



A Study on Customer Attitude towards Online Food Service in Coimbatore City

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INTRODUCTION

Online food ordering is growing in Indian market day by day. Indian people are so active while using the apps for ordering food online. As a result of all these online food marketing is also able to generate sample amount of opportunities for employment. It also helps local vendors to connect with people due to which they are able to increase their earning. Simply ordering system is a website or mobile application through which users can order food online from a food cooperative or even a native restaurant ordering food online is similar to online shopping. So with such benefits online food services is becoming a huge sector & will benefit India's economic condition.

STATEMENT OF THE PROBLEM

The basic problem in the food service industry is not realizing efficiencies that would result from better applications of technology in their daily operations. Every restaurant has counter where you can place your order and then make the payments so every restaurants needs an employee for taking the order and processing the payments food restaurants will be equipped with a user-friendly touch screen, a credit/debit card reader, and software for completing the process at the back ends. He/she can enter anything in the systems by a secured system password to change the menu contents by adding or deleting an items or changing its price. Now when the customers enter the restaurants, he will have the option of paying the bill by cash, debit card, or a credit card. The user will slide his card and the payments system will check for the validity of the card and the payment will be made. A receipt will be printed containing the order number the order will be sent in the kitchen for processing.

OBJECTIVES

- ❖ To analyze the impact of online ordering of food on customers.
- ❖ To know the preferences of customers while ordering food online.
- ❖ To find how does customers think and how they react while ordering food online.
- ❖ To study how online food delivery services are perceived by the consumers.
- ❖ To analyze how frequently customers order their food.

SCOPE OF STUDY

To know the customers perception of online food service. To knowing what factors actually motivate customers to buy products or services online, the main point of developing these systems is to help the customers to manage the business and help customers through online ordering and lunch reservation. The project is being developed because of the long queues that will be in the restaurant during lunch or dinner hours, one for purchasing tickets and one for collecting food, with the new system, the customers would be able to order their food from the comfort of their offices, classrooms, hostels and anywhere outside the school campus without queuing.

REASEARCH METHODOLOGY

I have collected data through primary and secondary sources. In conducting this study, survey questionnaires were administered for data collection. I made a list of questions which were arrowed down to a few. Then we gave out the questionnaires. There were 21 questions in the survey obtaining data for one variable; participants were approached with the research questionnaire. To make filling and analysis of questionnaires easy and accurate, we used

Google Forms. Our response rate was 100% with the sample subjects answering all the questions sampling size of 130 respondents from different place was taken for conducting the study. The statistical tool used is percentage analysis.

LIMITATIONS

The study confined to Coimbatore city. Hence the findings and suggestion are applicable only to Coimbatore.

- ❖ The survey is restricted to 130 respondents
- ❖ The accuracy depends upon the Respondent's information
- ❖ The data and opinion collected are assumed to be objective
- ❖ Time constraint.

REVIEW OF LITERATURE

H. S. Sethu & Bhavya Saini, (2016): "Their aim was to investigate the student's Perception, behavior and satisfaction of Online Food Ordering and delivery services". Their study reveals that online food purchasing services help the students in managing their time better. It is also found 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.

Sheryl E. Kimes, (2011): "This study found that perceived control and perceived convenience associated with the Online Food Ordering Services were important for both users and non- users". Non-users need more personal interaction and also had higher technology anxiety to use the services.

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

Adithya R., Singh, Pathan And Kanade, (2017): "A food menu is set in the Online Food Ordering System so that the customer can place their orders successfully and with this they can also track their orders. Also, various facilities are also provided by these apps for making its access convenient for the customer".

Asan, N. Badariah, (2014): "Introduced Smart Ordering System which was also a fastest way to order food at a restaurant. The system used a small keypad to place order and the order made by inserting the code on the keypad menu. These codes came along with the menu. The signal would be delivered to the order by the Zigbee technology, and it would automatically be displayed on the screen in the kitchen".

BENEFITS OF ONLINE FOOD SERVICE

1. Makes the ordering process easier
2. Efficient customer and order management
3. Monitor your expenses incurred in real-time
4. Better customers data
5. The convenience of mobile ordering
6. Free and cheap marketing

DATA ANALYSIS AND INTERPRETATION

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusion, significance and implementation of the findings, it is an important and exciting step in the process of research. In all research studies, analysis follow data collection.

The statistical tools are

- Percentage Analysis
- Ranking Analysis

PERCENTAGE ANALYSIS

A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation.

