

A Comprehensive Project on “Consumer Perception towards Online Food Ordering”

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Abstract - The main objective of this research was to analyse various factors that influence consumer to choose food ordering services. We have taken cities of Gujarat as sample for research. The data for the research were collected from questionnaire and secondary data through magazines, eBooks, journals & websites. Pie charts are used for data analysis, data interpretation and better understanding. For descriptive study we have studied many of the research papers. Now a day's online food ordering system has been enhanced with many of the new technological ideas and with better involvement of customers. Customers have their own strategies to attract customers. This study gives us factors which highly influence the consumers.

Key Words: Food ordering services, Consumer Preference, Consumer Perception, Expectations of Consumer, Online Food Delivery Services.

1. INTRODUCTION

The online food ordering is a concept that every restaurant is using to facilitate their customers with better services. Lots of individuals would favour to spend their free time going out with friends and families to different exotic or expensive restaurants but there are some occasions within which they'd opt to get the food at their doorstep because again and again people don't prefer to move out in crowded places so that they favour to order food online. The Online Ordering System is defined as a straightforward and convenient way for purchasers to buy food online, without having to travel to the restaurant. Online food ordering is enabled by the internet – it's the web that connects the restaurant or the company on one hand, and also the customer on other hand. Therefore, as per this technique, the customer visits the app or website, browses through the varied food items, combos and cuisines available there and goes ahead and selects and purchases the things he or she needs. The

website/application updates the user about the expected duration of food preparation and delivery. These things will then be delivered to the customer at his or her doorstep at the time they choose by a delivery person. Payments for such online orders is made through debit cards, credit cards, cash or card on delivery, or perhaps through digital wallets or UPI. Online food delivery is totally safe and secure. These features, in confluence with attributes like ease, speed and precision of delivery, are increasing the demand for these services in India.

The Indian online food delivery market reached a price of US\$ 3.6 Billion in 2019. The market is currently witnessing growth on account of the increasing access to high-speed internet facilities and also the boosting sales of smartphones. This, in confluence with the growing working population and inflating income levels, is propelling the web food delivery market growth in India. Although the players are mainly concentrated within the urban regions of the country, with Bangalore, Delhi and Mumbai representing the three largest markets, vendors are now also targeting smaller cities, as they need strong growth potential. Moreover, the rising trend of the on-the-go food items and quick home delivery models that supply convenience, ready-to-eat (RTE) and cheaper food delivery options are escalating the demand for online food delivery services within the country. Furthermore, thanks to the rising cases of COVID-19, a number of the leading players like Zomato, Swiggy, Uber Eats, McDonald's Corporation and Domino's Pizza Inc. have introduced contactless delivery services. These services make sure that the food reaches the customer without being touched by bare hands and is delivered safely with adequate social distancing measures.

2. LITERATURTE REVIEW

A Study on factors affecting Customer's Perception and Attitude towards Food App Services by Dr. Ramakanta Prusty & Bhavik Shah - (2019)

In the research it was found that working women do not have sufficient time to cook and because of online food delivery services it helps the working women to eliminate the problem of cooking and provides them comfort at home as well as office. It also helps in the elimination of long queue outside the restaurant. It also reveals that food delivery apps are easy and convenient to use and facilitates with speedy delivery services. Companies like Swiggy, Zomato & Uber Eats are the most preferred online food delivery platforms by the customers. Most of the youth is attracted to discounts when online food delivery apps are considered. Sample size was 150.

Customer satisfaction towards online food ordering with special reference to Ernakulam District by Annu Rosamma Bonny - (2019)

In the study the author found that 90% of the respondents were aware of online food ordering and it is very popular among the customers of Ernakulam. It also reveals that customers between the age of 21-30 are mostly ordering food online because they did not want to cook food on weekends. The research also reveals that availability, efficiency, delivery time and customer relationship management leads to customer satisfaction towards online food ordering. The author also found that there is no relationship between gender and level of satisfaction while ordering food online. Sample size was 54.

Consumer Perception towards Swiggy Digital Food Application Service: A Analytical Study with Special Reference to Ernakulam City by Aparna Anib, Gayathri.A. & Shabu K.R. - (2019)

In the research the authors have found that majority of the respondents are using the Swiggy app and are satisfied with the services they are offering. It was found that the respondents are happy with the speed of delivery and the security in online payment options.

