

# An Empirical Research on Customer Experience and Satisfaction towards Online Food Ordering System and Food Aggregators Services

Dr. K. Sankar Ganesh, Professor and Dean (Academics), LEAD College of Management, Palakkad, Kerala, India.  
Ms. Malavika J., MBA Student, LEAD College of Management, Palakkad, Kerala, India.

## Abstract

*The goal of this paper is to research the operational practices that make tech companies tick in the rising food service sector in India. As of 2018, the food supply market is estimated at over 16 billion, where more than 7 % market share is now reserved for online food delivery services. In comparison to 'Delivery as a Service' firms, aggregator delivery systems offer a forum for customers to browse through a range of restaurants hosted, discover restaurants and position orders. Rising incomes have stimulated the development of an increasingly healthier middle class, desiring food that can replace the nutritional value of home-cooked food. Aggressive expansion initiatives have not been as rewarding elsewhere in the food service sector (with several supermarket distribution providers shutting down operations in 2015-2016). However, the outlook seems brighter for the online food industry, as India is catching up with established markets (where online food orders reach 30% of market share) and started to focus more on food aggregator businesses as it is growing all along with huge customer base by exceeding their expectations and creating huge reputation as among themselves as a Food Aggregators by making use of the technology as a most vibrant tool towards their success strategies.*

**Keywords:** Food Aggregator Services, Swiggy, Zomato, Food Panda, Online Food Ordering, Etc.,

## 1. Introduction

Online food applications are increasingly evolving in the Indian market. Indian people are so dynamic when they use the web applications to request food.

Furthermore, because of all these online food ads is able to create an abundant measure of chances of working. This also allows local sellers to communicate with individuals, as a result of which they will increase their winnings. Just asking system, is a website or portable application from which customers can arrange food online from a helpful supermarket, or even a local café asking for supermarket online is like shopping on the internet. And with these advantages online food administrations are turning into a gigantic market, and India's financial condition will benefit. Technology has taken on a key role in changing the food conveyance administration, it has led to the changes in shopper inclinations as their innovation dependence has motivated them to do whatever internet requires getting cooked dinners transmitted to their doorstep.

Comfort is the primary consideration for consumers, because it is as easy to place a request as hardly any snaps on any mobile phone. Innovative dependency, lodging and less time taken for the food to be delivered serves as a compelling reason for purchasers to select the administrators the food offers by requesting online food and by submitting administrative entries. The popularity of online food requesting and distribution using administrations is continuously growing, and consumer preferences are also growing. The aim of this review paper is to study consumer's perceptions of the administrations they receive from different gateways. The study will help specialist organizations understand the discernment, desires and preferences of customers based on an overview's effect. To start this discussion, a look at the related writing, in particular referring to the online food requesting and

transmitting authorities, was shown below. Explicitly taking a gander at the inn business concept worry about a lodging is its environment of administration and particularly the food. The notion of observation moves from client to client in every case. Therefore, every customer is uniquely intrigued to get great support or enjoy the atmosphere. So tell the truth, the overwhelming part of the people really love consuming café food only because of its taste. In addition, restaurant owners tend to be smart about preserving their Food taste and serving nature to the customer each time. In this way, business is deliberately setup on different segment rates in order to deliver value food to the consumer at his will and within his Identified time became basic models. Shopper unwaveringness is a term as regularly as conceivable used in advancing. It is an extension of how things and organizations gave by an association meet or beat customer want buyer dedication is depicted as the measure of clients, or level of complete clients, whose announced relationship in a firm, its things, or its associations (assessments) outflanks chose fulfilment targets.

In the event of the 21st century, we have entered an Electronic (E) age time. The Internet has created a colossal level of enthusiasm through its incorporation with a wide scope of associations starting from Online Business, E-Business, E-CRM, E-Supply Chain, E-Marketplace, E- Payment, E-Entertainment, E-Ticketing, E-Learning, E-Citizen, E-Government. The Internet has been commonly used in various arrangements and advancing activities, from the combination of huge data to the spread of information to different accomplices, for example, information recuperation, thing correspondence, bargains gadget, scattering channel, and as a customer administration gadget (Singh, Jayashankar and Singh 2001; Calles 2000; Sandberg 1998; Peterson, Balasubramanian and Bronnenberg 1997). The Internet has opened a fortunate opening to about anyone because of its ability to make possible the lead of business on the web or by partner people worldwide without land hindrances. Buyers can mastermind product and adventures in every way that really matters. wherever, 24 hours of the day; 7 days consistently without

obsessing about store hours. The Internet has furthermore given new opportunities to publicists by offering them inventive ways to deal with advance, confer, and flow things and information to their goal customers.

Online business has grown superbly in the early decade for an arrangement of reasons recollecting changes for purchaser lifestyles, mechanical degrees of progress, increases in customer pay and guidance, and quick cash related headway all through the world. The use of the Web as a shopping or purchasing vehicle has been created at a critical rate all through the later decade. The giant advancement of online arrangements and the unique components of the Web have drawn a great deal of thought from various associations hustling in to set up associations over the Web without fathoming what factors truly push buyers to buy things or organizations on the web. Numerous marketers believe that the promotion of the Internet would create consumer investment and value for both the network and detached products mostly on off chance it would be properly implemented. This is relied upon by and large to the Web's tremendous good situation of two-way correspondence and its ability to transmit information quickly and inexpensively when appeared differently in relation to other standard expansive interchanges using solely single bearing correspondence (Warrington, Abram & Caldwell 2000; Waldo 2000). The simultaneous and quick pace of customer gathering of PCs and framework systems have encouraged and obliged publicists to give Web retailing goals. A couple of researchers truly envision that the prerequisite for physical stores could be cleared out in roughly four decades and displaced with electronic retailing (Adapt 1996). While various sponsors perceive the centrality of using the Web in their advancing mixes, only a lot of researchers have inspected what components bolster or unsettle clients when buying things or organizations on the web. Despite the growing predominance of the Web, most data on Web advancing relies upon accounts and experiential confirmation from television, radio, notable press or magazines.

In plot, the benefits of using the web in advancing are colossal as they offer a tremendous open entryway

for promoters to make creative activities that have not as of late been plausible. Nevertheless, sponsors need to develop a sharp cognizance of client lead when purchasing things on the web. This information will help publicizing executives to plan their displaying mixes and offers to all the more promptly meet customer's essentials. Along these lines, associations will set up, keep up or increase shopper reliability, make strong brand commitment and finally, give clients a solid purpose behind continuing to buy a comparable brand. This examination is thusly colossal as it is a major undertaking to perceive factors and their relative quality in affecting purchaser dynamic when buying prosperity sustenance's on the web. The investigation issue and focuses of this assessment are kept an eye on immediately.

## 1.1 Indian Marketing Scenario

### 1.1.1. Market Size

Starting at 2019, twenty to thirty year olds represented 63% of the general client base of the online food requesting market. This is owed to expanding discretionary cash flow of the millennial, particularly in the urban areas in India. Additionally, millennial incline toward requesting food online since it is anything but difficult to deal with and spares time and vitality of cooking at home. In 2019, out of the major online food delivery specialist organizations, Zomato held a portion of 38% regarding client base. Swiggy held a portion of 27% in the online food delivery client base of India in 2019. High reception rates in level-I and level-II urban areas, just as quick conveyance administrations has helped these two organizations to pick up the high offer in the Indian market.

### 1.1.2 Recent Developments

- Fast digitization and advancement in both online buyer base and spending will help India's online food industry to transform into an \$8 billion market by 2022 - creating at a CAGR of 25-30 percent, another report said. The report by Google and Boston Guiding Social occasion (BCG) revealed that arrangement in cooking styles (35 percent) was one of the top clarifications behind irregular use of online food mentioning applications, followed by extraordinary cutoff points and convenience.

