

SATISFACTION OF CONSUMERS BY USING ONLINE FOOD SERVICES

*Ayush Beliya, Rubi Kujur, Manisha Verma, Kumari Vishaka Nagwanshi, Sonam Sahu,
Nitesh Uikey & Ajaz Ahmad Bhat*

Research Scholar, Institute for Excellence in Higher Education, Barkatullah University, Bhopal, Madhya Pradesh, India

ABSTRACT

Our research was conducted to examine the “satisfaction of consumers by using online food services “.it will deal with consumer behavior & helps to analyse their perceptions & will also help us to understand consumer equilibrium. for the completion of this research we have prepared a full fledged questionnaire which were distributed among the 60 respondents to know their behavior & the satisfaction level which they get by using online food services app.

KEYWORDS: *Satisfaction, Perception, Food*

Article History

Received: 07 May 2019 | Revised: 18 May 2019 | Accepted: 06 Jun 2019

INTRODUCTION

Online food ordering is growing in Indian market day by day. Indian people are so active while using the apps for ordering food online. As a result of all these online food marketing is also able to generate ample amount of oppourtunities for employment. It also helps local vendors to connect with people due to which they are able to increase their earning. Simply ordering system is a website or mobile application through which users can order food online from a food cooperative or even a native restaurant ordering food online is similar to online shopping. so with such benefits online food services is becoming a huge sector & will benefit india’s economic condition.

REVIEW OF LITERATURE

Suryadev Singh Rathore, Mahik Chaudhary “**Consumer's Perception on Online Food Ordering.**”(2018): The study found out that recent development of the Internet has augmented the e-commerce industries in a country like India. E-commerce development has made Online food ordering services seamless for people who want to get food delivered at their doorstep. Although consumers continue to go out for the meals, consumers feel very convenient to order food online since it frees the customer from personally visiting the restaurants. In this study, our main focus was to analyze the perception of consumer towards Online food ordering services. In order to understand what factors have played a dominant role to attract consumer in the developing country like India towards them, we decided to study on the consumer perception on online food ordering. In this research paper, two objectives were set for study. The first one was to identify the factors which influence the consumer to order food online and the other one was to know the consumer preferences on online food ordering services provider. To achieve these objects survey was held to gather the information. Survey successfully helped to understand the behavior and perception of people for online food ordering. It shows how easily people search for a favorite restaurant, choose from available items and place their orders in just a few minutes.

H.S. Sethu & bhavya saini “**Customer Perception and Satisfaction on Ordering Food**”. (2016): The study revealed that the online food ordering services was used by 100 percent of the respondents, and the buying decisions were largely influenced by opinions of friend’s family and discussions on online forums. The study reveals that good word of mouth and experiences by existing customers and online forums decides the success of web based food shopping.

Dr. Neha Parashar & Ms. Sakina Ghadiyali “**A Study On Customer’s Attitude And Perception Towards Digital Food App Services**”. (2017): The study found that Services are intangible products where in there cannot be any transfer of possession or ownership, and they cannot be sold but come into existence at the time they are consumed or bought. Services cannot be stored or transported. Eg: accounting, banking, cleaning, consultancy, education, etc. Digital services on the other hand are services that are anything that can be delivered through an information infrastructure such as the internet, in various forms i.e. applications, web pages, social media, etc. In the paper the major focus will be on the various apps that are available either by 3rd party for delivery purpose or by restaurants themselves for various purposes like delivery, pointing system, in house app ordering, etc. Consumer behavior is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. From this research paper we would understand the shift of consumer’s behaviors with the introduction of technology and what are the different kinds of applications that consumers are satisfied with and what makes them happy and satisfied about the service. The main objective of the paper is to understand the relation between facilities and the purchase behavior. Secondly to find the most popular app in the food delivery industry and understand as to how have technology played an important role in the restaurant industry. Keywords: Consumer behavior, Food delivery app, zomato, fasso, e-commerce.

