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PERCEPTION AND SATISFACTION OF CUSTOMERS TOWARDS ONLINE FOOD DELIVERY SYSTEMS WITH REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT

Apps for food delivery have now become a major hit in India. There are several food delivery apps in India that can be downloaded from the comfort of homes on smart phones to order food on the go. On analyzing the consumer perception of online food delivery applications in Coimbatore, it can be concluded that online food ordering system has its benefits and limitations. The chief reason of electronic ordering is convenience. Based on the result of this research, it is understood that online food delivery application helps customers in the easy and fast ordering of food. It gives every detail of the customer's order, thereby providing the best customer service. The tracking system is an added advantage for the users. Online food ordering system maintains the service provider to keep a database and enhance the customer experience. Through the survey conducted, it was found that majority of users thinks that people opt for online food delivery applications as it requires only less human interaction and that online food ordering has made an impact on the traditional way of dining together.

Keywords: Online food business, Customer perception and Coimbatore city

INTRODUCTION

With the advent of technology and growing customer’s inclination toward e-services has generated opportunity for business to interact with consumers through electronic commerce. The online service users have been rising exponentially and have spread in varying backgrounds. The development of online transactions has additionally encouraged different online services including online food delivering services.

Future, the online food ordering market in India is likely to grow at over 16 per cent annually to touch USD 17.02 billion by 2023. Indian market has a huge potential for food ordering and delivery and as more players enter the industry it will bring opportunities and innovation benefitting the entire ecosystem. Online food ordering and delivery has become an integral part of the food experience of Indians. The popularity of online food delivery service can be attributed to the several benefits it provides, such as food delivered to the doorstep of the customer, various payment options, attractive

discounts, rewards, and cash back offers. The market for online food delivery is mainly driven by rising disposable income. Changing demographics, increasing penetration of internet & smart favorable lifestyle changes, young population, consumption levels, a greater share of women in the workforce, aggressive marketing strategies adopted by food startups and the convenience of ordering is increasing significantly which growth of the market. Food panda, Swiggy, Faasos, and Zomato are currently among the top-rated food ordering aggregators operating in the Indian market.

Online food marketing system has immensely worked on the quality of food services being provided in the form of mobility, offers, deals, quick and easy order cancellation plans (in case of change in plans or better deals). Online services also enable to compare the restaurants in regard to various parameters that would provide the customer with maximum satisfaction.

STATEMENT OF PROBLEM

Online food industry is growing rapidly worldwide and the perception towards online food ordering differs based on ease of use and perceived usefulness of ordering process. The internet has also been continuously impacting the business and economic where virtual organizations and ecommerce are now widely available ranging from apparels, books, and even food could be purchased online.

The rapid growth of e-commerce has spawned new forms of business, such as online to offline (O2O), and has changed the traditional performance of tasks and jobs. O2O is a marketing method based on information and communications technology (ICT) in which customers are attracted online and then induced to complete a transaction in an offline setting. In other words, it is a system in which customers place orders for goods or services online and then receive the goods or services at an offline outlet. Accessibility and the ability to share information quickly have led to the rapid growth of mobile commerce connecting suppliers and users via smartphone apps.

OBJECTIVES OF THE STUDY

- To study about the demographic variables of the respondents.
- To study about the socio graphic variables of the respondents.
- To find out the perception of respondents towards quality of apps and websites of electronic food ordering companies
- To find out the level of satisfaction of the respondents towards online food services.

NEED OF THE STUDY

As proposed in the background study, excellent customer service is vital in customer satisfaction and is the prerequisite for initiating and developing long term relationship. The restaurant industry in India is at a learning curve and many full service restaurants are not capable of delivering quality services and therefore does not contribute to customer satisfaction and lose to competition. Hence it is important to identify criteria for excellent service in full service restaurant that can be used to serve as a bench mark to enable restaurant to initiate and develop customer's relationships differentiated offering and retention etc., resulting because of customer satisfaction.

The purpose of this study is to measure the perceptions of customers regarding electronic food ordering among the customers of Coimbatore city.

