



TASTE ON DEMAND: EXPLORING CUSTOMER PERCEPTION AND SATISFACTION WITH FOOD ONLINE DELIVERY SERVICES

#1Mr. G.NARENDRA BABU, *Assistant Professor*,

#2Mr. V.SURESH, *Assistant Professor*,

Department of Master of Business Administration,

SAI SPURTHI INSTITUTE OF TECHNOLOGY, SATHUPALLI, KHAMMAM, TELANGANA.

ABSTRACT: The purpose of this study is to collect user feedback on meal delivery apps. The research details the most popular app for placing online food orders and the reasons behind its popularity. Customer decisions are influenced by a number of aspects, including price, shipping time, packaging ease, platform usability, and the quality of similar services. People's dietary habits are gradually changing. Finding out which food delivery service has the most users and learning what factors influence their decisions are the key goals of this study.

Key words: Consumer Behaviour, Consumer preference, most affordable Food delivery App, most preferred online food delivering app, Factors related to customer's ordering behavior

1. INTRODUCTION

The age of the "e" generation officially began with the turn of the twenty-first century. The Internet's popularity stems from its ubiquitous application across a wide range of businesses, from retail to CRM and supply chain management to e-commerce and online payment processing to online entertainment and education and even governance. The Internet is used for a wide variety of purposes in the world of sales and marketing, including but not limited to the following: information retrieval, product communication, sales tool, distribution channel, and customer support tool (Singh, Jayashankar, and Singh 2001; Calles 2000; Sandberg 1998; Peterson, Balasubramanian, and Bronnenberg 1997). The Internet has provided a platform for nearly anyone to succeed, whether via its capacity to facilitate the conduct of business in cyberspace or by connecting individuals around the globe without regard to physical location.

Customers can place an order for goods and services from practically anywhere, at any time, without having to take into account store hours, time zones, or transportation congestion. The

Internet has given business owners new opportunities by providing cutting-edge means of promotion, contact, and dissemination of information to customers. The exponential growth of online business over the past decade can be attributed to a number of interrelated reasons. These include changes in consumer tastes, new technologies, higher incomes and education levels, and a rapid expansion of the global economy. There has been a stratospheric increase in the number of consumers making purchases online during the past decade. Since online sales have increased dramatically and the Internet has many useful features, many companies are rushing to set up operations online without first determining what factors actually drive consumers to buy things or services online. Internet marketing, if executed properly, has the potential to increase sales and customer loyalty for both traditional and online products. The Internet's rapid ascent to prominence can be attributed in large part to the fact that it is a two-way medium (Warrington, Abram & Caldwell, 2000; Waldo, 2000), as well as to its speed and low cost in compared to more traditional mass media. Due to



the proliferation of PCs and networked systems, retailers have been encouraged and even pressured to create online shopping sites. Some analysts predict that traditional stores will be extinct within the next forty years (Cope, 1996). Academic research into the factors that encourage or discourage Internet shoppers is lacking, despite the growing importance of this marketing channel. Despite the extensive use of the Internet, most individuals still only know about Internet marketing through reports in the media or through word of mouth. In conclusion, the Internet offers a fantastic opportunity for marketers to explore unexplored avenues.

However, it is essential for marketers to have a thorough understanding of the mental processes that buyers go through before, during, and after making an online purchase. Executives in charge of marketing can utilize this information to better cater their wares and campaigns to their demographic of choice. By giving customers compelling reasons to stick with a given brand, businesses can increase their satisfaction levels. This study is fundamental because it lays the groundwork for answering the question of what factors, and to what extent, impact customers' decisions when they buy online for health foods. The next section will focus on the issue and objectives of the research.

