GLITCHES CONFRONTED BY CUSTOMERS THROUGH ONLINE FOOD ORDERING SYSTEM

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Abstract : Online food ordering is a wonderful way for restaurants to increase their sales and provide better customer support. Through most of the studies, it was found that many households who placed online orders experience many problems. The purpose of the study is to identify the problem which would be helpful for the marketers to implement different strategies. Nearly 130 respondents were approached for collection of data through structured questionnaire. The variables related to problems in online food ordering system were analysed through Factor analysis. Through Factor analysis, it was found that the variables were grouped into five factor heads such as Unexpected problems, Frustrations, Difficulty in accessing, Quality issue and Delay.

IndexTerms - **Online Food ordering, Expectation, Marketers, Strategies, Quality.**

I. INTRODUCTION

The E-commerce sector in India is rapidly growing at a very quick pace in the new days and up to this present day. This relentless growth of E-commerce is changing the way people assume, search, perform and bring up a yield. Most consumers are adopting new technologies in shopping and with many of them being liberal thinkers, want fast and efficient shopping while also considering other shopping attributes. Majority of companies in the small scale, medium scale and large scale sectors own a website in order to improve their business and they do so by employing online advertisements, online Promotional events/activities thus taking a "digital leap" in the business cycles. The convenience, needs, wants and comfort of the consumers and their buying behaviour and the process of buying is the source of the relentless growth of E-commerce. Online grocery shopping is among the most popular activities of the internet, yet the reasons why consumers will go for purchasing are still unclear. The present study seeks to document the problems encountered while selecting online food ordering. This study would bring to the fore very useful information for the marketers for reorienting their retailing business of food.

II. REVIEW OF LITERATURE

Arif Gangji (2007) stated that online menu and food preparation systems and methods are disclosed. In an exemplary embodiment, a method may comprise assisting an owner of a kitchen business to at least partially customize the plurality of customer screens. The method may also comprise using the customer screens to assist a customer of the kitchen business to build a meal online. The method may also comprise using the customer screens to schedule a session for the customer to come prepare the meal at a physical location of the kitchen business.

Richard Rund (2006) stated that a network based food ordering system provides for customer requests in food preparation, notification of food availability dates and times which can vary for a specific calendar day, a record of past customer orders which is available to a registered customer, email notification of each order to the customer, and confirmation of the order by the customer by means other than using the food providers web site.

III. OBJECTIVE OF THE STUDY

The Prime objective of the study is to identify the Problems that prevail in Online Food ordering system.

IV. SCOPE OF THE STUDY

The study is conducted mainly to identify the problems that prevail in the online food ordering. Each and every customer might have experienced different types of problems while ordering food through online. From this study we can have a better understanding of the type of problems that were faced majorly by the customers in Coimbatore region. Therefore the findings may be helpful for the service providers to implement new strategies to satisfy the needs of the customers.

V. RESEARCH METHODOLOGY

The study is based on both primary and secondary data. Primary data is collected through distribution of structured questionnaire to 150 consumers who use online food ordering system. Among 150 questionnaires, 130 survey instruments were returned and are used for the analysis purpose. Secondary data is collected through various magazines, journals and articles which were already published.

VI. DATA ANALYSIS AND INTERPRETATION

The variables related to problems encountered in online food ordering system is analysed though factor analysis.

6.1 Factor Analysis

Factor analysis was applied to condense the variables or items into minimum number of manageable items or variables. Factor Analysis has been done with the two statistical tests of Bartlett's test and KMO test. The Kaiser-Meyer-Olkin (KMO) test of sampling adequacy signifies the proportionate variance of variables or items which may be caused through new factors. KMO

value in excess of 0.50 reveals that factor analysis is absolutely apt for the particular data set. KMO and Bartlett's Test results are depicted in the below table.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.516
Bartlett's Test of Sphericity	Approx. Chi-Square	238.965
	Df	78
	Sig.	.000

The KMO value of 0.516 implies that the factor analysis applied for this data is valid. The significance value being less than 0.01 implies that the value is significant at 99 % level of confidence. The chi square value for Bartlett's test of Sphericity is 238.965. High Chi-square value denotes that the variables have been aptly factored. Principal Component Analysis was used for extraction purpose, and varimax rotation is used as the standard rotation. Factors having greater than one as Eigen value are taken as reduced factors which now use as new factors for future analysis.