- Food Tech has made its core in more undeniable than 500 urban systems in India and with buyer confirmation making, there are new open gateways for the players to 'win with the client' in a pushing business territory," said Roma Datta chobey, Official Travel, BFSI, Classifieds, Gaming, Telco & Bits, Google.
- Buddy or framework backing 52% expected an essential activity in pulling in people to endeavor online food mentioning in light of the fact that. This was followed by advertisements 19% that created to be a strong driver in metros and among the more significant pay bundles the country over.
- Generally, online spending in India is growing rapidly and is projected to grow to 25% over the five-year period to cross more than \$130 billion," said Rachit Mathur, Chief and Partner Oversight, India Lead of BCG's Company and Retail Activity. "Cruising on the wind of brisk digitalization, and making reliable use of it, the scope of online food affiliations has generated scarcely the year over the spectrum of recent developments and will continue to expand," Mathur stated.
- Zomato and Swiggy starting at now rule the online food movement promote in India. Zomato seven days prior detailed it has gotten Uber's Food Movement Business in India in an all- stock course of action of about \$350 million and Uber will have 9.99% stake in the Deepinder Goyal-drove food requesting stage.
- The Google-BCG report in like manner recommended that customers have ordinary impediments that discourage allotment. A fifth of the respondents communicated a nonappearance of trust in the application as the central limit to usage. Requesting charges 18%, food quality concerns 13% and nonappearance of customization 10% are various reasons why customers have, up until this point, not investigated various roads in regards to on the web food mentioning. "Remarkably, these improvements in recognition depend on the market's progress. While transport charges is the top explanation behind not referencing food online in metro urban zones; in

Level I urban systems, nonattendance of trust in applications 29% is the essential backup course of action," the exposures appeared.

- "New partnerships in Food Tech have changed the way Indians eat. Referring to food online is an impulse before long. There is huge headroom to broaden reach, obligation and use rehash for food tech applications," said Abheek Singhi Senior Right hand and Coordinating Manager at Boston Exhorting Social event.

### **1.1.3. Government Initiatives**

Leading Web Based Business Food specialist organizations like Swiggy, Zomato, Food Panda, and Uber Eats and others will quickly go under a broad review by India's food controller. Because the amount of individuals requesting food online keeps on ascending in India, the Sanitation and Principles Authority of India. Food Safety and Standards Authority of India (FSSAI) has woken up about the norm of food being conveyed through these web based business stages, and whether or not they need acquired a Food Safety and Standards Authority of India (FSSAI) permit. Paying attention to the matter of food quality, the Food Safety and Standards Authority of India (FSSAI) is arranging an outsized scope review of these organizations in September, CNBC TV18 detailed pertaining to sources. The review by Food Safety and Standards Authority of India (FSSAI) are an appraisal of the data innovation frameworks of the food conveyance stages and survey of selecting and posting systems, the report said. The food controller will likewise do a standing be careful for the consistence of the Food Business Administrators (FBOs) or conveyance stages with guidelines. As indicated by the report, defaulters may be detained for as long as three years or forced punishments of up to Rs five lakh. As indicated by the Food Safety and Standards Authority of India (FSSAI), notwithstanding rules operationalized for online business FBOs in February 2018, some grumblings were gotten by the food controller as for inadequate food being conveyed through these stages.

In late July, the Food Safety and Standards Authority of India (FSSAI) had coordinated driving web based

business food specialist organizations like Swiggy, Zomato, Food Panda, Uber Eats and others to de-list Non-FSSAI authorized food business from their foundation by 31<sup>st</sup> July, 2018 within the wake of accepting shopper protests of unsatisfactory food being served through web based business stages. In an announcement, the food controller said that the aggregators were encouraged to denote Food Safety and Standards Authority of India (FSSAI) permit number on their foundation alongside name and area of the cafés. In any case, in a very survey meeting held before in August, Food Safety and Standards Authority of India (FSSAI) found that a bit of the foremost food aggregators were working without FSSAI Permit or enrollment." However, the Controller had noted that over 30-40% of the food organizations reported by these internet business aggregators are uncut horized or unenrolled. Large and large, licensed food organizations have applied for Food Safety and Standards Authority of India (FSSAI) Permit / Enlistment as recently as they have not yet earned them at the same time, "Food Safety and Standards Authority of India (FSSAI) said in a quarter-day statement, The food controller had given time of about fourteen days to those food aggregators to present an activity attempt to de-list un-authorized un-enrolled food organization.

### **1.1.4 Opportunities in Marketing Sector**

The online food ordering division in India is relied upon to appreciate a decent run. Development is normal in retail commercial, on the rear of variables, for example, a few players entering the food and drinks portion, internet business increasing greater fame in the nation, and household organizations trying out the waters. The rustic district is a conceivably gainful objective. For example, in the autos division, the focal point of bikes on rustic zones could mean more dispatches and all the more promoting spends. The telecom part could see development also, determined by better smart phone infiltration and specialist organizations eliminating costs.

### **1.2. Global Marketing Industry**

The worldwide online food delivery advertise arrived at an estimation of US\$ 84.6 billion of every 2018.

Online food conveyance is a procedure of requesting and conveying food things to the clients at their doorsteps who have requested their food through different food conveyance sites and applications by utilizing their PCs or advanced mobile phones. A client will scan for a most loved eatery, browse accessible things, select the installment strategy and affirm the request. Food conveyance applications permit the buyer to enlist and maintain a record so as to make visit requesting increasingly advantageous. Online food conveyance is picking up fame among the two shoppers and food specialist co-ops as it is profiting both. Buyers are receiving on the web food conveyance on account of its simplicity, speed, and exactness, while food specialist organizations see the potential for expanded income, diminished work costs and decreased blunders.

In recent years, the pattern of online food ordering has been expanding. Rising entrance of PDAs and web associations the course gives the chance to get the food conveyed advantageously and rapidly. Online food delivery offers purchasers with a wide scope of food things accessible on their Smart phones and the comfort of getting it conveyed at their doorsteps. In addition, online food conveyance gives various advantages to food specialist organizations also. Probably the greatest preferred position of online food conveyance are reserve funds in labor since the staff isn't tied up on the telephone or at the counter. Alongside work reserve funds, other significant advantages of online offering a rich eating experience. Up to this point, a large portion of this conveyance orders were put via telephone, however there are numerous inconveniences to this framework.

It is feasible for anyone to arrange any products through the web and have the good delivery at his/her doorsteps. Be that as it may, while attempting to examine the exchange technique for the merchandise and enterprises, consideration is focused on the payment mode. As such, how conceivable is it to pay for merchandise and ventures through the web? This at that point prompts the conversation of the monetary results of advanced money. What are the usage from the view purpose of financial? Since the world is quick turning into a worldwide town, the essential device

for this procedure is correspondence of which media transmission is a key player. A significant advancement is the wireless telephone framework which comes in either fixed remote phone lines or the Worldwide Arrangement of Versatile correspondence (GSM).

Online food ordering framework is a framework to deal with the business. The primary concern of building up this framework is to assist the clients with managing the business and help clients through web based requesting and lunch reservation. The undertaking is being created as a result of the long lines that will be in the café during lunch or supper hours, one for buying tickets and one for gathering food. With the new framework, the clients would have the option to arrange their food from the solace of their workplaces, study halls, lodgings and anyplace outside the school grounds without lining. The framework will provide food for the inconveniences of the customary technique which is as of now set up. Fast food is one which picked up acknowledgment of Indian sense of taste after the global inexpensive food players adjusted the fundamental Indian food necessities viz. vegan suppers and chose non-veggie lover choices barring hamburger and pork absolutely from their menu.

Global fast food outlets at first confronted fights and rejection from Indian purchasers. This was because of essential observation that these cheap food players serve just chicken and don't serve vegan suppers. Seen costly alongside being out-of-path suppers in Indian culture. Today, inexpensive food industry is getting adjusted to Indian food necessities and is developing in India. Picking up acknowledgment fundamentally from Indian youth and more youthful ages and is turning out to be a piece of life. Keeping in see the Indian propensities and changing inclinations towards food utilization, this examination has its concentration to comprehend the elements influencing the view of Indian youth, in the age gathering of 20-30 years, towards utilization of cheap food just as towards settling on decision of inexpensive food outlets.

