

“A Study on Consumer Perception on Online Food Delivery”

Dr. Anand Ashok Kopare¹

Ph.D. in Management, MBA (Marketing),

MBA(HR), B.Com,

Assistant Professor, MIT College of Management,

MIT-ADT University, Pune,

Dr. Chhabi Sinha Chavan²

Ph.D. in Management,

Associate Professor, MIT College of Management,

MIT-ADT University, Pune,

Abstract:-

We are witness to internet revolution in India and its manifestation in the form of various application-based businesses like OYO, Make My Trip, Google pay, Paytm, Book my show, Snapdeal, Amazon, Swiggy, Zomato, Uber Eats to name a few. These players are successfully running their business through the application without investing on materials and machines. However, the maximum traditional business is lagging with today's modern era of application base businesses. If we analyze the entire scenario of traditional business to application base business, we can say only Mobile and Internet penetrations are the cause of connecting customers on various common platforms and companies are eager to tap those footfalls by following their customers.

Moreover, customers have changed their taste preferences for buying the products and services and there is no limitation of time for buying their choices. All this has been made possible due to app-based businesses. If we compare the traditional business and app-based business, App based businesses provide ease to customers and company too. In this entire process, it is essential to understand the customer perception while shopping on apps.

The survey was conducted for a purposeful analysis of the study on around 103 respondents. The research is focused on the study and analysis of data collected from all those users who are already using online food delivery services. The main motives of this study are to understand the various factors that are influencing the customer at the time of ordering food online, as well as analyze their perceptions, needs and overall satisfaction towards online food delivery services. To understand the deep insights of the topic of study, data is collected from the Pune region.

Key words: Online food delivery service, consumer perception, consumer preferences, current customer feedback, expectations of consumers, mobile applications.

1) Introduction: -

Online Food Delivery comprises services which deliver prepared meals and food that was ordered online for direct consumption. Food ordering online is completely different from other offline food ordering sources, as the internet promotes direct communication between the retailer and the end-user. Technology has played a major role in transforming the food service from mobile to online ordering to satisfy changing consumer demands, making its way to the top. Today, the food delivery service business is one of the fastest-growing segments of e-commerce. The main difference between traditional and online food ordering is a form of communication between the seller and the buyer. E-Commerce has disabled consumer interactions in the form of Helpline numbers and FAQs. By using the phone numbers and FAQs, the consumer has questions about delivery, payment, product, policies and other customer concerns that can be addressed properly.

Internet has transformed the lives of a customer as the ease of its availability and two way communication ensures enormous information access. Consumers are now able to use the Internet for a variety of purposes such as research, communication, online banking, shopping, and online food orders. With these advantages, the Internet has quickly become the primary means of communication and business in action.

The Internet has played a role in changing consumer preferences as their reliance on technology has prompted them to do everything online including access to cooked food delivered at the door. Ease of use is determined by consumers as the necessary steps to order are as simple as a few clicks on mobile devices such as smartphones, tablets or laptops. In short, today's younger (consumers) can be called 'lazy' and completely dependent on technology desiring convenience as the compelling value proposition in this case. In addition, the time taken for food to be served becomes a good excuse for consumers when they have no plans on where to eat and what to eat.

From a business standpoint, owners hold opportunities that are seen as a new source of capital. Customer preferences are a great incentive for business owners to avail of delivery services online and keep up with their customers' needs and wants. The eServices market segment Online Food Delivery contains the user and revenue development of two different delivery service solutions for prepared meals:

- (1) Restaurant-to-Consumer Delivery and
- (2) Platform-to-Consumer Delivery

The Restaurant-to-Consumer Delivery segment includes the delivery of meals carried out directly by the restaurants. The order may be made via platforms (e.g. Just Eat)

or directly through a restaurant website (e.g. Domino's). The Platform-to-Consumer Delivery market segment focuses on online delivery services that provide customers with meals from partner restaurants that do not necessarily have to offer food delivery themselves. In this case, the platform handles the delivery process. This study focuses on the segment catering to Platform to Consumer delivery with platforms like Zomato and Swiggy considered as part of the study.

Online food delivery is especially limited in developing countries as technology and consumer preferences continue to change. According to the survey, 50.8% of people reject food delivery because they do not like to cook, as it allows customers to have food delivered directly to their home or office in less than an hour. Although the Internet has only recently expanded into the current situation, some consumers are still participating in online sales. For many people, there are still problems with the security and transmission of personal information over the Internet.

