

Review Article

A Study on Customers' Perception and Satisfaction Towards Online Food Delivery System in Coimbatore City

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Abstract - Start-ups in India have become the new trendsetters, but over the last few years, they have been thinking about both the city and inside the international business ecosystem. These corporations, full of young Indians, were inspired to take upon multiple challenges to tackle African consumers' points of risk and expand those at affordable prices with various goods and services. The Tech experienced youth are designed to grab the minds, shares among people with significant technology, created to reflect or pioneering services with such a variety of ideas for their businesses. The present demographic is strong on trust, tends, and leads their lives far, less quickly but has thus brought valuable ways to improve others' experience surrounding them.

New technologies also played a massive role in reinventing the food supply industry from mobile to online shopping to meet the ever-changing demands of customers. This is attributable to the rigorous quality. New tech has also contributed to the change in customer demand, as their new tech dependence has migrated them to do as much as online, such as getting prepared meals delivered and received at their doorstep. Citizens around the state are looking for online ordering and getting more options with less energy but less value. The researcher aimed to study the impression of the customers regarding the service offered by the frameworks for online food ordering.

Keywords - Online food delivery system, perception, attracting factors.

I. INTRODUCTION

The Indian start-ups find their secret weapon for existence-success is real food. Today, there are so many competitors fighting literally via their stomachs to win the customer's core. Food engineering is Indian start-ups' savour of every season. However, according to the belief, this is not about information systems but also about innovation in the food experience provided to the consumers using actual food new tech. This is not about

fancy digital technology and actions but about breakthrough technologies in food science used only to create successful food products and customer interactions. Delivery services have appeared as the next major frontier to India's biggest e-commerce businesses after the supermarket. The Indian food chain market is valued at \$15 billion and is expected to increase steadily. In India, food production is becoming a competitive market. Expanding online grocery ordering delivery systems via mobile apps has made businesses wake back and get noticed. A few of the popular food hubs like Swiggy, Grubhub, Zomato, food panda, Ubereats and other similar apps feed online to the area and create money.

The online food system is a local restaurant cooperative website and consumer software to provide more interactive menus so that the purchasing process can take place. Ordering shop delivery is meant for greater flexibility and efficiency, and any web host guarantees that the system has sufficient navigation features via digital images or a substantial logo to guide customers like students, follow steps to complete the ordering system, other than being designed to handle a large number of multiple requests at the very same minute to avoid unnecessary chaos. In today's fast-paced world, when most are squeezed for time, the bulk of people are finicky when placing an online order is concerned. Worldwide, it is incredibly tricky to start a new small-scale business in the current economy and live in the competition of well-established and trustworthy culture. Today's clients are not only enticed, even though placing an online order is incredibly handy. However, because those who require accessibility in the provided stuff, price, and very more straightforward order connectivity. The online order system vastly simplifies both customer and service teamwork. The program offers a user-friendly, customizable and current to now interface with all available options.



Clients may opt to place orders with one or even more things that can fall within the cart. Until check out, consumers can show all details of the purchase inside the carriage. Ultimately, the consumer gets details about placing an order. After placing the order, it'll be loaded into the server and recovered in almost real-time. It helps restaurant employees to quickly undergo the laws as received to process all transactions with minimal delays and confusion effectively and successfully.

From either a market perspective, owners will seize opportunities seen by many as a means of generating revenue to replace them. Consumers' desire would be that the key driving factor for small businesses further to engage in online distribution systems meets the expectations and desires of customers. Online delivery is particularly recommended in developing countries, as technology and customer preferences are still changing.

Data shows that 50.8 percent of individuals order online delivery services because they like not to cook, as it allows customers also to have meals delivered straight to their homes and offices in much less than an hour. Small businesses also feel it helps the company remain competitive on the market as long as it is compatible, including their business model. Even though it is often correlated with price-added restaurant work, but the declining quality of service, a thorough analysis of its feasibility is strongly encouraged.

In 2019, the Global online food delivery industry hit a value of US\$ 2.9 trillion. Online food ordering helps customers have their desired food products delivered just outside of the door. The consumer gets updates mostly on the planned duration of processing and delivery of the food. These apps, in convergence with qualities like ease of service, speed, and reliability, raise costs for these services in India.

Expanding access to high-speed online services and going to increase Smartphone or iPhone sales are presently affirming positions in the industry. This, in conjunction with both the growing population with the community and earnings-level deflation working participants, is forcing business growth in the online food delivery industry. The companies initially set up on the country's urban regions, with Mumbai, Delhi, Mumbai, Chennai, or Mysore; the players are also now targeting smaller towns since they have high growth potential. In turn, on-the-go food items and fast online delivery models providing convenient, ready-to-eat (RTE), and affordable online food choices are stepping up demand for online food ordering services in the country. In comparison, some of the major players like Zomato, McDonald's Corporation, and Domino's Pizza Inc. have introduced Pay Pass delivery services with the rising cases of COVID-19. Such services ensure the food reaches the consumer with bare fists being in direct contact but is distributed securely with appropriate social distancing steps. IMARC analysts expect the market to hit a value of us\$ 12.7 trillion in 2020-2025 at a CAGR of 2.4 percent.

