

A STUDY ON RECENT CHANGES IN CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE FOOD INDUSTRY

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Abstract: The diet-related lifestyle changes dramatically for a variety of reasons. The high level of industry, the growth of the service sector and better job opportunities have increased consumer disposal income, improved new lifestyles and awareness and a major change is reflected in their purchasing behaviour. Consumers prefer snacks such as instant coffee and noodles. They view food and drink as entertainment. Their choices have changed from home-cooked meals to fast and ready-to-prepare meals. Young consumers are thrilled to visit the fast-paced entertainment and transformation stores. Food partners love the tomato, swiggy that gives consumers food at the right time. Other than that processed foods are accepted as alternatives to home-cooked meals because of their easy supply. This study analyzes Recent Changes in Consumer Purchasing Behaviour in Responses to the Food Sector.

Keywords: Food partners, timely delivery, service, User Friendly.

I. INTRODUCTION

Indian cuisine and lifestyle have undergone major changes over the past 15 years as India has become a hub for many countries and there is a rapid change in people's lifestyles. The style of cooking and eating habits in India varies greatly from the southern part of India to the northern part of India. Because of the pressures of modern life, people prefer a shorter way to cook than to spend a lot of time cooking. There is no specific category and market power for these products. Most of the double income (both husband and wife are offices) families want to spend very little time on cooking due to limited availability. On the weekends they want to spend time with their children and travel, and during the day office time is great and these things force them to go buy those products. Well-known consumers, make an impact on these products. As a result of increasing literacy rates and the proliferation of communication technologies, consumers are becoming more aware of the foods they eat and making decisions based on the wealth of available resources.

II. REVIEW OF LITERATURE

Research into consumer perceptions about online food ordering and other topics in the Indian context has been limited as online food ordering services entered the Indian market just a few years back. The revised books are related to studies conducted outside of India where online food ordering is a major issue. Given the allegation that online food ordering has recently entered the Indian market and is on the verge of becoming controversial. Customer Awareness and Satisfaction with Online Food Ordering, Case in Foodzoned.Com, Manipal (2016) - Research has found that the emergence of online food ordering services is high. User users of these services are well-informed about the information available on these websites and feel more comfortable using the online support services.

Benedict et al (2001) - Research explains that the concepts of online shopping and online shopping intent are not only influenced by the nature of ease of use and enjoyment, but also by factors such as consumer traits, status features, product features, past shopping experience, and reliance on online shopping. Key Features of Online Food Ordering Services: Key Lesson Indicates that online food ordering companies should pay attention to the quality of information, Mobile Application and website design, security and privacy of payment systems for their customers in order to provide a full satisfaction experience. Consumer decision-making process uses an online online food ordering platform in Thailand - This study shows that the online platform has dramatically changed the food delivery industry. It has also helped to improve the customer experience with traditional food delivery companies, such as large fast food companies, thus contributing to the perception of consumers in the food delivery service industry as a whole.

III. RESEARCH METHOD

The research design was used to obtain information and information on key data



and secondary data.

Tools used for data analysis

- 1) Sample Method: Sample method is simple
- 2) Sample Units: Customers
- 3) Sample Size: The number of respondents is 120. Percentage used to make a comparison between a series of two or more details.

Purpose of the Study

The purpose of the research is given below

- Identify features that affect the consumer to order food online.
- Know the consumer's preference for the online food ordering service provider.

Outcome and Discussion

A. Identify factors that affect the consumer to order food online.

1. Time and delivery

Time is the most important factor in any type of business or service, as time and delivery go hand in hand. On-Time Delivery is a KPI that is used regularly (Key Performance Index) to monitor the delivery performance of a provider in terms of commitment. Early delivery is like a waste of time and therefore influences the consumer as everyone in this powerful world no one wants to spend on non-productive items, getting food within a few minutes shows the relationship of time and delivery as important to the consumer as well as the seller. 24 * 7 services have a significant impact as the consumer is not limited to a specific time limit.

2. Easily

Simplicity is the driving force behind online food ordering, followed by accessibility, says a new study by leading research company Chrome Data Analytics. Consumers do not have to leave their homes or go out looking for and finding food online. As this feature also plays an important role in influencing the consumer in using online food services, because misuse is a major problem that prevents consumers from buying food..

3. Easy Access

Simple visual use, refers to the level at which one believes that using a particular program will be free. This is also very important for online food ordering due to its easy availability in the environment, within just a few clicks you get what you want in your door step, this is what the consumer desires most, Open the app on mobile phone or browse through your mobile computer and order in less than minutes for two. A group of people use this for the sake of accessibility, as they want as little suffering as possible. While some sites do not contribute much to online food ordering for some reason, including poor internet access in rural areas, or may be due to small technological advances in their access, all of these barriers are quickly remedied.

4. Adaptability

Thank you to everyone, as flexible items enjoy many benefits and online food orders are your example. No matter where you are, what time you want to order, this is what the buyer wants as things are tailored to his needs and wants. All applications and web browsers are designed to be tailored to the needs of the customer and to make their experience as flexible as possible. The introduction of various features in the concept of online food ordering such as cash on delivery, door delivery, and customized food ordering etc. thus can add to the context of food ordering. The consumer's attitude towards online shopping is defined as the level at which the consumer makes positive or negative reviews of buying food online and offers flexibility that helps to tend to the positive side.



5. Ease of payment

Free Hassel payments are an hour requirement and what the consumer wants most, usually, people avoid using online services because they do not want to get caught up in the payment problem. Introducing various payment methods has led to gaining public trust and thus has improved the business of many companies. Methods such as Cash Delivery, Online Payment, Banking and Credit Cards etc. help to eliminate payment problem and provide ease to the buyer.

6. Promotions

The promotion promotion includes coupon promotion tools, discounted pricing offers pricing, premiums, prizes, etc. Offers and discounts are what entice the consumer to get regular online food orders. Price has served as a major consumer choice for the low-cost consumer options seen on online food services that serve as influencers to buy online food services. Since everyone loves to save money and get more out of what they pay so this special offer and other promotional services capture the great interest of the consumer.

The Factor that attracts more people chooses to order online food

Of the 120 respondents, 35% chose to save money as the most important thing to order, 30.83% of people chose easy-to-use, 20% preferred to save time, and fewer chose to deliver faster than 14.16%.

How often do people like to order food online?

According to the survey, out of 120 respondents, the majority of 51.7% of respondents prefer to order weekly, while the same percentage of respondents opted daily and monthly at 17.2% and finally, 13.8% of them opted for two weeks.

IV. CONCLUSION

Consumer perception of online food ordering varies from person to person and is limited to the availability of appropriate connections and exposure to online food services. Consumer opinion varies according to the different variants depending on their opinions. Research shows that most teens are hooked on online food ordering so adults do not use these online services much less compared to younger ones. Research highlights the fact that young people are more prepared to use online food ordering services. The study also revealed that the price of products, discounts and special offers has a major impact on online food orders. The second most influential feature is simplicity; the next most influential factor is timely delivery. Research shows that respondents tend to choose to order weekly, the type of food that was most preferred to order was a snack followed by dinner. Fast food was popular with many who responded to their choice of cuisine. The study also revealed that the vast majority of respondents use Uber eats or Zomato to order their food online. It was also observed that a small percentage of respondents were inclined to use Swiggy and Food Panda. Briefly, through this study, it was found that the majority of students in the Indore region are well versed in online food ordering and most of them have used online food ordering services which reflects the growing popularity of online food ordering among teenagers. Changes in food ordering systems are due to the lifestyle of consumers in India and the increase in online activity.

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