

## **A Study On Customers' Preference For Electronic Food Ordering System In Coimbatore**

**<sup>1</sup>R.Yogeshwari, <sup>2</sup>R.Kowsalya**

<sup>1</sup>I MSc DA, Department of Computer Science (PG), PSGR Krishnammal College for Women, Coimbatore

<sup>2</sup>Assistant Professor, Department of Computer Science(PG), PSGR Krishnammal College for Women, Coimbatore

### **ABSTRACT**

In today's scenario, internet is being used in every field of business. The hotel industry is an emerging trend in business world today. Most people tend to have their food in restaurants nowadays for various reasons which may include relaxation, time constraints, etc. Introduction of e-commerce in the hotel industry has facilitated the electronic food ordering system in which the customers can select their preferred restaurants and place their own order electronically over online portals. There are many food online portals that provides a healthy link between the customers and hotel. In this paper, we are mainly discussing about the customers' preference for digital ordering system among Coimbatore city, their food ordering patterns, difficulties faced by them and suggestions to overcome such problem.

### **INTRODUCTION**

In this 21<sup>st</sup> century, E-commerce has attained an important place in Indian economy. The concept of internet is indulged in every segment of business industry. Through e-commerce, the customers can get their requirements fulfilled by just clicking the button on their gadgets. It facilitates the customer to place their order anytime from anywhere. The system of e-commerce has attained its importance in this decade mainly with the changing trends in customers' lifestyle, expectations, their income and education level, their technologies, etc. On the other hand, this tremendous change in trends and demands attract large number of business units to make their system online. There are many business units now operates online purely on trading basis through the specialised application. They mainly acts as an intermediate person between the customers and suppliers. These business units gets orders from the customers over internet and deliver the products to them on charges.

The application of e-commerce in food industry has been the recent trend of business world. In today's life style, people are much interested in taking foods outside. There are various online portals available through which the customers can place their order and get their food delivered. These portals include restaurant own website and multi-restaurant website or app. At present the multi restaurant website such as swiggy, zomato, eathot, etc. has become a trend among people where the customers can have the wide choice of restaurants within the same application from which they can choose their own choice and place food orders from that particular restaurant. The customers shall place orders from different restaurants simultaneously which may not be possible through restaurant visiting. Through these online food portals, the customers will be aware of various restaurants in and around their location. The problem of geographical distance to the certain extent shall be eradicated. But every advantage shall have an equal proportion of disadvantages. There are also certain barriers present in this system. The detailed study about preference for online food ordering system among customers in Coimbatore, their ordering behaviour through e-portal and the problems faced by them in this system are discussed in this paper.

## **OBJECTIVES OF THE STUDY**

- To understand the customers' behaviour and frequency of ordering food over online food portal
- To understand the reason behind their online food ordering behaviour.
- To determine the problems faced by them in ordering food online
- To determine the food types mostly ordered by the people over internet.

## **RESEARCH METHODOLOGY**

The datum about customers' preference for online food portals has been collected through primary and secondary data collection. The primary data is collected from the target population of Coimbatore city through the structured questionnaire and the direct questioning. The secondary data is collected from various sources including internet, previous research papers, articles, etc. These datum are then processed using statistical package for the social sciences (SPSS) tool for analysing purpose.

### **• Sample design**

In this study, the non-probability sampling is used. The random customers who use online food portal for ordering food has been taken as sample for collecting primary data.

- **Sample**

A sample of 75 customers from Coimbatore city were given the questionnaires to be filled up for study purpose. The sample population includes both male and female respondents. Direct questioning were made to the same population for getting prospective view on the subject matter.

## **FINDINGS OF THE STUDY**

From the study, the following details have been collected from the target population.

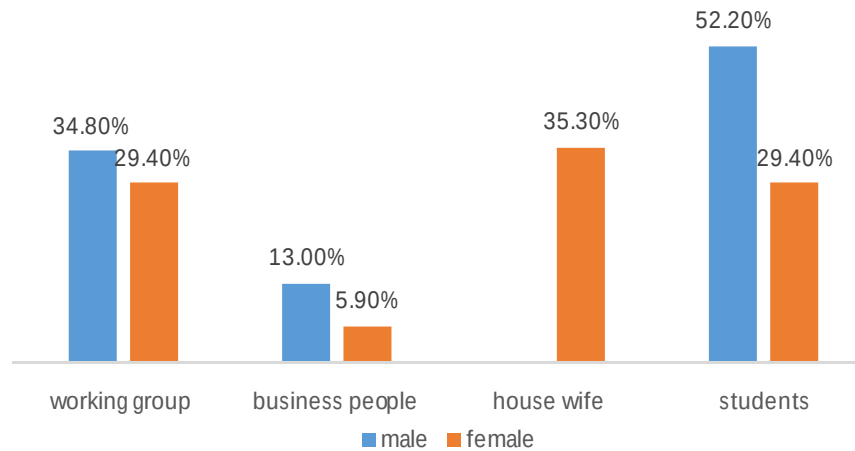
### ➤ **POPULATION ORDERING FOOD ONLINE**

