CONSUMER BEHAVIOUR TOWARDS ONLINE FOOD DELIVERY APPS

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ABSTRACT:

Online food delivery is the process of purchasing food through different food delivery apps by sitting at their home, with all their convenience. The market of online food delivery has expanded a lot. As indicated by the evaluations by IMARC (**International Master's in Advanced Research in Criminology**) gathering, the India online food conveyance market is supposed to observe a CAGR(**Compound annual growth rate**) of 28.9% from 2022 to 2027. Solace and Accommodation which makes purchaser more leaned towards online food ordering. By virtue of the rising instances of Corona virus, a portion of the central members working in the business are presenting contactless conveyance administrations, which guarantee that the food arrives at the client securely with sufficient social distancing measures. They don't have to spare their valuable time just to get food, waiting in the restaurants. They get a huge variety of food, restaurants at a single platform. There are various factors why people prefer to order food online like affordable prices, timely delivery, doorstep delivery, packaging, convenience, etc. Most used food delivery apps like Zomato, Swiggy, Dominos, Burger King, Pizza Hut and many more applications are there which provide online food delivery. Due to the outbreak of Covid-19 this food delivery services and its market share has expanded a lot

KEYWORDS: Online food delivery, zomato, swiggy, delivery apps, food providers, perception, e-commerce

INTRODUCTION:

Consumer behavior is basically the research of how buyers settle on interpretations about what they acquire, need, or act with respect to an item, management, or firm. Helps to know about the potential buyers make a response to the new product or service launched in the market, how the consumers will act towards it. It makes an organization aware about the opportunities that will be available in future or the upcoming threats coming towards it. For example currently people have started consuming gluten free products, so the organizations have to make the certain changes accordingly in their products. Web based food delivery is the procedure of buying cuisines, groceries, etc. via internet from the various hotels, restaurants, canteens, outlets through various third party apps or the apps of the outlets through internet rather than directly calling the restaurants. Nowadays most of the people prefer to use the third party apps that are available for ordering food for e.g. apps like Swiggy, Zomato, faasos, etc. This market is expanding day by day because of the work culture in the multinational corporations and the increasing working population. Due to the escalating COVID-19 incidents, some of the major participants in the market are launching contactless delivery services, which guarantee that the food reaches the customer safely and with the appropriate social segregation precautions. In India, the market for internet food delivery was worth INR 410.97 Billion in 2021. By the end of 2027, the market is forecasted to have shoot up at a CAGR(Compound annual growth rate) of 30.00% over the 2022–2027

projection period, reaching INR 1,845.76 billion. Both customers and establishments that participate in online transactions can benefit from them. A customer can first place orders whenever they have the time. Additionally, there are no communication breakdowns between the consumer and the person taking the order, allowing the customer to customize their order as they choose. In addition to benefits for customers, the restaurant can handle more orders with fewer employees. The order can be taken over the phone without a waiter or hostess present at the establishment. The request can be sent directly to the kitchen. The food business has been unaffected by the changes in the social, economic, and demographical variables of the nation, despite the fact that people are continuously seeking comfort and convenience in today's fast-paced world. Today, utilising an app to get high-quality meals delivered to your door in 30 minutes is nothing less than a luxury, especially after a long day at the office. The Indian market for online meal delivery is expanding as a result of reasons like rising disposable income, increasing job pressure, the nuclear family system, easy access to the internet, and an increase in smart phones, among others. Online food delivery services serve society in a number of ways by providing customers with fresh food at their doorsteps and a variety of payment methods, including cash. With fresh food delivered right to customers' doors, a variety of payment choices, cash back offers, and irresistible discounts that appear on their mobile apps, online meal delivery systems are benefiting society in a number of ways. Popular companies like food panda, swiggy, zomato, and faasos, among others, have a significant presence in the Indian market today. Since the advent of technical

development in the restaurant sector, India has seen a great rise in the restaurant business. Review of the Web based Food Market Despite growing in popularity recently; online food ordering is still in its early stages in India. Online meal delivery service providers are introducing a lot of novel methods and more discount offers to boost their customer base due to the fierce rivalry and vast market.