Need for the study

As the country's population rises, so does the urgency with which India must upgrade its agricultural processing and distribution infrastructure. The migration of people from developing areas to metropolitan centers has prompted fresh worries about meeting nutritional needs. Generalizations regarding the urban consumer are off-base because to the geographical, historical, and cultural diversity of these cities. Instead, it is more helpful to divide consumers into groups with similar interests but different demographics (such as age, income, and education). Since the eating habits of city dwellers have implications for food and agricultural

planning, as well as the choice of appropriate corrective and preventative actions, more attention than has hitherto been paid to these habits is warranted.

Scope and Significance of the study.

Restaurants and other small enterprises in the modern era cannot do without a web presence. Online meal delivery services offer just the appropriate variety. Writer: Saionji Baldur Both the formal and informal hospitality industries in India are very distinct from one another. The restaurant business is included in this category as well as the hospitality industry. Few restaurants are part of a larger chain, and those that are tend to cater to a narrow local clientele. In this setting, it's easy to attract repeat customers; perhaps a separate sales and marketing department isn't essential.

Written by: David Buttress The proliferation of online restaurants and delivery services. Putting the consumer first was the driving force behind the development of these sites. Nonetheless, they offer a plethora of growth opportunities for existing enterprises in the area. Online food delivery has seen phenomenal growth in popularity over the past few years. Many other variations have sprung up at various times in India, but none of them have been particularly successful so yet. One such pioneering business is HungryZone.com, which was launched in 2006 and features more than 650 eateries in Hyderabad. Recently, the company was acquired by the United Kingdom-based JustEat.com, who relaunched it as JustEat.in in India with the intention of expanding throughout the country in the coming year. The website is currently accessible from Hyderabad, Mumbai, and Delhi. David Buttress, the CEO of JustEat.com, has stated that they are considering expanding to similar cities.

Objectives of the Study

- These are some of the goals of the study.
- This study's primary objective is to design a "Online Ordering System" for accepting



orders and payments from clients in a brisk, convenient, and secure manner.

- Examining how consumers' prior experiences with and expectations of online food ordering affect their final verdicts.
- Find out how many people prefer to use computerized meal ordering.
- Online food ordering: weighing the benefits and drawbacks

2. LITERATURE REVIEW

A study by Saini (2016) The purpose of their study was to investigate the perspectives, actions, and levels of contentment of students in relation to services that enable online meal ordering and delivery. The findings of their analysis suggest that students can improve their time management by making use of services that allow them to make food purchases online. It has also been established that the key reasons for using the services are the ease with which they may receive the cuisine of their choice at any time and the convenience with which they can connect to the internet. Both of these factors have been determined to be important.

(From Varsha Chavan's work in 2015) Restaurants have found that it is helpful to utilize a user interface that is based on a smart device for customers to view, navigate, and place orders. This has proven to be beneficial in terms of the restaurants' ability to quickly manage the orders that customers place. At this time, research is being conducted to investigate whether or not wireless communication and smart phone technologies have the potential to fulfill and improve business management and service delivery. According to the findings of their study, this strategy is not only useful, but it is also uncomplicated and simple to put into practice. As a result, it is possible that it will be of assistance to the restaurant business as a whole in the years to come.

(Manju, 2019) is cited as the source. In her study on Customer Preference and the influence of Online Food Service Apps, she discusses the impact that different food ordering apps have on our day-to-day lives as well as the variables that have led to this high level of food service app usage. She also looks at the elements that have contributed to this high degree of food service app usage. Her research concentrates on customer preferences and the impact of using online food ordering apps.

(Da, respectively for the months of September and October in 2018) As part of his investigation, he posed questions to clients regarding their experiences using meal ordering and delivery services that were offered online. This was done with the purpose of discovering the consumers' opinions on the various services that they acquire through a range of internet portals, and this was the motivation behind why this was done.