OBJECTIVES

- **To analyze the impact of online ordering of food on customers.**
- One of our objectives of this research was to understand how does online ordering of food has influenced and changed the way of their eating habits.
- **To know the preferences of customers while ordering food online.**
- We were also trying to find how does customers think & how they react while ordering food online.

RESEARCH METHODOLOGY

Research is an original contribution to the existing stock of knowledge making for its advancement. it gives us the proper understanding regarding the subject matter with the help of study, observation, comparison and experiment. in other words, research is thus the search for knowledge through objective and systematic method of finding solution to a problem. This research paper is all based on the primary data and for its completion of the requirement of the stated objectives of this research paper are collected by the primary survey through well structured questionnaire over the online food apps & cover all sampling with 80 respondents randomly. i ask them questions and recorded their responses accordingly and summarises them differently and for this research random sampling is used and percentile methods are also enacted to approach the results very good form for the best observations.

Age of the Respondent

Table 1

Option	Respondent (out of 80)	Percentage
Below 18years	2	2.5
18-25years	62	77.5
Above 25years	16	20

Source: Primary Survey

Interpretation

Out of 80 respondent 62 respondents belongs to the age group of 18 – 25 years and occupy 77.5%, 16 respondents are above 25 years of age and occupy 20% and remaining respondents belong to below 18 years of age and occupy only 2.5%.

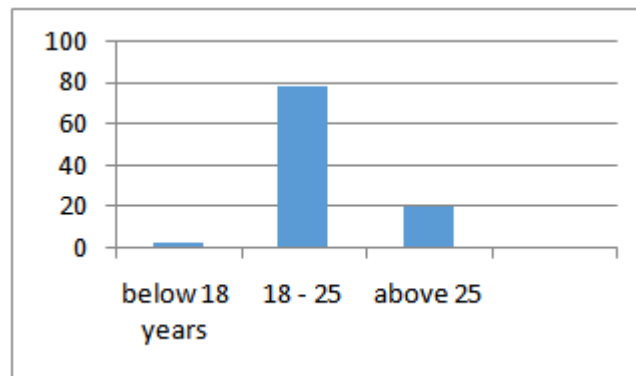


Figure 1

Marital Status

Table 2

Option	Respondent (out of 80)	Percentage
Married	11	13.75
Unmarried	69	86.25

Source: Primary Survey

Interpretation

Out of 80 respondents, 69(86.25%) respondents are unmarried while rest 11(13.25%)respondents are married who uses online food services.

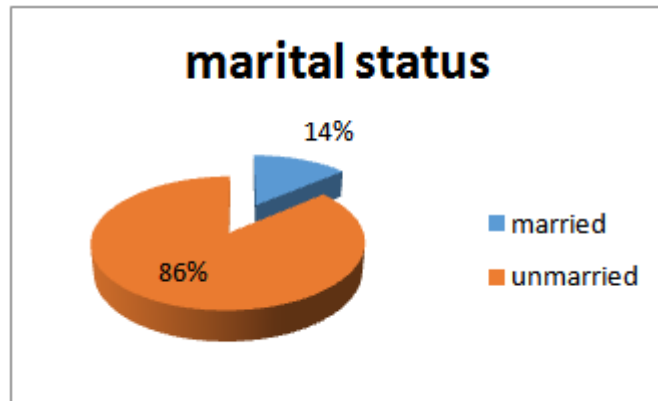


Figure 2

Educational Background

Table 3

Option	Respondent (out of 80)	Percentage
School student	5	6.25
College student	50	62.5
Professional	20	25
others	5	6.25

Source: Primary Survey

Interpretation

By above data we found that 5 respondents were school student, 50 were college student, 20 were engaged in professional courses & 5 were engaged in other courses & comprised 6.25%, 62.5%, 25% & 6.25% respectively of total respondents.

