SUMMER INTERNSHIP PROJECT

"To Study the Customer Perceptions of Online Food Ordering

Submitted To:
DMSR
G.S. College of Commerce & Economics, Nagpur
(An Autonomous Institution)

Affiliated To :
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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NAAC Accredited "A" Grade Institution

Academic Year 2021-2022

CERTIFICATE

This is to certify that the investigation described in this report titled **"To Study the Customer Perceptions of Online Food Ordering"** has been carried out by **Ms. Gayatri Dhakulkar** during the summer internship project. The study was done in the organization, **Maitri foods and beverages**, in partial fulfillment of the requirement for the degree of **Master of Business Administration of DMSR, G.S. College of Commerce & Economics (An Autonomous Institution) affiliated to R. T. M. Nagpur University, Nagpur.**

This work is the own work of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for this work are duly acknowledged.

Dr. Afsar Sheikh   **Dr. Sonali Guide**

(Faculty Guide)   **(MBA Coordinator)**

CERTIFICATE OF INTERNSHIP

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Foods and Beverages

This is to certify That

GAYATRI DHAKULKAR

Have completed the summer internship program
from Maitri foods and beverages as Social media Executive
starting from 15 Nov 2021 to 15 Jan 2022

Ceo & Founder

Mr.Mayur Sardar

ACKNOWLEDGEMENT

It is a matter of pride and privilege for me to have done a summer internship project in **"Maitri Foods & Beverages"** and I am sincerely thankful to them for providing this opportunity to me.

I am thankful to **"Mr. Mayur Sardar"** for guiding me through this project and continuously encouraging me. It would not have been possible to complete this project without his / her support.

I am also thankful to all the faculty members of Department of Management Sciences and Research, G S College of Commerce and Economics, Nagpur and particularly my mentor **"Dr. Afsar Sheikh"** for helping me during the project.

I am thankful to the principle of G.S college of Commerce and Economics, Nagpur **"Dr. N.Y. Khandait"** and also the Dean of the DMSR **"Mr. Anand Kale"** for their support & encouragement.

Finally, I am grateful to my family and friends for their unending support.

Gayatri Dhakulkar

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INTRODUCTION

Executive Summary

The advent of the Internet, accompanied by the growth of related technologies, has created a significant impact on the lives of people around the globe. For marketers, one of the most significant impacts has been the emergence of virtual stores that sell products and services online. Consumers can now purchase goods and services virtually anywhere, 24 hours a day, 7 days a week, without geographical and temporal boundaries.

While many marketers acknowledge the importance of using the Internet in their marketing mixes, little research has empirically tested the critical factors that influence an individual's decision when buying products or services online. Based on the gaps found in the literature, the purposes of this project study are to understand the perception of Electronicc Online Food Ordering. The major factor that inhibits those who have not ordered via an electronic channel(non-users) is a desire for interaction although technology anxiety is also a factor). Consumers' Perceptions of Online Ordering and how they use it or why they don't do so. My intention is to help restaurant operator's better design their electronic ordering channels. The single most important attribute of electronic ordering is order accuracy. That is followed by convenience and ease of ordering. Despite the availability of the internet and phone apps, the most comm on ordering channel is still the telephone call. Electronic ordering is growing, though, as the users said they place a little over 38 percent of their orders on the restaurant's website or app. A chief implicationn is that restaurateurs must ensure that their ordering systems must give users perceptions of control and be convenient. One other consideration is that customers who order food online prefer restaurants that offer home delivery.

Introduction and Design of the study

Introduction : -

With the coming of the 21st century, we have entered an "e" generation era. The Internet has generated a tremendous level of excitement through its involvement with all kinds of businesses starting from e-Commerce, eBusiness, e-CRM, e-Supply Chain, e-Market place, e-Payment, e-Entertainment, e-Ticketing, eLearning, to e-Citizen or e-Government. The Internet has been widely used in many sales and marketing activities, from the collection of valuable data to the dissemination of information to different stakeholders, for example, information retrieval, product communication, sales tool, distribution channel, and as a customer support tool. The Internet has opened a window of opportunity to almost anyone because of its ability to make viable the conduct of business in cyberspace, or by connecting people worldwide without geographical limitations. Consumers can order goods and services virtually anywhere,24hoursaday; 7 days a week without worrying about store hours, time zones, or traffic jams. The Internet has also provided new opportunities for marketers by offering them innovative ways to promote, communicate, and distribute products and information to their target consumers.

E-commerce has grown phenomenally in the past decade for a variety of reasons including changes in consumer lifestyles, technological advancements, increases in consumer income and education, and rapid financial development throughout the world. These of the Internet as a shopping or purchasing vehicle has been grow in gat an impressive rate throughout the last decade. The tremendous growth of online sales and the unique functions of the Internet have drawn a great deal of attention from many companies rushing into setup businesses over the Internet without knowing what factors motivate consumers to buy products or services online.

Many marketers agree that Internet marketing will increase customer spending and loyalty to both online and offline product safeties executed properly.

This is due largely to the Internet's significant advantage of two-way communication and its ability to transmit information quickly and inexpensively when compared toother traditional mass media using solely one-way communication.

While many marketers acknowledge the importance of using the Internet in their marketing mixes,

only a handful of researchers have studied what factors encourage or discourage consumers when buying products or services online. Despite the increasing popularity of the Internet, most knowledge of Internet marketing is based on anecdotes and experiential evidence from television, radio, popular press, or magazines

In summary, the benefits of using the Internet in marketing are enormous as they offer a huge opportunity for marketers to create innovative activities that have not previously been viable. However, marketers need to develop an insightful understanding of consumer behavior when purchasing products online. This information will help marketing managers to plan their marketing mixes and offers to better meet customer's requirements. By doing so, companies will establish, maintain, or increase customer satisfaction, build strong brand loyalty and ultimately, provide consumers with a solid rationale for continuing to buy the same brand. This study is thus significant as it is a preliminary attempt to identify factors and their relative strength in influencing consumer decision making when buying health foods online. Their search problem and objectives of this study are addressed next.