### **2.1. Advantages of Online Food Ordering**

There are points of interest for both the customer and for the restaurants who partake in web based requesting. Initial, a client can arrange voluntarily when they have the opportunity to. Additionally, the client

can modify their request the manner in which they like it without mistakes in correspondence between the client and the individual taking the request. Not with standing customer points of interest, the eatery can take more requests with less staff. The eatery needn't bother with a server or entertainer to be on the telephone to take the request. The request can go directly to the kitchen.

### 2.2. Disadvantages of Online Food Ordering

Customer are not in a situation to ask for food quality or other explicit eating routine things. Requesting without gluten or sensitivity free foods with the on-line shopping is increasingly muddled. Hence, it's almost certain for a client to put in a request, yet never to get the request that can add to food squander and most likely pay misfortune.

### 3. Significance of the study

Online Food Delivery Administrations showcase has seen no matter how you look at it. Development And Improvement in the late years as the quantity of family unit retailers made their closeness in various zones of the country and also, the straightforwardness of business division entry allowed outside players to develop their scopes of tasks in India. In this manner, the publicize consistently ended up being increasingly engaged as the business area players developed their promoting methodologies even more powerfully attempting to extend their pie.

### 4. Need for the study

Customer Care is crucial in consumer loyalty and its principle necessity for starting and growing long haul relationship. The online business in India is at an expectation to absorb information and many full help eateries are not equipped for conveying quality administrations and in this manner doesn't add to consumer loyalty and lose to rivalry. Consequently it is imperative to distinguish measures for superb assistance in full help cafe that can be utilized to fill in as a seat imprint to empower eatery to start and build up client's connections separated contribution and maintenance and so forthcoming about on account of consumer loyalty. The motivation behind this

examination is to quantify the inclination of clients with respect to online food conveyance administration of the pie.

### 5. Review of Literature

**Juan C. Correaa, Wilmer Garzónb, Phillip Brookerc, Gopal Sakarkard, Steven A. Carranzaa, Leidy Yunadoa, Alejandro Rincóna.(2017)** In metropolitan areas Online Food Distribution Systems depend on public infrastructure owing to increasingly concentrated road traffic. These platforms leverage content created by users to promote shared use among its participants. Researcher measured the effect of traffic conditions (using the Google Maps API) which are the main success metrics for online food ordering and distribution services. Overall analysis indicates that traffic constraints did not have any realistic impact on the amount of purchases and distribution period execution, while early deliveries indicated a consistency problem correlated with the number of consumer reviews after delivering orders at the door step.

**Goh See-Kwong, Ng Soo-Ryue, Wong Shiun-Yi & Chong Lily (2017)** reports that there are many considerations that should be made conscious of by restaurant operators. There may be a situation where consumers encounter a challenge attributable to technical knowledge. Customers may find themselves reluctant to order food via websites or mobile apps. Such variables may directly influence the view of consumers. Studies has showed some positive impact on restaurants in terms of sales increase, more exposer and broader consumer base, comfort, etc. They faced several issues with aggregators while consulted with restaurant owners. Thanks to heavy traffic, order is not issued on time and any person needs to obey the traffic laws except for certain emergency services. Each restaurant owner is fitted with order monitoring system supplied by the food service providers. Issues of ten occur during system failure or when work ceases. Throughout these situations, restaurant owner is unable to monitor the customer's order and thus late delivery can take place. Restaurant owner even proposed to offer urgent replacement or maintenance of the system to food distribution company companies.

The expense of supplying food is often a big factor for generating consumer understanding. As food delivery firms take liability for providing food to the customer's location, many consumers are unsure on whether the food delivery company supplier sends late orders or whether it is a business owner that has not supplied food on schedule. Most orders are issued to one delivery boy because of lack of man power. The order is then issued.

**Seema Gopichand, Hari Ramani (August 2017)**

Conducted a study on the topic "Consumer Perception of Online Shopping in India." Her main findings were that the maximum number of internet users is under 25 years of age and has an income of between 15000 and 25000. And the factor for online shopping is Quality, Accessibility Facility, Customer Care, and Website Policy. The research further shows that ease, time savings and fair pricing often continue to be ordered digitally by customers.

**Kumaran M. (November 2017)** Has performed a report on "Indian buyers understanding of online shopping an analytical analysis." This research deals with e-marketing research on factors affecting consumer perception of online shopping experiences, this research deals with Perceived Risks, Website Role, Domain Specific Innovation, Subjective Standards, Attitude, Perceived Usefulness, Perceived Ease of Use, Attitude, Online Shopping Intent, And Online Shopping Behavior. There are several explanations consumers choose online shopping, but the biggest explanation for a customer opting out of online shopping is the protection concerns, but this problem has been given little attention by the industry. The website related ambience is the most important factor which satisfies or dissatisfies a consumer. Efficiency and usability of the website can improve the procurement process and build consumer confidence in online shopping.

**Singh R.A., Pathan S. & Kanade V. (2017)** States that an electronic restaurant and mess menu can be set up through online food order in program, so that consumers can conveniently position orders. Orders can now be conveniently monitored for an electronic food registry, which upholds the inventory for consumers and improves the food distribution

business. The restaurants and mess can also change the restaurant menu online and conveniently upload photos. Getting an online restaurant menu, prospective clients can conveniently view it and place order at their convenience. Therefore, features of input and wireless connectivity are provided on an electronic food ordering program.

**Alexandra Rodney, Sarah Cappeliez, Merin Oleschuk and Josée Johnston (2017)**

States that blogs encourage people to create various styles of food products. Prominent celebrities are brought into shaping home cooking in certain occasions. This paper addresses the paradoxical mix of idealization and lack of confidence in food production that illuminates food forums. For women the work is narrowly confined.

**Zamarrud Ansari and Surabhi Jain (2016)**

States people are used to buying and shopping products digitally. The reduced mobile phone costs and rising living standards have broadened the size of this larger market. There are, generally speaking, three challenges facing every online food company. It will have to be taken care of to start with logistics in terms of timely delivery and resource optimization. The next greatest problem is to compete with the amount of restaurants, as each online food company must guarantee the standard of service by educating the employees and also ensuring that they collect their payment on time. But the third and toughest challenge will be getting good technical skills for that. The most critical aspect that can be measured by a successful online food platform is the workers affiliated with the company. They need to see how the workers will excel at the organizational level and boost the company.

**Zety Shakila Binti Mohd Yusofet.al (2016)**

He said e-commerce is an aggregator and need to focus more on the quality of service. That is more centric with consumers. For the possible end, E-commerce would be a big forum for aspiring entrepreneurs and prospects to launch the food distribution company sector that links restaurants with consumers.

**H.S. Sethu and B Saini (2016)**

The research showed that 100 per cent of the respondents used the online food ordering systems, and purchasing choices were primarily informed by friend family views and online

group conversations. The research shows that the popularity of web based food shopping is determined through positive word of mouth and feedback with current consumers and online forums.

**Mustafa Abbas Bhotvawala, Harsh Balihallimath, Nishant Bidichandani and M. P. Khond. (2016)** In comparison to businesses with 'Delivery as a Service,' aggregator delivery systems create a forum for customers to browse through a variety of restaurants listed on their platforms, discover restaurants and position orders manually. The research was focused on a analysis of four such food order and distribution companies' development and business strategies in a thriving Indian market (Swiggy, Zomato, Food Panda, and Tiny Owl). Owing to a higher discretionary income from a richer middle class (also with lengthy, irregular working hours), the demand is projected to rise by 40 per cent annually. Growing incomes have encouraged the creation of an increasingly health conscious middle class, desiring meals that may substitute home cooked meals for nutritional values. Outside in the food service industry, aggressive growth strategies have not been as rewarding. Of the online food sector, though, the outlook looks brighter as India catches up with established markets (where online grocery orders eat up more than 30 per cent of market share).

