



A Study of Consumer Behaviour Towards Food Ordering and Delivery Platform

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A Study Of Consumer Behaviour Towards Food Ordering And Delivery Platform

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Abstract :

This study investigates consumer behavior towards online food ordering and delivery platforms. It explores the most preferred platforms used by customers and the factors influencing those preferences.

The research acknowledges the significant shift in how people order food and aims to identify the key drivers behind this change. It examines various customer decision-making factors, including price, delivery speed, packaging quality, delivery personnel behavior, and platform design.

Through a survey method utilizing a Google Form questionnaire, the study gathers data from a diverse range of participants across age, gender, and income demographics. The analysis of this data will shed light on consumer preferences for online food ordering services and the specific features offered by these platforms that hold the most influence over customer decisions.

This research will contribute to a deeper understanding of the online food ordering and delivery market, allowing food delivery platforms to tailor their services and functionalities to better meet the evolving needs and expectations of their customers.

Keywords: Consumer behavior, online food ordering platforms, delivery platforms, digital payments, decision-making, delivery speed, packaging, platform design.

Introduction :

The advent of smartphones in the second decade of the 21st century marked a significant shift in consumer behavior, leading to the emergence of mobile shopping as a new phenomenon in online purchasing. One of the prominent sectors that witnessed this transformation is the food industry, with the establishment of online food delivery platforms like Swiggy, Zomato, and Foodpanda. These platforms offer comprehensive solutions for food ordering and delivery, streamlining the process for consumers. They act as a centralized hub for ordering food from a diverse range of hotels and restaurants, supported by their dedicated fleet of delivery personnel.

The popularity of these services, particularly among the millennial population, stems from their ability to save time and effort in food procurement. As a result, the food delivery market in India has become fiercely competitive, with platforms vying for market share and customer loyalty.

The demand for online food ordering is not just a passing trend; it signifies to customers that a restaurant or food establishment is modern and adaptable to contemporary lifestyles. Maintaining a loyal customer base requires a focus on quality, timely delivery, and consistency, all of which contribute to enhancing the overall online food ordering experience.

These platforms have revolutionized the way consumers interact with local eateries, chefs, and food providers, offering a direct-to-doorstep delivery model that caters to the fast-paced lives of urban dwellers. The

convenience of browsing through multiple menus, accessing discounts and promotions, reviewing previous orders, and reading customer feedback has made online food ordering platforms a preferred choice for many.

Moreover, the absence of human intervention in the ordering process ensures privacy and efficiency. Consumers no longer need to keep physical menus or promotional materials, as everything is accessible with a simple click on their mobile devices.

In this research paper, we delve into the intricacies of consumer behavior towards food ordering and delivery platforms. By examining factors such as convenience, pricing strategies, quality assurance, and technological advancements, we aim to gain insights into the evolving landscape of the online food industry and its impact on consumer preferences. Additionally, we will explore the role of self in shaping consumer decisions and expectations in this digital era of food consumption

Literature of Review :

The research conducted by Vinaik, Goel, Sahai, & Garg (2021) emphasizes the importance of understanding customer preferences in the food and service industry. Their study highlights that customers prioritize factors such as delivery time, convenience, and good customer service when using food apps like Zomato and Swiggy, which are the most popular choices among consumers.

Malhotra & Singh's (2020) research sheds light on the strategies employed by major food delivery companies to boost their business in India. It also discusses the impact of online food delivery apps on traditional restaurant businesses, noting that while app-based food ordering is on the rise, many new startups struggle to survive amidst stiff competition.

Kumari (2020) explores the relationship between online food services and customer buying behavior, noting the influence of social media in reaching a wider audience. This study emphasizes how platforms leverage social media for effective advertising and greater market penetration.

Lee, Sung, & Jeon's (2019) study delves into the factors influencing consumers' continuous use of food delivery apps. They find that peer influence plays a significant role, highlighting the importance of word-of-mouth marketing for delivery platforms.

Sindhu Kashyap's research in 2018 highlights the competitive landscape of food delivery platforms in India, with players like Swiggy, Zomato, and Uber Eats vying for market dominance.

Additionally, Bhotvawala, Balihallimath, Bidichandani, & Khond (2017) differentiate between aggregator delivery services and 'Delivery as a Service' companies, emphasizing how aggregator platforms offer a wide range of restaurant options for consumers to choose from, enhancing convenience and choice.

Overall, these studies collectively contribute to our understanding of consumer behavior, market dynamics, and the evolving landscape of online food ordering and delivery platforms

Objectives :

1. To analyze consumer preferences regarding online food ordering services, including factors such as platform reliability, menu variety, delivery speed, and overall user experience.
2. To evaluate consumers' perceptions and satisfaction levels concerning the services provided by online food ordering and delivery platforms, including customer support, payment options, promotional offers, and order tracking.
3. To identify the key factors influencing consumers' decisions to opt for online food ordering over traditional dining or home cooking, such as convenience, pricing, menu customization, food quality, and previous experiences.
4. To explore the impact of technological advancements, social media influence, and customer reviews on shaping consumer behavior towards online food ordering platforms.
5. To provide insights and recommendations to online food ordering platforms and restaurants for improving their services, attracting more customers, and retaining loyal clientele in the competitive mt.arke

Research Methodology :

1. Data Collection:

a. Primary Data: A questionnaire and Google form were used to gather primary data directly from consumers who use food delivery platforms. The questionnaire aimed to understand consumer preferences, perceptions, and behaviors related to online food ordering. The Google form was utilized to reach out to 129 respondents who actively use food delivery platforms, comprising the sample size for this study.

b. Secondary Data: Secondary data was collected from various sources such as research papers, journals, magazines, and reputable websites. This secondary data helped in providing a broader context, industry trends, and background information related to consumer behavior in the online food ordering sector.

