

A STUDY ON CUSTOMER PERCEPTION TOWARDS E-FOOD DELIVERY SYSTEM

Submitted in partial fulfillment of the requirements for the award of

BACHELOR OF COMMERCE

by

SANGEETHA.B

39740204



DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by
AICTE Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

MAY - 2022



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of SANGEETHA B (39740204) who has done the Project work entitled **A STUDY ON CUSTOMER PERCEPTION TOWARDS E-FOOD DELIVERY SYSTEM** under my supervision from December 2021 to March 2022.

Dr. JOHN PAUL.M

Internal Guide

Dr. BHUVANESWARI .G

Dean, School of Management Studies

Submitted for Viva voice Examination held on_____.

Internal Examiner

External Examiner

DECLARATION

SANGEETHA.B (39740204). Hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER PERCEPTION TOWARDS E-FOOD DELIVERY SYSTEM**” done by me under the guidance of **Dr. JOHN PAUL.M, MBA, MHRM, M.PHIL, TNSET,PH.D** School of Business Administration is submitted in partial fulfilment of the requirements for the award of Bachelor of commerce degree.

DATE:

PLACE: CHENNAI

SANGEETHA.B

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SANGEETHA.B

TABLE OF CONTENT

CHAPTER NO.	TITLE	PAGE NO
	TABLE OF CONTENT	
	LIST OF TABLE	VIII
	LIST OF CHARTS	X
	ABSTRACT	VII
1	INTRODUCTION	
	1.1 Introduction	1
	1.2 Industry profile	1
	1.3 Need of the study	2
	1.4 Scope of study	2
	1.5 Objective of the study	2
2	REVIEW OF LITERATURE	3
3	RESEARCH METHODOLOGY	
	3.1 Research Methodology	4
	3.2 Research Process	4
	3.3 Type of Research	4
	3.4 Data collection	5
	3.5 Questionnaire Preparation	5
	3.6 pilot study	5
	3.7 Sample size	6
	3.8 Period of study	6
	3.9 Analytical tool	6
4	DATA ANALYSIS AND INTERPRETATION	7
	4.1 percentage analysis	7
	4.2 chi-square test	26
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings of the study	28
	5.2 Suggestions	29
	5.3 Conclusion	30
	REFERENCE	30
	APPENDIX- I(Questionnaire)	31

ABSTRACT

The recent development of the internet has increased the e-commerce industries in India. Service seamless for people want to get food delivered at their doorstep. The smart phone era has open a new pathway for today's marketing. Although consumer continue to go out for the meals, consumer feels very convenient to order food online since it frees the customer from personally visiting the restaurant. In this study our main focus was to analyze the customers perception towards e-food ordering service. Hence, it make an attempt to know placing the order for food, to highlight customer perception towards e-food ordering and It also helps to identify the factors which influence the customer to order food online.

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
4.1	Age of respondent	7
4.2	Gender of respondent	8
4.3	Occupation of respondent	9
4.4	Education qualification	10
4.5	Aware of e-food system	11
4.6	Experience ordering food via online	12
4.7	Preference of channel	13
4.8	Money spent on ordering per meal	14
4.9	Convenient level	15
4.10	Delivery system more comfortable than visiting restaurant	16
4.11	Checking review before ordering online	17
4.12	online food system helps to reduce cooking time for working people	18
4.13	often ordering food online	19
4.14	Factors attract people to order food via online	20
4.15	Mode of payment preferred	21
4.16	people come to known about e-food ordering system	22
4.17	factor affect ordering food online	23
4.18	e-food system is more effective in recent times	24
4.19	which part is important while ordering food online	25

LIST OF CHARTS

TABLE NO	PARTICULARS	PAGE NO
4.1	Age of respondent	7
4.2	Gender of respondent	8
4.3	Occupation of respondent	9
4.4	Education qualification	10
4.5	Aware of e-food system	11
4.6	Experience ordering food via online	12
4.7	Preference of channel	13
4.8	Money spent on ordering per meal	14
4.9	Convenient level	15
4.10	Delivery system more comfortable than visiting restaurant	16
4.11	Checking review before ordering online	17
4.12	online food system helps to reduce cooking time for working people	18
4.13	often ordering food online	19
4.14	Factors attract people to order food via online	20
4.15	Mode of payment preferred	21
4.16	people come to known about e-food ordering system	22
4.17	factor affect ordering food online	23
4.18	e-food system is more effective in recent times	24
4.19	which part is important while ordering food online	25

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION:

Technology has played a key role in revolutionizing the food delivery service, it has contributed to the changes in consumer preference to the changes in consumer preference as their dependency of technology has motivated them to do everything online comprising getting cooked meals delivered to their doorstep. Convenience is the prime factor to the consumers, as to place an order is as simple as few clicks on any mobile device. Technology dependency, convenience and less time taken for the food to be delivered aid as a good reason for the consumers to choose the services offered by the online food ordering. This popularity of e -food ordering is steadily growing, expectations of the users are also increasing. This paper will help the service providers to understand the consumer perceptions, needs and views on the basis of the result of a survey.

1.2 INDUSTRY PROFILE:

The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry.

Accounting for about 32 per cent of the country's total food market, The Government of India has been instrumental in the growth and development of the food processing industry. The government through the Ministry of Food Processing Industries is making all efforts to encourage investments in the business. It has approved proposals for joint ventures (JV), foreign collaborations, industrial licenses, and 100 percent export oriented units.