Communalities		
Variables	**Initial**	**Extraction**
Complicated menu that doesn't allow to easily modify or add food according to wish.	1.000	.610
Wait time is longer than expected or predicted.	1.000	.624
Frustrating the customers with re-direct pages timed-out messages and blank web pages.	1.000	.656
Difficulty in accessing the pages for online food ordering.	1.000	.471
Unserviceablity during peak hours and rainy days	1.000	.260
Delay in refund or no-refund of the amount paid for the ordered food during cancellation of order.	1.000	.743
Delivery charges /services charges are high.	1.000	.598
Quality of the food is very low.	1.000	.546
Receiving less quantity food items.	1.000	.682
Difficulty to track the delivery persons.	1.000	.710
Problem of spillage and texture damage to the product due to travel, improper packing.	1.000	.660
Address confusions is a biggest problem that consumers face.	1.000	.759
It is very difficult for consumers who are not aware of Technological advancement.	1.000	.466
Extraction Method: Principal Component Analysis.		

The variance and eigen value extracted through each factor towards problems faced by customers through online food ordering system.

Total Variance Explained									
	Initial Eigen values			**Extraction Sums of Squared Loadings**			**Rotation Sums of Squared Loadings**		
Component	**Total**	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	2.463	18.944	18.944	2.463	18.944	18.944	2.007	15.442	15.442
2	1.562	12.012	30.957	1.562	12.012	30.957	1.609	12.380	27.823
3	1.367	10.517	41.473	1.367	10.517	41.473	1.470	11.304	39.127
4	1.325	10.191	51.665	1.325	10.191	51.665	1.382	10.627	49.754
5	1.068	8.213	59.878	1.068	8.213	59.878	1.316	10.124	59.878
6	.993	7.636	67.514						
7	.866	6.665	74.179						
8	.782	6.015	80.194						
9	.751	5.775	85.969						
10	.610	4.692	90.661						
11	.504	3.877	94.538						
12	.403	3.096	97.634						
13	.308	2.366	100.000						
Extraction Method: Principal Component Analysis.									

Only those components are considered as principal components which have an eigen value greater than 1. Here, the first five components have an eigen value of more than 1, which explains 59.878% of total variance, and the remaining components explain 40.122% of total variance. The below table presents the total variance of the observed variables explained by each of the

principal components / factors. For arriving at possible factors from thirteen variables, rotation was converged in 14 iterations through Varimax Rotation Technique.

Rotated Component Matrix^a						Labeled as
Problems	**Component**					
	1	**2**	**3**	**4**	**5**	
Wait time is longer than expected or predicted.	.698					**Unexpected Problems I (15.442)**
It is very difficult for consumers who are not aware of Technological advancement.	.651					
Problem of spillage and texture damage to the product due to travel, improper packing.	.633					
Unserviceability during peak hours and rainy days	Not Rotated					
Frustrating the customers with re-direct pages timed-out messages and blank web pages.		.755				**Frustrations II (12.380)**
Difficulty to track the delivery persons.		.695				
Address confusions is a biggest problem that consumers face.			.848			**Difficulty in accessing III (11.304)**
Difficulty in accessing the pages for online food ordering.			.594			
Receiving less quantity food items.				.811		**Quality issue IV (10.627)**
Complicated menu that doesn't allow to easily modify or add food according to wish.				.595		
Quality of the food is very low.	Not Rotated					
Delay in refund or no-refund of the amount paid for the ordered food during cancellation of order.					.723	**Delay V (10.124)**
Delivery charges /services charges are high.					-.688	
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 14 iterations.						

Factor I – Unexpected problems

The variables, wait time is longer than expected or predicted, It is very difficult for consumers who are not aware of Technological advancement, Problem of spillage and texture damage to the product due to travel, improper packing, constitute factor I which account for15.442 of variance.

Factor II - Frustrations

The variables, frustrating the customers with re-direct pages timed-out messages and blank web pages, constitute, difficulty to track the delivery persons, factor II which accounts for12.380% of variance.

Factor III - Difficulty in accessing

The variables, Address confusions is a biggest problem that consumers face, Difficulty in accessing the pages for online food ordering ,constitute factor III which accounts for 11.304% of variance.

Factor IV - Quality issue

The variables, Receiving less quantity food items, complicated menu that doesn't allow to easily modify or add food according to wish, constitute factor IV which accounts for 10.627% of variance.

Factor V - Delay

The variables, delay in refund or no-refund of the amount paid for the ordered food during cancellation of order, delivery charges/ services charges are high, constitute factor V which accounts for 10.124% of variance.

VII. CONCLUSION

There are numerous problems faced by the customers in online food ordering system. The major variables which were analysed through factor analysis have been factored into five groups such as Unexpected problems, Frustrations, Difficulty in accessing, Quality issue and Delay. The marketers should focus on these problems and should adopt various strategies to overcome these problems to retain the customers.

VIII. ACKNOWLEDGEMENT

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