

To Study the Inclination of Consumers in Baner Area in Relation to the Online Food Ordering

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Abstract

President Barack Obama said in one of his speeches “India is not simply emerging, it has emerged”. Over the past few years the entire environment in India has changed tremendously. People are diversifying their career choices and not following the traditional.

Online Ordering:

Online ordering means a website or mobile based application designed to use in the food delivery ecosystem. It is similar to ordering a book, phone or garment through the e-commerce websites like Flipkart, Amazon, Snapdeal etc. This arena is gaining popularity because the labour cost is highly reduced. It thus helps restaurant owners in some or the other way who are already facing manpower shortage. A small scale new start up will get favoured, since the online ordering system will provide necessary visibility to the food outlet. The customers can visit restaurant search and discovery websites like zomato.com where the reviews of other customers is available and learn about the various offering and the price. It becomes very convenient for customer to order directly through website or app.

Restaurants can offer online ordering through their own website or app, through a multi-restaurant site or app (e.g., Foodpanda.in, Tinyowl.com, Zomato.com) etc.

Keywords: Online Food Ordering, E-commerce, QSR's, Multi-Restaurant Site, Mobile Apps

INTRODUCTION

In this competitive world, where everyone seems to be busy with their chores, the consumers prefer ordering food from restaurants rather than cooking at home. Earlier consumers used to call up the restaurant to place the

order, but the process was annoying and time consuming. Customizing an order was a big task, since the order taker may miss some specifications told like less oil or no MSG etc. Over that giving directions to the delivery boy on phone, hassles due to change add up to more and more frustration. Therefore the customers, especially the youth find it very useful and convenient to order from the online food ordering portals or applications. It not only provides the clarity with regards to price but also provides choice and user friendly interface which consumers adore.

There has been an aggressive growth in the number of food outlets in these couple of years. The food industry in India is expected to reach Rs. 42 lakh crore by 2020, reports BCG.

COMPANY	AMOUNT RAISED TILL DATE
YUMIST	USD 1 MILLION
FRSH	USD 618K
HOLACHEF	USD 320K
SPOONJOY	UNDISCLOSED
iTIFFIN	USD 1 MILLION
TINYOWL	USD 20 MILLION
FAASO'S	USD 20 MILLION
FOODPANDA	USD 147.3 MILLION
EATLO	NO FUNDING
TASTYKHANA	USD 5 MILLION
JUSTEAT	USD 89.1 MILLION
DELIVERYCHEF	UNDISCLOSED
BITE CLUB	USD 500K

Source: iamwireresearch.

Baner is a suburb of Pune, India. Baner is well known for “Varkari” parampara and bhakti aradhana from many years. It is located off the Katraj–Dehu Road Bypass by-

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passing Pune city. Baner road serves as the main approach road for the bypass which in-turn connects to the Mumbai Pune Expressway. Baner is bordered by Pashan in south, Balewadi to the west, Aundh to the north and Savitribai Phule Pune University to the east. Baner is mostly a residential and commercial hub of Pune and large portions are occupied by various IT companies like Cummins, Veritas, Aloha etc. Baner is having a mixed clientele of I.T. Professionals, localites having about around 80 Restaurants on Foodpanda (200 Restaurants are listed on zomato.com) is quite a market for food.

LITERATURE REVIEW

Rachna Nath, Leader Retail and Consumers, PwC India, said that the upcoming food ventures have a prospective market. QSR's like Dominos, Pizza Hut etc alone get 50-60% ecommerce sales, hence the future seems a tough competition between the chain QSR's and stand alone restaurants. The existence will depend purely on who can manage their delivery system efficiently.

Ajay Kakra, Associate Director- Agri and Natural Resources, PwC India, said that the format of the food market largely consists of unorganized sectors who do not monitor high food quality standards and operate primarily in the down market areas or streets. It is noticeable that there is a considerable count of food start ups which are pleasing the dynamic lifestyle of the metropolitan population. The need for tastier food with other benefits such as accessibility, health, service promptness and cost are catered by these outlets. Nonetheless, these eateries sometimes fail to attain a national presence.