OBJECTIVES

- To know the consumer perception towards food delivery apps
- To understand the preferred mode of payment to be used during web based food delivery.
- To analyze the factors that influence customer perception towards online food delivery apps.

LITERATURE REVIEW

Ms. Pravina Kumari, Prof. Anil Kumar Yadav(2022) in their paper concluded that the study considers several factors affecting consumers and names Zomato as the most well-liked food delivery service. According to the report, the primary goal of online meal delivery services is to make consumers' lives simpler and more convenient. The aspect that has the greatest influence is speedy delivery, discounts and other festive offers. Youngsters are more probably to use a web based cuisine distribution service, stated by the research.

According to H.S. Sethu and Bhavya Saini (2016), their goal was to investigate the understudy's perception, behaviour, and fulfilment of online meal ordering and delivery services. Their analysis reveals that online food delivery services aid students in managing their time more effectively. The best

reasons for using the services are also discovered ease of accessibility of their ideal food whenever and concurrently easy access to the web.

Lau Teck Chai (2019) have worked effectively of investigating understudies' insights, conduct, and fulfillment with online dinner requesting and conveyance administrations. The review focused on the significance of online feast requesting and conveyance administrations in helping understudies with using time effectively and getting their number one food whenever of day. Specialists have likewise found that straightforward admittance to the web is a contributing element to understudies' utilization of such administrations.

Jyotishman Das (2018) in his review named "Consumer perception of online food ordering and delivery services: A dynamic study" gathered information from respondents who had proactively requested and utilized food conveyance administrations on the web. The reason for this study was to grasp the variables, their figuring out, needs, and the various qualities of various web-based destinations to them and the general fulfillment of online food conveyance administrations. Additionally, the specialist gathered information from Pune and furthermore visited different cafés to grasp their perceptions. In this review, the scientist checked four boundaries out.

Dr. N.Sumathi, S. Josphin (2017), in their review permit online food requesting framework is one of the biggest administrations for drive-through eateries. This is utilized simple electronic installments framework, and furthermore helpful for making simple installments for charge card buyer. In this study expressing going to diminish the long lines

of purchaser at the counter requesting for food and furthermore lessen the responsibility of representatives.

In the web period, socioeconomics assume an exceptionally essential part in shopper ways of behaving, explicitly to comprehend the aim to utilize food applications. Preetha and Iswarya (2019) led exploration to examine client comfort towards food online request and conveyance application, taking into account socioeconomics as a piece of their review. Through their review, it was figured out the clients who were a piece of the examination are not leaned by the segment factors like age, profession and marital status towards their wants to arrange in food application.

Sheryl E. Kimes (2011) led an overview among 470 US-based purchasers to find out "Customer Perceptions on Food ordering". Her concentrate plainly determines that more youthful purchasers were bound to have utilized electronic requesting than more established respondents. For instance, 60% of respondents somewhere in the range of 18 and 34 years of age have requested on the web, rather than 35% of individuals matured 35 or over. Her concentrate likewise shows that the study's segment questions tracked down a tolerably even split by orientation.

Aditya Tribhuvan (July 2020) analyzed that the prevalence of food-requesting applications, for instance, Swiggy and Zomato has been on the rising. These internet based organizations have created as they have made propels into zones past metropolitan India. The applications have unwavering quality projects and regularly offer headways through various brand touchpoints. This assessment investigates the factors which influence the choice of food-requesting application and moreover evaluates the attitude of clients towards the brand correspondences. The results show that Brand and Client Administrations, Headways and commitment ventures; and Installment Choices influence the choice of uses. Online Brand Correspondence and Progressions, influence the attitude towards brand exchanges. Food requesting applications being a for the most part new order in the market offers a lot of potential for extra assessment.
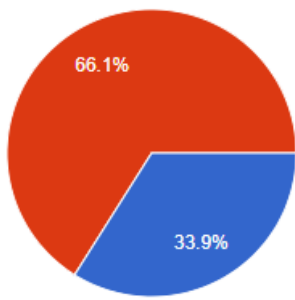
Mistry and vasant et al (volume 8, issue 5) concentrated on the buyer conduct towards food conveyance applications. They gathered the information from the assistance of survey as they utilized essential information and found what application is most favored web-based food conveyance application and decide the elements that impact the determination of online food requesting application. It assisted them with knowing the elements that characterize purchaser discernment. It expresses that Swiggy and Zomato as of now overwhelm the web-based food conveyance market in India. Because of fast digitization and development in both web-based purchaser base and spending, India will turn into a $8 billion market by 2022.
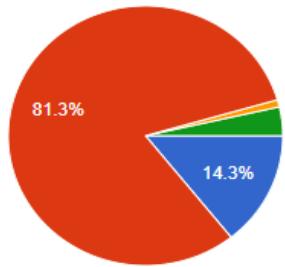
DATA ANALYSIS AND INTERPRETATION:

Q.1 Gender

As per the data, out of 112 respondents 66.1% i.e. 74 are females and 33.9% i.e. are 38 are males.

Male
Female

are post graduate, 3.6 % are matriculate and 0.9% are doctorate.
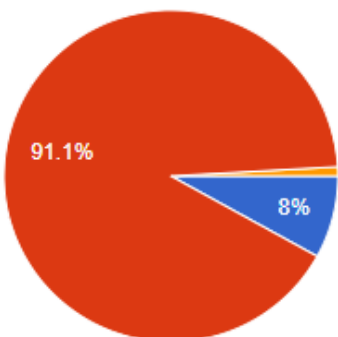
Q.2 Age

below 18 years
19-25
26-35
above 35

As per data out of 112 respondents 81.3% belong to the age bracket of 19-25 years and 14.3% are below 18 years of age, 3.6% are above 36 years of age and 0.9% belongs to the age bracket of 26-35 years.
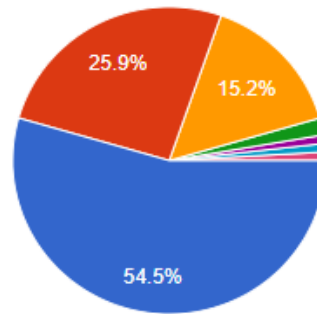
Q.3 Marital Status

Out of the total respondents, 91.1% are unmarried i.e. 102 whereas 8% are married i.e. 8 and 0.9% i.e. 1 have kids.

Married
Unmarried
Kid

Q.4 Education

As per data 54.5% of the respondents are undergraduate and 25.9% are graduated and 15.2%

Undergraduate
Graduate
Post Graduate
10th pass
Studying
Doctorate
Actuarial science

Q.5 Profession of respondents

As per the responses 77.7% of the total respondents are students, 9.8% are private or public sector employees, 4.5% are self employed, 6.3% do business and 1.8% are professionals.
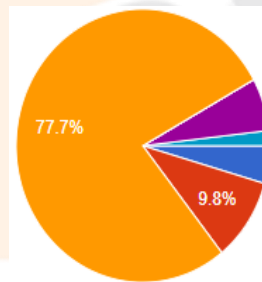
self employed
private/public sector employee
student
homemaker
business
professional

Q.6 Monthly Salary

According to the data 71.8% of the respondents have income under Rs 20,000, 12.2% have income above Rs 50,000, 6.1% have income ranging between Rs 20,000 to Rs 30,000, and 9.9% have income ranging between Rs 30,000 to Rs 50,000.
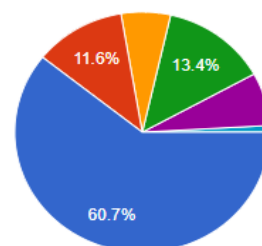
Under 20,000
20,000-30,000
30,000-50,000
Above 50,000
Option 4
more than 30,000

Q.7 How often do you use online food delivery app?

