

## THE FACTORS INFLUENCING CUSTOMER TO PURCHASE READY MADE FOOD (READY TO EAT) FROM ONLINE FOOD DELIVERY SERVICES

Kunal Das\*,

\*(Marketing Department, Pune Institute of Management Studies, Pune

Email: kunaldas089@gmail.com)

\*\*\*\*\*

### Abstract:

**Purpose-** The study is aims to find out the factor which are influencing customer to purchase Ready to Eat Food from online food delivery apps and services. Due to various factors, online food marketing is also able to create plenty of job opportunities which leads to rise in 'Gig economy'.

**Methodology-** This research paper is quantitative type of research and systematic review of research papers published in various national and international level journals. The sampling technique is used in this research paper is Random Probability sampling process. A Primary survey of 70 respondents have been collected and data have been analyzed in the terms of percentage analysis and presented in bar charts, pie charts and histogram.

**Finding-** This paper helps to figure out the influencing factors i.e. time saving, easy to access using internet, various options of menu, offers and discounts, Cash on delivery facility, Home delivery, Taste, changing life style and mainly the working professionals specifically unmarried individuals promotes them to buy food online.

**Managerial Implication-** This paper helps to identify the pros and cons of online food delivery services. The present findings of the study will enable marketers to design some marketing and branding strategies so as sustain the Online Food Delivery Business. Also further study about this topic will also help to new researcher to research upon impact of consumption of Outside readymade food on their Health.

**Originality of values-** The paper contributes to the literature by providing some insights about the Online Food Delivery Businesses and to explore some new opportunities so as to grow the business in all round way.

**Keywords — Food, Food industry, Technology, Marketplace**

\*\*\*\*\*

### I. INTRODUCTION

Famous Oscar winner director Satyajit Ray made a Bengali fantasy adventure comedy film "Goopy Gayen Bagha Bayen" based on a story by his grandfather Upendrakishore Ray Chowdhury. In this story Goopy was a singer with his hoarse voice and Bagha was a drummer playing a drum badly. They both are driven out from their village and sent to forest. In the forest they impressed the King of

Ghosts by their performance and The King gave them three boons. One of the boon was - they can get food and clothes whenever needed by clapping their hands.

In the era of 21st century the innovation of smart phones and smart technology gives the people to enjoy the such one boon of King Ghosts i.e. get food whenever needed by fingertip in your smart gadgets.

India is diversified with various cultures and religious activities. Food is also a part of diversification. Various states have its own food cultures. In recent time, the young generation for study, working professional and working couple for their jobs, they all are migrated from their native place to urban area. They have little times in their hand to spending times in cooking food and also increased influenced of western culture they all are sifted towards Ready to Eat food via Online Food Delivery Apps. Actually, online food delivery apps act as connector between desired food from restaurant to customer.

Rapid growth of technology and advancement of internet motivated people to dependent on online activity. E-Commerce boom helps Food industry to grow faster growth than the normal growth of business. That is, by making food available on online platforms, the increasing number of food delivery apps and websites has modified the scenario of the food industry. Basically, it's called online food ordering through a web page or mobile apps. The global market size of Online Food Delivery services was valued at USD 23,539.40 million in 2018 and report says that it is expected to grow from 2019 to 2025 at a compound annual growth rate (CAGR) of 15.4%. As the food industries has a chance to grow hugely, the delivery app companies are utilizing the opportunities by giving various type of offers and discounts, facility of refunds not to delivered the food in time, making payment in various ways etc. This system has already penetrated in every houses of metro cities and normal cities, now they are targeting the semi urban cities to make an impact of their services. Swiggy and Zomato are the emerging players in online food delivery services marketplace in India.

With this food delivery system, the customers will be able to order their food from the comfort zone of their offices, classrooms, hostels, homes and anywhere outside the school campus without any hesitation. The system will cater for the disadvantages of the traditional method which is

currently in place, sometimes it is found that payment related problem are also happed like frauds. Sometimes quality of food and behavior of delivery person also put in a question mark.

The reason behind of taking this project is to identify factors to purchasing online food, what are problems in this system and how the problems can be solved.