Background to the study

Online food ordering system is a system to manage the business. The main point of developing this system is to help the customers to manage the business and help customers through online ordering and lunch reservation. The project is being developed because of the long queues that will be in the restaurant during lunch or dinner hours, one for purchasing tickets and one for collecting food.

With the new system, the customers would be able to order their food from the comfort of their offices, classrooms, hostels and anywhere outside the school campus without queuing. The system will cater for the disadvantages of the traditional method which is currently in place.

Problem of the study

Online food ordering

Services are websites that feature interactive menus allowing customers to place orders with local restaurants and food cooperatives. Much like ordering consumer goods online, many of the seallow customers to keep accounts with the min order to make frequent ordering convenient. A customer will search for a favorite's restaurant, choose from available items, and choose delivery or pick-up. Payment can be amongst others by credit card or cash, with the restaurant returning a percentage to the online food company. Online food ordering services are websites that feature interactive menus allowing customers to place orders with local restaurants and food co-operatives. Much like ordering consumer goods online many of these allow customers to keep accounts with them to make frequent ordering convenient. A customer will search for a favorite's restaurant chooses from available items and choose delivery or pick-up. Payment amongst others by credit card or cash with the restaurant returning a percentage to the online food company. While-commerce has been around for over a decade closing the gap between food and the internet has taken longer. The first restaurants to adopt online food ordering services were corporate franchises such as Domino's and Papa John's.

Advantages for Electronic Ordering

There are advantages for both the customer and for the restaurants who participate in online ordering. First, a customer can order at will when they have time to. Also, the customer can customize their order the way they like it without errors in communication between the customer and the person taking the order. In addition to customer advantages, the restaurant can take more orders with less staff. There saturant does not need a waiter or hostess to be on the phone to take the order. The order can go straight to the kitchen.

Disadvantage for Electronic Ordering

Customers are not able to ask about quality of food or ask for any specialized diet foods. It is more difficult to ask for gluten free or allergy free foods with online ordering. Also, it is more possible for a customer to place an order, but never pick up the order which can lead to waste of food and possibly.

The Internet: This term is used to describe computer networks capable of providing virtually instant access, organizing, communicating information, and supporting transactions. The Internet is an efficient medium helping companies to interact and craft messages and marketing activities on actual consumer responses 24 hours a day,

Online ordering: This term is used to describe a transaction carried out by 7 days a week, throughout world time zones consumers to search, select, and purchase products via the Internet.
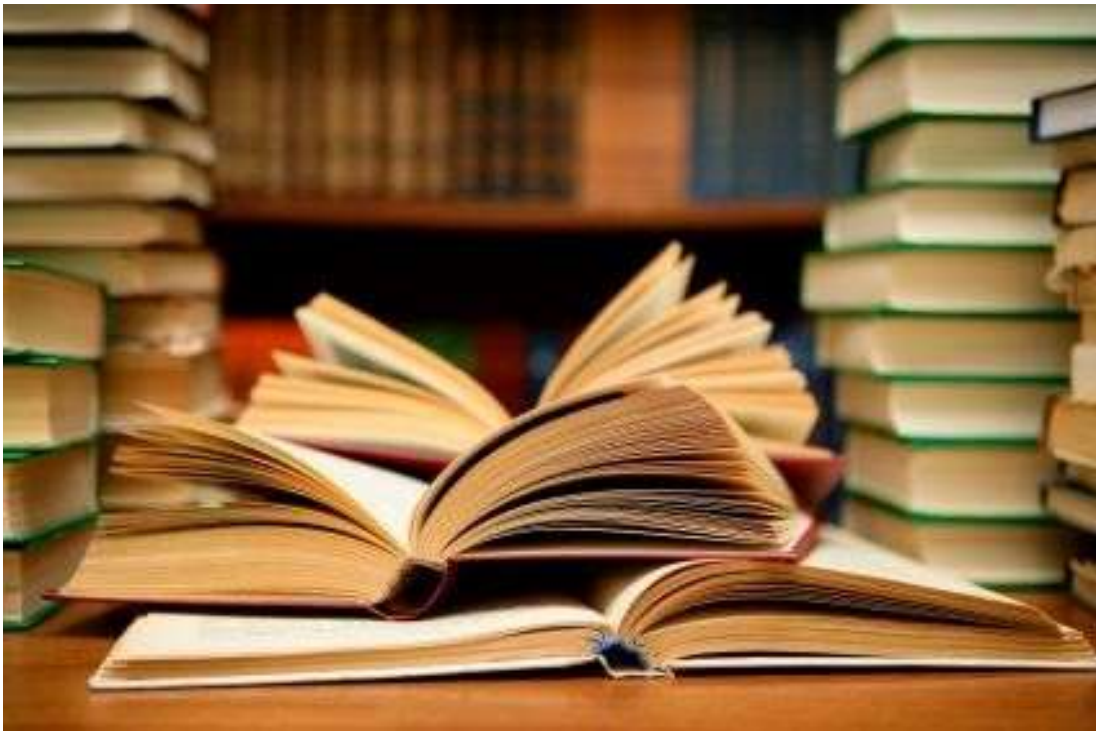
COMPANY PROFILE

Maitri foods &beverages is an online cafe, but it is also involved with offering various marketing plans. It is a start-up company. It primarily provides solutions on an Online food ordering with ensured standard, quality services, and the most effective managerial efficiencies the company aims to become a major competitor in the respective sectors of online food ordering industry.

The era of information and communication technology has changed the world with a whisker and now communication has emerged as the key to trade and development. The rapid development of information and communication technology has turned the world into a global village. Moreover, globalization and its all-pervasive impacts on states and their economies have made life more competitive, complex, and technology driven. Proximity has turned meaningless as the world is now at the tip of a finger and the economy is the ultimate focus of a nation and national life. Inter-state trading dependence, investment potential, and free flow of information and raw materials have made the world thrive on the edge of competitiveness.

