

# An Empirical Study on Consumer Behaviour Towards Online Food Delivery

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**Abstract—Purpose-** The paper was aimed to find consumer behaviour towards Online Food Delivery Platform – Zomato in reference to a Tier city. The study shows most liked feature of the platform and the consumers preference regarding its marketing strategy. There are many factors related to customer's ordering behaviour- like price, packaging, peer service provider behaviour, platform design, versatility, offers etc. There is gradual shift in way people order food. The purpose of this research is to know what are factors that defines consumer's behaviour towards food ordering and delivery platform of food industry.

**Design/ Methodology/ Approach -** Report is about a research article “consumer's behaviour towards online food delivery app-Zomato in reference to Salem city” where the objectives of this research is to understand study towards consumer preferences for online food ordering service provided by Zomato and understand consumers with respect to various services offered by online food ordering and delivery platform – Zomato, and also identify the factors which influence the consumer decision to order food online. A survey method was conducted through a questionnaire. The tool used for analysis is simple percentage method.

**Research Implications -** The research reveals that Zomato, an online food delivery app, is popular among Tier city residents, aged 40-55, due to its perceived power, ease of ordering, and quality of food. The app's popularity and satisfaction are significant factors.

**Social Implications –** This paper encourages people to consider the marketing strategies by the app and utilize accordingly.

**Index Terms—**Consumer behaviour, Zomato- online food ordering platform, Food delivery platform, Online buying, Digital Payments, Hypothesis testing.

## I. INTRODUCTION

Food Ordering on the internet is different from other sources of ordering food, as the internet promotes a one-to-one communication between the seller and the

buyer with the clock customer service. Technology has played very important role in reforming the food delivery service from phone-based to online ordering to satiate consumers ever-changing demands, making its way easy. In today's scenario service sector contributes 64.80% in GDP. Zomato is one of the most accepted applications that provide services to the user to discover restaurants. The rise of digital technology is reshaping the industries.

The main aim of this study is to understand consumer purchasing behavior regarding the (return of the product by determining the relationship between various factors related to online shopping, such as awareness regarding the return policies, difficulty in carrying out return activities, frequency of purchasing, post-purchase regret, and return due to antecedent condition. These factors are selected keeping in the mind the increasing return problem faced by the e-tailers. The factors selected are majorly responsible for consumer purchasing behavior and they cover all the major parameters of consumer behavior after the purchase of the product.

## IMPORTANCE OF CONSUMER BEHAVIOR

Understanding consumer behavior is essential for a company to find success for its current products as well as new product launches. Every consumer has a different thought process and attitude towards buying a particular product. If a company fails to understand the reaction of a consumer towards a product, there are high chances of product failure. Due to the changing fashion, technology, trends, living style, disposable income, and similar other factors, consumer behavior also changes. A marketer has to understand the factors that are changing so that the marketing efforts can be aligned accordingly.

## FACTOR INFLUENCING CONSUMER BEHAVIOR

Consumer behavior is influenced by several factors they are:

1. Internal or Psychological factors
2. Social factors
3. Cultural factors
4. Economic factors
5. Personal factors

In this study all the above factors are considered to analysis their impact on the consumer behaviour towards Zomato application. Psychological factors are something related to internal feeling of a person which motivates to buy a particular product. Social factors decide the social status of a person, so it is also one of the important factors influencing the consumer behavior. People buy the products based on their culture also. Economic factors are inevitable it is very important to all kind of consumers. Apart from the other factors personal factors play a vital role in decision making.

### II. OBJECTIVES OF THE STUDY

- To analyze the factors influencing the consumer behavior residing in Salem towards Zomato
- To learn about the promotional strategies followed by Zomato
- To investigate the knowledge about corporate social responsibility of Zomato among the people of Salem.

### SCOPE OF THE STUDY

Different preferences and perceptions of potential consumers towards Zomato be established. The expectation and satisfaction of consumers be recognized under different circumstances. Findings provide suggestions to the service providers to work upon on the variables lacking, to fill up the gaps in the mindset of consumers. The study is descriptive in nature.

