CUSTOMER PREFERENCE TOWARDS ONLINE FOOD ORDERING SERVICE PROVIDERS IN COIMBATORE CITY

Thesis submitted in

Partial Fulfillment of the

Degree of Master of Philosophy (M.Phil)

By

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DECLARATION

I declare that the dissertation entitled **"Customer Preference Towards Online Food Ordering Service Providers in Coimbatore City."** submitted by me for the degree of **Master of Philosophy (M.Phil)** is the record of the work carried out by me during the period from **August 2018 to July 2019** under the guidance of **Dr.A.Pankajam, MBA, M.Com, FCMA, M.Phil., Ph.D., Associate Professor, Department of Business Administration,** Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship, titles in this University or any other similar institution of Higher Education.

Signature of the Candidate

CERTIFICATE FROM THE SUPERVISOR

I certify that the dissertation entitled **"Customer Preference Towards Online Food Ordering Service Providers in Coimbatore City. "** submitted for the degree of **Master of Philosophy (M.Phil)** by **Vaishnavi.M** is the record of the research work carried out by her during the period from **August 2018 to July 2019** under my guidance and supervision and that this work has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship or other Titles in this University or any other University or institution of Higher Education.

31/7/19

Signature of the Supervisor with Designation

31/7/19

Signature of the HOD

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ABSTRACT

Online food ordering is contributing high growth and high profit in Indian industry. Ministry of Indian food processing industries is taking numerous initiatives to encourage investment in this sector. Frequent growth of wireless technology and mobile devices is creating a huge impact on our life. Business and companies are undertaking their business with internet. Hospitality industry is also utilizing these opportunities, by providing online food ordering service to customers. Nowadays most of the people are using the online food service, but still, the question remains, how does this service originate. Online food ordering service originates from the period of World War II. This idea was started in the UK and it spread to the US and other countries also.

Today India is one of the biggest consumer markets in the world. Almost 50% of the population in India is under the age of 25. There are various features in online food ordering service are: loyalty based tracking, loyalty referral, customized service, easy payment options and online tracking. It includes 4 P's of Swiggy, Zomato and Uber Eats service marketing. Conceptual frameworks of this research are: convenience, offers and discounts, payment mode, delivery time, tracking, perceived ease of use, perceived usefulness, attitude and behavioral intention. Objective of this study is to analyze the impact on various factors and perceived ease of use, to analyze the impact on various factors and perceived usefulness, to analyze the impact on perceived ease of use and attitude, to analyze the impact on perceived usefulness and attitude, to analyze the impact on attitude and behavioral intention, to analyze the relationship between behavioral intention and demographical factor.

TAM Model is used in this research. The questioner is a research instrument, for the purpose of collecting information from the respondent. And descriptive research design is used in this, tools used for analysis are: Percentage Method, Regression, Independent Sample T Test and ANOVA. This research found that there is an impact on Various Factors and Perceived Ease of Use, there is an impact on Various Factors and Perceived Usefulness, there is an impact on Perceived Ease of Use and Attitude, there is an impact on Perceived Usefulness and Attitude, there is an impact on Attitude and Behavioral Intention, there is a significant difference in Behavioral Intention based on Age.

This study concluded that Zomato is giving more cashback offers and discounts compare to Swiggy and Uber eats. At the same time the delivery charge mentioned in Zomato and Uber eats are not satisfied with the customers and particularly in snack items, the customer feels it not hygiene. But in Swiggy the delivery time mentioned in the app is virtually appropriate; the delivery charge of Swiggy is also affordable to all. And many popular restaurants are available in Swiggy. In Coimbatore city compare to the other two apps, customer mostly prefers Swiggy, because their promotion strategy is more since customer have more awareness about Swiggy. This is the reason why Swiggy occupies the top place in the market.

CHAPTER – I

INTRODUCTION

1.1 History of Online Food Delivery Service

Nowadays most of the people are using the online food service, but still, the question remains, how does this service originate. Online food ordering service originates from the period of World War II. Most of the home and kitchen appliances are destroyed in World War II; people did not have any place or food to cook. At this time women volunteers are involved to deliver warm and precooked foods through prams instead of a van. This idea was started in the UK and it spread to the US and other countries also.

1.2 Online Food Delivery Service

A lot of changes and improvements were made by the restaurants to grow this food service, they also introduced a toll-free number. Later with the developments of new technology, food service became an online food delivery service. Today India is one of the biggest consumer markets in the world. Almost 50% of the population in India is under the age of 25; making India as the youngest population country in the world. Most of the fast food demands arise from the age group 18-30. Because of youngest Indians, India's online food ordering sector is growing 15% at every quarter of the year, a report from Red Seer consulting. Nearly 400000 number of orders on a daily basis, through the players of Swiggy, Zomato, and food panda.

1.3 Various Features in Online Food Delivery Service

Location-based tracking: Mostly customers place their order in nearby restaurants. And they also expect the apps to have accuracy on locations to avoid any complaints regarding street no, lane, etc. Hence these apps must able to identify customer geographical regions.

Loyalty referral program: Mobile ordering app almost stores every detail of customer and their order histories. Loyalty program is given to the frequently used customers. Programs likes free Lunch and some movie ticket. It creates loyalty rewards on a particular brand.

Customized service: Customizing make a customer feel special and everybody likes personalization in everything. From the past orders of customers, the company may provide the suggestions. So customers feel that the company is providing the best possible services.

Easy payment options: Customers seek that easy method of payment as cash on delivery, net banking, debit/credit card, and mobile wallet. And customers are afraid of hackers and unethical attacks while transferring their funds. Companies make some security measures to their customers.

Online tracking: Zomato, Swiggy and food panda are offering tracking options. This feature helps the customer who places their orders while traveling. It can also help the delivery person in case they have not chosen the wrong route.

1.4 Advantages of Online Food Delivery Service

- The main advantage is a mode of payment, Customers can pay after receiving food on their doorsteps and they can also pay on Debit cards.
- Delicious food can also be served in online food ordering.
- Customers can edit their food categories, address and also easy to track their orders.
- Quick and easy order cancellation process.
- Offers and discounts are the main features of online food ordering.
- The online food ordering app works 24*7.

1.5 Disadvantages of Online Food Delivery Service

- The biggest problem in the online food ordering app is the place or exact location of the customer. It is very difficult to deliver food in remote areas(Sharpe, 2017)
- Food may not be good as it appears in the food ordering app.
- Limited menu choices were only available in the food ordering app.

Top Online Food Delivery App in Coimbatore:

- Swiggy
- Zomato
- Uber eats
- Food panda

1.6 Swiggy

Swiggy is one of the most popular delivery companies in India (Bhasin,2019). Swiggy was started in the year August 2014; at beginning Swiggy started with six delivery executive and 25 restaurant partners and it has headquarters at Bangalore and corporate office at Hyderabad and Gurgaon in Haryana. Now, Swiggy tie-up with 12000 restaurants and 13000 delivery executives, they charge 25% as commission from restaurant. Today Swiggy has more than 5000000 mobile application installations; recently they launched exiting features like Swiggy pop, Swiggy access, and Swiggy schedule.

Marketing Strategies

Swiggy targets people between the age group of 18-55. Search Engine Optimization- SEO analysis is helpful for Swiggy in two ways, one is an H_2 tag and another one is the backlines of the website. Social media campaign and content strategies-on Face bookSwiggy have 174k likes and followers, content strategies create such blogs, videos on food-related topics, etc. such contents are convenient to target audiences. In e-mail marketing Swiggy follows the delivery of the customer orders and introduces the latest offers, discounts, and features. Social media and Google ads-Swiggy use the social media platform of Facebook and YouTube.

1.7 Zomato

Zomato is the second leading food delivery company in India. Zomato was started in the year 2008 with the name of foodie bay, in 2010 the company renamed as Zomato, they deliver their service in 25 countries. In 2011 Zomato launched their service in Bangalore, Pune, Chennai and Hyderabad. Zomato has 2.5 million mobile application installations, company charge 30% commission from the restaurant.

Marketing Strategies

Recognition is the basic marketing strategy of Zomato. It provides information about food and beverage located in nearby restaurants, cafes, pubs, food stalls, a menu of the respective restaurant, and feedback from the customer. And another one is expansion, expanding the business compare with their competitor Swiggy. Stabilization is important in the market, to sustain in the market Zomato comes with the membership of Zomato gold.

1.8 Uber eats

Uber eats is an American online food ordering company launched in 2014 at California with the name of Uber-fresh service. In 2015 company renamed into Uber eats. The company delivers its service in 20 different countries; it is the fastest growing meal delivery service in the US.

Marketing Strategies

Uber eats provide the customized solution. From this strategy Uber eats allow their customers to add special instruction to customize their food order through Uber eats app. Search engine optimization, search engine marketing, and online engagement and social media platforms like Facebook, Instagram, and Twitter.

1.9 Factors That Influence the Customer to Order Their Food in Online

Technology plays a vital role in food delivery service, through this technology most of the companies like small scale, medium scale and large scale own website to improve their business. Some of the factors that influence the customer are: convenient is the primary factor to the customer, online food ordering gives more convenient, from the home or workplace customer order their food through the app and get doorstep delivery. Customers can save their time also, no need to visit the restaurants and spend much time on restaurants. Users have various modes of payments like a credit card, debit card and cash on delivery. From past studies, most of the customers choose their payment as cash on delivery. And a variety of foods is the biggest advantage to the customer and they can choose food from their favorite restaurants. Most of the customers choose online food ordering for quick delivery while ordering delivery time will be given.

1.10 4 P'S of Swiggy, Zomato and Uber Eats Service Marketing

4 P'S of Swiggy Service Marketing:

Product

Swiggy is one of the most popular delivery company to supply food and beverage to its customers. Customer ordering and delivery the food becomes a hassles free option because of Swiggy. The company has 12000 restaurants on its platform (Bhasin,2019). And they receive seventy thousand orders on a monthly basis.

Place

Swiggy has its headquarters at Bangalore and corporate office at Hyderabad and Gurgaon in Haryana. Swiggy takes order for food delivery from listed restaurants on its portal (Bhasin,2019). Swiggy has a strong and widespread distribution network. Nearly 13000 employees are working on the field. Swiggy has taken the help of a social media platform like Twitter, Facebook, Instagram, and YouTube.

Price

Swiggy has tie-up with restaurants and they charge minimum of 15%-25% as a commission from restaurants. This commission charge has helped in increasing its distribution channel. And they also charge a minimum delivery fee form their customers.

Promotion

Swiggy adopted several plans to create future brand awareness. Word of mouth publicity and customer is the greatest advertising tool. They update offers on the page.

4 P'S of Zomato Service Marketing:

Product

While ordering Zomato provides with restaurant details, their image, charges, list of options and even gateway for customer feedback. The main service in the marketing mix includes point of sale (POS) system, restaurant search, and delivery, white label app. White label is the product or service produced by one company and it is used by another company. Zomato ties up with 1.5 million restaurants across all the countries where it operates.

Place

Zomato is an online service; it is available in 25 countries which includes India, Australia, USA, Chile, Malaysia, UAE, Portugal, South Africa and many more. Its app provides various languages to its users like English, Italian, Spanish, Portuguese, Turkish, Slovak, Indonesian, Polish and Italian. Their headquarters at Gurgaon, Haryana, India. In India nearly 2500 employees are working on the field. Zomato has taken the help of social media platforms like Twitter, Facebook, and Instagram.

