

CUSTOMER PERCEPTION ON ONLINE FOOD ON ONLINE FOOD ORDERING

**Submitted in partial fulfilment of the requirements for the award of
Masters of business administration**

By

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**(DEEMED TO BE UNIVERSITY) Accredited with Grade “A” by NAAC I 12B Status
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of S.JOEL VASANTH ZION (39410083)

who have done the Project work entitled ”**CUSTOMER PERCEPTION ON ONLINE FOOD ON ONLINE FOOD ORDERING**“ under my supervision from January 2021 to March 2021.

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DECLARATION

I am **S. JOEL VASANTH ZION 39410083** hereby declare that the Project Report entitled **CUSTOMER PERCEPTION ON ONLINE FOOD ON ONLINE FOOD ORDERINGS** done by me under the guidance of **DR.JOHNPAUL MBA.,MHRM.,M.Phil.,(Ph.D)** at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY CHENNAI is submitted in partial fulfilment of the requirements for the award of Master of business administration.

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ABSTRACT

This empirical research paper deal with an impact of demographic variable on customer perception on online food on food orderings. This study throws light on how far the demographic variables such as age, gender, educational qualification, income, having an influence on customer perception on online food on food orderings. To identify the customer behaviour a set of questions were framed. The data were collected by using convenience sampling from 110 customers belong to Chennai city. Using SPSS, some of the relevant tests were carried out like, percentage analysis, Correlation, ANOVA. Based on the analysis made various finding were derived that will be useful, relevant and significant to determine the customer perception on online food on food orderings.

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CHAPTER – 1

1.1 INTRODUCTION

Overview of the food industry & customer perception, online food companies provide mobile telecommunication service and new technological development at any time anywhere concept across the world web has become unites all the people all over the world together. It provides business solution, variety of cuisines, service quality, and variety of taste. online food system take order from the customer and order the food requirement from the restaurant located through some mobile application locally from telephone calls, desktop website at home, local salesman contacts & using internet and providing free home deliveries within the time frame services . It provides consumer with variety of choices and variety of choices and variety of food made available by different restaurants in the localities and the system also has given some opportunities them to order ease from the convenient location and the people choices and the luxurious make their transaction or the payments through online payment option or cash on delivery . in today's uncertainty covid pandemic situation people are afraid to go out to outdoor hotels restaurants or in the crowded places, so they are ordering online food through online food ordering companies like Zomato, swiggy, uber eats, food panda, or whatever else to order food from the hotels & restaurants etc. Companies also has some connections with the small scale hotels or shops like street foods, which some people likes or prefers them for taste, affordability, varieties of food. The popularity of electronic food orderings and delivering food ordering and delivering services is constantly growing and the people expectations also increasing the perception of customer electronic food orderings about the services, the company gain its significance. this has inspired the researchers to undertake the present study entitled study of customer perception towards electronic food ordering with the special reference to Chennai's south division to investigate the customers views on services they receive from different electronic food ordering portals and also the study will help the service providers to understanding the customer perception needs views on the basis of the results of the study. We observe that this electronic food ordering companies also provides sanitized food delivery to the customer at these risky situation of the covid-19 pandemics.

The recent development of the Internet has augmented the e-commerce industries in a country like India. E-commerce development has made online food ordering services seamless for people who want to get food delivered at their doorstep. Although consumers continue to go out for the meals, consumers feel very convenient to order food online since it frees the customer from personally visiting the restaurants. In this study, our main focus was to analyze the perception of consumer towards Online food ordering services through Zomato.. In order to understand what factors have played a dominant role to attract consumer in the developing country like India towards them, we decided to study on the consumer perception on online food ordering app like Zomato. In today's world service sector contributes 64.80% in GDP.

Zomato is one of the most popular applications that provide services to the user to discover restaurants. The rise of digital technology is reshaping the industries. With the increased use of technology, the number of people engaging into the digital sector are rapidly increasing. Even Consumers are accustomed to shopping or even ordering online through apps or websites, with maximum convenience and transparency, expecting the same experience that they would get from the outlet itself. To match up with the consumer's expectations apps are providing increased facilities and services to the customers.

This scenario doesn't exist only in one country but all across the globe. Being up to date with the customers' expectations helps firm retain customers to a greater extent. Zomato is an online discovery guide for restaurants, bars, pubs and clubs and for dineouts. The registered users are required to post reviews and rate (on a scale of 1 - 5 stars) the restaurants on the basis of their choice, visit and experience.

The website helps in defining the restaurant/pub/club on the basis of presence or absence of air conditioning, smoking area, WiFi Internet, stag entry, live performances and outdoor seating or whether non-vegetarian food and alcohol are served or not.

Zomato also A Study on Customer Perception towards Online Food Ordering Apps with special reference to Zomato App in Shivamogga city PESIAMS, Shivamogga Page 3 provides information related to cuisines served, operation timings, approximate cost of a meal for two, credit cards accepted or not with the advent of new technological development and the anytime, anywhere, anything concept, the World Wide Web has become a web that unites all the people all over the world together.

In this context, numerous user-friendly mobile applications and websites have emerged. One such techno-driven user- friendly initiative is the Online Food Ordering System. An Online food ordering system enables a Consumer to order their food requirements from any preferred Restaurant located locally through some mobile applications using the internet.

The System also facilitates them to make their order at ease from any convenient location of their choice and to comfortably make the payment either through online payment options or cash on delivery. With this facilitating option, the customers today don't need to starve when they are not in the condition to cook or to go out. Instead, they can order food online from the best online food ordering apps. In this connection, the perception of the customers about Online Food Ordering and about the services of the Online Food Ordering companies gains significance.

The Indian Hospitality industry has emerged as one of the main industry that drives the growth of Indian service sector. Hospitality industry has evolved sensitive towards the needs and desires of the people (Prajogo & Sohal, 2006). Customer loyalty and Customer satisfaction is a term frequently used in hospitality marketing. It measures how products and services supplied by a company meet customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products or its services exceeds satisfaction goals.

The loyal customers give free word of the mouth judgment. There are extrinsic and intrinsic components of the food service decision-making process. The extrinsic influence includes culture, socio economic, reference group, and household and intrinsic influence covers needs, experience, personality and self-image, and perception and attitudes...

Young generation even donate to charities and use their mobile devices for the same. In fact, among those who donate, nearly 50% do it by phone (Fromm, 2015). A shopping habit that sets millennial apart from no millennial is their tendency to shop in groups and seek the opinion of others (From, 2015).

Young generation is a generation that wants to co-create the product and the brand, companies that understand it and figure out ways to engage in this correlation relationship will have an edge. When youngsters dine out, they're often in search of something exotic, adventuresome, memorable or new to explore during their dining experience.

With the coming of the 21st century, we have entered an “e” generation era. The Internet has generated a tremendous level of excitement through its involvement with all kinds of businesses starting from e-Commerce, eBusiness, eCRM, eSupply Chain, eMarketplace, ePayment, eEntertainment, eTicketing, eLearning, to eCitizenor eGovernement. The Internet has been widely used in many sales and marketing activities, from the collection of valuable data to the dissemination of information to different stakeholders, for example, information retrieval, product communication, sales tool, distribution channel, and as a customer support tool (Singh, Jayashankar and Singh 2001; Calles 2000; Sandberg 1998; Peterson, Balasubramanian and Bronnenberg 1997).

The Internet has opened a window of opportunity to almost anyone because of its ability to make viable the conduct of business in cyberspace, or by connecting people worldwide without geographical limitations. Consumers can order goods and services virtually anywhere, 24 hours a day; 7 days a week without worrying about store hours, time zones, or traffic jams.

The Internet has also provided new opportunities for marketers by offering them innovative ways to promote, communicate, and distribute products and information to their target consumers. E-commerce has grown phenomenally in the past decade for a variety of reasons including changes in consumer lifestyles, technological advancements, increases in consumer income and education, and rapid financial development throughout the world.

The use of the Internet as a shopping or purchasing vehicle has been growing at an impressive rate throughout the last decade. The tremendous growth of online sales and the unique functions of the Internet have drawn a great deal of attention from many companies rushing in to set up businesses over the Internet without To Study the Customer Perceptions of Electronic Food Ordering 2 knowing what factors actually motivate consumers to buy products or services online.

Many marketers agree that Internet marketing will definitely increase customer spending and loyalty to both online and offline products if it is executed properly. This is due largely to the Internet's significant advantage of two-way communication and its ability to transmit information quickly and inexpensively when compared to other traditional mass media using solely one-way communication (Warrington, Abram & Caldwell 2000; Waldo 2000). The simultaneous and rapid rate of consumer adoption of personal computers and network systems have encouraged and pressured marketers to provide Internet retailing sites. Some researchers in fact predict that the need for physical stores could be eliminated in roughly four decades and replaced with electronic retailing (Cope 1996).

While many marketers acknowledge the importance of using the Internet in their marketing mixes, only a handful of researchers have studied what factors encourage or discourage consumers when buying products or services online.

Despite the increasing popularity of the Internet, most knowledge of Internet marketing is based on anecdotes and experiential evidence from television, radio, popular press or magazines in summary, the benefits of using the Internet in marketing are enormous as they offer a huge opportunity for marketers to create innovative activities that have not previously been viable. However, marketers need to develop an insightful understanding of consumer behaviour when purchasing products online.

This information will help marketing managers to plan their marketing mixes and offers to better meet customer's requirements. By doing so, companies will establish, maintain or increase customer satisfaction, build strong brand loyalty and ultimately, To Study the Customer Perceptions of Electronic Food Ordering 3 provide consumers with a solid rationale for continuing to buy the same brand. This study is thus significant as it is a preliminary attempt to identify factors and their relative strength in influencing consumer decision making when buying health foods online.

The research problem and objectives of this study are addressed next. Background to the study online food ordering system is a system to manage the business. The main point of developing this system is to help the customers to manage the business and help customers through online ordering and lunch reservation. The project is being developed because of the long queues that will be in the restaurant during lunch or dinner hours, one for purchasing tickets and one for collecting food.

With the new system, the customers would be able to order their food from the comfort of their offices, classrooms, hostels and anywhere outside the school campus without queuing. The system will cater for the disadvantages of the traditional method which is currently in place. To Study the Customer Perceptions of Electronic Food Ordering

Problem of the study online food ordering Services are websites that feature interactive menus allowing customers to place orders with local restaurants and food cooperatives. Much like ordering consumer goods online, many of these allow customers to keep accounts with them in order to make frequent ordering convenient. A customer will search for a favorite restaurant, choose from available items, and choose delivery or pick-up.

Payment can be amongst others by credit card or cash, with the restaurant returning a percentage to the online food company. Online food ordering services are websites that feature interactive menus allowing customers to place orders with local restaurants and food co-operatives. Much like ordering consumer goods online many of these allow customers to keep accounts with them in order to make frequent ordering convenient. A customer will search for a favorite restaurant chooses from To Study the Customer Perceptions of Electronic Food Ordering 5 available items, and choose delivery or pick-up. Payment amongst others by credit card or cash with the restaurant returning a percentage to the online food company. While-commerce has been around for over a decade closing the gap between food and the internet has taken longer.

The first restaurants to adopt online food ordering services were corporate franchises such as Domino's and Papa John's. Online food ordering could be called the response of the internet to the desire for delivery food. It is a growing trend especially in urban areas and on college campuses that allows people to order from restaurants featuring interactive menus, by use of their internet connection. In many cases handle complicated web pages can be used to make orders, though a lot of people rely on a desktop or laptop computer for this. 'Ordering form grocery stores to stock the kitchen, instead of placing one time orders with a restaurant. There are several ways in which online food ordering from a restaurant may occur. A restaurant can have its website with easy features for placing an order for pick up or delivery.

1.2 INDUSTRY PROFILE

- Online food ordering industries known in providing guests' genuine hospitality and service that exceeds guest's expectations our management team employs this philosophy in all of their daily efforts.
- It has a diverse portfolio including hotels, resorts, restaurants and corporate hospitality. The properties vary by type, size and the market which they serve. We provide an unmatched international hospitality experience at competitive price offerings.
- The Company firmly believes that mutual respect, long term partnerships and strong ethics and integrity are essential to achieve ultimate success.
- The Company is managed by competent professionals endowed with a wealth of experience.