Ritesh Dwivedy, founder of JustEat says that he began in 2006, with a mere 15 restaurants on board, as India's first online food ordering portal and now he is India's largest online food ordering with over 2500 restaurants, 52 cuisines and 3 lakh dishes to choose from. The entire journey from being the pioneers to the premiers of the food ordering industry has been a tremendous task. The campaign has been extremely amusing both from his point of view and of the consumers.

De Leon said that there are distinct aspects that should be included in a good online food ordering portal or website. It should be simple to navigate, not clustered and easy to make an order.

OBJECTIVES OF THE STUDY

1. To determine the factors that influence customer when ordering food online.
2. How frequently do the consumer order online and the reasons.
3. What kind of food does the consumer order online generally?

RESEARCH METHODOLOGY

Collection of Data

The data required for the research was collected using the following techniques:-

The scientifically prepared and pre-tested questionnaires were used for the collection of primary data. The data was collected from the consumers by e-mailer directing the link to google forms. The secondary data was collected by means of articles published in the hospitality journals and internet.

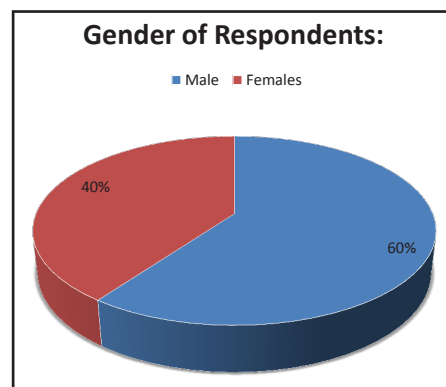
Sampling Techniques

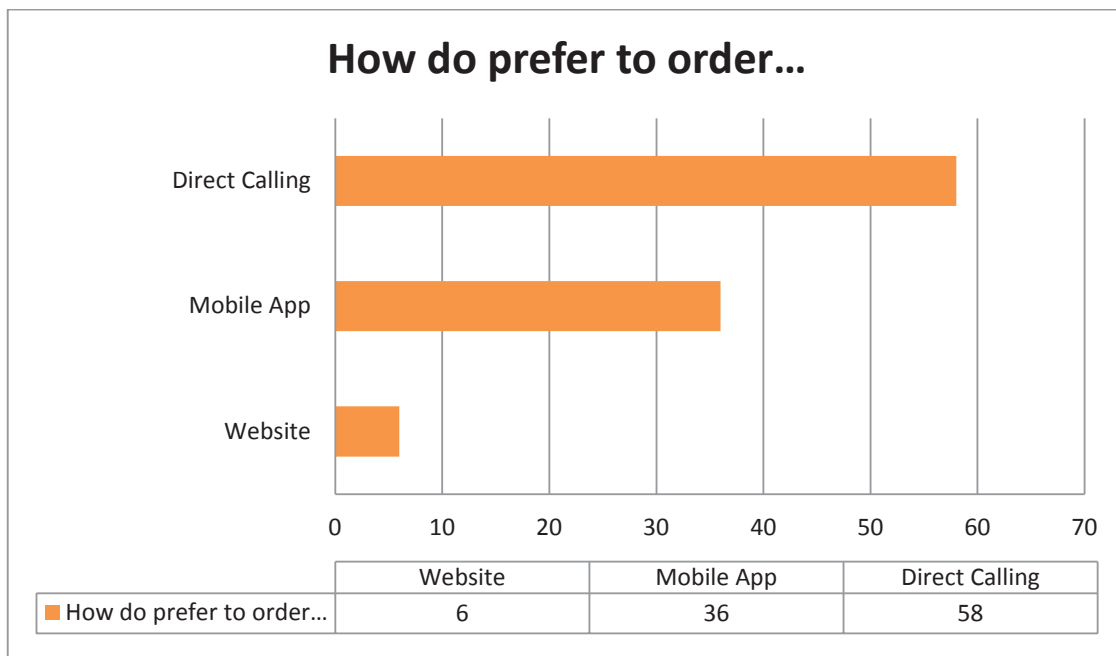
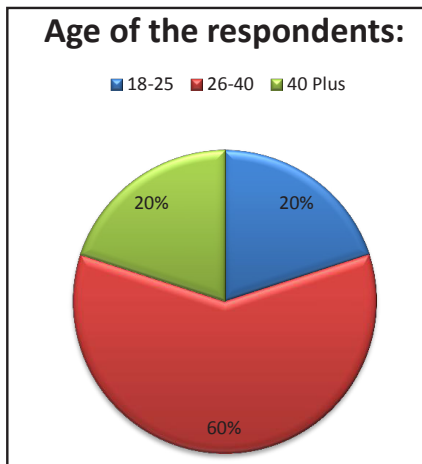
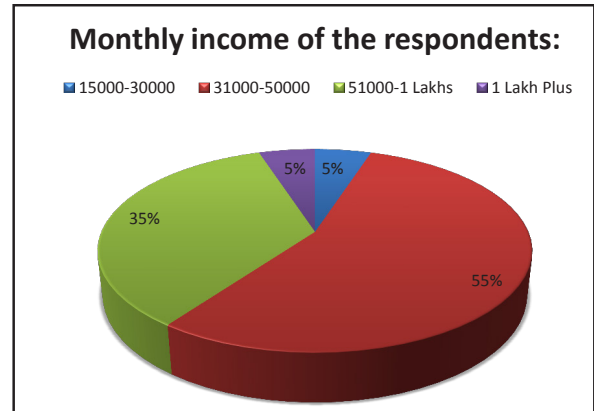
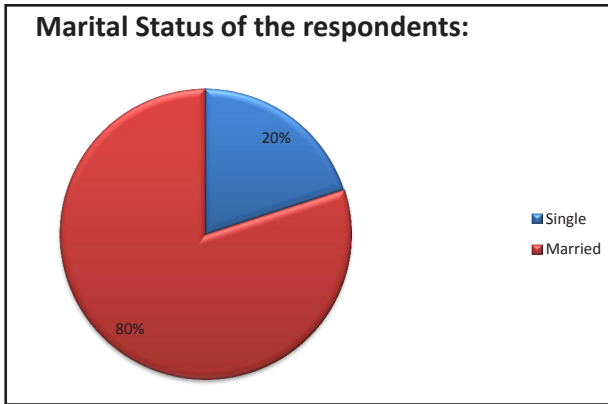
The study was done by snowball sampling method. The sample size was 100.