Price

Zomato did not charge for the restaurant to place their details on the Zomato website. Restaurant advertising on the Zomato website is the main basis of their income. Advertising includes a banner of a restaurant which gives maximum visibility of the users. In percentage revenue restaurant advertising includes 85%, event advertising includes 5%, and event ticket sales include 10% of the revenue.

Promotion

Zomato uses its strategy as a content marketing strategy. Content marketing aims to advertise through images. They focus on all segments of people. Zomato has interlinked with Paytm.

4 P'S of Uber Eats Service Marketing:

Product

Uber eats provide the best possible quality product to its customers. They provide their online food service on the world level. Globally they tied up with 1, 60,000 restaurants but in India, every added nearly 100 restaurants. Recently Uber eats tie-up with coffee day coffee to create India's largest virtual restaurant network, which is announced by Press Trust of India (PTI) in The Economic Times.

Place

Uber eats opened in 20 different countries including India. It is an American company that has 4,00,000 delivery partners, in India it has 4,500 delivery partners, and it is available in North America, Europe, Australia, New Zealand, Asia, and African continents.

Price

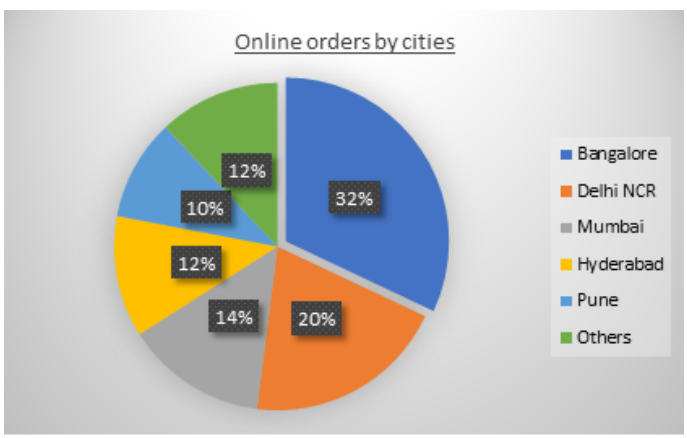
Uber eats charge minimum of 25-30% as commission from restaurants and drivers also pay 30% service fee to Uber eats. Pricing manager of Uber eats helps to set long term strategies to sustain in the market.

Promotion

Uber eats in India is developing quickly, offering the accurate discounting to achieve the objective of both restaurant partners and Uber eats itself.

1.11 Indian Online Food Delivery Growth Rate

The Indian online food delivery industry is growing rapidly. Indian online business reached USD 750 million in 2017. According to RedSeer analysis in 2017, they have taken the study area of top 5 cities throughout India, Bangalore is the leading position with 32 percent of share through online food business, Delhi gets the share of 20 percent, Mumbai gets 14 percent, Hyderabad gets the share of 12 percent and Pune gets the share of 12 percent.

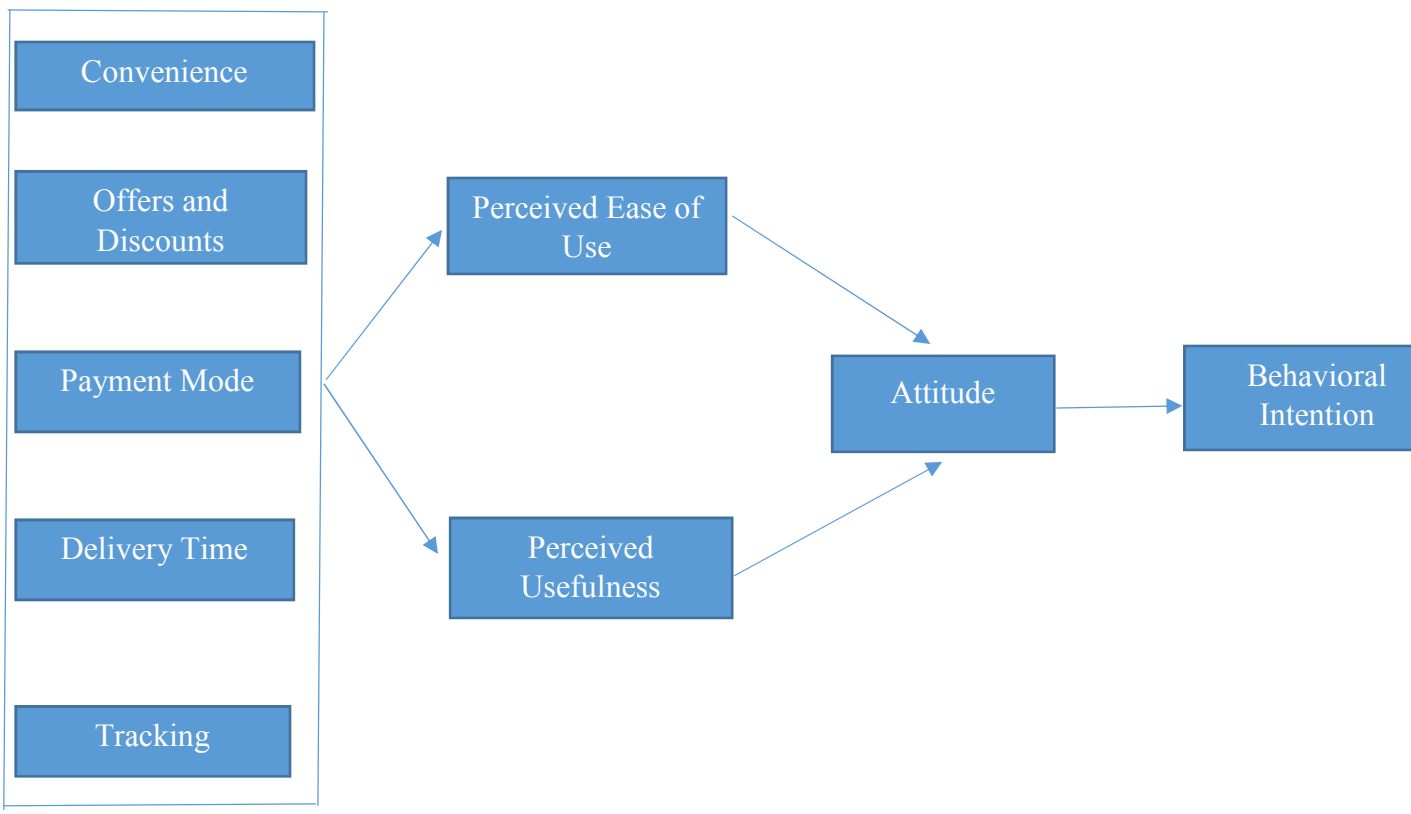


Source: IAMAI. RedSeer Analysis

According to the study of PTI in March 2019, 84 percent of individuals said it is a hassle-free and time-saving and 78 percent of individuals order food online because of convenience. This study said meals are the most preferred food online; card payment is the most preferred mode of payment. Compare to other cities Bangalore gets the highest number of online orders, with market share of 20 percent, followed by Mumbai gets 18 percent, Pune gets 17 percent, Delhi gets 15 percent and Hyderabad gets 12 percent (PTI, 2019). According to the research of The Hindu Business Line, the Indian online food ordering market grow at CAGR (Compound Annual Growth Rate) of 16.2 percent at $ 17.02 billion by 2023. In February 2019, National Restaurant Association of India (NRAI) demanded the code of conduct be put in the place of online food aggregators like Swiggy and Zomato which have distorted the market with deep discounts and

offers. In January 2019, 500 restaurants and hotels in Ahmadabad backlisted Swiggy for its poor business practices. Subsequently, this boycott was extended to Zomato (Staff, 2019).

1.12Conceptual framework



Convenience:

Convenience means how conveniently customer use this online food ordering service. It includes It is easy for me to order food online, It is comfortable as I get connected with various restaurants and eat outs, Door step delivery is convenient for me.

Offers and Discounts:

It means how customer feel about offers and discounts provided by online food service providers. It includes I get offers and discounts when I order through Apps, I enjoy more offers and discounts based on my usage, I enjoy offers by referring the service to others.

Payment Mode:

Payment mode means whether customer satisfied with the mode of payment while ordering their food in online. It includes There are various payment modes available, I can make cash on delivery also.

Delivery time:

In online food service, delivery time is an important factor to satisfy the customer. It includes Delivery time is scheduled and intimated at the time of placing orders, Delivery time is as promised.

Tracking:

Tracking means whether they have tacking habit while ordering food in online. It includes I can track complete details of my order, I can track the delivery status, I can track the time of arrival of food.

Perceived ease-of-use:

Perceived ease-of-use represent the individual believes that by using an online food ordering service. It includes an online food ordering service that is easy to use, online food ordering service is easy to understand, online food ordering service is simple and using online food ordering service can be easily skillful.

Perceived usefulness:

Perceived usefulness classified individual perception towards online food ordering service. It includes online food ordering service that is useful for the purchase of food, online food ordering service makes the purchase of food easier, online food ordering service makes the purchase of food more convenient and online food ordering service makes the purchase of food faster.

Attitude:

Attitude shows the customer approach towards online food ordering service. And it includes I think that online food ordering service is a good idea, I think that online food ordering service is beneficial for me and I have a positive perception of using online food ordering service.

Behavioral Intention:

Behavioral intention represent the intention of the customer about online food service. It includes I intend to use online food ordering service frequently, I intend to use online food ordering service more than any other app and I intend to strong recommend my friends to use online food ordering service.

1.13 STATEMENT OF THE PROBLEM

Customers are the backbone of all business. In past research they took only relationship between restaurant partners and online food providers in market. And they has not considered any particular online food providers which is available in the market. But in present research consider top three apps which is available in Coimbatore city. And this research consider, customer preference towards online food providers and in what basis customer prefer particular online food providers.

1.14OBJECTIVE OF THE STUDY

- To analyze the impact on various factors and perceived ease of use
- To analyze the impact on various factors and perceived usefulness
- To analyze the impact on perceived ease of use and attitude
- To analyze the impact on perceived usefulness and attitude
- To analyze the impact on attitude and behavioral intention
- To analyze the relationship between behavioral intention and demographical factor

1.15 HYPOTHESIS

H_0 There is no significant relationship between dependent variable (Gender) and independent variable (Behavioral intention)

H_0 There is no significant relationship between dependent variable (Family type) and independent (Behavioral Intention)

H_0 There is no significant relationship between dependent variable (Preference to Order) and independent variable (Behavioral Intention)

H_0 There is no significant relationship between dependent variable (Age) and independent variable (Behavioral Intention)

1.16 SCOPE OF THE STUDY

The study is basically conducted to know the preference of the consumer based on online food ordering apps. The preference of the consumers may vary from customer to customer. From this study, we can have a better understanding of online food ordering service and consumer preference regarding online service providers in Coimbatore city and will get to know the behavioral intention of the consumer. The outcome of the study may help the online food ordering providers to fill up the gaps in their services.

1.17 LIMITATION OF THE STUDY

The limitations of the present research are:

- The research was narrowed to online food ordering service in Coimbatore city.
- A sample size of 282respondents has been taken for the research.
- The research is based on the preference of the consumers and not on the restaurant side.
- The research includes only the top three apps available in the market.