**Helge Wurdemanna, Vahid Aminzadeha, Jian S Daia, John Reedb, Graham Purnellc (2016)** The common approach when developing new food handling applications is to use prior technological experience for similar foods. For a defined method observational experience is appropriate, and a more formal approach is created. The main improvement is a clear means of classifying goods, such that the distribution of a specific category is not debated. The features of the product profile were selected according to the manufacturing needs of the various kinds of goods. Parameters such as temperatures have been omitted because the temperature cannot be adjusted because if the temperature increases, the consumer quality accuracy may result and implies that the form of consumer buying procedure falls under separate group. In the other side, a description that separates processes for food ordering from other forms of food processing had to be defined. Gaps may be defined

by addressing specific and utilized automation for ordering procedures, and by connecting them to other food categories. Such discrepancies reflect manual, although not automatic, ordering systems that do exist. The work result is hoped to have a scientific framework and cutting edge methodologies that support the aspects in constructing physical structure.

**Girish Deore, Pranav Shete (2016)** Majority of restaurants providing meal delivery have embraced electronic grocery ordering. The consumers who were using online food ordering expressed appreciation to the system and suggested that online ordering matched the needs. The advantages of electronic shopping include strengthened order accuracy, expanded performance and better control of client relationships. These are expected to eliminate most restaurants' prices and operating risks, saving, and comfortable. Survey noticed that when a customer plans his or her mind to buy online food, several factors influence him or her. Time saving, and usability are the main factors found. Users check pricing on the platform and applications for electronic food ordering, and then evaluate both reviews and quality ranking before creating the final dish range. Restaurants will also follow effective approaches to improve consumer interest by collecting input, enabling consumers to post comments about their food and also to raise knowledge of their position on the online food sector by showing the product on the website, app or platform of online food delivery.

**Neha Parashar and Sakina Ghadiyali (2016)** Intangible products include various hospitality services where there is no transfer of possession or ownership and they cannot be sold but come into being at the time of consumption or purchase. Work has been carried out on different devices that are accessible either by aggregators or by restaurants themselves for various uses such as distribution, pointing device, ordering in house devices etc. Consumer behaviour is the analysis of how human individuals, associations, or organizations choose, acquire, utilize, and dispose of products, items, and services to fulfill their expectations and wishes. This applies to customer behavior on the markets as well as the real reasons behind such behavior. Researcher discusses how user

preferences have changed with technology intervention and how client records service use various technologies.

**Leong Wai Hong (2016)** The electronic food ordering and distribution systems have been documented in his studies as an effective framework for increasing restaurants profitability and competitiveness by internet marketing and business strategies.

**Yi Jin Lima, Abdullah Osman, Shahrul Nizam Salahuddin, Abdul Rahim Romled and Safizal Abdullahe (2015)** The connection between desire to buy and willingness to shop online demonstrated the optimistic relationship. The strong impact of purchase intention on online purchasing activity was compatible with prior findings that the purpose was a influential indicator of real shopping behavior. The second thing was between subjective standard and plan to buy with positive and important outcome. The result implied that the purchase intention of the university students was influenced by the perception of cultural background, families, friends and advertising. Compared to previous studies, this study has shown an enhanced predictive capacity of purchasing purpose and online shopping conduct. This also offers guidance for potential studies to concentrate on the positives and avoiding the drawbacks. As for every study there are several gaps in the analysis as the sample identified was restricted to university students with a history in higher education.

**Zulkarnain, Kedah and Yusof, Ismail and Ahasanul, Haque and Selim, Ahmed (2015)** Found that there is a significant positive relationship between quality of the website and trust of the website but also a significant positive relationship between quality of service and customer satisfaction. In addition, there are also important beneficial associations not just between website confidence and consumer satisfaction but also between customer satisfaction and loyalty. Although study was undertaken, one significant finding emerged that there is a clear correlation between the level of service and loyalty. Work also provides useful information on how to run electronic food ordering systems. Loyalty also plays a critical role in the

performance of every company that results in high profitability and long-term growth.

**Varsha Chavan, Priya Jadhav, Snehal Korade and Priyanka Teli (2015)** They concluded in their studies aimed at evaluating the effect of smart device based app on market management and service delivery as a supporting factor for restaurants to take orders and more efficiently supply food. Authors also proclaimed online resources to be more secure, user friendly and effective platforms for food sector.

**Kedah, Zulkarnain, Ismail Y., Ahasanul Haque A.K., & Ahmed S. (2015)** This paper analyzes the customer requesting experience's determinants, which include web confidence, user satisfaction, and steadfastness. The determinants are referred about by standard of location and efficiency of administration. Statistics show that there is not only a huge positive correlation between content design and site satisfaction but also a huge positive relation between quality control and customer loyalty. Additionally, there are important beneficial links between site confidence and customer satisfaction, as well as between consumer loyalty and steadfastness. In fact, the review provides significant amount of information to operate on the site feed requesting administrations effectively.

**Stephen A. (2015)** In order to understand the new contexts through which users work, Belk quoted to describe the "extended selves" He clarified that, in the digital world, customers may not have one but several individuals. Which might be distinct from the person he would really have. The online media offers a surface to face platform for different people. Stephen stated in this regard that people are seeking to leverage these individuals to manipulate other individuals on the digital media. Those are influencers that may be effective in shaping existing and potential customers.

**Schiffman L., Kanuk L., & Kumar S.R., (2010)** Explained that "in the context of customer behavior, attitude is a conditioned predisposition to act with regard to a specific item in a regularly beneficial or unfavorable manner. By item he applied to the same use or marketing related principles. Attitudes are learned, he said, and are relevant to buying behaviour. These are created as a result of direct contact of the

substance involved, knowledge gained by others by word of mouth, access to mainstream media ads, the internet and other relevant marketing platforms. The characteristic of attitudes is that they are very accurate, robust and compatible with their mirrored behaviour. Consumer buying choice, customer preferences, consumer culture and understanding of market advantages lead to consumer perceptions towards online shopping.

**Prabhavathi Y., Krishna Kishore N.T. & Ramesh Kumar M. (2014)** As research on customer tastes and purchasing habits established such variables as availability, social impact, balanced menu and standard of service. Lifestyle also plays a critical role in food consumption, and restaurants provide satisfaction by enhancing the taste of food with friends as well. Lifestyle may be a determining factor in food buying and delivery services but this distribution company sector is not restricted to fast food. There are many forms of food and beverages on online ordering and distribution systems. Taste may be a big factor in serving the meal, however in Internet grocery buying and distribution system restaurant owner is utterly unsure of who will be sending his order to. Since order should be served at the consumer's doorstep, the ambience of the restaurant is not perceived to be a crucial element in food delivery services.

**Krishni Miglani, Veronica Jenvild (2014)** Listed some causes, such as urbanization, working women's rise, younger urban population and higher disposable incomes combined with increased time constraints. Made-for-delivery Internet pages and Smartphone applications are common industry developments. The growth in takeaway demand despite slowdown in dine in **Quick Service Restaurants (QSR)** suggests consumer preferences are moving away from QSR dine in. Tastes shift, dining out at Fast service restaurants outlets in India are no longer viewed as an incentive. Dine in patterns are fine dining shops or cafés, while QSR is easily and comfortably ordered, ideally delivered to the house. Fast service restaurant suppliers have to adapt with their modern understanding and responding a creative manner to the growing demands of home delivery. It is suggested

that individual brands apply the new consumer preferences like refinement, health, hygiene and taste in order to win market shares and compete with giant players. Social networking networks are not simply for communicating with peers but also a way for customers to learn for health. The internet is heavily packed with posts mostly complaining about food in one way or another. Food is the main discussion subject on all social networking sites. Indian consumers have formed a deep affinity for the online food delivery room, and like to spend their time browsing different convenient options online.