2. Research Focus:

The study focused on analyzing consumer perceptions and preferences under different circumstances, taking into account factors like platform reliability, menu variety, delivery speed, customer support, pricing strategies, technological advancements, and social media influence.

3. Ethical Considerations:

The research adhered to ethical guidelines, ensuring respondent anonymity, confidentiality of data, voluntary participation, and informed consent. The findings were presented objectively and without bias to maintain research integrity.

4. Limitations:

It's important to acknowledge potential limitations such as sample size, respondent bias, data reliability from secondary sources, and the dynamic nature of consumer preferences in the rapidly evolving food delivery market. These limitations were considered while interpreting the results and drawing conclusions from the study.

Analysis and Finding :

1.1 Cross tabulation of Age by Food order on each week –

Food ordered on each week										
Age	Less Than 3 Times		3-6 times		More Than 6 Times		once in month		Total	
	N	%	N	%	N	%	N	%	N	%
18 - 30	34	33.3%	23	22.5%	7	6.9%	38	37.3%	102	100.0%
31 - 40	6	30.0%	5	25.0%	1	5.0%	8	40.0%	20	100.0%
41 - 50	2	40.0%	1	20.0%	0	0.0%	2	40.0%	5	100.0%
above 50	1	50.0%	0	0.0%	0	0.0%	1	50.0%	2	100.0%
Total	43	33.3%	29	22.5%	8	6.2%	49	38.0%	129	100.0%

This table shows that majorly 37.3% and 33.3% respondents use the food delivery platform to order food once in a month and less than 3 times in week who are from the age group of 18 to 30 years old.

1.2 Cross tabulation of Food order on each week by Dinner time –

Dinner						
Food ordered on each week	No		Yes		Total	
	N	%	N	%	N	%
Less than 3 times per week	16	37.2%	27	62.8%	43	100.0%
3 - 6 times	14	48.3%	15	51.7%	29	100.0%
More than 6 times per week	2	25.0%	6	75.0%	8	100.0%
Once in month	13	26.5%	36	73.5%	49	100.0%
Total	45	34.9%	84	65.1%	129	100.0%

This table shows 73.5% of respondents who are interested in ordering food at dinner time from a food delivery platform. 62.8% are likely to order food less than 3 times per week who are interested in ordering food at dinner time.

1.3 Cross tabulation of Age by Zomato Platform preferred:-

platform you have used Zomato								
Age	Most preferred		Preferred		Least preferred		Total	
	N	%	N	%	N	%	N	%
18 - 30	86	84.3%	15	14.7%	1	1.0%	102	100.0%
31 - 40	15	75.0%	3	15.0%	2	10.0%	20	100.0%
41 - 50	4	80.0%	1	20.0%	0	0.0%	5	100.0%
above 50	1	50.0%	0	0.0%	1	50.0%	2	100.0%
Total	106	82.2%	19	14.7%	4	3.1%	129	100.0%

This study reveals that 84.3% respondents who were from the age group of 18 – 30 preferred Zomato while ordering food.

1.4 Cross tabulation of Family Income by Payment mode option (Google Pay)–

Google Pay						
Family Income	No		Yes		Total	
	N	%	N	%	N	%
Upto 2L	2	10.0%	18	90.0%	20	100.0%
2.5 L - 5L	12	30.0%	28	70.0%	40	100.0%
5.1L - 7.5L	6	16.2%	31	83.8%	37	100.0%
7.51L - 10L	2	10.0%	18	90.0%	20	100.0%
Above 10L	5	41.7%	7	58.3%	12	100.0%
Total	27	20.9%	102	79.1%	129	100.0%

The table shows that majorly 90% and 83.8% respondents who order food online and who have family income up to 2 Lakh and 5.1L – 7.5L want to pay by google pay and spend more than 200 rs.

1.5 Cross tabulation of Food order on each week by Easy and convenience Factor –

Easy and convenience										
Food ordered on each	Very		Importa		Not		Extremely not		Total	
	N	%	N	%	N	%	N	%	N	%
Lessthan3 timesper	31	72.1	9	20.9	2	4.7	1	2.3	43	100.0
3 - 6 times	25	86.2	4	13.8	0	0.0	0	0.0	29	100.0
Morethan6 timesper	6	75.0	1	12.5	1	12.5	0	0.0	8	100.0
once in month	34	69.4	13	26.5	1	2.0	1	2.0	49	100.0
Total	96	74.4	27	20.9	4	3.1	2	1.6	129	100.0

The table that majorly 86.2% respondents are feeling that easy and convenience factor is very important who order food online for 3 to 6 times from food delivery platform to order food.