Now 'staying competitive' is the key to survival in today's world of business were quality rules and standard products and services sneak in shedding physical boundaries. Now, the recent global recession and its impacts have shown yet another challenge and the bitter side of globalization but despite intriguing growth and business expansion, the company's aims and objectives remain the same to serve people with maximum satisfaction and keep on working for the greater welfare of the people. For this Maitri foods and beverages is working relentlessly to assist businesses to thrive in Online food delivery sector.

This chapter emphasizes the overall background of the company under study, an overview of the company, its services, and the market condition of Maitri foods and beverages. They provide online food services through their online platforms (viz., w social media channels, Zomato Swiggy etc.)

OBJECTIVES OF THE STUDY

Following are the objectives of the study.

This study aims to design and construct an "Online Ordering System",

- To provide convenient and easy access in placing their orders and payment.

- To find out the customers perceptions and knowledge of electronic food

    ordering that influences their buying decisions.

- To analyses what channel issued more frequently in electronic food ordering.

- To study the advantages and disadvantage of electronic food ordering.

SCOPE OF THE STUDY

Scope and Significance of the study.

Currently where presence in the virtual world is an imperative, small restaurants and entrepreneurs too need to take benefit of it. Online food ordering websites present just the options. By Saionji Baldur

The difference between the organized and the unorganized sector in the Indian hospitality industry is huge. This does not just include hotels, but also the foodservice segment. Apart from the organized chain restaurants, most restaurants cater to local needs and often at a micro market level. In such a scenario, creating a loyal customer base is not difficult and a specialized marketing and sales force may not be necessary. By David Buttress.

Enter online food ordering websites. These websites have been developed more for consumer convenience than anything else. But they do open aplethora of opportunities for small establishments to grow their business further. Online food ordering has been an international phenomenon for a while now. There have been enmany variations in India as well which have taken off at different periods of time, but success has been hard to come by. One of these early ventures was HungryZone.com which started out in 2006 in Bangalore with more than 650restaurants in the city.

The company was recently acquired by the British Just Eat. Command was launch edas Just Eat. In India which is expected to go national in another year or so. The website is already active in Bangalore, Mumbai, and Delhi. David Buttress, MD of Just Eat. Comin forms, "We will be looking at Kolkata, Chennai, Pune, Hyderabad,

Ahmadabad, Chandigarh, and Goa to provide the website's services." The Just-Eat Group operates in the UK, Denmark, Sweden, Belgium, Spain, Netherlands, Ireland, Norway, Canada, and India. Just-Eat.com (founded in 2000) will invest US $ 5-10million over the next three years into its Indian entity. By Aditi Tarija.

The study of the problem is limited only with in the city of Bangalore. It includes the customers who use the online food ordering system. The study is very much important for knowing the customers' perception of online food ordering and this is analyzed based on randomly selected100 sample size duet the time constraint.

NEEDS OF STUDY

Need for the study

Owing to the changing Indian demography, there is need for building up of infrastructure for processing and marketing of the agricultural yield. As more and more people in the developing countries are moving towards the cities, urban food and nutrition issues are becoming increasingly relevant and pressing. There exist wide disparities between the societies in terms of their geography, history and culture which refer to an average urban consumer as an individual misleading and the identification of consumer groups having different cultural backgrounds, socio-economic status, lifestyles and consequently different consumer behavior and needs is preferred.

Consequent more attention than they have been given so far, not only for their implications on food and agriculture planning but also for determining remedial actions and preventive measures.

Consumers have specific needs and expectations with respect to their food. With intensive urbanization, large volumes of food move through the systems and the food

systems themselves are becoming increasingly complex. With these changes in the Indian population more individuals stay indifferent cities for the purpose of studies and employment and the busy schedules of both the husband and wife in the family, the demand for online food ordering have developed and going up steadily.

As proposed in the background study, excellent customer service is vital in customer satisfaction and is the prerequisite for initiating and developing long

Term relationship. The restaurant industry in India is at a learning curve and many full-service restaurants are not capable of delivering quality services and therefore does not contribute to customer satisfaction and lose to competition. Hence it is important to identify criteria for excellent service in full-service restaurant that can be used to serve as a benchmark to enable restaurant to initiate and develop customer's relationships differentiated offering and retention etc., resulting because of customer satisfaction.

The purpose of this study is to measure the perceptions of customers regarding electronic food ordering among the customers of Bangalore city.

Operational definition

Customer perception: customer perception is defined as the way that customers usually view or feel about certain services and products. It can also be related to customer satisfaction which is the expectation of the customer towards the products.

CONTRIBUTION DURING SIP

I joined as an intern for the role of social media marketing executive at Maitri foods and beverages. It mostly works on creating textual and visual content to aware about online food ordering terminologies, trends, and contemporary issues and thus provides assistance in people management and business growth. My primary contribution to the company was regarding the creation of content and analyzing the overall health of the online food ordering, social media marketing optimization, and managing online food ordering apps also., etc... Further getting information about the traffic updates, bounce rate, commonly searched terms was also among the responsibilities that I had to perform. Along with all this, I also looked after all the social media handles of the company. Maitri foods and beverages also started providing knowledge and reviews about the latest and trending offers about foods and beverages to clients. So, it was necessary for me to stay updated about the social media handle. My main task was to attract the customers for more orders.

LIMITATIONS

The report has been prepared from the feedback and information provided by the social media Optimization Division and the learning throughout these two long months of the internship program. Though the report would be helpful to Maitri food and beverage a lot, the information was confidential enough to disclose to the external world. Another problem was the time constraints. Though it was a two-month program, the activities of this division are so vast that a two-month program would not be enough to get the full idea about all the activities of this division. This period is not enough for a complete and clear study. Although there were many limitations, I tried to give my best effort to furnish the report.