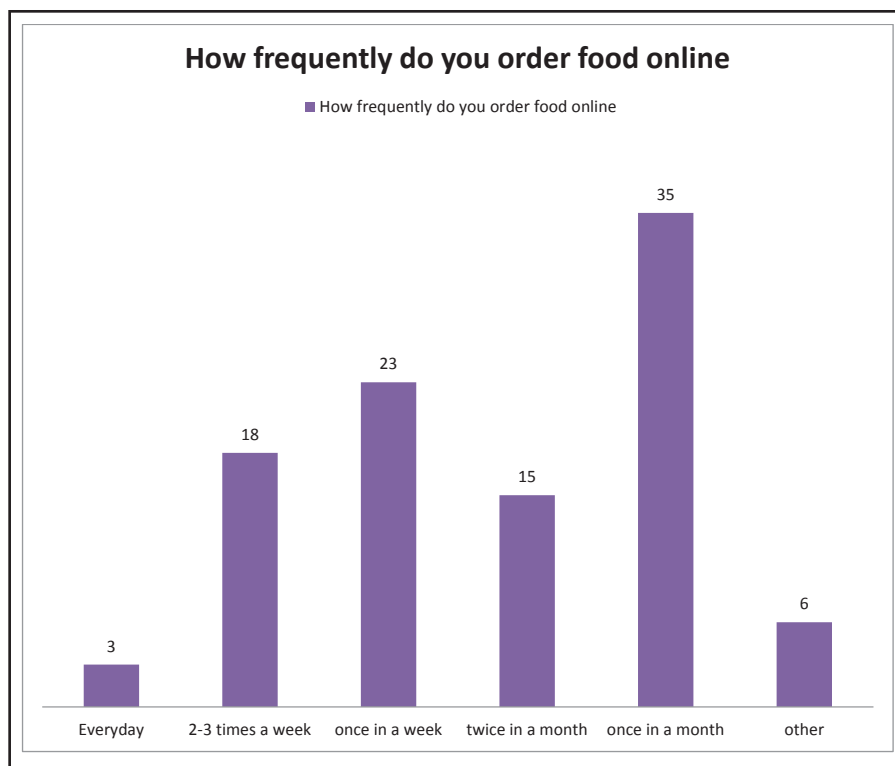
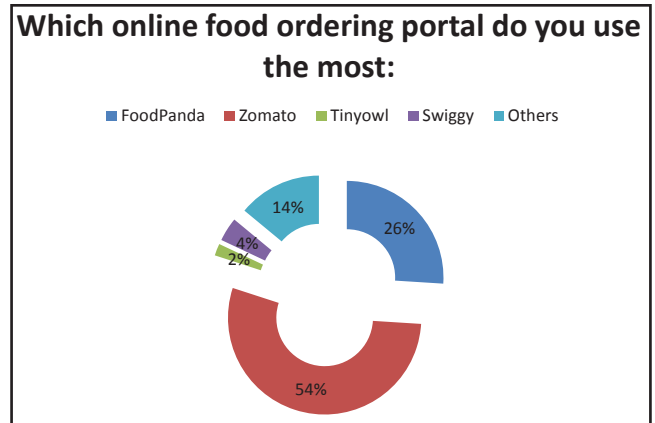
RESULTS AND DISCUSSION

