

Consumer Perception and Attitude Towards Online Food Ordering

Ayush Singh¹, Siddharth M. Nair^{2*}

^{1,2}Student, Christ University, Bengaluru, India

*Corresponding author: siddharth.nair@bba.christuniversity.in

Abstract: As we know food is a major source of living and online food delivery systems are most easy and convenient way of ordering food. The traditional way of dining out has become a thing of past now and people now prefer ordering food online than dining out. Ordering food online is as easy as opening food delivery app and selecting which food you want, this shift of people towards online food delivery system is the foundation behind this study and through this study we have focussed on the factors which contribute most in making this shift as well as do people still prefer dining out, if yes then why.

Keywords: Consumer Perception, Attitude.

1. Introduction

The advancement of digital technology now make major changes to the world. A decade ago there were no online food ordering services so, people were left with no other choices rather than walking in restaurants and having their food. With advancement in technology and delivery services came online food ordering services which delivers customers favourite food at their door step just with the tap of a finger. Food delivery services are capturing the market reason being fast delivery, convenient to use, cheaper food, easy payment system and variety of options to choose from. This research proposal is to study consumers attitude and perception towards online food ordering.

2. Objectives

- To find out the different parameters in terms of service, quality and delivery of the online food delivery services.
- To analyse the customer's purchase pattern of ordering food online.
- To provide customer satisfaction by providing quality services.
- To examine the customer behaviour and satisfaction with reference to buying food online in different regions of the world.
- To provide solution to the restaurants regarding any issues or concerns of online delivery of foods.
- To identify the main factors that influence consumers to order food online.
- To know what the consumers preference are while ordering food online.

3. Hypothesis

- Online food delivery services have impacted youth and are recognized among students of college specially who are living in hostels and have also benefited the working class.
- The ease of ordering food online is the reason for attracting more customers towards it.
- Any one bad experience has affected consumers frequency of ordering food online
- Consumers wants restaurants to provide cutleries.

Null Hypothesis (Ho): Consumer Satisfaction is measured by Problem faced by them while ordering food online

Alternate Hypothesis (H1): Consumer Satisfaction is not measured by the Problem faced by them while ordering food online.

4. Limitations

The studies were limited to a specified geographical area for chosen factors considered by customers while ordering food online. The preference of online food ordering differs from individual to individual. The food delivery apps are accessible only in developed urban areas thus it limits the study to only people living in those areas and hence survey of people living in remote areas was not done furthermore the study was limited to consumers' perception of online food ordering while the marketer or merchandiser perception was not analysed in these studies. Time constraint was also one of the limitations and for many researches secondary data was used which was based on others researches.

5. Review of literature

Customer Perception and Satisfaction on Ordering Food via Internet, a Case on Foodzoned.com, in Manipal

Dr. Sethu and Dr. Saini (2016) conducted a study on 212 students of four colleges of the Manipal University and the study advocated non probability convenience method of sampling. The study found out that 100 per cent of the respondents used the online food delivery applications and their decisions were influenced by advertisements, opinions of friends and certainly some offers on foods provided by the host. The questionnaire included open ended questions which included questions which would help them to extract the

respondent's experience after ordering the food online. Moreover, it was found out that the overall satisfaction level is 3.69 out of 5 which is considerably high. Also the study reveals that word of mouth and the experience of the existing customers help the online food ordering portals to flourish as this increases the new customer base.

Customers' expectations and satisfaction with online food ordering

Bagla (2017) conducted a survey on people residing in National Capital Region of Delhi on Customer's Expectation and satisfaction with online food delivery and he found that main factors which contribute to the online food delivery are lack of time to prepare food, rewards and cashback and availability of variety. The research was conducted through non-probability sampling using structured questionnaire. Data was collected and converted into data matrix using SPSS 23.0 software and then data was analysed. The research was limited to a specified area of National Capital region of Delhi so this paper provides scope for further research in other region or cities of India.

Consumer's Perception on online Food Ordering

Suryadev Singh Rathore and Mahik Chaudhary (2018) says that that majority of students of Indore region are well aware of the online food ordering and most of them have used online food ordering services which indicates the growing popularity of the online food ordering within the youngsters. The paper concluded that 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 study is explorative as well as corresponding in nature. The data for the study was gathered through structured two sets of questionnaires. An online survey was used to collect the data for this study. The survey was done mostly on the students of Indore(M.P).The paper gives a scope for further study with respect to other factors which influences the customer to order food online in different regions of India.

