

A Study on Preference on ordering Online Food during Lockdown in Chennai City

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Abstract

The Pandemic situation due to Covid -19, have made people to stay at home, it has created a urge in the demand for food delivery services. Since there is no option of Dine-in, consumers are turning towards the online delivery service to treat themselves during the days of lock down by social-distancing. Delivery services such as, Swiggy, Zomato and Uber Eats, etc have positively responded to the crisis by adapting contactless delivery options to reduce the risk of spreading the virus during the Food Delivery. Additional driving force for the demand for food delivery services is the increased number of restaurants offering home delivery. Considering the situation social-distancing measures have driven the restaurants to switch to home delivery. Online ordering system as provided an interactive experience for the users for the quick placing of food orders with simple payment methods. Customers have started using food delivery Apps for placing the online orders due to its flexible ordering process and technically developed online food ordering system has changed the restaurant's culture drastically and given an extraordinary comfort zone to the people across the globe. The main objective of this study is to know about the preference level on ordering online food during lockdown This study is based on primary and secondary data. Questionnaires were distributed to a sample of 126 respondents in Chennai city. Snow ball sampling method is used to collect the data. The finding of the study indicates that majority of the respondents order their Food through Swiggy. The respondents can order food when there is need and whenever they want this makes more respondents to order food in online.

KEYWORDS: Food delivery apps, Lockdown, Ordering Online food

I INTRODUCTION

E-commerce platform has grown drastically in the past decades due to varied reasons it includes changes in consumer lifestyles, technological advancements, increases in consumer income and education, and rapid financial development throughout the world. The use of the Internet as a tool for shopping or purchasing has been impressively growing from the past decade. The tremendous growth sales in online and the exemplary function of the Internet have drawn the attention of many companies; they are hurrying to set up businesses over the Internet without knowing the factors that actually motivate consumers to buy products or services online.

Online food delivery services are websites that facilitate interactive menus which allows the customers to place orders with nearby restaurants and food cooperatives. Similar like ordering consumer goods online, they also allow customers to maintain accounts with them in order to make frequent ordering convenient. A customer will explore for his favourite restaurant, choose from available items, and choose delivery or pick-up. Payment can be by credit card or cash, with the restaurant returning a percentage to the online food company. While-commerce has been around for over a decade closing the gap between food and the internet has taken longer.

II REVIEW OF LITERATURE

Sangeeta Mehroliya et.al (2020) the study is about the customers' response to online food delivery services during Covid-19 outbreak using binary logistic regression. The data were collected from 462 Online Food Delivery Services customers. To test the research objective, the binary logistic regression test was done. It is used to examine the respondents' characteristics, their age, patronage frequency before the lockdown, affective and instrumental beliefs and to examine the significant differences between the two categories of OFDs customers. The test concludes that the customers who purchased food online through OFDs were linked with less perceived threat and customers who purchased food online through OFDs were associated with a high level of purchase pattern, high perceived benefits and high product involvement.

Aditya Tribhuvan (2020) the researcher made a study on the topic Consumer perception on food apps. The objectives of this research paper is to examine the consumer perception and the factors that influences consumer perception towards food apps. To conduct this research, a survey method was used and the questionnaire was designed on the basis of TAM Model and sent to all segments of people like age, gender and income. The study states that all age and income groups respondents use food apps and they are happy with the quality of service, hygiene and packing system, which made them to order from food apps and also they prefer food apps because of the discounts available, foods are delivered on time, door-to door service and they are accepting online payment and cash payment.

III OBJECTIVE OF THE STUDY

1. To find out the apps used by consumers for ordering food online during lockdown
2. To examine the level of preference towards ordering food online.

IV METHODOLOGY

The snowball sampling method is used to collect data from 1st May 2021 to 31st May 2021. The nationwide lockdown started in India on 25th March 2020 to limit the movement of the population. However, the government allowed e-commerce firms to remain operational during this period. An online-based well-structured questionnaire was developed using Google forms and shared with the respondents. Online-based survey is the valid choice of data collection procedure during the lockdown to ensure the safety of the respondents and researchers.