RESEARCH METHODOLOGY

Introduction to Research Design

Research design is a logical and systematic plan prepared for directing a research study. It specifies the objectives of the study and techniques to be adopted to achieve the stated objectives. It is a specification of methods and procedures for acquiring the information needed for solving the problem. It involves arrangement of condition for collection and analysis is of data in a manner that aims to combine relevant cet other search purpose with economy in procedure. So, a research design is the conceptual structure with which research is conducted.

In the previous chapter brief review of related literature was presented. Their view of related literature helped the investigator to have a clear background about the subject of study and a method and procedures to be adopted for the present study.

In the present chapter it deals with the methodology of the concerned study in terms of statement of the problem, operational definitions sampling procedures, size of the sample and description of the tool have been explained.

Research design is a logical and systematic plan prepared for directing a research study. It is quest for knowledge. Research may be defined as a process of knowing new facts and verifying old ones by application of scientific methods to a natural or social phenomenon.

Meaning –Research design or methodology is simply a plan for study. It is called a blueprint to carry out the study. It is like plan made by an architect to build the house, if research is conducted without a blueprint, the result is likely to be different from that what is expected at the start. It specifies the objectives of the study and techniques to be adopted to achieve the stated objectives. It is a specification of method sand procedures for acquiring the information needed for solving the problem. It involves arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. So, a research design is the conceptual structure with which research is conducted.

Data collection methods:

The success of any project or market survey depends heavily on the data collection and analysis. It is necessary that the data collected is a reliable data to achieve the research objectives. All data sources can be classified into two:

- **Primary data -**

  primary data is gathered from direct observation or data personally collected. It refers to that data which is collected for a specific purpose from the field of enquiry and are original in nature. For the project primary data were collected mainly through survey method, using the tool questionnaire.

- **Secondary data –**

  Secondary data are those which have been already collected by others for a specific purpose and are subsequently used for application in different conditions. It is the secondhand information about an event that has not been personally witnessed by the researchers. The use of secondary data saves time and money. The purpose is to increase the accuracy of analysis.

Here the secondary data was obtained from---

Various textbooks, registers, magazines, journals. Dissertations etc.

Sample Procedure

Sampling is a miniature picture or the cross sectional of the entire group from which the sample is taken. The most important factor in determining the general ability of research results is the selection of sample used in collecting the research data, so after finalizing the variables the entire population is to be made the subject for data collection or a particular group is to be selected as representative of the whole population.

Sample design:

Nonprobability sampling is used. Random customers who use electronic food ordering especially who are within the area of Bangalore city were selected for primary data.

Sample:

A Sample of 100 customers both male and female drawn from Bangalore district have given back the duly filled up questionnaire. Out of the total population of customers in Bangalore100 respondents have been taken as the sample size.

Tools for collecting data:

A research tool plays a major role in any worthwhile research as it is the sole factoring determining the sound data and in arriving at perfect conclusions about the problem or study on hand, which ultimately, helps in providing suitable remedial measures to the problems concerned.

Questionnaire-

For this project work, data is collected from respondents using the questionnaire. In a statistical enquiry the requisite information is often collected through a provided 1Performa in the form of a questionnaire. The investigator intends to use a tool and a manual to measure the customers' perception among the customers of Bangalore city. It consists of four options of summated rating scale. This sheet contains a series of questions, which the investigators are supposed to ask the information and the respondents are supposed to tick the option against each individual question.

Limitations

- The sample size is small for the accurate study of the customer.

- Some respondents might have given biasedness wars which might have an impact on the findings of the studies.

- Lack of prior research studies on the topic respondents don't have time to read the full questionnaire as they fill it randomly.

- Due to small size of sample, it's difficult to identify significant relationship with the customers.

- Respondents tried to escape some statements by simple answering.

DATA ANALYSIS AND INTERPRETATION

Analysis and Interpretation of Data

In the previous chapter the methodology used by the researcher is carrying out the present investigation had been discussed in detail. The present chapter deals with the presentation of the analysis and interpretation of the data.

As stated earlier the purpose of this study was to find out the customers' perception towards online food ordering among the customers of Bangalore city. The data obtained from responses to the questionnaire and tabulated and analyzed. The data for this purpose was collected with the help of readily available tools. Interest of customers is necessary to find out the answer for the questions.

**Table 01: Showing Education level of customers**

Education Level	Nonrespondents	%Of respondents
10th/SSLC	1	1%
PUC/+2	6	6%
Graduation	37	37%
Post-Graduation	56	56%
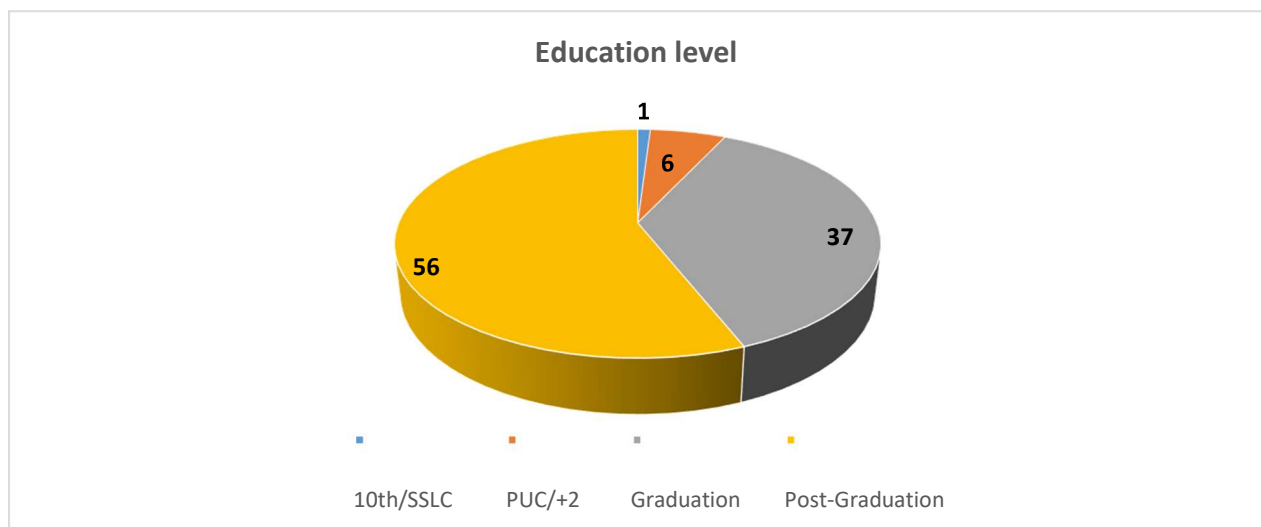
Interpretation from the above graph it was found that 56 percent of the respondents Have completed their post-graduation followed by 37 percent who have completed their graduation, and the least 1 percent has completed their SSL Cand PUC.

