Consumer Behavior regarding Food Ordering Applications in and around Chandigarh

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Abstract

Significance of utilizing the Internet in marketing mixes is being recognized by numerous marketers. But only few researchers has experimentally tested the critical variables that impact an individual's decision while purchasing items or services on the web. Based on the aperture in the literature, the motive of the study is to comprehend the impression of Electronic Online Food Ordering. The main consideration that represses the person who has never ordered anything through web is a mental barrier regarding usage of Internet for Food Ordering and discomfort in using the apps on mobile for food ordering. Another reason for not ordering food through internet is fear of hacking of financial data or its misuse. Consumers' Perceptions of Online Ordering varies from person to person. The intention of this research work is to help food service providers to better design their electronic ordering channels. The most significant attribute while ordering on web is order exactness. After that it is convenience and simplicity of placing an order. Telephone calls are most widely recognized medium for placing an order, in spite of availability of the internet and phone apps. Electronically placing an order is developing; however the respondents said they place little more than 38 percent of their orders on the restaurant's website or app. A main ramification is that restaurateurs should give guarantee that their ordering systems give impression of control and convenience to the user. Another factor that needs to be focused is that clients prefer restaurants with home delivery service for online ordering. It is found in this research that there is a growing tendency among youth to order food only more frequently through online apps available on Mobile phones.

Keywords: *: Online Food Ordering, e-wallet, Consumer Perception, e-commerce*

Introduction

In the past decade, E-commerce has developed exceptionally for a variety of reasons such as changes in the lifestyles of consumer, advancements in technology, increments in purchaser salary and training, and fast budgetary advancement all through the world.

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The utilization of the Internet for shopping or purchasing has been growing at a noteworthy rate. Drastic growth in the online sales and many online features had drawn lot of attention of companies into setting up of virtual platform without recognizing what factors really inspire purchasers to purchase items or services on the web. It's a firm belief of many marketers that digital marketing will expand customer segment, their spending and loyalty towards both online and offline products.

Online food ordering services are the websites or apps which highlight intelligent menus permitting user to put orders with near and local restaurant. Much like placing an order of consumer goods online, lot of these permit clients to keep accounts with the base request to make frequent ordering easier. A customer will scan for a most loved restaurant, look over accessible things, and get it home delivered or pick-up. Customer can make the payment by credit card or cash on delivery, while restaurant returning a percentage to the online food company. While the internet has been around for longer than 12 years, however shutting the gap among physical and online placing order of food has taken longer. Dominos was the first restaurants to embrace online food ordering services.

Online food ordering may be reaction of the internet to the desire for delivery food. It is a developing particularly in urban areas and on college campuses. Online food ordering allows customers to place order from restaurants interactive menus. In many cases, web sites can be used to place orders, though a lot of people rely on a mobile phone, desktop or laptop.

Online food ordering from a restaurant may occur through various means. A restaurant can have its own website with features of placing an order either pickup or home delivery. Even

It is beneficial for both the customer and for the restaurants who participate in placing an online ordering. Initially a customer can place an order when he/she has intention and time. The customer can tweak their order as per their preference without errors in communi--cation between the customer and the person taking the order. In addition to customer advantages, the restaurant is able to take more orders with less staff. The restaurant does not require a waiter or hostess to be on the phone to take the order. The order can be connected to the kitchen of the restaurant directly.

In India, there is huge food diversity and it is because of diversified culture consisting of different regions and states within. Traditionally, Indians like to have home-cooked meals –a concept supported religiously as well as individually. Be that as it may, with times because of expanding mindfulness and impact of western culture, there is a shift in food consumption patterns especially in the urban areas. Fast food has gained acceptance of Indian palate after the fast-food players adapted the basic Indian food requirements such as veggie meals and selected non-vegetarian options excluding beef and pork totally from their menu.

Initially the fast food outlets faced confronted protests and rejection from Indian consumers. This was because of essential recognition that these fast food outlets serve just chicken and don't serve vegan meals. Fast food industry is growing in India with the adaption of Indian food requirements. It is picking up acknowledgment fundamentally from Indian youth and younger generations and is becoming part of their life. Keeping in mind the Indian habits and changing inclinations towards food consumption, this study concentrate on understanding the compo--nents influencing the impression of Indian youth, in the age gathering of 20-40 years, towards consumption of fast food as well as towards settling on decision of fast food outlets.

