



THE CONSUMER PERCEPTION ON ONLINE FOOD DELIVERY SYSTEM AMONG YOUTH IN KERALA

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ABSTRACT

Rise of the platform economy, aided by the evolution of new digital technologies, has contributed to the tremendous growth of the food delivery sector in India. In recent times, this sector has witnessed the emergence of new players, as Swiggy and Uber Eats with already established players like Zomato tweaking their business models to align them with the demands of the sector. While the Online Food Delivery platforms have opened new opportunities in the labour market and expanded the consumer base for existing restaurant. E-commerce in India is expected to grow from US \$100 billion by 2020, making it the fastest growing e-commerce market in the world !E-commerce is also witnessing a spurt in online food and restaurant service companies, which is expected to reach \$2.7 billion by 2019.

KEY WORDS: *Online food delivery system, Consumer behavior, E-commerce, Platform economy, Satisfaction*

INTRODUCTION

In this 21st century, we see India at a rising pace where young minds of the country are excelling in the era of technology and innovations. The recent development of internet augmented the e-commerce industries in India. E-commerce development made online food ordering services more convenient for those who wanted to get food delivered at their door step. It has been observed that the corporate lifestyle has curbed the leisure out of Indians that is the attitude towards online sources of ready to eat food. Online food ordering is a process of delivering a food from local restaurants with the help of cooperative webpage created. Many of these services allow customers to keep accounts with them to order frequently. The payment is either by credit card or cash, and the restaurant return a percentage of payment to online food company. Indian population is by all account in the awe of this online food request and delivery choice for the comfort and prompt wellspring of food at home. The food delivery applications has corresponded the idea of ease and comfort to the millennial life style because of financial advance. So as more investors are prepared to give vitality and interests in the ventures committed to delivering food at door step . To a larger extent, consumers have come to expect the ability of a restaurant to allow them to place orders through online.

Adopting new technology, does not only ease the customers, but also ensure that this business is enabling to stand tall in two day's modern competitive world market. The 1st online food ordering company is pizza that established in 1994. The 1st online food ordering service, World Wide Waiter was set up in 1995. With increased usage of smart phones, food delivery start-ups started to receive more attention. The recent creativeness of online food servicing agent are ,mobile ordering ,facebook ordering, Digital menu boards & smart phones, Games while-u-wait and Online coupons. Indian Online food services are in a boom to the digital industry across the globe. And market size of food is expected in India to reach Rs. 12 lakh by 2020.

REVIEW OF LITERATURE

Kimes (2011) said that, the amount of increase in online food ordering is because of convenience and control. Almost half of the populations has ordered food online. Personal interaction with restaurant employees, satisfaction level of consumers after ordering food online and changed behavior of the consumers regarding food mobile ordering Apps shows the perception of consumers for mobile food ordering apps. According to Serhat Murat Alagoz and Haluk Hekimoglu (2012), e-commerce is rapidly growing



worldwide, the food industry is also showing a steady growth. In this research paper they have used the Technology Acceptance Model (TAM) as a ground to study the acceptance of online food ordering system. Their data analysis revealed that the attitude towards online food ordering vary according to their innovativeness against information technology, their trust in e-retailers and various external influences. Leong Wai Hong (2016) stated that people have managed their easily and efficiently because of technological advancements. Management system helps in reducing the time, and further helps in generating report for management purpose by fully utilizing the system. According to Sethu and Bhavya Saini (2016), their aim was to investigate the student's perception, behaviour and satisfaction of online food ordering and delivery services. Their study reveals that online food purchasing services help the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time easy access to internet are the prime reason for using the services. Dang and Tran (2018) said that internet has played a major role in increasing the awareness of the online food delivery apps. Through internet, people can search about foods and restaurants, compare their prices and their services and have easy access to them. Internet has made all these things convenient for the customers.

STATEMENT OF THE PROBLEM

In this growing world of technology, online food delivery has become an important element of people's life. The concept of dine out system has changed and made people to order food at any time conveniently just by few clicks. This system is revolutionizing the present restaurant industry. Consumer preference is the main stimulating factor for business owners to indulge in online delivery services. With intensive urbanization large volumes of food move through the systems. With the changes in India's population, more industry in different cities for the purpose of studies and employment, the busy schedules of both husband and wife in the family eats the demand for online food

ordering developing and growing up steadily. The purpose of this study is to measure the perceptions of customers regarding electronic food ordering among youth of Kerala state. This study analyses the factors that attract consumers towards online food delivery system and this study also analyze the advantage and disadvantage of the online food delivery system among youngsters in Kerala, by using primary data. The cleanliness and hygiene of food being delivered to the customers, the quality and quantity worth to price are the problems addressed by the customers relying on online food delivery system.

