

Post Covid-19 Impact on Online Food Delivering Platform

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Abstract- The COVID-19 pandemic that drops upon us suddenly, rapidly spreading across the whole world has been causes destruction to our lives and established habits. The COVID-19 pandemic represents a serious collision on human health, causing sudden dietary habits and lifestyle changes, through social distancing and isolation at home. Thus the habit of eating out has been replaced by the online food ordering platform. Dinning out was one of the most common way of get-togethers of the people before the covid-19 pandemic because of the busy work life of human. In order to offer more insights on the trendy online platform for food ordering, at the time of covid 19, had undertaken 'Post covid-19 impact on online food delivering platform'.

Keyword: online food delivery platform, applications, safety measures, buying behaviour.

INTRODUCTION

The Covid -19 has change our life to a great extended. All our life styles have been change tremendously. Habit of eating out has also effected due to the social distancing and covid protocols prevail in the current scenario. The two earner household don't want to spend more time in cooking because of their busy life styles. Thereby their food habits also get changed and the eating out has also been increased widely. At weekends they want to go for outings and want to spend time with their kids, families are ready to buy food from outside once which was home cooked. People treat the cooking as a time consuming process as they considered the resources available at home, effort they have to put, the distance they have to cover to purchase the materials for cooking and the time they have to put in cooking. As necessity is the mother of invention the people have find the solution for the tedious cooking process with the help of ready to eat food items from various technology and resources available in the society. The advertisements on ready

to eat food items have greater influence on buying behaviour of the people.

REVIEW OF LITERATURE

A study conducted by Rathore & Chaudhary (2018) reveals that the development of the Internet augmented the e-commerce industries in a country like India. Online food delivery has become a new trend for gen X. Development of E-commerce services has made Online food ordering services, a convenient option for consumers. It helps the consumers in saving their time of visiting the restaurant physically and can order food as and when they want it, depending upon their convenience.

Chetan & Sahilesh, (2019) in their research revealed that there is going to be a huge demand for online food delivery services. People resort to it because of the convenience involved in this process rather than saving time. They get all data at their fingerprints.

A study done by Das (2018) concludes that Zomato has proved to be a better service provider in comparison to other online food delivery service providers, because of its attractive discount vouchers and on-time delivery.

A study done by Sethu and Saini (2016) reveals that online food delivery services help the students in their better time management. It was also found that ease of availability of the desired food and easy internet access are the prime reasons for selecting the online food delivery channel.

A study done by Lan (2016) reveals that the online food delivery market is not properly developed. Lot of changes are needed.

OBJECTIVES

- To find mostly used online food delivering applications at the time of Covid- 19.

- To identify the factors, consider while choosing a particular application during Covid pandemic.
- To analyze the post pandemic usage level of online food delivering platform.

is collected by issuing questionnaire to 1200 customers all over India through E – Mail. Secondary data for the study has been collected from journals, article and websites. Convenient sampling technique was used for the purpose of the study and data was collected using questionnaire and tabulated for the study. Tables and Charts were used for analysis of data.

METHODOLOGY

For the research study both primary as well as secondary data were used. The primary information

DATA ANALYSIS AND INTEPRETATION

Demographic Profile

Gender	Frequency	%	Valid %	Cumulative %
Male	600	50	50	50
Female	600	50	50	100
	1200	100	100	

Age	Frequency	%	Valid %	Cumulative%
Below 25	300	25	25	25
25-50	500	42	42	67
Above 50	400	33	33	100
	1200	100	100	

Educational qualification	Frequency	%	Valid%	Cumulative%
Post graduate	500	42	42	42
Graduate	500	42	42	84
10 th pass	200	16	16	100
Below 10 th pass	0	0	0	100
	1200	100	100	

1)MOSTLY USED APPLICATION DURING COVID 19 PANDEMIC

Table 1.1-Application used most commonly at Covid pandemic

Category	No. of respondent	Percentage
ZOMATO	590	49.17
SWIGGY	541	45.08
REZOY	45	3.75
PIZA HUT	10	0.83
DOMINO’S	12	1
KFC	2	0.17
FOOD MING	0	0
Total	1200	100

Source: Primary Data

Figure 1.1-Graphical representation of mostly depended application at Covid pandemic