## LITERATURE REVIEW

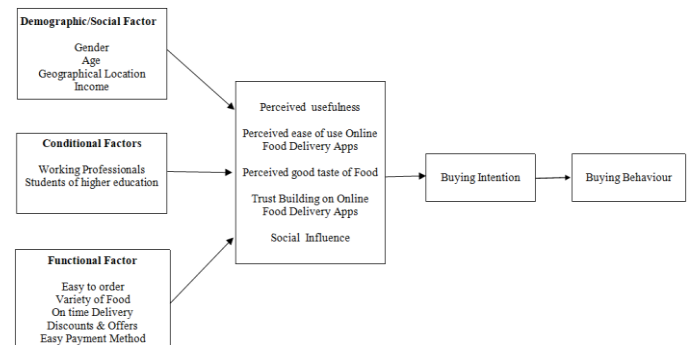
**Prof. Ajim Shaikh (2021)** Online food delivery is growing very fast in India and also it will dominate in future .This system has very positive sites but with this,there are also some negative impact as well,like customer relationship and revenue generation.This paper is all about negative impacts of online food delivery system. **Ms. Rajeshree S (2019)** Mixed age people are very much aware about onling food system but young generation are the most advance group in it.This system has some parameters quality,quantity,Good website ,Good hygiene ,Good variety, Good value of money y, Good packaging ,delivery staffs etc. **Devichandana S, Devika S, Divya Bose,Dr.T.G. Manoharan (2020)** Online food delivery system makes a huge impact on young generation and there are so many factors which are motivate people towards purchasing online food. The resturants should have to use biodegradable product for packaging purpose. **Aakarsh Gupta, Aman Gupta, Samridh Singh and Varun Surana(2019)** This paper is all about the factors which are make customer for buying online food. How taste, presentation, variety of menu, price, offers effecting to purchase food through apps. How much average amount of money is spend on buying online food. **Girish Deorel,Pranav Shete (2016)** Lack of time is one of the most important reason to purchase food through mobile apps. Pizza, Burger, Sandwich are most popular item rather than Kabab, Curry and Biryani in Baner area. **Sufyan Habib, Nawaf N. Hamadneh,S. Al wadi, Ra'ed Masa'deh (2021)** During COVID-19 and after the pandemic period Online Food Delivery companies are faced a huge growth. Governments are also give them some momentum. As a result, customers are also can

experience variety of brand experience. **Stephen Thomas, Dr. S. Dinesh Babu** The IT professionals of Cochin are preferred online food very much but they have a healthy food culture. The food app companies are targeting IT professionals who worked for long time in office. **Anita Vinaik, Richa Goel, Seema Sahai, Vikas Garg** After various analysis it is found that most of the people are aware of online food purchase. People are convinced to buy online food by various offers to switching cashless transaction. **R. Ramesh, Sundramurthy Venkatesa Prabhu, Bashyam Sasikumar, B.S. Kiruthika Devi, P. Prasath, S. Praveena Rachel Kamala** With the evolution of internet in India, food delivery system rise top of its popularity. Food delivery app enable restaurants for fulfil the demand of various type of customer. **Anupriya Saxena (2019)** This paper helps to understand the emerging technology and strategies which helps the online food starts up to grow. It is all about the drivers. **R. Katoch, A. Sidhu (2021)** The online food delivery industry is flourishing in India day by day. This study told about the three success dimensions of food delivery i.e. product quality, pricing and offer provided to the customers.

**Adithya R, Abhishek Singh, Salma Pathan** System of online food delivery encouraging people to buy because of it is less time consuming and also easy to access. Restaurants are easily customizing their product pictures and others information as well. Overall this food delivery system helps to fulfil the customers need. **Kartavi Bhatt (2020-2021)** Most of people prefer online food because of easily availability in doorsteps, various types of food, cashback and rewards, easy accessibility. **Danyal Alam (2020)** The content of the report is related to Purchase behaviour and facility provided by the online food apps. And also how online food apps uses their modern technology to grow the business in high profit. **Ayush Beliya, Rubi Kujur, Manisha Verma, Kumari Vishaka Nagwanshi, Sonam Sahu, Nitesh Uikey & Ajaz Ahmad Bhat (2019)** This article helps to understand about the customer perception and their satisfaction level

about the food delivered by the OFD apps. Analyse the impact of online food app.