2) Review of Literature: -

Jyotishman Das (2018) in his study entitled "Consumer perception of online food ordering and delivery services: A dynamic study" collected data from respondents who had already ordered and used food delivery services online. The purpose of this study was to understand the factors, their understanding, needs, and the different characteristics of different online sites in their minds and the overall satisfaction of online food delivery services. Similarly, the researcher collected data from Pune and also visited various restaurants to understand their observations. In this study, the researcher looked at four parameters.

Dr. Neha Parashar and Ms. Sakina Ghadiyali have done research on "A study on customer's attitude and perception towards digital food app services". The purpose of this study is to understand the customer's performance through the introduction of technology and what the different types of applications consumers are satisfied with and what makes them happy and satisfied with the work. The aim was for this study to determine the significance between the facility provided by the various apps and consumer behavior and to find out which mobile app is the most preferred choice of respondents while purchasing food online through the mobile app.

Jusoh and Ling (2012) worked on how socio-demographic (age, income, occupation, types of goods, e-commerce experience and hours use on internet), purchase perception (product perception, customer service and consumer risk).

Aggarwal (2013) studied that, online shopping is directly affected through various factors like age, gender, education and income and shows that there is strong relationship between age and attitude towards online shopping.

According to, RedSeer & industry sources, in the month of Jan 2019, average daily order for online food providers in India were 1.82 million for the top 3 food providers (Zomato, Swiggy & UberEats). However, it has shot up to around 3 million in June 2019. Sources of RedSeer & industry also highlighted the factors which is boosting the sales ratio i. e. weekends, discounts, city launches and growth driven by exclusive tie ups. Sources of RedSeer & industry also said that, in Oct. 2019 daily order has picked up the growth between 1-2% because of festivals like Navratri, Dusshera and Diwali. Top three food delivery companies said that, order per day of Zomato is 1.25 million, for Swiggy is between 1.4 to 1.6 million & for UberEats is 0.4 to 0.6 million per day. (Source : RedSeer & industry)

Swiggy India has published the very surprising data of eating habit of Indians of 2019. In it they have found that, every minute 95 biryanis were ordered, Pune's chicken sajuK tup biryanis was the most expensive birayani which was offered in Rs. 1500/-, Mumbai's 'Cahl Dhanno Tawa Biryani was sold on swiggy for Rs. 19. Swiggy, order of Khichadi grew to 128%, Earliest breakfast delivery was found at Coimbatore at 6,07am for Pongal and idli. Most ordered dessert was Gulab Jamun bagging 17,69,399 customer orders while 3 Lakh ordered cakes.(Swiggy 2019)

3) Objectives: -

1. To analyze the key drivers of purchase for online food delivery mobile applications.
2. To understand the impact of advertisement on ordering food online.
3. To study the restaurant preferences (Promotion Mix) of the respondents while ordering food online.

4) Hypothesis: -

1. There is significant relationship between source of advertisement and ordering food online.
2. There is significant relationship between preferences (Promotion Mix) and ordering food online.

5) Research Methods.

Researcher has used primary data collected through use of the well-designed questionnaire as the research instrument. Thus, a quantitative approach using survey method is used for data collection.

The profile of the respondent chosen was one who has ordered food online at least once in the last three months. In this regard's researcher has distributed 150 questionnaire and at the stage of freezing, researcher has removed the 47 filled questionnaires due to sampling error and sample size is frozen to 103. Data is collected by stratified random sampling methods as employee of Pvt. Organization, businessman and college going student is targeted for the study. In this entire process researcher's primary objective was to find out and understand the influence of online food delivery apps on its users. In data analysis, Chi-Square Tests, Anova, were used for the test. The reliability test was used for the questionnaire and was performed using Cronbach's Alpha test and the result was 0.84 which is good. Face validation is also used for queries.

6) Limitation: -

- Respective study is limited to customer perception and online food delivery in Pune.
- Data analysis is done on the basis of responses given by respondents.
- The respondent's preference towards online food ordering vary from individual to individual.

7) Result and discussion: -

Frequency was calculated of the all respondents as per the questionnaire.

