

# A Study on Consumer Perception towards Online Shopping with Reference to Food Delivery Services in Mangaluru

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### ABSTRACT

**Purpose:** *The purpose of this paper is to understand the perception of the consumers while shopping online and study what problems they face.*

**Design:** *For this study the primary data was collected from 36 respondents from Mangaluru, Karnataka. Secondary data was collected from market techniques, journal articles, and studies from various research papers, web pages, newspapers, books, and journal papers.*

**Findings:** *The study reflects that the consumer perception is influenced by convenience, affordability as it requires little effort, price and ease in payments as it is hassle-free and made through Gpay, Phonepay, debit and credit cards, cash on delivery, online money wallets, easy accessibility and door to door delivery within a time limit. While ordering the food, the consumer needs easy accessibility and effortless delivery. The food reaches to the doorstep within a few clicks and gives the order in less than a minute. They can order through mobile, laptop, web browsers, and computers. The quality of the food is the main criterion as he is ordering to have tasty and clean food. If he is satisfied with the quality of the food delivered he will order again and again.*

**Research Implications:** *The small sample size was taken (n=36) and collected data from Mangaluru. Bigger samples can be taken for future research to enhance the findings.*

**Originality/Value:** *The findings of this study will give more insight and help online sellers to find a service oriented sales techniques to get consumer satisfaction and consumer loyalty.*

**Type of Paper:** *Case study.*

**Keywords:** Consumer perception, online buying, consumer satisfaction, ordering food online, convenience, SWOT analysis.

### 1. INTRODUCTION :

Recent years, the fastest growth in technological revolution and the usage of the internet has increased tremendously [1]. Understanding individual acceptance and use of information technology is the most mature streams of information systems [2]. Today's marketing trends has got new way through the mobile application and generated many possibilities in online business. This has led to outdated traditional way of doing business. Recent years have shown more interest of consumers in online shopping Consumers are altered their preference from traditional buying to online buying especially in this pandemic period [3]. The increase in technology and mobile application paved the way towards new possibilities in marketing their products. By using the internet one can sell and buy the product online. Whatever the items customer needed is delivered to the doorstep without going out for the same. This is possible because of the rapid growth in the revolution which has occurred due to technology which has changed their behaviour to internet shopping from the traditional way of shopping [4]. Order accuracy is the single most significant characteristic of electronic ordering. The ease of ordering and convenience come next [9]. They prefer to buy through online instead of going to the stores personally as the effort to travel will not be there. Even they can order full hours of a

day and week not worrying about the timings of the stores, the travelling cost and traffic jams. The aim of online business should be to attract and retain the consumers to purchase the products. Now a day's even the sellers are changed their mindset and ready to sell their products through electronic modes. Companies need to be aware of a number of variables. Companies need to appreciate what focus on customers to go online in order to make e-commerce activities more prominent [10]. It is difficult to find a good, service, or commodity that is not sold online. The idea of conducting a study on online shopping in India was motivated by the potential expansion of online buying [13]. Examine how perceived overcrowding and employee friendliness, two categories of human factors, affect impulsive purchasing [14]. The Indian economy has been impacted by the global boom in the digital industry. The food business has adopted an e-commerce platform as a result of digitalization so that clients can make orders through mobile apps and receive meal delivery to their doorsteps [15]. Situational variables must also be examined in order to properly evaluate consumers' reasons for using the internet for buying. Numerous situational factors can influence how consumers' attitudes and intention to shop digitally interact [16]. Apart from being simple to use, online purchasing attitudes and intentions are also influenced by customer characteristics, environmental factors, product qualities, prior online shopping experiences and trust in online shopping [17]. The major learning is that restaurant operators must make sure that their ordering processes provide customers a sense of control and are feasible. The preference of online food customer needs and expectations towards restaurants that deliver is another factor to take into account. The Internet, which was once envisioned as a resource for obtaining information, is now a crucial location for commerce [18]. While interactions in physical stores are primarily based on in-person encounters between customers and salespeople, interactions in online stores are primarily conducted through the retailer's website [19]. Everyone has a great deal of potential using the internet as a business platform [20]. Traditional physical stores have given way to more advanced non-store models, with internet retail sales having just surpassed \$100 billion in 2007 [21]. Trust is difficult to rebuild after being lost, takes a long time to develop [22] and vendors constantly develop new ways of providing new information and selling product online [23]. The difficulty in interpreting traditional offline consumer habits in an environment with IT is a topic that appears across many of this research [24]. With the prevailing growth rate and stiff competition, this became essential to comprehend the requirements of customers [25].

