

A Study on Web Based Food Ordering and Delivering System and Customer Satisfaction - With Reference to Sri Vijaya Puram City

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INTRODUCTION

The very first online food-order business, World Wide Waiter (since renamed Waiter.com) was established in 1995 and its operations were restricted to the city of northern California, before it was expanded to a few more cities in the United States.

A food ordering and delivery system is the instrument that constituting an integrated technology, a direction of logistical, operational and commercial procedures, and the movement of prepared, already cooked food between a restaurant's kitchen or establishment to a chosen location, most frequently a home or office, in such a way that the matter is convenient, timely, safe and sustaining. It twitches with an ordering platform, usually a web page or application, where customers browse menu; personalize meals, read prices, valued delivery time, and reviews and place and paying an order online mode.

This order is immediately relayed to the point-of-sale or bakery system of the restaurant where staff cooks the food as per the specifications and label it as ready to pick. Then, an order is given to a deliver separately, be it an employee of the restaurant, a dedicated courier of a third-party platform, or a freelancer of the gig-economy, who takes the packaged meal and receives it to the doorstep of the customer, typically with real-time tracking via GPS and an approximate delivery time. Payment processing, customer service, rating and feedback, demand forecasting and menu optimization via data analytics, and quality, including temperature-regulating packaging and hygiene, are all part of the system. In the case of restaurants, it increases market penetration and provides incremental revenues with minimal marketing; to consumers, saves time, provides variety, and adds convenience; to platforms, provides commission or fees and valuable data assets. But it is also problematic: narrow courier margins, food safety hazards, packaging materials and the environmental implications of vehicle emissions.

Key drivers of growth

- Greater penetration of digital: More people could easily access online services owing to the broad access to smart phones and low internet charges.
- Modification of consumer behaviour: Due to urbanization, traffic, and hectic schedules, the option of having food brought to your door was a trendy trend particularly to younger age groups.
- Innovation and technology: The creation of strong technology-driven driver networks and advanced platforms played an important role in the growth of this industry.

LITERATURE REVIEW

Simranjeet Kaur Gill April 2021: Has studied the consumer satisfaction of Zomato and Swiggy and study of customer perception about online food delivery platform. The findings of the study, people of the age group of 12-above 50 years were included. Among whom, 32 are male and 68 are female. Among them most of the respondents belong to age group of 12-18 and 18-25. In this study it can be found that most of the people who order food online are between the age group of 18-25 i.e. 68% of the total. The study concluded that the customer's perception of online food delivery apps it is concluded that Zomato and Swiggy has its strength and weakness. The primary purpose for which these apps are being used it is to save time.

Prof. Ramesh Shahabad, Anupama Singh, Himanshu mall (2020): Studied that the rapid expansion of the working class in urban places, as well as their exposure to western world culture, is boosting the demand of food ordering applications and restaurant industry in India. The main objective of such software is the user's convenience, whereas the second objective is that these software's are also helpful for the expansion of the eating and food providing trade, as the use online system a place where the restaurant owner is ready to welcome as many users as he can by allowing them to see the entire food menu in these application with items name, image, price and so on.

Anupriya Saxena (2019): Start-ups in India have become the talk of the town in the international business scene. Young people are developing novel ideas to address previously unexplored consumer concerns. This research study will provide more information about evolving new ideas in the restaurants industry, as well as the methods implemented by online food start-ups Zomato and Swiggy. From this the findings of this research paper. The application provides various services that make customer satisfied. Consumers are drawn to online food ordering because of the convenience and comfort it provides. According to the findings of the study, online food delivery is thriving in the Indian landscape as a result of urbanization.

STUDY AREA

Area, I had selected for the survey from the Andaman Nicobar Islands was Sri Vijaya Puram Capital of Andaman and Nicobar Islands, before 13 September 2024 it was known as Port Blair. This name Port Blair was in the name of Archibald Blair, who was the British surveyor and officers in the Bombay Marine. Andaman and Nicobar Islands is divided into three districts South Andaman, North and Middle Andaman and Nicobar. My research area comes under South Andaman district.

