A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE FOOD ORDERING
WITH SPECIAL REFERENCE TO CHENNAI CITY

DR. K. VIMALA,
Assistant Professor, Department of Commerce, Quaid – E – Millath Government college for
Women, Chennai – 600 002, Email: vimalagopi2003@gmail.com

DR. V. SUMATHY
Assistant Professor, Department of Commerce, Quaid – E – Millath Government college for
Women, Chennai – 600 002,

ABSTRACT

Online based purchasing is the way toward buying products and enterprises from traders
who sell them online through Internet. Since the rise of the World Wide Web, sellers have tried
to offer their items to individuals who browser the Internet. Online food ordering is the process
of ordering food through the restaurant's own website or mobile app, or through a multi-
restaurant's website or app. A customer can choose to have the food delivered or for pick-up. The
principle aim of the this research is to find out the opinion of the respondents towards online
food ordering. These days, there has been a flood in web based food ordering. The Internet has
been utilized by restaurants and hotels to sell their items and advance their brands. As an ever
increasing number of individuals purchase attire on the web, there have been an expanding
number of inquires about.

Keywords: Online food ordering, Customers, Shoppers, World Wide Web

INTRODUCTION:

The Retail trade now faces a colossal change. The impact of the alteration in the setup of
the retail sector changed the way of life of the consumers of our country surely. Recently the
buyers in our country are having enough awareness about the product that are being sold in retail
through internet. These are the visible changes that are seen in our economy in retail section. The
dealt with retail sector is relying upon to turn out to be more grounded than GDP improvement in
the accompanying five years driven by developing lifestyles, blooming pay and incredible
measurement plot. Mohanty and Panda (2008) opines about retailing as a segment of India
possesses significant spot in the financial development methodology of the nation. India is seeing
retailing blast being moved by expanding urbanization, rising buying power equality (PPP) of regularly developing India's white collar class, changing statistic profiles vigorously tilted youthful populace, mechanical transformation, extreme globalization drive and so forth.

A position of business generally possessed and worked by a retailer however here and there claimed and worked by a maker or by somebody other than a retailer in which product is sold essentially to extreme shoppers. A huge retail complex containing an assortment of stores and regularly eateries and different business foundations housed in a progression of associated or nearby structures or in a solitary enormous structure.

REVIEW OF LITERATURE

J. Das (2018) has studied, analyzed and compared the top 4 food delivery apps namely, Zomato, Swiggy, Foodpanda and Uber eats. Providing better discounts” and “better choices of restaurants”, Zomato is positioned at the top by the customers. Zomato is also positioned at the top by the customers while considering on delivery on time and good customers service. In both the situations, customers ranked Uber eats at the last position.

Sahin, I., Gulmez, M. and Kitapci, O. (2017) This research aims to scrutinize the negative reviews regarding the 5-star chain hotels and the e-responses on Trip Advisor, to categorize the complaints declared in the review texts, to provide better understanding of the online problem-solving methods of hotels and their corporate approach to e-complaints and to reveal the post-vacation electronic word-of-mouth (e-WOM) behaviours of the complaining tourists. Within the scope of this research, 404 negative reviews and 364 e-responses are subject to an extensive content analysis. A total of 1,655 tourist e-complaints which were mentioned in the negative online reviews are categorized according to their subject matters and grouped under main themes. The e-responses of hotels and statements of e-complaining tourists regarding post-vacation experience are analysed in detail based on a qualitative research approach. As a result of the research, 82 sub-themes within 11 complaint categories are determined, and it is found out that the e-complaints mainly focus on “food and beverage services”, “room comfort” and “hotel staff”. The hotel management mainly implemented problem-solving strategies such as “request for future patronage, a recovery plan as a result of the detailed analysis of the problem and warning to the relevant department performing poor service” as well as giving unsatisfactory
“cliché responses”. Dissatisfied tourists performed negative e-WOM behaviours by using abusing expressions in review text, recommending different hotel alternatives, failing to recommend the hotel and expressing that they would not return. Combing through negative e-reviews which include wide range of complaints of disappointed tourists and the statements which reveal post-vacation tendencies and feelings, the e-responses of hotels that are providing insight regarding the corporate approach to negative feedbacks and formation of post-vacation relations between the hotel and customers, the paper adopts a qualitative and utilitarian approach. The originality of the paper stems from its elaborative context analysis and balanced comparison of three 5-star luxury chain resort hotels located on the shores of the Mediterranean with almost similar quality standards and guest relations/public relations (GR/PR) departments that represent corporate identity. To this respect, the research is thought to be original in quality and can fill out the gap in the tourism literature. Presenting conceptual framework and practical information, the paper is predicted to guide the future studies, tourism marketers, travel consultants, PR/GR staff and managers employed in hospitality businesses.

