A STUDY ON FACTORS INFLUENCING THE PERCEPTION OF QUICK SERVICE RESTAURANT (QSR)CUSTOMER TOWARDS ONLINE FOOD ORDERING IN PUNE REGION

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ABSTRACT

Online food delivery is becoming very popular day by day and is become a fashion now to order food online from home or workplace. Quick service restaurants (QSR) are growing very rapidly all over India due to its quick food preparation, consistent quality taste and minimum service time. In last decade tremendous growth in ordering food online seen in this sector. With the change in customer food preferences and food habits, ordering food online from quick service restaurants become most preferred destination for food lovers. Nowadays people start ordering parcel food from restaurant as well as quick service restaurants. Online food ordering is becoming very popular all over the India due to ease in use, convenient mode of payment, choice of food offered by QSR outlets, number of outlets available on apps which offers discount and coupons on online food ordering and food order delivery service to your doorstep. In today's competitive world, the restaurants and various fast-food outlets must often upgrade their menu in order to satisfy the need of customers and their demand, online food ordering is much popular among the younger generation due to attractive offers and discounts offered by online food ordering apps.

The present paper focuses on factors influencing on customer perception while ordering online food. People from Pune region selected for this study, and it is found that the customers of all generation like quick service restaurant food. They are very much happy with the online food ordering app. The future of online food ordering companies seen brighter.

Keywords – Quick service restaurant, Fast food, Online food delivery apps

Introduction

Online food ordering is becoming very popular all over the India due to the hassle-free process and it saves lot of people's time in daily busy schedule to go in restaurant and place the order. Online food ordering is liked by everyone due to ease in use and mode of payment, choice of food and number of outlets available on apps, offers or discount receive on online food ordering and home delivery service. Online food ordering apps and sites are made such a way to meet customer expectation. The main key factors responsible for increase in online food ordering is, hectic work schedule, increase in working of young generation, change in taste buds of food lovers, change in lifestyle of customer, increase in the disposal income, husband and wife working both so not have much time to prepare food at home, increase in number of quick service restaurants providing variety of national and international food and the Offer and discount offered by online food ordering apps. The study is conducted in Pune city of Maharashtra, India. Pune is the fastest growing metro city in India. The area of interest in this research paper which is Quick service restaurants (QSR) also known as fast food outlets customer perception in ordering food online

Development and innovation in electronic media seen in past few years due to advancement in the technology which has transformed entire scenario of food service industry. Nowadays everyone is using smart phone, and everything is available on smart phone on just a single click. Food is also not an exception for this. Online food ordering apps are most used in all hotels, fast food outlets and restaurants. They are the media between customer and food outlets who deliver parcel of food orders to customer doorstep. Menu dishes with picture and price on online food ordering apps enable customer to place their choice of order with just click of button. Online food ordering meets the requirement of people to place the order online and receive order within few minutes. On top few online food ordering apps are providing offers to the customers to attract more customers towards ordering food online. This gives lot of options to the customers to choose from. In online food ordering restaurant pay certain percentage with state and central tax to online food companies.

At present, there are many established online food ordering apps available in the market like Swiggy, Zomato, Food panda, Uber eats, Fresh menu etc, who provides food serviced to customer doorstep.

Also, there are few well known national and international brands are there in market who is having their own online food ordering app like Dominos, Fassos, Pizza hut, Box 8, KFC etc. These companies creating lot of jobs opportunities for many needy personals. There are few brands of QSR outlets who are also tied up with some online food delivering app like Eat sure, Eat club apart from popular online food ordering apps. Some QSR

outlets and restaurants also have own outlet app for customers to order food online and provide free home delivery services.

Apart from providing food delivery services, online food ordering apps offer discounts or discount coupons or vouchers to increase sale and benefit outlet by increase in outlet views. Discount and cash back offer play very important role in ordering food online. It became very popular especially in young generation to take the advantage of such type of offers by ordering food online and avail the discount by redeeming coupon or applying redeem coupon code while ordering food online. Currant youth generation is seen very keen in availing such types of offers. They are very much interested to order food online by using offers and discount than delivery from a specific outlet. Due to the popularity of online food ordering growing very rapidly, the expectation of customers also increased which put lot of pressure on food outlet to prepare food quickly and handover immediately to delivered person rather than giving good quality of food and service.