About research area

South Andaman district is a district of the three on the Indian Union Territory of Andaman and Nicobar Islands on the Bay of Bengal. The district headquarters is Sri Vijaya Puram which is the capital of the Union Territory. This district has an area of 2,640 km². South Andaman district has an area equal to 3,181 square kilometers (1228 sq. mi) which is relatively the same size as Mansel Island, Canada.

The population of the South Andaman district according to the 2011 census is about 238, 142, which is quite equivalent to the country of Vanuatu. This places it in the 584th position in India (among 640) in ranking. The population density of the area is 80 people per square kilometer (210/ sq. mi). It has a growth rate of 13.97 population in the decade of 2001-2011. South Andaman has a sex ratio of 874/1000 males with literacy rate of 88.49.

Four indigenous Andamanese peoples namely, Onges, Jarawas, Great Andamanese and Sentinelese live in this district.

STATEMENT OF THE PROBLEM

The main problem for online food delivery in Andaman and Nicobar Islands include poor road infrastructure and connectivity leading to delay, especially in remote area or islands. Internet connectivity is one of major reason that remote area people unable order their food or meal Due to this reason this online food delivery system is in south Andaman district but they can't deliver food to remote area.

Another reason is that the maintaining the food quality during long time is quite difficult for long route. During the unconditional weather change food quality decreased soon compared to normal periods.

OBJECTIVES OF THE STUDY

- To know the various factors that influences the consumer to choose online food ordering and delivery services.
- To analyze the most preferred online portal by consumers.
- To analyze about that this service portals are time efficient.

- To know about the extent of consumer satisfaction towards online app.

SCOPE OF THE STUDY

A study on online food delivery in Sri Vijaya Puram would have a scope that is based on consumer behavior including factors that guide their decision such as convenience, speed, and cost. The other aspects that one can research include how the services affect the local restaurants, the use of technology and modes of payment and service quality such as food quality, speed of delivery, and satisfaction of customers.

Demographics and Preferences

Compare the demographics and preferences of the most active population in online food delivery and their preferences in terms of cuisine, restaurants, and applications.

Factors affecting decisions

Test how factors like price, discounts, convenience, the speed of delivery, and ease of use of the apps affect the choice made by customers.

RESEARCH METHODOLOGY

METHODOLOGY

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis. Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

Research papers, dissertations, thesis, academic journal articles, or any other piece of formal research will contain a section (or chapter) on research methodology. This section stipulates the methodological choices made and also substantiates why these choices were made. This section is therefore used by researchers to justify why the methods they employed are best suited to achieve the research objective and arrive at valid and reliable results. This section also allows readers to evaluate the reliability and validity of a study based on the relevance and effectiveness of the procedures employed.

RESEARCH DESIGN:

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is ‘Descriptive Research’. Descriptive research design: Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

SAMPLING TECHNIQUE:

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

Non-probability sampling: Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection.

Convenience sampling: A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

SOURCES OF DATA:

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are:

Primary data: The Primary data for this study was collected through questionnaire.

Secondary data: Secondary data was collected from external sources like Websites, Journals etc.

STRUCTURE OF QUESTIONNAIRE:

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of questions and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic.

SAMPLE SIZE

The sample size for the project had a target of 100 participants.

ANALYTICAL TECHNIQUES

The data collected will be analyzed through quantitative and qualitative approach. The presentation of results will be in the form of percentage, average, graphs and charts. Data analysis will be conducted using tools such as excel and the use of data analyzing tools such as Google forms. This form of presentation will assist in comprehending to the intended individuals and audiences because it is significant to present a best research report based on the data and based on the analysis of the data. Graphical and image representation of data to enhance the understanding of the collected data and analysis of data is provided using different tools.