Kimes, S. E. (2011). A study of 372 U.S. restaurant operators (of all sizes) that accept takeout orders found that about one-quarter of those surveyed have adopted online ordering. These restaurateurs have been pleased with the technology, and all of them indicated that online ordering has met or exceeded their expectations on ROI. Although convenience and control are both drivers of the move toward online ordering, this study found that consumers and operators differed on the ranking of those two factors. Operators thought that consumers like online ordering for its convenience, but an earlier study of consumers found that what they like is control over the ordering process. Contrary to some reports, the restaurants in this study did not find substantial increases in average check, but they did report considerable increase in order frequency. For this sample, the top benefit of online ordering was a savings in labor, since employees are not tied up on the phone or at the counter. Order accuracy was another benefit cited by these restaurant operators.

Gay, R., Charlesworth, A., & Esen, R. (2007) Online Marketing: A Customer Led Approach provides an excellent and stimulating balance between theory and practice by recognising the advantages and drawbacks of doing business online. The text is deeply embedded in traditional marketing concepts and examines their evolution as we understand more
from online customer experiences. The authors believe that, despite the availability of new online tools, the customer should remain the central focus in all transactions and experiences.

OBJECTIVES OF THE STUDY:-

- To analyze the public attitude with reference to online food ordering.
- To study the impact of online food ordering.
- To study about the customers satisfaction with reference to online food ordering.
- To know about the customers opinion about online food ordering.

SCOPE OF THE STUDY

- Survey is done through distribution questionnaire for gathering primary data from 100 respondents.
- The study reveals the areas that needs to be improved to make advertisement more effective.
- The study helps to identify customers satisfaction towards the online food ordering experience.
- The study helps to measure expectation level of customers with regard to online food ordering.

METHODOLOGY

The investigation has been embraced by overview technique. 100 respondents were chosen by utilizing sampling technique, both primary and secondary data were used. A properly designed questionnaire was used to collect the relevant information for the study from the customers of Chennai city alone. The secondary data was gathered from the books, magazines, articles and web-based interfaces. For this analyst used the chi-square test, correlation, ANOVA and t-tests.
RESULTS AND DISCUSSIONS

In order to fulfill the above objectives, and to analyse the customers awareness, ideas, opinions and satisfaction about the online food ordering and also analyse the demographic factor and level of satisfaction of customer of online food ordering.

<table>
<thead>
<tr>
<th>Period (year)</th>
<th>Source of knowledge</th>
<th></th>
<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Smart phones</td>
<td>Advertisements</td>
<td>Websites</td>
<td>Friends &amp;relatives</td>
<td></td>
</tr>
<tr>
<td>Up to 25</td>
<td>2 (50.0)</td>
<td>1 (25.0)</td>
<td>-</td>
<td>1 (25.0)</td>
<td>4 (100.0)</td>
</tr>
<tr>
<td>26-35</td>
<td>8 (53.3)</td>
<td>2 (13.3)</td>
<td>1 (6.7)</td>
<td>4 (26.7)</td>
<td>15 (100.0)</td>
</tr>
<tr>
<td>36-45</td>
<td>14 (33.3)</td>
<td>11 (26.2)</td>
<td>11 (26.2)</td>
<td>6 (14.3)</td>
<td>42 (100.0)</td>
</tr>
<tr>
<td>46-55</td>
<td>9 (26.5)</td>
<td>11 (32.4)</td>
<td>-</td>
<td>14 (41.2)</td>
<td>34 (100.0)</td>
</tr>
<tr>
<td>Above 55</td>
<td>2 (40.0)</td>
<td>1 (20.0)</td>
<td>-</td>
<td>2 (40.05)</td>
<td>5 (100.0)</td>
</tr>
</tbody>
</table>
The above table found that, the sources of the knowledge about online food ordering based on the age group. Among the 4 respondents represented the age group on up to 25 years, 15 respondents represented the age group of 25-35 years, 42 respondents represented the age group of 35-45 years, 34 respondents represented the age group of 45-55 years and only 5 respondents represented the age group of above 55 years.

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Person Chi-square</td>
<td>21.927</td>
<td>12</td>
<td>.038</td>
</tr>
<tr>
<td>Likelihood ratio</td>
<td>25.494</td>
<td>12</td>
<td>.013</td>
</tr>
<tr>
<td>Linear-by-linear Association</td>
<td>2.027</td>
<td>1</td>
<td>.154</td>
</tr>
<tr>
<td>N of valid Cases</td>
<td>100</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
From the chi-square test, the significance value 0.038 which is less than 0.05, there is significant association between age and source of the knowledge about the online food ordering hence the hypotheses rejected.

