A Study on Consumer Behaviour towards Online Food Delivery

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Abstract

The primary goal of the research is to examine how consumers regard online meal delivery services. This article investigates many aspects of consumer perception about online meal delivery services, a rising sector of the economy. Modern marketing has new prospects thanks to the introduction of mobile applications. The mobile application created new business opportunities and rendered all other traditional business techniques obsolete. Mobile applications use technology and the internet to market and sell goods and services. These days, more people use technology and can trade through it, which has a long-term impact on how firms run. In order to better satisfy the shifting needs and tastes of their customer base, companies have modified their online marketing strategies and advertising strategies. The primary focus of this study report is how consumers see online food delivery apps. Examining and assessing the data acquired from each and every user of the online meal delivery applications is the aim of the study. The objective is to find out what factors affect them, what they need and think, how they mentally arrange the many features of different web portals, and how happy they are with online meal delivery apps in general. The survey lists the most widely used online meal ordering services and the standards that set them apart from the competition.

Key Words: *Consumer behaviour, Food ordering platform, Online buying, Digital payments, Consumer perception.*

Introduction

Technology is a big part of the online meal delivery system in the modern world. Many people are utilising mobile applications to connect these days, and many of them are prepared to transact using them. The daily operations of numerous businesses and organisations are also being impacted by technology. Food has taken over a sizable portion of the internet due to its excellent presentation on television networks, periodicals, and bestseller lists. To cater to the demands and preferences of their customers, businesses have modified their conventional business methods to include online marketing. Online meal ordering is becoming more and more common over time. (Mr Rahul Gupta 2019) There is a genuine need for online ordering. It communicates to your clientele that you are a cutting-edge, expanding restaurant that poses a serious threat to rivals hoping to remain open late and easily accessible to all of the regular customers. The most crucial thing that will always be required to improve the quality of online meal ordering is the only thing that has to be done to keep the client satisfied, which is to maintain good food quality and quantity, timely delivery, and customer loyalty. Local hotels, eateries, chefs and canteens use online meal ordering platforms to deliver takeaway and food packages right to customers' doorsteps. (Sayali Pachpute 2023) As the number of people using online meal ordering and delivery services continues to rise, so do user expectations. The purpose of this research report is to find out what customers think about the services they get from various portals. Based on survey results, this article will assist service providers in comprehending the demands, perceptions, and opinions of their customers. (Jyotiushman Das 2019) Examining the structural relationships between price-saving orientation, time-saving orientation, hedonic motivation, convenience motivation, post-usage usefulness, previous online purchase experience, customer attitude, and behavioural intention towards OFD services is the aim of this study. (Vincent Cheow Sern Yeo 2017) The emergence of the online food delivery services could be attributed to the changing nature of urban consumers (Lau Teck hai 2019).

Literature Review

According to Serhat Murat Alagoz & Haluk Hekimoglu (2012), e-commerce is rapidly growing worldwide, the food industry is also showing a steady growth. In this research paper they have used the Technology Acceptance Model (TAM) as a ground to study the acceptance of online food ordering system. Their data analysis revealed that the attitude towards online food ordering vary according to the ease and usefulness of online food ordering process and also vary according to their innovativeness against information technology, their trust in e retailers and various external influences According to H.S. Sethu & Bhavya Saini (2016), their aim was to investigate the student's perception, behavior and satisfaction of online food ordering and delivery services Their study reveals that online food purchasing services help the students in managing time better. It is also found that ease of availability of their desired food at any time and at the same time easy access to internet are the prime reasons for using the services.

According to Sheryl E. Kimes (2011), his study found that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal interaction and also had higher technology anxiety to use the services.

According to Leong Wai Hong (2016), the technological advancement in many industries   have changed the business model to grow. Efficient systems can help improve the

productivity and profitability of a restaurant. The use of online food delivery system is   believed that it can lead the restaurant's business grow from time to time and will help the

restaurants to facilitate major business online.   According to Varsha Chavan, et al, (2015), the use of smart device based interface for   customers to view, order and navigate has helped the restaurants in managing orders from   customers immediately. The capabilities of wireless communication and smart

technology in fulfilling and improving business management and service delivery. Their   analysis states that this system is convenient, effective and easy to use, which is expected to improve the overall restaurant business in coming times.