The population who prefer online food ordering system on the basis of their occupancy division is tabulated below:

**Table1:Gender occupancy crosstabulation**

|        | occupancy     |                 |            |          |
|--------|---------------|-----------------|------------|----------|
|        | working group | business people | house wife | students |
| male   | 35.0%         | 13.0%           | -          | 52.0%    |
| female | 29.0%         | 6%              | 35.0%      | 29.4%    |

The study shows that out of total population, the male population uses more of online food portal than female population. In particular, the student population uses this system more frequently as they finds it more convenient to have foods from outside than visiting the restaurants directly. The food portal is next highly used by the working group of population.



**Figure 1: population ordering online food**

### ➤ REASON TO PREFER ONLINE FOOD ORDERING SYSTEM

The reasons behind customers' preference for online food ordering culture is tabulated below with reference to the occupancy category of customers.

**Table 2:Occupancy and reasons to prefer online food ordering system**  
**Cross tabulation**

|                 | To save travelling time | Due to laziness | To order food from different shops simultaneously | To have privacy while eating | To get food from distant location |
|-----------------|-------------------------|-----------------|---------------------------------------------------|------------------------------|-----------------------------------|
| Working group   | 35.3%                   | 23.5%           | 5.9%                                              | 5.9%                         | 29.4%                             |
| Business people | 20.0%                   | -               | 20.0%                                             | 60.0%                        | -                                 |
| House wife      | 33.3%                   | 16.7%           | -                                                 | -                            | 50%                               |
| Students        | 16.7%                   | 33.3%           | -                                                 | 8.3%                         | 41.7%                             |
| Total           | 27.5%                   | 22.5%           | 5%                                                | 12.5%                        | 32.5%                             |

The above table shows that majority of the population, especially students' population use online food ordering system mainly for getting foods from distant restaurants. Similarly the working group populations are also concerned about travelling time for getting foods from their favourite restaurants. So they go with the choice of online ordering system where

these two groups of population can get their foods without spending time on travel. The subsequent portion of populations goes for digital ordering due to their laziness behaviour to visit restaurant directly. Thus the main reason behind development of online food portal system relates with the time and location aspect of the population.

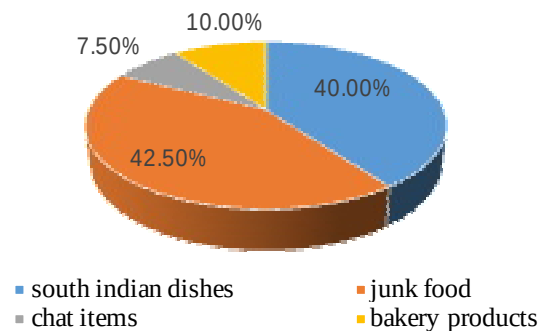
### ➤ **FOOD TYPES PREFERRED MOSTLY**

The type of foods that are mostly ordered by the target population through online portals is given below with the help of pie chart.

**Table 3: Percentage of food types preferred mostly**

| <b>FOOD TYPES</b>   | <b>VALID PERCENT</b> |
|---------------------|----------------------|
| South Indian dishes | 40%                  |
| Junk food           | 42.5%                |
| Chat item           | 7.5%                 |
| Bakery products     | 10%                  |

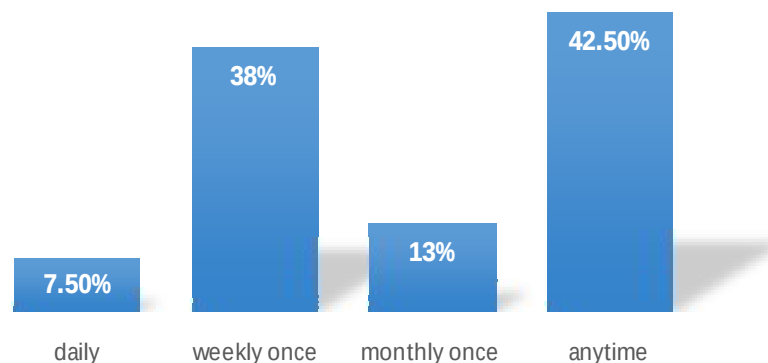
It has been found from the study that majority of population order junk foods like pizza, burger, etc through these online portals. From direct questioning I got the information that, in Coimbatore, people order these kinds of junk foods from both franchisee and other local outlets like Kites pizzas, #pizzalove, etc. Through online food portals, both the customers and the local outlets are getting benefitted by bringing into customers' knowledge about these new outlets. The second highly preferred food item is the South Indian dishes. The least preferred food item tends to be the bakery products and chat items which the customers are not much interested in purchasing them online due to the impose of additional net charges. From direct questioning it has been revealed that the customers have a perception that the actual cost of these products are less than the additional charge of internet. So they prefer to have the direct purchasing of such products than booking them online.



