



ORIGINAL RESEARCH PAPER

Economics

CUSTOMERS PERCEPTION TOWARDS ONLINE FOOD DELIVERY SYSTEM WITH SPECIAL REFERENCE TO ALAPPUZHA DISTRICT

KEY WORDS:

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ABSTRACT

Growing population and dynamic intake habits- It appears that the urban population growing over the rural population which will increase the financial gain. Due to increasing financial gain, individuals are restricted to vary their intake habits. Scarcity of time- Because of the busy schedule of working ladies, they consider it better to eat prepared food from restaurants than cook it themselves. However, the traditional technique of food ordering was terribly time-consuming thus to save this time, individuals start to order food online. The purpose of this study is to discuss customer satisfaction with online food ordering and delivery applications in a specific geographic area. The research focuses on the collection and analysis of information from all users of online food delivery services. The goal is to determine the influential factors, as well as their perception and overall satisfaction with online food delivery applications.

INTRODUCTION

Online food ordering and delivery is the process that delivers food from native restaurants, from home chefs and different eateries through a mobile application or an internet site. This type of food delivery is being most liked among young generation and the user may seek for a favourite restaurant, opt for their favourite foods, make payments and get the food at a convenient address. Payments for the service may be by E-wallets, credit or debit cards, UPI or pay on delivery.

The first online food order was a pizza in 1994 by the Pizza Hut in America. Then the primary online food ordering service was World Wide Waiter in 1995, these days it's called waiter.com. 20-30 percent business of major pizza companies was through mobile apps in the year 2000.

The arrival of mobile technology has brought such an enormous amendment in it. Industries like healthcare, logistics, food, taxi booking, etc. are moving quickly to achieve sales and customers across the market. With increased usage of smartphones, the food delivery startups began to receive additional attention. Instacart has been founded in 2012.

Customer satisfaction indicates the fulfilment that customers gain from the food delivered. In different sense, it is determined by how satisfied customers are with their orders and overall experience with the company. Perception is defined as the manner that a customer thinks about the company as a whole or its offerings. It may be positive or negative feelings, perceptions, expectations or experiences that a customer has. It is associated with an individual's admiration of a product or service provided or marketed to him. Companies have transformed their traditional business methods into internet business in order to compete with customers' needs and tastes at any time.

It's currently simple to order and receive food at the doorsteps with trending food delivery applications. Additionally, there are many different options within the mobile applications that you just ought to consider before creating it live. Geo-location, auto value calculation, map, review and rating, elaborated data of eating house and lots of others are the serious demands from the purchasers that you just ought to implement in your food ordering and delivery applications.

The history of the Indian online food ordering industry is very recent. The growth of Indian food delivery industry began

from Zomato in 2008. Later on, stage of growth was in ordering and delivery of food from fuelled by Food panda and after that entrance of Swiggy had changed the logistics of the industry in 2014. The food delivery had involved both national and international players. The popular players in India are: Swiggy, Zomato, Food panda and Uber Eats. They are also the champions irrespective of their market share and growth. Because many start-ups couldn't survive market pressure and competition, they had locked up their operations. According to the report of Chanana in 2019, Out of 105 start-ups only 58 are operational today.

Review of literature

Chotigo and Kadono (2021) studied the factors persuading customers to order food before and during COVID-19. Data was collected through the 220 users before COVID-19 and 250 users during the pandemic. The study revealed that customer satisfaction was influenced by various factors: trust, price, convenience, social influence and the quality of the app before and during a pandemic.

Ramli, Ghani et al. (2021) determined the student's behaviour towards the use of online food ordering services in Kuala Terengganu. The data was collected through a questionnaire among 362 respondents selected based on random sampling. This data was collected from the two universities in Kuala Terengganu. This study revealed that most of the students have positive intentions towards online food ordering services due to the following factors: customer control, easiness, appealing marketing strategies and enthusiasm to use the technology.

Singh and Nair (2020) studied consumer perception and attitude toward online food ordering. The study was conducted to know the satisfaction level, perception and the problems which the consumers face while ordering food online. The questionnaires were distributed among 325 respondents. The tools used for this study were - R- square test, chi-square test and goodness of fit. The study concluded that most of the respondents were neutral towards online food ordering apps and 47.5 percent of people ordered food weekly and 40.6 percent ordered more than 5 times in a month.

Tribhuvan (2020) analysed the consumer's perception of food apps. The TAM model was used for hypothesis framing. The questionnaire consists of 26 questions based on the Likert scale and the sample size was 143. Descriptive analysis, t-test

and correlation and regression were used as the research tools for data analysis. It concluded that the most preferred food app was Swiggy and cash on delivery was the safest and most secure form of payment. All age and income groups used food apps and they were happy with the service quality, hygiene, packaging system, efficacy in time management, affordability, discounts available and door-to-door service.

