Two-day International e-Conference

on

'Changing Landscapes in Business, Finance and Economy: A Global Perspective'

Organised by

Department of Commerce in Collaboration with IQAC
Sidho-Kanho-Birsha University, Purulia, West Bengal, India

Date: November 28-29, 2020

Certificate of Participation

This is to certify that Dr. Rupa Shah of Ghanshyamdas Saraf College of Arts and Commerce , Mumbai , Maharashtra , India has participated in the 'Two-day International e-Conference on CLBFEGP' organised by Department of Commerce in collaboration with IQAC, SKBU, Purulia, West Bengal, India during November 28-29, 2020.

Prof. Dipak Kumar Kar
Hon'ble Vice-Chancellor

Prof. Dhananjoy Rakshit
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Prof. Pradipta Banerjee
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Certificate of Presentation

This is to certify that **Dr. Rupa Shah** of **Ghanshyamdas Saraf College of Commerce and Arts**, **Maharashtra, India** has presented a paper entitled **'A STUDY ON CONSUMER PREFERENCE TOWARDS ONLINE FOOD DELIVERY SERVICES A REVIEW'** in the Two-day International e-Conference on CLBFEGP held during November 28-29, 2020.

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A STUDY ON CONSUMER PREFERENCE TOWARDS ONLINE FOOD DELIVERY SERVICES : A CASE STUDY & REVIEW

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ABSTRACT

A consumer's perception always plays a vital role in understanding the decision-making process of the consumers. The traditional way of dining out has become a thing of the past now; as online food delivery systems are easy & convenient options of ordering food, people now prefer ordering food online than dining out especially during covid outbreak. This shift of people towards online food delivery systems, is the foundation behind this study. A structured questionnaire was prepared, which had four parts - preference, reliability, consistency, and problems to analyze the perception of consumers towards online food ordering services. The study gave an overall view about what the consumers' think, what uncertainties they face, and how often they rely on it for ordering from a wide range of restaurants. The Internet has endorsed everyone in many ways and the recent development is food delivering applications, where the desired food items are delivered at the user's doorstep. It has freed customers from visiting the eateries and also the long waits in restaurants are taken out of the equation; which minimized the risk of getting infected by the virus during a pandemic. This trend has changed the mindset of customers, gratifying users of different age groups & they are most likely to persist with it in times to come; as this will be the way forward considering the digital era we are living in. The online food ordering system sets up a food menu online with the help of mobile applications like Zomato, Swiggy, Foodpanda, UberEats etc. The ANOVA & frequency analysis were used to interpret the result of the data collected. The result showed that the consumers mostly prefer uniqueness in terms of price, quality, convenience and delivery.

Keywords: Online food delivery services, Consumer perceptions, Convenience, Internet, Covid-19 pandemic

1. INTRODUCTION

Technology has played a pivotal role in revolutionizing the food services. It has contributed to the changes in customer preferences as their dependency on technology has motivated them to do everything online consisting of getting even the delivery of cooked meals to their doorstep. Convenience is the prime factor along with the changed & fast-paced work-life pattern of customers; as they are just a click away from getting food delivered at home in almost no time by the help of these different food delivery services. This research paper is aimed at investigating consumers' views about the services they receive from different portals. This paper will also help us to understand the consumers' perception, needs and views on the basis of the result of a survey. To start this discussion, a look at the relevant literature, particularly in relation to the online food ordering and delivering services has been described below. The survey and its results, followed by findings and conclusions on how the consumers perceive the services can be used to design & develop better strategies to market their mobile applications even more successfully, to serve customers even better & by minimizing discomforts.

2. REVIEW OF LITERATURE:

According to **Mangar Gaurav K, Arneja Ramandeep Singh & Thakur Deepti, "A study on customer perception towards hike in prices of online food delivery channels" (2020),** Online Food Delivery channels have emerged in recent years which have made all the customers almost their slaves across India as most of us heavily rely upon them. At a lesser cost, these help us to order our food items with a wide variety of choices. When it comes to cost, delivery charges play a major factor in determining the price of different items through different online food channels. This research paper explains the customer perception towards their ordering capacity when delivery charges are taken into consideration by them and more often are possibly charged by these food delivery partners.

According to **H.S. Sethu & BhavyaSaini "Customer Perception and Satisfaction on Ordering Food" (2016),** their aim was to investigate the student's perception, behavior and satisfaction of online food ordering services. Their study reveals that online food purchasing services help the students in managing their time

Role of Academic Libraries in Open Access Environment

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ABSTRACT: Academic libraries is the subfield of libraries which distributes academic research and scholarship. Most academic work is published in academic libraries articles, books or theses. The part of academic written output that is not formally published but merely printed up or posted on the Internet is often called "grey literature". Most scientific and scholarly libraries, and many academic and scholarly books, though not all, are based on some form of peer review or editorial refereeing to qualify texts for libraries. Peer review quality and selectivity standards vary greatly from libraries to libraries, publisher to publisher, and field to field.

KEYWORDS-academic,libraries,open,access,environment,literature,texts

I. INTRODUCTION

Most established academic disciplines have their own libraries and other outlets for libraries, although many academic libraries are somewhat interdisciplinary, and publish work from several distinct fields or subfields. There is also a tendency for existing libraries to divide into specialized sections as the field itself becomes more specialized. Along with the variation in review and libraries procedures, the kinds of libraries that are accepted as contributions to knowledge or research differ greatly among fields and subfields. In the sciences, the desire for statistically significant results leads to libraries bias.[1]

Academic libraries is undergoing major changes as it makes the transition from the print to the electronic format. Business models are different in the electronic environment. Since the early 1990s, licensing of electronic resources, particularly libraries, has been very common. An important trend, particularly with respect to libraries in the sciences, is open access via the Internet. In open access libraries, a libraries article is made available free for all on the web by the publisher at the time of libraries.

Both open and closed libraries are sometimes funded by the author paying an article processing charge, thereby shifting some fees from the reader to the researcher or their funder. Many open or closed libraries fund their operations without such fees and others use them in predatory libraries. The Internet has facilitated open access self-archiving, in which authors themselves make a copy of their published articles available free for all on the web.[2][3] Some important results in mathematics have been published only on arXiv.[4][5][6]

History

The Libraries des sçavans (later spelled Libraries des savants), established by Denis de Sallo, was the earliest academic libraries published in Europe. Its content included obituaries of famous men, church history, and legal reports.[7] The first issue appeared as a twelve-page quarto pamphlet[8] on Monday, 5 January 1665,[9] shortly before the first appearance of the Philosophical Transactions of the Royal Society, on 6 March 1665.[10]

The libraries of academic libraries has started in the 17th century, and expanded greatly in the 19th.[11] At that time, the act of libraries academic inquiry was controversial and widely ridiculed. It was not at all unusual for a new discovery to be announced as a monograph, reserving priority for the discoverer, but indecipherable for anyone not in on the secret: both Isaac Newton and Leibniz used this approach. However, this method did not work well. Robert K. Merton, a sociologist, found that 92% of cases of simultaneous discovery in the 17th century ended in dispute. The number of disputes dropped to 72% in the 18th century, 59% by the latter half of the 19th century, and 33% by the first half of the 20th century.[12] The decline in contested claims for priority in research discoveries can be credited to the increasing acceptance of the libraries of papers in modern academic libraries, with estimates suggesting that around 50 million libraries articles[13] have been published since the first appearance of the Philosophical Transactions. The Royal Society was steadfast in its not-yet-popular belief that science could only move forward through a transparent and open exchange of ideas backed by experimental evidence.