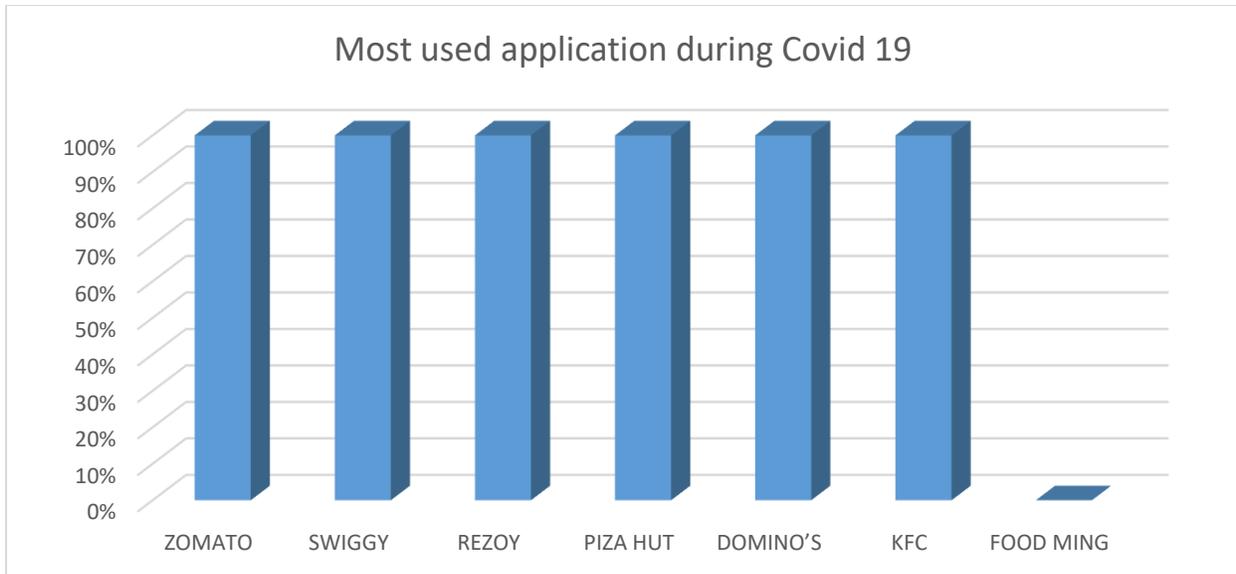
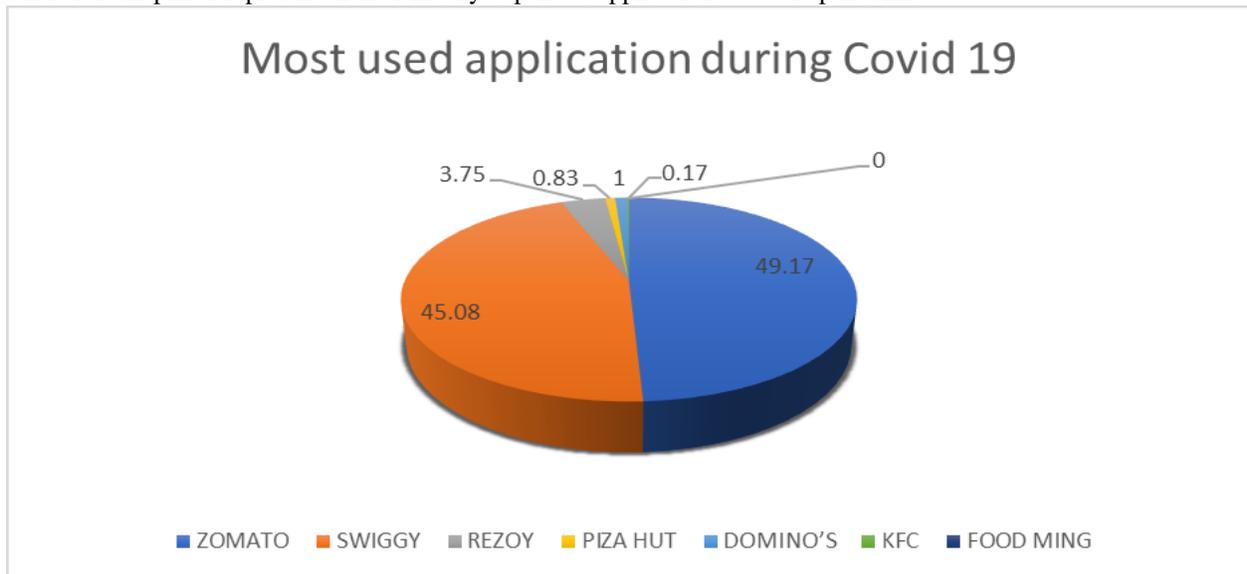


Chart 1.1-Graphical representation of mostly depended application at Covid pandemic



2) FACTORS CONSIDERED WHILE CHOOSING A PARTICULAR APPILCATION DURING COVID PANDEMIC

Table 1.2-Factors considered while choosing a particular

Category	No. of respondents	Percentage
WHO PROTOCOL FOLLOWED	210	17.5
application		
ECONOMICAL	275	22.92
QUALITY OF PRODUCT	325	27.08
HYGIENIC PACKING	60	5
CUSTOMER SUPPORT	50	4.17
ACCESSIBILITY	280	23.33
TOTAL	1200	100

Figure 1.2-Graphical representation of Factors considered while choosing a particular application