ONLINE FOOD ORDERING:

The process of ordering the food from the websites or other applications or through phone calls the food products can be either ready to eat food items or chat items or direct from the restaurant or food that are specially prepared for the direct consumption of the people. The online food industry in India is widely spreading in the 2021st where also the 50% of the adults are ordering food from the electronic food industry through online network the online food ordering market which is including the food made by the big hotels, familiar restaurants, which is been ordered on the basis of the people's mindset.

RESTAURANT CONTROL:

In restaurant control online food ordering the restaurant creates their own websites, mobile applications and different marketing strategies like television ad, pamphlets , newspaper ad etc . And they provide their delivering services to customer through their salesman. The company decide to provide their online marketing through mobile applications and software that the manager of the hotel effectively.

Some add a third option of being able to make reservation. Instead of calling for a delivery, people just access the internet to the restaurant site and make their order. Food diversity in India is an implicit characteristic of India's 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. However, with times due to increasing awareness and influence of western culture, there is a slight shift in food consumption patterns among urban Indian families. It started with eating outside and moved on to accepting a wide variety of delicacies from world-over. Liberalization of the Indian economy in the early 1990s and the subsequent entry of new players set a significant change in lifestyles and the food tastes of Indians. To Study the Customer Perceptions of Electronic Food Ordering 6 Fast food is one which gained acceptance of Indian palate after the multinational fast-food players adapted the basic Indian food requirements viz. vegetarian meals and selected non-vegetarian options excluding beef and pork totally from their menu. Multinational fast food outlets initially faced protests and non-acceptance from Indian consumers.

This was due to primary perception that these fast food players serve only chicken and do not serve vegetarian meals. Perceived expensive besides being out-of-way meals in Indian culture. Today, fast food industry is getting adapted to Indian food requirements and is growing in India. Gaining acceptance primarily from Indian youth and younger generations and is becoming part of life. Keeping in view the Indian habits and changing preferences towards food consumption, this study has its focus to understand the factors affecting the perception of Indian youth, in the age group of 20-30 years, towards consumption of fast food as well as towards making choice of fast food outlets.

Advantages for Electronic Ordering There are advantages for both the customer and for the restaurants who participate in online ordering. First, a customer can order at will when they have time to. Also, the customer is able to customize their order the way they like it without errors in communication 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 need a waiter or hostess to be on the phone to take the order.

The order can go straight to the kitchen. Disadvantage for Electronic Ordering Customers are not able to ask about quality of food or ask for any specialized diet foods. It is more difficult to ask for gluten free or allergy free foods with online To Study the Customer Perceptions of Electronic Food Ordering 7 ordering. Also, it is more possible for a customer to place an order, but never pick up the order which can lead to waste of food and possibly a loss of profits.

1.3 OBJECTIVES OF THE STUDY

- To enhance user-friendly and ease of accessibility in placing the orders and payment.
- To identify the customer perceptivity and idea of the customer of the electronic food ordering that influences the buying decision
- To identify the method which been used higher in frequency in the electronic food ordering.
- To observe the merits and demerits of electronic food ordering.

1.4 SCOPE OF THE STUDY:

The study is basically conducted to know how customers perceive the Online Food Ordering System. The perception of customers may vary under different circumstances. From this study, we can have a better understanding of the “Online Food Ordering System”. We will know about the customer perception regarding the Online Food Ordering services provided in Trichy area and will get to know the variables affecting their perception. Therefore, these findings may help the service providers to work upon on these variables to fill up the gaps in the mind-set of consumers.

1.5 LIMITATIONS OF THE STUDY:

The present study has the following limitations:

- ❖ The opinion elicited from the research conducted can't be taken as the opinion of the whole population.
- ❖ Data totally depends on the respondent's view, which could be biased in nature.

CHAPTER – 2

2.1 REVIEW OF LITERATURE

In [1] an automated food ordering system is proposed which will keep track of user orders smartly. Basically, they implemented a food ordering system for different type of restaurants in which user will make order or make custom food by one click only. By means of android application for Tablet PCs this system was implemented. The front end was developed using JAVA, Android and at the backend MySQL database was used.

In [2] Customer using a Smartphone is considered as a basic assumption for the system. When the customer approach to the restaurant, the saved order can be confirmed by touching the Smartphone. The list of selected reordered items shall be shown on the kitchen screen, and when confirmed, order slip shall be printed for further order processing. The solution provides easy and convenient way to select pre-order transaction form customers.

In [3] there was an attempt to design and implementation of digital dining in restaurants using android technology. This system was a basic dynamic database utility system which fetches all information from a centralized database. This application improved the accuracy and efficiency of restaurants as well as human errors. Earlier drawbacks of automated food ordering systems were overcome by this system and it requires a onetime investment for gadgets.

In [4] an application of integration of hotel management systems by web services technology is presented. Ordering System Kitchen Order Ticket (KOT), Billing System, Customer Relationship Management system (CRM) are held together by the Digital Hotel Management. Add or expand of hotel software system in any size of hotel chains environment was possible with this solution.

In [5] research work aims to design and develop a wireless food ordering system in the restaurant. Technical operations of Wireless Ordering System (WOS) including systems architecture, function, limitations and recommendations were presented in this system. By providing higher quality customer service and reducing human errors to improve the management aspect for restaurants, pervasive application will be a valuable tool due to the high demands of handheld devices such as PDAs.

In [6] along with customer feedback for a restaurant a design and execution of wireless food ordering system was carried out. It enables restaurant owners to setup the system in wireless environment and update menu presentations easily. Smart phone has been integrated in the customizable wireless food ordering system with real-time customer feedback implementation to facilitate real-time communication between restaurant owners and customers.

In Paper [7], the purpose of this study was to investigate the factors that influence the attitude of internet users towards online food ordering in Turkey among university students. A Technology Acceptance Model (TAM) developed by Davis in 1986 was used to study adoption of Web environment for food ordering. Trust, Innovativeness and External Influences are added to the model as main factors along with TAM.

In Paper [8], the research work aims to automate the food ordering process in restaurant and also improve the dining experience of customers. Design implementation of food ordering system for restaurants were discuss in this paper. This system implements wireless data access to servers. The android application on user's mobile will have all the menu details. Kitchen and cashier receives the order details from the customer mobile wirelessly. These order details are updated in the central database. The restaurant owner can manage the menu modifications easily.

In Paper [9], this research works on efforts taken by owners of restaurants to adopt information and communication technologies such as PDA, wireless LAN, costly multi-touch screens, etc. to enhance dining experience. This paper highlights some of the limitations of the conventional paper based and PDA-based food ordering system and proposed the low-cost touch screen-based Restaurant Management System using an android Smartphone or tablet as a solution.

Perceived informativeness can be defined “the ability of advertising to inform consumers of product alternatives so that purchases yielding the greatest possible satisfaction can be made”. The quality of information placed on a company’s website influences customers’ perceptions of the company and its products. (YP Wei, PH Long, 2015)

Accordingly, information delivered to customers via mobile devices also needs to show qualitative features, like accuracy, timeliness, and usefulness for the consumer. Information is thus considered a very valuable incentive in mobile marketing because recipients react very positively to an advertisement that offers an incentive. (YP Wei, PH Long, 2015)

Perceived informativeness refers to how well consumer considers information to its full utility (Oh & Xu, 2006). Since, buying decision of product is influenced by information shared and availability of Web Portals, consumer consider internet as a reliable source for information (Tsang, Ho, & Liang, 2004). Thus, the focus of marketers is towards viral marketing. It is a pathway of positive response of consumer towards product if they perceive viral marketing message connected, reliable and applicable to them (Haghirian, Madlberger & Tanuskova, 2005).

In general, it has been believed that perceived informativeness of consumer is an imperative aspect which may influence consumers’ attitudes towards viral marketing (SW Ler, 2014). Informativeness is able to change recognition, attitude, satisfaction, and effect of providing resources. In short, informativeness perception is

considered as the evaluation of people whether all of the information that they receive is useful or useless (SL Wang, NTN Lan, 2018).

Perceived is an important factor in determining the effectiveness of advertisements (Saadeghvaziri and Hosseini, 2011). Perceived informativeness has an impact on consumers' attitude towards viral marketing as it helps them in making purchase decisions (Tsang et al., 2004). An informative advertisement not only makes consumers aware about new products, but also informs consumers that how the product is better than the competitors offers (Saadeghvaziri and Hosseini, 2011).

Information is considered as a valuable incentive in mobile advertising and recipients react positively to the advertisements that transfer quality information to them. Information provided to the consumers by means of mobile phones should consist of the features like accuracy, timeliness, and usefulness for generating positive consumers' attitude. Consumers are interested in receiving messages that are relevant for them (Haghirian et al. 2005). A study of Muzaffar and Kamran (2011), revealed a positive association between perceived informativeness and consumers attitude towards SMS advertisements. Therefore, more importance should be given to the quality of information delivered through the SMS advertising messages (Muzaffar and Kamran, 2011).

However, people usually perceive low level of informativeness in mobile advertisements that they find boring. Consequently, they develop a negative attitude towards them (Blanco et al., 2010). Reyck and Degraeve (2003) maintain that advertisements containing interesting and customized information that matches customer preferences will result into their positive attitude towards mobile advertisements. Furthermore, message variety, appropriate message delivery timings with a right message frequency could also result into a positive customers' attitude towards mobile marketing.

Perceived Entertainment Ducoffe (1996) (as cited in Waldt et al., 2009; Gao & Wu, 2010; Karthik, 2014) define entertainment as satisfaction of a user's desire for

distraction, virtual and affective pleasure. In addition, entertainment is important as a platform for advertising as Zabadi et al. (2012) found that entertainment is the most significant element that affects consumer attitude. Therefore, this dimension should be developed by marketers to improve their effectiveness in mobile advertising (Blanco et al., 2010).

Perceived stimulation (or entertainment) in the advertising context indicates that the advertising is pleasurable, enjoyable, and fun to watch. It is commonly argued that entertaining and/or humorous advertisements attract consumers' attention and therefore are more effective. Thus, it is essential that the advertising message is concise and funny, and can immediately capture the consumer's attention. (YP Wei, PH Long, 2015).

Perceived entertainment is probably entertaining, pleasing, enjoyable, fun to use and exciting of people after experiencing objects (Tsang et al, 2004). Noris and Colman (1994) suggested marketers had to invest highly to the enjoyment and entertainment properties of program contexts to enhance the effectiveness of accompanying advertisements. There is positive relationship between two factors: entertainment or reported enjoyment and advertisement effectiveness (Gullen, 1993; Lloyd & Clancy, 1991). Bauer (2005) confirmed that hedonic joy, for instance, excitement, esteem, significantly positive impact on attitude towards advertising. Moreover, entertainment factors charges value for the consumers, simultaneously, build customer's loyalty (Saadeghvaziri and Hosseini, 2011). Therefore, group authors Tsang et al., 2004 and Bauer et al., 2005 always emphasized that entertainment was the most important feature affecting attitude of the customer toward advertising.

Customer's feelings of enjoyment linked with advertisements play an important role in developing attitudes towards advertisements. It is necessary that viral marketing messages contents are concise and, are able to capture consumers' attention. Entertainment services add value for the customers and increase customers' loyalty thereby, leading to a positive consumers' attitude (Saadeghvaziri and Hosseini, 2011). Entertainment is a significant predictor of the value of webbased

advertisements hence, determines their efficiency. Interesting and pleasing advertisements have a positive impact on consumers' attitude towards brands. Moreover, entertainment is the most important feature that affects consumers' attitude towards viral marketing (Tsang et al., 2004; Baeur et al., 2005).

Viral campaigns that are based around entertainment, surprise, and joy have a major impact on consumers' response towards them. Customers show positive response towards funny and amusing messages. Therefore, entertainment is identified as one of the strongest determinants of mobile marketing acceptance among consumers' (Palka et al., 2009). According to Gangadharbatla (2008), web sites that enhance visitors' perceived sense of control, entertainment, interactivity, and brand experiences are most likely to draw out positive consumers' attitudes. This results into actual acceptance of the products and services by customers that are offered on those sites.

