"CONSUMER PERCEPTION TOWARDS ONLINE FOOD ORDERING SERVICE IN HYDERABAD, INDIA."

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1.INTRODUCTION

In the recent year, the online food delivery market is booming in a most spectacular way. According to business consultancy firm market research future, The Indian online food ordering market is expected to group at a CAGR(compound annual growth rate) of 16.2 per cent at USD 17.02 billion by 2023. And according to latest source, in India, Bangalore has bagged the highest number of online order as compared to other cities with total 20 percent of Indian market share.And it's followed by Pune, Hyderabad,Dehli and Mumbai. So it's expected that in subsequent years, the share of food ordering service in E-commerce industry will increase at substantial rate.

Various apps available in Indian online food ordering market as follows

App name	Originated	Year of origin
Swiggy	India	2014
Zomato	India	2008
Uber Eats	California	2014
Foodpanda	Germany	2012
Domino's	American	1960
Pizza Hut	American	1958
Just Eat	England	2001
Faaso's	India	2011
TastyKhana	India	2007

Source: compiled by the author with the help of secondary data

KEYWORDS*: online food delivery market , business consultancy , Indian market.*

2. REVIEW OF LITERATURE:-

The research on consumer's attitude towards online food ordering in Indian context is limitedas the online food ordering service has recently entered into Indian market.

Therefore,Theresearch related to online food ordering conducted in outside India is also reviewed critically.
Neha parashar in her research paper entitled **"Customer's attitude and perception towards digital app Service"** has found that there is a significant relationship between factor considered important while selecting a food delivery app and it's also found that the facility offered by the service

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provider is playing an important role to select the app by the consumers.

Anh Kim et al in their research paper entitled **"consumer preference and attitude regarding online food products in Hanoi, vietnam."** The strength of the paper this sample size was very large i.e 1736 and has collected from different area of Hanoi.

Jyotishman das in his paper entitled**"consumer perception towards online food ordering and delivery services- an empirical study"** has found that the factor that encourage consumer the most is doorstep delivery and the second most important factor was easy and convenience. It's also found that reward and cashbacks played a crucial role in influencing or attracting the consumers. Further, it's observed that researcher has taken very small sample andmajor datahas been collectedfromstudents.

"Customer perception and satisfaction on ordering food via internet, a case study on foodzoned.com, in manipal(2016)"

3. STATEMENT OF PROBLEM:-

From the about studies, it's revealed that there is a conflict between the literature itself, one it's saying that convenience is the most affected factor for ordering online but in a contrast other literature it's saying that due to discount, rewards and cashback consumer attracting to order online. Further, one literature found that doorstep delivery is most affected factor for ordering food online, it's inducing the consumer to order online. Hence, the researcher felt that it is very important know the reason behind ordering food online in Hyderabad.

4. OBJECTIVE OF THE STUDY:-
* To identify the factor which influence the consumer to order food online
* To know the consumer preference on online food ordering service provider

5. SCOPE OF THE STUDY:-

The basic objective of this paper was to know how consumers perceive the online food delivery service. The data has been collected from different area in Hyderabadand due care has been given to questionnaire while preparing it.

6. RESEARCH METHODOLOGY:-

For this research purposes, convenience sampling method has been used and totally sample size was 250. Data has been collected from different area in Hyderabad. Rationality behind choosingHyderabad as the area of the study is that Hyderabad covered approximately 20% Indian online market share.

7. LIMITATIONS OF THE STUDY:-

Due to culture and geographic differences the results may not applicable to the rest of the country. The analysis is based on the data received from the respondentsfrom Hyderabad city so there may be bias about the perception.

8. DATA ANALYSIS AND INTERPRETATION: -
## 8.1 Analysis of most preferred online food delivery service portal

Apps	Usage in percentage
Zomato	40%
Swiggy	27%
Ubereats	21%
Food panda	04%
Other	08%

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prefere app
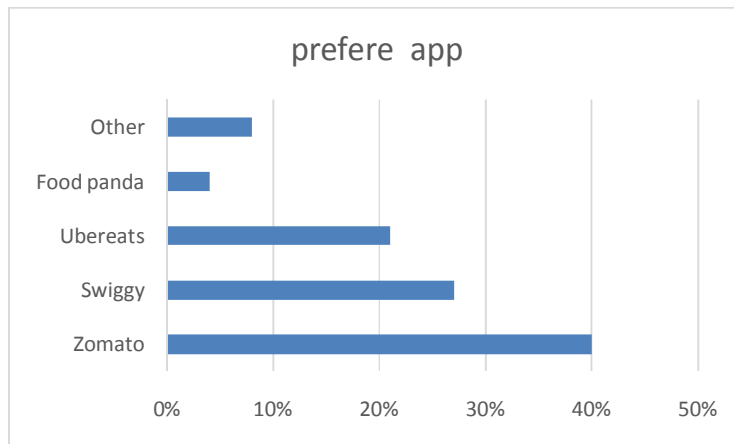
- From the above table & chart, it's very clear that zomato has bagged the top position in Hyderabad. It is due to providing best offer & discount to consumers.
- Swiggy has secured second position, It is due to not providing regular offers. No doubt that swiggy is providing quality service but when it comes to regular rewards and discount it's not up to the mark compared to zomato.
- There was a positive response from the respondents regarding speed of delivery of Ubereats when it compared to the rest of the apps but when it comes to rewards, discount and price it is not up to the mark.