Frequency distribution of some of the variables is given below :-

- Age :As regards age –13 (12.6%) respondents were from the 15-20 age, 79 (76.7%) respondents from the 21-25(76.7%) age and 11 (10.7%) were from the 26-30 age category.
- Gender :As far as gender is concerned – 65 (63.1%) were the male and remaining were the female.
- App preference :48 (46.6%) respondents using Swiggy app, 25 (24.3%) respondents using Uber eat app for ordering food, 23 (28.2%) respondents using Zomato app and 1 (1%) respondents using food panda's app for ordering food online.

- Frequency of buying food online is - 18 (17.5%) respondents ordering food every day, 35(34%) respondents ordering food once/ twice a month,31(30.1%) respondents ordering food once/ twice a week, 19 (18.4%) respondents ordering food Rarely.
- Source of information is – 22 (21.4%) respondents got know through their Friends & Relatives, 42 (40.8%) respondents got to know through Offline advertisements, 39 (37.9%) respondents got to know through Online Advertisement.
- Importance of food online is – 24*7 availability it has said by 14 (13.6%) respondents, Delivery Speed it has said by 6 (5.9%) respondents, more restaurants option available it has said by 21 (20.4%) respondents, Quality of food it has said by 62 (60.2%) respondents.
- 76 (73.8%) respondents said it is easy and convenient to order food online, 25 (24.3%) respondents said it is some time easy and convenient to order food online and 2 (1.9%) respondents said it is not easy and convenient to order food online.
- Mode of payment: 38 (36.9%) respondents prefer Cash on Delivery, 29 (28.2%) prefer Debit/credit Cards, 10 (9.7%) prefer Net Banking and 26 (25.2%) respondents were preferring Payment Wallets for payments at most of the time.
- Billing amount of online order :79 (76.7%) respondents were used to spend Rs.100 - Rs. 500, 16 (15.5%) respondents were used to spend Rs. 600 - Rs. 1000, 3 (2.9%) respondents were used to spend Rs. 1100 - Rs. 1500, 5 (4.9%) respondents were used to spend more than Rs. 1500.
- Food preference :50 (48.6%) respondents preferring Fast Food, 9 (8.7%) respondents preferring Ice Cream and Desert, 35 (34%) respondents preferring North Indian, 9 (8.7%) respondents preferring South Indian Food while ordering online.
- Selection of App for ordering online food is:- 1 (1%) respondents choose app due to Coupons, 31 (30.1%) respondents choose app due to discount offers, 7 (6.*%) respondents choose app due to discount, 64 (62.1%) respondents choose app due ratings while ordering food online.
- Overall experience of the respondents is been analyzed. In this regard, 3 (2.9%) respondents were Highly Dissatisfied, 8 (7.8%) were Dissatisfied, 30 (29.1%) were Neutral, 56 (54.4%) were Satisfied and Highly 6 (5.8%) were Satisfied.

A. SPENDING ON CUISINES:**Cross tabulation for Spending * Cuisine Preferences**

| | | | Cuisine Preferences | | | | | Total |
|----------|------------------------------|------------------------------|---------------------|--------------|--------------|-------------|----------------------|--------|
| | | | Fast Food | North Indian | South Indian | Street Food | Ice cream & Desserts | |
| Spending | 100-500 | Count | 35 | 26 | 8 | 4 | 6 | 79 |
| | | % within Spending | 44.3% | 32.9% | 10.1% | 5.1% | 7.6% | 100.0% |
| | | % within Cuisine Preferences | 77.8% | 74.3% | 88.9% | 80.0% | 66.7% | 76.7% |
| | | % of Total | 34.0% | 25.2% | 7.8% | 3.9% | 5.8% | 76.7% |
| | 600-500 | Count | 8 | 5 | 1 | 1 | 1 | 16 |
| | | % within Spending | 50.0% | 31.3% | 6.3% | 6.3% | 6.3% | 100.0% |
| | | % within cuisine Preferences | 17.8% | 14.3% | 11.1% | 20.0% | 11.1% | 15.5% |
| | | % of Total | 7.8% | 4.9% | 1.0% | 1.0% | 1.0% | 15.5% |
| | 1100-1500 | Count | 0 | 3 | 0 | 0 | 0 | 3 |
| | | % within Spending | 0.0% | 100.0% | 0.0% | 0.0% | 0.0% | 100.0% |
| | | % within Cuisine Preferences | 0.0% | 8.6% | 0.0% | 0.0% | 0.0% | 2.9% |
| | | % of Total | 0.0% | 2.9% | 0.0% | 0.0% | 0.0% | 2.9% |
| | more than 1500 | Count | 2 | 1 | 0 | 0 | 2 | 5 |
| | | % within Spending | 40.0% | 20.0% | 0.0% | 0.0% | 40.0% | 100.0% |
| | | % within cuisine Preferences | 4.4% | 2.9% | 0.0% | 0.0% | 22.2% | 4.9% |
| | | % of Total | 1.9% | 1.0% | 0.0% | 0.0% | 1.9% | 4.9% |
| Total | Count | 45 | 35 | 9 | 5 | 9 | 103 | |
| | % within Spending | 43.7% | 34.0% | 8.7% | 4.9% | 8.7% | 100.0% | |
| | % within cuisine Preferences | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | |
| | % of Total | 43.7% | 34.0% | 8.7% | 4.9% | 8.7% | 100.0% | |