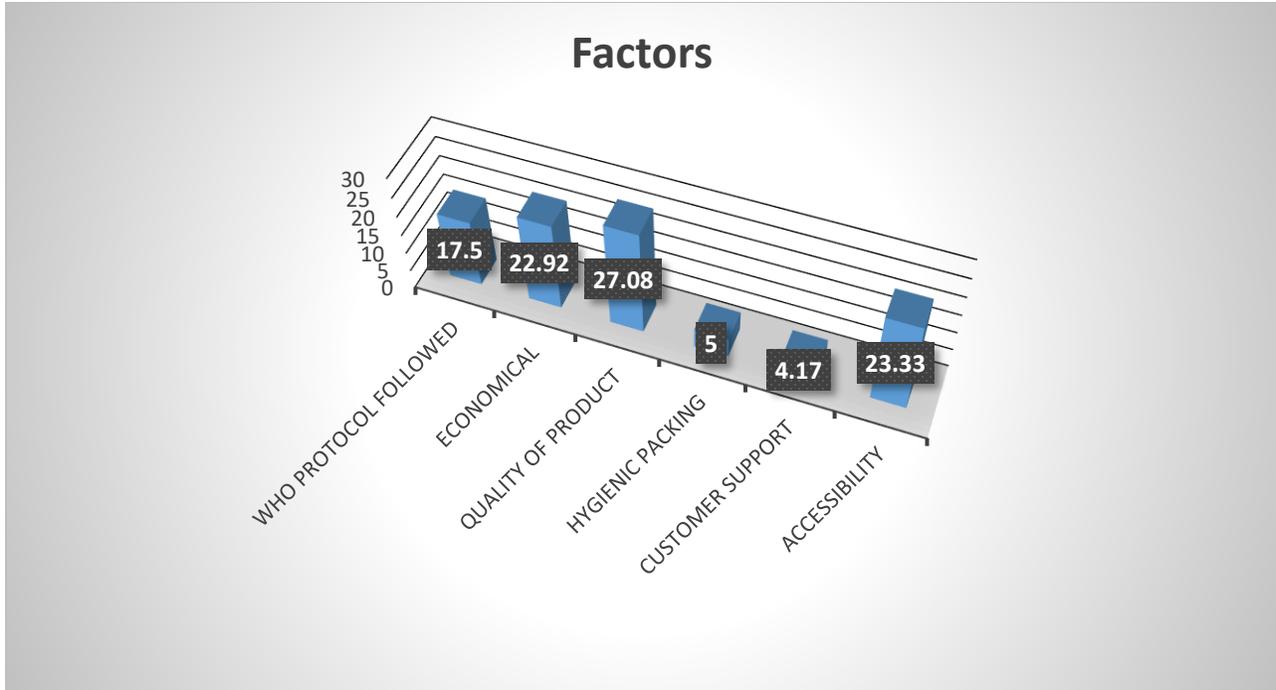
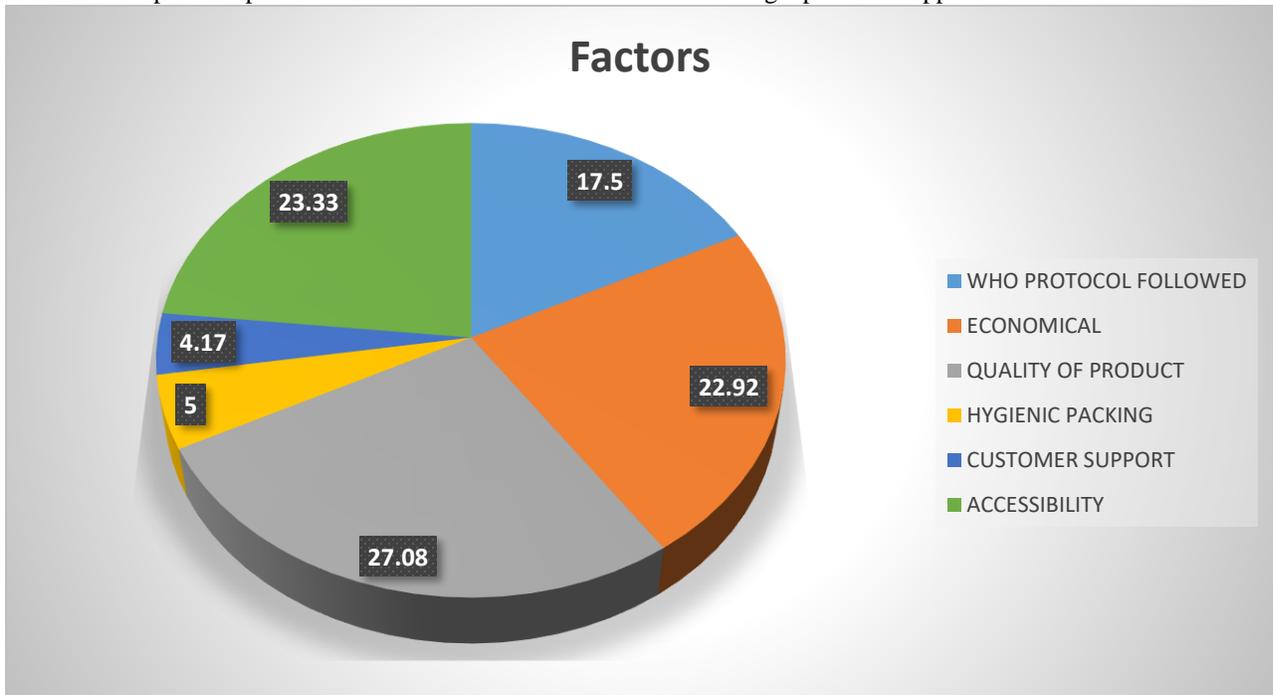


Chart 1.2-Graphical representation of Factors considered while choosing a particular application



Interpretation

About 23 percentage respondents are of opinion that the accessibility is the main factor to be considered while choosing an OFDP applications. 27 percentage of respondents consider quality of product is the main factor and 22 percentage specify the quality of products are also an important factor while choosing applications. WHO protocol followed are considered by 17 percentages and 5 percentage consider the hygienic packing. Remaining 4 percentage consider customer support has main factor while choosing an application.

3) FREQUENCY OF ONLINE FOOD DELIVERY PLATFORM BEFORE COVID 19 PANDEMIC

Table1.3-Frequency of OFDP before Covid 19 pandemic

Frequency of OFDP usage before Covid 19	No. of respondents	Percentage
Daily	175	14.58
Weekly	295	24.58
Monthly	340	28.33
Yearly	390	32.5
Total	1200	100

Figure 1.3 Graphical representation of Usage level of OFDP before covid 19 pandemic

