

# A Impact of Customer Behavior Towards Online Food Services

V. Krishna kumari

*Abstract--- Food is a major source of living. On-line ordering system is a simple and convenient way for customers to purchase food online, without wasting the time in restaurant, this system enables the customer to ordered the food with the help of website or applications, than the customer can have the food delivered to their doorstep and payments can be made online through debit cards, credit cards etc. This method is convenient, safe, reliable and is revolutionizing the present restaurant industry. Structured questionnaire was employed to identify the factors influencing the buying behavior and relationship between the on-line food service and the facilities provided. The study concludes that the social media helps the on-line service provider of food, by advertising in their media and websites*

## I. INTRODUCTION

### MEANING

In today's modern world industry of service sector engaged with 70% in Gross Domestic Product. Many on-line food servicing applications provides the better usage of facilities provided by the restaurants. The number of customers is accustomed to ordering the food for breakfast; lunch and dinner are rapidly increasing in the metropolitan cities in the country for their maximum convenience and transparency. To constrain up with the costumer's need, the persons involved in on-line food servicing business providing increased facilities and services to the customers. Being with the updated knowledge of customers' expectations which helps the firm to retain the customers to the greater extent.

Online food ordering is a process of delivering a food from local restaurants with the help of cooperative web page created. Many of these services allow the customers to keep accounts with them to order frequently. The payment for the food ordered and service provided either by credit card or cash, the restaurant return a percentage of payment to the online food company.

### Advantages of on-line ordering:

To a larger extent, consumers have come to expect the ability of a restaurant to allow them to place orders through online. If you are in a restaurant business and yet to join the bandwagon of Restaurant Online Ordering, by great opportunities to grow your business exponentially. Adopting new technology, you don't just simplify the lives of your customers, but also ensure that your business is enabling to stand tall in today's modern competitive world market. When it comes to online ordering, the choice of technology is not about the ability to order online, but also the ability to reach the right people. Here are some of the advantages of

on-line ordering are makes the ordering Process easier, order's are right all the time, keeping the Cost transparent, reduce Human error, monitor your expenses incurred in real time, low costing market, customers and loyalty, mobile friendly and Stay the head of the competition.

### HISTORY OF ON-LINE FOOD COMPANY:

The first online food order company is pizza Hut established in 1994. The first online food ordering service, World Wide Waiter was set up in 1995. By the late 2000s, major pizza chains with the help of mobile applications, started doing 20-30% of their business through online. With increased usage of Smartphone the food delivery startups started to receive more attention. Instacart was founded in 2012, from 2015; online ordering began overtaking phone ordering to till date. The recent creativeness of on-line food servicing agent are as follows:

- Mobile ordering.
- Face book ordering.
- Digital menu boards + smart phones.
- Games while-u-wait.
- Online coupons.

Indian on-line food services are a boom to the digital industry across the globe, as well as Indian economy too. The market size of food is expected in India to reach Rs. 12 lakh crore by 2020, reports by BCG. The space for innovation business idea such as delivering a food for the customers who are very health conscious, meals cooked at home etc. Food technology is the hot talk in the startup town.

Applications	Service Provided			
	Originated	Delivery	Online Menu	Delivery Charges
Food Panda	Singapore	Yes	Yes	Yes
Zomato	Portugal	Yes	Yes	No
Dominos	India	Yes	Yes	No
Just Eat	Denmark	Yes	Yes	No
Swiggy	India	Yes	Yes	Yes
Pizza Hut Delivery	US	Yes	Yes	No
Fasos	India	Yes	Yes	No

Source : Author farmed a table with the help of secondary data.

Revised Manuscript Received on May15, 2019.

Dr. V. KRISHNA KUMARI, Assistant Professor, Department of Commerce, Sri Kanyakaparameswari Arts & Science College for Women, Chennai



## II. REVIEW AND LITERATURE

Nick Johns (2002), the study examined the foodservice, an under-represented area in terms of four section, discussing survey work, experimental studies, and investigations of consumer behaviour in the food service industry. Ahmad Al – Tit (2015), the study analyses that the service quality and food quality have a positive influence on customer satisfaction. In addition, service quality dimensions besides satisfaction of customer on retention. CarstenHirschber et al (2016) evaluate that online’s food supply broke 30 percent, which changes the condition of market for food delivery. Sainath Reddy K, Chaitanya KKGK, Abhinav M and Feiroz Khan TH(2016), the authors observed that the system was successful in overcoming the problems by cost effective development in the field of on-line food service. Anh Kim Dang (2018), the study suggested the consumers whenever purchasing the desire food products on the Internet, to online food retailer to implement appropriate legislation regarding trading through legalized way.

