CUSTOMERS EXPECTATION TOWARDS ONLINE FOOD ORDERING SYSTEM

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Abstract : The use of Mobile application has thrown a new path in today's world which makes marketing at the doorsteps. The Mobile application is a combination of Marketing and Technology with internet to advertise and sell their products. It plays a major vital role in all the sectors including food industry. As most of the people run behind money to survive in the competitive world, cooking makes them exhausted. So this opportunity has been used by many corporates to market their service in the way of online food ordering system. This study focus on the customer's expectation towards Online Food ordering system. For this purpose the researcher has approached 130 respondents to gather their expectation. Through Mean Rank analysis, it was found that 'Availability of all types of payment systems with offers' is mostly expected by the customers in the online food ordering system.

IndexTerms - **Online Food Ordering System, Customer, Expectation, Mobile application, Payments.**

I. INTRODUCTION

Most of the Companies have changed their traditional way of business to online business in which the customers can be met easily in this technology build world. Nowadays most of the people were in a position to engage them in the internet world; hence they feel comfortable to trade through online. As the customers' needs changes, the online traders also change their strategies according to the taste of the consumers. This research paper aims to discuss the consumer's perception towards the online food ordering and delivery services in Pune. The survey was carried over to find out the customers expectation towards online food ordering system among 130 respondents. The research is focused on the study and analysis of data collected from all those users who are already using the online food delivery services.

II. REVIEW OF LITERATURE

Sainath Reddy K, Chaitanya KGK, Abhinav M and Feiroz Khan TH (2016) stated that Increased demand of restaurant-goers generated the need for much attention for the hospitality industry. Providing much option with ease of ordering and delivering is the need of the hours. Technological interference has become mandatory to improve the quality of the service and business in this industry. Evidences are already existed for partial automation of food ordering process in the country; most of these technologies implemented are based on wireless technologies. This manuscript reports implementation and integration of web based technology for restaurants. A dynamic database utility system was designed to fetch all the information from a centralized database. User utility was given importance during the development of this interface and efficiency, accuracy was the priority for better results and services and to reduce the majority of the human error. Manual Food Ordering System uses waiter to take order from customers. The Waiter Paging System allows customers to call for a waiter. Manual Food Ordering System uses waiter to take order from customers.

Vasilii Erokhin (2017) stated that providing sustainability of the food supply is becoming increasingly challenging in today's rapidly changing global economic environment. Food security remains a serious problem, especially in developing countries where the challenge of the sustainable food supply is exacerbated by the rapid rise in the population, limited access to food intake, vulnerability, price volatilities, protection measures imposed by the government, and other distorting influences. Russia is classified as a middle-income country that is nationally self-sufficient in its food supply. However, amid the economic recession and restrictions on foreign trade in food, many households in Russia are becoming increasingly vulnerable to food insecurity. In the case of Russia, this paper aims to assess the sustainability of the food supply, and identify the factors that affect food security. In order to establish the impact of socio-economic variables on food security at the macroeconomic level, a regression model was estimated. The study has identified the factors that influence food security in terms of agricultural production, food self-sufficiency, and foreign trade. The relationships between the regress ands and corresponding regressors have been discovered, in view of alternations between positive and negative influences on the dependent variables. Additionally, a significance of the relationships has been measured. The results of the regression analysis suggest that the sustainability of the food supply in Russia is threatened by inflation and a degrading purchasing power of the population from people shifting towards cheaper products of lower quality, while exporters seek higher profits outside the country and thus create food shortages in the domestic market.

III. OBJECTIVE OF THE STUDY

The Prime objective of the study is to identify the Customers Expectation towards online food ordering system.

IV. SCOPE OF THE STUDY

The study is conducted mainly to identify the customers expectation towards online food ordering system. Each and every customer has different taste and expectation towards particular thing. From this study we can have a better understanding of the expectation of customers towards Online Food ordering system as there is availability of number of services in Coimbatore region. Therefore the findings may be helpful for the service providers to implement new strategies.

V. RESEARCH METHODOLOGY

The study is based on both primary and secondary data. Primary data is collected through distribution of structured questionnaire to 150 respondents, in which 130 survey instruments were usable and is used for the analysis purpose. Secondary data is collected through various magazines, journals and articles which were already published.