This paper is on consumer perception on online food selling companies in Mangaluru region. Questionnaire was done through Google form and survey is conducted to analyze consumer preference with 36 respondents within Mangaluru region to collect the required data. The consumer can able to compare the prices though different online websites instead of going to the nearby retail outlet. The paper is designed to understand the perception and attitude of the consumer about shopping online, to know the positive and negative influence of electronic shopping. The food ordering companies can understand consumer perception towards their food ordering by referring this paper. Anybody can order any food items through online using Swiggy, Uber eats, Zomato, Food panda, etc. Ordering food online made easy for the life of students, working professional by saving their time and energy. Online food delivery service companies are growing rapidly businesswise. More and more people prefer ordering online instead of spending time going to Hotels. They found out that it is not the safest place go because of amid covid. But some customers are still very much reluctant to shift from traditional buying to online buying as they are concerned about sharing their personal information. Many use the internet on daily basis to check the prices of foods but very few do the purchase. Therefore, it is crucial to comprehend consumer shopping preferences and choices so that the business can prepare to fulfill those customers who were left out. This study is based on consumer reviews from Mangalore users of Swiggy and Zomato.

**Customer perception:** It is the process through which a person learns about their surroundings and interprets the information in light of their needs, wants, and attitudes [36].

**1. Expansion or Development of new products:** Taking into consideration the demand for the product the seller can launch a new product in the market [37].

**2. Influences buying behaviour in decision making:** The positive consumer perception influences the buyer to buy the product within the company and not with our competitor [38].

**3. Increases customer loyalty:** Building a strong relationship between brand and consumer is an essential aspect in any business to survive. Customers are attracted to the brands through competitive pricing, better packaging, discounts and offers [39].

## 2. RELATED RESEARCH WORK :

A literature review in respect to food delivery services are shown below. Questionnaires, Survey and the result thereof followed by findings and conclusions will help the company to involve more strategy to increase consumers as the company's survival depends on consumer satisfaction. Systematic review on the available literature is conducted from Google Scholar search engine from the published journals between 2002-2022 with the help of key words such as "Online buying", "Consumer behaviour", "Perceived risks", "E-Commerce", "Buying intentions", "Online scam" and "Consumer satisfaction"

**Table 1:** Related research work on Consumer Perception towards Online Shopping of Food Delivery Services

S. No.	Field of Research	Focus	Outcome	References
1.	Factors affecting Online Buying Behaviour of Students -A study	Easy accessibility	Online shopping has grown in popularity and offers a variety of alternatives. Indians are turning towards online mode from offline buying massively. In this paper the inputs from the colleges from Udaipur area are taken into account. The study was conducted on students about their e-shopping through questionnaire method. It's found out that the major factors that affect students buying behaviour are various payment options, time constraint, product quality and easy accessibility.	Jukariya & Singhvi, (2018). [4]
2.	Consumer Behaviour towards Online Shopping In Kolkata	Reduced cost, discounts and ease of purchase.	The Buyer Black Box Model, which is like how human mind processes the numerous inputs it receives and aids it in reaching a decision, is used in the study to analyses the various aspects that influence customers' online purchasing behaviour. Using the Hierarchy of Effects Model, we examined the attitudes, actions, and intentions displayed by consumers when they choose to make purchases of goods online. In addition, a distinct gender distinction was developed to determine how male and female consumers respond to various product categories, such as apparel, beauty products, household goods, and electronic gadgets. The perception of consumers toward the best e-commerce was ascertained by a preference measurement check. Their view was largely influenced by a variety of discounts, simple payment options, simple return options, and prompt and quick delivery. The top three factors that	Singhal, & Patra, (2018). [6]

