

## **A Study Of Consumer Behaviour Towards Food Ordering And Delivery Platform**

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### **Abstract**

The purpose of this research is to find consumer behaviour towards Food Delivery Platforms. The study shows most preferred platforms used by consumer to order food online and factors leading to us consider it the most preferable platform. There are many factors related to customer's ordering behaviour- like price, on time delivery, packaging, peer service provider behaviour, platform design etc. There is gradual shift in way people order food. The purpose of this research is to know what are factors that defines consumer's behaviour towards food ordering and delivery platform of food industry. Report is about a research article "consumer's behaviour towards food ordering and delivery platform" where the objectives of this research is to understand study towards consumer preferences for online food ordering services and understand consumers with respect to various services offered by online food ordering and delivery platform. And also identify the factors which influence the consumer decision to order food online a survey method was conducted where a questionnaire was sent to all segments of people like age, gender and income and the questionnaire was designed on the google form.

**KEYWORDS:** Consumer behaviour, Food ordering platform, Food delivery platform, Online buying, Digital Payments,

### **1. INTRODUCTION:**

The second decade of the 21st century witnessed the use of smartphones by the common people hence the Mobile shopping as the new phenomena in online purchasing. In the food industry, online food delivery platforms such as Swiggy, Zomato and Food panda have established themselves. They provide a complete food ordering and delivering solution system. It provides a single window for ordering from a wide range of hotels and restaurants, and they have their exclusive fleet of delivery personnel to pick up and deliver food to the customers. These

services are very popular with the millennial population as it reduces the time and effort that is spent on food ordering. Food delivery has become a very competitive market in India.

The demand of online ordering is real. It conveys to the customer base that you are a modern growing restaurant and very challenging to others that wants to be a convenient and accessible for all the guests who used to order regularly. The most important that which will always need to contact the quality of enhancing online food ordering ever is the only one that has to be maintained the customer as a regular customer, In the sense provides good qualities and quantities of food, time maintain, delivery asap. Online food ordering platform are the media by which local hotels and restaurants, chefs, canteens are delivering take away and food parcel directly to consumers footsteps. Due to increase in working young generation in metro cities and hectic work life culture this type of idea is easily spreading. This system has generated a new dimension to working people's kitchen. Now days consumers are getting more attracted towards online ordering platform rather than home delivery of a specific restaurants. In a process of online food ordering platform there is no human intervention involved which gives it more privacy. Platforms are having number of restaurants, chefs' kitchens listed with their menu specifically. So the consumers need not to carry pamphlets and menu list for further orders. It gives convenience to order food on click of a button. Downloaded platform used to give some coupons discounts, previous order history, some palette suggestions, recent customers review on restaurants as well as dishes.

## **2. LITERATURE OF REVIEW:**

**(Vinaik, Goel, Sahai, & Garg, 2021)** study reveals the food and service industry requires the preferences of the customers, to satisfy and identify their needs. According to the research, majority of the respondents were aware about the food apps and the most used apps are Zomato and Swiggy. The respondents considered various factors like delivery time, convenience and good customer service as the most important ones.

**(Malhotra & Singh, 2020)** The research helps find various strategies used by major food delivery companies to promote their business in India and the effect caused by online food delivery apps on restaurant business. According to the study, food ordering through apps is growing but still many new start-ups failed to survive in the competition and faced closure.

**(Kumari, 2020)** This study reveals that the relationship between online food service and the facilities provided and also the factors which influence the buying behaviour of customers. It concludes that as social media has a great influence on customers, it helps the online service providers advertise their products for greater reach to the masses.

**(Lee, Sung, & Jeon, 2019)** This study reveals that helps to identify the determinants of continuous use intention for food delivery software applications. The research findings stated that the users were influenced by peers, indicating that word of mouth marketing should be pursued by delivery platforms providers.

**(Sindhu Kashyap, in 2018)** study reveals that the FOOD delivery platform players like Swiggy, Zomato have made their presence in India and now Uber eats have joined the competition.

