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A STUDY ON CUSTOMERS INFLUENCING FACTORS TOWARDS ONLINE FOOD ORDERING PORTAL SERVICE

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ABSTRACT: The rapid growth of e-commerce in India over the last two decades, rising internet and mobile phone penetration has changed the way we communicate and do business. While e-commerce is rapidly spreading around the world, the food industry also began to take its place in this growing area. Online food ordering is the process of food delivery or takeout from a local restaurant or food cooperative through a web page or app. Much like ordering consumer goods online, many of these services allow customers to keep accounts with them in order to make frequent ordering convenient. A customer will search for a favourite restaurant, usually filtered via type of cuisine and choose from available items, and choose delivery or pick-up. Payment can be amongst others either by credit card, debit card or cash, with the restaurant returning a percentage to the online food company. This study attempts to know the socio economic profile of the respondents and to find out the factors influencing the buying decisions towards online food ordering portals.

INTRODUCTION

Online food ordering is the process of food delivery or takeout from a local restaurant or food cooperative through a web page or app. The market for online food delivery is mainly driven by rising disposable income, Changing demographics, increasing penetration of internet & smart-phones, favorable lifestyle changes, young population, consumption levels, a greater share of women in the workforce, aggressive marketing strategies adopted by food startups and the convenience of ordering is increasing significantly which led to the growth of the market.

STATEMENT OF THE PROBLEM

The modern culture has changed our culture slowly. The lifestyles in most of the metro cities are very fast moving and there is very less free time available for most of the working people. The study mainly focused on socio economic profile of the respondents and the factors influencing buying decisions towards online food ordering portal towards online food ordering portal service.

OBJECTIVES OF THE STUDY

- To study the socio economic profile of the respondents.
- To analyse the factors influencing the buying decisions towards online food ordering portals.

RESEARCH METHODOLOGY

The study is conducted by collecting both primary and secondary data. Primary data are those which are collected from the individuals through questionnaire. Secondary data is collected from journals, magazines, research articles and internet. The Purposive sampling technique is used to collect the data. The study was conducted among 207 respondents residing the Coimbatore city.

REVIEW OF LITERATURE

Girish Deore and Pranav Shete (2016) undertaken a study titled “To Study the Inclination of Consumers in Baner Area in Relation to the Online Food Ordering”. The objective of the study is to know how frequently the consumer order online and the factors that influence customer when ordering food online. The study was done by snowball sampling method. The data were collected from 100 respondents through questionnaires. The study reveals that online food ordering is increasing in Baner area in relation to the online food ordering but acceleration of online food ordering is not as rapid as compared to other areas. Convenience of online food ordering due to lack of time is the prime reason for ordering food.

Jyotishman Das (2018) has undertaken an empirical study on “Consumer perception towards online food ordering and delivery services”. The objective of the study is to know the influencing factors, perceptions, needs, positioning of various attributes of different online portals and overall satisfaction towards online food delivery services. The survey was conducted for a purposeful analysis of the study on around 153 respondents. The data has been analysed using percentage analysis and reliability test. The study reveals that consumers mostly preferred Zomato followed by swiggy because of their time delivery and better discounts.

ANALYSIS AND INTERPRETATION

Table 1: Respondents Demographic profile

DEMOGRAPHIC PROFILE	PARTICULARS	NO.OF RESPONDENTS	PERCENT
Age	Below 25 years	100	48.3
	25-35 years	77	37.2
	36-45 years	22	10.6
	Above 45 years	8	3.9
	Total	207	100
Gender	Male	71	34.3
	Female	136	65.7
	Total	207	100
Marital Status	Married	83	40.1
	Unmarried	124	59.9
	Total	207	100
Occupational Status	Student	92	44.4
	Home maker	30	14.5
	Self-employed	14	6.8
	Salaried employee	71	34.3
	Total	207	100
Family Monthly Income	Below Rs.30000	66	31.9
	Rs.30000 - Rs.50000	110	53.1
	Above Rs.50000	31	15.0
	Total	207	100
Type of Family	Nuclear family	154	74.4
	Joint family	53	25.6
	Total	207	100
Mode of Awareness	Internet and Online advertisement	115	55.6
	Friends and Relatives	65	31.4
	Newspaper Pamphlets and	10	4.8
	Television and Radio	17	8.2
	Total	207	100
Ordering Frequency per month	Less than 3 times	127	61.4
	3 - 5 times	68	32.9
	More than 5 times	12	5.8
	Total	207	100
Amount Spend on a Meal Per Person	Up to 200	118	57.0
	201-500	73	35.3
	Above 500	16	7.7
	Total	207	100
Mode of Payment	Cash on delivery	143	69.1
	Credit card	3	1.4
	Debit card	34	16.4
	Net banking	27	13.0
	Total	207	100
Frequent Reason for Ordering	Business event	6	2.9
	Special occasion	69	33.3
	No time to cook	27	13.0
	Social occasion	105	50.7
	Total	207	100

Source: Primary data

It is found from the above table shows that 48.3 per cent of the respondents belong to the age group of below 25 years, 37.2 per cent of the respondents belong to the age group of 25-35 years, 10.6 per cent of the respondents are in the age group of 36-45 per cent and the remaining 3.9 per cent of the respondents are above 45 years. 65.7 per cent of the respondents are female and 34.3 per cent of the respondents are male. Majority of the respondents (59.9 per cent) are unmarried and Most of the respondents (44.4 per cent) are students. Majority of the respondents (53.1 per cent) family monthly income is between Rs.30000 to Rs. 50000. Most of the respondents (74.4 per cent) are from Nuclear family. Majority of the respondents (55.6) are aware of online food ordering service through internet and online advertisement. Most of the respondents (61.4 per cent) are ordering food through online less than 3 times in a month. Majority of the respondents (57 per cent) are spending the amount up to 200 on a meal per person. Majority of the respondents (69.1 per cent) prefer cash on delivery method for payment. Majority of the respondent's (50.7 per cent) most frequent reason for ordering food through online is Social occasion.

ANOVA – ASSOCIATION BETWEEN DEMOGRAPHIC FACTORS AND FACTORS INFLUENCING BUYING DECISIONS TOWARDS ONLINE FOOD ORDERING PORTALS.

Hypothesis: “The average score of factors influencing buying decisions towards online food ordering portals does not differ significantly among the selected demographic factors”.

Table 2: Personal factors and factors influencing buying decisions

S.NO	PERSONAL FACTORS	P-VALUE	SIGNIFICANT/ NOT SIGNIFICANT	REMARKS
1	Age and factors influencing buying decisions	.049	Significant	Rejected
2	Occupational status and factors influencing buying decisions.	.034	Significant	Rejected
3	Family monthly income and factors influencing buying decisions.	.888	Not Significant	Accepted
4	Ordering frequency per month and factors influencing buying decisions.	.930	Not Significant	Accepted
5	Amount spend on a meal per person and factors influencing buying decisions	.139	Not Significant	Accepted
6	Frequent reason for ordering and factors influencing buying decisions	.040	Significant	Rejected

Source: Primary data

The ANOVA result shows that there is a significant difference in the age, occupational status, frequent reason for ordering among the factors influencing buying decisions towards online food ordering portals. Hence the null hypothesis is rejected with these factors alone.

CONCLUSION

This research identified factors that influencing buying decisions towards online food ordering portal service. The results specified that the convenience is the main factor that influencing the buying decisions towards online food ordering service because online ordering makes it possible for the customers to simply order food using their mobile phones from their home or at workplaces very easily.

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