CHAPTER – II

REVIEW OF LITERATURE

2.1 Introduction

Reviews are taken by different locations throughout the world. The authors set a range of objectives shows a variety of results. Reviews regarding consumer perception, consumer preference, customer feedback, an expectation of customer, customer loyalty and trust, website quality, web site trust, software architecture and service automation. A choice of review as follows:

CONSUMER INTEREST IN ALTERNATIVE FOOD DELIVERY SYSTEMS: RESULT FROM A CONSUMER SURVEY IN NEW JERSEY by Ferdaus Hossain and Adesoji O. Adelaja (2000) found that consumer interest in alternative food delivery system. The survey instrument focused on the socioeconomic characteristics of the respondents. These include selection, low prices, quality of service, convenience (that is, proximity to home or workplace), and location (proximity to other stores of interest). The results of this study are considerable interest among consumers in AFDSS, as indicated by the percentage of respondents who revealed a high interest in one or more of the four different food delivery mechanisms analyzed in this study. However, convenience has to be combined with the quality of products and services, and competitive pricing.

ELECTRONIC COMMERCE AND TURKISH PATTERNS OF ONLINE FOOD DELIVERY SYSTEM by Mehmet (2007) found that the purpose of this study was to define the electronic commerce and virtual organizations of online food delivery. Turkish local food delivery businesses work in general on the phone call system, hardly giving a reliable marketing posture. The online food delivery businesses have firstly changed their order taking models, transforming it into written formats through electronic mail systems. In recent years, online food delivery web sites have become widely used in Turkey. Result of this study, online food delivery firms in Turkey, which is on the way to become a full member of the European Union and Turkish fast

food sectors and its likely contributions to sustainable tourism developments and solution proposals.

THE APPLICATION OF WIRELESS FOOD ORDERING SYSTEM by Khairunnisa K, Ayob J (2009) found that to design and implement data access point and client application for food ordering based on web-based application or internet. To develop online food ordering system using a suitable interface with the computer. The system design of this project includes System architecture, hardware, PDA, visual basic, centralized relational database, back end application software. This project has provided a client/server application for the food ordering system and was successfully built using visual basic 6.0 software. It provides a more convenient accurate method for staff in the restaurant since orders are transferred to the server in the kitchen immediately and displayed to the chef for future purposes. Apart from using an internet application, it can be extended using Bluetooth technology, thus making the application more basic and strong.

THE CURRENT STATE OF ONLINE FOOD ORDERING IN THE U.S RESTAURANT INDUSTRY" by Sheryl E.Kimes (2011) found that online food ordering is growing popularity among both consumers and restaurants because it can benefit all concerned. Consumers are embracing online ordering because of its ease, speed, and precision, while restaurants see the potential for increased revenue and fewer errors—and they are responding to obvious consumer demand. Overview of online ordering and its current adoption in the largest 326 restaurant chains in the U.S. They concluded that online ordering has been adopted by about a quarter of restaurants that offer delivery and takeout, based on this set of respondents. Online ordering users have been pleased with the technology and all indicated that online ordering has met or exceeded their expectations on ROI. The proven ability of online ordering to increase order frequency, order volume and average check in conjunction with its ability to lower labor costs offer great potential for the restaurant industry—and almost certainly will become a feature that most customers expect to have available to them.

A STUDY ON TAM: ANALYSIS OF CUSTOMER ATTITUDES IN ONLINE FOOD ORDERING SYSTEM by Serhat Murat Alagoz (2012) found that there are more than 1.46 billion internet users around the world and the number is growing rapidly day by day (Internet World Stats, 2009). Online shopping is a new developing business, by which customers are able to reach the products on internet as well as sellers can reach to customers in the same way. Their conceptual framework are perceived ease of use, perceived usefulness, innovativeness, trust, attitude towards online food ordering, external influence. They conclude that analysis of the data gathered by questionnaire university students, all of our six hypotheses are supported. Despite the fact that this study gives us an idea about the factors that have influence on attitudes of potential customers for the latter studies, the main limitation is the employment of a student sample which prevents the generalizability of the results due to its lack of representativeness. Therefore, the further studies should employ representative samples to replicate the confirmed relationships in the model.

A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS RESTAURANT IN DEHRADUN CITY by Neha Joshi (2012) found that the Indian Food Market Monitoring Report 2002/03 showed an increasing trend for dining out as a result of higher incomes, anincrease in the Dining out is an important part of the lifestyles Indian number of working women, changes in consumptions patterns, and changes in household size and composition (Nimmo-Bell Company Ltd, 2002 India are also facing the pressures of time, particularly in those households with women in the workforce (Nimmo- Bell Company Ltd, 2002). Their objective is to identify the factors that influences the decisions of consumers Preference towards restaurant. To determine the most important factors that affect consumers' choice and satisfaction towards restaurant. To examine the consumption pattern in restaurant. Choice factors based on their demographic characteristics and dinning occasion. To study the opinion about the service in restaurant. They conclude that majority of people are male who visit to restaurant, and mostly are youngster, their qualification are post graduate income level of respondent is good they mostly visited in restaurant in a week and from the data majority of people like to vegetarian, and around 67% are go for dinner its show the majority of people who visit have to

take dinner Quality and taste are the two major factor consider by the respondent in selecting a restaurant ,so the restaurant owner, s should not compromise on these aspect at any cost.

DEMAND CREATION OF ONLINE SERVICE FOR B2B AND CONSUMER MARKET – FOOD DELIVERY IN VIETNAM by Doan Ngoc Ha *(2013)* found that electronic commerce was here for few decades and Internet-based business became the backbone in many economies. E-commerce helps small and medium size enterprises to develop faster and increases the number of online shoppers. The application of electronic commerce is becoming popular. It is no doubt that e-commerce is gradually replacing traditional business in a better way, such as removing the limitation of time and improving the company's efficiency and competitiveness. Customer perception has been discussed, changes the way product values are perceived within customers' minds. Therefore, firms need to understand how their products and services are evaluated from the customers' perspective. It includes a source of value-customer value- perception-culture-holistic marketing-customer. They concluded, there are a lot of challenges that need to be solved. In which, most of the challenges are mainly related to the behavior of customers which is similar in several factors between studied countries. Other reasons include accuracy- and trust-related issues, and poor knowledge about service's functionality. The increasing competition in the market is also a factor that increases the awareness of customers regarding this service.

CLOUD-BASED SHARED FOOD ORDERING SYSTEM WITH CONTEXT AWARENESS: A LOCATION BASE SERVICE APPROACH by Kamran Ahsan (2013) found that study aims at cloud-based shared food ordering system with context awareness: a location-based service approach. Location Based Services are becoming a vital part of everyone's life. As smartphones are getting cheaper, they have become common and easily available within the reach of a common man. The result of this paper is to get aid from location-based services using a cloud-based mobile application. Users can place food orders in a similar way as they do, when meet on lunch/ dinner at restaurants, by just using a mobile application. On the other hand, food service providers need to maintain only one copy of their menus and use it everywhere on the web.

TO STUDY THE CUSTOMER PERCEPTIONS OF ELECTRONIC FOOD ORDERING by Mathews Joao Chorneukar (2014) found that customer's perceptions and knowledge of Electronic food ordering that influences their buying decisions. Non-probability sampling is used; random customers within the area of Bangalore city, 100 data's are collected from both male and female. Nearly 90 percent of the respondents found electronic food secured. Respondents were significantly more satisfied with online food ordering. Male respondents are more likely than women to use or recommend online ordering food as most of them were working in the IT companies. Most of the respondents even today use the telephone as the main source of Communication to use electronic food ordering. Respondents between the ages of 31-35 years ordered electronic food more. The analysis found that there was a lot of demand for cash on delivery.

DIGITAL TABLE BOOKING AND FOOD ORDERING SYSTEM USING ANDROIDAAPPLICATION" by V.B.Dhore, SurabhiThakar (2014) found that over the years, technology has tremendously revolutionized the food industry. Traditionally, to dine at a restaurant, the customer needs to directly interact with the waiter to place an order. Further, the customer needs to wait for a while to get the food served. However, today's era is witnessing people engaged in something or the other all the time. Customers are also demanding simplification of tasks in almost every field, from shopping to buying cars to booking movie tickets, cabs, etc. While dining at a restaurant, certain obvious inconveniences are faced by regular customers. Conclude that they present an automated food ordering system with features of feedback and wireless communication. This system is convenient, effective and easy thereby improving the performance of restaurant staff. It will also provide quality of service and customer satisfaction. And they proposed system would attract customers and also adds to the efficiency of maintaining the restaurant's ordering and billing sections.

MOBILE FOOD ORDERING APPLICATION USING ANDROID AS PLATFORM by michael yosep ricky (2014) found that this study aims at mobile food ordering application using Android OS platform. Features that are needed in the application for the customer are a new order, order history, restaurant profile, order status, profile setting, profile, order, menu, and courier. Features that are needed in the web site for admin are resto, order, menu, courier, and customer. Food applications can help the customer in making an order easily. Pick the food application gives the information needed in making an order to the customer. Food website application made for restaurant receiving order and modifying data. The application made for a courier can help courier while doing delivery.

INTEGRATION OF TOUCH TECHNOLOGY IN RESTAURANTS USING ANDROID" by Sushmita Sarkar, ReshamShinde (2014) found that business in the hospitality industry has been greatly influenced and competition has increased due to improved food ordering techniques. The biggest obstacle most restaurants face is the migration from a paper-pencil system to a completely -automated touch-screen system. Although this system was simple it required extensive investment in the purchase and storage of paper, large manpower and also was prone to human errors and greater time consumption. In order to overcome these limitations in the manual system, some systems were developed later like PDA based systems and multi-touchable restaurant management systems to automate the food ordering process. Conclude that compare the major automaton tools in the Restaurant sector namely, the PDA based System, Q ORDER system and Android-based system. The GUI of Android applications is more attractive and informative than the PDA and Q ORDER systems. The processing speed of the Android system and Q ORDER system is almost the same whereas the PDA based systems are slower than the other two systems. Therefore, it is clearly visible that Android-based systems are the cheapest automation solution for restaurant owners.

AUTOMATED FOOD ORDERING SYSTEM" by Patel Krishna M, Patel Palak P (2015) found that Restaurants are one of the favorite premises with no regard to the actual reasons for visiting restaurant; customer will make an order and wait for the orders meals. The food ordering system is a computerized system that applies in a restaurant ordering service. This system involves four subsystems, which waiter, cashier, kitchen and web service system. And the system includes two clients are, PC client and mobile device client. Features of tablet: Allow the customer to browse the food items for the time. Customer to browse the food item the way the customer wish. Customers can enter feedback about the service. This helps restaurant owners to analyze the service and can change if needed. Conclude that system would attract customers and atomized system will reduce confusion at food pick up counters. The efficiency of maintaining the restaurant ordering and billing sections.

PROPOSED SYSTEM FOR TOUCHPAD BASED FOOD ORDERING SYSTEM USING ANDROID APLICATION" by KirtiBhandge, IITejasShinde (2015) found that basic problem in the food service industry is that restaurant are not realizing efficiencies that would result from better applications of technology in their daily operations. This system is simple it may involve human errors in noting down the orders. The food restaurant with an automated food ordering system will be equipped with a user-friendly touch screen, the display screen in the kitchen and software for completing the process at the backend. Conclude that by implementing this system, it will minimize the number of employees at the back of the counter. There are lots of orders in the restaurant; this is possible for human errors during orders taken. The system will avoid long queues at the counter due to the speed, it also available 24 hours for 365 days.

KEY SUCCESS FACTOR OF ONLINE FOOD ORDERING SERVICE: AN EMPIRICAL STUDY by Zulkarnain Kedah (2015) found that how website quality consisting of information quality, service design? How is service quality consisting of delivery? Website trust in the relationship between website quality and customer satisfaction. Customer satisfaction on the relationship between service quality and loyalty. The respondents were chosen because of their easy access to several online food ordering companies operating nearby such as Pizza Hut, McDonald's, Domino's, Nando's, Papa John's and Room Service Deliveries. They have collected 600 undergraduate students of the Kulliyyah. The results of the study provide support for the positive relationships between website quality and web trust, service quality and satisfaction, web trust and loyalty, and satisfaction and loyalty. Therefore, this study offers several important findings, summarized as follows: Information quality has a positive impact on web trust which is consistent with the study. Website design has a positive impact on website trust.

