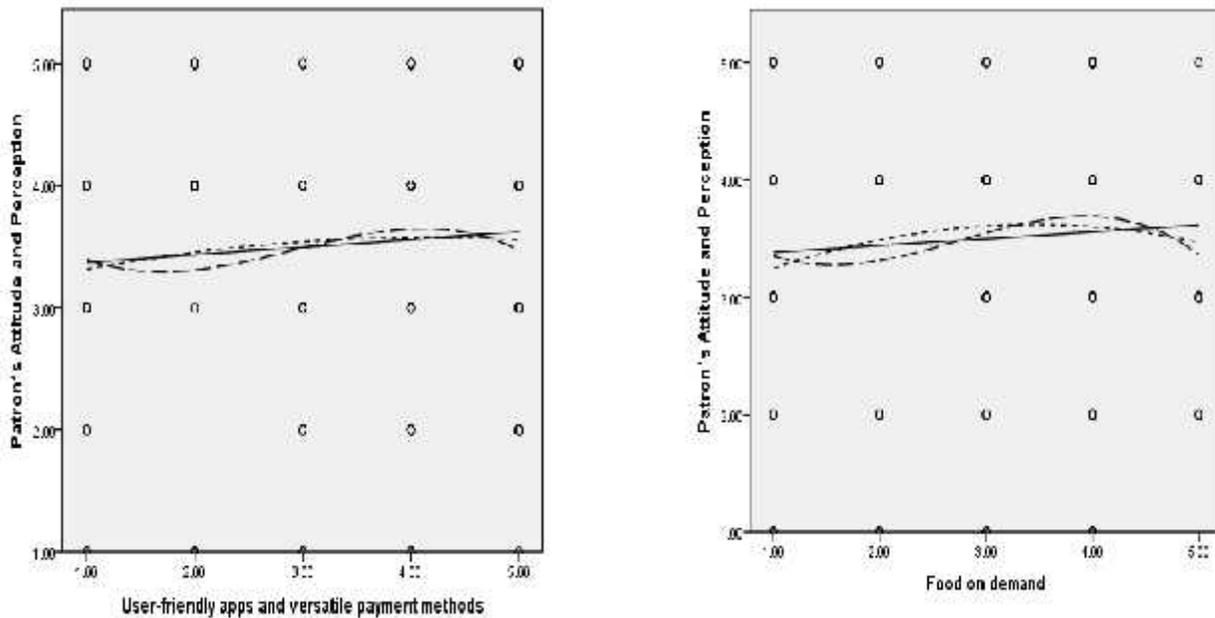
Table 2: Correlation Analysis

H₀1: There is no positive relationship between Patron’s Attitude and Perception and usage of digital application

	1	2	3	4	5	6
1. Patron’s Attitude and Perception	1					
2. Food on demand	.662**					
3. Geo-location		.896*				
4. User-friendly and versatile payment methods			.654**			
5. Advanced reservations and Discount offers				.588**		.
6. Ratings and feedback					.815**	
7. E-waiter and checkout						.761**

Based on the correlations analysis we come to know high positive correlation between Patron’s Attitude and Perception and usage of digital application