To avail the facility of ordering food online, customer has to-do registration on the app, for this they must download the app on the smart phone, create profile which has all the necessary information and fill payment information. Your account can be immediately created. Many modes of payments are available on the app like debit, credit, wallet pay, app pay, cash on delivery etc. Different online ordering apps provide different services and each app differs one another in respect of app features, promotion campaign, customers review, price, offers or discount and food outlet also. There is competition between the online food ordering app and free home delivery which is given by particular restaurants.

For the food outlets to become a partner in online food ordering, restaurants have to register themselves, provide fssai license number, shop act license and fill all necessary information pertaining to food outlet on web based ordering site and apps like Zomato, swingy, food panda etc.

The Apps having the number of quick service restaurant with menu which does not require any leaflet or menu list for ordering food. It became easy for customers to order food online on click. Apps can easily be downloaded from play store from android smart phone which make them easy to use and order food. On app, you need to register yourself by filling correct information of your address and profile, required mode of payment information, you can create an account. There are growing number of players in market. Zomato, Swiggy, food panda, Ubereat, Just eat are some main players in this segment. Different online ordering apps offering different services like offers, coupons discounts, menu with offers, fast food outlet previous history, feedback, suggestion, customer review etc. Few big quick service restaurants brand have their own service of delivery like KFC, Dominos, Pizza hut, Fassosetc. The online ordering system has created a new place in employed people's kitchen. This online ordering sector will grow huge in future providing convenience to customers, satisfaction and create interest for ordering food online. Due to the introduction of innovative technology and interested class of food loving customers are having so many choices in menu varieties to select it.

Review of Literature

A study done by Dr Manish Kumar Srivastava, Mr. Atul kumar Srivastava (March 2021) in "Online food delivery: study with special reference to food aggregators". Reveals that Zomato and Swiggy are main food aggregators in market, The technology in online food ordering affected each stakeholder in society and how online companies convert technology in customer favour. in terms of convenience, comfort, delivery service, food choices and rating.

Shantashree Das, Debomalya Ghose (Dec 2019) stated in his paper "Influence of Online Food Delivery Apps on The Operations of The Restaurant Business" how technological evaluation changed scenario of restaurant enabling customer to order food more comfortably from home., benefits of joining online food delivery app to boost businesses and inventory management of restaurant. She also listed issues faced by restaurant and the things keep in mind while providing better customer services.

Dr. Sonali Jadhav (IJLTEMAS) highlighted the factors responsible for growing online food delivery business. I internet penetration, Necessity of Smartphone in today's life and forcing of restaurants to explore delivery options to increase business in competition.

Anupriya Saxena gave insight about the emerging innovative technologies used in restaurant and strategies which are followed by online food app companies like swiggy and Zomato, drivers of the online food app sites in her paper "An Analysis of Online Food Ordering Applications in

Saroj Kumar Koiri, Subhadeep Mukherjee (Dec 2019) reveals the factors impacting customer perception about online food delivery apps. With the help of systems, restaurants can provide better services and fulfil customer's demands.

SayaliKhedikar, Shreya Baghee (April 20) mentioned in her "Digital food ordering system for restaurants" that how tablet food ordering technology is playing important role in food ordering from table than traditional ordering food system in restaurant. With tablet, customer can login his credentials and pick up his desired meal which goes directly in kitchen. This technology helps in fastening the meal ordering and reduce error.
AbhishekSingh, Aditya R, Vaishnav Kanade (June 18) mentioned about user centered system formed by them in paper "Online food ordering system", which is hassle free and how customers can track their order with feedback or rating system.

T. Deepa, P. Selvamani (Dec 18) stated about online food ordering system help and solve customer problems and making order so easily.

Objective of the Research
1. To study the concept of online food delivery apps.
2. To identify the perception of QSR customer with merits and demerits towards food delivery app.
3. To analyze factors influencing ordering food online

Research Methodology
The online food ordering concept is growing very fast benefitting food ordering app companies as well as the restaurants associated with them. The present study is descriptive in nature and both quantitative and qualitative methods are used for data collection. The study scrutinizes the responses which are collected from quick service restaurant outlet and customers.

