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ODL learners perception towards online food delivery Chennai city

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***Abstract*---**After studied the customers' perception of online food ordering it is concluded that every system has its strengths and weakness. The purpose of this online food ordering system is basically to save the time of the customers especially when they have to invite people for any occasion.The chief reason of online food ordering is convenience. The single most important attribute of electronic ordering is accuracy. This study found that online food ordering is reasonably popular among the residents of Chennai city. Nearly 90 percent of the respondents were aware of the online food ordering. Customers between 15-25 years of age ordered more electronic food and it was often ordered as they didn't want to cook as well as in this rapidly moving world they don't have time to cook. This study has shown that perceived control and convenience are keys to customer use of online ordering which leads to higher satisfaction. The findings of the study indicate that restaurant operators should focus on giving their customers higher levels of perceived control and convenience, since these are associated with a higher intent to use online ordering in the future. Young customers are more likely to use online, mobile or text ordering.

***Keywords*---**ODL learners, perception, online food delivery, Chennai city.

Introduction

With the development of technology, people look over mobile app foe every work to be done. With huge number of your professionals in big cities people can't find much time to prepare food. Here comes a food delivery application to make the job too easy in India. Downloading the app from play or app store, registering into the application. Selecting the menu to place food delivered to your door step. Online food delivery website and mobile application much popular in Indian cities like Bangalore, Chennai, Hyderabad, and Mumbai. With large number of young audience in various cities, food delivery application in India has become instant

popular among users. People have huge number of choice to select among the apps to compare and pay with offer price from online food ordering applications. Here we look some most popular mobile applications for food delivery in India that are helping serving tastier lives at home.

- Swiggy
- Zomato
- Uber eats
- Dominos
- Food panda

Review of Literature

Dr. Sonali Jadhav (2018)*, their study entitled "Food Ordering Mobile Applications – A new wave in Food Entrepreneurship". They mainly focused services of food delivery mobile applications. The main objectives of the study is challenges and benefits of the food delivery system of the restaurant. They collected data through questionnaire from the respondents.i.e, restaurant owner. The researcher mainly used percentage analysis for analyzing the data. She find that most of the restaurant owner the food delivery apps is effective and efficient for increase the sales.Also they conclude that 50% of the market is un-organised sector. There has been a 150% growth in the online food delivery business in the last year. Most of the players attribute this growth to 3 factors: internet penetration, smartphone gaining the status of a necessity in life, and the restaurants being forced to explore delivery options to increase their business in the face of competition

Karan Kashyap (2017), has opined that using online food ordering services is gaining popularity in Tier 1 cities. The customers prefer eating in, as compared to going out to a restaurant when there are issues of traffic congestions. This segment has therefore seen a growth of almost 100% in the last couple of years. Zamarud Ansari and Dr. Surbhi Jain, stated the success of online food delivery startups is mainly because there is a steady growth in the ecommerce industry. Some of the challenges faced by the online food delivery businesses is delivering within the time frame and optimization of the resources as well as the technical skills of the employees. India has more than 400 food delivery apps with more than $120 million funding from venture capital firms and other investors. Food industry is a repetitive business since a minimum 3 meals are consumed by each individual in a day increasing the frequency of food ordering. This makes the investors and entrepreneurs optimistic about the growth of this segment.

Kirti Bhandge, Tejas Shinde, Dheeraj Ingale, Neeraj Solanki, Reshma Totare,"A Proposed System for Touchpad Based Food Ordering System Using Android Application", an automated food ordering system is proposed which will keep track of user orders smartly. Basically, they implemented a food ordering system for different type of restaurants in which user will make order or make custom food by one click only. By means of android application for Tablet PCs this system

* https://www.ijltemas.in/DigitalLibrary/Vol.7Issue4/110-115.pdf

was implemented. The front end was developed using JAVA, Android and at the backend MySQL database was used.

Objectives

1. To study how socio demographic (age, income, occupation) affects consumer experience.
2. To find reasons that influence consumers to use online food ordering
3. To find consumer experience towards online food ordering
4. To find the problems faced by the consumers in online food ordering

Research Methodology

Research design

The research design mainly focuses on the online shopping of consumer goods. Hence data was collected from the public who are aware of online shopping.

Data collection

The data required for the research is collected through both primary and secondary sources.

