



A STUDY ON IMPACT OF ONLINE FOOD DELIVERY APPLICATION AMONG GENERATION Z

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ABSTRACT: Consumers of today frequently use virtual environments to purchase the goods they need, such as clothes, electronics, entertainment, etc. Currently, customers are starting to order meals online. This encourages many service providers to transition to virtual environments. Teenagers, whose population in India is higher than that of other groups, are very fond of using the on-line food ordering system, for which there are many service providers. The researcher makes an effort to understand teens' preferences for online food delivery services. By the use of a comfort sampling approach and a standardized questionnaire, the researcher identified 200 young adults in the Bharuch & Ankleshwar market. A variety of analytical tools, including bar charts, Chi-square, are used to analyse the acquired data. The findings imply that young adults are considering website security and design while making online food orders. The investigation also comes to the conclusion that most youths in Bharuch & Ankleshwar use the Zomato app to order food.

Keywords: Online food, Food delivery, Teenagers, Zomato, Restaurant, Ankleshwar, Bharuch, Preferences

INTRODUCTION

The global online grocery delivery market is estimated to be valued at USD 50.7 billion in 2021 and is expected to grow at a compound annual growth rate (CAGR) of 18.7% between 2022 and 2030. In 2020, the entire COVID-19 pandemic negatively impacted growth due to supply chain disruptions and reduced end-user sales. However, increasing smartphone usage and internet penetration have contributed to the growth of the market. The expansion of distribution aggregators such as its Zomato and Swiggy in the Indian market in recent years has further contributed to the growth of the industry.

Increase in the number of dual-income households and changes in lifestyle and dietary habits are expected to contribute to the growth of the industry during the forecast period. In addition, food service providers are promoting the adoption of online delivery services by setting up large warehouses to store fresh produce to

provide quality food. is changing the way people eat, inspiring fully digital devices that require no dining rooms or servers.

Cloud Kitchen has skyrocketed in popularity as several eat-in restaurants have closed during the COVID pandemic.

This rapidly growing number of cloud kitchens is expected to fuel the trend towards online food ordering. This bodes well for the growth of the industry. Similar to drone delivery, automated delivery robots are expected to be used to deliver food in the near future. Food delivery companies are investing more in such technologies, making them part of the food supply chain to ensure fast and contactless delivery.

The worldwide marketplace for on-line meals transport services is predicted to boom from USD 111.32 billion in 2025 at a increase rate of 3.Sixty one%, in keeping with the "on line food transport offerings global market record 2020-30".

In India 80% of the company is concentrated in top 06 to 12 cities. The remaining 480 cities occupy the remaining space and are expanding. The volume of business in these smaller towns has doubled in the last few months Smaller cities are expanding rapidly as a result of aggressive population migration and a declining hesitancy to order food online. These areas are much more aware of ordering food online than going to a restaurant. Parents who are older and were not the original target generation are starting to place orders. Brands that focus on delivery are starting to see opportunities.

Zomato and Swiggy currently have a majority of the market share, and it is too early to declare a winner. Amazon has been functioning in Bangalore for the previous few months; at the moment, it occupies less than 1% of the market.

OBJECTIVE OF THE STUDY

- To evaluate the benefits and drawbacks of online food delivery services from the perspective of the users.
- To identify the most influential factor in opting a food app.
- The preferred online food ordering application among young adults in Ankleshwar & Bharuch

HYPOTHESIS

H0: There is no difference in the proportion of consumers preferring different online food brand

H1: There is significant difference in the proportion of consumers preferring different online food brand

RESEARCH METHODOLOGY

Research Design:

- The study will use a descriptive research design.

A population, circumstance, or phenomena is described in descriptive research, a sub-type of study. It is concentrated on addressing the how, what, when, and where issues. if a research issue, as opposed to the why. This is mostly due to the fact that it is critical to have a thorough understanding of a research problem's scope before looking into its root causes

Source of data:

- Website, Reference & Personal Interact

Data Collection:

Although there are many ways to get data, the researcher decided to focus on two major sources when conducting their study. As follows:

- **Primary source:** Primary sources are those places where the researcher used an empirical approach, such as a personal interview, to gather the original data.
- **Secondary source:** It is impossible to overstate the importance of secondary sources of information for this kind of undertaking. The researcher's primary sources for secondary data were internet, books, periodicals, journals, newspapers, and library sources.

