



A study on awareness and customer preference about online food ordering services in Pune.

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Abstract:There is growing demand of online food services due to busy life patterns, smartphone craze and technosavy young generation who are looking for variety in foods in everyday life. Whatever age group or status the customer belongs too they are found to be cautious while ordering online food services. They want the best option. This cautious attitude of customers is putting the online food ordering services in competitive situation as the options for online food ordering services are growing in the market. The customers are aware of all the options available for food ordering but select the online food ordering service which fulfills all their requirements. The paper is suggesting the awareness amongst customer about available online food ordering services and the reasoning of selecting a particular service.

Keywords:

Online food ordering:Online food ordering is the process of ordering food through the restaurant's own website or mobile app, or through a multi-restaurant's website or app. A customer can choose to have the food delivered or for pick-up.

- WIKIPEDIA

Smartphone:Smartphones are a class of mobile phones and of multi-purpose mobile computing devices.

Introduction:

India is a developed country now and there is growing industrialization and increase in income. At the same time in today's world there is rise in internet access, travel and online food ordering. People are constantly looking for new places and new food. Busy life schedule has impacted on people's lifestyles and resulting in popularity of online food ordering in India. Continuous customer orders are also making it more challenging for the food ordering companies to be up to date with the customer preferences. While all the development, this online food ordering in India is at its nascent stage with the effective introduction of numerous applications which can be used by the smart phones with a simple installation. As now the food tech is gaining popularity, word food tech in India has evolved over the years. Earlier, it referred to food dispensation and the technology used for its introducing. In the recent scenario, it is to do with the online food ordering and delivery services in the market.

According to the report analysis, '**India Online Food Delivery Market (2018)**' some of the major key players which are recently functioning in this market for doing more up gradation in the online food ordering and delivery apps for providing better consumer satisfaction and accomplishing the growing demand for food on the online food delivery apps from the potential consumers. In addition, the attractiveness of online food ordering and delivery facility can be recognized to the several benefits it offers, likewise food delivered to the doorstep of the consumer, numerous payment options, attractive discounts, cash back offers and rewards. Now a days popular restaurants and coffee shops find it beneficial and profitable to sell their food with the online food ordering platform since it also decrease some amount of operational overheads. Majorly, the college students, working couples and office goers are the key target consumers of foodtech enterprises.

Increase in the disposable income, nuclear families, increase working class and a huge number of people with the easy and continuous access to internet, the growing craze of smartphones are some of the major key factors that are leading the market growth of the online food delivery market in India. Meanwhile, Swiggy, Uber eats and Zomato are recently among the top-rated popular online food ordering services in the Indian market. Online food delivery platforms are popular in metro cities i.e. in the top Indian cities likewise Bengaluru, Mumbai, Delhi, Pune. Furthermore, there is still research going on by many of the key players are investing more in the development of this market and for leading the fastest growth in the reviewed period in India. With the effectiveness and applications of this market, the new competitors, new food services are willing to invest in this for making the profit which proved to be beneficial for both the consumer and the investors.

Therefore, in the coming years, it is expected that the market of India especially in top cities for online food delivery will grow more rapidly in the near future with the development and new trends. But what are the customer preferences? There is scope of study to investigate about customer perception about various online food services, are the customers cautious while selecting a particular online food delivery services. There are also possibilities of these food ordering websites to take over the entire process of order-taking, cooking, Billing and delivery services.

Objectives:

- To check the customer awareness about various online food ordering websites.
- To study theselective factors affecting the customer preference of online food ordering on following parameters:website,hygiene, variety, value for money, packaging, delivery staff,billing, accessibility, promotional schemes.

Literature Review:

(**Business Today, 2019**)¹-The Punjab Health Ministry has announced that the online food ordering and delivery companies should show the hygiene ratings of their partners or the Food Business Operations (FBO) that are registered with them. The companies have been given three months to comply with the order. “No online food order is to be delivered in the state without hygiene rating” after 90 days of the issuing of the notice, the minister said. Punjab Food and Drug Administration Commissioner believes there is a physical disconnect between the consumers and food maker caused due to the online order and delivery mechanism. “The onus of ensuring the quality of food and the hygienic condition under which food is prepared has shifted to the intermediate food delivery mechanism”, as mentioned that the FBOs need to get their hygiene rating from the Food Safety and Standards Authority of India (FSSAI) empanelled companies.

