

CONSUMER PERCEPTION ON ONLINE FOOD ORDERING WITH REFERENCE TO GUNTUR CITY

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Abstract : The recent development of internet has a greater impact on the E-commerce industries in a country like India. Development of E-commerce has made people to order food online easily, available at their doorsteps. In this study, our main focus was to analyze the consumer perception towards online food ordering service. In this research paper, two objectives were set for the study. First objective identify the factors which influence the consumer to order food online and second objective is to understand consumer perception on online food ordering. To achieve these objectives survey was held to collect the information. For this we created a Google form to collect the data from various people in and around Guntur area. Survey successfully helped to understand the behavior and perception of the people towards online food ordering. It shows how easily people order food at their doorsteps, chooses from available items from favorite restaurants in a few minutes.

Keywords - Online food ordering, Consumer Perception, E-commerce, Online food

I. Introduction: Food ordering on internet is different from ordering food from other sources, as internet promotes a one to one communication between the seller and the end user. With the Up gradation and technology advancement has made people easily order food online at their doorsteps. Convenience, technology advancement and less time taken for the food to be delivered are the good reasons for the consumer to order food online from the selected delivery service portals. Speed delivery and popularity of online food ordering are steadily growing, and expectations of the users are also increasing. E-Commerce has made the interactivity with the consumers effortless by providing helpline numbers and customer support care. Convenience is the main determinant behind food ordering food online, service provider made the application user friendly with speed delivery at doorsteps and ordering the favorite food from selected restaurants. In addition to this time taken to deliver the food is another reason for ordering food online. In a nutshell, modern and young generations may be labeled as “lazy” for depending on the technology and convenience. According to studies, 50% of people order food online because they do not prefer to cook food as it is time taken and inconvenience for them to attend their works.

II. Review of Literature: The research on consumer's perception on online food ordering and other topics in the Indian context are limited as the online food ordering services has entered into Indian market only a few years back. The literature reviewed relates to the studies conducted outside India where online food ordering is a big hit. As taken the case that online food ordering has just entered the Indian market and it is still on its way to being a big hit. Key Success Factors of Online Food Ordering Services: An Empirical Study - Study Reveals that online food ordering companies have to give attention on the quality of information, Mobile Application and website design, security and privacy for payment systems towards their customers in order to provide them full satisfaction experience. Customer Perception and Satisfaction on Ordering Food via Internet, a Caseon Foodzoned.Com, in Manipal (2016) - The study found that the emergence of online food ordering services is high. The student users of these services are well seasoned with the information available on these websites and they feel more comfortable using help services available online.

III. Objectives of the Study

The objectives of the study are given below

- To identify the factors which influence the consumer to order food online.
- To understand consumer perception towards online food ordering.

IV. Research methodology The study is explorative as well as corresponding in nature. It intends to explore the consumer’s perception on online food ordering. The data for the study was gathered through structured questionnaire. An online survey was used to collect the data for the study. This study was mostly done on students, employees, business man. All variables were operationally using the literature on online food ordering. The questionnaire included questions about the factors which influenced them to order food online, what type of the food they typically order and which service provider they choose for the ordering the food.

V. Results and Discussion

5.1.Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	35	33.3	33.3	33.3
Valid Male	70	66.7	66.7	100.0
Total	105	100.0	100.0	

Total 105 responses have been collected from the respondents through Google forms. Out of the total respondents 70 are men and 35 are women.

5.2.Age

	Frequency	Percent	Valid Percent	Cumulative Percent
19-25	74	70.5	70.5	70.5
26-32	15	14.3	14.3	84.8
Valid above 32	5	4.8	4.8	89.5
Below 18	11	10.5	10.5	100.0
Total	105	100.0	100.0	

Out of 105 respondents, 70.5 % of people are in age group of 19-25, 14.3% people are in the age group of 26-32, 10.5% of people are in the age group of below 18, 4.8% are in the age group of above 32 years.

