



PERCEPTIONS OF CONSUMERS REGARDING ONLINE FOOD ORDERING AND DELIVERY SERVICES

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Abstract:

The era of mobile applications has opened up a new path for modern marketing. The mobile application has opened up a world of new opportunities in business and rendered all of the old methods of doing business obsolete. The Internet is used as a medium for advertising and selling services and goods in mobile applications, which combine marketing expertise with technology. Today, more and more people are connecting with one another through mobile applications, and they are prepared to trade using them. Additionally, it has an impact on how businesses and organizations operate. Online marketing has replaced traditional business strategies for meeting the needs and preferences of customers at any time. The purpose of this research paper is to discuss how consumers in Pune perceive online food ordering and delivery services. The overview was led for an intentional investigation of the concentrate on around 153 respondents. The focus of the study is on the study and analysis of data gathered from all users of online food delivery services. The objective is to ascertain their perceptions, requirements, positioning of various online portal attributes in their minds, and overall satisfaction with online food delivery services. In order to accomplish the goal, data have been gathered from various Pune neighborhoods and restaurants have been visited to learn about their perspectives. Four boundaries are thought about for examination utilizing situating study (perceptual planning).

Key Words: Mobile Applications, Consumer Expectations, Consumer Perception, Consumer Preferences, Current Customer Feedback, Online Food Delivery

Introduction:

Technology has revolutionized the food delivery industry and contributed to shifts in consumer preferences, as consumers' reliance on technology has compelled them to conduct everything online, including ordering home-cooked meals. Customers prioritize convenience because placing an order on any mobile device requires only a few clicks. Innovative reliance, comfort and less time. Taken for the food to be conveyed helps as a valid justification for the buyers to pick the administrations presented by the internet based food requesting and conveyance administration entrances. Online food ordering and delivery services are steadily gaining popularity, and users' expectations are also rising. The purpose of this research paper is to learn how customers feel about the services they receive from various portals. This paper will help the specialist organizations to figure out the purchasers' discernment, needs and perspectives based on the consequence of an overview. A review of the relevant literature, particularly in relation to online food ordering and delivery services, has been provided below to kick off this discussion. The study and its outcomes, trailed by discoveries and end on how the purchasers see the administrations can be utilized by the internet based food conveyance administration organizations to foster better methodologies to effectively advertise their versatile applications.

Review of the Literature:

- According to Serhat Murat Alagoz and Haluk Hekimoglu (2012), e-commerce is expanding rapidly all over the world, and the food industry is also expanding steadily. They have examined the acceptance of an online food ordering system using the Technology Acceptance Model (TAM) in this research paper. Their information investigation uncovered that the demeanor towards online food requesting change as per the simplicity and helpfulness of online food requesting process and furthermore shift as per their creativity against data innovation, their confidence in e-retailers and different outside impacts.
- Their goal, according to H.S. Sethu and Bhavya Saini (2016), was to investigate the students' perceptions, actions, and levels of satisfaction with online food delivery services. According to their research, online food ordering services aid students in better time management. Likewise found simplicity of accessibility of their ideal food whenever and simultaneously simple admittance to web are the superb explanations behind utilizing the administrations.
- Sheryl E. Kimes (2011) says that his study found that both users and non-users valued the perceived control and convenience of online food ordering services. Non-users have a higher level of technology anxiety and require more personal interaction in order to use the services.

