To Study the Factors Affecting Consumer Perception towards Online Food Ordering and Delivery Service

Aqsa Amerjee[1] and Shilpi Nag Patil[2]

Student, Medicaps University, Indore, India[1]

Assistant Professor, Medicaps University, Indore, India[2]

Abstract: *The emergence of digital platforms for ordering and receiving meals has completely transformed the way customers obtain and utilise food services. In order to shed light on the variables impacting customers' happiness and preferences in this quickly changing business, this study intends to investigate how consumers perceive online meal ordering and delivery services in Indore City.*

Data was gathered through quantitative surveys from a diverse sample of customers in different geographic and demographic regions. In order to confirm and generalise the results and to evaluate several aspects of consumer perception, such as convenience, reliability, quality, price, and customer service, it was given to a bigger sample.

According to preliminary research, consumers' main reason for using online meal ordering and delivery services appears to be convenience. Customer happiness is heavily influenced by elements like choice, ease of use, and prompt delivery. Consumers continue to place a high value on issues like meal quality, delivery accuracy, and service responsiveness.

This study adds to the field of literature by giving a thorough understanding of how consumers feel about ordering and receiving meals online. It also provides useful information for researchers and practitioners in the food service sector. Businesses may improve customer satisfaction and loyalty by addressing the gaps and problems that have been highlighted. This will eventually promote the growth and sustainability of online food delivery platforms in a market that is becoming more and more competitive.

Keywords: Customer perception , Online food delivery , Customer satisfaction , Convenience, Reliability.

I. INTRODUCTION

In recent years, the rise of online meal ordering and delivery services has drastically altered the way that people eat. Because these platforms are so accessible and convenient, consumer behaviour has altered dramatically, impacting how individuals choose, buy, and enjoy their meals. As the online food industry expands, it is imperative that lawmakers, restaurateurs, and service providers understand consumer sentiment.

Online food ordering and delivery is the practice of consumers making food orders online, typically using websites or mobile applications, and having the meal delivered to the address they specify. This service is revolutionising the way people order and eat food, and it has become incredibly popular and important to the food business.

Since people's dependence on technology has driven them to do everything online, including buying cooked meals to be delivered straight to their door, it has also changed customer tastes. Convenience is important to clients; just a few clicks on a mobile device, placing an order is simple. Consumers use online meal ordering and delivery services for a number of reasons, such as convenience, a preference for technology, and expedited food delivery. Customer expectations are growing in tandem with the increasing popularity of online food ordering and delivery services.

In an effort to adjust to fifth-generation technology, everyone is in competition with one another. Apps such as Zomato, Swiggy, Ubereats, and others are promoting India's rich and varied food culture. Whether at home or at work, these applications let consumers experience food from various restaurants. Consumers even show a great deal of interest in all the innovations created to keep up with the times and explore novel experiences as easily and transparently as

Copyright to IJARSCT
www.ijarsct.co.in

DOI: 10.48175/IJARSCT-17708

ISSN
2581-9429
IJARSCT

48

possible, expecting the same calibre of service they would from going to any physical location. Meals are really necessary, and utilising these applications to purchase meals has significantly increased e-commerce.

About Online Food Ordering

Online meal ordering is a method that uses a smartphone app or internet website to deliver food from nearby restaurants and other food businesses. A growing number of individuals, particularly in the younger generation, are adopting mobile meal ordering applications, which enable customers to place orders with little mistake and have food delivered right to their door. This method of systematic food delivery is becoming more and more popular.

The consumer must pick the restaurant window using a button on the app in order to view the whole menu. Customers must first download the app on their smartphones and register by creating a basic profile with their address and payment information. Generally, cash on delivery or cashless credit card, debit card, and UPI app payments are accepted. The features of each app will differ from one another with regard to promotions, user reviews, price, and offers. Some of the most well-known mobile meal delivery apps include meal Panda, Zomato, and Swiggy; other chains also have their own food delivery apps.

The ordering process in these applications is very easy. First, you can search for your favourite restaurants' dishes from your local area by using the pop-up menu. You can also search for food openings based on delivery time, ranking, and price. Alternatively, you can simply filter the foods you like, and from the wide variety of food offerings, choose the ones that best suit your needs and preferences. then your indicated position will be tracked on the delivery using the maps that you have supplied, together with your home numbers and the specific landmarks that indicate your legal address.

Once your spot is reserved, you may pay for your order using a variety of methods, including debit card, credit card, net banking, UPI, and so on. Certain benefits are provided to the users, such as coupon codes and small sum reductions; certain eating establishments, such as cafeterias, also provide decent concessions. The order is formed as soon as the payment is finished, and you will get an SMS confirming your consent.

