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## A Study on the various food ordering apps based on consumer preference

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### Abstract

The advent of the Internet, accompanied by the growth of related technologies, has created a significant impact on the lives of people around the globe. For marketers, one of the most significant impacts has been the emergence of virtual stores that sell products and services online. Consumer can now purchase goods and services virtually anywhere, 24 hours a day, 7 days a week, without geographical and temporal boundaries. The goal is to save time of customers by providing facilities like vacancy list at reception, digital food ordering, instant e-billing and fast parking service which will result in consumer satisfaction and ultimately profit the restaurant. This automated system saves time, reduce human errors, and reduce manpower and gives consumer satisfaction, thus beneficial for both restaurant and customer.

**Keywords:** Online buying, Ordering food, Food apps

### 1. Introduction

The E-commerce sector in India is rapidly growing at a very quick pace in the new days and up to this present day. This relentless growth of E-commerce is changing the way people assume, search, perform and bring up a yield. Most consumers are adopting new technologies in shopping and with many of them being liberal thinkers, want fast and efficient shopping while also considering other shopping attributes. Majority of companies in the small scale, medium scale and large scale sectors own a website in order to improve their business and they do so by employing online advertisements, online Promotional events/activities thus taking a “digital “leap in the business cycles. The convenience, needs, wants and comfort of the consumers and their buying behaviour and the process of buying is the source of the relentless growth of E-commerce. Online grocery shopping is among the most popular activities of the internet, yet the reasons why consumers will go for e-purchasing are still unclear. The present study seeks to document e-purchasing behaviour of consumers, analyse consumer’s preferences and perception towards e-purchasing and associate advantages and disadvantages. This study would bring to the fore very useful information for business managers for reorienting their retailing business of food and other related articles focusing working class.

### 2. Objective

- To rank ordering food apps based on consumer preference.

### 3. Review of literature

**1.Dr.N.Sumathi, S. Josphin (2017)<sup>7</sup>**, in their study enables online food ordering system is one of the largest services for fast food restaurants. This is made possible to use of easy electronic payments system, and also useful for making easy payments for credit card consumer. In this study saying about to reduce the long queues of consumer at the counter ordering for food and also reduce the workload of employees.

**3.Rekha priyadharshini (2017)<sup>8</sup>**, in her study examined about India fast food business is growing due to changing of consumer preferences and the largest youth population. The

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Indian fast food industry has 40% growth year after year. The most top chains are planning an aggressive expansion in semi urban areas and also most popular in tier2 & tier3 cities. The international fast food chains have to change this business model completely, to adapt to Indian preferences.

#### 4. Research methodology

The study was based on primary and secondary data. The required information was collected by interview schedule to the selected respondents and through journals, articles etc., the data collected relate to the period June 2018. The location of the study was confined to Coimbatore city on the grounds of easy accessibility to data and time constraints. The researcher has selected 234 samples from purposive buyer and 234 samples from impulsive buyer as the sample size.

#### 5. Analysis and interpretation

##### 5.1 Preference towards food ordering apps

Ranking is to order the data from smallest to biggest and biggest to smallest. According to the consumer preference they will be ranking. In this table explain about the ranking of food ordering apps to their preferences of the respondents in food panda, zomato, swiggy, Uber eats, enjoy foods, food kourt, to know the highest frequency of the mean value of rank analysis.

**Table 5.1:** preference towards food ordering apps

Food Apps	Mean	Rank
Food Panda	3.30	III
Zomato	2.95	II
Swiggy	2.75	I
Uber eats	3.75	IV
Enjoy foods	4.16	VI
Food kourt	4.08	V

Source: Primary Data Interpretation

The above table 2.1 shows that it depicts about ranking the food apps of the preference, the table reveals that I rank is swiggy with 2.75 mean value of consumer preference, II rank is zomato with 2.95 mean value of consumer preference, III rank is food panda with 3.30 mean value of consumer preference, IV rank is Uber eats with 3.75 mean value of consumer preference, V rank is food kourt with 4.08 mean value of consumer preference, VI rank is enjoy foods with 4.16 mean value of consumer preference. The majority of the respondents mainly prefer swiggy to order food through online.

#### 6. Findings

The above study clearly reveals the order of preference the online ordering food give in purchase of any product or services availed. In both the case of buyers the first preference was given for the purchase of ordering food through swiggy in online whereas the final ranking was given for enjoy foods and others. The table clearly states the mindset of the buyers when it comes to online purchase. The majority of the respondents are mainly they prefer a swiggy to order a food.

#### 7. Suggestions

Most of the respondents felt the prices of delivery charges are high. The high price is one of the reasons for consumer to ordering food through online. So food apps can consider this and reduce their delivery charges. The online food ordering apps have to improve their restaurants sites and menus to satisfy the consumer in a better way.

#### 8. Conclusion

Online food ordering apps nowadays become fast moving in India, people do not find adequate time to go for ordering food, because of fast pace of life. The internet has become a major source in the digital era where online food ordering has gained significance not only by the entrepreneurs but also among the consumer. Online food ordering is in the fingertip of the consumer. It gives a different experience and consumer can make the food ordering more fashionable over the internet as they getting used it and becomes more enjoyable and easier.

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