

Customer Perception Towards Online Food Ordering with Special Reference to Bangalore

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Abstract:

In the “E” generation era, the Internet has generated a tremendous level of excitement through its involvement with all kinds of businesses starting from E-Commerce, E-Business, E-marketplace, E Payment, E-Entertainment, E-Ticketing, E-Learning, E-Government. The Internet has been widely used in many sales and marketing activities. In India, the food sector has come up as a rapidly growing and high-profit sector due to its strong potential for value addition, mainly within the food processing industry. This study analyse the customer perception towards online food ordering and the factors influencing the customers to choose online food ordering services. sample size consist of 100 customers in Bangalore city. Convenience sampling method is used. Food ordering on the internet is conceptually different from other source of ordering food, as the internet promotes as one to one communication between the seller and the end user with round the clock customer service. Technology has played a vital role in revolutionizing the food delivery service from phone based to online ordering to satiate consumer’s ever changing demands making its way to the top.

Keyword: Online Food Ordering, Customer Perception, E-Commerce, Services, Technology

Introduction

Food diversity in India is an implicit characteristic of India’s diversified culture consisting of different regions and states within. Traditionally, Indians like to have Home-cooked meals – a concept supported religiously as well as individually. However, with times due to increasing awareness and influence of western culture, there is a slight shift in food consumption patterns among urban Indian families. It started with eating outside and moved on to accepting a wide variety of delicacies from world-over. Liberalization of the Indian economy in the early 1990s and the subsequent entry of new players set a significant change in lifestyles and the food tastes of Indians. According to study, “Online Food Delivery Market in India 2017” some of the major companies that are currently working in the online food delivery market in India are Zomato Media Pvt. Ltd., ScootsyPvt. Ltd., Food Panda Indian Pvt. Ltd., Foodista India Pvt. Ltd., Bundle Technologies Pvt. Ltd., UberEatsPvt. Ltd., Faaso’s Food Services Pvt. Ltd., SwiggyPvt. Ltd., Pisces Services Pvt. Ltd. On the basis of product type, the online food delivery market is segmented into fixed online food delivery and movable online food delivery. On the basis of cuisine-wise, the market is segmented into Indian food, fast food, Italian food, and others. On the basis of the business model, the market is segmented into logistics focused food delivery system, order focused food delivery system and full-service food delivery system. Full-service food service is useful for small-scale & independent restaurants. Since it frees the customers from personally visiting the restaurants. In this study, our main focus was to analyse the perception of consumer towards online food ordering service.

Online food ordering could be called the response of the internet to the desire for delivery food. It is a growing trend especially in urban areas and on college campuses that allows people to order from restaurants featuring interactive menus, by use of their internet connection. In many cases handle complicated web pages can be used to make orders, though a lot of people rely on a desktop or laptop computer for this. Ordering form grocery stores to stock the kitchen, instead of placing one-time orders with a restaurant. There are several ways in which online food ordering from a restaurant may occur. A restaurant have its website with easy features for placing an order for pick up or delivery. Some add a third option of being able to make reservation. Instead of calling for a delivery, people just access the internet to the restaurant site and make their order.

Review of Literature:

According to H.S. Sethu & Bhavya Saini their aim was to investigate the student's perception, behaviour and satisfaction of online food ordering and delivery services. Their study reveals that 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 and at the same time easy access to internet are the prime reasons for using the services.

According to Sheryl E. Kimeshis study found that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users need more personal interaction and also had higher technology anxiety to use the services.

According to VarshaChavan, the use of smart device based interface for customers to view, order and navigate has helped the restaurants in managing orders from customers immediately. The capabilities of wireless communication and smart phone technology in fulfilling and improving business management and service delivery. Their analysis states that this system is convenient, effective and easy to use, which is expected to improve the overall restaurant business in coming times.

According to Hong Lan, online food delivery market is immature yet; there are some obvious problems that can be seen from consumers' negative comments. In order to solve these problems, we can neither rely merely on the self-discipline of online food delivery restaurants nor the supervision and management of online food delivery platforms. Only by taking laws as the criterion, with the joined efforts of the online food delivery platforms and restaurants, the government departments concerned, consumers and all parties in the society, can these problems be solved and a good online take away environment can be created.