**(Bhotvawala, Balihallimath, Bidichandani, & Khond, 2017)** study reveals aggregator delivery services, as opposed to 'Delivery as a Service' companies, generate a platform for consumers to navigate through a variety of restaurants hosted on it and placing orders manually.

### **3. OBJECTIVE OF STUDY:**

1. To understand study towards consumer preferences for online food ordering services.
2. To understand consumers with respect to various services offered by online food ordering and delivery platform.
3. To identify the factors which influence the consumer decision to order food online

### **4. RESEARCH METHODOLOGY:**

The study focused on to understand consumer behavior towards food ordering and food delivery platform of food industry. The perception of consumers may vary under different circumstances. The research is based upon both primary and secondary data both. The primary data was collected through a questionnaire form and Google form and Secondary data was taken from Research papers, journals, magazines, and websites. In this research Google form was reach out 129 respondents who use food delivery platform, which constituted sample size

for this study.

## 5. ANALYSIS AND FINDINGS:

### 5.1 Cross tabulation of Age by Food order on each week –

Food ordered on each week										
Age	Less than 3 times		3-6 times		More than 6 times		once in month		Total	
	N	%	N	%	N	%	N	%	N	%
18-30	34	33.3%	23	22.5%	7	6.9%	38	37.3%	102	100.0%
31-40	6	30.0%	5	25.0%	1	5.0%	8	40.0%	20	100.0%
41-50	2	40.0%	1	20.0%	0	0.0%	2	40.0%	5	100.0%
above 50	1	50.0%	0	0.0%	0	0.0%	1	50.0%	2	100.0%
<b>Total</b>	43	33.3%	29	22.5%	8	6.2%	49	38.0%	129	100.0%

This table shows that majorly 37.3% and 33.3% respondents use the food delivery platform to order food once in in month and less than 3 times in week who are from age group of 18 to 30 years old.

### 5.2 Cross tabulation of Food order on each week by Dinner time –

Dinner						
Food ordered on each week	No		Yes		Total	
	N	%	N	%	N	%
Less than 3 times per week	16	37.2%	27	62.8%	43	100.0%
3 - 6 times	14	48.3%	15	51.7%	29	100.0%
More than 6 times per week	2	25.0%	6	75.0%	8	100.0%
Once in month	13	26.5%	36	73.5%	49	100.0%
<b>Total</b>	45	34.9%	84	65.1%	129	100.0%

This table shows that 73.5% respondents who are interested to order food on dinner time from food delivery platform. 62.8% are like to ordered food less than 3 times per week who are interested to order food on dinner time.

### 5.3 Cross tabulation of Age by Zomato Platform preferred:-

platform you have used Zomato								
Age	Most preferred		Preferred		Least preferred		Total	
	N	%	N	%	N	%	N	%
18 - 30	86	<b>84.3%</b>	15	14.7%	1	1.0%	102	100.0%
31 - 40	15	75.0%	3	15.0%	2	10.0%	20	100.0%
41 - 50	4	80.0%	1	20.0%	0	0.0%	5	100.0%
above 50	1	50.0%	0	0.0%	1	50.0%	2	100.0%
<b>Total</b>	106	82.2%	19	14.7%	4	3.1%	129	100.0%

This study reveals that 84.3% respondents who were from age group of 18 – 30 are mostly preferred Zomato while ordering food.

### 5.4 Cross tabulation of Family Income by Payment mode option (Google Pay)–

Google Pay						
Family Income	No		Yes		Total	
	N	%	N	%	N	%
Upto 2L	2	10.0%	18	<b>90.0%</b>	20	100.0%
2.5 L - 5L	12	30.0%	28	70.0%	40	100.0%
5.1L - 7.5L	6	16.2%	31	<b>83.8%</b>	37	100.0%
7.51L - 10L	2	10.0%	18	90.0%	20	100.0%
Above 10L	5	41.7%	7	58.3%	12	100.0%
<b>Total</b>	27	20.9%	102	79.1%	129	100.0%

The table shows that majorly 90% and 83.8% respondents who order food online and who having family income up to 2Lakh and 5.1L – 7.5L want to pay by google pay and spend more than 200rs.

