Abstract
This research study describes the customer perception on online food ordering in Pune city. The online food ordering system is a method of ordering the food through a website designed page or the application developed for mobile phones primarily for use in the food delivery industry. The shift in this preference of method is due to the fact that online ordering attracts more customers and also offers other benefits. The study focuses on the various mode of online food ordering and the concept of the same, it also describes the advantages that are observed while ordering food online.

I. INTRODUCTION
Online food ordering is a part of E-commerce, where an individual orders the food from one of the local Food and Beverage Outlet with one of the either mode of ordering which is either through the Website or an application. Almost similar to the online ordering of the consumer products, this makes the consumers quite easy to maintain an account with these online ordering websites. Consumer response to the Internet has broadened opportunities for many businesses including online banking, online shopping, online food ordering etc. Online food ordering satisfies the needs of busy individuals living in a city who place there order online and received delivery within a few minutes. While the recent quarterly reports for most major pizza corporations have shown another boost in domestic
sales from online ordering, many independent pizzerias experience further financial trouble by staying offline. Online ordering has become the norm for many corporations.

Recently Domino’s commercials have begun to encourage use of their website by focusing on the faults of ordering over the phone. It is known globally that, in today’s market, it is extremely difficult to start a new small-scale business and live-through the competition from the well-established and settled owners. In fast paced time of today, when everyone is squeezed for time, the majority of people are finicky when it comes to placing a food order. The customers of today are not only attracted because placing an order online is very convenient but also because they have visibility into the items offered, price and extremely simplified navigation for the order. Online food ordering is a process of food delivery or takeout from a local restaurant or food cooperative through a web page or app. 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 favorite restaurant, usually filtered via type of cuisine and choose from available items, and choose delivery or pick-up. Payment can be amongst others either by credit card, I or cash, with the restaurant returning a percentage to the online food company.

II. LITERATURE REVIEW

- Serhat Murat Alagoz, Haluk Hekimoglu (2012) investigated the factors that influence the attitude towards the online food ordering of the internet users in turkey among the university students who are graduate and under-graduate.
- O”Cass and Fenech, (2003) examine the internet users’ adoption of the web for retail usage. It uses the TAM model to check the acceptance of the internet for the retail purpose. It also measures the differential effects of the use of the internet.
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III. OBJECTIVES
1. To explore the concept of online food ordering
2. To analyze the customer preference of ordering food online
3. To identify the advantages of online food ordering

IV. RESEARCH METHODOLOGY
In order to collect the data, the customers around the Pune city were identifying as the sample for the research study. The ‘Descriptive research methodology’ was used to carry out research successfully.
The data for this Study collected was both Primary and Secondary data.

Primary data:
The data collected from the customers from the selected sample limiting to the Pune city was considered as the Primary data which was in the form of a questionnaire.

Secondary data:
Data collected from the following means:
1. Journals
2. Books
3. Magazines
4. Past Data
5. Websites etc.

V. DATA ANALYSIS AND FINDINGS

5.1 How is the accessibility of Internet?

![Accessibility of Internet Chart]

Being in the era where the Internet has become one of the basic necessities of a human being, each and every person is making the use of the same. The accessibility of the internet now is become really convenient through the use of Mobile phones.

Observation: The Accessibility of Internet was checked for the sample, through the response collected it was identified that the accessibility of internet of the decided sample is high as 61% are the respondent who can highly access the internet with an easy way and around 36% respondant have that the replied saying they have Moderate accessibility toward internet. Whereas only 3% of the respondent have a Low accessibility of Internet.

5.2 Are you aware of the online food ordering?

In the era of high access over the internet the awareness of various facts is now become quicker and easier, people get aware of anything easily and quickly.

Observation: The responses received through the questionnaire forwarded to the sample respondent in Pune city it was observed that almost the entire sample is very well aware of the concept know as Online Food Ordering.
5.3 Do you order the food online?
Observation: It was observed that 93% of the total respondents prefer ordering food online, whereas only 7% of the total samples prefer not to order online and instead may prefer going out and having the same.

5.4 How long have you been ordering the food online?
Observation: On the question asked over the period since when the customer are ordering their food online, it was found through the response collected that past 6 month is the peak time when most of the respondent have been ordering their food through online mode, where 31% of the total respondents have been ordering since last 6 months.