Objectives of the Study:

1. To find out the customer perception towards Online food Ordering
2. To determine the factor influencing the customers to choose online food ordering services.
3. To know the most frequently used delivery app for the online food ordering.

Research Methodology:

Primary data and secondary data are used for this study. for collecting primary data, questionnaire distributed to 100 customers in the Bangalore city. Descriptive and analytical type of research is undertaken in the study. Descriptive research fact finding investigation which is aimed at describing the characteristics of population or phenomenon that is being studied. Sampling Technique used for the research is convenient sampling. The sample unit consist of students, self-employed, homemaker and private company employee, Bachelors of different areas in Bangalore city. Percentage analysis and Chai-square are mainly used to analyse the data.

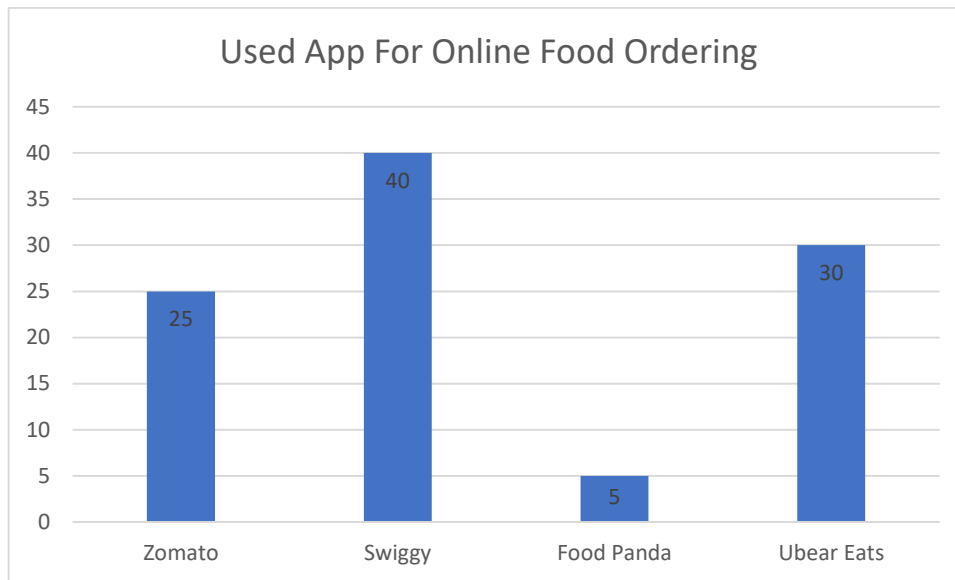
Data Analysis and Interpretation:

Showing the most frequently used delivery apps

Table 1

For Food Ordering Apps	Frequency	Percentage
Zomato	25	25%
Swiggy	40	40%
Food Panda	5	5%
Ubear Eats	30	30%
Total	100	100

(source: primary data)



Graph :1

Interpretation : Table 1 shows the most frequently used delivery apps. 25% are used zomato, 40% are used swiggy, 5% is used food panda and 30% are used uber eats. So the most preferred app are Swiggy and Uber Eats.

Hypothesis No: 1

H₀: delivery fees are not high in online food ordering.

H₁: delivery fees are high in online food ordering.

Let us check hypothesis by using chi-square test;

Table : 2

No	O	E	O-E	(O-E) ²	(O-E) ² /E
1	10	10.8	.8	.64	.59
2	11	10.8	1.8	3.24	.3
3	19	10.8	8.2	67.24	6.22
4	9	10.8	-1.8	3.24	.3
5	5	10.8	-5.8	33.64	3.11
Total					9.98

Computed value of chi-square test =9.98

5-1 = 4 degree of freedom at 5% level of significance = 9.488

Here the calculated value is greater than table value so it is not significant. The hypothesis is formulated for the study is rejected.

Hypothesis No: 2

H₀ : Online food ordering is time saving.