However, Blanco et al. (2010), propose that consumers perceive mobile advertisements less entertaining as compared to other advertising mediums. In order to improve consumers' attitude towards mobile advertising and its effectiveness, marketers should consider other kinds of mobile advertising formats as well, as consumers perceive that SMS advertising alone does not offer them value. Entertainment, being an essential component of advertising messages, should be incorporated into advertising messages to capture recipients' interest and to generate favourable consumers' attitude.

Irritation Perception When advertising employs annoying, offensive, insulting, or overly manipulate techniques, consumers are likely to perceive it as unwanted and irritating. Mobile advertising may provide an array of information that confuses customers and can be distracting as well as overwhelming (YP Wei, PH Long, 2015).

Thus, complex mobile advertising messages may irritate consumers and in turn, this disturbance decreases the value of advertising for consumers and forces them to react negatively. Another point of possible annoyance is advertising is

unwanted messages, commonly known as spam. Spam intrudes into consumer privacy and stifles consumer acceptance (YP Wei, PH Long, 2015)

Irritation perception refers to negative feelings, especially, displeasure, discomfort and infatuation. The customer will feel irritated when they receive or endure high frequency advertising at the same time that advertisers take advantage of techniques excessively to annoy, offend, or insult (SL Wang, NTN Lan, 2018).

Therefore, they will respond negatively towards advertising. Irritation due to unpleasant viral marketing message may lead to negative consumers' attitudes towards viral marketing (SW Ler, 2014).

Viral marketing message recipients feel irritated when the advertisers make use of the techniques that annoy, offend, or insult message recipients. Moreover, if the message contents become excessively manipulate, it also irritates message recipients and results into a negative consumers' attitude (Palka et al., 2009; Haghirian et al., 2005). Likewise, mobile advertising provides a range of information that may easily confuse, distract and over load the message recipients with information. Therefore, they may react negatively towards viral marketing messages.

Moreover, as the quantity of promotional message rises, the consumers' attitude towards the promotional vehicle worsens as it causes irritation. Irritation can be reduced by delivering appropriate message to the relevant target group that delivers value to them (Haghirian et al., 2005). Irritation caused by the SMS advertising can be reduced by using permission based marketing concept. Hence, non-irritating mobile viral marketing leads to positive consumers' attitude (Muzaffar and Kamran 2011; Saadeghvaziri and Hosseini 2011).

According to Morimoto and Chang (2006) consumers' attitude towards e-mail marketing are determined by three factors which include perceived advertising intrusiveness, perceived loss of personal information and the irritation which is caused by such marketing techniques. Perceived ad intrusiveness is the extent to which an undesired marketing communication interferes with an individual's cognitive process and tasks. Individual get irritated by deleting unsolicited commercial e-mails as it is

time consuming. Furthermore, these unsolicited e-mails redirect the audience to other commercial websites without their consent that results in the message recipients' annoyance. Hence it has been observed that marketing messages can also lead to annoyance and irritation among its recipients and can lead to unfavourable consumer's attitude.

In Indian context, the work by (Poorvika & Kavitha, 2015) found that viral marketing possesses enormous potential as a marketing tool. Though viral marketing messages help to increase consumer awareness, but they do not significantly impact the buying decision or intention. It has been found by (Dawar & Dawar, 2015) that informativeness, relevancy, entertainment, credibility, message clarity, incentives and brand familiarity influence consumers' attitude towards viral marketing and have positive relationship whereas. Irritation has negative impact. Though, the literature points towards informativeness being treated as a positive factor that determines consumers' attitudes towards viral marketing, but none has focused on the consumers' Perceived Informativeness of Viral Marketing Messages (PIVMM) towards different modes of viral marketing. The present work tends to bridge this gap. Perceived Source Credibility Perceived source credibility could be defined as the believability of the addresser and its perceptions in the netizen's mind.

As personalization plays an important role in social media, consumers may feel annoyed or offended by advertising messages delivered in an unwanted manner, or more seriously, by perceived disclosure of personal information (YP Wei, PH Long, 2015). Therefore, a consumer may avoid or not respond to an advertisement from social media, if they do not consider it trustworthy. Perceived source credibility is thus, one of the most important consumer perceptions towards viral marketing and social media advertising (YP Wei, PH Long, 2015).

The primary concern of viral marketers is primarily anchored on credibility. Credibility is core to the effective advertisement is the key that glue consumers to

appreciate products advertised. One fundamental fact is that the stronger and credible the advert is, the higher the number of the consumer are likely to subscribe to it thus translating to profit from sales (Haghriam et al, 2005). This is because, with credibility, market value is likely to be higher especially when the information comes from a trusted and reliable source (Muzaffar & Kamran, 2011).

However, one crucial aspect to consider lies with the fact that the higher the level of trust put in a viral message platform, then the same will replicate on the risk associated with it which is inherently low due to the level of honesty and diligence – similar grounds.

If the message is relevant, it will have a positive effect having inculcated the aspect of entertainment, informativeness, and entertainment. One key factor regarding consumer attitude pertaining a particular product is referred to as source credibility. It entails a potential consumer inquiring about a particular product or even being informed about the effectiveness of a particular product. He or she is likely to purchase such a product owing to the existence of strong trust between family members. The credibility of an advertisement is influenced by various factors, one of which is the company's credibility and the credibility of the bearer of the message. Similarly, the advertising media also, influence it. Hence, higher the perceived credibility of the advertising medium, higher is value of advertisements and their impact on message recipients (Haghirian et al. 2005).

Higher source credibility results into more favorable consumers' response towards the SMS advertisements (Muzaffar and Kamran, 2011). The credibility and trustworthiness of viral message source is also closely linked with the perceived risk. If the viral marketing message comes from a trusted source, the perceived risk associated with the message is low. The message recipients express no security and privacy concerns, when they receive viral message from their social network (Palka et al., 2009). Therefore, such risks adversely affect consumers' attitudes towards viral marketing in Pakistan (Baeur et al 2005).

According to Chu and Kamal (2008), if the blogger's trustworthiness is high the blog readers will be willing to trust the information provided on blog and would read

the arguments made and vice versa. Moreover, blogger's high trustworthiness will have a positive impact on blog readers and their attitude towards the brand. On the basis of the reviewed literature a strong association has been observed between message credibility and its affect on consumers' response towards the marketing medium. Incentive Perception Free is the most powerful word Marketer's vocabulary (Sznajder, 2014).

In order to have a successful viral marketing campaign, Businesses have to offer incentives for individuals/ customers to participate i.e. a reason to pass on the message to others. The reason for this should be obvious – why should people choose to forward your marketing message to others? Our need to give them an incentive to do so (PR Ekene, 2015).

The important point here is that an incentive can take many forms – the exact choice of the incentive depends on your goals, resource and audience. One of the main reasons people share information is because it useful. Coupons or an article about good beauty shop helps others save money (PR Ekene, 2015).

Consumers might share these information for altruistic reasons (e.g. to help others) or for self enhancement purposes e.g. to appear knowledgeable (Wright, 2014). Several viral marketing research support the relationship between incentives and attitude towards viral marketing (SW Ler, 2014). Incentive in marketing is an appealing element such as discount, bonus, gift, game, or some special offer that aim to encourage a desired action (SL Wang, NTN Lan, 2018). Viral marketing works best when a valuable and tangible incentive is offered, encouraging individuals to forward an email message to their friends.

However, marketers should cap the incentive to a specific quantity to avoid spam-like distribution of the message – for example, offering an incentive of 20 percent off referrers' next purchase if they forward the message to five friends. Open-ended incentives, such as offering some money credit for every five friends referred, can end up causing a marketer customer service, financial, and privacy-related problems. Consumers' Attitude towards Viral Marketing The consumers' attitudes towards viral marketing can be changed continuously in different periods of time and

can be strongly affected by both external and internal factors, such as their previous experience, outside relationships (friends, family, reference...) advertising, sampling,... Consumers' attitude can be mentioned as the associations or evaluations towards objects (SL Wang, NTN Lan, 2018). That processes are built through memory, cognitive based on information or contextual processing and affect-based information processing.

Consumer's attitude towards viral marketing is defined as a predisposition to respond in a favourable or unfavourable manner to a particular viral video advertising stimulus during particular exposure situation (SL Wang, NTN Lan, 2018). Few researches were made in order to verify the relation between attitudes and purchasing behaviour. In this study, the purchase behaviour is related to the attitude of consumers towards viral marketing.

Furthermore, they also believed that consumer attitude towards a company marketing and their products tend to affect the consumer purchase intention. (SW Ler, 2014). In order to gauge the effectiveness of the advertisement put forth, one has to apply the aspect of informative (Saadeghvaziri & Hosseini, 2011). This tool is a very great essence as it is that can be adequately is used to enable a client to make an informed decision regarding a particular item he or she may want to purchase. Information is key to the buyer as lack of it is characterized by low sales because it is only through it that buyers can know that a particular product exists, that this set of product is better when it comes to qualify than the other one and even where that particular product can be found (Tsang et al., 2004).

In order to really address key concern, the quality of information shared should be that the entail salient features such as the form of timelessness that is it should go with the current timings, accuracy in the sense that it should be reliable and should be a meter used to gauge information regarding the product in the market (Muzaffar & Kamran). 2011). Customers will be more receptive to that platform that spreads quality and accurate information thus much emphases ought to be put on the information given out since poor quality information makes consumers develop a dislike on the information conveyed (Blanco et al. 2010).

Addressing customer preferences is also critical as it generates positive attitudes thus creating enthusiasm and wants to hear more and more about the product. Similarly, persons carrying out adverts should be able to relate the information to local consumer settings based on culture, age, timing and preference of the market and the target audience targeted. Failure to do this renders, the information conveyed ineffectively. Much effort also ought to be out on the target audience of the product. Many at times, business organizations have advertised products and in those periods failed to get a grasp of their target audience, as such, the information ends up getting disoriented hence reduction in the level of sales.

CHAPTER – 3

RESEARCH METHODOLOGY

3.1 Research methodology:

The study is explorative as well as corresponding in nature. It intends to explore the consumer's perception on online food ordering. The data for the study was gathered through structured two sets of questionnaire. An online survey was used to collect the data for this study. The survey was done mostly on the students of Indore (M.P). All variables were operationalized using the literature on online food ordering. The first part of the questionnaire included questions about the factors which make the consumers order food online. The second part consisted of a variety of questions to know the preferences of the consumer on which company's services they like to use the most and what type of services of the particular company they find more convenient. The third part consisted of a type of food which consumer likes the most to order online.

3.2 STATEMENT OF PROBLEM:

With the advent of new technological development and the anytime, anywhere, anything concept, the World Wide Web has become a web that unites all the people all over the world together. An Online food ordering system enables a Consumer to order their food requirements from any preferred Restaurant located locally through some mobile applications using the internet. It provides the Consumers with a varied choice of different food varieties made available by the different types of Restaurants operating locally. This system is enabled by the Internet, where customers visit restaurants website or app, of browser. Delicious food can be served with Online Food Ordering system that helps the company to acquire new customers. With multi-cuisine food based facility having regional foods in the menu will enable it to get the traditional customers even. All these features have attracted many customers towards the system which intern has made many new companies offering Online Food Ordering services to enter into the business.

Hence, the researcher has undertaken the present study to help the service providers and the restaurant owners to understand the customer's perception, their needs and views and to take adequate measures to improvise the same.

The methodology used in the collection and analysis of data for the present study is discussed below:

3.3 SAMPLE UNIT:

A sample unit refers to a customer residing in Chennai who has ordered food online.

3.4 SAMPLE SIZE:

The sample size of the study is 110 sample units.

3.5 SAMPLING METHOD:

Convenience sampling method has been used for sample selection purpose which covered around 110 Respondents.

❖ Primary Data

An orderly structured questionnaire was distributed among the Respondents to collect the Primary Data which included various types of questions on their online food ordering activities and their opinions.

❖ Secondary Data

The data on relevant concepts relating to the study were collected from various websites, Books, Journals and articles from online portals, etc.