According to the data 55.4% of the people do online shopping on a monthly basis, 13.4% do it on fortnight basis whereas 28.6% do it weekly and 2.7% of the respondents prefer to shop on a daily basis.
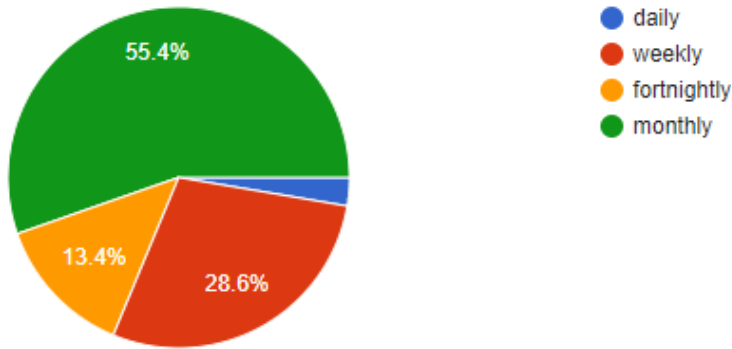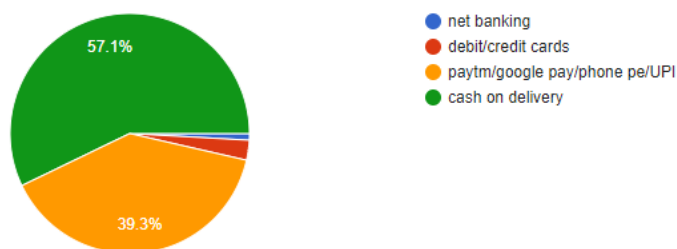

Q.8 Which apps or app do you prefer to order food?

As per the data, 84.8% of the total respondents order food from Zomato and 41.1% order food from Swiggy.
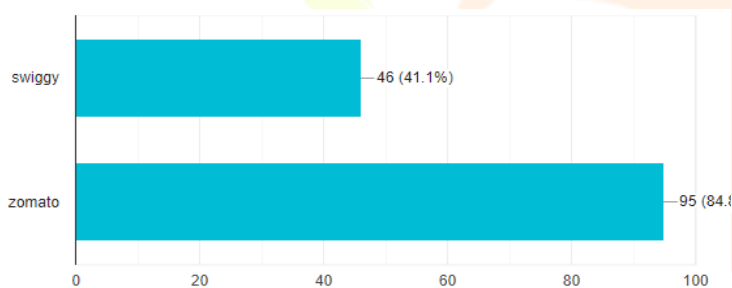

Q.9 Preferred mode of payment

57.1% of the total respondents prefer Cash on delivery, whereas 39.9% prefer Paytm/Google Pay/ Phonepe/UPI, 2.7% prefer debit/credit card and 0.9% prefer Net banking.


Q.10 Which meal you typically order?

According to the data, 53.6% of the total respondents prefer to order snacks, 31.3% order dinner and 15.2% prefer to order lunch and neither of the respondents prefer to order breakfast
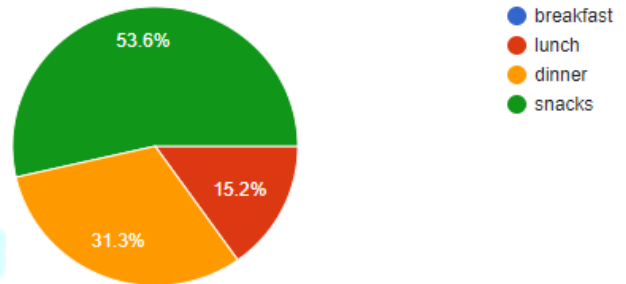
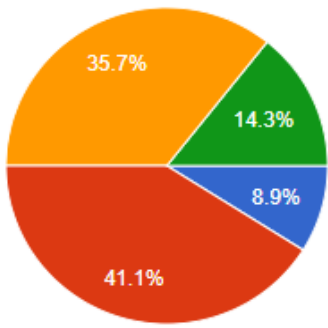

Q.11 How do you prefer to order food?