## III. III OBJECTIVES

1. To identify the factors affecting behavior of customers towards on-line food service
2. To analyse the relationship between on-line food servicing and the facilities provided by the same.

## IV. DATA COLLECTION AND ANALYSIS

The data has been collected both using both primary and secondary sources. Primary data includes information gathered through questionnaire based on perception of customers using on-line food service. Secondary data includes the information collected through periodicals, journals, newspapers, magazines, web portals etc.

**Sample Size:** The total sample size was 100 respondents.

### Research Tools:

Following research tools were used to draw the conclusion

- Cronbach alpha
- Chi square

### Hypothesis:

**Ho:** There is no significant relationship between factors affecting usage and the food applications.

**H1:** There is a significant relationship between the factors affecting usage and the food applications.

**Ho:** There is no most popular on-line service for food delivery among the respondents

**H1:** There is a most popular on-line service for food delivery among respondents

## RESULTS AND DISCUSSION

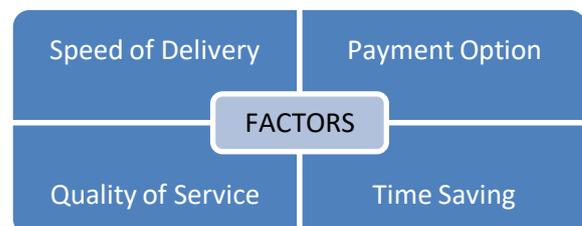
To understand the perception of customers for usage of on-line service for food delivery, socio economic characteristics of the customers were studied. The consumption pattern and customer behavior were analysed by determining the important variables as they believed by the income, age and education varies impact. The following table represents the socio-economic pattern of the selected sample.

Table 2:Demography Profile

Demographic Characteristics (N = 100)	Frequency (%)
<b>Gender</b>	
Male	73%
Female	27%
<b>Age</b>	
20-25yrs	89%
25-35yrs	6%
35 and above	5%
<b>Profession</b>	
Unemployed	2%
Student	80%
Working	10%
Self employed	8%
<b>Income</b>	
Rs.50,000 – 1,00,000	61%
Rs. 1,00,000 – 150,000	25%
Above Rs. 1,50,000	14%
<b>Buying power</b>	
Less than Rs. 1,000	57%
Rs. 1,000 – 2,500	22%
Rs. 2,500 – 5,000	9%
Above Rs. 5,000	12%

Source: Primary Data

**Exploratory Factor Analysis:** The factor analysis was applied for data reduction process and to identify predominant factors which influence the buying behavior of the customer perception towards on-line food services. Kaiser –Meyer – Olkin Measure of sampling Adequacy test revealed 84.8% of adequacy of data and initial Eigen values extraction on loading factors is 69% of the total variance. The factor analysis identified four factors that influenced the perception of customer to use the on-line ordering of food through web applications. The factors were **speed of delivery, payment option, quality of service and time saving**. The Cronbach’s reliability test also has been applied to identify the reliability of the data. The test acknowledged 88% of reliability of the data.



**Chi Square test:** The researcher also tries to find the relationship between factors affecting the usage of on-line service with different application available in market. The chi square value is around 72.5 with 5% level of satisfaction and 30 degree of freedom. The chi square comes more than the table value, therefore we reject null hypothesis and alternative is accepted regards there significant relationship between factors affecting usage and on-line food delivery service application.

Chi Square	72.5
Df	30
Table Value	28.13
P Value	0.000

## V. CONCLUSION

Growing online sale influencing the behavior of the customers in all aspects of their life. Especially with continuous arrival of professionals in cities and rapid urbanization of Indian prospect, the food on-line deliver service segment is now thriving at a sizzling pace, among them Food panda, Swiggy, just eat, Zomato etc. Pulling the customer towards their commercial offers. May these sellers can focus on high lighting the benefits through the attractive offers. Adding to this scenario smart phones are smartly playing the pivotal role in getting the orders quickly and making the mere delivery as early as. There are several food delivery applications in India were one can adopt with the help of smart phones and act as comfort as homes. The present study found a significant relationship between important factors in selecting a on-line food delivery services. Social media helps the on-line service provider of food, by advertising in their media and websites. Currently cash on delivery is the most convenient option of payment for the people, as well as other digital techniques are also in the growth stage. Moreover instead of attracting the customer, provide a comfort zone for the customer to satisfy the amenities facilitated by your company or service provider.

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