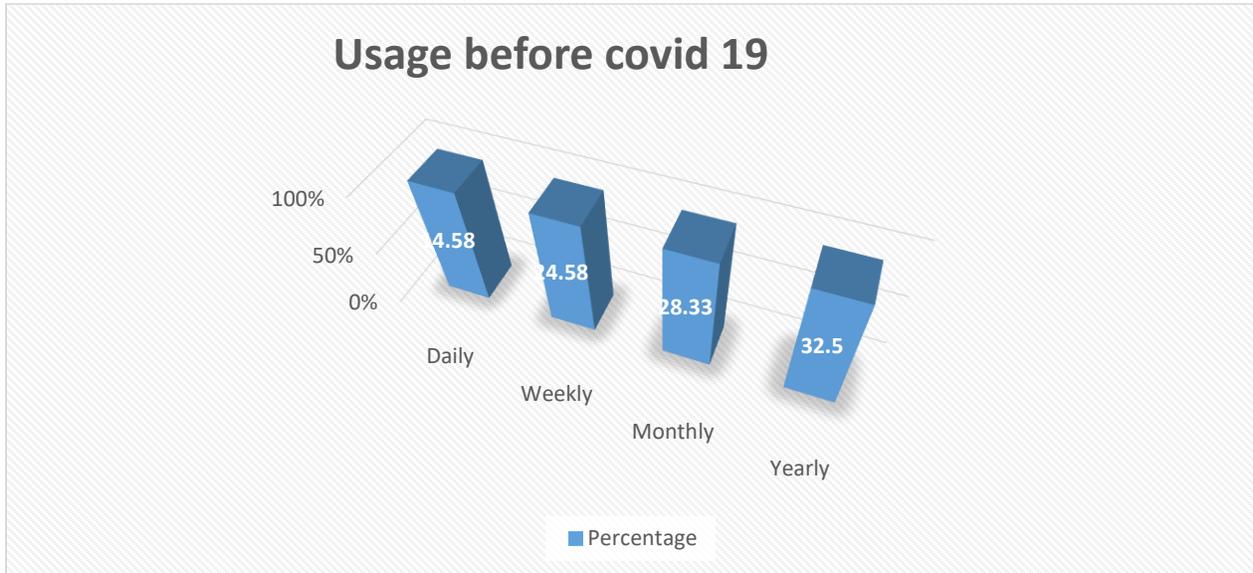
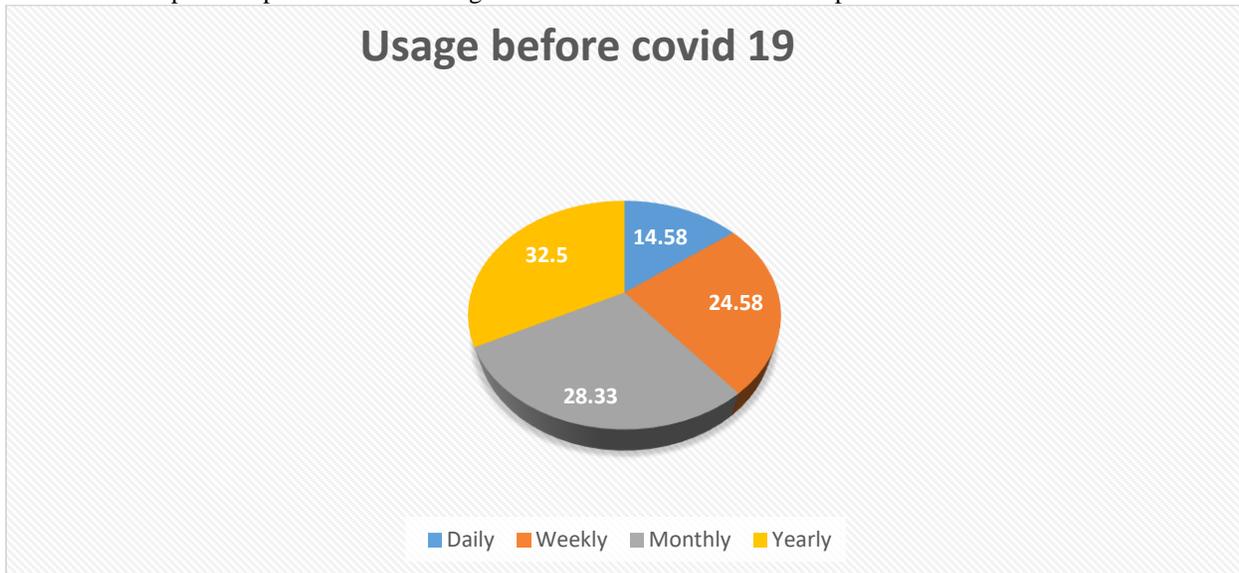


Chart 1.3 Graphical representation of Usage level of OFDP before covid 19 pandemic



Interpretation

Before Covid 19 pandemic only 14 percentage use OFDP on daily basis. 24 percentage of respondent use it on weekly and 28 percentage of respondent in monthly basis. And about 32 percentage respondent in monthly basis. And about 32 percentage respondent use it yearly basis.

4) LEVEL OF USAGE OF ONLINE FOOD DELIVERY PLATFORM AT COVID 19 PANDEMIC

Table 1.4-Usage level of OFDP at Covid 19 pandemic

Frequency of OFDP usage At Covid 19	No. of respondents	Percentage
Daily	640	53.33
Weekly	320	26.67
Monthly	180	15
Yearly	60	5
Total	1200	100