- Leong Wai Hong (2016) asserts that as technology has advanced in numerous sectors, business models have evolved to accommodate expansion. A restaurant's productivity and profitability can be enhanced with efficient systems. It is believed that using an online food delivery system can occasionally lead to business expansion for restaurants and facilitate major online transactions.
- As per Varsha Chavan, et al, (2015), the utilization of brilliant gadget based interface for clients to view, request and explore has helped the cafés in overseeing orders from clients right away. the capabilities of smart phone technology and wireless communication to fulfill and enhance business management and service delivery. According to their analysis, this system is convenient, efficient, and simple to use, which should help the restaurant industry as a whole in the future.
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- Leong Wai Hong (2016) asserts that as technology has advanced in numerous sectors, business models have evolved to accommodate expansion. A restaurant's productivity and profitability can be enhanced with efficient systems. The utilization of online food conveyance framework is accepted that it can lead the eatery's business develop now and again and will assist the cafés with working with significant business on the web.
- Varsha Chavan et al. (2015) claim that restaurants have been able to immediately manage customer orders by utilizing an interface based on smart devices for customers to view, order, and navigate. the capabilities of smart phone technology and wireless communication to fulfill and enhance business management and service delivery. According to their analysis, this system is convenient, efficient, and simple to use, which should help the restaurant industry as a whole in the future.
- The market for online food delivery, as stated by Hong Lan et al. (2016) Negative feedback from customers reveals a number of obvious issues. To take care of these issues, we can neither depend just on the self-restraint of online food conveyance eateries nor the oversight and the board of online food conveyance stages. These issues can only be resolved and a favorable environment for online takeout can be created if laws are used as the guiding principle and the online food delivery platforms and restaurants, the relevant government departments, consumers, and all other members of society work together.

Objectives of the Study:

- The primary objective is to investigate consumer perceptions of online food delivery services.
- Secondary Objective: To determine the various factors that influence customers' preference for online food delivery services.
- To determine which food delivery service portal consumers use most frequently online.
- To determine which factors discourage consumers from using online food delivery services.

Scope of the Study:

The primary objective of the study is to ascertain how consumers perceive online food delivery services. Under various conditions, consumers' perceptions may differ. We can gain a deeper comprehension of the "Online Food Delivery Service Market" from this research. We will learn how customers in the Pune area perceive the services they provide and the factors that influence their perception. As a result, the service providers may benefit from these findings by working on these variables to close the customer mindset gaps.

Research Methodology:

The review depends on the assortment of essential information. Quantitative examination strategy was utilized in this exploration in order to research and notice the gathered information with the assistance of measurable, numerical and computational methods. Closed- and open-ended questions were included in the design of a structured questionnaire. It was created in such a way that it covers all study areas. There were approximately 153 responses to the survey, which was carried out in various parts of Pune. The probability of each subset of the frame is the same because the population was small and uniform. As a result, the non-probability sampling method was utilized. The convenience sampling technique was used in the non-probability technique. Students, homemakers, self-employed individuals, private company employees, and business owners from various Pune areas make up the population. Multi-item scales (5-point, Likert-type) ranging from strongly agree (5) to strongly disagree (1) are used for all variables in the study.

Limitation of the Study:

Due to differences in social and cultural norms, the study's findings may not be applicable to other parts of the country because of the small sample size of 153 respondents that was used.

Data Analysis & Interpretation:

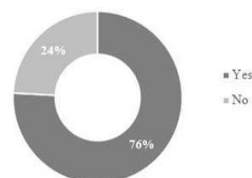


Figure 1: Users of Online Food Ordering and Delivery Services

The following conclusions can be drawn from the above analysis:

Out of complete respondents 153, 76% (for example 116 respondents) of the complete respondents utilize the internet based food conveyance administrations and rest 24% (for example 37 respondents) don't utilize online food conveyance administrations.

Positioning Study (Perceptual Map):

Asset marketers use a diagrammatic technique called "perceptual mapping" to try to show how customers or potential customers see the world. Perceptual Guide is a graphical portrayal of the situating of different brands on the psyche of clients as for a few central point like Better selection of cafés, Better limits, On-time conveyance, and Client administrations.

