CONSUMERS BUYING BEHAVIOUR TOWARDS ONLINE FOOD DELIVERY SERVICES IN CHENNAI CITY

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KEYWORDS	ABSTRACT
Consumer, Buying Behaviour, Satisfaction, Online Delivery, and Service.	The expansion of India's industry and employment prospects has resulted in increased discretionary spending, urbanisation, and alterations in lifestyle. The involvement of women is increasing in all sectors. They prefer prefabricated meals over conventional cooking techniques. With the evolution of the internet and digital landscape, online food services provide simple access to cooked meals, with doorstep delivery, several payment methods, discounts, and cash back incentives. This tendency is anticipated to persist. The research examines the impact of online meal ordering on consumers' eating behaviours. The survey examines customer satisfaction with online meal ordering.

Introduction

Online food services include ordering food via a restaurant or mobile app and having it delivered to the customer's location. This technology makes it simple for consumers to connect online by allowing them to order and access their favourite foods. It is among the rapidly evolving trends in the e-commerce industry. Through these services, customers can access a wide range of food options from restaurants listed online at any time and from any location. Additionally, payment options such as digital wallets, internet banking, and cash on delivery improve the customer's categories of convenient ways to pay for and access these services. Online food services will expand in most locations across the nation as a result of the recent transformation in the digital sector and increased connectivity via smartphones. The advent of internet services in Chennai has provided consumers with numerous options as the digital era continues to transform our daily lives. In this post, we'll look at the elements that influence consumer decisions for various online services. Understanding crucial areas such as service speed, personalization, product offers, and user experience can help organizations meet consumer expectations (Warschauer 2004).

Review of literature

Dr. R. Mayakkannan (2018) The process by which individuals seek for, select, purchase, use, and dispose of goods and services in order to satisfy their needs and desires. See also consumer decision-making. The objective of the current study is to investigate consumers' purchasing habits with respect to rapid food products. The primary objectives of the investigation are to investigate the perception in relation to satisfaction and awareness. This research also aids in the evaluation of the capacity of shopping sites to attract and retain customers, the analysis of the shift in buying behaviour, and the exploration of the reasons why prospective customers do not prefer online shopping. Exploratory and descriptive

methodologies were implemented during the investigation. The sample for the research was selected using purposive, judgement, and convenience sampling. This investigation has procured both primary and secondary data.

D. Ramesh Kumar et al., (2020) India is a developing country; in recent years, numerous sectors have expanded, resulting in a substantial rise in employment. Consequently, disposable income has increased, leading to greater urbanisation and changes in lifestyle. The involvement of women across all sectors is on the rise. They do not favour traditional methods of food preparation, instead opting for pre-prepared meals. The proliferation of the internet and the advancement of the digital realm have facilitated online food services, granting consumers convenient access to prepared meals. Consequently, customers are reaping numerous benefits, including doorstep delivery, diverse payment options, appealing discounts, and cashback offers, which contribute to the continual growth of online food services. The online food ordering market in India is projected to expand at an annual rate exceeding 16 percent, reaching US$ 17.02 billion by 2023, as per a report conducted by the business consultancy firm Market Research Future. This paper presents client perceptions of online food services and their satisfaction levels.

K. Sankar Singh et al., (2022) The study explores how Swiggy has changed customers' meal habits and the impact of online food ordering. Thus, the study examines online meal ordering app client satisfaction. Swiggy Research found This study found that 21–35-year-olds used online food services most. Respondents favour Swiggy, the most popular meal ordering app. To accomplish this research's objectives, a well-structured questionnaire is used to collect primary data. This study has 150 participants. Study conducted in southern Chennai. SPSS 20 is utilised in this study.

Dr. C. Sathiyamoorthy et al., (2024) In this digital era, the way we live and interact with the world has been entirely transformed by online services. The convenience and accessibility of online platforms have transformed numerous aspects of our lives, including banking, education, purchasing, and entertainment. Chennai, a thriving metropolis in India, has enthusiastically embraced this digital revolution. This article delves into the captivating domain of researching and assessing consumer preferences for online food delivery services in Chennai, identifying the variables that influence these choices and shape the city's digital environment. The researcher collected the data of 180 respondents at a 1:10 ratio. The Karl Pearson correlation coefficient, Mann Whitney u test, Chisquare test, one-sample t test, and independent sample t test were employed to analyse the data. Swiggy and Zomato collectively account for a substantial 70% of all consumption, which is why the respondents prioritised them.

Objectives of the study
1. To determine how customers feel about internet meal delivery services.
2. To find out satisfaction of customers with online meal ordering services providers.

Hypotheses

H_{01}: There is no significant difference between Consumers' Attitudes towards Online Food Delivery Services and preferences for food delivery platforms.

H_{02}: There is no significant difference between satisfaction of customers with online meal ordering services providers and mode of payment for food ordering.

Importance of the study

Instant food plays an important role in everyone's daily lives. Food preferences in India have evolved as a result of Western influence, and the use of quick foods has increased. These foods are commonly utilized in both catering and domestic settings. Instant food is popular among working people and those who live alone due to their employment conditions.

