

# Consumer Behaviour towards online food delivery

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## Abstract

The food delivery apps are quite popular within the millennial and the next generation. The growth is the usage of the internet among all the people was increasing day by day.

The main purpose of this investigation is examining the consumer behaviour towards online food delivery service. This investigation embraced quantitative examination with essential information gathered through a survey with online food serviceable apps and client dependent on their insight, mentalities, points of view, and needs of online food serviceable apps. Analysts including us likewise have analysed the plan of action these organizations follow and its impact on the traditional food business in India. This investigation focuses on the conduct of clients towards online food delivery apps that are quick changing the food retailing scene across India.

## Keywords

Customer behaviours, customer preference, service, delivery apps, online food, food business, Zomato, Swiggy.

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## Introduction

In India online food conveyance market arrived at an estimation of US\$ 4.35 Billion out of 2020. Online food conveyance helps people in requesting and getting the ideal food items at the doorstep. It includes browsing the sites or application, choosing from a wide option of restaurants available and making the payment through various methods. The market is currently experiencing a wide growth in access to internet for everything and for various facilities, the one is online food service.

Some of the leading players include Zomato, Swiggy, Uber eats, which are the mentioned in our survey.

The online food is all about customer satisfaction and further their behavior on this service. This case study examines about the behavior towards various services of online food delivery.

## Objectives

1. To examine the behavior of customers towards online food delivery.
2. To understand the shift of consumer's behaviors with the introduction of technology and their satisfaction with these availabilities.
3. To understand the relation between facilities and the purchase behavior.
4. To find the most popular app in the food delivery industry.
5. To know about the influencing factors, needs and various attributes of different platforms.

### Literature review:

In this research, the fundamental reason was to analyze a connection between buyer perspectives toward online food services. Based on some previous research conducted on this topic (By Prof. Abdul Kadir. N. Arsiwala) it clearly indicates that most of the people prefer to order food through online administrations.

This study is received through a research with primary information gathered through a poll with online food conveyance stages and customer dependent on their insight, point of view, requirements of online food conveyance administrations, how frequently they request food on the web, what days you request food, and so forth As the investigation points towards the conduct of clients or customers towards online food conveyance stages that are fast changing the food retailing across India.

As we probably are aware, online food conveying has become mainstream these days, as it offers a solitary window from which wide assortment of food and we can arrange food from the more extensive scope of cafés. As we can see there are numerous assortments of eateries which convey food through online administrations which gives the best offers and gives us the food at truly sensible costs. As we can likewise see there are numerous online food conveyance applications like Zomato, Swiggy, Uber eats, or some other authority applications like dominos, Pizza cabin, and so forth individuals can arrange through this application and they request there most loved food from that point favourite cafés.

OFD (online food delivery) assumes an immense part in developing internet business. The internet requesting is contributing to equal by the innovation progression. So, it will be completely true saying that OFD is contributing decidedly in financial state of a country.

During Covid-19 episode, the inn and cafés adventures are influenced seriously. Individuals quit going to eateries and utilizing OFD (online food conveyance). However, after 2 months as over 20% individuals like Bachelors, occupants, understudies are solid on little eateries and OFD for food, they began confronting trouble as they have need cooking abilities or not having sufficient asset to cook. Around then a few eateries likewise opened and began their administration. Yet, Peoples are still wonder whether or not to arrange, so the eatery began showcasing their OFD also disinfected cafés, tidiness, routine temperature check of gourmet experts and workers. For Delivery- Contactless conveyance, Online installment, temperature check update of conveyance kid, Protective cog wheels and so on

In this exploration we came to realize that individuals are as of now utilizing the online food conveyance administrations. Explanation for is to realize what are the affecting elements, needs, discernments, and so on of various online stages in their brain and complete fulfillment with online food conveyance administrations.

As we go farther in exploration, we will see finish of essential information by breaking down the reactions of the poll flowed and the system we utilized.

### Research Methodology

- Data used - Primary Data.
- Number of responses 89 responses from different states of India.

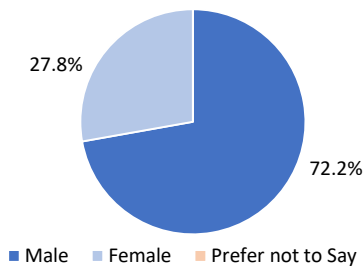
The research design used of this study is descriptive. It is research that describes a population or sample that is being studied. It is important to have a proper understanding of a research problem before investigating why it exists.

### Data collection

- Population Size: The total population size is indefinite.
- Sample Size: The sample size used for this study is 88 out of which maximum people were of age group 18-24 years.
- Statistical tool: The data have been collected by both primary and secondary sources. Primary data include the questionnaire from which information is collected based on customers' behavior towards online food delivery. Secondary data include information collected from various journals, news articles, etc.

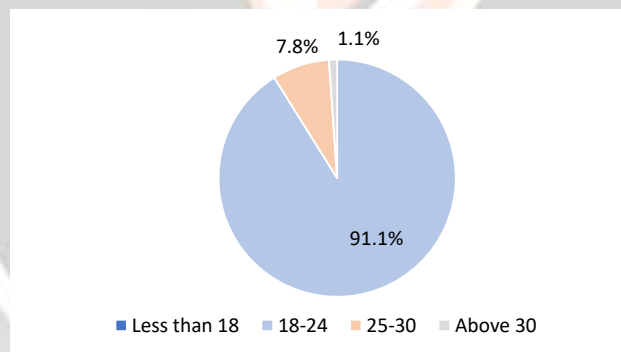
**Data Interpretation and Data Analysis**

**Gender**



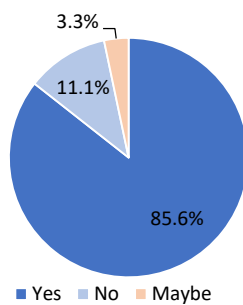
**Interpretation:** With this review we could comprehend that the proportion of male and females concerning online food service is extraordinary. The female respondents were 27.8% and the male were 72.2%.