Table 02: Showing the Age Group of Customers

Education Level	No of respondents	%Of respondents
20-25	9	9%
26-30	22	22%
31-35	34	34%
36-40	26	26%
41-45	5	5%
46-50	2	1%
50&above	2	2%
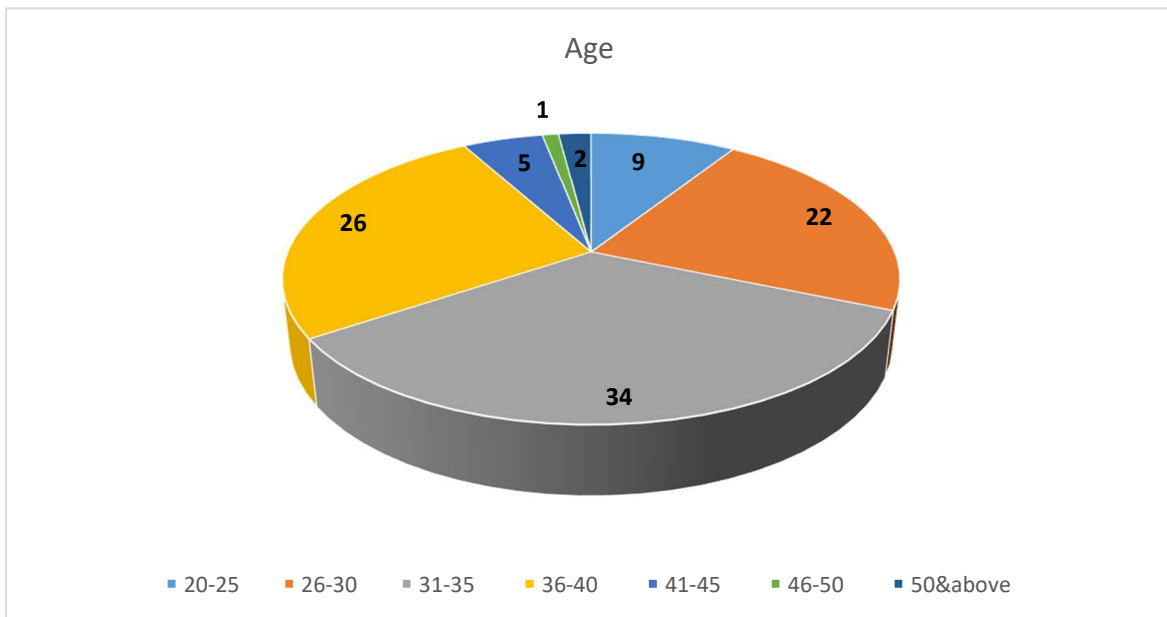
Inter pretation from the above graph it was found that most of the respondents who ordered food electronically were between the ages of 31-35years followed by 32percent who are between the ages of 26-30 years. 8 percent of the respondents are between the ages of 36-40 years,7percent of the respondents are between 20-25 years of age, 5 percent of the respondents were between 41-45 years of age and the least was 2 percent between the age of 50 and above.

Sex	No of respondents	% Of respondents
Male	58	58%
Female	42	42%

Gender
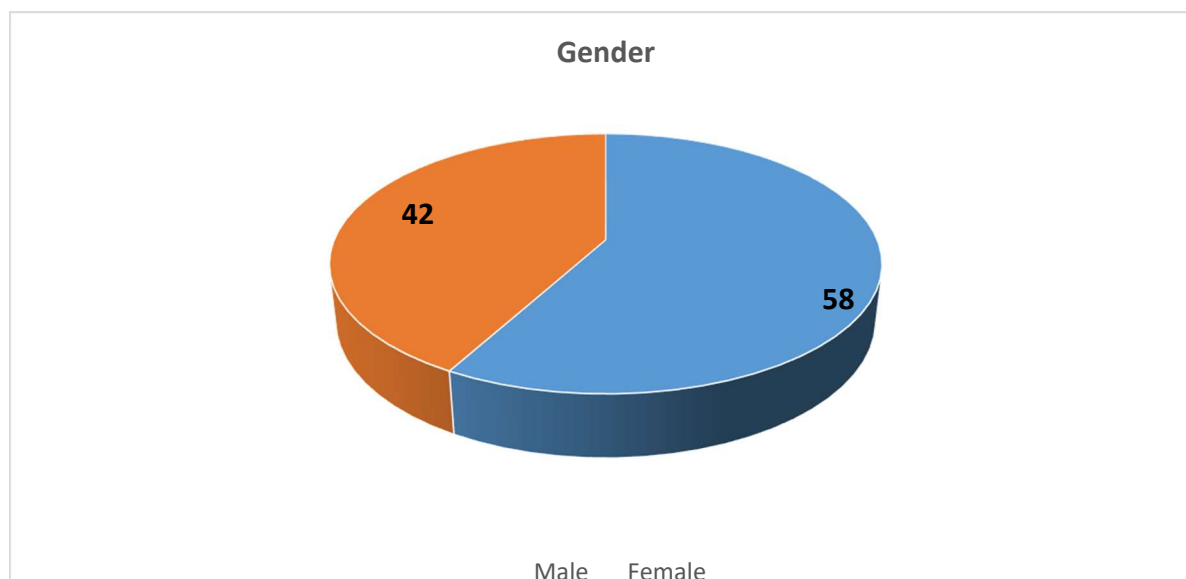
Male   Female

Nearly 58 percent of the respondents were male, and 42 percent were female who have answered the questionnaire. It was selected randomly.