2019 if we are to believe Saxena. By implementing software programs known as online meal delivery applications, eating establishments and other enterprises in the food service industry are able to fulfill the orders of their clients to bring meals directly to their homes. The increasing number of people in metropolitan areas who are required to maintain a healthy balance between their personal and professional lives has contributed to the rapid growth of the notion of meal delivery. The process of placing an order for a meal on the internet does not include any form of interaction with a human being, which ensures that there are no mistakes made and makes the process significantly more convenient. The food market in India is currently worth more than 350 billion dollars, and businesses that operate in this sector are always inventing innovative strategies to raise the level of satisfaction of their consumers and to maintain these clients as customers over the long term. As a direct result of the aforementioned circumstance, there is currently a cutthroat competition going on between online meal



delivery programs and eateries that provide free home delivery.

2011 based on what Kimes says. The findings of this study reveal that perceived control and perceived convenience in connection with online meal ordering services are significant not just for those who use the services but also for people who do not utilize the services. Non-users have a higher level of anxiety about the technology involved and demand a higher level of human connection before they will use the services.

According to Hong (2016), the advent of novel technology has resulted in major changes to the business models utilized in a variety of different sectors. The implementation of more efficient procedures in a restaurant can boost both the business's productivity and its profitability. It is predicted that the deployment of a system that allows for the online delivery of meals would support restaurants in the growth of their companies over time and will make it simpler to conduct essential business transactions online.

3. RESEARCH DESIGN

When referring to the process of conducting an inquiry or study, the term "research design" refers to a blueprint that has been meticulously worked out. It provides a description of the objectives of the research as well as the strategies that will be utilized in order to accomplish those objectives. It provides an in-depth overview of the processes that will be carried out in order to collect and organize the necessary data. It involves creating the conditions for the collection of data and the analysis of that data in a manner that makes an effort to strike a balance between the usefulness of the data and its relevance to the overall purpose of the study. To put it another way, the framework that an inquiry employs to arrange its findings and conclusions is called the framework.

The last chapter provided you with a summary of the relevant literature so that you might look it over before moving on. The researcher had a

better understanding of both the topic of the research as well as the methodology that should be applied after reading the needed literature. This chapter gives in-depth information regarding the methodology of the study, which includes the problem statement, operational definitions, sampling procedures, sample size, and a description of the instrument. Additionally, this chapter provides a summary of the results of the investigation. When referring to the process of conducting an inquiry or study, the term "research design" refers to a blueprint that has been meticulously worked out. The gathering of information is going to be the focus of this project. The process of acquiring new information and establishing the veracity of previously held beliefs is known as research. It may be used in reference to either natural or social occurrences. To phrase this another way, a strategy for carrying out research can be referred to as either a research design or a research technique. A plan for carrying out the necessary amount of research that needs to be done. In the event that a research project is carried out without a strategy, the outcome of the investigation can not be what was first envisioned for it to be. This is comparable to constructing a building without first drawing up the blueprints. It provides a description of the objectives of the research as well as the strategies that will be utilized in order to accomplish those objectives. In the section headed "To Study the Customer Perceptions of Electronic Food Ordering," an in-depth explanation of the methods that need to be carried out in order to gather the information that is required in order to find a solution to the problem is provided. This information is required in order to find a solution to the problem. It involves creating the conditions for the collection of data and the analysis of that data in a manner that makes an effort to strike a balance between the usefulness of the data and its relevance to the overall purpose of the study. To put it another way, the framework that an inquiry employs to



arrange its findings and conclusions is called the framework.

Data collection methods:

When doing any kind of project or analysis of the market, collecting and analyzing relevant data is an absolutely necessary step in the process. In order for this study to have even a remote possibility of yielding useful results, it is imperative that appropriate data be collected. There are only two types of data sources: main and secondary. Neither one is more reliable than the other.

Primary data-

Primary sources are those that are obtained directly by the researcher, such as personal experiences or data gained throughout the course of their work. In this context, "information gleaned from the area of investigation in order to fulfill a specific objective" refers to the data that has been extracted from the subject of the investigation. In order to collect the primary data for the study, the survey method, in conjunction with the instrument questionnaire, was used rather frequently during the duration of the research project.