There are many other companies in the market but 78% of the respondents are using Swiggy for online food ordering. There was also a negative feedback that no proper clarification is provided if the user is not able to place order at a particular time whether it is due to non-operation/closure of restaurants or shortage of delivery boys. The behaviour of the delivery boy is a major factor in overall customer satisfaction. The respondents are also highly satisfied with the quality, pricing, discounts & offers provided by Swiggy. Sample size was 100.

A study of consumer behaviour towards food ordering through mobile apps by Dr. Bagirathi Iyer - (2019)

In the study it was found that 80% of the respondents have already used mobile app for ordering food. With the increasing smartphone users, the usage of online food ordering apps are also increasing. According to the research youngsters, working individuals, unmarried individuals are more involved in ordering food online. Males are more frequently ordering food as compared to females. Income or educational qualification of users are not having any influence in ordering food online. It was also revealed that 71.3% of respondents tend to order food online for dinner. Maximum proportion of respondents i.e. 31.5% respondents prefer to order North Indian food and the rest with other cuisines. Sample size was 279 & Pune city was taken as population.

The Consumer Perception on Online Food Delivery System Among Youth in Kerala by Ms. Ardhana M Prabhash - (2020)

According to the research people are shifting towards online ordering of food because of easy availability of internet at low cost and more use of mobile phones. The study that youngsters are more aware about online services. People are more attracted towards offers. The study also reveals that most of the proportion from respondents are using Swiggy and least of Potafo. The author also found that people are ordering food online because both men and women are working. It was also found that 66% of respondents are from urban area

and 34% are from rural area that means rural people have also started giving importance to online food ordering. Due to the fear of online payment many people are still hindering from ordering food online. The author had also mentioned that change in lifestyle of consumers and innovation in online activity have transformed the trend of food ordering. Sample Size was 250 & Population was taken from Kerala State.

A Study On Consumers Perception On Food Apps by Aditya Tribhuvan - (2020)

According to the study it reflects that not everyone prefers paying online as they feel that an online payment is not secure; hence they use cash on delivery. Moreover, the heavy and light users find it easy to use food apps however the light users are not that skilful enough to use food apps as compared to the heavy users because maybe the former group uses it rarely as compared to the later hence there is a difference between ease of use between the heavy and light users. Among the respondents, the most preferred food app is Swiggy, and cash on delivery is the safest and most secure form of payment. The study also states that all age and income groups use food apps, and they are happy with the service quality, hygiene, and packaging system, which make people order from food apps. A sample size of 143 respondents was taken for study which carried out in different areas of Mumbai.

A Study on Consumer perception towards Food Ordering Portal with reference to Swiggy and Zomato in Chennai by Ms. Cibiya Angelin. A, Dr. Smitha Poulose - (2019)

According to the study conducted, it can be concluded that Swiggy has gained a positive opinion in comparison to other service providing apps. It is because of variety of choices which they provide. It also needs changes and better marketing strategies to win over the competitors and to sustain in the position. A small sample size of 70 respondents was taken for study which was carried out in different areas of Chennai.

A Review of Customer Satisfaction on Online Food Delivery Apps in Ambala District (Haryana) by Renu Sharma - (2019)

According to the study it can be concluded that Zomato is enjoying a bigger market share as compared to its competitors like Swiggy, Food Panda, etc. It seems to be mainly because of Zomato's better On-Time-Delivery and attractive Cash Rewards. Zomato has been in the first position for quite some time now and can remain thereby introducing more technological innovations in Online Apps and Delivery.

A small sample size of 150 respondents was taken for study which was carried out in different areas of Ambala.

3. PROBLEM STATEMENT

- Many consumers are not ordering food due to quality concerns.
- Consumers who are not aware of technologies are facing difficulties to use food delivery apps.
- Due to covid-19 consumer's behavior towards online food ordering may be changed.

4. OBJECTIVES OF THE STUDY

Primary

- To identify factors influencing customers ordering food online rather than offline.
- To identify the consumer buying habit while ordering food online.
- To identify most preferable mode of payment while ordering food online.
- To identify the impact of covid on ordering food online.

Secondary

- To study different strategy used by different online food delivery service companies to retain their customer.
- To identify Hygiene & packaging measures taken by different companies.

- To study the growth & trend of online food delivery services in market.

5. RESEARCH METHODOLOGY

Population -

The consumers of Gujarat State are taken as population of the research.

(Population of Gujarat is taken because we live in Vadodara city of Gujarat so we can easily conduct collect data from the respondents and conduct our study with ease)

Sampling Size -

205 respondents from various districts of Gujarat are taken into consideration as a sample.