With the below Graphical Line chart it also is been observed that with the technological growth, there have been a growth over the usage of the online mode of ordering the food.
Where over the past 4 years it is found that there is a drastic increase over ordering of the food online. The percent of the ordering of the food is inclining.

![Graph showing how long customers have been ordering food online.]

**5.5 How often do you order the food online?**

![Pie chart showing how often customers order food online.]

Observation: With the response received from the sample customers it is identified that people tend to order the food online at least once in a Month with a no of 53% of the total sample having been marked the same. Through the response it is also found that there are 2% of the customers who also prefer ordering the food daily. The present living of the human being is now becoming quite fast where most of the customers prefer a readily available meal as they don’t want to waste time in preparing and cooking their own food, hence in this scenario they tend to order the food from the outside sources available and making the use of online ordering mode.
5.6 What type of food do you prefer ordering online?
Observation: The customers over the Pune city prefer ordering the fast food type of cuisine through the online mode, as around 76% have made Fast Food as their choice. The next preference is been given to the local cuisine with a choice of 42%. While the other cuisines like International and Oriental are preferred in range of 23% and 22% respectively.

![Bar chart showing preferences](chart)

5.7 What application/websites u prefers to order food online?
Observation: With the responses received from the sample respondent it has been observed that most of them make use of the application/website namely Zomato rating it upto 27% closely followed by Swiggy with 25% and Food Panda 21%; whereas, the other websites/application like Dominos, Tasty Khana and Burrp are used a moderately, which are rated 11%, 9% and 7%

![Pie chart showing preferences](chart)
The choice of website/application may be affected because of the parameters like reviews, popularity, publicity, quality of the service and food, word of mouth, etc.

5.8 Is there any advantage of ordering food Online?

**Observation:** Through the responses received it was found that about 70% of the sample customers think that online food ordering has some or the other advantage. Advantage of the online food ordering rated on the scale of 1 to 5(Where 5 being the highest and 1 being the least).

There are various advantages observed for this online food ordering system, for which the sample customers were asked to rate the rate the few of the advantage on the scale of 1 to 5 where 5 being the highest and 1 being the lowest.

**The response for the same was as follows:**
The payment option, time saving and tracking of the order are the most effective advantage according to the respondent as the level of the rating they have got is 75%, 72% and 71% respectively. Whereas the response for the other advantages of menu option, hygiene standards, value for money, quantity of food, food quality, price and use of disposable is positive, but looking at the response it states that somewhere or the other there has to be some improvement in the service provided by the hotels and restaurant.

VI. LIMITATIONS OF THE STUDY
1. The common limitation of being a subjective research might be suffered during this study. The intricacy involved, quantification problems and imperfection of data during the analysis of the information collected are predicted in a way of the behavioral science.
2. The research covers the parameter of only Pune city, it may have its own effects and also being carried out in the boundaries of Pune city, it may limit for the same boundaries.
3. The manipulation of the data at the respondent’s level cannot be warded off, as the same is the primary source of data.

The data available on internet in published and unpublished means are mostly the views of the respective authors and not a universal observation. Further, the respondents often times do not portray a true picture and opinion.

Hence the aforesaid limitations may subject to the conclusions of the study which are investigative and reminiscent in nature.

VII. RECOMMENDATION AND SUGGESTIONS
The following would be the recommendations and suggestions made on the basis of study carried out over the customer perception on online food ordering, Pune.

1. On the scenario of the plastic ban in the Maharashtra state the use of disposable is becoming a challenge and with the response received, it resembles that the customers are being judgmental over the takeaway restaurants which make use of the disposables. Hence it would be suggested to the restaurants to make sure that the disposables should be of a better quality.
2. The customers are becoming more cautious over the selection of these takeaway restaurants; hence the takeaway restaurants might make sure that the quality and standards of the food.
3. The Customer should not make any sort of judgment of the type of restaurant through the way their websites looks; instead they may explore and check the various reviews received by the outlet ad then think over the ordering of the food.

VIII. CONCLUSION
To conclude this research study over the online food ordering following are some observation that were made.

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The consumers over the Pune city are the well aware of this online food ordering system and make sure that they make the use of this system. The Restaurant and the Hotel are developing their web pages and application with the day to day improvement of the technology, so as to make sure that they are updated and don’t loose on their regular consumers.

In the present world of competition every Restaurant and Hotel need to make sure that they are different from their competitors in some means, through which they can achieve the required motive.

IX. REFERENCES


https://en.wikipedia.org/wiki/Online_food_ordering