



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A STUDY ON CUSTOMER PERCEPTION ON ONLINE FOOD ON ONLINE FOOD ORDERINGS

S.Joel Vasanth zion MBA student , School of management studies, Sathyabama University, Chennai

Mr. John paul ,Assistant professor, School of management studies, Sathyabama University, Chennai

ABSTRACT

The World Wide Web has become a web that unites all the people all over the world together. In this context, numerous user-friendly mobile applications and websites have emerged. One such techno-driven user-friendly initiative is the Online Food Ordering System. An Online food ordering system enables a Consumer to order their food requirements from any preferred Restaurant located locally through some mobile applications using the internet. It provides the Consumers with a varied choice of different food varieties made available by the different types of Restaurants operating locally. The popularity of online food ordering and delivering services is steadily growing and the expectations of the users are also increasing. In this connection, the perception of the customers about Online Food Ordering and about the services of the Online Food Ordering companies gains significance. This has inspired the researcher to undertake the present study to investigate the Customers' views about the services they receive from the different Online Food Ordering portals. This study will help the service providers to understand the consumers' perception, needs and views on the basis of the results of the study. The recent development of the Internet has augmented the e-commerce industries in a country like India. E-commerce development has made Online food ordering services seamless for people who want to get food delivered at their doorstep. Although consumers continue to go out for the meals, consumers feel very convenient to order food online since it frees the customer from personally visiting the restaurants. In this study, our main focus was to analyze the perception of consumer towards Online food ordering services. In order to understand what factors have played a dominant role to attract consumer in the developing country like India towards them, we decided to study on the consumer perception on online food ordering. In this research paper, two objectives were set for study. The first one was to identify the factors which influence the consumer to order food online and the other one was to know the consumer preferences on online food ordering

services provider. To achieve these objects survey was held to gather the information. Survey successfully helped to understand the behavior and perception of people for online food ordering. It shows how easily people search for a favorite restaurant, choose from available items and place their orders in just a few minutes.

Key Words: Online Food Ordering, Customer Perception, Challenges, Improvements, Satisfaction.

I. INTRODUCTION

In today's modern world With the advent of new technological development and the anytime, anywhere, anything concept, the World Wide Web has become a web that unites all the people all over the world together. In this context, numerous user-friendly mobile applications and websites have emerged. One such techno-driven user- friendly initiative is the Online Food Ordering System.

An Online food ordering system enables a Consumer to order their food requirements from any preferred Restaurant located locally through some mobile applications using the internet. It provides the Consumers with a varied choice of different food varieties made available by the different types of Restaurants operating locally. The System also facilitates them to make their order at ease from any convenient location of their choice and to comfortably make the payment either through online payment options or cash on delivery With this facilitating option, the customers today don't need to starve when they are not in the condition to cook or to go out. Instead, they can order food online from the best online food ordering apps.

The popularity of online food ordering and delivering services is steadily growing and the expectations of the users are also increasing. In this connection, the perception of the customers about Online Food Ordering and about the services of the Online Food Ordering companies gains significance.

This has inspired the researcher to undertake the present study entitled "A Study On Customer Perception Towards Online Food Ordering With Special Reference To Tiruchirappalli" to investigate the Customers' views about the services they receive from the different Online Food Ordering portals. This study will help the service providers to understand the consumers' perception, needs and views on the basis of the results of the study.

II. OBJECTIVES OF THE STUDY

This study has been undertaken with the following Objectives:

- To determine the social-economic background of the Respondents
- To find out the Respondent's perception and knowledge about Online Food Ordering that influences their buying decisions.
- To analyze the level of satisfaction of the Respondents towards Online Food Ordering.

3. Benedict et al (2001) - Study explains that perceptions toward online shopping and intention to shop online are not only affected by its nature of ease in usefulness and enjoyment, but also by exogenous elements like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

4. Key Success Factors of Online Food Ordering Services:

Study Reveals that online food ordering companies have to give attention on the quality of information, Mobile Application and website design, security and privacy for payment systems towards their customers in order to provide them full satisfaction experience.

5. Customer buying decision process using an online platform for online food ordering in Thailand -

In this study it shows that the online platform has drastically changed the food delivery service industry. It has also helped to improve the customer experience with traditional food delivery service companies, such as major fast food restaurant chains, thereby impacting the consumer perception toward the food delivery service industry as a whole.

III. REVIEWS OF PAST STUDIES

Musei Clinton (2019) studied about "The design & implementation of online food ordering system" In this study, Empirical approach has been used. It says that the design phase was concerned primarily with the specification of the system elements in manner that best met the organization business needs. Effective implementation of this software product would eliminate many problems discovered during system investigation.

Abisheksingh, Adithya (2018) studied about "The online food ordering system" In this study Descriptive method was used a 100 samples have been taken. They found if people know to operate android smart phone wide variety of people can use the application. This system will solve important problems of people implementation of online food ordering system is done. Receiving orders & modifying data is possible through the application & it's also help admin in controlling food order system.

