



A Study on the impact of advertisements on online food delivery systems and its influence on consumers

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Abstract

This research, “ A study on how advertisements and online food delivery system influence the food and lifestyle of people”, is intended to elaborate the in depth on the effects of the different online food delivery websites and mobile applications. The research primarily aims at highlighting the level of influence exerted in the people living in different geographic locations and the effects of different advertising forms on them. This is again a metropolitan cities and their frequency of using online food delivery apps based on the same factors. The research is expected to disclose the target audience segregated on the criterion of geo demographic aspects and the effects left on them bring in a sudden drink in their lifestyle research study focuses on how different category of people are influenced by the online food delivery websites and mobile apps. The research implies on percentage analysis of the respondents where 57% of the people out of 100 respondents get influenced by the advertisements of the food delivery apps that they hear/watch/ read.

Introduction

Globally , in todays scenario with or without knowledge we tend around the concepts called “new Media”. The highly trending New Media frequently or colloquialy referred to as internet in one the main reason for the development of technology. With the advent of globalization and the rapid growth of digital technologies, the lifestyle, habits and the purchasing/buying power of the people reached its Zenith. With the adaption to internet and it’s features e-commerce, e-banking, e-booking began evolving. Eventually the food style of the people also became a component of the digital world. The online food delivery website and applications like food panda, Zomato, Swiggy, Uber eats facilitated feasible and comport dining within people’s personal spaces. This research is a study on the influence of the these digital spaces in the day to day lives of the people.

Bhandge (2015), proposed an automated food ordering system which will not only enable to give order without any personal interfacing but also will keep track of orders smartly. Digital ordering system was developed by means of android application. For tablet and PCs this system was implemented. The front was developed using JAVA.

Nehaparashar and salinaGhadiyali (2017), Published a paper on the topic “ Study on the consumer’s attitude and perception towards digital food app services the main objective of the paper is to understand the relation between facilities and the purchase behavior. Secondly to find the most popular app in the food delivery industry. The research concludes that social media should be the most desired tool for marketing by firms. Currently cash on delivery is the most preferred option of payment by the respondents but other digital techniques are also in the growth stage. Firms must also make sure that the apps are comfortable and

user friendly. The special apps are a convenient way for the consumers to place orders and for the company to attract further more consumers but the comfort of usage must be given a higher preference.

To look into the brief conceptualization 75% of the respondents using the food delivery system fall under the age category of 15 to 25, while 18.5% belong to the age group of 26 to 35, while only 4 and 2.5% of the respondents belong to 36 to 45 and above 46 age group respectively. This is evidential that youngsters operate more of this online food delivery. Since youngsters have more chance of prominent exposure to media, advertisements, coupons and codes the level of consumption of outside food by them is also more. Hence, the objective of the research is so keep to figure out the standard of living of the customers who often order food online, under what circumstances do they order and also their opinion towards the thriving competitive food delivery companies.

Objectives of the Study

1. To find out why and which category of people now a day's prefer online food delivery system and
2. To analyse the impact and the role of advertisement in persuading people to plunge into the upcoming trend of online food delivery.

Research Methodology

This research paper analyses why people today prefer online food delivery system and the impact of advertisements on them that is used as a tool to promote such systems. Primary data was collected for this research since the tool for collecting data is questionnaire.

The research follows descriptive design style. The report relies on outcome of the survey conducted by online survey method. The sample size is 100 respondents from the survey methodology wherein all the 100 respondents are online users. The research follows the convenient sampling technique. A convenient sampling method is one of the important and famous sampling techniques of the non-probability sampling method. The questionnaire used in this research study mostly includes closed-ended questions where the respondents were required to choose the answers for the questions from the choices mentioned in the survey questionnaire. Demographic variable such as gender, age group, occupation, number of family members, household income and residential community were used as factors to find out their relationship with dependent variables.

Data Analysis and Interpretation

Distribution of respondents on the basis of usage of coupons and codes given in the advertisement

S.No	Usage of coupons/ codes	Frequency	Percentage
1	Yes	70	70
2	No	30	30
Total		100	100

As shown the above table, 70% of the respondents use coupons and codes that they find the different form of advertisements, while 30% of the respondents don't use any such coupons and codes.

Distribution of respondents on the basis of how often they apply codes and coupons

S.No	Usage of coupons/ codes	Frequency	Percentage
1	Always	21	21
2	Often	22	22
3	Sometimes	29	29
4	Rarely	17	17
5	Never	11	11
Total		100	100

As shown in the above table, 21% of the respondents always apply coupons/codes, 22% of the respondents often apply coupons/codes, 29% of the respondents sometimes apply coupons/codes, 17% of the respondents rarely apply coupons/codes while 11% of the respondents never apply them.