The websites of online food ordering have

grown more for consumer convenience than anything else. Yet, they do open a plenty of chances for little foundations to develop their business further. Online food ordering was an international phenomenon for a while. There have been many variations in India as well which have taken off at different periods of time and moving towards success. One of these early endeavors was Hungry Zone.com which begun in 2006 in Bangalore with in excess of 650 restaurants in the city. These days, Fast food is liked by a large portion of the Indians in their selection of cooking styles. A significant extent of Indians utilizes either Uber eats or Zomato to arrange their food on the web. There is likewise a tendency towards the utilization of Swiggy and Food Panda.

Customers have explicit requirements and desires as for their food. Therefore, food and diet examples of the different layers of urban populace merits more consideration than they have been given up until this point, not just for their suggestions on food and horticulture arranging but also for determining remedial actions and preventive measures is preferred.

With the changes in the Indian population more people remain in various urban communities with the end goal of studies and business and the bustling timetables of both the couple in the family, the interest for online food requesting have created and going up consistently.

Review of Literature

A literature review is comprehensive summary of various published articles and studies on a topic by accredited scholars and researchers. The purpose of behind review of literature over a topic is to gain knowledge and ideas regarding the topic, and what their strength and weakness are. Online food ordering is basically a self-service technology, some of the studies that have been conducted on consumers' adoption of self-service approaches. Very much structured self-administration ordering systems give customers considerable authority over the pace of their exchange and permit them to restrict the measure of individual association they experience, whenever wanted.

According to Serhat Murat Alagoz & Haluk Hekimoglu (2012), stated that e-business is rapidly growing worldwide, the food service industry is also showing a steady growth. The researchers used the Technology Acceptance Model (TAM) as a ground to study the acceptance of online food ordering service. They revealed that the attitude towards online food ordering vary according to the ease and usefulness of online food ordering process and also vary according to their innovativeness against technology usage, their trust in e-providers and various external influences.

According to H.S. Sethu & Bhavya Saini (2016), investigated the consumer's perception, behavior and satisfaction towards online food ordering and delivery services. They revealed that online food purchasing services help the consumers in managing their time better. They also divulged that easiness of availability of their desired food at any time and also easy access to internet are the main reasons for using the online food services.

The study of Sheryl E. Kimes (2011) established that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non- Internet users need more personal interaction and also had higher technology dilemma to use the services.

Leong Wai Hong (2016) stated that the technological advancement in many industries have changed the business model to

grow. The researcher highlighted that efficient systems can help to improve the efficiency and profitability of a restaurant. The researcher also stated that the use of online food delivery system is supposed to increase the business of food joint time to time and will help the restaurants to facilitate major business online.

Varsha Chavan (2015) stated that the use of smart device based interface for customers to view, order and navigate has helped the food joints in managing orders from customers immediately. The capabilities of wireless communication and smart phone technology in fulfilling and improving business management and service delivery. Their analysis states that online system is convenient, effective and easy to use, which is expected to improve the overall food joint business in coming times.

According to Hong Lan(2016), the online food delivery market is immature yet and there are some obvious problems that can be seen from consumers negative feedback. In order to solve these problems, we can neither rely merely on the self-discipline of online food delivery restaurants nor the supervision and management of online food delivery platforms. Only by taking laws as the bases, with the joint efforts of the online food delivery platforms and restaurants, the government departments concerned, consumers and all stakeholders in the society, these problems can be solved and a good online food delivery environment can be created.

According to Brymer (1991), the hospitality industry is comprised of those businesses which practice the act of being hospitable; those businesses which are characterized by generosity and friendliness to guests. This business that comprise the major segments of the industry: food service, lodging, travel and recreation.

Grunert said that people seek food, not nutrients. The common beliefs underlying all these classifications are that food has social and psychic meanings that meals serve as communicative symbolism, and "that eating is an experience that maybe invested with many intellectual and emotional values quite apart from metabolic utilization of the food".

Eating is a deeply engrained source of satisfaction and the restaurant customer wants an eating experience which combines food, service, and indefinable extra (Hall,1977). Hall (1977) stated that the millions of people who "eatout" everyday have a wide variety of needs and tastes from a quick lunch to a luxurious meal with elaborate service. Because of these differences there are many kinds of restaurants varying from street stands for a hotdog or bowl of noodles to elaborate restaurants with the best cooking.