INTERPRETATION:

Above table interprets that

- Respondent who spend Rs.100-500, 44.3% spend on fast food, 32.9% spend on North Indian Cuisine, 10.1% of the respondents spend on South Indian Cuisine, 5.1% spend on street food & 7.6% spend on Ice cream and dessert.

- Respondents who spend Rs. 600-1000, 50% spend on fast food, 31.3% spend on North Indian cuisine, 6.3% spend on South Indian cuisine, 6.3% spend on Street food & 6.3% spend Ice cream and dessert.
- Respondents who spend Rs. 1100-1500, all of them spend on North Indian cuisine.
- Respondents who spend more than 1500, 40% respondents spend on fast food, 20% spend on North Indian cuisine & 40% spend on Ice cream and desserts.

B. MODE OF PAYMENT AND SPENDING

Cross tabulation for Spending * Mode of payment

| | | | Mode of payment | | | | Total |
|----------|----------------|--------------------------|------------------|-------------|-----------------|----------------------|--------|
| | | | Cash on delivery | Net Banking | Payment Wallets | Debit / credit cards | |
| Spending | 100-500 | Count | 28 | 8 | 22 | 21 | 79 |
| | | % within Spending | 35.4% | 10.1% | 27.8% | 26.6% | 100.0% |
| | | % within Mode of payment | 73.7% | 80.0% | 84.6% | 72.4% | 76.7% |
| | | % of Total | 27.2% | 7.8% | 21.4% | 20.4% | 76.7% |
| | 600-1000 | Count | 6 | 1 | 2 | 7 | 16 |
| | | % within Spending | 37.5% | 6.3% | 12.5% | 43.8% | 100.0% |
| | | % within Mode of payment | 15.8% | 10.0% | 7.7% | 24.1% | 15.5% |
| | | % of Total | 5.8% | 1.0% | 1.9% | 6.8% | 15.5% |
| | 1100-1500 | Count | 1 | 0 | 1 | 1 | 3 |
| | | % within Spending | 33.3% | 0.0% | 33.3% | 33.3% | 100.0% |
| | | % within Mode of payment | 2.6% | 0.0% | 3.8% | 3.4% | 2.9% |
| | | % of Total | 1.0% | 0.0% | 1.0% | 1.0% | 2.9% |
| | more than 1500 | Count | 3 | 1 | 1 | 0 | 5 |
| | | % within Spending | 60.0% | 20.0% | 20.0% | 0.0% | 100.0% |
| | | % within Mode of payment | 7.9% | 10.0% | 3.8% | 0.0% | 4.9% |
| | | % of Total | 2.9% | 1.0% | 1.0% | 0.0% | 4.9% |
| Total | | Count | 38 | 10 | 26 | 29 | 103 |
| | | % within Spending | 36.9% | 9.7% | 25.2% | 28.2% | 100.0% |

| | | | | | | |
|--|--------------------------|---------|---------|---------|---------|---------|
| | | | | | | % |
| | % within Mode of payment | 100.0 % | 100.0 % | 100.0 % | 100.0 % | 100.0 % |
| | % of Total | 36.9% | 9.7% | 25.2% | 28.2% | 100.0 % |

