



Consumers' Preference and Attitude towards Online Food Ordering with Special Reference to Raipur City (Chhattisgarh)

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ABSTRACT

In developing countries like India internet facility and Technology advancements has brought so many opportunities for consumers and for service providers, one of the best service provided online is food ordering; now a days it has been too easy to order food from our home and get it delivered in no time. This study is based on both Primary, Secondary data, Primary data is collected from 50 peoples of various age group to know about their attitude and preference towards online food ordering with special reference to Raipur City, and Secondary data are collected from internet. Main Focus of this research is to find the answer of various questions like Frequency of Food ordering, Usefulness of service being provided, Consumers satisfaction level towards online food ordering, Quality of food being offered, Procedure of payment etc.

Key-Words- Online food ordering, Service providers, Consumers, Concern, Respondents.

Introduction

With market size of worth around US\$ 3 Billion in 2022 online food ordering business in India showing a very bright future in upcoming years, Digital education and increasing sale of smartphone and growing number of Internet users have opened up so many opportunities for online business and service providers, it has also helped online food market to grow very rapidly, by taking order by Both mobile application and website this online food ordering service providers are providing door step delivery of ready to eat food. leading service providers in Raipur city are Zomato and swiggy these service providers are attracting customers with easy ordering process, discount coupons, fast delivery system, online payment as well as Payment on delivery option, in its early stage this business was focusing on metro and metropolitan cities only, but food lover buyers across the country attracted these service providers to set up their venture in small cities also. Currently Zomato and Swigi these two online food delivery service providers are providing this service in Raipur City (Capital of Chhattisgarh) to deliver ready to eat food from various leading restaurants. Food lover customers in Raipur have shown tremendous interest on online food ordering. In this research we will focus light on Consumers preference and attitude towards online food ordering and explore future opportunities of online food market in Raipur (Chhattisgarh).

Objectives of the study

- To know consumers attitude and preference towards online food ordering.
- To know about average expenditure made by consumers in online food market.
- To know about consumers satisfaction level.
- To forecast the future expected competition in online food ordering market.

Literature Review

S. Manju (2019), in her study on Customer Preference and Impact of Online Food Service Apps tells about the impact of various food ordering apps in our day to day life and what factors have contributed to this great deal of food service app usage.

suryadev-singh-rathore. (2018). This study shows Consumer's perception towards online food ordering.

Research Methodology

Both primary and secondary data used for this study. Google forms has been used to collect the primary data Snowball sampling has been used in this context. The form was sent to around 70-80 Individuals out of which 50 responses were received. Internet medium used to collect secondary data.

Scope of the study

This study is conducted on consumers residing in Raipur city only; this study will throw light upon consumer preference and attitude towards online food ordering and its future scope in this city.

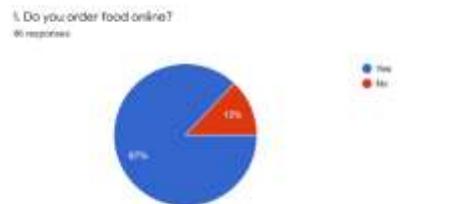
Limitation of the study

This study is based on 50 consumers only, with an increasing number of sample sizes some variation can be seen in findings.

Data Interpretation and Data Analysis

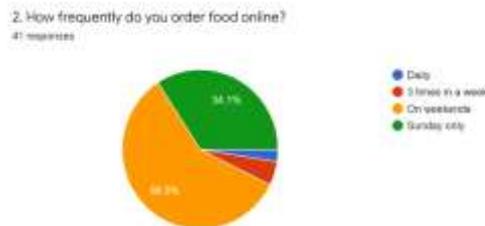
The data was analysed using simple percentages of respondents answering the various options.

The presentation was made with the help of tables and charts. Conclusions were drawn on the Basis of findings related to observations after analysis of data.

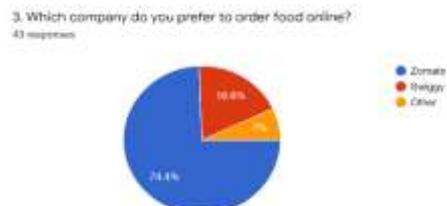


Interpretation -

Out of 50 Respondents 46 answered this questions and 87% means around 40 respondents order food online which high degree of acceptance of online food by consumers.

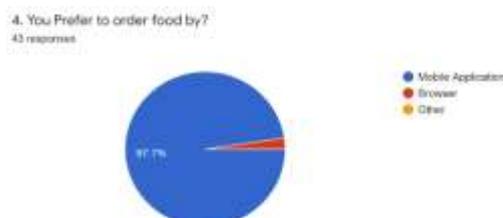


Interpretation -58.5 % out of 41 respondent prefer ordering food on weekends and 34% only on Sunday which means major portion of population prefers to order on weekends.



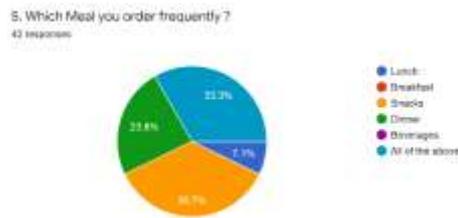
Interpretation -

74.4% respondent out of 43 respondent order food by Zomato which means in Raipur city Zomato is leading online food ordering service provider after zomato swiggy is also growing rapidly in Raipur market.



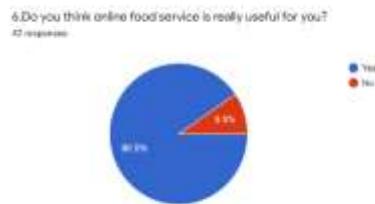
Interpretation-

Around 98% Respondent order through mobile application, which means mobile revolution, has opened up so many opportunities for this kind of businesses and services.