The online food ordering business in India is in its nascent stage, but witnessing exponential growth, With online food delivery players like Food Panda, Zomato, Tiny Owl and Swiggy building scale through partnerships, the organised food business has a huge potential and a promising future. The online food delivery industry grew at 150 per cent year-on-year with an estimated Gross Merchandise Value (GMV) of US\$ 300 million in 2016.

1.3 NEED OF THE STUDY:

- Consumers have specific desire and expectations with respect to their food.
- To analyse the usage of online food ordering apps by the user.
- To understand the convenient level people using e-food ordering application.
- The busy schedules of working people and students, e-food delivery system helps them to save time.

1.4 SCOPE OF STUDY

- To know about the consumer perception regarding the services.
- The study helps the respondents to disclose their view about the e-food delivery system.
- The study will be great help to the researcher to know customer relationship management in food industry.

1.5 OBJECTIVE OF THE STUDY:

PRIMARY OBJECTIVE:

The objective of this study was to determine the customer perception toward e-food delivery system.

SECONDARY OBJECTIVE:

To identify factor that attract customer to order food online.

To highlight the service acceptance by customers.

To identify convenient level of customer using the system.

CHAPTER 2

LITERATURE REVIEW

According to **Sheryl E. Kimes (2011)**, his study found that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal interaction and also had higher technology anxiety to use the services.

According to **Varsha Chavan, et al, (2015)**, the use of smart device based interface for customers to view, order and navigate has helped the restaurants 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 this system is convenient, effective and easy to use, which is expected to improve the overall restaurant business in coming times.

According to **H.S. Sethu & Bhavya Saini (2016)**, their aim was to investigate the student's perception, behavior and satisfaction of online food ordering and delivery services. Their study reveals that online food purchasing services help the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time easy access to internet are the prime reasons for using the services.

According to **Serhat Murat Alagoz and Haluk Hekimoglu (2012)**, e-commerce is rapidly growing worldwide, the food industry is also showing a steady growth. In this research paper they have used the Technology Acceptance Model (TAM) as a ground to study the acceptance of online food ordering system. Their data analysis revealed that the attitude towards online food ordering vary according to their innovativeness against information technology, their trust in e-retailers and various external influences.

Dang and Tran (2018) said that internet has played a major role in increasing the awareness of the online food delivery apps. Through internet, people can search about foods and restaurants, compare their prices and their services and have easy access to them. Internet has made all these things convenient for the customers.

CHAPTER – 3

RESEARCH METHODOLOGY

3.1 RESEARCH METHADODOLOGY:

Research is the process of systematic and in- depth study of any particular topic, subject or any are of investigation backed by collection, compilation, presentation and interpretation relevant data in detail.

3.2 RESEARCH PROCESS:

In research process, the first and foremost step is defining and selecting a research problem. A Researcher should at first find the problem. Then he should formulate it so that it becomes susceptible to research. For a systematic presentation, the process of research may be classified under three stages- primary stages, secondary stage, and the tertiary stage.

THE PRIMARY STAGE INCLUDES:

- Observation
- Interest
- Formulating research problems
- Documentation
- Research designs

THE SECONDARY STAGE INCLUDES:

- Project planning
- Data collection
- Questionnaire preparation
- Analysis of data
- Testing of hypothesis
- Interpretation
- Questionnaire preparation.

3.3 TYPE OF RESEARCH:

DESCRIPTIVE RESEARCH:

Descriptive research has been used, it involves survey and fact finding enquiries of different kinds, the purpose of descriptive research is the descriptive of state of affairs, as it exists at present.

PROJECT PLANNING:

Project planning is the first step in actually conducting & directing a research Project. It is one of the most important tasks of researcher. This includes formulation of the researcher objectives & goals and determining ways of achieving them.

3.4 DATA COLLECTION:

Data collection is one of the most important aspects of research. The information research methodology must be accurate and relevant, The data collection method can be classified into two methods.

PRIMARY DATA:

Questionnaire method have been used as a tool for a data collection in this research.

SECONDARY DATA:

Secondary data means data that are already available i.e., they refer to data which has already been collected and analyzed by someone else. The secondary data for the study was collected from google scholar website and magazines.

3.5 QUESTIONNAIRE PREPARATION:

The basic requisite of any research study is the appropriate data which can be collected with the help of a schedule or questionnaire. With the help of questionnaire it is easy to determine the involvement level of so many employees in the organization.

3.6 PIVOT SURVEY:

Before collecting the relevant data to test the hypothesis, it is essential to ascertain the applicability of the instrument to the population being studied. Hence, a pilot study was undertaken with an objective to evaluate the tools prepared for the study and to find whether they are providing the information required.

3.7 SAMPLE SIZE:

The sample size for this survey is 101.

3.8 PERIOD OF STUDY

The period of study is from December to March which is four months of study.

