Abstract
The recent development of the Internet has augmented the e-commerce industries in a country like India. E-commerce development has made Online food ordering services seamless for people who want to get food delivered at their doorstep. Although consumers continue to go out for the meals, consumers feel very convenient to order food online since it frees the customer from personally visiting the restaurants. In this study, our main focus was to analyze the perception of consumer towards Online food ordering services. In order to understand what factors have played a dominant role to attract consumer in the developing country like India towards them, we decided to study on the consumer perception on online food ordering. In this research paper, two objectives were set for study. The first one was to identify the factors which influence the consumer to order food online and the other one was to know the consumer preferences on online food ordering services provider. To achieve these objects survey was held to gather the information. Survey successfully helped to understand the behavior and perception of people for online food ordering. It shows how easily people search for a favorite restaurant, choose from available items and place their orders in just a few minutes.

Keywords
Online Food Ordering, Consumer Perception, E-Commerce, Online Food

I. Introduction
Food Ordering on the internet is conceptually different from other sources of ordering food, as the internet promotes a one to one communication between the seller and the end user with round the clock customer service. Technology has played a vital role in revolutionizing the food delivery service from phone-based to online ordering to satiate consumers’ ever-changing demands, making its way to the top. Today, the business of Food delivery services 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 numbers and FAQ’s. Through Helpline Numbers and FAQs, the consumer’s questions on delivery, payment, product, policies and other customer concerns can be addressed effectively.

As an enormous amount of people are gravitating towards the more intensive use of the Internet as the accessibility of technology, the availability of information, and the ability to interact through the Internet increase and evolve. Consumers are now able to use the Internet for a variety of purposes such as research, communication, online banking, shopping, and even online food ordering. With such benefits, the Internet is promptly becoming the main method of communication and of conducting business effortlessly. The Internet has contributed to the changes in consumer preference as their dependence on technology has moved them to do everything on the internet including getting cooked meals delivered on their doorstep. Convenience is the biggest determinant to the consumers as the steps required to make an order is as simple as few clicks on mobile devices like Smartphone, tablets, or laptops. In a nutshell, modern and young consumers may be labeled as ‘lazy’ for depending on technology and convenience. In addition to that, the time taken for the food to be delivered serves as a good reason for consumers when they do not have plans on where and what to eat.

From the business point of view, owners would grab opportunities which are seen as a new source of revenue generation. Consumer preference is the main stimulating factor for business owners to indulge in online delivery services as to further satiate customer demands and needs. Online food delivery is particularly prescribed in countries that are still developing as technology and consumer preference are still modifying. According to the studies, 50.8% of people order food delivery service because they do not prefer to cook, as it allows customers to have food delivered straight to their home or office in less than an hour. Despite the burgeoning internet boom in the present scenario, some of the consumers are still not participating in the online transaction. For various people, there are still worries with security and passing personal data over the Internet.

II. Review of Literature
The research on consumer’s perception on online food ordering and other topics in the Indian context are limited as the online food ordering services has entered into Indian market only a few years back. The literature reviewed relates to the studies conducted outside India where online food ordering is a big hit. As taken the case that online food ordering has just entered the Indian market and it is still on its way to being a big hit.

Customer Perception and Satisfaction on Ordering Food via Internet, a Case on Foodzoned.Com, in Manipal (2016) - The study found that the emergence of online food ordering services is high. The student users of these services are well seasoned with the information available on these websites and they feel more comfortable using help services available online.
Benedict et al (2001) - Study explains that perceptions toward online shopping and intention to shop online are not only affected by its nature of ease in usefulness and enjoyment, but also by exogenous elements like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

Key Success Factors of Online Food Ordering Services: An Empirical Study

Study Reveals that online food ordering companies have to give attention on the quality of information, Mobile Application and website design, security and privacy for payment systems towards their customers in order to provide them full satisfaction experience.

Customer buying decision process using an online platform for online food ordering in Thailand - In this study it shows that the online platform has drastically changed the food delivery service industry. It has also helped to improve the customer experience with traditional food delivery service companies, such as major fast food restaurant chains, thereby impacting the consumer perception toward the food delivery service industry as a whole.