**Percentage opinion score about online food ordering:**

**Percentage score:**

The consumers’ opinion of price, quality and delivery of products through online food ordering can be added and it is used for testing the average percentage opinion score about online food ordering practices among the various educational level of the respondents. The results of one-way ANOVA is given below:

<table>
<thead>
<tr>
<th>One-way ANOVA</th>
<th>Sum of squares</th>
<th>df</th>
<th>Mean square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Between Groups</strong></td>
<td>1177.329</td>
<td>3</td>
<td>329.443</td>
<td>3.110</td>
<td>.030</td>
</tr>
<tr>
<td><strong>Within Groups</strong></td>
<td>12113.671</td>
<td>96</td>
<td>126.184</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>13291.000</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

From the ANOVA table, the significance value 0.030 which is less than 0.05, the level of significance we conclude that the alternative hypothesis is accepted which means that there is
significant relationship between online food ordering practices and education levels of the respondents.

RECOMMENDATIONS:

- The need of the hours is to have an effective distribution network, so that supplies reach the dealers had in time to customers.
- The publicity of advertisement not reached to the all areas especially to rural areas. So the advertisement can be improved for online based food ordering by the companies.
- The brand of certain online based food ordering companies is in great demand especially Swiggy, Uber eats, Zomato etc. The delay in the delivery of products the customer’s to go in for other brand. If the delivery position is further improved, there will be substantial increase in sales.
- Internet providers must improve the speed of data which improve the online food ordering.
- The companies must train the customers in usage of online food ordering facilities.

CONCLUSION

Online food ordering which has already created a corporate image among the consumer, should come out which massive advertising campaign and multi – number of firms in each size. This will result in “TRY MY PRODUCT” than the present stage of “BUY MY PRODUCT”. Moreover through advertisements, consumers will automatically move towards the products. To overcome the heavy competition in the industry, online food ordering has to strengthen up weak areas like after sales service, advertisement and varieties of models as far as consumers are concerned. Online food ordering companies has to create perception of it in consumer’s mind that can be easily distinguishable from other competing brands. To withhold the current position in the market and their strong areas like brand loyalty, corporate image etc., online food ordering companies should try create a new game pillar. If this happens, then online food ordering will definitely become the “Pride of Deccan”.
REFERENCES

This research aims to scrutinize the negative reviews regarding the 5-star chain hotels and the e-responses on TripAdvisor, to categorize the complaints declared in the review texts, to provide better understanding of the online problem-solving methods of hotels and their corporate approach to e-complaints and to reveal the post-vacation electronic word-of-mouth (e-WOM) behaviours of the complaining tourists. Within the scope of this research, 404 negative reviews and 364 e-responses are subject to an extensive content analysis. A total of 1,655 tourist e-complaints which were mentioned in the negative online reviews are categorized according to their subject matters and grouped under main themes. The e-responses of hotels and statements of e-complaining tourists regarding post-vacation experience are analysed in detail based on a qualitative research approach. As a result of the research, 82 sub-themes within 11 complaint categories are determined, and it is found out that the e-complaints mainly focus on “food and beverage services”, “room comfort” and “hotel staff”. The hotel management mainly implemented problem-solving strategies such as “request for future patronage, a recovery plan as a result of the detailed analysis of the problem and warning to the relevant department performing poor service” as well as giving unsatisfactory “cliché responses”. Dissatisfied tourists performed negative e-WOM behaviours by using abusing expressions in review text, recommending different hotel alternatives, failing to recommend the hotel and expressing that they would not return. Combing through negative e-reviews which include wide range of complaints of disappointed tourists and the statements which reveal post-vacation tendencies and feelings, the e-responses of hotels that are providing insight regarding the corporate approach to negative feedbacks and formation of post-vacation relations between the hotel and customers, the paper adopts a qualitative and utilitarian approach. The originality of the paper stems from its elaborative context analysis and balanced comparison of three 5-star luxury chain resort hotels located on the shores of the Mediterranean with almost similar quality standards and guest relations/public relations (GR/PR) departments that represent corporate identity. To this respect, the research is thought to be original in quality and can fill out the gap in the tourism literature. Presenting conceptual framework and practical information, the paper is predicted to guide the future studies, tourism marketers, travel consultants, PR/GR staff and managers employed in hospitality businesses.