No. of respondent Simple percentage = ____ * 100

Sample size

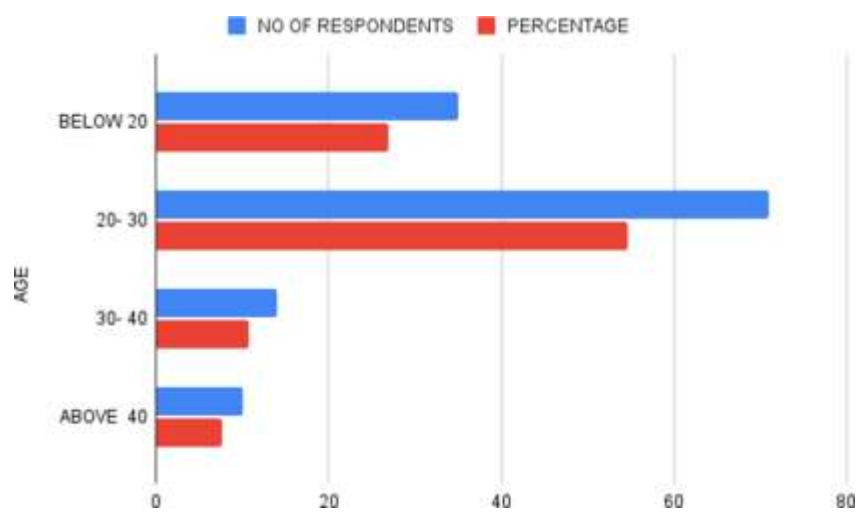
EXHIBIT - 4.1

EXHIBIT THE AGE WISE CLASSIFICATION OF THE RESPONDENTS

AGE	NO OF RESPONDENTS	PERCENTAGE
BELOW 20	35	26.9
20- 30	71	54.6
30- 40	14	10.8
ABOVE 40	10	7.7
TOTAL	130	100

Source : Primary data

CHART 4.1



INTERPRETATION:

From the above information, 26.9% of the respondents belong to the age of below 20, 54.6% belongs to the age group 20-30, 10.8% of the respondents belongs to the age group of 30-40 and 7.7% of the respondents belong to the age group above 40.

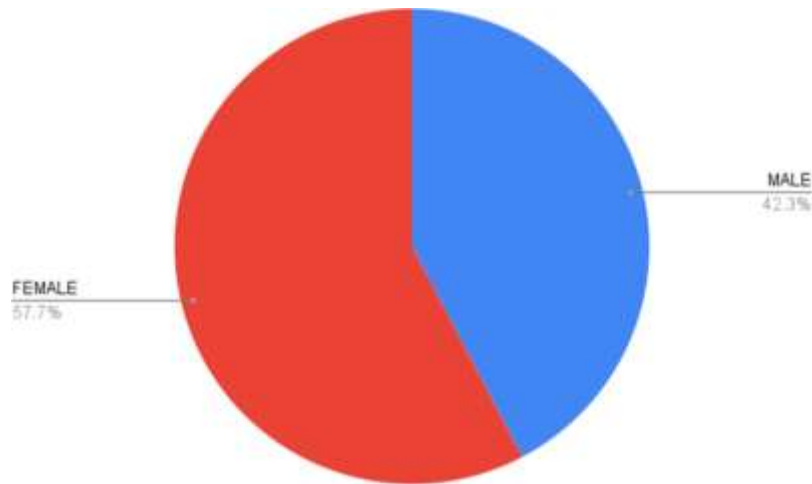
Hence the majority of 54.6% of the respondents belong to the age group of 20-30.

EXHIBIT - 4.2

EXHIBIT THE GENDER WISE CLASSIFICATION OF THE RESPONDENTS

GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	55	42.3
FEMALE	75	57.7
TOTAL	130	100

CHART 4.2



INTERPRETATION

From the above information, 42.3% of the respondents are male , 57.7% of the respondents are female.

