

To Study the Customer Perceptions of Electronic Food Ordering

*(A Report Submitted in partial fulfillment of the requirements for the Degree
of Master of Business Administration in Pondicherry University of distance
education)*

Submitted by

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ST. JOSEPH'S EVENING COLLEGE – PONDICHERRY UNIVERSITY

TWINNING PROGRAMME

PONDICHERRY – 605014

BATCH (2012 – 2014)

CERTIFICATE

This is to certify that this project titled **“To Study the Customer Perceptions of Electronic Food Ordering”** is based on an original project study conducted by

Mr. MATHEWS JOAO CHORNEUKAR

Reg. No. 5712360002

of IV semester MBA under the guidance of Dr. Kanishka. This project work is original and not submitted earlier for the award of any degree/diploma or associateship of any other University/Institution.

Signature of the candidate

Signature of the Supervisor

Signature of the coordinator

Place: Bangalore

Date:

CERTIFICATE OF THE GUIDE

This is to certify that the project work titled “**To Study the Customer Perceptions of Electronic Food Ordering**” is a bonafide work of Mr. MATHEWS JOAO CHORNEUKAR Enroll No: 5712360002 carried out in partial fulfillment for the award of degree of Master of Business Administration in Marketing in Pondicherry University under my guidance. This project work is original and not submitted earlier for the award of any degree/diploma or associateship of any other University / Institution.

Date:

Place: Bangalore

Dr. Kanishka

St. Joseph's Evening College

Bangalore

Student's Declaration

I, Mr. MATHEWS JOAO CHORNEUKAR hereby declare that the project work titled “**To Study the Customer Perceptions of Electronic Food Ordering**” is the original work done by me and submitted to the Pondicherry University - St. Joseph's Evening College Twinning Programme in partial fulfillment of requirements for the award of Master of Business Administration in Finance is a record of original work done by me under the guidance of Dr. Kanishka.

Enroll No: 5712360002

Signature of the Student

Acknowledgement

When we set goals for ourselves, there are always obstacles in the way that may deter us from accomplishing the goals. There are also people in our lives that are aware of those goals, and encourage us and also support us to continue regardless of the obstacles, it is now that I can formally thank those people for doing just that for me, before thanking anyone on this earth, I must first thank God for being at my side during this challenging time of my life. I need God to continue as, after the desire was sometimes there to quit. The spiritual support has helped to keep me focussed.

*Thanks to my Guide **Dr. Kanishka** Professor, St Joseph's Evening College for the support and encouragement through this process. My Guide was always ready for questions and always had answers for that. His high level of expectations made me work harder than I have ever worked in my life-thanks for your knowledge, encouragement and above all your patience during this process.*

*Heartfelt thanks to my wife **Rita Mathews**, who supported me in all the ways to complete my project.*

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CONTENT

Table No.	Chapter-I Introduction	Page No.
	Introduction and Design of the study	1 - 11
1.1	Concept Introduction	
1.2	Problem of Study	
1.3	Scope and Significance	
1.4	Need for the study	
1.5	Objectives of the Study	
1.6	Statement of the problem	
1.7	Chapter Plan	
II	Chapter II - Profile of the Study Unit	Page No.
2.1	Profile of the study	12 -27
2.2	Review of Related Literature	
III	Chapter –III Methodology	Page No.
3.1	Introduction to Research Design	28 - 31
3.2	Data collection methods	
IV	Analysis and Interpretation	Page No.
4.1	Analysis and Interpretation of Data	32 - 50
V	Summary of Findings and Conclusion	Page No.
5.1	Findings of the study	51 - 52
5.2	Summary and Conclusion	
5.3	Recommendations	
	Bibliography	53 - 54
	Annexure	55 - 59

List of Tables

Table No:	List of Tables	Page No:
01.	Education Qualification	32
02.	Age group	33
03.	Gender	34
04.	Occupation	35
05.	Marital status	36
06.	Awareness of electronic food ordering channels.	37
07.	Challenges used while ordering food electronically	38
08.	Awareness of different electronic channels	39
09.	Convenient electronic channel to order food online.	40
10.	Kinds of Gadgets preferred to use electronic food.	41
11	Frequency of ordering by dining occasion	42
12	Mode of time to order food electronically	43
13	Different days when food is ordered electronically	44
14	Electronic food ordering process is known through various channels	45
15	Amount spent monthly to order food electronically	46
16	Challenges faced while ordering food electronically	47
17	Security of the electronic food ordering process.	48
18	Mode of payment to order food electronically	49

Executive Summary

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. Consumers can now purchase goods and services virtually anywhere, 24 hours a day, 7 days a week, without geographical and temporal boundaries.

While many marketers acknowledge the importance of using the Internet in their marketing mixes, little research has empirically tested the critical factors that influence an individual's decision when buying products or services online. Based on the gaps found in the literature, the purposes of this project study is to understand the perception of Electronic Online Food Ordering. The major factor that inhibits those who have not ordered via an electronic channel (non-users) is a desire for interaction although technology anxiety is also a factor). Consumers' Perceptions of Online Ordering and how they use it or why they don't do so. My intention is to help restaurant operator's better design their electronic ordering channels. Non vegetarian food, particularly kebabs, is far and away the most commonly ordered category. The single most important attribute of electronic ordering is order accuracy. That is followed by convenience and ease of ordering. Despite the availability of the internet and phone apps, the most common ordering channel is still the telephone call. Electronic ordering is growing, though, as the users said they place a little over 38 percent of their orders on the restaurant's website or app. A chief implication is that restaurateurs must ensure that their ordering systems must give users perceptions of control and also be convenient. One other consideration is that customers who order food online prefer restaurants that offer home delivery.

CHAPTER - I



Introduction and Design of the study

To Study the Customer Perceptions of Electronic Food Ordering

1.1 Concept Introduction

With the coming of the 21st century, we have entered an “e” generation era. The Internet has generated a tremendous level of excitement through its involvement with all kinds of businesses starting from e-Commerce, eBusiness, eCRM, eSupply Chain, eMarketplace, ePayment, eEntertainment, eTicketing, eLearning, to eCitizenor eGovernment. The Internet has been widely used in many sales and marketing activities, from the collection of valuable data to the dissemination of information to different stakeholders, for example, information retrieval, product communication, sales tool, distribution channel, and as a customer support tool (Singh, Jayashankar and Singh 2001; Calles 2000; Sandberg 1998; Peterson, Balasubramanian and Bronnenberg 1997). The Internet has opened a window of opportunity to almost anyone because of its ability to make viable the conduct of business in cyberspace, or by connecting people worldwide without geographical limitations. Consumers can order goods and services virtually anywhere, 24 hours a day; 7 days a week without worrying about store hours, time zones, or traffic jams. The Internet has also provided new opportunities for marketers by offering them innovative ways to promote, communicate, and distribute products and information to their target consumers.

E-commerce has grown phenomenally in the past decade for a variety of reasons including changes in consumer lifestyles, technological advancements, increases in consumer income and education, and rapid financial development throughout the world. The use of the Internet as a shopping or purchasing vehicle has been growing at an impressive rate throughout the last decade. The tremendous growth of online sales and the unique functions of the Internet have drawn a great deal of attention from many companies rushing in to set up businesses over the Internet without

To Study the Customer Perceptions of Electronic Food Ordering

knowing what factors actually motivate consumers to buy products or services online.

Many marketers agree that Internet marketing will definitely increase customer spending and loyalty to both online and offline products if it is executed properly.

This is due largely to the Internet's significant advantage of two-way communication and its ability to transmit information quickly and inexpensively when compared to other traditional mass media using solely one-way communication (Warrington, Abram & Caldwell 2000; Waldo 2000). The simultaneous and rapid rate of consumer adoption of personal computers and network systems have encouraged and pressured marketers to provide Internet retailing sites. Some researchers in fact predict that the need for physical stores could be eliminated in roughly four decades and replaced with electronic retailing (Cope 1996).

While many marketers acknowledge the importance of using the Internet in their marketing mixes, only a handful of researchers have studied what factors encourage or discourage consumers when buying products or services online. Despite the increasing popularity of the Internet, most knowledge of Internet marketing is based on anecdotes and experiential evidence from television, radio, popular press or magazines

In summary, the benefits of using the Internet in marketing are enormous as they offer a huge opportunity for marketers to create innovative activities that have not previously been viable. However, marketers need to develop an insightful understanding of consumer behaviour when purchasing products online. This information will help marketing managers to plan their marketing mixes and offers to better meet customer's requirements. By doing so, companies will establish, maintain or increase customer satisfaction, build strong brand loyalty and ultimately,

To Study the Customer Perceptions of Electronic Food Ordering

provide consumers with a solid rationale for continuing to buy the same brand. This study is thus significant as it is a preliminary attempt to identify factors and their relative strength in influencing consumer decision making when buying health foods online. The research problem and objectives of this study are addressed next.

Background to the study

Online food ordering system is a system to manage the business. The main point of developing this system is to help the customers to manage the business and help customers through online ordering and lunch reservation. The project is being developed because of the long queues that will be in the restaurant during lunch or dinner hours, one for purchasing tickets and one for collecting food.

With the new system, the customers would be able to order their food from the comfort of their offices, classrooms, hostels and anywhere outside the school campus without queuing. The system will cater for the disadvantages of the traditional method which is currently in place.

To Study the Customer Perceptions of Electronic Food Ordering

1.2 Problem of the study



Online food ordering

Services are websites that feature interactive menus allowing customers to place orders with local restaurants and food cooperatives. Much like ordering consumer goods online, many of these allow customers to keep accounts with them in order to make frequent ordering convenient. A customer will search for a favourite restaurant, choose from available items, and choose delivery or pick-up. Payment can be amongst others by credit card or cash, with the restaurant returning a percentage to the online food company. Online food ordering services are websites that feature interactive menus allowing customers to place orders with local restaurants and food co-operatives. Much like ordering consumer goods online many of these allow customers to keep accounts with them in order to make frequent ordering convenient. A customer will search for a favourite restaurant chooses from

To Study the Customer Perceptions of Electronic Food Ordering

available items, and choose delivery or pick-up. Payment amongst others by credit card or cash with the restaurant returning a percentage to the online food company. While-commerce has been around for over a decade closing the gap between food and the internet has taken longer. The first restaurants to adopt online food ordering services were corporate franchises such as Domino's and Papa John's.

Online food ordering could be called the response of the internet to the desire for delivery food. It is a growing trend especially in urban areas and on college campuses that allows people to order from restaurants featuring interactive menus, by use of their internet connection. In many cases handle complicated web pages can be used to make orders, though a lot of people rely on a desktop or laptop computer for this. 'Ordering from grocery stores to stock the kitchen, instead of placing one time orders with a restaurant. There are several ways in which online food ordering from a restaurant may occur. A restaurant can have its website with easy features for placing an order for pick up or delivery. Some add a third option of being able to make reservation. Instead of calling for a delivery, people just access the internet to the restaurant site and make their order

Food diversity in India is an implicit characteristic of India's diversified culture consisting of different regions and states within. Traditionally, Indians like to have Home-cooked meals – a concept supported religiously as well as individually.

However, with times due to increasing awareness and influence of western culture, there is a slight shift in food consumption patterns among urban Indian families. It started with eating outside and moved on to accepting a wide variety of delicacies from world-over. Liberalization of the Indian economy in the early 1990s and the subsequent entry of new players set a significant change in lifestyles and the food tastes of Indians.

To Study the Customer Perceptions of Electronic Food Ordering

Fast food is one which gained acceptance of Indian palate after the multinational fast-food players adapted the basic Indian food requirements viz. vegetarian meals and selected non-vegetarian options excluding beef and pork totally from their menu.

Multinational fast food outlets initially faced protests and non-acceptance from Indian consumers. This was due to primary perception that these fast food players serve only chicken and do not serve vegetarian meals. Perceived expensive besides being out-of-way meals in Indian culture. Today, fast food industry is getting adapted to Indian food requirements and is growing in India.

Gaining acceptance primarily from Indian youth and younger generations and is becoming part of life. Keeping in view the Indian habits and changing preferences towards food consumption, this study has its focus to understand the factors affecting the perception of Indian youth, in the age group of 20-30 years, towards consumption of fast food as well as towards making choice of fast food outlets.

Advantages for Electronic Ordering

There are advantages for both the customer and for the restaurants who participate in online ordering. First, a customer can order at will when they have time to. Also, the customer is able to customize their order the way they like it without errors in communication between the customer and the person taking the order. In addition to customer advantages, the restaurant is able to take more orders with less staff. The restaurant does not need a waiter or hostess to be on the phone to take the order. The order can go straight to the kitchen.