Table 1
Preferences for food delivery platforms

S.No	Online food Service Company	No. of Respondents	Percentage
1	Swiggy	120	44
2	Zomoto	70	26
3	Uber	50	19
4	Others	30	11
	Total	**270**	**100**

Table 1 demonstrates that Swiggy (44 percent), Zomato (26 percent), Uber (19 percent), and others (11percent), are the most commonly used services among respondents.

Table 2
Monthly Income of the Respondents

S.No	Monthly Income	No. of. Respondents	Percentage
1	Upto 10,000	20	7
2	10,001 to 20,000	60	22
3	20,001 to 30,000	75	28
4	30,001 and above	115	43
	Total	**270**	**100**

Table 2 displays the respondents' monthly incomes, with 43 percent earning Rs. 30,001 or more per month, 28 percent earning 20,000 to 30,000, 22 percent earning between Rs. 10,001 and 20,000, and 7 percent earning up to Rs.10,000 per month.

Table 3
Using Mode of Payment

S.No	Mode of Payment	No. of. Respondents	Percentage
1	UPI apps	160	59
2	Debit card	90	34
3	Others	20	7
	Total	**270**	**100**

From the responses obtained 160 respondents (59 percent) use UPI apps, 90 respondents (34 percent) use debit cards and 20 respondents (7 percent) use other payment methods.

Table 4
Consumers' Attitudes towards Online Food Delivery Services

S.No	Particulars	SA	A	N	D	SD	Total
1	Factors that influence client choice in online food delivery services.	90	60	60	30	30	270
		34	22	22	11	11	100
2	Consumer happiness is influenced by service speed and reliability.	50	120	60	25	15	270
		19	44	22	9	6	100
3	Promotional Offers and Discounts in Consumer Decision Making.	130	90	20	20	10	270
		48	34	7	7	4	100
4	Customers spend a significant portion of their monthly income on dinner and lunch.	70	140	30	15	15	270
		26	52	12	5	5	100

| 5 | UPI apps are the most popular payment method utilized by the majority. | 85 | 60 | 60 | 40 | 25 | 270 |
| | | 32 | 22 | 22 | 15 | 9 | 100 |

Source: Primary data

Table 4 shows that a Factors that influence client choice in online food delivery services is strongly agreed upon by 34 percent of the respondents, Consumer happiness is influenced by service speed and reliability is agreed upon by 44 percent of the respondents, Promotional Offers and Discounts in Consumer Decision Making is strongly disagreed upon by 4 percent of the respondents, Customers spend a significant portion of their monthly income on dinner and lunch are agreed upon by 52 respondents, which is 32 percent of the respondents, and UPI apps are the most popular payment method utilized by the majority. The table displays the findings of a study on Consumer's attitude towards online food delivery services.

Table 5
ANOVA for Consumers' Attitudes towards Online Food Delivery Services and preferences for food delivery platforms

Variables	Age	N	Mean	S.D.	F Value	Sig.
Factors that influence client choice in online food delivery services.	Swiggy	120	3.50	1.26	5.025	.003*
	Zomoto	70	3.98	1.62		
	Uber	50	3.66	1.98		
	Others	30	3.74	1.25		
	Total	**270**	**4.36**	**1.36**		
Consumer happiness is influenced by service speed and reliability.	Swiggy	120	4.36	1.00	4.360	.010*
	Zomoto	70	4.52	1.23		
	Uber	50	4.79	1.65		
	Others	30	4.33	1.89		
	Total	**270**	**4.23**	**1.40**		
Promotional Offers and Discounts in Consumer Decision Making.	Swiggy	120	1.32	0.33	5.624	0.026*
	Zomoto	70	1.38	0.36		
	Uber	50	1.96	0.25		
	Others	30	1.35	0.98		
	Total	**270**	**1.36**	**0.62**		
Customers spend a significant portion of their monthly income on dinner and lunch.	Swiggy	120	3.69	1.33	5.760	.005*
	Zomoto	70	3.66	1.55		
	Uber	50	4.62	1.66		
	Others	30	3.99	1.36		
	Total	**270**	**4.23**	**1.02**		
UPI apps are the most popular payment method utilized by the majority.	Swiggy	120	3.22	1.54	4.384	.005*
	Zomoto	70	3.69	1.66		
	Uber	50	3.65	1.22		
	Others	30	3.66	1.32		
	Total	**270**	**4.23**	**1.36**		

*Based on Primary Data * Sig.@5%*

For the f-test, the numbers that were found to be significant at the five current levels are 5.025, 4.360, 5.624, 5.760, and 4.384, as shown in the table. These numbers show that people in Chennai city have very different tastes when it comes to receiving meals online from a variety of food delivery services. This means that the null hypothesis that was given is false. Still, this clearly shows that women are more likely to be involved in secondary and

main tasks when it comes to food delivery platforms and online delivery to customers. Between the F values of 5.760 and the five current levels of the data, there is a strong link. These results show that there is a big difference in what people in Chennai city want when it comes to online meal delivery, and that difference is based on age. In the end, it was decided that the null hypothesis was right.