Subsequently, the eateries take your orders and notify your personal number of the estimated arrival time of the meal. The delivery person's travel distance and the amount of time required for meal preparation are taken into consideration when estimating the arrival time. These applications now prioritise timing more than ever. They will also include features like live GPS tracking, which alerts customers when food is ready and assigns a delivery supervisor to promptly pick up and deliver the order to customers' doorsteps.

Factors which Influence The Consumer To Order Food Online

Online meal ordering is influenced by a number of things. Convenience, accessibility, and technology have all contributed to the expansion of the online meal delivery market. These are some important variables that prompt customers to place online food orders:

Convenience

Convenience is the main motivator. Customers may order meals from the convenience of their homes or offices using online food delivery, saving them time and effort.

Variety and Choices

A large variety of menu items and cuisines from different restaurants are available on online platforms, giving customers a lot of alternatives to pick from.

Time Saving

Online meal ordering is a time-saving solution for people who are busy since it removes the need to go to restaurants, stand in queue or spend time preparing.

Ease of Ordering

Online platforms' intuitive and user-friendly interfaces make it simple for customers to peruse menus, alter orders, and finish transactions with a few clicks.

Discounts and Promotion

Discounts, promotions are available on a number of online meal delivery platforms, which increases the affordability of online ordering for customers.

Copyright to IJARSCT

www.ijarsct.co.in

DOI: 10.48175/IJARSCT-17708

ISSN
2581-9429
IJARSCT

49

Digital Payments

Online banking, digital wallets, and credit/debit cards are just a few of the digital payment methods that are available, which improves transaction security and ease.

Real Time Tracking

Having real-time tracking of an order's progress, from preparation to delivery, increases transparency and fosters customer trust

A notable change in consumer behavior has resulted from the combination of these variables, as an increasing number of consumers are choosing the convenience and variety provided by online meal ordering systems. The online meal delivery sector will probably have to innovate and adapt as technology develops further to satisfy shifting customer demands.

II. REVIEW OF LITERATURE

The companies' ability to sell their goods and services depends heavily on the quality of their websites. This is especially crucial for internet businesses like OFD services, where clients and businesses communicate only via digital platforms. In 2017, Jeon and Jeong

According to Jyotishman Das (2018), the element that influences customers to utilise meal ordering applications the most is doorstep delivery. Discounts and rebates that they receive also frequently have an impact on the customers. Zomato and Swiggy emerged as the most preferred service providers after a comparison of the parameters. However, some unfavourable factors, such as unpleasant prior experiences and unfavourable experiences from friends and relatives, might occasionally stop customers from utilising the method.

The widespread use of smart phones and smart technologies, which provide real-time connectivity through mobile applications and contribute to the rising popularity of OFDAs among those looking for quick and easy meal alternatives **(Kanteti, 2018).**

M Chaudhary and S Rathore. 2018).Individuals have different opinions on online meal delivery services. Personal opinion is also the foundation of perception. Compared to older individuals, younger people tend to be more drawn to online meal ordering services.

This results from a lack of knowledge about technology (mobile applications). Additionally, customers are drawn to meal delivery services that promise substantial savings and cashback incentives. Businesses may be able to target customers more effectively if they can accurately segment and identify the real consumer behaviour across a wide geographic region.

The research conducted by Lau Teck Chai (2019) on students' attitudes, actions, and contentment with online food ordering and delivery platforms is commendable. The survey emphasised how beneficial online meal ordering and delivery services are for helping students manage their time and enjoy their favourite foods whenever they want. Researchers have also shown that students' use of these services is influenced by their easy access to the internet.

III. OBJECTIVE OF THE STUDY

To Study The Factors Affecting Consumer Perception towards Online Food Ordering And Delivery Service
To identify the factors that lead a customer to select online meal delivery services

IV. RESEARCH METHODOLOGY

Both primary and secondary data were gathered in order to complete this study. Literature related to the study of the factors influencing consumers' perceptions of online food ordering and delivery services was gathered and examined for secondary data. A Google Form was used to create a questionnaire with questions for primary data, which was then distributed to participants.

V. FINDINGS

The study's goal was to identify the variables influencing consumers' opinions of online food ordering and delivery services. Most of the study is of a descriptive nature. The data was acquired through the use of surveys. Except for

Copyright to IJARSCT
www.ijarsct.co.in

DOI: 10.48175/IJARSCT-17708

ISSN
2581-9429
IJARSCT

50

questions on demographics, all questions about customers' expectations and views of online food purchasing were answered on a five-point Likert scale.

Figure 1.1 shows that 52% of the respondents were between the ages of 21 and 30, and that they are more likely to buy meals online using applications that deliver food. This analysis of the respondents' ages is done percentage-wise.