Need for the Study

By analysing how consumers choose platforms, order food, and respond to incentives, businesses can tailor their services and marketing strategies to attract and retain customers.

Knowing how users interact with the app, what features they value, and where they encounter difficulties can guide platform improvements.

Analysing how technology influences food ordering decisions can contribute to our understanding of the digital transformation of consumer behaviour and its consequences for the food industry.

Researchers can make informed predictions about future growth, consumer preferences, and potential disruptions in the food delivery landscape.

Objectives of the Study

1. To analyse consumer preferences for online food ordering services.

2. To evaluate the consumers with respect to the frequency of services availed from online food ordering and delivery platform.

3. To identify the factors which influence the consumer decision to order food online.

4. To assess consumer satisfaction and loyalty towards online food delivery platforms.

Scope of the Study

The primary goal of the study is to understand how customers see online meal delivery services. Customers' perceptions can change depending on the situation. We can gain a deeper comprehension of the "Online Food Delivery Service" thanks to this study. We will learn about the opinions of the customers about the services they offer in the Mangalore region, as well as the factors that influence those opinions. As a result, these findings might assist the service providers in improving these factors in order to close the gaps in the consumer's attitude.

Hypothesis of the Study

Customers preference for an online food platform is mainly based on offers doled out to them.

Research Methodology

The study adopted a descriptive survey method to investigate the buying behaviour of online food. The method of data collection is primary data. The study sample of 100 students and working individuals using convenience sampling, within the city limit. The survey instrument used was a structured questionnaire.

Analysis and Interpretation

How often do you order food online?

| Responses	In Numbers	In Percentages
Very Frequently	5	5
Frequently	21	20.8
Occasionally	34	33.7
Rarely	34	3.7
Never	7	6.9
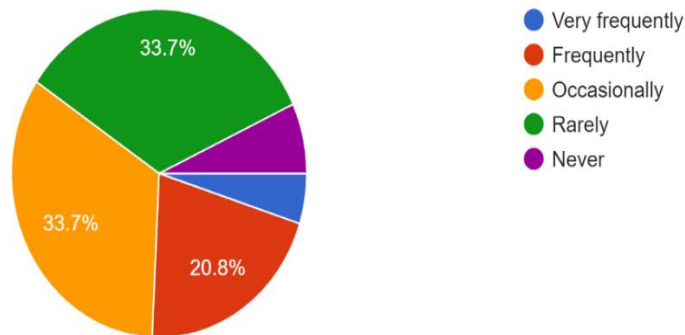
Analysis and Interpretation

The data shows that the event or action described occurs occasionally most of the time, at 33.7%. It happens frequently 20.8% of the time, and rarely or never 7.6% of the time. So, it's not something that happens all the time, but it's not uncommon either. It falls somewhere in the middle

What factors influence your decision to choose a specific online food delivery platform?

| Responses	In Numbers	In Percentages
Price and Discounts	37	36.6
Menu variety	38	37.6
Delivery Time	16	15.8
Users' reviews	10	9.9
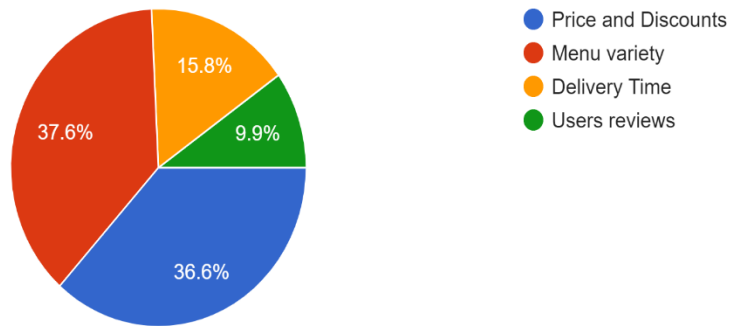
Analysis and Interpretation:

The two most significant criteria influencing users' selection of online food delivery platforms are price and discounts (36.6%) and menu variety (376.6%). Though to a lesser degree, delivery time (15.8%) and customer evaluations (9.9%) are also taken into account.This implies that when consumers select a meal delivery service, their primary considerations are price and convenience. They want their meals delivered as soon as possible and at the best possible price. Although they are a consideration, user reviews are not as significant as variety and pricing.