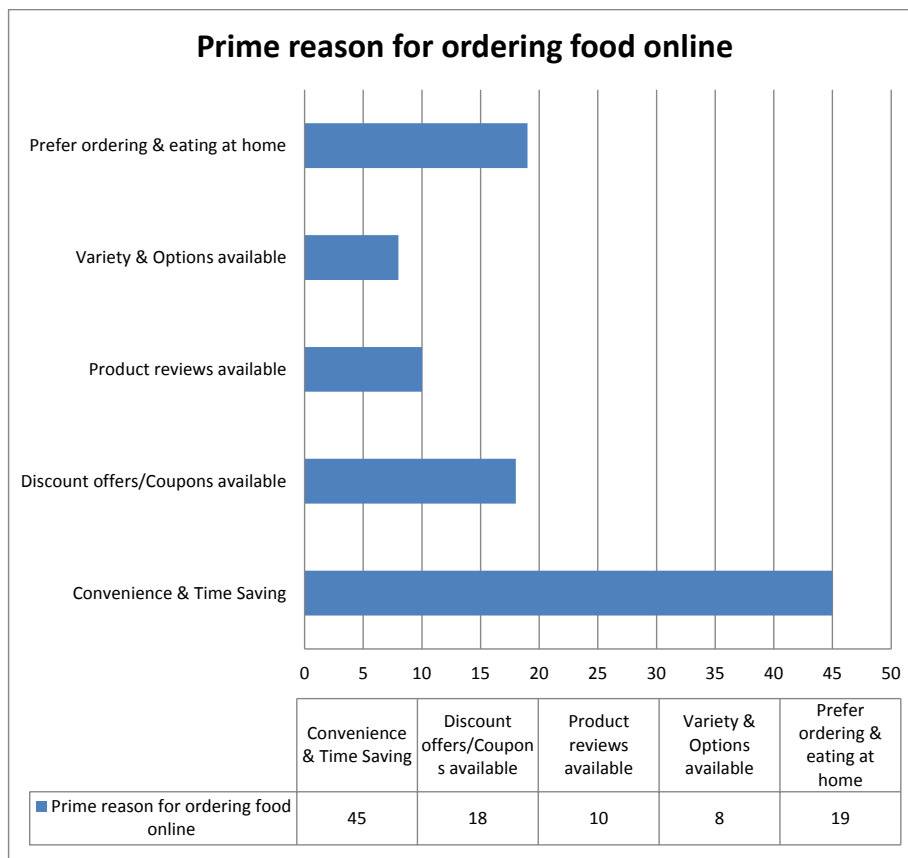
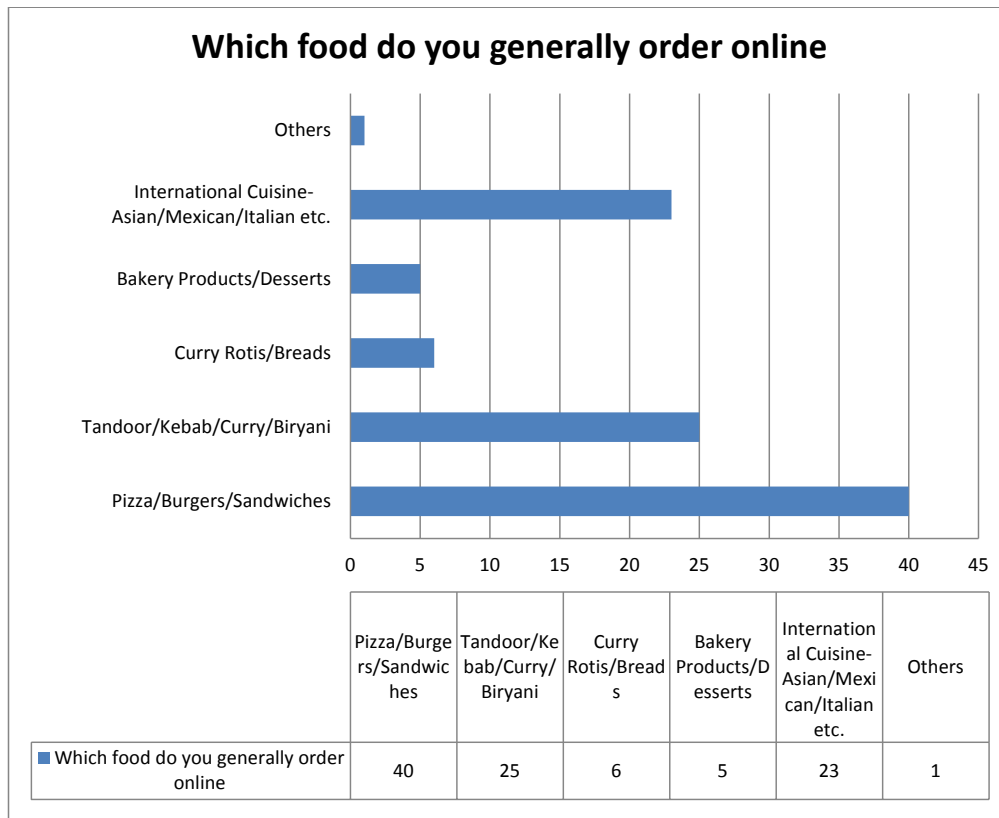
The primary data collected through the questionnaire was analyzed by percentage method and the representation was done in graphical form. The data was analyzed as per the responses obtained from the respondents and interpreted to draw the following conclusions.