Primary Data collected from the questionnaire filled by customers who is visiting various quick service restaurants and order food by online apps. The type of questions asked were regarding perception of quick service restaurant customers towards ordering food online and understanding merits and demerits.

Secondary Research: It is collected from the research papers, blogs, Magazine, Internet on the concept of food delivery app.

Data Analysis and Interpretation
Ordering food online nowadays became a fashion in today era. Ordering food online is very comfortable and saves time and energy. The information is collected from respondents of Pune city. It has been found that ordering food online is growing day by day with the rise in number of outlets providing mouth melting delicious food within limited period of time. Food delivery business has a huge market which is highly demandable. People like to try food variety from various quick service restaurants.

Demographic profile of Sample Respondents
General individual information related to age, gender, marital status, education, income taken from respondent were analyzed and the results are shown as below.

1.1 Age
It is a very important demographic factor in determining individual person attitude, behavior, decision making etc. Age wise distribution of sample respondent is shown as below graph.
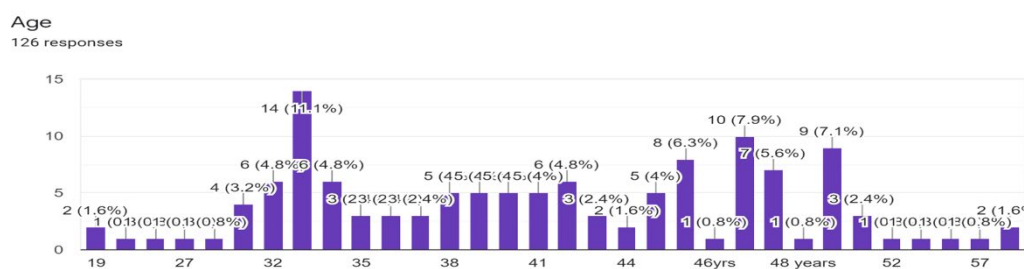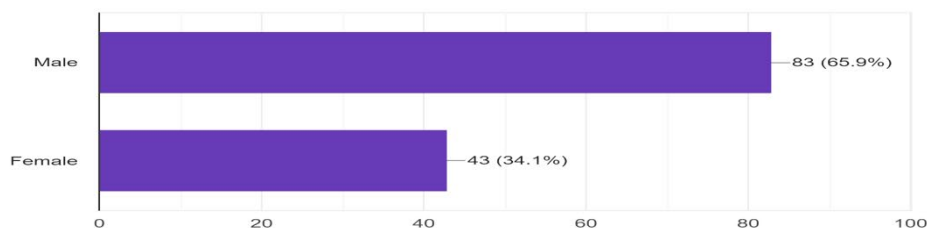
Sr no	Age (In Years)	Percentage
1	25 – 35	30 %
2	36 – 45	33.33 %
3	46 – 55	32.53 %

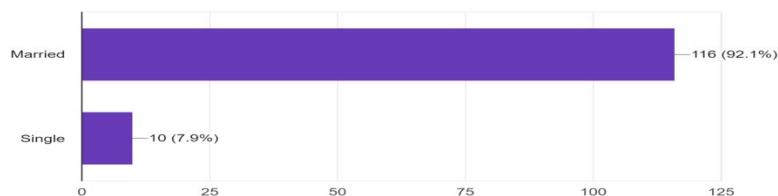From above graphical presentation, it can be seen that QSR is popular in all age group

1.2 Gender

Gender is important to understand lifestyle behavior related to food habits as they have diverse attitudinal and behavioral direction.
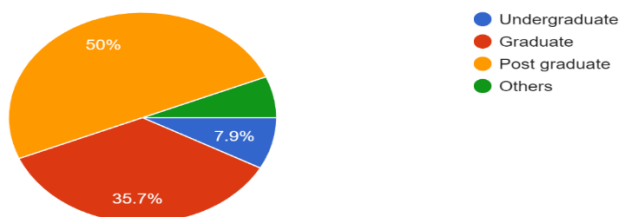

1.3 Marital status

The Marital status of sample respondent play important role in spending on ordering fast food online. Many family personnel order food online as it is demand from kids or spouse.

1.4 Education

Education plays an important role in ordering food online in their approach and attitude toward spending. The educational status of sample respondent is presented in following table.