3.6 Sources of Data Collection:

The Researcher has collected the data both through Primary and Secondary sources, namely:

3.7 Tools for Analysis and Interpretation of Data:

The collected data have been analysed using SPSS 23.0 and represented in the form of tables and diagrams. Chi-square Test has been applied for testing the hypotheses framed for the purpose of the study.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

TABLE 4.1.1. Showing age wise classification of respondents

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
MALE	69	79.5
FEMALE	51	20.5
TOTAL	120	100

Source: Primary data

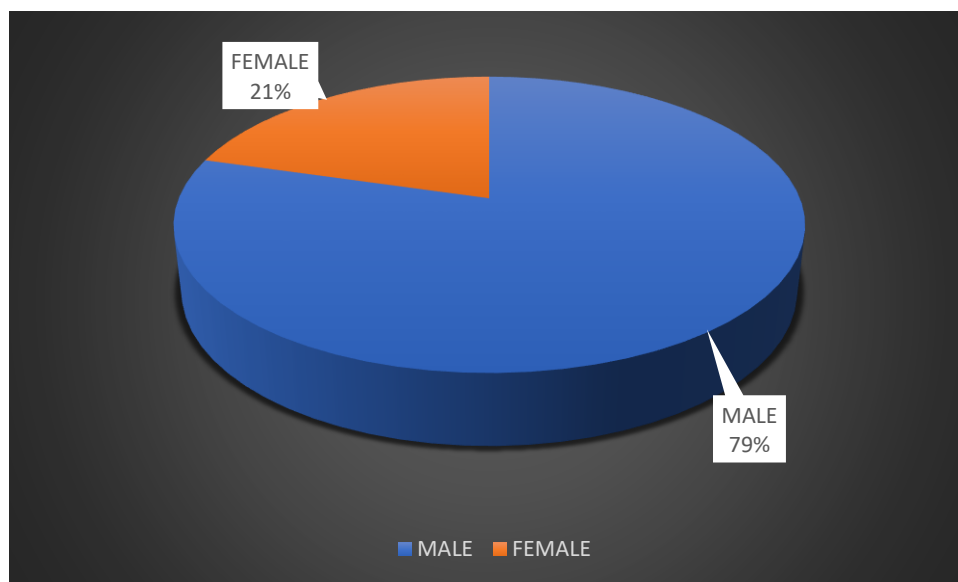


CHART 4.1.1: Showing age wise classification of respondents

INTERPRETATIONS:

From the above table and chart it is understood that 20.5% of the respondents are female and 79.5% of the respondents are male and further it is concluded that majority (79.5%) of the respondents are female.

TABLE 4.1.2: Showing age wise classification of respondents

PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE
18-25	28	35.9
26-30	27	34.6
31-35	13	16.7
36 AND ABOVE	10	12.8
TOTAL	78	100

Source: Primary data

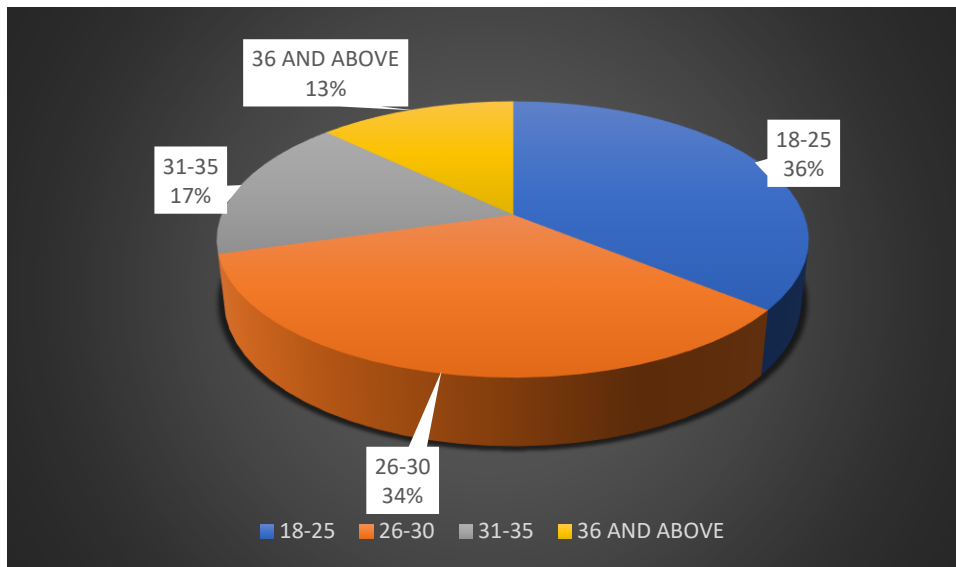


CHART 4.1.2: Showing age wise classification of respondents

INTERPRETATIONS:

From the above table and chart it is understood that it is understood that 35.9% of the respondents are 18 – 25, 34.6% of the respondents are aged from 26 – 30, 16.7% of the respondents are aged from 31 – 35, 12.8% of the respondents are aged from 36 and above and further it is concluded that majority (35.9%) of the respondents are aged from 18 – 25.

TABLE 4.1.3: Showing marital status wise Classification of respondents

PARTICULARS	NO.OF.RESPONDENTS	PERCENTGE
MARRIED	42	53.8
UNMARRIED	32	46.2
TOTAL	78	100

Source: Primary data

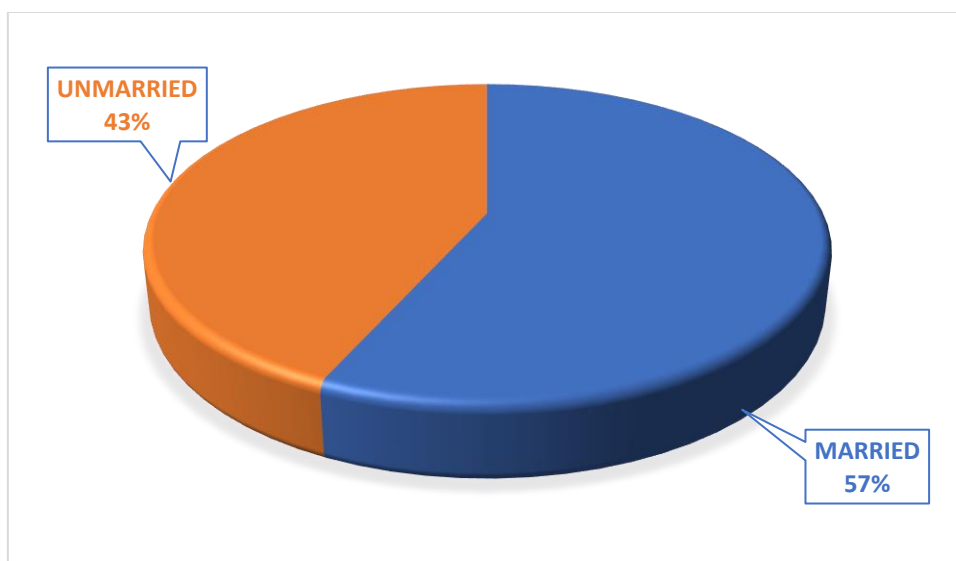


CHART 4.1.3: Showing marital status wise Classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 53.8% of the respondents are married, 46.2% of the respondents are unmarried and further it is concluded that majority (53.8%) are married.

TABLE 4.1.4: Showing occupation wise classification of respondents

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
STUDENT	15	19.2
WORKER	34	43.6
SELF EMPLOYED	24	30.8
HOUSEWIFE	2	2.3
RETIRED	1	1.3
TOTAL	78	100

Source: Primary data

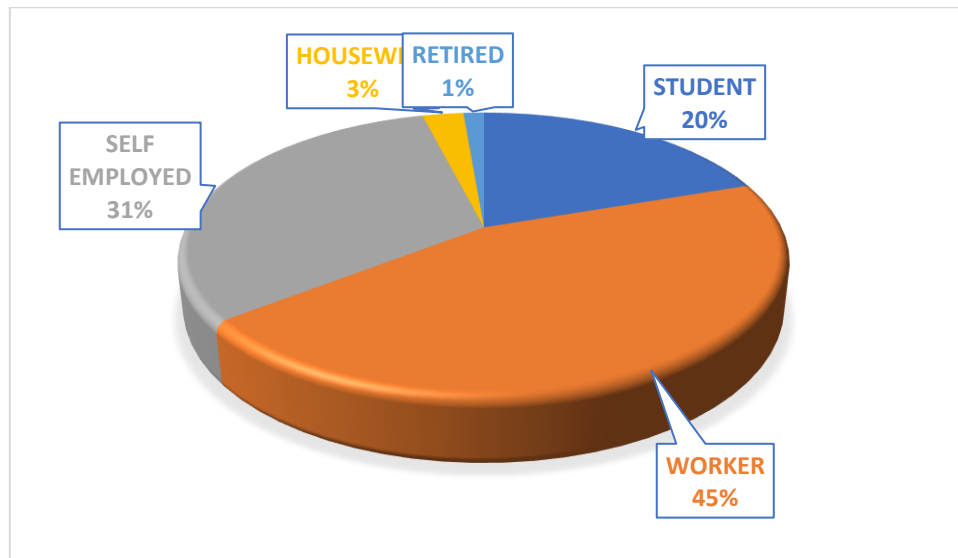


CHART 4.1.4: Showing occupation wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 19.2% of the respondents are students, 43.6% of the respondents are workers, 30.8% of the respondents are self-employed, 2.3% of the respondents are housewife and 1.3% of the respondents are retired and further it is concluded that majority (43.6%) are workers.

TABLE 4.1.5: Showing which company do you prefer order food online wise classification of respondents

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
ZOMATO	28	25.5
SWIGGY	35	31.8
UBER EATS	28	25.5
FOOD PANDA	19	17.3
TOTAL	100	100

Source: Primary data

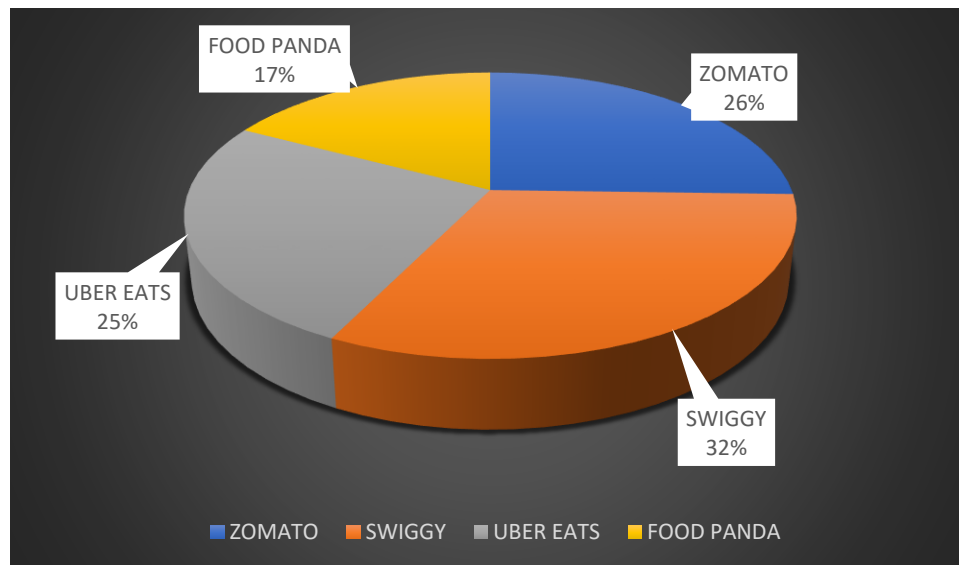


CHART 4.1.5: Showing which company do you prefer order food online wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 25.5% of the respondents are zomato, 31.8% of the respondents are swiggy, 25.5% of the respondents are uber eats, 17.3% of the respondents are food panda and further it is concluded that majority (25.5%) are Zomato and uber eats.