### III. REVIEW OF LITERATURE

H.S. Sethu & Bhavya Saini (2016), study entitled “A Study on Customer Perception and Satisfaction on Ordering Food Via Internet, a case on foodzoned.com,

in Manipal” in the proceedings of the seventh Asia pacific conference on global business, economics, finance and social sciences, the study analyzed the student’s perception, behaviour and satisfaction of online food ordering and delivery applications. Their study shows that online food ordering apps secure their time due to easily availability. It is also found that visibility of their favourite food at any point of time and always access to internet, free data are the main reasons for using the apps.

Ghadiyali, N. P. M. S. (2017), “A Study on Customer’s Attitude and Perception towards Digital Food App Services”, in Amity Journal of Management, investigates consumer behaviour changes due to technology introduction, focusing on satisfaction with applications and service quality. Data from 129 primarily Gen Z respondents was collected. Cash on delivery is the preferred payment option, but other digital techniques are also growing. Firms must ensure their apps are comfortable and user-friendly to attract more customers. The study used Cronbach alpha, Chi square, Weighted average, and descriptive analysis to draw conclusions.

Gupta. M (2019), “A Study on Impact of Online Food Delivery App on Restaurant Business Special Reference to Zomato and Swiggy” in International Journal of Research and Analytical Reviews. The researcher examines the impact of online ordering systems Zomato and Swiggy on restaurant businesses, focusing on their ability to provide customer comfort and expand the dining and food service industry. The study is purely conceptual in nature for analyze the effects of these digital food ordering systems on restaurant businesses.

Ogunsemi et al (2020), “Consumer Behaviour towards Online Food Delivery Services in Ireland-A Segmental Analysis” in his Master’s Thesis, explores Irish consumer behaviour towards online food delivery services, analyzing demographics and post-purchase behaviours. Using a quantitative approach, 114 questionnaire responses were evaluated. Results showed age, marital status, and employment status are associated with usage. The research also revealed different perceptions of online food delivery services, useful for marketing in the foodservice industry. The findings provide insights into the reasons behind market growth.

IV. METHODOLOGY

The primary data has been collected from the public those who using the Zomato online food delivery app, and the secondary data has been collected from the various journals, websites.

ANALYSIS

The results of the analysis shows that 74% of the respondents are male and they comes under 58% of the respondents are of 40-55 age group, 71% of the respondents belong to urban area, more than half of the respondents belongs to nuclear family, Individual business people and working professional are mostly like to acquire the online food facilities which is most comfortable for their work schedules.