Figure 2: Patron’s Attitude and Perception and usage of digital application



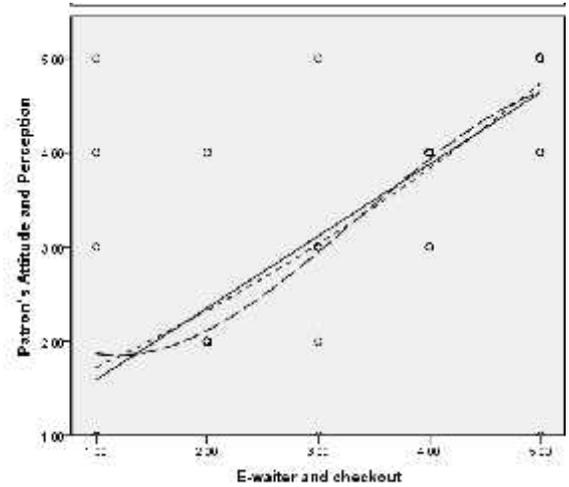
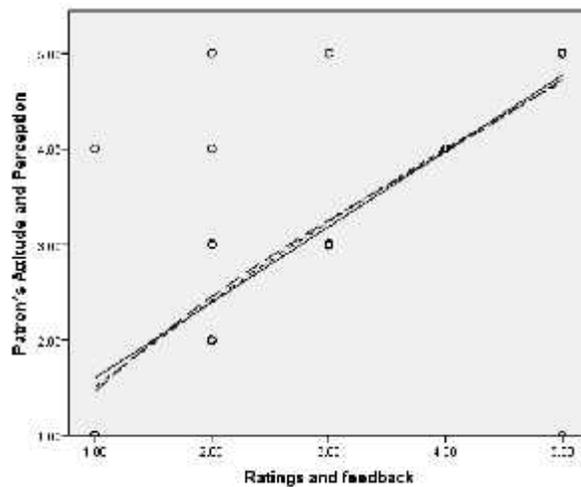
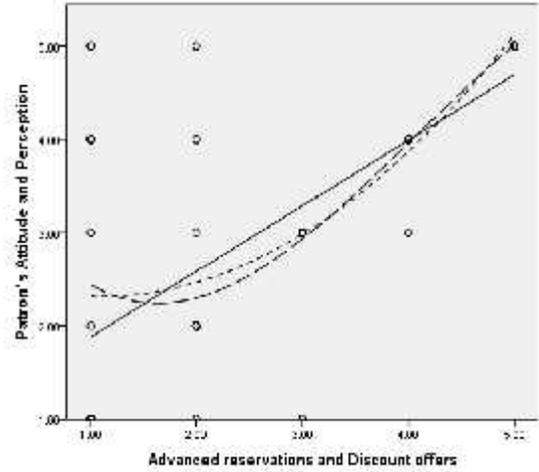
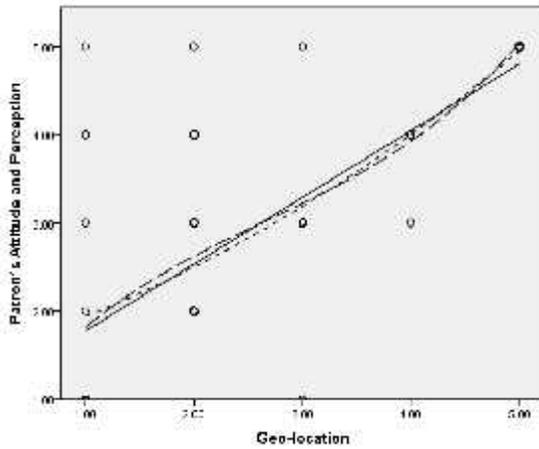


Table 3: Chi-Square

	Gender	Food on demand	Geo-location	User-friendly apps and versatile payment methods	Advanced reservations and Discount offers	Ratings and feedback	E-waiter and checkout
Chi-Square	15.432 ^a	46.642 ^b	41.580 ^b	52.321 ^b	44.667 ^b	50.160 ^b	57.444 ^b
df	1	4	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 81.0.
 b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 32.4.



Conclusion

With constant inundation of experts in urban communities and quick urbanization of Indian scene, the sustenance conveyance and eatery portion is currently flourishing at a rankling pace. Adding to this situation is an expanding number of cell phones and nourishment conveyance applications. Sustenance conveyance applications have now turned into a major hit with well-informed people crosswise over India. There are a few nourishment conveyance applications in India that one can download on PDAs to arrange sustenance in a hurry and from the solace of homes. The present investigation found a noteworthy connection between elements thought about imperative while choosing a sustenance conveyance application. What's more, from the investigation it was likewise discovered that the offices offered assume a noteworthy job in making a buy from an application. Internet based life ought to be the most wanted instrument for promoting by firms. Presently money down is the most favoured alternative of installment by the respondents however other computerized strategies are additionally in the development arrange. Firms should likewise ensure that the applications are agreeable and easy to understand. The extraordinary applications are an advantageous route for the customers to put orders and for the organization to draw in further more buyers yet the solace of use must be given a higher inclination.

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