**Figure 2: Types of food preferred mostly**

### ➤ FREQUENCY OF ORDERING FOOD ONLINE

The frequency of ordering foods through online portals are given below.



**Figure 3: frequency of ordering food online**

From the study, it is revealed that majority of the population tend to use this portal to order food anytime instantly when they wish to. Similarly, an important portion of population order their foods through online portal system at least once in a week. From the personal observation, it is found that, the people having monthly family income of below Rs.10000, use these online portal services to the maximum of only once in a month. Similarly, a very little portion of population use this portal daily.

### ➤ PROBLEMS FACED IN ONLINE PORTAL SYSTEM

The online food ordering system faces its own challenges among the customers in spite of its continuous improvements in operation. These problems are tabulated in the below table with reference to the literacy level of the population.

**Table 4: Problems faced in online food portal**

|            | language barrier | late delivery | lack of direct interactions with the hotel | additional net usage charge | food quantity |
|------------|------------------|---------------|--------------------------------------------|-----------------------------|---------------|
| Educated   | -                | 21.7%         | 34.8%                                      | 30.4%                       | 13.0%         |
| Uneducated | 87.5%            | -             | 14.3%                                      | -                           | -             |
|            | 20%              | 16.7%         | 30.0%                                      | 23.3%                       | 10.0%         |

From the above table, it is clear that the main problem faced by the majority of population, both educated and uneducated, deals with the lack of direct interaction with the restaurants. The customers feels it inconvenient about this problem as they couldn't get additional details about the dishes when they have any queries and are not able to give their specifications directly. From this point, there exist variations between the customers' expectations and the actual nature of food items. The second major drawback of online portal system is the language barrier. This problem is mainly concerned with an uneducated population as they finds it difficult to place order in an online portal system through English medium of language.

### ➤ **MODE OF PAYMENT**

In today's digital India, the mode of electronic payment has attained the great level of importance among the customers. The customers are well aware of the advantages of online payments to themselves as well to the economy. The acceptance of online payment in the online food ordering system is tabulated below with reference to the literacy level of customers.

**Table 5: Literacy level and mode of payment crosstabulation**

|            | <b>Internet payment</b> | <b>Cash on delivery</b> |
|------------|-------------------------|-------------------------|
| Educated   | 87.5%                   | 12.5%                   |
| Uneducated | 15%                     | 85.0%                   |

From the study, we can understand that, majority of the customers are convenient with online mode of payment. But still the uneducated group of population are not involved in electronic payment. Thus the proper awareness about online mode of payment should be made among these group of people to encourage online payment. Such awareness shall be made to the customers by highlighting the discounts availed for online payments through Tele advertisements.

## **OUTCOMES**

- The option of local language shall be induced in the online food portals such as swiggy, zomato to eradicate language problems among uneducated customers. Thus by introducing the option of local languages, the extent of these portal users may increase to a significant level.
- Awareness about the benefits and discounts availed for online payment should be made to the uneducated people through proper medium of advertisement to encourage the electronic mode of payment.
- The system of direct interaction between customers and restaurants shall be introduced to eradicate the customers' dissatisfaction regarding food specifications and queries of food. Similarly, the queries regarding food quantity shall also be solved through direct interaction.
- The impose of additional net charges on bakery products shall be minimised to increase the proportion of its sales.

## **CONCLUSION**

Thus it is clear that the culture of online food ordering system is being increased among the Coimbatore population. The customers use this system to save their time and energy in visiting restaurants to get their foods delivered. They find this system user-convenient. They are also much satisfied about their ability to use their portal at any time they want to. Through these multi-restaurant portal, the customers can get any food from the any restaurant listed under the particular portal. This gives customer the variety of choice for the restaurants. Even the particular part of uneducated customers, who has language problem tends to use these portals to some basic extent of ordering food for their advantage. So, it

clear that in the coming era, these portals will develop to the great extent where the restaurant visitors may be reduced to the great extent.

## **REFERENCES**

- [1] Jyotishman Das, “Consumer perception towards online food ordering and delivery services: an empirical study”, Journal of Management (JOM) Volume 5, Issue 5, September-October 2018.
- [2] Ramesh Kumar Bagla, Jasmine Khan , “Customers' Expectations and Satisfaction with Online Food Ordering Portals”, October 28, 2017
- [3] <https://www.gloriafood.com/restaurant-ideas/online-food-ordering-system>
- [4] <https://www.quora.com/What-are-the-uses-and-benefits-of-online-food-ordering-system>
- [5] <https://www.orderingonlinesystem.com/online-restaurant-ordering-system/>