II. STATEMENT OF THE PROBLEM

A community cloud for purchasing online food ordering apps from a decent variety of restaurants was accessible throughout these days. That trend has changed the mindset of the clients, the delightful users of all age categories. There is a broad array of eateries that offer internet quality at the cheapest deals and affordable prices. This has indeed expanded their normal operations, witnessing a boom even as promoting it across the country inside the online food ordering system. The internet menu establishes an online food menu with the support of smart apps such as Zomato, Swiggy, and UberEats. Technology and science develop day by day, without even a question; this is often said the invention of the internet has expanded internet businesses in the nations. The internet has endorsed everyone in some ways, including booking tickets, paying bills, and buying utensils. Hence, the recent development is online food applications where stated food items are delivered only at the user's doorstep. This frees consumers from hitting the stores and the long waiting in cafes too. The key emphasis of this research would be to analyze the consumption perception of online food ordering services. The study adopts a quantitative as well as a qualitative method.

III. LITERATURE REVIEW

A study by Rajeev Kumar Bagla and Jasmine Khan (2017) investigated the factors responsible for the increasing popularity of online reservations and meal orders in India, user expectations, and the degree of happiness with useful devices like food panda uber eats and Zomato. Bonuses and money back have been found to play a significant role in the success of apps.

In her study, Anupriya Sinha (2019) found that the most attractive feature for consumers is Driveway Delivery to anyone at any time. Consumers are often motivated when they earn any Discounts or Cash returns accompanied by reward points or advantages. Poor Previous History, feedback, and word-of-mouth are factors that block customers from testing out the online food ordering apps. The whole idea with innovation can have a routine operation by providing proper and reliable service providers. It also was proposed that Tier 2 areas could be approached for business growth in future businesses, as these cities do have several working youths.

The research of Dr. Panse Chetan et al. (2005) reveals that the demand for mobile food delivery apps will be immense in the coming years. People use mobile applications not just because it reduces energy but because it is easy to bring food to everyone. We also have a sense of control over engineering as they can order whatever food we want, right wherever we want everything. Citizens also had the joy of using mobile technology and having the information at their fingertips. Technology affects business in virtually every sphere. With the aid of emerging technologies, the distance between consumer expectations and their contentment is being reduced. The disruptive force has brought in the company model a Paradigm shift to serve customers in the previously unthinkable manner.

India has witnessed the exponential growth of both internet access and the number of mobile phone users over the last decades. Mobile phone or internet access integration processes have caused significant shifts in consumer perception, outlook, aspirations, and buying behaviour. Systematic reviews determine that there is a relatively new trend for India as Swiggy commenced company in Malaysia in 2014. It will, nevertheless, keep growing at a rapid pace in the potential. Food aggregators are the drivers of consumer change between customers, which will diminish the propensity to feast out. Innovation destabilizes the industry by ordering user-friendly apps for food aggregators. Such developments are poised to hit delivery services with quicker home and workplace nutrition supplies.

Richardson Joao Chorneukar (2014), in his study, concluded that convenience is the best asset affecting customers to be using fresh produce online shopping. They also claimed that restaurant operators should focus on providing their customers with a higher perceived degree of control and convenience because these are correlated with such a higher intention to purchase online food in the future.

Ms Ardhana M Prabhash (2020) reveals that online resources are well known to most youths. The most crucial consideration will be online food apps offering offers. Most participants liked fast food in everyone's preference for curries. The study has also revealed that Swiggy is used for a considerable majority of participants, as well as Potato has been used. Because both men and women are the breadwinners in this fastest-growing economy, online food ordering services save precious working lives. Other benefits people would enjoy are flexibility ease of payment. On the other hand, losing consciousness, fear of electronic payment, and fear of sharing personal information are some reasons that hinder people from ordering food online. The study concluded with the statement that adapts to the evolving lifestyle of the customers, and due to the expansion and innovations in online activity, there is a change of food order trends.

Leong Wai Hong's study (2016) concluded that the proposed online food ordering system could help improve efficiency and thus directly impact the restaurant's productivity.

The research of Neha Parashar, Sakina, Ghadiyaly (2017) sought to explain the relationships among customers' services or buying behaviour. The study said facilities offered to play a significant part in purchasing an app. New consumers are more likely to use orders online, mobile, or in text. Young consumers place more value on comfort and speed than older users do. It has been concluded that clients enjoy not having to wait. The waiting customers may be motivated to try electronic food ordering.

IV. OBJECTIVES OF THE STUDY

- To research customers' understanding of online food delivery applications.
- Review of the factors driving customers to order food online via the platform for food delivery.
- Analyzing the challenges facing the clients.
- To research the level of customer satisfaction using the apps.

V. RESULTS AND DISCUSSION

Among the chosen sample, a large proportion of people with access to online facilities belong to a 20-30-year age category, among whom females are the central portion. The main dimensions of participants are those who buy directly weekly and pay 1000 rupees an aggregate per month for these purchases. Social media acquires its most significant source of information and awareness.