Table: Educational status of sample Respondent

Sr. No	Education	Percentage
1	Post Graduate	50
2	Graduate	35.7
3	Undergraduate	7.9

1.5 Monthly Income

Monthly income
126 responses

The responses of customers regarding perception towards ordering food online were as below

Income of consumer plays significant role for decision making in ordering food by online apps and the results are presents in table

Table: Monthly Income of sample respondent

Sr. no	Monthly Income	Percentage
1	Below 20000	10.3
2	Between 20000 - 30000	16.7
3	Between 30000 - 40000	17.5
4	Between 40000 - 50000	13.5
5	Above 50000	36.5

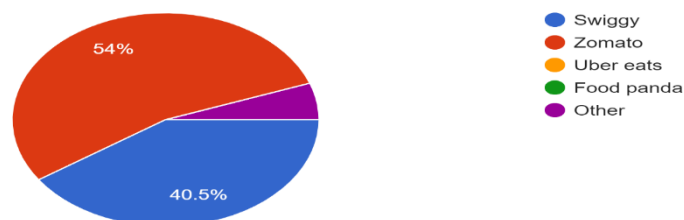I learned about Online food ordering app from......
126 responses
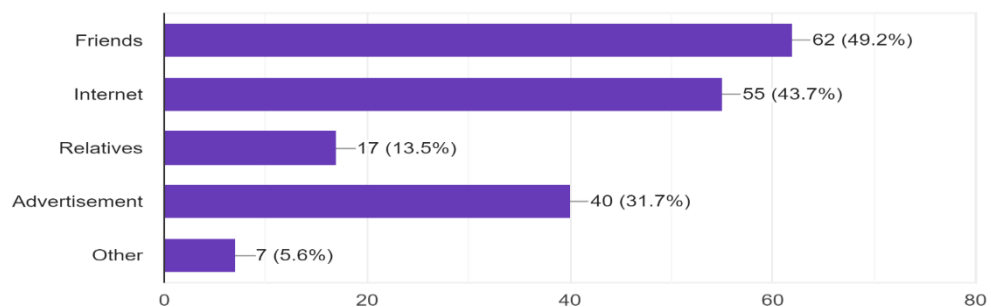
Most of customers learned ordering food online through friends, Internet, social media, and advertisement

My most preferred online food ordering app is.........
126 responses

54 % of total respondents prefer Zomato app for ordering food online
Whereas 40.5 % respondents they prefer Swiggy app which stand at second position for ordering food online app by the customers.
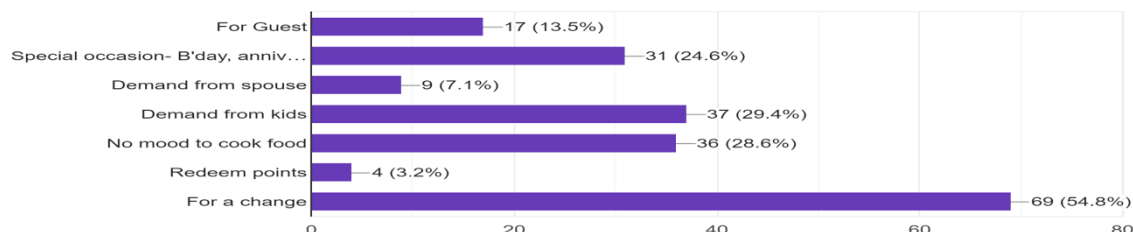5.5% of the respondents use other app for ordering food online.

Frequency of ordering online food
126 responses
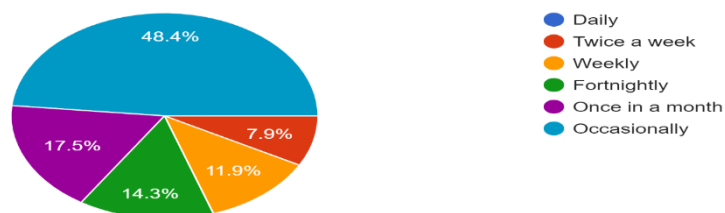
48.4% people order quick service food occasionally, whereas 11.9% people order food weekly, 14.3 % fortnightly, 17.5% people order food once in month
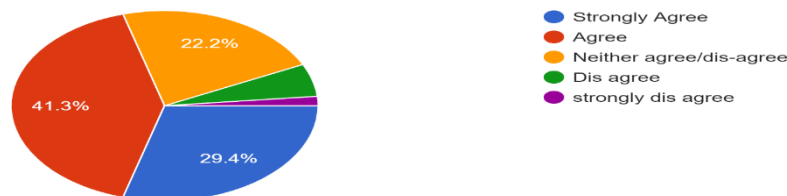
Reason for ordering food online
126 responses

The most common reason for ordering food online is for a change. Whereas other reason found are no mood to cook the food and demand for ordering food online by kids.

