

## A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE FOOD ORDERING APPS

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### ABSTRACT:

Customer perception refers to an individual's attitude towards a product or service, which is influenced by factors such as advertisements, reviews, social media, and personal experiences. etc. 'E-commerce' allows an individual to buy and sell goods and services over the internet. As a result, this trend of ordering food through online application emerged along with the change in people's lifestyle. This study will help the service providers to understand the consumers' perception, needs and views on the basis of the results of the study. The purpose of this research is to find consumer behavior towards Food Delivery Apps. The study shows most preferred app used by consumer to order food online and factors which leads the customer to use the most preferable app. The research is carried out using Google forms Questionnaire to bring out the opinion of the customers using food delivery applications. Data collected through Google forms questionnaire is analyzed by statistical tools known as spss.

### Introduction:

Today, perception impacts buyer decision-making and is a "huge success factor in the food tech industry". It induces whether to "BUY OR NOT". Customer perception is a marketing concept that refers to a customer's impression, awareness, or understanding of a company or its products. It involves the process where a customer gathers information about a product and interprets it to form a meaningful image of the product. This perception is shaped by various factors, including advertisements, promotions, customer reviews, social media feedback, and personal experiences. As a result, customers develop an overall impression of the product based on these inputs.

The process of customer perception begins when a consumer first encounters or receives information about a particular product. This journey continues as the consumer processes and interprets the information, eventually forming an opinion or impression about the product.

### Food Delivery Application :

A food delivery app enables users to place orders from local restaurants via their smartphones or tablets. It makes having meals delivered to your door as simple as ever, no matter where you are or what time it is. With the growing popularity

of on-demand delivery services, getting your favorite food has become more accessible and hassle-free.

### Technological Advancement:

Technology has impacted the lives of many people by raising their standards of living and expanded a cozy as well as comfortable lifestyle. The field of food technology is no such exception that has created a boom with the help of internet because people could be able to easily access anything from anywhere at any time according their convenience level. Amongst the number of people who prefer to visit restaurant in person, there is also a category of people who loves ordering food online due to a plenty of reasons. This food ordering apps creates a sense of enchantment mood among people who hates to take food in a crowded area. Online food ordering is the most straightforward and convenient way for any consumer to buy food online.

### Objectives of the Study:

- Primary Objective: To analyse the effectiveness of online food delivery apps for customer.
- Secondary Objective: To find out the expectations of the customers while ordering food from apps.

### Scope Of The Study :

To Analyse factor which motivates customer to order food through app. Identify the necessary improvement of service providers to brush up their work. This study helps the food ordering companies to get an overview about all the factors affecting customer satisfaction level.

### Limitations Of The Study :

As the research is going to be based on the sample, the findings can only be generalized. The same size to be produced limits to 50 respondents. The sample size is relatively small, which may affect the accuracy of the study's findings. Additionally, some respondents may provide biased answers, potentially influencing the results and the overall reliability of the study.

### Review Of Literature :

Parashar and Ghadiyali (2002) observed that the emergence of digital technology breathed life into the online ordering of meals. Zomato, in specific, has emerged as a popular brand in the food ordering business over the last few years. Persuad and Azhar (2012) observed that though individuals purchase mobile phones to enrich their personal, professional, and social lives, businesspeople make use of this opportunity to

advertise their products. G. See-Kwong (2017) reported that technology has raised the value of food ordering and delivery online in India. The process of ordering food has improved from "ordering by phone" to "online food orders," facilitating home delivery and satisfying the evolving needs of customers. Dang and Tran (2018) highlighted the important contribution of mobile internet to raising awareness and increasing coverage of online food ordering and delivery services, enabling customers to look for restaurants, check menu offerings, and compare prices with others.

### Research Methodology

#### Research Design

The study utilized a descriptive research design to conduct the research.

#### Sample Design

A sample is a subset of the entire population. It refers to the methods or procedures used in selecting items for the sample, including determining the sample size.

#### Sample Size

50 respondents from various areas of Chennai are taken into consideration as a sample.

#### Sampling Method

The convenience sampling method was chosen for this study because it allows for easier contact with participants for data collection, especially during the challenges posed by the pandemic.

#### Sources Of Data:

Primary Source : This study relies on primary data collection, which was gathered using Google Forms. secondary source : The study also incorporates secondary data, including information from magazines, eBooks, journals, and websites..

### Tools And Techniques:

Chi-Square Analysis

H0: There is no association between Age and Which food ordering app do you prefer the most.

H1: There is no association between Age and Which food ordering app do you prefer the most.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Which food ordering app do you prefer the most?	55	100.0%	0	0.0%	55	100.0%

Age \* Which food ordering app do you prefer the most? Crosstabulation

Count

		Which food ordering app do you prefer the most?			Total
		swiggy	zomato	others	
Age	Below 25	12	29	9	50
	Between 26- 35	1	3	0	4
	Above 36	0	1	0	1
Total		13	33	9	55

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.592 <sup>a</sup>	4	.810
Likelihood Ratio	2.588	4	.629
Linear-by-Linear Association	.108	1	.743
N of Valid Cases	55		

**Interpretation:**

H0 is accepted. Since the value of significance is greater than 0.05 (i.e. 0.810), Hence there is no association between Age and Which food ordering app do you prefer the most.

**Kruskal Wallis Test**

H0: There is no difference between occupation and advertisement influencing to buy.

H1: There is difference between occupation and advertisement influencing to buy.

**Hypothesis Test Summary**

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of which advertising influences you to buy or suggest any product ? is the same across categories of Occupation.	Independent-Samples Kruskal-Wallis Test	.120	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

**Interpretation:**

H0 is accepted because the significance value is greater than 0.05 ( $z = 0.120$ ). Therefore, there is no difference between occupation and the influence of advertisements on purchasing decisions.

**CORRELATION ANALYSIS**

H0: There is no significant difference between monthly income and the amount of money spent on ordering food through an app.

H1: There is a significant difference between monthly income and the approximate amount of money spent on ordering food through an app.

**Descriptive Statistics**

	Mean	Std. Deviation	N
Monthly Income	4.07	1.464	55
What is your approximate money on spending for ordering food through app?	2.84	.834	
		Monthly Income	What is your approximate money on spending for ordering food through app?
	Pearson Correlation	1	0.116
Monthly Income	Sig. (2-tailed)		0.398
	N	55	55
What is your approximate money on spending for ordering food through app?	Pearson	0.116	1
	Sig. (2-tailed)	0.398	
	N	55	55

**Interpretation:**

The correlation value is 0.116, indicating a positive correlation. Additionally, the hypothesis H0 is accepted, as

the significance value is greater than 0.05 (i.e., 0.398). Therefore, there is no significant difference between monthly income and the approximate amount of money spent on ordering food through an app.

### Findings And Conclusion:

- ❖ The majority 56% of the participants are “FEMALE”
- ❖ The majority of the participants age lies below 25 with 90.90%
- ❖ The majority of the respondents married status belonged to unmarried category with 92.7%
- ❖ The majority of the respondents belonged to under graduate category with 58.2%

### Conclusion :

The study provides an overview of customer perception toward food ordering apps in Chennai and its surrounding areas. E-commerce has paved the way for numerous new marketing channels, offering better transparency, speed, ease, and convenience while helping establish stronger relationships between businesses and consumers.

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