



A Study on Customer Preference Towards E-Payment system on Online Food-Delivery Services in Madurai City

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Abstract: This study surveyed customers to understand their preferences when it comes to online food delivery services. The results indicate that customers prioritize fast delivery, affordable prices, high-quality food, a user-friendly interface, good customer service, multiple payment options, the ability to customize orders, and healthy options when choosing a food delivery service. Online food services are becoming increasingly popular due to their convenience, variety, and affordability. This survey provides valuable insights into the preferences of customers when it comes to online food delivery services, and as the industry continues to grow, customers will have more options than ever. There were 100 responders in the sample. The data are provided with the necessary from both primary and secondary sources. The questionnaire survey was used as the primary method for collecting primary data. As a result, all of the primary data was gathered via a survey utilizing an online form made with Google Forms and a structured questionnaire. Utilizing the SPSS application, the analysis portion involved doing frequency analyses, mean rank, and Kruskal Wallis H test to find the customer preference towards online food delivery service in Madurai city.

Keywords: Online food delivery, customer preference, convenience, variety, affordability, fast delivery, quality of food, user-friendly interface, customer service, multiple payment options, customize orders, healthy options.

Introduction

As the world continues to move towards a more digital-first lifestyle, the food industry is no exception. Online food services are becoming increasingly popular, offering customers convenience, variety, and affordability. From ordering food delivery to signing up for meal kits, customers are flocking to online food services to make their lives easier. One of the main reasons customers prefer online food services is convenience. With the click of a button, customers can order their favourite meals and have them delivered right to their door. This eliminates the need to go out to a restaurant or grocery store, saving customers time and energy. Additionally, customers can often customize their orders, allowing them to choose the exact ingredients they want in their meals. Another reason customers are drawn to online food services is the variety of options available. From traditional takeout to meal kits, customers can find a variety of meals that fit their tastes and dietary needs. Meal kits, in particular, are becoming increasingly popular, as they provide customers with pre-portioned ingredients and easy-to-follow recipes. This allows customers to make restaurant-quality meals at home without having to go through the hassle of shopping for ingredients.

Review of Literature

Dr. M. Ganeshwari's (2022) study is to identify the characteristics that lead people to use meal delivery applications to purchase food online. Chi-Square is used to analyse the study's target, and the poll results showed that 57.8% of respondents agreed that operating the appliance can be challenging. Therefore, the online meal delivery service should provide users with helpful suggestions to make the process easier. Additionally, the elderly should be made more aware of the technology and trends in modern restaurant ordering methods, as they may not be prepared to adapt to them.



Objective

- To identify the customer preference towards online food delivery service
- To know the socio-economic profile of a customer

Scope of the Study

The scope of this study is to investigate customer preference toward online food delivery services. Specifically, this study will focus on the factors that influence customer preference, such as convenience, cost, quality of food, customer service, and delivery time. Additionally, this study will explore the impact of customer preference on overall satisfaction with the online food delivery service. The study will also examine the differences in customer preference between different demographic groups, such as age, gender, and income level. Finally, the study will analyze the potential for online food delivery services to increase customer loyalty and repeat purchases.

Research Methodology

Research Methodology Concept: This research project will involve a sample size of 100 participants, who will be selected using simple random sampling. The data collection method will be a questionnaire, which will be administered to the participants. The questionnaire (*Google forms and a structured questionnaire*) will include questions related to the research topic, and the responses will be used to analyze the data. The questionnaire will be designed to be easy to understand and answer, and will be administered in a way that ensures the participants' privacy and confidentiality. The data collected from the questionnaire will be analysed using appropriate statistical methods. The results of the analysis will be used to draw conclusions about the research topic.

Hypothesis

Hypothesis: There is a significant relationship between the socio-economic profile of sample respondents and overall customer preference toward online food delivery service.

Table 1- Socio-Economic Profile

Parameters	Classifications	Total
Gender	Male	34 (34%)
	Female	66 (66%)
Age	Below 20	14 (14%)
	21 – 30	76 (76%)
	31 – 40	6 (6%)
	41 – 50	4 (4%)
Educational Qualification	Diploma	2 (2%)
	HSC	4 (4%)
	Under Graduation	28 (28%)
	Post-Graduation	51 (51%)
	Professional	15 (15%)
Occupation	Business	4(4%)
	Professional	11 (11%)
	Govt/Private Employee	33 (33%)
	Self Employed	5 (5%)
	Home Maker	42 (42%)
	Student	5 (5%)