OBJECTIVES

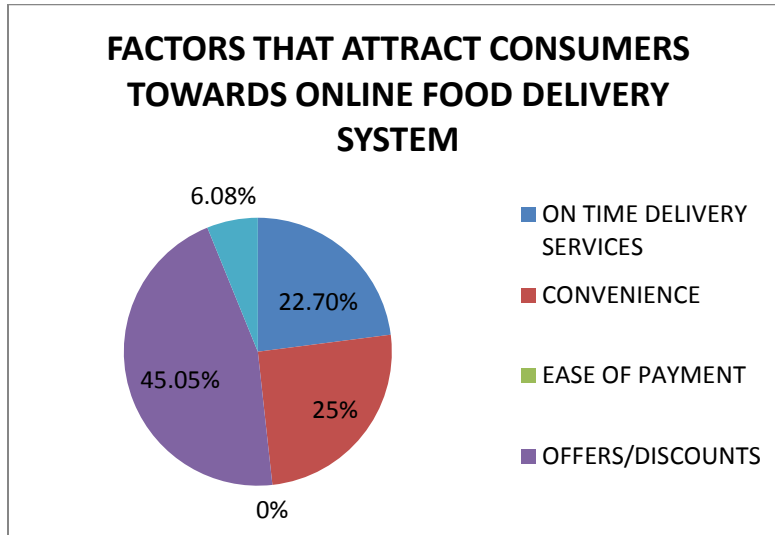
1. Factors that attract consumers towards the online food delivery.
2. The advantages and disadvantages of the online food delivery system.

METHODOLOGY

The area of study is Kerala state, by selecting five major districts in Kerala including Trivandrum, Ernakulam, Thirissur, Kozhikode, Kottayam. Primary survey method was carried out in the study. For this study, 250 youths were selected as samples through the method of random sampling. The collected data is analyzed with appropriate statistical tool.

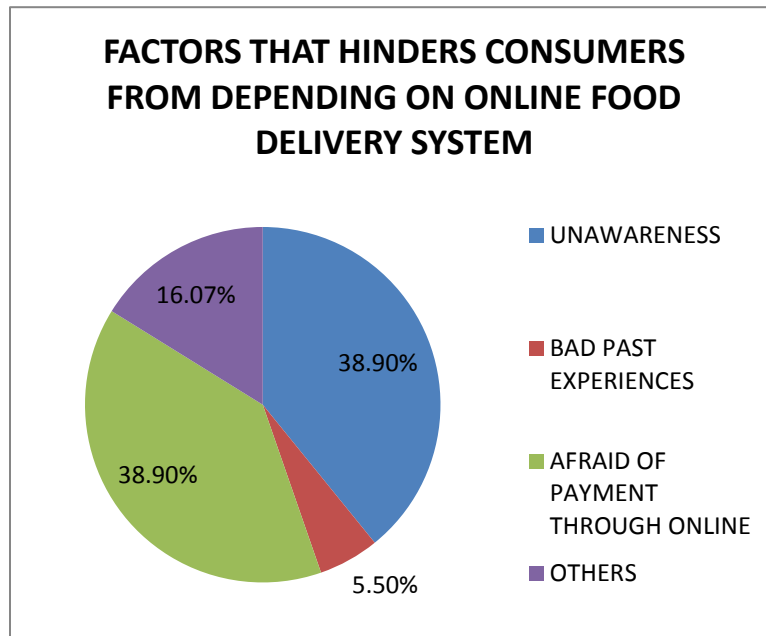
FINDINGS

The data shows that, out of 250 respondents, 56% of respondents are female and 44% respondents are male. So the major portion of respondents comprise of female gender. The major proportion of respondents 66% belong to urban area and the 34% of respondents belong to rural area which means the online food delivery system has also began to gain importance in rural area too. Major proportion of respondents (175 people) have used some kind of online food delivery services and 24% (75 people) among the respondents have not yet used any kind of online food delivery services.