			individuals typically consider while shopping online are "reduced search cost," "discounts," and "ease of purchase," according to a thorough survey conducted among residents of Kolkata.	
3.	E-Commerce and its Impacts on India Market and Retailers	Hassle free shopping.	Before the technological revolution everyone was interested in physical marketing. But after the drastic change in Technology the internet users are increased. It paved the way for ecommerce in India and made life easy for buying and selling of any product without any hassle. In this paper the impact of e-commerce different market conditions of product and retailers are discussed	Dahiya, (2017). [8 ]
4.	Role of perceived risks on consumers changed attitude towards shopping online	Perceived Risk	Researchers plan to look at how consumers' use of the channel, degrees of risk perception, and the development of various attitudes regarding online shopping. Researchers pay close attention to the idea of online shopping, where customers may fully understand the advantages of doing their shopping online but also express some degree of concern about the risks of doing so.	Garg, (2016). [2]
5.	Influence of Consumers Buying Intention on Online Shopping	Ease and less time	Research identified the elements influencing customers' pleasure and intent to shop online. Online shopping is more convenient for customers than traditional shopping since it takes less time and is less congested with parking spaces and traffic. However, using technology is a new medium for them in Malaysia. Retaining e-customers is the most challenging task for them because it is new to both retailers and consumers. Using a questionnaire, public and university students are asked about their intentions to shop online in order to gather additional information about customer expectations.	Yuliharsi & Islam, (2011). [7]
6.	Consumer online shopping attitudes & behavior	Demographics & consumer satisfaction	Only three studies have looked at the importance of consumer happiness in online shopping. The satisfaction of the customer may be influenced by a wide range of variables, including the characteristics of the vendor/service/product, the quality of the website and the attitude toward online shopping, the intention to engage in it, the decision to do so, and the actual act of making an online purchase. More	Li, & Zhang, (2002). [12]



			importantly, views toward online shopping in general or toward particular Internet stores have a direct impact on how happy customers are with products and services. Given its relative significance in influencing customer behaviour like repeat purchases, more research on how satisfied consumers are with internet shopping is required.	
7.	Consumer's perception towards online shopping- the case of Punjab	Online Scams	Price Consciousness, Convenience and Variety, Easy Payment Options, and Challenges of Online Shopping were determined to be major contributors. The majority of customers prefer to purchase a few certain things online since they will receive significant savings over in-store purchases. Online shoppers believe they have more options when making purchases. Online shopping is particularly practical because it requires little preparation and doesn't require getting dressed or fighting rush hour traffic. Consumers' only concern, given that they must provide their credit card information to shop online, is the legitimacy of some websites. Because so many people are aware of the different online scams, they are wary and unwilling to enter their credit card information online.	Gurleen, (2012). [5]
8.	Purchase intentions and contribution s of e-commerce-trust factors	Technology oriented prospects	The elements that affect consumers' intents to make purchases at an electronic commerce website are examined in this article used two separate perspectives—one focused on technology, the other on trust—to investigate consumers' intentions to make purchases online. A report on an empirical study that looked into the contributions of both viewpoints with 228 potential online shoppers' impressions of technology and trust, as well as their attitudes and intentions to shop at specific websites, online. According to relative contributions, it was discovered that the trust-antecedent "perceived risk" and the technology-antecedent "perceived ease-of-use" both had a direct impact on the attitude toward making online purchases.	Heijden, et al., (2003). [11]

### 3. RESEARCH GAP :

With the aid of the internet, people may now do their everyday shopping in a more affordable way in the modern era of technology. So many customers are opting for online way of buying. But in rural areas online concept is very much new to them and online operators should give more focus on rural areas too. So there is a need to understand the purchase patterns of rural areas and try to solve those problems.

#### **4. RESEARCH AGENDA :**

- (1) What are the difficulties online shoppers face?
- (2) How has the consumers' perception towards online mode changed?
- (3) Is the consumer happy with the food's quality when it is delivered?
- (4) How will SWOT analyses help in determining Consumer perception?

#### **5. OBJECTIVES OF THE STUDY :**

- (1) To determine what the consumers from Mangaluru anticipate from the local food delivery business.
- (2) To determine how attitudes on food delivery through the internet have changed.
- (3) To examine the variables that lead customers to select an online service.
- (4) To investigate the SWOT analysis of online food delivery system.

#### **6. RESEARCH METHODOLOGY :**

Both primary and secondary data are used to support this investigation. Primary data was gathered through questionnaires and secondary data gathered through books, journal articles, web pages, news publications, research papers, and studies from various market techniques. The questions were posed to a sample of 36 customers, both male and female, who were selected at random from Mangaluru city. The percentage method is used for analyzing the primary data. Respondent information is gathered using the questionnaire.