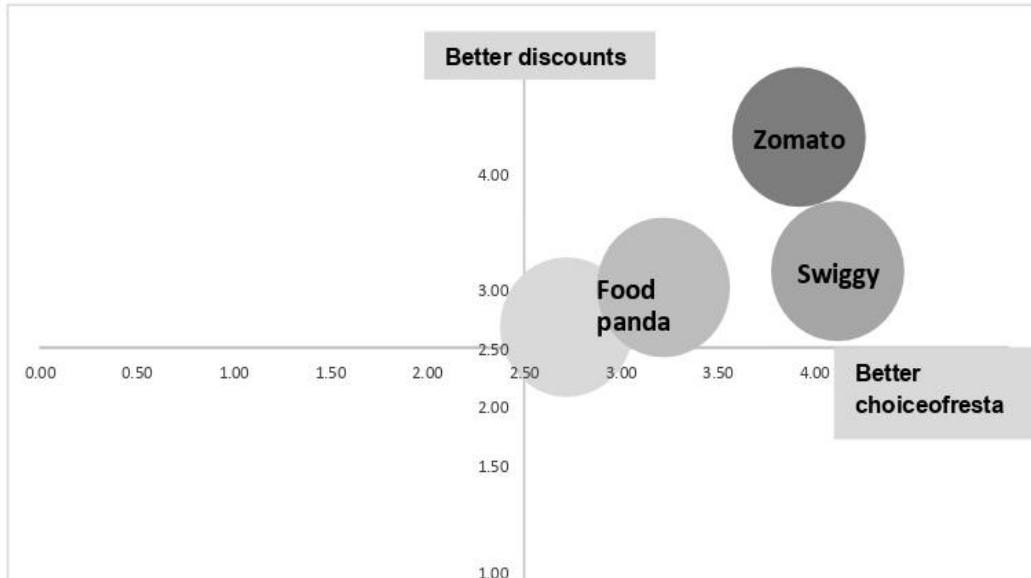


Figure 2: Better choices of Restaurants with Better Discounts

Interpretation:

From the above analysis it can be concluded that:

- ZOMATO offers the best "Better Discounts" and a good "Better Choice of Restaurants," respectively.
- While SWIGGY offers "Better Discounts," it lags behind when it comes to "Better Choice of Restaurants."
- FOODPANDA is great as far as both giving 'Better Limits' and 'Better Selection of Cafés'.
- UBER EATS is normal with regards to giving 'Better Limits' and 'Better Selection of Cafés' because of their area limitations. Customers choose a different service provider as a result.

Consumer Perception towards ‘Online Food Ordering and Delivery Services’: An Empirical Study:

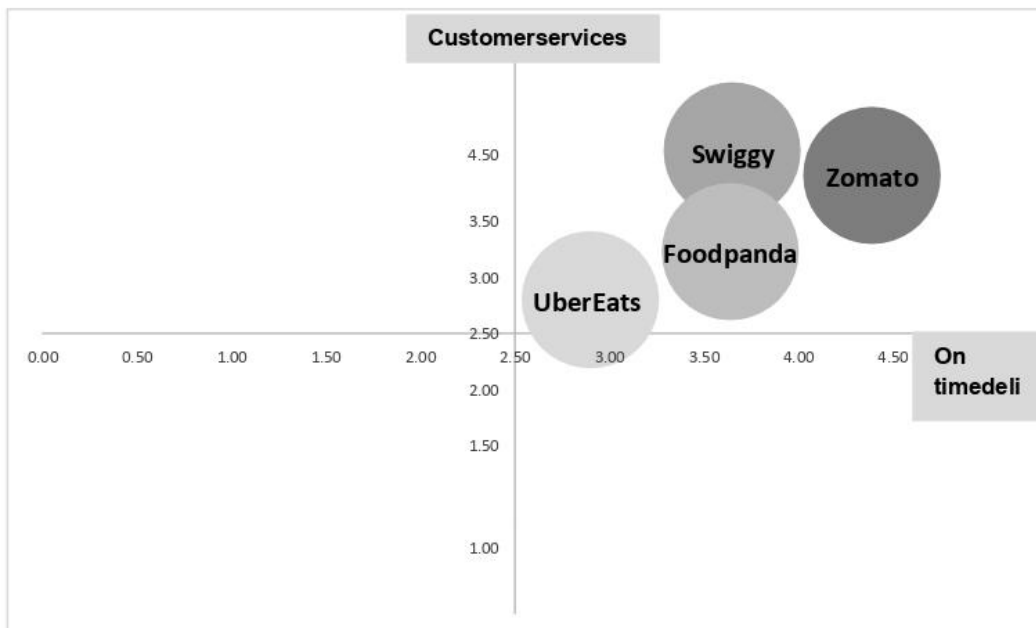


Figure 3

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Test of Reliability to Determine the Internal Consistency of the Factors Favoring Online Food Delivery

H0: The six factors do not share any internal consistency.

