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A Research on Changing Market for Online Food Delivery with Special Reference to Coimbatore City

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Abstract: Due to the great increase in the awareness of internet and technologies associated with it, several opportunities are coming up on the web. So many businesses and companies now venture into their business with case because of the internet. To that the internet introduced such business called an online food ordering system. Online food ordering services is a business which make people to get food at their doorstep. In this study, the main objective is to analyze the consumer perception, behavior, satisfaction of the online food delivery services and how the market is changing for the online food delivery services. The market is changing for online food delivery services because people are wanting more control and choice to their food. The study has been survived to 193 respondents for the purposeful analysis. The research is focused on the study and analysis of data collected from all those users who are already using the online food delivery services. The purpose is to know what are the influencing factors, their preference, positioning of various traits of different online gateways in their concentration and overall satisfaction towards online food delivery services. This study makes to know the benefits and challenges faced by the consumer and the changes made by the online food delivery apps in the market.
Keywords: Online food delivery app, benefits and challenges, consumer satisfaction, changing market

I. INTRODUCTION

The online food ordering system is one among the newest servicers most fast food restaurants within the western world are adopting. With this method, food is ordered through online and delivered to the customer to their doorstep. This is made possible through the use of electronic payment system. In today's age of fast food and take out, many restaurants have chosen to specialize in quick preparation and speedy delivery of orders instead of offering an upscale dining experience. People today want food right at their doorstep without having to step out of the house. Therefore, the service of delivering food from any place to any other place was formed. This has given rise to some highly regarded start-ups like Zomato, Swiggy and Uber Eats. These websites or apps offer an immediate comparison between the costs and rating of various restaurants serving an equivalent dish and allows you to form a choice supported these firms by a particular margin for every dish and allows you to make a choice based on these options. In spite of the high travelling and vehicle costs, these delivering companies are making profits up to 30%. Also, other cooking essentials like vegetables & fruits. at your doorstep have been locally started by various people.

A. Changing Market

The market is changing because people generally want more control and selection in their food obtainment.

Online food delivery is just a fad and a trend to be short-lived. People want to travel to the market and see, feel, touch, smell, and squeeze (and maybe even sample their food. Just because people have the ability to go online, doesn't mean that they will or that they want to. There are too many negative variables are there to use the online food delivery service. The standard has always been: "Don't put that in your mouth, you don't know where it has been." That standard is more important than ever and will continue to be so. There are some things that are inviolate even in this so-called "high-tech" world and the procurement and obtainment of people's food is something that they want to do themselves and not leave it to some mystery delivery driver.

For any business or education, the market change is occurring for 7 years once. Online food delivery was launched within the present decade. It gave enormous opportunities for young people. Now, the online food market serves for needy people. Major focus of online food ordering system within the next decade are going to be on dinner. 08.00 PM - 10.00 PM is the peak hour for the business presently. It will be increased as 07.00 PM - 11.00 PM in the next decade.

Increasing competition within the food delivery field resulted in additional offers altogether restaurants in peak hours. Non availability of most wanted foods are increasing day-by-day. So, Delivery partner companies itself is planning for separate kitchen so as to satisfy the customer demands. This concept is called as "Cloud Kitchen". They function as a production unit with an area for the preparation of food. There will be no dine-in facility within the cloud kitchen concept.

II.   REVIEW OF LITERATURE

Sharma (2007) designed with professional looking with search engine optimize capability and available 24 hours. The system should even have a secure payment gateway to guard their customers credit cards information, fast and keep track on orders and sales history easily also as generate a comprehensive sales report. Hong Lan, Et Al, (2016) online food delivery market is immature yet; there are some obvious problems that can be seen from consumers" negative comments. In order to unravel these problems, we will neither rely merely on the self-discipline of online food delivery restaurants nor the supervision and management of online food delivery platforms. Only by taking laws because the criterion, with the joined efforts of the online food delivery platforms and restaurants, the govt departments concerned, consumers and every one parties within the society, can these problems be solved and an honest online deduct environment are often created. Rathore Et Al. (2018) states that 50.8% of people order food delivery service since they don't like to cook, as it enables clients to have food delivered directly to their home or office in under 60 minutes.