The results obtained from the data collected through the hotel guests are as follows-











FINDINGS

1. Convenience of online food ordering due to lack of time is the prime reason for ordering food.
2. Frequency of ordering food online is still at a low pace even after most of the respondents are using online ordering more than two years.
3. Fast food items like Pizza/ Burgers/Sandwiches are most popular menu items on the list of ordering followed by Kebab, Curry and Biryanis.

CONCLUSIONS

The findings of the research can be concluded as follows-

This paper was accomplished to study the inclination of consumers in Baner area in relation to the online food ordering. Online food ordering is increasing in Baner but acceleration of online food ordering is not as rapid as compared to other areas like Viman Nagar, Kalyani Nagar etc.

Online food ordering has been embraced by majority of restaurants offering delivery of food. The customers using online food ordering have been appreciative with the technology and marked that online ordering has met or surpassed their expectations. The advantages of online ordering are improved order certainty, enhanced yield, and improved customer relationship management. These will probably cancel out the costs and operational threats for most restaurants.

RECOMMENDATIONS

The online food ordering is getting popular among the young generation as they feel it more comfortable, time

saving and convenient. It is analyzed from the survey that when a consumer makes a mind to purchase online food he or she is affected by multiple factors. The main crucial identified factors are time saving, and convenience. People compare prices in online food delivery website and apps and then review all feedbacks and rating about product before making the final selection of the dish. Thus the restaurants have to make proper strategies to increase the consumer's level of trust on them by getting feedbacks, encouraging the customers to share reviews about their food and also to create awareness of their presence in online food market by displaying the merchandise of the online food delivery website, app or portal.

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