DATA ANALYSIS AND INTERPRETATION

4.1 Showing the Gender of the Respondents

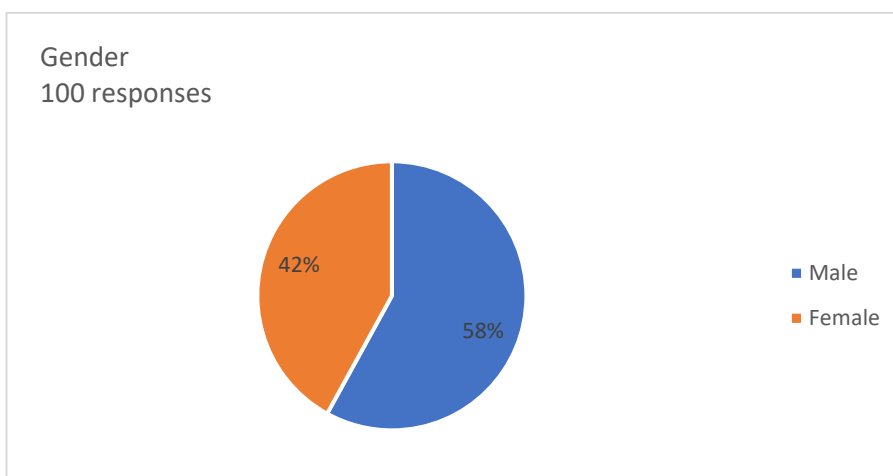


Chart 4.1 Showing the Gender of the Respondents

4.2 Age

Table 4.2 Showing the Age of the Respondents

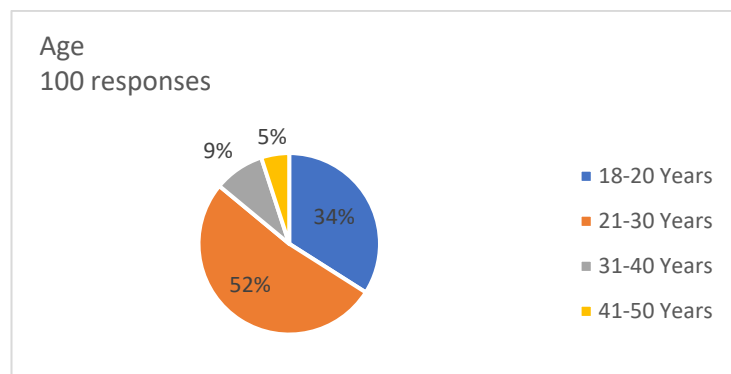


Chart 4.2 Showing the Age of the Respondents

Inference: From the table, it is clearly defined that the first top most age respondents are 52% lies between 21-30 years, the second top most age respondents are 34% lies between 18-20 years, the third top most age respondents are 9% lies between 31-40 years, and the last age responses are 5% lies between 41-50 years.

4.3 Occupation

Table 4.3 Showing the Occupation of the Respondents

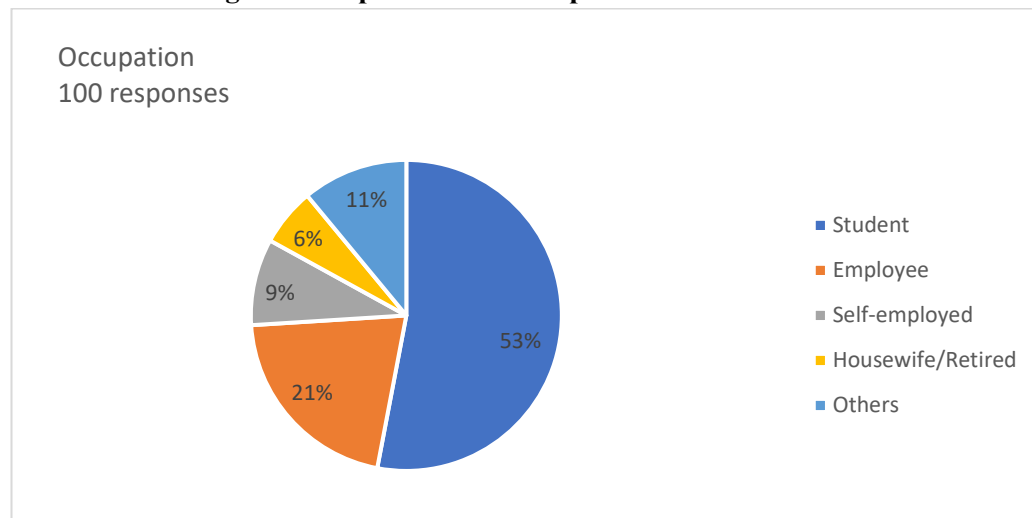
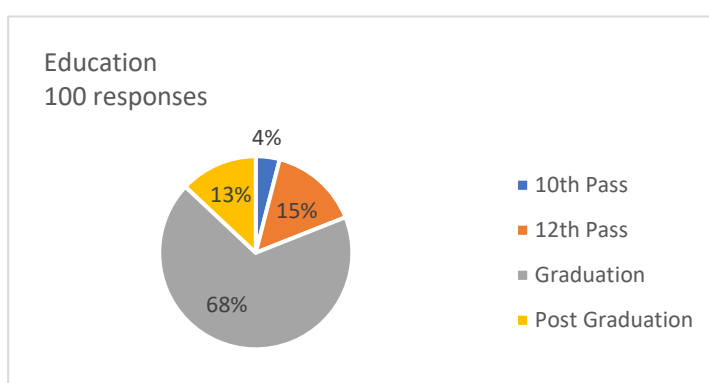