Distribution of respondents on the basis of the ranking of food delivery apps

S.No	Usage of coupons/ codes	Frequency	Percentage
1	Food panda	26	26
2	Swiggy	15	15
3	Ubar Eats	14	14
4	Zomato	12	12

As mentioned in the above table, Food Panda, Swiggy, Ubar Eats and Zomato were ranked from 1 to 4 in the following percentages 26%, 15%, 13.5% and 12% respectively.

Distribution of respondents on the basis of if they follow advertisements of food apps in any form of media

S.No	Follow up of ads in media	Frequency	Percentage
1	Yes	41	41
2	No	59	59
Total		100	100

As shown in the above table, 41% follow advertisements of food apps while 59% of the people don't follow it.

Distribution of respondents on the basis of the ranking of medium they follow

S.No	Usage of coupons/ codes	Frequency	Percentage
1	Social media	23	23
2	Television	8	8
3	Radio	7	7
4	Newspaper	5	5
5	Magazine	5	5

As shown in the above table, 23% of the respondents ranked Social media first, 8% of the respondents ranked television second, 7% of the respondents ranked Radio third, 5% of the respondents fourth and 5% of the respondents ranked magazine Fifth.

Distribution of respondents on the basis of if they get influenced by the ads they hear/watch/read

S.No	Influenced by ads	Frequency	Percentage
1	Yes	57	57
2	No	43	43
Total		100	100

As shown in the above table, 57% of the respondents get influenced by the ads they hear/watch/read while 43% of the respondents don't get influenced.

Distribution of respondents on the basis of their temptation after ads with discounts

S.No	Tempted seeing ads with discounts	Frequency	Percentage
1	Yes	59	59
2	No	41	41
Total		100	100

As shown in the above table, 59% of the respondents get tempted seeing ads with discounts while 41% of the respondents don't get tempted. The reason why they get tempted is because the visuals of the ads are created in such a way so that it immediately creates craving for the people who are watching it, wanting them to order for it.

Distribution of respondents on the basis of the ranking of ad form that tempts the most

S.No	Usage of coupons/ codes	Frequency	Percentage
1	Social media ads	30	25
2	Skip ads	30	25
3	Pop up ads	29	24
4	App notifications	21	18
5	E mail ads	17	14

As shown in the above table, 25 % of the respondents ranked Social media and skip ads, first, 24% of the respondents ranked pop up ads third, 18 % of the respondents ranked app notification fourth and 14 % of the respondents ranked email ads fifth.

Findings

The findings of the survey states that, out of 100 respondents 48% of them male and 51 % are women. Majority of the respondents are employed and students 42 % and 38% respectively and the rest two fall under the category of self employed and housewife predominant group resided in city 7.5% and Urban community 16.5% whose income % are 10% (<Rs.20,000), 24% (Rs. 20,000 – 35,000), 25% (Rs. 35,000 to 50,000) and 41% of the respondents have their household income above 50,000. The research finds that the people who have income of above Rs. 50,000 are mostly students and newly employed youngsters who have also inclusively stated the income of their parents.

The report implies that a majority of 70% of the respondents use the codes and coupons that they find in the media and advertisements. This is a clear proof that media persuades and urges the people to make such purchases. While 21% and 21% of the respondents always and often the codes and coupons, 57% of the respondents have agreed that they get influenced by the ads they see/hear and watch. Positively agreeing to the statement that their temptation to consume food delivered online raises seeing ads with discounts, the respondents find social media ads and skip ads in video(25%) most attractive and persuading followed by pop-up ads(24%), app notifications (18%) and email ads (14%). Ranking the social media with 57% as the

first medium they follow, the respondents have ranked television second with 19%, radio third with 17% newspaper fourth with 14% and have provided the last ranking to magazine which is 12%.

Suggestions

In addition to the already existing form of media used for advertising, creating exciting print and broadcast ads will help the service reach every door steps. This is because since digital platforms are majorly used by youngsters, making print and broadcast ads might also help in increasing business, which is therefore the power of media.

Conclusion

The present study is sought to find out the on how advertisements and online food delivery influence the food and lifestyle of people. The study reveals that people are influenced by the advertisements they come across on their day today life. The study also reveals that people get highly tempted seeing ads with discounts. This clearly shows that media i.e., advertisement has a profound impact in the people's mind while watching ad commercials and also urges them consume. In fact a large number of respondents prefer food panda first, swiggy second, Uber eats third and Zomato fourth. This is because the services and the reach of Swiggy and food panda is more in some cities while both of food panda and swiggy deals with a lots and lots of discounts and coupons. This hugely attracts the people and advertisements as a medium of promotion also highly impacts the purchasing decision of the consumers and people. To find out what kind of meal people basically order, 73 respondents order for dinner while 89.5% use mobile applications only 10.5% of the use websites. Talking about the usage of the apps, 45%, 20% and 35% of the respondents 6 months, 1 year and more than a year respectively. To find out which mode of food consuming system, majority of the respondents have said that visiting restaurant satisfies them the most than home delivery system.

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