

An Impact of Consumer Behavior towards Online Food Services

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Abstract- Food is a significant wellspring of living. On-line requesting framework is a straightforward and advantageous way for clients to buy food on the web, without burning through the time in eatery, this framework empowers the client to requested the food with the assistance of site or applications, then, at that point, the client can have the food conveyed to their doorstep and installments can be made online through charge debit cards, credit cards and so on This technique is advantageous, protected, dependable and is changing the current café industry. Organized poll was utilized to recognize the components impacting the purchasing conduct and connection between the on-line food administration and the offices gave. The review infers that the online media helps the on-line specialist organization of food, by publicizing in their media and sites.

Keywords:

Consumer Behaviour, Consumer preference, most affordable Food delivery App, most preferred online food delivering app, Factors related to customer's ordering behaviour

Introduction

In the present current world industry of administration area drew in with 70% in Gross Domestic Product. Many on-line food adjusting applications gives the better use of offices given by the eateries. The quantity of clients is familiar with requesting the nourishment for breakfast; lunch and supper are quickly expanding in the metropolitan urban areas in the country for their most extreme comfort and straightforwardness. To compel up with the costumer's need, the people associated with on-line food overhauling business giving expanded offices and administrations to the clients. Being with the refreshed information on clients' assumptions which assists the firm with holding the clients to the more noteworthy degree.

Online food ordering is a course of conveying food from nearby eateries with the assistance of agreeable website page made. A considerable lot of these administrations permit the clients to keep accounts with them to arrange every now and again. The installment for the

food requested and administration gave either with charge card or money, the eatery return a level of installment to the internet-based food organization.

The recent development of the Internet has boosted the extension of online food services by enabling people to search, compare prices and conveniently access these services. Food Ordering on the internet is different from other sources of ordering food, as the internet promotes a one to one communication between the seller and the buyer with the clock customer service. Technology has played very important role in reforming the food delivery service from phone-based to online ordering to satiate consumers' ever-changing demands, making its way easy. Today, the business of Food delivery services is one of the highest growing segments of e-commerce industry.

The major difference between traditional and online Food Ordering is the level of interaction between the consumer and the vendor. In today's scenario service sector contributes 64.80% in GDP. Zomato is one of the most accepted applications that provide services to the user to discover restaurants. The rise of digital technology is reshaping the industries. With the improved use of technology, the numbers of people engaging into the digital sector are speedily increasing. Even Consumers are accustomed to shopping or even ordering online through apps or websites, with maximum convenience and transparency, expecting the same experience that they would get from the outlet itself. To match up with the consumer's expectations apps are providing increased facilities and services to the customers. This scenario doesn't exist only in one country but all across the globe. Being up to date with the customers' expectations helps firm retain customers to a greater extent.

Online food ordering could be called the answer of the internet to the wish for delivery food. It is a growing development especially in city areas and on college campuses that allows people to order from restaurants featuring interactive menus, by use of their internet connection. In many cases handle complicated web pages can be used to make orders, though a lot of people rely on a desktop or laptop for this, but these days mobile is user friendly for users. Ordering from general stores to stock the kitchen instead of placing one time orders with a restaurant. There are several methods in which online food ordering from a restaurant may happen. A restaurant can have its website with simple features for placing an order for pick and delivery. Some add a third option of being capable to make reservation. Instead of going to restaurant or for a delivery, people just access the internet to the restaurant site and make their order.