H1: The six factors all share an internal consistency.

Six elements considered during investigation are:

- Ease and Accommodation
- Cost Adequacy
- 24x7 Accessibility
- Simple Method of Installment
- Doorstep Conveyance
- Selection of Eateries

Table 1: Reliability Test

Reliability Statistics		
Cronbach's Alpha*	Cronbach's Alpha on Standardized Items	No. of Items(N)
0.872	0.871	6

The six items have an alpha coefficient of 0.872, indicating that they are relatively consistent internally. In most social science research situations, a reliability coefficient of 0.70 or higher is considered "acceptable.")

Table 2: Mean Rank

Item Statistics			
	Mean	Std. Deviation	N
Ease and Convenience	4.11	1.277	116
Cost Effectiveness	2.97	1.176	116
24x7 Availability	3.91	1.234	116
Easy Mode of Payment	3.66	1.021	116
Door Step Delivery	4.22	1.216	116
Choice of Restaurant	3.85	1.152	116

Interpretation:

The following conclusions can be drawn from the above analysis:

- The most important factor that encourages customers to use online food delivery services is "Doorstep delivery," followed by "Ease & Convenience."

Analysis of Most Preferred Online Food Delivery Service Portal:

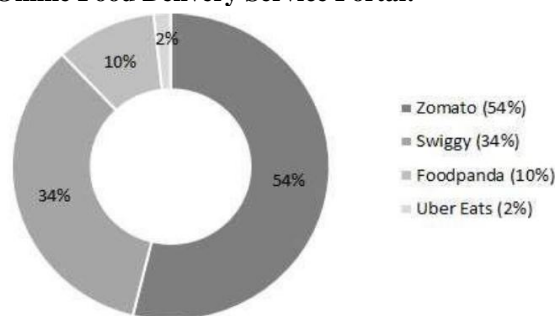


Figure 4

Interpretation:

From the above examination, I can finish up the accompanying:

- Zomato is favored over other online portals by 54% of respondents who use online food delivery services.
- Swiggy with 34% is the second most favored web-based gateway by the shoppers.
- Ten percent of respondents who use the services prefer Food panda.
- On the other hand, only 2% of respondents give Uber Eats their highest preference among consumers.

Pareto Chart to Analyse what are the Factors that Influences the Consumers to Choose the Online Food Delivery Services from 'Zomato':