Disadvantage for Electronic Ordering

Customers are not able to ask about quality of food or ask for any specialized diet foods. It is more difficult to ask for gluten free or allergy free foods with online

To Study the Customer Perceptions of Electronic Food Ordering

ordering. Also, it is more possible for a customer to place an order, but never pick up the order which can lead to waste of food and possibly a loss of profits.

1.3 Scope and Significance of the study.

In this day and age where presence in the virtual world is an imperative, small restaurants and entrepreneurs too need to take benefit of it. Online food ordering websites present just the options. **By Saionji Baldur**

The difference between the organized and the unorganized sector in the Indian hospitality industry is huge. This does not just include hotels, but also the food service segment. Apart from the organized chain restaurants, most restaurants cater to local needs and often at a micro market level. In such a scenario, creating a loyal customer base is not difficult and a specialized marketing and sales force may not be necessary. **By David Buttress**

Enter online food ordering websites. These websites have been developed more for consumer convenience than anything else. But they do open a plethora of opportunities for small establishments to grow their business further. Online food ordering has been an international phenomenon for a while now. There have been many variations in India as well which have taken off at different periods of time, but success has been hard to come by. One of these early ventures was HungryZone.com which started out in 2006 in Bangalore with more than 650 restaurants in the city.

The company was recently acquired by the British JustEat.com and was launched as JustEat.in in India which is expected to go national in another year or so. The website is already active in Bangalore, Mumbai and Delhi. David Buttress, MD of JustEat.com informs, “We will be looking at Kolkata, Chennai, Pune, Hyderabad,

To Study the Customer Perceptions of Electronic Food Ordering

Ahmadabad, Chandigarh and Goa to provide the website's services." The Just-Eat Group operates in the UK, Denmark, Sweden, Belgium, Spain, Netherlands, Ireland, Norway, Canada and India. Just-Eat.com (founded in 2000) will invest US \$ 5-10 million over the next three years into its Indian entity. By Aditi Tarija.

The study of the problem is limited only within the city of Bangalore. It includes the customers who use the online food ordering system. The study is very much important for knowing the customers' perception of online food ordering and this is analyzed based on randomly selected 100 sample size due to the time constraint.

1.4 Need for the study

Owing to the changing Indian demography, there is need for building up of infrastructure for processing and marketing of the agricultural yield. As more and more people in the developing countries are moving towards the cities, urban food and nutrition issues are becoming increasingly relevant and pressing. There exists wide disparities between these cities in terms of their geography, history and culture which make reference to an average urban consumer as an individual misleading and the identification of consumer groups having different cultural backgrounds, socio-economic status, lifestyles and consequently different consumer behaviour and needs is preferred.

Consequently the food and diet patterns of the various strata of urban population deserves more attention than they have been given so far, not only for their implications on food and agriculture planning but also for determining remedial actions and preventive measures.

Consumers have specific needs and expectations with respect to their food. With intensive urbanisation, large volumes of food move through the systems and the food

To Study the Customer Perceptions of Electronic Food Ordering

systems themselves are becoming increasingly complex. With these changes in the Indian population more individuals stay in different cities for the purpose of studies and employment and the busy schedules of both the husband and wife in the family, the demand for online food ordering have developed and going up steadily.

As proposed in the background study, excellent customer service is vital in customer satisfaction and is the prerequisite for initiating and developing long

Term relationship. The restaurant industry in India is at a learning curve and many full service restaurants are not capable of delivering quality services and therefore does not contribute to customer satisfaction and lose to competition. Hence it is important to identify criteria for excellent service in full service restaurant that can be used to serve as a bench mark to enable restaurant to initiate and develop customer's relationships differentiated offering and retention etc., resulting because of customer satisfaction.

The purpose of this study is to measure the perceptions of customers regarding electronic food ordering among the customers of Bangalore city.

1.5 Objectives of the Study

Following are the objectives of the study.

This study aims to design and construct an "Online Ordering System",

- To provide convenient and easy access in placing their orders and payment.
- To find out the customers perceptions and knowledge of Electronic food ordering that influences their buying decisions.
- To analyse what channel is used more frequently in electronic food ordering.
- To study the advantages and disadvantage of Electronic food ordering.

To Study the Customer Perceptions of Electronic Food Ordering

1.6 Statement of the problem

Customers Perception towards Electronic Food Ordering Among the Customers of Bangalore City.

1.7 Chapter Plan

In the 1st chapter, the investigator presents the concept and introduction, problem of the study, scope and significance of the study, objectives and statement of the problem, need for the study.

In the 2nd chapter, the investigator presents profile of the study and review of literature.

The 3rd chapter deals with the statement of the problem, variables of the study, operational definition, objectives of the study, sample selection, sampling procedure, tools for collecting data.

The 4th chapter deals with the analysis and interpretation of data.

In the 5th chapter deals with the summary, findings and conclusion of the study.

In the 6th chapter the annexure and bibliography.

Operational definition

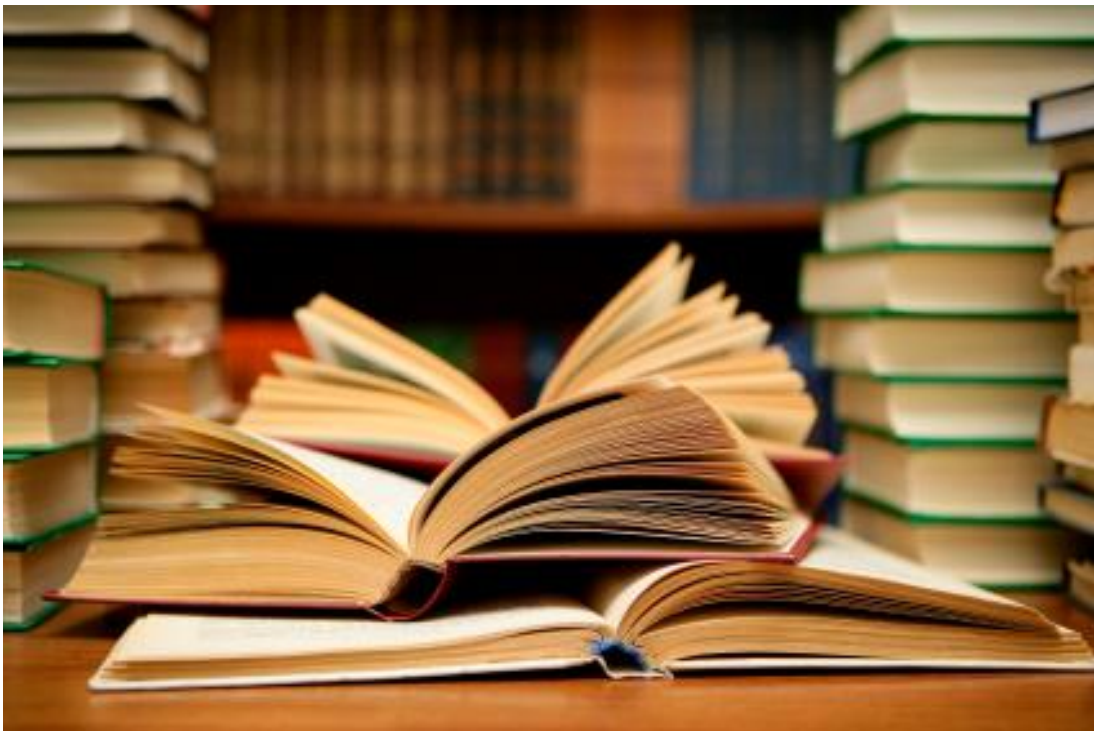
Customer perception: customer perception is defined as the way that customers usually view or feel about certain services and products. It can also be related to customer satisfaction which is the expectation of the customer towards the products.

To Study the Customer Perceptions of Electronic Food Ordering

The Internet: This term is used to describe computer networks capable of providing virtually instant access, organizing, communicating information and supporting transactions. The Internet is an efficient medium helping companies to interact and craft messages and marketing activities on actual consumer responses 24 hours a day,

Online ordering: This term is used to describe a transaction carried out by 7 days a week, throughout world time zones consumers in order to search, select, and purchase products via the Internet.

CHAPTER II



Profile of the study

To Study the Customer Perceptions of Electronic Food Ordering

2.1 Profile of the study



Project Consulting • Sales & Marketing • Management Services

Seasons Known in providing guests' genuine hospitality and service that exceeds guest's expectations our management team employs this philosophy in all of their daily efforts.

Seasons Hospitalities has successfully churned the demand in this Segment, it has a diverse portfolio encompassing hotels, resorts, restaurants and corporate hospitality. The properties vary by type, size and the market niche they serve. We provide a consummate and unmatched international hospitality experience at competitive price offerings.

A strong focus on the proverbial bottom line, continued development of staff and an intricate understanding of the needs of the Indian market and consumer have catapulted the Company to its present glory. Through experts and a comprehensive involvement it tries to make every project a success. The Company firmly believes that mutual respect, long term partnerships and strong ethics and integrity are essential to achieve ultimate success. It follows the principle, **“Right Services at Right Time”**

Experience: The Company is managed by competent professionals endowed with a wealth of experience. It is their keen understanding of the hospitality business and their experts in technical knowledge that has propelled the Company to the forefront of the hotel industry

To Study the Customer Perceptions of Electronic Food Ordering

Management Excellence: will guarantee that you enjoy the Highest Margins and Earnings Innovative and efficient Distribution System: will bring more Guests to your Hotel and Improve Average Room Revenue and Average per Cover and Reduces the Agency Commission Costs.

Seasons Advantages

- Innovative business ideas and creative concepts
- Conducting independent feasibility studies with integrity
- A clear-cut direction and strategy based on market research data
- Gathering sound specialized knowledge and far-reaching associations within the leisure industry
- Affiliations with top international associations
- An in-depth understanding of development and operational costs
- Motivating the best out of planners, architects and design consultants
- A keen understanding of customers, their needs and requirements
- Utilizing the company's vast experience in staff structures, organization dynamics, overhead control, cost/value engineering and the recruitment of key personnel
- Highly efficient timetable and cash flow management throughout the development process
- Effective operating systems and service procedures to keep standards high and minimize wastage
- Utilizing the company's substantial experience both in planning and leading effective marketing campaigns and in sales management

To Study the Customer Perceptions of Electronic Food Ordering

- A profound understanding of local cultures, customs and business practices
- Helping developers deliver a unique “**Total Customer Experience**” well-maintained and proven track-record of delivering quality and high performance

When you get right down to it, success is all about value and trust...

Value is a product of trust. The trust your clients have in you. The trust you have in your people, strategies, and systems. And the trust you have in your business advisors.

As one of India's leading hospitality consulting firm, we understand that value and trust are also the ingredients of a quality relationship — and that they are earned over more than a single engagement. No matter how big you are, public or private, and in what segment of hospitality you do or chose to set up business, we can help deliver a "smarter" solution, and reach your goals.

You can find out more about some of our key projects that we've helped with specific areas of expertise.

Our Core Purpose, Values and Culture

- To create innovative and enriching hospitality services in a sustainable environment
- We display fairness and integrity, and foster mutual trust and care in our dealings with our local communities, our team members, our business partners and our clients
- We try to deal with others, as we would want them to deal with us, and others.

To Study the Customer Perceptions of Electronic Food Ordering

We foster the development of all our team; we respect each other's contribution and importance.

- We create a sense of pride and a feeling of "ownership" amongst our team members.

Our Vision and Mission

- To be trend setting and innovative
- To provide consistency in Product and service
- To deliver long-term financial benefits to property owners
- To provide our guests superior hospitality at excellent value in varied market segments.
- To provide our employees continual satisfaction and growth opportunities
- We are Creative and Innovative

Management Team & Profile

Shivalingaiah – Founder, Director and CEO

Oversees the overall development, Investment and operations, Got 2 Decades Industry exposures and worked in India and Abroad. Expertise's includes Conceptualizations and Planning. Our Core Team size of 19, who has worked in TOP Most groups such as Welcome Group, Sheraton, Hilton, Aitken spence, InterContinental, Etc. in Various Capacity in Different Locations across the Globe We are known for Project Consulting, Overall Hotel Management Services, Restaurant Management, Accommodation Management, Facility Management, Yield Management, Food and Beverages Operations, Strategizing and

To Study the Customer Perceptions of Electronic Food Ordering

Implementation of Standard Operating Procedures, Marketing, Business Development, Client Relationship, Sourcing Suppliers, Vendor Management, Costing, Budgets, Project Development and Driving Hotel Revenues.