Out of the total respondents, 99.1% prefer to use mobile app for ordering the food online and 0.9% prefer to use browser for ordering food.
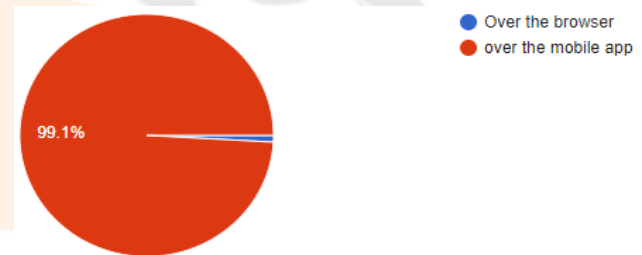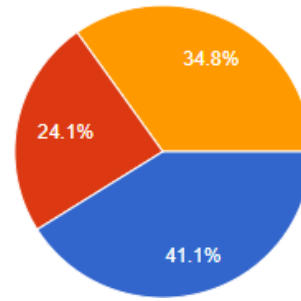

Q.12 Approximate amount you pay out on ordering food each time?

Out of 112 respondents, 41.1% of the respondents spend less than Rs 250, 35.7% spend less than or equal to Rs 500, 14.3% spend more than Rs 500 and 8.9% spend less than Rs 150 every time while ordering food online.

Legend:
- <150
- <250
- <500
- more than 50(

As per the respondents, 41.1% of the total respondents trusts online payment, 24.8% don't trust online payments at all and 34.8% are not sure.
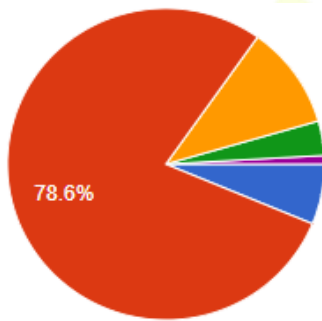
**Q.13 Why you prefer to order food online?**

As per the data collected, 78.6% prefer to order food online due to its doorstep delivery, 10.7% prefer due to the discounts that online sites offer, 3.6% due to its packaging, 6.3% due to its affordability and 0.9% due to the quality of the food.

Legend:
- Yes
- No
- Maybe

Q.16 Do you think customer care services respond to the complaints on time?

As per our total respondents, out of 112 respondents 48.2% thinks that customer care services respond to the complaints on time, 23.2% thinks customer care services don't respond on time, and 28.6% are not sure.

Legend:
- Affordability
- Doorstep delive
- Discounts
- Packaging
- Quality
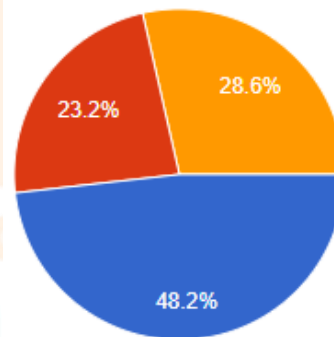
Q.14 Do you find the prices affordable on these apps?

Out of 112 respondents, 36.6% find the prices affordable on these apps while 21.4% thinks they are not affordable and other 42% are not sure whether the prices are affordable or not.
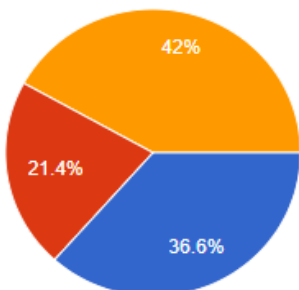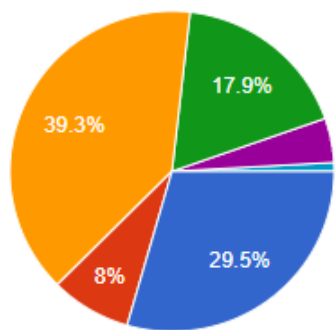

Legend:
- Yes
- No
- Maybe

Q.17 To which app you will give the highest rating on the basis of affordability and its services?

According to the respondents, 68.8% gave highest rating to Zomato, following that 31.2% gave highest rating to Swiggy
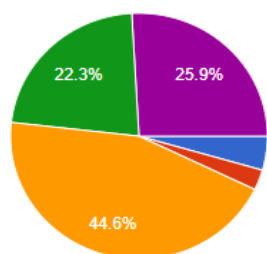

Legend:
- Yes
- No
- Maybe

Q.15 Do you trust online payment while purchasing food?