(**A.L.Miand, 2017**)²This wireless application is easy, improves efficiency and accuracy for restaurants by saving time, reduces human errors and provides client feedback. This technique with success overcomes the drawbacks in earlier machine-driven food ordering systems and is a smaller amount big-ticket because it needs a one-time investment for gadgets.

¹Business Today. (2019, May 30.5.2019).

²A.L.Miand, J. U. (2017). Food Ordering Smart System. *IJETT*, 4(1).

(Vincent Cheow Sern Yeo, 2017)³As mentioned author finds that Consumer's perception towards online Food services will improve if the service is easy and convenient, which basically means the ability to shop online at anytime and anywhere. Also, author mentions that consumer perceptions become more positive towards these services when they are able to avoid dealing with the physical burden of travelling. In this research, it is confirmed that consumer's attitude towards OFD improves when it has the element of time saving.

(Zhou He,2018)⁴ Paper mentions that if customers prefer higher food quality, the restaurants will increase their food quality levels accordingly. The restaurants will modify their food quality decisions as it is better to do the changes as per customers' preferences. Hence, customers' behaviors have significant impacts on the restaurants' food quality decisions. Also the author mentions that the food preparing efficiency if made better, the restaurant's food quality will not be significantly affected because the quality is based on customers' choices. Compared with the rivals, the best restaurants are more likely to follow the conventional location principle, i.e., "the closer, the better", which could be useful when reducing waiting time period for orders. The best restaurants are generally characterized by having higher food quality.

Research methodology:

1. Data collection: The primary data for this research was collected using the following technique:

Questionnaire: A questionnaire was drafted on goggle docs with relevant questions and sent over to the sample via whatsapp to obtain their response.

2. Sample technique: The population was 61 respondents from mixed aged group from Pune and PCMC area of Maharashtra India. Mix aged group was considered as food ordering can be done by anyone. Apart from the above mentioned other secondary data was collected from various journals, books and internet.

³Vincent Cheow Sern Yeo, S. -K. (2017). Consumer experiences, attitudes and behavioral intention towards online food delivery (OFD) services. *Journal of Retailing and Consumer Services*, 150-162.

⁴Zhou He, G. H. (2018). Evolutionary Food quality and location strategies for restaurants in competitive online food and delivery markets: An agent based approach. *International Journal of Production Economics*.

Data interpretation:

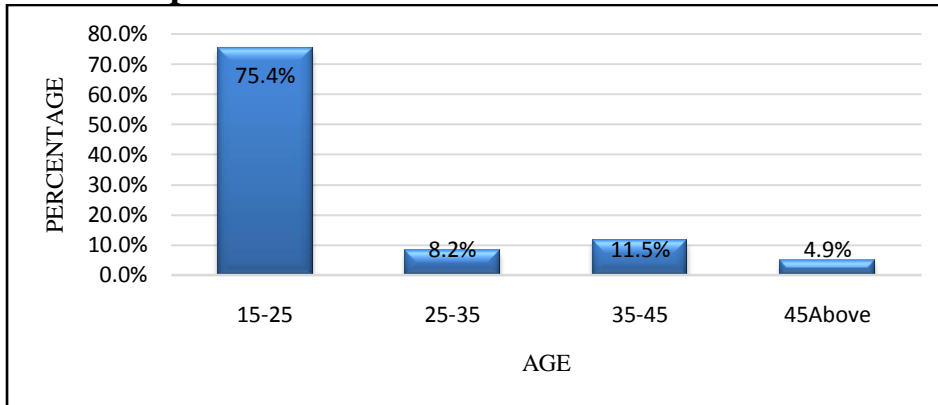


Figure No 1: The Bar chart shows the 75.4% respondents are from 15-25 years age group, 8.2% from 25-35 years age group, 11.5% from 35-45 years age group and 4.9% from 45 and above year's age group.

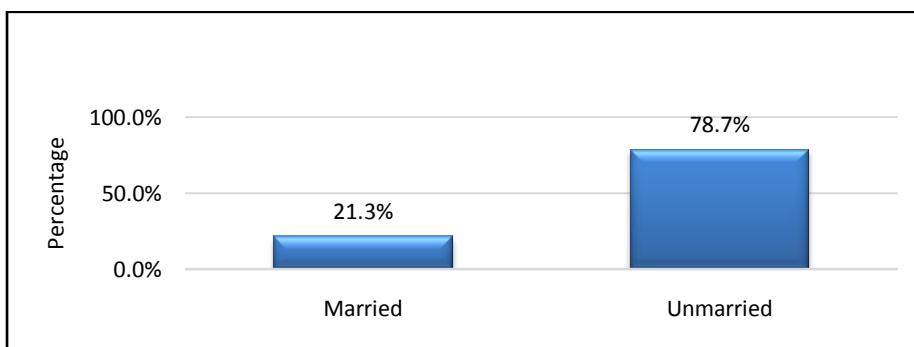


Figure No 2: The figure above shows that 78.7% belong to unmarried and 21.3% belong to marital status.

