

A STUDY ON CONSUMERS PERCEPTION TOWARDS ONLINE FOOD ORDERING APPLICATION WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT

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Abstract

The introduction of Online food ordering application has been acclamation by the society. Now days, Customers are more flexible according to the technological changes because it's providing cushion to meet the need in day to day life. Mobile applications play a crucial role to reach the ultimate customer. The exposure of online food ordering has made changes in the consumer behavior. Online food ordering application having benefits not only to the customers but also the restaurants enjoy the benefits while using this application. This research attempt to study the consumer's perception about service provider's portal. For this purpose a sample of 150 customers are taken into account by using convenient sampling method. Statistical tools were applied like percentage analysis, Garrett ranking technique and Chi-square test.

Keywords: OFD (Online food delivery), Restaurants- Service provider-Customer;

INTRODUCTION

Technology has an opportunities and threats to the business environment. With support of technology, the restaurants identify the possible opportunities to survive in the competitive world. Due to increasing online food aggregators, the customers have a wider choice to select the favorite restaurant via virtual platform. There are two possible way to deliver the food and beverage to the potential customer. If the restaurant have an own website to deliver the foods to the ultimate customer. Otherwise, the restaurant have tie-up with third party service provider like Swiggy and Zomato. Online food ordering application creating better interaction between the business and customer. The customers are mostly like to prefer to order the food from online rather than traditionally visiting into the restaurant. Technology enabled business, easily transfer the plan into practical way. The restaurants use the technology to extend business area. It helps to reach the ultimate customer and increase their sales.

STATEMENT OF THE PROBLEM

In recent days, businesses conducting the marketing activities over the internet. Especially, online food ordering services have a significant change in the mind of the customer. Due to technological outbreak, online food ordering growth slightly increased for the past few years. Customers perception begin when the customer interact with the service provider. The customers have a perception about the service as favorable or unfavorable based on their past experiences. Customer reviews and feedback can have impact on customer perception. It helps to measure the customer perception. There are various factors consider as influencing the customer perception. Hence, this research given an attention to analyses the level of perception towards online food ordering application with special reference to Thoothukudi district. This research will help the service providers to clearly understand the customer perception about OFD.

OBJECTIVES OF THE STUDY

- To know about the socio-economic profile of the consumers
- To identify source awareness among the consumers.
- To assess the factors influenced to ordering food via online.
- To identify the relationship between family income and spending amount for OFD.
- To analyse the level of perception towards Online Food ordering application.
- To offer valid suggestions for improvement.

HYPOTHESES

- ✓ There is no significant relationship between family income and spending amount for OFD.
- ✓ There is no relationship between the gender of the sample respondents and their level of perception towards OFD.
- ✓ There is no relationship between the age of the sample respondents and their level of perception towards OFD.
- ✓ There is no relationship between the marital status of the sample respondents and their level of perception towards OFD.

METHODOLOGY

DATA COLLECTION

The study is compiled with the help of both primary and secondary data are taken into account. The primary data was collected from sample respondents with the help of questionnaire. Secondary data has been collected from journals, magazines, published records and websites.

SAMPLE SIZE:

Online food ordering applications are worked in the form of restaurant to customers and third party applications to customers. 150 customers are selected as a sample for the research in order to collect information

AREA OF THE STUDY

This research undertaken to study understand the customer perception towards online food delivery services in Thoothukudi.

TOOLS AND TECHNIQUES

- ✓ Percentage analysis
- ✓ Garrett ranking technique
- ✓ Pearson Correlation
- ✓ Chi-Square test

ANALYSIS AND INTERPRETATION

SOCIO-ECONOMIC PROFILE

The personal profile of the sample respondents (150) namely gender, marital status, age educational qualification, family income, type and size of the family were dealt in this table I.

TABLE I
SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

S.No	Factors	Classification	No. of respondents	Percentage
1.	Gender	Male	88	59%
		Female	62	41%
2.	Marital status	Married	60	40%
		Unmarried	90	60%
3.	Age	Below 20Years	41	27%
		20-40 Years	67	45%
		40-60 Years	31	21%
		Above 60 Years	11	07%
4.	Educational qualification	Higher Education	32	21%
		Under graduate	66	44%
		Post graduate	38	25%
		Others	18	12%
5.	Family Income	Below Rs.15,000	28	19%
		Rs15,000-Rs.30,000	68	45%
		Rs.30,000-Rs50,000	30	20%
		Above Rs.50,000	24	16%
6.	Type of the family	Nuclear family	83	55%
		Joint family	67	45%
7	Size of the family	Below 3 members	43	29%
		3-6 members	60	40%
		Above 6 members	47	31%

