A STUDY ON CONSUMER PERFERENCEON TOWADS ELECTROINC FOOD ORDERING

Prasun Kumar, Assistant Professor, Department of Management, Galgotias University

Abstract

E-trade has grown phenomenally within side the beyond decade for a number of motives together with adjustments in purchaser lifestyles, technological advancements, will increase in purchaser earnings and schooling and speedy economic improvement at some stage in the world. The use of net as a purchasing or shopping has been developing at an outstanding fee at some stage in the ultimate decade.

Keyword:-Consumer, Electronic food, E-Commerce

INTRODUCTION

The Internet has generated a terrific degree of exhilaration thru its involvement with all varieties of organizations beginning from e-Commerce, e-Business, e-CRM, e-Supply Chain, e-Marketplace, e-Payment, e-Entertainment, e- Ticketing, e-Learning, to e-Government. The net has been broadly used in lots of income and advertising activities, from the gathering of precious statistics to the dissemination of data to distinctive stakeholders, for example, data retrieval, product conversation, income tool, distribution channel, and as a customer service to net has opened a window of possibility to nearly absolutely everyone due to its cap potential to make feasible the behavior of enterprise in cyberspace, or with the aid of using connecting humans global without geographical limitations. Consumers can order items and offerings sincerely anywhere, 24 hours a day; 7 days every week with out annoying approximately keep hours, time zones or site visitors jams. It has additionally supplied new possibilities for entrepreneurs with the aid of using supplying them data to their goal consumers.

OBJECTIVES OF THE STUDY

This study aims to design and construct an “Online Food Ordering System”,

1) To provide convenient and easy access in placing their orders and payment.
2) To find out the customers perceptions and knowledge of Electronic food ordering that influences their buying decisions.
3) To analyses what channel is used more frequently in electronic food ordering.
4) To study the merits and demerits of Electronic food ordering.

HYPOTHESIS

1) There is no significant relationship between the easy and convenient of electronic food ordering and satisfaction.

2) There is no significant relationship between the age and frequency of electronic food ordering.

PERIOD OF THE STUDY

The research work was carried out for the period of starting from October 2017 to January 2018.

SAMPLE DESIGN

Convenience sampling method has been adopted under Non-probability sampling is used. Random customers who use electronic food ordering especially who are within the area of Tiruchirappalli were selected for primary data.

SAMPLE SIZE

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

ADVANTAGES FOR ELECTRONIC ORDERING

There are advantages for both the customer and for the restaurants who participate in online ordering .First, a customer can order at will when they have time to. Also, the customer is able to customize their order the way they likeit without

errors in communication between the customer and the person taking the order. In addition to customer advantages, the restaurant is able to take more orders with less staff. The restaurant does not need a waiter or hostess to be on the phone to take the order. The order can go straight to the kitchen.

Table Number – 1, Gender wise respondent

Gender	Number of Respondent	Percentage
Male	46	**46**
Female	54	**54**
Total	**100**	**100**

Source: Primary data

The above table depicts that, the samples were collected from 100 respondents, out of 100 respondents, 46 % belongs to male category and 54% comes under the female category.

Table Number – 2, Age wise respondents

Age	Number of Respondent	Percentage
Below 20 years	24	**24**
21-30 years	46	**46**
31-40 years	24	**24**
Above 40 years	6	**6**
Total	**100**	**100**

Source: Primary data

From the above table reveals that, 46% of the respondents were 21-30 years, 24% of therespondentswerebelow20years,24%oftherespondentswere31-40years,and6%ofthe respondents were above 40years.

Table Number – 3, Education Qualification

Qualification	Number of Respondents	Percentage
Higher Secondary	12	**12**
Under Graduate	34	**34**
Post Graduate	24	**24**
Professional	30	**30**
Total	**100**	**100**

Source: Primary data

Theabovetableshowsthat,out100respondents,34%respondentswereUnder Graduate, 30% of the respondents were Professional, and 24% of the respondents were from Post Graduate, 12% of the respondents were Higher Secondary Level.

