

Delving Deeper into the Digital Dining Domain: An Extensive Examination of Customers' Attitudes Towards Online Food Ordering and Delivery Services

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ABSTRACT

The advent of online food ordering and delivery services has revolutionized how consumers access meals, offering convenience at their fingertips. The study extensively examines customers' attitudes towards online food ordering and delivery services, focusing on determinants influencing their decisions, preferred delivery platforms, hindrances to utilization, and satisfaction levels. The study reveals that time-saving is the primary motivation for online food ordering, followed by attractive offers of variety in Flavors, while quality is less emphasized. Swiggy emerges as the most preferred platform, followed by Zomato and Uber Eats, indicating significant market dominance. Challenges such as poor site quality, food discrepancies, and delivery issues persist, necessitating improvements for enhanced user satisfaction and trust. Despite challenges, overall customer satisfaction levels remain high, signaling the success of online food delivery services. The findings contribute to understanding the dynamics of the digital dining domain and the other actionable recommendations for businesses and policymakers. Adaption to meet evolving consumer demands is emphasized in the context of digitalization in the food industry. Overall, the findings contribute to the ongoing discourse surrounding the digital transformation of the food industry and highlight the significance of adapting to meet the evolving needs and expectations of modern consumers in the digital age.

Keywords: Digital Dining, Online Food Ordering, Delivery Services, Customer Attitudes, Hindering Factors

INTRODUCTION

In recent years, the landscape of the dining experience has undergone a significant transformation with the advent of digital technologies. One of the most notable shifts has been the rise of online food ordering and delivery services, revolutionizing how people access and enjoy their favourite meals. The study aims to delve deeper into the digital dining domain, comprehensively examining customers' attitudes toward online food ordering and delivery services. By exploring consumers' motivations, preferences, challenges, and satisfaction levels, we can understand the evolving relationship between technology and dining experiences in the digital age.

In an era characterized by rapid technological advancements and changing consumer preferences, understanding the intricacies of online food ordering and delivery services is crucial for businesses aiming

to stay competitive. By uncovering the factors driving consumer behavior and satisfaction levels, the study offers actionable insights for restaurants, delivery platforms, and policymakers to enhance service offerings and address customer needs effectively. Ultimately, this research contributes to the ongoing dialogue surrounding the digitalization of the food industry and its implications for both businesses and consumers alike.

REVIEW OF LITERATURE

S.S. Vijaya Kumar (2023). Kumar's study delves into consumer attitudes towards online food ordering and delivery services in cities. Through a thorough literature review, Kumar highlights the growing trend of online food delivery platforms and their impact on consumer behavior. The study aims to bridge the existing gap in research by providing insights into the factors influencing consumers' adoption and usage of online food delivery services. The study sets the foundation for understanding consumer preferences, satisfaction, and loyalty dynamics in the rapidly evolving landscape of online food delivery services.

Garcia, M.et al. (2022) "Technology Adoption and Food Consumption Patterns: A Comprehensive Review. "This recent review explores the impact of technology, including mobile applications and online platforms, on food consumption patterns, providing updated insights into the adoption and acceptance of digital food delivery services.

Priya Gupta (2021) Gupta's research focuses on consumer attitudes towards online food ordering and delivery services. By reviewing recent literature, Gupta examines the factors influencing consumer behavior, including convenience, pricing, services, quality, and trust. The study sheds light on the role of technological advancements, such as mobile applications and digital payment options in enhancing the consumer experience and driving the adoption of online food delivery services. Gupta's findings contribute valuable insight into the evolving landscape of consumer preferences and behaviors in the online food delivery industry offering practical implications for businesses seeking to thrive in urban markets.

Manoj Kumar Sharma (2019) Sharma's study delves into consumer attitudes towards online food ordering and delivery services, focusing on urban municipalities. By synthesizing recent literature Sharma explores various factors influencing consumer behavior in the context of online food delivery platforms. The research highlights the significance of convenience, pricing, service quality, and trust in shaping consumers' preferences and adoption of online food delivery services. Sharma's insights provide a comprehensive understanding of the evolving dynamics of consumer attitudes towards online food ordering and delivery services, offering valuable implications for businesses operating in this sector in urban areas

OBJECTIVES OF THE STUDY

1. To identify the determinants influencing consumers' decisions to order food online
2. To analyze the preferred online food delivery platforms among customers.
3. To investigate the factors that hinder consumers from utilizing online food delivery services.
4. To evaluate the level of satisfaction among customers while ordering food online

RESEARCH METHODOLOGY

The data was collected using a structured questionnaire for analytical research.

