**Management**

# A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE FOOD DELIVERING SERVICES IN COIMBATORE

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**ABSTRACT** Online food delivery service is a new wave that emerged in the country with a notion to easy access to food for all those who are in need of from their own location. The changes in the society have brought a changing need to bring food to their place when they need. Though there could be many reasons to use online food delivery, the Perception of the customers varies with respect to their needs and wants (Chai and Yat, 2019). The study concentrated on the customer Perception on the online apps that are involved in online food delivery in Coimbatore district. The present study is descriptive in nature. By adopting purposive sampling method 160 respondents were involved in the survey to analyze their Perception about the mobile applications that are involved in delivering the food through online orders.

## INTRODUCTION

Online food ordering is a growing day by day in the Indian market. The people are so active while using the mobile apps for ordering food through online. The consumer 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.

People are using food delivery services for a variety of reasons in which the most common reason is to meet the need for quick and convenient meals during or after a busy work day. The various food delivery services that are readily available take the hassle away from consumers to think about and plan meals, regardless of whether the consumer is preparing the meal himself, going to the restaurant and dining in or going to the restaurant and buying food to bring back to the office or home. Food delivery services have changed consumer behaviour so much, especially urban consumers that using the online food ordering services have become normal and routine. More and more people are turning to food delivery in recent years because of the current pace of life as well as the opportunity to discover more restaurants that food delivery offers. The researchers found that many people perceived that online shopping takes lesser time as it does not require them to waste time to travel out as compared to traditional offline shopping. Time saving is one of the major contributory factors that influence the people to purchase food through online (Khalil, 2014).

There are various opinions opined in several research studies stating that mainly the food ordered in online are majorly done by University students (Tribhuvan, 2020). The research by Preetha et. al., (2019) shown that the food that is ordered online taste better and is more convenient, time consuming and cheaper when compared to the dining hall. There are many number of online food delivering apps available and the most prominently used in Coimbatore are Swiggy and Zomato. These are third party online food ordering platforms collaborates with large number of restaurants. Such platform offers large variety of food and beverage choices.

## METHODS AND MATERIALS

The project titled "A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE FOOD DELIVERING SERVICES IN COIMBATORE" was conducted among the people who are using food delivery applications for ordering food online in Coimbatore. In this study the customer perception about the apps and the services provided by the Apps are analyzed among the respondents.

## Research Design

The present research is Descriptive in nature. Descriptive research design is a fact finding investigation to identify the concepts and elaborate it with sufficient interpretation. This study focuses on the detailed report on the customer perception towards online food delivery system and the services provided by the mobile applications.

Hence, Descriptive research design is adopted in this study.

### Tools of data collection

Questionnaire was used by the researcher to collect the necessary and relevant data for this study. Self-structured Questionnaire was developed to analyse the personal profile of the respondents and it comprises of three parts:
- The first part of the Questionnaire deals with personal profile of the respondents comprising of Name, Age, Sex, Educational Qualification, Marital Status, Designation, Experience and Annual Income.
- The second part of Questionnaire comprises of the key factors in ordering food through online. This part measure the respondents' food type, price, mode of payment and the reasons for choosing the apps.
- The third part of questionnaire consists of the Customer Perception towards the online food Delivery applications.

### Sampling

The study was conducted among 160 respondents selected from Coimbatore district. The researcher adopted Purposive Sampling method for the study.

### Objectives of the study
- To find out the personal profile and key factors responsible for online food order.
- To analyse the customer perception on using food delivery apps for online food order.
- To identify the relationship between personal profile and customer perception.

### Hypothesis
- There is no significant relationship between the personal profile and customer perception towards online food ordering.

### RESULTS AND DISCUSSION

*Demographic Profile*

The Descriptive results of the personal profile of the respondents are provided. This study focused on five aspects such as age, sex, education, marital status, and native place. Table 1 displays the demographic profile of the study.

*Table 1: Demographic Profile*

| Demographic Data | | Frequency (N = 160) | Percentage |
|---|---|---|---|
| ***Age*** | Up to 25 years | 48 | 30.0 |
| | 26 - 35 years | 26 | 16.3 |
| | 36 - 45 years | 57 | 35.6 |
| | 46 - 55years | 26 | 16.3 |
| | Above 55 years | 3 | 1.9 |
| ***Sex*** | Male | 90 | 56.3 |
| | Female | 70 | 43.8 |

| | School | 3 | 1.9 |
|---|---|---|---|
| | Diploma | 3 | 1.9 |
| Education | U.G | 60 | 37.5 |
| | P.G | 42 | 26.2 |
| | Professional Degree | 29 | 18.1 |
| | Doctorate | 23 | 14.4 |
| Marital Status | Single | 94 | 58.8 |
| | Married | 66 | 41.3 |
| Native place | Coimbatore | 118 | 73.7 |
| | Others | 46 | 26.3 |