Table Number -4 Marital Status

Marital Status	Number of Respondents	Percentage
Single	44	**44**
Married	56	**56**
Total	**100**	**100**

Source: Primary data

The above table shows that, out of 100 respondents, 56% of the respondents are married, 44% of the respondents are single.

Table– 5 Occupation

Occupation	Number of Respondents	Percentage
Student	26	**26**
Self – employed	36	**36**
Professional	20	**20**
Employee	16	**16**
Others	2	**2**
Total	**100**	**100**

Source: Primary data

The above table shows that, out of 100 respondents, 36% of the respondents were Self – employed, 26% of the respondents were Student, 20% of the respondents were Professional, 16% of the respondents were Employee, 2% of the respondents were Others.

Table - 6 Monthly Income

Monthly Income	Number of Respondents	Percentage
Below Rs. 15,000	30	**30**
Rs. 20,000-25,000	34	**34**
Rs. 25,000-30,000	22	**22**
Rs. 30,000&above	14	**14**
Total	**100**	**100**

Source: Primary data

Theabovetableshowsthat,outof100respondents,34%respondentswerefrom the family whose monthly income is below Rs.15,000, 30% respondents were from Rs.20,000

– 25,000, 22% respondents were from the family whose income is Rs.25,000 – 30,000, 14% respondents were from the family whose income is Rs.30,000 &above.

Table Number- 7, Knowledge about Electronic Food Ordering Channels

Knowledge about Electronic Food Ordering	Number of Respondents	Percentage
Yes	100	**100**
No	0	**0**
Total	**100**	**100**

Source: Primary data

The above table shows, out of 100 respondents, all of the respondents have knowledge about Electronic Food Ordering.

Table Number -8, Knowledge about Electronic Food Ordering Process

Sources	Number of Respondent	Percentage
News paper	12	**12**
Internet	24	**24**
Advertisement	28	**28**
Friends	36	**36**
Total	**100**	**100**

Source: Primary data

The above table shows that, out of 100 respondents, 36%of the respondents are know about friends, 28% of the respondents are know about advertisement, 24% of the respondents are know about internet, 12% of the respondents are know about Newspaper.

Table No– 9, Duration of Electronic Food Ordering

Duration	Number of Respondent	Percentage
Recently	34	**34**
1 Month	26	**26**
2 to 3Months	16	**16**
3 to 6 Months	20	**20**
More than 6 months	4	**4**
Total	**100**	**100**

Source: Primary data

The above table shows that, out of 100 respondents, 34% were using recently, 26%wereusingtheOnemonth,20%wereusing3to6months,16%wereusing2to3months, 4% were using more than 6months.

Table No – 10, Electronic Channels to Food Ordering

Channels	Number of Respondents	Percentage
Mobile or Telephone	32	**32**
Restaurant Site	30	**30**
Restaurant App	6	**6**
Multiple – Restaurants	12	**12**
All of The Above	20	**20**
Total	**100**	**100**

Source: Primary data

The above table shows that, out of 100 respondents,32 respondents choose that the mobile or telephone is the convenient electronic channel, 30 respondents were used restaurant site, 20respondents used all of the above option, 12 respondents used multiple restaurants, 6 respondents used restaurant app.

Food	Number of Respondent	Percentage
Break fast	13	**13**
Lunch	30	**30**
Dinner	26	**26**
Snacks	16	**16**
Desserts	15	**15**
Total	**100**	**100**

Table No -11, Amount Spent on Electronic Food ordering

Amount	Number of. Respondents	Percentage
Rs.1000	30	**30**
Rs.2000	22	**22**
Rs.3000	14	**14**
More than Rs.3000	34	**34**
Total	**100**	**100**

Sources: Primary data

Table Number - 12 Food Order on Online

Sources: Primary data

The above table show that, out of 100 respondents, 34respondents were spent more than 3000, 30 respondents were spent Rs 1000, 22 respondents were spent Rs 2000, 14 respondents were spent Rs 3000.

The above table shows that, out of 100 respondents, 30 respondents orderedfor lunch, 26 respondents were ordered food for dinner, 16 respondents ordered for snacks, 13 respondents ordered for breakfast and 15 respondents were ordered food fordesserts.