**Pratiksinh Vaghela (2014)** Customers have internet connections at home and in the workplace. Accessories are primarily bought by consumers via Internet. Customers need to give credit card details and they cannot see products was the most critical factor for online shopping. Customer's view of internet shopping (food and other accessories) is more costly, it takes more time to produce the items, and when making online orders they face problems. Shopping online is now a regular occurrence of existence today. The study found that consumers agreed that online shopping is a safer choice than manual shopping, but also feel that online shopping is costly, slow in merchandise delivery and service delivery. Many consumers experience issues such as buying the incorrect / defective product, misleading pages and inadequate customer support. According to customers most troubling online shopping barrier was unable to directly validate items, protection of online payment. Similar challenges people encounter in the food distribution systems.

**Kamran Ahsan, Nazish Nouman, Anum Kamran, Farhana Hussain and Saboohi Naeem Ahmed (2013)** Artificial Intelligence play a very significant function in food ordering and delivery technology such as Customer Care, Partnership Management, Supply Chain Management, etc Because of the technical moment food ordering and delivery services needs to insure that the ordered food will arrive at the right location at the right time and to the right individual.

**Samsudin N.A., Khalid S.K., Kohar M. F., Senin Z., & Ihkasan M. N. (2011)** Points out that a design and implementation of wireless food ordering system has been achieved amid client reviews for an eatery. This

empowers proprietors of cafes to set up the system in a wireless world and easily refresh displays with menus. Advanced cell phone has been designed to facilitate continuing communication between eatery owners and customers in the adaptable wireless food ordering program demanding environment of continuous consumer critique implementation.

**Chris (2011)** Many businesses assume that some restaurants can advertise instantly and customers can book tables immediately, but the fact that some restaurants are not able to draw customers in today's scenario because there is tremendous penetration in the Indian market particularly in urban cities where consumers are more selective and people don't have enough time to visit restaurants. In these cases restaurant owners make an agreement with food ordering and distribution systems to supply consumers with food. Restaurants also get more exposure from the food distribution systems.

**Vaggelis Saprikis, Adamantia Chouliara and Maro Vlachopoulou (2010)** Both the rapid increase in internet usage and the advance of information technology have changed the way goods are purchased and sold, resulting in a high increase in the number of online shoppers. Nonetheless, owing to the nature of the different customers and the types of goods and services offered, a number of variations were discovered about online sales. Therefore knowing who the consuming people are and why they prefer to use or ignore the Internet as a medium of consumption is a significant topic for both shopping portals and market theories. In addition, the explanations for using or avoiding online shopping, and the styles of favorite items have been identified. The study offers important insights into the actions of buyers online, as the findings reveal substantial variations between the two respondent categories

**Zeithaml & Bitner (2003)** Customer Experience doesn't occur often in food delivery industry because there is no immediate contact with restaurants in online food ordering and distribution business. Consumers typically rely on restaurant search engine portals for updated information. Consumers make their decisions, impression provided by reviewers and experienced

consumers through reading feedback and ratings. Sometime phone interactions happen, but between food ordering & distribution service provider and client, it happens. **William R. King, Jun He (2006)** Most scholars considered the TAM paradigm (**Davis, 1989; Davis, Bagozzi, & Warshaw, 1989**) very useful in evaluating consumers' approval, disposition and behavioral expectation toward emerging technology. The easiest way to order food is via Smartphone phones. Thanks to the massive rise in Smartphone usage, online food ordering has seen an explosive growth. Consumers consider it very easy to search blogs or devices and pick the food they want from restaurants. User reviews and scores on blogs are useful for potential consumers in making a purchase decision. In turn, plugins are applied to websites and Smartphone devices to categorize and configure the order according to the needs of users. Everybody in industry is stakeholder. Yet the Consumer remains the most influential stakeholder. Delivery time is the most important and deciding factor in customer satisfaction. Business workers must recognize that delaying the order means there's a high chance that customers will turn to other grocery buying and distribution systems. Food distribution firms are well aware of the value of delivery time, which is why they have live monitoring order services to see when their orders arrive. Tracking the order relies solely on the **GPS (Global Positioning System)** which is the delivery agent needing to enable GPS service in Smartphone or car so that customers and consumer can monitor the package on their cell devices. Relationship in the service industry is a cornerstone to growth, and companies are more focused on developing good client relationships. Company will not assume control of food taste in Food distribution systems. Restaurant operators bear the obligation. The main concern of the food delivery service is to provide food for the door step of the consumer, as well as in the committed time frame.

## 6. Statement of The Problem

Products are intangible goods because there is no transition of custody or property because as they are used or bought, they cannot be exchanged nor come into being. Resources could not be collected or

transmitted. On the other hand, digital services are services that are anything that can be delivered through an information infrastructure such as the internet, in different forms i.e. applications, web pages, social media etc. The paper would concentrate on the various applications accessible either by third parties for distribution purposes or by restaurants themselves for specific purposes such as shipping, pointing method, in house device purchasing, etc.

### 7. Scope of the Study

The study is to analyze the perception of the customer towards online food delivery services and the scope of the study to analyze the perception of the customers towards the product that will be helpful in the decision making process for the company. The research is about figuring out the happiness of the vendors in the hotel industry. The study's need is to evaluate the quality of service in the hotel industry, as service plays a key role in the growth of businesses, particularly business.

### 8. Objectives of the Study

- To find out the demographic profile of customer.
- To study the consumer expectation and awareness of online food delivery services
- To study the various factors that influences the consumer to choose online food delivery services.
- To analyze what channel is used more frequently in electronic food ordering.

### 9. Research Methodology

The Researcher carried out a descriptive research nature based study, wherein his research majorly focus on online food aggregators and their valuable services provided to their customers. The research was carried out in Bangalore city of Karnataka state of India. The population of the research study seems to be indefinite, the researcher adapted a non-probability using sampling method and Convenience sampling technique was been adapted. In addition data was collected from both primary and secondarily with a reliable sources available. Primary data was collected using a structured questionnaire and interview method

is been adapted to collect the primary samples. Hence the researcher performed the required and appropriate statistical analysis in order to provide reliable output to the stakeholders of this research.

## 10. Data Analysis and Interpretation

### 10.1 Gender Category of the respondents

Gender Category	No.of . Respondents	Percentage (%)
Male	68	68
Female	32	32
<b>Total</b>	<b>100</b>	<b>100</b>

Table.No.1. Gender Category of the respondents

#### Interpretation:

From the above table.no.01, it can be inferred that out of total 100 respondents, 68% of the respondents are male category classification and 32% of the respondents are female category classification of the respondents.

### 10.2 Age Group of the respondents

Age Group	No.of . Respondents	Percentage (%)
Less than 20yrs	10	10
Between 21 yrs to 30 yrs	50	50
Between 31 yrs to 40 yrs	27	27
Between 41yrs to 50 yrs	07	07
Greater than 50 yrs.	03	03
<b>Total</b>	<b>100</b>	<b>100</b>

Table.No.2. Age Group Category of the respondents

#### Interpretation:

From the above table.no.2, it can be inferred that, out of 100 samples collected, Majority 50% of the respondents belongs to the age group between 21 yrs to 30 yrs, then 27% of the respondents belongs to the age group between 31 yrs to 40 yrs, then 10% of the respondents belongs to the age group less than 20yrs, then the remaining 7% of the respondents belongs to the age group between 41 yrs to 50 yrs and 03% of the respondents belongs to the age group of above 50yrs.

### 10.3. Marital Status of the respondents

Martial Status	No.of Respondents	Percentage (%)
Married	14	14
Unmarried	86	86
<b>Total</b>	<b>100</b>	<b>100</b>

Table.No.3. Martial Status of the respondents

#### Interpretation:

From the above table.no.3, it can be inferred that, Out of total 100 respondents, 86% of the respondents are belonging to the Unmarried Martial Status Category and then the remaining 14% of the respondents are belonging to the Married Martial Status Category.

