CUSTOMER PERCEPTION TOWARDS ON ONLINE FOOD ORDERING

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Abstract: *The mobile application has made all traditional modes of business outdated and generated amazing new possibilities in business. Mobile application is a combination of marketing acumen and technology uses the Internet as a medium to advertise and sell services and goods. Today, more people are getting connected through mobile application and they are ready to trade through it. It also affects the operation of companies and organizations. Companies have changed their traditional business strategies into online marketing to suit customer needs and taste at any time. This research paper aims to discuss the customer's perception towards the online food ordering. The survey was conducted for a purposeful analysis of the study on around 103 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 mind and overall satisfaction towards online food services. To achieve the objective, data have been collected from different people and also visited restaurants to know their point of view.*

Keywords: *Online food customer service, customer perception, customer preferences, current customer feedback, expectations of customers, mobile applications.*

1. INTRODUCTION

Technology has played a key role in revolutionizing the food services. It has contributed to the changes in customer preferences as their dependency of technology has motivated them to do everything online comprising getting cooked meals delivery to their door step .convenience is the prime factor to the consumers,as to place an order is as simple as few clicks on any mobile devices. Technology dependency, convenience and less time taken for the food to be ordering aids as a good reason for the customers to choose the services offered by the online food ordering .the popularity of online food is steadily growing, expectations of the users are also increasing.ht research paper is aimed to investigate customers view about the services of online food portals.

LITERATURE REVIEW:

According to **Serhat Murat Alagoz & HalukHekimoglu (2012),** e-commerce is rapidly growing worldwide, the food industry is also showing a steady growth. In this research paper they have used the Technology Acceptance Model (TAM) as a ground to study the acceptance of online food ordering system. Their data analysis revealed that the attitude towards online food ordering vary according to the ease and usefulness of online food ordering process and also vary according to their innovativeness against information technology, their trust in e- retailers and various external influences .

According **to H.S. Sethu & BhavyaSaini (2016),** their aim was to investigate the student's perception, behavior and satisfaction of online food ordering 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 **Varsha Chavan, et al, (2015),** 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.

2. OBJECTIVES OF THE STUDY

Primary objective:

To study how online food services are perceived by the customers.

Secondary objective:

- To analyse what are the various factors that influences the costumers to choose online food services.

- To analyse the most preferred online food service portal byconsumers.

- To know what are the factors that hinders customers to use online food services.

3. RESEARCH METHODOLOGY

The study is based on the collection of primary data. Quantitative research method was used in this research so as to investigate and observe the collected data with the help of statistical, mathematical and computational techniques. A structured questionnaire was designed with close-ended and open-ended questions. It was designed in such a manner so that it caters all the areas of study.Questionnaire was prepared and the respondents are categorizedon the basis of Age, educational qualification, gender, occupation etc.

1. Awarness about electronic food ordering channels.

2. Findings of electronic food ordering easy and convenient.

3. Convenient electronic channel to order food online.

4. On what occasion's customer order food electronically.

5. How often do you order food electronically .

6. How did customer come to know about the electronically did ordering process.

7. Which site do you mostly use to order food.

4. DATA ANALYSIS AND INTERPRETATION

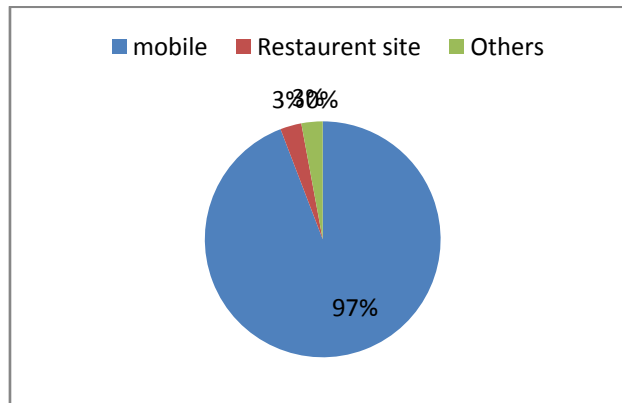**1.** showing the awarness about the electronic food ordering channels.

Out of 103 responses most of the people having the awareness about the electronic food ordering and some of the people are not awareabout the electronic channels.