Chart 1.4- Graphical representation of Usage level of OFDP at Covid 19 pandemic

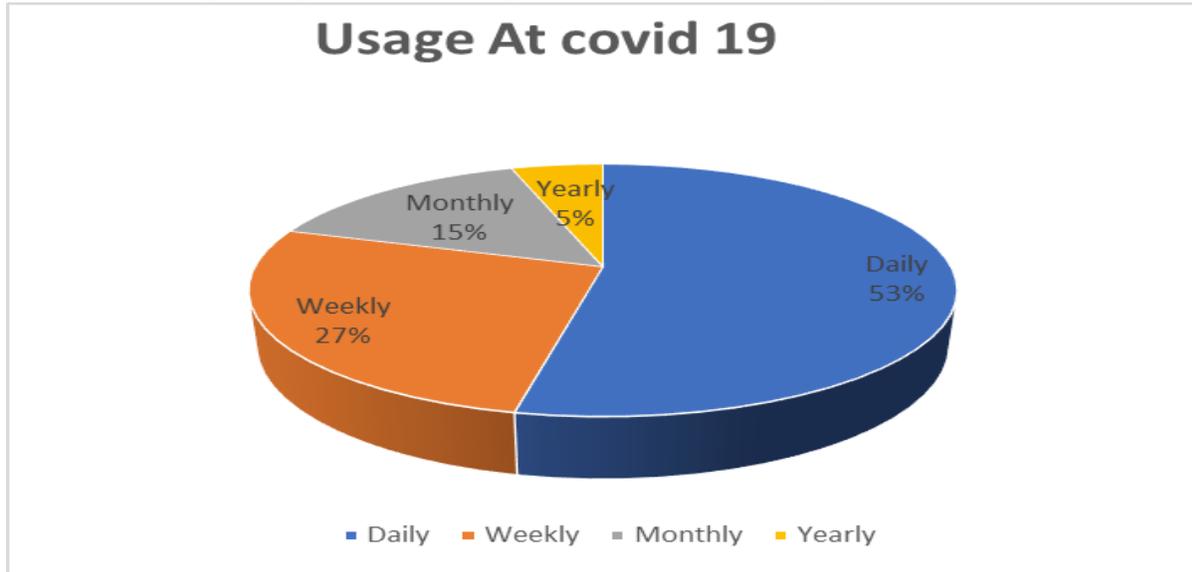
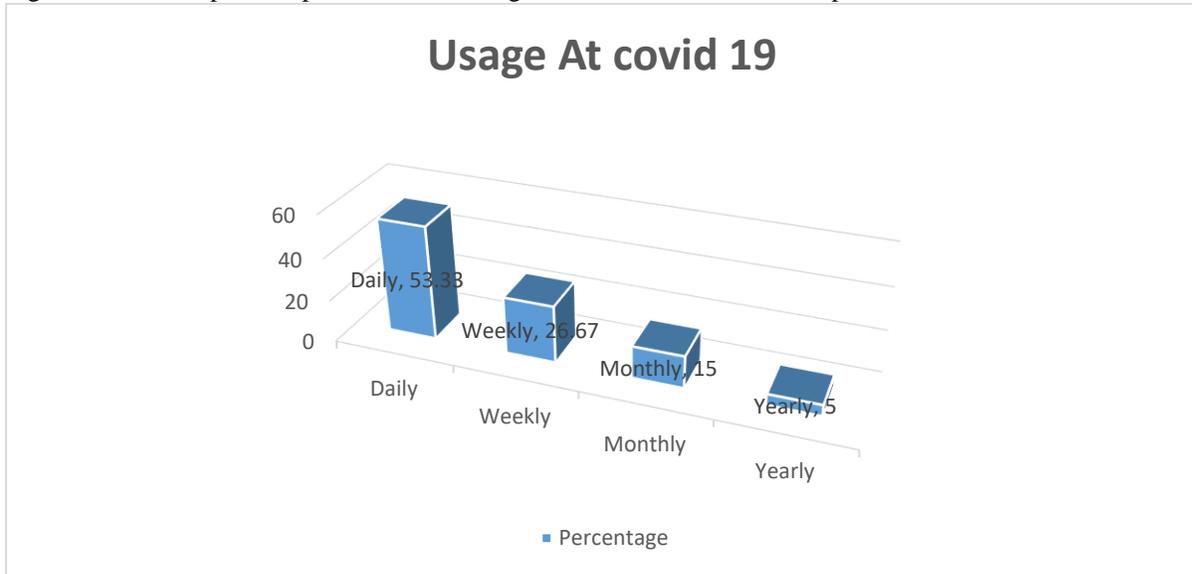


Figure 1.4- Graphical representation of Usage level of OFDP at Covid 19 pandemic



Interpretation

About 53 percentage respondents use the OFDP on daily basis at the time of covid. And 26 percentage use it on weekly, about 15 percentage use it on monthly basis. 5 percentage consider the OFDP yearly even at time of covid.

5) LEVEL OF USAGE OF ONLINE FOOD DELIVERY PLATFORM AFTER COVID 19 PANDEMIC

Table 1.5-Usage level of OFDP after Covid 19 pandemic

Frequency of OFDP usage after Covid 19	No. of respondents	Percentage
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Daily	390	32.5
Weekly	475	39.58
Monthly	245	20.42
yearly	90	7.5
Total	1200	100

Chart 1.5- Graphical representation of Usage level of OFDP after Covid 19 pandemic