IMPLEMENTING CUSTOMIZABLE ONLINE FOOD ORDERING SYSTEM USING WEB-BASED APPLICATION by VarshaChavan, PriyaJadhav (2015) found that online food ordering method food is ordered online and delivered to the customer, this is made possible through the use of electronic payment system. The payment can be done through credit, debit card and cash on delivery. In today's life, many restaurants have focused on quick preparation and speedy delivery of order rather than offering a rich dining experience. The main advantage of this system is flexible and it greatly simplifies the ordering process for both the customer and the restaurant. To make provisions for obtaining feedback from the customers and provide the restaurants a means of a review of their service. This project consists of four main modules are user tablet, manager tablet, kitchen display, and SMS integration. Instead of using PDAs to interface with the customer, using a smart phone-tablet to provide an interface for the customer to view or order menu. This system is convenient, effective and easy, so that is improving the performance of the restaurant also.

IMPLEMENTATION OF E-FOOD ORDERING SYSTEM" by Shreya Choudhari, AnkitaMhatre (2015) found that In tradition way of ordering foodies that the customer enter the restaurant/café/canteen wait for some times. Android application which must be installed on the customer by Smartphone's/tablet. The orders can be placed using either the restaurant Wi-Fi or the customer cellular data network. The customer can pay for orders of food by credit/ debit, online wallet, ATM card, etc. Once the transaction is successfully completed, SMS will be sent to the customer's phone. The system front end developed using JAVA, HTML and the back end is PHP, WAMP AMD MY SOL. The system architecture consists of three main components are server, application and kitchen display. In server links all the components of the system which ensure that the system works effectively. Application development is convenient, effective and easy to use. In the kitchen display, when the order is confirmed the details of the order are displayed in the kitchen. Once the order is ready, the chef notifies the customer. Conclude that by combining Android and wireless technology, an automated food ordering system is convenient, effective and effortless to use. It addresses many issues in the food ordering process and restaurant management by reducing the time taken for the customer to place and receive their order.

A PROPOSED SYSTEM FOR TOUCHPAD BASED FOOD ORDERING SYSTEM USING ANDROID APPLICATION by KirtiBhandge (2015) found that the basic problem in the food service industry is that restaurants are not realizing efficiencies that would result from better applications of technology in their daily operations. The earlier food ordering system was entirely a manual process which involved waiters, pen and paper.Now when the customer enters the restaurant, customer will place his order with the help of the touch screen using the intuitive graphical user interface, right from the selection of menu items, confirming the order and viewing offers. The customer will select from the food options according to his choice and the system will display the payment amount customer has to make once finished with the order. They concluded that by implementing this system, it will minimize the number of employees at the back of the counter. Also the system will help to reduce the cost of labor. As there are lots of orders at the restaurants, there is possibility of human errors during calculations or taking orders.

By using this system, such type of errors can be eliminated and controlled up to some level. But by using this system it will be less probable to make such mistakes. Addition to this, this will avoid long queues at the counter due to the speed of execution and number of optimum screens to accommodate the maximum throughput. And last but not the least the system will be available 24 hours for 365 days, because the machine is not going to take any sick or vacation leave.

ZOMATO-MARKET AND CONSUMER ANALYSIS" by Aniruddha Deshpande (2016) found that Zomato is an online website that provides restaurant search and discovery service. It provides its customers with a platform to evaluate choices for great places to eat. It has set foot on 22 countries including India. The Gurgaon headquartered company Zomato was named among the top 25 most promising internet companies in India by Smart Techie Magazine. Because of its consistent performance and success, it has been successful in getting regular investments from Info Edge (India). The five force analysis include Rivalry among existing competitors, threats of new entrants, bargaining power of buyers, the threat of substitute products or service, bargaining power of supplier. They concluded that Zomato has been able to do learn and grow in the market at a very effective speed; the learning curve for any new entrant into the market will be very steep. Results indicate that the users of Zomato are enjoying the services being offered. Zomato is meeting its purpose of ensuring that its users do not have to go hungry. It is guiding patrons to places to have food.

FOOD ORDERING SYSTEM FOR RESTAURANTS USING ANDROID by PravinAdivarekar, AmoghDalvi (2016) found that aims at increasing the quality and speed of service. This system also aims at the increasing attraction of place for a large range of customers. Due to a digitalized system, the risk of manual errors is eliminated, thus eliminating the communication barrier. The tablet displays all the information the customer needs to know about the order he has placed. The need for tablet food ordering is analyzed and its advantages over the traditional food ordering system in restaurants are studied. The proposed tablet food ordering system is time-saving and error-free as compared to the traditional system.

CUSTOMER PERCEPTION AND SATISFACTION ON ORDERING FOOD VIA INTERNET, A CASE ON FOODZONED.COM, IN MANIPAL by H.S Sethu (2016) found that To examine the customer behavior and customer satisfaction with reference to buying food online in Manipal. The descriptive observational method, case studies, and survey methods are used. The data was analyzed from the following detail are respondent's profile, customer perception analysis, customer satisfaction analysis, and responsiveness, reliability, and consumer behavior. The analysis of the respondents' profile shows that 61% of them were male and the remaining were females. 67% of the respondents found it easy to access the internet and 59% were knowledgeable about purchasing on the internet and 33% were using the internet for buying online food for the past 3 to four years. 47% of the respondents bought food online for at least twice a week.

AN ONLINE FOOD COURT ORDERING SYSTEM" by Sainath Reddy k, Chaitanya KGK (2016) found that the Online Food Court Ordering system to promote a greater count of food lovers to splurge into the field of Restaurant was the objective of this study. This particular system provides the benefit of the easy ordering process online from anywhere along with ample choices for the customers in less time and less expenditures. The user should register in the system to avail of the utility. Users will be able to select their preferable food items from the existing E-menu card and order their requirements online. Users will receive an onscreen presence of the selected items immediately after item selection. They concluded that an online system for ordering foods with a real-time feedback system from the customers. The ultimate objective of developing this system is to increase the performance of regular employees in a restaurant. This approach will definitely give a positive impact on the service quality provided in a restaurant as well as customer satisfaction. Possibilities are there for upgrading the system with registration and linking multiple restaurants and food courts and provide an excellent dining experience to the connoisseurs.

FOOD ORDERING SYSTEM USING MOBILE PHONE" by Leong Wai Hong (2016) found that this project works is aimed for developing an efficient food ordering system that can be used in the food & beverage (F&B) industry which can help the restaurants to quickly and easily manage daily operational task as well as improve the dining experience of customers. The system will become an important tool used for the restaurant to improve the management aspect by utilizing a computerized system to coordinate each and every food ordering transaction instead of the traditional method. System design on food ordering system using a mobile phone: computer side-welcome screen, login promote, open scale, place of order, submit the order, verify the order. Conclude that the advancement and innovation of technology help people to manage their tasks easily and efficiently. At the end of this project, the system can reduce and replace the human manpower task, reduce the time consumed for each transaction and generate a report for further management purposes by fully utilizing the system. On the other hand, technology nowadays allows the portability requirement easy to achieve. Therefore, portability has become one of the factors that have to take into consideration in the system development process.

A REVIEW PAPER ON SMART RESTAURANT ORDERING SYSTEM by Shraddha G. Malaviya (2016) found that the advancement in technology has greatly influenced the business transactions. The adoption of digital technology has led to automation in the hospitality industry. Businesses in the hospitality industry such as restaurants can be improved with the help of digital systems. The competition in the restaurant business has increased with the advancements in food ordering techniques. This project aims to automate the food ordering and billing process in the restaurant as well as to improve the dining experience of customers. The traditional food ordering system is entirely a manual process that involves waiters, pen and paper. The customer has to wait for waiters to take the order. There is a great advancement in technology due to its features like low cost and ease of use. This technology allows us faster and more convenient access to the world. Restaurant automation is a revolutionary concept & is sure to take people by surprise. This system is convenient, effective and easy thereby improving the performance of the restaurant's staff. It will also provide quality of service and customer satisfaction.

OUTSOURCING TO ONLINE FOOD DELIVERY SERVICES: PERSPECTIVE OF F&B BUSINESS OWNERS by Goh See Kwong (2017) found that technology has also contributed to the changes in consumer preference as their dependence on technology has moved them to do everything online including getting cooked meals delivered to their doorstep. In other words, modern and young consumers may be labeled as lazy for depending on technology and convenience. The qualitative research method was used in this research as it provides a more complex textual descriptive on how people experience a given research topic. This method is also used to collect information and opinion of individuals on their personal and unique viewpoints on a topic. Conclude that findings assert that the increase of revenue, exposure, and convenience have the most significant impact on the decision made to outsource to third-party online food delivery service. It is also believed that online delivery service plays a big role in enhancing customer satisfaction and experience through the various method of payments, the availability of rating and reviews and minimal human interaction.

TABLE TOP FOOD ORDERING SYSTEM" by ParthHursale, GirishRaut, OmkarAmbokar (2017) found that Aim of implementing the table top food ordering system is to make the whole process of food ordering in hotels atomized and also providing comfortable and easy service to the customer. Another aim is to reduce manpower in hotels. This is done by the system by directly placing the customer order from the system. The existing system takes a lot of time to place the order as the order is taken manually from the customer with the help of a waiter. Technologies used: Android XML, JAVA, MY SQL AND PHP. Conclude that tabletop food ordering system with real-time customer feedback. This system is convenient, effective and easy thereby improving the performance of the restaurant. It will also provide quality service for customer satisfaction. The overall conclusion is that a fabulous food ordering system for the restaurant sector, made by combining Android and wireless technology.

SURVEY OF DIGITAL FOOD ORDERING SYSTEM BESIDE ON ANDROID SYSTEM FOR RESTAURANT" by SonalDimbari, AishwaryaKumbhakarna (2017) found that Standard of living people has developed with rapid economic and technology. By using technology our life becomes easier and convenient and almost every field of technology has developed. In adopting new technology the food industry still lags behind as compared to other technology especially automation in different processes. After many years restaurants and hotels follow a completely manual process of paper and pen system in food ordering. In the model of traditional system paper and pen method, the waiter writes the orders from customers, takes these orders to the kitchen, This Standard of living people has developed with rapid economic and technology. They concluded that the proposed system brings advancement automated in the field of the food industry by automating the system through wireless and mobile technology. It has the potential to attract customers to his restaurant and changing their dining experience in an efficient way. The idea can be improved to add extra functionality of accepting payments through debit cards, credit cards or through mobile wallet, in the customer's app. It can also be extended to accept the food items ordered by customers from outside the restaurant and hotel by making an application that can be used by the customers to place orders from their office and home.

A STUDY ON CUSTOMER ATTITUDE AND PERCEPTION TOWARDS DIGITAL FOOD APP SERVICES" by NehaParashar (2017) found that in today's world service sector contributes 64.80% in GDP. Their research indicates that online penetration of the total food-delivery market broke 30 percent in 2016. It is also believed that the penetration rates will grow further as the market matures, eventually reaching 65 percent per year. As per another research the perceptions of the user regarding the service quality of ZOMATO is less than his expectations of what an excellent service should be. So, ZOMATO cannot be categorized an excellent service provider as per the responses we have received from the users. Their objective is to analyze factors affecting attitude of customers regarding food delivery apps. To find the most popular app in the digital food delivery app. To analyze the relationship between food delivery app and the facilities provided by the same. They conclude that firms must also make sure that the apps are comfortable and user friendly. The special apps are a convenient way for the consumers to place

orders and for the company to attract further more consumers but the comfort of usage must be given a higher preference.