Chart 4.3 Showing the Occupation of the Respondents

4.4 Education

Table 4.4 Showing the Education of the Respondents



4.5 Annual Income

Table 4.5 Showing the Annual Income of the Respondents

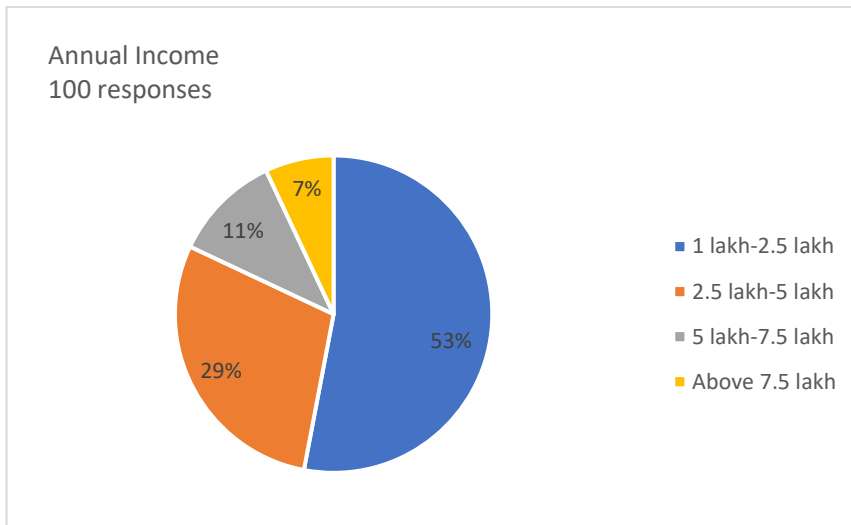


Chart 4.5 Showing the Annual Income of the Respondents

4.6 Frequency of ordering foods using Online App