## II. CONCEPTUAL MAPPING



## III. RESEARCH METHODOLOGY

**Area of Research:** Marketing

**Sources for the data:**

**Primary Data:** Primary data will be collected through the face to face interview with the employees, telephonic interview or sharing Google link survey form for getting the responses from the prospective respondents

**Secondary Data:** Collected through various research papers published related to online food delivery apps in National and International Level Journals.

**Sampling Technique:** Probability Random sampling technique have been used.

**Sample Population:** Respondents are the persons from the working professionals, students.

**Sample Size:** For this research, we received 70 responses.

**Data Analysis:** Data is being analysed in the terms of percentage analysis and will be presented in bar charts, pie charts and histogram.

#### IV. DATA ANALYSIS AND DATA INTERPRTATION

##### 1. Gender wise respondents

As shown in the table 1 and figure 1 70% of males and 30% females responded to the questionnaire.

Table 1: Gender wise respondents

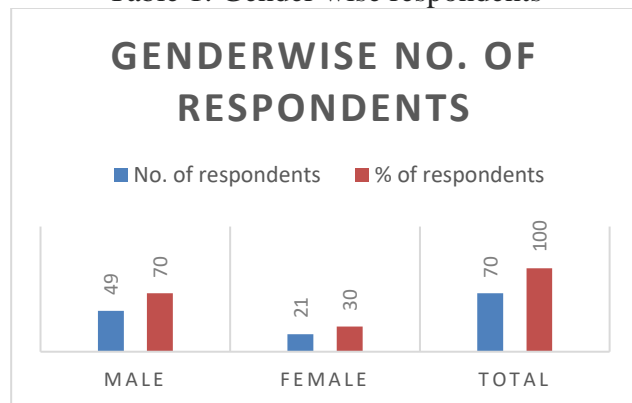


Figure 1: Percentage of gender wise respondents

##### 2. Sector wise respondents

As shown in the Table 2 and Figure 2 that 63% of respondents are Students, 26% are from Private Sector and 11% are from Government sector.

Sectors	No. of respondents	% of respondents
Government sector	8	11
Private Sector	18	26
Students	44	63
Total	70	100

Table 2: Sector wise respondents

Work experience	No. of respondents	% of Respondents	
0-5 years	61	87	
5- 10 years	4	6	
10-15 years	2	3	
More than 15 years	3	4	
Gender	Male	Female	Total
Total	70		100
No. of respondents	49	21	70
% of respondents	70	30	100

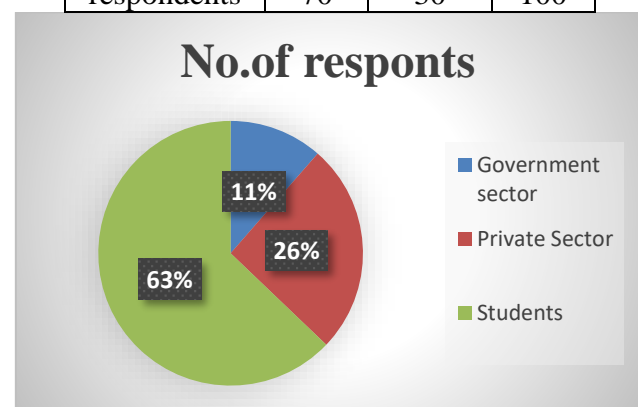


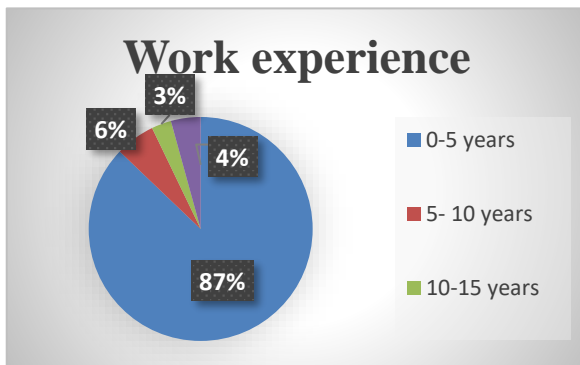
Figure 2: Percentage of Sector wise respondents

##### 3. Work experience of number of respondents

As shown in the given Table 3 and Figure 3 tells that 87% of respondents are 0-5 year experience, 6% are 5-10 years of experience, 3% respondents are 10-15 years of experience and more than 15 years of experience of respondents are 4%.