A. Obejectives
1) To know the consumer preferences on online ordering services provider.
2) To analyse the benefits and challenges faced by the customers on online food delivery services.
3) To know the common experience in online food delivery app.
4) To analyse how the market is changing for online food delivery.

B. Research Methodology
The present study has both primary and secondary data have been used. The primary data was collected through structured questionnaire from the viewers of Coimbatore town. The secondary data has been collected from the reports, magazines and websites This study consists of 193 respondents.

III.   ANALYSIS AND RESULTS

Tools used for this study was percentage analysis, weighted average analysis, ANOVA analysis and chi-square analysis

Table-1 Demographic profile of the online food delivery app users in Coimbatore city

Demographic variables	No. of Respondents	Percentage to Total
Gender		
Male	100	51.8%
Female	93	48.2%
Age		
17 or younger	9	4.7%
18 – 29 years	158	81.9%
30 – 49 years	16	8.3%
50 or older	10	5.2%
Occupation		
Student	77	39.9%
Working Individual	78	40.4%
Working married couple	23	11.9%
Home maker	15	7.8%
Educational Qualification		
Up to 12th	15	7.8%
Under Graduate	99	51.3%
Post Graduate	55	28.5%
Professional	16	8.3%
Others	8	4.1%
Monthly income of the family		
Below 10000	28	14.5%
10000 – 20000	66	34.2%
20000 – 30000	53	27.5%
Above 30000	46	23.8%
Internet usage		
Below 1 year	3	1.6%
1 - 2 years	19	9.8%
2 - 3 years	35	18.1%
3 - 4 years	32	16.6%
More than 4 years	104	53.9%
Total	193	100.0%

(Source: Primary Data)

Table 1, Visualizes the majority of 51.8% of the respondents belong to Male group and 48.2% of the respondents belong to Female group with respect to their Gender. Here the majority of 81.9% of the respondents belong to 18-29 years category, 8.3% of the respondents belong to 30-49 years category, 5.2% of the respondents belong to of 50 or older category and 4.7% of the respondents belong to 17 or younger category with respect to their Age. The majority of 40.4% of the respondents belong to Working Individual, 39.9% of the respondents belong to Students, 11.9% of the respondents belong to Working married couple and 7.8% of the respondents belong to Home maker with respect to their Occupation. Then the majority of 51.3% of the respondents belong to Under Graduate, 28.5% of the respondents belong to the Post Graduate, 8.3% of the respondents belong to the Professional, 7.8% of the respondents belong to the Up to 12th, and 4.1% of the respondents belong to the Others which the respondents mentioned as Ph.D. and Lower Education with respect to their Educational qualification. The majority of 34.2% of the respondents belong to 10000-20000 categories, 23.8% of the respondents belong to Above 30000 categories, 27.5% of the respondents belong to 20000-30000 category and 14.5% of the respondents belong to Below 10000 categories with respect to their Family's monthly income. Here also, the majority 53.9% of the respondents are using the internet for More than 4 years, 18.1% of the respondents are using the internet for 2-3 years, 16.6% of the respondents are using the internet for 2-3 years, 9.8% of the respondents are using the internet for 1-2 years and 1.6% of the respondents are using the internet Below 1 year.

Table:2 Consumer preference on online food delivery apps in Coimbatore city

Consumer Preference	No. of Respondents	Percentage to Total
Online food apps		
Swiggy	115	59.6%
Uber Eats	30	15.5%
Zomato	41	21.2%
Others	7	3.6%
Availability of favourite restaurant		
Yes	166	86.0%
No	27	14.0%
Total	193	100.0%

(Source: Primary Data)

Table 2, visualizes the majority 59.6% of the respondents are using Swiggy food app, 21.2% of the respondents are using Zomato food app, 15.5% of the respondents are Uber Eats food app, and 3.6% of the respondents are Others which the respondents mentioned as Pizza Hut, Dominos, etc. and the majority 86% of the respondents' favourite restaurant is available in the food delivery app, so they mentioned "Yes" and 14% of the respondents' favourite restaurant are not available in the food delivery app, so they mentioned "No".