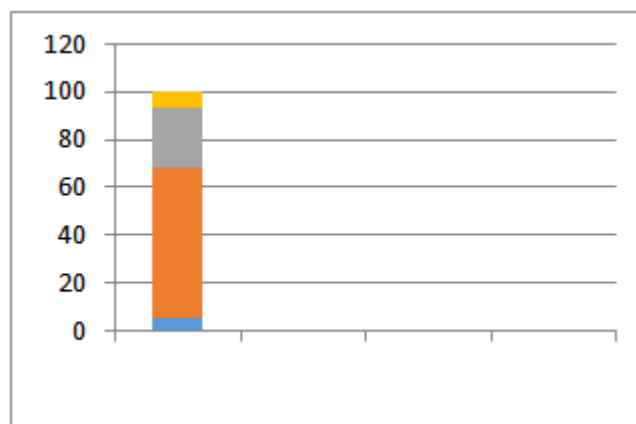


Figure 3

Type of Residence

Table 4

Option	Respondent (out of 80)	Percentage
Own	59	73.75
rental	21	26.25

Source: Primary Survey

Interpretation

From the total responses obtained we can see that 59 respondents (73.75%) uses food app have their own house and remaining 21 respondents (26.25%) have rental residence.

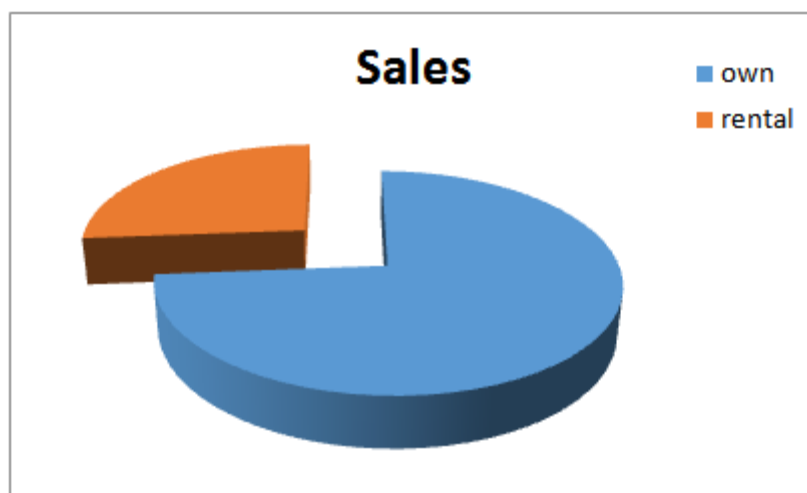


Figure 4

App you Prefer to Order Food

Table 5

Option	Respondents (out of 80)	Percentage
Uber eats	25	31.25
Zomato	47	58.75
Swiggy	6	7.5
others	2	2.5

Source: Primary Survey

Interpretation

Out of 80 respondents, 47 respondents use zomato, 25 respondents use uber eats, 6 use swiggy and remaining 2 respondents use all the above food apps to order online food.

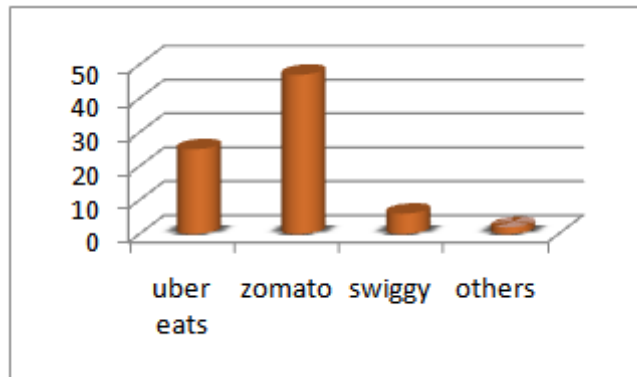


Figure 5

For which Meal do you use it the most

Table 6

Option	Respondent (out of 80)	Percentage
Breakfast	3	3.75
Lunch	12	15
Dinner	53	66.25
Snacks and other	12	15

Source: Primary Survey

Interpretation

From the responses obtained 53 respondents (66.25%) prefer to order dinner, 12 respondents (15%) prefer to order lunch and snacks & order items and only 3 respondents (3.75%) prefer to order breakfast.

