

A Study On Customer Acceptance And Opinion On Online Food Service

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Abstract

This study “A Study on Customer Opinion and Acceptance of Online Food Service”, examines the determinants of the customer ordering experience, which include website trust, customer satisfaction and loyalty. The determinants are represented by, ordering process through website quality and service quality. A questionnaire will be structured and the survey data of 100 online food ordering customers will be used to test the research model using structural equation modelling. This data will be extracted from the Coimbatore customer who are using online Food Services. Results reveal that not only is there a significant positive relationship between quality and product service trust but also a significant positive relationship between service quality and customer satisfaction. Finally, the study also found an unexpected direct link between service quality and loyalty. Overall, the study provides valuable insights for operating online food ordering services successfully

Keywords: Customer satisfaction, ordering process, service, website quality

Introduction

Consumers response to the Internet has broadened opportunities for many businesses, ranging from small to large corporations. The creation of online banking has further facilitated various online businesses including online food ordering. Online food ordering satisfies the needs of busy individuals living in the city who place their order online and receive delivery within a few minutes. Prior studies on food ordering have investigated the determinants of trust, satisfaction and loyalty mostly in the offline consumer environment. However, researchers have recently discovered that the online environment offers great opportunities for interactive and personalised marketing. Unlike the offline environment, the online environment offers more opportunities for interactive and personalised marketing. The Internet provides an impulsive shopping channel. Customers can easily search the competitive providers that match their expectation, besides receiving input from peers through interactive media such as blogs, in making purchase decisions.

Services are websites that feature interactive menus allowing customers to place orders with local restaurants and food cooperatives. Much like ordering consumer goods online, many of these allow customers to keep accounts with them in order to make frequent ordering convenient. A customer will search for a favourite restaurant, choose from available items, and choose delivery or pick-up. Payment can be amongst others by credit card or cash, with the restaurant returning a percentage to the online food company. Online food ordering services are websites that feature interactive menus allowing customers to place orders with local restaurants and food co-operatives. While commerce has been around for over a decade closing the gap between food and the internet has taken longer.

Online food ordering could be called the response of the internet to the desire for delivery food. It is a growing trend especially in urban areas and on college campuses that allows people to order from restaurants featuring interactive menus, by use of their internet connection. In many cases handle complicated web pages can be used to make orders, though a lot of people rely on a desktop or laptop

computer for this. 'Ordering from grocery stores to stock the kitchen, instead of placing one time orders with a restaurant. There are several ways in which online food ordering from a restaurant may occur. A restaurant can have its website with easy features for placing an order for pick up or delivery. Some add a third option of being able to make reservation. Instead of calling for a delivery, people just access the internet to the restaurant site and make their order

Food diversity in India is an implicit characteristic of India's diversified culture consisting of different regions and states within. Traditionally, Indians like to have Home-cooked meals a concept supported religiously as well as individually. However, with times due to increasing awareness and influence of western culture, there is a slight shift in food consumption patterns among urban Indian families. It started with eating outside and moved on to accepting a wide variety of delicacies from worldwide. Liberalization of the Indian economy in the early 1990s and the subsequent entry of new players set a significant change in lifestyles and the food tastes of Indians.

Objectives:

- To study the online food service customer profile
- To provide convenient and easy access in placing their orders and payment.
- To find out the customers perceptions and knowledge of Online food ordering that influences their buying decisions.
- To analyse what channel is used more frequently in Online food ordering.
- To study the advantages and disadvantage of Online food ordering.

Scope of study:

Customers Perception towards Online Food Ordering Among the Customers of Coimbatore City. In this day and age where presence in the virtual world is an imperative, small restaurants and entrepreneurs too need to take benefit of it. Online food ordering websites present just the options. The difference between the organized and the unorganized sector in the Indian hospitality industry is huge. This does not just include hotels, but also the food service segment. Apart from the organized chain restaurants, most restaurants cater to local needs and often at a micro market level. In such a scenario, creating a loyal customer base is not difficult and a specialized marketing and sales force may not be necessary.

Review of literature:

Néstor F. Ayala, Wolfgang Gerstlberger and Alejandro G. Frank, Managing servitization in product companies: the moderating role of service suppliers, *International Journal of Operations & Production Management*, 10.1108/IJOPM-08-2017-0484, 39, 1, (43-74), (2019)

Customer satisfaction with a company's products or services is often seen as the key to a company's success and long-term competitiveness. In the context of relationship marketing, customer satisfaction is often viewed as a central determinant of customer retention. However, the few empirical investigations in this area indicate that a direct relationship between these constructs is weak or even nonexistent. The overall purpose of this article is to develop a conceptual foundation for investigating the customer retention process, with the use of the concepts of customer satisfaction and relationship quality. The article involves a critical examination of the satisfaction–retention relationship, and the development of a more comprehensive view of the customer's quality perception. © 1997 John Wiley & Sons, Inc.