Table 04: Showing the Occupation of Customers

Occupation	Nonrespondents	%Of respondents
Student	5	5%
Self Employed	10	10%
Professional	43	43%
Employee	39	39%
Housewife	3	3%
Retired	0	
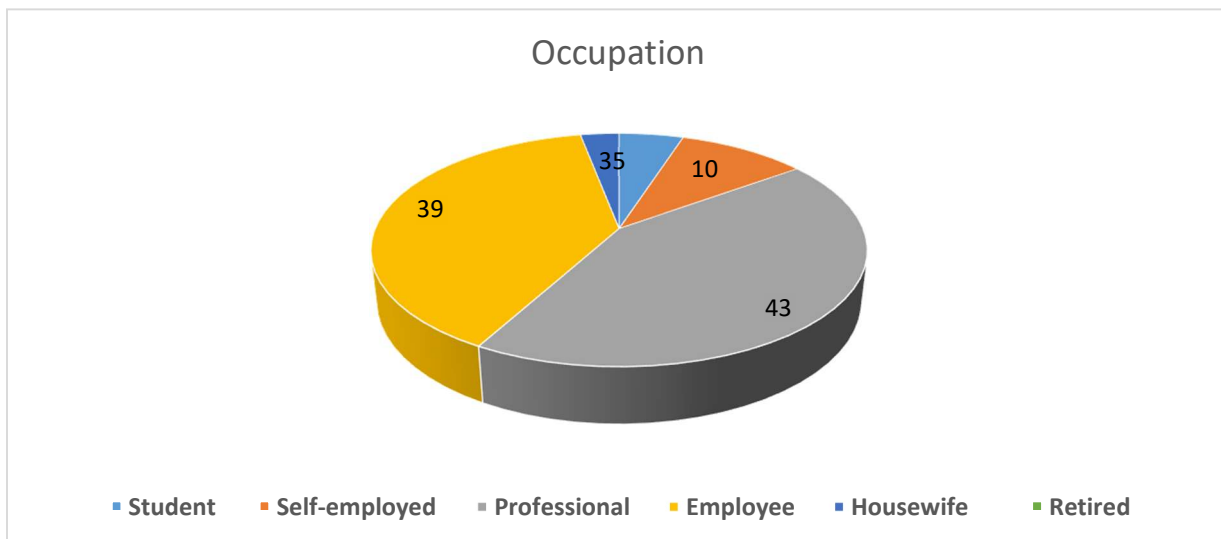
Interpretation from the above graph it was found that nearly 39 percent of the respondents were employees followed by 39 percent who were professionals, 10percentoftherespondentswereself-employedand10 percent were housewives.

Table05: Showing the Marital Status

Occupation	No of respondents
Single	21
Married	71

Marital Status
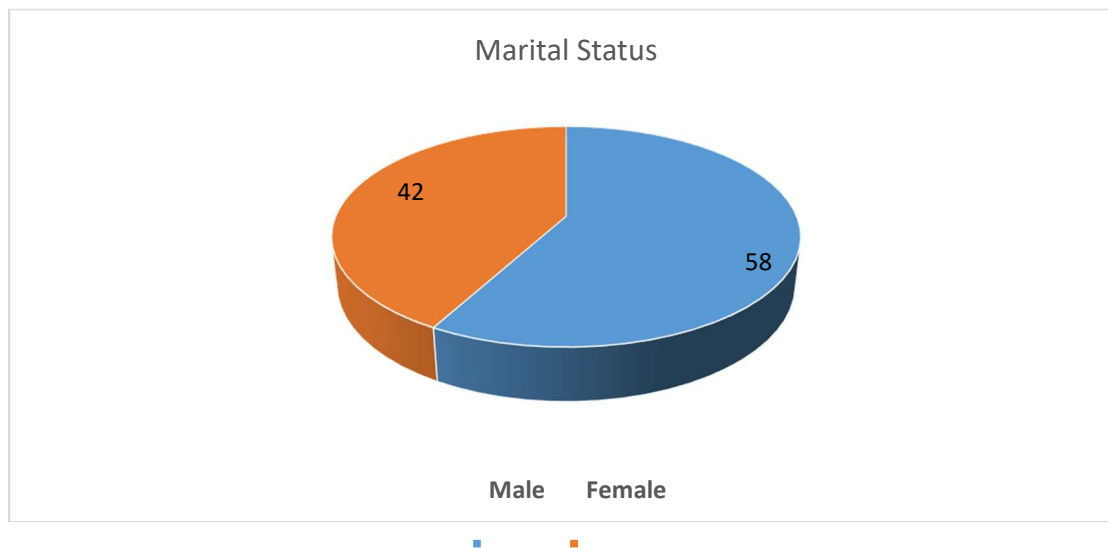
Interpretation from the above graph it was found that nearly 71 percent of the respondents who were selected randomly are married and nearly 21percent were single.

Table06: Showing the awareness about the Electronic Food ordering channels?