Population Of The Study :

- Here, Research should be taken by 200 people for accomplish of our study.

Sampling Method :-

- Simple random sampling method is adopted for the study with a sample size of 200 respondents.
- In a simple random sample, every member of the population has an equal chance of being selected. Your sampling frame should include the whole population.

Sampling Frame:

- Our classmates, relatives, and neighbours from various districts, such as Bharuch and Ankleshwar, are included in the study "A Study on Impact of Online Food Delivery Application Among Generation Z" in this instance. Data on the subject has been gathered from 200 respondents, including both users and non-users of online meal delivery apps, in order to provide a comprehensive view of the subject. Any study must include an analysis of the data gathered. You can accomplish this using a variety of statistical tools. The research method in this study is percentage analysis..

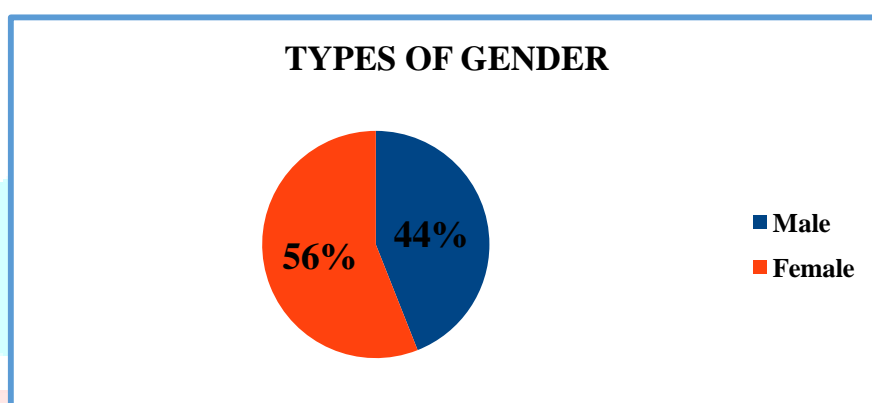
Data Collection Instrument-:

- A questionnaire was designed keeping in view all the aspects of effectiveness .
- Questionnaire was used as an google form schedule to collect data from the people.
- The questionnaire included open ended questions, close ended questions & statements.
- In statements respondent have to tick mark the given options like strongly agree, agree, , disagree, strongly disagree ,yes ,no according to their point of view.

DATA ANALYSIS AND INTERPRETATION**1: Type Of Gender**

Category	Respondents	Percentage
Male	88	44.00%
Female	112	56.00%

Table 1.1: Type Of Gender



Graph 1.1

Interpretation

Table gender shows that men made up 44% of the sample and women 56%.

2: People Who Orders Food Online

Category	Respondents	Percentage
Yes	165	82.50%
No	35	17.50%

Table 1.2: People Who Orders Food Online



Graph 1.2

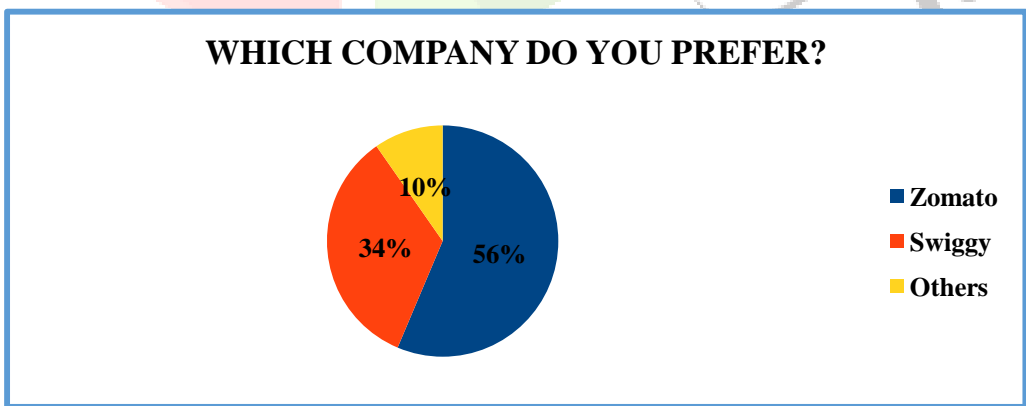
Interpretation

Out of 200 respondents, 165 respondents said that they order food online and 35 said that they don't order food online.