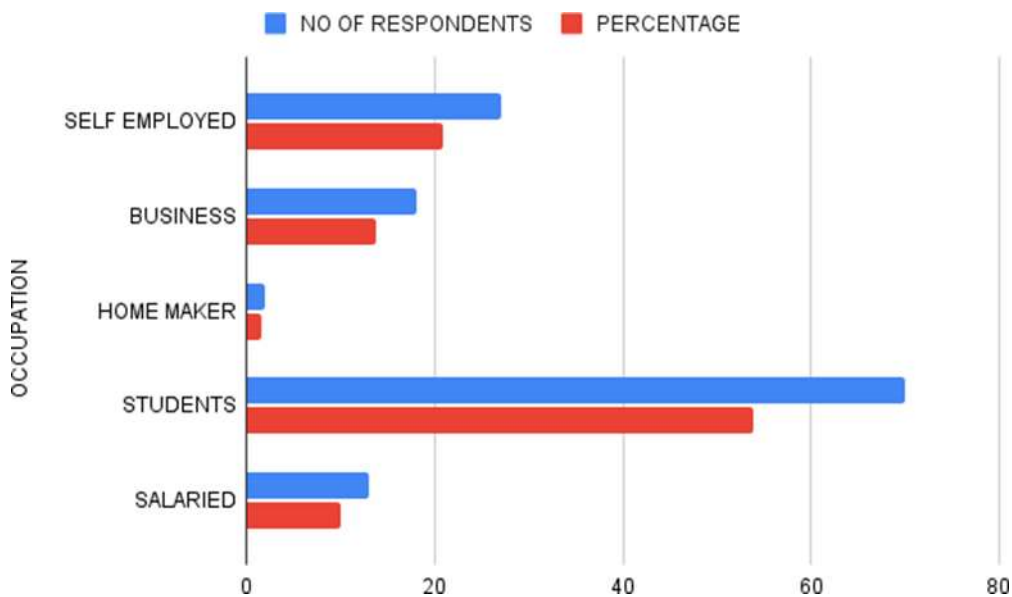
The majority of 57.7% of the respondents are female.

EXHIBIT - 4.3

EXHIBIT THE OCCUPATION WISE CLASSIFICATION OF THE RESPONDENTS

OCCUPATION	NO OF RESPONDENTS	PERCENTAGE
SELF EMPLOYED	27	20.8
BUSINESS	18	13.8
HOME MAKER	2	1.5
STUDENTS	70	53.8
SALARIED	13	10
TOTAL	130	100

CHART 4.3



INTERPRETATION

From the above information, 53.8% of the respondents are students , 15.4% of the respondents are self employed , 7.7% of the respondents are in business , 5.4% of the respondents are salaried and others 0.8%.

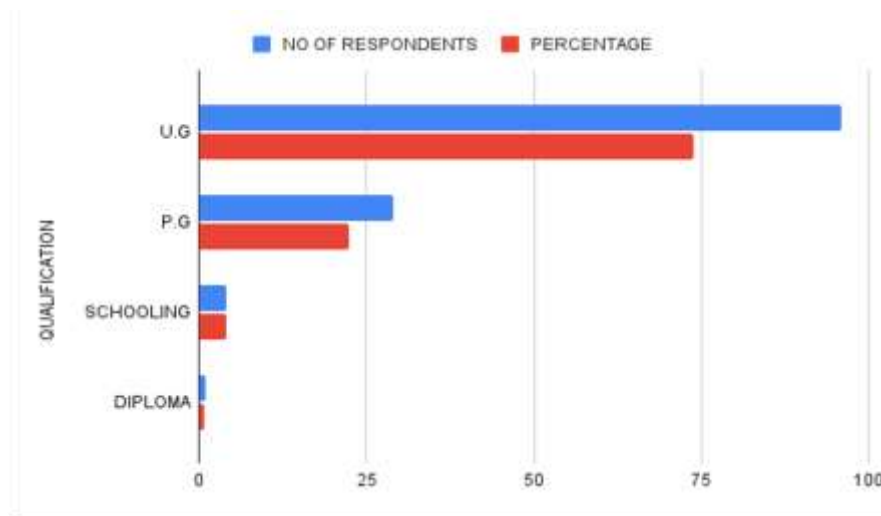
The majority of 53.8% of the respondents are students.

EXHIBIT - 4.4

EXHIBIT THE EDUCATION QUALIFICATION WISE CLASSIFICATION OF THE RESPONDENTS

QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
U.G	96	73.8
P.G	29	22.3
SCHOOLING	4	4
DIPLOMA	1	0.8
TOTAL	130	100

CHART 4.1.4



INTERPRETATION

From the above information, 73.8% of the respondents completed U.G , 22.3% of the respondents completed P.G , 4% of the respondents completed schooling , 0.8% of the respondents completed diploma.

The majority of 73.8% of the respondents completed U.G.

