



A STUDY ON CUSTOMER PERCEPTIONS OF ONLINE FOOD ORDERING WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract: The recent development of the internet has increased the e-commerce industries in a country like India. Service seamless for people want to get food delivered at their doorstep. The mobile application era has thrown open a new pathway for today's marketing. Although consumer continue to go out for the meals, consumer feels very convenient to order food online since it frees the customer from personally visiting the restaurant. In this study our main focus was to analyze the perception of customers towards e-food ordering service. Hence, researcher make an attempt to know placing the order for food, to highlight customer perception towards e-food ordering and to identify the factors which influence the customer to order food online. Survey successfully helped to understand the behavior and perception of people for e-food ordering. It shows how easily people search for a favorite restaurant, choose from available items and place their orders in just few minutes.

IndexTerms - Customer Preference, Online Food Ordering, Channel, Convenience.

INTRODUCTION:

With the coming of the 21st century, we have entered an "e" generation era. The Internet has generated a tremendous level of excitement through its involvement with all kinds of businesses starting from e-Commerce, e Business, e CRM, e Supply Chain, e Marketplace, e Payment, e Entertainment, e Ticketing, eLearning, to e Citizen or e Government. The Internet has been widely used in many sales and marketing activities, from the collection of valuable data to the dissemination of information to different stakeholders, for example, information retrieval, product communication, sales tool, distribution channel, and as a customer support tool (Singh, Jayashankar and Singh 2001; Calles 2000; Sandberg 1998; Peterson, Balasubramanian and Bronnenberg 1997). The Internet has opened a window of opportunity to almost anyone because of its ability to make viable the conduct of business in cyberspace, or by connecting people worldwide without geographical limitations. Consumers can order goods and services virtually anywhere, 24 hours a day; 7 days a week without worrying about store hours, time zones, or traffic jams. The Internet

has also provided new opportunities for marketers by offering them innovative ways to promote, communicate, and distribute products and information to their target consumers.

SCOPE OF THE STUDY:

1. The difference between the organized and the unorganized sector in the Indian hospitality industry is huge. This does not just include hotels, but also the food service segment. Apart from the organized chain restaurants, most restaurants cater to local needs and often at a micro market level. In such a scenario, creating a loyal customer base is not difficult and a specialized marketing and sales force may not be necessary
2. Enter online food ordering websites. These websites have been developed more for consumer convenience than anything else. But they do open a plethora of opportunities for small establishments to grow their business further. Online food ordering has been an international phenomenon for a while now. There have been many variations in India as well which have taken off at different periods of time, but success has been hard to come by.
3. The company was recently acquired by the British JustEat.com and was launched as JustEat.in in India which is expected to go national in another year or so. The website is already active in Coimbatore, Mumbai and Delhi. David Buttress, MD of JustEat.com informs.

OBJECTIVES:

- To provide convenient and easy access in placing their orders and payment.
- To find out the customer's perceptions and knowledge of Electronic food ordering that influences their buying decisions.
- To analysis what channel is used more frequently in electronic food ordering.

REASEARCH METHODOLOGY:

Research design or methodology is simply a plan for study. It is called a blue print to carry out the study. It is like plan made by an architect to build the house, if research is conducted without a blue print, the result is likely to be different from that what is expected at the start. It specifies the objectives of the study and techniques to be adopted to achieve the stated objectives. It is a specification of methods and procedures for acquiring the information needed for solving the problem. It involves arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. So a research design is the conceptual structure with which research is conducted.

Primary data- primary data is gathered from direct observation or data personally collected. It refers to that data which is collected for a specific purpose from the field of enquiry and are original in nature. For the project primary data were collected mainly through survey method, using the tool questionnaire.

Secondary data- are those which have been already collected by others for a specific purpose and are subsequently used for application in different conditions. It is the second hand information about an event that has not been personally witnessed by the researchers. The use of secondary data saves time and money. The purpose is to increase the accuracy of analysis

SAMPLE DESIGN:

Non probability sampling is used. Random customers who use electronic food ordering especially who are within the area of Coimbatore city were selected for primary data.

SAMPLE:

A Sample of 100 customers both male and female drawn from Coimbatore district have given back the duly filled up questionnaire. Out of the total population of customers in Coimbatore 100 respondents have been taken as the sample size.