3: If Yes, From Which Company Do You Prefer?

Category	Respondents	Percentage
Zomato	93	56.36%
Swiggy	56	33.94%
Others	16	9.70%

Table 1.3: Which Company Do You Prefer ?



Graph 1.3

Interpretation

Out of 165 respondents 56% prefer Zomato, 34% prefer Swiggy, and remaining 10% prefer other apps.

Category	Observed	Expected
Zomato	93	55
Swiggy	56	55
Others	16	55

We are checking here that is if there is no difference in the proportion of consumers preferring different company by Chi-square method;-

Here χ^2 Value =53.92

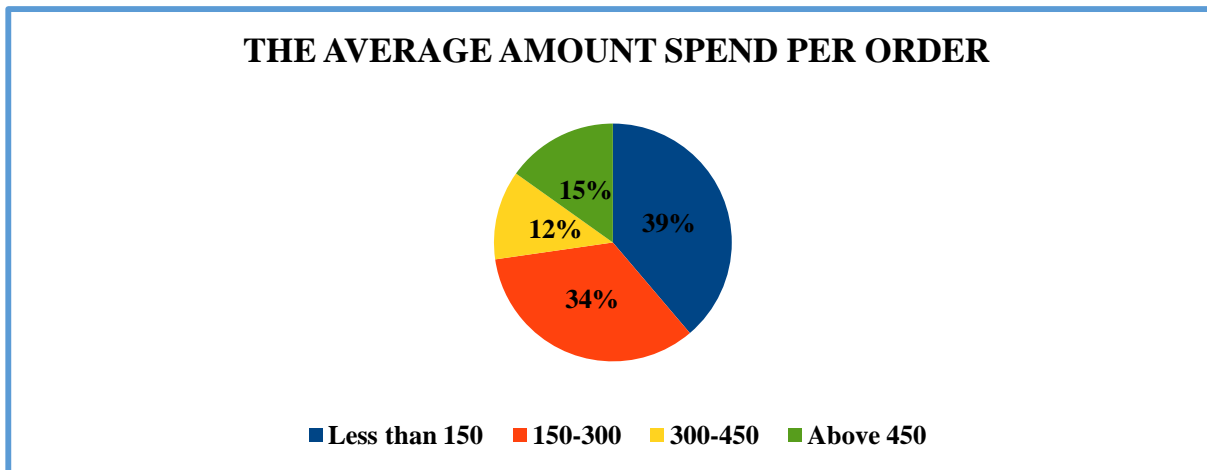
Degree of freedom	2
Level of significance	0.05
χ^2 Critical Value	5.99

Since the calculated chi-square value of 53.92 is greater than the critical chi-square value of 5.99, there is a strong evidence to reject the null hypothesis of “no difference”. Therefore, it is concluded that the preference for different online food brand is definitely different for the consumers. If he look at the actual frequencies in the data table, we see that the preference for brand Zomato is greatest and least for brand Others.

4. What Is The Average Amount You Spend Per Order?

Category	Respondents	Percentage
Less than 150	64	38.79%
150-300	56	33.94%
300-450	20	12.12%
Above 450	25	15.15%