H₁ : Online food ordering is not time saving.

Table: 3

No	O	E	O-E	(O-E) ²	(O-E) ² /E
1	10	10.8	.8	.64	.059
2	10	10.8	.8	.64	.059
3	10	10.8	.8	.64	.059
4	18	10.8	7.2	51.84	4.8
5	6	10.8	-4.2	23.04	2.13
Total	54	10.8			7.11

Computed value of chi-square test = 7.11

5-1 = 4 degree of freedom at 5% level of significance = 9.488

Here the calculated value is less than table value so it is significant. The hypothesis is formulated for the study is accepted. So online food ordering is time saving.

Hypothesis No : 3

H₀ : There is no significant difference between sex and level of satisfaction

H₁: There is significant difference between sex and level of satisfaction

Table: 4

Sex	Level of Satisfaction			
Male	12	21	2	35
Female	3	15	1	19
Total	15	36	3	54

Table:5

No	O	E	O-E	(O-E) ²	(O-E) ² /E
1	12	9.72	2.28	5.198	.534
2	21	23.33	-2.33	5.428	.232
3	2	1.94	.06	.0036	.0018
4	3	5.27	-2.27	5.15	.977
5	15	12.66	2.34	5.47	.432
6	1	1.05	-.05	.0025	.0023
Total	54				2.179

Computed value of chi-square test = 2.179

Degree of freedom = (r-1)(c-1) = (2-1)(2-1) = 1

at 5% level of significance = 3.84

Here the calculated value is less than table value so it is significant. The hypothesis is formulated for the study is accepted. So There is no significant difference between sex and level of satisfaction.

Main objective of this study is to identify the influencing factors to choose online food That is use full SEM to test the following hypothesis

H₁: Time saving is an influential factor to choose online food ordering services.

H₂: Bachelor life is an influential factor to choose online food ordering services

H₃: Busy work life is an influential factor to choose online food ordering services

H₄: Addition of Fast food is an influential factor to choose online food ordering services `

H₅: Convenience is an influential factor to choose online food ordering services

H₆: Economical Aspects is an influential factor to choose online food ordering services

H₇: Easy availability is an influential factor to choose online food ordering services

Model fit Indices for CFA Influencing factors for online food ordering.

Table: 6

	χ^2	DF	P	Normed χ^2	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Influencing factors	12.559	5	.028	2.520	.988	.888	.997	.985	.998	.014	.103

(source: survey data)

All the attributes loaded significantly on the latent constructs. The value of the fit indices indicates a reasonable fit of the measurement model with data.

Regression coefficient

Table: 7

Path	Estimate	CR	P	Variance explained
Time Saving -> Influencing factors	0.953	26.155	<0.001	90.8
Bachelor Life->Influencing factors	0.859	18.099	<0.001	86.2
Busy Work Life -> Influencing factors	0.886	19.692	<0.001	97.3
Addition of fast food -> Influencing factors	0.973	30.117	<0.001	94.7
Convenience -> Influencing factors	0.987	35.296	<0.001	78.5
Economic Aspects-> Influencing factors	0.929	23.173	<0.001	73.8
Easy of Availability -> Influencing factors	0.988	35.861	<0.001	90.8

(source: survey data)

Findings:

Busy life of the people is the main reason to adopt online food ordering. Rest of the time saving, bachelor life, addition of fast food, convenience, economical aspects and easy of availability are the other influencing factors. There is no significant difference between gender difference and level of satisfaction. But the delivery fee is high in online food ordering. Swiggy and Uber Eats are the most preferred food ordering app among customers. Mobile is the most convenient channel for food ordering. Online food ordering app are user friendly.

Conclusion:

This study found that online food ordering is reasonably popular among the customers of Bangalore city. Nearly 90% of the respondents was aware of online food ordering. Customers between 21-30 years of age ordered more online food and it was often ordered as they didn't want to cook especially during the weekends. To conclude customers are more likely to use online ordering. As customers lack time to cook and since they have to get back on their busy lives, online food ordering should be made easy and convenient for them using various gadgets.

Reference:

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