Indian Food App Scenario

With the entire boom in digital industry across the globe, it's had its impact on the Indian economy too. The online food ordering firms have sprouted up in bulk. The market size of food in India is expected to reach Rs. 42 lakh crore by 2020, reports BCG. Presently, the Indian food market is around \$866 billion in 2022. The market is expected to grow annually by 8.01 % (CAGR 2022-27). The space is coming up with a lot of innovation catering to their customer convenience, satisfaction and retention. This has also built space for a lot of new players, who are aiming specific groups of people. Many new players joining the segment with innovative business models such as delivering food for health conscious people, home cooked meals etc. Various apps in the Indian market are:

- Food Panda
- Zomato

- Swiggy
- Box8
- Fasoos
- Fast food delivery apps

Benefits of online ordering:

To a bigger degree, purchasers have generally expected the capacity of an eatery to permit them to put orders through on the web. In case you are in a café business but then to join the trend of Restaurant Online Ordering, by incredible freedoms to develop your business dramatically. Embracing new innovation, you don't simply work on the existences of your clients, yet additionally guarantee that your business is empowering to stand tall in the present current serious world market. With regards to web-based requesting, the decision of innovation isn't about the capacity to arrange on the web, yet additionally the capacity to contact the ideal individuals. Here are a portion of the benefits of internet requesting are makes the requesting Process simpler, orders are correct constantly, keeping the Cost straightforward, diminish Human mistake, screen your costs caused progressively, low costing business sector, clients and devotion, versatile and Stay the top of the opposition.

Key terms and definitions

The following key words are defined for better understanding of the subject of study.

- **Customer Attitude:** In a consumer behaviour context, attitude is a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object.
- **Electronic / Online Ordering System:** The Online Ordering System can be defined as a simple and convenient way for customers to purchase food online, without having to go to the restaurant.
- **Mobile Applications/App.:** A mobile application, most commonly referred to as an app, is a type of application software designed to run on a mobile device, such as a smart phone or tablet computer. Mobile applications frequently serve to provide users with similar services to those accessed on PCs.

Review of Literature

- **Scratch Johns (2002)**, the review analyzed the food service, an under-addressed region as far as four area, examining overview work, exploratory examinations and examinations of shopper conduct in the food administration industry.
- **Ahmad Al – Tit (2015)**, the review examinations that the help quality and food quality affect consumer loyalty. Furthermore, administration quality measurements other than fulfillment of client on maintenance. Carsten
- **Sainath Reddy K, Chaitanya KGK, Abhinav M and Feiroz Khan (2016)**, the creators saw that the framework was fruitful in defeating the issues by practical improvement in the field of on-line food administration. Anh Kim Dang (2018), the review proposed the customers at whatever point buying the craving food items on the Internet, to online food retailer to carry out fitting enactment with respect to

exchanging through legitimized way.

- **Leong Wai Hong (2016)**, the technological advancement in many industries has changed the business model to grow. Efficient systems can help improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurant's business grow from time to time and will help the restaurants to facilitate major business online.

Objectives

1. To distinguish the components influencing conduct of clients towards on-line food administration.
2. To investigate the connection between on-line food adjusting and the offices given by something similar.

Research Methodology

Type of Data: The study is based on collection of primary data.

Research Type: Basic research, because the research aims to for acquisition of knowledge for students and not to solve any industrial problem.

Research method: Quantitative research method was used in this research so as to investigate and observe the collected data with the help of statistical, mathematical and computational techniques.

Research Design: We have used descriptive research design with quantitative data analysis and we come up with results which is conclusive in nature.

Sample Size: The all-out sample size was 100 respondents from Raipur city. Simple random sampling technique is used for this research work.

Data collection and analysis

The information has been gathered utilizing both essential and auxiliary sources. Essential information incorporates data assembled through survey dependent on impression of clients utilizing on-line food administration. Optional information incorporates the data gathered through periodicals, diaries, papers, magazines, online interfaces and so forth

Research Tools:

Following examination apparatuses were utilized to make the determination

- Cronbach alpha
- Chi square

Hypothesis:

H₀: There is no huge connection between factors influencing use and the food applications.

H₁: There is a huge connection between the variables influencing utilization and the food applications.

H₀: There is no generally well-known on-line administration for food conveyance among the

respondents.

