

ONLINE FOOD ORDERING AND ITS ACCEPTANCE AMONG YOUTH

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Abstract

Modern civilization has brought up a revolution in the perspectives and conviction of ordinary people. An incisive look at the food habits and the ways of procuring them alone reflects how customs and conventions have changed over time. The advent of innovative technologies remarkably mobile applications and the prevalence it had, combined with intensive doorstep marketing of neo-entrepreneurship and the kind of time poverty existing among new civilians joined hands to amplify the concept of food ordering apps and doorstep food delivery. This paper envisages the newfangled culture of online food ordering and their influence on daily lives and contemporary business lines.

Keywords: Online food delivery, Food delivery application, customer satisfaction

Introduction

Technological advancement, by far has been the determinant factor of human lifestyle over generations. Advent of newer and enterprising ideas have escalated the standard of living substantially in the modern era. In refining the lifestyle of individuals, food habits have had a pivotal role. Though the traditional favoritism towards ethnic food remains, the ways of dining have transformed. Conventional dine-in sidelined making space for home ordering and doorstep delivery, mobile applications surrogating *carte du jour* and all carried out in matter of minutes. Newer culture of food ordering, making use of mobile applications obviates the visit to a restaurant, helping families cherish some time together in the comfort of home and delight of dining. Apart from making life felicitous, new entrepreneurs embarks on array of opportunities ahead making life simpler and convenient

Review of Literature

Ordering food online rather Food Ordering on the internet is conceptually different from other sources, as the internet promotes a one to one communication between the seller and the ultimate customer with round the clock customer service. Technology has played a vital role in revolutionizing the food delivery service from within the restaurant walls to phone-based to online ordering to cope with ever-changing demands of customers, making its way to the top.

Benedict et al (2001) - Study explains that the willingness of customers to opt to online mediums are not merely a result of the convenience and enjoyment it offers, but also by exogenous elements like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

Customer Perception and Satisfaction on Ordering Food via Internet, a Case on Foodzoned.Com, in Manipal (2016) - The study identified that the relevance of online food ordering services is high. The student users of these services are well seasoned with the information available on these websites and even happier with access available from mobile apps

According to Sethu and Bhavya Saini (2016), their study emphasized on identifying the student perception, behaviour and satisfaction in respect to online food ordering and delivery services. They concluded that online food purchasing services helps the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time easy access to internet are the prime reason for using the services

Dang and Tran (2018) identified that internet has played a major role in increasing the awareness of the online food delivery apps. Internet enables customers to search online compare its prices and get to a conclusion that they desire.

Statement of the Problem

Online food ordering is a fast growing business. It has shown an unprecedented growth in terms of size and revenues over past few years. The entry of firms in food delivery making use of mobile applications and own websites have escalated the level of awareness among customers and such business are being proven to be a profitable since its inception.

With the fast moving life cycle and money at fingertips, public tend to save time and renegotiate the idea of spending time for dining out. In contrary to conventions, habits have evolved over time, subject to newer constraints and technological advancements. The services offered by contemporary entrepreneurs are such that the consumer needs and preferences are well taken care off unlike the orthodox system following first come first serve. The specific factors that drive public towards the ordering applications are to be identified. The study analyzes those factors that attract the consumers towards such technologies.

Scope of the study

Pala being the central hub of Kottayam district with regards to Education, Hospitality and small and medium businesses pave way for fresh business insights and offers a broader standing ground for novel concepts. A city where the populace are youngsters in greater proportion, credit to the academic centres and the vast number of competitive training institutes prevailing in the district, trendy updations are far more welcoming in the sector than any other similar districts in the state.

Students occupying a vast majority of the population would mean there is enough technical knowhow among the consuming category and the need for readily consumable food being inexorable, food delivery applications do play a worthy role. The scope therefore is confined to Pala town of Kottayam district in particular considering the youthfulness it offers.