**Age**



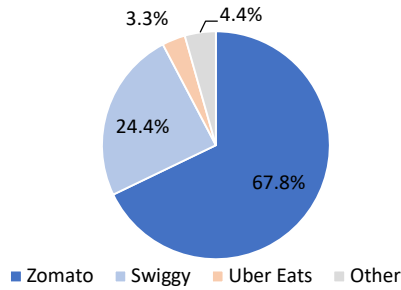
**Interpretation:** Most of the respondents i.e.; 91.1% are of between 18-24 years of age. 7.8% are of between 25-30 years of age, and 1.1% are of above 30 years.

**Ease and Convenience**



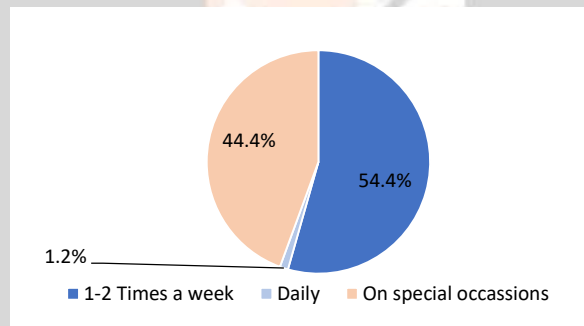
**Interpretation:** 85.6% of the respondents find easy and convenient on ordering food online, while 11.1% respondents didn't find any convenience ordering food online and the left 3.3% responders weren't convenient nor disappointed with the online food ordering services.

**Preferred Channel**



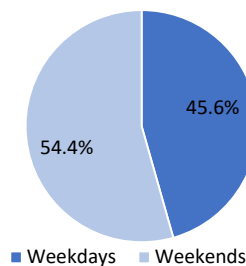
**Interpretation:** Through this survey we got to know that the maximum number of respondents preferred to use the Zomato app i.e., 67.8%, While Swiggy users are 24.4% among the respondents, Uber eats has 3.3% users. The remaining 4.4% responders use different platforms for their online food delivery service.

**Preferred Time**



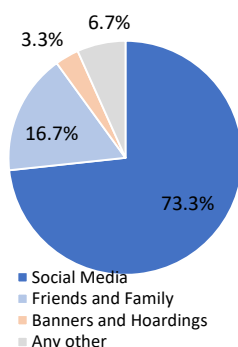
**Interpretation:** From this survey, we analyzed that almost half of the responders were more likely to order food one to two times a week i.e., 54.4% of total respondents, 44.4% of the responses were of those who order only on some special occasions and 1.2% of the respondents were those who order food online on a daily basis.

**Preferred Days**



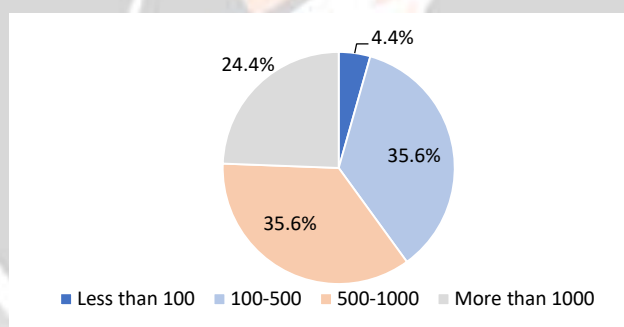
**Interpretation:** We Interpreted that 54.4% of responses were from those who prefer to order food on weekends and the other 45.6% preferred to order food on weekdays.

### Source of Information



**Interpretation:** The most common source of Information from which the customers got to know about the services is Social Media i.e., 73.3% respondents got to know about this service through social media. 16.7% of the respondents got to know by their Friends and Family, 3.3% got to know through banners and Hoardings and the left 6.7% of the responders got to know about this through other sources.

### Monthly Spend



**Interpretation:** From this survey we got to know about the money consumers spend on ordering food online. There were 35.6% responders who spend 100-500₹ on this service and the other 35.6% of responders were those who spend 500-100₹ on ordering online foods. 24.4% of the respondents were those who spend more than 1000₹ on food ordering and the remaining 4.4% were those who spend less than 100₹ on this service.

### Findings

1. Total 88 number of people took this survey who were from different parts of India.
2. Most of the respondents were males, I.e., 72.2% male.
3. Most of the respondents were between the ages of 18-24 years.
4. Zomato is the most preferred Channel of the customer as per the survey.
5. 54.4% of the respondents orders online food with the frequency of once or twice a week.

## Conclusion

The approach of the customer changes as indicated by different likenesses and contrast in light of their sincere beliefs. It is additionally seen that greater part of individuals like to arrange food through Zomato instead of Swiggy. The shopper's insight on online food requesting differs from individual to individual and the discernment is restricted to a certain degree with the accessibility of the appropriate availability and the openness to the online food services.

In brief, it is found that most of the respondents uses this facility of online food delivery service which shows the growing popularity of online services among youths. Change in the patterns of food requesting is happening in view of the changing way of life of the customers in India and development in online action.

## References

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