Family Income	Below Rs. 10,000	16 (16%)
	Rs. 10,000 – Rs. 20,000	31 (31%)
	Rs. 20,000 – Rs. 30,000	13 (13%)
	Rs. 30,000 – Rs. 40,000	12 (12%)
	Above 40,000	28 (28%)
Frequency of using Online food delivery service	Daily	8 (8%)
	Weekly	14 (14%)
	Monthly	27 (27%)
	Occasionally /when needed	33 (33%)
	For special days	18 (18%)

- This table shows that there is a gender divide among the respondents, with 34% of them being male and 66% of them being female. This suggests that the sample population is predominantly female.
- The table indicates that the majority of the respondents are between the ages of 21 to 30. 14% of the respondents were below the age of 20, 76% were between the ages of 21 to 30, 6% were between the ages of 31 to 40, and 4% were between the ages of 41 to 50.
- The majority of the respondents in the survey had a post-graduation qualification, comprising 51% of the total respondents. Undergraduates were the second highest with 28% of the respondents and having a professional qualification was the third highest at 15%. Only 4% and 2% of the respondents had an HSC and diploma qualification respectively.
- The majority of respondents in this survey were homemakers, making up 42% of the total.
- The majority of the respondents (47%) had a family income between Rs. 10,000 and Rs. 40,000. 16% of the respondents had a family income below Rs. 10,000, 31% had a family income between Rs. 10,000 and Rs. 20,000, 13% had a family income between Rs. 20,000 and Rs. 30,000, 12% had a family income between Rs. 30,000 and Rs. 40,000, and 28% had a family income above Rs. 40,000.
- The majority of respondents (51%) use online food delivery services occasionally or when needed, or for special days. 27% of respondents use the service monthly, 14% use it weekly, and 8% use it daily.

Table 2- Mean Score For Customer Preference Toward Online Food Delivery Service

Statement	Mean score
1. Convenience is an important factor when choosing a food delivery service.	2.8182
2. A variety of options should be available to customers.	2.9091

3. Fast delivery is essential for a good customer experience.	3.7182
4. Affordable prices are important to consider	3.6364
5. The quality of food should be high.	3.5909
6. A user-friendly interface should be provided.	3.6364
7. Good customer service should be offered.	3.6909
8. Multiple payment options should be available	3.5636
9. Customers should have the ability to customize orders.	3.5545
10. Healthy options should be offered.	3.6182

Interpretation:

The results of the mean rank table indicate that customers prioritize fast delivery, affordable prices, high-quality food, a user-friendly interface, good customer service, multiple payment options, the ability to customize orders, and healthy options when choosing a food delivery service. Convenience and a variety of options were ranked lower, indicating that customers prioritize these factors less when making their decision.

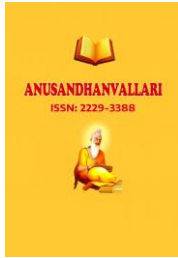
Table -3 Kruskal Wallis H Test – Compare Socio-Economic Profile and Overall Customer Preference Towards Online Food Service

	Kruskal-Wallis H	Asymp. Sig	Result
Age	5.932	0.059	Not Significant
Gender	0.611	0.000	Significant
Educational Qualification	3.793	0.000	Significant
Occupation	1.861	0.602	Not Significant
Income	9.933	0.000	Significant
Freueny of using online food delivery service	5.394	0.000	Significant

The results of the Kruskal-Wallis H test indicate that there is a significant difference in customer perception and socio-economic profile based on age, gender, educational qualification, income, and frequency of using online food delivery services. However, there was no significant difference in customer perception and socio-economic profile based on occupation. This suggests that age, gender, educational qualification, income, and frequency of using online food delivery services are important factors in determining customer perception and socio-economic profile.

Findings

The findings of this survey suggest that the majority of respondents are female, between the ages of 21 and 30, and have a post-graduation qualification. The majority of respondents are homemakers and have a family income



between Rs. 10,000 and Rs. 40,000. The majority of respondents use online food delivery services occasionally or when needed, or for special days.

The results of the mean rank table indicate that customers prioritize fast delivery, affordable prices, high-quality food, a user-friendly interface, good customer service, multiple payment options, the ability to customize orders, and healthy options when choosing a food delivery service. This survey has provided valuable insights into the preferences of customers when it comes to online food delivery services.

Conclusion

Online food services are becoming increasingly popular due to their convenience, variety, and affordability. Customers can save money on their orders by taking advantage of discounts and promotions, as well as ordering in bulk. Furthermore, customers can have their favorite meals delivered right to their door with the click of a button, saving them time and money. In conclusion, online food services are often more affordable than traditional restaurants, making them a great option for customers looking to save. As the industry continues to grow, customers will have more options than ever before when it comes to ordering food online.

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