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Online Food Buying Behaviour of Indian Consumers

Avil Saldanha[a], Ananya Sen[b]*

[a]*Assistant Professor, St Joseph's Institute of Management,Primrose Road, Off MG Road, Bangalore – 560 025,INDIA.*
[b]*Student, St Joseph's Institute of Management, Primrose Road, Off MG Road, Bangalore – 560 025,INDIA.*

A B S T R A C T

In a world where everyone wants to get everything in a few clicks and at the comfort of their homes, it is noticed that online buying has been a huge success in the recent times. In this study, online delivery of food was investigated. A survey was conducted among a varying group of people who have an experience of ordering food online. These consumers were from different walks of life with the age ranges from 15 to above 60 years. This survey was restricted to Indian consumers and conclusions were drawn from their experience of online food ordering and delivery. This study investigates the impact of demographics on online food buying behaviour. The researchers have got some interesting results. The demographic variables used in this study are age, gender, marital status, profession and income.

Keywords: Online Food Delivery, Ordering Food Online, Ordering Food, Buying Food Online

1. Introduction

The process of ordering food online through a web browser or a mobile application is termed as online food ordering/online food delivery. The product that is delivered can either be a direct-to-eat meal (e.g., food from restaurants, cafes, food halls, etc.) or food that hasn't been prepared or cooked (e.g., fruits and vegetables). The online food delivery framework gives convenience to clients and customers. This framework was enhanced to provide speed and save time efficiently for the customers. How this industry is designed is quite fascinating in its own way and rather improving every day. The consumer's preferred restaurant, which is well within the reach of their house address, is listed in the applications or web browsers where it picks up the order of the choice of the customer and from the time the order is being prepared to the time it is taken by the delivery boy, is all shown to the consumers on their respective devices. Once the order is picked for delivery, a live tracking system gives the consumers real time information of where and how far the order is till it finally reaches the doorstep. Complete transparency is maintained throughout the process. Furthermore, to make the procedure even more hassle free and convenient, online transactions can be used for payments instead of the usual cash on delivery option.

2. Indian Scenario

Web based food delivery in India is still in initial phase in spite of picking up fame as of late. With the expanding competition and huge market, the online food delivery organizations are presenting parcel of inventive technique and more discount offers to expand the consumer loyalty and maintenance. Foodpanda, Swiggy, Faasos, Tinyowl and Zomato are at present among the top-rated online food delivery services.

* *Corresponding author.*
E-mail address: ananya@sjim.edu.in

***2.1. Factors determining the growth of online food delivery in India*:**

1. Empowering Demographics:
With a population of over 1.35 billion, India is one of the best markets in the world. Also, half of Indian shoppers fall below the age of 25, making India among the youngest populace on the world. An enormous proportion of the fast food demand comes from the age groups of 18-40 years.
2. Increase in income and consumption:
The Indian population mainly consists of the youths who are currently working in IT companies or having their own businesses and so, their standard of living too has been raised as well as their consumption. And hence, people don't mind spending extra on food and the delivery charges just so that they can lead a comfortable life.
3. Rising number of working women:
There has been increase in working women in India. Rising populace, urbanization and expanding traffic on streets are some of the elements which have constrained the working women to burn through a large portion of their profitable hours driving and at work, along these lines there is less time to prepare full dinners at home. Working women ordinarily spend a lot of their extra cash on eating out and getting food delivered at home. This is again a key interest driver for the online food delivery service benefits in India.
4. Less Investment Required:
The measure of capital required for online food delivery framework is lesser as compared with starting a physical restaurant. Immense expense is included while setting up an eatery like lease, structuring inside, furnishings, etc. Because of this cost many specialist organizations are eager to put their time and endeavors in the arrangement devoted to delivering food at the doorstep.
5. Emerging Trend:
The reality of expanding number of smart phones and site-based framework can't be ignored. Expanding access to web, increment in proficiency rate has made online food delivery a profitable business. Numerous sorted out players like McDonald's, KFC, Pizza Hut, and Domino's Pizza are tied up with online food applications and websites.

3. Review of Literature

Kim, H., & Kim, M. (2019) examined online food purchase and factors affectingonline purchase of food utilizing information from the 'Purchaser Behavior Survey for Food in 2017' directed by the Korea Rural Economic Institute. The fundamental purposes behind online food buys were 'delivery services', trailed by 'low cost', and 'great quality', while the explanations behind non-acquisition of nourishment online were 'trouble in web use' trailed by 'doubt in quality', and afterward 'trouble in getting enough data'. In the repetition of online food buys, 'not exactly once every month' was the most noteworthy reaction rate. Respondents who ordered food using mobile phones were much larger as compared to laptop or desktop. The primary spots of online food buys were 'online shopping center', 'online enormous discount store', and 'online eco-friendly nourishment store' all together. The components deciding on the web food buys were educational level, occupation, monthly pay, taste-chasing dietary way of life, and nourishment buy competency. In this manner, the consequences of this investigation infer that it is important to set up certainty and security in quality to encourage online food buys.
Suhartanto et al (2019) analyzed views of 405 Online Food Delivery (OFD) administration clients from Bandung, Indonesia. By applying change based incomplete least squares to assess the proposed model, this examination affirms the immediate impact of nourishment quality on online faithfulness, yet not e-administration quality. Correa et al (2019) state that online food delivery services depend on urban transportation to reduce clients' efforts of going in profoundly dense urban communities. Kapoor et al (2018) state that the process of delivering eatery meals to consumers is experiencing quick change as new online players race to catch markets and clients across a large portion of the metropolitan urban areas in India.
Yusra, Y., &Agus, A. (2018) stated that the developing of online food delivering (OFD) industry is esteemed as another direct in food/nourishment industry so as to get more deals and shares and has advanced theintensity among the OFD players. Subsequently, an adequate comprehension of the idea of the online help industry is significant for specialist co-ops in this developing business sector. Theresults of this study showed the positive connections between administration quality, consumer loyalty, and client dedication. While consumer loyalty halfway intervenes administration quality and client dependability, individual creativity has a negative directing impact on consumer loyalty and clientdevotion.