Table 1.4: Average Amount Spend Per Order



Graph 1.4

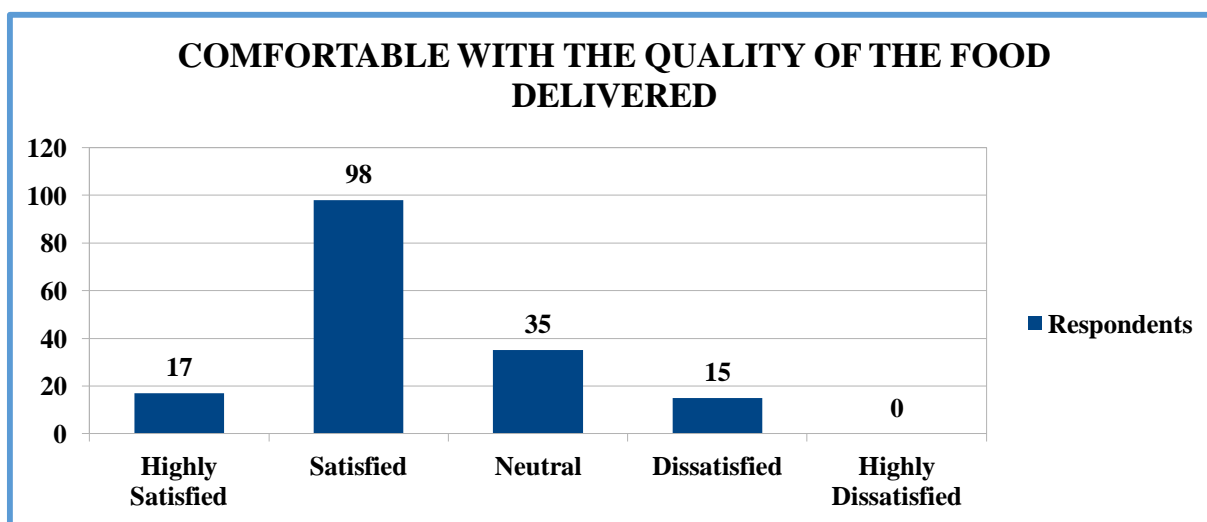
Interpretation

Out of 165 respondents 64 people order food less than 150 , 56 people order between 150-300, 20 order between 300-450 and 25 people order food more than 450 rupees .

5. Comfortable With The Quality Of The Food Delivered Online.

Category	Respondents	Percentage
Highly Satisfied	17	10.30%
Satisfied	98	59.39%
Neutral	35	21.21%
Dissatisfied	15	9.09%
Highly Dissatisfied	0	0.00%

Table 1.5: Comfortable With The Quality Of The Food Delivered Online



Graph 1.5

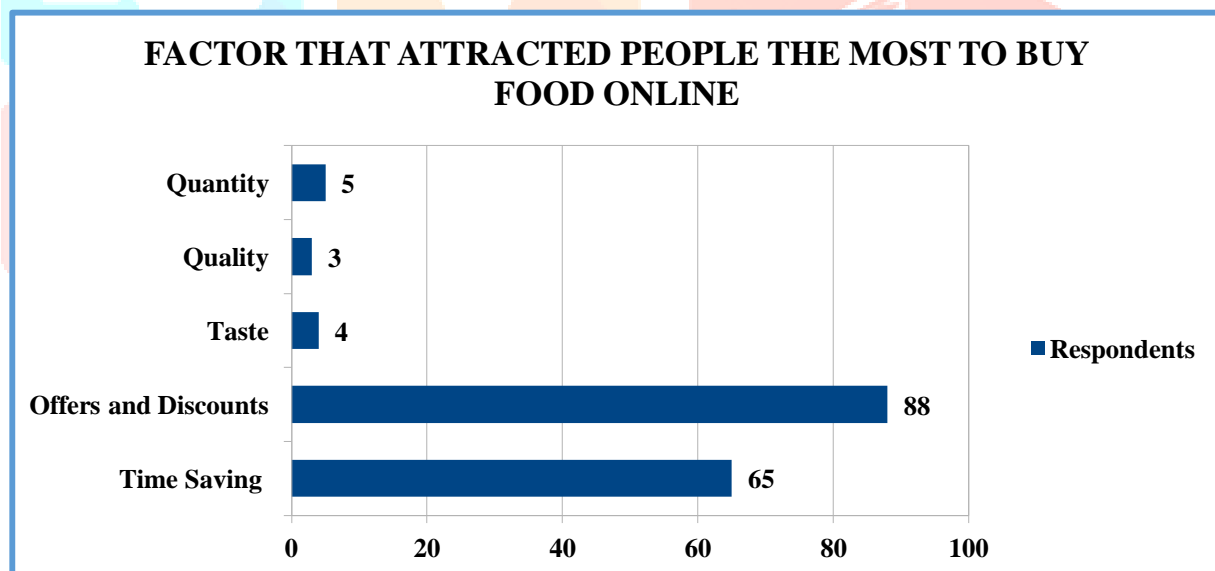
Interpretation

Out of 165 respondents 10.30% people are highly satisfied with the quality of food delivered, 59.39% are satisfied, 21.21% are neutral, and 9.09% are dissatisfied with the quality of food delivered.