III. Objective of the Study

The objective of the study is given below

• To identify the factors which influence the consumer to order food online.
• To know the consumer preferences on online food ordering services provider.

IV. Research Methodology

The study is explorative as well as corresponding in nature. It intends to explore the consumer’s perception on online food ordering. The data for the study was gathered through structured two sets of questionnaire. An online survey was used to collect the data for this study. The survey was done mostly on the students of Indore(M.P). All variables were operationalized using the literature on online food ordering. The first part of the questionnaire included questions about the factors which make the consumers order food online. The second part consisted of a variety of questions to know the preferences of the consumer on which company’s services they like to use the most and what type of services of the particular company they find more convenient. The third part consisted of a type of food which consumer likes the most to order online.

V. Result and Discussion

A. To identify the factors which influence the consumer to order food online.

1. Time and delivery

Time is the most important factor in any form of business or service, as time and delivery go hand in hand. On-Time Delivery is a frequently used KPI (Key Performance Index) to take account of a supplier’s delivery performance based on commitment. Early delivery equals less time waste and hence it influence the consumer as everyone in this dynamic world no one wants to spend on nonproductive things, getting food within few minutes depicts the relation of time and delivery as how important these to the consumer as well as the seller. The 24*7 services do a major impact as the consumer is not restricted to the certain time limit.

2. Convenience

Convenience is the biggest factor driving online food ordering, followed by affordability, a new study by primary research firm Chrome Data Analytics said. Consumers do not have to leave their home nor travel to find and obtain food online. As this factor also plays a vital role in influencing the consumer in using online food services, as improper convenience becomes the major bane which hinders the consumers into actually going and buying food.
Convenience offers the consumer to have a sense of control and an authority over what to buy, the next it also helps in the selection of products on a wide variety on the internet. It is also as secure and even more than the traditional methods, getting better prices also influences the consumer to buy food online.

3. Easy Accessibility
Perceived ease of use, refers to the degree to which a person believes that using a particular system would be free of effort. This is also the major importance of online food ordering is that due to its easy accessibility in nature, within just a few clicks you get what you want onto your door step, this is what the consumer desires the most, Opening the application in the mobile phone or browsing through the browser on your laptop and order in no less than 2 minutes. Bunch of people use this just because of the accessibility, as they want as less hassle as there could be. Though some areas still do not contribute much to online food ordering due to some reasons which may include, improper internet availability in rural areas, or may be because of less advancement of technology in their reach but all of this obstacles are getting sorted out on rapid range so major flock of people can enjoy these services.

4. Flexibility
It is appreciated by everyone, as things being flexible enjoys a lot of perks and online food ordering is a very example of it. No matter where you are, at what time you want you can order, this is what the consumer desires as things being worked out according to their needs and wants. All of the applications and web browsers are being designed with adjustments according to the consumer’s needs and making their experience as flexible as possible. The introduction of various features in the concept of online food ordering like that of cash on delivery, door delivery, customized food order etc are thus adding to the context of the food ordering. Consumer attitude towards online purchasing is defined as the extent to which a consumer makes a positive or negative evaluation of buying food online and providing flexibility helps in inclining on to the positive side.

5. Ease of Payment
Hassel free payments are the need of the hour and this what the consumer wants the most, usually, people avoid using online services is mainly because they do not want to get entangled in the conundrum of payments. Introducing various method of payment has led in getting people’s trust and thus enhancing the business of a lot of companies. Methods such as Cash on delivery, Payment by online money wallets, by debit and credit cards etc. helps in removing the hassle of payments and giving the ease to the consumer.

6. Promotions
Sales promotion includes tools for consumer promotion that is coupons, cash refund offers prices off, premiums, prizes, etc. Offers and discounts are the ones which really attracts the consumer to get indulge in online food ordering on a regular basis. Price has operated as a major determinant of buyer’s choice of Low pricing observed in online food services acts as an influencer to shop from the online food services. As everyone likes saving money and getting the most out of what they are paying and hence these special offers and other promotional activities catches the main interest of the consumer.