INTERPRETATION: Above table interprets that

- Respondents who prefer cash on delivery as payment option, 73.7% spends approx. Rs100-500, 15.8% spends approx. Rs 600-1000, 2.6% spends approx. 1100-1500 & 7.9% spend more than 1500.
- Respondents who prefer net banking as mode of payment, 80% spend Rs.100-500, 10% spends 600-1000 & 10% spends more than 1500.
- Respondents who prefer payment wallets as mode of payment, 84.6% spend Rs.100-500, 7.7% spends Rs.600-1000, 2.6% spends Rs.1100-1500 & 7.9% t spends more than 1500.
- Respondents who prefer Debit/ credit cards as mode of payment, 72.74% spend Rs. 100- 500, 24.1% spends Rs. 600-1000 & 3.4% spends Rs.1100-1500.

C. REGRESSION

Variables Entered/Removed

| Model | Variables Entered | Variables Removed | Method |
|-------------------------------------|---------------------------|-------------------|--------|
| 1 | Spending, Apps Preference | . | Enter |
| a. Dependent Variable: Frequency | | | |
| b. All requested variables entered. | | | |

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|--|-------------------|----------|-------------------|----------------------------|
| 1 | .308 ^a | .095 | .077 | .950 |
| a. Predictors: (Constant), Spending, Apps Preference | | | | |

ANOVA^a

| | Model | Sum of Squares | df | Mean Square | F | Sig. |
|--|------------|----------------|-----|-------------|-------|-------------------|
| 1 | Regression | 9.457 | 2 | 4.729 | 5.244 | .007 ^b |
| | Residual | 90.174 | 100 | .902 | | |
| | Total | 99.631 | 102 | | | |
| a. Dependent Variable: Frequency | | | | | | |
| b. Predictors: (Constant), Spending, Apps Preference | | | | | | |

Coefficient

| Mode | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------|-----------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.884 | .263 | | 10.954 | .000 |
| | Apps Preference | .101 | .108 | .089 | .932 | .353 |
| | Spending | -.393 | .124 | -.304 | -3.182 | .002 |

a. Dependent Variable: Frequency

Frequency of buying online= Constant +Spending coefficient*Spending

Frequency of buying online= 2.884+ (-0.393)* spending

Significance Value= (.000)(.002)

INTERPRETATION:

The above equation interprets that for one unit increase in spending the impact on frequency of buying online is -0.393 times. A plausible explanation for this could be that as spending increases, the frequency of buying online decreases whereas the shift occurs in terms of more dine in experiences of the customer.

D. OCCUPATION WISE SPENDING**Cross tabulation for Spending * Occupation**

| | | | Occupation | | | Total |
|----------------|---------------------|---------------------|------------|---------|-------------|--------|
| | | | Pvt. | Student | Businessman | |
| Spending | 100-500 | Count | 34 | 41 | 4 | 79 |
| | | % within Spending | 43.0% | 51.9% | 5.1% | 100.0% |
| | | % within Occupation | 77.3% | 77.4% | 66.7% | 76.7% |
| | | % of Total | 33.0% | 39.8% | 3.9% | 76.7% |
| | 600-1000 | Count | 7 | 7 | 2 | 16 |
| | | % within Spending | 43.8% | 43.8% | 12.5% | 100.0% |
| | | % within Occupation | 15.9% | 13.2% | 33.3% | 15.5% |
| | | % of Total | 6.8% | 6.8% | 1.9% | 15.5% |
| | 1100-1500 | Count | 1 | 2 | 0 | 3 |
| | | % within Spending | 33.3% | 66.7% | 0.0% | 100.0% |
| | | % within Occupation | 2.3% | 3.8% | 0.0% | 2.9% |
| | | % of Total | 1.0% | 1.9% | 0.0% | 2.9% |
| more than 1500 | Count | 2 | 3 | 0 | 5 | |
| | % within Spending | 40.0% | 60.0% | 0.0% | 100.0% | |
| | % within Occupation | 4.5% | 5.7% | 0.0% | 4.9% | |

| | | | | | | |
|-------|---------------------|------------|--------|--------|--------|--------|
| | | % of Total | 1.9% | 2.9% | 0.0% | 4.9% |
| Total | Count | | 44 | 53 | 6 | 103 |
| | % within Spending | | 42.7% | 51.5% | 5.8% | 100.0% |
| | % within Occupation | | 100.0% | 100.0% | 100.0% | 100.0% |
| | % of Total | | 42.7% | 51.5% | 5.8% | 100.0% |