Secondary data-

Are tidbits of data that were gathered in the past for a particular purpose, but which take on a new importance when applied to a different scenario. This is information regarding an occurrence that the investigators themselves have not witnessed, and as a result, it is considered to be information that was gained through sources that provided it to the investigators in a second hand. By making use of secondary data, you might potentially save expenses and save time. One of the objectives is going to be to increase the precision of the analysis that has been done.

Sample Procedure

The term "sample" refers to a statistical representation of the population from which a selection was made for the purpose of making a sample. After the finalization of the variables, the

entire population ought to be made the subject for the data collection, or a particular group ought to be picked as being representative of the entire population. The selection of the sample that will be used to collect the data for the study is the factor that is most important in deciding the extent to which the findings of the research can be generalized to the population as a whole.

Sample design:

We use a method of sampling that does not rely on the element of chance to choose who gets a sample. The primary data came from a sample that was selected at random from consumers in the metro region of Hyderabad who have placed an online food order within the most recent month. These customers had all ordered meals online at some point in the prior month.

Sample:

One hundred clients, male and female, from the surrounding area of Hyderabad were selected at random in order to fill out the questionnaire, and every single one of them has answered to it. It was considered that a sample size of one hundred people would be sufficient to represent the entire population of customers in Hyderabad, and it was determined that this number would be adequate.

Tools for collecting data:

Any investigation that aims to discover effective solutions as its ultimate goal must, by necessity, make use of some kind of research tool in order to be successful. This is because it is the only way to collect reliable information and arrive at accurate findings regarding the subject that is currently being researched. This is the main reason why this is the case.

4. ANALYSIS AND INTERPRETATION

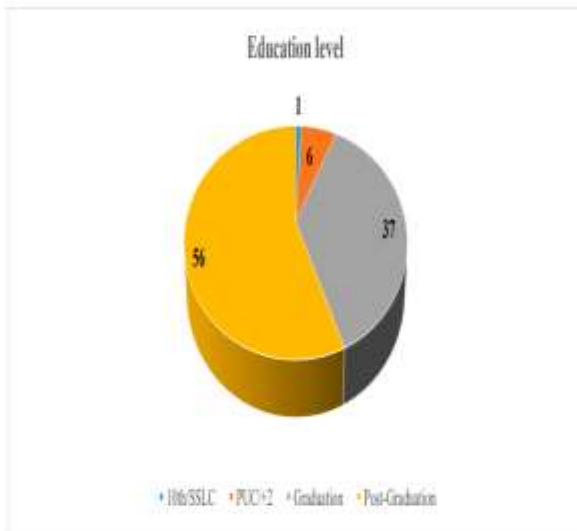
The approach that the researcher is employing in order to carry out the current investigation was covered in great detail in the chapter that came before this one. The presentation of the analysis and interpretation of the data is the topic that will be covered in this chapter. As was mentioned



previously, the objective of this research was to determine how clients in the city of Bangalore feel about the option of placing food orders online. The information that was gleaned from people's responses to the questionnaire, which was then collated and examined. The data required for this purpose was gathered with the assistance of several tools that were easily accessible. It is vital to have the interest of the customers in order to discover the answers to the inquiries.

Table 1 displays the average degree of education held by clients.

Education Level	No of respondents	% of respondents
10th/SSLC	1	1%
PUC/+2	6	6%
Graduation	37	37%
Post-Graduation	56	56%

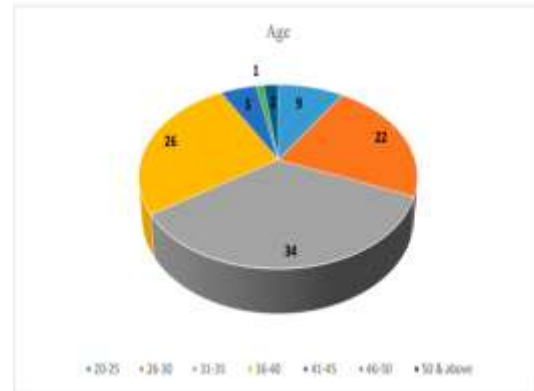


Interpretation

Based on the data shown in the graph that was just above, it was determined that 56 percent of the respondents have finished their post-graduation program, followed by 37 percent who have finished their graduation program, and just one percent or less has finished their SSLC and PUC programs.