3.9 ANALYTICAL TOOL

CHI-SQUARE

A chi-square statistic is one way to show a relationship between two categorical variables. In statistics, there are two types of variables: numerical (countable) variables and non-numerical (categorical) variables.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire

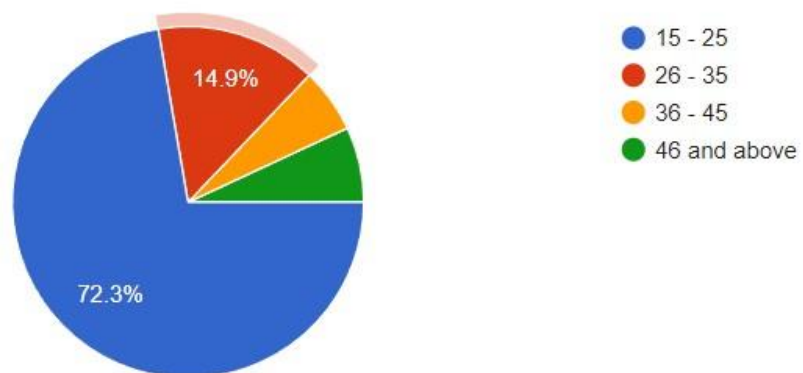
4.1 PERCENTAGE ANALYSIS

Survey analysis of data

Age	Percentage
15-25	72.3%
26-35	14.9%
46 and above	6.9%
36-45	5.9%

Age of respondent

101 responses



INTERPRETATION:

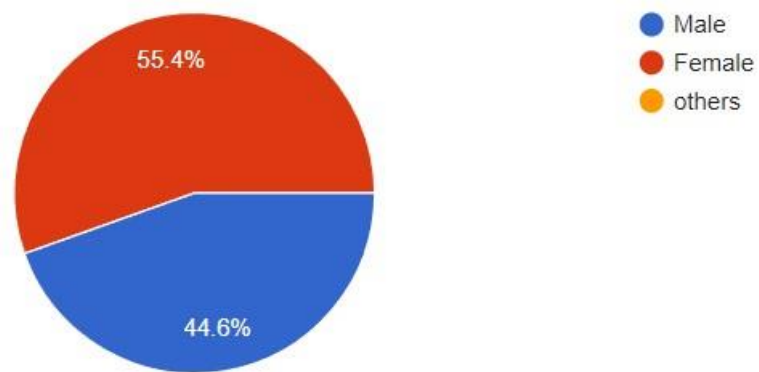
From the above table interpreted that 72.3% respondents are of age group between 15- 25. 14.9% are between 26-35age ,6.9% are between 46 and above, majority of 72.3% respondents are between the age of 15-25

4.2 Gender of respondents:

Gender	No. of. respondents	Percentage
male	45	44.6%
female	56	55.4%

Gender of the respondent

101 responses



INTERPRETATION;

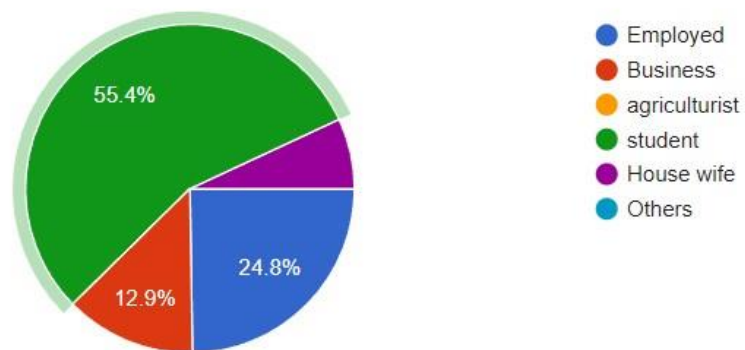
From the above table interpreted that 56% are respondent female, 45% are respondent male. Majority 56% respondents are female.

4.3 Occupation of the respondent:

occupation	Percentage
Students	55.4%
Employed	24.8%
Business	12.9%
housewife	6.9%

occupation of the respondent

101 responses



INTERPRETATION;

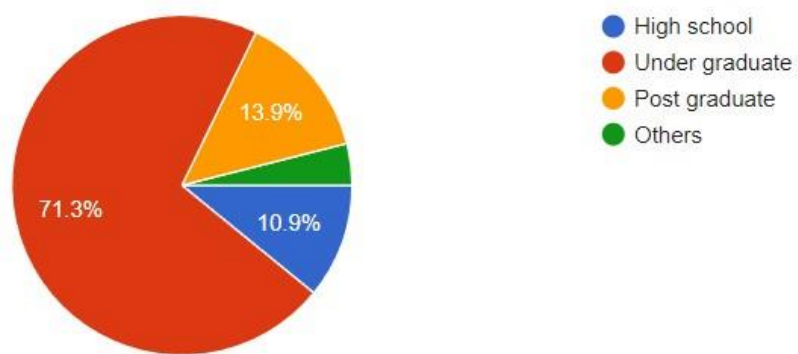
From the above table interpreted that 55.4% of respondent are students and 24.8% of respondent are employed, 12.9% of respondent are business people. Majority 55.4% of respondents are students.

4.4 Education qualification:

qualification	Percentage
Under graduate	71.3%
Post graduate	13.9%
High school	10.9%
others	4%

