

Study of Consumers Approach Towards Online Food Services.

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Abstract - We conducted the research to examine the consumer satisfaction by using online food services. This deals with consumer behavior & help us to understand consumer equilibrium. For the completion of this research we have prepared a questionnaire & and obtain various response from all the age group to know the satisfaction level and behavior of consumer which we can get by using online food services.

1. INTRODUCTION

Online food ordering is the growing concept in Indian market day by day. People in India are so agile while using the apps for ordering food online. Therefore these online food marketing or ordering generates sufficient amount of opportunities for employment. It also helps local vendors to increase their earning in markets.

Online ordering system is simply ordering system in which a website or mobile applications can be used through which users can order food online from a native restaurant or nearby hotels.

Online food ordering is similar to online shopping. So with such benefits online food services is becoming a huge sector day by day.

2. OBJECTIVES

1. To analyze the impact of online food ordering services on customers.
2. To understand how online food ordering has affected and changed the way of eating habits.
3. To observe the preferences of customers while ordering food online.
4. We also try to find how does the customers think & how they react while ordering food online.

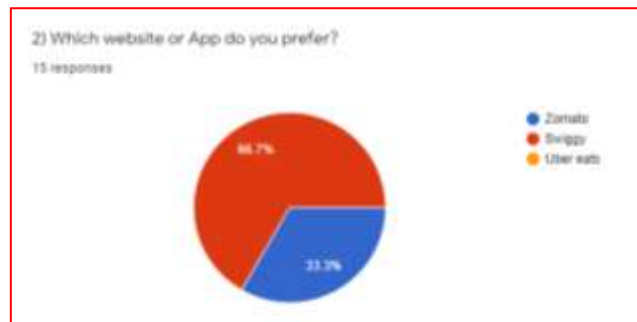
3. RESEARCH METHODOLOGY

1. We can search in details about food ordering system
2. Visited websites and use some online food ordering Apps to check their services.
3. Prepared a Google form which contains questions on online food ordering system.

4. QUESTIONARY & ANALYSIS



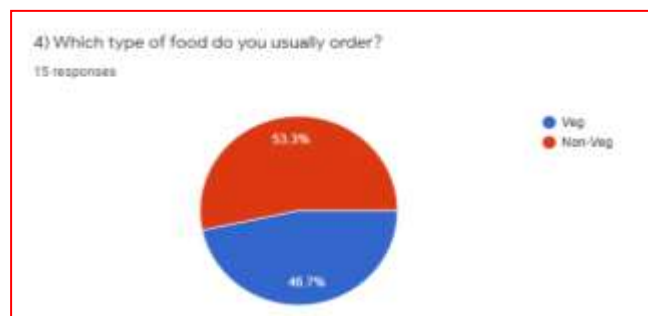
1. As we can see that 86.7% people like to order food online. Hence there are many peoples who use online food ordering sites to order food.



2. As we can see that 66.7% of people use swiggy and only 33.3% people use zomato to order their food online.



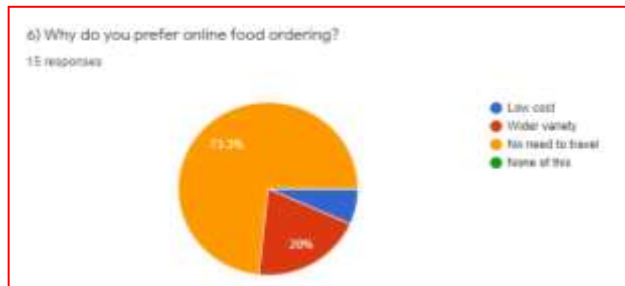
3. Here we can see that only 33.3% of people spend less than RS 1000 per month and remaining all 66.7% of people spend above RS 1000 per month.



