

# A Study on Customers Attitude and Behavior towards Online Food Delivery (OFD) Services With Reference To Coimbatore District

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## ABSTRACT

*Online Food Delivery Service Industry has entered India most recently. Quite a few researchers have addressed customer experiences with Online Food Delivery Services. The main objective is to explore the shopper conduct towards online food delivery services retailers and the basics to impact their purchasing behaviour and to know about the socio-economic factors of the respondents of online food delivery services products in Coimbatore city. For this percentage and chi square were used as tools to analyse the data and the conclusion is that when compared to physical presence the respondents are satisfied towards the service provided by online food delivery services and further improvements has to be made to increase the satisfaction in future period of time.*

**Keywords:** *Online Food Delivery, Physical presence and Coimbatore.*

## Introduction:

There is a famous saying "The consumer is God". Consumer is person who buys goods and services for his own consumption for the satisfaction of his needs. Thus consumer is as the ultimate user of a product. For example, if a man buys mangoes and eats them to satisfy his hunger, the person is called a consumer. The efficiency with which a free market system of enterprises operations in the last analysis depend upon the extent of consumer understanding possessed by the business community. A business community that is ignorant of consumer preference cannot possibly fulfill its obligation in a meaning full and responsive manner. This is exactly the reason why consumer behaviour is given importance in modern marketing. And also exactly analyzing consumer's purchasing behaviour is the key factor to success for assessing the

profit of the whole supply chain. Target markets are fragmenting as today's consumers are increasingly selective in product choice. Simultaneously product life cycles are shortening, competition is intensifying, and the new product failure rate is growing. Understanding the consumer buying process can make the difference between success and failure in consumer marketing strategies. Consumer buying behaviour is the sum total of a consumer's attitude, preferences, intentions and decision regarding the consumer's behaviour in the market place when purchasing product or service.

Consumer behaviour is defined as "the behaviour exhibited by people in planning, purchasing and using goods and services." This involves both physical and mental behaviour. The physical activities are: going to a shop, examining the product/service. Mental activities involve weighing the pros and cons of buying the products/service, controlling attitudes, developing a perception about the product, reading and understanding communication, selecting a brand, etc.

Consumer behaviour is a very dynamic field of study. Unless an organization undertakes a continuous study of consumer behaviour its marketing decisions and strategies may prove to be irrelevant.

### **Statement of problem**

Consumer is person who buys goods and services for his own consumption for the satisfaction of his needs. Thus consumer is as the ultimate user of a product. The efficiency with which a free market system of enterprises operations in the last analysis depend upon the extent of consumer understanding possessed by the business community. The problem is that to know about the level of perception of the employees about purchasing the product from the market.

The main purpose of doing research on preference given to online food delivery services industry in India is to analyse the customer behaviour and their buying behaviours towards online food delivery services in Coimbatore. Research report is to recognize the components that could impact their purchasing conduct and could be further utilized as a part of the business techniques of the retailers. A centre has been given to the extent of client dedication program and the rise of successful advertising correspondence diverts in online food delivery services organizations to enhance their associations with the clients.

### **Researcher questions**

1. Have the limited time promoting methodologies of online food delivery services retailers ended up being powerful as far as picking up piece of the overall industry?
2. What is the extent of client dedication projects to impact the client purchasing conduct?
3. What sorts of developing showcasing correspondence channels can be acquainted with advance the overall advertising system of the organizations?

## Objective of the study

The researcher main objectives of the project report is to

1. To inspect the current limited time endorsing systems of the online food delivery services.
2. To explore the shopper conduct towards online food delivery services and the basics to impact their purchasing behavior.
3. To know about the socio-economic factors of the respondents of online food delivery services products in Coimbatore city.
4. To analyze the level of satisfaction towards the consumption of Online food delivery services among the consumers.

## Limitations of the study

- Due to time constraint, the sample size is limited to 110 & the study area is restricted to Coimbatore.
- Respondent may fail to express their opinions and beliefs.
- There may be a bias in collecting the data.

## Scope of the study

The study is to analyze about the customer perception towards online food delivery services and the scope of the study to analyze about the perception of the customers towards the product which will be helpful for the company in decision making process. The study is to find out the supplier satisfaction in hotel industry. The need of the study is to analyze the quality of service in milk industry as service plays a key factor for the development of companies in particular industry.

## Importance of the study

The India online food delivery services market has seen across the board expansion and improvement in the late years as the number of household retailers made their nearness in different areas of the nation and moreover, the simplicity of business sector passage permitted outside players to grow their ranges of operations in India. Thus the advertise steadily turned out to be more focused as the business sector players built up their marketing strategies all the more forcefully trying to expand their piece of the pie.

## Research methodology

Research Method and Design are to show the activities and process of how to do the process of enhancement of online food delivery services industry in India.

## Research Process

Researcher has to use research onion thought to recognize research process. In this way, Research procedure of Research Onion's fundamental coating are the Research Philosophy, Strategy, Choice, Time Horizon, Research Approach, Techniques and Procedures and Data Collection Method. These Research Onion's components will give the expert the indebted learning to direct the reading.

This study aims to show some important features that are directly responsible for the preference to online food delivery services industry in India this study also depends on the living standard, way of living and dependency on fast food.

## Research Philosophy

Research Philosophy is to consume a sensible supposed or objectives to get, clarification and info congregation examination. As an exploration logic, authenticity was worked in this examination study. Suggested that credibility was a rationality that in perspective of test approach to manage develop the learning.

## Research Approach

In this research approach, logical methodology was taken a shot at the examination as it was grounding on the sensible state of mind and to reach inference from the hypothesis. In this exploration approach, deductive philosophy was taken a shot at the examination as it was basing on the sensible perspective and to achieve induction from the speculation.