Education qualification

101 responses



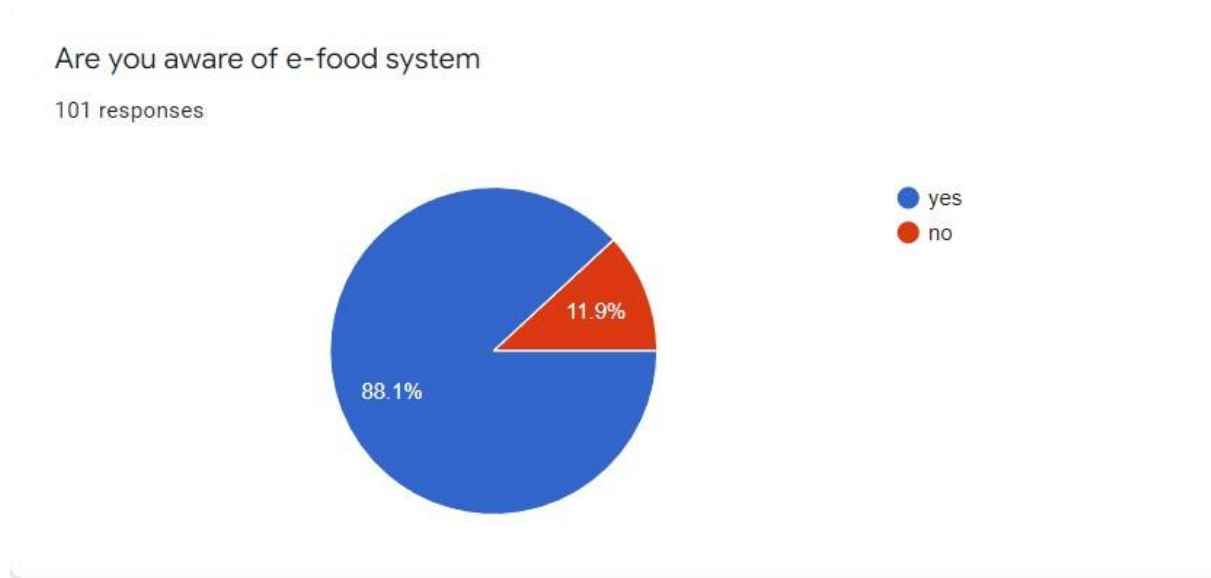
INTERPRETATION;

From the above table interpreted that 71.3% of respondent are under graduate, 13.9% of respondent are post graduate and 10.9% of respondent are high school people.

Majority 71.3% of respondents are under graduate.

4.5 aware of e-food delivery system:

awareness	Percentage
yes	88.1%
no	11.9%



INTERPRETATION;

From the above table interpreted that 88.1% of respondent are aware of e-food delivery system, 11.9% of respondent are not aware of e-food delivery system.

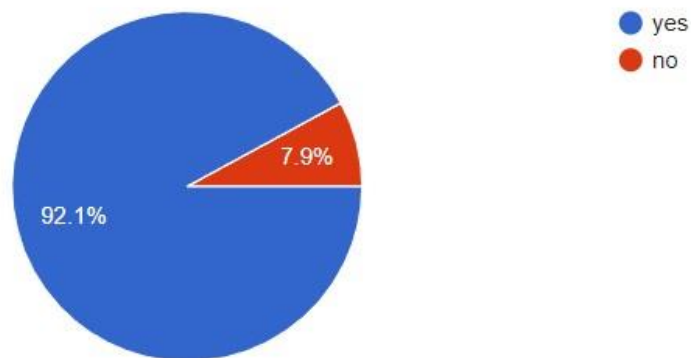
Majority 88.1% of respondents are aware of e-food delivery system .

4.6 Experience ordering food via online

Experience	Percentage
Yes	92.1%
no	7.9%

have you experienced ordering food online

101 responses



INTERPRETATION;

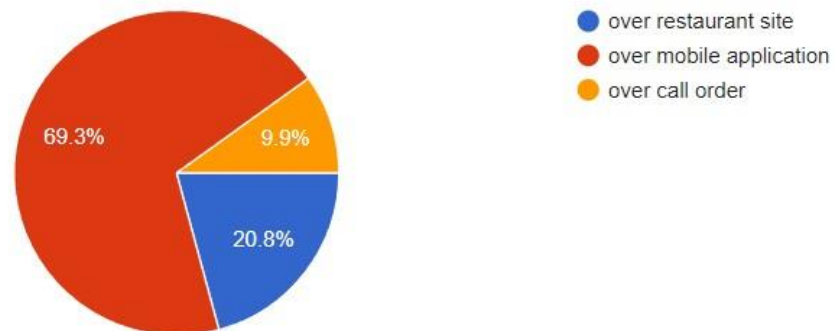
From the above table interpreted that 92.1% of respondent have experienced ,7.9% of respondent have not experienced. Majority 92.1% of respondents have experienced.

4.7 Preference of channel

channel	percentage
Mobile application	69.3%
Restaurant site	20.8%
Call	9.9%

In general, how do you prefer to order food via online

101 responses



INTERPRETATION;

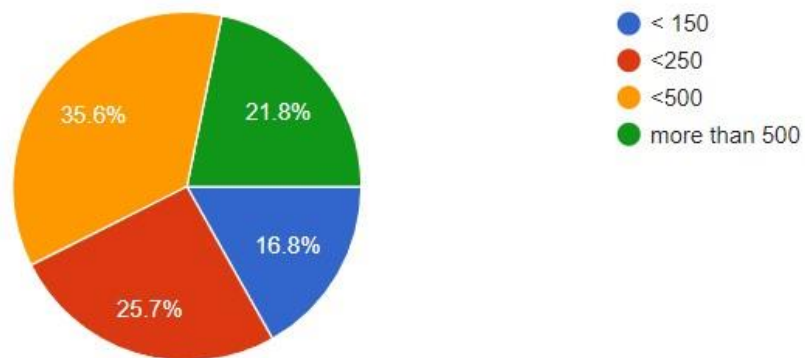
From the above table interpreted that 69.3% of respondent use mobile application, 20.8% of respondent use restaurant site and 9.9% of respondent order food over call. Majority 69.3% of respondents use mobile application.