How important is the quality of food when ordering online?

| RESPONSES	IN NUMBERS	IN PERCENTAGES
Extremely important	51	50.5
Important	31	30.7
Somewhat important	15	14.9
Not important	3	3
Neutral	1	1
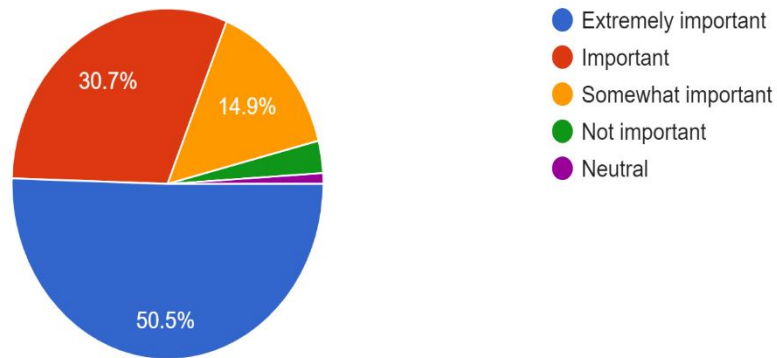
Analysis and Interpretation:

When placing an online order, customers place a lot of importance on the food's quality. Thirty-seven percent (30.7% + 50.5%) of people think it's extremely or important. This implies that customers would not settle for subpar food, even if it means spending more or having to wait longer. Just a tiny portion of users (3% + 1%) don't think food quality is significant. This might be the result of their low budget or the fact that they are not consuming fast food or other foods that are often thought to be of a high calibre.

Do you prefer to order from local restaurants or chain restaurants when ordering food online?

| RESPONSES	IN NUMBERS	IN PERCENTAGES
Local restaurants	45	44.6
Chain restaurants	30	29.7
No preference	26	25.7

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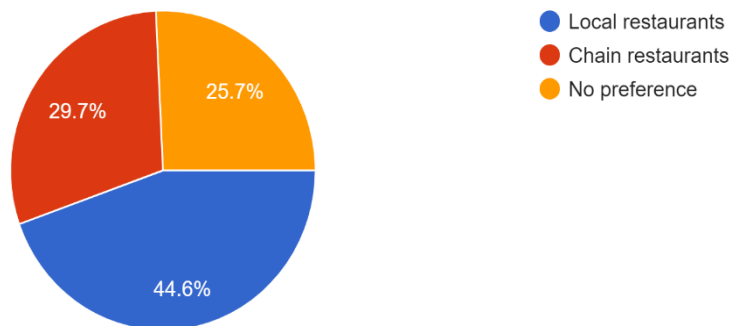
Analysis and Interpretation:

When ordering food online, almost half of the respondents (44.6%) prefer to order from nearby restaurants, indicating a significant preference for local businesses. The fact that a sizable percentage of users (29.7%) still choose chain restaurants shows how popular and recognisable they are. Remarkably, 25.7% of respondents said they had no preference between chain and local restaurants, indicating that they were open to either one depending on things like availability, cuisine, or current wants.

What is your primary reason for using online food delivery services?

| RESPONSES	IN NUMBERS	IN PERCENTAGES
Convenience	24	23.8
Timesaving	42	41.6
Craving specific dishes	31	30.7
Lazy or introvert	4	4
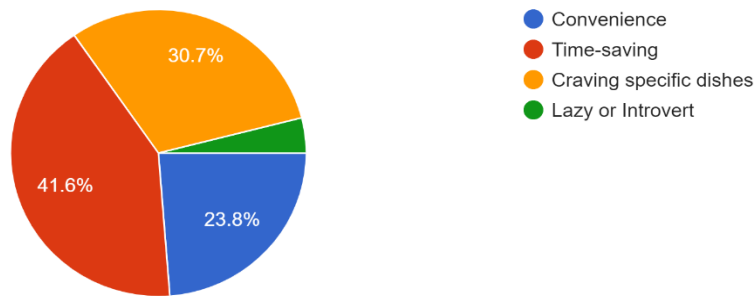
Analysis and Interpretation:

Users seem to value the efficient way that online delivery saves them time from going out or cooking, as indicated by the biggest percentage (41.6%). A sizable percentage (23.8%) enjoys how simple and hassle-free online meal ordering is overall. When people have a strong craving for a cuisine they can't easily get or don't want to cook, a sizable portion (30.7%) employs delivery services. A lower proportion (4%) admits to using delivery services when they're too lazy to prepare or because their friends would rather stay in.