Electronic Food Ordering Channels


12

85

Yes   No
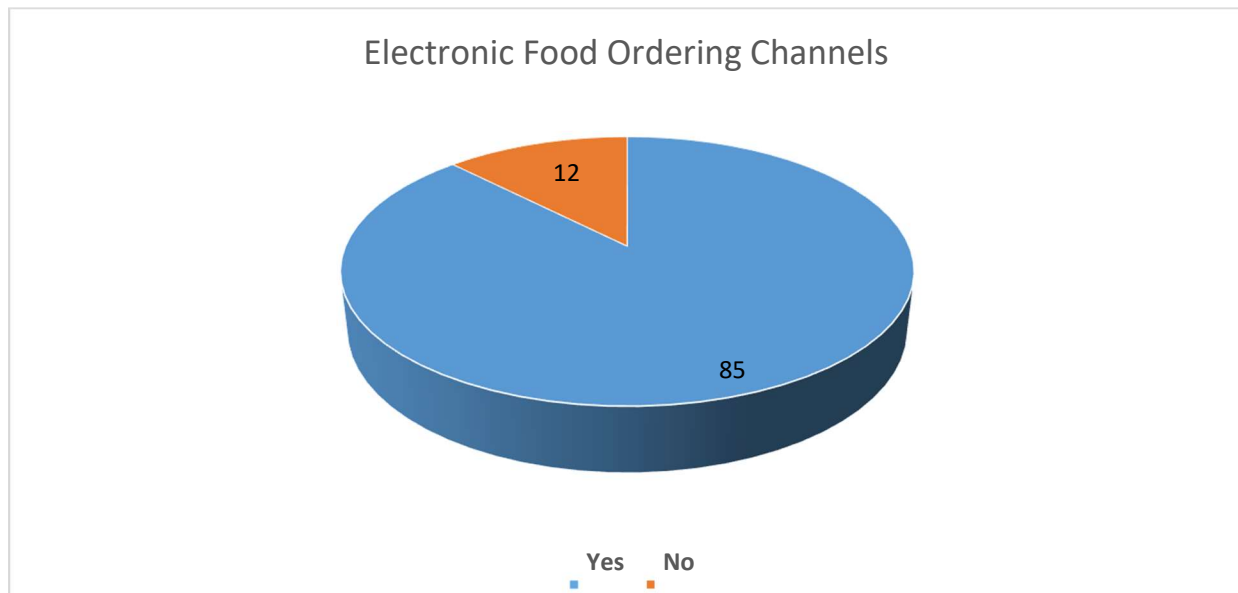
AWARENESS OF ELECTRONIC FOOD ORDER CHANNELS

Found nearly 85 percent of the people agreed that they were aware of electronic, and 12 percent of the people are not aware. The electronic media is very popular, and people tend to save time and find they more comfortable in electronic channels.

Table 07: Showing the findings of electronic food ordering easy and convenient?

Details	No of People	Comparison%
No	7	8%
Yes	50	37%
To some extent	38	53%
Quitean extent	4	2%

Electronic Food Ordering easy and convenient

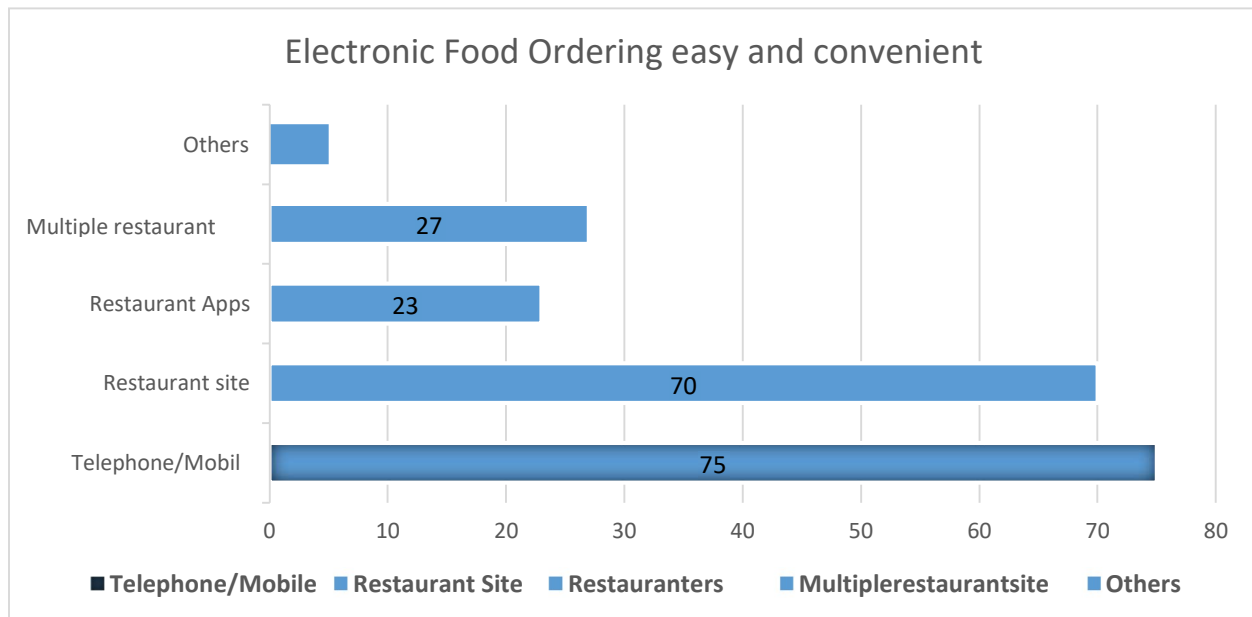■ No   Yes   to Some extent   Quiteandextent
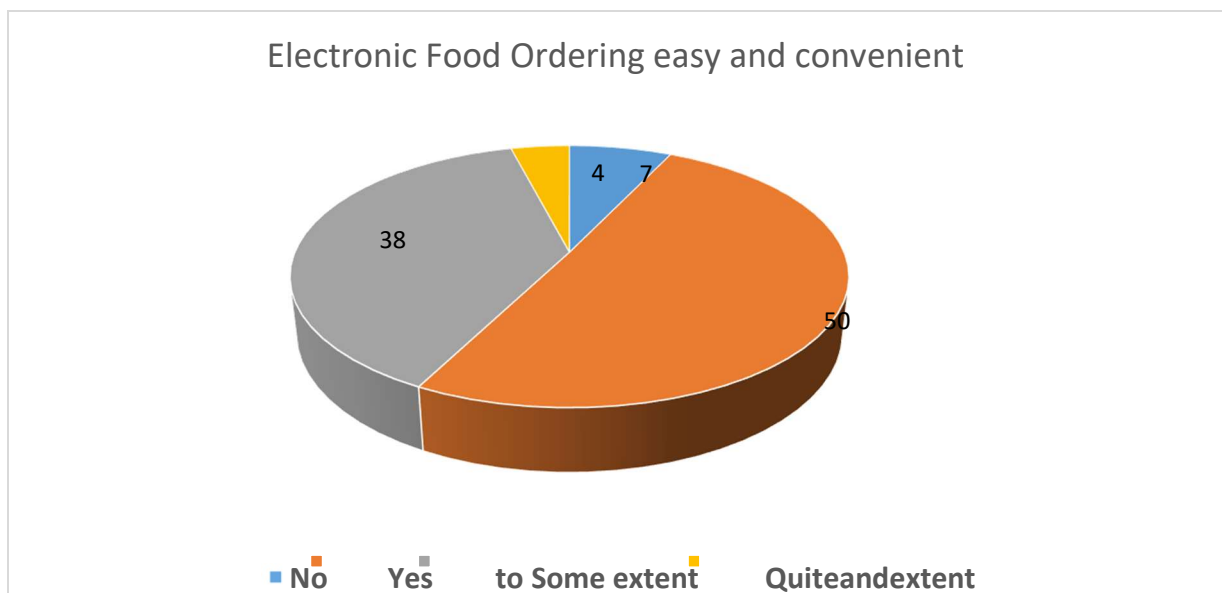
CHALLENGES FACED WHICH ORDERING FOOD ELECTRONI CALLY

