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## EFFECTIVENESS OF ADVERTISEMENT IN FOOD DELIVERY COMPANIES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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### ABSTRACT

This studies, “A have a look at on how commercials and on-line meals shipping gadget have an effect on the meals and way of life of human beings”, is supposed to intricate the intensive at the consequences of the distinct on-line meals shipping web sites and cellular applications. The studies frequently target at highlighting the extent of influence exerted withinside the human beings dwelling in distinct geographic places and the consequences of various marketing and marketing bureaucracy on them. This is once more a metropolitan town and their frequency of the usage of on-line meals shipping apps primarily based totally at the identical factors. The studies are predicted to reveal the audience segregated at the criterion of geo demographic factors and the consequences left on them deliver in an unexpected drink of their way of life studies have a look at makes a speciality of how distinct class of human beings are motivated via way of means of the web meals shipping web sites and cellular apps. The studies imply on percent evaluation of the respondents wherein 57% of the human beings out of 100 respondents get motivated via way of means of the commercials of the meals shipping apps that they hear/watch/ read.

### INTRODUCTION

Online food ordering is a process of delivering a food from local restaurants with the help of cooperative webpage created. Many of these services allow customers to keep accounts with them to order frequently. The payment is either by credit card or cash, and the restaurant return a percentage of payment to online food company. Indian population is by all account in the awe of this online food request and delivery choice for the comfort and prompt wellspring of food at home. The food delivery applications have corresponded the idea of ease and comfort to the millennial lifestyle because of financial advance. So as more investors are

prepared to give vitality and interests in the ventures committed to delivering food at doorstep, consumers have come to expect the ability of a restaurant to allow them to place orders through online.

## SCOPE OF THE STUDY

- This study tries to try to measure the effectiveness of online advertisements around Coimbatore city.
- The scope of this study is limited with Coimbatore city.
- This study also tries to find out percentage of persons who avail the services.

## STATEMENT OF THE PROBLEM

In the developing global of technology, on line meals shipping has come to be a crucial detail of human being's life. The idea of dine out device has modified and made human beings to reserve meals at any time effectively simply via way of means of few clicks. This device is revolutionizing the prevailing eating place enterprise. Consumer desire is the primary stimulating issue for enterprise proprietors to take pleasure in on line shipping services. Intensive urbanization huge volumes of meals flow via the systems. With the modifications in India's population, greater enterprise in one-of-a-kind towns for the reason of research and employment, the busy schedules of each husband and spouse within the own circle of relatives eats the call for on line meals ordering growing and developing up steadily. It is a developing fashion mainly in city regions and on university campuses that lets in human beings to reserve from restaurants. The reason of this look at is to degree the expectation & pride of clients concerning commercial in on line meals shipping amongst Coimbatore city. This looks at additionally analyses the elements that appeal to clients closer to commercial of meals shipping.

## OBJECTIVES OF THE STUDY

1. To examine the effect and the position of commercial in persuading humans to plunge into the approaching fashion of online meals shipping.
2. To discover which class of humans now a days opt for on line meals shipping system.
3. To discover the respondent's notion & understanding approximately online meals ordering that impacts their shopping for decisions.
4. To examine the elements that impacts the consumer's notion in the direction of online meals.

## **SAMPLE SIZE**

Samples of 155 respondents were selected based on sampling method used to evaluate the level of effectiveness of advertisement in food delivery companies.

## **STATISTICAL TOOLS USED FOR DATA ANALYSIS**

The tools used are.

- Percentage Analysis
- Rank analysis
- Chi-square Test
- Correlation
- Regression

## **METHODS OF DATA COLLECTION**

In this study both the primary and secondary data are used for analysis.

### **PRIMARY DATA**

Primary data or raw data is a type of information that is obtained directly from the first-hand source through experiments, surveys or observations.

### **SECONDARY DATA**

Secondary data is data collected by someone other than the actual user. It is a method that the facts are already available, and a person analyses it. The secondary data consist of magazines, newspapers, books, journals, etc. It can be either posted statistics or unpublished statistics.

## **LIMITATIONS OF THE STUDY**

- ✓ The study is based on a sample size of 155 respondents selected at random of Coimbatore city. As such the findings of the study cannot be generalized.
- ✓ While every care has been taken to eliminate perpetual bias from the side of the research and the respondents however certain elements of bias might have set in to the research in adherently.
- ✓ The customer preferences and attitude are expected to influence by factors other than those under control.
- ✓ The duration of the study is less.

## REVIEW OF LITERATURE

**Suryadev Singh Rathore, Mahik Chaudhary, (2018)** In their research paper ‘Consumer’s perception on Online food ordering’ have analysed 50.8% of people order their food online because they don’t prefer to cook, as it allows the customers to have food delivered direct to your doorstep in less than an hour.

**Carsten Hirschberg et al, 2016** states here are a huge change in this food delivery market, due to the usage of internet the online penetration has increased. There is almost 30 percent of food delivery market in the year 2016 and it is expected that there will be growth and it may touch up to 65 percent per year.