IV. RESEARCH METHODOLOGY

The study is explorative as well as corresponding in nature. It intends to explore the consumer's perception on online food ordering. The data for the study was gathered through structured two sets of questionnaire. An online survey was used to collect the data for this study. The survey was done mostly on the students of Indore(M.P). All variables were operationalized using the literature on online food ordering. The first part of the questionnaire included questions about the factors which make the consumers order food online. The second part consisted of a variety of questions to know the preferences of the consumer on which company's services they like to use the most and what type of services of the particular company they find more convenient. The third part consisted of a type of food which consumer likes the most to order online.

The methodology used in the collection and analysis of data for the present study is discussed below:

- **Sample Unit:** A sample unit refers to a customer residing in Chennai who has ordered food online.
- **Sample Size:** The sample size of the study is 110 sample units.
- **Sampling Method:** Convenience Sampling method has been used for sample selection purpose which covered around 110 Respondents.
- **Sources Of Data Collection:** The Researcher has collected the data both through Primary and Secondary sources, namely:
 - **Primary Data-** An orderly structured questionnaire was distributed among the Respondents to collect the Primary Data which included various types of questions on their online food ordering activities and their opinions.
 - **Secondary Data-** The data on relevant concepts relating to the study were collected from various websites, Books, Journals and articles from online portals, etc.

Tools for Analysis And Interpretation Of Data: The collected data have been analyzed using SPSS 23.0 and represented in the form of tables and diagrams. Chi-square Test has been applied for testing the hypotheses framed for the purpose of the study.

V. DISCUSSIONS

- out of 110 respondents only 20.5% are Female members of the society.
- 70.3 per cent of the Respondents are aged between 18 and 30.
- 43.6 percent of the Respondents are workers.
- 19.2 per cent of the Respondents are Students studying at different educational levels.
- Only 2 per cent of retired people prefer to order online.
- 46.2 per cent of the Respondents are Unmarried.
- Self-employed people account for about 30.8 per cent of total delivery.

HYPOTHESIS :

The following Hypothesis has been framed for the purpose of the study and it has been tested using Chi-Square Test.

H₀ There is no significant relationship between select demographic variables of the Respondents and their Level of Satisfaction towards Online Food Ordering Services.

Factors	Chi-Square Value	df	p-value	Inference	Inference
Gender Of The Respondents * Level Of Satisfaction Towards Online Food Ordering Services	5.890	4	.208	Insignificant	H ₀ Accepted
Occasions on Online Food Ordering Services	26.747	24	.316	Insignificant	H ₀ Accepted
Occupation Of The Respondents & Level Of Satisfaction Towards Online Food Ordering Services	12.391	16	.717	Insignificant	H ₀ Accepted
Preferred company providing on time * Level Of Satisfaction Towards Online Food Ordering Services	38.469	20	.008**	Significant	H Rejected
* Level Of Satisfaction Towards Online Food Ordering Services	4.737	4	.315	Insignificant	H ₀ Accepted

CONCLUSION:

The customer's perception on Online Food Ordering varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the Online Food Services. This study highlights the fact that youngsters are mostly poised to use Online Food Ordering Services and also this study reveals that the price of the product, discounts and special Offers have the most influencing factor on Online Food Ordering .The second most influencing factor is the convenience, followed by On-time Delivery. The study highlights that the Respondents often prefer to order on weekly basis and the type of meals which were mainly preferred to order was for their lunch and dinner requirements. The study also revealed that a major proportion of Respondents uses both Uber Eats and Swiggy to order their food online. With the fast-moving technology-proven lifestyle adopted and adapted by people today, this Online Food Ordering and delivering industry is predicted to have rapid growth in the years to come. Hence if the Online Food Ordering companies make their services

REFERENCES:

- 1) <https://books.google.co.in/books?id=72JnQAACAAJ&dq=online+food+ordering&hl=en&sa=X&ved=0ahUKEwjRt4uRoaPhAhWLT30KHaxxCJYQ6AEIKjAA> (Varunthip Towanasutr, The Study of User and Non-user of the Online Food Ordering Service, 2016)
- 2) <https://books.google.co.in/books?id=dsWCuAEACAAJ&dq=online+food+ordering&hl=en&sa=X&ved=0ahUKEwjRt4uRoaPhAhWLT30KHaxxCJYQ6AEILjAB> (Gerardus Blokdyk, Online Food Ordering complete Self-Assessment Guide, 2018)
- 3) http://www.iaeme.com/MasterAdmin/uploadfolder/JOM_05_05_015/JOM_05_05_015.pdf (Sheryl E. Kimes, Consumer Perception Of Electronic Food Ordering,2011)

WEBSITES:

- www.fatbit.com
- www.foodpanda.com
- www.freekaamaal.com
- www.gloriafood.com
- www.puttfood.com