ONLINE FOOD ORDERING SYSTEM" by AbhishekSingh,Adithya R, VaishnavKanade (2017) found that the Food industry has always been a profitable industry not only for manufacturers, suppliers but also for the user and distributors. Food can be ordered online is a Hassel free manner through our proposed system from restaurants as well as mess service. Customers can also track their order and rate the food items over the feedback system provided by the system. This system is flexible for customers to order their food from their own place. There will be no limitation on the amount of order. It concluded that based on the application orders are made easily. Information needed while order by the customer is provided by the system. Receiving order and modifying its data is possible through the application and it also helps admin in controlling all the food system.

FOOD FINDER – MOBILE FOOD ORDERING APPLICATION by Ashish Rathod, AbhijeetKhadke (2018) found that over the year, technology has tremendously revolutionized the restaurant industry. Most of the innovation has been with a point of sale operations there is a famous saying that "people eat with their eyes". Simplicity and ease of access to a menu are the main things that facilitate ordering food in a restaurant. Conclude that Therefore, the need for online food ordering application is analyzed and their advantages over the traditional food ordering system in the restaurant are studied. The proposed online restaurant system time-saving and error-free as compared to the traditional system. The restaurant food ordering application can handle the billing hence it is the modern way to grow up the business using E-commerce. The idea of an advanced e-restaurant can also be extended for the future using a GPRS accessible module.

AN ANDROID BASED ORDER PLACEMENT SYSTEM FOR RESTAURANT" by Tanya GatituMunene (2018) found that in the past five years, there has been tremendous growth in fast food eateries worldwide, especially in a developed country. The research found that 82% of consumer places their order manually and similarly, 85.7% of sellers process the data manually by writing on a piece of paper and they later transfer this data to their respective applications or system. This technology minimizes time, wastage in the restaurant and helps to eliminate the issue of mistaken orders. Conclude that solution enables customers can able to make their food orders from their home, it reduces the paperwork, transaction error, and queues in the restaurant, while at the same time introducing excellent benefits including reporting/analytics capabilities. The tools used to meet all the requirements and allowing the delivering of the solution on time. In the future, there can be a version that runs on USSD. Additionally, we could incorporate more payment processing channels use in various countries, so that a wider range of options are available for restaurant customers.

A WEB AND MOBILE BASED ORDERING SYSTEM FOR FOOD BUSINESS" by Daisy Jane N. Densing, Bryan M. Gamutin (2018) found that Evaluation of the technology has been relevant in our everyday lives. Today when people want to gather information about anything it just a click away when searching the web. Online is the new trend due to the vast number of resources that it provides, people are turning to the internet for fast and easy access to any information. In marketing ideas and strategies are evolving. Considering the growing market for advertising on the internet, this reaches thousands of potential consumers. The objective of this study is to analyze, design and develop web and mobile-based ordering system. They concluded that the proposed system is very helpful to the food business as well as to the customer. Food businesses can improve their ordering system since they don't have to answer calls from customer, they just have to view the orders placed and process. This will also enhance its operational activity, marketing techniques, and productivity. Food orders are made simple, faster, and easier for they can order food through an online site, Face book and mobile.

A STUDY ON VARIOUS FOOD ORDERING APPS BASED ON CONSUMER PREFERENCE by I.Karthika, A.Manojanaranjani (2018) found that e-commerce sector in India is rapidly growing at a very quick pace in the new days and up to this present day. The convenient, needs, wants and comfort of the consumer and their buying behavior and the process of buying is the source of the relentless growth of e-commerce. Online grocery shopping is among the most popular activities of the internet. The objective of this study is to rank ordering food apps based on consumer preference. Data collected in the period of June 2018. The location of the study was confined to Coimbatore city. The research has selected 234 samples from a purposive buyer and 234 samples from the impulsive buyer as the sample size. In both case buyers, the first preference was given for the purchase of ordering food through Swiggy online whereas the final ranking was given to enjoy food and others. Conclude that online food ordering is at the fingertip of the consumer. It gives a different experience and consumer can make the food ordering more fashionable over the internet as they getting used it and becomes more enjoyable and easier.

CONSUMER PERCEPTION ON ONLINE FOOD ORDERING by Suryadev Singh Rathore, Mahik Chaudhary (2018) found that today the business of food delivery service is one of the fastest growing segments of e-commerce. The major difference between traditional and online food ordering is the extent of interaction between the consumer and the seller. E-commerce has made the interactivity with the consumer effortless in the form of helpline number and FAQ. Through helpline number and FAQs, the consumer questions on delivery, payment, products, policies and other customer concerns can be addressed effectively. The objective of this study is to identify the factors which influence the consumer to order food online. To know the consumer preference for online food ordering service providers. They conclude that the study reveals that mostly the youngsters are attached to the online food ordering and hence the elder people don't use this online service much as compared to the younger ones. The study highlights the fact that youngsters are mostly poised to use an online food ordering service. This study also reveals that the price of the products, discounts and special offers have the most influencing factor in online food ordering. The second most influencing factor is the convenience; the next most influencing factor is on time delivery.

FACTOR THAT INFLUENCES THE ATTITUDE AND BEHAVIOURAL INTENTION OF INDONESIAN USERS TOWARDS ONLINE FOOD DELIVERY SERVICE BY THE GO-FOOD APPLICATION by GagahTriyuniarPrabowo (2018) found that food delivery service is becoming more evolved since the emergence of various food delivery service providers through the internet and mobile apps. The value of the online food delivery service segment in Indonesia is estimated to reach the US $968 million in 2018, with annual growth rates at 17.7% in 2018-2022. This study is intended to examine the attitude and behavior intention that is formed among Go-Foods service user and also to examine the relationship between other external factors towards attitude and behavioral intention of the users. The research design was used to test come hypotheses and check the relationship between variables. The descriptive research approach was also used in this study, where the problems and phenomena that serve as the basis of this study have clearly stated in the research. This study was conducted using respondents in 10 cities in Indonesia, with the total respondent of 732. Conclude that most of the sample gatherers were also a college student with the age of 18-24 years, which may not fully represent the population. A future study might also develop the model to be more complex, as an example to fully utilize the TAM and IT continuance in order to check the attitude and intention of the service user.

CONSUMER PREFERENCE AND ATTITUDE REGARDING ONLINE FOOD PRODUCTS IN HANOI, VIETNAM by Anh Kim Dang, Bach Xuan Tran (2018) found that consumer preference and attitude regarding online food products in Vietnam. They have used STATA software to analyze employee data. Independent T-test and X2 tests were used to examine the differences in characteristics between people using and not using the Internet to seek food products. The result shows that a total of 1298 participants used the Internet, 61.1% were female and the number of females seeking online food services was significantly higher than the number of males that did (84.9% and 75.6% respectively). Most of the respondents had a high school education and above. In all, 35.9% were office workers and 21.3% were students. The total average monthly income was 5.4 million. Majorly influenced consumer behavior in purchasing online food products was convenience (69.1%), followed by price (59.3%). Approximately 46% of respondents selected food products based on their self-assessment in food hygiene, and the percentage of consumers.

INNOVATIVE STRATEGIES OF STARTUP FIRMS IN INDIA – A STUDY ON ONLINE FOOD DELIVERY COMPANIES IN INDIA by Vijayalakshmi Kanteti (2018) found that this study focused on successful Indian food tech companies like Swiggy, Zomato, and food panda. Technology and innovation are going to play a key role in the growth of the food sector. This technology provides significant cost and effective improvements for restaurant partners. Able to profitable, it is important for focus on building scalable revenue stream and capabilities with long term goals.

FACTORS THAT INFLUENCE THE ATTITUDE AND BEHAVIORAL INTENTION OF INDONESIAN USERS TOWARD ONLINE FOOD DELIVERY SERVICE BY THE GO–FOOD APPLICATION by Gagah Triyuniar Prabowo (2018) found that the ability of the internetfor searching information and comparing products encourages buyers to be smarter, thirstier (for information), have a more varied option, and prefer to get something faster, in terms of buying food. The growth of internet usage from year to year also encourages penetration of e-commerce that continues to penetrate various sectors. Food delivery services are becoming more evolved since the emergence of various food delivery service providers through internet and mobile apps. These results also show that post-usage usefulness has a positive and significant influence on attitude toward online food delivery service and behavioral intention toward online food delivery service. This concluded that there is a possibility for this case, that the attitude and behavioral intention of Go–Food apps may be influenced by another factors and variables outside this study. Moreover, the further research or study about this topic should consider another types and kinds of online food delivery service apps or media as the case study. Further study might also develop the model to be more complex, as an example to fully utilize the TAM and IT Continuance in order to check the attitude and intention of the service's user.

CONSUMER PERCEPTION TOWARDS 'ONLINE FOOD ORDERING AND DELIVERY SERVICES': AN EMPIRICAL STUDY by Jyotishman Das (2018) found that Technology has played a key role in revolutionizing the food delivery service, it has contributed to the changes in consumer preferences as their dependency of technology has motivated them to do everything online comprising getting cooked meals delivered to their doorstep.Convenience is the prime factor to the consumers, as to place an order is as simple as few clicks on any mobile devices. Objective of this study is to analyses, what are the various factors that influences the consumerstochoose online food delivery services. To analyses the most preferred online food delivery service portal by consumers. To know what are the factors that hinders consumers to use online food delivery services. Their findings are the factors that encourages consumers the most is Doorstep Delivery (Mean Rank #1) followed by Ease & Convenience (Mean Rank #2). Consumers are mostly influenced when they receive any Rewards &Cash backs followed by Location. Most preferred online food delivery service provider is Zomato followed by Swiggy. The factors that prevent consumers to use the online food delivery services are Bad Past Experience followed by Influence from friends/family. They concluded that Zomato has gained positive opinion of majority of the consumers in comparison to other service providers. It is mainly because of their better on time delivery and better discounts. Zomato has been in the first position in online food delivery service provider and if it includes the minor improvements, it will sustain its upper hand in forthcoming future.

CONSUMER PERCEPTION OF ONLINE FOOD DELIVERY APPS IN KOCHIN by Arji Mariam Jacob (2019) found that online food delivery is a service in which a store or restaurant delivers food to a customer through the restaurant's website. Many restaurants are witnessing an increase in business, as ordering food online becomes more and more popular across the country. An online food menu is created in each mobile application. Mobile applications like Zomato, Swiggy, and Uber eats provide the customers countless varieties of dishes from different nearby restaurants and customers can easily place the order. Their objective is to study the influence of online food delivery mobile applications on youth. To understand the factors leading to the boom of online food ordering system. To study the impact of online food delivery mobile apps on traditional way of food serving. To understand the psychological factors associated with the boom of online food delivery apps. To study the factors restraining the non-users of food apps.

They concluded that youngsters are more inclined to online food delivering system as compared to elder people. The study poses ease and convenience as the most influencing factor on online food ordering. The second most influencing factor is faster delivery and more restaurants option; the next most influencing factor is discounts and special offers. The study highlights that users often place orders on weekends and holidays. The most preferred meal of users is dinner followed by snacks. The study also reveals that Swiggy is the most preferred app among the selected food delivering applications. Even though a large portion of people in Kochi uses online food delivery applications, there, still, are people who do not use food applications due to health and quality concerns.