4.8. Money spent on ordering online per meal:

amount	Percentage
500	35.6%
250	25.7%
More than 500	21.8%
150	16.8%

What is the approximate money you spent on ordering food per meal

101 responses



INTERPRETATION;

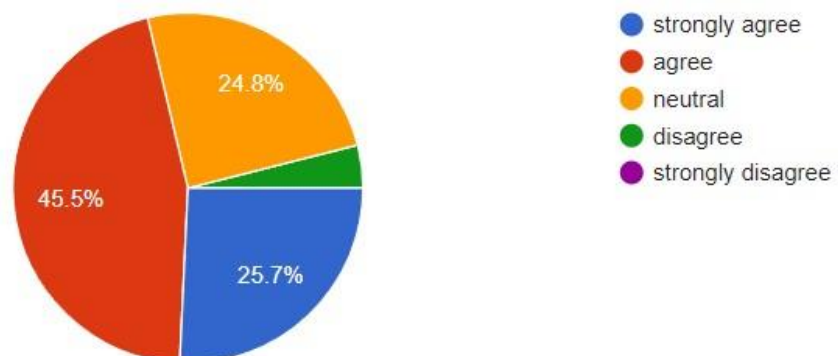
From the above table interpreted that 35.6% of respondent spend less than 500, 25.7% of respondent spend 250 per meal and 21.8% of respondent spent more than 500. Majority 35.6% of respondent spend less than 500.

4.9 Convenient level

Convenient level	Percentage
Strongly agree	25.7%
Agree	45.5%
Neutral	24.8%
disagree	4%

Do you think e-food system is more convenient to get food at door step

101 responses



INTERPRETATION;

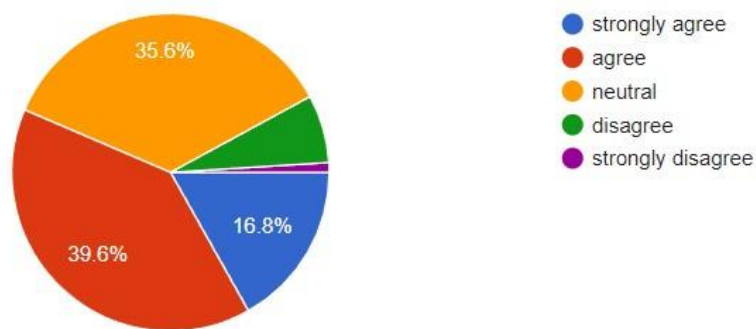
From the above table interpreted that 45.5% of respondent are agree that e-food system is convenient , 25.7% of respondent are strongly agree and 24.8% of respondent are neutral and 4% are disagree to the statement. Majority 45.5% of respondents are agree.

4.10. delivery system is more comfort than visiting restaurant

Comfort than visiting restaurant	Percentage
Strongly agree	16.8%
Agree	39.6%
Neutral	35.6%
Disagree	6.9%
Strongly disagree	1%

Do you think e-food delivery is more comfort than visiting the restaurant

101 responses



INTERPRETATION;

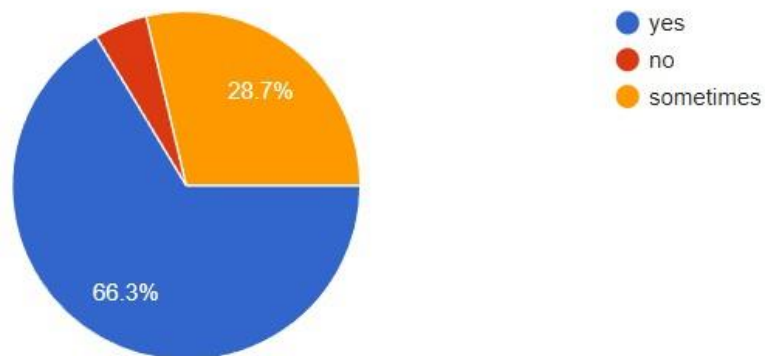
From the above table interpreted that 39.6% of respondent are agree that e-food system is more comfortable than restaurant, 16.8% of respondent are strongly agree and 35.6% of respondent are chosen neutral, 6.9% of respondent are disagree and 1% of respondent are strongly disagree. Majority 39.6% of respondents are agree.

4.11. checking review before ordering online

check	Percentage
Yes	66.3%
No	28.7%
sometimes	5%

before ordering food in online will you check the review

101 responses



INTERPRETATION;

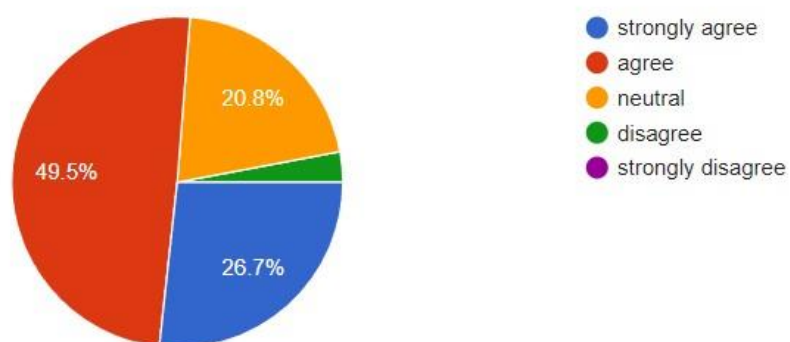
From the above table interpreted that 66.3% of respondent will check review before ordering food online, 28.7% of respondent will not check review before ordering food online and 5% was respondent sometimes. Majority 66.3% of respondents said yes.