How satisfied are you with the overall online food delivery experience?

| REPONSES	IN NUMBERS	IN PERCENTAGES
Very satisfied	8	7.9
Satisfied	62	61.4
Neutral	27	26.7
Dissatisfied		
Very dissatisfied	3	3
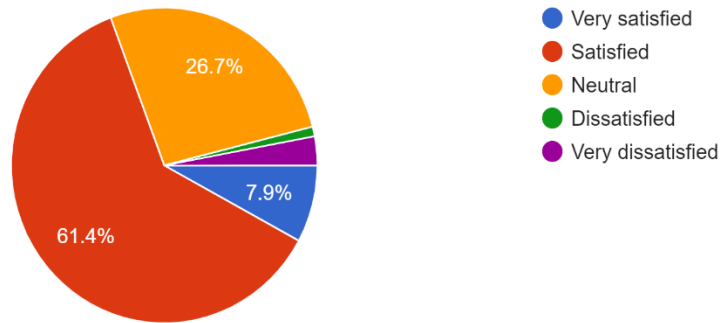
Analysis and Interpretation:

Platforms are clearly satisfying users' needs because a sizable number of users (69.3% when combined with "very satisfied") are pleased with their whole experience A sizable portion (26.7%) expresses neither strong positive nor negative sentiment, indicating potential for development or inconsistent experiences. Only 3% of customers indicated extreme unhappiness, indicating that significant flaws are not common.

Would you recommend the online food delivery platform you currently use to others?

| RESPONSES	IN NUMBERS	IN PERCENTAGES
Yes, definitely	19	18.8
Yes, probably	63	62.4
Not sure	16	15.8
No, probably not	3	3
No, definitely not		
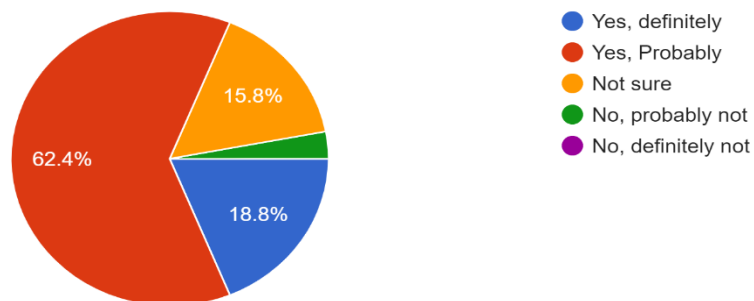
Analysis and Interpretation:

Significantly more (62.4%) said they would "probably" suggest the platform to others, indicating that they have had a good overall experience and think others might benefit from it.

The fact that over one-fifth (18.8%) would "definitely" suggest it shows how satisfied users are with the site and how confident they are in its offerings. Notably, 15.8% of respondents are undecided about making the recommendation, citing possible discrepancies in their experiences or particular areas that require improvement. The fact that only 3% of users would categorically not recommend the platform suggests that serious flaws are not common.

How often do you read online reviews before choosing an online food delivery platform?

| RESPONSES	IN NUMBERS	IN PERCENTAGES
Always	27	26.7
Sometimes	57	56.4
Never	7	6.9
Often	4	4
Rarely	6	5.9
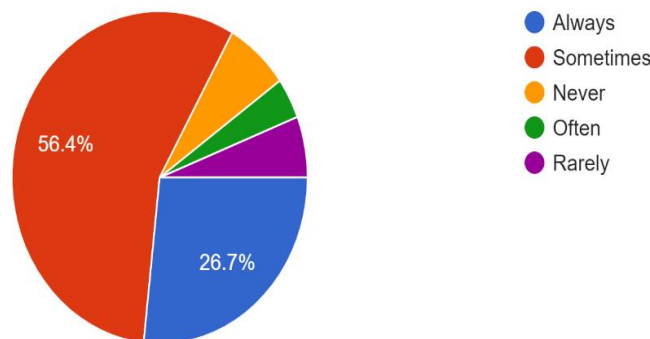
Analysis and Interpretation:

According to the study, most consumers (56.4%) occasionally check internet reviews before selecting an online meal delivery service. Just 6.9% of people never read reviews, compared to 26.7% who do so constantly. It's also noteworthy that 5.9% of respondents seldom ever read reviews, compared to 4% who do it frequently. This implies that a minority of people read reviews with great engagement, while the rest have more moderate reading habits.