A STUDY ON CUSTOMER PERCEPTION ABOUT ONLINE FOOD ORDERING SERVICES IN AMRAVATI CITY by Ninad Gawande (2019) found that the application of technology in every business has grown up as excitedly as it made everything look possible. Electronic Info-medium especially the Smart phones have brought various dimensions of market place at once.Factors Driving Online Food Ordering business are Application designing & user interface, Interactive offers by various restaurants, Providing security, Providing secure payment system, Measurement of distances using maps, Estimation of service and delivery time, Packaging & Transporting Food, Using safe routes & equipment for delivery people, Retention of customer satisfaction, etc. Their findings are The Age Group between *20-25* years is mostly using Online Delivery Apps in the collected Sample. It has found that 65% of the user order 2-3 Times a Month. Among all of the Factors Considered for Attractiveness about Online Food Delivery System, 'Speedy Delivery of Food' seemed as highlighting one. Offer & Discount Schemes Promoted through Apps are the biggest factors of Motivation for frequent buying online. 87 % Customers would wish to again Order through Online Food Ordering App. Mode of Payment for Online Order Delivery is preferred as Cash on Delivery by 78% users. 64% Respondents Strongly Agreed that their Consumption of Food from Restaurants have increased due to Online ordering Facility availed through Apps. They concluded that Online Food Ordering System is new and many of the users specifically above 40 years of age are not familiar with the ease of ordering food online. Mostly students prefer to order food online instead of going out for lunch. They feel ease of Placing Orders and time efficiency as main reason to prefer it. People in Amravati City are not that comfortable with Digital Payment Platforms and prefer paying Cash.

Customers who wish to enjoy ambience of the restaurant hesitate to order food just for the sake of eating a meal.

AN ANALYSIS OF USER CONVENIENCE TOWARDS FOOD ONLINE ORDER AND DELIVERY APPLICATION by S. Preetha (2019) found that India has a rich tradition in home-made food industry. But the change in the work life has welcomed the food online delivery app. The popularity of m-commerce technology, which involves the payment via wireless devices has also enhanced the purchase intension of people, as it involves less time and effort. The digitalization has boosted the technology usage of Indians. Food is the biggest necessity of life and these online food order service lessens the efforts. The online food delivery seems to grow 30% over the normal food industry. There are many new entrants joining this segment day by day. The food tech is the burning talk in the town of start-up. The various food market players in India are Swiggy, Zomato, Food Panda, Fasoos, Box8, fast food delivery app etc. Their findings are from the empirical analysis; it is interesting to know that all customers who were analyzed are not inclined by the demographic variables like age, occupation and marital status towards their intension to order in FOOD app. This substantiates in alignment with the prediction of growth in FOOD app which is likely to happen shortly in few years. The quality of a FOOD Mobile App is measured by Service quality, information quality and system quality. The service quality of FOOD app is measured by on-time services, prompt responses, packaging, personalized and professional services. The information quality is measured by wide food product choices, update, attractive display and the accuracy of information provided. The system quality is measured using the ease in navigating the pages, clear layout and systems reliability. From the above analysis, we infer that the Mobile app quality has very strong positive association resulting in customer's intension to order in FOOD mobile app. If there is inefficiency in quality of FOOD mobile app, it would affect the customer's intention to order in the FOOD mobile app. They conclude that technology outreach along with good support of information quality, service quality and support quality has resulted in the positive outcome of customer's intension to use and order food using Platform-to-consumer delivery app- The FOOD mobile app. Customers are open to technology adoption in FOOD mobile app as it saves their time and effort.

2.2 Conclusion

Nowadays most of the people are having awareness about the online food ordering system. Respondents of different studies were more satisfied with online food ordering. Male respondents more likely than women, there was a lot of demand on cash on delivery.33% of the respondents found it easy to access the internet and 29% were knowledgeable about purchasing on the internet and 15% were using the internet for buying online food for the past 3 to 4 years. 23% of the respondents buy their food through online for at least twice a week. Visual Basic 6.0 software is more convenient and accurate method for staff in the restaurant since orders are transferred to the servers in the kitchen immediately and displayed to the chef for upcoming purposes. Apart from using an internet application, it can be extended using Bluetooth technology, thus making the application more basic and strong. The overall result of past research was mostly students prefer to order food online instead of going out for lunch. They feel placing order is an easy method and time efficiency as the main reason to prefer it and they often place orders on weekends and holidays. Finally, Swiggy is the most preferred app among the selected food delivering applications.

CHAPTER – III

RESEARCH METHODOLOGY

3.1 Meaning

Research is defined as careful consideration of a study regarding a particular concern or a problem using scientific methods. According to the American sociologist Earl Robert Babbie, "Research is a systematic inquiry to describe, explain, predict and control the observed phenomenon. Research involves inductive and deductive methods."(Bhat, 2019)

According to Kothari (2006), Research is a pursuit of trust with the help of study, observation, comparison and experiment, the search for knowledge through an objective and systematic method of finding solutions to a problem.

Kerlinger (1873), Research is a systematic controlled empirical and critical investigation of hypothetical propositions about the presumed relations among natural phenomena.

3.2 Approaches in Earlier Research

The technology acceptance model (TAM) tries to explain and predict the acceptance of new technology among prospective users. TAM puts forward the perceived ease of use and perceived usefulness as two main factors while trying to explain the attitude directly and behavioral intention indirectly towards using technology. Davis describes perceived ease of use as "the degree that a person believes that using a particular system would be free of effort" and perceived usefulness as "the degree to which a person believes that using a particular system would enhance his or her job performance" (1989) Both of these factors were examined as the main determinants of attitudes of potential users towards several kinds of actions as web retailing (O'Cass,2003; Ahn,2007), online tax filing (Wang, 2003; Fu, 2006), digital libraries (Thong, 2002) and e-learning (Liu, 2003; Roca, 2006) (Alagoz,2012)

3.3 Approaches in the Present Research

In this study (TAM) model is used to identify the impact between perceived ease of use, perceived usefulness, attitude and behavioral intention. Perceived ease-of-use represent the individual believes that by using an online food ordering service. Perceived usefulness classified individual perception towards online food ordering service. Attitude shows the customer approach towards online food ordering service. Behavioral intention represent the intention of the customer about online food service.

3.4 Data Collection Method

The achievement of any research depends on data collection and analysis. The primary data method is used in this research; it is a first-hand source. Primary data is collected directly from respondents in Coimbatore city.

3.5 Research Design

Research design is a blueprint for conducting the research. In this research descriptive research design is used, descriptive research is used to describe the characteristic of the population and phenomena being used.

3.6 Tools Used for Data Collection

Tool plays a major role in research. Data was collected by using a questioner tool. The questioner is a research instrument, for the purpose of collecting information from the respondent. The questioner is prepared based on the objective of the research.

3.7 Tools Used for Analysis

Percentage Analysis

Percentage analysis is the method to represent the raw data into a percentage for better understanding. Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for a better understanding of collected data.Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding (Lima, 2018)

Regression:

A technique for determining the statistical relationship between two or more variables where a change in a dependent variable is associated with, and depends on, a change in one or more independent variables. You might also recognize the equation as the slopeformula. The equation has the form (Y=a+bX), where Y is the dependent variable (that's the variable that goes on the Y-axis), X is the independent variable (i.e. it is plotted on the X-axis), b is the slope of the line and is the y-intercept.

Independent Sample T Test:

The independent t-test, also called the two sample t-test, independent-samples t-test or student's t-test, is an inferential statistical test that determines whether there is a statistically significant difference between the means in two unrelated groups.

ANOVA:

Analysis of variance (ANOVA) is an analysis tool used in statistics that splits an observed aggregate variability found inside a data set into two parts: systematic factors and random factors. The systematic factors have statistical influence on the given data set, while the random factors do not. Analysts use the ANOVA test to determine the influence that independent variables have on the dependent variable in a regression study.

CHAPTER – IV

ANALYSIS AND INTERPRETATION

Data analysis and interpretation is the process of giving meaning to the collected information and determining the conclusion, significance, and implication of the findings. According to C.R.Kothari (1989), "The term analysis refers to the computation of measures along with searching for patterns of relationship that exist among data-groups". The analysis involves estimating the values of unknown parameters of the population and testing of hypotheses for drawing inferences.

4.1 Percentage analysis:

Table: 4.1.1 Demographical Factors

Demographic Factors	Categories	Frequency	Percentage
Age	<15	23	8.2
	15-24	82	29.1
	24-33	116	41.1
	33-42	41	14.5
	42-51	11	3.9
	51-60	9	3.2
	>60	0	0
	TOTAL	**282**	**282**
Gender	Male	144	51.1
	Female	138	48.9
	TOTAL	**282**	**282**

Education Qualification	SSLC	38	13.5
	12th	39	13.8
	UG	40	14.2
	PG	94	33.3
	Doctorate	24	8.5
	Others	47	16.7
	TOTAL	**282**	**282**
Occupation	Student	112	39.7
	Teacher	32	11.3
	Employee	10	3.5
	Self-Employee	30	10.6
	Engineer	19	6.7
	Doctor	24	8.5
	House Wife	30	10.6
	Retired People	2	.7
	Bank Employee	16	5.7
	Lawyers and Others	7	2.5
	TOTAL	**282**	**282**
Family Size	2-3	112	39.7
	3-5	143	50.7
	Above 5	27	9.6
	TOTAL	**282**	**282**

In this study maximum number of percentage 41.1% of respondents in the age group of 24-33, minimum number of percentage 0% of the respondent at the age group of >60. It indicates that the youngsters are using highly this online food ordering service. And maximum number of percentage 51.1% of respondents are male, minimum number of percentage 48.9% of respondents are female. It indicates that compare to female respondents male respondents are using highly this online food ordering service. And maximum number of percentage 33.3% of respondents are studying PG courses, minimum number of percentage 8.5% of respondents is doctorate. It indicates that compare to SSLC and 12th, undergraduate and post graduate students are mostly using this online food ordering service. And maximum number of percentage 39.7% of respondents are student, minimum number of percentage .7% of respondents are retired people. It indicates that students are highly using this service. Since the student education qualification is PG. And maximum number of percentage 50.7% of respondent's family size is 3-

5, minimum number of percentage 9.6% of respondent's family size is above 5. It indicates that 2-3 and 3-5 family size respondents are highly using this online food ordering service.

Table: 4.1.2 Family Type

Particulars	Frequency	Percentage
Nuclear	228	80.9
Joint Family	54	19.1
Total	282	100.0

In this study maximum number of percentage 80.9% of respondent's family type is nuclear and minimum number of percentage 19.1% of respondent's family type is joint family. It indicates that nuclear family respondents are highly using compare to joint family. Since the nuclear family respondents occupation is student.

Table: 4.1.3 Life Style

Particulars	Frequency	Percentage
Vegetarian	28	9.9
Eggeterian	20	7.1
Non Veg	234	83.0
Total	282	100.0

In this study maximum number of percentage 83% of respondents are non-vegetarian and minimum number of percentage 7.1% of respondents are Eggeterian. It indicates that compare to vegetarian and Eggeterian, non-vegetarian respondents are highly using this online food ordering service.

Table: 4.1.4 Frequency of Order

Particulars	Frequency	Percentage
Daily	18	6.4
Weekly	53	18.8
Fortnight	29	10.3
Monthly	105	37.2
Occasionally	77	27.3
Total	282	100.0

In this study maximum number of percentage 37.2% of respondents are using this service in monthly basis and minimum number of percentage 6.4% of respondents are using this service in daily basis. It indicates that mostly respondents are using monthly and occasionally basis to order their food in online. Since their family size is 3-5. So they order through online on monthly basis.