Table 3: Work experience wise respondents

Figure 3: Work experience wise respondents



#### 4. Do you prefer online food?

The given Table 4 and Figure 4 shows that 64% of respondents prefer OFD, 10% did not prefer OFD and 26% not sure about their preference of OFD.

Table 4: Preference wise respondents

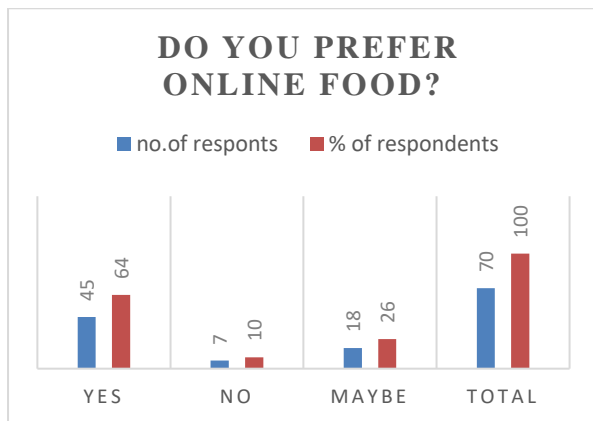


Figure 4: Preference wise respondents

#### 5. How did you get the idea to buy online food?

In the given Table 5 and Figure 5 shows that 63% of respondents are get the idea of OFD from the Friends and Family and 37% are from the Various Advertisements.

How did you get the idea to buy online food?	No. of respondents	% of Respondents
Recommended by Friends and Family	44	63
Online Advertisement	26	37
Total	70	100

Table 5: Getting the Idea of OFD respondents

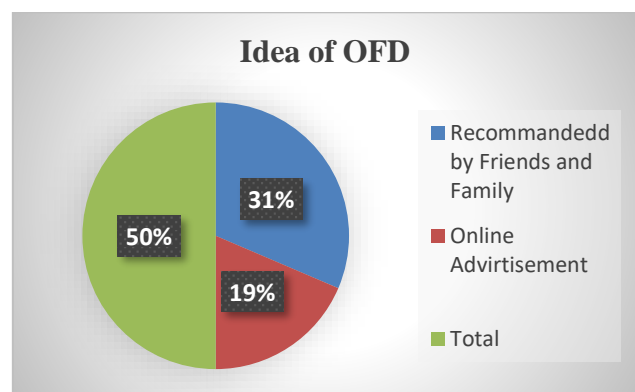


Figure 5: Getting the Idea of OFD respondents

#### 6. From which platform do you buy online food?

In the given Table 6 and Figure 6 it is shows that it is shows that 56% of respondents are buy food from

Do you prefer online food?	No. of respondents	% of Respondents
Yes	45	64
No	7	10
Maybe	18	26
Total	70	100

both Swiggy and Zomato. 33% of respondents are buying from the Zomato. 6% of respondents are buying from Swiggy. 4% of respondents are buying from Local Restaurant. 1% of the respondents are buying from payeat.



From which platform do you buy online food?	No. of respondents	% of Respondents
Swiggy & Zomato	39	56
Local Restaurant	3	4
Zomato	23	33
Payeat	1	1
Swiggy	4	6
Total	70	100

Table 6: Buying platform of OFD App

Figure 6: Buying platform of OFD App

### 7. Which food you typically order online?

In the given Table 7 and Figure 7 it is found that 49% of respondents ordered Dinner from OFD platforms. 21% of respondents ordered Lunch from OFD platforms. 30% of respondents ordered Snacks from OFD platforms.