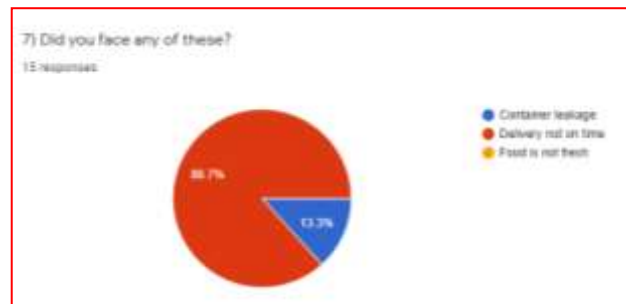
4. We can see that almost 53.3% of people order Non-veg food and 46.7% of people order Veg food.



5. Here we can see that 73.3% of people prefer to order food online and remaining 26.7% of people prefer to visit hotels.



6. Here the main aspect is that people get wider variety of food with exciting offers and that to with low cost and the main reason is that there is no need to travel.



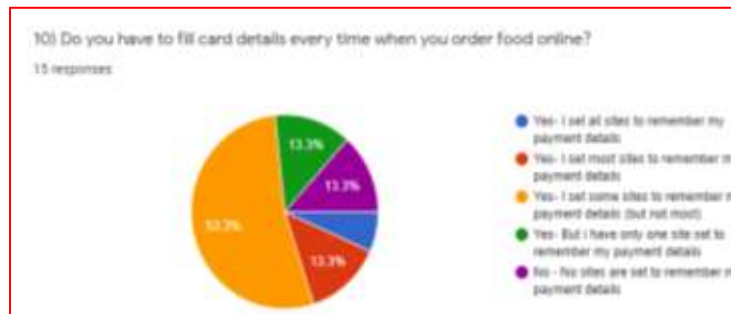
7. As we can see that 86.7% of people face problem of Delivery not on time and 13.3% of people face the container leakage problem.



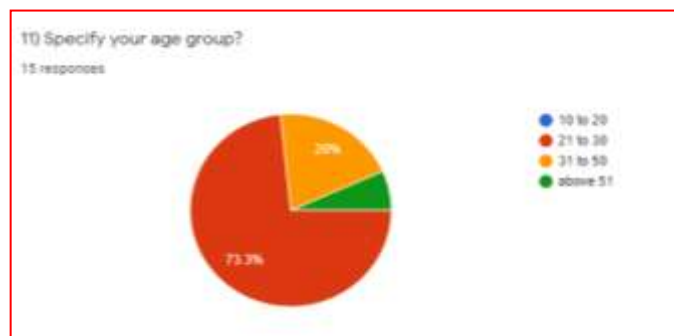
8. In this we can clearly observed that 66.7% of people are extremely comfortable in online food ordering



9. Here we can see that only 20% of people are not at all comfortable in ordering food daily and remaining 80% of people are extremely comfortable with their health by ordering this food daily.



10. In this we can see that many people allow some websites to remember or to save their payment information.



11. Here we can see that age group belonging from 21 to 30 mostly does online food ordering.

3. CONCLUSIONS

Online ordering of food is recently very famous and increasing day by day in India. These websites and apps are used by many people in India. Peoples use websites such as Zomato and Swiggy on their daily basis. Because of accessibility, wider variety, low cost, no need for travelling online food ordering is preferable. In my Research, I found that Swiggy is mostly used website for online food ordering currently, also due to existing offers people also order from Zomato, Uber eats etc.

In this Research I can observe that people are extremely comfortable in ordering food online also some people are quite comfortable with their health by ordering food daily. Also I can observe that many people are not comfortable because of delivery not on time, sometimes not fresh food etc. So they prefer Hoteling where they can easily complain about food which takes no time.

I conclude that online food ordering is good but saving our confidential information is not secure. Anyone can use this online food ordering websites to get wider variety and better food but sometimes what we order is not same as what we get so it creates problem whenever we want good food at minimum time, also it is easily refundable which is good but these is more time consuming process. So whenever we are hungry it is easy to go and eat in hotels.

4. REFERENCES

https://en.wikipedia.org/wiki/Online_food_ordering

5. BIOGRAPHIES



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