### 10.4. Educational Qualification of respondents

Educational Qualification	No.of Respondents	Percentage (%)
SSLC/HSC	02	02
Undergraduate	34	34
Postgraduate	61	61
Diploma	02	02
Others	01	01
<b>Total</b>	<b>100</b>	<b>100</b>

Table.No.4. Educational Qualification of the respondents

#### Interpretation:

From the above table.no.4, it can be inferred that, out of total 100 respondents, 61% of the respondents educational qualification are found to be Postgraduate, 34% of the respondents educational qualification are found to be Undergraduate, 2% of the respondents educational qualification are found to be Diploma, 2% of the respondents educational qualification are found to be SSLC/HSC and the remaining 1% of the respondents educational qualification are found to be in others category.

### 10.5. Occupation Category of the respondents

Occupation Category	No.of Respondents	Percentage (%)
Business	08	08
Professional	21	21
Student	55	55
Housewife	16	16
Others	00	00
<b>Total</b>	<b>100</b>	<b>100</b>

Table.No.5. Occupational Category of the respondents

#### Interpretation:

From the above table.no.5, it can be inferred that, out of total 100 respondents, Majority 55% of the respondent's occupation seems to be students, 21% of the respondent's occupation are seems to be Professional, 16% of the respondent's occupation are seems to be Housewife, 8% of the respondent's occupation are seems to be business.

### 10.6 Monthly Family Income of the respondents

Monthly Family Income (Rs)	No.of Respondents	Percentage (%)
Less than Rs.10,000	31	31
Between Rs.10,001 to Rs.25,000	34	34
Between Rs.25,001 to Rs.50,000	21	21
Between Rs.50,001 to Rs.75,000	06	06
Greater than Rs.75000	08	08
<b>Total</b>	<b>100</b>	<b>100</b>

Table.No.6. Monthly Family Income of the respondents

#### Interpretation:

From the above table.no.6, it can be inferred that out of total 100 respondents, Majority 34% of the respondents belongs to the monthly family income ranges between Rs.10,001 to Rs.25,000 income level, 21% of the respondents belongs to the monthly family income ranges between Rs.25,001 to Rs.50,000, 31% of the respondents belongs to the monthly family income ranges Less than Rs.10,000, then remaining 8% of the respondents belongs to the monthly family income ranges greater than Rs.75,000 and remaining 6% of the respondents belongs to the monthly family income ranges between Rs.50,001 to Rs.75,000.

### 10.7. Respondent's Frequency of Ordering Food through Online Aggregators.

Order Frequency	No. of Respondents	Percentage (%)
Everyday	01	01
Once in a Days	06	06
Once in a Week	31	31
Once in a Month	22	22
Occasionally	40	40
<b>Total</b>	<b>100</b>	<b>100</b>

Table.No.7. Respondent's Frequency of Ordering Food through Online Aggregators

**Interpretation:**

From the above table.no.7, it is inferred that, out of total samples collected, 31% of the respondents order food weekly, followed by 22% who order food monthly, around 6% of the food is order once in a days followed by the Majority 40% of the respondents who ordered food occasionally.

**10.8. Respondents Preferred Method of Ordering Food through Online Aggregators.**

Method of Ordering Food	No. of Respondents	Percentage (%)
Through Phone	20	20
Through Websites	01	01
Through Mobile App	76	76
Thro Telephonic Order	03	03
Others Sources	00	00
<b>Total</b>	<b>100</b>	<b>100</b>

Table.No.8. Respondents Preferred Method of Ordering Food through Online Aggregators.

**Interpretation:**

From the above table.no.8, it is inferred that, out of 100 samples collected, Majority 76% of the respondents use Mobile App to order food online, around 20% of the respondents use Phone to order food online, around 3% of the respondents use simply through order through telephones and remaining 1% of the respondents order through Websites.

**10.9. Respondents Preferred Method of Payment for Online Ordering of Foods through Aggregators**

Mode of Payment	No. of Respondents	Percentage (%)
Cash On Delivery	45	45
Mobile E-Payment	39	39
Credit/Debit Card	08	08
Internet Banking	08	08
Others	00	00
<b>Grant Total</b>	<b>100</b>	<b>100</b>

Table.No.9. Respondents Preferred Method of Payment for Online Ordering of Foods through Aggregators.

**Interpretation:**

From the above table.no.9, it is inferred that, out of total 100 samples collected, 45% of the customers/

users make payment through cash on delivery, around 39% will do with mobile E-Payment around 8% will do either cards or Internet Banking for foods ordered through Aggregators

**10.10. Amount spend by the respondents per week towards Online Food Delivery through Aggregators**

Amount Spend	No. of Respondents	Percentage (%)
Less than Rs.1,000	52	52
Between Rs.1,001 to Rs.2000,	29	29
Between Rs.2,001 to Rs.3,000	09	09
Between Rs.3,001 to Rs.4,000	07	07
Greater than Rs.4,000	03	03
<b>Total</b>	<b>100</b>	<b>100</b>

Table.No.10. Amount spent by the respondents towards Online Food Delivery through Aggregators

**Interpretation:**

From the above table.no.10, it is inferred that, out of total 100 samples collected, Majority 52% of the customers/users will spend Less than Rs.1,000 towards online food ordering through aggregators, , around 29% will spend between Rs.1,001 to Rs.2000 towards online food ordering through aggregators, around 9% will spend between Rs.2,001 to Rs.3,000 towards online food ordering through aggregators, 7% will spend between Rs.3,001 to Rs.4,000 towards online food ordering through aggregators and 3% will spend Greater than Rs.4,000 towards online food ordering through aggregators.

**10.11. Respondents Preferred Food Aggregators Towards Online Food Ordering Process**

Preferred Food Aggregator	No. of Respondents	Percentage (%)
Zomato	49	49
Swiggy	40	40
Uber Eats	09	09
Food Panda	01	01
Others	01	01
<b>Total</b>	<b>100</b>	<b>100</b>

Table.No.11. Respondents Preferred Food Aggregators Towards Online Food Ordering Process

**Interpretation:**

From the above table.no.11, it is inferred that out of total 100 samples collected, Majority 49% of the respondents prefer Zomato food Aggregators to order food online, then around 40% of the respondents prefer Swiggy food Aggregators to order food online, around 9% of the respondents prefer uber eats food Aggregators to order food online and 1% of the respondents prefer food panda and other food Aggregators to order food online.

**10.12. Respondents reason for choosing their preferred Online Food Aggregators**

Reason for Choosing Pref. Food Aggregators	No. of Respondents	Percentage (%)
On-Time Delivery	56	56
Good Packaging	26	26
Best Offers and Discount	46	46
Easy To Order	38	38
Others	00	00
<b>Total</b>	<b>100</b>	<b>100</b>

Table.No.12. Respondents reason for choosing their preferred Online Food Aggregators

**Interpretation:**

From the above table.no.12, it can be inferred that out of total 100 samples collected, Majority 56% of the respondents says the reason for choosing their preferred Online Food Aggregators are on-time delivery, 46% of the respondents says the reason for choosing their preferred Online Food Aggregators are best offers and discount, 26% of the respondents says the reason for choosing their preferred Online Food Aggregators are packaging & 38% the respondents says the reason for choosing their preferred Online Food Aggregators are easy to order.

**10.13. Respondents opinion on Online Food Aggregators towards offering more offers and discounts**

Online Food Aggregators	No. of Respondents	Percentage (%)
Zomato	54	54
Swiggy	32	32
Uber Eats	12	12
Food Panda	02	02
Others	00	00
<b>Total</b>	<b>100</b>	<b>100</b>

Table.No.13. Respondents opinion on Online Food Aggregators towards offering more offers and discounts

**Interpretation:**

From the above table.no.13, it can be inferred that out of total 100 samples collected, Majority 54% of the respondents feels that Zomato Food Aggregator offering more offers and discounts compared to other aggregators, 32% of the respondents feels that Swiggy Food Aggregator offering more offers and discounts compared to other aggregators, 12% of the respondents feels that Uber Eat Food Aggregator offering more offers and discounts compared to other aggregators, 2% of the respondents feels that Food Panda Food Aggregator offering more offers and discounts compared to other aggregators.