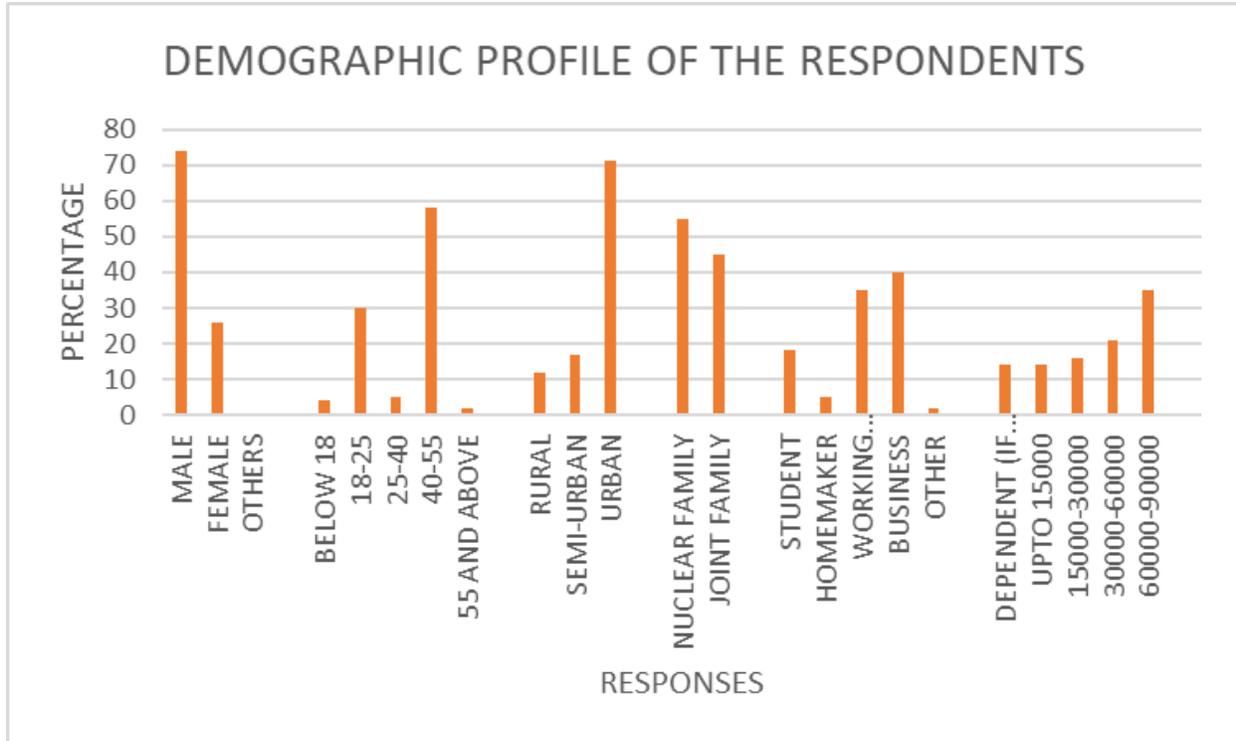
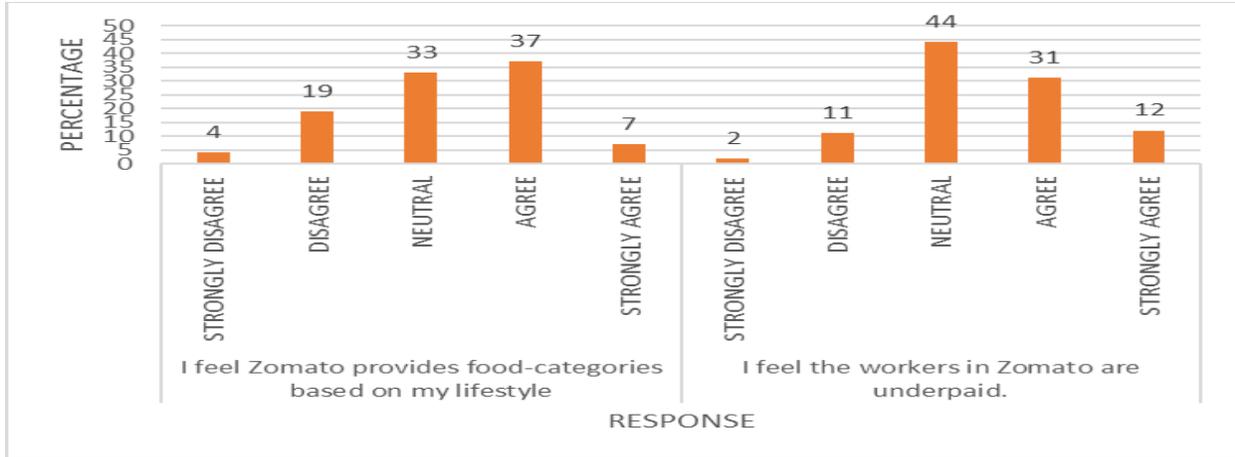


TABLE 1 PERSONAL ASPECTS AFFECTING CONSUMER BEHAVIOUR

FACTOR	STATEMENT	CHARACTERISTICS OF SAMPLE	FREQUENCY	PERCENTAGE
PERSONAL	I feel Zomato provides food-categories based on my lifestyle	STRONGLY DISAGREE	2	4
		DISAGREE	10	19
		NEUTRAL	16	33
		AGREE	18	37
		STRONGLY AGREE	4	7
		TOTAL	50	100
	I feel the workers in Zomato are underpaid.	STRONGLY DISAGREE	1	2
		DISAGREE	6	11
		NEUTRAL	22	44
		AGREE	15	31
		STRONGLY AGREE	6	12
		TOTAL	50	100

Source: Primary Data



From the graph we can infer 37% people agree that Zomato provides restaurant categories based on the respondents lifestyle which directly affects the personal factor of the respondent, 44% of the respondents feel neutral towards the payment of Zomato workers which is an economical factor of consumer behaviour.