SCOPE OF THE STUDY

The difference between the organized and the unorganized sector in the Indian hospitality industry is huge. This does not just include hotels, but also the food service segment. Apart from the organized chain restaurants, most restaurants cater to local needs and often at a micro market level. In such a scenario, creating a loyal customer base is not difficult and a specialized marketing and sales force may not be necessary.

The main scope of the study is that to know it will be useful for the companies to know about perception of customers towards electronic food ordering.

RESEARCH METHDOLOGY

Research Design: The research design used for the study is descriptive, which is concerned about the characteristics of a particular individual or a group.

Data Collection: The data collected for the study includes primary and secondary data.

Primary data: Primary data are those which are collected, as fresh and for the first time and happen to be original in character. The primary data was collected from the respondents through questionnaire.

Secondary data: Secondary data have been collected already by someone and have already passed through some statistical process. The secondary data was collected from Journal publication, Government report and academic research findings are also taken into consideration for this present study.

Sampling Method: The study is descriptive in nature, with the random sampling method being adopted. Since the population of the study is found to be infinite.

Sample size: 150 samples are taken for the study.

Tools used for the study Frequency Distribution, Descriptive statistics and One way Analysis of variance (ANOVA)

ANALYSIS AND INTERPRETATION

Demographic variables	Particulars	Frequency	Percent
Age	Less than 25 yrs	24	20
	26 – 35 yrs	12	10
	36 – 45 yrs	24	20
	45 – 55 yrs	29	24.2
	>55 yrs	31	25.8
	Total	120	100
Gender	Male	64	53.3
	Female	56	46.7
	Total	120	100
Educational Qualification	Up to School level	54	45
	Undergraduate	4	3.3
	Postgraduate	6	5
	Professional	7	5.8
	Others	49	40.8
	Total	120	100
Occupational Status	Student	39	32.5
	Business	13	10.8
	Private employee	10	8.3
	Govt employee	15	12.5
	Professional	40	33.3
	Others	3	2.5
	Total	120	100
Area of Residence	Urban	42	35
	Rural	28	23.3
	Semi-urban	50	41.7
	Total	120	100

The above table shows about the demographic variables were out of 120 respondents 20.0% are from the age group less than 25 years and 36-45 years, 10.0% are from the age group between 26-35 years, 24.2% are from the age group between 45-55

years, and 25.8% are above 55 years of age. 53.3 % are male and 46.7% are female. 45.0% have completed their Up to School level, 3.3% have completed their UG, 5.0% have PG level, and 5.8% have completed their professional degree, 40.8% have completed other qualification. 32.5% are students, 10.8% are doing business, 8.3% are private employees, 12.5% are professionals and 2.5% are doing other occupations. 35.0% are from urban, 23.3% are from rural area, 41.7% are from semi-urban area. 32.5% are having less than 3 members, 50.0% are having between 4-6 members, and 17.5% are having more than 6 members. 55.0 % are from nuclear family, and 45.0% are from joint family.

Awareness towards electronic food ordering channels

	Frequency	Percent
Yes	54	45.0
No	66	55.0
Total	120	100.0

The above table shows about the awareness towards electronic food ordering channels were out of 120 respondent 45.0% are having awareness towards electronic food ordering channels, and 55.0% are not having awareness towards electronic food ordering channels. It shows that shows most of the respondents are not having awareness towards electronic food ordering channels.

Type of Gadgets or Technology preferred to use while ordering food

	Frequency	Percent
Simple cell phone	20	16.7
Smart phone	25	20.8
Laptop	29	24.2
Other sources	46	38.3
Total	120	100.0

The above table shows about type of gadgets or technology preferred to use while ordering food were out of 120 respondents 16.7% are preferring simple cell phone, 20.8% are preferring smart phone, 24.2% are preferring laptop, 38.3% are preferring other source. It shows that most of the respondents are preferring other source while ordering food.

Level of satisfaction towards using online food app

	N	Mean	Std. Deviation
Flavor	120	3.45	1.549

Taste	120	3.68	1.354
Vegetables	120	3.74	1.300
Dessert	120	3.50	1.100
Meat/fish	120	3.16	1.539
Temperature	120	3.15	1.453
Variety meals	120	3.42	1.493
Drink	120	3.81	1.404
Portion Size	120	2.68	1.512

The respondents are satisfied towards flavor (3.45), taste (3.68), vegetables (3.74), desert (3.50), Meat/fish (3.16), temperature of the product delivered through (3.15), Variety meals (3.15), variety meals (3.42) and drink (3.81). The respondents are dissatisfied towards portion size delivered through online app (2.68).