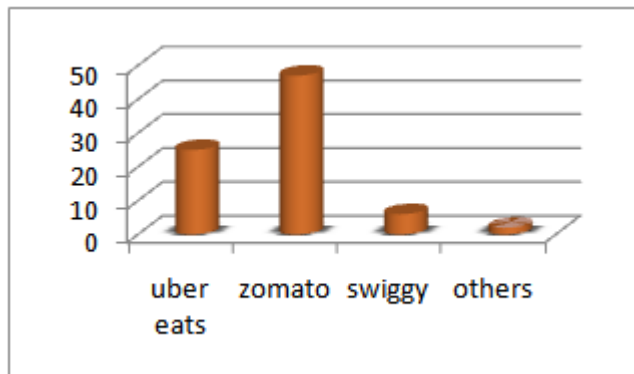


Figure 6

Food you Prefer the most

Table 7

Option	Respondent (out of 80)	Percentage
Veg	28	35
Non – veg	18	22.5
Fast food	32	40
Home items	2	2.5

Source: Primary Survey

Interpretation

Out of 80 respondents, 32 respondents(40%) prefer to order fast food, 28 respondents prefer to order veg food, 18 respondents prefer to order non-veg and only 2 respondents prefer to order home made items.

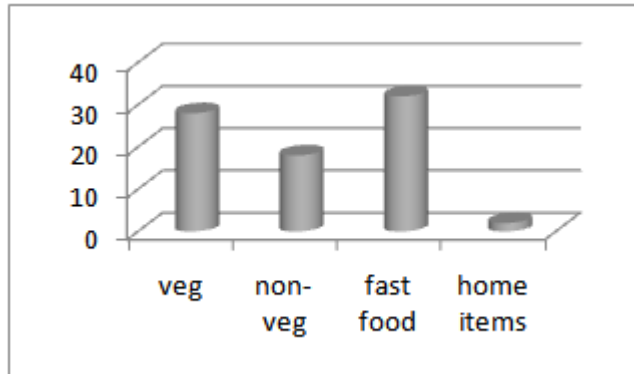


Figure 7

Spending on these Apps Monthly

Table 8

Option	Respondent (out of 80)	Percentage
5% of your income	68	85
10% of your income	11	13.75
More than 10% of your income	1	1.25

Source: Primary Survey

Interpretation

From the responses obtained 68 respondents(85%) spend 5% of their income, 11 respondents(13.75) spend 10% of income and only 1 respondent(1.25%) spend more than 10% of his/her income.