Table Number -13, Preference of Electronic Food Ordering

Company Name	Number of Respondent	Percentage
Zomato	38	**38**
Uber Eats	8	**8**
Swiggy	40	**40**
Others	14	**14**
Total	**100**	**100**

Sources: Primary data

The above table show that, out of 100 respondents, 40 respondents used Swiggy, 38 respondents used Zomato, 14 respondents used other company,8 respondents used Uber Eats.

Table Number – 14, Quality Services regarding Electronic Food Ordering

Particulars	Number of Respondent	Percentage
Good Packaging	28	**28**
On Time Delivery	34	**34**
Best offer and Discount	30	**30**
Easy to Order	8	**8**
Total	**100**	**100**

Sources: Primary data

The above table show that, out of 100 respondents, 34 respondents choose that company service for on time delivery, 30 respondents were choose that company service for best offers and discounts, 28 respondents were choosing that company service for good packaging, 10 respondents were choosing the company service for easy to order.

Table Number – 15, Risk in Sharing Credit/Debit Card Information through Online

Reason	Number of Respondent	Percentage
Completely unsafe	22	**22**
Neither unsafe or safe	6	**6**
Somewhat safe	6	**6**
Completely safe	66	**66**
Total	**100**	**100**

Sources: Primary data

The above table show that, out of 100 respondents, 66 respondents are choose completely safe, 22 respondents choose unsafe, 6 respondents choose neither unsafe or safe, and the remaining 6 respondents choose somewhat safe.

Table Number - 17 Satisfaction regarding services

Satisfaction	Number of Respondent	Percentage
Highly Satisfied	26	**26**
Satisfied	52	**52**
Neutral	12	**12**
Dissatisfied	10	**10**
Highly Dissatisfied	-	**-**
Total	**100**	**100**

Sources: Primary data

The above table show that, out of 100 respondents, 52respondents are satisfied with services, 26 respondents are highly satisfied with services, 12 respondents are neutral, 10 respondents are dissatisfied with services.

Table Number – 18, Rate of electronic food ordering

Particulars	Number of Respondent	Percentage
Highly Satisfied	2	**2**
Satisfied	20	**20**
Neutral	34	**34**
Dissatisfied	20	**20**
Highly Dissatisfied	24	**24**
Total	**100**	**100**

Sources: Primary data

The above table reveals that, out of 100respondents,34respondentswereonly neutral with the Electronic Food Ordering, 24 respondents were Highly Dissatisfied, 20 respondents were satisfied and another 20 respondents were dissatisfied and the remaining only 2 respondents were Highly Satisfied with Electronic FoodOrdering.

TESTING OF HYPOTHESIS

H0: There is no significant relationship between the easy and convenient of electronic food ordering and satisfaction.

Table No-19

O	E	$(O - E)^2$	$(O - E)^2 / E$
5	2.66	5.4756	**2.058**
6	4.2	3.24	**0.771**
2	3.22	1.4884	**0.462**
1	3.92	8.5264	**2.175**
1	1.52	0.2704	**0.178**
2	2.4	0.16	**0.067**
1	1.84	0.7056	**0.383**
4	2.24	3.0976	**1.383**
5	6.84	3.3856	**0.495**
11	10.8	0.04	**0.003**
10	8.28	2.9584	**0.357**
10	10.08	0.0064	**0.0006**
7	7.6	0.36	**0.047**
10	12	4	**0.333**
10	9.2	0.64	**0.069**
13	11.2	3.24	**0.289**
1	0.38	0.3844	**0.012**

1	0.6	0.16	**0.267**
-	0.46	0.2116	**0.46**
-	0.56	0.3136	**0.56**
Total			**11.3696**

$\chi^2 = (O - E)\ 2\ /E = 11.3696$

Degree of freedom = (r – 1) (c -1)

= (5- 1)(4-1) = (4)

Calculation value = 11.3696 Table value =21.026

The calculated value is less than the table value. So the null hypothesis is accepted.

Hence, there is no significant relationship between the easy and convenient of electronic food ordering and satisfaction.