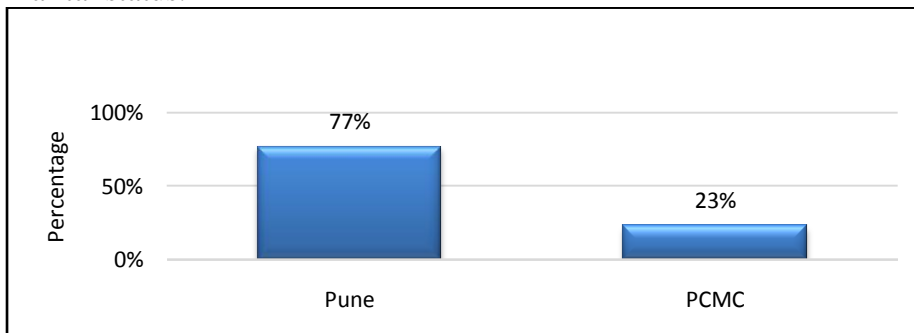


Figure No 3: Around 77% are residents of Pune and 23% are from PCMC Residential Area.

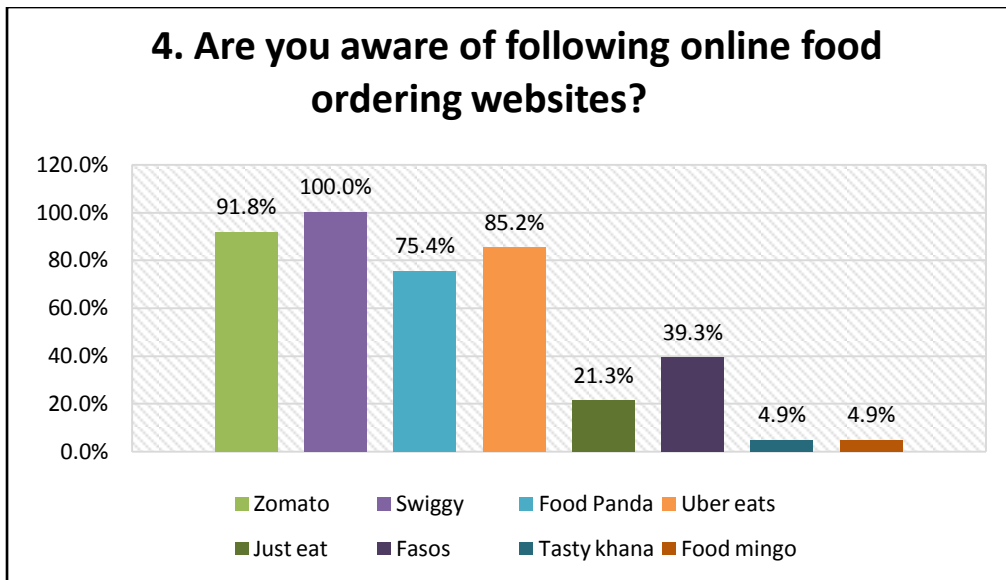


Figure No 4: The bar chart represents the percentage of awareness about online food ordering websites. Swiggy is known by 100% ,Zomato is 91.8% Uber eats 85.2%,Food Panda75.4%,Fasos 39.3%,Just eats 21.3% , Tasty khana and Food Mingo 4.9%.

