

Consumer Perception and Satisfaction towards Food Delivery Service (with Special Reference to Coimbatore City)



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Abstract: India is developing country in recent years many industries are growing and significant increase in the employment, due to this disposable income is increased, more urbanisation, lifestyle are changing. Participation of women in all areas is increasing. They are not preferred traditional way of preparing food, mostly preferred for prepared food. Increasing internet and development of digital world online food services providing easy way of access a prepared food, through this customer has enjoying more benefit such as doorstep delivery, various payment options, attractive discounts, cash back offers this would lead to increasing online food services day by day. The online food ordering market in India is likely to grow at over 16 percent annually to touch US\$ 17.02 billion by 2023, according to a study by business consultancy firm Market Research Future. This paper has exhibit the customer perception on the online food services and their satisfaction.

Index Terms: Development, Food service, Industries, Online, Urbanization.

I. INTRODUCTION

The online food services are ordering a food through mobile app or restaurant app and delivering of ordering food to the customer point. This system is connecting a people through online easily by way of ordering food and access of preferred food. It is one of the fast paced developments in the E-Commerce Space. Through these services the customer can access wide variety of food menu anywhere at any time from the wide range of restaurant listed online; moreover payment option for these services like internet banking, digital wallet and cash on delivery enhances the customer's categories easy way of payment and access of these services. In recent day's revolution in digital sector, more Smart phone based communication would lead to growth of online food services in majority of cities in the country.

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II. REVIEW OF LITERATURE

Jyotishman Das (2018) in his research paper entitle "Consumer perception towards 'online food ordering and delivery services': An empirical study" objective of the study to know how online food delivery services are perceived by the consumers.

To achieve this objective data has been collected from different areas of pune from the restaurant customer to know their view. four parameter taken into consideration for analysis using positioning study (perpetual mapping).The findings of the study reveals Rewards & Cash backs influences more.

Most preferred online food delivery service provider is Zomato followed by Swiggy. The factors that prevent consumers to use the online food delivery services are Bad Past Experience followed by Influence from friends/family.

Mrs I.Karthika, Miss. A.Manojanaranjani (2018) in their article "A Study on the various food ordering apps based on consumer preference" The objective of the study is rank ordering food apps based on consumer preference. The study was based on primary and secondary data. Primary data through interview schedule 234 samples were selected from purposive buyer and 234 samples from impulsive buyer as sample size. The tools used for the analysis is ranking according to preferences of consumer. The finding of the study shows the first preference is given by the consumer is swiggy.

Suryadev Singh Rathore & Mahik Chaudhary (2018) in their article "Consumer's Perception on Online Food Ordering" The objective of the study is identity factors influencing the consumer to order food online and consumer preferences on online food ordering services provider. To achieve this objective an online survey was used to collect the data for this study. The survey was done mostly on the students of Indore (M.P).The finding of the study reveals that price of the product, discounts and special offers most influencing factor on online food ordering. Second influencing factor is the convenience the next most influencing factor is on-time delivery. The most of the respondents has preferred Uber eats as their service provider.

III. OBJECTIVES OF THE STUDY

- To identify the perception of the consumers towards online food services
- To know the consumer satisfaction towards online food orderings services provider



IV. RESEARCH METHODOLOGY

A. Area of Study

The area taken for study is Coimbatore City. Coimbatore also known as Kovai and Koyamuthur is a major city in the Indian state of Tamil Nadu. It is located on the banks of the Noyyal River and surrounded by the Western Ghats. Coimbatore is the second largest city by area and population in Tamilnadu after Chennai and the 16th largest urban agglomeration in India. It is administered by the Coimbatore Municipal Corporation and is the administrative capital of Coimbatore district.

B. Data collection

The data is collected through primary and secondary method. The primary method is done through the questionnaire and the secondary method is from various sources such as from periodicals, websites.

C. Sample selection

The Coimbatore is highly Population city. The 100 sample has selected from the population according to our Non Random sampling technique using Convenience sampling method.

D. Tools for Analysis

The collected questionnaire is tabulated and analysed using following tools such as

1. Simple percentage
2. Chi-square
3. Friedman rank test
4. Average score analysis

V. ANALYSIS AND INTERPRETATION

A. Percentage Analysis

The Table 5.1.1 shows the percentage analysis of Socio economic profile

Table: 5.1.1

nal Profile		No of Respondents	Percent
Gender	Male	80	80
	Female	20	20
Age	Upto 20	22	22
	21-30	36	36
	31-40	22	22
	Above 40	20	20
Educational Qualification	+2	16	16
	Under graduation	50	50
Occupational Status	Postgraduate	34	34
	Employee	58	58
	Business Man	38	38
Monthly Income	Labour	4	4
	Rs 10000	20	20
	10001-15000	12	12
	15001-20000	40	40

	Above 20000	28	28
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Table: 5.1.1. Shows that the majority of the respondents are male (80%). The most of the respondents are aged between 21-30 (36%). Majority of the respondents have completed Under graduation (50%) their occupational status was employee (58%) and their earning as monthly Rs.15,001-Rs.20, 000 (40%).