#### **7. CUSTOMERS EXPECTATION ON FOOD DELIVERY SERVICES :**

The food industry is one of the world's largest industries. Today's consumers seek an easier, faster, and less time-consuming approach to make purchases online. The company should provide innovative service to make it easy for the customers to browse their food products easily. Sometimes the word of mouth makes more business. The delivery process should be faster and more secured. One of the main elements affecting client satisfaction when placing delivery orders is the delivery time. The choice of food goods by consumers is influenced by online reviews of restaurants, which are also important. Simplified systems in ordering food through online are becoming large sector industry and are benefitting financial climate of every nation. The customers can order their food in website or mobile application easily. The availability of food, customer reviews, payment options, and human interaction are just a few of the numerous variables that impact customer satisfaction and experience with online food delivery services [35]. To achieve maximum customer satisfaction, restaurant operators should focus on the quality of the service. They should concentrate on fulfilling highest level of customer satisfaction [34]. Consumers' intention to purchase products at online stores depends upon usage of Technology and their trust with the company [11]. In traditional buying the consumer behaviour frameworks is limited. Compared to conventional buying, online shopping is different. In order to facilitate online transactions, trust is crucial [28].

#### **8. CONSUMER PERCEPTION TOWARDS ONLINE MODE OF FOOD DELIVERY :**

The way people react and behave around the world is greatly influenced by recent developments in e-commerce. This in turn helps manufacturers, distributors, dealers, wholesalers, and customers [26]. Online food ordering services are now convenient and simple for consumers who want food delivered right to their door thanks to recent advancements in the e-commerce industry in nations like India. Even if customers frequent restaurants, they still find it quite easy to order food while sitting at home. The industry of food delivery services has seen a significant transformation thanks to online platforms, which have also enhanced the client experience. For those who want meals delivered right to their home, e-commerce development has made it easy to use online food ordering services. Although consumers still eat out, they find it quite handy to order food online because it saves them from having to go to the restaurants in person [27]. The study looked at the influence of important variables on a

consumer's intention to buy food online, including the operator's service quality, the mediating effect of electronic word of mouth and the perceived advantage of acquiring food, purchase intention, and brand familiarity. Findings showed that brand familiarity, perceived benefits, and service quality have a favorable and significant impact on purchase intention [31]. Web agencies can use this data as a reference when creating new e-commerce sites and agencies can also use it to establish a sales strategy for their clients. This information can be utilized to optimize the currently operating store [32]. In order to guarantee high-quality delivery, the majority of services cannot be weighed, evaluated, checked, or validated before sales [33].

### 9. FACTORS INFLUENCING THE CUSTOMERS CHOICE OF ONLINE SERVICES :

Food is the basic necessity for every individual. There are various issues which make people go for online shopping or not. Time of delivery, cost, and other factors all have a significant impact on consumers' online purchases. They are Convenience followed by affordability, Easy Accessibility, Flexibility, door delivery, Hassel free payments, Pay upon delivery Payment methods include debit and credit cards, online money wallets, Discounts and promotions [27]. Numerous variables that depend on consumer requirements and immediate necessities affect online shopping. On the basis of economic standing, there are significant differences in online buying decisions that can be seen. Age, gender, income level, ethnicity, occupation, geography, marital status, religion, and family size are just a few of the socioeconomic characteristics known as "demographic factors" that affect the overall population [29]. Young people are becoming more and more interested in online buying. People with higher incomes and greater education are using e-commerce websites more frequently [30].