### 5.5 Cross tabulation of Food order on each week by Easy and convenience Factor –

Food ordered on each	Easy and convenience									
	Very		Importa		Not		Extremely not		Total	
	N	%	N	%	N	%	N	%	N	%
Less than 3 times per	31	<b>72.1</b>	9	20.9	2	4.7	1	2.3	43	100.0
3 - 6 times	25	<b>86.2</b>	4	13.8	0	0.0	0	0.0	29	100.0
More than 6 times per	6	75.0	1	12.5	1	12.5	0	0.0	8	100.0
once in month	34	69.4	13	26.5	1	2.0	1	2.0	49	100.0
<b>Total</b>	96	74.4	27	20.9	4	3.1	2	1.6	129	100.0

The table that majorly 86.2% respondents are feeling that easy and convenience factor is very important who order food online for 3 to 6 times from food delivery platform to order food.

### 5.6 Cross tabulation of Age by Loading and delivery time is more factor –

Age	Loading or delivery time is more					
	No		Yes		Total	
	N	%	N	%	N	%
18 - 30	58	56.9%	44	<b>43.1%</b>	102	100.0
31 - 40	10	50.0%	10	50.0%	20	100.0
41 - 50	3	60.0%	2	40.0%	5	100.0
above 50	1	50.0%	1	50.0%	2	100.0
<b>Total</b>	72	55.8%	57	44.2%	129	100.0

In the table it observed that majorly 43.1 % respondents of age group of 18 to 30 years old are faced the problem of loading or delivery time is more while ordering food from food delivery platform. They are highly dissatisfied because they are facing this problem while ordering food from food delivery platform.

**6. FINDING:**

1) According to this study majorly 37.3% and 33.3% respondents use the food delivery platform to order food once in in month and less than 3 times in week who are from age group of 18 to 30 years old. 73.5% respondents who are interested to order food on dinner time from food delivery platform. 62.8% are like to ordered food less than 3 times per week who are interested to order food on dinner time.

2) This study reveals that 84.3% respondents who were from age group of 18 – 30 are mostly preferred Zomato while ordering food and majorly 90% and 83.8% respondents who order food online and who having family income up to 2Lakh and 5.1L – 7.5L want to pay by google pay and spend more than 200rs.

3) The table that majorly 86.2% respondents are feeling that easy and convenience factor is very important who order food online for 3 to 6 times from food delivery platform to order food. In the table it observed that majorly 43.1 % respondents of age group of 18 to 30 years old are faced the problem of loading or delivery time is more while ordering food from food delivery platform. They are highly dissatisfied because they are facing this problem while ordering food from food delivery platform.

**8. CONCLUSION:**

This study shows people are highly satisfied with online food delivery platform. The further also suggest that easy and convenience factor and quality of food factor which also affects significantly to consumers intension to buy food from food delivery platform.

People are highly satisfied with online food delivery platform. Out of food tracking, verity of payment option, food coupons and offers only people are satisfied with easy and convenient quality of food, price of food, etc. This study concludes that out of all online food delivery platform only Zomato and swingy are mostly prefer and also respondents are satisfied with their service.

Since the respondents are satisfied with online food delivery platform when they are not facing any problem while ordering the food. Out of food tracking, verity of payment option, food coupons and offers only people are satisfied with easy and convenient quality of food, price of food, etc This study concludes that out of all online food delivery platform only Zomato and swingy are mostly prefer and also respondents are satisfied with their service.

## 9. RECOMMENDATION:

As per the study technical glitches are should be remove or should be work on it because respondents faced Problems like site is slow, site is not opening, loading and delivery time is more, some menu option not available no refund, changing delivery location, not able to connect delivery person, advertisement on site, server issue while online payment.

Bringing more good offers and convenient service where respondents can save their time money and respondent should be satisfied from online food delivery platform.

## 10. REFERENCES:

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