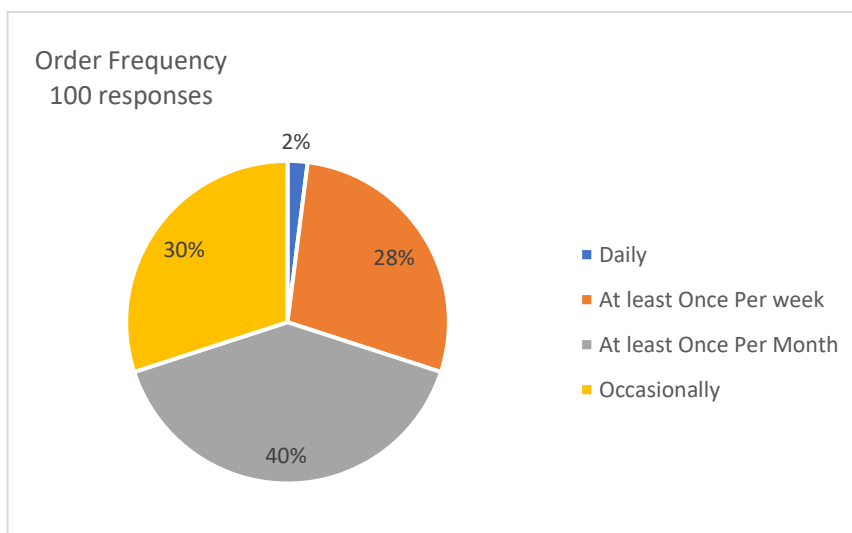


Chart 4.6 Showing the Frequency of the Respondents

4.7 Time Period of using Online Food services

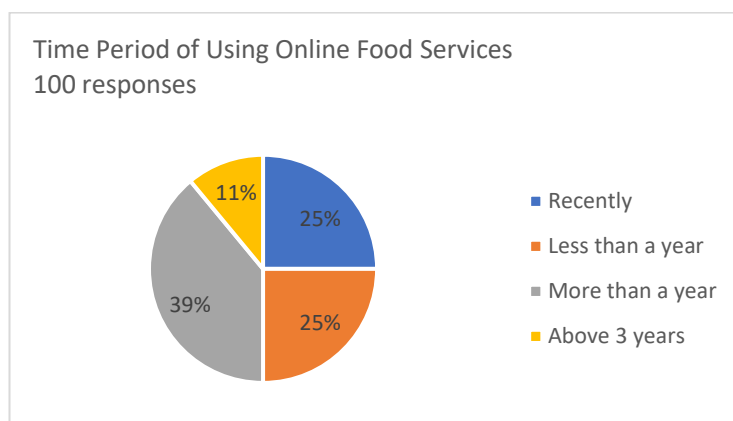


Chart 4.7 Showing the Time period of the Respondents

4.8 Preference of Online App

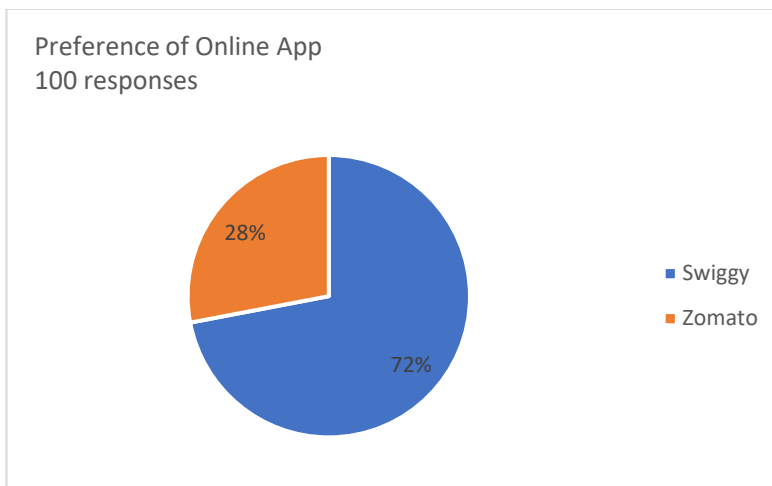
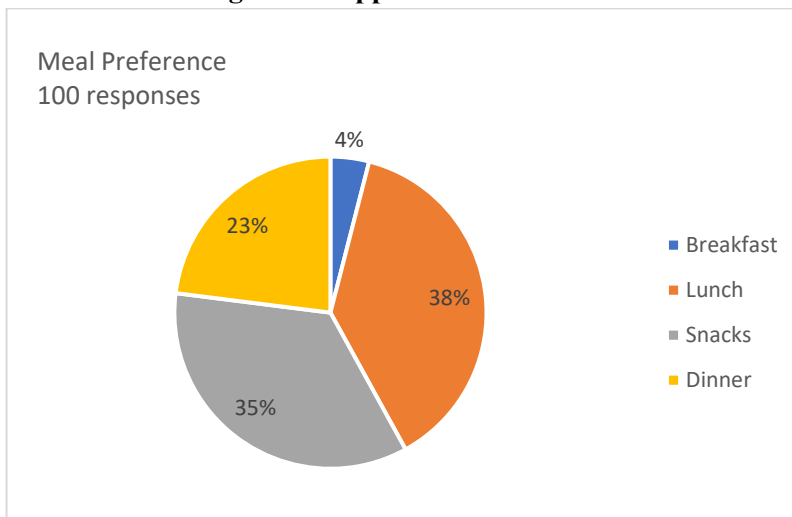