Which food you typically order online?	No. of respondents	% of Respondents
Dinner	34	49
Lunch	15	21
Snacks	21	30
Total	70	100

Table 7: Order of Food type of respondents

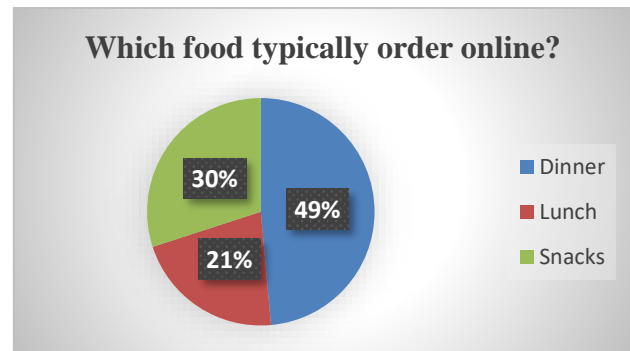
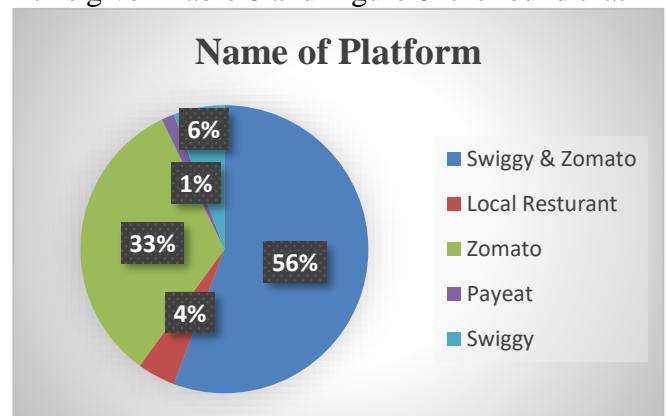


Figure 7: Order of Food type of respondents

### 8. How many times do you order food online?

In this given Table 8 and Figure 8 it is found that



1% of respondents are use OFD Daily. 34% of respondents are use OFD Weekly. 17% of respondents are use OFD Monthly. 47% of respondents are use OFD Rarely.

How many times do you order food online?	No. of respondents	% of Respondents
Daily	1	1
Weekly	24	34
Monthly	12	17
Rarely	33	47
Total	70	100

Table 8: Ordering time of respondents in OFD

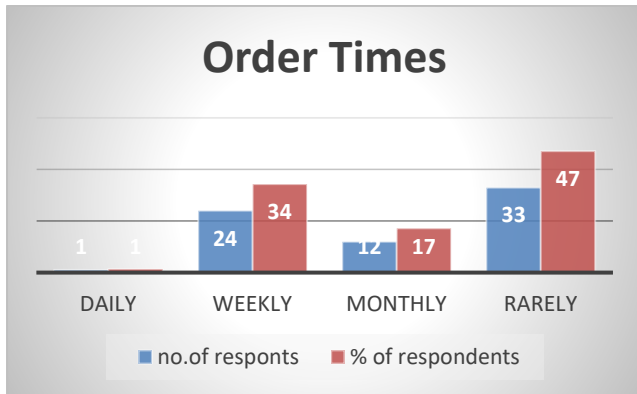


Figure 8: Ordering time of respondents in OFD

### 9. How would you order food online?

In this given Table 9 and Figure 9 it is seen that 97% of respondent ordered their food by the Mobile Apps. 1% of respondent ordered their food by the Website. 1% of respondent ordered their food by the Phone Call.

How would you order food online?	No. of respondents	% of Respondents
Mobile Apps	68	97
Website	1	1
Phone Call	1	1
Total	70	100

Table 9: Ordering Mode of respondents in OFD



Figure 9: Ordering Mode of respondents in OFD

### 10. Which of the following factor influence you to ordering online food?

The given Table 10 and Figure 10 shows that 44% of people preferred Online Food Apps because of the good quality of the food, 23% of people preferred Online Food Apps because of the Discounts & offers, 16% of people preferred Online Food Apps because of the Delivery time, 13% of people preferred Online Food Apps because of the Price, 4% of people preferred Online Food Apps because of the Quantity.

