A Study on Consumer Preference Towards Food Delivery Apps with Special Reference to Coimbatore City

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ABSTRACT

This study was undertaken to examine the service quality, customer satisfaction, and over all consumer preference of food delivery Apps. Based on the result of this research, it is understood online food delivery apps helps customers in the easy and fast delivery of food. It gives every detail of the customer's order thereby providing the best customer service. The study discloses that youngsters are more inclined to online food delivery system compared to elder people. The second most influencing factor is faster delivery and more restaurants option; the next most influencing factor is discounts and special offers. The changing lifestyle of the consumers and expansion of online food delivery in India has undoubtedly transformed the trends in online food ordering and delivery scenario.

KEY WORDS: Customer preference, online, food delivery, safety, technology

INTRODUCTION

A food delivery app that provides food delivery at your door in very less time andwith the packaging.Providing food from every famous food place near you. Order food with the best user experience.The first online food ordering service,worldwidewaiter(now known as Waiter.com), was founded in 1995. The site originally serviced only northern California,later expanding to several additional cities in the UnitedStates.

This system is enabled by the internet-it is the internet that connects the restaurantor the food company on one hand, and the customer on other hand. Therefore, as per thissystem, the customer visits the restaurant app or website, browses through the various food items,combos and cuisines available there and goes ahead and selects and purchases the items he or she needs. Payments for such orders can be made through debit cards, credit cards, cashor cash on delivery, or even through digital wallets. This system for online food delivery is completely safe, secure and is a very popular method that is revolutionizing the way in whichthefood industry operates.

STATEMENTOFTHEPROBLEM:

We face many millions of problem when we entered into the world of online food delivering apps, this apps also one of the application site that nowadays reached to million of people every where.There are some problem that customer are deals with like:-

- It's not feasible to

- Stock up the ingredients that go unused.
- Food delivery services are often late.
- Not the same personal touch as in a restaurant.
- Person who delivers food may not be trustworthy.
- Some restaurants may be come obsolete in the long run.

OBJECTIVE OF THE STUDY:

- To analyse the factors influencing the customers while using the food delivery apps.
- To provide customers for away to place an order at a restaurant over the internet.
- To provide their customers with many delivery options will be able to keep their Customers happy.
- To provide findings and suggestions given to the customers.

RESEARCH METHODOLOGY:

There research design used descriptive research.The major objective of descriptive research is to analyse present study. The study is based on empirical research based on survey methods; the data collection for the study include both primary data and secondary data.The primary data have been collection through the survey method by direct personal questions.The secondary was collection from various book,websites and journals.

DATACOLLECTION:

The data has been collected from primary data and secondary data.

SAMPLESIZE:

The size of sample is 100 respondents, the sample were selected through convenience sampling method.

STATISTICALTOOLS:

In order to extent meaningful information the data collected,data analysis was carried out.The data was edited, coded and tabulated for the purpose of analysing them.Simple percentage is used for thi study.

LIMITATION OF THE STUDY:

- Time constraints was the research exercise was conducted within a limited duration.
- Results are purely based on primary information.
- The result would be varying according to the individuals as well as time.
- The analysisandinterpretationismadeundertheassumptionthatthedataisaccurate.
- As convenience sampling technique has been used it has its own limitation.

REVIEWOFLITERATURE:

ShwetaShashikantTanpure,February2013;Describes an online food menu is setup by the proposed food ordering system and as per their will customers can easily place the order. Also, customers can easily track the orders with the food menu. The managementimprove food delivery service and preserves customers database. Motivation to developthe system is from the restaurant management system. To get the services efficiently theusersofthe systemprovidesvarious facilities.

RestaurantsaswellasMessfacilityisconsideredbyoursystemforthecustomers.Mostlymess users are person who are shifted to new cities and this can be considered as amotivation to our system. Another motivation can be considered as the increasing use of smart phones by the customers,so that any users of this system get all service of the system.The system will be designed to avoid users doing fat alerrors where users can change their own profile also where users can track their food items.

VarshaChavan 2015; Zomato and Swiggy are one of the well-known application thatprovides the services from Food Menus to Delivering Online Food to their homes. Themain advantage of ordering food online is that everyone can order at their ease and therewould not be any peer pressure while ordering the food because when going for casualdining there is also a pressure while ordering food we often ask the waiter what this foodcontains? It will be spicy or not? And sometimes we get into situation where the dish youordered is not that up to the mark or sometimes we need to order as per the waiter's recommendation because we don't have a brief description about that dish on the menu.

Nowadays every one is aware of this online food delivery appi.e.Zomato andSwiggy and why would people waste their time by calling the restaurant owner and will waste 8 to 10minutes.And this online chain food delivery company is doing well in the market.

ANALYSIS AND INTERPRETATION

Table4.1showingthetypesoffooddeliveryappstheypreferrespondents

S.NO	Types	No.of.respondents	Percentage
1	Swiggy	62	62%
2	Zomato	33	33%
3	Ubereats	2	2%
4	Foodpanda	1	1%
5	Eatsure	2	2%
	Total	100	100%

SOURCE:PRIMARYDATA

Table4.1showingthetypesoffooddeliveryappstheypreferoftherespondents.