Most preferred day to order food online
126 responses
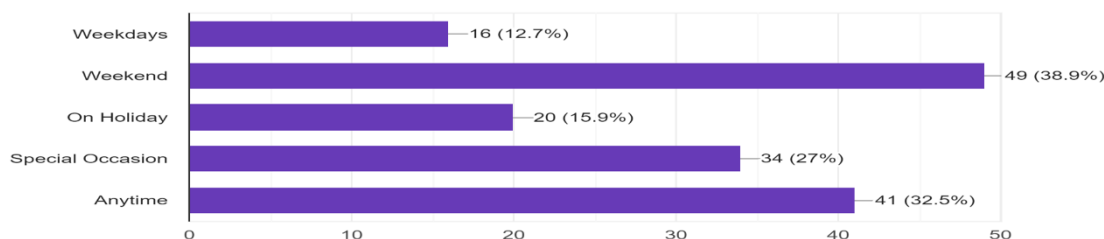
Weekend is usually a most preferred day to order food. As we can see there is increase in demand for ordering food online, most of customers order online food anytime and usually on some special occasion.
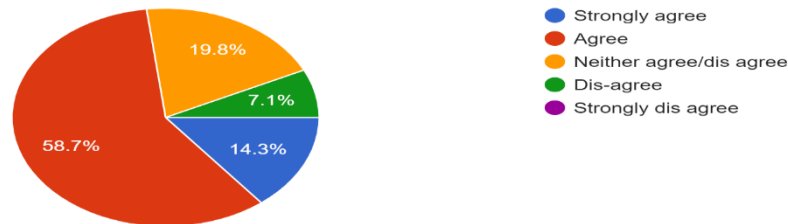
The brand of fast food influence me while placing food order online
126 responses

It has been seen that brand is mostly considered while ordering food online. But nowadays other standalone quick service restaurants also provide good food.

Online food order fulfill my needs like taste, food quality, food satisfaction etc.
126 responses

It has been seen that people are very much happy with the online food ordering in terms of taste, quality of food and food satisfaction. This will help in growing online food ordering business.

I prefer to order food through online apps only to QSR/Fast food restaurant I have visited before.
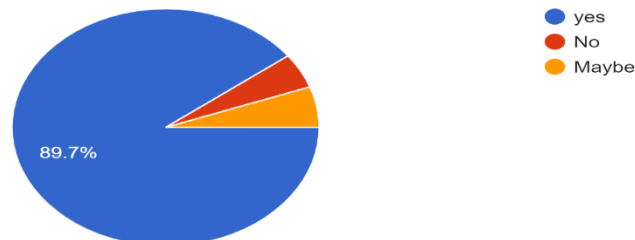126 responses

It has been seen that customers like to order food through online app to which they have visited earlier as they are familiar with the taste of food.

I consider the hygiene and sanitation commitment of fast food/quick service restaurant before ordering food online
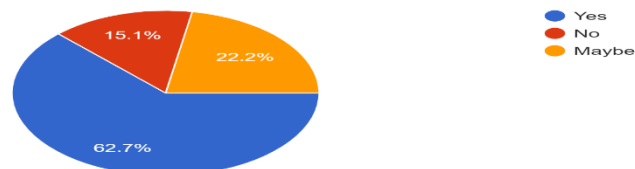126 responses

