

A Study on Customer Perceptions of Online Food Ordering Special Reference with Coimbatore City

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Abstract- E-commerce has grown phenomenally in the past decade for a variety of reasons including changes in consumer lifestyles, technological advancements, increases in consumer income and education, and rapid financial development throughout the world. The use of the Internet as a shopping or purchasing vehicle has been growing at an impressive rate throughout the last decade. The tremendous growth of online sales and the unique functions of the Internet have drawn a great deal of attention from many companies rushing in to set up businesses over the Internet without knowing what factors actually motivate consumers to buy food products or services online. The simultaneous and rapid rate of consumer adoption of personal computers and network systems have encouraged and pressured marketers to provide Internet retailing sites. Some researchers in fact predict that the need for physical stores could be eliminated in roughly four decades and replaced with online retailing (Cope 1996).

Keywords- Online food ordering, perception and attitude, customer satisfaction

I. INTRODUCTION

With the coming of the 21st century, we have entered an “e” generation era. The Internet has generated a tremendous level of excitement through its involvement with all kinds of businesses starting from e-Commerce, eBusiness, E-CRM, E-Supply Chain, E-Marketplace, E-Payment, E-Entertainment, E-Ticketing, eLearning, to E-Citizen E-Government.

The Internet has been widely used in many sales and marketing activities, from the collection of valuable data to the dissemination of information to different stakeholders, for example, information retrieval, product communication, sales tool, distribution channel, and as a customer support tool.

II. STATEMENT OF THE PROBLEM

With the advent of new technological development the anytime, anywhere, anything concept the world wide web has become a web that unites all the people all over the world together an online food ordering system enables a consumer to order their food requirements from any preferred restaurant located through some mobile applications using the internet Customers Perception towards Online Food Ordering Among the Customers of Coimbatore City.

III. OBJECTIVES

- To provide convenient and easy access in placing their orders and payment.
- To find out the customers perceptions and knowledge of
- Online food ordering that influences their buying decisions.
- To analyse what channel is used more frequently in online food ordering.

IV. 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.

V. REVIEW OF THE LITERATURE

V Kanteti (2018).

The untapped market in food delivery service is home cooked food. This is where the true opportunity lies. Online food delivery firms have truly transformed the way restaurants are doing the business. Never the less packaging cost will always be crucial part for low priced orders as online food serving is an option for daily consumed food. Due to

nuclear families in urban cities and fast moving life people do not have enough time to cook food at home, hence this opportunity lies.

(Lara Sowinski., 2012).

When there is proper coordination between restaurants, food delivery service. At the same time locality of the customer also plays vital role in delivering food because if location is far away from restaurant then more burden comes on the food delivery service provider.

VI. RESEARCH METHODOLOGY

Research design is a logical and systematic plan prepared for directing a research study. It specifies the objectives of the study and techniques to be adopted to achieve the stated objectives. It is a specification of methods and procedures for acquiring the information needed for solving the problem

RESEARCH DESIGN

Research design or methodology is simply a plan for study. It is called a blue print to carry out the study. It is like plan made by an architect to build the house, if research is conducted without a blue print, the result is likely to be different from that what is expected at the start. It specifies the objectives of the study and techniques to be adopted to achieve the stated objectives.

VII. DATA COLLECTION METHODS

The success of any project or market survey depends heavily on the data collection and analysis. It is necessary that the data collected is a reliable data in order to achieve the research objectives. All data sources can be classified into two

Primary data- primary data is gathered from direct observation or data personally collected. For the project primary data were collected mainly through survey method, using the tool questionnaire.

Secondary data- It is the second hand information about an event that has not been personally witnessed by the researchers. The use of secondary data saves time and money. The purpose is to increase the accuracy of analysis.

TOOLS AND TECHNIQUES USED FOR ANALYSIS

- Simple percentage analysis
- chi square

SAMPLE DESIGN

Non probability sampling is used. Random customers who use online food ordering especially who are with in the area of Coimbatore city

DATA ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretation on the survey by a sample of 100 respondents selected from Coimbatore city.