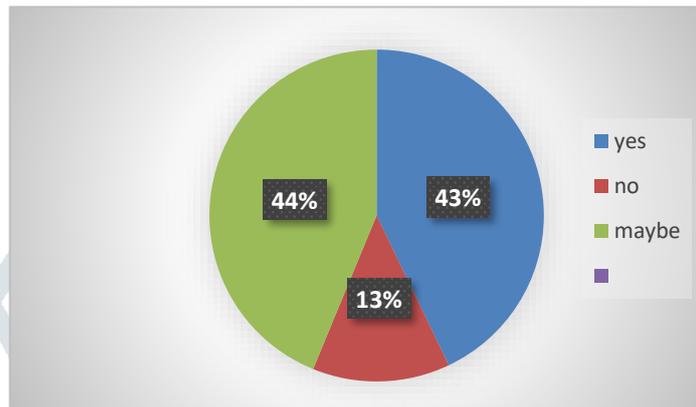
REVIEW OF LITERATURE:

- i. MusC ei Clinton (2021) studied about “The design & implementation of online food ordering system” In this study, Empirical approach has been used. It says that the design phase was concerned primarily with the specification of the system elements in manner that best met the organization business needs. Effective implementation of this software product would eliminate many problems discovered during system investigation.
- ii. Abhisheksingh, Adithya (2021) studied about “The online food ordering system” In this study descriptive method was used a 100 samples have been taken. They found if people know to operate android smart phone wide variety of people can use the application. This system will solve important problems of people implementation of online food ordering system done. Receiving orders & modifying data is possible through the application & it’s also help admin in controlling food order system.
- iii. Ashish Rathod (2020) examined about, “Food finder-mobile food ordering application” with a descriptive methodology 180 sample size has to be taken for her research, the proposed online restaurants system is time saving & errors free as compared to the traditional system. The proposed system would attract customers & also adds the offers on food items so increase the restaurants market online also. The restaurants food ordering application can handle the billing hence, it is the modem way to grow up the business using E-commerce. The idea of the advanced e-restaurants can also be extended for future using GPRS accessible module.
- iv. Dr.Neha parashar (2020) Undertook “A Study on consumer perception & attitude towards digital food app services” for primary data survey method has been taken & for secondary data newspaper, magazines, journals etc. were used. 129 size of samples has been taken, this study concluded that the special apps are 8 convenient way for the consumers to place orders & for the company to attract further more consumer but the comfort of usage must be given higher preference. Cash on delivery is most preferred option of payment by the respondent are also in the growth stage

ANALYSIS AND NTERPRETATION:

TABLE 01: SHOWING THE FINDINGS OF ELECTRONIC FOOD ORDERING EASY AND CONVENIENT

Details	No of Responses	Percentage
No	14	13.3%
Yes	45	42.9%
Maybe	46	43.8%
TOTAL	105	100%

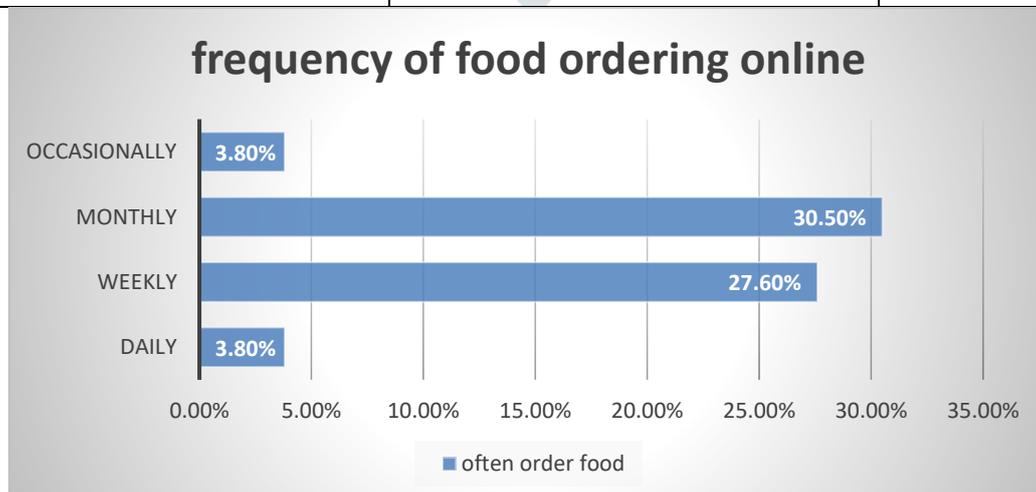


Interpretation:

The above depicts that 13.3% of the respondent are no,42.9% of the respondent are yes,43.8% of the respondent are maybe.

