

A STUDY ON CONSUMER SATISFACTION AND PREFERENCE TOWARDS ONLINE FOOD ORDERING APPLICATIONS

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ABSTRACT

The mobile application era has thrown open a new pathway for today's marketing. The mobile application has made all traditional modes of business outdated and generated amazing new possibilities in business. Mobile application is a combination of marketing acumen and technology – uses the Internet as a medium to advertise and sell services and goods. Today, more people are getting connected through mobile application and they are ready to trade through it. It also affects the operation of companies and organizations. Companies have changed their traditional business strategies into online marketing to suit customer needs and taste at any time. This research paper aims to discuss the consumer's perception towards the online food ordering and delivery services in Pune. The survey was conducted for a purposeful analysis of the study on around 153 respondents. The research is focused on the study and analysis of data collected from all those users who are already using the online food delivery services. The purpose is to know what are the influencing factors, their perceptions, needs, positioning of various attributes of different online portals in their 4mind and overall satisfaction towards online food delivery services. To achieve the objective, data from different areas of Pune have been collected and also visited restaurants to know their point of view. Four parameters are taken under consideration for analysis using positioning study.

KEYWORDS

Online food delivery service, consumer perception, consumer preferences, current customer feedback, expectations of consumers, mobile applications.

INTRODUCTION

Food Ordering on the internet is conceptually different from other sources of ordering food, as the internet promotes a one to one Communication between the seller and the end user with round the clock customer service. Technology has played a vital role in revolutionizing the food delivery service from phone-based to online ordering to satiate consumers' ever-changing demands, making its way to the top. Today, the business of Food delivery services

is one of the fastest growing segments of e-commerce. The major difference between traditional and online Food Ordering is the extent of interaction between the consumer and the seller an enormous amount of people is gravitating towards the more intensive use of the Internet as the accessibility of technology, the availability of information, and the ability to interact through the Internet increase and evolve. The Internet has contributed to the changes in consumer preference as their dependence on technology has moved them to do everything on the internet including getting cooked meals delivered on their doorstep. Convenience is the biggest determinant to the consumers as the steps required to make an order is as simple as few clicks on mobile devices like Smartphone, tablets, or laptops. In a modern and young consumer may be labelled as 'lazy' for depending on technology and convenience. In addition to that, the time taken for the food to be delivered serves as a good reason for consumers when they do not have plans on where and what to eat.

Online food order system is a website designed primarily for use in the food delivery industry. This system will allow hotels and restaurants to increase scope of business by reducing the labour cost involved. The system also allows to quickly and easily managing an online menu which customers can browse and use to place orders with just few clicks. Restaurant employees then use these orders through an easy to navigate graphical interface for efficient processing. The purpose of this project was to build a food ordering client server application. For the customer, this application provides a view of current food information (category, name, image price, description etc.) on the website and Android application. The customer can order food from these two platforms. For the administrator in restaurant, this application offers a series of operations to add, update, delete and query the information of food, food order and employees.

SIGNIFICANCE OF THE STUDY

The research was conducted to analyse the usage of Online Food Ordering Apps by the users and to study the satisfaction level of those App users based on different parameters.

STATEMENT OF THE PROBLEM

The online food ordering system sets up a food menu online and customers can easily place the order as per they like. Also, the online customers can easily track their orders. The management maintains customer's database, and improve food delivery service. This system also provides a feedback system in which user can rate the food items. Also, the proposed system can recommend hotels, food based on ratings given by the user, the hotel staff will be informed for the improvements along with the quality. The payment can be made online or cash or pay-on-delivery system. For more secured ordering separate accounts are maintained for each user by providing them an ID and a password.

SCOPE OF THE STUDY

This study enables customers order for food and get it delivered accordingly and also to reduce the long queues of customers at the counter ordering for food and to reduce the work load on the employees. The system implements the following functions:

The waiter takes order from the customer into his tablet, the customer can visualize the order and bill, administrator has the authority to change the menu and authority to view daily, weekly or monthly report on profits and lastly the kitchen staff can prepare and serve the order. The administrator has the authority to change the menu and to view daily, weekly or monthly report on profits.

This study is basically conducted to know how consumers perceive the online food delivery services. The perception of consumers may vary under different circumstances. From this study, we can have a better understanding of the “Online Food Delivery Service Market”. We will know about the consumer perception regarding the services they provide in Coimbatore city and get to know the variables affecting their perception. Therefore, these findings may help the service providers to work upon on these variables to fill up the gaps in the mind set of consumers.

OBJECTIVES OF THE STUDY

- To study the level of awareness of consumers towards online food ordering applications.
- To study the preference towards online food ordering applications.
- To study the satisfaction level of the consumers towards online food ordering applications.
- To identify the problems faced by the consumer while using online food ordering applications.
- To provide suggestions and recommendations based on the findings.

