



A Study on Consumer Perception towards Online Food Service Industry

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ABSTRACT

In this current era technology has made drastic change in business. It has bought more comfort zone for their consumer which also created more impact in ordinary business. It is the new strategy which was followed by many business people like swiggy, zomato, uber eats etc. The restaurant culture has drastically changed and online food ordering system has improved. The study help us to learn about the consumer perception towards the online food ordering app and their impact. 100 respondent were selected and data were collected through structured questionnaire. It is the system were the customer search the best hotel through their mobile apps. They provide more offers that encourages the buyer to buy the food items frequently. Payment can be done through online or during the time of delivery of food items. They have tracking facility which helps to check the delivery of food items. Swiggy, zomato both are very well known online food ordering apps now a days. They provide good servicing for the customers from different areas, places and clients along with fabulous.

Key words: Consumer perception, online food ordering App,

INTRODUCTION

Online food ordering and delivery plays an important role for the current generation consumers, entrepreneurs, investors etc. It is a process were a customer will search for a restaurant and filter with the available items by an application in the mobile phone. This Online food ordering app works with mobile application and the delivery is done based on the location of the customer. In a modern generation Online food ordering is a mobility of food delivery or takeout from a local restaurant or food cooperative. Now days the rapid growth in the use of internet and the technologies associated with it, the several opportunities are coming up on the web or mobile application. This is made possible through the use of electronic payment system. The payment can be done through the customer's credit card, debit card. It is possible for everyone to order any goods from anywhere the internet and have the goods delivered at his/her home. All types made be internet le transaction ads to the economic of digital cash, the necessary tool for this process telecommunication with customers. The system will become an important tools use for restaurant to improve the management aspect by use of computer system to connected each and every food ordering transaction instead of data record on it. In addition, it can also provide efficiency for the restaurant by reducing time consuming, minimize human errors or delivery and providing good quality and service to customers. In terms of the integrity and availability of the system provided, it can be concluded that this system is a suitable solution.

REVIEW OF LITERATURE:

Jyotishman Das (2018): This research paper aims to discuss the consumer's perception towards the online food ordering and delivery services in Pune. 153 respondents were taken and a survey was conducted to know factors, need, perception and positioning of various attributes of different online portals in the minds of the customers. The data from different area of pune has been collected to the know the objective of the study.

Serhat Murat Alagozet al., (2012) e-commerce is rapidly growing worldwide, the food industry is also showing a steady growth. TAM used to know the acceptance of online food ordering system. The analysis reveals the attitude towards online Their data analysis revealed that the attitude towards online food ordering vary according to the comfortable and advantageous the online food ordering process and also vary according to their finding against information technology, their trust in e-retailers and various external influences.

VarshaChavanet al, (2015) According to this paper the use of digital gadgets based interface for customers to view, order and navigate have helped the restaurants in managing orders from customers immediately. The capabilities of wireless message and smart phone technology in fulfilling and improving business management and service delivery. The research paper states that this system is convenient, effective and easy to use, which is expected to improve the overall restaurant business in coming times

H.S. Sethu et al., (2016) To investigate the student's perception, behaviour and satisfaction of online food ordering and delivery services. The paper reveals that online food purchasing services help the students in managing their time better. The result depicts that ease of availability of their desired food at any time and at the same time easy access to internet are the prime reasons for using the services.

Leong Wai Hong (2016): The study based on the technological advancement in many industries have changed the business model to grow. Efficient systems can help improve to the productivity and profitability of a restaurant. The online food delivery system is noticed that it can lead the restaurants business grow from time to time and will help the restaurants to facilitate major business online.

Hong Lan et al, (2016): online food delivery market is immature till now and there are some obvious problems that can be seen from the negative comments given by the consumers. With the concern of the government departments joined efforts of the online food delivery platforms and restaurants, the consumers and all parties in the society has solved the problem.

Rathore et al., (2018): states that 50.8% of people order food delivery service since they don't like to cook, as it enables clients to have food delivered directly to their home or office within lesser minutes. A structured questionnaire was circulated to 200 respondents in Chennai City. The research was based on both primary and secondary data. Factor analysis was used to find out the factors determining the consumer's preference for online food ordering app and the test results were obtained with the help of SPSS package 17.0 version. Chi-square analysis was used for testing the hypothesis. It was used to find whether the income level of customers will affect the mode of payment and whether the income level of customers will affect the satisfactory level of price of LG products.

OBJECTIVES:

- To know the consumer perception towards online food applications
- To identify the consumer's preferences towards various online applications.

RESEARCH METHODOLOGY

Primary Research: For research work two questionnaire were drafted one for the consumers who eat out or order online through online apps and second for restaurants who are listed with any online food delivery apps. Maximum numbers of question were based on Pros and Cons related to online food ordering websites. From both ends they have shown their perspective. **Secondary Research:** Although there is not much work done on this newly introduced concept which is untouched in India. But on global perspective literature review has been done which includes research papers, blogs, magazines, news paper

The paper has a limitation it is concerned with specific geographical area and the data has been collected from both primary and secondary source. Questionnaire was used for primary data collection and secondary data is collected from internet, journals and magazines etc.

