



CONSUMERS ATTITUDE AND PREFERENCE TOWARDS ONLINE FOOD DELIVERY SERVICES PROVIDERS: A STUDY IN ERODE DISTRICT OF TAMIL NADU

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ABSTRACT

The online food delivery service is one of the fastest growing businesses in India today. The increased mobile phone usage and development in the internet and communication technology have boosted the growth of such business in India. On-line food ordering is a simple, convenient and easy way for consumers to buy and have food delivered at their doorstep without wasting the time in restaurant. This method is convenient, safe, and reliable and is revolutionizing the present restaurant industry. At this background, this study is an attempt to identify the factors influencing the consumers to prefer online food delivery services in Erode District of Tamil Nadu. The primary data of this study have been collected from 100 sample respondents using convenient sampling technique and analyzed with the help of Statistical Tool like Garret Ranking Technique. The study concludes that the Door Step Delivery is the primary factor influencing the consumer to prefer online food delivery services and suggests that prompt delivery of food at the doorstep of consumer at a reasonable price can still influence the consumers towards preferring online food delivery services.

KEYWORDS : Restaurant, Internet, Communication, Online food delivery.

INTRODUCTION

Online Food delivery service has revolutionized the way the consumer order food with just a few taps on their smartphones. The primary source of energy for human being is from food and water. So, food acts as a major role in the life of human beings (Tsang et al., 2004). Those days' people used to cook healthy foods and serve their families. After few decades people started moving to restaurants or hotels to have their food. In this modern technology, the usage of Mobile phones has increased quickly in recent years. Online ordering systems are maintaining a good relationship with the customers, which is being an important reason for the success of a business. The online food ordering method is increasing in the Indian market day by day. Food delivery services are one of the fastest growing segments of e-commerce. The major difference between traditional and online Food Ordering is the extent of interaction between the consumer and the seller. As an enormous amount of people are gravitating towards the more intensive use of the Internet as the accessibility of technology and young consumers may be labelled as 'lazy' for depending on technology and convenience. In addition to that, the time taken for the food to be delivered serves as a good reason for consumers when they do not have plans on where and what to eat. From the business point of view, owners would grab opportunities which are seen as a new source of revenue generation.

STATEMENT OF THE PROBLEM

Tasty food and easy accessibility plays a crucial role in the attitude and preference of consumers towards online food delivery services. Traditional Restraint Food is inconvenient and time consuming. In the fast-moving world, consumers don't have time to stay in the long que of restraints and hotels for variety of tasty food at reasonable cost. Therefore, the consumers are moving towards online food delivery services which have been observed from the restaurants where online food delivery service providers buy foods with large number of orders from their customers. The gaining popularity of online food delivery services among consumers is influenced by various factors which may depend upon their level of satisfaction obtained from the online food delivery service providers. Therefore, it is felt that there is a need to find out the influencing factors and the level of satisfaction of consumers towards online food delivery services

in Erode District of Tamil Nadu.

REVIEW OF LITERATURE

By realizing the significance of the review of the previous study, the following reviews have been made.

H.S. Sethu & Bhavya Saini (2016), investigated the student's perception, behavior and satisfaction towards online food ordering and delivery services. Primary Data were collected from 70 respondents and analyzed with Chi-square Test. The study revealed 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.

V. Krishna kumara (2019), studied the impact of customer behavior towards online food services with special reference to Chennai. The study is based on primary data and samples collected from 100 respondents. The data were analyzed with chi-square test and found that there is no significant relation with gender and satisfaction level of consumers towards online food delivery services.

Dsouza Prima Frederick (2022), examined the consumer perception towards online food delivery services – Development of Conceptual Model. The study is based on primary data collected from 100 sample respondents with well structured questionnaire. The collected data were analyzed with Structural Equation Model (SEM) and found that the customers are influenced towards online food delivery as it offers many benefits in terms of price, quality and convenience.

OBJECTIVE OF THE STUDY

- To identify the factors influencing the consumers to prefer online food delivery service provider.
- To examine the consumers attitudes to choose a particular online food delivery service provider
- To examine the relationship between occupation of the consumers and their level of satisfaction towards online food delivery services.

DATA ANALYSIS AND INTREPRETATIONS

Table 1 Consumers' Preference Towards Online Food Delivery Service Providers

Classification	Frequency						
	Zomato	Swiggy	Dominos	Just Eat	Fasoods	Food Pandaa	Totala