SIMPLE PERCENTAGE ANALYSIS

Table: 1 What kind of Gadgets or technology you prefer to use while you order food?

| TECHNOLOGY/GADGETS | NO OF RESPONDENTS | PERCENTAGE |
|--------------------|-------------------|------------|
| Smart phone | 73.3 | 73.3% |
| Laptop | 10 | 10% |
| I pad | 8.3 | 8.3% |
| Others | 8.3 | 8.3% |
| Total | 100 | 100 |

INTERPRETATION

This table shows that 73.3 % of the respondents used smart phone to order food online, 10 % of the respondents ordered food through Laptop, 8.3% of the respondents used I pad, 8.3% of the respondents are of use others gadgets.

It is concluded that majority 73.3% of the respondents are smart phones

Table: 2 What mode of payment do you prefer the most of the respondents

| CATEGORY | NO OF RESPONDENTS | PERCENTAGE |
|----------------------|-------------------|------------|
| Internet transaction | 20.8 | 20.8% |
| Cash on delivery | 70 | 70% |
| Credit | 9.2 | 9.2% |
| Total | 100 | 100 |

INTERPRETATION

This table shows that 70% of the respondents are of cash on delivery, 20.8% respondents are of internet transactions, 9.2% of the respondents are of credit.

It is concluded that majority 70% of the respondents are cash on delivery.

CHI -SQUARE

A statistical test used to determine probability of obtaining the observed by change, under a specific hypothesis. It is used to test if the standard deviation of a population is equal to the specific value chi-square is a statistical significance test based on frequency of occurrence, it is applicable to qualitative and quantitative variables. Among its many uses, the most common are test of hypothesized probabilities or probability distributions, statistical dependence or independence and common population. A Chi-square test is any statistical hypothesis test in which the test statistic has a Chi-square distribution if the null hypothesis is true.

Table: 3 Relationship between education qualification and online food ordering

| Factors | Calculation value | Degree of freedom | Table value | Remarks |
|-------------------------|-------------------|-------------------|-------------|----------|
| Education qualification | 11.199 | 3 | 7.81 | Accepted |

INTERPRETATION

It is clear from the above table shows that, the calculated value of chi- square at 0.05% level is more than the table value. hence the hypothesis is accepted .so, there is significant relationship between educational qualification and online food ordering of the respondents.

Table: 4 Relationship between mode of payment in the online food ordering

| Factor | Calculated value | Degree of freedom | Table value | Remarks |
|-----------------|------------------|-------------------|-------------|----------|
| Mode of payment | 11.199 | 3 | 7.81 | Accepted |

INTERPRETATION

It is clear from the above table shows that, the calculated value of chi- square at 0.05% level is more than the table value. hence the hypothesis is accepted .so, there is significant relationship between mode of payment and online food ordering of the respondents.

VIII. FINDINGS

- Majority 70.8% of the respondents are between 20 – 30 years of age
- Majority 58.3% of the respondents are female
- Majority 70% of the respondents are unmarried
- Majority 59.2% of the respondents are graduation holders
- Majority 50% of the respondents are students
- Majority 91.7% of the respondents are of YES
- Majority 75.8% of the respondents are mobile
- Majority 73.3% of the respondents are smart phones
- Majority 91.7% of the respondents are of YES
- Majority 55% of the respondents are of special occasion
- Majority 40.8% of the respondents are weekly
- Majority 57.5% of the respondents are of weekends
- Majority 71.7% of the respondents are internet
- Majority 42.5% of the respondents are of Rs.1000
- Majority 90% of the respondents are of YES

CHI – SQUARE

- There is no significance between education qualification and online food ordering
- There is no significance between mode of payment in the online food ordering

IX. SUGGESTION

- As professionals lack time to cook and since they have to get back on their busy lives, online food ordering should be made convenient for them using various gadgets.
- Restaurants operators should increase online ordering through simple addition of new distribution channels to attract the customers. • As most of the customers use telephone and mobile phones to order food online, restaurant operators should encourage them by responding effectively to telephone calls that provide human interaction.

X. CONCLUSION

Customers who evaluate service quality based on interactions with employees won't want to use self-service ordering. Similarly, customers who were uncomfortable with technology may be reluctant to try an online self-service site because they may be afraid of getting tangled up in the technology.

This study has shown that perceived control and convenience are keys to customer use of online ordering which leads to higher satisfaction.

My findings indicate that restaurant operators should focus on giving their customers higher levels of perceived control and convenience, since these are associated with a higher intent to use online ordering in the future. Young customers are more likely to use online, mobile or text ordering. Young customers place a greater value on convenience and speed than older users do. To conclude customers will appreciate not having to wait and other waiting customers may be motivated to try online food ordering.

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