### 10. SWOT ANALYSIS OF ON CONSUMER PERCEPTION TOWARDS SHOPPING ONLINE :

SWOT analyses are a strategic tool that can be helpful to identify the comparative advantages and possible ways to improve performance

Contents	Features
<b>Strengths of consumer perception on online shopping on food delivery service</b>	<ul style="list-style-type: none"> <li>▪ Very easy and convenient to order online.</li> <li>▪ Secured.</li> <li>▪ Can explore new place to order as he will be given many choices.</li> <li>▪ Reach more customers.</li> <li>▪ Internet can be accessed from anywhere.</li> <li>▪ Customers time effort and energy is saved.</li> <li>▪ Building customer loyalty and retention</li> <li>▪ Customers have wide choice of foods to order.</li> </ul>
<b>Weakness of online shopping on food delivery service</b>	<ul style="list-style-type: none"> <li>▪ They lack interaction.</li> <li>▪ Hidden increased expenses.</li> <li>▪ Fraud or theft may happen.</li> <li>▪ Touch and feel of products are missing.</li> <li>▪ They cannot get for any discounts.</li> <li>▪ Some times because of traffic food may arrive late.</li> <li>▪ The service may be limited to rural areas.</li> <li>▪ The delivery boys may not be trained.</li> <li>▪ Minimized home cooking will lead to diet efficiency.</li> </ul>
<b>Opportunities for online shopping on food delivery service</b>	<ul style="list-style-type: none"> <li>▪ Products can reach out to many customers.</li> <li>▪ They can use different platforms to market their products.</li> </ul>
<b>Threats for online shopping on food delivery service</b>	<ul style="list-style-type: none"> <li>▪ Competition from other food delivery services.</li> </ul>



- Rules and regulations of government might change due to change in government policies.
- Retaining customers is a big challenge in this competitive world.
- Customers may shift to other vendors.

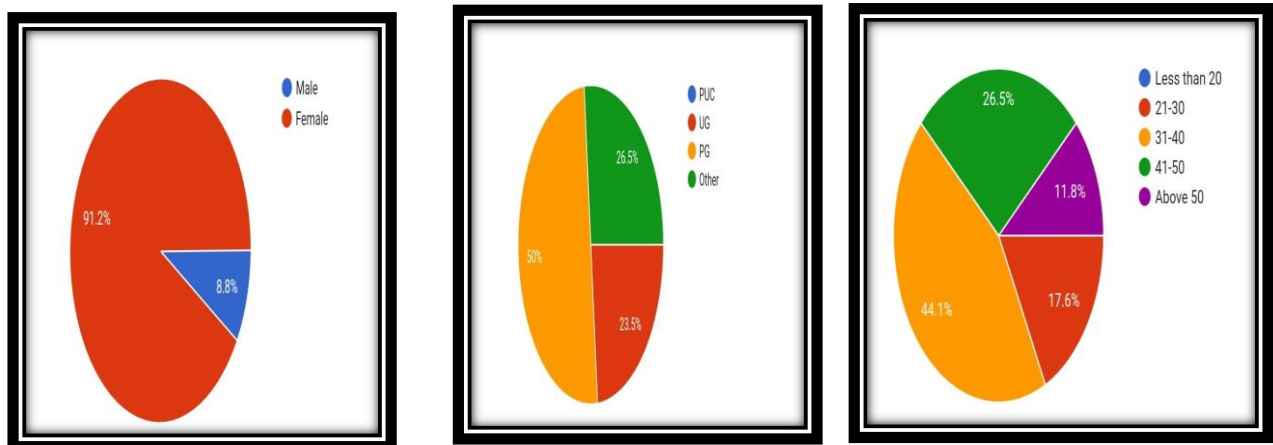
**11. ANALYSIS OF THE STUDY :**

Analysis and tabulation are done on the information gathered from the respondents.

**Age**

**Gender**

**Educational Qualification**



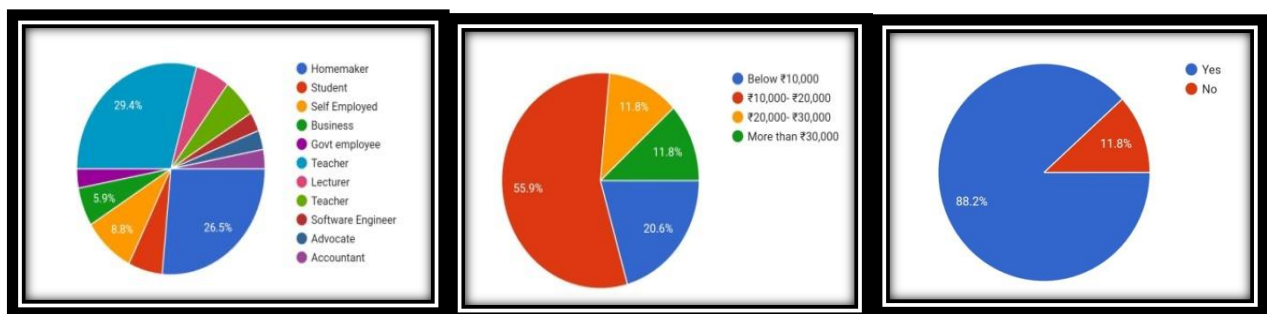
**Fig. 1:** Classification of respondents on the basis of Age, Gender and Educational qualification:

Figure 1 reflects reveals the fact that, the majority of respondents who placed electronic food orders were in the age range from 31-40 years, 26.5% are in the age range from 41-50 years. 17.6% of the respondents are in the age range from 21-30 years and 11.8% in the age above 50 years. From the above data, it is clear that the majority of the respondents ordering food online are females. Total sample collected 91.2% are females and 8.8% are males. Most of the respondents were postgraduates followed by under graduates.

**Profession**

**Monthly income**

**Do you order food online?**



**Fig. 2:** Classification of respondents on the basis of profession, monthly income and whether they order online or not.

Figure 2 reflects the fact that, teachers came in first place among all professions. The teachers ordered 29.4% followed by 26.5% of homemakers’ or housewives followed by others. 55.9% of respondent’s monthly income ranges from Rs 10000 to Rs. 20000 and 20.6% respondents are below 10000 income group. In the total respondents 88.2% are ordering food online and 11.85% respondents are not interested to shop online.

Which company do you prefer to Online?

Which meal you typically order?

Which app you use Order food?

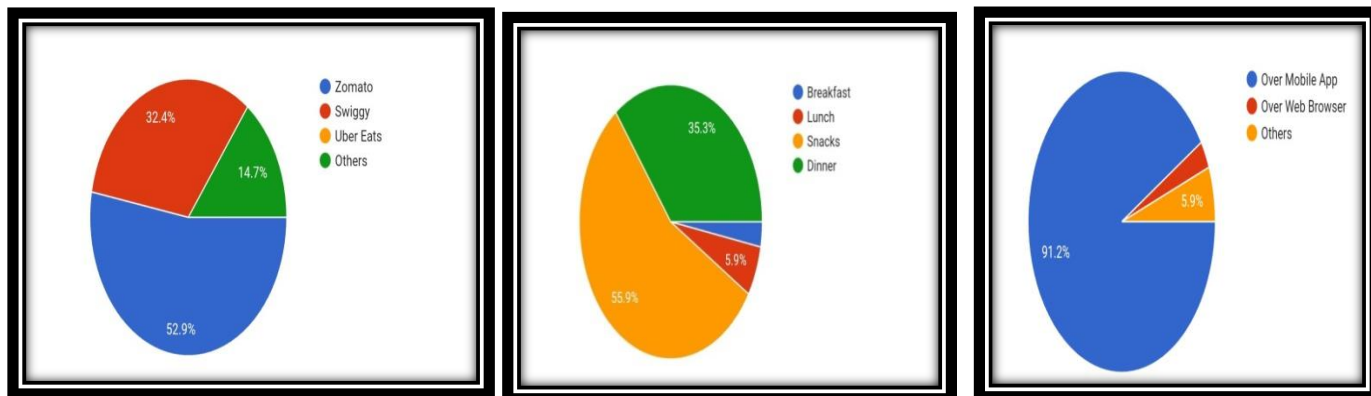


Fig. 3: Classification of respondents on the basis of company they prefer, the meal typically order online and How do they prefer to order food?

From the above chart we can say that 52.9% respondents prefer Zomato followed by swiggy around 32.4% and 14.7% prefer other food delivery company. Typically they prefer to order snack 55.9% and dinner around 35.3%. Compared to other web browsers, mobile apps are used to place online orders by the majority of respondents.

Are you concerned about quality?

What is approximate Money you spend?

What has been your experience with the quality of food?