6. Factor That Attracted People The Most To Buy Food Online Through Mobile Application

Category	Respondents	Percentage
Time Saving	65	39.39%
Offers and Discounts	88	53.33%
Taste	4	2.42%
Quality	3	1.82%
Quantity	5	3.03%

Table 1.6: Factor That Attracted People The Most To Buy Food Online



Graph 1.6

Interpretation

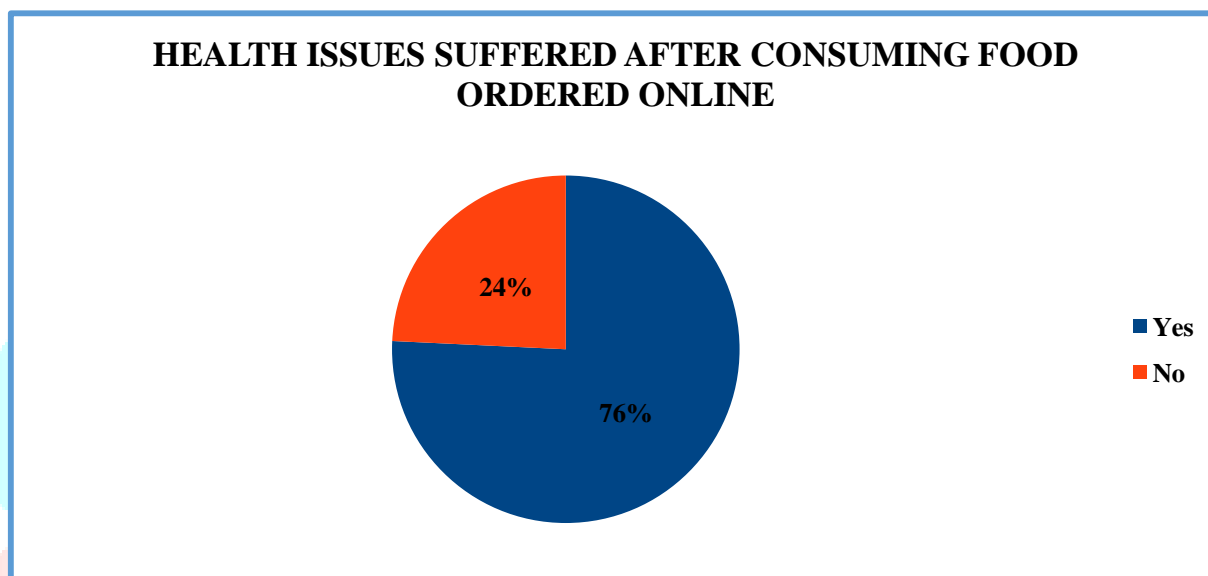
Out of 165 respondents 39.39% people buy food online because of the time saving factor, 3.03% order food because of the quantity they get, 1.82% people order food because of the quality of the food, 2.42% order food because of the taste and 53.33% order because the offers and the discount they get by ordering food online.

The replies of agree and strongly agree were considered together as agree for the aim of discovering the factor that has the greatest influence on online food ordering behaviour. Strongly disagree and disagree were combined into the response of disagree. While utilizing the weighted average method to analyse the data, neutral responses were not taken into account.

7. Health Issues Suffered After Consuming Food Ordered Online.

Category	Respondents	Percentage
Yes	125	75.76%
No	40	24.24%

Table 1.7: Health Issues Suffered After Consuming Food Ordered Online.



