

## TO STUDY THE KEY FACTORS FOR ONLINE FOOD ORDERING SERVICES IN BANGALORE URBAN

Ms.Veena S<sup>1</sup>, Ms. Saumya Singh<sup>2</sup>, Dr.M.Gurusamy<sup>3</sup>

<sup>1</sup>Final Year MBA Student, PG Department of Commerce and Management Studies, Brindavan College, Bengaluru

<sup>2</sup>Assistant Professor, PG Department of Commerce and Management Studies, Brindavan College, Bengaluru

<sup>3</sup>Professor and Head, PG Department of Commerce and Management Studies, Brindavan College, Bengaluru

Email: <sup>1</sup>veenasveena297@gmail.com, <sup>2</sup>saumya.singh0510@gmail.com, <sup>3</sup>gurusamyphd@gmail.com

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**Abstract**—The development of the online food conveyance administrations could be ascribed to the changing idea of urban purchasers. The se purchase use food conveyance administrations for an assortment of reasons at the same time, obviously, the most well-known explanation is by all accounts the requirements for snappy and helpful suppers during or following a bustling workday. The different food conveyance benefits that are promptly accessible remove the issue from customers to consider and design suppers, whether or not simply the shopper is setting up the dinner, heading off to the café and feasting in or heading off to the cattery and repurchasing food to bring to the workplace or home. Food conveyance administration have changed customer conduct so a lot, particularly urban shoppers, that utilizing the OFD administrations have gotten typically and schedule, an ever-increasing number of individuals are going to food conveyance lately in light of the present pace of life just as the chance to find more cafes that food conveyance offers, for some occupied urbanites, OFD administrations are an advantages choice during a bustling work day in city.

**Keywords**—Advertisement, Customer, Marketing Mix, Online Food Delivery, Services.

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### INTRODUCTION

This online food requesting administrations plans various sorts of structures with various of food assortments gives to client to purchase on the web. Online food requesting frameworks clients can provide request from wherever and pay money down. The framework manages requesting, handling, and conveying food items requesting is finished by a legitimate client with fitting character. While the online stage can give a gigantic chance to the food conveyance industry, there are a few difficulties that must be survived. These remember the customer discernment for short timeframe of realistic usability of food items and the one of a kind purchasing procedure of food items where most shoppers want to see the real items before making a buy. This examination means to comprehend buyer discernment and their purchasing forms. The exploration will analyse purchaser conduct and observations on cafés, customary food conveyance administration and online conveyance administration, so as to recognize factors that can impact customer conduct and speciality fitting advertising procedures for the online food conveyance showcase.

### REVIEW OF LITERATURE

**CASE STUDY 1-** the research paper was done by co-creator Philipp Laque

- In us U.S more than 26% and the 326 people have benefited and offered
- Online requesting was generally visit in the quick easy-going fragment (48.5 percent all things considered.)
- Chains were destined to acknowledge electronic requesting and Mexican café are likewise dynamic here

**CASE STUDY 2-** adopting medias and technologies request associates

- 1000 grown-ups for 43% of survey users had adopted web based utilizing the PC.
- 23% of the users adopted and order through quick messages.
- In the age of teenage people have order or prefer online for food that is 60% and in the 35 between the have prefer less compare to teenage

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**CASE STUDY 3-** Online study of customers. "Cornell Hospitality Report". January 2011.

- Consumers had requested nourishment for takeout or conveyance during the earlier year.
- Nearly 50% of the respondents (48.5 percent) had requested nourishment for takeout or conveyance on the web.
- Women were almost certain than men to have utilized electronic requesting.
- Respondents living in urban and rural zones were altogether bound to have utilized electronic requesting than those from country regions or humble communities.

**STATEMENT OF THE PROBLEM**

Food industry has been developing at disturbing rate in the metros of the nation because of infiltration web and computerized instalments and so forth. Henceforth the examination targets considering the client discernment towards food requesting and impacting factors. here and there the nature of food will be bad and conveyance of the request will be late.

**OBJECTIVES OF THE STUDY**

- To identify the customer's perception of online food ordering services.
- To study which channel is more recently used in online for food.

**SCOPE OF THE STUDY**

These days where nearness in the present situation the objective, little cafés and business visionaries also have to adopt advantage from that. requesting sites current only alternatives. contrast between the sorted out and the chaotic segment popular Indian neighbourliness business is tremendous. This will not simply incorporate lodgings, yet additionally the food administration fragment. Aside from the composed chain eateries, most cafés consider nearby needs and regularly at a smaller scale advertise level. In such a situation, making a devoted client base is not troublesome and a specific advertising and deals power might remain energetic. Arrive connected nutrition requesting sites. These sites consume remained grown additional aimed at purchaser comfort everything different. Be that as it may, they fix exposed a plenty of chances aimed at little foundations to develop business for future. Online food requesting consumes remained a universal wonder aimed at some time today. Here consume remained numerous varieties fashionable India also which consume occupied rotten on various timeframes, yet achievement has been rare. Unique days was early endeavours remained HungryZone.com established cutting-edge 2006 in Bangalore by more than 650 eateries trendy town.