Consumer Perception of Online Food Delivery Apps in Kochi

Arji, N.V and Sreena (2019) found that as compared to elder people youngsters are more inclined towards online food delivery system. It was also discovered that this inclination was mainly due to the ease and convenience in getting the desired food. The authors also found that faster delivery and greater number of restaurants as options also influenced youngsters to prefer online food delivery systems. Diffusion of Innovation(DOI) was used in this research to find out how a product or idea gains momentum and diffuses through a specific population. A mixed approach of both quantitative and qualitative method was taken for the collection of data and its analysis. Data was collected through survey method by distributing questionnaire among 300 users and 100 non-users of online food delivery applications used by people of different age group from 18-40 respectively in Kochi. The limitation of

this paper is that, the user preference regarding online food ordering differs from individual to individual. This paper gives the scope of further research on the perception of people of other age groups regarding online food ordering in different regions of India.

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

Gawande, Pachaghare, and Deshmukh (2019) conducted a survey with the sample size of 150 customers and the age group ranged from 20 to 40 years on customers perception about online food ordering services in Amravati city. It has been discovered that online ordering applications have come up only in the 2014 and from that point almost 30 new applications were built in order to suit the needs of the customer but only 5 to 6 sustained. It was found out that customers from the age of 20-25 years are more keen to ordering food and moreover people in Amravati are more comfortable paying cash than any other digital platforms. The scope of the study is limited to only those members and customers of Amravati who have used these food order delivery applications.

6. Research Methodology

A. Research Design

The type of study advocated is quantitative research. Quantitative research deals with monetary terms which could be measured. To find out accurately what the customer's perception and attitude are towards online food ordering, survey research has been used. A cumulation of one hundred and sixty responses were collected for the study. Data on the same were procured on real time basis using online method of collecting data with the help of Google forms. Questionnaires were administered to the participants only after taking the due consent and assuring them about privacy related issues.

B. Sample Selection

We have decided to segment our audience demographically from the age of 16-30, 31-45,46-60. This will help us in understanding what is the view point of the audience among the different age group. How comfortable are the people of different age group in ordering their food online. Convenience and judgement sampling would be used to select the samples and data.

C. Tools used for Analysis

1. *R-Square Test:* Also known as coefficient of determination or the coefficient of multiple determination regression is a statistical measure which tells how the data are to the fitted regression line. A 100% R-Square test indicates that the model explains every variability of the response data around its mean.
2. *Chi-Square Test:* It is a statistical hypothesis test where the sampling distribution of the test statistic is a chi-squared distribution when null hypothesis is true. The Chi-squared test is used to determine whether

there are significant differences between the expected frequencies in or more categories.

3. *Goodness of Fit*: The goodness of fit is statistical tool of hypothesis to see how well sample data fit a distribution from a normal distribution population. In other words, it tells you if your sample data is the data you would expect to find in the population in question.

7. Data analysis and Interpretation

A. Data Classification

Table 1
Descriptive statistics

| | |
|-------------------------|--------------|
| Mean | 3.71875 |
| Standard Error | 0.063426699 |
| Median | 4 |
| Mode | 4 |
| Standard Deviation | 0.802291333 |
| Sample Variance | 0.643671384 |
| Kurtosis | 0.602957782 |
| Skewness | -0.408073648 |
| Range | 4 |
| Minimum | 1 |
| Maximum | 5 |
| Sum | 595 |
| Count | 160 |
| Largest(1) | 5 |
| Smallest(1) | 1 |
| Confidence Level(95.0%) | 0.12526749 |

Table 2
Goodness-of-Fit

| | Chi-Square | df | Sig. |
|----------|------------|-----|-------|
| Pearson | 417.520 | 416 | .470 |
| Deviance | 267.881 | 416 | 1.000 |

Table 3
Pseudo R-Square

| | |
|---------------|------|
| Cox and Snell | .033 |
| Nagelkerke | .037 |
| McFadden | .014 |

Table 4
ANOVA

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|-------|-------|
| 1 | Regression | .651 | 1 | .651 | 1.010 | 0.043 |
| | Residual | 101.173 | 157 | .644 | | |
| | Total | 101.824 | 158 | | | |

a. Dependent Variable: How satisfied are you with the online food delivery services?

b. Predictors: (Constant), Rate the problems you face while ordering food online? [Payment Issues]