Age	Below -18	8 (38.09)	7 (33.33)	3 (14.28)	1 (4.76)	- (0)	2 (9.0)	21 (100)
	19 -30	11 (36.66)	9 (30)	4 (13.33)	1 (3.33)	1 (3.33)	4 (13.33)	30 (100)
	31 – 40	7 (33.33)	6 (28.57)	2 (9.52)	2 (9.52)	1 (9.52)	3 (4.76)	21 (100)
	Above 40	3 (37.5)	2 (25)	1 (12.5)	1 (12.5)	1 (12.5)	- (0)	8 (100)
Gender	Male	15 (34.09)	12 (27.27)	8 (18.18)	3 (6.8)	1 (2.27)	5 (11.36)	44 (100)
	Female	9 (25)	10 (27.7)	5 (13.88)	7 (19.44)	2 (5.5)	3 (8.33)	36 (100)
Education Qualifications	Illiterate	3 (25.00)	4 (33.33)	2 (16.66)	1 (8.33)	- (0)	2 (16.66)	12 (100)
	Higher Secondary level	9 (29.09)	7 (22.58)	5 (16.12)	3 (9.67)	1 (3.22)	6 (19.35)	31 (100)
	College level	12 (32.43)	9 (24.32)	6 (16.21)	3 (8.10)	2 (5.40)	5 (13.5)	37 (100)
Annual Income	Below Rs.1,00,000	6 (31.57)	5 (26.31)	2 (10.52)	2 (10.52)	1 (5.26)	3 (15.78)	19 (100)
	Rs.1,00,001- Rs.5,00,000	8 (28.57)	9 (32.14)	6 (21.42)	3 (10.71)	1 (3.51)	1 (3.51)	28 (100)
	Rs.5,00,001- Rs.10,00,000	7 (31.81)	5 (22.72)	4 (18.18)	3 (13.63)	2 (9.09)	1 (4.54)	22 (100)
	Above Rs.10,00,000	3 (27.27)	3 (27.27)	2 (18.18)	1 (9.09)	- (0)	2 (18.18)	11 (100)

Table 2: Garrett's Ranking Analysis For Consumers' Preference Towards Online Food Delivery Service

S. No	Factors	Rank										Mean Score	Rank
		1	2	3	4	5	6	7	8	9	10		
		81	70	63	57	52	47	42	36	29	18		
1	Easy and Convenience	10	10	15	10	7	6	3	5	8	6	431.7	II
2	Quality Food	8	11	10	5	6	7	8	9	8	8	401	V
3	Social Status	5	8	9	11	3	12	6	9	10	7	387.1	VII
4	Offers & Discounts	4	6	12	8	12	15	9	6	3	5	405.6	IV
5	Variety of food	12	5	5	9	6	12	13	8	7	3	411.7	III
6	Time Saving	3	4	7	7	17	8	12	7	6	9	371.5	VIII
7	Less Human Interaction	2	2	4	10	13	6	10	11	9	13	339.3	IX
8	Door Delivery	25	18	8	9	7	4	2	1	4	2	512.6	I
9	Quick Delivery	9	11	3	5	6	7	8	13	12	6	387.4	VI
10	Payment options	2	5	7	6	3	3	9	11	13	21	312.1	X

The table 1 depicts that the percentage analysis of respondents' preference towards selected Online Food Delivery Services viz., **Zomato, Swiggy, Dominos, Just Eat, Fasoos and Food Panda**. The result shows that the majority of sample respondents (36.66%) belong to the Age group of 19-30 prefer Zomato as their most preferred online food delivery service provider. Similarly, Male (34.09%) belong to the group of Gender and College Level Educated respondents (32.43%) belong to the group of Education prefer Zomato as their most preferred Online Food Delivery Service Provider and the Annual Income of the respondents (32.14%) between Rs.1,00,001-Rs.5,00,000 belong to the group of Annual Income prefer Swiggy as their most preferred Online food delivery service provider. Therefore, It is concluded that the majority of sample respondents prefer Zomato followed by Swiggy and other online Food Service Providers.

The table 2 depicts that the factor which influence the consumer to prefer online food delivery service is Door Delivery as it has been ranked I by the majority of consumers with a mean score of 512.6 and followed by Easy and Convenience ranked II with a mean score of 431.7 and Variety of food ranked III with a mean score of 411.7.

Findings of the Study

Percentage Analysis

Consumers' preference and awareness towards online food delivery service providers was analyzed with percentage analysis and found that the majority (36.66%) of sample respondents belong to the age group of 19-30 prefer Zomato

as their most preferred Online Food Delivery Service Provider. Similarly, The majority (85%) of sample respondents are aware about Zomato.

Rank Analysis

The consumers are influenced by various factors towards online food delivery service providers and it may be due to consumers' awareness and satisfaction obtained from the service providers. Garret Ranking technique was administrated to identify the factor determining the consumers preference towards Online Food Delivery Service Providers and found that the Door Delivery is the major factor with a mean score of 512.6 determines the consumers preference towards Online Food Delivery Service Providers.

Suggestions

- The food delivery service providers may try to deliver the foods as prompt as possible and it would bring more orders.
- Variety of food at a reasonable cost might be delivered to the consumers and it would influence even more poor consumers.
- Service charge might be reduced to some extent as possible.
- Uneducated are not able to order through online and hence, they might be delivered food when order done through direct call.
- Payment option might be any such as cash, UPI, Debit/ Credit card.

CONCLUSION

Online food delivery business is gaining popularity among

consumers now-a- days and is due to the reason that the development of mobile communication and healthy competition among online food delivery service providers. According to this study, It is concluded that the time of the delivery at the door step of the consumers is considered as an important factor which influence the consumers towards preferring online food delivery service. Therefore, Online food delivery service providers should frame suitable policies to deliver quality food at the doorstep of the consumers as early.

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