4. Objectives

- To understand the online buying behavior of Indian consumes with respect to food.
- To investigate the impact of demographic variables like age, gender, marital status, profession and income on the frequency of online food ordering.

5. Hypothesis

- H1.1: There is association between age and frequency of online food ordering.
- H1.2: There is association between gender and frequency of online food ordering.

- H1.3:There is association between marital status and frequency of online food ordering.
- H1.4: There is association between profession and frequency of online food ordering.
- H1.5: There is association between annual family income and frequency of online food ordering.

6. Data Analysis

Table 1: Customer's Age

Age	No. of Customers (out of 151)	Percentage
15 to 30 years	92	60.9%
31 to 45 years	32	21.2%
45 to 60 years	23	15.2%
Above 60 years	4	2.7%

61% of respondents were between the ages 15 to 30 years, followed by 21% respondents in the age group of 31 to 45 years. 15% of the respondents were in the age bracket of 45 to 60 years. Only 3% were above 60 years.

Table 2: Preference of ordering food

Platform	No. of Customers	Percentage
Mobile App	148	98%
Web Browser	3	2%
Other	0	0%

The data shows that maximum orders are done through mobile apps with a percentage of 98%. The reason behind this massive response can be the ease of using mobile apps.

Table 3: Importance of discount

Importance of discount	No. of Customers	Percentage
Not Very Important	8	5.3%
Not Important	6	3.4%
Neutral	21	13.9%
Important	67	44.4%
Very Important	49	32.5%

44% respondents find having discount offers as an important criterion whereas about 33% of them find it very important to have discount offers while ordering food online. 13% of them are neutral about it whereas a mere 3% to 5% don't find it important.The reason for wanting discount offers might be because most of the respondents are students who frequently order food online and also, most of the respondents have annual family income less than 5 lakhs.

Table 4: Importance of Quality of food

Importance of Food Quality	No. of Customers	Percentage
Not Very Important	1	0.7%
Not Important	1	0.7%
Neutral	1	0.7%
Important	21	13.9%
Very Important	127	84.1%

84% respondents find it very important to have good quality of food. 14% find it just about important to have good quality food whereas less than 1% respondents do not mind having less good quality of food.The reason for people wanting to have good quality of food is to maintain good hygiene and health and also to get most out of the amount that they are paying for the food that is being delivered to them.

Table 5: Importance of Speed of Delivery while ordering food online

Importance of Delivery Speed	No. of Customers	Percentage
Not Very Important	4	2.6%
Not Important	2	1.3%
Neutral	27	17.9%
Important	71	47%
Very Important	47	31.1%

47% respondents feel it's important to have their food delivered fast. 31% find it just about important to fast delivery whereas about 17% don't mind not having fast delivery. The reason why respondents want fast food delivery is because they don't want to wait for a long time for their food as they feel it might be a waste of time. Some even might want the food delivered fast as they would want to satisfy their appetite faster.

6.1 Hypothesis Testing

Hypothesis 1

$H0_1$: There is no association between age and frequency of online food ordering.

$H1_1$: There is association between age and frequency of online food ordering.

Count

		age of respondent in years				
		15 to 30	31 to 45	45 to 60	above 60	Total
frequency of online food ordering	daily	7	0	0	0	7
	weekly	39	13	5	3	60
	monthly	25	14	3	0	42
	special occasions	21	5	15	1	42
Total		92	32	23	4	151

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.749[a]	9	.001
Likelihood Ratio	28.597	9	.001
Linear-by-Linear Association	7.195	1	.007
N of Valid Cases	151		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .19.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.429	.001
	Cramer's V	.248	.001
N of Valid Cases		151	

Since significance value < 0.05, the null hypothesis is rejected. It is inferred that there is a significant association between age and frequency of online food ordering. It can be observed that all the 7 respondents who order food daily using online portals are in the age group of 15 to 30 years. The older respondents ordered food online weekly, monthly or on special occasions.

Hypothesis 2

$H0_2$: There is no association between gender and frequency of online food ordering.

$H1_2$: There is association between gender and frequency of online food ordering.