Our Proud Corporates

- Accenture
- Mphasis
- EMC
- Samsung
- JPMC
- CGI
- Wells Fargo
- SAP
- Schneider Electric
- ABB
- Cognizant
- ARM
- Ion Mountain
- Ericson
- Quintals
- Airbus
- Cascadian
- Delloite
- WNS, QUALCOMM, IGATE Patni, L&T, Widia India, SONY, Century Link
Etc.

To Study the Customer Perceptions of Electronic Food Ordering

Seasons Hospitalities is continuously working towards developing world class systems and a training culture to deliver customer delight by constantly raising the levels of customer satisfaction. It aims to extend the signature Seasons hospitalities in every city across the country. There is a constant endeavour to evolve into a progressive organization, which extends equal opportunities of growth and progress for all its employees and partners by providing them continuous training and counselling at every stage. As the Company takes on the challenges of exploring new opportunities in the hospitality business, we invite best team and Partners to be a part of this journey in achieving mutual goals and setting quality benchmarks for others to follow.

Seasons Hospitalities Core Services

Integrated Hotel Project Consultancy | Management Services | Sales & Marketing | Feasibility Services | Hotel Interiors | Engineering Services | Facility Management Services | Real Estate | Manpower Consultancy Services | and Project Finance

- Project Consulting
- Hotel Management Services
- Facility Management Consultancy Services,
- Implementing Standard Operating Procedures and Modules,
- Manpower,
- Training
- Sales and Marketing Services - We do exclusive Tie-up with Corporates

To Study the Customer Perceptions of Electronic Food Ordering

Scope of Services in Details

- Designing of the Back offices, Front desk, reservation centre, Telephone dept, Back areas, Kitchen, Stores, Time office, HR, Admin, Housekeeping department, Room service, Café lounge, Bar lounge, Restaurant set up, Banqueting, Conferences and Meeting Rooms etc.
- Coordinating with Architects, PMC, Engineers, Plumbers and its Contractors
- Suggesting and sourcing Vendors for Room and F&B Requirements
- Selection of Room amenities, Crockery, Cutlery, Glassware, Hollowware, furniture, fixture, paintings, Etc
- Suggestion of Lenin and Housekeeping Accessories
- Setting up all departments and Standardizing its SOP's
- Suggesting Software and implementation of system.
- Recruitment of Head of the Departments and its Respective Manpower as per hotels requirement.
- Designing & suggesting uniforms, and other attires
- Coordination of Room Tariff Sheets, Packages, Menu planning and Engineering, Popularity analysis, Standardizing Food and Beverages Recipes, Suggesting Price Factors - Room, Minor Operating Departments and F&B
- Training and adopting Hotel Work Culture, Front office attributes, Etiquettes, Telephone Manners, Housekeeping Manners, Food and Beverages system, Monitoring Productions and other support teams for smooth operations
- Implementing Back of the house Operations Module, Store Management, Purchases and Procurements Specific Standards Policies
- Introducing proper food and Beverages costing, Adopting systems and Recipe Costing, controlling wastages
- Assisting in branding and advertising

To Study the Customer Perceptions of Electronic Food Ordering

- Suggesting the hotel to clients and guests.
- Introducing the hotel to Travel agents and Corporate Clients.
- Propagating, Sending E-mailers to all our Corporate Bookers, admin and Guests
- Inviting media for editorials and write-ups
- Promotions and Brand building
- Working out the strategy, Planning Packages for Rooms and F&B.
- Coordinating Tie- ups with Corporate Companies
- Designing Marketing Packages for Both Print and Online Media
- Coordination of planning events, corporate parties, Entertaining Potential Clients.

2.2 Review of the Related Literature

A literature review is an account of what has been published on a topic by accredited scholars and researchers. The purpose of reviewing service literature over a topic is to gain knowledge and ideas of what have been established on a topic, and what their strengths and weakness are. As a piece of writing, the literature of review is defined by a guiding concept. Example the research problem and is not merely a descriptive list of the material available or a set of summaries. Besides enlarging one's knowledge about the topic, writing a literature of review does the following:

Because electronic food ordering is essentially a self-service technology, let's look at some of the studies that have been conducted on consumer adoption of self-service approaches. Well-designed self-service ordering systems give customers substantial control over the pace of their transaction and allow them to limit the amount of personal interaction they experience, if desired. In most cases, an increased level of control has been shown to lead to higher customer satisfaction and greater intent to

To Study the Customer Perceptions of Electronic Food Ordering

use or recommend the service. Bear in mind, though, that this increased control may not be attractive to all customers, particularly those who desire personal contact. In designing a self-service system, one must focus on the issue of customer control, since your customers will most probably be using the system without the presence of an employee. Perceived convenience of a self-service system also leads to an increase in both adoption and satisfaction. In this instance, the definition of convenience is related primarily to access convenience and transaction convenience. The downside of self-service technology occurs with people who have technology anxiety and those who need human interaction. Muter et al. have shown that these factors can affect adoption of self-service ordering and satisfaction with it. Customers who evaluate service quality based on interactions with employees won't want to use self-service ordering. Similarly, customers who are uncomfortable with technology may be reluctant to try an electronic self-service site because they may be afraid of getting tangled up in the technology.

Advantages of Review:

Any worthwhile research in any field of knowledge requires an adequate familiarity with the work which has been done already in the same area. A summary of the writings of recognised authorities and of previous research provides sufficient evidence that the research is familiar with what is already known and what is still unknown. Since effective research is based upon previous knowledge. This step helps to eliminate the duplication of what has been already done besides formation of appropriate hypotheses, drawing of meaningful conclusions and making commendable suggestions.

The search for review literature is a time consuming process.

He must become acquainted with the significant research findings. In these ways he can identify some of the exact spots where there is a void in existing

To Study the Customer Perceptions of Electronic Food Ordering

knowledge which helps him to raise important questions and formulate significant research problems.

Restaurants can offer electronic ordering both through their own online or mobile site and through sites that serve multiple restaurants, and some restaurants also accept orders via text message or through Face book (although that channel is Little used so far).

FACT AND FINDINGS

CASE STUDY 1—first report of this series on online ordering, co-author Philipp Laque

- 23 percent of the 326 largest chains in the U.S offered online food ordering.
- Online ordering was most frequent in the fast casual segment (48.5 percent of all restaurants.)
- Chains were most likely to accept electronic ordering and Mexican restaurant are also active in this area (44.4%)

CASE STUDY 2- Leveraging Social Media and Technology, the Technomic Associates.

- 1000 adults found that 43 percent of survey respondents had ordered food online using a computer.
- 23 percent had ordered food via text message.
- Consumers were more likely to have used electronic ordering than old respondents.
- 60 percent of the respondents between 18- 34 years old have ordered online as opposed to 35 percent of the people aged 35 or over.

To Study the Customer Perceptions of Electronic Food Ordering

CASE STUDY 3- Online survey of consumers. “Cornell Hospitality Report”. January 2011.

- Consumers had ordered food for takeout or delivery during the previous year.
- Nearly half of the respondents (48.5 percent) had ordered food for takeout or delivery online.
- Women were more likely than men to have used electronic ordering.
- Respondents living in urban and suburban areas were significantly more likely to have used electronic ordering than those from rural areas or small towns.

CASE STUDY 4- Meuter et al 2005

- Customers who evaluate service quality based on interactions with employees didn't want to use self-service ordering.
- Similarly customers who are uncomfortable with technology may be reluctant to try an electronic self- service site because they may be afraid of getting tangled up in the technology.

CASE STUDY 5--- Pratibha A .Dabholkar, “Consumer Evaluations of New Technology –based Self-service options.

- Well designed self-service ordering systems give customers' substantial control over the pace of their transaction and allow them to limit the amount of personal interaction they experience of desired.
- An increased level of control has been shown to lead to high customer satisfaction and greater intent to use or recommend the service.

To Study the Customer Perceptions of Electronic Food Ordering

LITERATURE REVIEW

Brymer (1991) states that the hospitality industry is comprised of those businesses which practice the act of being hospitable; those businesses which are characterized by generosity and friendliness to guest. This business that comprise the major segments of the industry: food service, lodging, travel and recreation.

The Connotative Meaning of Food

Grunert stated that "people seek food, not nutrients. The common beliefs underlying all these classifications are that food has social and psychic meanings that meals serve as communicative symbolism, and "that eating is an experience that may be invested with many intellectual and emotional values quite apart from metabolic utilization of the food" (Babcoke, 1948, p.390).

Eating is a deeply engrained source of satisfaction and the restaurant customer wants an eating experience which combines food, service, décor, and indefinable extra (Hall, 1977).

The Foodservice Industry

Hall (1977) stated that the millions of people who "eat out" every day have a wide variety of needs and tastes from a quick lunch to a luxurious meal with elaborate service. Because of these differences there are many kinds of restaurants varying from street stands for a hot dog or bowl of noodles to elaborate restaurants with the best cooking.

There are millions of people away from their homes everyday either by necessity or by choice. The restaurant and catering business has developed to feed this huge number of transients-office and factory workers, schoolchildren, military personnel, travellers, and 6 people out to have a good time. Because there are so many to feed, the restaurant and catering business is one of the largest and fast-growing industries

To Study the Customer Perceptions of Electronic Food Ordering

in the world. Those who eat away from home spend vast sums of money for restaurant or catered meals (Hall, 1977). Ten years into the new millennium, US. Restaurant industry sales will reach \$576.9 billion or about \$222 billion more than is generated currently, according to a newly released industry forecast. While the restaurant industry now garners about 44 cents of every dollar spent on food, the sales are projected to climb to a 53.2 percent share of the total food dollar by 2010, according to the National Restaurant Association (Papiernik, 1999).

The Restaurant Business

The restaurant business, say the National Restaurant Association (NRA), is the third largest of all businesses in the United States (Lungberg, 1994). Local restaurants are made up of establishments that include fast-food units, coffee shops, specialty restaurants, family restaurants, cafeterias, and full-service restaurants with carefully orchestrated "atmosphere", said Goeldner, Ritchie and Mcintoch (1999). According to Lungberg (1994), the NRA classified all eating establishments into three categories: Commercial foodservice, institutional foodservice, and military foodservice.

Why people eat out

According to Lungberg and Walker (1993) said that the reasons for "eating out" are several and some of them complex. The National Restaurant Association (NRA) has sponsored a number of studies of restaurant consumers and their reactions to various kinds of restaurants. According to one of these studies, the three most important considerations in the decision to eat out were:

- No one has to clean up
- It permits a change of pace
- It is considered a treat

To Study the Customer Perceptions of Electronic Food Ordering

When selecting a new restaurant, the person depends a great deal upon recommendations of friends. This is nearly equal in importance to the type of food the restaurant serves. Appearance and location are a distant third and fourth in consideration.

Quality of food is the most important factor in people's evaluation of any of restaurant. The second most important factor varies by restaurant type. In fast-food, coffee shops, and take-out restaurants, it is speed of service; in family-type restaurants, cleanliness; in cafeteria, it is the selection of food; and in atmosphere/specialty restaurants, it is the atmosphere or décor.

According to National Restaurant Association statistics, the most common day of the year to dine out is a birthday. Approximately 50% of consumers celebrate their birthday at a restaurant. Mother's Day and Father's Day rank as the second and third busiest holidays celebrated in restaurants. The most popular day of the week for consumers to dine out is Friday, followed by Saturday and Thursday (Mill, 1998).

Customer Satisfaction

According to The City Pages, Minneapolis/ St. Paul reviewed about one Vietnamese restaurant in town by Moskowitz (1999) said "Customers are stocking up in pursuit of fresh, simple Vietnamese food made with an emphasis on clean flavour and bright herbs, delivered quickly, and priced reasonably".

Meeting Customer Expectations

Increasingly, customers have higher expectations, demanding more attention and friendlier service. Most customers seem satisfied with food quality, dining are cleanliness, comfort of the atmosphere, freshness of the ingredients, and portion size. Indeed, the only area where satisfaction is less than 50 percent relates to noise level.

To Study the Customer Perceptions of Electronic Food Ordering

As the customer base ages this is expected to become of even greater concern. Rising expectations manifest themselves in a desire for a better price/ value relationship.