Nowadays customers are becoming very cautious about hygiene and sanitation. They like to order food were quick service restaurant follows hygiene and sanitation standards.
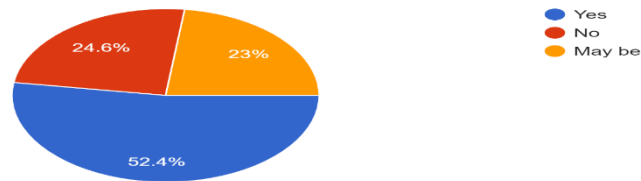
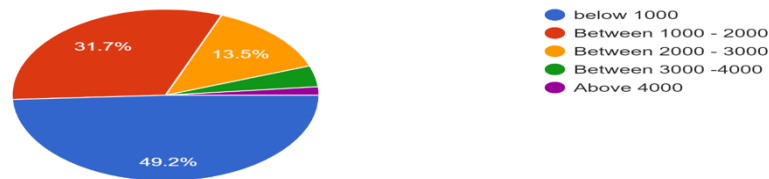Do you give review of online ordered food
126 responses

62.7% of customers share their review about food to online food order apps.

Does discount or offers change your mind when ordering food online
126 responses
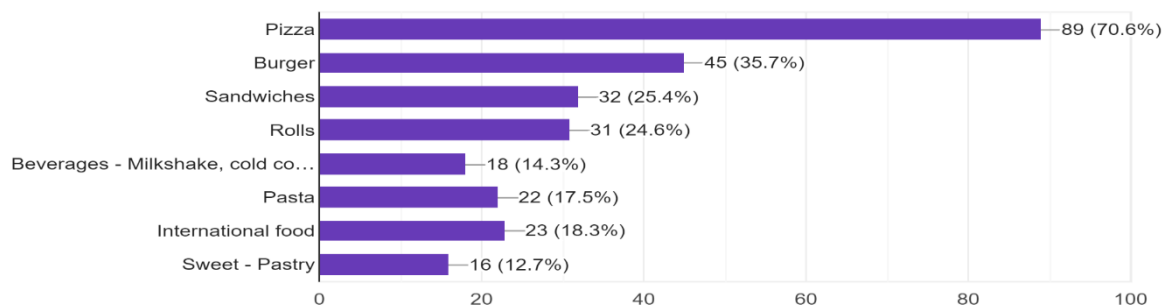

Legend:
- Yes
- No
- May be

24.6% / 23% / 52.4%

52.4% of customers are agree that discount and offers are considered while ordering online food.

Average money spent on online food orders per month
126 responses

Legend:
- below 1000
- Between 1000 - 2000
- Between 2000 - 3000
- Between 3000 -4000
- Above 4000

31.7% / 13.5% / 49.2%

On an average Rs. 1000-2000 money are spend in a month to order online food.

Most preferred QSR food ordered online
126 responses

- Pizza — 89 (70.6%)
- Burger — 45 (35.7%)
- Sandwiches — 32 (25.4%)
- Rolls — 31 (24.6%)
- Beverages - Milkshake, cold co… — 18 (14.3%)
- Pasta — 22 (17.5%)
- International food — 23 (18.3%)
- Sweet - Pastry — 16 (12.7%)

From above it is clear that Pizza, Burger, Sandwiches, Rolls are the most favorite quick service restaurant food items in online food orders.

The online food delivery app provide the food delivery in their committed time.
126 responses

Legend:
- strongly Agree
- agree
- neither agree/disagree
- Disagree
- Strongly dis-agree

63.5% / 12.7% / 20.6%
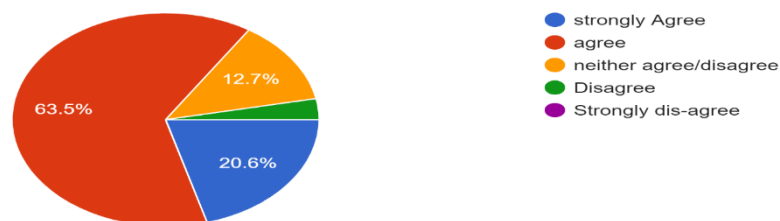
From above customers are happy that 81% people agree that food delivery app provide food delivery in committed time.

