

A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE FOOD ORDERING SERVICES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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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 want to get food delivered at their doorstep. The study mainly focused on awareness of the respondent towards offers, rewards and reference and also how to place the order and their payment process. In this study, our main focus was to analyze the perception of consumer towards online food ordering Service.

Keywords: Online food ordering, Mobile applications, ecommerce.

I.INTRODUCTION

In the modern era, each and everyone are busy with their work schedule and commitments and no one have time to spend in the kitchen. So as to make their life comfortable these food ordering Service came into exist. Online food ordering Service is the system; the customers will place the order through the app of therestaurant with the help of internet. This system helps the customers to be in their comfort zone and they will receive the food at their door step.

ADVANTAGES FOR ONLINEFOOD ORDERINGSERVICE

- It helps the customer to make the ordering process easier.
- Efficient customer and order management
- Monitor your expenses incurred in real time
- Free and cheap marketing
- Better customer's data
- The convenience of mobile ordering
- Stay ahead of the competition
- Grow your bottom line

- Greater reach

DISADVANTAGE FOR ONLINEFOOD ORDERING SERVICE

- Potential delays
- Additional labor costs
- Food quality can be compromised
- Expensive Delivery Charges

II. REVIEW OF LITERATURE

Rathore et al. (2018) states that 50.8% of people order food delivery service since they don't like to cook, as it enables clients to have food delivered directly to their home or office in under 60 minutes.

Pathan et al. (2017) states that with online food ordering system, a restaurant and mess menu online can be set up and the customers can easily place order. Also with a food menu online, orders can be easily tracked, it uphold customers' database and develop the food delivery service. The restaurants and mess can even modify online restaurant menu and upload images easily. Having a restaurant menu on internet, potential customers can easily access it and place order at their convenience. Thus, an automated food ordering system is presented with features of feedback and wireless communication.

Priyadharshini (2017) states that India has more individuals between the ages of 10 and 24, making it the world's biggest youth population. With increasingly youngsters entering the workforce every day, development in the economy, a rising female work power, and expanded portability among shoppers, the customarily troublesome Indian market has changed and needs for a progressively assorted menu.

III. RESEARCH METHODOLOGY

A. Scope of study

Scope of the study is limited towards customer's perception those who have experienced online food Ordering services through online mode in Coimbatore City.

B. Need of the study

Researcher has eagerly experiential that people sometimes are not willing to spend hours in restaurants to enjoy their food. So, he was curious to know whether such Service can help customers to change their perception towards digitalized.

C. Objectives of the study

- To find out awareness of people towards various offers, rewards and reference provided by various companies on timely manner.
- To find convenience of customers while placing the order and making payment

D. Data collection

- Primary data have been collected through a structured questionnaire method.
- Secondary data have been collected through information provided by various websites magazines.

E. Sample size

The size of the study is 100 customers who have experienced through online food orderingService.

F. Tools used for the study

The tools used for the study is Percentage analysis and CHI-SQUARE analysis.

G. Limitations of the study

- The study is restricted to within Coimbatore city.
- The data is collected from 100 respondents and the study is based on that sample size.

IV. ANALYSIS AND INTREPRETATION**Descriptive Statistics of Demographic Variables**

Variables	Frequency	%
Age		
18-25	55	55
26-34	36	36
35-45	9	9
Gender		
Male	43	43
Female	57	57
Annual Income		
Rs. 10000-20000	23	23
Rs. 20001-30000	44	44
Rs.30001- 40000	27	27

Above 40001	6	6
Education		
School level	24	24
Under graduation	42	42
Post graduation	34	34
No of adults in household		
One adult	15	15
Two adult	68	68
Three or more	17	17
No of children in household		
No child	8	8
One child	13	13
Two child	59	59
Three or more	20	20

CHI SQUARE ANALYSIS

The Chi-Square statistic is most commonly used to evaluate Tests of Independence when using a cross tabulation (also known as a bivariate table). Cross tabulation presents the distributions of two categorical variables simultaneously, with the intersections of the categories of the variables appearing in the cells of the table. The Test of Independence assesses whether an association exists between the two variables by comparing the observed pattern of responses in the cells to the pattern that would be expected if the variables were truly independent of each other. Calculating the Chi-Square statistic and comparing it against a critical value from the Chi-Square distribution allows the researcher to assess whether the observed cell counts are significantly different from the expected cell counts.

The calculation of the Chi-Square statistic is quite straight-forward and intuitive:

$$\chi^2 = \sum \frac{E_i(O_i - E_i)^2}{E_i}$$

H₀ : There is no significant relationship between gender of the respondents and service quality availed to them.

H₁ : There is a significant relationship between gender of the respondents and service quality availed to them.

Chi- square relationship	Delivery of product	0.023
	Customer service	0.000
	Food delivery	0.054

The table shows a relationship between the gender of the respondents and the service quality availed to them in online food booking apps, the hypothesis is accepted in the case of delivery of product and the customer service availed to them. The significance value is greater than the table value in the food delivery factor hence hypothesis is rejected.

V. FINDINGS OF THE STUDY

SIMPLE PERCENTAGE ANALYSIS

- Majority of 55% of the respondents are from the age category 18-25.
- Majority of 57% of the respondents are female.
- Majority of 44% the respondents' annual income ranges from Rs 20001-30000.
- Majority of 42% of the respondents are in under graduation level.
- Majority of 68% of the respondents have two adults in household.
- Majority of 59% of the respondents have two children in the number of household.
- Majority of 78% of the respondents are aware of promo code offers, rewards and reference using online food ordering service by the sample customers.
- Majority of 82 % of the respondents would wish to place the Order through Online Food Ordering Service.
- Majority of 69% of the respondents often place the order in weekends and holidays.
- Majority of 87% respondents are preferred cash on delivery as the option for their Mode of Payment.

VI.CONCLUSION

From the study, it can be concluding that youngsters are further apt to online food ordering service as compared to elder people. The study focus that many of the respondents are female and many of them are aware of promo code, offers etc. Based on the second objective majority of the respondents wish to place the order through online mode and also they preferred to make the payment in cash on delivery basis. The study highlights that users often place orders on weekends and holidays.

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