



A CONSUMER PERCEPTION TOWARDS ONLINE FOOD DELIVERY APPS WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

The current development of the internet has improved the e-commerce industries in a country like India. E-commerce expansion has made online food ordering services seamless for people who want to get food delivered at their doorstep. The study mainly focused on awareness of the respondents towards offers, rewards and reference and also how to place the order and their payment process. In this study, our main focus was to analyze the perception of consumer towards online food ordering service.

Keywords: *online food ordering, Mobile applications, ecommerce.*

1. INTRODUCTION

Technology has played a key role in revolutionizing the food delivery service, it has contributed to the changes in consumer preferences as their dependency of technology has motivated them to do everything online comprising getting cooked meals delivered to their doorstep. Convenience is the prime factor to the consumers, as to place an order is as simple as few clicks on any mobile devices. Technological dependency, convenience and less time taken for the food to be delivered aids as a good reason for the consumers to choose the services offered by the online food ordering and delivery service portals. The popularity of online food ordering and delivering services is steadily growing, expectations of the users are also increasing. This research paper is aimed to investigate consumer's views about the services they receive from different portals. This paper will help the service providers to understand the consumer's perception, needs and views on the basis of the result of a survey.

STATEMENT OF THE PROBLEM

Online food ordering is a process of ordering food from local restaurant or food cooperative through a web page or app. Much like ordering consumer goods online, many of these allow customers to keep accounts with them in order to make frequent ordering convenience. 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 among others either by credit card or cash, with the restaurant a percentage to the online food company.

OBJECTIVES OF THE STUDY

1. To know the customer satisfaction of online food delivery.
2. To know the awareness of food delivery app.
3. To understand the convenience of accessibility for the customers.
4. To know the services provided through online food app delivery.
5. To know the preferable reasons for asking particular app.

HYPOTHESIS OF THE STUDY

1. There is significance relationship between occupation of the respondents and the easy and convenient of payment.
2. There is significance relationship between the average of monthly income of the respondents mostly prefer an application.
3. There is significance relationship between the gender of the respondents and their order food an online.

SCOPE OF THE STUDY

The study is basically conducted to know how consumers perceive the online food delivery services. The perception of consumers may vary under different circumstances. From this study, we can have a better understanding of the "Online Food Delivery Service Market". We will know about the consumer perception regarding the services they provide in Coimbatore area and will get to know the variables affecting their perception. Therefore, these findings may help the service providers to work upon on these variables to fill up the gaps in the mindset of consumers.

LIMITATIONS OF THE STUDY

1. The study is limited to 120 respondents who are users of online food ordering app.
2. The period of study is limited and it was the major constraint to complete the work entirely.
3. As this study is confined only to the respondents of Coimbatore city, the findings and suggestions are applicable only to Coimbatore city.
4. The details furnished by the respondents are true and the result is based on the assumption.

2. REVIEW OF LITERATURE

According to **Serhat Murat Alagoz & Haluk Hekimoglu (2012)**, e-commerce is rapidly growing worldwide, the food industry is also showing a steady growth. In this research paper they have used the Technology Acceptance Model (TAM) as a ground to study the acceptance of online food ordering system. Their data analysis revealed that the attitude towards online food ordering vary according to the ease and usefulness of online food ordering process and also vary according to their innovativeness against information technology, their trust in retailers and various external influences.

According to **H.S. Sethu & Bhavya Saini (2016)**, their aim was to investigate the students perception, behaviour 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.

According to **Sheryl E. Kimes (2011)**, his 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.

According to **Leong Wai Hong (2016)**, the technological advancement in many industries have 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.

3. RESEARCH METHODOLOGY

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys, and other research techniques and could include both present and historical information.

Method of the collection

- **Primary data:** The primary data was collected through questionnaire from the dealers of Britannia product. It was prepared and administered by taking a sample of 120 respondents, which contains different categories of respondents like male & female etc. who deals with the Britannia product.
- **Secondary data:** Secondary data means data that are already available and they are referred to the data which have already been collected and analysed by someone else. These were collected from various websites and also from various books.

Area of the study: The study is done in Coimbatore city.

Sample size: The sample size is 20.

Tools used for analysis: data analysing tools are simple percentage and chi-square test.

Simple percentage: percentage base analysis helps to find which factors is significant among a number of factors.

Chi-square: A chi-square statistic which is used to test the measures of expectations compare to actual observes (or) model result.