Chart 4.8 Showing the preference of the Respondents

4.9 Meal Preference using online App



4.10 Preferred mode on payment

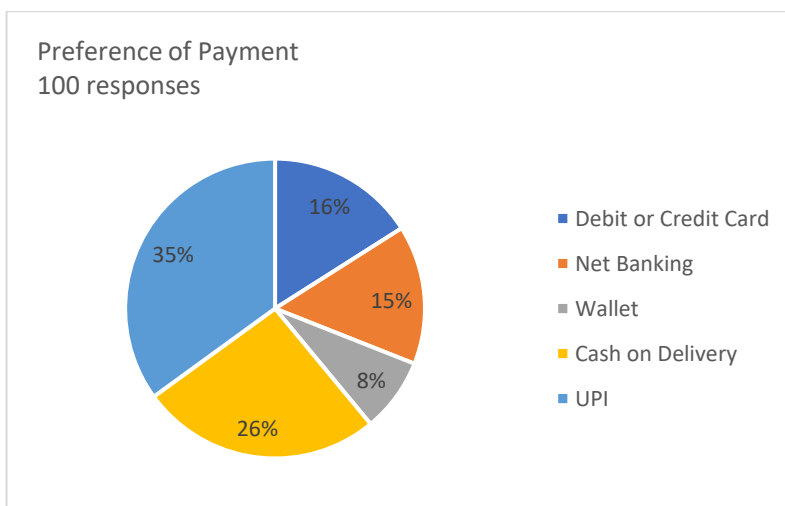
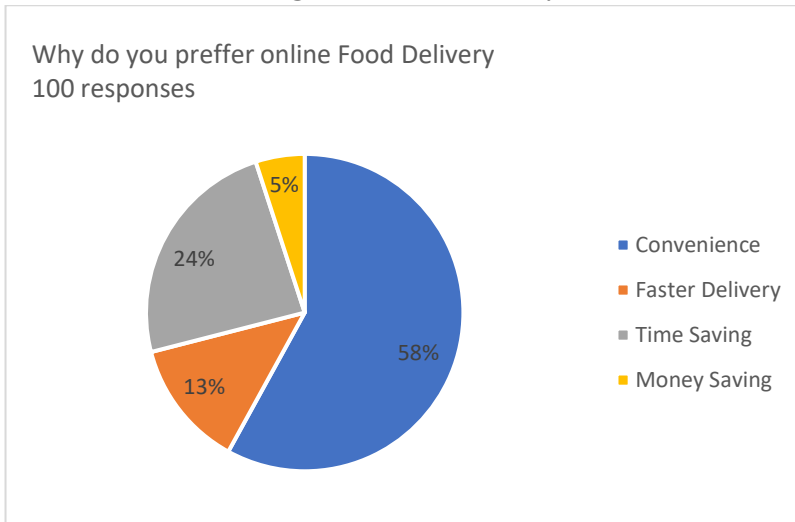


Chart 4.10 Showing the payment mode of the Respondent.