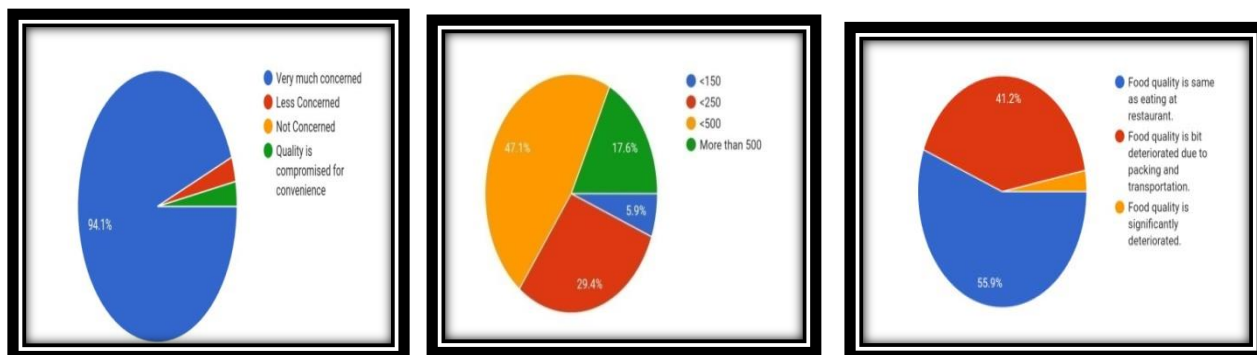
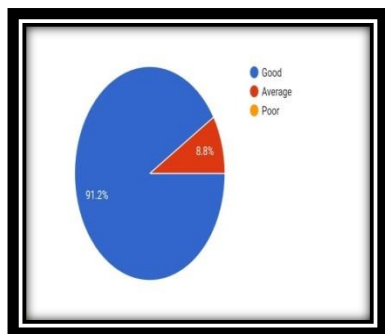


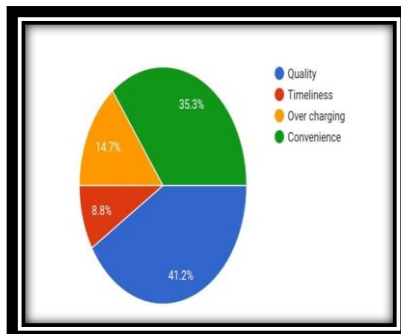
Fig. 4: Classification on the Basis of quality of the food, money spent and the experience.

These figures show that 94.1% of respondents prefer quality over quantity. 17.6% respondents spend more than Rs. 500 and 47.1% respondents spend Rs. 500 approximately, 29.4% respondents spend Rs. 250 and 5.9% spends around Rs.150. 55.9% of the respondents have the opinion that the quality of the food is same as in the restaurants, 41.2% say that food quality is bit deteriorated due to packing and transportation. Remaining 2.9% respondents have the opinion that food quality is significantly deteriorated.

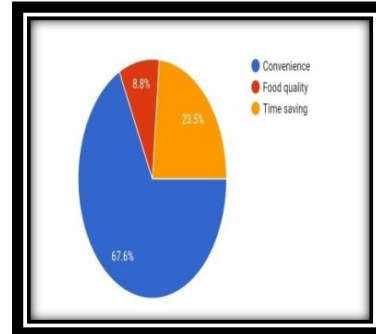
**How was the quality Of packing**



**What is your top concern?**



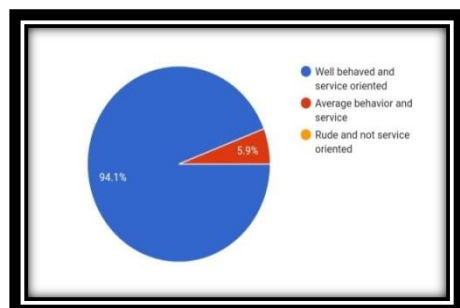
**What is the reason to order food online?**



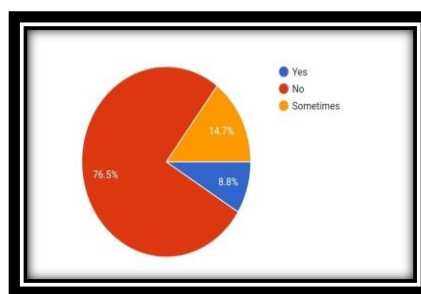
**Fig. 5:** Classification on the basis of packing and their concern and the reason for ordering online.

The above table clearly says that out of 36 respondents 91.2% of respondents say that the way they pack was good, 8.8% says packing was average. 41.2% of respondents are concerned with quality and 35.3% for convenience, 14.7% says that they are concerned about high charge and 8.8% says about timelines. 67.6% of respondents are choosing because of convenience, 23.5% says saving time and 8.8% for the quality of food.