H₁: There is a generally well-known on-line administration for food conveyance among respondents

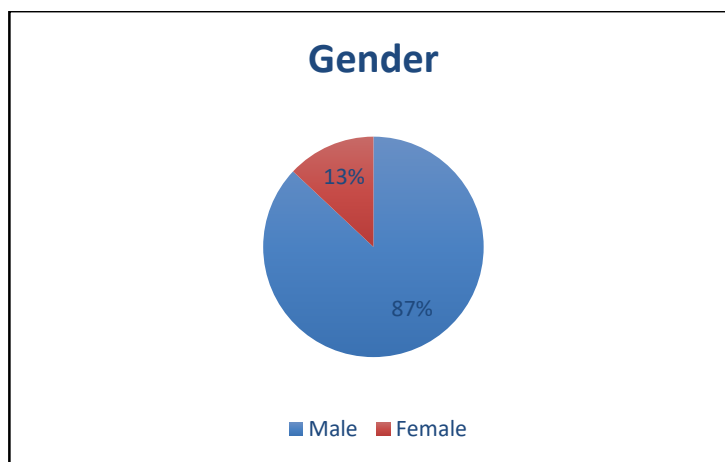
Data Analysis & Interpretation

To understand the perception of customers for usage of online service for food delivery, socioeconomic characteristics of the customers were studied. The consumption pattern and customer behavior are analyzed by determining the important variables as they believed by the income, age and education varies impact. The following table represents the socio-economic pattern of the selected sample.

The data was analyzed using simple percentages of respondents answering the various options. The presentation was made with the help of tables and charts. Conclusions were drawn on the basis of findings related to observations after analysis of data.

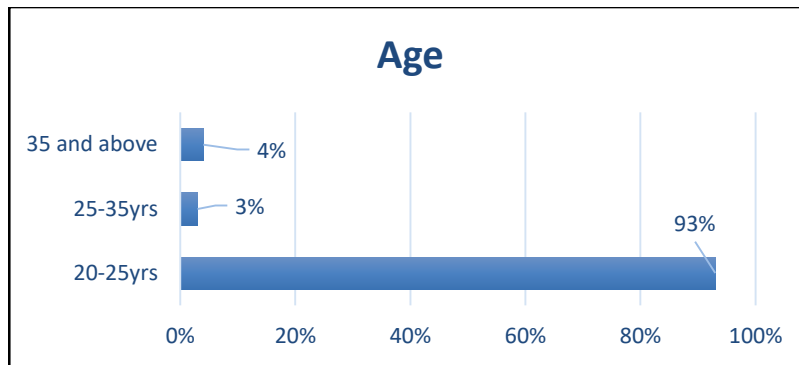
Table 2: Demographic Profile

Demographic Characteristics(N=100)	Frequency(%)
Gender	
Male	87%
Female	13%



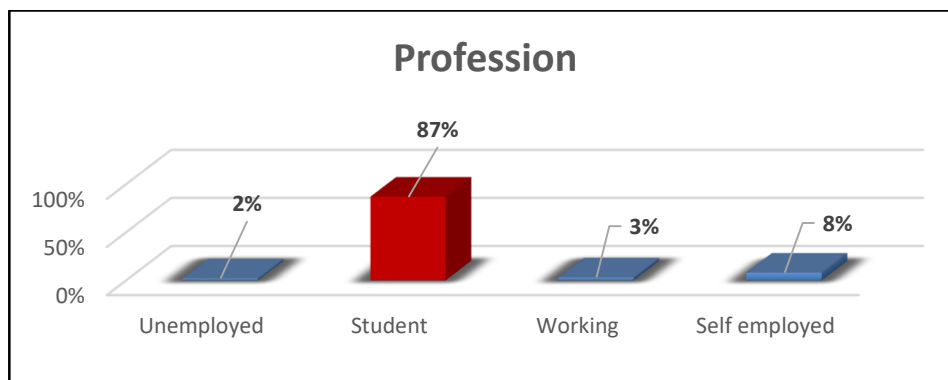
Interpretation: With this survey we could understand that the ratio of male and female with respect to digital food ordering is different. The female respondents were only 13% and male were 87%.