The purpose of this study is to measure the perceptions of customers regarding online food ordering among the customers in and around Chandigarh.

The study of the problem is limited only to in and around Chandigarh. It includes the customers who use the online food ordering system. The study is very much important for knowing the customer's perceptions of online food ordering and is analyzed based on the randomly selected 100 sample size due to the time constraints.

Title of the Research study :

"Consumer Behavior regarding Food Ordering Applications in and around Chandigarh"

Objectives of the Study

Following are the objectives of the study.

1. To study the awareness level of consumers regarding availability of Online Food Ordering Websites or Apps

2. To study the difference between behavior of Males and Females regarding usage of Online Food Ordering Websites or Apps

3. To study the popular modes of transactions while using Online Food Ordering Websites or Apps

4. To study the challenges faced by consumers while using Online Food Ordering Websites or Apps

Research Methodology

Data collection methods:

Primary Data Collection:

A Sample of 100 customers both male and female will be drawn from Tricity area of Chandigarh for primary Data collection through a Questionnaire.

Secondary Data Collection:

The secondary data will be collected from various text books, magazines, journals. Dissertations, websites, etc.

Sample design:

Judgemental probability sampling is used. Random customers who use electronic food ordering especially who are with in the area of Chandigarh city will be selected for primary data.

Data Analysis:

Statistical Package for Social Sciences (SPSS) will be used for analysis of data by applying t-test for Hypothesis testing.

Analysis and Interpretation of Data

The data obtained from responses to the questionnaire, are tabulated and analyzed. The data analysis performed on the data tabulated on the basis pf questionnaire filled is elaborated below.

**Showing the Age Group of Customers**

AGE
100 responses
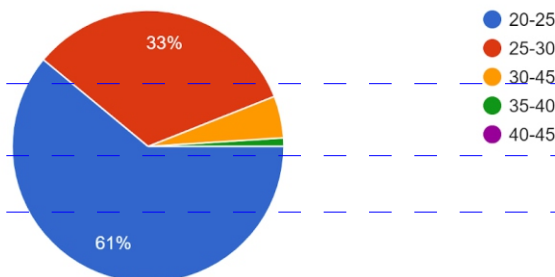
Interpretation from the above graph it was found that 61 percent of the respondents who ordered food electronically were between the ages of 20-25 years, followed by 33 percent who are between the ages of 25-30 years. 5 percent of the respondents are between the ages of 30-35years, 1 percent of the respondents are between 35-40.

Showing education level of people who have responded

EDUCATION

100 responses
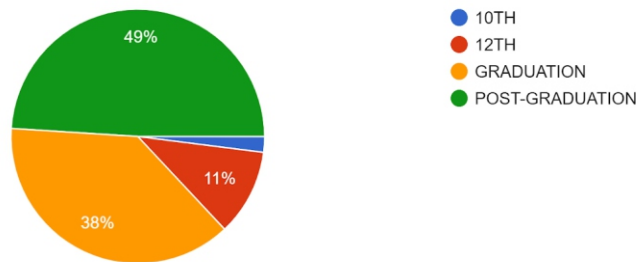
From the above interpratation of the data it was found that around 2 percent of the respondants are qualified 10th class and followed by 11 percent of the respondents are 12th passed, followed by 38 percent of the respondants were graduated and 49 percent of the respondants were post graduated so it was found that most of the respondants were Post Graduate.
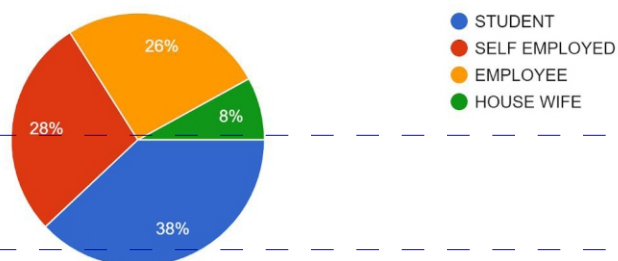
Showing the Gender of Customers

GENDER

100 responses
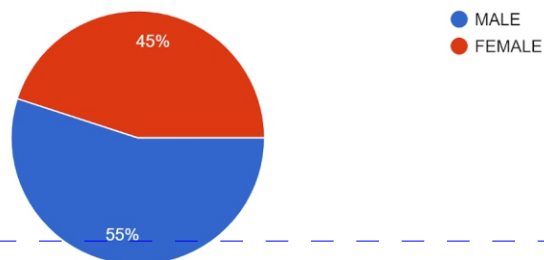
From the above analysis it was found that most of the respondents were male followed by 55 percent of males and around 45 percent of the females.

