



CONSUMER BEHAVIOUR AND FACTORS IMPACTING WHILE ORDERING FOOD ONLINE

Bikash Kumar Sahoo, Indronil Sikdar, Dr. Meenal Pendse

Abstract: In today's date market is drastically changing and people are readily available with different types of option on the food delivery app on their phones and computers. Talking about the food delivery app particularly, people are more concerned about the food that are getting delivered because it is directly consumed by them or their lovable. Currently in the Indian market there are a number of players available who are performing the same task in the delivery, more or less everyone is doing the same type of job but in a different style but the market is most concentrated by few players like Swiggy, Zomato, Ubereats and the new player coming in in this is PhonePe switch. In the recent it has been seen that stiff competition is prevailing in the industry and these companies are facing different type of difficulties and are running through losses. As a result of which UberEats has currently ceased all its operation and has been acquired by Zomato on an undisclosed amount. In the research conducted by us we have primarily focused on the factors that has played a major role while purchasing or while ordering different types of food from the apps.

The factors that particular affect the millennials while ordering the food and which all behaviour they undergo is been studied in this topic.

Keywords: Consumer behaviour, Zomato, Swiggy, Ubereats, food delivery, Indian delivery, Indian food delivery, Millennials preference.

1. INTRODUCTION:

Food is the most important component in a human life to live on this planet with the evolution of human over this time their taste, preferences, eating habits, time of eating and the frequency of eating have changed. Earlier people used to have three meals a day that was breakfast, lunch and dinner but nowadays they have been introduction to two more meals in human life that is snurch and brunch that is after the lunch and in the evening snacks that they consume. This is a complete new market and gives forward the potential and the revenue generation model to these companies who can make these customers available with food at this point of time and make business out of it. Indians are termed to be the most price sensitive people in the world and price plays a major r ole in their ordering cart. In this research we have taken different criteria under our supervision and conducted research from majorly age group of 20 to 25 and have taken their review on what have been their major concern while ordering the food. We had different heads like prices, time of ordering the food, the hygiene factors, attributes and amount of money spent by them. We concentrated majorly on 4 company I.e- Ubereats, Zomato, Swiggy and Phonepe Switch.

2. LITERATURE REVIEW:

Dr. N. Sumathi and S. Josphin (WWJMRD 2018; 4(11):88-89) states that food delivery app increased there reach in online food delivery market. It also increased the digital mode of transactions, which also make it easy for credit card user to pay. This also stated that how online food delivery apps reducing the huge queue of customer waiting outside to order food and also how it decrease the word load. Bhavini And Prakash (2008) states importance of shopping online, its pros and cons, its impact on doing online business. Internet become preferred spot for the sellers to run their business .They have factors which mainly make online shopping attractive , vast option for customer, huge display of products and more option for selection. Katawetawaraks and Wang (2011) Suggested That Client May be Influenced by the image of web pages, when they think which website they should choose to buy.

3. OBJECTIVES OF STUDY:

- 1) To know what are the major factor that comes in the mind of the consumer while ordering food via online aggregators.
- 2) To understand the millennials mind set and their purchase pattern on different point of time in a day.
- 3) To find out which is the most preferred food for the millennials.

4. LIMITATIONS OF THE STUDY:

- 1) The area of the study is confined to Maharashtra and some other part like Kolkata and Odisha.
- 2) The survey sample is confined to 150 respondents of friends and relatives
- 3) Information may be biased by different factors.

5. FINDINGS:

In the research we concluded that the most of the data was collected from the respondent are aged between 20 to 25 i.e 93.8% and the rest 6.3 belong to 25 to 30 years of age. The city which has most number of respondents was Pune but also had influence from Kolkata, Bhubaneswar Hyderabad, Delhi and Jaipur in a small number. Coming to the amount spent on food per day we found that most of the people spend 100 to 150 on the fooding per day and 23% of people spend 150 to 200 and we have only 16% who spend more than 200 rupees per day. Talking about the food ordering online 78.3% prefer ordering online and 22% do not prefer online and would like to go to the restaurant at different places to have the food. The number of dining that people go out to have on the current date is that almost 50% of the people only go once in a week and when it comes to 2-3 times, there is a very small proportion of people who prefer to go out talking.

Table No. 1

Factors	Particulars	Population
Age	Between 20-25	139
	Between 26-30	11
	Above 30	0
Preference of Ordering Online	Yes	117
	No	33
Money Spent on Food/day	Between 50-100	41
	Between 101-150	50
	Between 151-200	35
	Above 200	24
Dines/Week	1	75
	2	27
	3	25
	>3	23
Apps Preferred to Order Food Online	Swiggy	100
	Zomato	16
	PhonePe	34
Preferred Time to Order	Between 1pm-2pm	99
	Between 2pm-3pm	16
	Between 9pm-12am	35
Discounts Preferred	Yes	82
	No	69
Higher Delivery Charges Acceptable	Yes	16
	No	134

Coming to the attribute that the customer is concerned while ordering food online that the discount is the most important factor for them with 71% of people taking it into consideration whereas hygiene and online rating rise just below to them and have also a major portion but the delivery time is not that important to them because with the invention of the Google maps and other delivery app services the delivery process have been quicker. On the today's date most of the people prefer Zomato that is 67% while ordering food this can be because of the branding facility and the better customer service being provided by them and the next is 23 % people prefer to order from Swiggy and only 10% of people order from PhonePe switch just because of its introduction on the recent days and people are not aware about it. In the finding we see that 55% of people say that they would not order food online if there is no discount provided to them this clearly states that the most of the consumers and the customers attracted to these online delivery app because of the discount that have been provided. Secondly we asked them whether they will be interested to order food in bulb for the parties where most of them said that it is only for the personal use and they won't considered due to other factors. Which restaurants do they preferred while ordering food whether it is generic restaurant or any branded restaurants to which we found that it is the generic restaurant which has more weightage. We see that the maximum amount of customer who order food online like Indian food and the major Chunk also likes Biryani which makes Biryani one of the most favourite cuisine of Indian customers in our research.

6. CONCLUSION:

The market in today's date is versatile and no single player can rule it forever. We need to create a sustainable environment to exist in the market and satisfy our customer's taste buds time and again. Our customer look for monetary benefit as well as satisfaction in food taste. If we reduce the offer and start charging them high they shall kick us out of the market. So in order to sustain we need to create a balance and slowing move to profit mode keeping their interest in mind

REFERENCES

- [1] Bhavani R , Prakash V. " The Growth Of Online Shopping", ICFAI Journal , August 2008
- [2] Katawetawaraks And Wang (2011) "Shopping Behaviour -Online Preference ".
- [3] Dr N Sumathu, S. Josphin (2017) "A study on prospect concernment toward adjure apps", International journal of applied research
- [4] <https://tech.economictimes.indiatimes.com/news/internet/zomato-swiggy-others-eating-into-our-business-restaurants/67358478>
- [5] <https://www.researchgate.net/publication/333642857> SATISFACTION OF CONSUMERS BY USING ONLINE FOOD SERVICES
- [6] <https://www.academia.edu/6037388/> CONSUMER BEHAVIOR RESTAURANTS AND FAST FOOD JOINTS IN DHAKA
- INTRODUCTION