How much influence do online ratings and reviews have on your decision to order from a specific restaurant?

| RESPONSES	IN NUMBERS	IN PERCENTAGES
A great deal of influence	22	21.8
Some influence	56	55.4
Not much influence	14	13.9
No influence	5	5
Neutral	4	4
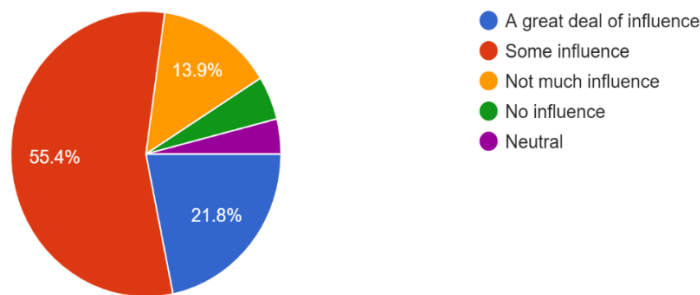
Analysis and Interpretation:

More than 77% of respondents said that online evaluations and reviews have some sort of influence when choosing a restaurant. Online reviews are said to have some influence by over half (56%) and a great deal of influence by nearly a quarter (22%) of respondents. Just 14% of respondents indicate that internet reviews have little to no influence, and only 5% claim that they have no influence at all. Most consumers are influenced by online ratings and reviews to some degree when choosing restaurants, therefore they are a big factor. This implies that companies must to be mindful of their internet image and ensure that they are receiving favourable feedback.

What types of promotions or incentives attract you to order food online?

| RESPONSES	IN NUMBERS	IN PERCENTAGES
Discounted prices	32	31.7
Free delivery	36	35.6
Buy-one-get-one offers	23	22.8
Loyalty programs	7	6.9
Other (please specify)	3	3
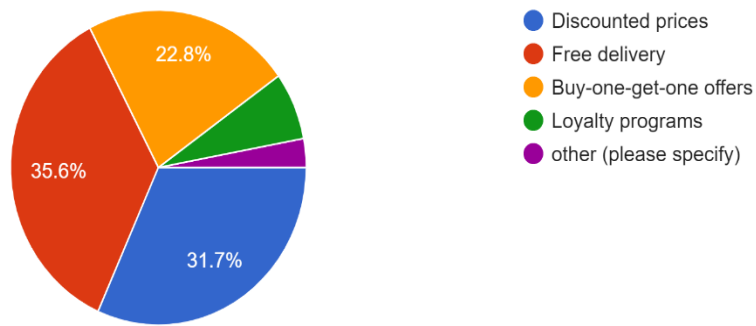
Analysis and Interpretation:

A mere 3% of participants mentioned that they were lured to incentives other than discounts, free delivery, and buy-one-get-one deals, despite the bulk of respondents being drawn to popular promos like these. Unfortunately, it's challenging to make statistically meaningful inferences or pinpoint particular trends given the meagre three replies in the "Other" category. Given the small sample size, it is possible that some customers would be open to more distinctive or customised incentives, even when the most well-liked promos address more general concerns like cost and convenience.

Have you ever experienced any issues with the accuracy of your food order when ordering online?

| RESPONSES	IN NUMBERS	IN PERCENTAGES
Yes	5633	52.5
No	48	47.5
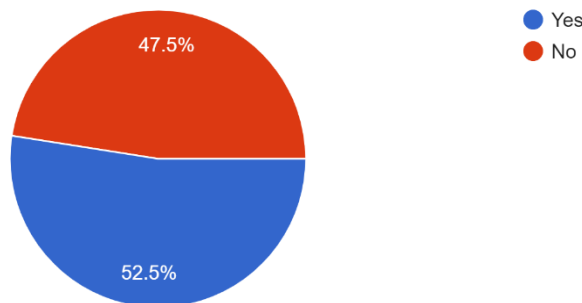
Analysis and Interpretation:

Of those surveyed, over half (52.5%) reported having issues with the accuracy of their online meal orders. This indicates that a sizable portion of consumers are having problems with things like missing, inaccurate, or improperly prepared items.