Showing the Occupation of the customers

OCCUPATION

100 responses

Interpretation from the above graph it was found that nearly 38 percent of the respondents were students followed by 28 percent who were professionals or self- employed ,26 percent of the respondents were employee and 8 percent among them were house wives. It was found that about there were only 84 percent of the male respondents

Showing the respondents aware of food ordering through mobile phones

Are you aware of food ordering through mobile phone?
100 responses
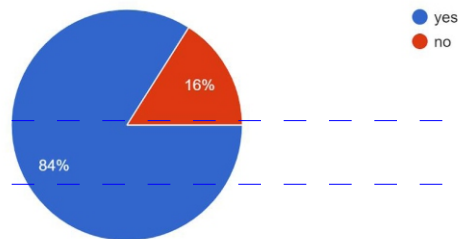
who are aware of food ordering through digital mobile applications and about 16 percent of the respondents are unaware about ordering the food digitally.

Showing the respondents who find Online Food ordering easy and convenient

Do you find Electronic food ordering easy and convenient?
100 responses
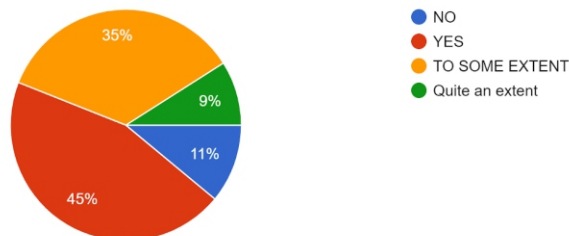
Found nearly 45 percent of the respondents found food ordering easy and convenient,11 percent of the respondents do not found it convenient, 35 percent of them found it convenient to some extent and 9 percent of them find it easy and convenient quite an extent

Showing the findings of Food ordering applications people are aware of

How many food ordering applications are you aware of?
100 responses
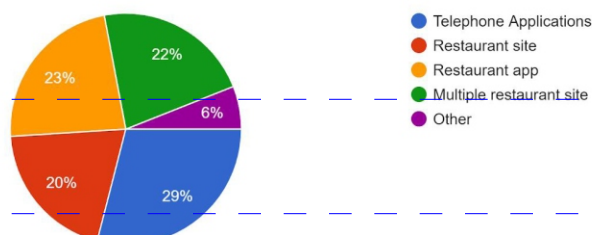
It is analyzed that around 29 percent of respondents are aware of Telephone applications, 20 percent of respondents are aware of Restaurant site, 23 percent of are aware of Restaurant applications, 22 percent followed up by multiple Restaurant sites, and only 6 percent are aware of about other sites,

Showing the convenient Electronic channel to order food online

Which is the convenient Digital medium to order food online?
100 responses
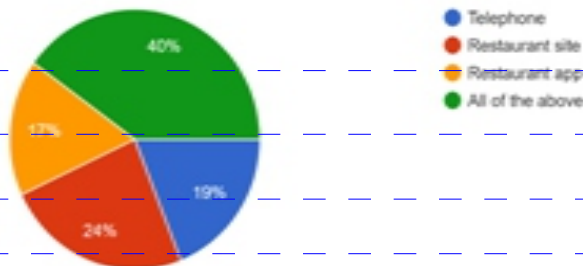
Nearly 19 percent of the customers used Telephone because even today telephone site or mobile apps are used followed by 24 percent who use Restaurant Site, 17% use restaurant apps as the main source of communication 40 percent of the customers use Restaurant all channels. Telephone media is very widely used and accepted channel, people it is found themselves more comfortable and safe. In India now Telephone is basic necessity hence all channels are more popular and easy to use. Also the restaurant websites are becoming popular and in near future definitely it will overtake the telephone channel.

Difference between behavior of Males and Females regarding usage of Online Food Ordering Websites or Apps

Hypothesis Testing:

Null Hypothesis (H0): There is no significant difference between behavior of Males and

Females regarding usage of Online Food Ordering Websites or Apps.