Table:3 Consumer's common experience in the online food delivery services

Common Experience	No. of Respondents	Percentage to Total
Food quality		
Food quality is usually the same as eating at the restaurant	77	39.9%
Food quality is a bit deteriorated due to packaging & transportation	89	46.1%
Food quality is significantly deteriorated	27	14.0%
Food package		
Very well packed	60	31.1%
Satisfactory	127	65.8%
Unsatisfactory	6	3.1%
Delivery person's behaviour		
Well behaved and service oriented	120	62.2%
Average behavior and service	67	34.7%
Rude and inflexibility	6	3.1%
Delivery time		
Delivery within 1 hour	129	66.8%
Generally delayed	55	28.5%
Usually very late	9	4.7%
Total	193	100.0%

(Source: Primary Data)

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Table 3, visualizes the majority 46.1% of the respondents have a common experience on food quality in food delivery app is Food quality is a bit deteriorated due to packaging & transportation, 39.9% of the respondents have a common experience on food quality in food delivery app is Food quality is usually the same as eating at the restaurant, and 14% of the respondents have a common experience on food quality in food delivery app is Food quality is significantly deteriorated. Then the majority 65.8% of the respondents get a Satisfactory packaging of food ordered in food delivery app, 31.1% of the respondents get a Very well packed food ordered in food delivery app, and 3.1% of the respondents get an Unsatisfactory packaging of food ordered in food delivery app. The majority 62.2% of the respondents have a common experience with the delivery person in the food delivery app is Well behaved and service oriented, 34.7% of the respondents have a common experience with the delivery person in the food delivery app is Average behavior and service and 3.1% of the respondents have a common experience with the delivery person in the food delivery app is Rude and inflexibility and also the majority 66.8% of the respondents have a common experience with the delivery time in the food delivery app is Delivery within 1 hour, 28.5% of the respondents have a common experience with the delivery time in the food delivery app is Generally delayed and 4.7% of the respondents have a common experience with the delivery time in the food delivery app is Usually very late.

Table: 4 the Factors influencing the respondents to use online food delivery app

S.No	Descriptive Data			Factors					
			1	2	3	4	5	6
1	Gender	Male	2.21	2.09	2.13	2.20	2.27	2.58
		Female	2.23	2.04	2.10	2.34	2.32	2.65
2	Age	17 or younger	2.44	1.89	2.33	2.78	2.67	2.78
		18 – 29	2.16	1.99	2.01	2.22	2.18	2.50
		30 – 49	2.75	2.94	2.69	2.56	2.63	3.13
		50 or above	2.10	2.10	2.60	2.10	3.20	3.40
3	Occupation	Student	2.25	2.01	2.03	2.29	2.17	2.52
		Working Individual	2.10	1.95	2.03	2.14	2.08	2.42
		Working married couple	2.43	2.70	2.74	2.52	3.04	3.13
		Home maker	2.33	2.00	2.07	2.47	2.93	3.27
4	Education	Up to 12th standard	2.53	2.33	2.00	2.47	2.07	2.53
		Under Graduate	2.24	2.06	2.00	2.19	2.15	2.62
		Post Graduate	2.20	2.04	2.25	2.38	2.51	2.51
		Professional	1.88	2.00	2.31	2.19	2.50	2.44
		Others	2.13	2.00	2.38	2.25	2.62	3.75

Weighted Average Analysis

In the below table, the factors have been mentioned as: -
1) Speed on delivery
2) Convenience
3) Payment option
4) Quality of food delivered
5) More restaurant option available
6) Offers & Discount

Table 4, visualizes the respondents derive maximum satisfaction with the factor in online food delivery app in regard to buying. The factor offers & discounts influenced the most by the respondents to use the online food delivery app. i.e. offers & discounts influenced by the male & female in the gender category, 17 or younger, 18 – 29, 30 – 49 and 50 & above in the age category, the student, working individual, working married couple and home maker in the occupation category, upto 12th standard, under graduate, post graduate and others (lower education) in the education category, the factor more restaurant option available influenced by the post graduate and professional in the education category and the factor speed on delivery influenced the students in the education category.

a) H_O: There is no significant difference between age of the respondents and the payment problems faced by the respondents.
b) H_1: There is significant difference between age of the respondents and the payment problems faced by the respondents.