Perception

Perception is defined as a process through which individuals are exposed to information, attend to the information, and comprehend the information (Mowen, 1995). Understanding perception and the factors determining how consumers view products and services is central to effective marketing (Berkman, Lindquist, and Sirgy, 1996). Schiffman and Kanuk (1994) stated about consumer perception saying "as diverse individuals, we all tend to see the world in our own special ways. "Reality" to an individual is merely that individual's perception of what is "out there"- of what has taken place. Individuals act and react on the basis of their perceptions, not on the basis of objective reality. Thus, to the marketer, consumers' perceptions are much more important than their knowledge of objective reality. For if one thinks about it, it's not what actually is so, but what consumers think is so that affects their actions, their buying habits, their leisure habits, and so forth. And because individuals make decisions and take actions based on what they perceive to be reality, it is important that marketers understand the whole notion of perception and its related concepts so they can more readily determine what factors influence consumer to buy."

Motivation

Motivation can be described as the driving force within individuals that impels them to action. This driving force is produced by a state of tension, which exists as the result of an unfulfilled need. Individuals strive-both consciously and subconsciously-to reduce this tension through behaviour that they anticipate will fulfil their needs and thus relieve them of the stress they feel. The specific goals they

To Study the Customer Perceptions of Electronic Food Ordering

select and the patterns of action they undertake to achieve their goals are the results of individual thinking and learning (Schiffman and Kanuk, 1994).

What motivate people to eat out According to Lundberg (1994) said people eat out for a variety of reasons: to satisfy hunger, social needs, and ego and self-fulfilment needs. The most popular theory of motivation, that proposed by A.H. Maslow, states that humans are wanting animals. As soon as one need is satisfied, another appears to take its place, motivating from the need for safety or security up the scale through social, ego, and self-fulfilment. People go to restaurant to satisfy not only hunger but also self-esteem, self- respect, self-confidence, and prestige needs

The Buying Process

Various internal and external factors combine to influence how customers choose where, when, how, and why to eat out. The vehicle used to explore this will be a national study prepared by the National Restaurant Association on the dinner market [5].

Decision Scenarios

This report divides all dinner decisions into five basic decision scenarios:

- "Fun time." This relates to an upbeat mood and a sense of anticipation of fun; the decision tends to be made well in advance.
- "Nice meal out." The desire is to enjoy the satisfaction or enjoyment of eating out, being served, and getting good food, lots of it, at a reasonable price.
- "Craving." This refers to a desire for a particular type of food; seeing or smelling this type of food can set off the craving.
- "Making sure that everyone is getting something to eat." This motivation comes from the hectic pace of everyday life, attempting to balance a variety of work and family schedules.

CHAPTER - III



Methodology

To Study the Customer Perceptions of Electronic Food Ordering

3.1 Introduction to Research Design

Research design is a logical and systematic plan prepared for directing a research study. It specifies the objectives of the study and techniques to be adopted to achieve the stated objectives. It is a specification of methods and procedures for acquiring the information needed for solving the problem. It involves arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. So a research design is the conceptual structure with which research is conducted.

In the previous chapter a brief review of related literature was presented. The review of related literature helped the investigator to have a clear background about the subject of study and also a method and procedures to be adopted for the present study.

In the present chapter it deals with the methodology of the concerned study in terms of statement of the problem, operational definitions sampling procedures, size of the sample and description of the tool have been explained.

Research design is a logical and systematic plan prepared for directing a research study. It is quest for knowledge. Research may be defined as a process of knowing new facts and verifying old ones by application of scientific methods to a natural or social phenomenon.

Meaning – Research design or methodology is simply a plan for study. It is called a blue print to carry out the study. It is like plan made by an architect to build the house, if research is conducted without a blue print, the result is likely to be different from that what is expected at the start. It specifies the objectives of the study and techniques to be adopted to achieve the stated objectives. It is a specification of methods and procedures for acquiring the information needed for solving the

To Study the Customer Perceptions of Electronic Food Ordering

problem. It involves arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. So a research design is the conceptual structure with which research is conducted.

3.2 Data collection methods:

The success of any project or market survey depends heavily on the data collection and analysis. It is necessary that the data collected is a reliable data in order to achieve the research objectives. All data sources can be classified into two:

- **Primary data-** primary data is gathered from direct observation or data personally collected. It refers to that data which is collected for a specific purpose from the field of enquiry and are original in nature. For the project primary data were collected mainly through survey method, using the tool questionnaire.
- **Secondary data-** are those which have been already collected by others for a specific purpose and are subsequently used for application in different conditions. It is the second hand information about an event that has not been personally witnessed by the researchers. The use of secondary data saves time and money. The purpose is to increase the accuracy of analysis.

Here the secondary data was obtained from---

Various text books, registers, magazines, journals. Dissertations etc.

Websites of the organization.

To Study the Customer Perceptions of Electronic Food Ordering

Sample Procedure

Sampling is a miniature picture or the cross sectional of the entire group from which the sample is taken. The most important factor in determining the general ability of research results is the selection of sample used in collecting the research data, so after finalizing the variables the entire population is to be made the subject for data collection or a particular group is to be selected as representative of the whole population.

Sample design:

Non probability sampling is used. Random customers who use electronic food ordering especially who are within the area of Bangalore city were selected for primary data.

Sample:

A Sample of 100 customers both male and female drawn from Bangalore district have given back the duly filled up questionnaire. Out of the total population of customers in Bangalore 100 respondents have been taken as the sample size.

Tools for collecting data:

A research tool plays a major role in any worthwhile research as it is the sole factor in determining the sound data and in arriving at perfect conclusions about the problem or study on hand, which ultimately, helps in providing suitable remedial measures to the problems concerned.

To Study the Customer Perceptions of Electronic Food Ordering

Questionnaire--- For this project work, data is collected from respondents using the questionnaire. In a statistical enquiry the requisite information is often collected through a provided 1Performa in the form of a questionnaire. The investigator intends to use a tool and a manual to measure the customers' perception among the customers of Bangalore city. It consists of four options of summated rating scale. This sheet contains a series of questions, which the investigators are supposed to ask the information and the respondents are supposed to tick the option against each individual question.

Limitations

- The sample size is small for the accurate study of the customer.
- Some respondents might have given biased answers which might have an impact on the findings of the studies.
- Lack of prior research studies on the topic respondents don't have time to read the full questionnaire as they fill it randomly.
- Due to small size of sample, it's difficult to identify significant relationship with the customers.
- Respondents tried to escape some statements by simple answering.

CHAPTER – IV



ANALYSIS AND INTERPRETATION

To Study the Customer Perceptions of Electronic Food Ordering

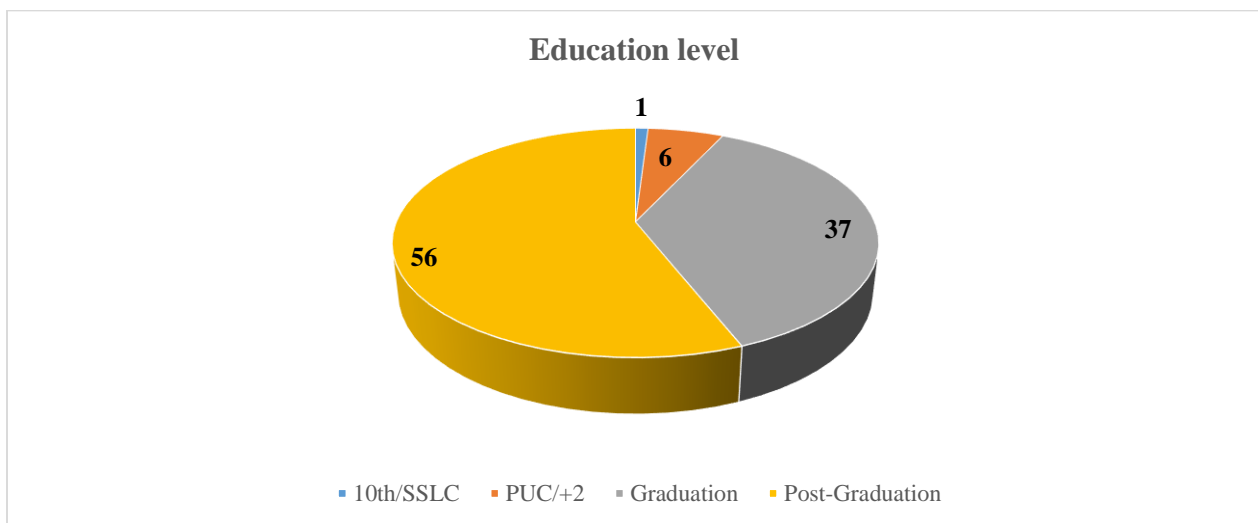
4.1 Analysis and Interpretation of Data

In the previous chapter the methodology used by the researcher in carrying out the present investigation had been discussed in detail. The present chapter deals with the presentation of the analysis and interpretation of the data.

As stated earlier the purpose of this study was to find out the customers' perception towards online food ordering among the customers of Bangalore city. The data obtained from responses to the questionnaire, and tabulated and analysed. The data for this purpose was collected with the help of readily available tools. Interest of customers is necessary to find out the answer for the questions.

Table 01: Showing Education level of customers

Education Level	No of respondents	% of respondents
10th/SSLC	1	1%
PUC/+2	6	6%
Graduation	37	37%
Post-Graduation	56	56%



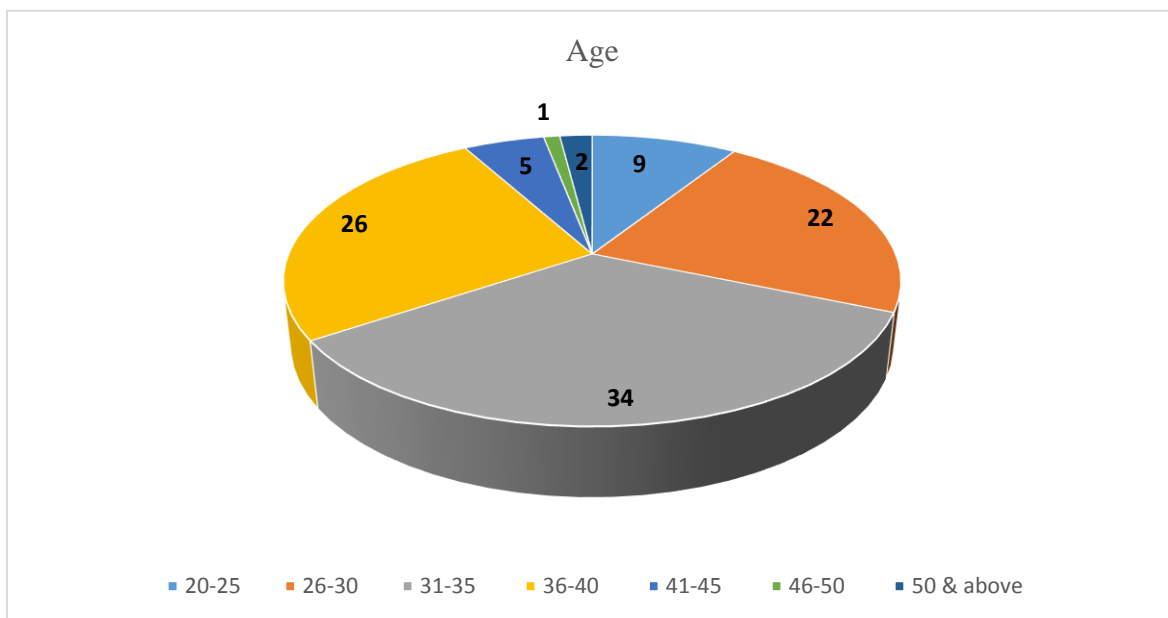
Interpretation from the above graph it was found that 56 percent of the respondents

To Study the Customer Perceptions of Electronic Food Ordering

have completed their post-graduation followed by 37 percent who have completed their graduation, and the least 1 percent has completed their SSLC and PUC.