Alternate Hypothesis (H1): There is a significant difference between behavior of Males and Females regarding usage of Online Food Ordering Websites or Apps.

ANOVA-test is applied at 95% level of confidence with 1% degree of freedom. The values of Sig. (2-tailed) come out to be 0.247 and the value of F- Statistical come out to be 1.356 which is less than 3.95. Hence null hypothesis is accepted.

The ANOVA-test, also called the analysis of variance-test, that determines whether there is a statistically significant difference between the means in two unrelated groups. Hence, there is no significant difference between behavior of Males and Females regarding usage of Online Food Ordering Websites or Apps.

Showing the kind of Gadgets or Technology customers/users prefer to use while ordering food

What kind of Gadgets or Technology you prefer to use while you order food?
99 responses
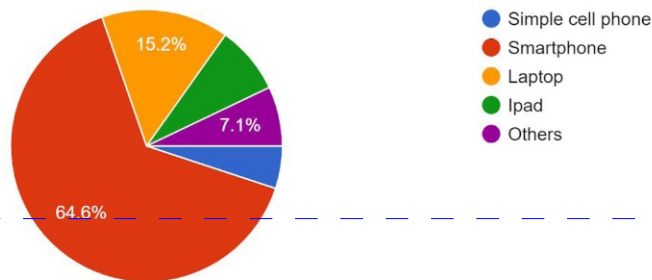
Nearly 64.6 percent of the respondents used smart phone and laptops to order food electronically followed by 15.2 percent who ordered food through Laptop, 5.1 % use simple cell phones1 8.1% use I pad simple call phone 7.1 % use other gadgets. Now a day the smart phones are the most commonly used gadgets and people are finding it very easy to access the locations / information etc., Development of application in improving the services in Mobile applications will help in growing the business. Usage of available mobile technology will help in expanding the business.

Showing the occasion's preference of customers / users ordering food electronically

On what occasions have you ordered food digitally?
100 responses
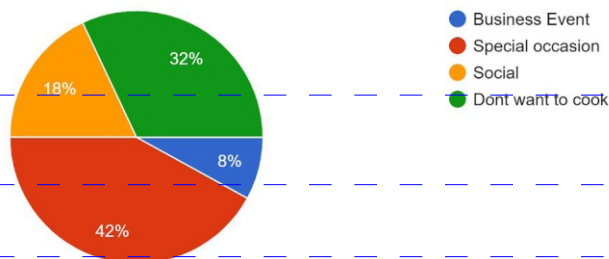
Frequency of ordering by dining occasion Respondents were asked to evaluate the important of different in occasions (defined as at least once a month) users order food on occasion like Business Event and Special Occasions are 42% each where in on social 18% and don't want to cook category contributes 32 %each. On Business events and 42% on special occasion's people tend to order foods online hence the customer's order.

Showing the frequency of food ordering electronically

How often do you order food through these applications?
100 responses
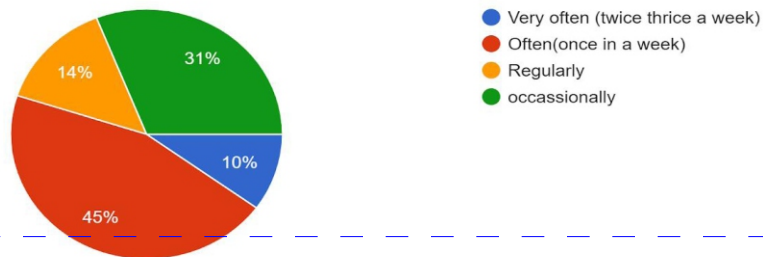
As indicated in the graph 45 % percent of the respondents order food oftenly followed by 31 percent who order food occasionally. Nearly 14 percent of the food is ordered regularly followed by 10 percent of the respondents who order food very often .According to our survey, we found foods ordered oftenly is higher hence the company should look into improving /
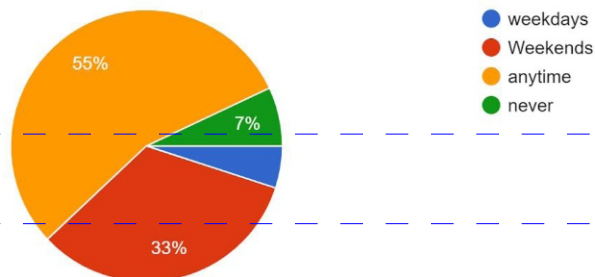
providing benefits to customers who order foods very often with some discounts, additional benefits, etc.