How likely are you to provide feedback or report any issues with an online food delivery order?

| RESPONSES	IN NUMBERS	IN PERCENTAGES
Very likely	12	11.9
Likely	63	62.4
Neutral	21	20.8
Unlikely	5	5
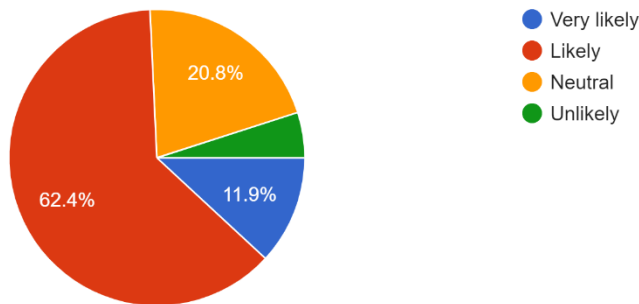
Analysis and Interpretation:

Given that 74.3% of respondents indicated they would "very likely" or "likely" share their experience, it is important to respond to both good and negative feedback. 20.8% remained neutral, possibly due to things like discomfort or the impression that the input wasn't helpful. Merely 5% are unlikely to disclose concerns, indicating a tiny percentage of people who might put up with slight inconveniences or value privacy.

Would you be willing to pay a premium for faster delivery or shorter waiting times?

| RESPONSES	IN NUMBERS	IN PERCENTAGES
Yes, definitely	10	9.9
Yes, probably	42	41.6
Not sure	36	35.6
No, probably not	8	7.9
No, definitely not	5	5
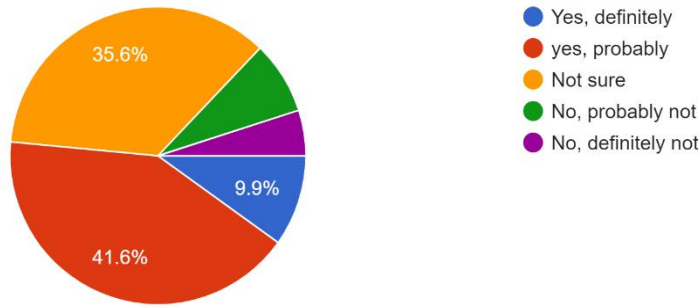
Analysis and Interpretation:

More than half (51.5%) of participants indicated a degree of readiness to exchange faster delivery or shorter wait times for a higher price. Almost two-fifths (41.6%) would probably pay extra, but nearly one-tenth (9.9%) would do so for sure. This implies that consumers have differing levels of price sensitivity, with some being more willing to pay more for faster meals. A sizable percentage (35.6%) are hesitant or doubtful about paying extra for speed.

How likely are you to use online food delivery services for special occasions or celebrations?

| RESPONSES	IN NUMBERS	IN PERCENTAGES
Very likely	10	9.9
Likely	56	55.4
Neutral	26	25.7
Unlikely	7	6.9
Very unlikely	2	2
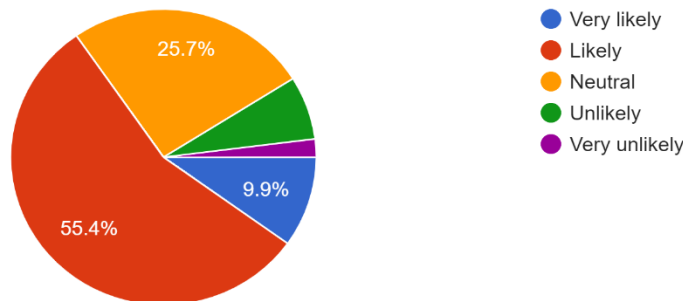
Analysis and Interpretation:

In such circumstances, more than 65% of respondents (Very likely + Likely) said they are likely or very likely to employ online meal delivery. This implies that this choice is becoming more and more accepted and may even be preferred. Maybe because of customs, a preference for home cooking, or worries about the formality of delivery on important occasions, nearly a quarter (25.7%) are still undecided. The fact that only 9% of respondents say they are unlikely or extremely unlikely to use delivery highlights a small minority that may prefer more traditional dining settings or have concerns about the service.

Overall, how satisfied are you with the pricing of online food delivery services?