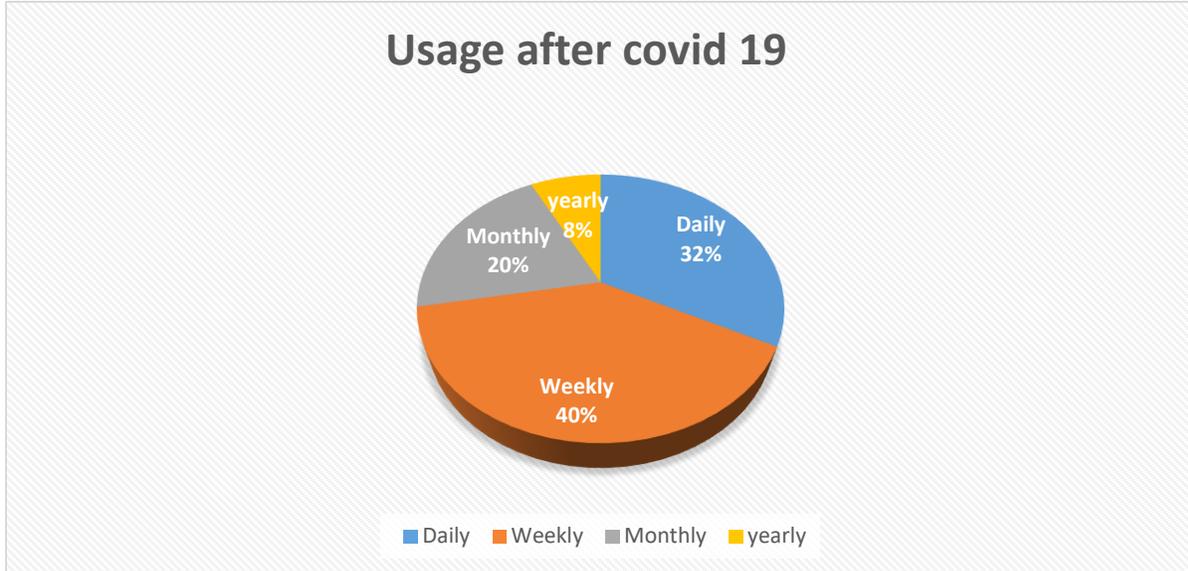
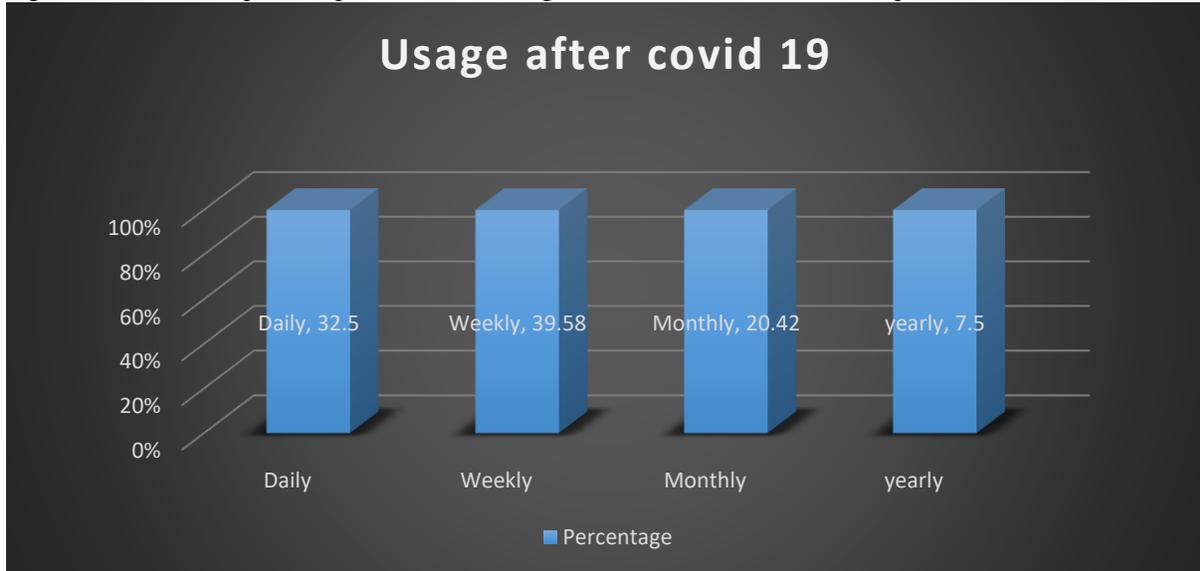


Figure 1.5- Graphical representation of Usage level of OFDP after Covid 19 pandemic



Interpretation

Approximately 39 percentages are using the OFDP apps weekly after covid, and about 32 percentage use daily where 20 percentage used the OFDP on monthly basis. Only 7 percentage used it on yearly after covid 19 pandemic.

6) SERCVICES PROVIDED BY THE ONLINE FOOD DELIVERY PLATFORM DURING COVID 19 PANDEMIC

Table 1.6-Service provided by OFDP

Service	No. of respondent	Percentage
WHO PROTOCOL FOLLOWED	425	35.42
SANITIZATION	65	5.42

HYGIENIC PACKING	125	10.42
CONTACT LESS DELIVERY	325	27.08
CONTACT LESS PAYMENT	260	21.67
TOTAL	1200	100

Chart 1.6-Graphical representation of services provided by online food delivery platform at time of Covid 19 pandemic