5.3. Occupation

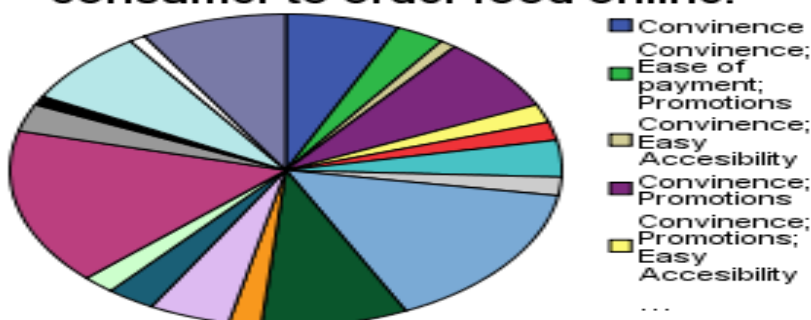
	Frequency	Percent	Valid Percent	Cumulative Percent
Business	3	2.9	2.9	2.9
Employee	38	36.2	36.2	39.0
Valid Self employed	16	15.2	15.2	54.3
Student	48	45.7	45.7	100.0
Total	105	100.0	100.0	

The survey responses were collected from the students, employees, business man, self employed. Out of 105 responses, 45.7% are students, 36.2% are employees, 15.2% are self -employed, 2.9% are business mans.

5.4. The factors which influence the consumer to order food online.

Out of 105 respondents, many of them chose time and delivery, Convince, Promotion are the factors which influenced more the customer to order food online. Through personal interaction around 50% respondents said that time of delivery and promotions are the main factors that influenced them to order food online.

5.The factors which influence the consumer to order food online.



5.4.1 Time and delivery: Time is the most important factor in any form of business or service, as the time and delivery go hand in hand. On time delivery is a frequently use KPI (key performance index) to take account of supplier's performance based on the commitment. Early delivery equals less time waste and hence it influences the consumer. The 24*7 service has also had major impact on customers to order food at any time.

5.4.2 Convenience: Convenience is the biggest factor driving online food ordering, followed by affordability, a new study by primary research firm Chrome Data Analytics said. Consumers do not have to leave their home nor travel to find and obtain food online. As this factor also plays a vital role in influencing the consumer in using online food services, as improper convenience becomes the major bane which hinders the consumers in to actually going and buying food.

5.4.3 Easy Accessibility: Perceived ease of use, refers to the degree to which a person believes that using a particular system would be free of effort. This is also the major importance of online food ordering is that due to its easy accessibility in nature, with in just a few clicks you get what you want onto your door step, this is what the consumer desires the most, Opening the application in the mobile phone or browsing through the browser on your laptop and order in no less than 2 minutes. Bunch of people use this just because of the accessibility, as they want as less hassle as there could be. Though some areas still do not contribute much to online food ordering due to some reasons which may include, improper internet availability in rural areas, or may be because of less advancement of technology in their reach but all of this obstacles are getting sorted out on rapid range so major flock of people can enjoy these services.

5.4.4 Ease of Payment: Hassel free payments are the need of the hour and this what the consumer wants the most, usually, people avoid using online services is mainly because they do not want to get entangled in the conundrum of payments. Introducing various method of payment has led in getting people's trust and thus enhancing the business of a lot of companies. Methods such as Cash on delivery, Payment by online money wallets, by debit and credit cards etc. helps in removing the hassle of payments and giving the ease to the consumer.

5.4.5 Promotions: Sales promotion includes tools for consumer promotion that is coupons, cash refund offers prices off, premiums, prizes, etc. Offers and discounts are the ones which really attracts the consumer to get indulge in online food ordering on a regular basis. Price has operated as a major determinant of buyer's choice of Low pricing observed in online food services acts as an influencer to shop from the online food services. As everyone likes saving money and getting the most out of what they are paying and hence these special offers and other promotional activities catches the main interest of the consumer.

5.5. Which factors attracts you the most to prefer online food ordering

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Convenient	36	34.3	34.3	34.3
Fast Delivery	8	7.6	7.6	41.9
Money saving	39	37.1	37.1	79.0
Time saving	22	21.0	21.0	100.0
Total	105	100.0	100.0	

Out of 105 responses, 37.1% of them chose money saving as the main factor to order food online, 34.3% of them chose convenient, 21% of them chose time saving factor, 7.6% chose fast delivery.