TABLE 4.1.6: Showing people prefer to order food online wise classification of respondents

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
DESKTOP/LAPTOP	14	18.7
TELEPHONE	15	20
MOBILE/TABLET	46	61.3
TOTAL	75	100

Source: Primary data

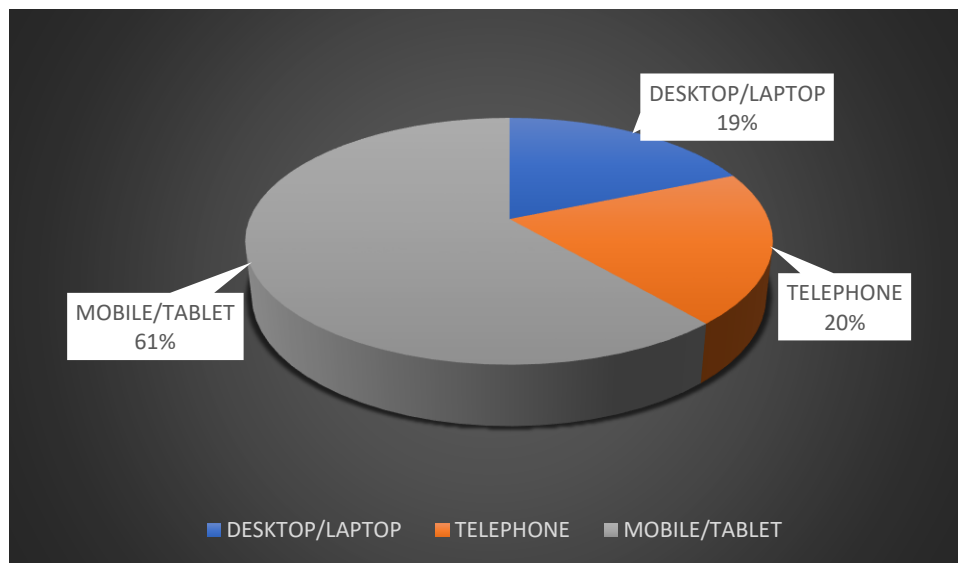


CHART 4.1.6: Showing people prefer to order food online wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 18.7% of the respondents are desktop/laptop, 20% of the respondents are telephone, 61.3% of the respondents are mobile/tablet, and further it is concluded that majority (61.3%) are mobile/tablet.

TABLE 4.1.7: showing company providing best quality services wise classification of respondents

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
ZOMATO	30	27.3
SWIGGY	35	31.8
UBER EATS	33	30
FOOD PANDA	11	10
NO IDEA	1	0.9
TOTAL	110	100

Source: Primary data

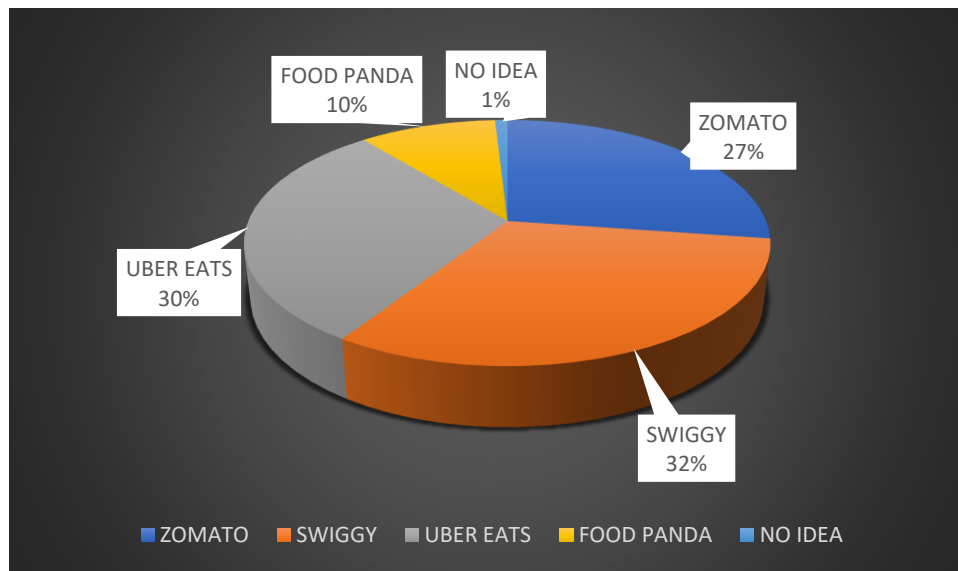


CHART 4.1.7: showing company providing best quality services wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 27.3% of the respondents are zomato, 31.8% of the respondents are swiggy, 30% of the respondents are uber eats, 10% of the respondents are food panda and 0.9% of the respondents have no idea and further it is concluded that majority (31.8%) are swiggy.

TABLE 4.1.8: showing company is good at on time delivery wise classification of respondents

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
ZOMATO	35	31.8
SWIGGY	40	36.4
UBER EATS	25	22.7
FOOD PANDA	9	8.2
NO ONE	1	0.9
TOTAL	110	100

Source: Primary data

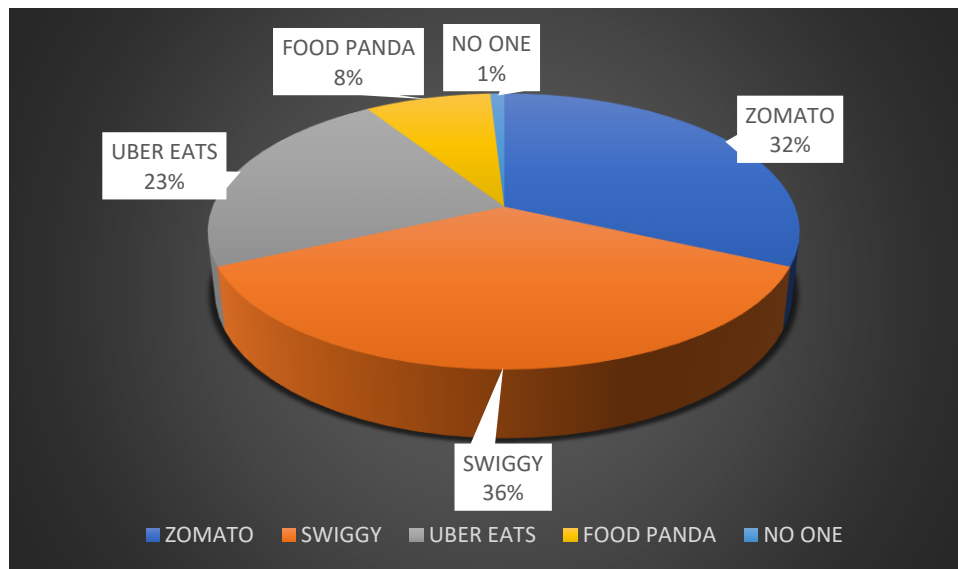


CHART 4.1.8: showing company is good at on time delivery wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 31.8% of the respondents are zomato, 36.4% of the respondents are swiggy, 22.7% of the respondents are uber eats, 8.2% of the respondents are food panda and 0.9% of the respondents have no idea and further it is concluded that majority (36.4%) are swiggy.

TABLE 4.1.9: showing type of cuisines do you prefer which order food online wise classification of respondents

PARTICULARS	NO.OF.RESPONDNETS	PERCENTAGE
FASTFOOD	30	27.3
NORTH INDIAN	27	24.5
SOUTH INDIAN	38	34.5
CHAT	8	7.3
CHINEESE	7	6.4
TOTAL	110	100

Source: Primary data

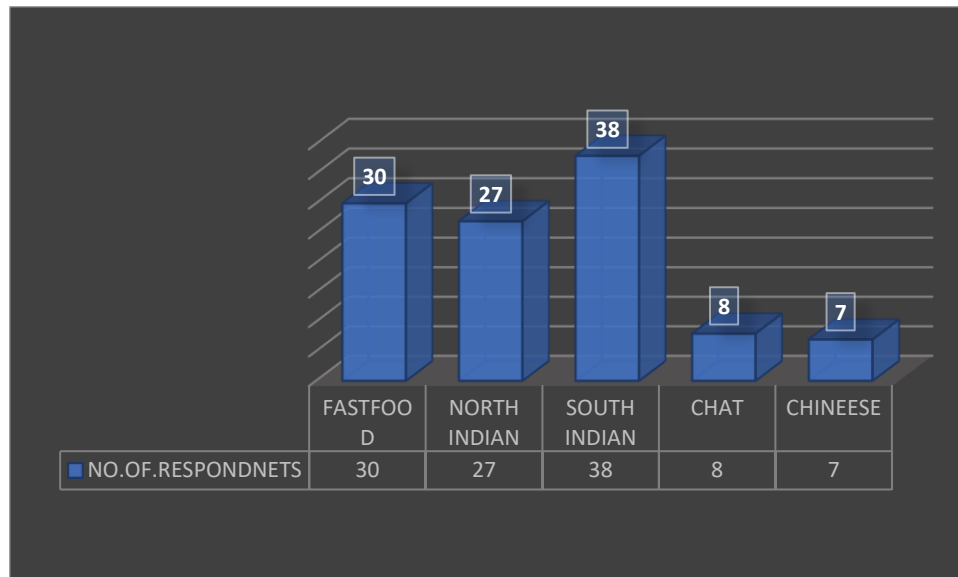


CHART 4.1.9: showing type of cuisines do you prefer which order food online wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 27.3% of the respondents are fast food, 24.5% of the respondents are north Indian, 34.5% of the respondents are south Indian, 7.3% of the respondents are chat and 6.4% of the respondents have Chinese and further it is concluded that majority (34.5%) are south Indian.

TABLE 4.1.10: showing company provides more discounts and offers wise classification of respondents

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
SWIGGY	43	39.1
ZOMATO	37	33.6
FOOD PANDA	19	17.3
UBER EATS	11	10
TOTAL	110	100

Source: Primary data

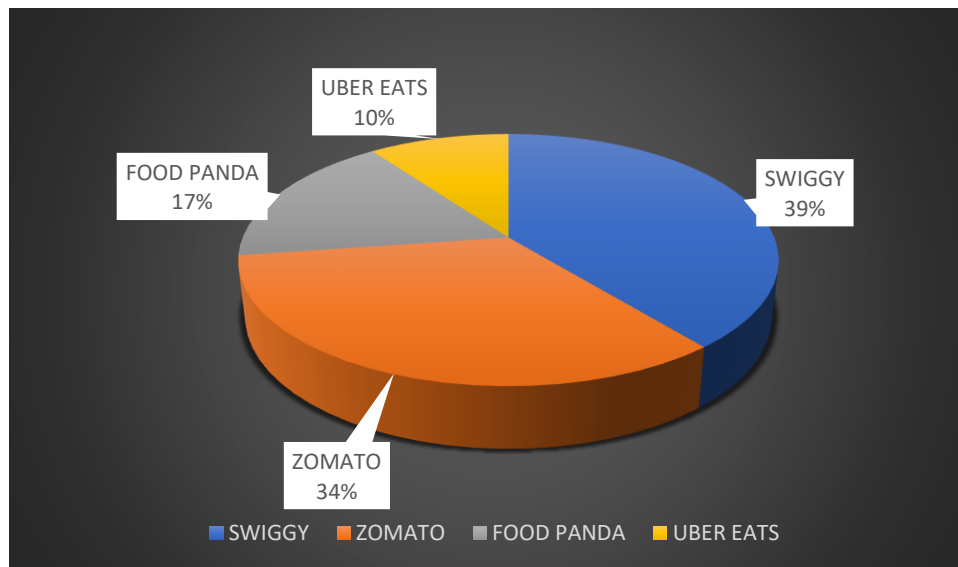


CHART 4.1.10: showing company provides more discounts and offers wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 39.1% of the respondents are swiggy, 33.6% of the respondents are zomato, 17.3% of the respondents are food panda, 10% of the respondents are uber eats and further it is concluded that majority (39.1%) are swiggy.