**8.2 Why they chose the above company service**

Reason	Respondent record
Good packing	11%
On time delivery	28%
Best offer and discount	40%
Easy to order	21%

Respondent record
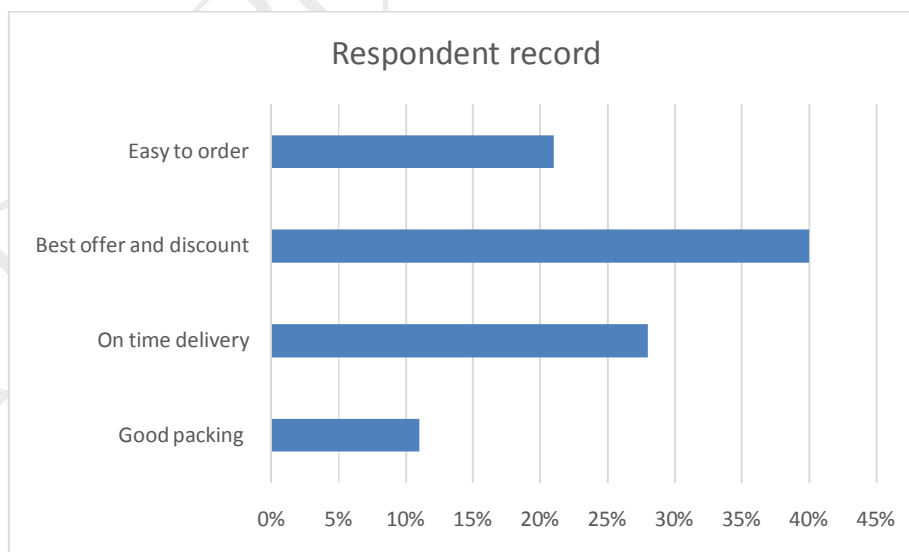
- From the total 200 respondent, Around 80 respondent has said that we like or prefer the app due to its best offers and discounts. And that's why zomato has bagged the top position.
- Around 56 respondent has said that "on time delivery" is the key factor to decide who is best or not.

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## 8.3 factor that prevent consumer to use the service

Factor	Number of respondent
Unawarness	12%
Unaffortable	12%
Influence from friends and family	24%
Bad past experience	37%
Other	16%
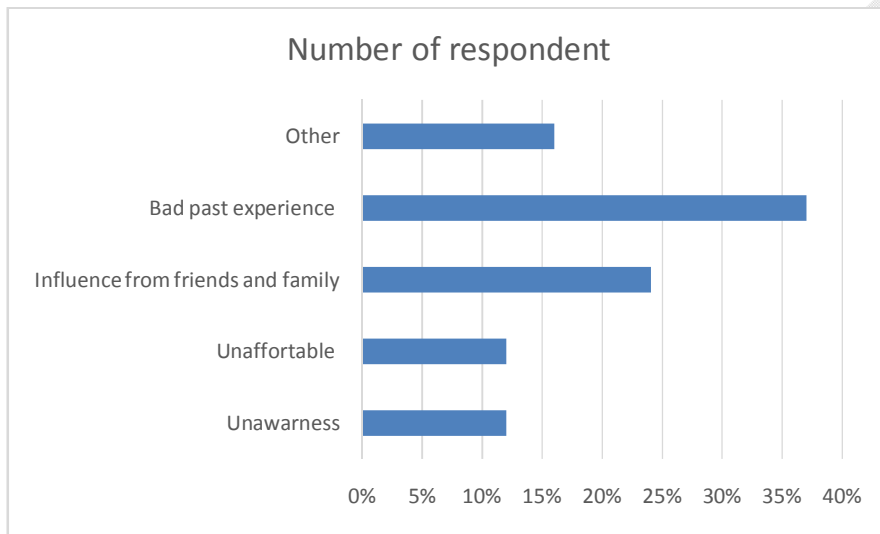
- Interesting, the key factor which prevent consumer to use the online is "past bad experience".
- Hence, all services provider should avoid the inconveniences to development the business at a substantial rate.