Analysis and Interpretation

Demographic profile of the respondents

S no	Demographic	No of Respondents	Percentage	
1	Gender	Male	69	58%
		Female	51	42%
2	Age	18-20	19	15.83%
		21-30	62	51.67%
		31-40	28	23.33%
		41-60	11	9.17%
3	Qualification	SSLC	19	15.83%
		HSC	28	23.33%
		Under graduate	62	51.67%
		Post graduate	11	9.17%
4	Occupation	students	7	6%
		Private sector employee	39	32%
		Government employee	42	36%
		Self employee	19	15%
		Others	13	11%
5	Order food online	yes	120	100%
		No	0	0%

Interpretation: Table clearly states the demographic profile of the sample respondent. Majority of the responds fall in the age group of 21-39 years and the most of them are male. Majority of them under graduate students. Majority of the respondent's occupations is government employee. Most of the respondents have a order food online.

Chi-square analysis

Chi-square Table 1

H1: There is significance relationship between occupation of the respondents and the easy and convenient of payment.

Particular	DF	Chi-square	Table value	Remark
Occupation on reason for easy and convenient of payment.	4	28.17	16.919	Rejected

Source: primary data.

The calculate chi-square value is (28.17) is higher than (16.919) table value hence the hypothesis is rejected. Therefore, there is significance relationship between occupation of the respondents and the easy and convenient of payment.

Chi-square Table 2

H1: There is significance relationship between the average of monthly income of the respondents mostly prefer an application.

Particular	DF	Chi-square	Table value	Remark
Average of monthly income of the mostly prefer an application.	5	25.84	16.919	Rejected

Source: primary data.

The calculate chi-square value is (25.84) is higher than (16.919) table value hence the hypothesis is rejected. Therefore, there is significance relationship between monthly of the respondents mostly prefer an application.

Chi-square Table 3

H1: There is significance relationship between the gender of the respondents and their order food an online.

Particular	DF	Chi-square	Table value	Remark
Gender of the order food an online.	2	0	3.83	Accepted

Source: primary data.

The calculate chi-square value is (0) is higher than (3.83) table value hence the hypothesis is accepted. Therefore, there is significance relationship between gender of the respondents and their order a food on online.

4. RESULTS AND DISCUSSION

1. Hence, the majority (58%) of the respondents are Male.
2. Hence, the majority (51.67%) of the respondents are 21-30 years of age groups.
3. Hence, the majority (51.67%) of the respondents are under graduate.
4. Hence, the majority (36%) of the respondent's occupation is government employee.
5. Hence, the majority (53%) of the respondent's monthly income 10000-20000.
6. Hence, the majority (76.67%) of the respondent's types of area is Coimbatore.
7. Hence, the majority (60%) of the respondent's order food online yes.
8. Hence, the majority (53%) of the respondents are application is Zomato.
9. Hence, the majority (50%) of the respondents are you order food online weekly.
10. Hence, the majority (100%) of the respondents are over the mobile app.
11. Hence, the majority (100%) of the respondents are yes.
12. Hence, the majority (35.83%) of the respondents are speed of delivery.
13. Hence, the majority 53% of the respondents are Family and friends.
14. Hence, the majority (48.33%) of the respondents are Less than 30 min.

15. Hence, the (50%) of the respondents are Swiggy.
16. Hence, the (50%) of the respondents are Swiggy.
17. Hence, the majority (50%) of the respondents are Swiggy.
18. Hence, the majority (100%) of the respondents are Yes.
19. Hence, the majority (38.33%) of the respondents are Neutrally effectiveness on the online food deliver app.

Suggestions

- Swiggy is an efficient online food order and effective in delivery services. Swiggy provides best restaurants list with menu items with price indication.
- Swiggy web and app both platform is very fast and easy to use.
- But it should allow to place order from multiple restaurants at same time or on same order .
- They should try to answer the queries as much as possible. And swiggy may try to allow the customers to use two accounts on smartphone application
- Swiggy can expand their services to rural areas also as there are so many people are ready to make use of it. Sometimes the approval of the particular order takes more than 15-20 minutes, it should be avoided .
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5. CONCLUSION

Adding to this scenario is an increasing number of smartphones and food delivery apps. Food delivery apps have now become a big hit with tech-savvy individuals across India. There are several food delivery apps in India that one can download on smart phones to order food on the go and from the comfort of homes. The present study found a significant relationship between factors considered important while selecting a food delivery app.

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