RESULT AND DISCUSSIONS

Research methodology

Research design

The study is descriptive in nature. Descriptive research studies are those which are concerned with describing character of particular individual or a group.

Sampling method

it is a collection consisting of a part or subset of the objects or individuals of population which is selected for the purpose, representing the population sample obtained by collecting information only about some members of a population.

Area of the study

Area of the study covers Palakkad city.

Sample size

The total number of respondents taken for research is 210.

Data collection method

Survey method is used for systematic gathering of data from the respondent through questionnaire.

Sources of data

Both primary and secondary data were collected for this study.

1. Primary data

This objective of the study has been accomplished with the help of primary data collected from 210 respondents. The pre-decided number of samples has been selected based on the purposive sampling method. The selected samples are met in person and the required data have been collected with the help of a structured questionnaire, which included the information like age, sex, occupation, income, awareness and opinion about online food ordering app.

2. Secondary data

It consists of information that already exists somewhere, having been collected for another purpose. Secondary data have been collected from the newspapers, websites, magazines, records and journals.

Tools for data analysis

- Simple percentage analysis method
- Rank analysis
- Chi-square analysis

LIMITATIONS OF THE STUDY

- Due to time shortage it is not possible to cover all the factors related to study.
- Inability to cover large area.

REVIEW OF LITERATURE

1. Bhavya Saini (2016), “Consumer Preference and Attitude Regarding Online Food Products” the study emphasized that using the Internet in seeking food service information was a common practice among people living in India and online interpersonal influence took a fundamental part. A high percentage of consumers were unconcerned about accurate evidence regarding food safety in selecting food products on the Internet. The conclusion of our findings produces practical pieces of advice to consumers buying online food, to food retailers selling food over the Internet and to the Government of India to implement appropriate legislation regarding online food product information. Among all these factors, customers usually expect three website merits to assist their online encounters, that is, system quality, information quality, and service quality.

2. Hong Lan (2016), online food delivery market is immature yet; there are some obvious problems that can be seen from consumers’ negative comments. In order to solve these problems, we can neither rely merely on the self-discipline of online food delivery restaurants nor the supervision and management of online food delivery platforms. Only by taking laws as the criterion, with the joined efforts of the online food delivery platforms and restaurants, the government departments concerned, consumers and all parties in the society, can these problems be solved and a good online take away environment can be created.

3. Sumathy (2017), “A study on prospect concernment towards food adjure app” the online food adjure app system will be helpful for the hotels and restaurants to increase the scope of the business by helping users to give order through online. This study was to find the awareness level and satisfaction derived by the consumer and also to find which factor influence customers to buy food through online from food adjure app. Most of the respondents disagree to the fact that online website charges high delivery fees. Almost all users feel safe paying online. The Service rendered by the food adjure app is the major factor behind its success.

FINDINGS OF THE STUDY

- The majority of the respondents are belonging to female.
- The majority of the respondents are belonging to age group of 21-40 years.
- The majority of the respondents are belonging to professionals.
- The majority of the respondents belongs to nuclear family.
- The majority of the respondents are belonging to below 20,000 of salary.
- The majority of the respondents are using social media.
- The majority of the respondents are ordering food in special occasion.
- The majority of the respondents are spending from Rs1000- 2000
- The majority of the respondents are using cash on delivery
- The majority of the respondents are using smart phone

SUGGESTIONS OF THE STUDY

- Restaurants operators should increase online ordering simple addition of new distribution channels to attract the customers.
- Online orders are welcomed but quality & quantity services should be maintained correctly.
- As most of the customers use telephone and mobile phones to order online, restaurant operators should encourage them by responding effectively to telephone calls that provide human interaction. Customers face a lot of challenges as the site is slow thus the restaurant operators must know some technique to place the order quickly and effectively.
- Even the retail stores have to develop online stores in order to withstand in the market and future benefits.
- Restaurants should focus on giving their customers the best quality and various options on choosing the variety of food stuff more and more customers should be encouraged to order food online as now-a-days it becomes difficult for an individual to go and place orders directly to the restaurants and also customers are uncomfortable with the recent upcoming technology.
- This app can be integrated with social media such as Facebook, twitter etc. to facilitate customers.
- It is easy to use and save time but it has to be developed in order to place more order.

CONCLUSION

The online food ordering app system will be helpful for the hotels and restaurants to increase the scope of the business by helping users to give order through online. This study was to find the awareness level, preference and satisfaction derived by the consumer and also to find which factor influence customers to buy food through online from food ordering app. 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. 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. It shows that perceived control and convenience are keys to customer use of online ordering which leads to higher satisfaction. 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. Almost all users feel safe paying online. The Service rendered by the food ordering app is the major factor behind its success.

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