**H.S. Sethu and Bhavya Saini (2016)**, In their research paper “Customer perception and satisfaction on ordering food through Internet, a case on foodzoned.com, in Manipal” found that the emergence of online food ordering services is high. The young users of this service are well aware of the information available on these websites, and they feel comfortable using the services available on the internet.

In 2013 **Maeve Duggan and Aaron Smith** in today’s era social media is a popular term which is known not only in urban areas but also in the rural areas. Almost everyone has heard about Facebook, Twitter, and Instagram etc. and might be using the same. The 20th century has brought a technological revolution.

**Dr Sheryl.E. Kimes (2011)** Conducted is research on ‘A study on consumer perception of electronic food ordering’ and his study revealed that control and convenience are keys to customer use of online ordering for both users and nonusers and also found the restaurant need to take into account the need for interaction to make the non-users order through online.

**Dr.N.Sumathi, S. Josphin (2017)**, As far their studies is concern for the fast food segment the food ordering system plays an important role as it is one of the largest service provider. It is beneficial as because the transaction is done electronically with the use of online banking or credit cards. It also helps in mitigating the long quest of customer and also reduces the workload of employees. Online banking or credit cards. It also helps in mitigating the long quest of customer and reduces the workload of employees.

**Pathan et al. (2017)** states that with online food ordering system, a restaurant and mess menu online can be set up and the customers can easily place order. Also, with a food menu online, orders can be easily tracked, it uphold customers’ database and develop the food delivery service. The restaurants and mess can even modify online restaurant menu and upload images easily. Having a restaurant menu on internet, potential customers can easily access it and place order at their convenience. Thus, an automated food ordering system is presented with features of feedback and wireless communication.

**Ramesh Kumar Bagla, Jasmine Khan (2017)** examined the “The consumer’s expectations & satisfaction with online food ordering” The author has collected his data using descriptive method 200 sample size taken, they say that lack time to prepare food, availability of variety, rewards & cash backs. There is a scope for improving the user’s satisfaction levels by understanding their expectations more precisely & offering more attractive options while ordering food online.

**Jyotishman Das (2017-19)** conducted his study on Consumer perception towards ‘Online food ordering and delivery services’ in which they found the consumer’s perception towards the online food ordering and delivery services in Pune. Their study also includes topics like what are the factors influencing, their 9 perceptions, needs, positioning of various attributes of different online portals in their mind and overall satisfaction towards online food delivery services.

## ANALYSIS AND INTERPRETATION

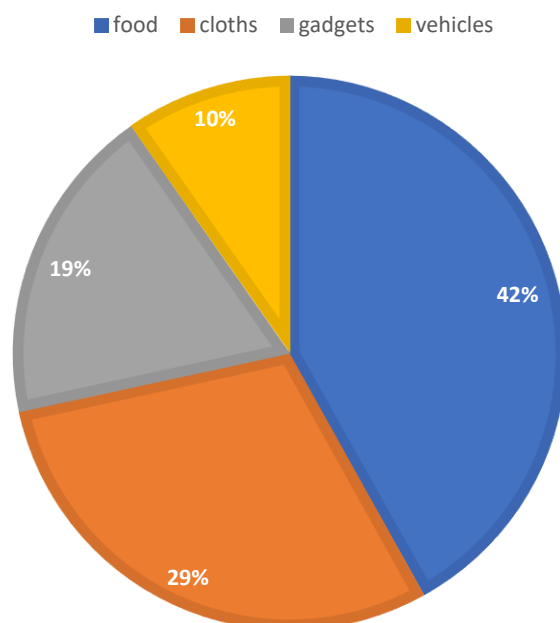
### SIMPLE PERCENTAGE

S.NO	KIND OF ADVERTISEMENT DO YOU WATCH MORE	FREQUENCY	PERCENTAGE
1	Food	65	41.9
2	Cloths	46	29.7
3	Gadgets	29	18.7
4	Vehicles	15	9.7
		155	100

**SOURCE: Primary Data**

### INTERPRETATION

From the above-mentioned table 41.9% of the respondents prefer the food advertisement, 29.7% of the respondents prefer cloths advertisement, 18.7% of the respondents prefer gadgets advertisement.



## RANK ANALYSIS

### FIND THAT FOOD APPS PROVIDES WITH AN TWO-WAY COMMUNICATION CHANNEL

**SOURCE: Primary Data**

## INTERPRETATION

The above table shows that find that food apps provide with a two-way communication channel that are ranked based on the return by the respondents.

Food panda is given I by the respondents, KFC is given II, Zomato is given III, McDonalds is given IV, swiggy is given V, by the respondents.