Table: 4.1.5 Preference of App

Particulars	Frequency	Percentage
Swiggy	199	70.6
Zomato	43	15.2
Uber eats	40	14.2
Total	282	100.0

In this study maximum number of percentage 70.6% of respondents are using Swiggy and minimum number of percentage 14.2% of respondents are using Uber eats. It indicates that most of the respondents are preferring Swiggy and Zomato to place their orders.

Table: 4.1.6 Diet Option

Particulars	Frequency	Percentage
Yes	72	25.5
No	210	74.5
Total	282	100.0

In this study maximum number of percent 74.5% of respondents are not in diet and minimum percent of 25.5% of respondents are in diet. It indicates that mostly respondents are not in diet are using online food ordering service.

Table: 4.1.7 Type of Diet

Particulars	Frequency	Percentage
Paleo	52	18.4
Keto	20	7.1
Total	282	100.0

In this study maximum number of percent 18.4% of respondents are following Paleo type of diet and minimum number of percentage 7.1% of respondents are following Keto type of diet. It indicates that compare to Keto type of diet, Paleo type of diet is mostly followed by the respondents.

Table: 4.1.8 Diet Food Options in Online Food Ordering Apps

Particulars	Frequency	Percentage
Yes	88	31.2
No	194	68.8
Total	282	100.0

In this study maximum numbers of percent 68.8% of respondents are saying no need to have diet food options in online food ordering apps and minimum number of percentage 31.2% of respondents are saying they need to have diet food option in online food ordering apps. Since 74.5% of respondents are not in diet.

Table: 4.1.9 Preference of Food in Online Food Ordering Apps

Particulars	Frequency	Percentage
Tiffin	53	18.8
Meals	43	15.2
Dinner	81	28.7
Pizza	24	8.5
Fast Food	40	14.2
Drinks	9	3.2
Dessert	18	6.4
Snacks	14	5.0
Total	282	100.0

In this study maximum numbers of percent 28.7% of respondents are preferring dinner and minimum number of percentage 5% of respondents are preferring snacks. It indicates that mostly respondents are preferring dinner in online food ordering app. Since 30.7% of respondents occupation is student and 80.9% of respondent's family type is nuclear.

Table: 4.1.10 Order based on "Best seller/Must try" Tags in their App

Particulars	Frequency	Percentage
Yes	146	51.8
No	136	48.2
Total	282	100.0

In this study maximum number of percent 51.8% of respondents are saying they place their order based on tags in their app and minimum number of percent 48.2% of respondents are saying they will not place their order based on tags in their app. Since 33.3% of respondents education qualification is PG.

Table: 4.1.11 Preference to Order Food in Online

Particulars	Frequency	Percentage
Over the mobile phone Apps	256	90.8
Over the web browse	26	9.2
Total	282	100.0

In this study maximum number of percent 90.8% of respondents places their order over the mobile phone apps and minimum number of percent 9.2% of respondents place their order over the web browser.

Table: 4.1.12 Approximate Money Spend on Per Order

Particulars	Frequency	Percentage
Less than Rs 150	66	23.4
Rs 150-350	126	44.7
Rs 350-550	70	24.8
Rs Above 550	20	7.1
Total	282	100.0

In this study maximum numbers of percent 44.7% of respondents spend Rs 150-350 and minimum numbers of percent 7.1% of respondents spend Rs above 550. It indicates that most of the respondents are spending Rs 150-350 and 350-550 for their order. Since 50.7% of respondents family size is 3-5 and 37.2% of respondents order frequently on monthly basis.

Table: 4.1.13 Some More Number of Restaurants in App

Particulars	Frequency	Percentage
Swiggy	148	52.5
Zomato	90	31.9
Uber eats	44	15.6
Total	282	100.0

In this study maximum number of percent 52.5% of respondents are like to have more number of restaurants in Swiggy and minimum number of percent 15.6% of respondents are like to have more number of restaurants in Uber eats. Since 70.6% of respondents prefer swiggy to place their order. So maximum number of respondents like to have more restaurants in swiggy.

4.2 Regression

Table 4.2.1

Regression Analysis Regarding Various Factors and Perceived Ease of Use

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig at 5% level
	B	Std. error			
Constant	3.198	.672		4.758	.000
Convenience	.576	.070	.523	8.256	.000
Offers and Discounts	.104	.090	.068	1.156	.249
Payment Mode	-.042	.106	-.026	-.400	.690
Delivery Time	.591	.085	.356	6.922	.000
Tracking	.039	.067	.302	.582	.001
R^2	.590				
Adjusted R^2	.582				
F Value	77.977				
Sig at 5% level	.000				

Table 4.2.1 above reveals that the various independent factors (Convenience, Offers & Discounts, Payment Mode, Delivery Time and Tracking) account for 59% of variance in the dependent variable (Perceived Ease of Use). Among the independent variables, Convenience has greater impact over Perceived Ease of use followed by Delivery Time and Tracking. Further, Offers & Discounts and Payment Mode were found to be insignificant which means those two factors do not have major impact on Perceived Ease of Use.

Further, the results of the regression model has been tested using ANOVA. The F Value of 77.977 is found to be significant (.000) which show that the model is good fit.

Table 4.2.2

Regression Analysis Regarding Various Factors and Perceived Usefulness

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig at 5% level
	B	Std. error			
Constant	3.998	.615		6.503	.000
Convenience	.386	.064	.357	6.024	.000
Offers and Discounts	.030	.083	.020	.366	.715
Payment Mode	.377	.097	.233	3.872	.000
Delivery Time	.590	.078	.362	7.559	.000
Tracking	.000	.061	.000	.008	.994
R^2	.642				
Adjusted R^2	.636				
F Value	98.465				
Sig at 5% level	.000				

Table 4.2.2 above reveals that the various independent factors (Convenience, Offers & Discounts, Payment Mode, Delivery Time and Tracking) account for 64.2% of variance in the dependent variable (Perceived Usefulness). Among the independent variables, Delivery Time has greater impact over Perceived Usefulness followed by Convenience and Payment Mode. Further, Offers & Discounts and Tracking were found to be insignificant which means those two factors do not have major impact on Perceived Usefulness.

Further, the result of the regression model has been tested using ANOVA. The F Value of 98.465 is found to be significant (.000) which show that the model is good fit.

Table 4.2.3

Regression Analysis Regarding Perceived Ease of Use and Attitude

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig at 5% level
	B	Std. error			
Constant	1.829	.673		2.719	.007
Perceived Ease of Use	.591	.044	.625	13.337	.000
R^2	.391				
Adjusted R^2	.389				
F Value	177.878				
Sig at 5% level	.000				

Table 4.2.3 above reveals that the independent variable (Perceived Ease of Use) account for 39.1% of variance in the dependent variable (Attitude). Among the independent variables, Perceived Ease of Use has greater impact over Attitude.

Further, the result of the regression model has been tested using ANOVA. The F Value of 177.878 is found to be significant (.000) which show that the model is good fit.

Table 4.2.4

Regression Analysis Regarding Perceived Usefulness and Attitude

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig at 5% level
	B	Std. error			
Constant	-.289	.598		-.483	.629
Perceived Usefulness	.712	.038	.744	18.615	.000
R^2	.553				
Adjusted R^2	.551				
F Value	346.523				
Sig at 5% level	.000				

Table 4.2.4 above reveals that the independent variable (Perceived Usefulness) account for 55.3% of variance in the dependent variable (Attitude). Among the independent variables, Perceived Usefulness has greater impact over Attitude.

Further, the result of the regression model has been tested using ANOVA. The F Value of 346.523 is found to be significant (.000) which show that the model is good fit.

Table 4.2.5

Regression Analysis Regarding Attitude and Behavioral Intention

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig at 5% level
	B	Std. error			
Constant	3.071	.493		6.234	.000
Attitude	.648	.044	.656	14.555	.000
R^2	.431				
Adjusted R^2	.429				
F Value	211.851				
Sig at 5% level	.000				

Table 4.2.5 above reveals that the independent variable (Attitude) account for 43.1% of variance in the dependent variable (Behavioral Intention). Among the independent variables, Attitude has greater impact over Behavioral Intention.

Further, the result of the regression model has been tested using ANOVA. The F Value of 211.851 is found to be significant (.000) which show that the model is good fit.

4.3 Independent Sample T Test:

H_0 There is no significant relationship between dependent variable (Gender) and independent variable (Behavioral intention)

H_0 There is no significant relationship between dependent variable (Family type) and independent (Behavioral Intention)

H_0 There is no significant relationship between dependent variable (Preference to Order) and independent variable (Behavioral Intention)

4.3 Gender and Behavioral Intention

Table 4.3.1

Independent Sample T Test Analysis for Gender and Behavioral Intention

H0: There is no significant difference in Behavioral Intention based on Gender

	Gender	N	Mean	Std. Deviation	T	Sig. (2-tailed)
Behavioral Intention	Male	144	9.7847	3.33903	-.729	.467
	Female	138	10.0652	3.11625		

It can be seen from Table 4.3.1 above that the t-value of -.729 is insignificant (.467) which means that the Null Hypothesis is accepted. Therefore it can be concluded that there is no significant difference in Behavioral Intention based on Gender.

4.3 Family Type and Behavioral Intention

Table 4.3.2

Independent Sample T Test Analysis for Family Type and Behavioral Intention

H0: There is no significant difference in Behavioral Intention based on Family Type

	Family Type	N	Mean	Std. Deviation	T	Sig. (2-tailed)
Behavioral Intention	Nuclear	228	10.0965	3.33178	1.873	.062
	Joint Family	54	9.1852	2.65695		

It can be seen from Table 4.3.2 above that the t-value of 1.873 is insignificant (.062) which means that the Null Hypothesis is accepted. Therefore it can be concluded that there is no significant difference in Behavioral Intention based on Family Type.

4.3 Preference to Order and Behavioral Intention

Table 4.3.3

Independent Sample T Test Analysis for Preference to Order and Behavioral Intention

H0: There is no significant difference in Behavioral Intention based on Preference to Order

	Preference to Order	N	Mean	Std. Deviation	T	Sig. (2-tailed)
Behavioral Intention	Over the Mobile Phone App	260	9.9231	3.22063	.019	.984
	Over the Web Browse	22	9.9091	3.40740		

It can be seen from Table 4.3.3 above that the t-value of .019 is insignificant (.984) which means that the Null Hypothesis is accepted. Therefore it can be concluded that there is no significant difference in Behavioral Intention based on Preference to Order.

4.4 ANOVA

H_0 There is no significant relationship between dependent variable (Age) and independent variable (Behavioral Intention)

4.4 Age and Behavioral Intention

Table 4.4.1

ANOVA Analysis for Age and Behavioral Intention

H0: There is no significant difference in Behavioral Intention based on Age

	Age	N	Mean	Std. Deviation	F	Sig. (2-tailed)
Behavioral Intention	<15	23	11.5217	2.37160	4.648	.000
	15-24	82	9.4146	3.52400		
	24-33	116	10.3017	2.94063		
	33-42	41	8.3659	2.05859		
	42-51	11	10.9091	5.24318		
	51-60	9	11.4444	4.09607		
	Total	282	9.9220	3.22925		

It can be seen from Table 4.4 above that the f-value of 4.648 is insignificant (.000) which means that the Null Hypothesis is rejected. Therefore it can be concluded that there is a significant difference in Behavioral Intention based on Age. Future it shows among the independent variable, Age (<15) has greater impact over Behavioral Intention.