5.6. How often you prefer to order food online?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Daily	9	8.6	8.6	8.6
Monthly	36	34.3	34.3	42.9
Occasionally	31	29.5	29.5	72.4
Weekly	29	27.6	27.6	100.0
Total	105	100.0	100.0	

Out of 105 responses, most of them around 34.3% chose to order food monthly, 29.5% chose to order food occasionally, 27.6% chose to order food weekly, 8.6% of them chose to order daily.

5.7. In general, how do you prefer to order food?

	Frequency	Percent	Valid Percent	Cumulative Percent
Over mobile application	99	94.3	94.3	94.3
Valid Over the websites	6	5.7	5.7	100.0
Total	105	100.0	100.0	

Out of 105 responses, 94.3% chose to order food through mobile application. 5.7% chose to order food over websites.

5.8. Which meal do you typically order food online?

	Frequency	Percent	Valid Percent	Cumulative Percent
Break fast	4	3.8	3.8	3.8
Dinner	38	36.2	36.2	40.0
Valid Lunch	51	48.6	48.6	88.6
Snacks	12	11.4	11.4	100.0
Total	105	100.0	100.0	

This study revealed that out of 105 respondents 48.6% chose lunch, 36.2% chose dinner, 11.4% chose snacks, 3.8% chose breakfast. Most of the respondents chose to order lunch more frequently.

5.9. What is the approximate money you spend on ordering food per time

	Frequency	Percent	Valid Percent	Cumulative Percent
<150	10	9.5	9.5	9.5
<250	31	29.5	29.5	39.0
Valid <500	33	31.4	31.4	70.5
>500	31	29.5	29.5	100.0
Total	105	100.0	100.0	

Out of 105 respondents, 31.4% of respondents spent less than 500. The respondents who chose less than 250 and more than 500 were same with 29.5% and remaining 9.5% respondents chose less than 150.

5.10. Which company do you prefer to order food online?

	Frequency	Percent	Valid Percent	Cumulative Percent
Foodpanda	2	1.9	1.9	1.9
Others	11	10.5	10.5	12.4
Valid Swiggy	42	40.0	40.0	52.4
Zomato	50	47.6	47.6	100.0
Total	105	100.0	100.0	

Out of 105 respondents, 47.6% preferred zomato, 40% preferred swiggy, 10.5% preferred other company, 1.9% of them preferred foodpanda to order the food.

5.11. Why you choose the above company service?

	Frequency	Percent	Valid Percent	Cumulative Percent
Best offers and discounts	64	61.0	61.0	61.0
Easy to order	3	2.9	2.9	63.8
Valid Good packing	4	3.8	3.8	67.6
On time delivery	34	32.4	32.4	100.0
Total	105	100.0	100.0	

Out of 105 respondents, 61% of them chose the best offers and discounts, 32.4% of them chose on time delivery, 3.8% chose good packing, remaining 2.9% chose easy to order.

5.12. Which service company provides the best offers and quality services

	Frequency	Percent	Valid Percent	Cumulative Percent
Food panda	2	1.9	1.9	1.9
Others	11	10.5	10.5	12.4
Valid Swiggy	40	38.1	38.1	50.5
Zomato	52	49.5	49.5	100.0
Total	105	100.0	100.0	

Out of 105 respondents, 49.5% of them chose zomato as the best offers and quality service provider, 38.1% chose swiggy, 10.5% chose other company, 1.9% chose food panda.

VI Conclusion: The consumer perception towards online food ordering varies from individual to individual and this perception is limited to a certain extent with the availability of proper internet connection and exposure to the online food ordering. The perception of the individuals varies based upon each individual personal opinion. This study reveals that most of the youngsters (i.e age group between 18-30) are more attached to the online food ordering. This study also reveals that discounts, promotions, time and delivery are the major factors to influence the consumer to order food online. The study highlights that respondents prefer to order food online monthly basis, the type of meal which they prefer to order was lunch followed by dinner. The study also reveals that most of the consumers use mobile application to order the food online. The study also revealed that major respondents use either zomato or swiggy to order food online.

In a nutshell, through this study, it is found that most of the youngsters are more attached to online food ordering and they were aware of the online food ordering. The influencing factors to order food online are time and delivery, offers and discounts, promotions. Transformation in the trends of food ordering is occurring because of the changing lifestyle of the consumers in India and expansion in online activity.

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