Table 02: Showing the Age Group of Customers

Education Level	No of respondents	% of respondents
20-25	9	9%
26-30	22	22%
31-35	34	34%
36-40	26	26%
41-45	5	5%
46-50	2	1%
50 & above	2	2%



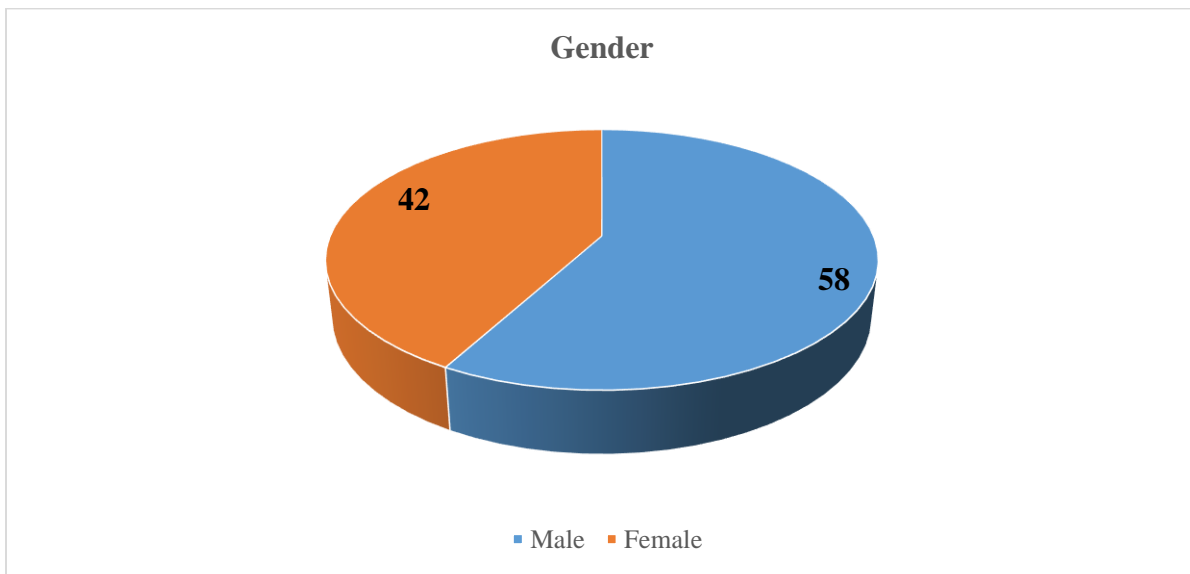
Interpretation from the above graph it was found that most of the respondents who ordered food electronically were between the ages of 31-35 years followed by 32 percent who are between the ages of 26-30 years. 8 percent of the respondents are between the ages of 36-40 years, 7 percent of the respondents are between 20-25

To Study the Customer Perceptions of Electronic Food Ordering

years of age, 5 percent of the respondents were between 41-45 years of age and the least was 2 percent between the age of 50 and above.

Table 03: Showing Gender of people who have responded

Sex	No of respondents	% of respondents
Male	58	58%
Female	42	42%

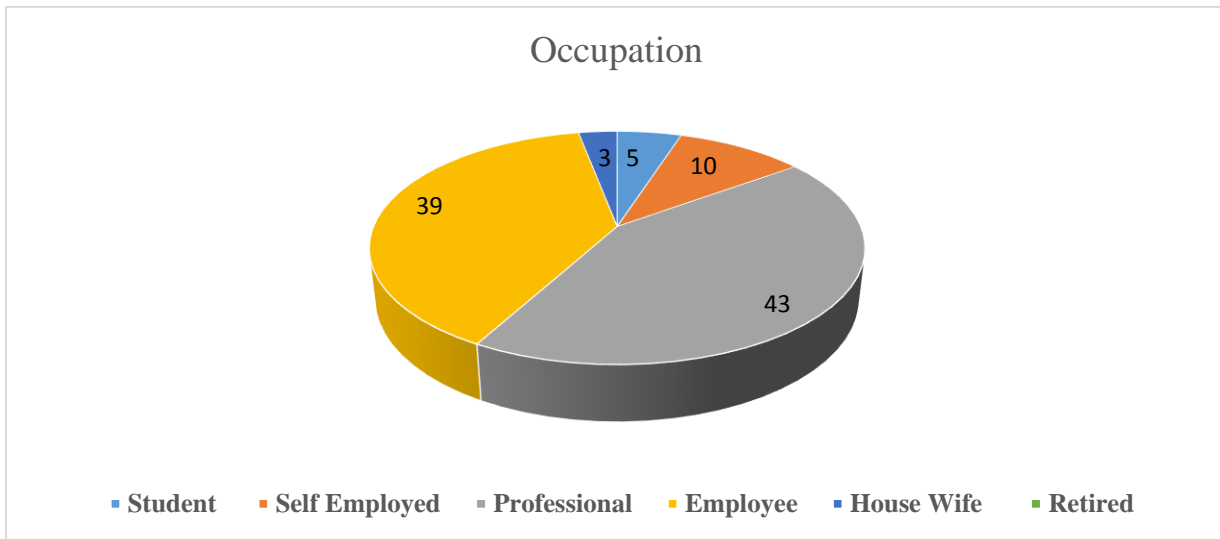


Nearly 58 percent of the respondents were male and 42 percent were female who have answered the questionnaire. It was selected randomly.

To Study the Customer Perceptions of Electronic Food Ordering

Table 04: Showing the Occupation of Customers

Occupation	No of respondents	% of respondents
Student	5	5%
Self Employed	10	10%
Professional	43	43%
Employee	39	39%
House Wife	3	3%
Retired	0	

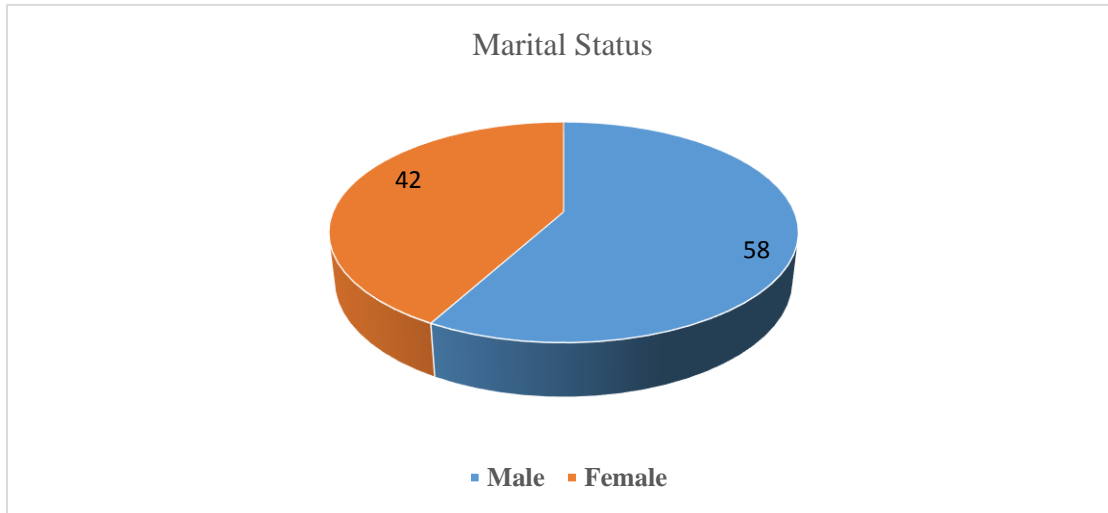


Interpretation from the above graph it was found that nearly 39 percent of the respondents were employees followed by 39 percent who were professionals, 10 percent of the respondents were self-employed and 10 percent were house wives.

To Study the Customer Perceptions of Electronic Food Ordering

Table 05: Showing the Marital Status

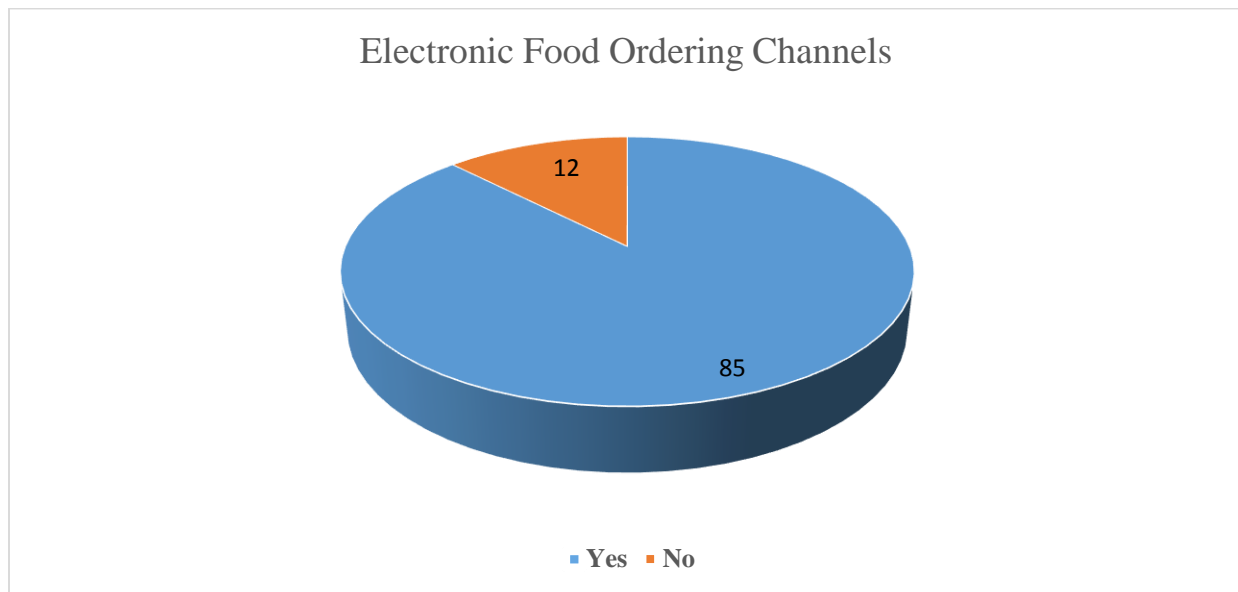
Occupation	No of respondents
Single	21
Married	71



Interpretation from the above graph it was found that nearly 71 percent of the respondents who were selected randomly are married and nearly 21 percent were single.

To Study the Customer Perceptions of Electronic Food Ordering

Table 06: Showing the awareness about the Electronic Food ordering channels?



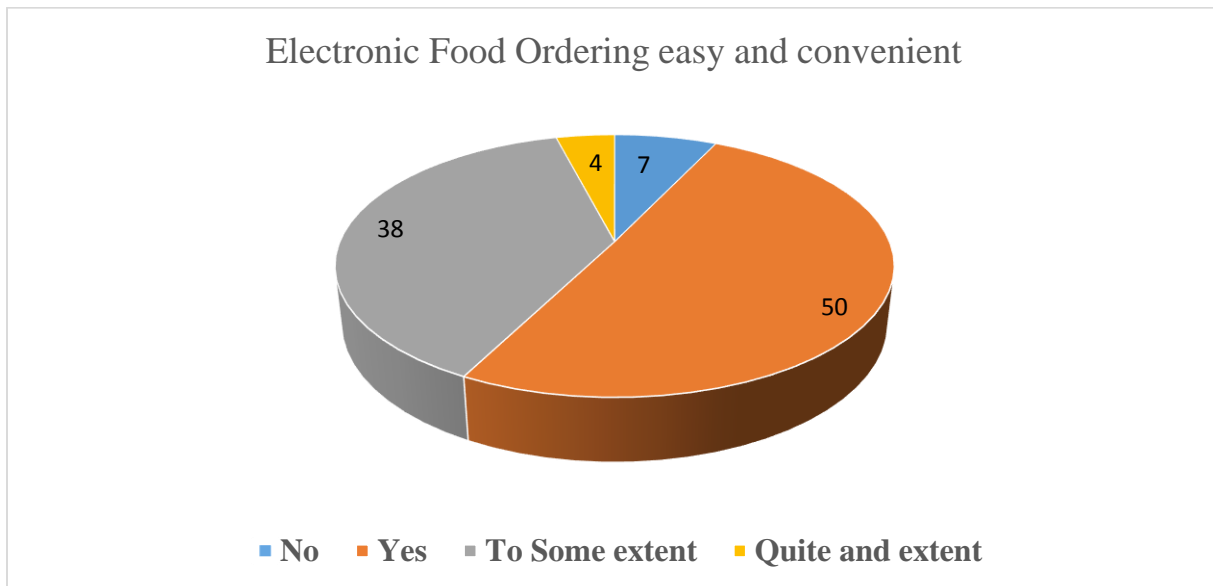
AWARENESS OF ELECTRONIC FOOD ORDER CHANNELS

Found nearly 85 percent of the people agreed that they were aware of electronic and 12 percent of the people are not aware. The electronic media is very popular and people tend to save time and find they more comfortable in Electronic channels.

To Study the Customer Perceptions of Electronic Food Ordering

Table 07: Showing the findings of Electronic food ordering easy and convenient?