SOURCE: Primary data

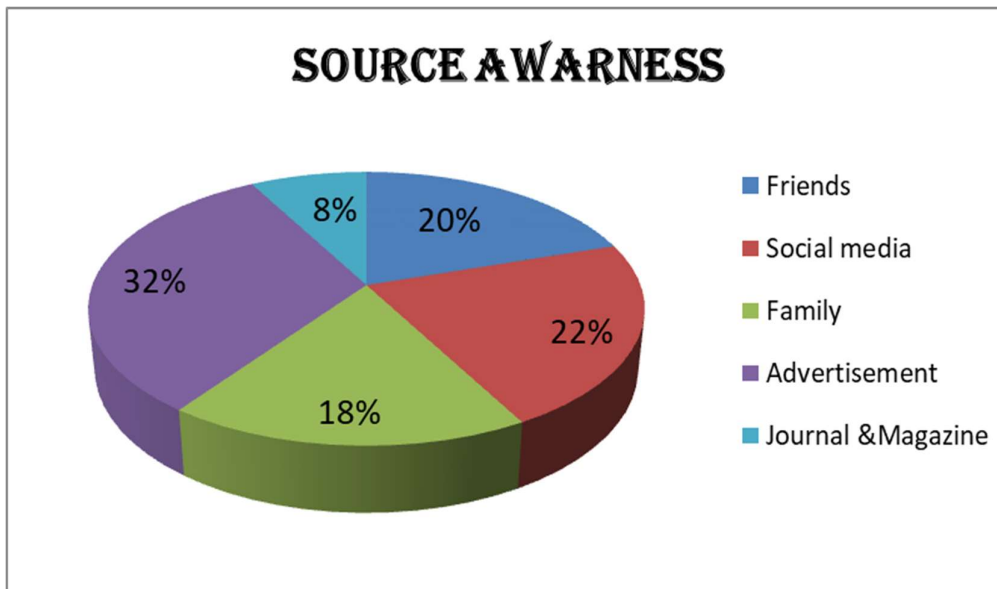
FINDINGS OF THE STUDY

The research findings obviously showed that,

- Out of 150 respondents, 59% of the respondents were male.
- 60% of the respondents were unmarried.
- 45% of the respondents belonged to the age group of 20-40 years.
- 44% of the respondents are under graduate.
- 45% of the respondents earned an income of Rs15, 000-Rs.30, 000.
- 55% of the respondents are under nuclear family.
- 40% of the respondents have 3-6 members in their family.

SOURCE OF AWARENESS

- To identify source awareness among the consumers with the help of pie chart.



It is clear from the pie chart, out of 150 respondents, 32% of the customers are got awareness from advertisement. It exhibits that advertisement is vital role for the business to reach potential customers and followed by social media, friends, family and Journal & Magazine

GARRETT RANKING TECHNIQUE

TABLE II
FACTORS INFLUENCED TO ORDERING FOODS IN ONLINE

S.No	Factors	Garrett Mean Score	Rank
1	Offers and discounts	55	II
2	Hungry	51.30	IV
3	Quick delivery	52.37	III
4	Variety of food and beverage	49.85	VI
5	Packaging	46.22	VII
6	Loyalty	50.45	V
7	Convenient	56.09	I

SOURCE: Primary data

It is clear from the above table II, 'Convenient' is the prime most factor that influence the customer to order food from online. Since, it got the maximum score 56.09. The second, third and fourth rank was secured by Offers and discounts, Quick delivery, Hungry and Loyalty, Variety of foods and beverage; Packaging secured fifth, sixth and seventh rank respectively.

The result of the study conclude that, consumer ordering food from online having various reason but unsurprisingly, the most reason for that convenient purpose. OFD allow customers to order anytime, anywhere. There is no need to physically enter into the restaurant. It helps the customer make it easy as to order anywhere.

CORRELATION

Inter-Relationship between family income and spending amount for OFD:

The Pearson's product moment correlation to find out the inter-relationship between family income and spending amount for online food ordering.

To set hypothesis to find out the relationship between family income and spending amount for OFD.

Hypothesis: There is no relationship between family income and spending amount for OFD.

TABLE III

Correlation between family income and spending amount for OFD

VARIABLE		Family Income	Spending Amount for OFD
Family Income	Pearson Correlation	1	.731**
	Sig. (2-tailed)		.000
	N	120	120
Spending Amount for OFD	Pearson Correlation	.731**	1
	Sig. (2-tailed)	.000	
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

To measure the relationship on the basis of correlation value (0.60-0.79) =Strong or High correlation between the variable.

From the table III concluded that, Correlation value is 0.731, it means there is possibility of strong relationship between family income and spending amount for OFD.

CHI_SQUARE TEST

TABLE IV

CONSOLIDATED RESULTS OF CHI_SQUARE TEST

PERSONAL FACTOR	DOF	CALCULATE D VALUE	TABLE VALUE	INFERENCE
GENDER	2	0.182	5.99	NS
AGE	2	0.196	5.99	NS
MARITAL STATUS	2	0.079	5.99	NS

NS- Not significant

Chi-square test is applied to find out the significance level at 5% among the gender, age and marital status.

The result of chi-square test proved that there is no relationship between the socio-economic profile of the respondents and their level of perception towards online food delivery service.

SUGGESTIONS

- Create a good impression in the mind of the customer in ordering their food at first time. It leads to make repeat order.
- The service provider should give consistency service to the potential customer.
- Take necessary steps to rectify the issues as soon as possible time in delivering the food.
- Always connect with customer by offering discounts, cash back and festival offer etc.
- Regularly update the food menu should be accurate, complete and consistent.
- Consider all category of age group of customers are taken into account in offering their service.
- Encouraging the customer to return to make repeat order into OFD.

- Packaging system should be eco-friendly
- Continuing customer's journey is possible only by the way of providing favourable experience in their service.

CONCLUSION

OFD is a user friendly application. It includes various features to hold there. Customer perception refers to opinion of the service providers in delivering the food to ultimate customer. It helps to know how customers are feeling about the service providers' direct or indirect experiences. Of course, regularly monitoring the customer experience with their service provider, it enables to improve the customer journey. Favourable customer experience leads to positive perception about the service provider. So, the positive perception increase brand loyalty and create more referrals especially word of mouth advertising having the possibility of more referrals to the surrounding people.

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