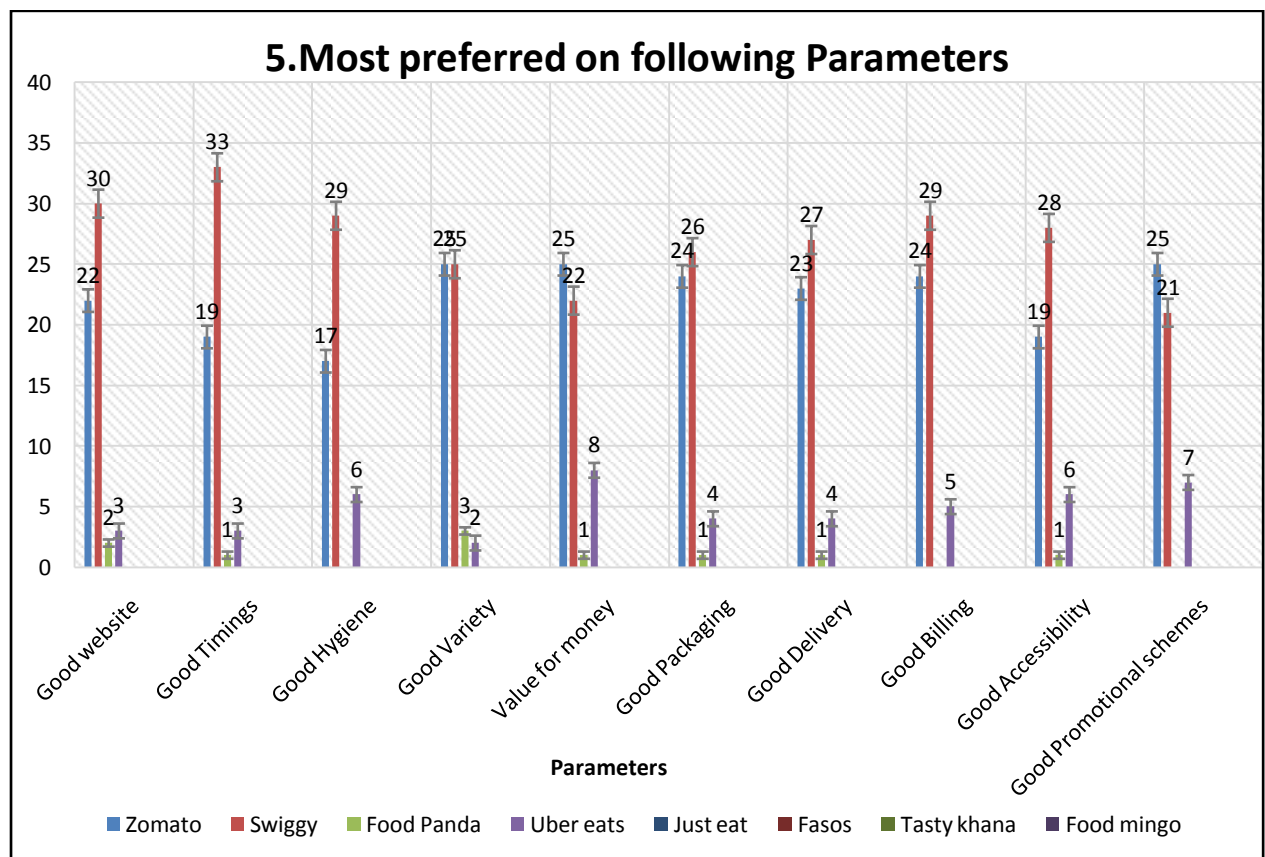


Figure 5: Shows preferred food ordering websites by customers of various age group from Pune and PCMC area. The parameters are as follows with high responses -

Good website: 30 Responses to swiggy as good website and 22 responses for zomato.

Good Timings: 33 Responses to swiggy as Good timings during food orders and 19 responses for zomato.

Good hygiene: 29 responses for swiggy as Good hygiene maintained food ordering service and 17 responses for zomato.

Good Variety: In terms of good variety available with food ordering services both swiggy and zomato websites have got 25 responses.

Value for money: zomato has 25 responses for value for money and swiggy got 22 response also coming up uber eats has 8 responses.

Good Packaging: 26 responses for swiggy as good packaging and 24 responses to zomato.

Good Delivery: swiggy has 27 responses for good delivery and zomato got 23 responses.

Good billing: 29 responses for swiggy and 24 for zomato

Good accessibility: 28 responses for swiggy and 19 for zomato.

Good promotional schemes: 25 responses for zomato and 21 for swiggy.