B. Data Analysis

Table 1 (Descriptive Statistics): Shows quantitative

Table 5
Correlations

| | What is your relationship status? | How often do you order food online? |
|-------------------------------------|-----------------------------------|-------------------------------------|
| What is your relationship status? | Pearson Correlation | .041 |
| | Sig. (2-tailed) | .605 |
| | N | 160 |
| How often do you order food online? | Pearson Correlation | .041 |
| | Sig. (2-tailed) | .605 |
| | N | 160 |

descriptions in a manageable form. Instead of having the raw data it descriptive statistics gives a clear picture of the measurement. Descriptive statistics was done between variables customer satisfaction and problems which they face while ordering food online. These variables are inversely correlated as increase in one variable causes decrease in the other variable. Since the mean is 3 which shows that most of the respondents have opted to be neutral which means they are neither too satisfied with the service nor too dissatisfied with it.

Table 2 (Goodness of fit): Chi-square test has been done between variables consumer satisfaction and problem faced by them while ordering food online. As level of significance is greater than 0.05, the observed proportion was not significantly different than the hypothesized proportion, which means the H0 is accepted.

Table 3 (Pseudo R-Square): The pseudo R-square test proves that there exists a significant relation between the two important variables of the study i.e. Consumer Perception and problem faced by them while ordering food online. The pseudo R square values (Nagelkerke = 0.037) indicates that the problems faced by the consumers only explains small proportion of the reason as to whether the consumer are satisfied or not and this is true as other factors such as the problems with the delivery boy, packaging of food etc., does play and important factor while ascertaining the satisfaction level of employees.

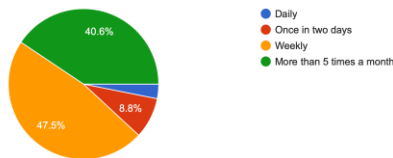
Table 4 (ANOVA): The ANOVA compares the mean between two variables as mentioned above and determines if any of those means are statistically different from each other. As the p value is greater than 0.05 it proves that consumer satisfaction is measured by the problem faced by them while ordering food online. Problem faced by the consumer is considered as the main factor after the analysis even though the problem faced due to delivery personnel and the packaging issues are important but the first factor that is problem faced by the consumer is the major reason for measuring satisfaction.

Table 5 (Correlation): Correlation was conducted between variable i.e. what is your relationship status and how often do you order food online. From the above data we can observe that the variable 0.063 is positive, implying that there is a positive relationship between the two variables i.e. if one increases, the other one also increases and vice versa. So, a un-married person orders food online more often than married person and vice versa. Change in one variable causes change in other variable. Un-married people tend to order food online more than people who are married as it is proved from the analysis of the study conducted.

8. Conclusions

The Study was conducted to know how satisfied are consumers with the online food delivery services and what is their basic perception of it and what are the problems which they face while ordering food online. The survey was distributed to a sample size of 325 populations out of responses of 160 people were collected. The study brought various conclusions about how much satisfied are people with the online food delivery services and most of the responses were neutral which means that people are neither too satisfied with the service nor too dissatisfied with it. The purchase pattern of the consumers was identified and 47.5% of people order food weekly and 40.6% order more than 5 times a month.

How often do you order food online?
160 responses



Most of the people want restaurants to provide cutlery and packaging of food is quite important for consumers. The studies objectives were met from the reviews as most of them had answered all the questions and the questionnaire filled had every response unique and responses from different parts of India made it an unedited research, where answers given to questions have significance overall.

References

- [1] Bagla, R. K., & Khan, J. (2017). Customers' expectations and satisfaction with online food ordering portals. *Prabandhan: Indian Journal of Management*, 10(11), 31-44.
- [2] Jacob, A., Sreedharan, N., & K, S. (2019). Consumer Perception of Online Food Delivery Apps in Kochi.
- [3] Pachaghare, G., Gawande, N., & Deshmukh, A. (2019). A Study of Customer Perception about Online Food Ordering Services in Amravati City.
- [4] Rathore, S., & Chaudhary, M. (2019). Consumer's Perception On Online Food Ordering.
- [5] Sethu, H. S., & Saini, B. (2016). Customer Perception and Satisfaction on Ordering Food via Internet, a Case on Food zoned. Com, in Manipal. In *Proceedings of the Seventh Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences (AP16Malaysia Conference)*, pp. 15-17.