Out of the 120 respondents, 35% of people chose money saving as the main factor to order, 30.83% people chose convenient, 20% chose to time-saving, the least chosen to faster delivery which was 14.16%.

8. How Often People Prefer to Order Food Online?
According to the survey, out of 120 respondents, the majority of people with 51.7% respondents prefer to order weekly, while the same percentage of respondents chose daily and monthly with 17.2% and finally, 13.8% of them chose fortnightly.

9. In general, How do People Prefer to Order Food?
In this, we asked people which method they find more comfortable while placing the order online, out of 120 respondents - 69.8% of respondents chose over the application(Mobile/Tablet), 17.5% prefer over the Website(Desktop/Laptop) and 12.7% of them chose over the Telephone(Direct contact).

10. Which Meal People Typically Order Food Online
The study reveals that out of 120 respondents - 37.5% of respondents chose snacks, 25% of them chose dinner followed by 21.9% of them chose lunch and finally 15.6% of them chose breakfast.

11. What is the Approximate Money People Spend on Ordering Food Per Time
Out of 120 respondents, 44.4% said that they spend less than 250, the respondents who chose less than 150 and less than 500 were same with 22.2% and remaining 11.1% of respondents chose more than 500.
B. To know the Consumer Preferences on Online Food Ordering Services Provider

1. From which Company do People Prefer to Order Food Online

According to the survey, out of 120 respondents - 34.9% of the respondents prefer Uber eats, 28.6% prefer Zomato followed by Swiggy and Foodpanda with both having the same number of preference by respondents of 15.9% and finally the 4.7% of them responded that they prefer other company.

2. Why they chose the above Company Services?

Out of 120 respondents, the most was given to best offers and discounts 46.66%, 22.5% was given to on-time delivery, 20% was given to easy to order. The least was given the packaging 10.83%.

3. Which Company is Good at on-time Delivery?

The study reveals that out of 120 respondents - 36.5% of respondents said that they found Uber eats the fastest, 27% respondents said Zomato, 25.4% said Swiggy, 7.9% said Foodpanda and 3.2% of respondents said other company.

4. Which type of cuisines do people prefer while ordering online?

In this study, 39.7% of people said they like to order Fast food the most, 20.6% of them chose North Indian followed by 14.3% preference of South Indian and Street Food and Other were both given the preference of 12.7% by the respondents.

5. Which Company Provides more offers and Promotions

Talking about Offers and Promotions, 34.9% of respondents said that Uber eats has the best offers and promotions, Closely followed by the Zomato with 31.7% of respondents, 17.5% of them chose Swiggy while 12.7% of them chose Foodpanda and remaining 3.2% chose other.
6. Which Company Provides the Best Quality Services?

In this study, while choosing the best quality services provided by the company, out of 120 respondents - 31.7% of respondents chose Zomato, 28.6% chose Uber eats, 20.6% chose Swiggy followed by 14.3% respondents who chose Foodpanda and finally rest 4.8% chose other company which were not mentioned in the survey.

![Fig. 8:](image)

VI. Conclusion

The consumer’s perception on online food ordering varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online food services. The perception of the consumer varies according to various similarities and differences based on their personal opinions. The study reveals that mostly the youngsters are attached to the online food ordering and hence the elder people don’t use these online services much as compared to the younger ones. The study highlights the fact that youngsters are mostly poised to use online food ordering services. The study also reveals that the price of the products, discounts and special offers have the most influencing factor on online food ordering. The second most influencing factor is the convenience, the next most influencing factor is on-time delivery. The study highlights that respondents often prefer to order on weekly basis, the type of meals which were mainly preferred to order was the snacks followed by dinner. Fast food was fancied by most of the respondents in their choice of cuisines. The study also revealed that a major proportion of respondents uses either Uber eats or Zomato to order their food online. It was also observed that a less percentage of respondents were inclined towards the use of Swiggy and Food Panda.

In a nutshell, through this study, it is found that majority of students of Indore region are well aware of the online food ordering and most of them have used online food ordering services which indicates the growing popularity of the online food ordering within the youngsters. Transformation in the trends of food ordering is occurring because of the changing lifestyle of the consumers in India and expansion in online activity.

References


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