4.12. online food system helps to reduce cooking time for working people:

Helps for working people	Percentage
Strongly agree	26.7%
agree	49.5%
Neutral	20.8%
disagree	3%

E-food system helps to reduce cooking time for working people

101 responses



INTERPRETATION;

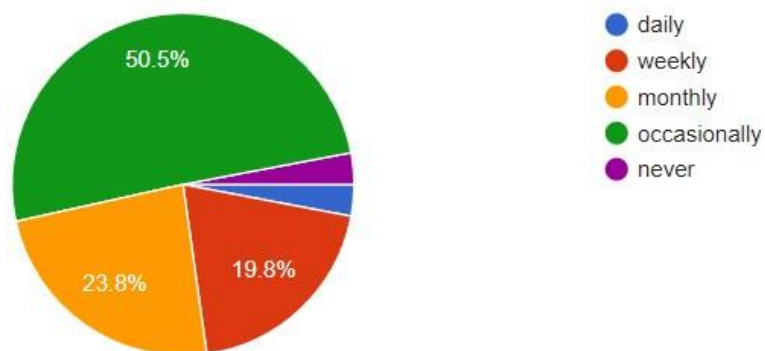
From the above table interpreted that 49.5% of respondent agree that e-food system helps working people, 26.7% of respondent are strongly agree, 20.8% of respondent are neutral and 3% of respondent are disagree. Majority 49.5% of respondents are agree.

4.13. often ordering food online

Often ordering	Percentage
Occasionally	50.5%
Monthly	23.8%
Weekly	19.8%
Daily	3%
never	3%

How often do you order food online

101 responses



INTERPRETATION;

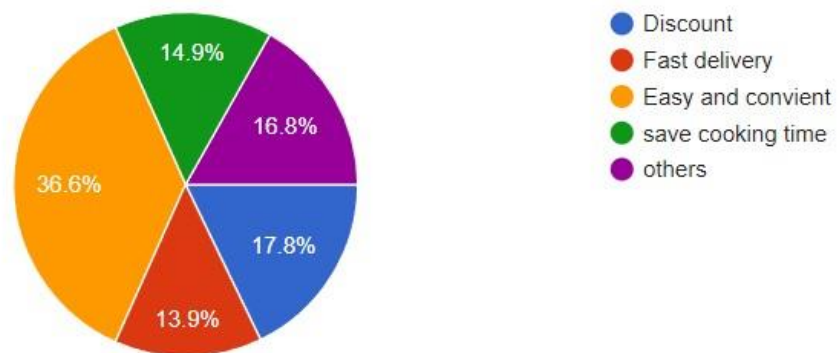
From the above table interpreted that 50.5% of respondent order food occasionally, 23.8% of respondent order food monthly and 19.8% of respondent order weekly, 3% of respondent use daily and never. Majority 50.5% of respondents are occasionally.

4.14 Factors attract people to order food via online:

Factor	Percentage
Easy and convenient	36.6%
Discount	17.8%
Others	16.8%
Save time	14.9%
Fast delivery	13.9%

What factor that attract you to order food online

101 responses



INTERPRETATION;

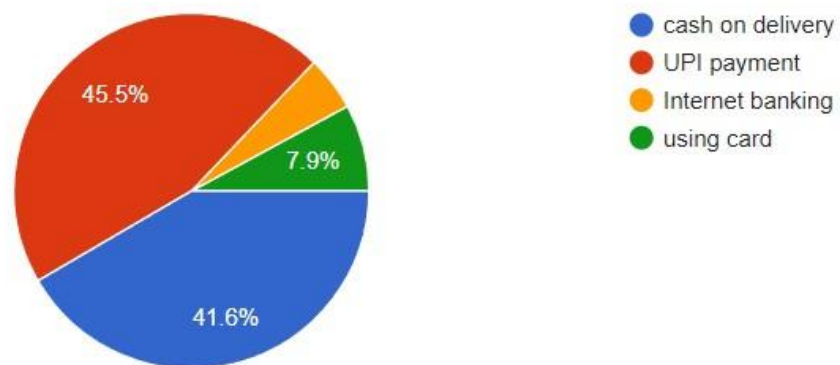
From the above table interpreted that 36.6% of respondent said easy and convenient is a major factor attract them, 17.8% of respondent chosen discount and 16.8% of respondent others, 14.9% of respondent are save time and 13.9% of respondent fast delivery. Majority 36.6% respondents of easy and convenient.

4.15. Mode of payment preferred:

Mode of payment	Percentage
UPI payment	45.5%
Cash on delivery	41.6%
Using cards	7.9%
Internet banking	5%

What mode of payment do you prefer the most

101 responses



INTERPRETATION;

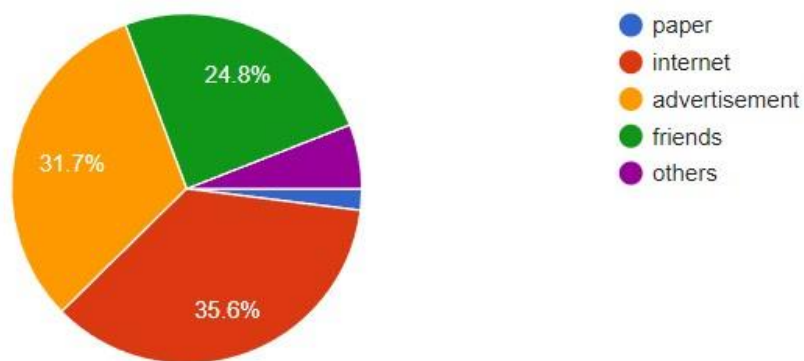
From the above table interpreted that 45.5% of respondent use UPI payment, 41.6% of respondent use cash on delivery and 7.9% of respondent use cards, 5% of respondent use internet banking. Majority 45.5% of respondent use UPI payment.