V. FINDINGS OF THE STUDY

Table 1- Demographic profile of the consumers

Demographic variables		No. of Consumers	Percentage
Age	Less than 25 years old	37	37
	26 - 35 years old	25	25
	36 – 45 years old	52	52
	Above 45 years old	12	12
	Total	126	126
Gender	Male	74	74
	Female	52	52
	Total	126	126
Marital Status	Never Married	32	25
	Married	93	74
	Divorced	1	1
	Widowed	0	0
	Total	126	126
Educational Qualification	Upto School level	27	27
	Under Graduate	42	42
	Post Graduate	35	35
	Others	22	22
	Total	126	126
Monthly Family Income	Less than Rs.20,000	27	27
	Rs.20,001 - Rs.40,000	38	38
	Rs.40,001 - Rs.60,000	42	42
	Above Rs.60,001	19	19
	Total	126	126

Source : Primary data

Inference: Table 1 states the demographic profile of the Consumers who were selected for the study. Majority of 52 % of the Consumers belong to 36 to 45 years, 74 % of them are male, 74% of them are married, 42% of the Consumers have completed their under graduation courses and 42% of their monthly income are between Rs.40,001 – Rs.60,000.

Table 2 – Frequency of ordering food online during lockdown

Frequency of ordering per month	No. of consumers	Percentage
Less than 5 times	12	9
Between 6 and 10 times	34	27
Between 11 and 15 times	41	33
Between 16 and 20 times	20	16
Above 20 times	19	15
Total	126	100

Source : Primary data

Inference: Table 2 states that most of the respondents 33% of them ordered food between 11 and 15 times per month, 27% of them ordered food between 6 and 10 times per month and 9% of them ordered less than 5 times per month.

Table 3 – Preference of ordering food online during lockdown

Preference of ordering food online	No. of consumers	Percentage
I do not have to leave home	21	17
Can order whenever I want	33	26
Access to many hotels	25	20
Can order easily	29	23
To try a new experience	18	14
Total	126	100

Source : Primary data

Inference: Table 3 states that most of the respondents 26% of them prefer ordering food online as they can order whenever they want, 23% of them prefer as they can order easily, 20% of them prefer as they can access to many hotels, 17% of them prefer as they do not have to leave home and 14% of them prefer as they want to try a new experience.

Table 4 – App used for ordering food online during lockdown

App used for ordering food	No. of consumers	Percentage
Zomato	32	25
Swiggy	49	39
Domino's	15	12
Uber Eats	21	17
Just Eat	9	7
Total	126	100

Source : Primary data

Inference: Table 4 states that majority of the respondents 39% used Swiggy app, 25% used Zomato, 17% used Uber Eats, 12% used Domino's and 7% of them used Just Eat app for ordering food online during lockdown.

Preference level of ordering food online and the gender of the respondent

In order to find the preference level of ordering food online is depend on age of the respondent, a chi-square test was used and the result of the test is shown in the table 5.

H0: Preference level of ordering food online is not depend on the gender of the respondent

Table 5 - Preference level of ordering food online is not depend on the gender of the respondent

Demographic	Calculated χ^2 Value	Table Value	D.F	Remarks
Gender	1.541	5.991	2	Significant @ 5% Level

The hypothesis of the results shows that that the chi-square value (1.541) is less than the table value (5.991) at 5% level of significance. Therefore, the preference level of ordering food online is not depend on the gender of the respondent. Hence the null hypothesis is accepted.

VI CONCLUSION

The customers get more comfort and this process is helpful for the expansion of Restaurant. To seek customers' attention, they are providing the virtual menu comprising the dish name, image, specialty and price. The Advancement in Technology as led to the integration of Food delivery through online mode is beneficially for both the owner as well as the Customer. To conclude this research, the preference on ordering online food during lockdown in Chennai City, majority of the Respondence prefer ordering online food as they can order whenever they require and the swiggy app is used more frequently for Ordering Online.

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