Primary data

Primary data was collected through questionnaire method. Questionnaire was used to collect data from the public who are all aware of online ordering.

Secondary data

The study involves collection of data from the secondary sources such as books, periodicals, articles, websites and course material previously designed by various professors.

Sample size

The sample size consists of respondents from various age limits and the size of the sample is 50 using convenience random sampling method.

Data analysis

The collected data was analyzed through percentage analysis

Analysis and interpretation

This Chapter produces the results of analysis.

TABLE .1
Gender of the respondents

GENDER	RESPONDENTS	PERCENTAGE
FEMALE	29	58
MALE	21	42
GRAND TOTAL	50	100

Source: Primary Data

Table 4.1 reveals the gender of respondents. 58 per cent of the respondents are female and 42 per cent of the respondents are male.

TABLE: 2
Age group of the respondents

AGE	RESPONDENTS	PERCENTAGE
Below 15 years	3	6
15 – 25 years	35	70
26 – 35 years	9	18
36 – 45 years	1	2
Above 45 years	2	4
GRAND TOTAL	50	100

Source: Primary Data

Table 4.2 depicts the age of the respondents. It was found that 70 per cent of the respondents are between the age group of 15-25 years, 18 per cent of the respondents are between the age group 26-35 years, 6 per cent of the respondents are below 15 years, 4 per cent of the respondents are above 45 years and the least respondents of 2 per cent are between the age group of 36-45 years.

TABLE: 3
Category of the respondents

CATEGORY	RESPONDENT	PERCENTAGE
STUDENT	20	40
EMPLOYED	22	44
HOME MAKERS	4	8
OTHERS	4	8
GRAND TOTAL	50	100

Source: Primary Data

Table 4.3 depicts the category of the respondents. 40 per cent of the respondents are under the category student, 44 per cent of the respondents are employed, and 4 per cent of the respondents are homemakers and others.

TABLE: 4
Marital status of the respondents

MARITAL STATUS	RESPONDENTS	PERCENTAGE
MARRIED	9	18
UNMARRIED	41	82
GRAND TOTAL	50	100

Source: Primary Data

Table 4.4 depicts the marital status of the respondents. 82 per cent of the respondents are unmarried and 18 per cent of the respondents are married. It's found that majority of the unmarried people prefer online food ordering.

TABLE: 5
Opinion of the respondents on competiton between food apps

OPINION	RESPONDENTS	PERCENTAGE
STRONGLY AGREE	23	46%
AGREE	19	38%
DISAGREE	8	4%
GRAND TOTAL	50	100%

Source: Primary Data

Table 4.5 depicts the opinion of the respondents. 46 per cent of the respondent strongly agrees that there is competition among the food apps, 38 per cent of them agree whereas 4 per cent of the respondents disagree with this case.

TABLE: 6
Preference towards ordering vegetarian and non vegetarian foods

PREFERENCE	RESPONDENTS	PERCENTAGE
VEG	23	46
NON-VEG	27	54
GRAND TOTAL	50	100

Source: Primary Data

Table 4.6 depicts the preference of the respondents. 46 per cent of the respondents prefer vegetarian food and 54 per cent of the respondents prefer non vegetarian food.

TABLE: 7
Satisfaction level towards the food ordered

SATISFACTION	RESPONDENTS	PERCENTAGE
SATISFIED	25	50
NEUTRAL	21	42
NOT SATISFIED	4	8
GRAND TOTAL	50	100

Source: Primary Data

Table 4.7 depicts the satisfaction of the respondents towards ordered food. 50 per cent of the respondents are satisfied with the quality of the food ordered online, 42 per cent of the respondents are neutral and 8 per cent of the respondents are not satisfied.

OPINION	RESPONDENTS	PERCENTAGE
STRONGLY AGREE	22	44
AGREE	18	36
DISAGREE	10	20
GRAND TOTAL	50	100

Source: Primary Data

Convenience on placing order anytime

Table 4.8 depicts the Opinion of placing an order anytime. 44 per cent of the respondent strongly agrees that there is convenience in ordering food anytime, 36 per cent of them agree whereas 20 per cent of the respondents disagree with this case.