Nearly 55 percent of the respondents order

Showing the preferred days of customers/users for food ordering

What days do you order?
100 responses

food anytime followed by 33 percent of users order on weekends, 5 percent of the people order weekly followed by 7 percent who never order. The major segment of order received without having any time frames. As the demands are expected any point of time the company should be able to meet the requirements and make necessary arrangements to accept and fulfil the customer requirements. 24/7 support is made available to customers.

Showing the frequency of food ordering electronically

How did you come to know about the digital food ordering process?

100 responses
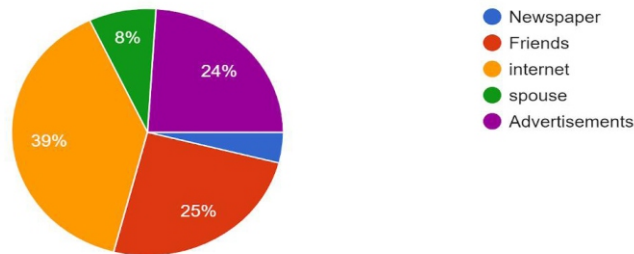
Interpretation from the above graph shows that nearly 39 percent users came to know about

the process through internet followed by 25 % through friends and 24% through advertisements. It is clear from the above details that the customer satisfaction and customer relationships helps in growth of business. Company should take measures to improve quality, customer satisfaction, marketing, etc.

Showing on an average spending of consumers monthly on ordering food electronically

| A	N	%
1	46	47%
2	38	39%
3	7	7%
M	7	7%

Interpretation from the above graph shows that nearly 47 percent of the respond opened Rs.1,000 per month on using online food followed by 39 percent who spend Rs.2000 and 7 percent respond spend 3000 & 7 percent in more than3000.The highest order is received in 2000 category, the middle class people have Placed more orders and the bulk of order is medium. Company should adopt measures where in the interest of order category of 2000 is addressed well on time which will help in meeting the organizational goals.

Showing the challenges that consumers faced while ordering food electronically

What are the challenges you faced while ordering food electronically?

100 responses
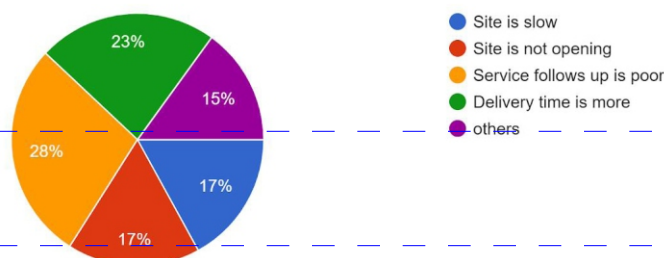
17 percent of the customers admit that while ordering online food the site is slow followed by percent of the delivery time is more whereas 23 percent of the site is not opening and the least is 28 percent say that the Service follow-up is poor. Company should analyze and improve the performance of website and on periodically review and taken necessary measures to help the customers provide friendly access to websites. Take adequate measures in improving the quality of service and access to portals.

Showing on an average spending of consumers monthly on ordering food electronically