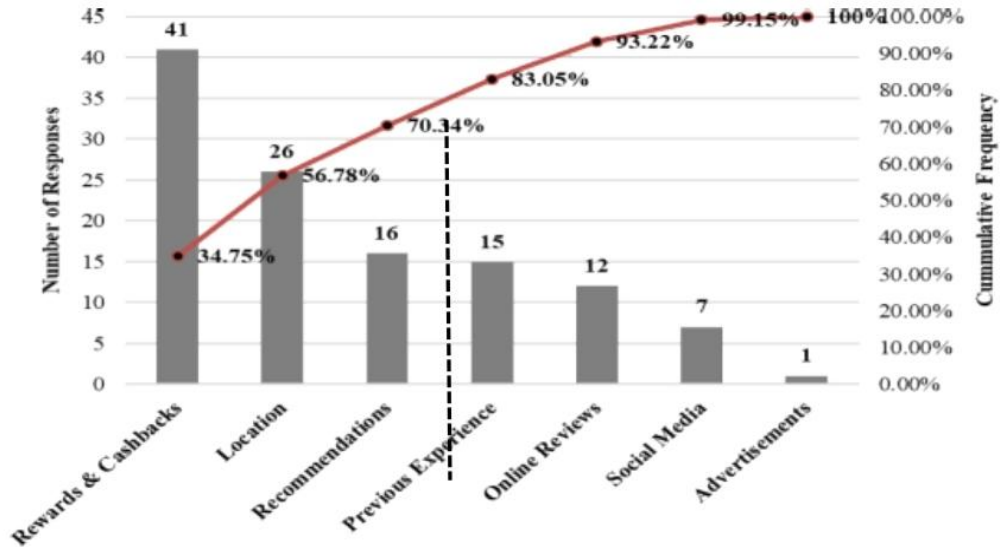


Figure 5

Interpretation:

The following conclusions can be drawn from the above analysis:

- Among all respondents, 80% are influenced to use Zomato's services because of the following:
- Better Cash back and Rewards
- Location
- Recommendations

Factors that Prevents Consumers to use the Services:

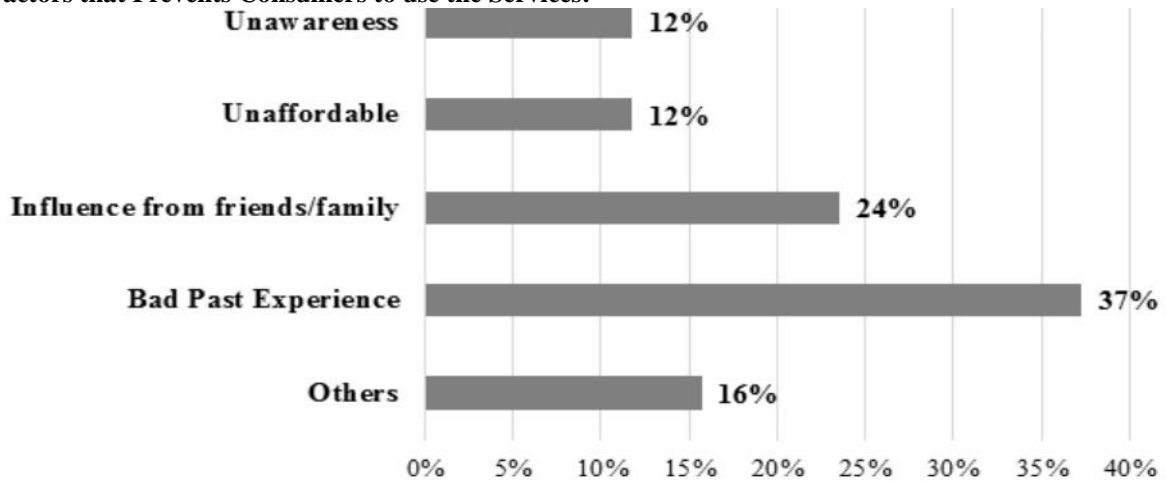


Figure 6

Interpretation:

The following conclusions can be drawn from the above analysis:

51 different responses were received from 37 respondents. The most significant factor that prevents customers from using online food delivery services is a negative past experience. Then there is the influence of friends and family, unaffordability, ignorance, and other sources, which can include remarks like "No such requirement."

Findings:

Doorstep delivery (Mean Rank #1) is the factor that encourages customers the most, followed by ease and convenience (Mean Rank #2).

- Shoppers are generally impacted when they get any Prizes and Cashbacks followed by Area.
- Zomato is the most popular online food delivery service, followed by Swiggy.
- Customers are less likely to use online food delivery services because of negative past experiences and the influence of friends and family.

Conclusion:

The findings of the study indicate that, in comparison to other service providers, the majority of customers have a favorable opinion of Zomato. This is primarily due to their superior discounts and faster delivery times. Zomato has dominated the market for online food delivery services, and if it makes a few small

tweaks, it will continue to do so in the years to come. Customers are less likely to use online food delivery services because of negative past experiences and the influence of friends and family.

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