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Table:5 Difference between the age of the respondents and the payment problems faced by the respondents

ANOVA Analysis				
S.No	Payment Problem	F	SIG.	S/NS
1	Fraud and Chargebacks	5.506	0.001	S
2	Wrong payment	0.281	0.839	NS
3	Lack of securities	0.169	0.917	NS
4	High tax rate	2.608	0.053	NS
5	Slow of network connection	2.447	0.065	NS

S - Significant @ 5% level (P-value < 0.05) **NS -** Not Significant @ 5% level (P-value > 0.05)

The test was performed at 5% level of significance. The output of ANOVA analysis is presented in the table 5. There is a significant result with frauds and chargebacks (which is less than the level of 0.05) Therefore, the difference between the age of the respondents and payment problem faced by the respondents is statistically significant.

There is also no significant result with wrong payments, Lack of security, high tax rate and slow of network connection (which is greater than the level of 0.05). Therefore, the difference between the age of the respondents and payment problem faced by the respondents is no statistically significant.

a) H_O: There is no significant difference between the occupation of the respondents and the difficulties in online food delivery app faced by the respondents.

b) H_1: There is significant difference between the occupation of the respondents and the difficulties in online food delivery app faced by the respondents.
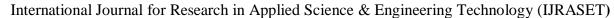
Table:6 Difference between the age of the respondents and the payment problems faced by the respondents

ANOVA Analysis				
S.No	Challenges	F	SIG.	S/NS
1	Technically difficult to use	1.360	0.257	NS
2	Reduce freshness of the food	0.433	0.729	NS
3	Product below expectation	0.177	0.912	NS
4	Waiting time	0.174	0.914	NS
5	Inability to return the dish if it was spoiled	2.437	0.066	NS

S - Significant @ 5% level (P-value < 0.05) **NS -** Not Significant @ 5% level (P-value > 0.05)

The test was performed at 5% level of significance. The output of ANOVA analysis is presented in the table 6. There is no significant result with technically difficult to use, reduce freshness of the food, product below expectation, waiting time and inability to return the dish if it was spoiled (which is greater than the level of 0.05). Therefore, the difference between the occupation of the respondents and the difficulties in online food delivery app faced by the respondents is no statistically significant.

a) H_O: There is no significant difference between the family income of the respondents and changes in the market/society by the online food delivery app.

b) H_1: There is significant difference between the family income of the respondents and changes in the market/society by the online food delivery app.

Table:7 difference between the family income of the respondents and changes in the market/society by the online food delivery app

ANOVA Analysis				
S.No	Basis	F	Sig.	S/NS
1	Changes in traditional way of dinning	1.470	0.224	NS
2	Helps in your diets and health	0.839	0.474	NS
3	Providing homely food	3.014	0.031	S
4	Saves your time	0.749	0.524	NS
5	Reducing the interest of self-cooking	2.986	0.032	S

S - Significant @ 5% level (P-value < 0.05) **NS -** Not Significant @ 5% level (P-value > 0.05)

The test was performed at 5% level of significance. The output of ANOVA analysis is presented in the table 7. there is a significant result with providing homely food and reducing the interest of self-cooking (which is less than the level of 0.05). Therefore, the difference between the family income of the respondents and changes in the market/society by the online food delivery app is statistically significant.

There is also a no significant result with Changes in traditional way of dinning, helps in your diets and health and Saves your time (which is greater than the level of 0.05). Therefore, the difference between the family income of the respondents and changes in the market/society by the online food delivery app is no statistically significant.

a) H_O: There is no significant relationship between descriptive data and payments made by the respondents.
b) H_1: There is significant relationship between descriptive data and payments made by the respondents.