Which of the following factor influence you to ordering online food?	No. of respondents	% of Respondents
Delivery time	11	16
Discount & Offers	16	23
Price of the Food	9	13
Quality	31	44
Quantity	3	4
Total	70	100

Table 10: Factor influencing respondents to use OFD

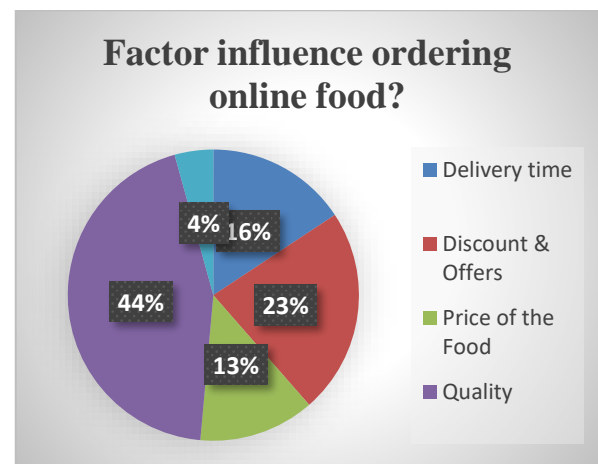


Figure 10: Factor influencing respondents to use OFD

### 11. The food ordered in app is delivered hot and fresh?

The given Table 11 and Figure 11 shows that 69% of respondents are experienced hot and fresh food from OFD. 1% of respondents are did not experienced hot and fresh food from OFD. 30% of respondents not sure about the Freshness of the Food.

The food ordered in app is delivered hot and fresh?	No. of respondents	% of Respondents
Yes	48	69
No	1	1
Maybe	21	30
Total	70	100

Table 11: Freshness of food according to the respondent

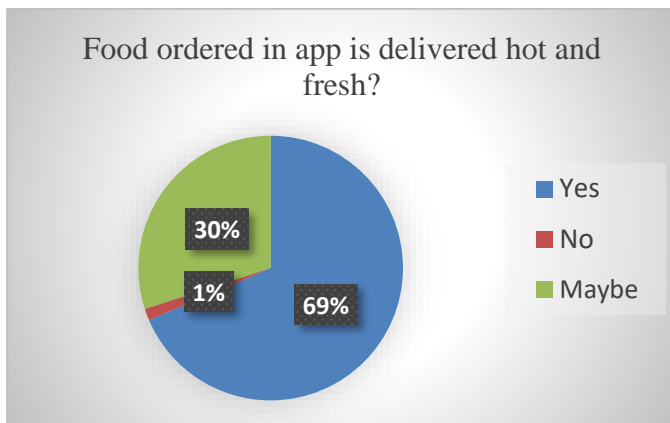


Figure 11: Freshness of food according to the respondent

### 12. How much money you usually spend while ordering online food at a time?

The given Table 12 and Figure 12 tells us that 6% of the respondents spend Up to Rs.100/- in OFD. 74% of the respondents spend between Rs.100-500. 14% of the respondents spend between Rs.500-1000. 3% of the respondents spend between

Rs.1500-2000. 1% of the respondents spend More than Rs.2000.

How much money you usually spend while ordering online food at a time?	No. of respondents	% of Respondents
Up to 100	4	6
100-500	52	74
500-1000	10	14
1000-1500	2	3
1500-2000	1	1
More than 2000	1	1
Total	70	100

Table 12: Spending amount by the respondents

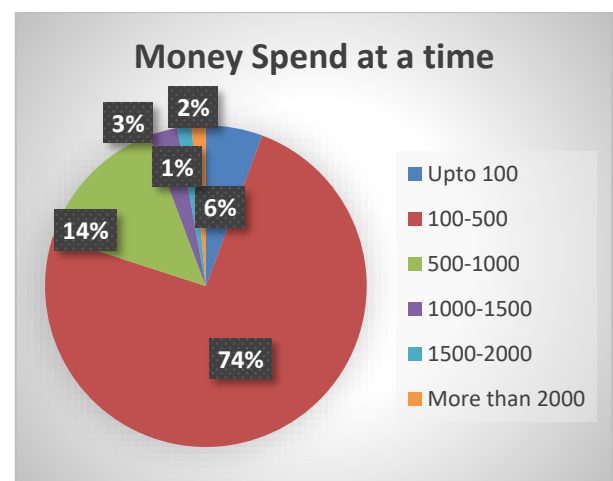


Figure 12: Spending amount by the respondents

### 13. How much time does it usually take to deliver food in your doorstep?

From the given Table 13 and Figure 13 it is observed that 7% of the respondents experienced



10-15 minutes of delivery time. 17% of the respondents experienced 15-20 minutes of delivery time. 43% of the respondents experienced 20-30 minutes of delivery time. 33% of the respondents experienced More than 30 minutes of delivery time.