Responses	In Numbers	In Percentages
Very Satisfied	14	13.9
Satisfied	54	53.5
Neutral	32	31.7
Dissatisfied	1	1
Very Dissatisfied		
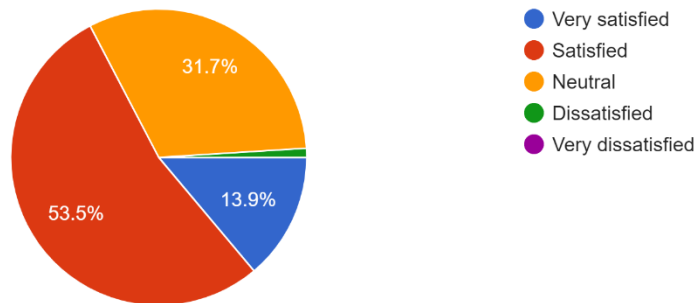
Analysis and Interpretation:

With regard to the cost of online meal delivery services, the majority of respondents (67.4%) felt some degree of satisfaction, with 53.5% expressing satisfaction and 13.9% expressing extremely satisfaction. A smaller portion (31.7%) expressed no opinion, neither satisfaction nor dissatisfaction with the price. Only a very small fraction (1%) reported displeasure, with no one reporting being very displeased. These findings indicate that people generally have positive feelings about online meal delivery services' prices, considering them to be reasonable or even favourable.

Findings

The study found that, Consumers often prioritize convenience when using online food delivery services. The ease of placing orders, quick delivery times, and a user-friendly interface are critical factors influencing consumer behaviour.

The study enhances the proliferation of smartphones and the availability of dedicated mobile applications have significantly contributed to the growth of online food delivery services. Many consumers prefer using apps for the simplicity and efficiency they offer.

With the motive of receiving consumers appreciation, a diverse range of restaurant options and customizable menus. Online platforms that provide a wide selection of cuisines and allow for personalization tend to attract more users

The study focused on the consumers tendency of relying on online reviews and ratings when choosing a restaurant or a food delivery service. Positive reviews can build trust, while negative reviews may discourage potential customers

It has been studied that timely and reliable delivery is crucial for customer satisfaction. Consumers also expects accurate delivery time estimates and reliable tracking systems to monitor the progress of their orders.

The study shows that, there is an increasing awareness of health and dietary preferences among consumers. Also, online food delivery services that offer options for specific diets (e.g., vegetarian, vegan, gluten-free) may attract a broader customer base.

As study conducted, social media plays a significant role in shaping consumer opinions and preferences and many customers discover new restaurants and food delivery services through social media platforms.

Conclusion

The study illuminate insight on the changing dynamics of the contemporary food scene by exploring the complex world of customer behaviour towards online meal delivery. Convenience, price, and the overall user experience are shown to be critical determinants of consumer preferences after a thorough examination of the many aspects impacting consumer decisions. The results highlight how consumers are placing a greater value on the convenience and effectiveness of online delivery services, which has led to an increasing dependence on digital channels for meal ordering. Traditional dining habits have been drastically changed by the variety of options available and the ease of ordering food to be delivered right to one's door

Furthermore, the influence of social media and internet reviews on the decision-making process of consumers has grown. Maintaining a positive online reputation is crucial for both restaurants and food delivery companies, as word-of-mouth which is now greatly influenced by digital platforms holds enormous control over decisions. Although there are clear benefits, issues like worries about food quality, delivery times, and data security still exist. In order to maintain and grow the online meal delivery sector, these problems must be resolved. Further enhancing client satisfaction and retention, according to the survey, are personalised marketing methods and loyalty programmes.

Suggestions

The study suggests, evaluation of the influence on user interface design and overall user experience on consumer satisfaction and loyalty in online food delivery platforms.

As study conducted, the key factors that influence consumers when choosing a particular online food delivery platform, such as pricing, variety, convenience, and brand reputation.

The study also suggests to conduct an examination on the role of trust and security in online food delivery services. Investigate how concerns about data security and privacy impact consumer decisions.

The study suggests that, investigation on the impact of promotions, discounts, and loyalty programs on consumer behaviour. Analyse how these strategies contribute to customer acquisition, retention, and overall satisfaction.

The study also suggests Assess the role of technological innovations, such as AI-driven recommendations, augmented reality menus, or chatbots, in shaping consumer behavior in the online food delivery industry.

Investigation of the factors contributing to consumer loyalty in the online food delivery sector. Explore how positive experiences, reliable service, and personalized offerings lead to repeat purchases.

The study suggests that, exploring the psychological factors influencing consumer decisions in online food ordering, such as the impact of visual appeal, menu descriptions, and social influence.

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