Figure 1.2 shows the results of the data analysis using a five-point Likert scale. The responses agree that one consideration while doing an online meal order is the quality of the food The respondents strongly agree that among the primary factors influencing their decision to use an online meal delivery service are ease and convenience, and discounts and offers on the apps . They also agree strongly that placing an online meal order saves time.

When paying for meals online, the majority of respondents prefer to use an online payment method, as shown in Figure 1.3.
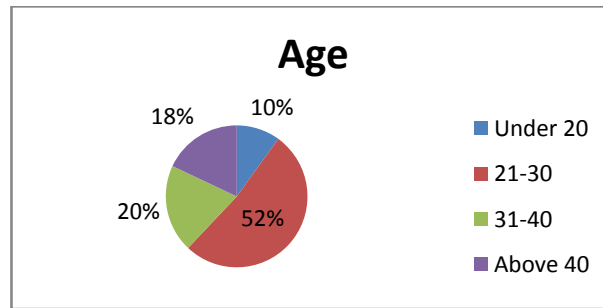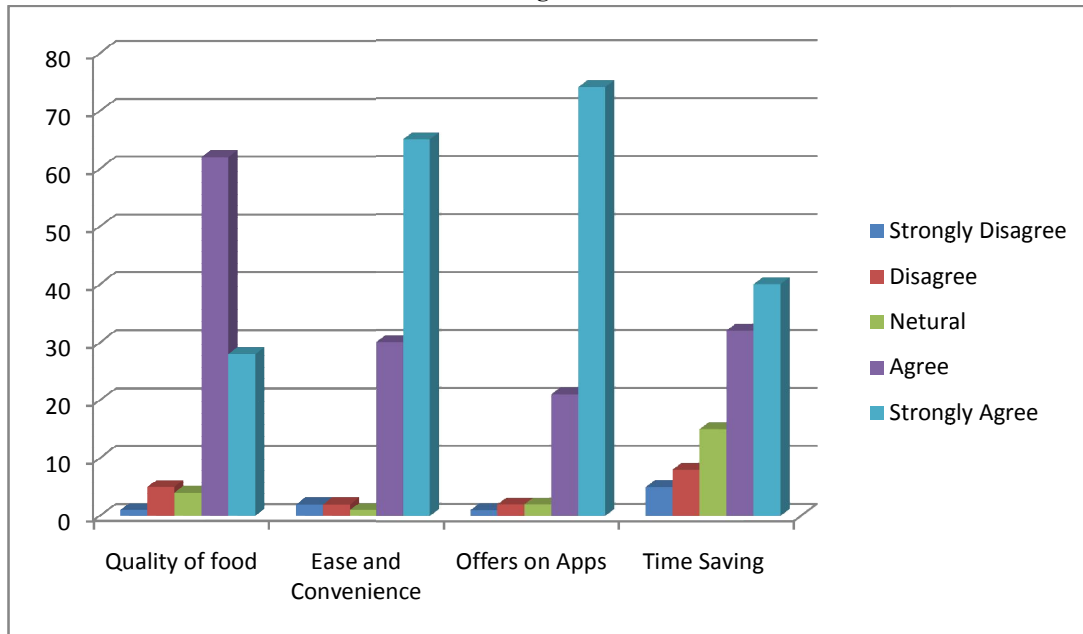

Fig 1.1

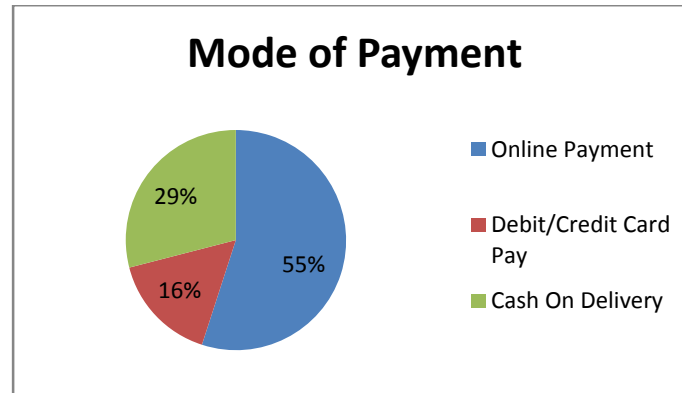**Fig 1.2 Reasons for choosing online food delivery services**

51

Fig 1.3

VI. CONCLUSION

Several conclusions may be made from the research on consumers' perceptions of online meal ordering and delivery services

Convenience is Key as most consumers find online meal ordering and delivery services to be quite practical. The ease of delivery and the option to order meals from the comfort of one's home or place of business are key factors contributing to the growing popularity of these services.

