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A Comparative Study Between Online Food Ordering Services and Offline Food Services with Special Reference to Erode City

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Abstract- Technology innovation has revolutionized all the daily practices we undertake. Online food ordering service is one of them. Online food ordering service was initially initiated by Zomato in 2018 followed by Swiggy, Food Panda and Uber eats. Although the physical nourishment administrations provided by various Restaurants and lodging is yet dominating the time today, the online framework which has emerged in the recent past is going to take over the physical form. This trend is highly recognizable in developed urban areas of India. Therefore, this article attempts to find the trend in developing city like Erode the various factors affecting that. This article discusses the preferences of online food inclinations that quantifiably and verifies the results with statistical methods and tools. Furthermore, it discusses the future of offline food services in close future.

Keywords- Online food ordering, offline food, food delivery, food applications, M- Commerce.

I. INTRODUCTION

The food industry has drastically changed in the past few years owing to high-tech growth and changing lifestyles. Historically, food consumption away from home was primarily based on offline channels in the form of dine-in restaurants, hotels, and takeaway shops. But with the growing penetration of smartphones, internet, and digital payment methods, online food ordering services have grown rapidly. Applications like Swiggy, Zomato, and Uber Eats (previously) have transformed the manner in which individuals are accessing and enjoying food, providing convenience, diversity, and time efficiency.In urban and semi-urban areas, such as Erode city, this change has become more evident as consumer aspirations move towards speedy service and easier accessibility. Though online ordering of food is becoming increasingly popular among technologically advanced and younger generations, offline food services still hold significance because of personal contact, trust, and cultural dining experiences. This double presence gives rise to a competitive as well as complementary environment in the food service industry.

Erode being a rapidly developing town in Tamil Nadu with a combination of conventional and contemporary consumerism is a perfect scenario to observe this transformation. The expanding student populace, professional workers, and nuclear families have driven the demand for online convenience food services, with local restaurants, messes, and street food stalls continuing to attract patronage through price, taste, and familiarity.

This comparative research essay seeks to compare consumer perception, level of satisfaction, strengths, and weaknesses of online and offline food services in Erode city. Through an assessment of convenience,

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cost, quality, reliability, and customer experience, the study hopes to gain insight into shifting patterns of food consumption and future direction for the food service sector in the region.

II. REVIEW OF LITERATURE

Gupta (2019) discovered that the main reason for the online meal ordering system is the comfort of the customers. Sitting at home, customers can effortlessly view the entire menu, including the name, image, specialty, and price. Customers can occasionally receive significant discounts from food delivery services. Additionally, it saves the customer time and effort. Because the food can be delivered right to the customer's door.

According to Jacob et al. (2019), the primary drivers of online food ordering are convenience, quick and simple ordering, availability of a large selection of restaurants, discounts, and special offers. Online meal ordering also benefits from the tracking. Compared to older people, younger people are more
Rathore (2018) identified that in Indore city, fundamentally the students are interested in online food delivery services because of their convenience. That is because consumers' lifestyle has changed.

Purpose of the Study:

This study's main objective is to investigate how consumers from different demographics view online food distribution startups and offline food ordering platforms, as well as their purchasing patterns. The reach and potential of this industry will be examined, beginning with how online food delivery startups are upending the Indian market service sector and the factors that are enabling customers to switch from traditional dining out to online home delivery.

Objectives of the Study

1. To find out the customer preferences in online food ordering services and offline food services in the city of Erode.
2. To research the determinants of customer choice, including convenience, price, quality, punctuality, and trust.
3. To examine the levels of satisfaction among customers in terms of online and offline food services.
4. To determine the strengths and weaknesses of both online and offline food service models.

Scope of the Study:

1. The study is limited to Erode city and focuses on offline services (restaurants, hotels, street food outlets, and messes) as well as online food ordering services (like Swiggy and Zomato).
2. It addresses topics like customer demographics, buying patterns, usage patterns, and satisfaction levels.
3. The study incorporates viewpoints from both service providers (restaurants and food outlets) and service users (customers).
4. The scope offers localized insights that represent the distinct consumer trends of Erode City rather than broad national comparisons.
5. It is anticipated that the results will help policymakers, online delivery services, and food service providers better understand customer expectations and raise service standards.

Research Design

Exploratory research is used in this study. Customers' information is gathered via questionnaires and from a variety of sources, including books, journals, newspapers, websites, and more. Since it is challenging to conduct research by considering the entire population, a sample is anything that is taken from the population. "Sampling" is the term for the method used to gather data from the population. Erode City is where the responders are from. They are customers who order food offline and those who

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order food online. There are 200 people in the sample overall. Stratified Random Sampling is employed in this investigation. Chi-square tests are used to analyze data.

Data Analysis and Interpretation

Table 1 Age Group

Frequency			Age				
			18-30	31-40	41-50	>50	Total
Preference Redefined	Offline food Services	Count	65	38	27	11	141
		% within age	46.09	26.95	19.15	7.8	70.5
	Online food Services	Count	25	14	12	08	59
		% within age	42.37	23.72	20.33	13.55	29.5
	Total	Count	90	52	39	19	200
		% within age	45.0	26.0	19.5	9.5	100.0

Table 2 Frequency Table

Frequency			Age				
			18-30	31-40	41-50	>50	Total
Preference Redefined	Offline food Services	Observed frequency	65	38	27	11	141
		Expected frequency	63	37	28	13	
	Online food Services	Observed frequency	25	14	12	08	59
		Expected frequency	27	15	12	5	
	Total	Count	90	52	39	19	200

Table 3 Gender

Frequency			Gender		
			Male	Female	Total
Preference Redefined	Offline food Services	Count	82	59	141
		% within age	67.21	75.64	70.5
	Online food Services	Count	40	19	59
		% within age	32.79	24.36	29.5
	Total	Count	122	78	200

Table 4 Frequency Table

Frequency			Gender		
			Male	Female	Total
Preference Redefined	Offline food Services	Observed frequency	82	59	141
		Expected frequency	86	55	
	Online food Services	Observed frequency	40	19	59
		Expected frequency	36	23	
	Total		122	78	200

Source: Primary data

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Table 5 Preference concerning Income Level

Frequency			Income Level			
			Low Income	Middle Income	High Income	Total
Preference Redefined	Offline food Services	Count	65	38	27	141
		% within age	46.09	26.95	19.15	70.5
	Online food Services	Count	25	14	12	59
		% within age	42.37	23.72	20.33	29.5
	Total	Count	90	52	39	200
		% within age	45.0	26.0	19.5	100.0

Source: Primary data.

III. CONCLUSION

The study emphasizes how online and offline food services are becoming more and more significant in influencing Erode City consumers' purchasing decisions. Offline food services continue to be relevant due to trust, taste, cultural experiences, and affordability, even though online platforms like Swiggy and Zomato have revolutionized the way people access food by providing convenience, time efficiency, and variety.

The study's overall conclusion is that in Erode City, neither service model can fully replace the other. Rather, they coexist as complementary choices, each meeting the needs and circumstances of distinct customers. In order to stay competitive in the quickly changing food service sector, both online and offline food service providers need to concentrate on raising quality, guaranteeing affordability, and enhancing customer experience.

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