IV. DATA ANALYSIS AND INTERPRETATION

For the purpose of analysis, Simple percentage and Mean Rank analysis were used.

4.1 Simple Percentage

The profile of the respondents include Gender of the respondent, Age of the respondent, Marital status, Monthly income, Occupation, Educational Qualification of the respondent which were analysed through simple percentage analysis.

Table 1 : Profile of the respondent

Variable	Frequency	Percent
Gender of the Respondent		
Male	75	57.7
Female	55	42.3
Total	130	100
Age of the Respondent		
Less than 25 years	44	33.8
26-35 years	40	30.8
36-45 years	19	14.6
Above 45 years	27	20.8
Total	130	100
Marital status		
Married	46	35.4
Unmarried	73	56.2
Divorce	11	8.5
Total	130	100
Monthly Income		
less than 20000	40	30.8
20001 to 40000	53	40.8
40001 to 60000	23	17.7
above 60000	14	10.8
Total	130	100.0
Occupation		
Private employee	42	32.3
Government employee	41	31.5
Agriculture	9	6.9
Others	38	29.2
Total	130	100
Educational Qualification		
School Level	13	10.0
UG Level	30	23.1
PG Level	51	39.2
Diploma	17	13.1
Other Professional Degree	19	14.6
Total	130	100

From the table, while considering gender of the respondent it was found that 57.7 percent of the respondent were male, while taking into account the age of the respondent, it was clear that 33.8 percent of the respondents were less than 25 years of age, while considering Marital status of the respondent, it was found that 56.2 percent of the respondents were unmarried. While taking into account the Monthly income of the respondent, it was found that 40.8 percent of the respondents earn monthly income of Rs.20001 to Rs.40000. While considering Occupation of the respondent, it is clear that majority of the respondents 32.3 percent of them were private employees. While taking into account the Educational qualification of the respondent, a majority of the respondents qualification is PG level.

4.2 Customers Expectation towards Online Food Ordering System - Mean Ranking

The variables under Customers expectation towards online Food ordering system includes ten variables and those variables were analysed to understand the priority of customers Expectation. For the purpose of analysis, Mean rank analysis was used.

Table 2 : Customers Expectation towards Online Food Ordering System

S.no	Expectations	Mean	Mean Rank
1	Availability of System 24 x7	5.3462	7
2	Trust in Quality and Quantity of Food	5.7308	3
3	To provide more offers and discounts	5.7462	2
4	On time delivery of Food	5.3385	8
5	Appearance and approach of delivery executives	5.5385	4
6	Availability of all types of payment systems with offers	6.1923	1
7	Consistency with hotel and restaurant list	5.3846	6
8	Reduction of Human Error such as delivering incorrect food	5.0846	10
9	Assigning delivery executives on time without holding	5.1077	9
10	Availability of more number of Promo codes, Coupon discounts.	5.5271	5

The variable 'Availability of all types of payment systems with offers secured 1st rank with the mean score of 6.1923, the variable 'To provide more offers and discounts' secured 2nd rank with the mean score of 5.7462, the variable 'Trust in quality and quantity of food' secured 3rd rank with the mean score of 5.7308, the variable ' Appearance and approach of delivery executives' secured 4th rank with the mean score of 5.5385, the variable 'Availability of more number of Promo codes, Coupon discounts' secured 5th rank with the mean score of 5.5271, the variable 'Consistency with hotel and restaurant list' secured 6th rank with the mean score of 5.3846, the variable 'Availability of System 24 x7 secured 7th rank with the mean score of 5.3462,' the variable 'On time delivery of Food' secured 8th rank with the mean score of 5.3385, the variable ' Assigning delivery executives on time without holding , secured 9th rank with the mean score of 5.1077, the variable ' Reduction of Human Error such as delivering incorrect food' secured 10th rank with the mean score of 5.0846.

V.CONCLUSION

According to the research undergone towards identification of Customers Expectation towards online food ordering system, it is very clear that 'Availability of all types of payment systems with offers' secured 1st rank with the mean score of 6.1923 and the least score is secured by the variable' Reduction of Human Error such as delivering incorrect food' with the mean score of 5.0846. Hence the marketers of online trading should focus on the different type of marketing strategies.

VI.ACKNOWLEDGEMENT

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