Q.18 You trust in the hygiene rating factor in the food apps is useful while making purchase

As per the data, 44.6% are neutral about the fact that hygiene factor is useful, 25.9% strongly agreed, 22.3% agreed, 4.5% strongly disagreed and 2.7% disagreed.

Oneway

[DataSet0]

Descriptives

Use of Food Delivery Apps

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	Upper Bound	Minimum	Maximum
1	9	3.4444	.88192	.29397	2.7665	4.1223	2.00	4.00
2	87	3.1724	.97893	.10495	2.9638	3.3811	1.00	4.00
3	12	3.2500	.86603	.25000	2.6998	3.8002	1.00	4.00
4	4	3.5000	1.00000	.50000	1.9088	5.0912	2.00	4.00
Total	112	3.2143	.95322	.09007	3.0358	3.3928	1.00	4.00

ANOVA

Use of Food Delivery Apps

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.971	3	.324	.350	.789
Within Groups	99.886	108	.925		
Total	100.857	111			

level mean square between groups is greater than 1 and the values are relatively close, and it is also observed that F value is less than significance value (Tabulated value). So the hypothesis is accepted. So there is no need of alternate hypothesis. Hence it could be concluded that the factors chosen for online food delivering affects the preferences and all the parameters for online food ordering almost related with the factors affecting. So it will give a normal curve for both the variables.

Descriptives

Which apps to use for ordering

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	Upper Bound	Minimum	Maximum
1	1	2.0000	.	.	.	.	2.00	2.00
2	3	1.6667	.57735	.33333	.2324	3.1009	1.00	2.00
3	44	1.6364	.48661	.07336	1.4884	1.7843	1.00	2.00
4	64	1.7656	.42696	.05337	1.6590	1.8723	1.00	2.00
Total	112	1.7143	.45378	.04288	1.6293	1.7993	1.00	2.00

ANOVA

Which apps to use for ordering

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.524	3	.175	.845	.472
Within Groups	22.333	108	.207		
Total	22.857	111			

For the following data one way anova is used for hypothesis between two variables apps preference to order food and preferred mode of payment, one is dependent and another is independent respectively. The result says that at degree of freedom 3 and 5% significance level mean square between groups is greater than 1 and the values are relatively close, and it is also observed that F value is less than significance value (Tabulated value). So the hypothesis is accepted. So there is no need of alternate hypothesis. Hence it could be concluded that the factors chosen for online food delivering affects the preferences and all the parameters for online food ordering almost related with the factors affecting.

For the following data one way anova is used for hypothesis between two variables How often do the respondents use online food delivery app and preferences to order food online one is dependent and another is independent respectively. The result says that at degree of freedom 3 and 5% significance

Means

The mean plot is showing that the mean of the frequencies start falling from 2.00 and dropped down till 1.71 because the frequencies were falling and people have started choosing the first app for ordering food and that's why the number of payments declined on the 2nd application.

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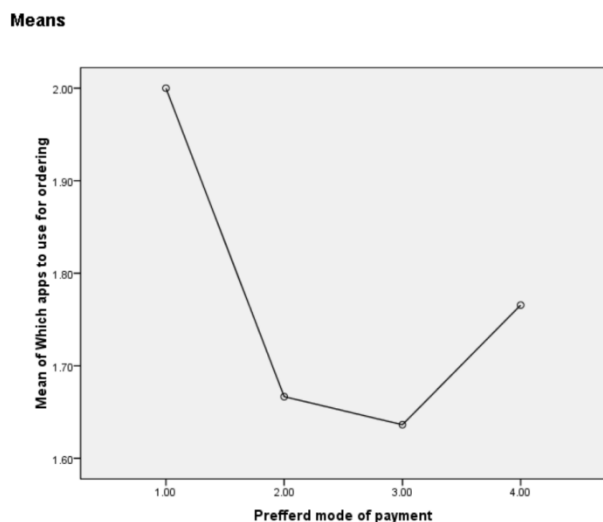
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