From the above graph it was found that nearly 50 percent of the customers found easy and convenient to some extent followed by 38 percent who say to some extent and next is 7 percent No and the least is 4 percent that is quite an extent. By reviewing the above data one can conclude that the Electronic Food Ordering Media Is popular and easy to access. From the above graphit was that most of the respondents find electronic food ordering secured.

Table 08:Showing the Awareness of different electronic channels

Channels	Noofusers	%
Telephone/Mobile	75	38%
Restaurant Site	70	35%
Restaurant App	23	12%
Multiple-restaurant site	27	14%
Others	5	3%

Electronic Food Ordering easy and convenient

Others — 5
Multiple restaurant — 27
Restaurant Apps — 23
Restaurant site — 70
Telephone/Mobil — 75

0 10 20 30 40 50 60 70 80

■Telephone/Mobile ■Restaurant Site ■Restauranters ■Multiplerestaurantsite ■Others

Different electronic channels awareness

Nearly 38 percent of the customers used Telephone because even today telephone is the main source of communication 35 percent of the customers use Restaurant site followed by 14 percent where customers use multiple restaurant sites, and 3% users use other channels. Telephone is the main channel which is currently used where in the restaurant sites are becoming more popular and will be used by people in future.

FINDINGS

Findings of the study

- Users were significantly more likely to say that they would use or recommend online ordering food.

- Nearly 90 percent of the respondents found electronic food secured.

- Respondents were significantly more satisfied with online food ordering.

- Male respondents more likely than women to use or recommend online ordering food as most of them were working in the IT companies.

- Most of the respondents even today use telephone as the main source of communication to use electronic food ordering.

- Respondents between the ages of 31-35 years ordered electronic food more.

- The analysis found that there was lot of demand on cash on delivery

SUGGESTIONS

- As professionals lack time to cook and since they must get back on their busy lives, electronic food ordering should be made convenient for the musing various gadgets.

- Restaurant's operators should increase online ordering throughs impleaddition of new distribution channels to attract the customers.

- As most of the customers use telephone and mobile phones to order food online, restaurant operators should encourage them by responding effectively to telephone calls that provide human interaction.

- Customers face a lot of challenges as the site is slow. Thus, the restaurant operators must know some techniques to place the order quickly and effectively.

- Restaurant's operators should increase online ordering throughs impleaddition of new distribution channels to attract the customers.

- As most of the customers use telephone and mobile phones to order food online, restaurant operators should encourage them by responding effectively to telephone calls that provide human interaction.

- Customers face a lot of challenges as the site is slow. Thus, the restaurant operators must know some techniques to place the order quickly and effectively.

CONCLUSION

After studied the customers' perception of electronic food ordering it is concluded that every system has its strengths and weakness. The purpose of this online foodorderingsystemisbasicallytosavethetimeofthecustomersespeciallywhenhe/shehastoin vite people for any occasion.

The chief reason of electronic ordering is convenience. The single most important attribute of electronic ordering is accuracy. This study found that online food ordering is reasonably popular among the residents of Bangalore city. Nearly 90percent of the respondents were aware of the electronic food ordering. Customers between 31-35 years of age ordered more electronic food and it was often ordered as they didn't want to cook specially during the weekends. Customers who evaluate service quality based on interactions with employees won't want to use self-service ordering. Similarly, customers who were uncomfortable with technology may be reluctant to try an electronic self-service site because they may be afraid of getting tangled up in the technology. This study has shown that perceived control and convenience are keys to customer use of online ordering which leads to higher satisfaction. My findings indicate that restaurant operators should focus on Giving their customers higher levels of perceived control and convenience, since these are associated with a higher in tent to use online ordering in the future. Young customers are more likely to use online, mobile or text ordering. Young customers place a great ervalueon convenience and speed than older users do.

Toconcludecustomerswillappreciatenothavingtowaitandotherwaitingcustomersmaybe motivated to try electronic food ordering.

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