Details	No of People	Comparison %
No	7	8%
Yes	50	37%
To some extent	38	53%
Quite an extent	4	2%



CHALLENGES FACED WHICH ORDERING FOOD ELECTRONICALLY

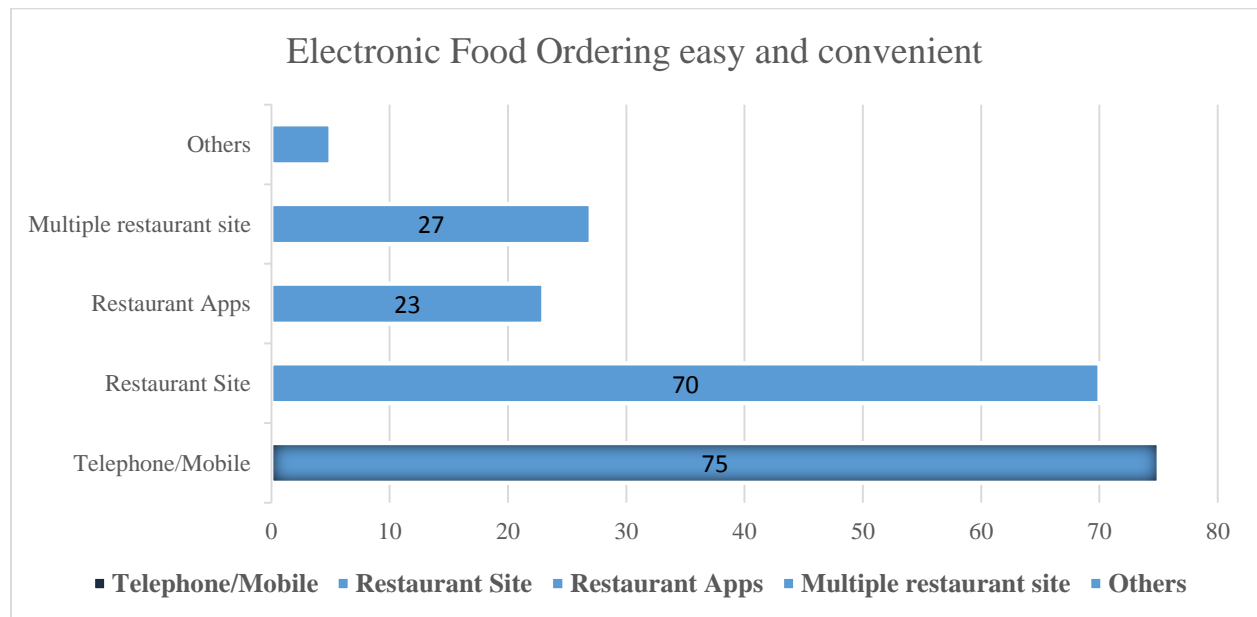
From the above graph it was found that nearly 50 percent of the customers found easy and convenient to some extent followed by 38 percent who say to some extent and next is 7 percent No and the least is 4 percent that is quite an extent. By reviewing the above data one can conclude that the Electronic Food Ordering media

To Study the Customer Perceptions of Electronic Food Ordering

is popular and easy to access. From the above graph it was that most of the respondents find electronic food ordering secured.

Table 08: Showing the Awareness of different electronic channels

Channels	No of users	%
Telephone/Mobile	75	38%
Restaurant Site	70	35%
Restaurant App	23	12%
Multiple-restaurant site	27	14%
Others	5	3%



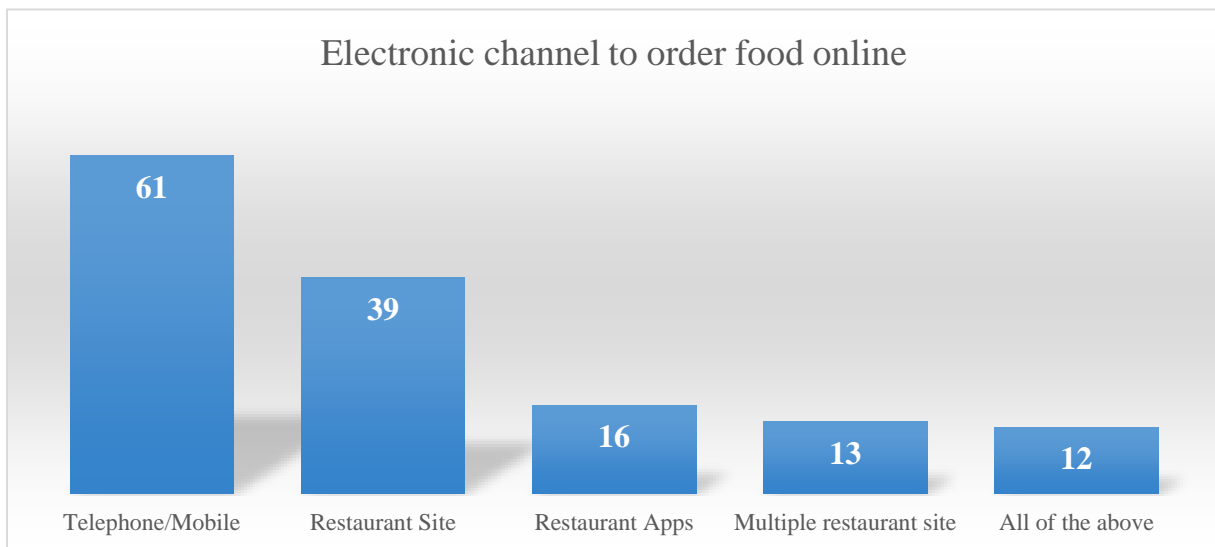
Different electronic channels awareness

To Study the Customer Perceptions of Electronic Food Ordering

Nearly 38 percent of the customers used Telephone because even today telephone is the main source of communication 35 percent of the customers use Restaurant site followed by 14 percent where customers use multiple restaurant sites and 3% users use other channels. Telephone is the main channel which is currently used wherein the restaurant sites are becoming more popular and will be used by people in future.

Table 09: Showing the convenient Electronic channel to order food online?

Channel	No of Users	% of Total Users
Telephone/Mobile	61	43%
Restaurant Site	39	28%
Restaurant App	16	11%
Multiple-restaurant site	13	9%
All the above	12	9%



Nearly 43 percent of the customers used Telephone because even today telephone is the main source of communication 28 percent of the customers use Restaurant site followed by 11 percent who use Restaurant App, 9% use Multiple restaurant

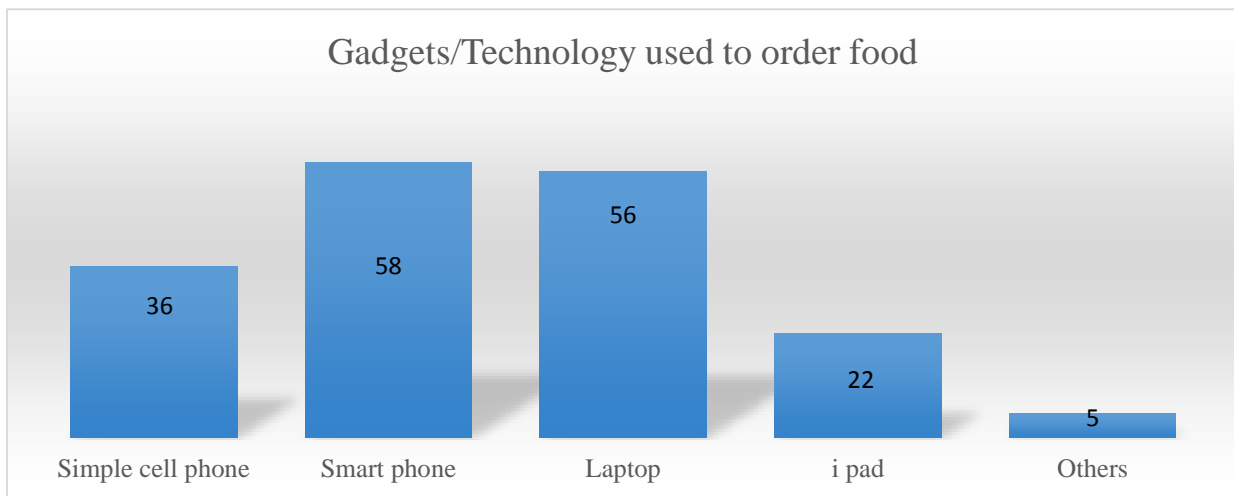
To Study the Customer Perceptions of Electronic Food Ordering

site and remaining 9% use all channels. Telephone media is very widely used and accepted channel, people found themselves more comfortable and safe.

In India now Telephone is basic necessity hence this channel is more popular. Also the restaurant website are becoming popular and in near future definitely it will overtake the telephone channel.

Table 10: Showing what kind of Gadgets or Technology customers/users prefer to use while ordering food?

Technology/Gadget	No of users	% of users
Simple cell phone	36	20%
Smart phone	58	33%
Laptop	56	32%
i pad	22	12%
others	5	3%



DISTRIBUTION OF THE CHANNELS

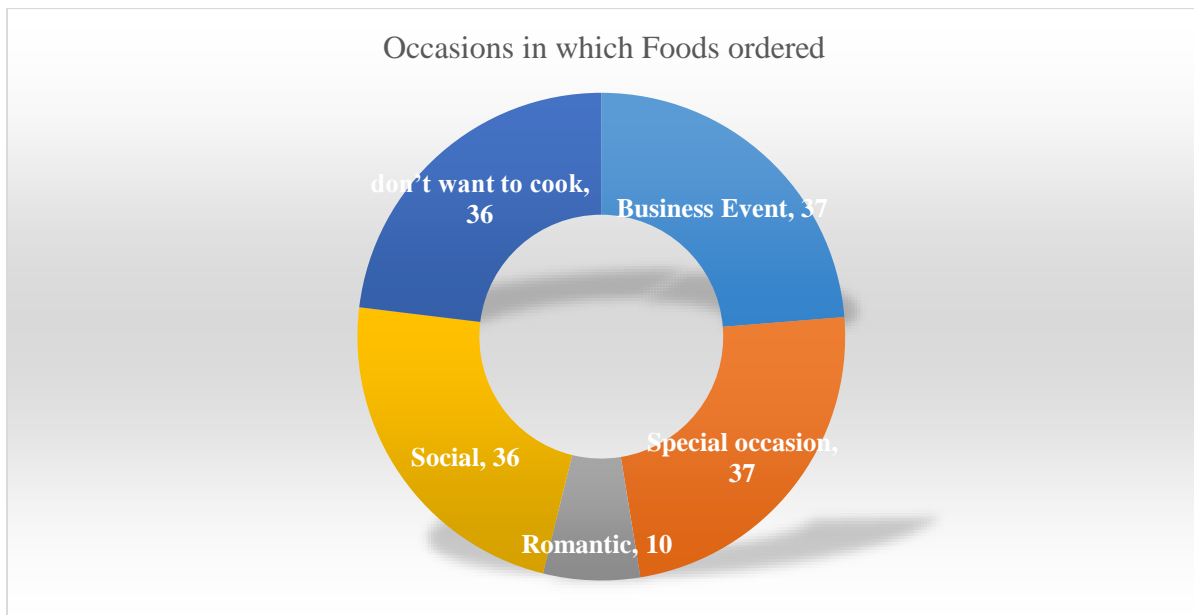
Nearly 33 percent of the respondents used smart phone and laptops to order food electronically followed by 32 percent who ordered food through Laptop, 20% use simple cell phones 12% use I pad simple call phone 12%, 3% use other gadgets.

To Study the Customer Perceptions of Electronic Food Ordering

Now a days the smart phones are the most commonly used gadgets and people are finding it very easy to access the locations/information etc., Development of application in improving the services in Mobile applications will help in growing the business. Usage of available mobile technology will help in expanding the business.

Table 11: Showing on what occasion's customers/users ordered food electronically?