TABLE 4.1.11: showing attracts most of the people prefer online delivery wise classification of respondents

PARTICULARS	NO.OF.RESPODENTS	PERCENTAGE
ECNOMICAL	23	20.9
TIME SAVING	59	53.6
CONVENIENT	28	25.5
TOTAL	110	100

Source: Primary data

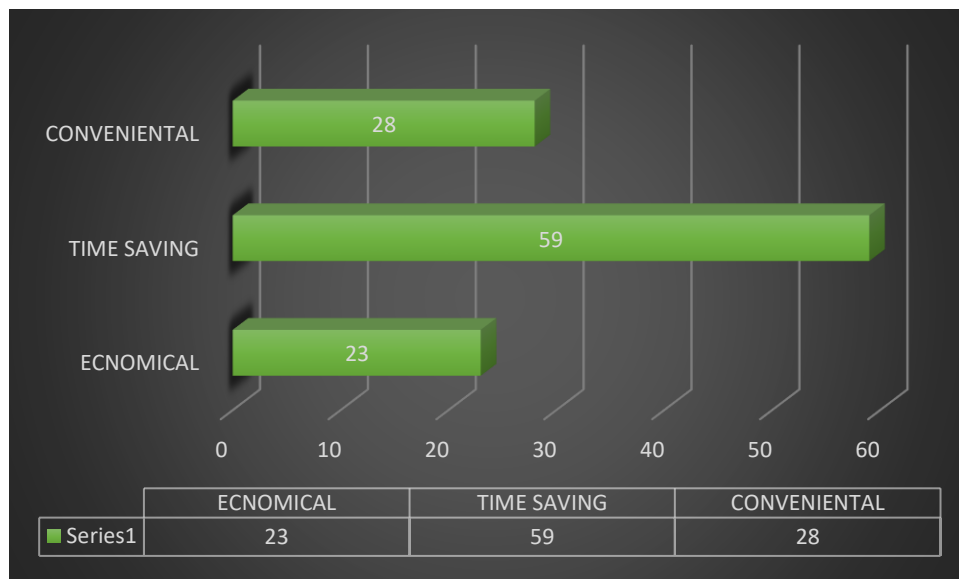


CHART 4.1.11: showing attracts most of the people prefer online delivery wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 20.9% of the respondents says economical, 53.6% of the respondents says time saving, 25.5% of the respondents says convenient and further it is concluded that majority (53.6%) are time saving.

TABLE 4.1.12: showing how often they prefer to order food online wise classification of respondents

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
DAILY	5	4.5
WEEKLY	47	42.7
MONTHLY	46	41.8
FREQUENTLY	12	10.9
TOTAL	110	100

Source: Primary data

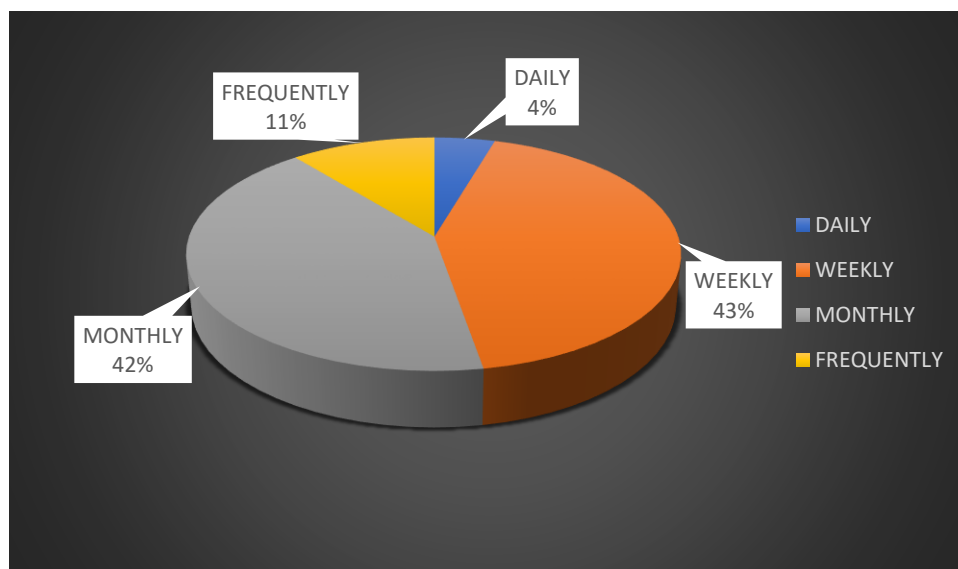


CHART 4.1.12: showing how often they prefer to order food online wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 4.5% of the respondents are daily, 42.7% of the respondents are weekly, 41.8% of the respondents are monthly, 10.9% of the respondents are frequently and further it is concluded that majority (42.7%) are weekly.

TABLE 4.1.13: showing meal you typically order food online wise classification of respondents

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
BREAKFAST	13	11.8
LUNCH	25	22.7
SNACKS	34	30.9
DINNER	37	33.6
LUNCH & DINNER	1	0.9
TOTAL	110	100

Source: Primary data

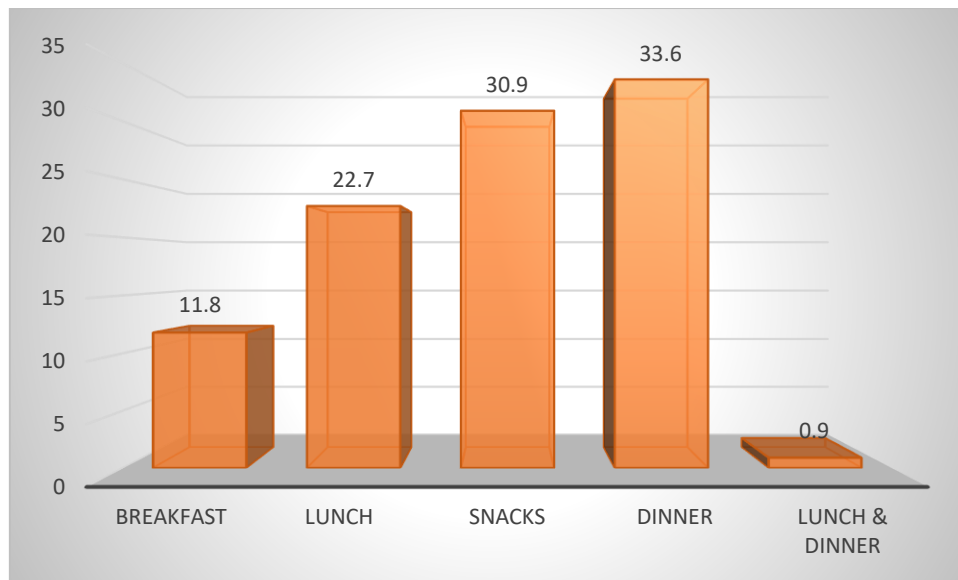


CHART 4.1.13: showing meal you typically order food online wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 11.8% of the respondents prefer breakfast, 22.7% of the respondents prefer lunch, 30.9% of the respondents prefer snacks, 33.6% of the respondents prefer dinner and 0.9% of the respondents prefer lunch & dinner and further it is concluded that majority (33.6%) prefer dinner.

TABLE 4.1.14: showing approximate money spent each time when they order food online wise classification of respondents

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
LESS THAN 150	14	12.7
LESS THAN 250	46	41.8
LESS THAN 500	33	30
MORE THAN 500	17	15.5
TOTAL	110	100

Source: Primary data

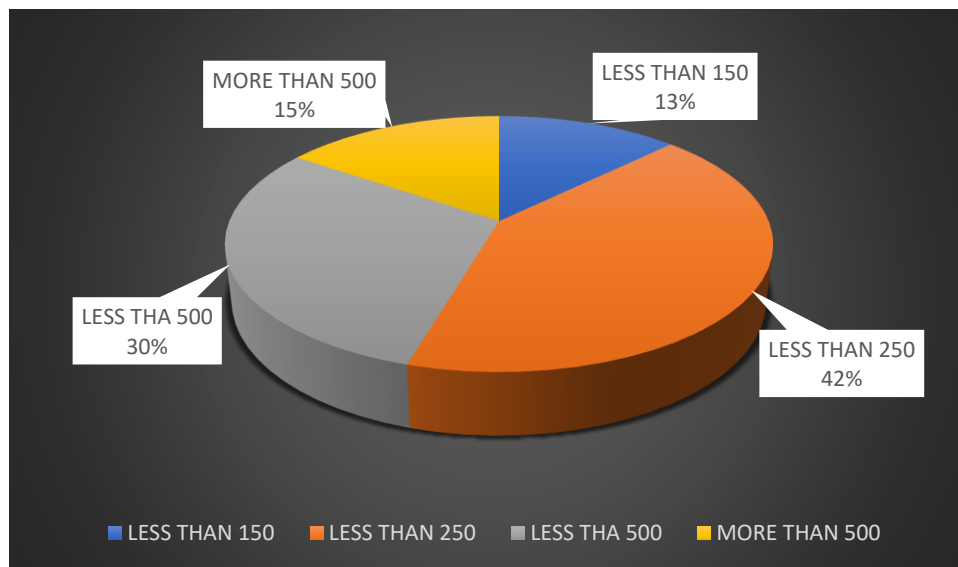


CHART 4.1.14: showing approximate money spent each time when they order food online wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 12.7% of the respondents spent less than 150rs, 41.8% of the respondents spent less than 250rs, 30% of the respondents spent less than 500rs, 15.5% of the respondents spent over 500rs and further it is concluded that majority (41.8%) spent less than 250.

TABLE 4.1.15: showing primary expectation from the online food company when you order food online wise classification of respondents

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
BEST OFFERS AND DISCOUNT	33	30
GOOD PACKING	13	11.8
ON TIME DELIVERY	34	30.9
EASY TO ORDER	16	14.5
MORE VARITIES OF FOOD	14	12.7
TOTAL	110	100

Source: Primary data

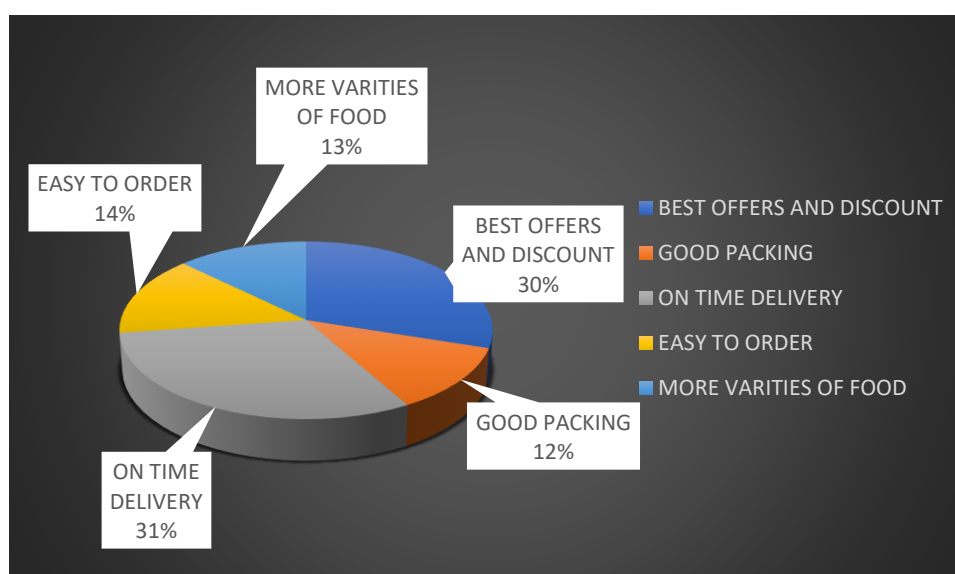


CHART 4.1.15: showing primary expectation from the online food company when you order food online wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 30% of the respondents are best offers and discount, 11.8% of the respondents good packing, 30.9% of the respondents on time delivery, 14.5% of the respondents easy to order and 12.7% of the respondents are more varieties of food and further it is concluded that majority (30.9%) on time delivery.

TABLE 4.1.16: showing the overall rating on online food ordering wise classification of respondents

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
EXCELLENT	54	49.1
GOOD	43	39.1
FAIR	12	10.9
POOR	1	0.9
TOTAL	110	100

Source: Primary data

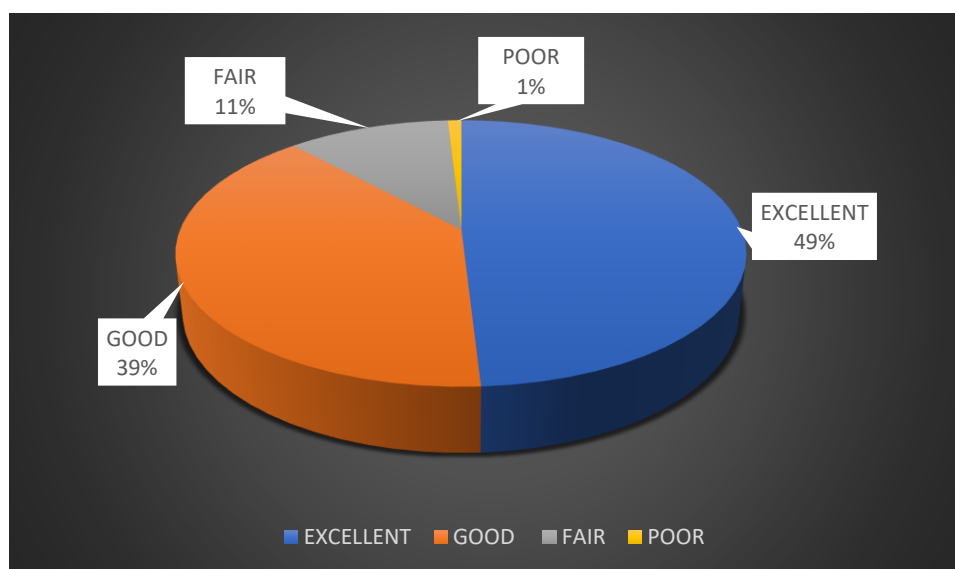


CHART 4.1.16: showing the overall rating on online food ordering wise classification of respondents

INTERPRETATIONS:

From the above table or chart it is understood that 49.1% of the respondents are excellent, 39.1% of the respondents good packing, 10.9% of the respondents on fair, 0.9% of the respondents poor and further it is concluded that majority (49.1%) excellent.