2. Showing the findings of electronic food ordering easy and convenient.
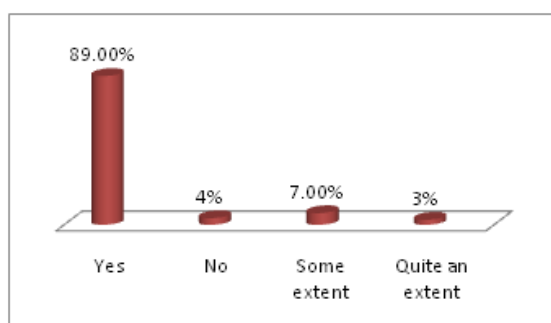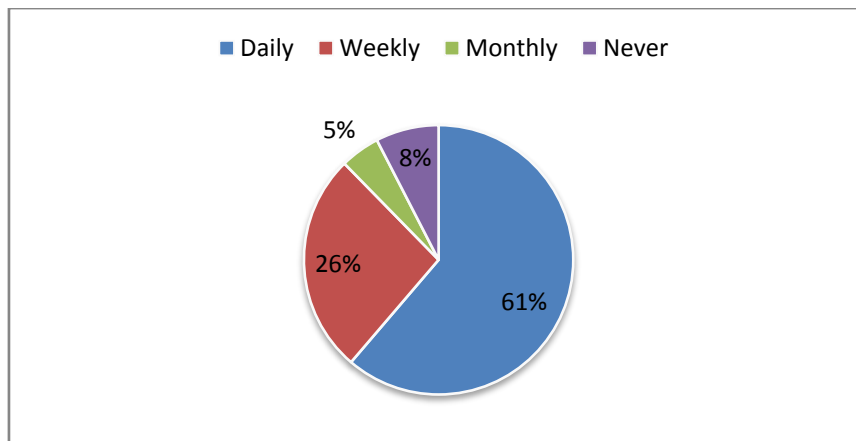
Out of 103 responses most of the people found easy and convenient for the electronic food ordering and some of the say no and some extent, and quite extent.

3. Showing the Awarness of different electronic channels.

Out of 103 people most of the people use mobiles only other having the awareness based on the restaurant sites and any other channels.

4. How often do you order food electronically.

Out of 103 responses most of the people ordered daily based on their criteria they order the food on online.

5. Showing how did customer come to know about the electronic ordering process?
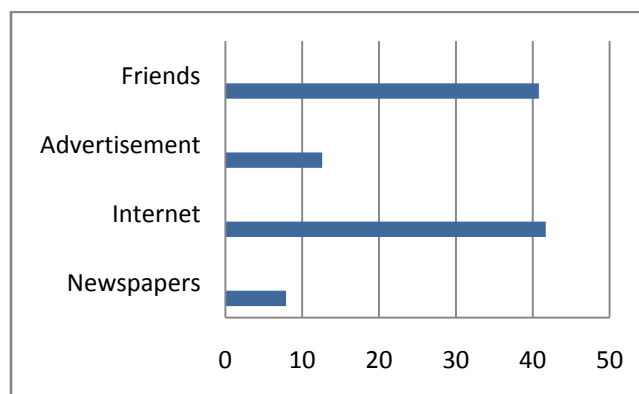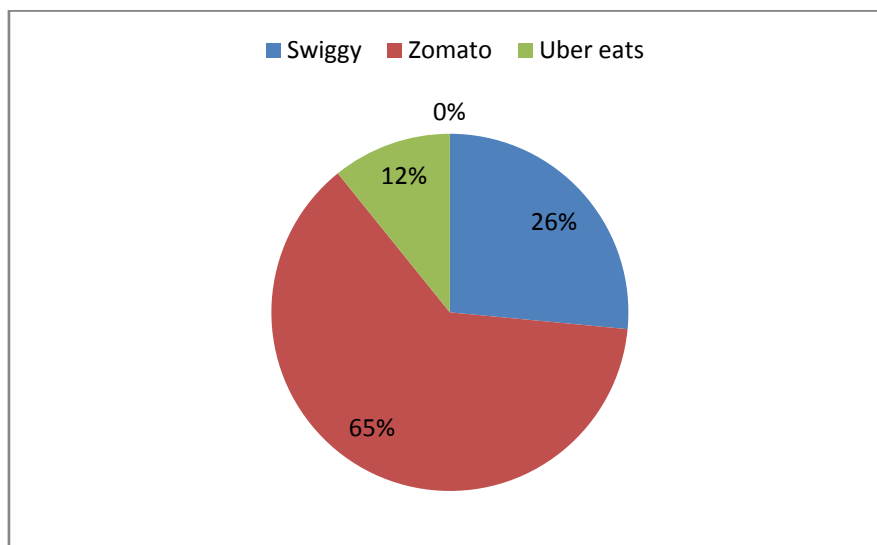

Out of 103 people most of the people know by way of internet and friends for order the food in electronic food ordering.