1.6 Cross tabulation of Age by Loading and delivery time is more factor –

Loading or delivery time is more						
Age	No		Yes		Total	
	N	%	N	%	N	%
18 - 30	58	56.9%	44	43.1%	102	100.0
31 - 40	10	50.0%	10	50.0%	20	100.0
41 - 50	3	60.0%	2	40.0%	5	100.0
above 50	1	50.0%	1	50.0%	2	100.0
Total	72	55.8%	57	44.2%	129	100.0

In the table it observed that majorly 43.1 % respondents of the age group of 18 to 30 years old are faced with the problem of loading or delivery time more while ordering food from food delivery platforms. They are highly dissatisfied because they are facing this problem while ordering food from a food delivery platform.

Finding :

1. Frequency of Platform Usage:
 - 1.1. 37.3% of respondents use food delivery platforms to order food once a month, while 33.3% order less than 3 times a week. This trend is particularly prominent among individuals aged 18 to 30 years old, indicating a preference for occasional rather than frequent use.
2. Preferred Time for Ordering:
 - 2.1. 73.5% of respondents express interest in ordering food from delivery platforms during dinner time, highlighting a peak demand during this period.
3. Platform Preference:
 - 3.1. 84.3% of respondents aged 18 to 30 years old prefer using Zomato for ordering food, showcasing its popularity among this demographic segment.
4. Payment and Spending Habits:
 - 4.1. 90% of respondents who order food online and belong to the income bracket of up to 2 Lakhs prefer using Google Pay for payments and are willing to spend more than 200 rupees per order. Similarly, 83.8% of respondents in the income range of 5.1 Lakhs to 7.5 Lakhs also prefer Google Pay and are comfortable with higher spending on food orders.
5. Importance of Convenience:
 - 5.1. 86.2% of respondents emphasize the importance of ease and convenience when ordering food online, particularly those who order food from delivery platforms 3 to 6 times a week. This underscores the significance of a seamless user experience for customer satisfaction.
6. Dissatisfaction with Delivery Time:
 - 6.1. 43.1% of respondents in the 18 to 30 age group report facing issues related to loading or delivery time while using food delivery platforms. This dissatisfaction highlights a pain point that platforms need to address to improve customer experience and retention.

CONCLUSION :

The findings of this study underscore the high level of satisfaction among consumers regarding online food delivery platforms. The ease and convenience factor, along with the quality of food, significantly influence consumers' intentions to purchase food from these platforms.

It's evident that consumers value the convenience of ordering food online, as well as the assurance of receiving quality meals. Factors such as the price of food and the variety of payment options also contribute to overall satisfaction.

Among the various features offered by online food delivery platforms, respondents express the most satisfaction with easy and convenient ordering processes, as well as the quality and pricing of food items. While features like food tracking, payment options, and promotional offers are appreciated, they are not as crucial in influencing satisfaction levels as ease of use and food quality.

The study concludes that Zomato and Swiggy emerge as the preferred choices among consumers, with respondents expressing satisfaction with the services provided by these platforms. This satisfaction is particularly notable when consumers do not encounter any issues while ordering food, emphasizing the importance of a seamless user experience.

Overall, the study highlights the positive impact of online food delivery platforms on consumer satisfaction, driven by factors such as convenience, quality, and preferred platform choices. These insights can guide platform providers and businesses in the food industry to continue enhancing their services and offerings to meet consumer expectations effectively.

Recommendations :

- Address Technical Glitches:
 - Prioritize resolving technical issues such as slow website performance, loading delays, and server instability. Ensure that the platform is responsive, reliable, and user-friendly to minimize disruptions during the ordering process.
- Improve Delivery Efficiency:
 - Focus on reducing delivery times and improving the accuracy of delivery tracking. Implement measures to enhance communication between customers and delivery personnel, such as real-time updates and improved connectivity options.
- Enhance Menu Availability and Refund Policies:
 - Ensure that all menu options are consistently available and updated to prevent customer dissatisfaction. Implement a transparent refund policy for cases where ordered items are unavailable or unsatisfactory to maintain trust and customer loyalty.
- Optimize Payment Processes:
 - Streamline the online payment process to minimize errors and enhance security. Offer a variety of payment options to accommodate different preferences and ensure a seamless transaction experience for customers.
- Offer Attractive Offers and Promotions:
 - Introduce enticing offers, discounts, and promotions to incentivize customers and encourage repeat orders. Provide value-added services that allow customers to save both time and money while using the platform.
- Enhance Customer Support:
 - Strengthen customer support services to address any issues or queries promptly. Provide accessible channels for customers to reach out for assistance, feedback, or complaints resolution, fostering a positive customer experience.
- Invest in Advertisement Management:
 - Ensure that advertisements on the platform are relevant, non-intrusive, and do not disrupt the user experience. Implement effective advertisement management strategies to enhance platform aesthetics and user satisfaction.

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