4.11 The Reason for Preferring online food delivery



4.12 Agreeing of the Food prices

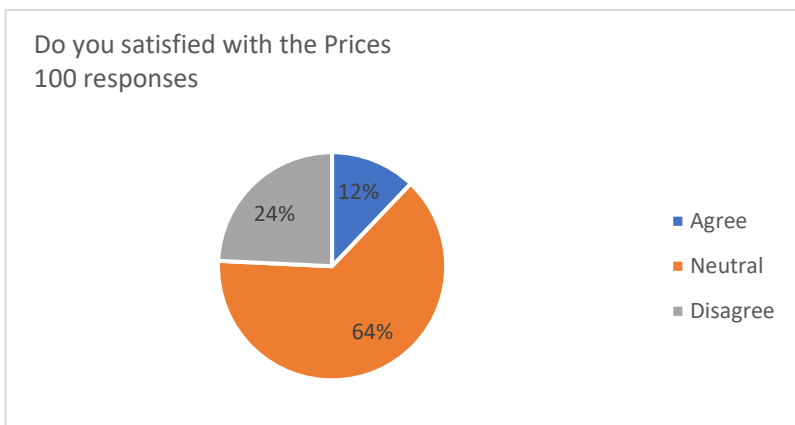
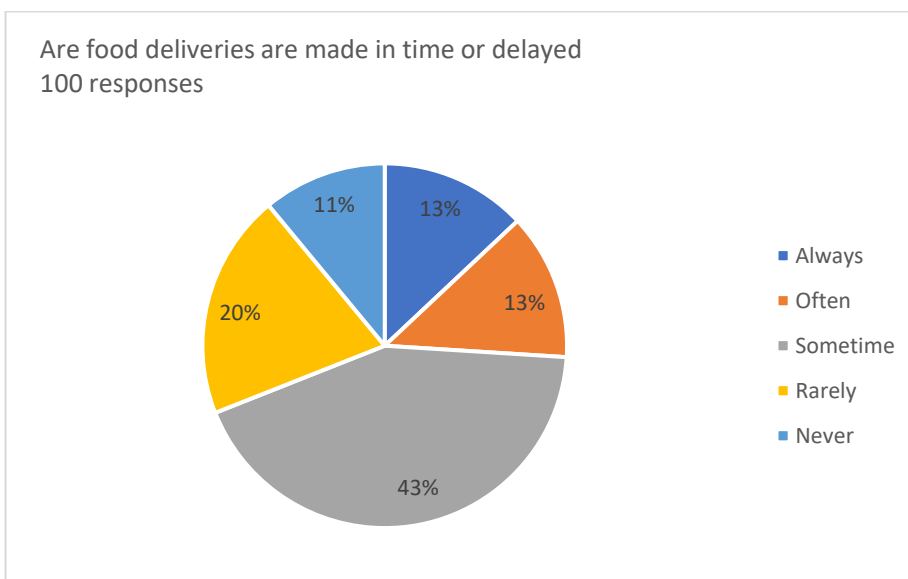
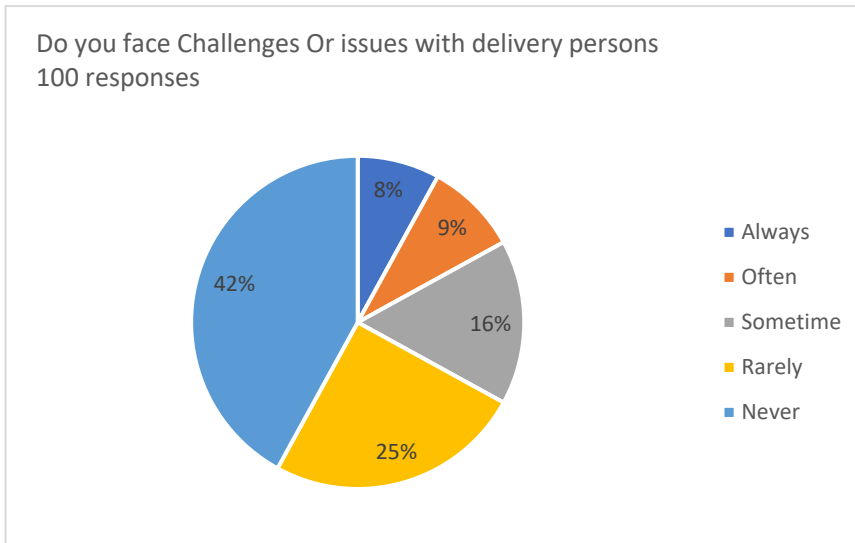