Comparison between demographic factors (gender and type of family) of the respondents and information quality of apps and websites of electronic food ordering companies

Ho1: There is no relationship between demographic factors of the respondents and information quality of apps and websites of electronic food ordering companies

		N	Mean Rank	Chi-Square	Asymp. Sig.
Gender	Male	64	55.18	3.295	0.069
	Female	56	66.58		
	Total	120			
Type of family	Joint family	66	57.42	4.178	0.008
	Nuclear family	54	64.26		
	Total	120			

There is no relationship between gender (0.069) and information quality of apps and websites of electronic food ordering companies. There is a relationship between type of family (0.008) and information quality of apps and websites of electronic food ordering companies. The respondents who are from nuclear family 64.26 have higher level of awareness information quality of apps and websites of electronic food ordering companies.

ONEWAY ANOVA

Comparison between demographic factors (age, educational qualification) of the respondents and information quality

Ho2: There is a significant difference between demo graphic variables and information quality of apps and websites of electronic food ordering companies

Demographic variables	Particulars	N	Mean	SD	F	Sig
Age	Less than 25 yrs	24	3.92	0.772	0.275	0.894
	26 – 35 yrs	12	4.02	0.711		
	36 – 45 yrs	24	4.04	0.545		
	45 – 55 yrs	29	4.11	0.537		
	>55 yrs	31	4.04	0.801		
	Total	120	4.03	0.673		
Educational qualification	Up to School level	54	3.99	0.619	4.198	0.007
	Undergraduate	4	3.38	0.479		
	Postgraduate	6	3.63	1.137		
	Professional	7	4.14	0.864		
	Others	49	4.17	0.615		
	Total	120	4.03	0.673		

There is a significant difference between age (0.894) and information quality of apps and websites of electronic food ordering companies. There is no significant difference between educational qualification (0.007) and information quality of apps and websites of electronic food ordering companies.

Educational Qualification

The respondents who have completed up to school level (3.99), undergraduates (3.38), and postgraduates (3.63) agree and the respondents who have completed their professional degree (4.14) and other educational qualification (4.17) strongly agree towards information quality of apps and websites of electronic food ordering companies.

FINDINGS

- Maximum of the respondents are between 45-55 years of age.
- Most of the respondent's male.
- Maximum of the respondents have completed upto school level.

- Most of the respondents from other occupational background.
- Maximum of the respondents are from semi-urban area.
- Majority of the respondents are having between 4-6 members in their family.
- most of the respondents are from joint family.
- Maximum of the respondents are not having awareness towards electronic food ordering channels.
- Most of the respondents disagree towards easy and convenience with electronic food ordering.
- Maximum of the respondents are preferring other source while ordering food.
- most of the respondents are ordering food socially.
- Maximum of the respondents are never ordering food through online.
- Most of the respondents are gathering knowledge about electronic food ordering process through family.
- Maximum of the respondents are spending more than Rs.3001 every month to order food electronically.
- Maximum of the respondents disagree towards accurate information provided by food delivery apps.

SUGGESTIONS

- The apps can provide good service by addressing concerns of the customers and by providing the best online service.
- Accepting orders on the phone can be time-consuming and frustrating. But with Food ordering app, mistakes can be mitigated as every detail is clear on the system.
- With the app, the companies can take orders even at the odd timings and process them which leads to more profit and volume.
- The companies can have the customer's details when they sign up. The companies can send emails to their customers about new offers, special discounts, and new dishes. This will help the companies to increase their brand presence online.
- With correct planning and a good app, the companies can give their competitors a tough fight.

CONCLUSION

Online food ordering system maintains the service provider to keep a database and enhance the customer experience. Through the survey conducted, it was found that majority of users thinks that people opt for online food delivery applications as it requires

only less human interaction and that online food ordering has made an impact on the traditional way of dining together.

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