(Districts covered will be Vadodara, Surat, Ahmedabad, Rajkot, Jamnagar, Junagadh, Porbandar)

Sampling Method -

Convenience sampling method

(We have selected this method because it will be easy for us to contact people for data collection)

Type of Study -

Descriptive study

(It is selected to describe and reveal the perception of consumers towards online food ordering)

Data Collection Sources -

Questionnaire

(With the help of questionnaire data collection is relatively cheap, quick and efficient)

Statistical Analysis -

Pie charts & Bar graph

(These two statistical analysis are used to summarize large set of data in visual form)

Statistical Methods & Tools -

MS Excel & SPSS

(These tools are helpful to easily compile the descriptive statistics and parametric analysis)

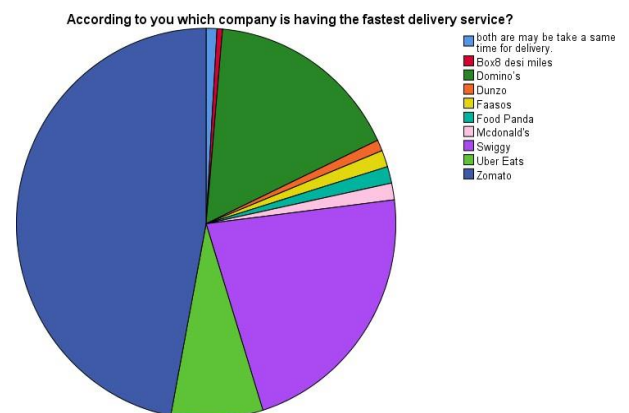
Data Collection Method -

Primary - Questionnaire

Secondary - Magazines, eBooks, journals, websites.

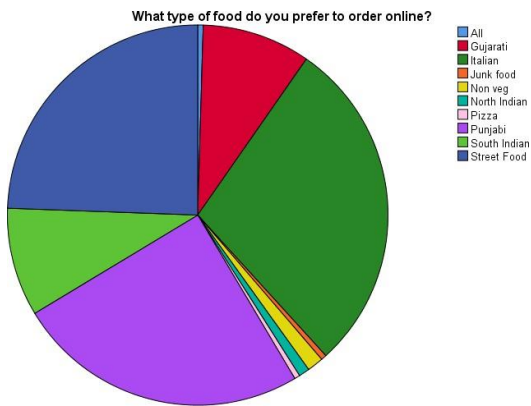
(primary collection method in form of questionnaire is selected to get the data directly from consumers and secondary data collection methods are selected to get sufficient information for the research)

6. DATA INTERPRETATION



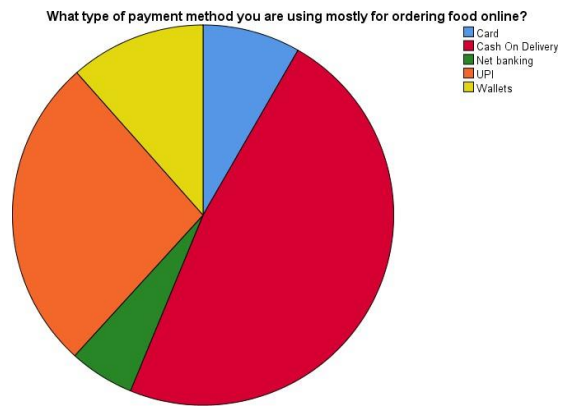
INTERPRETATION

It can be observed from the above chart that out of total respondents surveyed 47.0% people prefer to order food from Zomato and 22.1% people prefer to order food from swiggy and remaining 30.9% from other applications.



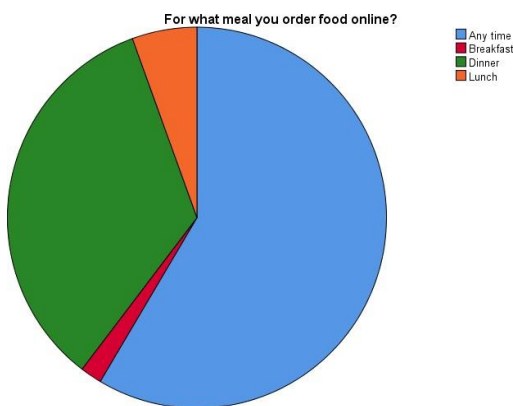
INTERPRETATION

It can be observed from the above chart that out of total respondents surveyed 28.6% people order Italian food, 24.9% people order Punjabi, 24.4% people order Street Food and 22.2% remaining other types of dishes.