Objective

- i) To identify the most influential factors that drives youngsters towards online food ordering
- ii) To identify the ultimate shortcoming of online food ordering
- iii) To analyse the level of satisfaction regarding food ordering online

Research methodology

The study make use of both primary and secondary data. The primary data are collected by means of questionnaire from youngsters residing in Pala town. The secondary data are collected from published and unpublished sources. The samples for the study are collected through non probability convenience sampling method from Pala town. The sample size is 60. Analysis is done with the help of Likert's scaling technique

Discussion of the analysis

- From the study, respondents has ranked convenience as the most influential factor followed by good services, wide choice, promotional strategies, low cost and other factors. The ease of getting liked food at a lesser time and at the convenience of home has revolutionised the thought process of young customers, helping save valuable time for productive uses
- The Study identifies unreliability of delivery as the foremost shortcoming of online food ordering. The delay caused during delivery of order, and the misappropriation of orders at certain occassions ends up making negative impression among the customers. Inconsistent food quality and defects in ordering processes are some other factors hindering the use of online medium of food ordering.
- From the study, it is inferred that customers are highly satisfied with the safety of payment mechanism as it extracts a mean score of 4.50. Also the prompt delivery of orders and customer support system satisfies the respondents to an extent. But the service quality offered and the choices of restaurant available earns only a neutral response from the youngsters.

Conclusion

Doorstep food delivery has been a hospitable invent, well conveyed among the youth in particular. Even with the increase in number of conventional restaurants, preference towards ordering apps and doorstep delivery hasn't had a downshift. The convenience it offers along with the array of choices and explorable ethos of modern generation has all helped the growth and prospects to a large extent. E commerce opened up newer channels of marketing and presented before the youth, products and services that were once unfamiliar to them.

The study gives an insight into the perceptions of youngsters and the factors that draws them towards ordering food online. It can be understood that prime factor of attraction is the convenience it offers to the customers. The ease at which they could access whatever they need, without making much of an effort has outdone the relevance of traditional restaurants. Secondly the wider pool of options it generates almost rules out traditional restaurants in those aspects. Applications keeping a database of

customer orders and preferences , enhances user experience by suggesting more and more of own preferences and even entice them with promotional features , which are beyond the capabilities of traditional system.

In a nutshell it can be identified that the growth of food ordering applications are dynamic and outruns the relevance of traditional restaurants. It grows in a manner that compliments the modern lifestyle and shall have a greater prospect in years to come.

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APPENDIX

Table No: 01
Influencing Factors

Factors	Score												WEIGHTED AVERAGE	Rank
	6		5		4		3		2		1			
	FREQ	WGT	FREQ	WGT	FREQ	WGT	FREQ	WGT	FREQ	WGT	FREQ	WGT		
Good services	10	60	26	130	8	32	7	21	6	12	3	3	258	2
Convenience	23	138	15	75	9	36	4	12	6	12	3	3	276	1
Wide choice	11	66	10	50	8	32	22	66	4	8	5	5	227	3
Low cost	8	48	2	10	3	12	11	33	24	48	12	12	163	5
Promotional strategies	8	48	7	35	22	88	8	24	10	20	5	5	220	4
others	0	0	0	0	10	40	8	24	10	20	32	32	116	6
	60		60		60		60		60		60			

Table No: 02
Shortcomings

	1		2		3		4		5			
SCORE	5		4		3		2		1			
FACTORS	FREQ	WGT	FREQ	WGT	FREQ	WGT	FREQ	WGT	FREQ	WGT	WEIGHTED INDEX	RANK
Inconsistency in food quality	11	55	25	100	8	24	5	10	11	11	200	2
Virtual reality gap	8	40	4	16	22	66	13	26	13	13	161	3
Internet	2	10	13	52	11	33	11	22	23	23	140	5
Order processing	5	25	7	28	10	30	28	56	10	10	149	4
Unreliable delivery	34	170	11	44	9	27	3	6	3	3	250	1
	60		60		60		60		60			

Table No: 3**Customer satisfaction**

Factors	Score					Total	Mean
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied		
	5	4	3	2	1		
On time delivery	125	80	24	8	3	240	4.00
	25	20	8	4	3		
Customer support system	60	68	75	10	1	214	3.57
	12	17	25	5	1		
Restaurant choices	50	92	39	16	6	203	3.38
	10	23	13	8	6		
Payment safety	180	80	6	4	0	270	4.50
	36	20	2	2			
Service quality	55	88	30	18	8	199	3.32
	11	22	10	9	8		

4.21 - 5.00	Highly Satisfied
3.41 - 4.20	Satisfied
2.61 - 3.40	Neutral
1.81 - 2.60	Dissatisfied
1.00 - 1.80	Highly Dissatisfied