Table:8 Relationship with payments made by the respondents for ordered food in food delivery app
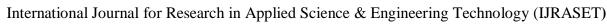
Chi-Square test					
	Descriptive data				S / NS
	Data	Value	Df	Sign.	
Payments made by the respondents	Gender	10.710	4	0.030	S
	Age	16.617	12	0.165	NS
	Occupation	22.284	12	0.034	S
	Education	15.254	16	0.506	NS
	Family's income	12.901	12	0.376	NS
	Internet usage	33.866	16	0.006	S

S - Significant @ 5% level (P-value < 0.05) **NS -** Not Significant @ 5% level (P-value > 0.05)

The test was performed at 5% level of significance. The output of chi-square test is presented in the table 8. There is a significant relationship between the gender & occupation and payments made by the respondents for ordered food in online food delivery app. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

There is no significant relationship between the age, education monthly income of the family and internet usage and payments made by the respondents for ordered food in online food delivery app. Therefore, the null hypothesis is accepted and the alternative hypothesis is rejected.

a) H_O: There is no significant relationship between descriptive data and purpose of food ordered by the respondents.
b) H_1: There is significant relationship between descriptive data and purpose of food ordered by the respondents.

Table:9 Relationship with purpose of food ordered in online food delivery app by the respondents

	Chi-Square test				
	Descriptive data				S / NS
	Data	Value	Df	Sign.	
Purpose of food ordered	Gender	5.654	5	0.341	NS
	Age	15.010	15	0.451	NS
	Occupation	25.281	15	0.046	S
	Education	27.594	20	0.119	NS
	Family's income	16.247	15	0.366	NS
	Internet usage	21.449	20	0.371	NS

S - Significant @ 5% level (P-value < 0.05) **NS -** Not Significant @ 5% level (P-value > 0.05)

The test was performed at 5% level of significance. The output of chi-square test is presented in the table 9. There is a significant relationship between the occupation and purpose of food ordered in online food delivery app. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

There is no significant relationship between the gender, age, education monthly income of the family and internet usage and purpose of food ordered in online food delivery app. Therefore, the null hypothesis is accepted and the alternative hypothesis is rejected.

a) H_O: There is no significant relationship between descriptive data and amount spend for ordered food by the respondents.

b) H_1: There is significant relationship between descriptive data and amount spend for ordered food by the respondents.

Table:10 Relationship with amount spend for ordered food in the online food delivery app by the respondents

	Chi-Square test				
	Descriptive data				S / NS
	Data	Value	Df	Sign.	
Amount spend for ordered food	Gender	1.704	2	0.427	NS
	Age	13.221	6	0.040	S
	Occupation	16.766	6	0.010	S
	Education	7.550	8	0.479	NS
	Family's income	9.032	6	0.172	NS
	Internet usage	6.509	8	0.590	NS

S - Significant @ 5% level (P-value < 0.05) **NS -** Not Significant @ 5% level (P-value > 0.05)

The test was performed at 5% level of significance. The output of chi-square test is presented in the table 10. There is a significant relationship between the age & occupation and amount spend for ordered food in the online food delivery app. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

There is no significant relationship between the gender, education monthly income of the family and internet usage and amount spend for ordered food in the online food delivery app. Therefore, the null hypothesis is accepted and the alternative hypothesis is rejected.

IV. SUGGESTIONS

The following suggestions are given by the respondents during the data collection phase of the study: -

A. Nowadays online food is beneficial for some of the hostellers because they want to go long to take food but through this online app, we can choose our favorite restaurants and our favorite food. Through this app.
B. Online food delivery is useful and it gives more expensive in monthly budget.
C. Now a days, Food app is most commonly used by the peoples. It's useful for working men or women to take food.
D. Online orders are welcomed but quantity & delivery services should be maintained correctly.
E. Even the retail store has to develop online stores in order to withstand in the market and for future benefits.

V. CONCLUSION

The online food delivery app is helpful for the working peoples and hostellers. Also, it is helpful for the restaurant owners to develop their business through online and makes the customers to taste their restaurant food at anyplace and anytime. The market is changing for the online food delivery services because consumers are wanting changes in their regular activities and also due to their work pressure. The introduction of this online food delivery services there was many changes made in the society/market. There was a change in their traditional dinning, it was not helpful for the diet keeping persons, it reduces the peoples self-cooking interest. From this study, it clear that most of the respondents are gets to know about the online food app services and also the benefits and challenges faced by the consumers. It also makes to know about the satisfaction level of the consumers and factors influences which makes the customers to use. Most of the consumers feels that their payment mode is safe and secure. The service rendered by the online food delivery app services is the major factor behind its success.

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