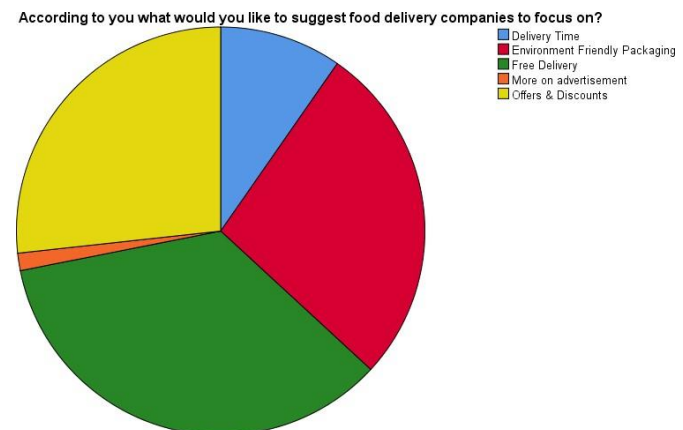
INTERPRETATION

It can be observed from the above chart that out of total respondents surveyed 47.9% customers prefer to pay Cash on Delivery (COD), 26.7% customers prefer to pay by UPI, 8.3% customers prefer to pay by Card, and 5.5% customers prefer to pay by net banking and rest 11.5% prefer to pay by wallet.



INTERPRETATION

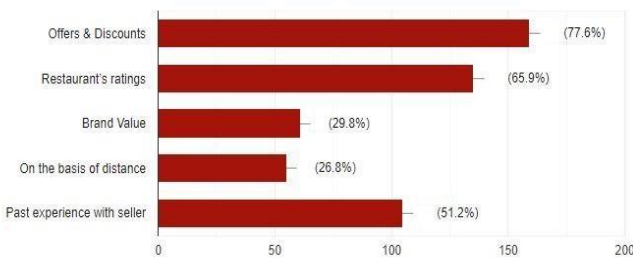
It can be observed from the above chart that out of total respondents surveyed 34.1% people prefer to order dinner at night, 5.5% people prefer to order food at lunch time, 1.8% people prefer to order food at morning (breakfast) and remaining 58.5% people prefer to order food anytime.



INTERPRETATION

It can be observed from the above chart that out of total respondents surveyed 35% people suggests free delivery, 37.2% people suggest the company for environment friendly packaging, 36.7% people suggest for offers & discounts, 9.7% people suggest to work on delivery time and the remaining 1.4% suggest the company for advertisements.

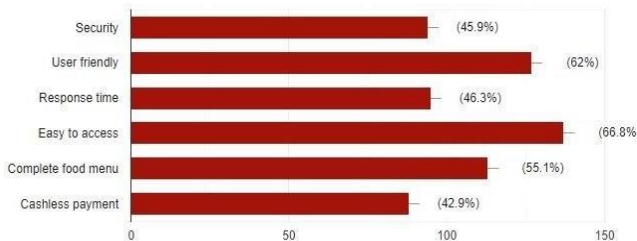
Which feature influence you most while ordering food online?



INTERPRETATION

It can be observed from the above chart that out of total respondents 77.6% people influenced by offers & discounts, 65.9% influenced by restaurant's ratings, 29.8% influenced by brand value, 26.8% influenced by distance for ordering and remaining 51.2% people influenced by their past experience with seller.

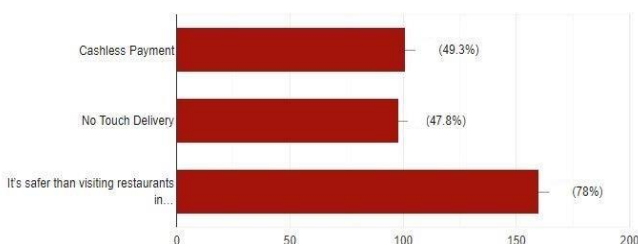
Which part is more important for you in ordering food online?



INTERPRETATION

It can be observed from the above chart that 45.9% people believes that security is important factor for ordering food online, 62% people believes user friendly, 46.3% for response time, 66.8% for easy to access, 55.1% for complete food menu and 42.9% for cashless payment.

According to you what all measures are good in online food ordering as compared to restaurants (during covid-19)?