CHAPTER – V

FINDINGS, SUGGESTIONS AND CONCLUSION

This chapter summarize and offers concluding remarks on this research under three section:

5.1 Findings

5.1.1 Findings of demographical factor

- 41.1% of respondents at the age group of 24-33
- 51.1% of respondents are male
- 33.3% of respondents education qualification is PG
- 39.7% of respondents occupation is a student
- 50.7% of respondents family size is 3-5
- 80.9% of respondents family type is nuclear
- 83% of respondents life-style is non-veg
- 37.2% of respondents order their food every month
- 70.6% of respondents prefer a Swiggy app
- 74.5% of respondents are not in the diet
- 74.5% of respondents maintain a normal type of diet
- 68.8% of respondents say they no need to have diet food options in online food ordering app
- 28.7% of respondents prefer dinner in online food ordering
- 51.8% of respondents place their order based on the best seller / must try tags in their app
- 90.8% of respondents prefer to place their order over the mobile phone
- 44.7% of respondents spend approximate money of Rs150-350 on per order
- 52.5% of respondents would like to have some number of restaurants in Swiggy

5.1.2 Findings of Regression

- There is an impact of Various Factors of Customer and Perceived Ease of Use
- There is an impact of Various Factors of Customer and Perceived Usefulness
- There is an impact of Perceived Ease of Use and Attitude
- There is an impact of Perceived Usefulness and Attitude
- There is an impact of Attitude and Behavioral Intention

5.1.3 Findings of Independent Sample T Test and ANOVA

Hypothesis	Result
H_0 There is no significant relationship between dependent variable (Gender) and independent variable (Behavioral intention)	Accepted
H_0 There is no significant relationship between dependent variable (Family type) and independent (Behavioral Intention)	Accepted
H_0 There is no significant relationship between dependent variable (Preference to Order) and independent variable (Behavioral Intention)	Accepted
H_0 There is no significant relationship between dependent variable (Age) and independent variable (Behavioral Intention)	Rejected

5.1.4 General Findings

- Respondents say they have a positive perception about using online food ordering service, but most of the respondents felt some time it takes too much time to deliver the food but in screen it shows like 20-30 minutes, but it will take nearly one hour from the nearby restaurant.
- At the same time, the price of delivery charge and cancellation charge is also high.
- In Uber eats before they place an order, the delivery charge shows Rs5, but once the order placed the delivery shows Rs55.
- Most of the respondents prefer only Swiggy but at the same time, 52.5% of respondents like to have some number of restaurants in Swiggy.
- Some of the respondents felt that delivery boys are saying lie, they have not got any food which they order, but the delivery boy says that he delivery the food to the particular address.
- Some of the respondents felt that after 9.00 pm the orders are not properly delivered to the customer, because they are not truthful to deliver the food at night time.
- In the case of order cancellation, customer care is not responding properly and they are not repaying the amount to the customer.
- In some time food ordered in the online food ordering are not hygiene. Especially in snack items fungus-infected and smelling bad. It has happened in Zomato, and the customer care of Zomato will not repay or replace the food.
- Respondent places their order and they a got message like your order is received, after that customer pays their full amount through debit card, after a certain time they got another message like your order is canceled, after 2 days they repay only half of the amount. Respondents had this type of experience in both Zomato and Uber eats.
- Some of the respondents felt that Zomato and Uber eats are giving more offers and discounts rather than Swiggy.
- And also while ordered in the time of offers and discounts they reduce the quantity of food from one plate into a half plate.
- Most of the respondents felt that Zomato is giving more cashback offers rather than other online delivery apps.

- Mostly customers who are all using their debit card for the orders, they are facing many problems and lose their money also.

5.2 Suggestion

Online food providers considered this to reduce your delivery charge; maintain the appropriate delivery time was shown on the app; delivery boys should honest with your profession and online food companies provide training to their delivery boys regarding their profession. If the customer place their order after 9.00pm, executives deliver their food with truthfully; online food ordering companies must take care about the condition of food which shows in the app; add some more number of restaurants in Swiggy, customer care should properly treat their customer and solve their problems, don't cheat the customer's money; online food providers provide many offers, discounts, and cashback coupons to satisfy the customers in a better way.

Future Research

In this research, it covers only the top three apps in Coimbatore city, which are Swiggy, Zomato and Uber eats. The result of these three apps will not show the customer preference for whole online food delivery. In this research, the result shows between these three apps which one is mostly preferred by the customers and this research is fully between the online food providers and customers, not into the restaurant side. But in future research may take all the apps which are all available in the market and relationship between restaurant, online food providers and customers also. The result of all online food providers shows the growth of our GDP and how much they are contributing to the growth of the country.

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5.3 Conclusion

After studied consumer preference towards online food ordering, we can understood that the highest percentage of respondents say that online food ordering is a good idea and it is beneficial for them. Most of the respondents place their orders based on offers and discounts. And some of the respondents say that the delivery time mentioned in the app is not appropriate and they are not satisfied with the insulated hot food delivery bags. Customers mostly use this online food ordering for their convenience, so delivery time must be properly maintained by the delivery person.

From the statistical analysis it clearly shows that young customers are more likely to use this service, they are expecting some number of restaurants may be added in the app. Perceived ease of use and perceived usefulness is depends on various factors that influence customers to order food in online. Attitude of customer is depends on perceived ease of use and perceived usefulness. Behavioral intention of the customer is based on attitude and age of the customer.

This study concludes that Zomato is giving more cashback offers and discounts compare to Swiggy and Uber eats. At the same time the delivery charge mentioned in Zomato and Uber eats are not satisfied with the customers and particularly in snack items, the customer feels it not hygiene. But in Swiggy the delivery time mentioned in the app is virtually appropriate; the delivery charge of Swiggy is also affordable to all. And many popular restaurants are available in Swiggy. In Coimbatore city compare to the other two apps, customer mostly prefers Swiggy, because their promotion strategy is more since customer have more awareness about Swiggy. This is the reason why Swiggy occupies the top place in the market.

From this study it clearly shows that customer who uses their debit cards or any other cards for their purchase of food online, they are all facing many problems, especially they lose their valuable money. Therefore customer avoids online payment system; choose cash on delivery for your safety purpose.

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CUSTOMER PREFERENCE TOWARDS ONLINE FOOD ORDERING SERVICE PROVIDERS IN COIMBATORE CITY

Respected Sir/Madam,

I Vaishnavi, pursuing M.Phil at Avinashilingam Institute for Home Science and Higher Education for Women Coimbatore, conducting a survey relating to online food ordering system for the purpose of M.Phil thesis submission. In this regard your valuable inputs towards this will be helpful for the completion the thesis. The details provided by you will be kept confidential.

Personal details:

1. Name:

2. Age:

   ☐ <15 ☐ 15-24 ☐ 24-33 ☐ 33-42 ☐ 42-51 ☐ 51-60 ☐ >60

3. Gender:
   ☐ Male ☐ Female

4. Education Qualification:
   ☐ SSLC ☐ 12TH ☐ UG ☐ PG ☐ Doctorate ☐ Others

5. Occupation:
   ☐ Student ☐ Teacher ☐ Employee ☐ Self Employee ☐ Engineer
   ☐ Doctor ☐ Lawyer ☐ Housewife ☐ Retired People
   ☐ Bank Employee ☐ Others

6. Family Size:
   ☐ 2-3 ☐ 3-5 ☐ Above 5

7. Family Type:
   ☐ Nuclear ☐ Joint Family

8. Life Style:
   ☐ Vegetarian ☐ Eggeterian ☐ Non Veg ☐ Vegan

9. How often do you order food in online?
   ☐ Daily ☐ Weekly ☐ Fortnight ☐ Monthly ☐ Occasionally

10. Which app do you prefer frequently?
    ☐ Swiggy ☐ Zomato ☐ Uber eats

11. Are you in diet?

☐ Yes ☐ No

12. What type of diet you maintain?

☐ Normal ☐ Paleo ☐ Keto

13. Would you like to have diet food options in online food ordering apps?

☐ Yes ☐ No

14. Which food you prefer most in the online food ordering?

S.no	List of Foods	Rank
1	Tiffin	
2	Meals	
3	Dinner	
4	Pizza	
5	Fast food	
6	Drinks	
7	Dessert	
8	Snacks	

15. Do you order based on "Best seller/Must try" tags in their apps?

☐ Yes ☐ No

16. How do you prefer to order food in online?

☐ Over the mobile phone

☐ Over the web browse

17. What is the approximate money you spend on per order?

☐ Less than Rs150 ☐ 150 – 350 ☐ Rs 350 – 550 ☐ Rs Above 550

18. In which app would you like to have some more number of restaurants?

☐ Swiggy ☐ Zomato ☐ Uber eats

19. Please indicate how strongly you agree or disagree with the statements below? **(SA-Strongly agree, A-Agree, N-Neutral, DA-Disagree, SDA-Strongly disagree)**

Convenience	**SDA**	**DA**	**N**	**A**	**SA**
It is easy for me to order food online					
It is comfortable as I get connected with various restaurants and eat outs					
Door step delivery is convenient for me					

20. Please indicate how strongly you agree or disagree with the statements below? **(SA-Strongly agree, A-Agree, N-Neutral, DA-Disagree, SDA-Strongly disagree)**

Offer and Discounts	**SDA**	**DA**	**N**	**A**	**SA**
I get offers and discounts when I order through Apps					
I enjoy more offers and discounts based on my usage					
I enjoy offers by referring the service to others					

21. Please indicate how strongly you agree or disagree with the statements below? **(SA-Strongly agree, A-Agree, N-Neutral, DA-Disagree, SDA-Strongly disagree)**

Payment Mode	**SDA**	**DA**	**N**	**A**	**SA**
There are various payment modes available					
I can make cash on delivery also					

22. Please indicate how strongly you agree or disagree with the statements below? **(SA-Strongly agree, A-Agree, N-Neutral, DA-Disagree, SDA-Strongly disagree)**

Delivery Time	**SDA**	**DA**	**N**	**A**	**SA**
Delivery time is scheduled and intimated at the time of placing orders					
Delivery time is as promised					

23. Please indicate how strongly you agree or disagree with the statements below? **(SA-Strongly agree, A-Agree, N-Neutral, DA-Disagree, SDA-Strongly disagree)**

Tracking	**SDA**	**DA**	**N**	**A**	**SA**
I can track complete details of my order					
I can track the delivery status					
I can track the time of arrival of food					

24. Please indicate how strongly you agree or disagree with the statements below?**(SA-Strongly agree, A-Agree, N-Neutral, DA-Disagree, SDA-Strongly disagree)**

Opinion	SDA	DA	N	A	SA
Perceived ease- of- use: Online food ordering service is easy to use					
Online food ordering service is easy to understand					
Online food ordering service is simple					
Online food ordering service requires less skills to operate					
Perceived usefulness: Online food ordering service is useful for purchase of foods					
Online food ordering service makes the purchase of food easier					
Online food ordering service makes the purchase of food more convenient					
Online food ordering service makes the purchase of food faster					
Attitude: I think that online food ordering service is good idea					
I think that online food ordering service is beneficial for me					
I have positive perception about using online food ordering service					
Behavioral Intention: I intend to use online food ordering service frequently					
I intend to use online food ordering service more than any other service					
I intend to strongly recommend my friends to use online food ordering service					

25. Please mention any suggestion about online food ordering system:

_____

Thank you for your valuable time and response

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