Electronic Media is secured or not

Yes (78%)   No (22%)
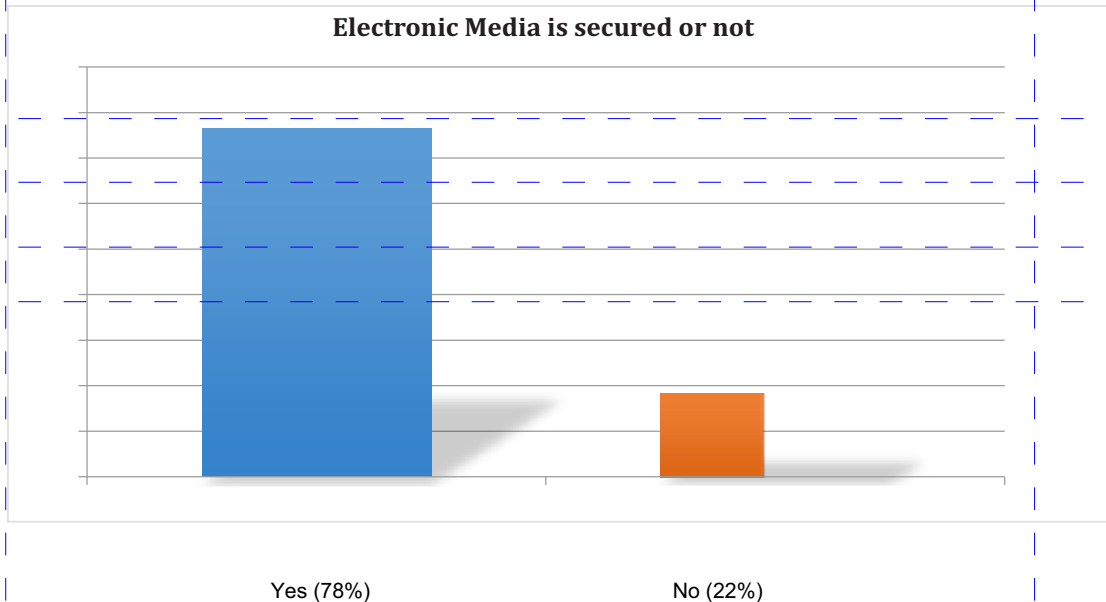
Interpretation from the above graph shows that nearly 78 percent of the respondents felt secured and nearly 22 percent of the respondents were not secured while ordering food electronically due to various reasons. The details gathered clearly states the electronic media is becoming popular and people felt that it is Safer hence company should make sure that the online websites are managed properly and provide required information about the product online.

Mode of payment preferred by consumers most for Online food ordering

What mode of payment do you prefer the most?

100 responses

- Net Banking
- Cash on Delivery
- UPI

21%

61%

18%
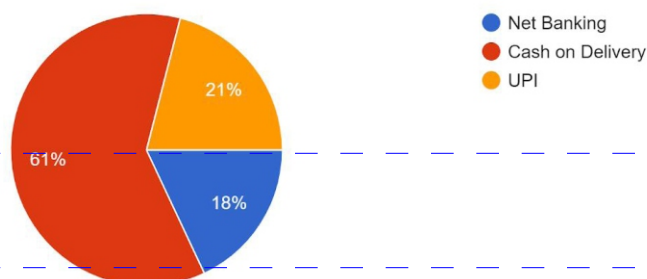
Nearly 61 percent of the respondents pay cash on delivery followed by 21 percent of the customers pay through UPI transaction and the least is 18 percent through Net Banking. It is clear that the payment should be made on delivery of food, the customer satisfaction should be ensured with utmost care. Necessary measures should be taken for delivery of food on time with best quality and within the stipulated time.

Findings of the study

1. The awareness level of consumers regarding availability of Online Food Ordering Websites or Apps is good.

2. There is no difference between behavior of Males and Females regarding usage of Online Food Ordering Websites or Apps.

3. The popular mode of transactions while using Online Food Ordering Websites or Apps is mainly Smart Mobile phones.

4. The main challenges faced by consumers while using Online Food Ordering Websites or Apps is regarding Service Follow-ups and considerable delivery time.

5. Users were significantly more likely to say that they would use or recommend online ordering food.

6. Nearly 90 percent of the respondents found electronic food secured.

7. Respondents were significantly more satisfied with online food ordering.

8. Male respondents more likely than women to use or recommend online ordering food as most of them were working in the IT companies.

9. Most of the respondents even today use telephone as the main source of communication to use electronic food ordering.

10. Respondents between the ages of 20-25 years ordered electronic food more.

11. The analysis found that there was lot of demand on cash on delivery.

Recommendations:

• As professionals lack time to cook and since they have to get back on their busy lives, electronic food ordering should be made convenient for them using various gadgets.

• Restaurants operators should increase online ordering through simple addition of new distribution channels to attract the customers.

• As most of the customers use telephone and mobile phones to order food online, restaurant operators should encourage them by responding effectively to telephone calls that provide human interaction.

• Customers face a lot of challenges as the site is slow. Thus the restaurant operators must know some techniques to process the order quickly and effectively.

• Restaurants should focus on giving their customers the best quality and various

• options on choosing the variety of food stuff.

• More and more customers should be encouraged to order food online as now-a-days it becomes difficult for an individual to go and place orders directly to the restaurants and also some customers are uncomfortable with the recent upcoming technology.

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