TABLE – 9
Favourite online food ordering apps

FOOD APPS	RESPONDENTS	PERCENTAGE
UBER EATS	8	16
SWIGGY	25	50
ZOMATO	8	16
DOMINOS	5	10
FOOD PANDA	4	8
GRAND TOTAL	50	100

Source: Primary Data

Table 4.9 depicts the favourite food apps of the respondents. 50 per cent of the respondents prefer swiggy, 16 per cent prefer uber eats and zomato. 10 per cent prefer dominos and 8 per cent prefer food panda.

TABLE- 10
Amount spent by the respondents on single transaction

AMOUNT SPENT	RESPONDENTS	PERCENTAGE
Rs 100-500	4	8
Rs 500-1000	28	56
Rs 1000-1500	8	16
Above Rs 1500	10	20
GRAND TOTAL	50	100

Source: Primary Data

Table 4.10 depicts the amount spent by the respondents. 56 per cent of the respondents spend between Rest 500-1000 in single transaction, 20 per cent of the respondents spend above Rs 1500, 16 per cent of the respondents spend between Rs 1000-1500 and 8 per cent of the respondents spend between Rs 100-500.

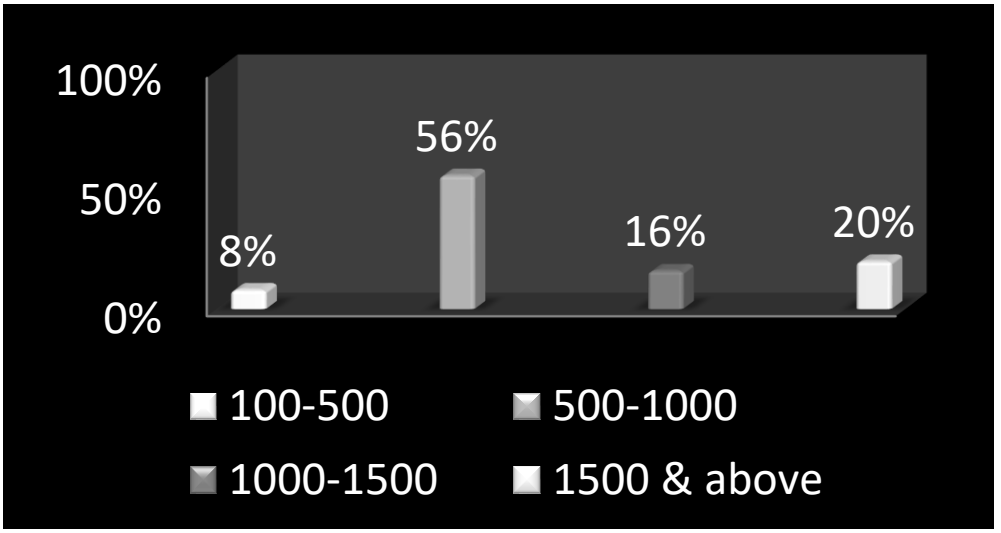

TABLE: 11
Frequency of food ordered by the respondents in the last six months

FREQUENCY	RESPONDENTS	PERCENTAGE
Very Often	10	20
Frequently	25	50
Rarely	15	30
GRAND TOTAL	50	100

Source: Primary Data

Table 4.11 depicts the frequency of food order by the respondents. 50 per cent of the respondent frequently order food online, 30 per cent of them rarely order food whereas 20 per cent order food very often.