Table 6
ANOVA for Satisfaction of Customers with Online Meal Ordering Services Providers and Mode of Payment for Food Ordering

Variables	Age	N	Mean	S.D.	F Value	Sig.
Factors that influence client choice in online food delivery services.	UPI apps	160	3.50	1.26	5.620	.020*
	Debit card	90	3.98	1.62		
	Others	20	3.66	1.98		
	Total	**270**	**4.36**	**1.36**		
Consumer happiness is influenced by service speed and reliability.	UPI apps	160	4.36	1.00	9.560	.001*
	Debit card	90	4.52	1.23		
	Others	20	4.79	1.65		
	Total	**270**	**4.23**	**1.40**		
Promotional Offers and Discounts in Consumer Decision Making.	UPI apps	160	1.32	0.33	4.309	0.010*
	Debit card	90	1.38	0.36		
	Others	20	1.96	0.25		
	Total	**270**	**1.36**	**0.62**		
Customers spend a significant portion of their monthly income on dinner and lunch.	UPI apps	160	3.69	1.33	5.307	.005*
	Debit card	90	3.66	1.55		
	Others	20	4.62	1.66		
	Total	**270**	**4.23**	**1.02**		
UPI apps are the most popular payment method utilized by the majority.	UPI apps	160	3.22	1.54	4.300	.005*
	Debit card	90	3.69	1.66		
	Others	20	3.65	1.22		
	Total	**270**	**4.23**	**1.36**		

*Based on Primary Data * Sig.@5%*

The data above demonstrates that the F values of 5.620, 9.560, 4.309, 5.307, and 4.300 are significant findings at the five current levels. These figures indicate that there is a significant discrepancy in the preferences of consumers in Chennai city with respect to online meal delivery, as well as distinctions in food delivery platforms and the mode of payment for food ordering. Consequently, the null hypothesis that was initially posited is now invalidated. However, this clearly illustrates that customer satisfaction is linked to food delivery platforms and the mode of payment for food ordering in secondary and primary movements, as well as customer attitudes and their preferences for online payment methods.

Findings

1. Respondents of this study, Monthly Income between the 30,001 and above and 115 used online food services more than any others.
2. Swiggy is the most popular food ordering app, and it is preferred by respondents more.
3. The study found that 48 per cent of the respondents strongly agreed that Promotional Offers and Discounts in Consumer Decision Making.
4. UPI apps is the most popular payment option used by the majority of the respondents.

5. There exists a substantial disparity between consumers' attitudes regarding online food delivery services and their choices for food delivery platforms; hence, the null hypothesis is rejected.
6. Customers' satisfaction with online meal ordering services providers differs significantly based on the manner of payment for food orders, thereby rejecting the null hypothesis.

Suggestions

The rise of urban canters, driven by population growth, new industries, and time constraints, led to an increase in demand for quick foods. The rise of industrialization has led to a shortage of domestic helpers due to higher wages. Housewives began utilizing quick foods as a time-saving solution. As women's literacy rates rise, more are seeking employment to establish their own social position and supplement their income. These are increasing the demand for ready-to-eat foods. Emergence of nuclear families. Previously, a single family was made up of many people, such as a group of numerous nuclear families living in the same location. As a result, larger quantities of food were prepared. As joint families became less common for different reasons, solo families began to rely on quick foods to save time and energy. Prices of raw materials are one of the key variables influencing the adoption of instant foods in the modern world. As the prices of some raw materials continue to rise, purchasing these foods has become more cost-effective. As new items emerge in the market on a regular basis that are low-cost and simple to use and prepare, the popularity of instant foods grows. To reduce the drudgery of manual labor, consumers often choose instant foods that are quick to prepare and consume. Convenience Instant foods are both convenient and cost-effective. This enhanced its popularity among people because it saves time, energy, and money. Increasing income Multi-national corporations in India have led to more women working, leaving less time for home cooking. As a result, there was a greater demand for rapid foods. The rise in economic levels, influence of western countries, increased worldwide trade, and travel have led to a shift in people's preferences towards fast foods over traditional ones.

Conclusion

To be successful in the digital economy, businesses in Chennai should monitor and evaluate consumer preferences for online food delivery services. Product offers and discounts, product customization choices, service speed and dependability, and overall user experience all have a significant impact on consumer purchasing decisions. Understanding and adapting to these characteristics can help companies gain a competitive advantage and build long-term consumer connections. Businesses must keep up with consumer preferences in the quickly changing world of internet services. In order to differentiate themselves in the rapidly growing industry, online service providers in Chennai might add new services and enhance their existing offers. To summarize, the meal delivery sector is characterized by fierce competition as firms such as Swiggy, Zomato, Uber Eats, and others vie for customers' attention and market dominance. According to the mentioned survey, meal ordering apps have been successful in gaining market share in the Indian economy because almost everyone uses them. These applications also help with digitalization because UPI apps are the most preferred payment method. These applications are easy to use and exceed customers' expectations by providing high-quality services.

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