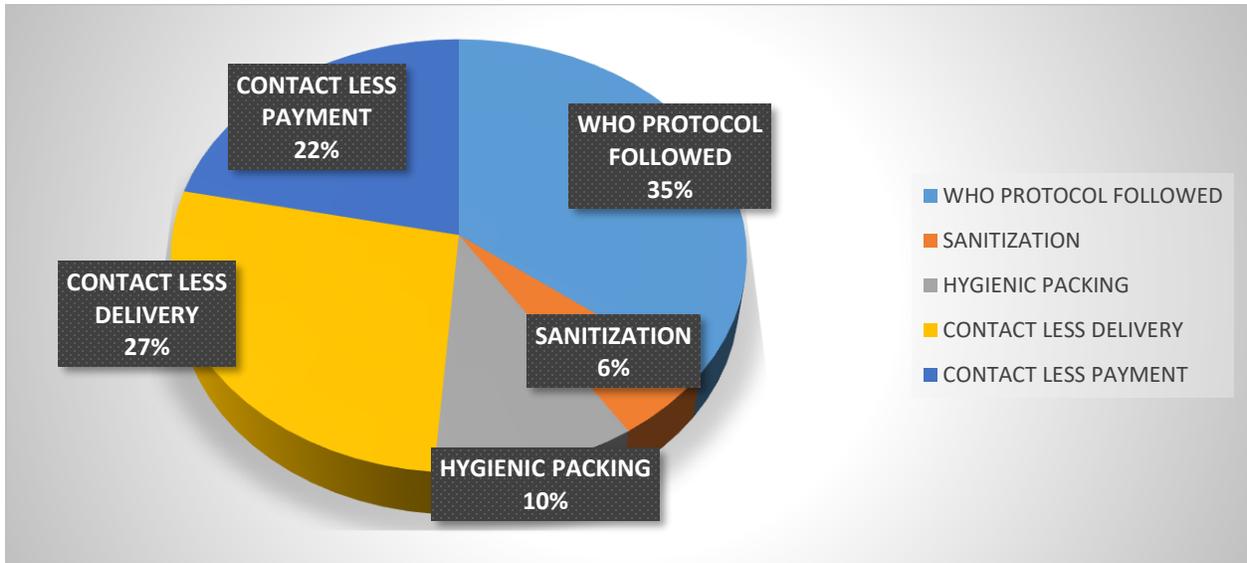
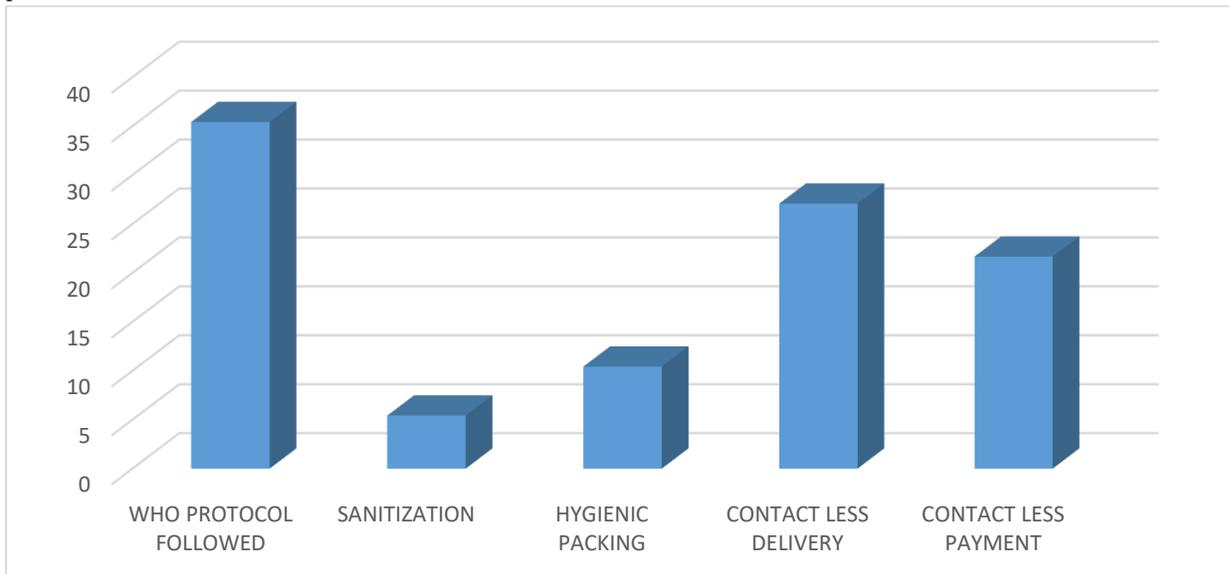


Figure 1.6-Graphical representation of services provided by online food delivery platform at time of covid 19 pandemic



Interpretation

Majority of respondent are of opinion that OFDP Follow the WHO Protocol. About 27 percentages respondent specific the OFDP provide contact less delivery and 21 percentages respondent specific it offers the contact less payment opinions which are considered as main services provided. About 10 percentages are of the opinion that hygienic packing and 5 percentage considered sanitization is one of the service provided by the OFDP.

7) DO YOU SATISFIED BY THE COVID PROTOCOAL MEASURES TAKEN BY ONLINE FOOD DELIVERY PLATFORM?

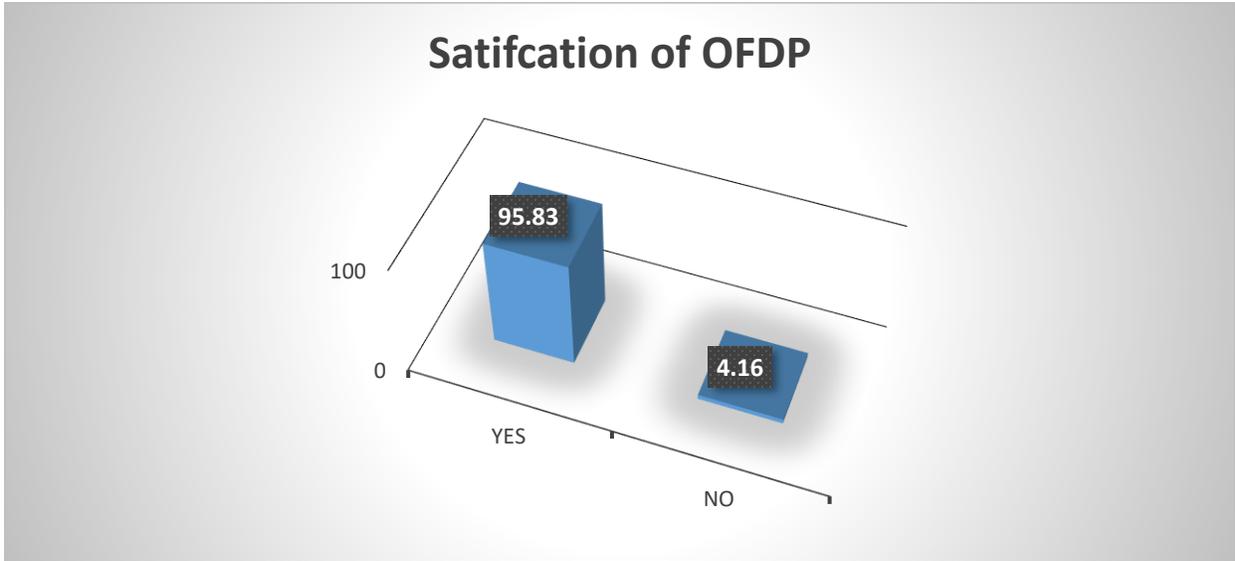
Table 1.7-Satisfied about the precautions taken by OFDP