Table 02: Showing the Age Group of Customers

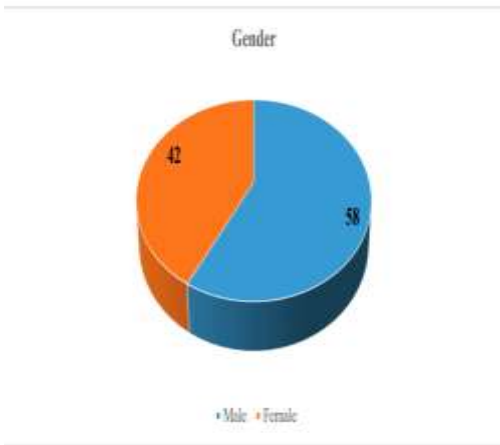
Education Level	No of respondents	% of respondents
20-25	9	9%
26-30	22	22%
31-35	34	34%
36-40	26	26%
41-45	5	5%
46-50	2	1%
50 & above	2	2%



Interpretation According to the data presented in the preceding graph, the majority of the respondents who placed an online purchase for food were between the ages of 31 and 35 years old, followed by 32 percent of respondents who were between the ages of 26 and 30 years old. 8 percent of the respondents are between the ages of 36-40 years, 7 percent of the respondents are between the ages of 20-25 years, 5 percent of the respondents were between the ages of 41-45 years, and 2 percent of the respondents were between the ages of 50 and above.

Table 03 displays the gender of those who have answered to the survey.

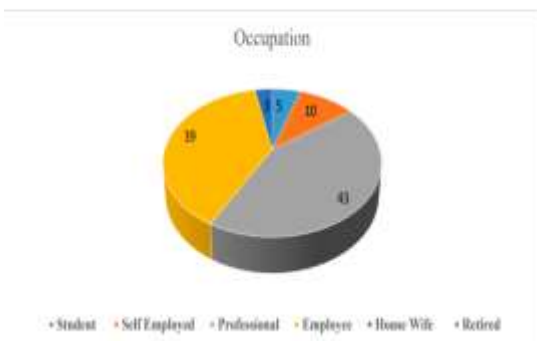
Sex	No of respondents	% of respondents
Male	58	58%
Female	42	42%



The questionnaire was answered by around 58 percent male respondents and 42 percent female respondents. The majority of the respondents were male. The winner was chosen at random. 58 42 Males and Females of Each Gender

Table 04: A Breakdown of Our Clientele Based on Their Professions

Occupation	No of respondents	% of respondents
Student	5	5%
Self Employed	10	10%
Professional	43	43%
Employee	39	39%
House Wife	3	3%
Retired	0	

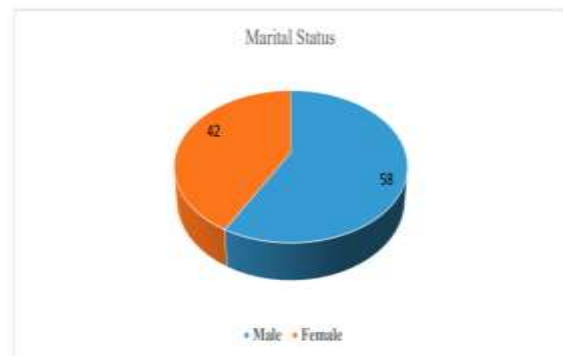


According to the interpretation of the preceding graph, it was discovered that approximately 39 percent of the respondents were professionals, followed by 39 percent of the respondents who were employees. Ten percent of the respondents

were self-employed, and ten percent of the respondents were housewives.