The above given table no. 1 shows that majority of the respondents (35.6%) belong to the age group of 36 - 45 years. More than half of the respondents 56.3% are Males and the remaining 43.8% are Females. Most of the respondents had their Undergraduate degree level of education (37.5%), followed by little more than $1/4^{th}$ of the respondents completed their Post-graduation degree (26.2%), Professional degree (18.1%) and 14.4% had their doctoral degrees. A very few percentage of the total respondents comprising of 1.9% had their school and diploma education respectively. Majority 58.8 % of the respondents are single, and 41.3% respondents are married. Nearly $3/4^{th}$ of the respondents (73.7%) state that their native place is Coimbatore whereas; the remaining 26.3% are residing in Coimbatore but arrived from places other than Coimbatore.

*Sex with Customer Perception and Service Quality of Customers*

The finding reported the mean, standard deviation and level of Customer Perception and Service quality of online food ordering of customers in the table 2.

**Table 2: Cross Tabulation of Gender with Emotional level and Social Support**

| Gender | Variables | Dissatisfied | Moderately satisfied | Highly satisfied | Mean | S.D |
|---|---|---|---|---|---|---|
| Male | Customer Perception | 16 (17.8%) | 44 (48.9%) | 30 (33.3%) | 2.15 | .701 |
| Female | | 18 (25.7%) | 35 (50%) | 17 (24.3%) | 1.98 | .712 |
| Male | Service Quality | 27 (30%) | 24 (26.7%) | 39 (43.3%) | 2.13 | .850 |
| Female | | 23 (32.9%) | 21 (30%) | 26 (37.1%) | 2.04 | .841 |

The findings from the table no 2 shown 48.9% of male and 50% of female has shown their perception level towards online food ordering as moderately satisfied. This shows that the experience in ordering food through online mode is moderate in the aspects of usage and handling of mobile applications for ordering foods. With respect to the aspect of service quality, 43.3% of males and 37.1% of females reported that they are highly satisfied with the quality of services provided by the mobile applications in ordering food through online. The mean value reveal that males have higher mean scores (Mean = 2.15, S.D = .701) on customer perception and with regard to service quality also females have higher mean scores (Mean = 2.13, S.D = .850) depicting that females are comfortable in receiving better services in online food ordering.

*Relationship between Customer Perception and Service Quality of Customers*

Karl Pearson's Correlation was examined between the Customer Perception and Service Quality of Customers those ordering food through online was in the table 3.

**Table 3: Correlation of Customer Perception and Service Quality**

| Customer Perception | Service Quality | | | r & p value |
|---|---|---|---|---|
| | Dissatisfied | Moderately satisfied | Highly satisfied | |
| **Dissatisfied** | 7 (20.6%) | 14 (41.2%) | 13 (38.2%) | .000 (.714) S |
| **Moderately satisfied** | 16 (20.3%) | 17 (21.5%) | 46 (58.2%) | |
| **Highly satisfied** | 27 (57.4%) | 14 (29.8%) | 6 (12.8%) | |

The variables Customer Perception and Service Quality were related to each other based on the hypothesis that there is no significant relationship between the personal profile and customer perception towards online food ordering. The respondents opined with different levels of customer perception and were intersected with service quality and found respondents with moderately satisfied level of customer perception are highly satisfied with their service quality towards online food ordering. The correlation results reveal that there is a significant relationship between the customer perception and service quality of the customers ordering food online by using mobile applications (r = .714, p < 0.05) as well as the direction of relationship is found to travel positively and thus elucidates when the service quality among the respondents increases the customer perception will also get increased and hence the null hypothesis is rejected.

The customers those order food through online had different kind of perception with the services and practices followed by the applications helps in increasing the convenience and control over using mobile Apps in ordering food was supported the findings from Pham (2017) and Kedah, et. al.,(2015). Dang and Tran (2018) said that internet has played a major role in increasing the awareness of the online food delivery apps. Prabhash (2020) opined that the major proportion of respondents uses Swiggy which is similar with the present study findings.

**CONCLUSION**
The present study results show that online food ordering services using mobile Apps are popular among relatively middle age people (36 - 45 years). The consumer's perception on online food ordering varies from individual to individual based on their personal opinions. The most influencing factor is offers provided by online food apps. Fast food was fancied by most respondents in their choice of cuisines. The study also revealed that a major proportion of respondents used Swiggy for ordering food through online. In this fastest growing economy, as both men and women are the bread winners, online food delivery services saves time of working people.

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