Cecilia Magnusson Sporre, Inger M Jonsson and Marianne PippingEkström, Enjoy! Enhancing Meals in the Swedish Public Sector, *Journal of Culinary Science & Technology*, 15, 3, (239), (2017)

Eating and eating out involve a number of additional factors over and above the consumption of food. This paper briefly reviews the research undertaken on these factors, and identifies models to categorise and describe them. In particular, it presents and justifies the Five Aspects Meal Model (FAMM), which forms the basic structure for teaching at the Department of Restaurant and Culinary Art at Örebro University.

Wei Shao, Debra Grace and Mitchell Ross, Consumer motivation and luxury consumption: Testing moderating effects, *Journal of Retailing and Consumer Services*, 10.1016/j.jretconser.2018.10.003, 46, (33-44), (2019)

East Asia is currently the biggest market for luxury and prestige brands from the West. This article examines the cultural factors that lie behind this phenomenon and, based on distinctions between Southeast Asian and Western cultures, explores how the practice of luxury consumption differs in these cultures. As part of this examination, self-concept theory is reviewed and integrated in a cross-cultural consumption model. Conceptual linkages between existing theories of materialism and conspicuous consumption are noted.

Data analysis:

Simple Percentage Analysis

SOURCE	DESCRIPTION	NO:OF RESPONENTS	PERCENTAGE OF RESPONENTS
Gender	Male	63	57
	Female	47	43
	total	110	100
Age group	Below 20	8	7
	20-25	23	21
	26-30	32	29
	31-35	30	27
	36-above 40	17	16
Occupation	Student	28	26
	Business person	27	25
	Employee	35	33
	Others	20	18
Salary	Below 15000	21	19
	15000-30000	47	43
	30000-60000	25	23
	Above 60000	17	15
Residential status	Rural	24	25
	Urban	45	41
	Semi urban	41	37
	total	110	100
Safety about online food service	Yes	67	61
	no	43	39
Payment option	Online payment	74	67
	Cash on delivery	36	33
Frequency of online	Very often	30	27

food ordering	Often	38	35
	Sometimes	23	21
	Rarely	19	17
	never	0	0
Recommend to use online food ordering	Yes	67	61
	no	43	39
Opinion about online food ordering	Excellent	23	21
	Good	35	32
	Moderate	31	28
	poor	21	19
Service provided by online food service	Satisfied	67	61
	Not satisfied	43	39
Channel of food ordering system	Mobile app	100	100
	website	-	-
Reasons for online food service preference	Door steep delivery	25	23
	Buying rare products	20	18
	Convenient and time saving	28	25
	Product variety at one place	23	21
	Low price	14	9
Easy access in placing orders and payment	Yes	73	66
	no	37	34
Delivery status	Highly satisfied	30	27
	Satisfied	47	43
	Neutral	21	19
	Dissatisfied	8	7
	Highly dissatisfied	4	4

SOURCE: PRIMARY DATA

Findings, suggestions and conclusion:

Findings:

Simple percentage analysis:

- Majority of 57% respondents are male category.
- 29% of the respondents are in the age group of 26 – 30.
- Majority of 51% respondents are degree holders.
- 24% of the respondents are business person.
- 43% of the respondents income level is between 15,000.
- 41% of the respondents are living in urban area.
- Majority of 61% respondents opinion about online food shopping is safe.
- Majority of 67% respondents preference is online payment.

- Majority of 76% respondents use credit card.
- 35% of the respondents use internet often for purchase information.
- 25% of the online food shopping preference is very convenience and time saving.
- Majority of 61% respondent's opinion about online food shopping is safer than traditional shopping.
- Majority of 76% respondent's receive the regular e-mail alerts by product seller & payment.
- 32% of the respondents said online food shopping is good.

Suggestions:

- Some percentage of respondents feel online food shopping is not safe, so awareness should be created to eliminate this type of problem by the individual corporate.
- The food purchase delivery should be as per promised time while purchasing.
- Online food shopping procedure should be simplified to avoid technical knowledge requirement.
- The bill payment option to be made easy in e-retailing.
- The food product exposure should be with rest to customer preference.
- The searching technology and searching result is to be minimized, i.e knowledge hiding technique should be used.

Conclusion:

Online food shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer online food shopping. This is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of online food shopping, comes a wealth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements.

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