Sampling Method: Convenient Sampling Method.

Sampling Size:50

RESULTS AND INTERPRETATIONS

Table 1 Socio-Economic Background of the Respondents

Socio-Economic Background	Category	Number	Percentage
Gender	Male	30	60
	Female	20	40
Age	18 – 25	28	56
	25 – 30	12	24
	30 – 35	4	8
	35 – 40	4	8
	Above 40	2	4

Interpretation: - The above table shows that among the respondents,60% are Male and 40% are female. While examining the age category of respondents making online orders,56% fall within the range 18-25 range, 24% belong to the age category of 25-30 and 8 % come under the age category of both 30-35 and 35-40. However, as age increases, there is a decline in representation, with only 4% of respondents coming under the category of ‘Above 40’.

Table 2 Factors Motivating to Order Online

Factors	Number	Percentage
Time-Saving	28	56
Quality	2	4
Attractive Offers	12	24
More Taste	8	16
Total	50	100

Interpretation: - The data suggest that time-saving is the primary motivation for ordering food online, with 56% of respondents citing it as a factor. 24%of the respondents were motivated by attractive offers such as discounts, promotions, etc. Taste also factors into the decision-making process, with 16% of respondents valuing the online variety and flavors. However, only 4% of respondents mentioned quality as a motivating factor, suggesting that while important, other factors like time-saving and offers outweigh it.

Table 3 Most Preferred Online Delivery Agency

Agency	Number	Percentage
Swiggy	28	56
Zomato	18	24
Uber Eats	6	12
Others	4	8
Total	50	100

Interpretation: - According to the data, Swiggy emerges as the most preferred online delivery agency, with 56% of respondents choosing it. Zomato follows with 24% of the respondents, indicating a substantial

but lesser preference compared to Swiggy. Uber Eats trails behind with 12% of the respondents while other delivery agencies collectively account for 8% of the preferences.

Table 4 Challenges in Electronic Food Ordering

Challenges	Number	Percentage
Site is low	20	40
Delivery of less-quality food	6	12
The site is not opening	6	12
Not as specified	8	16
Lag in Delivery	4	8
Less quantity than expected	6	12
Total	50	100

Interpretation: - The data highlights major challenges faced in electronic food ordering by the respondents. 40% cite poor site quality, 12% face discrepancies in food quality and another 12% opined that the site is not opening/working when they need it. 16% of respondents have not specified any reason for the same. 12% experience issues with the quantity of food they order, and 8% face a lag in delivering orders. Improvement in site functionality, delivery efficiency, and order accuracy are crucial for enhancing user satisfaction and trust in these platforms

Table 5 Challenges in Electronic Food Ordering

Satisfaction level	Number	Percentage
Highly Satisfied	8	20
Satisfied	42	80
Dissatisfied	0	0
Total	50	100

Interpretation: - The above data indicates that a significant majority, 80% of customers are satisfied with electronic food ordering, with 20% being highly satisfied. Interestingly, no reports of dissatisfaction suggest a high overall satisfaction with the service.

CONCLUSION

The extensive examination of consumers’ attitudes towards online food ordering and delivery services provides valuable insights into the digital dining domain. The identified determinants influencing consumers’ decision to order food online make it evident that the digital dining landscape is shaped by various factors including convenience, offers, taste, site quality, delivery efficiency, etc. The study reflects a significant preference for online food delivery platforms such as Swiggy and Zomato, highlighting the importance of user experience and reliability in consumer choices. Despite the challenges faced, the high level of overall satisfaction among customers underscores the growing acceptance and adoption of online food ordering and delivery services. This comprehensive understanding is crucial for businesses to optimize their offerings and enhance customer experience in the dynamic digital domain.

As evidenced by the demographic distribution of respondents and their stated motivation, younger age groups appear to be more inclined towards online food ordering, suggesting a generational trend towards digitalization in dining habits. While challenges like site quality and food discrepancies exist, the absence of a dissatisfaction report indicates a general satisfaction with the service, highlighting the potential for

continued growth and innovation in the online food delivery market. Addressing these challenges and capitalizing on consumer preferences will be crucial for stakeholders to stay competitive and meet the evolving demands of the digital dining landscape.

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