Occasions	No of users	% of users
Business Event	37	24%
Special occasion	37	24%
Romantic	10	6%
Social	36	23%
don't want to cook	36	23%



Frequency of ordering by dining occasion

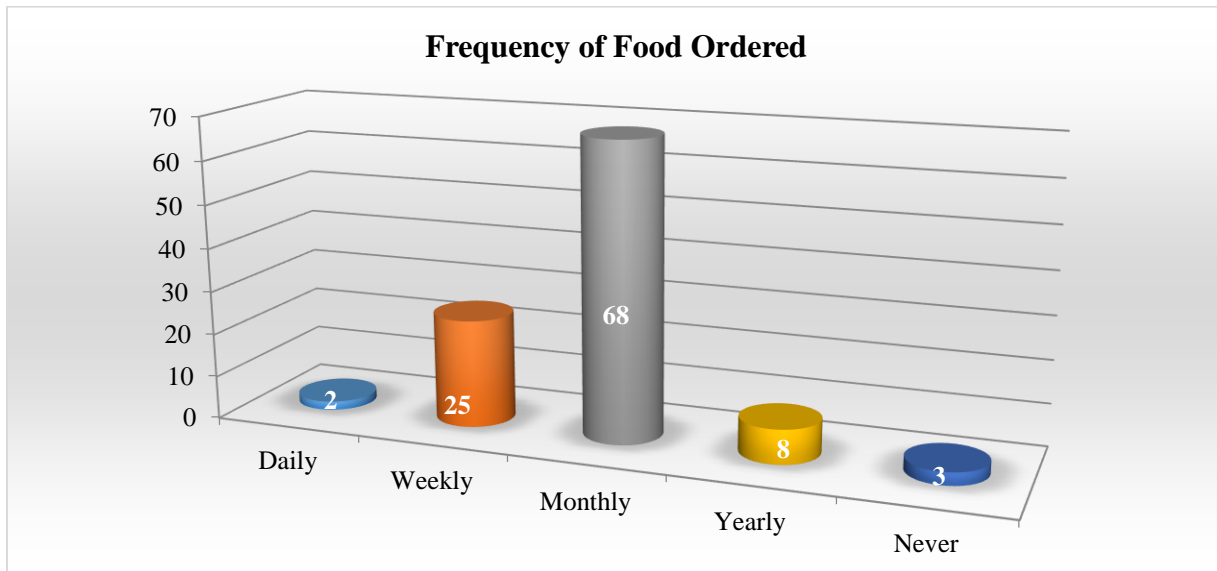
Respondents were asked to evaluate the important of different dining occasions (defined as at least once a month) users order food on occasion like Business Event

To Study the Customer Perceptions of Electronic Food Ordering

and Special Occasions are 24% each wherein on social and don't want category contributes 23% each. On Business events and special occasion's people tend to order foods online hence the customers

Table 12: How often do you order food electronically?

Frequency	No. of Users	% of users
Daily	2	2%
Weekly	25	24%
Monthly	68	64%
Yearly	8	8%
Never	3	3%



Mode of time to order food electronically

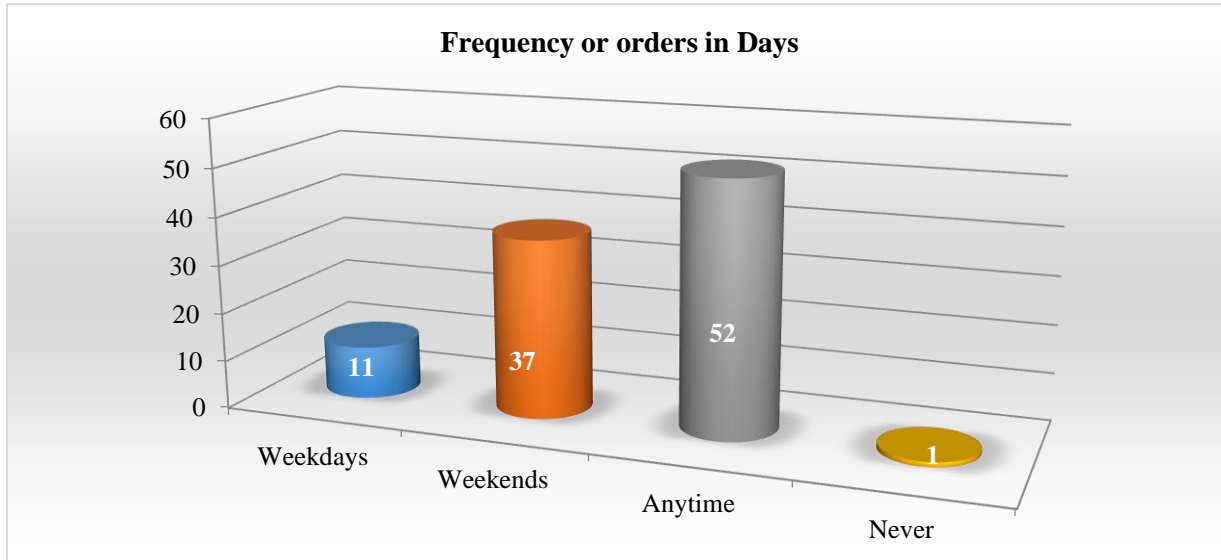
As indicated in the graph 64 percent of the respondents order food monthly followed by 24 percent who order food weekly. Nearly 8 percent of the food is ordered yearly followed by 3 percent of the respondents who never ordered food. According to our

To Study the Customer Perceptions of Electronic Food Ordering

survey, we found foods ordered monthly is higher hence the company should look into improving/providing benefits to customers who order foods on monthly with some discounts, additional benefits, etc.,

Table 13: Showing on what days do customers/users order?

Days	No. of Users	% of users
Weekdays	11	11%
Weekends	37	37%
Anytime	52	51%
Never	1	1%



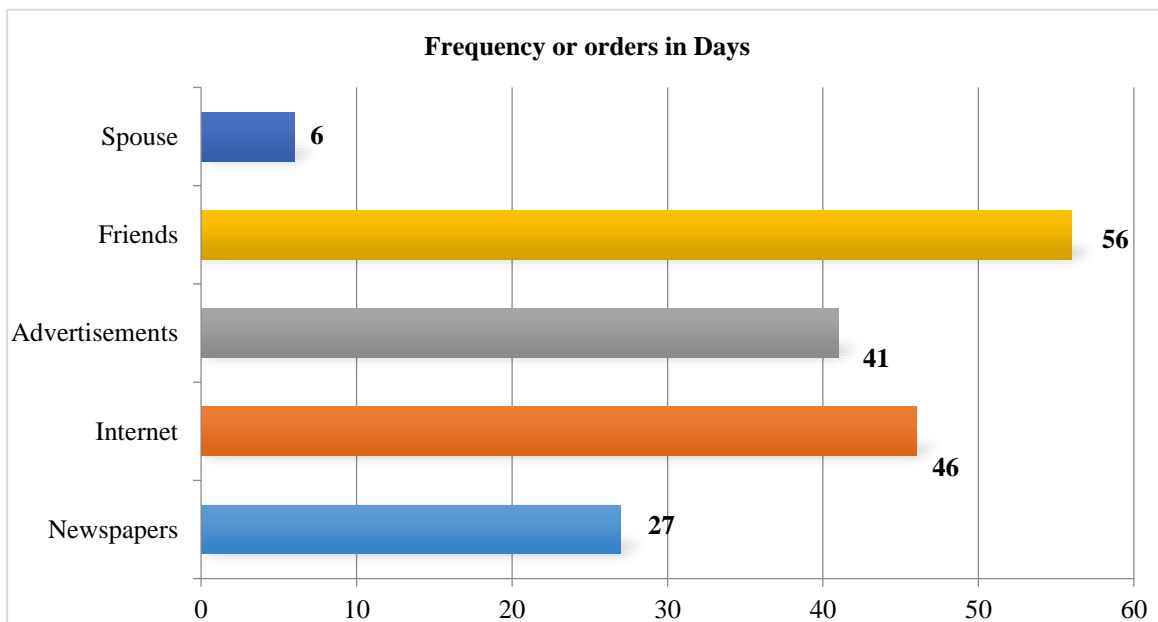
Nearly 52 percent of the respondents order food anytime followed by 37percent of users order on weekends. The major segment of order received without having any time frames. As the demands are expected any point of time the company should

To Study the Customer Perceptions of Electronic Food Ordering

be able to meet the requirements and make necessary arrangements to accept and fulfil the customer requirements. 24/7 support is made available to customers.

Table 14: Showing how did customers/users come to know about the electronic food ordering process?

Source	No. of Users	% of users
Newspapers	27	15%
Internet	46	26%
Advertisements	41	23%
Friends	56	32%
Spouse	6	3%

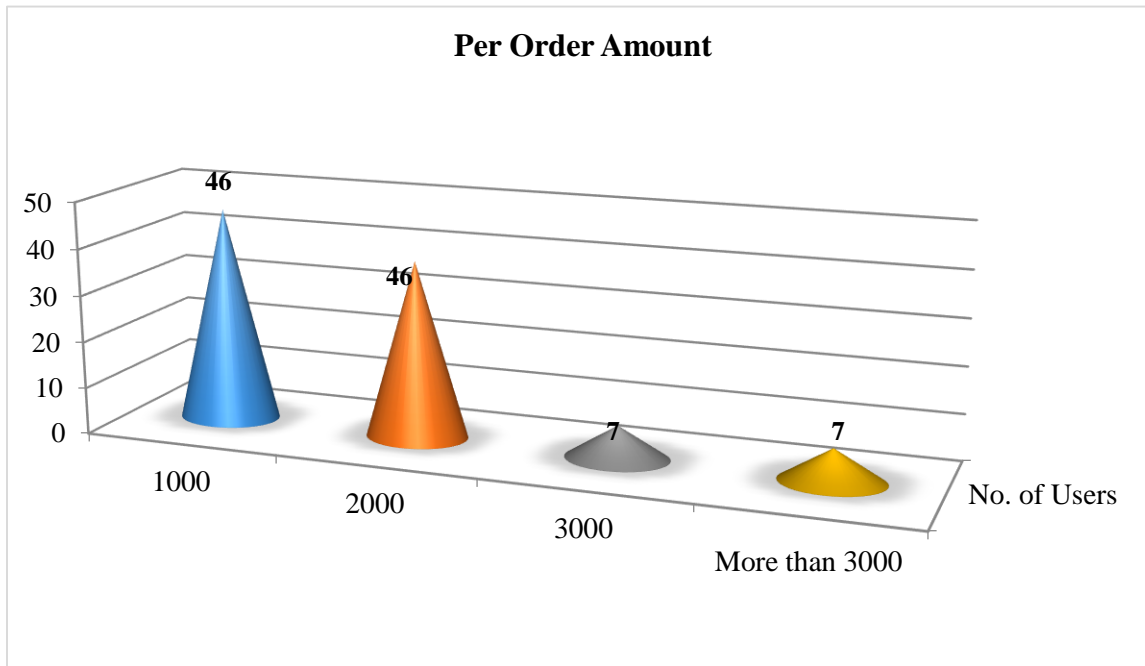


Interpretation from the above graph shows that nearly 32 percent users came to know about the project through friends followed by 26% through internet and 23% through advertisements. It is clear from the about details that the customer satisfaction and customer relationships helps in growth of business. Company should take measures to improve quality, customer satisfaction, marketing, etc.

To Study the Customer Perceptions of Electronic Food Ordering

Table 15: Showing on an average, how much money do you spend monthly to order food electronically?

Amount Spent	No. of Users	% of users
1000	46	47%
2000	38	39%
3000	7	7%
More than 3000	7	7%



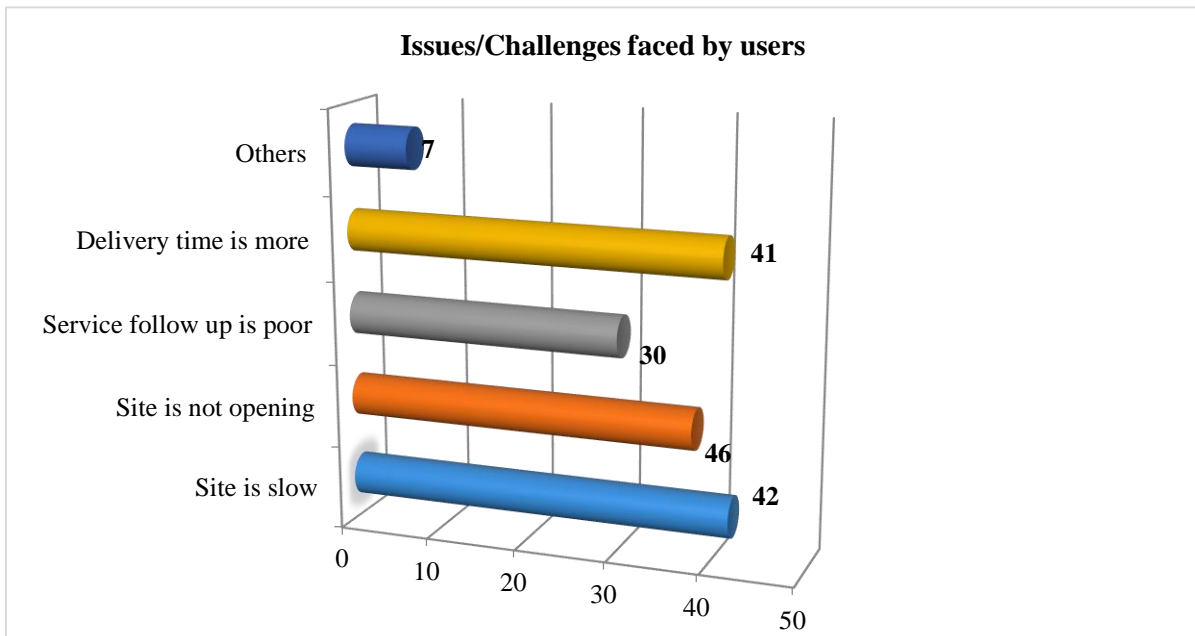
Amount spent monthly to order food electronically

Interpretation from the above graph shows that nearly 47 percent of the respondents opened Rs.1,000 per month on using online food followed by 39 percent who spend Rs. 2000 and 7 percent respondents spend 3000 & 7 percent in more than 3000. The highest order is received in 2000 category, the middle class people have placed more orders and the bulk of order is medium. Company should adopt measures wherein the interest of order category of 2000 is addressed well on time which will help in meeting the organizational goals.