## CHI-SQUARE ANALYSIS

### RELATIONSHIP BETWEEN AGE GROUP AND KIND OF ADVERTISEMENT

Age group	Food	cloths	gadgets	Vehicle	Total
Below 20	54	7	4	2	67
21-30	9	31	14	9	63
31-40	1	4	8	2	15
41-50	1	4	2	1	8
Above 50	0	0	1	1	2
<b>Total</b>	65	46	29	15	155

To find out the association between age group and kind of advertisement, Chi-square test is used and result is given below.

FACTORS	5 (1)	4 (2)	3(3)	2(4)	1(5)	Total	Rank
<b>Swiggy</b>	102	20	22	6	5	155	<b>V</b>
	102	40	66	24	25	257	
<b>Zomato</b>	33	85	28	5	4	155	<b>III</b>
	33	170	84	20	20	327	
<b>Food Panda</b>	25	36	78	11	5	155	<b>I</b>
	25	72	234	44	25	400	
<b>KFC</b>	46	61	19	26	3	155	<b>II</b>
	46	122	57	104	15	344	
<b>McDonald's</b>	69	39	31	7	9	155	<b>IV</b>
	69	78	93	28	45	313	

## HYPOTHESIS

There is no significant difference between age group of the respondents and kind of advertisement.

## CHI-SQUARE TEST

Factors	Calculation	df	Table value	Remarks
Age group	85.675 <sup>a</sup>	12	21.026	Rejected

## INTERPRETATION

The Calculated Value of Chi-square is greater than the table value. Hence, the hypothesis rejected stating that there is no significant relationship between age group of the respondents and kind of advertisement.

## CORRELATION ANALYSIS

### RESPONDENTS AGE AND INFLUENCED BY ADS

The null hypothesis states that there is no significance relationship between age and influenced by ads, and the alternative hypothesis states that there is a significance relationship between age and influenced by ads. Using the default 5%, the p-value or Sig. value is 0.003 which is higher than 0.05, then we accept the null hypothesis and conclude that there is no significance relationship between age and influenced by ads. The sample correlation coefficient is 0.235 which is positive and shows that the relationship is moderate.

## HYPOTHESIS

HO = There is no significance relationship between age and influenced by ads

H1 = There is a significance relationship between age and influenced by ads.

## REGRESSION ANALYSIS

### REGRESSION ON GENDER AND THE APPLICATION USED TO ORDER FOOD

#### HYPOTHESIS

H0: There is no relationship between the gender and the application used to order food

H1: There is relationship between the gender and the application used to order to food

Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1.291	.250		5.165	≤.001
Gender	.384	.154	.186	2.345	.020

SOURCE: Primary Data

#### INTREPRETATION

It is clear from the above table the significance F value 0.020 is greater than P value 0.05. Hence null hypothesis is accepted. So, it can be concluded as there is no impact on gender and the application used to order food.

#### FINDINGS

- Majority 41.9% of the respondents prefer food advertisement.
- Majority of the respondents ranked availability. swiggy is last in ranking.
- There is no significant difference between age group of the respondents and kind of advertisement.
- There is a relationship between age and influenced by ads.
- There is an impact between gender and application used to order food.

#### SUGESSTION

- It is evident from the study that creativity, innovative initiatives, and animated parts of ads highly impress the viewers and since this dominates any T.V program it is demanded of the advertisers to pay more attention to establish the advertisement than product.
- The advertisement of any product should be appealing to the entire lot who watch the advertisement.
- The sales of any product will reach its peak if the quality and the benefits of the product reach to all age group through an emphasizing advertisement.
- It is well studied from the research that the educated groups are wooed by the advertisements on television; therefore, the advertisements should be made more informative than attractive.



## CONCLUSION

The motive of the look at changed into to analyse purchaser's pride on family equipment. It started with an evaluation of literature and beyond studies papers. The literature changed into divided into one-of-a-kind headings; those being purchaser pride, domestic equipment marketplace in India, the researcher felt exploring those selected subjects will assist in higher know-how of present mind of lecturers on this field. The facts found out that members pride on purchaser long lasting items marketplace. The findings and consequences of this paper have been helping the literature and former studies supplied on this look at. The subject matters observed on this look at have been in settlement with the literature review.

Consumer conduct concept changed into done in element to apprehend the concept in the back of those specialists counting on an app for meals purchases. Four theories primarily based totally on purchaser conduct concept have been regarded upon. It is obvious that each one meals catering/shipping apps marketplace their merchandise primarily based totally on those purchaser conduct theories. They urge humans to reserve meals online through nudging them thru appealing commercials in addition to movie star endorsements. Restaurants additionally talk on behalf of those apps & the fast paced global simply eats all up earlier than setting orders for his or her favourite/suited meals in Swiggy, Zomato, and different associated apps. People order meals for his or her convenience & to strive new cuisines. Apps like Swiggy, Zomato, Lucious, Food Panda, Fresh menu, big basket, and associated ones spark off their clients thru discounts & appealing offers. All apps offer day by day offers & discounts, which urge humans to strive new meals at low-cost prices. The meals catering apps assist in quenching their hunger & the want to strive new or suited meals objects at low-cost prices.

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