FINDINGS

- Majority fifty four % of respondents are woman.
- Majority forty six % of the respondents age Group of 21- 30 years.
- Most 34 % of the respondents are Under Graduate.
- Majority fifty six % of the respondents are married.
- Most 36 % of the respondents are self hired.
- Majority 34 % of the respondents month-to-month earnings is Rs. 20000 - 25000.
- All of the respondents have understanding approximately the digital meals ordering channel.
- Majority 36 % of the Respondents realize the digital meals ordering procedure thru friends.
- Most 36 % of the Respondents generally ordered meals on week give up simplest.
- Majority 34 % of the Respondents spent extra than Rs.3000.
- Most 30 % of the Respondents ordered meals for lunch.
- Majority of respondents prefers swiggy.
- Most forty four % of the respondents decide on coins on transport.
- Majority sixty six % of the respondents experience absolutely secure even as sharing credit/debit card data.
- Most ninety two % of the respondents experience that the meals is being on time.

- Majority fifty two % of the respondents are happy with digital meals ordering apps.
- Most 32 % of the respondents deciding on the alternatives of others for the demanding situations confronted even as ordering meals. Majority 38 % of the respondents occasionally experience awful fine of carrier.
- Majority 34% of the respondents are announcing impartial with Electronic meals ordering

SUGGESTION

Necessary data must be supplied to the customers for now no longer accepting the order including whether or not the eating place isn't always accepting any orders or whether or not it's far due to the dearth of transport boys. There must be no minimal order fee and each order must be made unfastened transport. Recommendations concerning fine of transport should be conventional from the respondents which assist the organisation to recognize the regions in which they must improve. Based at the responses acquired from respondents, we've learnt, determined and analyzed and on its foundation made the subsequent suggestions. The marketplace is new and is developing rapidly. Also, it's far a aggressive set-up. The groups want to continuously improve and optimize their apps for a smoother seamless and rapid experience. Distractions like pop up classified ads are distractive. Instead use of analytics to make the decision-making procedure rapid and handy might be desired. Since it's far a distribution channel, the distribution must be tackled from the software program aspect and additionally from the human transport aspect. Both collectively have an effect on the general experience.

CONCLUSION

After studied the clients notion of digital meals ordering it's far concluded that each device has its strengths and weakness. The reason of this on line meals ordering device is largely to shop the time of the clients mainly whilst he/she has to ask humans for any occasion. The leader purpose of digital ordering is comfort. The unmarried maximum vital characteristic of digital ordering is accuracy. This take a look at located that on line meals ordering in all fairness famous some of the citizens of Tiruchirappalli City Corporation. Nearly ninety percentage of the respondents had been aware about the digital meals ordering. Customers among 31-35 years of age ordered extra digital meals and it become frequently ordered as they didn’t need to prepare dinner dinner mainly throughout the weekends. Customers who examine carrier fine primarily based totally on interactions with personnel women need to apply self-carrier ordering. Similarly, clients who had been uncomfortable with generation can be Reluctant to attempt an digital self-carrier web page due to the fact they'll be afraid of having twisted up with inside the generation. This take a look at has proven that perceived manage and comfort are keys to client use of on line ordering which ends up in better satisfaction. My findings imply that eating place operators must consciousness on giving their clients better tiers of perceived manage and comfort, because those are related to a better reason to apply on line ordering with inside the future. Young clients are much more likely to apply on line, cellular or textual content ordering. Young clients area a more fee on comfort and pace than older customers do. To finish

clients will respect now no longer having to attend and different ready Customers can be inspired to attempt digital meals ordering

REFERENCES

1. Philip Kotler, "marketing management", 8 edition, prentice hall of India, NewDelhi
2. R.S.N.Pillai&Bagavathi,"Modernmarketing",principlesandpracticessecond edition,1990.
3. Web address:www.google.com
4. www.wikipedia .com
5. www.academia.edu
6. www.apjr.com
7. www.ijmes.org
8. http://www.researchersworld.com/ijms/.
9. http://www.researchgate.net/publication/.