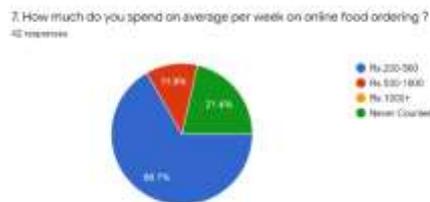


Interpretation-

35.7% Respondent prefer to order snacks online meanwhile 33.3% lunch.



Interpretation - Out of 42 respondents 90% believes that ordering food online is useful, which shows that in future online food market can get tremendous growth.



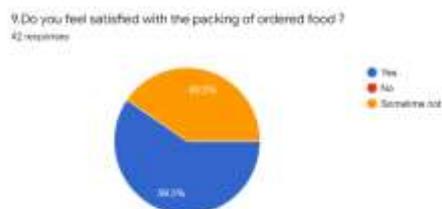
Interpretation -

66.7% Respondent spend Rs. 200- 500 on an average, and 21.4% never bother about it or never count their spending.



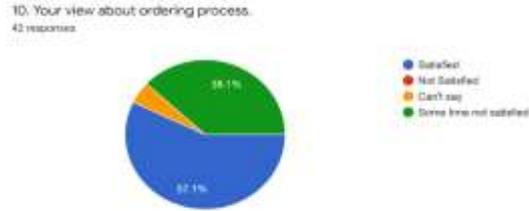
Interpretation -

39.5% Respondent Feel that online food ordering is money saver, convenient, Time saver, and they get fast delivery which leads them to order food online, 25.6% Respondent feel that it is time saving.



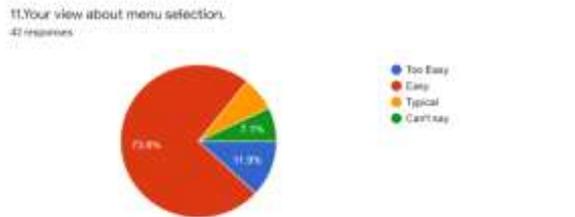
Interpretation -

59.5% Respondent are satisfied with packing of product but at the same time 40.5% respondent are not satisfied with it, which is key matter of concern for online food service providers.



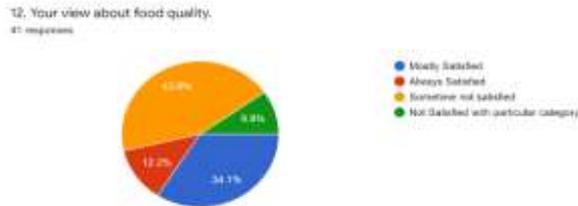
Interpretation -

57.1% Respondents are satisfied with ordering process meanwhile 38.1% are not satisfied which shows negative side of online food service providers.



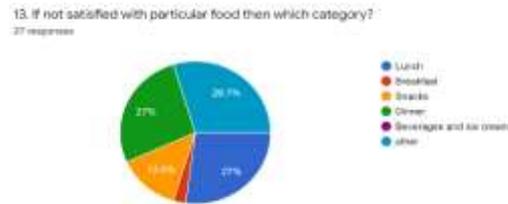
Interpretation -

73.8% Respondents find it easy to select food from menu.



Interpretation -

It is big matter of concern for online food ordering service providers that 43.9% of Respondents are sometime not satisfied with food quality being offered.



Interpretation -

27% + 27% of Respondents are not satisfied with Dinner and lunch which covers major portion of sample population, meanwhile only 13.5% Respondents are not satisfied with snacks it means online food ordering market is accepted largely for snacks kind of items.



Interpretation -

Most of the Respondents are agree with it.

15. If yes then you prefer to pay on delivery or online.
41 responses



Interpretation-

73.2% Respondents from sample population prefer to pay on delivery.

16. Are you satisfied with refund of money on cancellation of order ?
42 responses



Interpretation –

19% are not agree with it, in this matter, percentage should be zero, service providers need to focus on this matter.

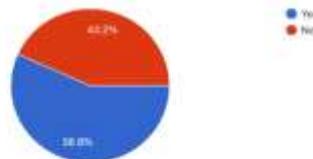
17. Have you ever been cheated on online order of food ?
42 responses



Interpretation -

14.3 % of Respondents have been cheated on online order, which is a big matter of concern for future of online food market.

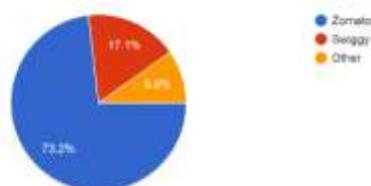
18. If cheated then had your problem been short out?
37 responses



Interpretation -

43.2% of Respondents says their problem has not been solved and they feel strongly cheated, which can lead the online food providers towards failure in long run.

19. Which Companies Customer Service is good?
41 responses



Interpretation - In Raipur City 73.2% of customers are mostly satisfied with Zomato.

20. Would you suggest other to buy food online?
41 responses



Interpretation-

92.7% of respondents says that they will suggest other to buy food online, which is a good sign for this market in near future.

Findings and suggestions

On the basis of Respondents response and interpretation drawn it is found that online food market in Raipur is growing rapidly and food lovers are accepting it enthusiastically and in near future some competition can be seen in this market which will lead more attractive offers and varieties for consumers, existing service providers need to focus on some area like Easy process of order, Improvement in food quality specially in Lunch and Dinner segment, Quality Packing, Easy and quick refund policy on cancellation so that they can survive in expected upcoming competition in this market.

Conclusion-

The study indicates that there will be a huge demand and growth in online food ordering services. With increasing number of smartphone users market of online food is also growing, In Raipur City consumers are showing great positive response towards online food ordering and in near future this market will grow more rapidly.

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