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Principal
Ramniranjan Jhunjhunwala College,
Ghatkopar (W), Mumbai-400086.

Sardar Patel Institute of Economic and Social Research
Thaltej Road, Ahmedabad - 380 054. India

A STUDY ON PERCEPTION OF CUSTOMERS TOWARDS ONLINE FOOD DELIVERY SERVICES

Jewel Sabhani Assistant Professor, Department of Vocational Courses

Mala Goplani Assistant Professor, Department of Banking and Insurance

Laveena Dewani Assistant Professor, Department of Vocational Courses

HVPS Ramniranjan Jhunjunwala College (Autonomous), Ghatkopar, Mumbai, Maharashtra, India

Bharti khemani Assistant professor Department of Computer Engineering A. P. Shah Institute of Technology, Thane : jewelsabhani@rjcollege.edu.in ; malagoplanibbi@rjcollege.edu.in ;

ABSTRACT:

Technology has replaced Traditional systems of business practices almost in all sectors. From shopping to studying, from food to medicines, customers have changed their buying habits from Offline to Online. Mobile phones and the internet have paved the way for Online food ordering easily by removing the barriers of time and space. Many restaurants and hotels have changed their strategies from traditional to online marketing. Consumers are now habitual to order food online rather than stepping out of their homes and visiting the restaurants. The busy schedules of consumers, their ever-changing demands, avoidance of social gathering and a lethargic lifestyle have forced the restaurant industry to enter into the online world and run their business through mobile phones. Increase in IT professionals have also made it easy to develop certain mobile applications which makes it easier to order, choose, compare and track the food online. This study aims to highlight the consumers' perception towards online food delivery services. The study is focused on the analysis of the data collected from the consumers who are the users of online food delivery services. The influencing factors of the consumers, their perceptions, their needs and their overall satisfaction towards online food delivery services will be studied.

KEY WORDS: Online Food Delivery Services, Consumers' Perception.

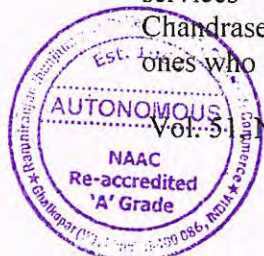
INTRODUCTION:

Technology has played a vital role in reforming the food delivery service systems. The consumer's dependency on technology have motivated them to do many activities online, which comprises getting cooked food ready at their doorstep just by a click on their mobile phone. From a busy employee to an idle student, today almost everyone prefers to practice online food delivery services. Convenience is the main reason which is making online food delivery services accepted today. To get more consumer attention, companies challenge themselves to deliver food in the least time, which makes the consumers more and more dependent on online food delivery services (OFD). This popularity of OFD and delivering services is gradually increasing. OFD services have just transformed the consumer behaviour and perception, and now using it have become new normal. One of the pros of this services is that consumers are provided fresh and healthy food when they are in their offices or homes while they have the freedom to continue with their work. One additional reason behind the growth of OFD services is the increasing use of smartphones in all the urban families. The technical combination of smart phone and internet access has given birth to OFD services platform, thereby creating certain pros and cons of it. The objective of this research helps to understand the consumers' perception and satisfaction towards the OFD services.

LITERATURE REVIEW:

The study of Chai et al., (2019) opines that most of the users have turned to online food delivery services due because it saves time to find a place for food and wait for it in restaurants. More options available for different types of food for the consumers as a reason for using OFD services. Convenience, privacy, and safety are several other factors which are influencing the usage of OFD services

Chandrasekhar et al., (2019) provides empirical evidence that among the consumers students and the ones who are working have the greater frequency in using OFD services. Reliability and efficiency in



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