6.Showing or an average, how much money do you spend monthly to order food electronically?
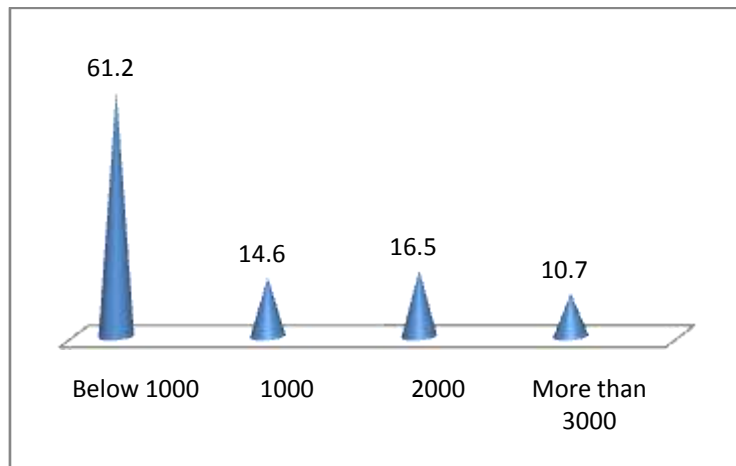
Out of 103 people most of the people money spend monthly for oredering the food is 1000 based their criteria to order the food on online.

7.Which site do you mostly use to order food online?

Out of 103 people most of the people used zomato because there is offers for ordering the food in that some of the people order some other food online.

8.Do you face any problems during ordering or receiving food?
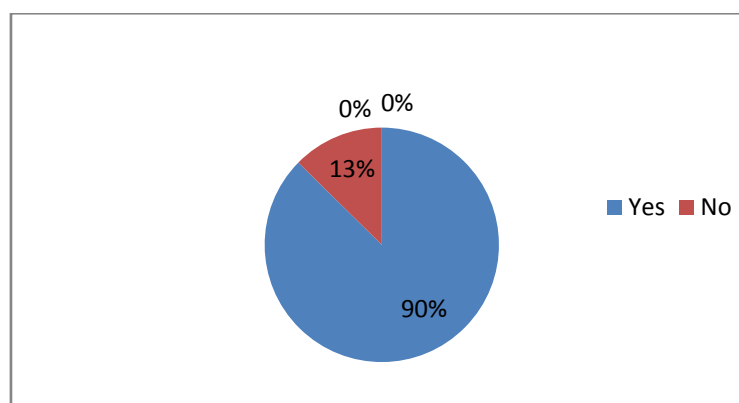

Most of the people faces the problems while ordering the food like not on time delivery, money was deducted but not ordered and some of other factors and out of that there is no other problems to ordering food online.

9. Is online food is tasty?
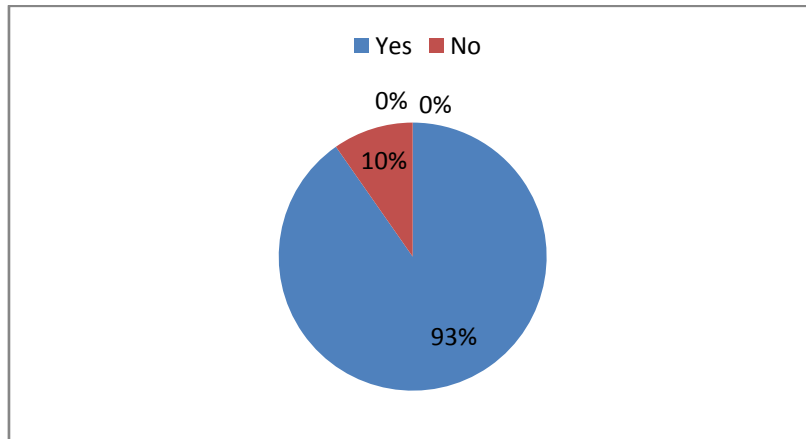
Out of 103 people most of the people says about the online is very tasty and eatable with good taste some of the people says not online food is tasty.