Category	No. of respondents	Percentage
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Yes	1150	95.83
No	50	4.16
Total	1200	100

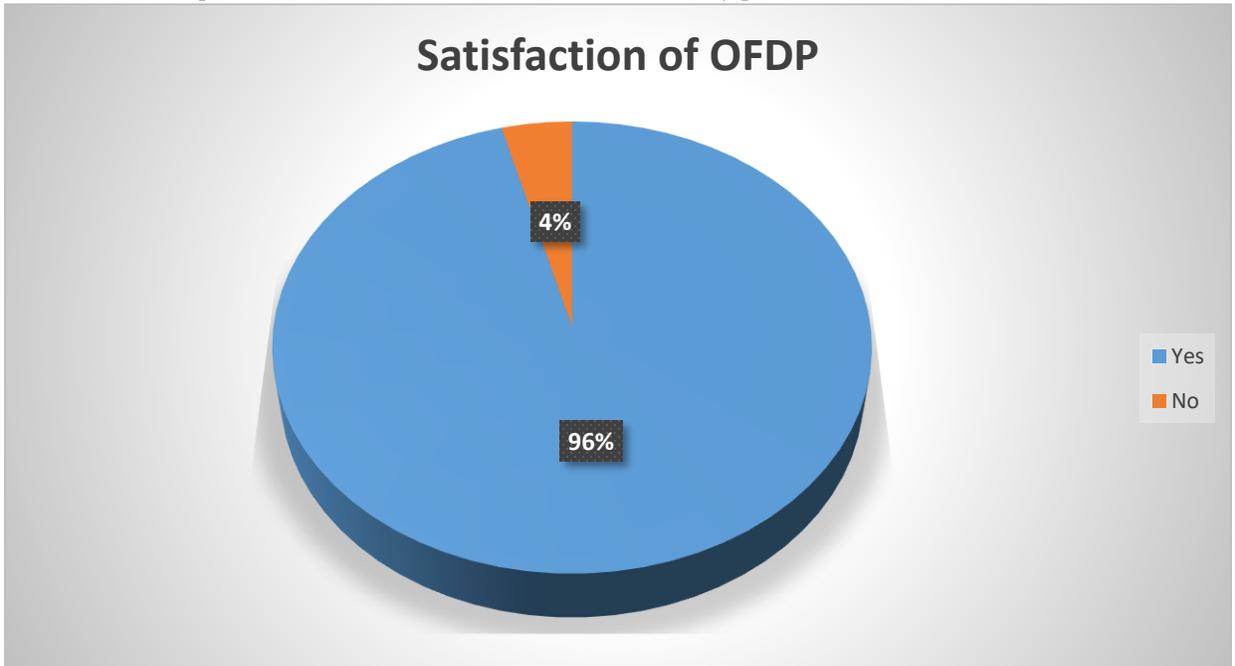
Source: Primary Data

Figure 1.7-Graphical representation of the satisfaction of OFDP



Source: Primary Data

Chart 1.7-Chart representation of satisfaction of online food delivery platform



Source: Primary Data

Interpretation

In approximately ninety-five respondents, satisfied about precautions taken by the online food delivery platform and remaining 4 percentage respondent are not satisfied from the precautions taken by OFDP.

FINDINGS

1. Most commonly used online food delivery application at the Covid 19 pandemic was Zomato and then next demanded application was Swiggy.

2. The quality of the product was the main factor consider by the respondents at the time of Covid 19 pandemic and also the accessibly and price of the products are also considered.
3. Before Covid 19 pandemic only few respondents where using online food delivery platforms.
4. Diring the Covid 19 pandemic majority of respondent using these online food delivery platforms on weekly basis.
5. Majority of responded are with the opinion that the WHO Protocol were followed by online food delivery application as well as the contact less delivery and contact less payment facilities are another important services noted by the customers
6. Most of the respondents were satisfied by the Covid Protocols measures taken by the online food delivery platform.

CONCLUSION

The covid pandemic created a huge change in the social and cultural life of the people to a great extend.at the time of covid the main difficulties faced by people are finding food by avoid any kinds of contiguous touch or presence. The social distancing and quarantine protocol made the people to stay at their homes with enable the online to get the food through the online platforms by following all the WHO Protocols. Thereby the online food delivery platforms were high on demand. From the study it was clear that before the covid pandemic 19 there was no much demand for thesis online food delivery applications, after that there was a huge hike in demand for these applications. There was a change in the way of living of the people in food habit through the effect covid pandemic as the people don't want to go out to buy food rather they like to get in at homme as it reduces the effort, time and money of the people therefore even after the covid pandemic the people used to stick on these applications.

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