**LIMITATION OF THE STUDY**

- The data is less to know the actual survey from the client.
- Some users are like one sided information they offer this will affect the actual analysis.
- Because of less data it is hard to find the actual truth and it is also difficult to know the relationship with the customers.

**RESEARCH METHODOLOGY**

**SAMPLING**

Sampling method random

Sample size 100

**SOURCE OF DATA COLLECTION**

**Primary data**

Survey through questionnaire

**Secondary data**

Various website, article, magazines, news paper

## DATA ANALYSIS AND INTERPRETATION

TABLE 1: AGE OF THE RESPONDENTS

AGE	NO. OF RESPONDENTS	% OF RESPONDENTS
20-25	9	9%
26-35	22	22%
31-35	34	34%
36-40	26	26%
41-45	5	5%
46-50	2	1%
51 & above	2	2%

**Interpretation:** understanding from the above found that the age of 31-35 years of people who order food more through online that is 34% and between the age of 36 to 40 people who order little less to compare to 31-35 that is 26%. 22% in the age of 20-25 and the least is 51 and above only 2% of the people order through online.

TABLE 2: EDUCATION OF THE RESPONDENTS

EDUCATIONAL LEVEL	NO. OF RESPONDENTS	% OF RESPONDENTS
10 <sup>th</sup> /SSLC	1	1%
PUC/+2	6	6%
Graduate	37	37%
Post-graduation	56	56%

**Interpretation:** from the table it clearly shows the 56% of the people who are all post-graduate order through online is more. And the 37% of the are graduated and only 6% of the people finished their puc and the rest are 1% who are from 10<sup>th</sup> order less from online.

TABLE 3: GENDER OF THE RESPONDENTS

SEX	NO. OF RESPONDENT	% OF RESPONDENTS
Male	58	58%
Female	42	42%

**Interpretation:** from the above table 58% of the people are male and the rest of the people that is 42% are female responded.

TABLE 4: OCCUPATION OF THE RESPONDENTS

OCCUPATION	NO. OF RESPONDENTS	% OF RESPONDENTS
Students	5	5%
Professional	10	10%
Self employed	43	43%
Employee	39	39%
Housewife	3	3%

**Interpretation:** who have responded to my survey 43% of the people are self-employed and 39% of the people are employed and 10% of the people are professionals and 5% of the people are from students and the least are house wife 3% .

**TABLE 5: MARITAL STATUS OF THE RESPONDENTS**

STATUS	% OF THE RESPONDENTS
Single	88.7%
Married	11.3%

**Interpretation:** more people single that is 88.7% of the people are single and the rest 11.3% of the people are married.

**TABLE 6: RESPONDENTS AWARENESS ABOUT ONLINE CHANNELS**

AWARNNESS ABOUT ONLINE CHANNENLS	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	85	85%
No	12	12%

**Interpretation:** in the survey I found that 85% the people knew about online channels and the rest 12% of the people are not known.

**TABLE 7: ONLINE FOOD ORDERING IS EASY AND CONVENIENT**

DETAILS	NO. OF RESPONDENTS	% OF RESPONDENTS
No	7	8%
Yes	50	37%
To some extent	38	53%
Quite an extent	4	2%

**Interpretation:** 53% of the people said online ordering is easy and convenient and the 37% of the people strongly said that online ordering is easy as well as convenient and 8% said no to online ordering and 2% mention that quite an extent.

**TABLE 8: RESPONDENTS AWARENESS ABOUT THE DIFFERENT ONLINE CHANNELS**

CHANNELS	NO. OF RESPONDENTS	% OF RESPONDENTS
Telephone / mobile	75	38%
Restaurant site	70	35%
Restaurant app	23	12%
Multi restaurant site	27	14%
Others	5	3%

**Interpretation:** 38% of the people are knew about the telephone and mobile because it is easy and convenient to the customers to access and 35% of the uses restaurant site and 14% of the people use multi restaurant site and 3% people uses other sites or apps.

**TABLE 9: RESPONDENTS CONVENIENT CHANNELS TO ORDER FOOD**

CHANNELS	NO. OF RESPONDENTS	% OF RESPONDENTS
Telephone /mobile	61	43%
Restaurant site	39	28%
Restaurant app	16	11%
Multi restaurant site	13	9%
Others	12	9%

**Interpretation:** telephone or mobile are more convenient and easier to use survey tells that 43% of the people use mobile and 28% of the people use restaurant site and 11% of the people use restaurant app and 9% of the people who use both the multi restaurant site and others.

**TABLE 10: CUSTOMER’S PREFERENCE GADGETS**

TECHNOLOGY / GADGETS	NO. OF RESPONDENTS	% OF RESPONDENTS
Simple cell phone	36	20%
Smart phone	58	33%
Laptop	56	32%
I pad	22	12%
Others	5	3%

**Interpretation:** 33% of the people most of the people use smart phones and some peoples use laptop 32% people use laptop and 20% of the people use simple cell phones and least 3% of the people use other type of gadgets to order.