Variety and Choices are Important Consumers like the extensive selection of restaurants and dining possibilities offered by internet platforms. The fact that these services provide a wide variety of menu items and cuisines adds to their attraction also customer's opinion is greatly influenced by the quality and freshness of the food they get. Consumers anticipate that their orders will be of the highest calibre and freshly made, in keeping with the restaurant's standards.

Timeliness and dependability are essential as reliability of service and prompt delivery are essential for client satisfaction. Order errors or delays can have a negative impression on consumers' perceptions and cause them to become dissatisfied.

Sustaining client happiness and loyalty requires effective customer service, which includes being responsive to questions, concerns, and difficulties. Quick issue solving can lessen unpleasant experiences.

Consumers base their judgements about which restaurants or platforms to order from on the opinions and reviews left by other users. While unfavourable reviews may turn off potential buyers, favourable reviews may foster confidence and trust.

Customers are price sensitive in addition to appreciating ease. Their choice to utilise online meal ordering and delivery services may be influenced by promotions and competitive pricing.

In conclusion, in order for online meal ordering and delivery services to preserve and improve consumer perception, satisfaction, and loyalty, it is important that these elements be understood and taken into consideration. In this competitive industry, maintaining a high standard of service quality, dependability, user experience, and customer support are essential tactics for success.

REFERENCES

[1]. Tan, K. H., Sjahroeddin, F., Suhartanto, D., Helmi Ali, M., & Kusdibyo, L. (2019). Loyalty towards online meal delivery service: the role of e-service quality and food quality. 22(1), 81-97, Journal of Foodservice Business Research.

[2]. Duggal, S., and V. Gupta (2020). An example of how consumer attitudes and conduct are changed is given by Indian online food delivery services. 15(1), 77–93, International Journal of Culture, Tourism, and Hospitality Research.

[3]. A. K. Katta and K. S. Singh (2022). An investigation on how customers see the meal ordering app Zomato, with a focus on the Kancheepuram district. III), 3736–3744, International Journal of Health Sciences.

[4]. S. S. SHIVAJI (2020). examining the elements influencing consumers' perceptions of online food ordering and delivery services.

[5]. Mangar, G. K., Thakur, D., and Arneja, R. S. (2020). an investigation of how consumers feel about price increases for online meal delivery services. 10, (5), 88-93. International Journal of Engineering and Management Research (IJEMR).

[6]. Pentyala, B., and Reddy, M. S. (2019). Consumer opinions on ordering meals online. 4(2), 102-107 in International Journal of Innovative Studies in Sociology and Humanities.

[7]. M. J. Chorneukar (2014) to investigate how customers feel about buying meals online. Details of the St. Joseph's Evening College–Pondicherry University Twinning Programme Pondicherry–605014, Batch (2012–2014) are available at http://www.sjput.in/Pdf/lMarketing% 20sample% 20project.pdf.

[8]. Babu, J., Xavier, J. D., and Sophia, J. (2020). Customer opinion of online meal ordering and delivery services, with a focus on uber Eats, Swiggy, and Zomato.

[9]. D. Ghosh (2020). An experimental research on customer satisfaction with online food delivery (OFD) services for fast food. 11(10) of the International Journal of Management (IJM), 645–658.

[10]. Bhat, G., and Frederick, D. P. (2021). Examine how consumers regard online meal delivery services. 9(7), b301-b314 in International Journal of Creative Thoughts (IJCRT).

[11]. In 2019, Chandrasekhar, N., Gupta, S., and Nanda, N. A comparative examination of food delivery services and client choice. 22(4), 375–386 in Journal of Foodservice Business Research.

[12]. P. Nos (2021). A REVIEW OF THE Literature Concerning Consumer Perception of Food Delivery Apps Online.

[13]. Bhat, G., and Frederick, D. P. (2022). Creation of a Conceptual Model: Consumer Perception of Online Food Delivery Services. Case Studies in Business, IT, and Education: An International Journal (IJCSBE), 6(1), 470–505.

[14]. Shah, B. J., Shroff, A., and Gajjar, H. (2022). A comprehensive overview of the literature on online meal delivery research. 34(8), 2852–2883, International Journal of Contemporary Hospitality Management.

[15]. M. L. A. AJBANI (2019). Online Food Ordering and Delivery: Perception regarding Quality of Services among Customers in Nashik. Engineering Sciences Journal, 10(11), 314-319.

[16]. Muhamad, M., Mohd Muslim, N. A., Rudi Hartono, M. A., Azizi, M. I. F., & Jamaludin, N. A. (2020). an investigation of how customers feel about apps that serve food online. International Journal of Organisation and Entrepreneurship