The table 5.1.2 shows percentage selection of online food Service Company

Table: 5.1.2

S.No	Online food Service Company	No of Respondents	Percent
1	Swiggy	66	66
2	Zomoto	20	20
3	UBER	14	14
4	Food Panda	0	0

The table 5.1.2 shows that the majority of the respondents are using Swiggy (66%), followed by zomoto (20%) and Uber (14%).

5.2. CHI-SQUARE

The Table: 5.2.1 shows personal factors and Sources of awareness about online food service

Null hypothesis

Ho: "There is a no significant relationship between personal factors and source of awareness about the online food service".

The table represents the result of chi square analysis in terms of personal factor, chi-square value, p values and their significant on sources of awareness about online food service.

Table: 5.2.1

S.No	Personal factors	Chi-square value	Significant value	S/NS
1	Gender	1.061	0.787	NS
2	Age	15.751	0.072	NS
3	Educational qualification	22.734	0.011	S
4	Occupational status	18.747	0.027	S
5	Monthly family income	18.722	0.028	S

Note: S-Significant @ 5% level (p-value < 0.05), NS- No significant @ 5% level (p-value >0.05)

It is evidence from the above table that the hypothesis is rejected (significant) in 3 cases and accepted (not significant) in 2 cases. It is concluded that there is a significant relationship between the personal factors like educational qualification, occupational status and monthly family income with the sources of awareness about online food service.



The table 5.2.2 shows personal factors and selection of online food Service Company

Null hypothesis

Ho: “There is a no significant relationship between personal factors and selection of online food Service Company”.

The table represents the result of chi square analysis in terms of personal factor, chi-square value, p values and their significant on selection of online food Service Company.

Table: 5.2.2

S.No	Personal factors	Chi-square value	Significant value	S/NS
1	Gender	9.497	0.050	S
2	Age	26.578	0.009	S
3	Educational qualification	26.121	0.010	S
4	Occupational status	17.797	0.122	NS
5	Monthly family income	3.396	0.494	NS

Note: S-Significant @ 5% level (p-value < 0.05), NS-No significant @ 5% level (p-value >0.05)

It is evidence from the above table that the hypothesis is rejected (significant) in 3 cases and accepted (not significant) in 2 cases.

It is concluded that there is a significant relationship between the personal factors like gender, age and educational qualification on selection of online food Service Company.

5.3. Friedman Rank

The table 5.3.1. Shows ranking the features of online food service

Table: 5.3.1

S.No	Features of online food service	Mean Rank	Rank
1	Quality	2.38	2
2	Price	3.21	3
3	Service	2.17	1
4	Tastes	3.62	5
5	Packages	3.58	4

The above table reveals that, the features of online food service is ranked as first, followed by quality, price, and packages, The least ranks of given for taste.

5.4. Average score analysis

The table 5.4.1 Shows ranking the Satisfaction level of services provide by online food services

Table: 5.4.1

S. No	Factors	H S	S	N D S	D S	H D S	Me an Sco re	R an k
1	Service given by company	82	14	2	2		4.75	1
2	Rate of Item	18	68	-	12	2	4	3
3	Time of delivery	50	28	18	4	-	4.23	2



4	Taste of food	30	42	12	12	4	3.81	6
5	Package of food	28	38	16	12	6	3.68	5
6	Menu of the company	40	34	15	4	6	3.97	4

It is revealed that majority of the respondents are highly satisfied with the Service given by company, Time of delivery and Rate of Item.

VI. FINDINGS OF THE STUDY

Simple Percentage

- 80% of respondents are Male
- 36% of respondents are age between (21-30)
- 3.50% of respondents are educational qualification as under graduation
- 4.58% of respondent are occupational status as employee
- 5.40% of respondents are in the Monthly income of 15,001-20,000
- 6.66% of the respondents are selected swiggy as online food service company

Chi-Square

- There is a significant relationship between the personal factors like educational qualification, occupational status and monthly family income with the sources of awareness about online food service.
- There is a significant relationship between the personal factors like gender, age and educational qualification on online food Service Company.

Friedman Rank

- In online food service is taste is ranked as first, followed by service, quality, , price and packages,. The least ranks of given for taste.

Average score analysis

- That majority of the respondents are highly satisfied with the Service given by company, Time of delivery and Rate of Item.

VII. CONCLUSION

Online foods services are one of the changing environment of the traditional food preparation. In day to day busy world and increasing employment opportunities for men and women, they are preferring a prepared food. Most of the respondent is getting swiggy online services to order a food. According to the features of the online food services the services given by the company mostly given first rank. The services given by the company is mostly highly satisfied.

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