Chart-11. Frequency of food ordering in last 6 months

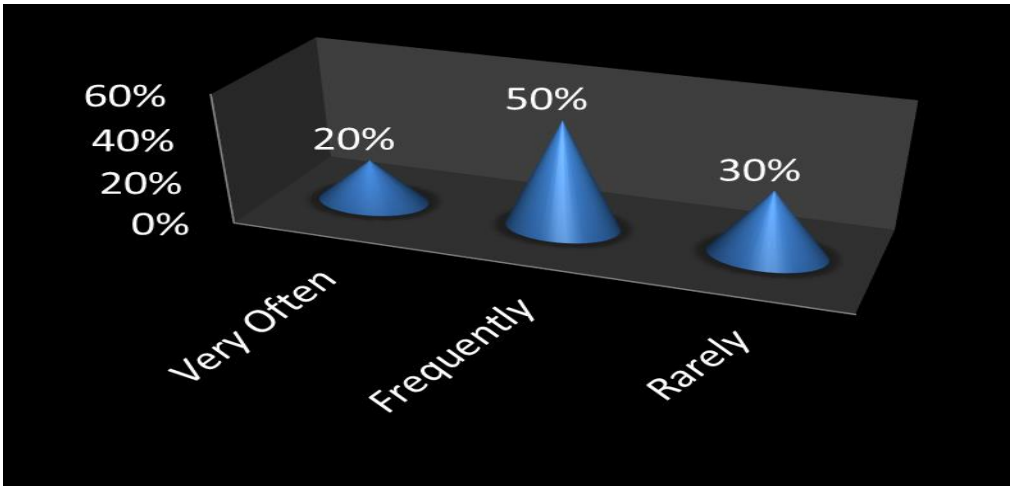

TABLE: 12
Mode of payment preferred by the respondents

PARTICULARS	RESPONDENTS	PERCENTAGE
Cash on Delivery	31	62
Paytm	4	8
Net-Banking	6	12
Credit/Debit Card	9	18
GRAND TOTAL	50	100

Source: Primary Data

Table 4.12 depicts the mode of payment preferred. 62 per cent of the respondents prefer cash on delivery, 18 per cent of the respondents prefer credit/debit card payment, 12 per cent prefer net banking and 8 per cent prefer paytm payments.

CHART-12
Mode of payments preffered

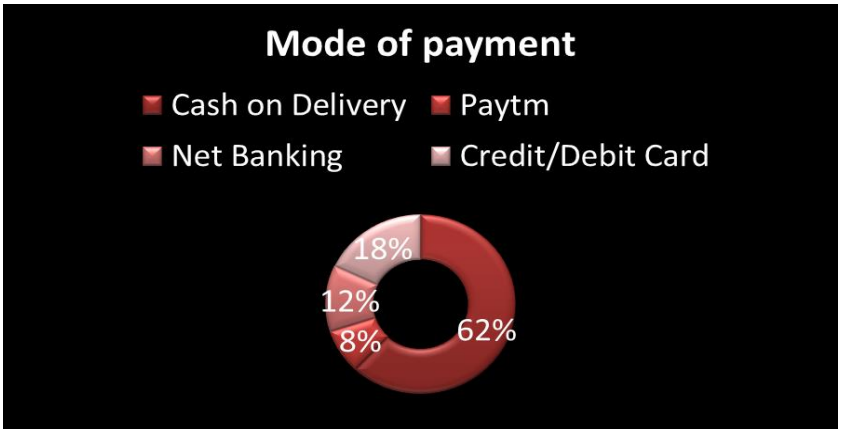

TABLE: 13
Promotional strategy that attracts the respondents

PARTICULARS	RESPONDENTS	PERCENTAGE
Combos	20	40
Less price	7	14
Free cost on delivery	18	36
Discount	5	10
GRAND TOTAL	50	100

Source: Primary Data

Table 4.13 depicts promotional strategies. 40 per cent of the people prefer promotional strategy such as combos, 36 per cent prefer free cost on delivery, 14 per cent prefer less price and 10 per cent prefer discounts.

CHART-13
Most effective promotional strategy

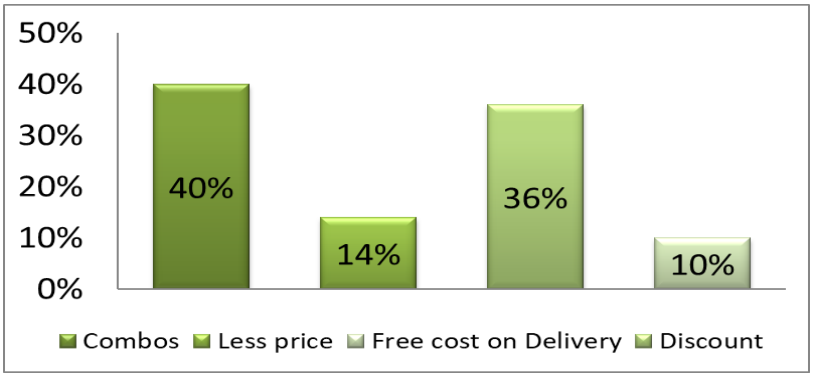

TABLE- 14
Most effective media promoting food apps

PARTICULARS	RESPONDENTS	PERCENTAGE
Online Website	10	20
Television	15	30
Instagram	12	24
YouTube	13	26
GRAND TOTAL	50	100

Source: Primary Data

Table 14 depicts most effective media. 30 per cent of the respondents get information about the online food apps through televisions, 26 per cent of the respondents get information from you tube whereas 24 per cent of the respondents receive from Instagram and 20 per cent of the respondents got information from online websites.

