



CUSTOMER SATISFACTION TOWARDS ONLINE FOOD ORDERING WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT

Management

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ABSTRACT

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. Online food ordering services are websites that feature interactive menus allowing customers to place orders with local restaurants and food co-operatives. Research in the area of online food ordering is important to find out the customer perception of online food ordering. It analyses what channel and type of delivery application are used for online food ordering. It also finds out the influencing factors of online food ordering. Convenience sampling method is used for this study.

KEYWORDS

Online Food Ordering, Customer Perception, Mobile Apps, E-Commerce

INTRODUCTION:

The Indian food industry is roaring for wide growth, increasing its participation to world food trade every year. In India, the food sector has come up as a rapidly growing and high-profit sector due to its strong potential for value addition, mainly within the food processing industry. Accounting for about 32 per cent of the country's total food market, The Government of India has been active in the growth and development of the food processing industry. The government through the Ministry of Food Processing Industries (MOFPI) is working hard to encourage investments in the business. It has approved proposals for joint ventures (JV), foreign investment industrial licenses and 100 per cent export-oriented units.

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 favourite 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 favourite restaurant chooses from 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. Whilecommerce 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.

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. 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 nonacceptance from Indian consumers.

SCOPE OF THE STUDY:

To fulfil the objectives of this research, the study is undertaken to analyse the customer perception towards online food ordering. The study is basically conducted to know how customers perceive the online food ordering in Thrissur City. This study is limited to the four levels of students, self employed, professional and housewife. The

validity of the study will be depends on the quality of response given by the respondents

REVIEW OF LITERATURE:

According to **Sheryl E. Kimeshis(2011)** study found that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users need more personal interaction and also had higher technology anxiety to use the services. According to **Varsha Chavan(2015)** the use of smart device based interface for customers to view, order and navigate has helped the restaurants in managing orders from customers immediately. The capabilities of wireless communication and smart phone technology in fulfilling and improving business management and service delivery. Their analysis states that this system is convenient, effective and easy to use, which is expected to improve the overall restaurant business in coming times. According to **Hong Lan(2016)** online food delivery market is immature yet; there are some obvious problems that can be seen from consumers' negative comments. In order to solve these problems, we can neither rely merely on the self-discipline of online food delivery restaurants nor the supervision and management of online food delivery platforms. Only by taking laws as the criterion, with the joined efforts of the online food delivery platforms and restaurants, the government departments concerned, consumers and all parties in the society, can these problems be solved and a good online take away environment can be created. According to **H.S. Sethu & Bhavya Saini(2016)** their aim was to investigate the student's perception, behaviour and satisfaction of online food ordering and delivery services. Their study reveals that online food purchasing services help the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time easy access to internet are the prime reasons for using the services.

OBJECTIVES:

1. To know the customer satisfaction towards online food ordering
2. To analyse the relation between gender and level of satisfaction of online food ordering

RESEARCH METHODOLOGY:

It is a descriptive type of research. Convenience sampling method is used for this study. 54 samples are collected from Ernakulam District. Chi-square test and coefficient of correlation are used for this study. Primary and secondary data are used for this study. Questionnaire was the main tool to collect primary data from the respondents.

DATA ANALYSIS AND INTERPRETATION:

Objective 1: To know the customer satisfaction towards online food ordering

- H₁: Home delivery leads to customer satisfaction.
- H₂: Mobile app leads to customer satisfaction.
- H₃: Competency leads to customer satisfaction.
- H₄: Efficiency leads to customer satisfaction.
- H₅: Economical aspect leads to customer satisfaction.
- H₆: Supporting factors leads to customer satisfaction.
- H₇: Availability leads to customer satisfaction.

H₀: Customer Relationship Management by the bank leads to customer satisfaction.

Table 1 Model fit Indices for CFA Customer satisfaction

	χ^2	DF	P	Normed χ^2	GFI	AGFI	NFI	TLI	CFI	RMR	RMS EA
Customer satisfaction	12.491	11	.328	1.136	.985	.950	.959	.986	.995	.082	.026

(source: survey data)

All the attributes loaded significantly on the latent constructs. The value of the fit indices indicates a reasonable fit of the measurement model with data. In short the measurement model confirms to the factor structure of the constructs.

Table 2 Regression coefficient

Path	Estimate	CR	P	Variance explained
Home Delivery->Customer Satisfaction	0.714	12.566	<0.001	51.0
Mobile app ->Customer Satisfaction	-0.006	-0.084	0.933	0.0
Competency ->Customer Satisfaction	0.237	3.391	0.001	5.6
Efficiency ->Customer Satisfaction	0.562	8.923	<0.001	31.6
Economical aspect->Customer Satisfaction	-0.119	-1.678	0.095	1.4
Supporting factors->Customer Satisfaction	0.445	6.715	<0.001	19.8
Availability ->Customer Satisfaction	0.521	8.109	<0.001	27.2
Customer Relationship Management-> Customer Satisfaction	0.342	5.002	<0.001	11.7

Table 2 shows that Home delivery, efficiency, supporting factors, availability and customer relationship management leads to customer satisfaction towards online food ordering. Mobile app, competency, economical aspect, doesn't leads to customer satisfaction.

Objective 2: To analyse the relation between gender and level of satisfaction of online food ordering.

H₀ = There is no significant difference between sex and level of satisfaction

H₁ = There is significant difference between sex and level of satisfaction

Let us check hypothesis by using chi-square test;

No	O	E	O-E	(O-E) ²	(O-E) ² /E
1	12	9.72	2.28	5.198	.534
2	21	23.33	-2.33	5.428	.232
3	2	1.94	.06	.0036	.0018
4	3	5.27	-2.27	5.15	.977
5	15	12.66	2.34	5.47	.432
6	1	1.05	-.05	.0025	.0023
TOTAL	54				2.179

Computed value of chi-square test = 2.179

Degree of freedom = (r-1)(c-1) = (2-1)(2-1) = 1

at 5% level of significance = 3.84

Here the calculated value is less than table value so it is significant. The hypothesis is formulated for the study is accepted. So There is no significant difference between sex and level of satisfaction.

Findings:

This paper reveals that home delivery, efficiency, supporting factors, availability and customer relationship management are leads to customer satisfaction towards online food ordering. There is no significant relation between gender and satisfaction regards to online food ordering.

CONCLUSION:

This study found that online food ordering is reasonably popular among the customers of Ernakulam District. Nearly 90% of the respondents was aware of online food ordering. Customers between 21-30 years of age ordered more online food and it was often ordered as they didn't want to cook especially during the weekends. To conclude customers are more likely to use online ordering. There is no

significant difference between gender and level of satisfaction.

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