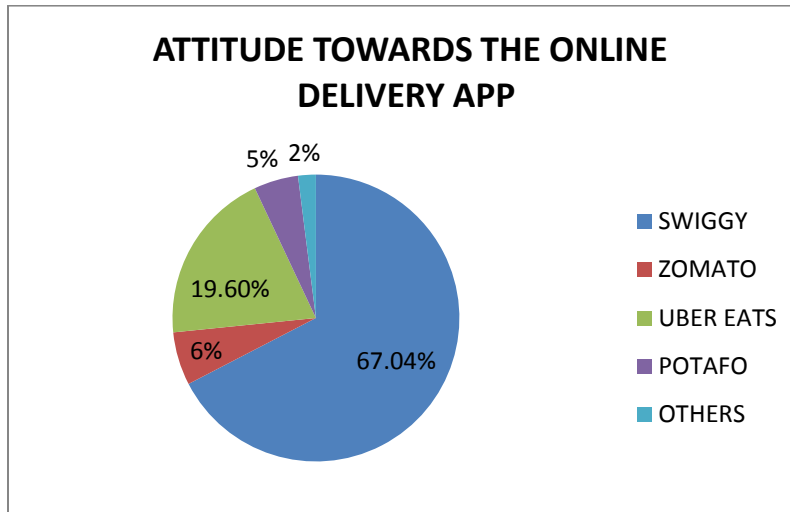
Among the selected youths, major proportion of people who get access to online food services belongs to the age group of 20-25 the major proportion of youth who orders weekly, monthly or rarely ,relies on the money of their parents or other source. And major factor that attracts the consumers to prefer online food delivery system is offers/discounts provided by

different online food applications also an influencing factor and the convenience of consumers followed by on time delivery services provided by the delivery companies.



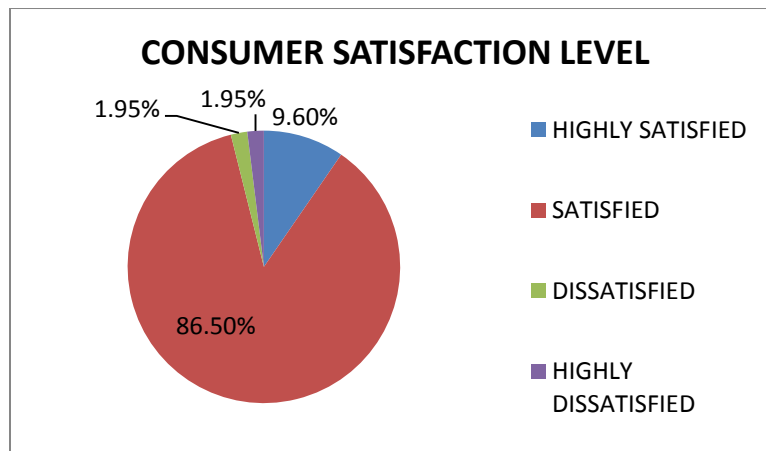
The major factor that hinders consumers from online food delivery are unawareness and as most of them are afraid or unaware about payment through online. The both factors constitute of 38.90% of the respondents. Together 77.8% of people does not rely on online food services due to factors such as unawareness

and fear to use online payment. This means that most people don't feel safe to share their financial and personal information over the internet. 16.7% of people opted for other factors mentioned that they prefer online homely food than hotel food.



The major proportion of people order food through Swiggy which constitutes of 67.4% followed by Uber eats and 6% of people depend on other apps such as delivery provided by different hotels. 70.2% of people orders food rarely. The occasion in which a person orders food rarely are during an functions or gatherings, when companies provide affordable discounts, in situations where

people stay in unfamiliar places, in urgent situations and etc. There are four people who order once in a week, 3 people orders twice in a week. One person orders thrice in a month and one person orders four or five times a month. 67.4% of youth from Kerala prefers swiggy, followed by uber eats, zomato, potafo



Majority of respondents (86.5%) are satisfied with the services of online food delivery services they depend and neglecting the fear of online payment mechanism all are satisfied. The particular food people prefers includes appetizers, fast food, non veg food, snacks and meals etc. The approximate money youth spend on online food delivery lies between Rs 500 to Rs 3000. 86.5% of people are satisfied with the services provided by the company they rely upon. This system saves time of people especially of families in which both men and women work. Some people are with the opinion that the food ordering companies should assure

the cleanliness and hygiene of the food being delivered to the customers.

CONCLUSION

The young population of India is significantly interested in online food ordering. The slowing trend of dine out system is due to the shift towards online ordering of food and the cause for it is the easy availability of internet at low cost and more use of electronic devices around people. The consumer's perception on online food ordering varies from individual to individual based on their personal



opinions. The study reveals that most youngster's are well aware about online services. The most influencing factor is offers provided by online food apps. Fast food was fancied by most respondents in their choice of cuisines. The study also revealed that a major proportion of respondents uses Swiggy and least uses Potafo. In this fastest growing economy, as both men and women are the bread winners, online food delivery services saves time of working people. Convenience, ease of payment are the other advantages enjoyed by people. On the other hand, unawareness, fear of online payment and fear to disclose personal information are some factors which hinders people to order food online. To conclude, transformation in the trends of food ordering is occurring because of the changing lifestyle of the consumers and due the expansion and innovations in online activity.

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