The main factor drawing customers to the online food delivery system is the offers, promotions, and cash backs provided by various online grocery apps, as presented in Exhibit 1. The next factor throughout the list is consumer convenience, which is further followed by prompt delivery companies.

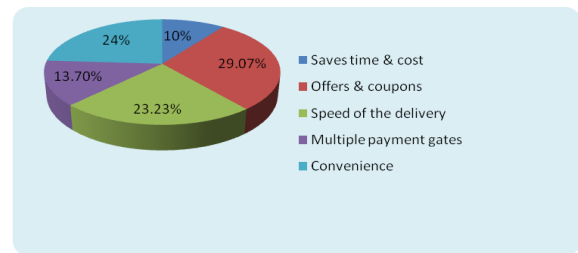


Fig. 1 Factors Attracting Customers Towards Online Food Delivery System

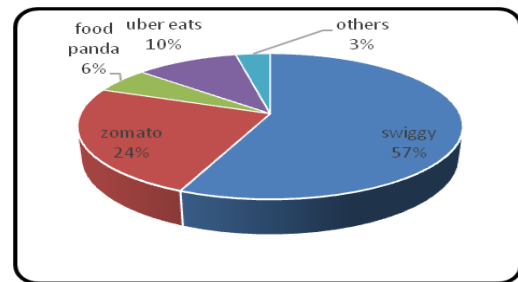


Fig. 2 Attitude of Customers Towards Online Food Delivery Applications

Many participants prefer to order food online via Swiggy, which counts for 57%, followed by Zomato, with 24% or 3% of people dependent on other specific apps.

Online food delivery program, becoming a simple tool, has few challenges faced by the customers, if not frequently, at the least, once in their lifetime. Exhibit 3 shows that many of the multiple recipients opined that there is no availability for preferred shops near their location. This is further accompanied by late delivery problems culminating in the unrepresented fresh hot food.

Around 11.86 percent of consumers faced payment options issues. At the least, 10.17 per cent of the participants have food quality issues.

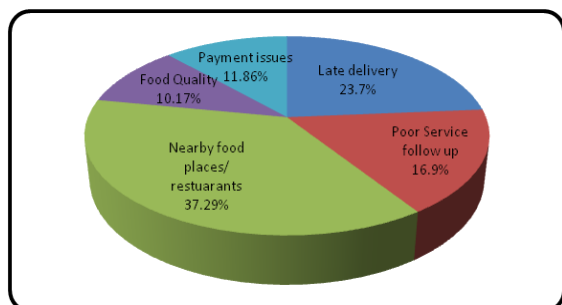


Fig. 3 Challenges Faced By Customers

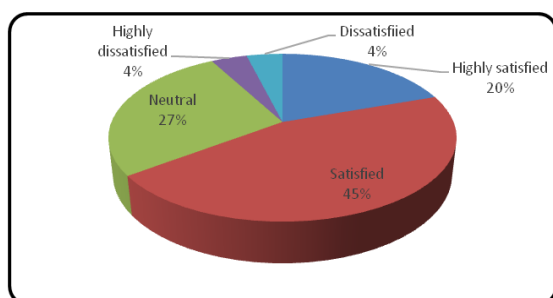


Fig. 4 Customers' Satisfaction Level

The majority of respondents (45 per quarter) are pleased with the services they rely on for online food delivery. The majority of people prefer to purchase using cash-on-delivery payment options and hold away the fear of digital payment systems. The most desired particular food for citizens involves small plates, junk food, vegetarian food, which is mainly served for the evening meal. This program saves people's time but is expected to guarantee the hygiene and quality of the food being delivered to clients by online food companies.

VI. CONCLUSION

With double-income households, urban India has witnessed both parents taking back the bacon, which is shifting folk's way of living dramatically and ultimately changing habits, lifestyles, and food habits. The increasing variable is competition for junk food accessibility at affordable rates. Time sit-ups and a growing need to spend some quality time with 92% of atomic families reaching out for meals or takeaways to save energy and time that could otherwise join a meal reception every week of the year. In reality, there is an impressive increase in employment people who end up wasting much of their extra time travelling and studying, contributing in some very little time to cook full-bowl meals. This is often again a key driver of sales for the country's food and beverage industry. With more people using mobile devices increased literacy on online access, the riches that wait to go to reap of the home delivery company are a google away.

Throughout a bid to satisfy changing consumer demands, the nutrition industry is steadily developing. Tech giant voice-enabled helpers like Apple and Walmart are rapidly making their way into customers' food behaviour; as per Cap Gemini, 40 percent of consumers will prefer voice-enabled assistance over websites or mobile apps within three years. Using it also extends to dining out. Though other takeout establishments give voice order, like Dominos, the selection remains limited.

The corporations' incentives, discounts, and usability are the biggest attractions for customers as the steps required for the place of an order is as simple as just a few clicks on mobile devices, laptops, or affordable smart devices. Other than that, the time needed to prepare the meal serves as a good reason for consumers not having plans on when and what to eat. The demand for online food ordering is proven to become the highest due to comforts during lunch and tea time which is further expected to grow in the near future.

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