Chart 4.12 Showing the Food prices Agreeing of the Respondents

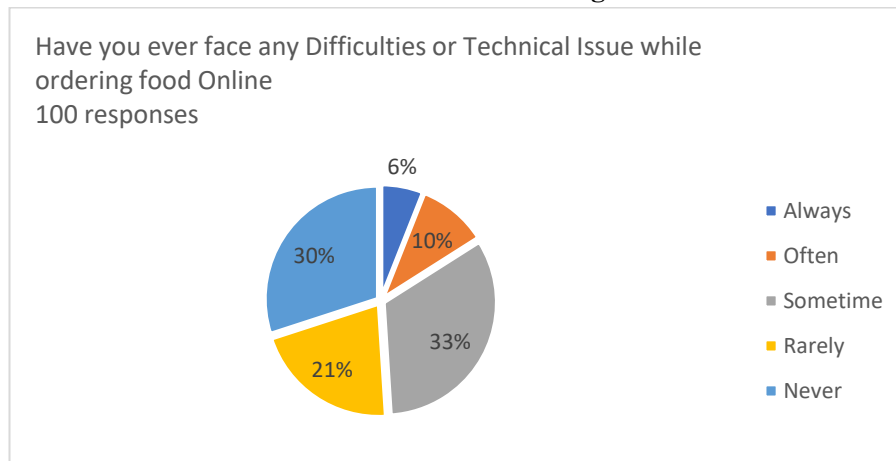
4.13 Food deliveries are on time or delayed



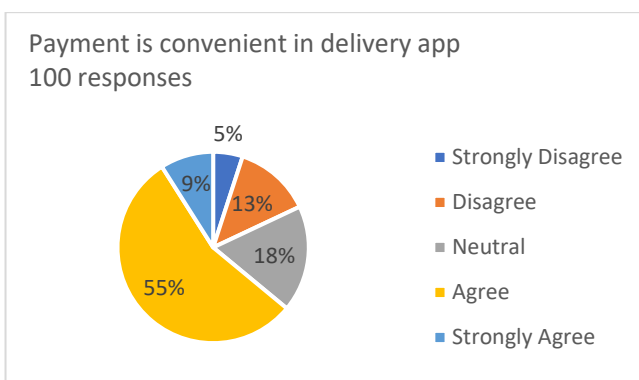
4.14 Challenges/issues with the delivery person



4.15 Difficulties/Technical issues while ordering food online



4.16 Payment is convenient in delivery app



FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS OF THE STUDY:

- The majority of the respondents are belonging to male.
- The majority of the respondents are belonging to students
- The majority of the respondents are belonging to graduation.

- The majority of the respondents prefer cash on delivery.
- The majority of the respondents order food at least once per week.
- The majority of the respondents using online food service above 3 years.
- The majority of the respondents order food using Swiggy.
- The majority of the respondents order dinner.
- The majority of the respondents are belonging to age group of 21-30 years.
- The majority of the respondents spend 251-500 on their orders.
- The majority of the respondents crossed neutral for price reasonability on online food apps.
- The majority of the respondents are neutral with influenced by offers available on food apps.
- The majority of the respondents disagree with the influence of TV and YouTube advertisement on food apps.
- The majority of the respondents sometimes faced difficulties/technical issues while ordering food online.
- The majority of the respondents agree that it is easy to order food using food apps
- The majority of the respondents prefer online food delivery because of convenience.

SUGGESTIONS OF THE STUDY:

Even the retail stores have to develop online stores in order to withstand in the market and future benefits. Restaurants should focus on giving their customers the best quality and various options on choosing the variety of food stuff more and more customers should be encouraged to order food online as now-a-days it becomes difficult for an individual to go and place orders directly to the restaurants and also customers are uncomfortable with the recent upcoming technology. These applications can be integrated with social media such as Facebook, twitter etc. to facilitate customers It is easy to use and save time but it has to be developed in order to place more order. Online orders are welcomed but quality & quantity services should be maintained correctly. As most of the customers use telephone and mobile phones to order online, restaurant Operators should encourage them by responding effectively to telephone calls that provide human interaction. Customers face a lot of challenges as the site is slow thus the restaurant operators must know some technique to place the order quickly and effectively. Restaurant's operators should increase online ordering simple addition of new Distribution channels to attract the customers.

CONCLUSION:

The observation of the consumer varies according to various connections and difference based on their personal opinions. The study discloses that mostly the youths are attached to the online food ordering and hence the elder people don't use these online services much as compared to the younger. The study also discloses that the price of the products, discounts and special offers have the most manipulating factor on online food ordering and delivering. The second most influencing factor is the suitability; the next most influencing factor is on-time delivery. The study highlights that respondent 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 rising popularity of the online food ordering within the youths

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6. Statistical Methods for practice and Research by Ajay S. Gaur and Sanjaya S. Gaur.