10. How much do you rate for online food from1-5 rate scale.
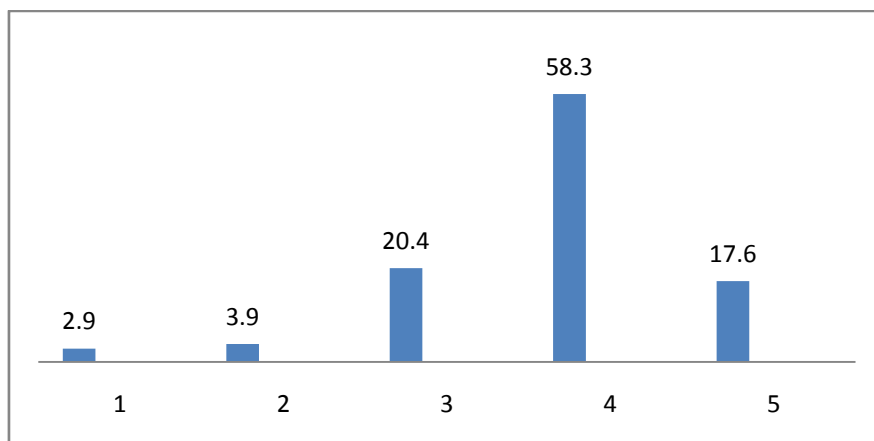
Out of 103 people they give the rating scale mostly 4 for the online food ordering and others they gave based on their parameters on online food ordering.

11. Is the food is being on time?
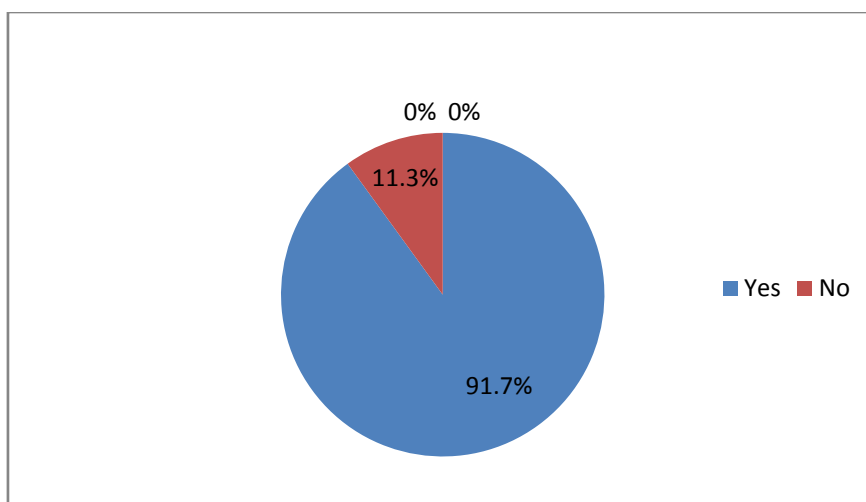
Most of the people says that food is being on time and some of the says no based on their parameters.

12. Showing the age group of consumers

AGE GROUP	NO.OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
15-25	74.6	74.6%
25-35	22.4	22.4%
ABOVE 35	6	6%

Based above table says about most of the age group 15-25 people will order the food in online when compare to other age group people.

5. FINDINGS OF THE STUDY

- Consumers are mostly influenced when they receive any Rewards &Cashbacks followed by Location.

- Most preferred online food delivery service provider is Zomato followed bySwiggy.

- The factors that prevent consumers to use the online food delivery services are Bad Past Experience followed by Influence fromfriends/family.

- Nearly 90 percent of the respondents found electronic food secured.

- Respondents were significantly more satisfied with online food ordering

- Most of the respondents even today using mobile as the main source of communication to order the food online.

- Respondents between the ages 15-25 years ordered electronic food more.

6. CONCLUSION

According to the conclusionthat Zomato has gained positive opinion of majority of the consumers in comparison to other service providers. After studied the customers' perception of electronic food ordering it is concluded that every system has its strengths and weakness. The purpose of this online food orderingsystemisbasicallytosavethetimeofthecustomersespeciallywhenhe/she has to invite people for anyoccasion.

The chief reason of electronic ordering is convenience. The single most important attribute of electronic ordering is accuracy. This study found that online food ordering is reasonably popular among the residents of Andhra Pradesh. Nearly 90 percent of the respondents were aware of the electronic food ordering. Customers between 15-25 years of age ordered more electronic food and it was often ordered astheydidn'twanttocookespeciallyduringtheweekends.Customerswhoevaluate 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 electronic 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. 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 electronic food ordering.