

A Study of Customer Perception about Online Food Ordering Services in Amravati City

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Abstract: This study focused upon Online Food Ordering Apps available for Amravati City. As, the Online Ordering systems have newly introduced in the City, this study tries to judge people's perception about it on primary level. Researcher have made an effort of considering few demographic presumptions and restrictions to get valid data from the sample size.

Keywords: Online Ordering System, Digital Payment, Smartphone Applications, Consumer Preferences

I. INTRODUCTION

A. About Online Food Ordering Business:

The application of technology in every business has grown up as excitedly as it made everything look possible. Electronic Info-medium especially the Smart phones have brought various dimensions of market place at once. This includes fields such as customer relationship management, Supply Chain and Logistics Management, Secure Payment and efficient Settlements Systems the industry is like e-ticketing, entertainment, travelling, learning, any sort of agency businesses. These are all possible because of the dynamic use of data and its transmission from various saints to various users. Search data consists of product information sales distribution channels customer support delivery extra.

Specifically looking at the hotel industry main concern of a hotel is its service ambience and most importantly the food. But the nature of perception varies from customer to customer. Therefore, not necessary every customer is interested only to have good service or enjoy the ambience. In fact, majority of the people genuinely enjoy eating restaurant food only because of its taste. Contrary, Restaurant owners also seem very keen about maintaining their Food taste and quality of serve to customer each time.

Therefore on various demographic levels, grooming of e-business specifically in delivery of quality food to the customer at his will and within his specified time became basic criteria.

B. Factors Driving Online Food Ordering business:

- Application designing & user interface
- Interactive offers by various restaurants
- Providing security
- Providing secure payment system
- Measurement of distances using maps

- Estimation of service and delivery time
- Packaging & Transporting Food
- Using safe routes & equipments for delivery people
- Retention of customer satisfaction, etc

C. Operations of Online Food Ordering System:

This system includes few basic operations such as, Feeding real time Menu and availability at restaurants' Data with the App, Offering & Highlighting Food Menus and Discounts, Receiving the Order, Confirming the Order after deciding Mode of Payment and Getting Customer Details, Specifying about Time of Delivery, Placing the Order and Finally Delivering the order within mentioned Time.



Fig. 1 Online Food Ordering System^[4]

D. Advantages and disadvantages of Online food ordering:

a. Advantages:

- It is the perfect virtual marketplace which involves customer as well as the the restaurants
- There is enough amount of flexibility for customer that when he want to eat and only at that time he will order his food.
- On the restaurant level there are all the specification necessary given to the customer to avoid all inconvenience such as time of opening, menu, prices, offers, etc.
- Restaurant by this way can certainly curtail their cost of serving at their doorstep and maintaining much people than necessity.

- Restaurant can serve more customers in less staff if and resources.
- Customer gate efficient food delivery with high quality food test as customers rate their restaurants online.

b. Disadvantages:

- There is no control over the decay of food over longer duration in transportation.
- Customers moreover do not retain the same restaurant as they have different restaurants for the same menu.
- Logistic is the greater challenge then the food quality at 90% of the time.
- Customers cannot give their recommendations in person to the chef if or cannot customize their menu.

E. About Online Food Delivery in Amravati City:

Amravati city is located in the western part of Vidarbha and having a population of almost 6 lakh people in the city area. There are almost 100 + restaurants available in city area which can serve up to 10 km which almost cover every part of Amravati City as per geographical structure. The people of Amravati City consist of Marathi linguistic population who prefer typical spicy food and assorted snacks menu as a part of daily food. As the city area consists of approximately 15 kilometers diagonally people wish to travel from one place to other for having lunch or dinner. But do there are few famous restaurants which are almost packed everyday in the rush hours. This means that they are not able to serve all the interested customers who wish to have lunch or dinner at their premises.

Fortunately in last decade the Smartphone revolution has brought down quite literacy among the entire population and they are well aware with functionality of Smartphone's apps.

Online Ordering apps in Amravati have emerged in late 2014 and since then almost 30 plus apps have tried to achieve their desire customer base for online food delivery. Unfortunately very few of them sustained and currently 5 or 6 online food delivery app are working successfully. In year 2018-19 nationwide giants such as *Swiggy* and *Zomato* have entered the city and heavily promoted '*Online Food Delivery*' concept by buy offline major discounts, providing special privileges, gift coupons, refunds and rewards.

II. REVIEW OF LITERATURE

The consumer's perception on online food ordering varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online food services. The perception of the consumer varies according to various similarities and difference based on their personal opinions.^[1]

With continuous influx of professionals in cities and rapid urbanization of Indian landscape, the food delivery and restaurant segment is now thriving at a blistering pace. Adding to this scenario is an increasing number of smart phones and food delivery apps. Food delivery apps have now become a big hit with tech-savvy individuals across India.^[2]

In the Indian market people still prefer to buy food in the conventional way that is by going and eating food or ordering at the restaurants. Slowing the trend is shifting towards online ordering of food and the cause for it is the easy availability of internet at a low cost and more use of electronic devices by people around.^[3]

III. RESEARCH METHODOLOGY

A. Scope of study:

Scope of the study is limited towards those customers who have experienced such online food delivery services through various apps in Amravati City.

B. Need of the study:

Researchers have keenly observed that people sometimes are not willing to spend hours to enjoy good food at the restaurants. So, he was curious to know whether such apps can help customers to change their perception about the dining experience.

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
- To study overall customer experience while ordering food via such electronic mediums.
- To study challenges in online food delivery business.

D. Data collection:

- Primary data have been collected through a set of questionnaire.
- secondary data have been collected through information provided by various websites magazines apps and people working in this industries

E. Sample size:

Sample size is taken as 150 customers who have experienced online food delivery. Demographically Sample Size have restricted to the age group 20 to 40 years.

IV. FINDINGS

1. The Age Group between 20-25 years is mostly using Online Delivery Apps in the collected Sample.

2. It has found that 65% of the user order 2-3 Times a Month.
3. Among all of the Factors Considered for Attractiveness about Online Food Delivery System, '*Speedy Delivery of Food*' seemed as highlighting one.
4. *Offer & Discount Schemes* Promoted through Apps are the biggest factors of Motivation for frequent buying online.
5. 87 % Customers would wish to again Order through Online Food Ordering App.
6. Mode of Payment for Online Order Delivery is preferred as *Cash on Delivery* by 78% users.
7. 64% Respondents *Strongly Agreed* that their Consumption of Food from Restaurants have increased due to Online ordering Facility availed through Apps.

V. CONCLUSION

From the study, it can be concluded that Online Food Ordering System is new and many of the users specifically above 40 years of age are not familiar with the ease of ordering food online. Mostly students prefer to order food online instead of going out for lunch. They feel ease of Placing Orders and time efficiency as main reason to prefer it. People in Amravati City are not that comfortable with

Digital Payment Platforms and prefer paying Cash. Customers who wish to enjoy ambience of the restaurant hesitate to order food just for the sake of eating a meal.

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