## 8.4 factor which attract the most people to prefer online food ordering

factor which attract the most	Number of respondent
Money saving	41%
Time saving	19%
Convenient	30%
Fast delivery	10%

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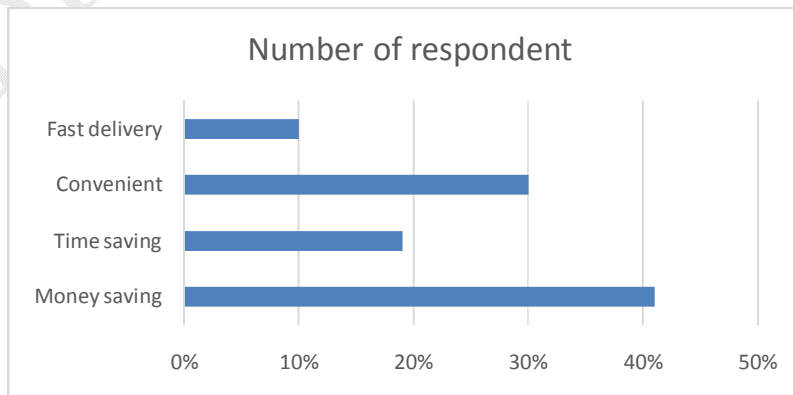
- From the above table & chart, it's clear that money saving is the key factor (more than 40%) which induced the consumers to go for online ordering service. In other words, each and every food service provider providing discounts and rewards constantly due to this reason most of consumers ordering food online.
- All service provider competing each other to grab the market share so that's why they are providing discounts, rewards and cashback incentives.

## 8.5 Which company is good "on time delivery"?

Company name	Number of respondent
Ubereats	42%
Swiggy	27%
Zomato	24%
Food panda	07%
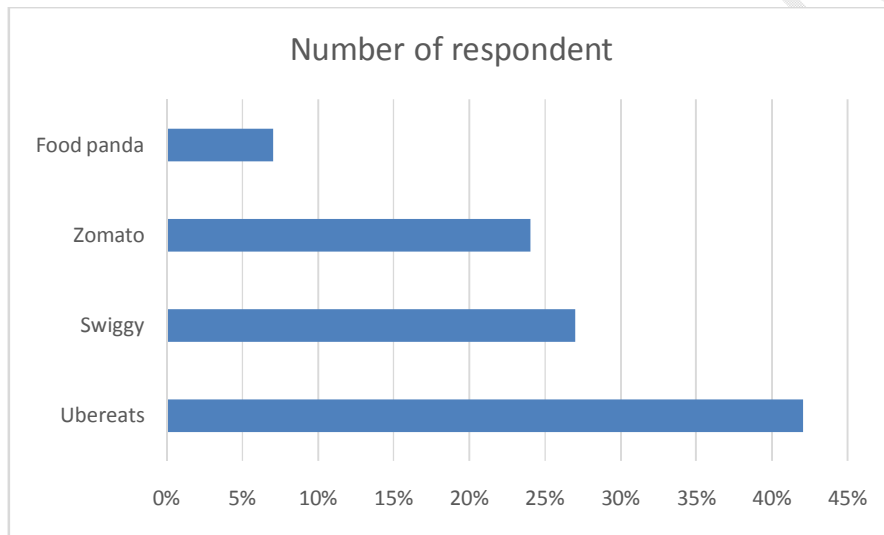
- Surprisingly, 84 respondent Out of 250 respondent has opted Ubereats as the perfect in the "on time delivery".
- Zomato is excellent at rewards, discounts and cashback incentive but when it comes to "on time delivery" it's lacking behind. It's due to huge order getting at a time. Therefore, zomato must increase its delivery valets so sustain in the market as the leader.

## G. which type of cuisine do people prefer while ordering online?

Cuisine	Number of respondent
North Indian	15%
South Indian	18%
Chinese	21%
Biryani	46%