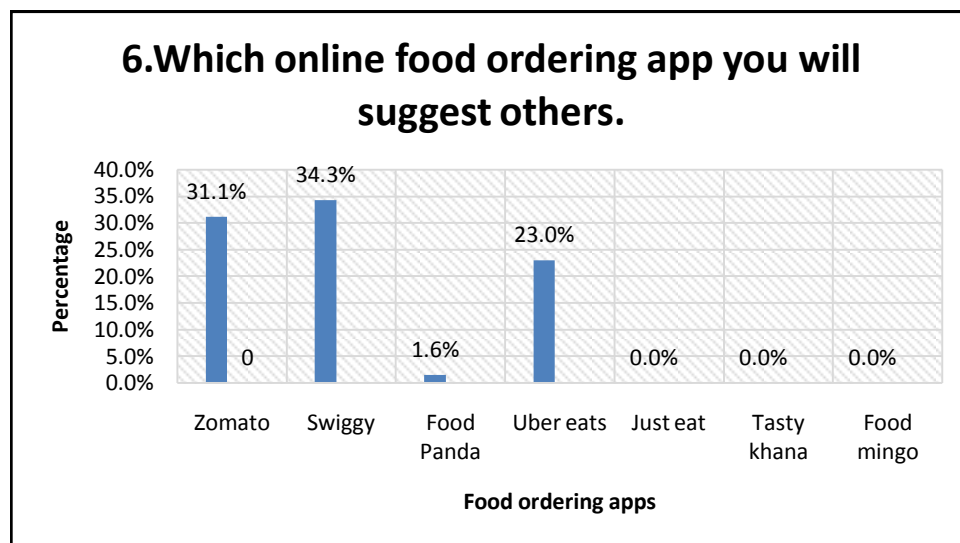


Figure No 6: As for suggestion to others about food ordering websites. The response for swiggy is with 34.3%, zomato with 31.1% and uber eats with 23%.

Observations: As the findings suggest that mostly youngster in the age group of 15-25 yrs. are customers for online food ordering services. Also it has been found that mostly unmarried people are using more of food ordering websites. The Respondents from Pune city and PCMC area are aware of food ordering websites like swiggy, zomato, uber eats, Food panda, and Fasons ,Just eats the websites like Tasty khana and Food Mingo still lack the market presence and only 4.9% awareness is seen in Pune and PCMC area. As per study (figure.5) food ordering websites like swiggy and zomato dominate the market in Pune and PCMC area. The parameters like Good website, Good Timings, Good timings Good hygiene, Good Variety, Value for money, Good Packaging, Good Delivery, Good billing, Good accessibility, Good promotional schemes in all these parameters zomato and swiggy are ahead of other food

ordering websites. This shows strong presence of swiggy and zomato in the online food ordering market.

Findings: 1.To check the awareness about various online food ordering apps: The findings suggest that the sample of mixed age group is very much aware about online food ordering websites .This also shows the demand for online food ordering services which are gaining popularity now a days due to busy and hectic lifestyle which people have these days . Also it has been observed that the food ordering services are mostly used by young generations as they are more techno savvy.

2.To study the most preferred online food ordering service on following parameters :
Good website ,Good hygiene ,Good variety, Good value for money, Good packaging ,Good delivery staff ,Good billing ,Good accessibility ,Good promotional schemes:
Today the customers are aware about their rights when they order any services. All the customers are very prompt in above mentioned criteria's for selection of most preferred food ordering service. Mostly swiggy and zomato are preferred by most respondents in all parameters. This shows that the customer do evaluate a food ordering service and also their choices are depended on the above mentioned parameters. Zomato has a lead in value for money and promotional schemes in their food ordering service. Swiggy has lead in all other parameters.

Conclusion: Popularity of swiggy and zomato is on higher side as the online food ordering websites are well established. The standards are maintained by zomato and swiggy and the customers are still loyal to these food ordering websites. The food ordering website which are still not popular in the city should also have some good promotional activities for their products and spread awareness about their existence.

Suggestions:

- Due to tough competition amongst all food ordering services suggestions are to promote the product with better and innovative promotional schemes. This will give more satisfied customers and popularity to all food ordering services.
- As there are so many options available for the customers, the food ordering services to always add something new to their product service which will keep their demand in the market in spite of fierce competition.
- Customers are cautious about what they order so food ordering services can take feedbacks from all their customers on regular basis .This will give more customer information to the food ordering services. Hence better feedback mechanism.
- Hygiene rating on websites will attract more customers.

- Online food ordering services can also add ready to eat food packets, or other convenience food and beverage options in their menu list.
- As there is growing popularity about health and fitness there can be inclusion of options for special meals like high proteindiet, keto diet or other various diet foods provisions.

Bibliography:

1. A.L.Miand, J. U. (2017). Food Ordering Smart System. *IJETT*, 4(1).
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3. Vincent Cheow Sern Yeo, S. -K. (2017). Consumer experiences, attitudes and behavioral intention towards online food delivery (OFD) services. *Journal of Retailing and Consumer Services*, 150-162.
4. Zhou He, G. H. (2018). Evolutionary Food quality and location strategies for restaurants in competitive online food and delivery markets: An agent based approach. *International Journal of Production Economics*.