CHART-14
Most effective media in promoting food apps

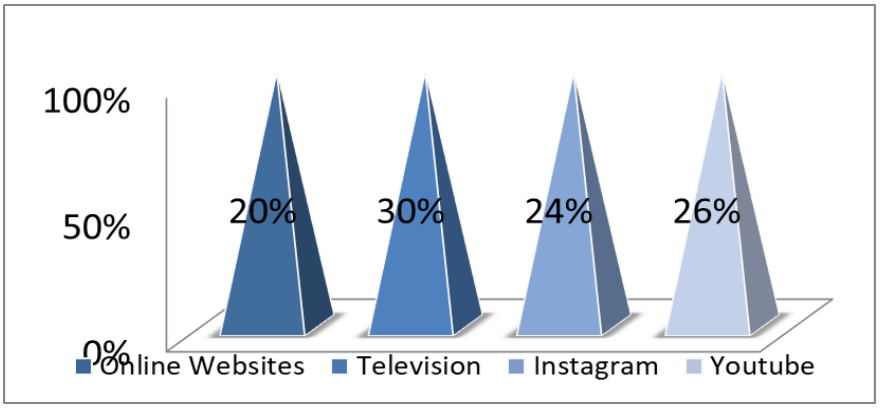

TABLE: 15
View on problem faced during online food ordering

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	31	62
No	19	38
GRAND TOTAL	50	100

Source: Primary Data

Table 4.15 depicts view on problems faced by the respondents. 62 per cent of the respondents face problems during online food ordering, whereas 38 per cent of the respondents does not face problem during online food ordering.

CHART-15
View on problem faced by the respondents

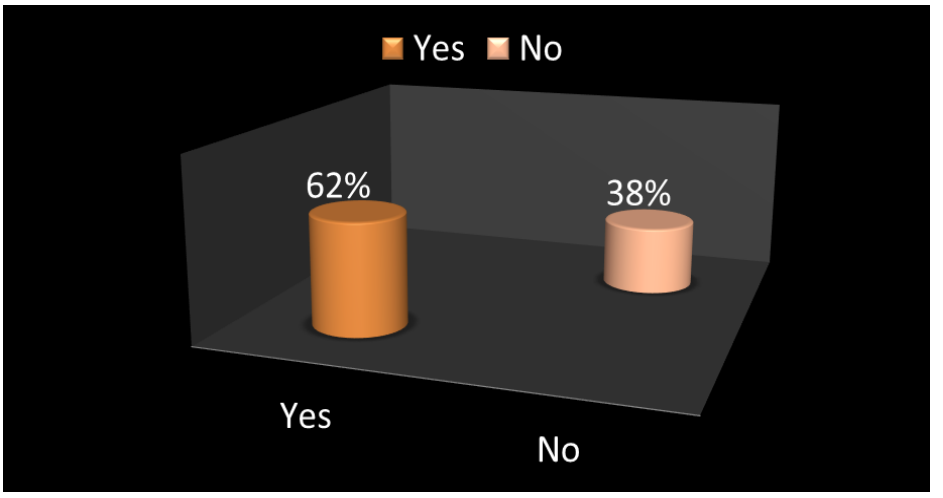

TABLE: 16
Kinds of problems faced by the respondents

PROBLEMS	RESPONDENTS	PERCENTAGE
Low Quality	15	30
Delay in Delivery	21	42
False Description	5	10
Payment Issues	9	18
GRAND TOTAL	50	100

Source: Primary Data

Table 4.16 depicts kinds of problems faced by the respondents. 42 per cent face problem of delay in delivery, 30 per cent of them face problem of low quality, 18 per cent of them face the payment issues and the remaining 10 per cent of the respondents face the problem of false description.