INTERPRETATION:

- Respondents who are from the Pvt. Sectors, 77.3% of them spend Rs.100-500 on online food orderings, 15.9% of them spend Rs .600-1000, 2.3% of them spend Rs.1100-1500 and only 4.5% of them spend above Rs.1500.
- Respondents who are students, 77.4% of them spend Rs.100-500 on online food orderings, 13.2% of them spend Rs .600-1000, 3.8% of them spend Rs.1100-1500 and 5.7% of them spend above Rs.1500.
- Respondents who are businessman, 66.7% of them spend Rs.100-500 on online food orderings, 33.3% of them spend Rs .600-1000, none of them spend Rs.1100-1500 and above his on online foodorders.

E. RESTAURANT PREFERNCE :**Cross tabulation for Frequency * Restaurant preferences**

| | | Restaurant preferences | | | | Total | |
|-----------|----------------------|---------------------------------|--------|----------|---------|--------|--------|
| | | Ratings | Offers | Discount | Coupons | | |
| Frequency | Every day | Count | 8 | 8 | 2 | 0 | 18 |
| | | % within Frequency | 44.4% | 44.4% | 11.1% | 0.0% | 100.0% |
| | | % within Restaurant preferences | 12.5% | 25.8% | 28.6% | 0.0% | 17.5% |
| | | % of Total | 7.8% | 7.8% | 1.9% | 0.0% | 17.5% |
| | once / twice a week | Count | 23 | 6 | 1 | 1 | 31 |
| | | % within Frequency | 74.2% | 19.4% | 3.2% | 3.2% | 100.0% |
| | | % within Restaurant preferences | 35.9% | 19.4% | 14.3% | 100.0% | 30.1% |
| | | % of Total | 22.3% | 5.8% | 1.0% | 1.0% | 30.1% |
| | once / twice a month | Count | 22 | 12 | 1 | 0 | 35 |
| | | % within Frequency | 62.9% | 34.3% | 2.9% | 0.0% | 100.0% |
| | | % within Restaurant preferences | 34.4% | 38.7% | 14.3% | 0.0% | 34.0% |
| | | % of Total | 21.4% | 11.7% | 1.0% | 0.0% | 34.0% |
| Rarely | Count | 11 | 5 | 3 | 0 | 19 | |
| | % within Frequency | 57.9% | 26.3% | 15.8% | 0.0% | 100.0% | |

| | | | | | | | |
|-------|--|---------------------------------|--------|--------|--------|--------|--------|
| | | % within Restaurant preferences | 17.2% | 16.1% | 42.9% | 0.0% | 18.4% |
| | | % of Total | 10.7% | 4.9% | 2.9% | 0.0% | 18.4% |
| Total | | Count | 64 | 31 | 7 | 1 | 103 |
| | | % within Frequency | 62.1% | 30.1% | 6.8% | 1.0% | 100.0% |
| | | % within Restaurant preferences | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | % of Total | 62.1% | 30.1% | 6.8% | 1.0% | 100.0% |

INTERPRETATION: Above table interprets that

- Respondents who order food every day, 44.4% of them prefer ordering it on the basis of the ratings and offers and 11.1% of them prefer ordering food on the basis of discount.
- From the respondents who order food once / twice a week, 74.2% of them prefer ordering food on the basis of ratings, 19.4% of them prefer ordering on the basis of offers and 3.2% of them prefer it ordering on the basis of discount and coupons.
- From the respondents who order food once / twice a month, 62.9% of them prefer ordering food on the basis of ratings, 34.3% of them prefer ordering on the basis of offers and 2.9% of them prefer it ordering on the basis of discount and none of them prefer it on the basis of coupons.
- From the respondents who order food rarely, 57.9% of them prefer ordering food on the basis of ratings, 26.3% of them prefer ordering on the basis of offers and 15.8% of them prefer it ordering on the basis of discount and none of them prefer it on the basis of coupons.

8) Hypothesis Testing: -

1. There is significant relationship between source of advertisement and ordering food online.

Statistical Test: - Chi square test of contingency

Variable & Measurement:- Source of information is categorical variable with five option (1= Friends and relatives, 2= offline advertisement, 3=online advertisement) .

Ordering food online was also categorical variable with two response options (1= Yes, 2=No).