REASONS FOR PREFERENCE OF ONLINE FOOD ORDERING

This Pie Chart illustrates that out of the 110 Respondents, 27.4 per cent of them prefer to order food online because of Discounts and Offers, 26.9 per cent of them favour the reason that it is Time Saving, 20 percent of them think that it is convenient for them, 14.9 per cent of them state they prefer it because of its Cheaper Price, 6.3 per cent of them think that Wider Choices available the reason for preferring it, and the remaining 4.6 percent of them prefer it due to other reason like receipts of Gift Voucher, Coupons, etc. Thus 46.9 per cent of the Respondents prefer Online Food Ordering because of its Time Saving and Convenience feature.

TABLE NO. 1: COMPANY PREFERRED AND OCCASIONS FOR ONLINE FOOD ORDERING

PREFERRED ONLINE FOOD ORDERING COMPANY			OCCASIONS OF ONLINE FOOD ORDERING		
NAME OF THE COMPANY	NO. OF RESPONDENTS	%	OCCASIONS	NO .OF RESPONDENTS	%
Uber Eats	28	25.5	Daily	5	4.5
Zomato	28	25.5	weekly	42	42.7
Swiggy	35	31.8	Monthly	46	41.8
Food panda	19	17.3	Frequently	12	10.9
Total	110	100.0	Total	110	100.0

The above table shows the Respondent's preferred Company for Online Food Ordering and the Occasions on which they make their Online Food Ordering. Among the 175 sample Respondents, most of them state that they prefer Swiggy followed by Uber Eats as the best Online Food Ordering Companies. It is also seen that Family Celebrations, Offers & Discounts season and Office/Family Parties have been the major Occasions of Online Food Ordering for most of them.

TABLE NO.2: CHALLENGES FACED AND SUGGESTED IMPROVEMENT

PREFERRED ONLINE FOOD ORDERING COMPANY			TYPES OF CUISINES THAT THE PEOPLE PREFERED		
NAME OF THE COMPANY	NO. OF RESPONDENTS	%	OCCASIONS	NO .OF RESPONDENTS	%
Uber Eats	28	25.5	Fast food	30	27.3
Zomato	28	25.5	North Indian	27	24.5
Swiggy	35	31.8	South Indian	38	34.5
Food panda	19	17.3	Chat	8	7.3
			Chinese	7	6.4
Total	110	100.0	Total	110	100.0

This table displays the opinion of the Respondents regarding the Challenges Faced by them in Online Food Ordering and the Improvements suggested by them in Online Food Ordering. Out of the 175 Respondents, a majority of 55.5 per cent of them have faced Network and App related Problems while proceeding with their Online Food Ordering. It is also obvious that a majority of 83.4 per cent of the Respondents have suggested for Improvement in the Delivery.

TABLE NO.3: LEVEL OF SATISFACTION

PREFERRED ONLINE FOOD ORDERING COMPANY			COMPANY WHICH KEEP UP ON TIME DELIVERY		
NAME OF THE COMPANY	NO. OF RESPONDENTS	%	OCCASIONS	NO .OF RESPONDENTS	%
Uber Eats	28	25.5	Uber Eats	25	22.7
Zomato	28	25.5	Zomato	35	31.8
Swiggy	35	31.8	Swiggy	40	36.4
Food panda	19	17.3	Food panda	9	8.2
Total	110	100.0	Total	110	100.0

This table exhibits the Level of Satisfaction of the Respondents towards the Online Food Ordering Services and their Overall Satisfaction towards the Online Food Ordering System. Out of the 175 Respondents, a majority of 64.6 per cent of them have a satisfactory opinion regarding the Online Food Ordering Services and a majority of 62.3 per cent of them have Overall Satisfactory opinion towards the Online Food Ordering System.

7.4. TESTING OF HYPOTHESES: The following Hypothesis has been framed for the purpose of the study and it has been tested using Chi-Square Test.

H₀ There is no significant relationship between select demographic variables of the Respondents and their Level of Satisfaction towards Online Food Ordering Services.

Factors	Chi-Square Value	df	p-value	Inference	Inference
Occupation Of The Respondents & Level Of Satisfaction Towards Online Food Ordering Services	12.391	16	.717	Insignificant	H ₀ Accepted
Preferred company providing on time * Level Of Satisfaction Towards Online Food Ordering Services	38.469	20	.008**	Significant	H Rejected
* Level Of Satisfaction Towards Online Food Ordering Services	4.737	4	.315	Insignificant	H ₀ Accepted
Gender Of The Respondents * Level Of Satisfaction Towards Online Food Ordering Services	5.890	4	.208	Insignificant	H ₀ Accepted
Occasions on Online Food Ordering Services	26.747	24	.316	Insignificant	H ₀ Accepted

RESULTS:

- 1) There is no significant relationship between Gender of the Respondents and their Level of Satisfaction towards Online Food Ordering Services. (since p-value, $0.208 > 0.05$)
- 2) There is no significant relationship between occasion of food ordering on online of the Respondents and their Level of Satisfaction towards Online Food Ordering Services. (since the p-value, $0.316 > 0.05$)
- 3) There is no significant relationship between Occupation of the Respondent and their Level of Satisfaction towards Online Food Ordering Services. (Since the p-value, $0.717 > 0.05$)
- 4) There is **significant** relationship between preferred company providing on time delivery Of The Respondents and their Level Of Satisfaction Towards Online Food Ordering Services.(since the p-value, **$0.008 < 0.01$**)
- 5) There is no significant relationship between Martial Status of the Respondents and their Level of Satisfaction towards Online Food Ordering Services. (Since the p-value, $0.0315 > 0.05$).

CHAPTER – 5

5.1 FINDINGS:

- The majority of the respondents (79.5%) are male.
- Majority of the respondents (35.9%) under the age category of 18 – 25years.
- Most of the respondents (53.8%) are married.
- It is found that (43.6%) of respondents are workers.
- Majority of the respondents are (25.5%) prefers zomato and uber eats for online food ordering.
- Majority of the respondents (61.3%) ordering food via mobile/tablet.
- Majority of the respondents (31.8%) best quality services.
- It is found that (36.4%) of respondents on time delivery.
- Majority of the respondents (34.5%) type of cuisines do you prefer which order food online.
- It is found that (39.1%) of the respondents says swiggy provides more discounts and offers.
- Most of the respondents (53.6%) says ordering food online saves much time.
- Most of the respondents (42.7%) says weekly ordered food ordering.
- It is found that (33.6%) of respondents are order food for dinner.
- It is found that (41.8%) of respondents spend less than 250 for ordering food through online food ordering.
- Majority of the respondents (30.9%) expects time delivery while ordering food online.
- Majority of the respondents (49.1%) rates excellent for online food ordering.

6 CONCLUSION:

The customer's perception on Online Food Ordering varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the Online Food Services. This study highlights the fact that youngsters are mostly poised to use Online Food Ordering Services and also this study reveals that the price of the product, discounts and special Offers have the most influencing factor on Online Food Ordering. The second most influencing factor is the convenience, followed by On-time Delivery. The study highlights that the Respondents often prefer to order on weekly basis and the type of meals which were mainly preferred to order was for their lunch and dinner requirements. The study also revealed that a major proportion of Respondents uses both Uber Eats and Swiggy to order their food online. With the fast-moving technology-proven lifestyle adopted and adapted by people today, this Online Food Ordering and delivering industry is predicted to have rapid growth in the years to come. Hence if the Online Food Ordering companies make their services technologically upgraded and tailor-made to the needs and preferences of the customers, then they would be assured of having satisfied a major part of the total target customers.

Scope for Further Research:

The present study focuses on identifying the customer perception towards online food ordering in Tiruchirappalli. It can be further extended to have a comparative study of the customers residing in different geographic areas. Studies in future may also concentrate on the perception and opinion of the employees employed in the online food ordering industry so as to have a holistic opinion about the industry. As per the studies based on the online food orderings influence on the consumers ordering pattern during the covid-19. The result of the studies is electronic food ordering have the potential to influence purchasing behavior of the consumer and also their intention is to see the new varieties of the foods after seeing the online advertisement through , google ads, youtube ads during the covid-19 pandemic . The business should adapt online advertisement s a marketing tool to succeed in this competitive field and to gain loyal customers.

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APPENDIX – II (ARTICLE)

A STUDY ON CUSTOMER PERCEPTION ON ONLINE FOOD ON ONLINE FOOD ORDERINGS

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ABSTRACT

Day-by-day lifestyles of the people are changing which the modern technologies are helping out the people in different ways like hereafter we don't want to go to hotels, restaurant, to get food. Just by using the application through the internet we can easily order food on online in which the food is delivered at our doorstep. This is the project is based on the study of customer perception on online food on online food orderings. In the modern society brands are not only represent the product or the Food Company but also have a strong associate with perused quality, customer lifestyle, social class, access of the mobile phone application, taste & preference etc. In this context numerous user-friendly mobile application ordering, telephone ordering, people experience, websites, have emerged. The purpose of this paper is to create a deeper consideration of what influence a brand name can have , when people go for online food ordering through these context , they choose based on taste & preference , services, affordability, discounts & offer, and different company , moreover also tries to explore the relation between the company and consumer decision making process online food ordering is one of the fastest growing business all over the world and revolution in the communication technologies which has made people work easier without even getting to hotels, or restaurant to get food. companies are focusing on delivering experiences has an important strategy to attain competitive advantage previous research has also show that food experience influences, company equality, both directly and indirectly.

The study has been conducted through literature study as-well as questionnaire , research methodology , scope of study , limitation of study , Data analysis ,design& execution of the study , convenience sample of 110 respondents of the different age groups , different gender, occupation of the people , marital status of the people , preference of the people over the company based on the time-delivery discount , offers, affordability , types of food, approximate money over the online food while ordering food online , have been considered for the survey. The collected data where analysis and complex with the objectives and also draw conclusion from the study. It is revealed that when customer ordering food from online food ordering company, mobile application and website, types of the food do influence of the people choice. The study also reveals that company's types of foods based on quality & services have a great place in the customer's mind. When customer go for ordering a food on online they prefer to the people's wants at that particular time and some people also do not try ordering foods from unknown restaurants because of trust issues, consequences and low rate of review over the shop

Key Words:

Electronic Food Ordering, society's Perception, improvements, consumer's Satisfaction.