**10.14. Respondents opinion on Online Food Aggregators towards offering Best Quality Services**

Online Food Aggregators	No. of Respondents	Percentage (%)
Zomato	52	52
Swiggy	34	34
Uber Eats	11	11
Food Panda	03	03
Others	00	00
<b>Total</b>	<b>100</b>	<b>100</b>

Table.No.14. Respondents opinion on Online Food Aggregators towards offering Best Quality Services

**Interpretation:**

From the above table.no.14, it can be inferred that out of total 100 samples collected, Majority 54% of the respondents feels that Zomato Food Aggregator offering best quality services compared to other aggregators, 34% of the respondents feels that Swiggy Food Aggregator offering best quality services compared to other aggregators, 11% of the respondents feels that Uber Eat Food Aggregator offering best quality services compared to other aggregators, 3% of the respondents feels that Food Panda Food Aggregator offering best quality services compared to other aggregators.

**10.15. Factors influences the respondents to prefer to order through aggregators towards online food ordering**

**Interpretation:**

From the below table.no.15, it can be inferred that out of total 100 samples collected, Majority 31% of

the respondents ordered food through online food aggregators are influenced by timely delivery of food as a major influencing factor, around 25% of the respondents ordered food through online food aggregators are influenced by convenience as a major influencing factor, around 21% of the respondents ordered food through online food aggregators are influenced by Flexibility to order as a major influencing factor and 3% of the respondents ordered food through online food aggregators are influenced by Ease to payment as a major influencing factor and 2% of the respondents ordered food through online food aggregators are influenced by Promotion as a major influencing factor.

are Moderate about online food ordering, around 19% of the respondents said they are Highly Satisfied about online food ordering and 2% of the respondents said they are Dissatisfied about online food ordering.

### 11. Major Findings of the Study

- Majority 68% of the respondents are male category classification and 32% of the respondents are female category classification of the respondents.
- Majority 50% of the respondents belongs to the age group between 21 yrs to 30 yrs, then 27% of the respondents belongs to the age group between 31 yrs to 40 yrs, then 10% of the respondents belongs to the age group less than 20yrs, then the remaining 7% of the respondents belongs to the age group between 41 yrs to 50 yrs and 03% of the respondents belongs to the age group of above 50yrs.
- 86% of the respondents are belonging to the Unmarried Martial Status Category and then the remaining 14% of the respondents are belonging to the Married Martial Status Category.
- 61% of the respondents educational qualification are found to be Postgraduate, 34% of the respondents educational qualification are found to be Undergraduate, 2% of the respondents educational qualification are found to be Diploma, 2% of the respondents educational qualification are found to be SSLC/HSC and the remaining 1% of the respondents educational qualification are found to be in others category.
- Majority 55% of the respondent's occupation seems to be students, 21% of the respondent's occupation are seems to be Professional, 16% of the respondent's occupation are seems to be Housewife, 8% of the respondent's occupation are seems to be business.
- Majority 34% of the respondents belongs to the monthly family income ranges between Rs. 10,001 to Rs.25,000 income level, 21% of the respondents belongs to the monthly family income ranges between Rs.25,001 to Rs.50,000, 31% of the respondents belongs to the monthly family income ranges Less than Rs. 10,000, then remaining 8% of

Factors	No. of Respondents	Percentage (%)
Time and Delivery	31	31
Convenience	25	25
Easy Accessibility	18	18
Flexibility To Order	21	21
Ease of Payment	03	03
Promotion	02	02
<b>Total</b>	<b>100</b>	<b>100</b>

Table.No.15. Factors influences the respondents to prefer to order through aggregators towards online food ordering

### 10.16. Respondents level of satisfaction towards your preferred online food ordering service provider

Level of Satisfaction	No. of Respondents	Percentage (%)
Highly Satisfied	19	19
Satisfied	50	50
Moderate	29	29
Dissatisfied	02	02
Highly Dissatisfied	00	00
<b>Total</b>	<b>100</b>	<b>100</b>

Table.No.16. Respondents level of satisfaction towards your preferred online food ordering service provider

#### Interpretation:

From the above table.no.16, it can be inferred that out of total 100 samples collected, Majority 50% of the respondents said they are Satisfied with online food ordering, around 29% of the respondents said they

the respondents belongs to the monthly family income ranges greater than Rs.75,000 and remaining 6% of the respondents belongs to the monthly family income ranges between Rs.50,001 to Rs.75,000.

- 31% of the respondents order food weekly, followed by 22% who order food monthly, around 6% of the food is order once in a days followed by the Majority 40% of the respondents who ordered food occasionally.
- Majority 76% of the respondents use Mobile App to order food online, around 20% of the respondents use Phone to order food online, around 3% of the respondents use simply through order through telephones and remaining 1% of the respondents order through Websites.
- 45% of the customers/users make payment through cash on delivery, around 39% will do with mobile E-Payment around 8% will do either cards or Internet Banking for foods ordered through Aggregators
- Majority 52% of the customers/users will spend Less than Rs.1,000 towards online food ordering through aggregators, , around 29% will spend between Rs.1,001 to Rs.2000 towards online food ordering through aggregators, around 9% will spend between Rs.2,001 to Rs.3,000 towards online food ordering through aggregators, 7% will spend between Rs.3,001 to Rs.4,000 towards online food ordering through aggregators and 3% will spend Greater than Rs.4,000 towards online food ordering through aggregators.
- Majority 50% of the respondents said they are Satisfied with online food ordering, around 29% of the respondents said they are Moderate about online food ordering, around 19% of the respondents said they are Highly Satisfied about online food ordering and 2% of the respondents said they are Dissatisfied about online food ordering.

## **12. Conclusion:**

The researcher would like to conclude that the growth of online food aggregator businesses started to grow

more and more over the period of time. Even the respondents feel more comfortable with predominant services provided from various food aggregators. As a total each and every food aggregators trying to keep themselves engaged by focusing on their customer groups in creating competitive advantage on their own. Further, the outcome of the research reveals the reason for choosing online food aggregators that only provides them a convenience, comfort, accessibility and affordability but also it has provided them a confidence towards the quality services offered to them in ensuring safety and security measures provided to their valuable customers. In addition to that these food aggregators started to play a major role in every one's life because in these competitive world everywhere sustainability matters even then these food aggregators were creating a confidence among their customers in each and every delivery by providing superior customer services there by day by day increasing and at the same time exceeding the customer expectations, where do customers started to move towards the loyalty part by considering their value added services what was been provided to them. Each and Every Food Aggregators has their own unique selling proportion, thereby they do dominate themselves in order to sustain themselves in these huge competitive business environment with a huge customer base and support. The future of food aggregators are going to be more competitive than ever before, a lot of new prospective aggregators are going to enter this segment of services but at the same time the challenges are also going to stand tall before them by the existing dominant and major players in this aggregator segment. On the other hand, Opportunities are also where there in order to provide a better and best services to their target customers by understanding their expectations.

## **References:**

1. Alexandra Rodney, Sarah Cappeliez, Merin Oleschuk and Josée Johnston (2017). The Online Domestic Goddess: An Analysis of Food Blog Femininities. An International Journal of Multidisciplinary Research Volume 20, 2017-Issue 4.
2. Anita Goyal and N.P.Singh "Consumer perception about fast food in India: an exploratory study." British food Journal Vol 109, No.2, 2007.