Graph 1.7

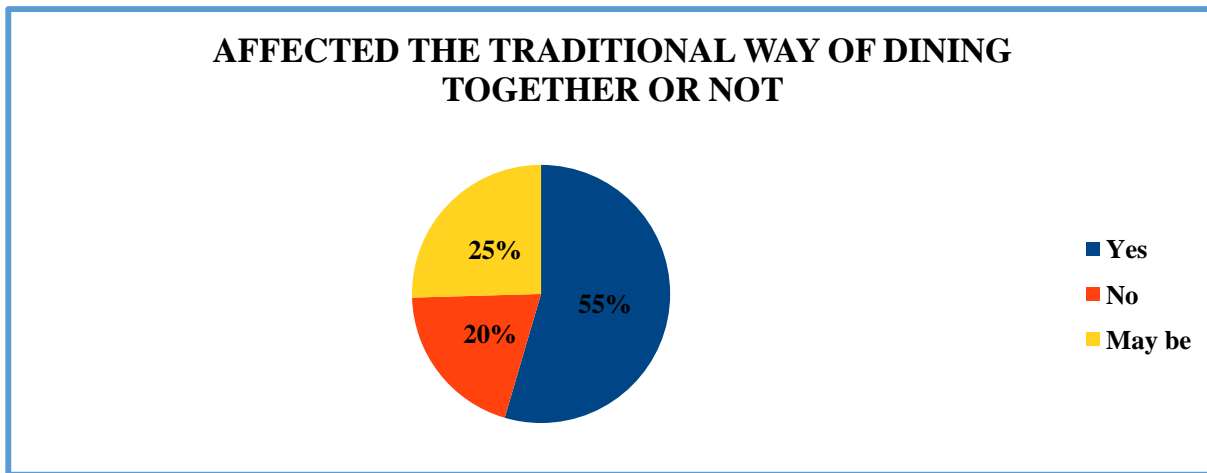
Interpretation

Out of 165 respondents 24% people have suffered health issues after consuming the food ordered online and 76% people didn't suffer any health issues.

8. Whether Buying Food Online Has Affected The Traditional Way Of Dining Together Or Not.

Category	Respondents	Percentage
Yes	90	54.55%
No	33	20.00%
May be	42	25.45%

Table 1.8: Affected The Traditional Way Of Dining Together Or Not.



Graph 1.8

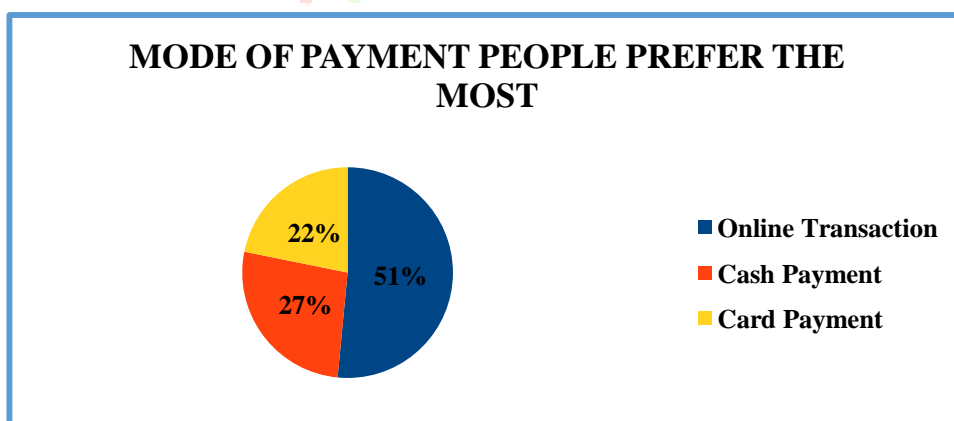
Interpretation

Out of 165 respondents 54.55% people are of the opinion that buying food online has affected the traditional way of dining together and 20% say no and 25.45% say that may be.

9. Mode Of Payment People Prefer The Most.

Category	Respondents	Percentage
Online Transaction	85	51.52%
Cash Payment	44	26.67%
Card Payment	36	21.82%

Table 1.9: Mode Of Payment People Prefer The Most.