Count

		Gender of Respondent			
		2	1	3	Total
Frequency of ordering food online	1	3	4	0	7
	3	24	18	0	42
	4	21	19	2	42
	2	24	36	0	60
Total		72	77	2	151

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.627[a]	6	.196
Likelihood Ratio	8.541	6	.201
N of Valid Cases	151		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .09.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.239	.196
	Cramer's V	.169	.196
N of Valid Cases		151	

Since significance value > 0.05, therefore, we fail to reject H0 or null hypothesis. It can be inferred that there is no significant association between gender and frequency of online food ordering.

Hypothesis 3

$H0_3$: There is no association between marital status and frequency of online food ordering.

$H1_3$: There is association between marital status and frequency of online food ordering.

Frequency of ordering food online * Marital Status Crosstabulation

Count

		Marital Status			
		3	2	1	Total
Frequency of ordering food online	1	0	1	6	7
	3	0	19	23	42
	4	1	22	19	42
	2	1	22	37	60
Total		2	64	85	151

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.207[a]	6	.400
Likelihood Ratio	7.096	6	.312
N of Valid Cases	151		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .09.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.203	.400
	Cramer's V	.143	.400
N of Valid Cases		151	

Since significance value > 0.05, therefore, we fail to reject H0 or null hypothesis. It can be inferred that there is no significant association between marital status and frequency of online food ordering.

Hypothesis 4

$H0_4$: There is no association between profession and frequency of online food ordering.
$H1_4$: There is association between profession and frequency of online food ordering.

Count

		Profession of Respondent				
		3	2	4	1	Total
Frequency of ordering food online	1	0	0	0	7	7
	3	13	10	5	14	42
	4	19	9	4	10	42
	2	18	18	2	22	60
Total		50	37	11	53	151

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.363[a]	9	.016
Likelihood Ratio	22.148	9	.008
N of Valid Cases	151		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .51.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.367	.016
	Cramer's V	.212	.016
N of Valid Cases		151	

Since the significance value < 0.05, the null hypothesis is rejected. It is inferred that there is a significant association between profession and frequency of online food ordering. It can be observed that all the 7 respondents who order food daily using online portals are in the category 1 (students). The other categories of respondents (employed) ordered food online weekly, monthly or on special occasions.

Hypothesis 5

$H0_5$:There is no association between annual family income and frequency of online food ordering.
$H1_5$: There is association between annual family income and frequency of online food ordering.

		Annual family income				
		1	3	2	4	Total
Frequency of ordering food online	1	6	0	1	0	7
	3	23	7	11	1	42
	4	18	9	12	3	42
	2	27	6	23	4	60
Total		74	22	47	8	151

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.675[a]	9	.377
Likelihood Ratio	10.896	9	.283
N of Valid Cases	151		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .37.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.253	.377
	Cramer's V	.146	.377
N of Valid Cases		151	

Since significance value > 0.05, therefore, we fail to reject H0 or null hypothesis. It can be inferred that there is no significant association between annual family income and frequency of online food ordering. Common sense indicates that there may be an association between income and frequency of online food ordering but in this study we find that this association is not significant. However, the order size and order value may vary based on the income bracket.

7. Findings and Conclusion

It was found from the study that respondents are most likely to recommend or use the online food ordering apps. Respondents were quite satisfied with online food ordering. The online food delivery system is more popular among respondents between the age group of 15 and 30 years. Male respondents are more likely to use and recommend online food delivery systems as compared to women. It's more likely that unmarried customers more frequently use the food delivery app. It was found that students use the food delivery app more frequently. The annual family income doesn't stop a customer from buying food online. The analysis showed that maximum people with an annual family income less than 5 lakhs bought food online. The analysis also showed that customers ordered food online more on a weekly basis. It was also seen that more than 95% of the crowd found ordering food via an app efficient and easier. From the analysis it is shown that people like buying dinner more frequently than any other meal. An assumption can be made that after a long day at work or in college, they usually order food online rather than cooking. It is also seen that discounts are important while ordering food online for the customers. Through analysis, it is concluded that the quality of food is very important to the customers while ordering food online. Respondents have confirmed that speed of delivery is another factor while ordering food online. Also, analysis shows that payment through debit card is the most preferred mode of payment while ordering food online.

After examining the respondents' impression of online food ordering, it is concluded that there is a significant change in outlook of the consumers towards food. Prior, individuals used to celebrate with homemade lavish meals which are replaced now with easy techniques of online food delivery. The research shows that customers are leaning toward ordering simple accessible food as opposed to spending time preparing food. This could be useful to Food Marketers as they can further focus on online food delivery as a way to expand their business and server their customers better. From the findings of the study it is evident that quality of food, discount and speed of delivery are very important to the consumers. Those online food aggregators that deliver good quality food i.e. hot, hygienic and tasty in a quick manner and at a reasonable price have high chance of succeeding. Also, it is found that dinner is the most preferred meal for online ordering followed by lunch. The percentage of respondents ordering breakfast is lowest followed by snacks. Online food marketers can come with some innovative schemes to attract more consumers to order breakfast and snacks online. Food marketers need to focus on building user friendly mobile apps, since 98% of respondents indicated that they order food online using mobile phones.

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