3. Caroline Opolski Medeiros, Elisabete Salay.(2013). A Review of Food Service Selection Factors Important to the Consumer. *Food and public Health* 2013, 3(4):176-190/ DOI: 10.5923/j.fph.20130304.02
4. Chris Ward, Case study: Restaurant industry in the cloud. Extracted from <http://www.businesscloudnews.com/applications/273-case-study-restaurant-industry-in-the-cloud.html> (2011) Vol. 2(11), 84-89 ISSN 2277-2502.
5. Farah Ayuni Shafie and Denise Rennie "Consumer perception towards organic food" science direct Proceedings of the 1st National Conference on Environment-Behaviour Studies, 1nCEBS, FAPS, UiTM, Shah Alam, Malaysia, 14-15 November, 2009.
6. Girish Deore<sup>1</sup>, Pranav Shete (2016) To Study the Inclination of Consumers in Baner Area in Relation to the Online Food Ordering. *ATITHYA: A Journal of Hospitality*, Vol.2 Issue2.
7. GohSee-Kwong, NgSoo- Ryue,Wong Shiun-Yi & Chong Lily (2017),"Outsourcing To Online Food Delivery Services: Perspective of F&B Business Owners", *Journal of Internet Banking and Commerce*, August 2017, vol. 22, no.2s
8. H.S. Sethu, Bhavya Saini (2016),"Customer Perception and Satisfaction on Ordering Food via Internet, a Case on Foodzoned.Com, in Manipal", ISBN: 978-1-943579-81-5
9. Helge Wurdemanna,d, Vahid Aminzadeha, Jian S Daia, John Reedb, Graham Purnellc.(2016) Category-Based Food Ordering Processes. In *Trends in Food Science & Technology* 22(1):14-20.
10. Johnson, M. D. (2015).Customer Satisfaction. In *International Encyclopedia of the Social & Behavioral Sciences: Second Edition*. <https://doi.org/10.1016/B978-0-08-097086-8.735>.
11. Juan C. Correaa, Wilmer Garzónb, Phillip Brookerc, Gopal Sakarkard, Steven A. Carranzaa, Leidy Yunadoa, Alejandro Rincóna. (2017) Evaluation of collaborative consumption of food delivery services through web mining techniques. *Journal of Retailing and Consumer Services* 46:45-50.DOI: 10.1016/j.jretconser.2018.05.002.
12. Kamran Ahsan, Nazish Nouman, Anum Kamran, Farhana Hussain and Saboohi Naeem Ahmed (2013). Cloud-Based Shared Food Ordering System with Context Awareness: A Location Base Services Approach. 110565083
13. Kimes, S. E. (2011). The current state of online food ordering in the U.S. restaurant industry [*Electronic article*]. *Cornell Hospitality Report*, 11(17), 6-18.
14. Krishni Miglani, Veronica Jenvild (2014) ,The New Indian Consumer: Food Services Trends , *International Journal of Management and Commerce Innovations* ISSN 2348-7585 (Online) Vol. 2, Issue 1, pp: (255- 267)
15. Kumaran .M. "Perception towards online shopping an Empirical study with respect to Indian buyers."www.abhinavjournal.com Vol 1 Issue no:9.
16. Lara Sowinski., Why Cloud Computing is an Imperative, Extracted from <http://www.foodlogistics.com/article/10780659/why-cloud-computing-is-an-imperative> (2012)
17. Leong Wai Hong (2016), "Food Ordering System Using Mobile Phone", A report submitted to BIS (Hons) Information Systems Engineering. Faculty of Information and Communication Technology (Perak Campus), UTAR.IA-2016-1203135.
18. Mustafa Abbas Bhotvawala, Harsh Balihallimath, Nishant Bidichandani and M. P. Khond. (2016) Growth of Food Tech: A Comparative Study of Aggregator Food Delivery Services in India September 23-25, 2016.
19. Neha Parashar and Sakina Ghadiyali (2016) A Study on customer's Attitude and Perception towards Digital Food App Services *Amity Journal of Management Paper* -520191025-90966.
20. Prabhavathi Y., Krishna Kishore N.T & Ramesh Kumar M.(2014). Consumer preference and spending pattern in Indian fast food industry. *International Journal of Scientific and Research Publications*, 4(2), p.16-22.
21. R., A., Singh, A., Pathan, S., & Kanade, V. (2017). Online Food Ordering System. *International Journal of Computer Applications*, 180(6), 22-24. doi:10.5120/ijca2017916046
22. Samsudin, N. A., Khalid, S. K., Kohar, M. F., Senin, Z., & Ikhazan, M. N. (2011). A customizable wireless food ordering system with real-time customer

- feedback. 2011 IEEE Symposium on Wireless Technology and Applications (ISWTA). doi:10.1109/iswta.2011.6089405
23. Schiffman, L., Kanuk, L., & Kumar, S. R. (2010). *Consumer behaviour* (10<sup>th</sup> Ed.). Pearson Education, South Asia. ISBN-10:0135053013
24. Seema Gopichand, Hariramani "Consumer Perception about online shopping in India." *International Journal of Management, IT & Engineering* Vol. 8 Issue 2,
25. Serhat Murat Alagoza, Haluk Hekimoglu. (2012) A study on tam: analysis of customer attitudes in online food ordering system. 62 (2012) 1138 - 1143.
26. Shilpa Goyal "Comparative study on "consumer behaviour of working women and homemakers for the ready to eat food products in Salem city." *Asian Journal of Multidimensional Research* Vol 7, Issue 2, February 2018, spl 2.
27. Stephen, A. (2015). The role of digital and social market-ing in consumer behavior. *Current opinion in Psychology special issue on consumer behaviour*. *Current Opinion in Psychology* 2016, 10:17-21
28. Suhartanto, D., Helmi Ali, M., Tan, K. H., Sjahroeddin, F., & Kusdiby, L. (2019). Loyalty toward online food delivery service: the role of e-service quality and food quality. *Journal of Foodservice Business Research*. Vol 22(1), 81-97. doi:10.1080/15378020.2018.1546076
29. Vaggelis Saprikis, Adamantia Chouliara and Maro Vlachopoulou. (2010) Perceptions towards Online Shopping: Analyzing the Greek University Students' Attitude. Vol. 2010, Article ID 854516.
30. Varsha Chavan, Priya Jadhav, Snehal Korade and Priyanka Teli (2015), "Implementing Customizable Online Food Ordering System Using Web Based Application", *International Journal of Innovative Science, Engineering & Technology*, Vol 2 Issue 4, April 2015. ISSN 2348 - 7968.
31. William R. King, Jun He. (2006) A meta-analysis of the technology acceptance model. *Information & Management*, Vol,43(6):740-755 · September 2006, DOI:10.1016/j.im.2006.05.00.
32. Yi Jin Lima, Abdullah Osmanb, Shahrul Nizam Salahuddinc, Abdul Rahim Romled and Safizal Abdullahe (2015). Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention. Vol.18, 2015, ISSN-2422-8451.
33. Zamarrud Ansari and Surabhi Jain (2016). *Food Portals - The Growth Engine* "Do You Have an Appetite?" ISSN-2349-6746/2349-6738.
34. Zeithaml, V.A. and Bitner, M.J. (2003) *Services Marketing: Integrating Customer Focus across the Firm*. 3rd Edition, Irwin McGraw-Hill, New York.
35. Zety Shakila Binti Mohd Yusofet. al (2016) Determinants towards Food Delivery Service through E-Commerce in Pasir Gudang Area Volume 6, No. 9, pp. 622-631 Doi : 10.15341/jmer(2155-7993)/09.06.2016/006.
36. Zulkarnain, Kedah and yusof, Ismail and Ahasanul, Haque and Selim, Ahmed (2015) Key Success Factors of Online Food Ordering Services: an Empirical Study. *Malaysian institute of Management*, 50 (2). pp. 19-36.
37. Zulkarnain, Kedah and yusof, Ismail and Ahasanul, Haque and Selim, Ahmed (2015) Key Success Factors of Online Food Ordering Services: an Empirical Study. *Malaysian institute of Management*, 50 (2). pp. 19-36