**TABLE 11: WHAT OCCASION’S CUSTOMERS/USERS ORDER FOOD ELECTRONICALLY**

OCCASION	NO. OF RESPONDENTS	% OF RESPONDENTS
Business event	37	24%
Special occasions	37	24%
Romantic	10	6%
Social	36	23%
Don’t want to cook	36	23%

**Interpretation:** 24% of the people want to in the any business event and special occasions and 23% of the people order in the social and when they don’t want to cook and 6% of the people in in romantic days.

**TABLE 12: HOW OFTEN DO YOU ORDER FOOD ELECTRONICALLY?**

FREQUENCY	NO. OF RESPONDENTS	% OF RESPONDENTS
Daily	2	2%
Weekly	25	24%
Monthly	68	64%
Yearly	8	8%

**Interpretation:** Most of the people prefer to order monthly basis like that 64% order monthly and 24% order weekly and 8 % of the people order yearly and 2% of the people order daily to their convenient.

**TABLE 13: WHAT DAYS DO CUSTOMER/USERS ORDER**

DAYS	NO. OF RESPONDENTS	% OF RESPONDENTS
Weekdays	11	11%
Weekends	37	37%
Anytime	52	51%
Never	1	1%

**Interpretation:** most are prefer to use to order in the weekends 37% of them use to order in the weekends and the 51% of the people order at any time and 11% of the people order in week days and 1% of the people order said that they won’t order at all in any days.

**TABLE 14: HOW DID CUSTOMERS/USERS COME TO KNOW ABOUT THE ELECTRONIC FOOD ORDERING PROCESS**

SOURCE	NO. OF RESPONDENTS	% OF RESPONDENTS
News paper	27	15%
Internet	46	25%
Advertisements	41	23%
Friends	56	32%
Spouse	6	3%

**Interpretation:** 32% of the people come to know about the online ordering from friends and 25% of the people from internet and 23% of the people know from the advertisements and 15% of the people from newspaper and 3% of the people from spouse.

**TABLE 15: HOW MUCH MONEY DO YOU SPENT MONTHLY TO ORDER FOOD ONLINE**

AMOUNT SPENT	NO. OF RESPONDENTS	% OF RESPONDENTS
1000	46	47%
2000	38	39%
3000	7	7%
More than 3000	7	7%

**Interpretation:** 47% of the people spent 1000 per month and 39% of the people spent 2000 per month and 7% of the people spent 3000 and more than 3000 per month.

**TABLE 16: WHAT ARE THE CHALLENGES YOU FACED WHILE ORDERING FOOD ELECTRONICALLY?**

ISSUES	NO. OF RESPONDENTS	% OF RESPONDENTS
Site is slow	42	27%
Site is not opening	38	24%
Service follow up is poor	30	19%
Delivery time is more	41	26%

**Interpretation:** most are faced the challenge that is site is slow 27% of the people suffer from this challenge and 26% of the people faced delivery time is more and 24% of the people faced the challenge is site is not opening and 19% of the people faced that delivery time is more.

**TABLE 17: DO YOU FIND ONLINE FOOD ORDERING IS SECURED?**

CATEGORY	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	78	80%
No	20	20%

**Interpretation:** 80% of the people said yes online ordering is secured and the rest 20% of the people said no to the online ordering is not secured.

**TABLE 18: WHAT MODE OF PAYMENT DO YOU PREFER THE MOST?**

CATEGORY	NO. OF RESPONDENTS	% OF RESPONDENTS
Internet transaction	23	21%
Cash on delivery	80	71%
Credit	9	8%

**Interpretation:** 71% of the people prefer cash on delivery and 21% of the people prefer internet transaction and 8% of the people prefer credit basis.

### FINDINGS OF THE STUDY

- In the 90% of the people confirmed that online ordering is safe and secured and, the users are much satisfied in using of online ordering.
- More than female, male customers are more interested to use and recommend the online ordering most of the men are working in IT company, so they prefer to.
- Many users are preferred telephone or mobile to order food through online it is very convenient to them.
- In the age of 31-35 people are order online food more.
- The survey shows that all customers demand for cash on delivery.

### SUGGESTIONS

- The professionals are in busy life and they cannot to cook in their busy schedules they prefer online food and it is convenient to them.
- Restaurant operators should increase simple distribution channel in the restaurant site then customers use will be more.
- In the survey most of the people use to order telephone and mobile restaurant operators should encourage them and contact them through calls in creates human interaction with users.
- Most of the customers faces the challenges in site is slow. So that restaurant operators should overcome with new ideas

### CONCLUSION

After thought about the to consider the key components of online food mentioning organisations in Bengaluru urban it is assumed that every structure has it characteristics and deficiency. The inspiration driving this online food mentioning structure is in a general sense to excluding hour for clients particularly once he/she needs toward request persons aimed at slightly event, a focal clarification on electric mentioning to customers. Unquestionably a greatest noteworthy characteristic is mentioning a precision. To the assessment find electronic nutrition mentioning are reasonable notable during the occupants in Bengaluru city. Very nearly 90% users thought about electronic food mentioning users between the age of 31 and 35 years orchestrated logically online order this was consistently mentioned by way of might not want to cook specially in the end of the week.

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