Problems faced after receiving online food orders
126 responses

Food is cold	30 (23.8%)
Taste is lacking	29 (23%)
food order receive in bad stage	11 (8.7%)
Found lack of freshness	21 (16.7%)
All above	13 (10.3%)
None of above	52 (41.3%)
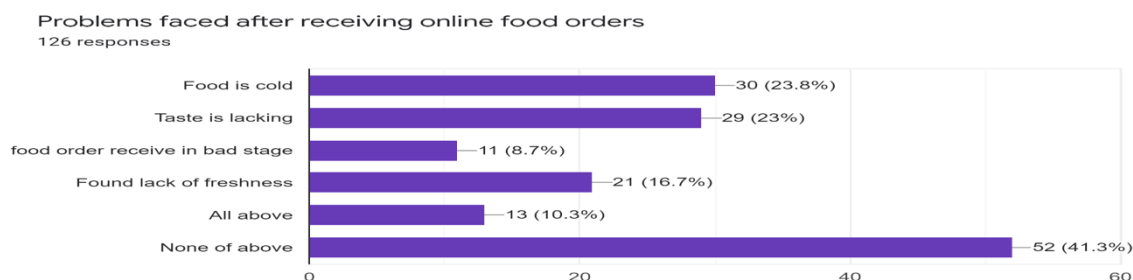
41.3% customers are happy with the service and quality of ordered online food. Whereas few customers facing problem of food become cold, food lack in freshness & taste. Sometimes quick service orders receive in bad stage too.

Technical problems faced while ordering food online
126 responses

Order once placed cant be changed	46 (36.5%)
Connection with online food ordering app	17 (13.5%)
Order Payment issue	13 (10.3%)
Cancellation window time very short	38 (30.2%)
Offer/discount Code cannot be applied	32 (25.4%)
None of above	39 (31%)
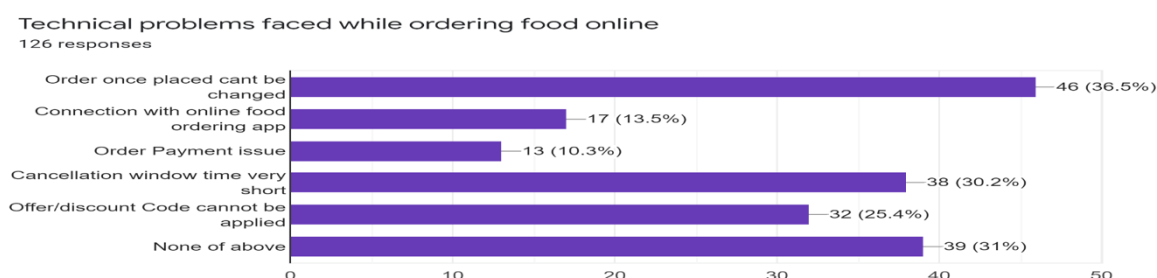
Ordering food online is very easy and more convenient. Still major problem faced by customer is order once placed cant be changed, some customers face problem in applying code of discount or offer.

Suggestions
- Online food delivery is expensive, and they should charge less commission to the restaurants so that the food is available at relatively more reasonable rates.
- Online food delivering restaurants should be more concerned about packaging to keep the food hot for longer time. Fast Food restaurant needs to improve the packaging quality so that it will not hamper food.
- Online ordering app companies should provide more wide range of coverage as the city and development are taking place.
- More food options should be available for special occasion like birthday or anniversary which can be remembered.
- Restaurants should be more concern towards providing standard portion size as per price. Give value for money and need to improve delivery speed.

Limitations
- Pick up and drop both location/addresses given for home or work do not match with actual delivery location.
- Customer reviews not visible directly while ordering.
- Online app companies so far are doing great job but still unable to manage large traffic during peak hours, so may need to find solution for this.

Conclusion
The study was focused on identifying the factors that impact on consumer perception on online food ordering. People from Pune region selected for this study, and it is found that the customers of all generation like quick service restaurant food. They are very much happy with the online food ordering as nowadays ordering food online it became a fashion and status symbol.The future of online food ordering is seen brighter in future and lot of job opportunities will be available. The study revealed that apart from quality of quick service restaurant food, other factors like discount, offers, hygiene and sanitation are key factors considered while ordering online food order. Usually most of customers order food from the place they visited earlier. More numbers of online food orders usually found weekend and special occasions. Pizza is the most favorite online ordering food in quick service restaurant followed by burger, sandwiches, rolls, fries, cold coffee etc.

However, there are certain areas which need to be focused by quick service restaurant like providing hot food to customers, maintaining same freshness in food like how it has been served in restaurants. Most of the times customer receive product in a very bad condition, so there is a need to improve packaging. There is also need to do advancement in online ordering food which become very convenient for customers to order food online.

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