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**An Analysis of the Variables Influencing Consumer Behavior
with Regard to Online Food Delivery Services.**

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Abstract

The online food delivery industry has emerged as a new channel of food delivery and marketing in order to capture a bigger share and sale in the food industry. This new type of business delivery has become very popular, especially among young, busy and working people. In addition, this business has become more competitive due to the increasingly new business entries and users' expectation resulted from the anxiety of online food ordering and time convenience, but not at the expense of providing quality products and services. Therefore, it is very crucial that online service providers understand the nature and requirements as well as the pertinent aspects of the online service industry that are considered important to the customers in this emerging market. This study tries to explore and gauge information to guide the online service providers regarding the requirements and attributes of this new service delivery system.

Keywords:online food delivery services, customer satisfaction, customer loyalty, buying motives, aggregator attractiveness, food aggregator, India

I.INTRODUCTION

Online food ordering system is a business management system. This major purpose is to help customers manage their companies by providing online ordering and lunch bookings for clients. The concept is being designed in response to the long queues that will build at the restaurant during lunch and dinner hours. Customers will be able to buy meals without having to wait in line at their offices, classrooms, hostels, or outside the school premises.

The emergence of the online food delivery services could be attributed to the changing nature of consumers. These consumers use food delivery services for a variety of reasons but, unsurprisingly, the most common reason seems to be the need for quick and convenient meals during or after a busy work day.

Food delivery services have changed consumer behaviour so much, that using the OFD services have become normal and routine. More and more people are turning to food delivery in recent years because of the current pace of life as well as the opportunity to discover more restaurants that food delivery offers. For many busy employees and businessmen, OFD services are a convenient option during a busy work day in the city. Many prefer this option of food delivery as this allow them to have fresh and healthy food at their offices or homes while they have the freedom to continue to work. This is also an advantage as city dwellers can use OFD services after a long day at work, preferring to go home and relax instead of spending a few more hours out waiting for food or travelling to and for just to get something to eat.

Review of Literature

The development in the online space with regard to hardware and software has triggered a change in the way both the consumers and the industries operate and revolve over the years. This availability of technology has propelled customers to personalize their user experience to shop at their own convenience, compare prices and products and customize their delivery method (Chang et al., 2014). On the other hand, it provides the online food services market, which is a fragmented market, to improve forecasting thereby increasing productivity, develop CL and increase their market share (Ng et al., 2017).

Food is usually considered 'culture-bound' and therefore conveys specific meanings and values (Hansen, 2008). Food is often considered a low-involvement product, and hence customers fail to recall the price and make appropriate choices without contemplating the previous purchases (Yeo et al., 2017). Monroe and Lee

(1999) relate this to perceptual fluency. Jacoby and Dallas (1981) explained perceptual fluency as ease of identifying the stimulus based on prior exposure frequency.

Davis (1989) formulated Technology Acceptance Model (TAM) which become a widely accepted as a guideline to forecast, interpretation and raise comprehension of various information system adoption for user acceptance. Aziz and Wahid (2018) used “perceived usefulness” as a term in their study which expressed the benefits related to online buying experience like price, convenience, enjoyment and relationship of consumer and supplier.

Scope of the Study

The survey covered Trichy residents who use the online meal delivery service. The industry is very young and fast expanding. The research is confined to Trichy and focused only on various factors affecting the consumer intention to use online food delivery services.

Research Objectives

- To study various factors affecting the consumer intention to use online food delivery services in the study area
- To study the level of satisfaction towards online food delivery system

Research Methodology

It is a descriptive study carried out among consumers in Trichy town. The study consists of 250 sample respondents using convenient sampling technique. The required primary data primary data were collected using the questionnaire. The data were analysed using the SPSS software.

Findings, Discussion and Result

Table 1:Socio-Economic Characteristics of the Sample Respondents

| Nature | | Number of respondents | Percentage |
|---------------------------|------------------|-----------------------|------------|
| Age group | Young | 54 | 21.6 |
| | Middle | 133 | 53.2 |
| | Old | 63 | 25.2 |
| Gender | Male | 155 | 50.8 |
| | Female | 95 | 49.2 |
| Educational qualification | School level | 23 | 9.2 |
| | Under graduation | 128 | 51.2 |
| | Post-Graduation | 65 | 26 |

| | | | |
|---------------------|---------------|------------|--------------|
| | Professionals | 21 | 8.4 |
| | Others | 13 | 5.2 |
| Occupational status | Employed | 143 | 57.2 |
| | Business | 41 | 16.4 |
| | Agriculture | 23 | 9.2 |
| | Housewives | 24 | 9.6 |
| | Others | 19 | 7.6 |
| Level of income | Less | 91 | 36.4 |
| | Middle | 117 | 46.8 |
| | High | 42 | 16.8 |
| Level of spending | Low | 77 | 30.8 |
| | Moderate | 129 | 51.6 |
| | More | 44 | 17.6 |
| Total | | 250 | 100.0 |