Graph 1.9

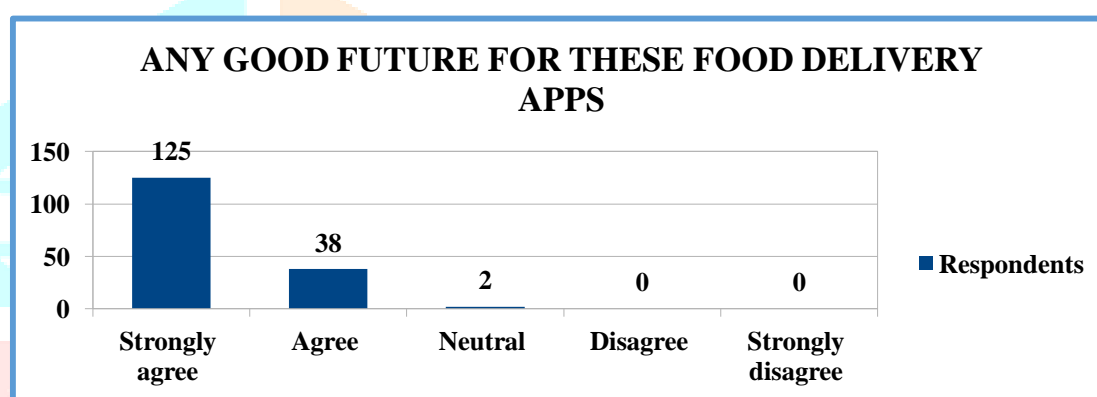
Interpretation

Out of 165 respondents 52% people use online transaction for making payment for the food ordered online, 27% prefer cash on delivery, 22% people pay for the food ordered through cards.

10. Is There Any Good Future For These Food Delivery Apps.

Category	Respondents	Percentage
Strongly agree	125	75.76%
Agree	38	23.03%
Neutral	2	1.21%
Disagree	0	0.00%
Strongly disagree	0	0.00%

Table 1.10: Is There Any Good Future For These Food Delivery Apps.



Graph 1.10

Interpretation

Out of 165 respondents 75.76% people strongly agree that food delivery apps have a good future, 23.03% people agree, 1.21% people are neutral with the statement, 0% people disagree & strongly disagree with the statement.

FINDING AND RESULTS

- 82.5 percent of respondents admitted to ordering food online.
- Zomato is the food delivery app that respondents use the most frequently.
- Only 25 of the respondents spend more than Rs.450 on each internet meal order.
- The majority of respondents are happy with the food quality they receive through online food delivery applications.
- The incentives and discounts that the meal delivery apps offer are the factor that has the largest influence on online food sales.

- The vast majority of respondents claimed that eating meals ordered online has not negatively impacted their health.
- Only about 54.55% of respondents believe that the conventional social dining experience has been impacted by internet foods.
- Online transactions are the respondents' top choice for payment methods.
- The majority of respondents concur that these food delivery applications in India have a bright future

CONCLUSION/SUGGESTIONS

In India right now, online food delivery services are highly popular. We may draw the conclusion that the online meal ordering system has benefits and drawbacks after analysing user perceptions of the online food delivery application in Ankleshwar and Bharuch. The ease of ordering and receiving food without difficulty is the primary driver of the boom in the online food industry. Teenagers are more likely to eat out online, according to the report, and the main driver is deals and savings. The majority of respondents in these two cities utilise online apps for meal delivery, however some of them do not for issues of quality and health. In short, the trend of online meal ordering has surely evolved as a result of changing consumer lifestyles and rising internet activity in India.

- In order to attract more affluent customers, has to improve the quality of its offerings.
- In order to boost sales, it has to focus more on tier 2 and tier 3 city and localities
- By adding new distribution channels, restaurant operators should expand online ordering in order to draw in customers.
- Online apps should prioritise offering their users a wide range of options for selecting a variety of items that are of the highest quality. Additionally, they need to follow up with clients regularly and deliver purchases on schedule. Online food delivery apps should advertise their quality assurance programme.
- To encourage more sales, it's important to provide discounts and coupons.

Clients could encounter several difficulties when placing a purchase, thus the business should take the required steps to assist the customers by offering user-friendly access to websites.

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