To Study the Customer Perceptions of Electronic Food Ordering

Table 16: What are the challenges you faced while ordering food electronically?

Issues	No. of Users	% of users
Site is slow	42	27%
Site is not opening	38	24%
Service follow up is poor	30	19%
Delivery time is more	41	26%
Others	7	4%



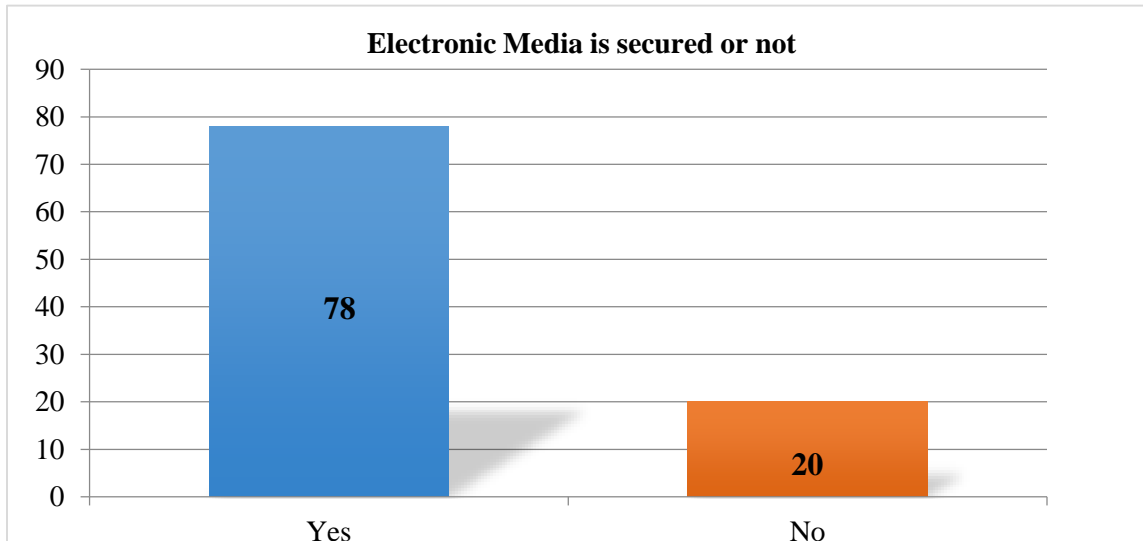
Challenges faced while ordering food electronically

27 percent of the customers admit that while ordering online food the site is slow followed by 26 percent of the delivery time is more whereas 24 percent of the site is not opening and the least is 19 percent say that the Service follow-up is poor. Company should analyse and improve the performance of website and on periodically review and take necessary measures to help the customers provide friendly access to websites. Take adequate measures in improving the quality of service and access to portals.

To Study the Customer Perceptions of Electronic Food Ordering

Table 17: Do you find Electronic food ordering secured?

Category	No. of Users	% of users
Yes	78	80%
No	20	20%

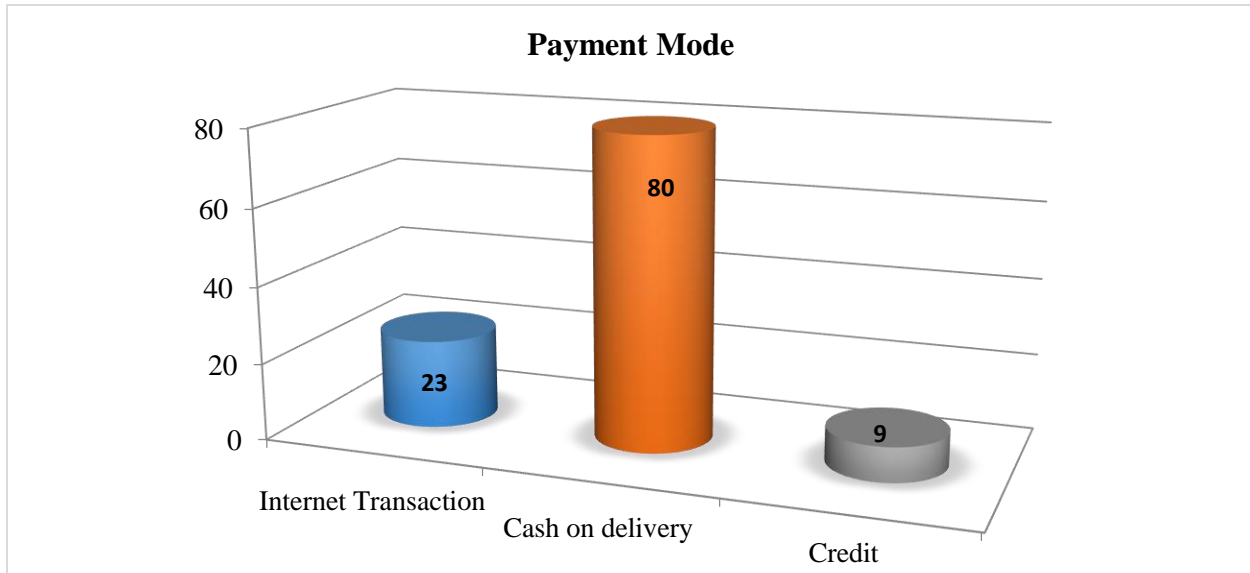


Interpretation from the above graph shows that nearly 78 percent of the respondents felt secured and nearly 20 percent of the respondents were not secured while ordering food electronically due to various reasons. The details gathered clearly states the electronic media is becoming popular and people felt that it is Safer hence company should make sure that the online websites are managed properly and provide required information about the product online.

To Study the Customer Perceptions of Electronic Food Ordering

Table 18: What mode of payment do you prefer the most?

Category	No. of Users	% of users
Internet Transaction	23	21%
Cash on delivery	80	71%
Credit	9	8%



Mode of payment to order food electronically

Nearly 71 percent of the respondents pay cash on delivery followed by 21 percent of the customers pay through internet transaction and the least is 8 percent through credit. It is clear that the payment should be made on delivery of food, the customer satisfaction should be ensured with utmost care. Necessary measures should be taken for delivery of food on time with best quality and within the stipulated time.

Chapter V



Summary of Findings and Conclusion

To Study the Customer Perceptions of Electronic Food Ordering

5.1 Findings of the study

- Users were significantly more likely to say that they would use or recommend online ordering food.
- Nearly 90 percent of the respondents found electronic food secured.
- Respondents were significantly more satisfied with online food ordering.
- Male respondents more likely than women to use or recommend online ordering food as most of them were working in the IT companies.
- Most of the respondents even today use telephone as the main source of communication to use electronic food ordering.
- Respondents between the ages of 31-35 years ordered electronic food more.
- The analysis found that there was lot of demand on cash on delivery

5.2 Recommendations:

- As professionals lack time to cook and since they have to get back on their busy lives, electronic food ordering should be made convenient for them using various gadgets.
- Restaurants operators should increase online ordering through simple addition of new distribution channels to attract the customers.
- As most of the customers use telephone and mobile phones to order food online, restaurant operators should encourage them by responding effectively to telephone calls that provide human interaction.
- Customers face a lot of challenges as the site is slow. Thus the restaurant operators must know some techniques to place the order quickly and effectively.

To Study the Customer Perceptions of Electronic Food Ordering

- Restaurants should focus on giving their customers the best quality and various options on choosing the variety of food stuff.
- More and more customers should be encouraged to order food online as now-a-days it becomes difficult for an individual to go and place orders directly to the restaurants and also some customers are uncomfortable with the recent upcoming technology.

5.3 Summary and Conclusion

After studied the customers' perception of electronic food ordering it is concluded that every system has its strengths and weakness. The purpose of this online food ordering system is basically to save the time of the customers especially when he/she has to invite people for any occasion.

The chief reason of electronic ordering is convenience. The single most important attribute of electronic ordering is accuracy. This study found that online food ordering is reasonably popular among the residents of Bangalore city. Nearly 90 percent of the respondents were aware of the electronic food ordering. Customers between 31-35 years of age ordered more electronic food and it was often ordered as they didn't want to cook especially during the weekends. Customers who evaluate service quality based on interactions with employees won't want to use self-service ordering. Similarly, customers who were uncomfortable with technology may be reluctant to try an electronic self-service site because they may be afraid of getting tangled up in the technology. This study has shown that perceived control and convenience are keys to customer use of online ordering which leads to higher satisfaction. My findings indicate that restaurant operators should focus on giving their customers higher levels of perceived control and convenience, since these are

To Study the Customer Perceptions of Electronic Food Ordering

associated with a higher intent to use online ordering in the future. Young customers are more likely to use online, mobile or text ordering. Young customers place a greater value on convenience and speed than older users do.

To conclude customers will appreciate not having to wait and other waiting customers may be motivated to try electronic food ordering.

To Study the Customer Perceptions of Electronic Food Ordering

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To Study the Customer Perceptions of Electronic Food Ordering

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To Study the Customer Perceptions of Electronic Food Ordering

ANNEXURE

Dear Respondent,

I am writing this to invite you to a brief survey conducted by me on the valuable subject of “Customer Perceptions of Electronic Food Ordering in Bangalore”.

I am an MBA student, specializing in Marketing and as a part of my course I have to submit my dissertation on a particular subject. I chose this topic as it is akin to the contemporary market and the rising demand of ordering Electronic food in Bangalore city.

I know that this is a busy time of year for you, but I hope that you will take just a little time to participate in this brief web survey. The data gathered from this survey will be extremely beneficial for future studies.

The survey will be conducted in anonymous form, where all your identity and answers will be completely confidential. Your respondent key will be used for tracking purposes only.

Thank you for sparing your valuable time.

Regards,

Mathews Chorneukar

Instructions:

Kindly read the following statements and tick (✓) your responses in the appropriate box/ column. Kindly respond to all items honestly without omitting any items.

1. Age: 20-25 26-30 31-35 36-40 41-45 46-50 50 & above

To Study the Customer Perceptions of Electronic Food Ordering

2. Education: 10th/SSLC PUC/+2 Graduation Post Graduation

3. Gender: Male Female

4. Occupation: Student Self Employed Professional Employee

Housewife Retired

3. Marital Status: Single Married

4. Are you aware about the Electronic Food ordering channels?

YES NO

5. Do you find Electronic food ordering easy and convenient?

No

Yes

To some extent

Quite an extent

6. How many Electronic channels are you aware of?

Telephone/Mobile

Restaurant Site

Restaurant App

Multiple-restaurant site

Others

7. Which is the convenient Electronic channel to order food online?

Telephone/Mobile

To Study the Customer Perceptions of Electronic Food Ordering

- Restaurant Site
- Restaurant App
- Multiple-restaurant site
- All the above

8. What kind of Gadgets or Technology you prefer to use while you order food?

- Simple cell phone
- Smart phone
- Laptop
- I pad
- Others_____

9. On what occasions have you ordered food electronically?

- Business Event
- Special occasion
- Romantic
- Social
- don't want to cook

10. How often do you order food electronically?

- Daily
- Weekly
- Monthly

To Study the Customer Perceptions of Electronic Food Ordering

Yearly

Never

11. What days do you order?

Weekdays

Weekends

Anytime

Never

12. How did you come to know about the electronic food ordering process?

Newspapers

Internet

Advertisements

Friends

Spouse

13. On an average, how much money do you spend monthly to order food electronically?

1000

2000

3000

More than 3000

To Study the Customer Perceptions of Electronic Food Ordering

14. What are the challenges you faced while ordering food electronically?

- Site is slow
- Site is not opening
- Service follows up is poor
- Delivery time is more
- Others _____

15. Do you find Electronic food ordering secured?

- Yes
- No

16. What mode of payment do you prefer the most?

- Internet Transaction
- Cash on delivery
- Credit