Age	
20-25yrs	93%
25-35yrs	3%
35 and above	4%



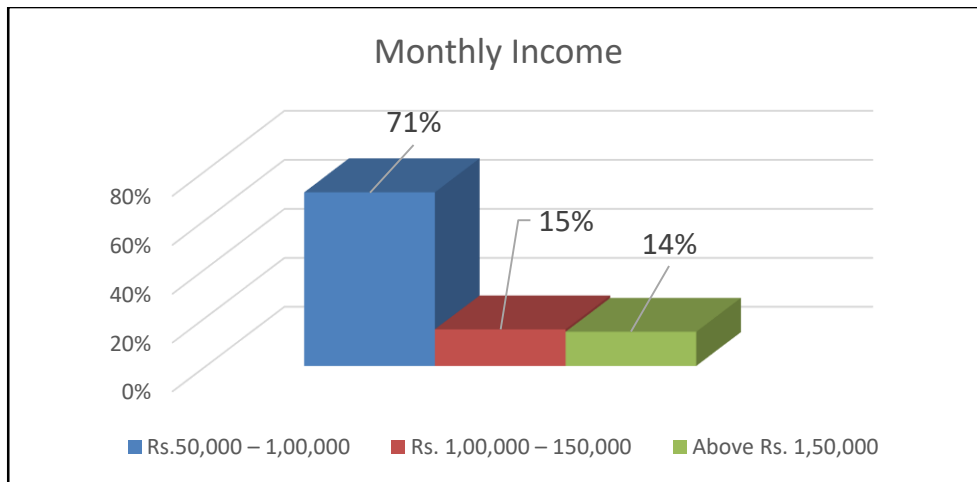
Interpretation: Most of the respondents were from the age group of 20-25 years. Only 4% of the respondents were from the age group of 35 and above years.

Profession	
Unemployed	2%
Student	87%
Working	3%
Self employed	8%



Interpretation: The occupation of most of the respondent is student (87%) followed by self-employed (8%) and some are working (3%) as well as unemployed (2%).

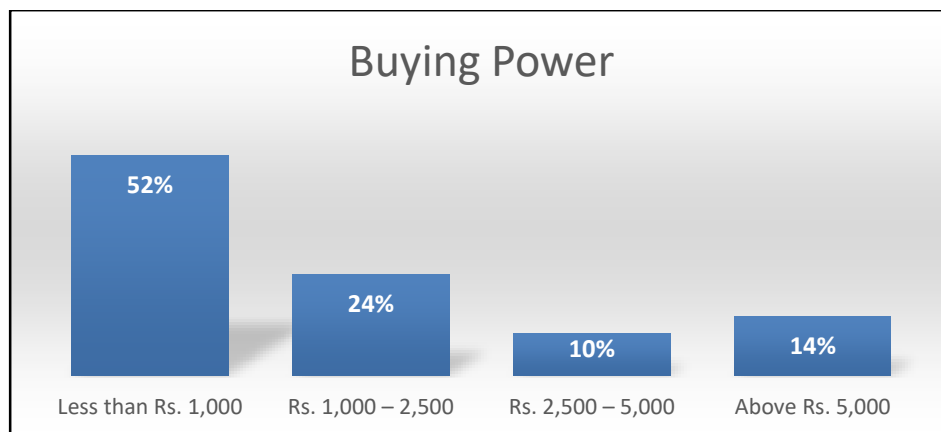
Income	
Rs.50,000–1,00,000	71%
Rs.1,00,000 –150,000	15%
AboveRs.1,50,000	14%



Interpretation: Maximum 71% respondents had their monthly income as 50000-100000, and collectively 29% respondents belonged to the category of monthly income of above 100000.