Level of significance $\alpha = 0.05$

H_0 : There is no significant relationship between source of advertisement and ordering food online

H_0 : There is significant relationship between source of advertisement and ordering food online

Chi-Square Test

| Test Statistics | | | |
|------------------|-------------------------|-------------|--|
| | | | How did you come to know about online food delivery apps |
| Chi-Square | | | 6.777 ^a |
| Df | | | 2 |
| Asymp. Sig. | | | .034 |
| Monte Carlo Sig. | Sig. | | .036 ^b |
| | 95% Confidence Interval | Lower Bound | .032 |
| | | Upper Bound | .040 |

Observation:-

$$\chi^2 (2) = 6.777, P = .034$$

Conclusion:- Since P Value (.034) is less than level of significance (0.05), the null hypothesis is rejected. Hence, it is concluded that, there is significant relationship between source of advertisement and ordering food online

2. There is significant relationship between preferences (Promotion Mix) and ordering food online.

Statistical Test:- Chi square test of contingency

Variable & Measurement:- Preferences (Promotion Mix) were categorical variable with four option (1= Coupons, 2= Offers, 3=Discount, 4=Ratings) .

Ordering food online was also categorical variable with two response options (1= Yes, 2=No).

Level of significance $\alpha = 0.05$

H_0 : There is no significant relationship between preferences (Promotion Mix) and ordering food online.

H_0 : There is significant relationship between preferences (Promotion Mix) and ordering food online.

Chi-Square Test

| Test Statistics | | | |
|------------------|-------------------------|--|------|
| | | How did you come to know about online food delivery apps | |
| Chi-Square | | 95.330 ^a | |
| Df | | 3 | |
| Asymp. Sig. | | .000 | |
| Monte Carlo Sig. | Sig. | .000 ^b | |
| | 95% Confidence Interval | Lower Bound | .000 |
| | | Upper Bound | .000 |

Observation:-

$$\chi^2 (3) = 95.330, P = .000$$

Conclusion:- Since P Value (.000) is less than level of significance (0.05), the null hypothesis is rejected. Hence, it is concluded that, there is significant relationship between preferences (Promotion Mix) and ordering food online.

9) Findings: -

- From the Respondents who spend Rs.100-500 on ordering food online, maximum of them prefer ordering fast food and the minimum is spent on street food.
- 50% of the respondents prefer ordering fast food online from the respondents who spend Rs. 600-1000 on online food orders and they equally prefer ordering south Indian, street food and ice cream and deserts.
- The respondents who spend Rs. 1100-1500 on ordering food online only prefer North Indian and no other Cuisine.
- 40% of the respondents from the group who spend more than Rs. 1500 on online food orders prefer fast food and ice cream and deserts and the remaining 20% of them prefer North Indian cuisine.
- From all the respondents above the most preferable mode of payment is cash on delivery mode, 36.9% respondents prefer that.
- 28.2% of the respondents use the payment mode as debit and credit cards.
- From all the respondents only 9.7% of them prefer net banking.
- The respondents who spend Rs. 100-500 on online ordering prefer the cash on delivery mode of payment.
- From the respondents who spend Rs. 600-100 for online ordering prefer debit or credit card for their payments rather than Cash on delivery mode.
- Respondents who spend more than Rs.1500 on online ordering prefer only the Cash on delivery mode of payment and no other mode.
- The plausible explanation for this could be that when spending on online buying increases the customer may prefer to go offline or visit the outlets physically.
- The maximum numbers of the respondent's i.e. 51.5% who order food online are students.
- 42.7% of the respondents who order food online belong to the private sectors.
- Only 5.8% of the businessman prefers ordering food online.
- 62.1% of the respondents prefer ordering food online on the basis of the ratings.
- From the respondents 30.1% of them prefer ordering food on the basis of offers.
- 6.8% of the respondents order food on the basis of the discount.
- Only 1.0% of the respondents from all the respondents prefer ordering food online on the basis of coupons.

10) Conclusion

From the above analysis we conclude that most of the respondents spend on fast food while ordering online and mostly prefer cash on delivery as mode of payment while ordering. We also come to know that if the spending on online food increases then it have negative impact on frequency of ordering food online, we also find that mostly respondents prefer to buy food online and the people who buy food at higher frequency sees ratings of restaurant while ordering food online.

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