## Research Strategy

Remembering the deciding objective to set up the examination procedure, review methodology will be used grasped for this study. It could think about assorted size of masses and from this people to locate the relative event, sociological interrelations appointment and mental variables.

## Time Horizon

Time Horizon was recognized as a period changed mark, which there was a period edge specified to complete an action. Cross Sectional Analysis will be utilized as a part of this study in light of the fact that the truth will surface eventually to be prefixed to finish the study that most likely won't require a long length impossible longitudinal examination.

## Source of data collection

The data bases of the study consist of both primary and secondary data that helped the researcher in systematic frame work of the study.

## Primary data

The primary data was collected through questionnaire .It was prepared and administered by taking a sample of 110 respondents, which contains different categories of respondents like male & female etc.

## Secondary data

The secondary data were collected from books, journals and magazines. Periodical information from different websites was also used for the study.

**Area of the study:** The area of the study is India only.

**Sampling design:** For the purpose of this study the data were collected from 110 respondents using convenience sampling technique.

**Sampling size:** The sample size of the research is 110 respondents.

**Tools used for study:** Percentage analysis, Chi-square analysis and Anova

## Research Limitations

Several limitations while conducting the research on globalization of online food delivery services industry. There can be misinterpretation of question during the survey which can be due to the formation of questions and the consumers can get confused about the questions. Cross section country may lead to inconvenience for the consumers and time taking.

Result accuracy will also be effected because of the communication and distance gap and inaccuracy in measuring behaviour and attitudes at the same point of time.G

## Analysis and interpretation

Demographic variables	Particulars	Frequency	Percent
Gender	Male	89	59.3
	Female	61	40.7
	Total	150	100
Age	Below 20 years	96	64
	20-30 years	11	7.3
	31-40 years	25	16.7
	Above 40 years	18	12
	Total	150	100
Occupation	Student	43	28.7
	Business	72	48
	Employee	18	12

	Other	17	11.3
	Total	150	100
Educational qualification	School level	43	28.7
	Under graduate	65	43.3
	Post graduate	30	20
	Professional	12	8
	Total	150	100
Marital status	Married	116	77.3
	Unmarried	34	22.7
	Total	150	100
Monthly family income	Up to 15000	57	38
	15000 -30000	46	30.7
	30000 -45000	24	16
	Above 45000	23	15.3
	Total	150	100

### Interpretation

59.3% are male and 40.7% are female. 64% are from the age group of below 20 years, 7.3% are from the age group of 20-30 years, 16.7% are from the age group of 31-40 years and 12% are above 40 years of age. 28.7% are students, 48% are doing business, 12% are employees and 11.3% are doing other occupation. 28.7% are in to school level, 43.3% are under graduates, 20% are post graduates and 8% are professionals. 77.3% married and 22.7% are unmarried. 38% are earning up to 15,000, 30.7% are earning between 15000 -30000, 16% are earning between 30000-45000 and 15.3% are earning above Rs.45000.

### Awareness towards online food delivery services products

	Frequency	Percent
Yes	128	85.3
No	22	14.7
Total	150	100.0

**Interpretation**

The above table shows about the awareness towards online food delivery services products of the respondents were out 150 respondents 85.3% are aware about online food delivery services products and 14.7% are not aware about online food delivery services products. It shows that most of the respondents are aware about online food delivery services products.

**Comparison between age and level of satisfaction towards customer service provided by online food delivery services**

H0: There is no relationship between age and level of satisfaction towards customer service provided by online food delivery services

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.014 <sup>a</sup>	6	.000

**Introduction**

The above table shows about the relationship between age and level of satisfaction towards customer service provided by online food delivery services were the level of significance between the factors is at 0.000 which is less than 0.05. It reveals that there is a relationship between age and level of satisfaction towards customer service provided by online food delivery services.

**Comparison between age and level of satisfaction towards customer service provided by online food delivery services's**

H0: There is no relationship between age and level of satisfaction towards customer service provided by online food delivery services

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.688 <sup>a</sup>	6	.192

## Introduction

The above table shows about the relationship between age and level of satisfaction towards customer service provided by Online food delivery services were the level of significance between the factors is at 0.192 which is greater than 0.05. It reveals that there is no relationship between age and level of satisfaction towards customer service provided by online food delivery services.

## Findings

- Maximum of the respondents are male in our survey.
- Most of the respondents are below 20 years of age.
- Maximum of the respondents are doing business as their occupation.
- Most of the respondents are under graduates in our survey.
- Maximum of the respondents are married.
- Maximum of the respondents are earning up to Rs.15000.
- Most of the respondents are aware about online food delivery services products.
- Maximum of the respondents are eating online food delivery services more than a month.
- Most of the respondents are earning between Rs.200-600 per month.
- Maximum of the respondents are consuming veg foods with online food delivery services.
- Maximum of the respondents are neutral with satisfaction towards customer service with others.
- Maximum of the respondents are choosing online food delivery services for quality.
- Maximum of the respondents said that the online food delivery services are meeting the expectations.

## Suggestions

- The online food delivery services tries to improve their quality then the sales revenue can be increased in future period of time.
- The quality of online food delivery services is not up to the mark of its competitor and the quality of the brand should be developed in future to increase the sales of the company.
- The company can revise the price of the products so that the unit of sales can be increased in near future.
- The respondents feel that they are facing problem while using chicken products. So if the company tries to reduce the harmful ingredients of chicken products then the quality and sales can be increased.

## Conclusion

The conclusion is that when compared to physical presence the respondents are satisfied towards the service provided by online food delivery services and further improvements has to be made to increase the satisfaction in future period of time.

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