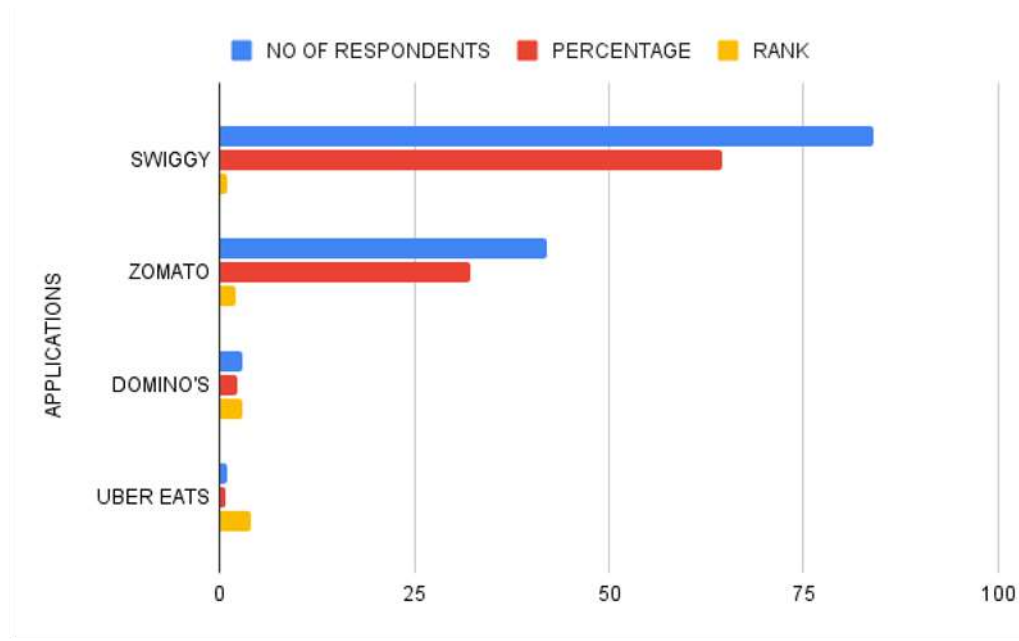
RANK ANALYSIS

EXHIBIT THE BEST APP FOR ORDERING FOOD WISE CLASSIFICATION OF THE RESPONDENTS

EXHIBIT - 4.5

APPLICATIONS	NO OF RESPONDENTS	RANK
SWIGGY	84	1
ZOMATO	42	2
DOMINO'S	3	3
UBER EATS	1	4

CHART 4.5



INTERPRETATION

From the above information, 64.6% of the respondents chose swiggy as the best app, 32.3% of the respondents chose zomato as the best app, 2.3% of the respondents chose best domino's as the best app, 0.8% of the respondents chose uber eats as the best app.

The majority of 64.6% of the respondents choose swiggy as the best app.

FINDINGS, SUGGESTIONS, CONCLUSION

FINDINGS THROUGH PERCENTAGE ANALYSIS

1. The majority of 54.6% of the respondents belong to the age group of 20 -30.
2. The majority of 57.7% of the respondents are female.
3. The majority of 53.8% of the respondents are students.
4. The majority of 73.8% of the respondents completed U.G.
5. The majority of 44.6% of the respondents income is below 10,000.
6. The majority of 72.3% of the respondents family size is 3-5.
7. The majority of 74.6% of the respondents family is joint.
8. The majority of 31.5% of the respondents knowledge is through friends.
9. The majority of 40% of the respondents is 2 members who uses online food service in the family.
10. The majority of 48.5% of the respondents opinion is good.
11. The majority of 58.5% of the respondents family is not facing any problems with online food service.
12. The majority of 48.5% of the respondents opinion is good.
13. The majority of 64.6% of the respondents choose swiggy as the best app.
14. The majority of 64.6% of the respondents choose swiggy as the best app.
15. The majority of 43.8% of the respondents order food monthly once.
16. The majority of 48.5% of the respondents order food in 3-5 minutes.
17. The majority of 70% of the respondents yes for ordering of food in local hotels or favorite restaurants.
18. The majority of 70% of the respondents yes for ordering of food in local hotels or favorite restaurants.
19. The majority of 35.4% of the respondents chose 4 rating for the delivery time of online food service.

SUGGESTIONS

- Food app should improve their payment security so that consumers don't hesitate while making payment online.
- They should provide more offers as customers are mainly using these apps to avail offers.
- Customers face a lot of challenges as the site is slow. Thus the restaurant operators must know some techniques to place the order quickly and effectively.
- Restaurants should focus on giving their customers the best quality and various options on choosing the variety of food stuff more and more customers should be encouraged to order food online as now-days.
- It becomes difficult for an individual to go and place orders directly to the restaurants and also some customers are uncomfortable with the recent upcoming technology.

CONCLUSION

By conducting the above research we came to know that the Online Food Service are successfully in capturing a market in Indian economy. As almost every person use these apps it help to achieve digitalisation as the most preferred payment method is GPay. These apps are easy to use and satisfy the consumer needs by providing quality services to them.

This study found that online food ordering is reasonably popular among the residents of Coimbatore City. Nearly 90 percent of the respondents were aware of the electronic food ordering. Customers between 20-30 years of age ordered more electronic food and it was often ordered as they didn't want to cook especially during the weekends. My findings indicate that restaurant operators should focus on giving their customers higher levels of perceived control and convenience, since these are associated with a higher intent to use online ordering in the future.

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