CHART-16
Kinds of problems faced by respondents

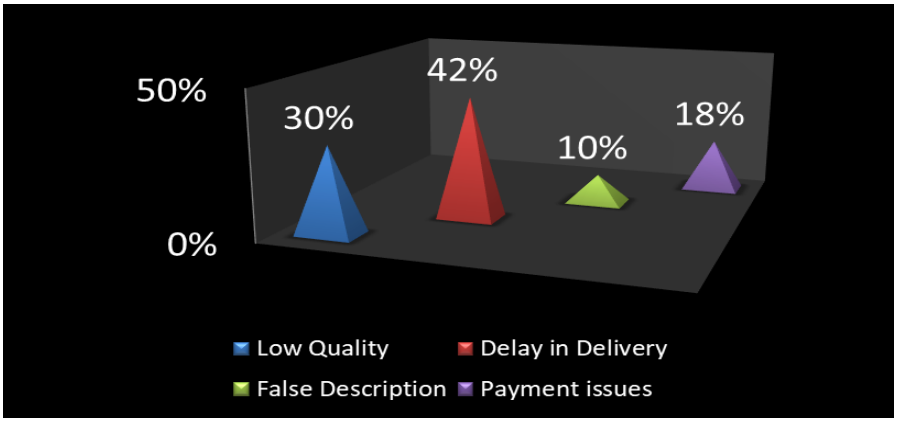

TABLE: 17
Reasons for choosing online food ordering

WEIGHT	5	4	3	2	1			
REASONS/ RANK	1	2	3	4	5	TOTAL SCORE	AVERAGE	RANK
AVAILABILITY	15	10	12	6	7	170	34	I
CONVENIENCE	10	12	15	7	6	163	33	II
COST EFFECTIVENESS	14	9	10	7	10	160	32	III
QUALITY	10	10	11	10	9	151	30	IV
PAYMENT FACILITIES	12	9	9	11	11	136	27	V

Source: Primary Data

Table 4.17 shows the rank of the reasons that influence the respondents in choosing online food ordering. Availability has been ranked first with the score of 31.6. Convenience has been ranked second with score of 31.4. Cost effectiveness has been ranked third with the score of 31.2. Quality has been ranked fourth with the score of 30.4. Payment has been ranked fifth with the score of 30.2.

Findings

- 58 per cent of the respondents are females
- 42 per cent of the respondents are male
- The majority of the respondents belong to the age group of 15-25
- The majority of the respondents belong to the category of students and employed
- The majority of the respondents who prefer online food ordering are unmarried
- The majority of 54 per cent respondents prefer non vegetarian food while online food ordering
- 46 per cent of the respondents prefer ordering vegetarian food online
- 92 per cent of the respondents feel satisfied with the quality of the food ordered online
- The majority of the respondents strongly agree that online food ordering is convenient in placing order anytime.
- The most favorite food ordering app is swiggy
- 56 per cent of the respondents spend amount between 500-1000 in a single transaction
- 62 per cent of the total respondents prefer Cash on delivery (COD) as their payment method
- 40 per cent of the respondents get attracted to the promotional strategy implemented by food apps such as combos
- Majority of the respondents agreed that television provide information regarding food apps
- 62 per cent of the total respondents have felt problem while ordering food online
- 42 per cent of the total respondents agree that problem faced by them during online food ordering is delay in delivery

Suggestions

Below are some of the suggestions mentioned by the respondents?

- The online food ordering sites should provide Cash on Delivery (COD) for all items instead of net payments
- Delay in delivery should be reduced
- High cost on delivery must be reduced
- Food should be delivered hot. This can be achieved if the delay in delivery is reduced

Conclusion

After studied the customers' perception of online food ordering it is concluded that every system has its strengths and weakness. The purpose of this online food ordering system is basically to save the time of the customers especially when they have to invite people for any occasion.The chief reason of online food ordering is convenience. The single most important attribute of electronic ordering is accuracy. This study found that online food ordering is reasonably popular among the residents of Chennai city. Nearly 90 percent of the respondents were aware of the online food ordering. Customers between 15-25 years of age ordered more electronic food and it was often ordered as they didn't want to cook as well as in this rapidly moving world they don't have time to cook. This study has shown that perceived control and convenience are keys to customer use of online ordering which leads to higher satisfaction.

The findings of the study indicate that restaurant operators should focus on giving their customers higher levels of perceived control and convenience, since these are associated with a higher intent to use online ordering in the future. Young customers are more likely to use online, mobile or text ordering. Young customers place a greater value on convenience and speed than older users do. To conclude customers will appreciate fast order taking and delivery which will even motivate the non-users to use online food ordering.

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