**What is your most common experience?**



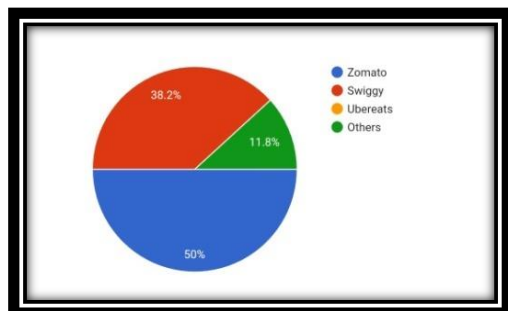
**Did you find any items missing?**



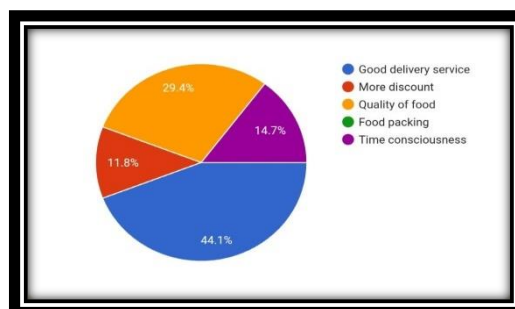
**Fig. 6:** Classification on the basis of experience of delivery person and missing items

The above table clarifies that out of 36 respondents 94.1% respondents says that the persons employed by the company are well behaved and service oriented and 5.9% are average in behavior and service. 76.5% respondent says that they never missed any product which has been ordered. 14.7% says sometimes some items were missing and 8.8% says they had found that items were missing from their order.

**Which company does you Prefer the most?**



**What are the factors influencing your preferences**



**Fig. 7:** Classification on the basis of company they prefer and the factors influencing preferences

The above report says that 50% of respondents prefer Zomato, 38.2% prefer swiggy and 11.8% are not concerned with particular food delivery service. 44.1% respondents opt for this because of good delivery service, 11.8% for discount, 9.4% for food delivered and 4.7% for time constraints.

### **12. FINDINGS OF THE STUDY :**

- (1) Customers need convenience in ordering through different sites.
- (2) There is a delay in delivering product.
- (3) The products may be damaged during delivery.
- (4) There is a fear of sharing personal information financial details and credit card information.
- (5) The quality of the food is the main criteria as customer is ordering to have tasty and clean food.

### **13. SUGGESTIONS :**

- (1) Due to their hectic schedules, professionals should have easy access to electronic food ordering using a variety of devices like websites, mobile phones, and other technology. Restaurant owners should support them by promptly returning phone calls.
- (2) Restaurant operators should give quality product and different options to choose the products.
- (3) Due to the slow site, customers encounter many difficulties. As a result, the restaurant staff needs to be familiar with a few strategies to place orders efficiently.
- (4) Restaurant operators should assure their consumers by offering protection for personal information.

### **14. LIMITATIONS :**

- (1) Biased answers: The answers given by the respondents may be biased one as they might have answered only for the sake of answering. May be they are not ordering frequently, still might have responded as frequent buyers.
- (2) Small sample: The study's sample size is extremely constrained to Mangaluru. The majority of respondents may have provided correct and complete responses, but some may have provided answers that were prejudiced. The respondent may be answered some questions randomly. Some respondents may never use this online still may have attempted the question and responded.

### **15. CONCLUSION :**

After examining how customer perception on online food ordering, it has been determined that each method has its own advantages and disadvantages. The main goal of this online food ordering system is to save customers' time. The main reason for ordering food online is accuracy, safety, and convenience. According to the study most preferred food is snacks. 88.2% respondents prefer online food and 91.2% gave order through mobile phone. Those who order food online are of 31-40 years old and income ranging from 10,000 to 20,000. This study shows that because of covid restrictions and feeling of safety in delivery diverted customers from going to restaurants towards online food ordering. The restaurant owners should give more focus on online shopping with much more benefits and consumer satisfaction. They should try to attract more youngsters with deals and discounts as they are the ones who will order the most. The studies can be carried out with more respondents with a broader network and out of Mangaluru area.

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