INTRODUCTION

Overview of the food industry & customer perception, online food companies provide mobile telecommunication service and in today's modern technological development there is no time restrictions, restriction over the geographical location all-round the earth, web has made united all the people all over the world altogether. It provides business solution, variety of cuisines, service quality, and variety of taste. online food system take order from the customer and order the food requirement from the restaurant located through some mobile application locally from telephone calls, desktop website at home, local salesman contacts & using internet and providing free home deliveries within the time frame services. It provides consumer with variety of choices and variety of choices and variety of food made available by different restaurants in the localities and the system also has given some opportunities' them

to order ease from the convenient location and the people choices and the luxurious make their transaction or the payments through online payment option or cash on delivery . in today's uncertainty covid pandemic situation people are afraid to go out to outdoor hotels restaurants or in the crowded places, so they are ordering online food through online food ordering companies like Zomato, swiggy, uber eats, food panda, or whatever else to order food from the hotels & restaurants etc. Companies also has some connections with the small-scale hotels or shops like street foods, which some people likes or prefers them for taste, affordability, varieties of food. The popularity of electronic food orderings and delivering. The electronic food ordering via internet and door-step delivering services by the food ordering companies are rapidly developing and the people expectations are also increasing the perception of customer's electronic food orderings about the services ,also the company gain its significance . this has inspiring the researchers to takedown the present study entitled the study of customer's perception towards the electronic food ordering with the special reference to Chennai's south division to investigate the customers views on services they had received from different electronic food ordering portals and also the study will help the service providers in understanding the customer's perception needs views on the basis of the results of this study. We observe that this electronic food ordering companies also provides sanitized food delivery after the awareness of recent pandemic situation to the customer at these risky situation of the covid-19 pandemics

Online food ordering:

The process of ordering the food from the websites or other applications or through phone calls the food products can be either ready to eat food items or chat items or direct from the restaurant or food that are specially prepared for the direct consumption of the people. The online food industry in India is widely spreading in the 2021st where also the 50% of the adults are ordering food from the electronic food industry through online network the online food ordering market which is including the food made by the big hotels, familiar restaurants, which is been ordered on the basis of the people's mindset.

Restaurant control:

In restaurant control online food ordering the restaurant creates their own websites, mobile applications and different marketing strategies like television ad, pamphlets, newspaper ad etc. And they provide their delivering services to customer through their salesman. The company decide to provide their online marketing through mobile applications and software that the manager of the hotel effectively.

OBJECTIVES OF THE STUDY

- To enhance user-friendly and ease of accessibility in placing the orders and payment.
- To identify the customer perceptivity and idea of the customer of the electronic food ordering that influences the buying decision
- To identify the method which been used higher in frequency in the electronic food ordering.
- To observe the merits and demerits of electronic food ordering.

REVIEWS OF LITERATURE

1. According to Mr. Surya dev Singh Rathbone and Mr. Malik Chaudhary about the Consumer's Perception over the electronic Food Ordering system which is published at International Journal of Management & Business Studies, Vol. 7, Issued on 4, Oct - Dec 2018 certified ISSN: 2320-9159

The research about the customers preference on electronic food ordering and also the other literature in the Indian documentary has been identified as the electronic food ordering services has come to Indian electronic food ordering services only a few years back. It provides consumer with variety of choices and variety of choices and variety of food made available by different restaurants in the localities and the system also has given some opportunities them to order ease from the convenient location and the people choices and the luxurious make their transaction or the payments through online payment option or cash on delivery . in today's uncertainty covid-19 pandemic situation people are afraid to go out to outdoor hotels restaurants or in the crowded places, so they are ordering online food through online food ordering

companies like Zomato, swiggy, uber eats, food panda, or whatever else to order food from the hotels & restaurants etc. Companies also has some connections with the smallscale hotels or shops like street foods, which some people likes or prefers them for taste, affordability, varieties of food. The popularity of electronic food orderings and delivering food is rapidly developing in the Indian market by it is so because the food maker makes around 200% of the profit and the people immediate need for the food and also raise in the perceptivity of customer's electronic food orderings and the services , the company receive its significance.

2. Ms. Neha Parashar & Dr. Sakina Ghudiyal in 2017, made a Study on Consumer's Attitude over the electronic food ordering and their Perception towards Digital Food Application Services, at the Amity's Journal of Management studies, Feb-2018.

The customer decision and approach on electronic food ordering varies according to customer to customer. The impression is extended to further extension along with the help and with the present source of the proper communication with the related person and also the exposure toward the electronic food services. The view point of the customer differs as per the various similarity and difference based on the personal preference of the customer. In the food industry the delivering and restaurants sector is currently the faster one .Along with adding to this scenario which has been is raising in number of smartphome, tablets, digital gadgets helping out in placing the order and food deliveries companies application had become a big success with technological development of the individuals across the nation. In the Indian market people still prefer to choose to buy food in the easier and conventional way i.e, by dine in the preferred restaurants and eating food or ordering at the restaurant. And in the current trend is by shifting toward electronic ordering of food is the availability of internet at low rate of cost and more usage of electronic devices people around.

3.Dr.Shoham Trevedi (2016), about the Customer's Perception about Online Sales &service of Food in Indian Consumer Market, has Published the Proceedings of Academics at World 98th International Conference which is conducted at Paris and France dated on 24th-27th of aug 2018.

In the article named customer views about the online sales of food by food industry in Indian customer market states that Indian in contemporary lifestyle has cultivating the attitude in acceptance of product or food toward the ease on the food delivering process. In this particular research establishes that it was analyzed significance and the interest of people in online ordering exclusively the younger population of the nation , as per the population in the nation is acceptance of people's need in the electronic food market and their preference of the needs and comfort expectancy and more over exact well spring at the house. Many of the people using the mobile phone , and expanding the knowledge and access to the internet the configuration for the door-step delivery , the take-away have been pickup significantly in most of the locality. For example ,shopping mall , offices, group meetings order for the residing people basically who prefers to order food on online as per the trendline With the emerging availability at these modern time about the different type of mobile application provided by the electronic food ordering company, customer choosing to order food from the most popular application and highly rated application in the google playstore and awareness from the friends or relatives or else the familiar website in the market. Right now the most growing websites of electronic food ordering system or application used for online purchase of food and which come instantly to people's mind are swiggy-inc, Zomato-inc, uber eats-inc, food panda, amongst with the higher number of people choose to use Zomato to 80.8percent followed by swiggy with 48.3percent, and the uber eats 15.9 percent as per the review conduct among 150 customers.

4. Nimbus Matrix about the electronic Food Ordering System and the research about the attitude of customers and perception of customer on electronic food on electronic food orderings via the food ordering companies.

Researcher have observed that the customer may or may be not interested by spending on particular thing for time to feel the ambience or taste food at the restaurants. So this researcher was curious to know about whether such these mobile apps can help out consumers in converting their point view about the dinning ambience provided for the experience. The point of view of the consumer differs as per the various similarity and difference based on the personal preference of the customer. The food delivery and restaurant segment is now extremely faster. Adding to this situation has been increasing number of smartphone and food deliveries companies' application had been a big hit with tec savvy individuals across the nation. In the Indian market people still choose buy food in the conventional way i.e by going and eating food or ordering at the restaurant. Reducing the trend is shifting toward electronic ordering of food is the availability of internet at low rate of cost and more usage of electronic devices people around. In the article named customer views about online sales of food in Indian customer market stated that Indian contemporary lifestyle has cultivated a behavior in acceptance toward the ease on the food delivery system. In the research it was analyzed significantly interested in online ordering exclusively the younger population of the nation, Indian population is all accounts in the electronic food request and the choice for the comfort and exact well spring at the house. Many of the people using the mobile phone , and expanding the knowledge and access to the internet the configuration for the door-step delivery , the take-away have been pickup significantly in most of the locality. For example, shopping mall, offices, group meetings order for the residential complexes.

IV. RESEARCH METHODOLOGY

Research Design involves which includes the arrangement of the content or the data collected for the purpose to analyse the data in a systematic manner or the directed procedure in which it aims to relate the relevance to the research taken using particular method usually prefer to identify the customer perception on online food orderings and needs of economy in procedure.

ALL DATA SOURCES CAN BE CLASSIFIED INTO TWO:

Primary data- Data which is considered more for required to pass the research is to be gathered from direct observation or data personally collected which it can be taken by respondents by creating google responds or whatever else. It is basically refers as that data which is to be collected for this identical specified purpose from the field of enquiring the society are genuine in nature. For the purpose of research project the primary basement data is collected basically through survey methodology, using the tool questionnaire relating the needs of customer , perception of customer , expectancy of the customer and so on whichever is required for the data collection of the project.

Secondary data- which is also a requirement next to the primary data that those which have been already gathered by some scholars about this specific research taken ie the customer perception on online food on online ordering maybe in some books by the author to collects the data and to study about the people attitude over the electronic food ordering for a particular purposes which are substantially made for the purpose of the application in different various conditions over a period of time. It is the information made by other people for the purpose of reference and to gain more knowledge about the specific data. an event that which cannot be accepted can be personally testified by the researchers of this particular research. The secondary data is basically used to saves money and time a lot more. The main purpose of this secondary data is to increase the accuracy of research made.

The research methodology which is being used for the figuring out the customer perception on online food on online ordering and data analysis for the current present study mainly because of the market change due to covid-19 pandemic is being clarified below:

Total units of sample collected: A total respondents or the sample unit reflects to a customer residing in south division of Chennai who has ordered food online.

Size of the collected data: The total size of the data collected for the purpose of the study is extended to 110 sample unit only.

Ways used for researching: Researching in easy convenient method is been used for research purpose to select which covered 110 Respondents of the survey.

Data Collection sources for the research: The data has been collected by the research data both through secondary and primary sources, they are:

Primary Data- A systematic overview and the managed or required questionnaires to pass the research taken down was provided among the people residing in the Chennai's south zone to gather the Primary Data which includes the various types and kinds of questions on the basis of the electronic food ordering procedures or activity and their opinions about the electronic food orderings.

Secondary Data- The secondary data on the basis of relevant concepts relating to the study of customer perception on online food on online food orderings were gathered from various websites in the internet, Books from the authors and library, from online portals ,article and Journals , etc.

Data analysis and interpretation tool: The gathered data from different respondents residing over the south zone of the Chennai have been analyzed using SPSS tool 23.0 are established and represented in the form of tables and chart. Chi-square Test of significance are also been applied for testing the hypotheses acquired for the purpose of the research.

V. DISCUSSIONS

- From the collection of 110 respondents among them 20.5% are Female members of the society and the remaining 79.5% of the respondents are male of the society.
- And from the 110 respondents 35.9 per cent of the Respondents are aged between 18 and 25 and 34.6% of the respondents are aged between 36 to 30 years of age.
- And from the 110 respondents 43.6 percent of the Respondents are workers, 19.2 are students of the society, and the remaining are, self-employed, housewife, retired people.
- 31.8% of the people prefer swiggy and 17.3% of the Respondents prefer to food panda and 25.5 percent of the respondents prefer Zomato and uber eats.
- Only 18.7% of the respondents prefer to order from the desktop or laptop and

61.3% of the people prefer to order from mobile application, and 20% of the respondents from the direct link to the local restaurant.

- 31.8% of the people tells that swiggy delivers the quality services among the people ,27.3% tell that Zomato provides the quality services from them 30% of the people tells that uber eats only provides the best class of quality food deliveries.

HYPOTHESIS:

The following Hypothesis has been framed for the purpose of the study and it has been tested using Chi-Square Test.

H₀ There is no significant relationship between select demographic variables of the Respondents and their Level of Satisfaction towards Online Food Ordering Services.

Factors	Chi-Square Value	df	p-value	Inference	Inference
Occupation Of The Respondents & Level Of Satisfaction Towards Online Food Ordering Services	12.391	16	.717	Insignificant	H ₀ Accepted
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Occasions on Online Food Ordering Services	26.747	24	.316	Insignificant	H ₀ Accepted
Occupation Of The Respondents & Level Of Satisfaction Towards Online Food Ordering Services	12.391	16	.717	Insignificant	H ₀ Accepted

CONCLUSION:

As per the studies based on the online food orderings influence on the consumers ordering pattern during the covid-19. The result of the studies is electronic food ordering have the potential to influence purchasing behavior of the consumer and also their intention is to see the new varieties of the foods after seeing the online advertisement through , google ads, YouTube ads during the covid-19 pandemic. The business should adapt online advertisements a marketing tool to succeed in this competitive field and to gain loyal customers.

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2. A Study on Customer's Attitude and Perception towards Digital Food App Services, Amity Journal of Management, Jan-2017. By **Ms. Neha Pariashar & Dr. Sakina Ghadiyal (2017)**,
3. A documentary about the Consumer Perception about electronic Sales of Food in Indian Consumer food Market, Published at the conference held at the Academics World of 98th International Conference, Paris and Germany which is being held on 24th-27th September 2018.by sir **Soham Trivedi (2018)**
4. **Nimbus Matrix (2017)**, about the electronic food ordering and the customers feedback about the electronic food ordering systems ,the documentary made by the nimbus matrix
<http://www.nibblematrix.com/complete-online-food-ordering>

WEBSITES:

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www.oyalopizza.co.in