TABLE 2 PROMOTIONAL STRATEGIES FOLLOWED

STATEMENT	CHARACTERISTICS OF SAMPLE	FREQUENCY	PERCENTAGE
ECONOMICAL FACTOR	STRONGLY DISAGREE	1	1
	DISAGREE	5	10
	NEUTRAL	16	33
	AGREE	21	42
	STRONGLY AGREE	7	14
	TOTAL	50	100
	STRONGLY DISAGREE	1	1
	DISAGREE	6	12
	NEUTRAL	14	29
	AGREE	23	45
	STRONGLY AGREE	6	13
	TOTAL	50	100

Source: Primary Data

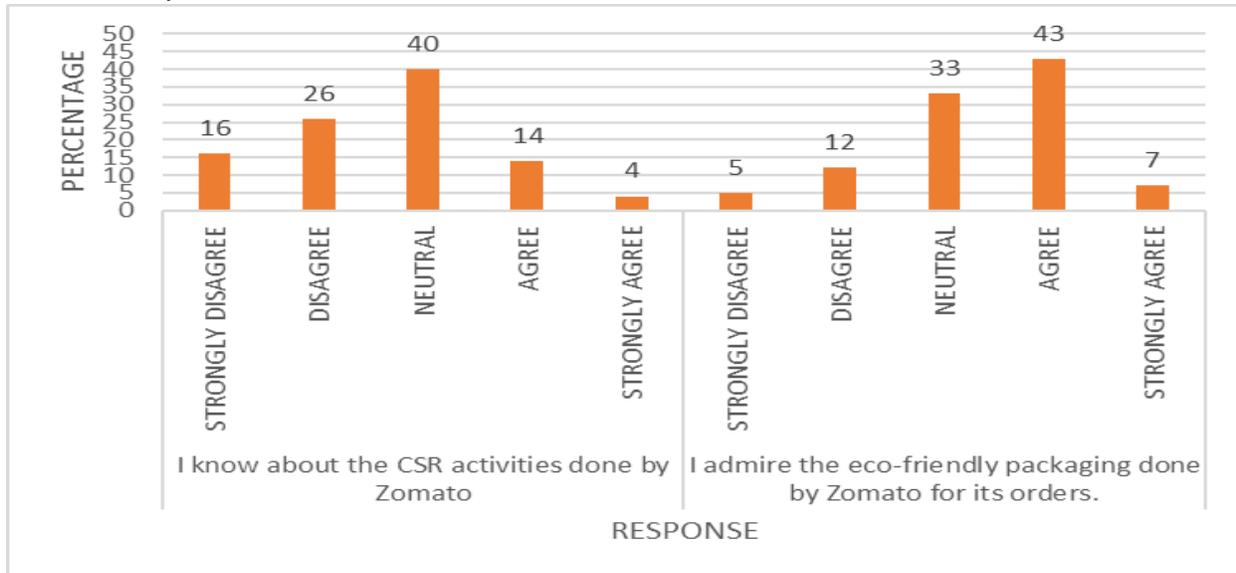


From graph we can infer that 42% of the respondents agree that they want an increase in offers and coupons and 45% of the respondents agree that they like to save cash by using cashback offers.

TABLE 3 KNOWLEDGE ABOUT CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES

STATEMENT	CHARACTERISTICS OF SAMPLE	FREQUENCY	PERCENTAGE
SOCIAL FACTOR	STRONGLY DISAGREE	8	16
	DISAGREE	13	26
	NEUTRAL	20	40
	AGREE	7	14
	STRONGLY AGREE	2	4
	TOTAL	50	100
	STRONGLY DISAGREE	3	5
	DISAGREE	6	12
	NEUTRAL	16	33
	AGREE	21	43
	STRONGLY AGREE	4	7
	TOTAL	50	100