Swiggy (62%) followedby Zomato (33%) and Uber eats (2%) and Food panda (1%) andEatsure(2%). It concludes the majority of the respondent is swiggy (62%)AndminorityoftherespondentisFood panda(1%)

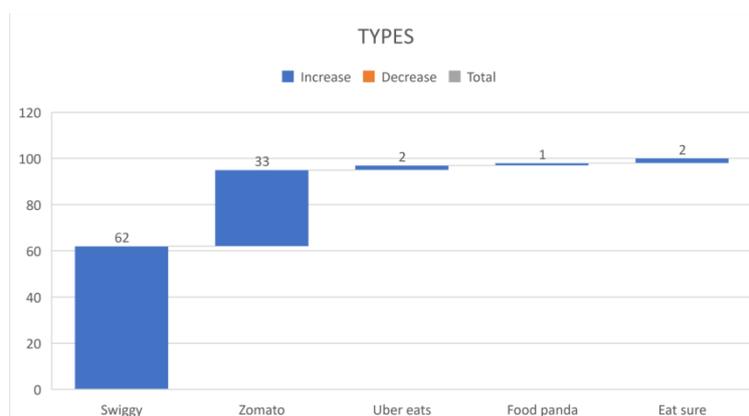**CHART4.1 Exhibit showing the types of food delivery apps they prefer respondents**

Table 4.2 Table showing the how often they order food in online respondents

SNO	Orderfood	No.of.respondents	Percentage
1	Daily	4	4%
2	Weekly	19	19%
3	Monthly	61	61%
4	Often	16	16%
	Total	100	100%

SOURCE:PRIMARYDATA

Table 4.2 showing the how often they order food in online of the respondents.Daily (4%) followed by weekly (19%) and Monthly (61%) and Often (16%).It concludes the majority of the respondent is Monthly(61%)

And the minority of the respondent isDaily(4%)

CHART4.2 Exhibit showing the how often they order food in online of the respondents

**Table4.3 Table showing the food they typically order in online of the respondents**

S.NO	Food	No.of.respondents	Percentage
1	Breakfast	5	5%
2	Lunch	23	23%
3	Snacks	26	26%
4	Dinner	46	46%
	Total	100	100%

SOURCE:PRIMARYDATA

Table 4.3 showing the meals they typically order in online of the respondents.Breakfast (5%) followed by Lunch (23%) and Snacks (26%) and Dinner (46%).It concludes the majority of the respondent is Dinner(46%)

And the minority of the respondent is Breakfast(5%)

CHART4.3 Exhibit showing the food they typically order in online of the respondents
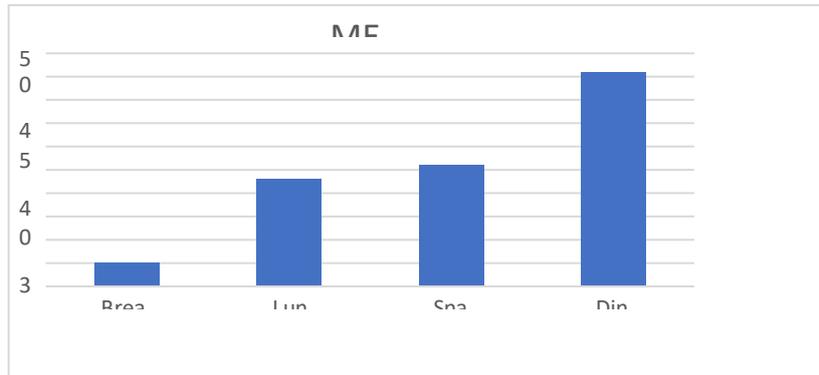
FINDINGS:

- The majority87% of ordering food in online of the respondents are yes.
- The majority62% of therespondents choose swiggy.
- The majority61% of therespondents they how often order food in online are monthly.
- The majority 46% of therespondents they typically order foods are dinner.
- The majority 38% of therespondents order for breakfast is poori masal.
- The majority 82% of the respondents order for lunch is biriyani.
- The majority 47% of the respondents order for snacks is shawarma.
- The majority 56% of the respondents order for dinner is parotta.
- The majority 49% of the respondents are choose non-veg hotels.
- The majority 47% of the respondents in veg hotels choose Annapoorna.
- The majority 32% of the respondents in non-veg hotels choose Atchaya chettinad
- The majority 42% of the respondents they know about food delivery apps in friends.
- The majority 48% of the respondents usingonlinefood delivery apps are less than 1year.
- The majority 43% of the respondents primary reason for ordering food in online for time savings.
- The majority 81% of the respondent sappropriate money they spending for ordering food is Less than 1000.
- The majority 57% of the respondents choice time taken for order to be delivered are 25-35 mins.
- The majority 78%of the respondents mode of purchase are cash on delivery
- Themajority53% of the respondents grades of food delivery apps are Good.

SUGGESTIONS:

- Online food delivery apps should reduce the duration of products delivery.
- Damage should be avoided in online delivery apps.
- Delivery charges should be reduced in the online food delivery apps.
- Availability of groceries in affordable prices.
- Rate must be convenient for customers and they have to give some coupons for customers to be happy

CONCLUSION:

All the proposed systems related to the food delivery,food ordering and food delivery applications. But

in all these proposed system there are a lot of drawbacks. In conventional system waiter take order from customers and write down on the paper the send to the kitchenfor further processing. To cover the limitation of conventional paper based system, personal digital assistant system, multi touch screen technology system has introduced which enabled users to use that touch screen for ordering food. Then wireless food ordering system comewhich also enabled, the customer to get a real-time feedback. This system changed to mobile food ordering and delivery process but there are still some limitation and usability issues.

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