INTERPRETATION

it can be observed from the above chart that 49.3% people believes that cashless payment measure is good in online food ordering, 47.8% people for no touch delivery and 78% feels it's safer to order food online than visiting restaurants.

7. HYPOTHESIS

Hypothesis Testing

Q 1: Do you prefer to order food online?

Q 2: How often you order food online?

Solution

H0: Significant are not more prefer to order food online

H1: Significant are more prefer to order food online

Chi-square Test

Observation Frequency

	Daily	Weekly	Occasionally	When required	Total
Yes	1	28	76	89	194
No	0	0	4	7	11
Total	1	28	80	96	205

Expected Frequency

	Daily	Weekly	Occasionally	When required	Total
Yes	$194 \cdot 1 / 205$ =0.95	$194 \cdot 28 / 205$ =26.50	$194 \cdot 80 / 205$ =75.70	$194 \cdot 96 / 205$ =90.85	194
No	$11 \cdot 1 / 205$ =0.05	$11 \cdot 28 / 205$ =1.50	$11 \cdot 80 / 205$ =4.30	$11 \cdot 96 / 205$ =5.15	11
Total	1	28	80	96	205

Data		O	E	(O - E)	(O - E) ²	(O - E) ² / E
Yes	Daily	1	0.95	0.05	0.0025	0.002631579
	Weekly	28	26.50	1.5	2.25	0.08490566
	Occasionally	78	75.70	2.3	5.29	0.06988111
	When required	89	90.85	-1.85	3.4225	0.037671987
No	Daily	0	0.05	-0.05	0.0025	0.05
	Weekly	0	1.50	-1.5	2.25	1.5
	Occasionally	4	4.30	-0.3	0.09	0.020930233
	When required	7	5.15	1.85	3.4225	0.664563107
					Total	2.430583675

Degree of Freedom (d.f) = (r - 1) * (c - 1)
r = rows c = columns

$$= (2 - 1) * (4 - 1)$$

$$= (1) * (3)$$

d.f = 3

For this study we will use 95% of level of confidence. So we will check Chi-square table @ in 0.05%

Degrees of Freedom	Probability of a larger value of χ^2									
	0.99	0.95	0.90	0.75	0.50	0.25	0.10	0.05	0.01	
1	0.000	0.004	0.016	0.102	0.455	1.32	2.71	3.84	6.63	
2	0.020	0.103	0.211	0.575	1.386	2.77	4.61	5.99	9.21	
3	0.115	0.352	0.584	1.212	2.366	4.11	6.25	7.81	11.34	
4	0.297	0.711	1.064	1.923	3.357	5.39	7.78	9.49	13.28	
5	0.554	1.145	1.610	2.675	4.351	6.63	9.24	11.07	15.09	
6	0.872	1.635	2.204	3.455	5.348	7.84	10.64	12.59	16.81	
7	1.239	2.167	2.833	4.255	6.346	9.04	12.02	14.07	18.48	
8	1.647	2.733	3.490	5.071	7.344	10.22	13.36	15.51	20.09	
9	2.088	3.325	4.168	5.899	8.343	11.39	14.68	16.92	21.67	
10	2.558	3.940	4.865	6.737	9.342	12.55	15.99	18.31	23.21	

For the above questions **The Null Hypotheses Are Rejected** because the here the calculation value is come less than the table value.

$$\chi^2_{\text{tab}} > \chi^2_{\text{cal}}$$

$$7.81 > 2.43$$

The conclusion for the above problem there are the significant are more prefer to order food online.

8. CONCLUSION

In our survey 73.3% respondents were from the age group 19-25 and most of the respondents were students. Out of 205 respondents 194 were using online food ordering apps and the remaining 11 were not using it. It was found that most of the respondents have selected Zomato for the fastest delivery service backed by Swiggy at the second position. Respondents said that they mostly order Italian, Punjabi and street food. Among 205 respondents, the most preferable mode of payment was cash on delivery (47.9%). It was also observed that for respondents' breakfast, lunch or dinner does not matter, they order food when they feel to order. Most of the respondent i.e., 87.6% prefer to order vegetarian food. And between the two option door step delivery & self-pickup people are using the door step delivery.

It was observed that offers & discounts influence the most when ordering food online. For the covid point, it was observed that most of the people feel safer to order food online than visiting restaurants.

During the survey it was observed that respondents want food delivery companies to focus on free delivery, environment friendly packaging and offers & discounts for customers.

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