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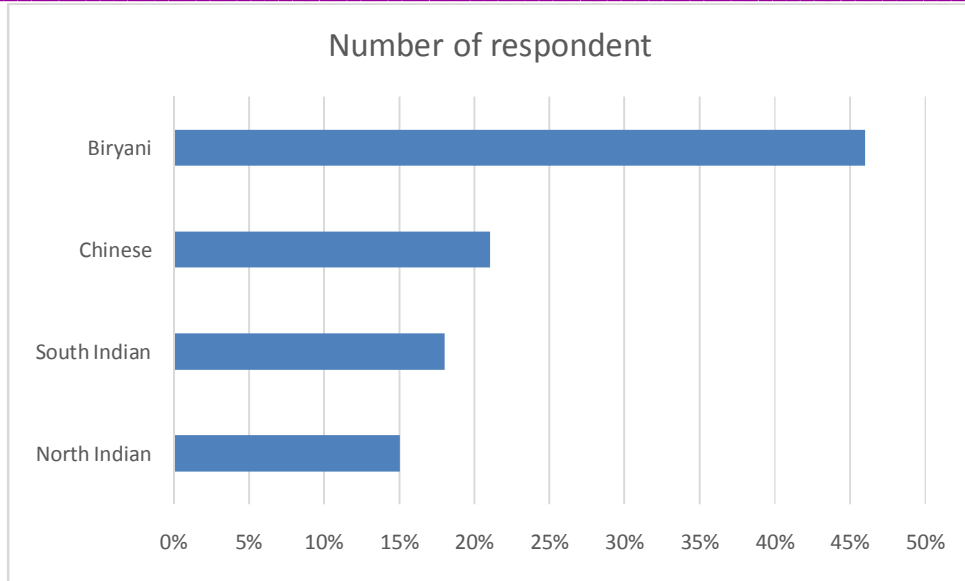
- From the above table and chart, it's clear that most of the people in Hyderabad preferred biryani as it's very famous in Hyderabad.
- 42 responded out of 250 preferred Chinese food and least preference to north Indian food.

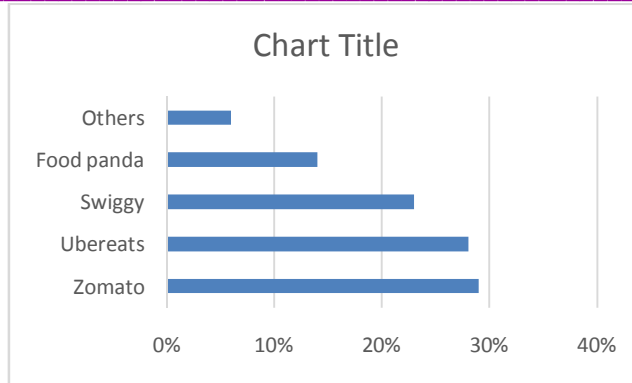**H. which company provides more offers & promotion?**

Zomato	**37%**
Ubereats	**29%**
Swiggy	**22%**
Food panda	**9%**
Others	**3%**
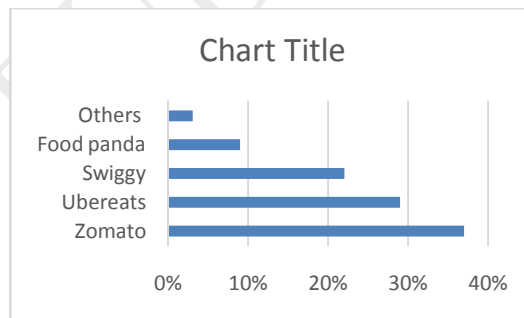
- The above table shows that 37% of the respondents said that zomato offering more discounts & promotion compare to rest of companies.

**I. which company provides the best quality service?**

Zomato	**29%**
Ubereats	**28%**
Swiggy	**23%**
Food panda	**14%**
Others	**06%**

Chart Title

- The above table reveals that 29% of the total respondent has said zomato is providing the best quality service and followed by ubereats. And there is no significance difference between zomato and ubereats in term of quality service, the respondent said.

k. Generally, at what time do you order food?

Timing	Number of respondent
Dinner	**49%**
Lunch	**38%**
Breakfast	**13%**

Number of respondent
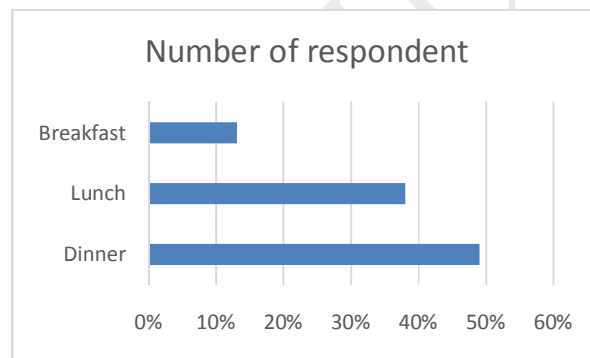
- The above table and chart reveals that 49% of the total of the respondents are used to order food at dinner time. According to respondents, Breakfast is the least preferable time for ordering online .

CONCLUSION:

In past the few years, the foodtech industry is growing at a substantial rate in India. According to business consultancy firm market research future, The Indian online food ordering market is expected to group at a CAGR(compound annual growth rate) of 16.2 per cent at USD 17.02 billion by 2023. The rearcher found that in Hyderabad , the zomato is growing very fast as compare to rest and also it is found that money saving is the key factor to order online.

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