

A Study on Consumer Perception towards Food Delivery Apps with Special Reference in Kovilpatti Town

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Abstract: *The current development of the internet has improved the e-commerce industries in a country like India. E-commerce expansion has made online food ordering services seamless for people who to get food delivered at their doorstep. The survey was conducted for a purposefull analysis of the study on around 120 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 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 ate taken under consideration for analysis using positioning study*

Keywords: Online food ordering, Mobile applications, ecommerce

I. INTRODUCTION

Online food delivery is a service where one can order food through internet from the restaurant's website. Restaurants these days are witnessing a boom in sales. Convenience is the prime factor to the consumers, as to place on order is as simple as few clicks on any mobile devices. Technological dependency, convenience and less time taken for the food to be delivered aids as a good reason for the consumers to choose the services offered by the online food ordering and delivery services portals. This system will allow hotels and restaurants to increase scope of business by reducing the labourcost 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.

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 :

Online food ordering is a process of ordering food from local restaurant or food cooperative through a web page or app. Mush like ordering consumer goods online, many of these allow customers to keep accounts with them in order to make frequent ordering convenience. 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.

OBJECTIVES OF THE STUDY:

1) PRIMARY OBJECTIVES :

- To study the level of awareness of consumers toward 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.

2) SECONDARY OBJECTIVES :

- To identify the problems faced by the consumer while using online food ordering applications.
- To provide suggestions and recommendations based on the findings.

SCOPE OF THE STUDY:

The 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 kovilpatti town and will 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 mindset of consumers.

LIMITATIONS OF THE STUDY :

- The study is limited to 120 respondents who are users of online food ordering app.
- The period of study is limited and it was the major constraint to complete the work entirely.
- As this study is confined only to the respondents of kovilpatti town, the findings and suggestions are applicable only to kovilpatti town.
- Inability to leverage large areas.

II. REVIEW OF LITERATURE

Sumathy (2007), “A study on prospect 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 Services rendered by the food adjure app is the major factor behind its success.

According to H.S. Sethu & Bhavya Saini (2016), their aim was to investigate the student perception, behavior and satisfactions of online food ordering and delivery services. Their study revealed that the attitude towards online food purchasing services help the students in managing their time better. It is also found that ease of availability of their desired food at any time at the same time easy access to internet are the prime reasons for using the services.

III. RESEARCH METHODOLOGY

RESEARCH DESIGN

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

SAMPLING METHOD

It is a collection consisting of a part or subset of the objects or individuals of populations 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 kovilpatti town.

SAMPLE SIZE:

The total number of respondents taken for research 120.

DATA COLLECTION METHOD:

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

MODE OF DATA COLLECTION:

Both primary and secondary data were collected for this study.

PRIMARY DATA :

This objectives of the study has been accomplished with help of primary data collected from 120 respondents. The pre-decided number of samples has been selected based on the purposive sampling 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.

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.

S .NO	Factors	Strongly agree	Agree	neutral	Disagree	Strongly disagree
	Taste	12 (10%)	60(50%)	45(38%)	03(2%)	-
	Flexibility to use	27(22%)	60(50%)	24(20%)	9(8%)	-
	Frequency	7(6%)	51(42%)	38(32%)	24(20%)	-
	Time	27(23%)	39(32%)	42(35%)	6(5%)	6(5%)
	Offers	15(12%)	72(60%)	24(20%)	6(5%)	3(3%)
	Mode of payment	30(25%)	45(37%)	36(30%)	6(5%)	3(3%)
	Customer reviews	24(20%)	48(40%)	27(23%)	15(12%)	6(5%)
	Special features	24(20%)	51(42%)	33(27%)	3(3%)	9(8%)
	Social media posts	30(25%)	48(40%)	24(20%)	12(10%)	6(5%)
	Advertisement	21(18%)	66(55%)	21(18%)	12(10%)	-
	Influenced factors	18(15%)	51(43%)	33(28%)	9(8%)	9(8%)
	Technology	15(13%)	54(45%)	36(30%)	9(7%)	6(5%)
	Freshmen	18(15%)	54(45%)	27(22%)	12(10%)	9(8%)
	Package	27(22%)	54(45%)	24(20%)	9(8%)	6(5%)
	Over all satisfactory	33(28%)	45(37%)	24(20%)	6(5%)	12(10%)

IV. FINDINGS OF THE STUDY

- The majority of the respondents are belonging to female.
- The majority of the respondents are belonging to age group of 25-34 years.
- The majority of the respondents are belonging to self employed
- The majority of the respondents are belonging to nuclear family.
- The majority of the respondents are belonging to below 20000 of salary.
- The majority of the respondents are using social media.
- The majority of the respondents are ordering food in special occasion. Afternoon lunch
- The majority of the respondents are spending from Rs 1000- 2000.
- The majority of the respondents are using cash on delivery.
- The majority of the respondents are using smart phone.
- The majority of the satisfactory level of food delivery application.

V. 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. Customer 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.

VI. 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. customer who evaluate service quality based on interactions with employees won't want to use self-service ordering .similarly, customer 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 customer 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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