Tools: Percentage and Chi Square test

ANALYSIS AND INTERPRETATIONS

The research was analysed by considering the factors that influence the customers to purchase food using the online app. The data were collected from 200 customers through questionnaires.

Table1: Money spend on ordering food

Sl. No	AMOUNT SPEND	No. of Respondents	Percentage
1.	Less than Rs.100	28	14
2.	Less than Rs. 200	40	20
3.	Less than Rs. 500	92	46
4.	More than Rs.500	40	20
	Total	200	100

(Source:Field Data)

Table 1: Depicts that out of 200 customers, it is interpreted that majority 46% of the responded informed that they spend less than Rs.500 in a month for ordering food, 20% spend both less than Rs.250 and more than Rs.500 and remaining 14% spend less than Rs.150.

Table 2: Type of food ordered

Sl. No	Mode of Payment	No. of Respondents	Percentage
1.	Breakfast	0	0
2.	Lunch	52	26
3.	Snacks	60	30
4.	Dinner	88	44
		200	100

(Source: Field Data)

Table 2: shows that 26% of the customer order lunch through online, majority 44% of the customer order Dinner 30% of the customers purchase snacks.

Table 3: Criteria for selecting food ordering application

S.No	PARTICULARS	Criteria for selecting food ordering application					Total
		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	
1	Quality	88	48	28	28	8	200
2	Price	40	16	24	68	-	148
3	On time delivery	40	20	16	40	8	124
4	offers & packaging	32	12	-	20	16	80
5	Live tracking	42	10	-	90	38	180

(Source: Field Data)

Table 3: It is interpreted from the above table that majority of the respondent concentrate on the quality of the food, then secondly about the live tracking facility, third they concentrate about the price & on time delivery and finally customer check the offers and packaging.

FACTORS SHOWING THE MARKETABILITY OF THE HOME APPLIANCES

Table 4: One-Sample T - Test Statistics – preference

Factors	N	Mean	Std.Deviation	Std.Error Mean	T- value	Sigfnc
Preference based on convenience	5	4.08	0.898	0.040	1	0.00
Preference based on location	5	3.52	0.939	0.042	8	0.00
Preference based on brand loyalty	5	3.42	0.947	0.042	8	0.00

Marketability is not simply about naming a product or creating a logo for it. On the other hand, it relates to creating a distinct unique identity for a product or a service, to allow the consumers to identify the marketability with respect to its person and the feelings that it brings out within the minds of the consumers. Marketability creates a difference in the minds of the consumers in terms of image. It can be a set of promises, implying trust and consistency, simultaneously answering expectations. The Marketability becomes a single idea in the minds of the consumer, with respect to the identity of the product. Hence, Marketability becomes a physical/emotional trigger, which creates a relationship between the consumers and the product. Sample T-test has been applied to analyze the behavior of the consumers. The results of the test reveal that the consumers purchasing a computer have more interest in marketability of durable products (mean value 4.08) in comparison to the consumers purchasing a refrigerator (mean value 3.52). While purchasing a Micro Oven, the marketability preference was given less significance (mean value 3.42). The 'T' values 102.654, 84.651, 81.605 clearly indicate that consumers purchasing a computer are very strong in their marketability preference in comparison with consumers purchasing a refrigerator. The marketability name is not specifically considered at the time of purchase of Micro Ovens.

Conclusion

Consumer perception on buying style has changed drastically. It is because of various reasons. Nowadays consumer is busy and fast working and they are lazy in moving to the shop. They like to have their products at home without moving. Majority of the business people started their business in online and that was huge success. Especially Amazon, BigBasket, Swiggy, Uber Eats, Flipkart etc... There are also old business people who have their existing business sales in online. It is the new strategy followed by business people and it is a huge success one.

Consumer buying behaviour is influenced by internal factors such as demographic, psychographics, lifestyle, personality, motivation, knowledge, attitude, belief and feelings. Consumer behaviour is concerned with consumer need for action in the direction of satisfying his needs. The external factors which influence consumer behaviour were as follows: culture, sub culture, locality, royalty and ethnicity, and family, social class, past experience, reference groups, lifestyle and gender. Apart from the company, the dealers are also making various efforts to improve the sales. So, it is essential for all the companies to satisfy the requirements of dealers as well as customers to increase the sales. Poor service facility, lack of replacement facility, high price and price difference among the dealers are some of the problems faced by the customers and dealers.

Scope for further Research

- The research only considers the consumers in and around Chennai city.
- The study has been conducted in the year 2019 further changes may happen in future years.
- The research can be further extended to other geographical areas.

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