Source: Primary Data



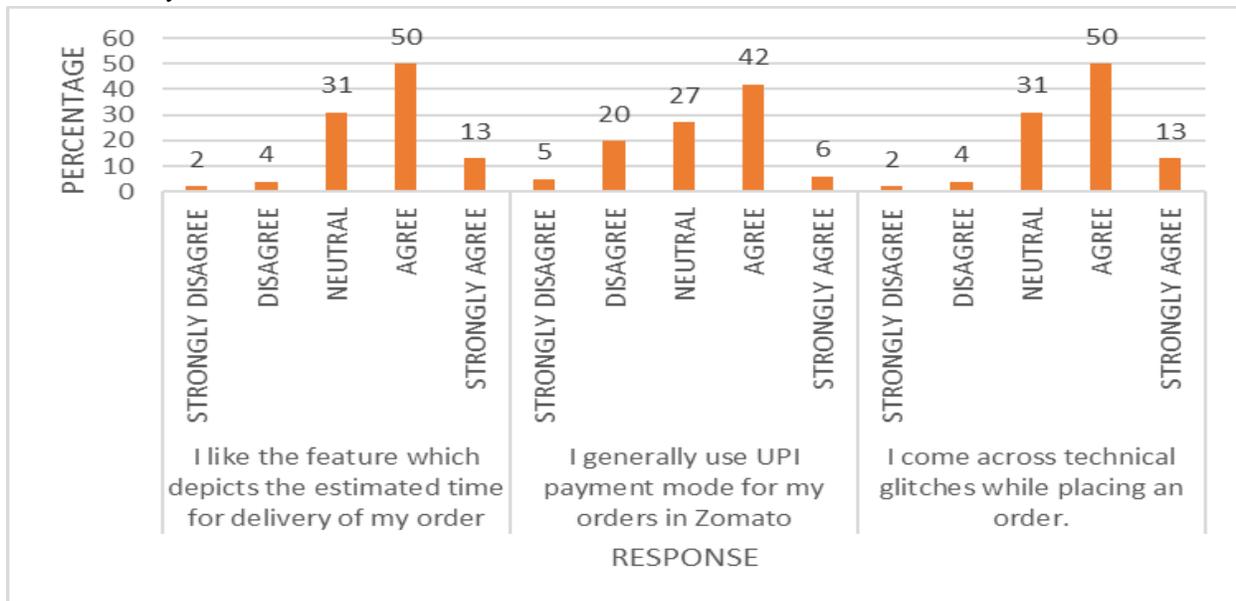
From graph we can infer that 40% of the respondents are neutral towards the knowledge of CSR activities done by Zomato and 43% of the respondents agree that they admire the eco-friendly packaging done by Zomato for its orders.

TABLE 5 USER FRIENDLY DOMAIN

STATEMENT	CHARACTERISTICS OF SAMPLE	FREQUENCY	PERCENTAGE
I like the feature which depicts the estimated time for delivery of my order	STRONGLY DISAGREE	1	2
	DISAGREE	2	4
	NEUTRAL	16	31
	AGREE	25	50
	STRONGLY AGREE	6	13
	TOTAL	50	100

I generally use UPI payment mode for my orders in Zomato	STRONGLY DISAGREE	3	5
	DISAGREE	10	20
	NEUTRAL	13	27
	AGREE	21	42
	STRONGLY AGREE	3	6
	TOTAL	50	100
I come across technical glitches while placing an order.	STRONGLY DISAGREE	1	2
	DISAGREE	2	4
	NEUTRAL	16	31
	AGREE	25	50
	STRONGLY AGREE	6	13
	TOTAL	50	100

Source: Primary Data



From graph we can infer that 50% of the respondents are agree that they like the feature which depicts the estimated time for delivery of my order, 42% of the respondents agree that they generally use UPI payment mode for my orders in Zomato, 50% of the respondents agree that they come across technical glitches while placing an order.

#### V. SUGGESTION

Based on the study the consumers have faced lot of payment problem while come to an end process in ordering food due to the technical anomalies. Comparatively less price offered may increase the repeated customers and customer referrals for Zomato. More attractive photos of menu and corresponding restaurants dine area will grasp the younger generation

mind. Festival offers, referral offers, weekend offers also suggested for the potential customer growth. If tie up with the payment gateway for offering the coupons while people particular transactions may definitely increase the sales rather than the accessories and apparel discount offers. Convenient service, On-time before services, more restaurants linkage can save the customers time and money which leads to improve of the same.

#### VI. CONCLUSION

The research reveals that Zomato, an online food delivery app, is popular among Salem residents, aged 40-55, due to its perceived power and ease of ordering. The app is used by all age groups and income levels, and the quality of food and convenience also

significantly affect consumers' intention to buy from it. The study concludes that Zomato is likable and will continue to be used by Salem residents.

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