Mistry, Vansant et al. (2020) studied “consumer behaviour towards food delivery apps” and also studied the factors influencing online food ordering apps. A descriptive research design was used for this work. It concluded that the factors like gender, affordability, education, on-time delivery, the behaviour of peer service providers, and diversity of payment options affect consumer preference towards the selection of online food delivery platforms. Zomato was the most preferred online food delivery app.

Mohanapriya, Geeta et al. (2020) analyzed the customer preference and satisfaction level of customers in online food ordering systems. The questionnaire was used to collect data from the respondent. The majority of customers have online food delivery apps on their phones, but they only order once in a while. In this research paper, they identified the factors which restrain consumers to order food online as were lack of trust and fear of the poor quality of the packed food.

Jain, Anthony et al. (2020) studied customer preferences among various food ordering apps. The study was conducted among 100 students of a leading institute in Indore. Random sampling was used to fill up the questionnaire. After the analysis, it was found that the maximum no. of students have a smartphone and were aware of online food delivery apps and they used it frequently. All of them have attractive offers, discounts and other benefits. Swiggy was the most preferred app to Zomato and UBER EATS. Customers do not stick to one company while ordering food online; they varied their preferences over the applications based on the availability of offers.

Need for the study

The purpose of this study is to discuss customer satisfaction with online food ordering and delivery applications in a specific geographic area. The research focuses on the collection and analysis of information from all users of online food delivery services. The goal is to determine the influential factors, as well as their perception and overall satisfaction with online food delivery applications. To achieve these goals, information from customers in various places of Alappuzha was gathered and additional sites visited to grasp their point of view.

Objectives of the study

The objectives of this study are mentioned below:

1. To study the socio-economic profile of the respondents
2. To validate the factors that influencing customer to order the food online.
3. To suggest the measures to improve the online food delivery system.

Research Methodology

Data Collection Primary data has been used to accomplish the objective of the study. The primary data has been collected through the questionnaire from the customer. The study was conducted in Alappuzha district and 50 customers who frequently using these App's. The questionnaire has been designed in a systematic manner covering adequate and relevant questions which were useful to study. Secondary data also has been used for the study through various sources such as books, magazines, you tube, journals, websites and newspapers.

The data collected from the selected respondents who regularly purchased from online food ordering were included

in the study. The data were collected by using structured questionnaire.

The major findings of the study are the following.

- The respondents are in the age group of (76 percent) 25 – 45 years category. Only 16 percent of respondents were in the age group of 15-25.
- More the number of the family members more is the chance of high spending in one purchase. In other way, less the members of the family more the chance of frequent use of online food delivery applications consequently high is spending as a whole. The users having 1-5 family members are (80 percent), followed by 5-10 members (20 percent).
- In the study, both males and females are using the online food delivery system. The study had covered both the male and female. The female was 54 percent and male 46 percent. Male population was less in number because, in many houses, men had just been the decision makers and influencer of the decisions but not the user of the applications. During the data collection, about 10 percent – 15 percent of males had declined to fill in the questionnaire because they had not installed food ordering applications in their phone and shortage of time to fill the questionnaire. They acted as decision maker or influencer in ordering food but the order was carried forwarded in their son's, wife's, brothers or daughters' mobile application.
- The respondents were enquiring about the marital status of the respondents, majority of the were married and only 32 percent were unmarried.
- The family income of the respondents, indicates that majority (64 percent) of the respondents were earning between 50 thousand to 1 lakh. 24 percent earned 25 thousand to 50 thousand. Only 12 percent is earning above 1 lakh per month.
- The most of respondents are working women's, they easily choose the online food delivery system for conducting parties and get-together. The easy availability is the major attracting factor.
- The factors influencing online food delivery system is listed under following heads, Major reason for choosing online food delivery system is that, easy to access (84 percent). The online apps are user friendly and it is very easy to access the common man.
- Secondly the effective customer support, all the food delivery system keep time perfectly. This is become another factor. Thirdly stress free payment is the another attracting factor for online food delivery system. When we are going in the restaurants in a busy time, we have to reserve the table but in online food delivery we are enjoying food in the home. The online apps provide lots of offers for the customers, this becomes another attracting factor. The other factors like traffic issues, the working women choose online for contacting parties and all.
- The consumers give some suggestions to improve the food delivery system firstly less importance for online food delivery applications related to health and fitness. This health-related online food delivery applications can be made more popular.
- Secondly, identify the consumer's expectations to match the service quality of the individual company's standard or expectation.
- Thirdly develop and monitor the satisfaction index of each customer using expectation parameters of the customer. Lastly to increase the value for money by providing adequate support. These are the major suggestions to improve the online food delivery system.

Through this online system, the work pressure of the waiter in the hotels and restaurants has been reduced or in some situations the work has been eliminated. One of the key advantages of this technique is that if there is a large crowd in the restaurant, tables may become vacant and cut downs the

patron of the restaurant. Compared to the manual system, this system allows employees to serve customers in less time.

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