Buying power	
Less than Rs.1,000	52%
Rs.1,000–2,500	24%
Rs.2,500–5,000	10%
AboveRs.5,000	14%

Interpretation: Around half of the respondents had the buying power of less than Rs 1000, whereas, 24% respondents replied as 1000-2500 for the same. Collectively, 24% respondents said that they can purchase food items above 2500.



Source: Primary Data

Exploratory Factor Analysis: The factor analysis is applied for data reduction process and to identify predominant factors which influence the buying behavior of the customer perception towards on-line food services. Kaiser –Meyer – Olkin(KMO) Measure of sampling Adequacy testrevealed79.8% of adequacy of data and initial Eigen values

extraction on loading factors is 69% of the total variance. The factor analysis identified four factors that influenced the perception of customer to use the on-line ordering of food through web applications. The factors were **speedofdelivery, paymentoption, qualityofservice and time saving**. The Cronbach's reliability test also has been applied to identify the reliability of the data. The test acknowledged 88%of reliability of the data.

ChiSquaretest: The researcher also tries to find the relationship between factors affecting the usage of on-line service with different application available in market. The chi square value is around 89.93 with 5% level of satisfaction and 30 degree of freedom. The chi square comes more than the table value; therefore,we reject null hypothesis and alternative is accepted regards their significant relationship between factors affecting usage and on-line food delivery service application.

ChiSquare	89.93
Df	30
TableValue	28.13
PValue	0.000

Suggested Improvements by Patrons

The following are few of the improvements as suggested by patrons.

- More convenient and user friendly.
- It should be more involvement in to food ordering system.
- If there is more improvements in fast food delivery in the time it will be good.
- Discount should be there for cash on delivery also not for only credit card person.
- No ads please.
- GPS should be more accurate so the delivery person will reach on time instead calling 3 to 4 times for exact address.
- Delivery boys do not carry change; please carry change.
- Temperature of the food.
- Deliver it as early as possible.
- If there is improvement in food delivery in given time it would be better speedy delivery.

SUGGESTIONS

Based on the responses received from respondents, we have learnt, observed and analysed and on its basis made the following suggestions.

- The market is new and is growing rapidly. Also, it is a competitive set-up. The companies need to constantly upgrade and optimize their apps for a smoother seamless and speedy experience.

- Distractions like pop up advertisements are distractive. Instead use of analytics to make the decision making process fast and effortless would be desired.
- Since it is a distribution channel, the distribution should be tackled from the software side and also from the human delivery side. Both together affect the overall experience.

Future scope for research

A study may be undertaken to understand the operations of various successful online food distribution models. Also, the study might be developed into a larger geographical reflection. Inclusion of apps and business websites, their competitive dynamics may also be considered to study

Limitations of research

The study has some limitations about sampling method used. The sample chosen considered is from various areas of Raipur city only. So, the findings and conclusion are limited to Raipur only.

Conclusion

Developing web-based deal affects the conduct of the clients in all parts of their life. Particularly with consistent appearance of experts in urban communities and fast urbanization of Indian possibility, the food on-line convey administration fragment is currently flourishing at a sizzling speed, among them Food Panda, Swiggy, Zomato and so forth Pulling the client towards their business offers. May these dealers can zero in on high lighting the advantages through the alluring offers. Adding to this situation PDAs are cleverly assuming the urgent part in getting the orders rapidly and making the simple conveyance as ahead of schedule as. There are a few food conveyance applications in India where one can embrace with the assistance of advanced mobile phones and go about as solace as homes. The current review tracked down a huge connection between significant factors in choosing an online food conveyance administrations. Online media helps the on-line specialist organization of food, by promoting in their media and sites. As of now money down is the most advantageous choice of installment for individuals, just as other computerized methods are likewise in the development stage. Also, rather than drawing in the client, give a safe place to the client to fulfill the conveniences worked with by your organization or service provider.

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