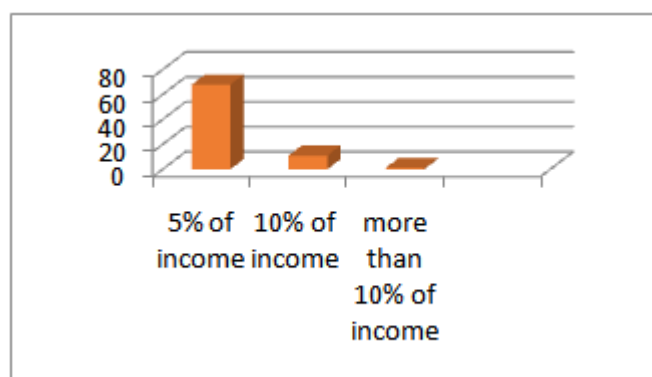


Figure 8

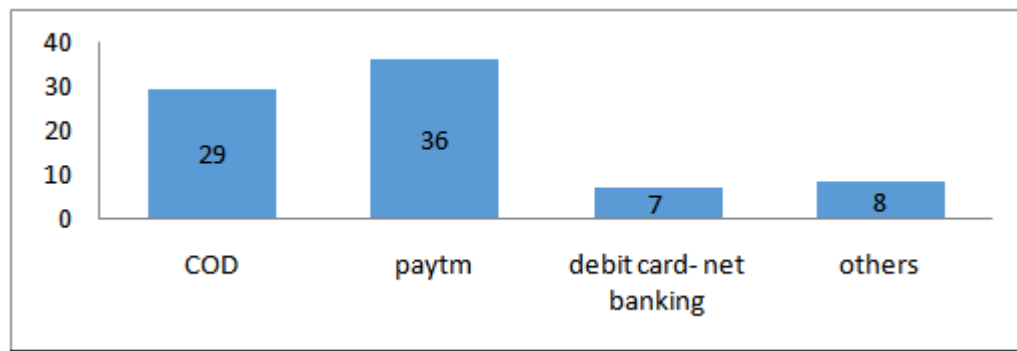
Mode of Payment you use**Table 9**

Option	Respondents (out of 80)	Percentage
COD	29	36.25
Pay tm	36	45
Debit card- net banking	7	8.75
others	8	10

Source: Primary Survey

Interpretation

From the responses obtained 36 respondents use PayTm to made payment, 29 respondents use COD, 8 respondents use other mode, i.e., they use all the methods mentioned above for paying the bills.

**Figure 9****FINDINGS**

- People between the age group of 18-30 years were using the online food services more than any other age group.
- Most people use food online services because it provides offers and discount so as to avail such offers they use it.
- Zomato is the most popular food app which is preferred by customers while ordering food.
- People mostly choose local vendors while ordering food.
- The average spending by a customer on these apps monthly is approx 10% of their income and mostly people use for lunch and dinner purpose.
- The people mostly use such apps for ordering food once in a week.
- The maximum limit set by the consumers is ₹500-₹1000.
- And the most used payment method is Pay-tm.

SUGGESTIONS

- Food app should improve their payment security so that consumers don't hesitate while making payment online.
- They should provide more offers as customers are mainly using these apps to avail offers.
- They should increase their reach to local vendors because consumers prefers it more.

- They should properly categorise the food.

CONCLUSIONS

By conducting the above research we came to know that the food apps are successful in capturing a market in Indian economy as almost every person uses it. These apps also help to achieve digitalization as the most preferred payment method is Paytm. These apps are easy to use and satisfy the consumer needs by providing quality services to them.

REFERENCES

1. *Suryadev Singh Rathore, Mahik Chaudhary "Consumer's Perception on Online Food Ordering."*(2018) *ijmbs* volume 8, issue 4. ISSN : 2230-9519 (Online) | ISSN : 2231-2463 (Print).<http://www.ijmbs.com/Vol8/issue4/2-suryadev-singh-rathore.pdf>
2. *H.S. Sethu, Bhavya Saini, "Customer Perception and Satisfaction on Ordering Food via Internet, a Case on Foodzoned.Com, in Manipal", Published by, [Online] Available: <http://www.globalbizresearch.org>.*
3. *Zulkarnain Kedah, Yusof Ismail, A.K.M. Ahasanul Haque, Selim Ahmed, "Key Success Factors of Online Food Ordering Services", [Online] Available: http://www.researchgate.net/publication/291074636_Key_Success_Factors_of_Online_Food_Ordering_Services_An_Empirical_Study.*
4. *Harbor Communications (2016) Are food delivery trends hurting drive-through sales www.cstoredecisions.com/2016/07/21/food-delivery-trends-hurting-drive-sales/.*
5. *Kimes SE (2011) Customer perceptions of electronic food ordering. Cornell Hospitality Report 11: 6-15.<http://scholarship.sha.cornell.edu/cgi/viewcontent.cgi?article=1069&context=chrpubs>*