TABLE 02: SHOWING THE FREQUENCY OF FOOD ORDERING ONLINE

Days	No of Responses	Percentage
Daily	4	3.8%
Weekly	29	27.6%
Monthly	32	30.5%
occasionally	40	3.8%
TOTAL	105	100%

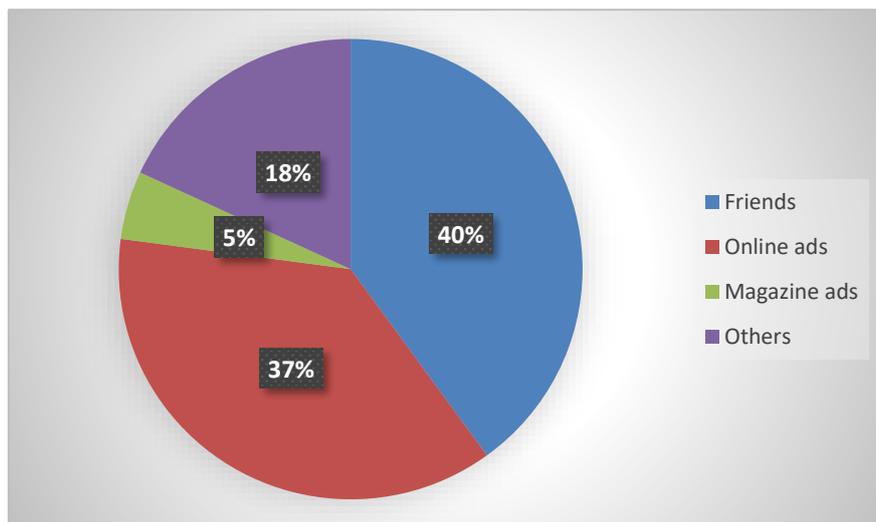


Interpretation:

The above table that 3.8% of the respondent are daily,27.6% of the respondent are in weekly,30.5% of the respondent are monthly,3.8% of the respondent are occasionally.

Table 3: Showing the table of know about the online food ordering

Details	No of Responses	Percentage
Friends	42	40%
Online Ads	39	37.1%
Magazine ads	5	4.8%
others	19	18.1%
TOTAL	105	100%

**Interpretation:**

The above table that 40% of the respondent are friends, 37.1% of the respondent are online ads, 4.8% of the respondent are magazine ads, 18.1% of the respondent are others.

FINDINGS AND SUGGESSTION:

- 74.3% percentage of the respondent are male.
- 10.5% of the respondent are businessmen.
- 49.5% of the respondent are earning below 5000.
- 63.8% of the respondent are from nuclear family.
- 43.8% of the respondent are maybe convenient with online food ordering.
- 30.5% of the respondent order food online every month.
- 70.5% of the respondent spend Rs.1000 per month for online food.
- 40% of the respondent got awareness through friends.

CONCLUSION:

After studied the customers' perception of electronic food ordering it is concluded that every system has its strengths and weakness. The purpose of this online food ordering system is basically to save the time of the customers especially when he/she has to invite people for any occasion. The chief reason of electronic ordering is convenience. The single most important attribute of electronic

ordering is accuracy. This study found that online food ordering is reasonably popular among the residents of Coimbatore city. Nearly 90 percent of the respondents were aware of the electronic food ordering. Customers between 31-35 years of age ordered more electronic food and it was often ordered as they didn't want to cook especially during the weekends. Customers who evaluate service quality based on interactions with employees won't want to use self-service ordering. Similarly, customers who were uncomfortable with technology may be reluctant to try an electronic self-service site because they may be afraid of getting tangled up in the technology. This study has shown that perceived control and convenience are keys to customer use of online ordering which leads to higher satisfaction. My findings indicate that restaurant operators should focus on giving their customers higher levels of perceived control and convenience, since these are associated with a higher intent to use online ordering in the future. Young customers are more likely to use online, mobile or text ordering. Young customers place a greater value on convenience and speed than older users do. To conclude customers will appreciate not having to wait and other waiting customers may be motivated to try electronic food ordering.

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