4.16. people come to know about e-food ordering system:

factors	Percentage
Internet	35.6%
Advertisement	31.7%
friends	24.8%
Others	5.9%
paper	2%

how did you come to know about e-food ordering system

101 responses



INTERPRETATION;

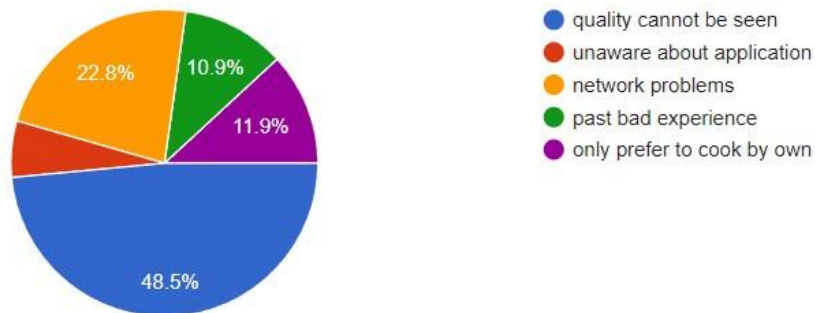
From the above table interpreted that 35.6% of respondent come across internet, 31.7% of respondent come across advertisement and 24.8% of respondent are friends, 5.9% of respondent others and 2% of respondent are chosen paper. Majority 35.6% respondents was internet.

4.17. factor affect ordering food online:

factors	Percentage
Quality cannot been seen	48.5%
Network problem	22.8%
Only prefer to cook	11.9%
Past bad experience	10.9%
Unaware about application	5.9%

What affect you from ordering food online

101 responses



INTERPRETATION;

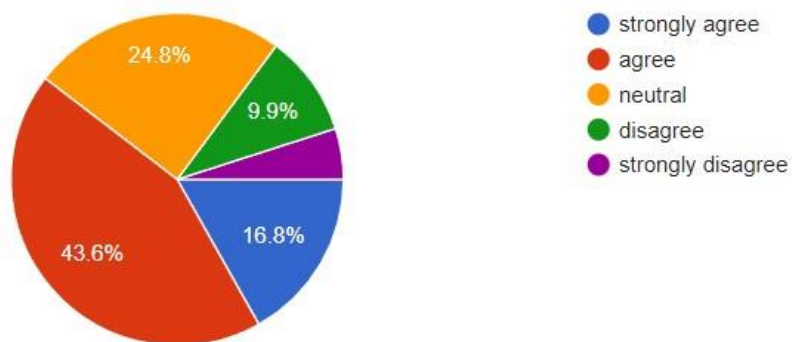
From the above table interpreted that 48.5% of respondent chosen quality cannot been seen, 22.8% of respondent says network problem and 11.9% of respondent only prefer to cook, 10.9% of respondent said past bad experience and 5.9% of respondent are unaware about application. Majority 48.5% of respondents said quality cannot been seen.

4.18. .e-food system is more effective in recent times :

More effective	Percentage
Agree	43.6%
Neutral	24.8%
Strongly agree	16.8%
Disagree	9.9%
Strongly disagree	5%

Do you think e-food system is more effective in recent times

101 responses



INTERPRETATION;

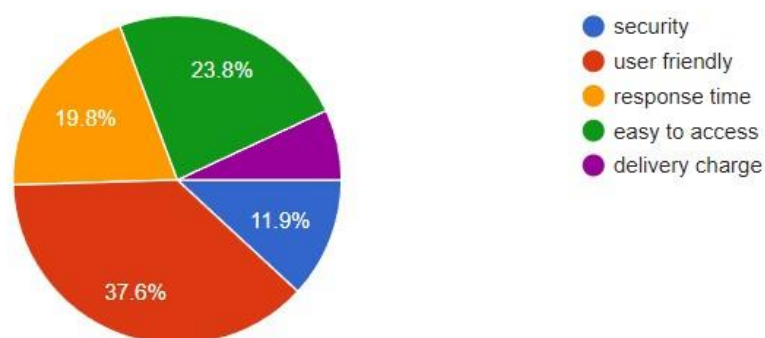
From the above table interpreted that 43.6% of respondent agree that e-food system is more efficient in recent times, 24.8% of respondent are neutral and 16.8% of respondent are strongly agree, 9.9% of respondent are disagree and 5% response strongly disagree. Majority 43.6% of respondents was agree.

4.19. which part is important while ordering food online:

factors	Percentage
User friendly	37.6%
Response time	19.8%
Easy to access	23.8%
Security	11.9%
Delivery charges	6.9%

according to you which part is more important for you while ordering food through online

101 responses



INTERPRETATION;

From the above table interpreted that 37.6% of respondent said user friendly is more important in e-food delivery system, 19.8% of respondent said response time and 23.8% of respondent says easy to access, 11.9% of respondent are chosen security and 6.9% respondents are delivery charges. Majority 37.6% of respondents are user friendly.