Table 05: Displaying Whether or Not an Individual Is Married

Occupation	No of respondents
Single	21
Married	71



According to the interpretation of the graph that was just presented, it was discovered that about 71 percent of the respondents who were chosen at random are married, and nearly 21 percent of them are single.

5. CONCLUSION

The findings of a study that investigated how customers felt about the option to place food orders online led researchers to the conclusion that every system had both strengths and weaknesses. The primary goal of this system for placing food orders online is to help consumers save time, particularly in situations in which they need to invite a large number of people to an event of some kind. The most important advantage of placing orders online is the time savings. Accuracy is the single most crucial quality that should be looked for in an electronic ordering system. According to the findings of this study, residents of Bangalore city have a preference for using the internet to place their food orders. Almost ninety percent of those who participated in the survey were aware of the electronic food ordering system. Customers in the age range of 31 to 35 years old placed the most orders for



electronic food, and the most common reason given was that these customers did not want to cook, particularly on the weekends.

Customers who judge the quality of the service based on their contacts with staff members are unlikely to desire to use the self-service ordering option. Customers who were previously unable to grasp the concept of technology may be hesitant to utilize an electronic self-service site for the same reason: they may be frightened of being confused or frustrated with the technology. According to the findings of this study, customers who use online ordering have higher levels of satisfaction since it gives them a greater sense of control and is more convenient. According to the findings of my research, restaurant owners and managers should prioritize providing their customers with increased degrees of perceived control and convenience because this is connected with a higher intention to use online ordering in the future. Ordering by mobile device, the internet, or text message is more common among younger clients. Convenience and speed are two factors that younger customers place a higher priority on than older users do. Customers will appreciate not having to wait, which may encourage other customers who are currently waiting to try out electronic food ordering.

REFERENCES

1. Arji Mariam Jacob, N.V. Sreedharan, Sreena.K . (2019). Consumer Perception of Online FoodDelivery Apps in Kochi . International Journal of Innovative Technology and Exploring Engineering (IJITEE).
2. suryadev-singh-rathore. (2018). Consumer's Perception on Online Food Ordering. *ijmbs*, 17. wire agency feed . (2020, jan 28). Indian online food delivery market to hit \$8 bn by 2022: Report.
3. Retrieved from livemint:[https://www.livemint.com/technology/technews/indianonline-food-delivery-](https://www.livemint.com/technology/technews/indianonline-food-delivery-market-to-hit-8-bn-by-2022-report11580214173293.html)
4. market-to-hit-8-bn-by-2022-report11580214173293.html Business Insider. 2020. Swiggy Says It's The Most Loved Brand and Doesn't Need Discounts. [online] Available at: [Accessed 19 March 2020].
4. Copeland, A. (2017). The Pros and Cons of Open and Closed Questions. [e-book] Available at: <https://www.interpnet.com/NAI/docs/CIT/Copeland-Questions.pdf> [Accessed 20 Dec. 2019].
5. Apuke, O. (2017). Quantitative Research Method: A Synopsis Approach. Kuwait Chapter of Arabian Journal of Business and Management Review, 6(11), pp.40-47.
6. Ary, D., Jacobs, L. and Sorensen, C. (2010). Introduction to research in education. 8th ed. Belmont: Wadsworth Cengage Learning.
7. Ghosh, R. and Ranjan Saha, T. (2020). A study of e-payment system on food delivery industry: A case on Swiggy. *IJRTBT*. [online] Available at: <http://ejournal.lucp.net/index.php/ijrtbt/article/view/187/152> [Accessed 26 Feb. 2020].
8. Hariharan, D. and Selvakumar, D. (2018). Consumer perception towards online shopping with reference to Tirupattur. *International Journal of Pure and Applied Mathematics*, [online] 119(18). Available at: <https://acadpubl.eu/hub/2018-119-18/3/273.pdf> [Accessed 26 Feb. 2020].