The above table indicates that 54 (21.6%) respondents are young age (less than 30 years), 133 (53.2%) are from the middle age group (lagged between 30 and 50 years) and 63 (25.2%) respondents belong to old age group (more than 50 years). 155 (50.8%) respondents are male and 95 (49.2%) respondents are female. According to the educational level, 23 (9.2%) respondents have studied upto school level, 128 (51.2%) are under graduates, 65 (26.0%) are post graduates, 21 (8.4%) have studied professional courses and 13 (5.2%) respondents are from other categories like diploma etc.

According to the occupational status, 143 (57.2%) respondents are identifies as employees from the private and government organisations. 41 (16.4%) respondents are self-employed, 23 (9.2%) are farmers, 24 (9.6%) are housewives and 19 (7.6%) are from other categories. The distribution of the respondents according to their annual income, 91 (36.4%) are from less income group (annual income less than Rs. 6 Lakhs), 117 (46.8%) belong to middle income group (between Rs. 6 Lakhs and Rs. 10 Lakhs pa) and 42 (16.8%) respondents are from the high income group (annual income more than Rs.10 Lakhs).

The respondents are also grouped based on their level of spending towards the online food. The respondents spending low (less than Rs. 2000 per month) are 77 (30.8%), 129 (51.6%) respondents are moderately spending (between Rs. 2000 and Rs. 5000 per month) and 44 (17.6%) respondents are spending more (more than Rs. 6000 per month).

Table 2: Factors Affecting Consumer Intention towards Online Food Delivery Services

| Factors | Mean | Std. Deviation | Mean Rank | Rank |
|----------------------|------|----------------|-----------|------|
| Lessprice | 3.02 | 1.092 | 4.10 | IV |
| Trust | 2.58 | 1.438 | 3.26 | VII |
| Paymentsystem | 2.78 | 1.194 | 3.56 | VI |
| Offers and discounts | 2.96 | 1.017 | 3.82 | V |
| Delivery | 3.20 | 1.157 | 4.16 | III |
| Convenience | 3.50 | 1.389 | 4.68 | I |
| Various food choices | 3.35 | 1.058 | 4.43 | II |

The result form the descriptive statistics shows that making order from the online service is felt convenience to buy food (4.68). It is ranked number one. Secondly, availability of variety of food in the online delivery services is also attractive one (4.43). Delivery service called timely delivery, safe delivery and polite approach of the delivery boys are also considered as important factors (4.16).less price (4.10), offers and discounts (3.82) and convenient and secured payment system followed in the online delivery systems are ranked fourth, fifth and sixth respectively.

Table 3: Friedman Test

| | |
|-------------|------------|
| N | 250 |
| Chi-Square | 99.915 |
| df | 6 |
| Asymp. Sig. | 0.000 |

The significance of the ranking is calculated using the Friedman ranking technique. The result shows from the above table that the ranks identified in the Table 2 are significant. The calculated Chi-Square value is 99.915 for the degree of freedom 6 is more than the table value. The value of probability is 0.000 which is significant at 1% level. Hence it is concluded that the convenience in buying food through online delivery service, variety of foods available, best delivery system are important factors to affect the consumers' intention.

Table 4: Satisfaction Level of Respondents Towards Online Food Delivery

| Satisfaction Level1 | No of Respondents | Percentage |
|---------------------|-------------------|------------|
| Highly Satisfaction | 39 | 15.6 |
| Satisfied | 112 | 44.8 |
| Neutral | 64 | 25.6 |
| Dissatisfied | 27 | 10.8 |
| Highly Dissatisfied | 8 | 3.2 |

The result shows that 44.8% of the respondents satisfied in online food delivery. 15.6% of them highly satisfied, 25.6% keeps neutral, 10.8% dissatisfied and 3.2% of the consumers highly dissatisfied.

II. CONCLUSION

The study identified the characteristics that are important to clients in the online meal delivery service market. Delivery time, service quality, price, and food delivery condition are all relevant characteristics that are directly tied to the core service delivery process. The indirect parts include characteristics such as the number and diversity of restaurants, menu, and delivery monitoring service, and delivery person attitude, which may be considered peripheral components that work together to provide the overall package benefits. Individuals differ in their online behaviour due to individual differences such as age, income, education, ethnicity, and gender; a positive attitude toward technology, in the belief that technology makes their lives easier and better; and ability and online experience, which play an important role in the exchange process. Majority of the consumers satisfied in ordering food through online and the service provided by various food delivery companies. Hence it is concluded that the convenience in buying food through online delivery service, variety of foods available, best delivery system are important factors to affect the consumers' intention.

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