4.2 STATISTICAL ANALYSIS:

TEST (CHI-SQUARE)

Case Processing Summary

	Valid		Cases Missing		Total	
	Percent		N	Percent	N	Percent
convenientlevel * savecookingtime	101	100.0%	0	0.0%	101	100.0%

Convenient level * save cooking time Crosstabulation

Count

		savecookingtime				Total
		agree	disagree	neutral	strongly agree	
convenientlevel	agree	23	0	8	15	46
	disagree	1	0	2	1	4
	neutral	11	2	8	4	25
	strongly agree	15	1	3	7	26
Total		50	3	21	27	101

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson ChiSquare	10.829 ^a	9	.288
Likelihood Ratio	11.407	9	.249
N of Valid Cases	101		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .12.

INTERPRETATION:

The chi-square test between convenient level of people using e-food delivery system and save cooking time for working people. It is inferred that the p value is lesser than the table value and the significant value is 0.288. Hence the null hypothesis is rejected and alternative hypothesis is being accepted. The alternative hypothesis is "there is association between convenient level and save cooking time for working people".

CHAPTER – 5

FINDINGS, SUGGESTION AND CONCLUSION

Based on the analysis and discussion on primary data in the previous chapter Finding , Suggestion and Conclusion of the study in logical manner.

5.1 FINDINGS:

From the questionnaire, the following points are found and noted

- majority of respondents 72.5% of my questionnaire are between the age group 15 – 25.
- Majority of respondents 55.4% of my questionnaire are female.
- Majority of respondents 55.4% of my questionnaire are students.
- Majority respondents 71.3% of my questionnaire are undergraduate.
- Majority of respondents 88.1% are aware of e-food delivery system.
- Majority of respondents 92.1% have experienced ordering food online.
- Majority of respondents 69.3% use mobile application channel to order food.
- Majority of respondents 35.6% spend <500rs per meal.
- Majority of respondents 45.5% are agree that e-food system is more convenient to get food at door step.
- Majority of respondents 39.6% are agree that e-food delivery system is more comfortable than visiting restaurant.
- Majority of respondents 66.3% will check review before order food online.
- Majority of respondents 49.5% are agree that e-food system helps to reduce cooking time for working people.
- Majority of respondents 50.5% will order food occasionally.
- Majority of respondents 36.6% said easy and convenient is a major factor that attract them order food online.
- Majority of respondents 45.5% use UPI payment method to pay bills.
- Majority of respondents 35.6% are knowledge via internet about e-food system.
- Majority of respondents 48.5% said that quality as a factor that affects people to order online.
- Majority of respondents 43.6% are agree that e-food system is more effective in recent times.

- Majority of respondents 37.6% said that e-food delivery system must be user friendly.

5.2 SUGGESTIONS

- Online orders are welcomed but quality & quantity services should be maintained correctly
- If a complaint is raised about a particular shop or product, regarding the payment even the quality of the product, there should be an immediate response from the other side.
- Food must be delivery as they mentioned in the websites or in mobile application.

CONCLUSION:

The young population of India is significantly interested in online food ordering. The slowing trend of dine out system is due to the shift towards online ordering of food and the cause for it is the easy availability of internet at low cost and more use of electronic devices around people. The consumer's perception on online food ordering varies from individual to individual based on their personal opinion. The purpose of this online food ordering system is basically to save the time of the customers especially when he/she has to invite people for any occasionally .it shows that perceived easy and convenience are keys to customer use of online ordering which leads to higher satisfaction.

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APPENDIX:

A STUDY ON CUSTOMER PERCEPTION TOWARDS E-FOOD DELIVERY SYSTEM

1.name

2. age of respondent

- ☐ 15-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46 and above

3. gender of respondent

- ☐ Male
- ☐ Female
- ☐ Others

4. occupation of the respondent

- ☐ Employed
- ☐ Business
- ☐ Agriculturist
- ☐ Students
- ☐ House wife
- ☐ Others

5. education qualification

- ☐ High school
- ☐ Under graduate
- ☐ Postgraduate
- ☐ Others

6. are you aware of e-food system
 - ☐ Yes
 - ☐ No
7. have you experienced ordering food online
 - ☐ Yes
 - ☐ No
8. In general, how do you prefer to order food via online
 - ☐ Restaurant site
 - ☐ Over mobile application
 - ☐ Over call order
9. what is the approximate money you spent on ordering food per meal
 - ☐ <150
 - ☐ <250
 - ☐ <500
 - ☐ More than 500
10. Do you think e-food system is more convenient to get food at door step
 - ☐ Strongly agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly disagree
11. do you think e-food delivery is more comfort than visiting the restaurant
 - ☐ Strongly agree
 - ☐ Agree

- Neutral
- Disagree
- Strongly disagree

12. Before ordering food in online will you check the review

- Yes
- No
- Sometimes

13. E-food system helps to reduce cooking time for working people

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

14. How often do you order food online

- Daily
- Weekly
- Monthly
- Occasionally
- Never

15. what factor that attract you to do order food online

- Discount
- Fast delivery

- Easy and convenient
- Save cooking time
- Others

16. what mode of payment do you prefer the most

- Cash on delivery
- UPI payment
- Internet banking
- Using card

17. How did you come to know about e-food ordering system

- Paper
- Internet
- Advertisement friends
- Others

18. what affect you from ordering food online

- Quality cannot be seen
- Unaware about application
- Network problem
- Past bad experience
- Only prefer to cook by own

19. do you think e-food system is more effective in recent times

- Strongly agree
- Agree
- Neutral

- Disagree
- Strongly disagree

20. According to you which part is more important for you while ordering food through online

- Security
- User friendly
- Response time
- Easy to access
- Deliver charges