How much time does it usually take to deliver food in your doorstep?	No. of respondents	% of Respondents
10-15 Minutes	5	7
15-20 Minutes	12	17
20-30 Minutes	30	43
More than 30 Minutes	23	33
Total	70	100

Figure 13: Delivery time experienced by the respondents

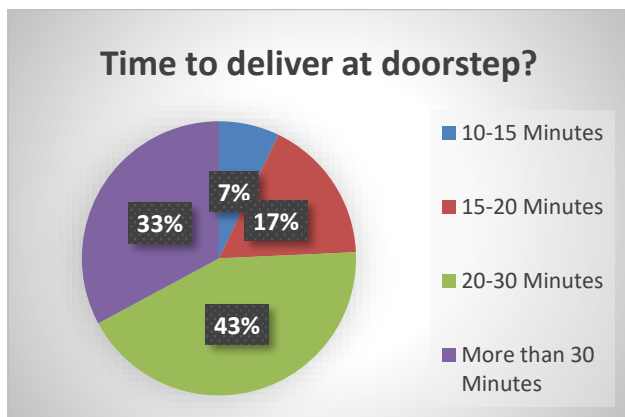


Figure 13: Delivery time experienced by the respondents

#### 14. According to you which of the following food delivery company has the more offer and discount?

As per the given table 14 and the Figure 14 it is found that 46% of respondents are thought Zomato has more offers and discounts, 13% of respondents are thought Swiggy has more offers and discounts, 39% of respondents are thought Zomato and Swiggy both has more offers and discounts, 1% of respondents not sure about who given more offers

and discounts, 1% of respondents are thought no one provide offers and discounts.

Food delivery company has the more offer and discount?	No. of respondents	% of Respondents
Zomato	32	46
Swiggy	9	13
Both Zomato & Swiggy	27	39
Hard to Say	1	1
No one	1	1
Total	70	100

Table 14: Delivery time experienced by the respondents

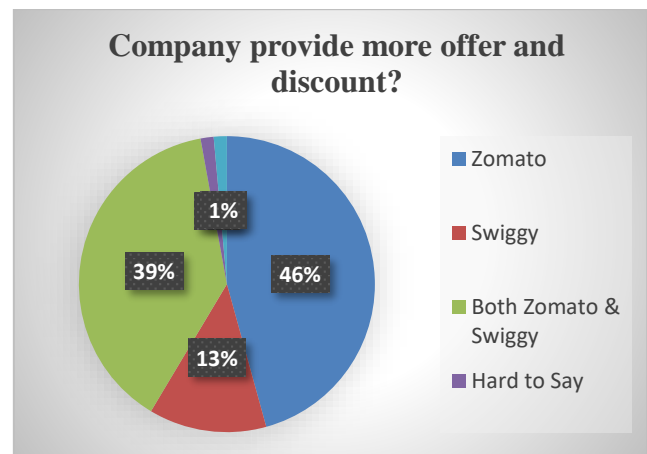


Figure 14: Delivery time experienced by the respondents

#### 15. According to you which company has the more tie-ups with the restaurants?

According to Table 15 and Figure 15, it is found that 46% of respondent thought that Zomato have more tie ups with restaurants, 13% of respondent thought that Swiggy have more tie ups with restaurants, 39% of respondent thought that Zomato and Swiggy both have more tie ups with restaurants, 1% of respondent thought that Payeat have more tie ups with restaurants, 1% of

respondent have not any idea about tie ups with restaurants.

According to you which company has the more tie-ups with the restaurants?	No. of respondents	% of Respondents
Zomato	32	46
Swiggy	9	13
Both Zomato & Swiggy	27	39
Don't Know	1	1
Payeat	1	1
Total	70	100

Table 15: More tie-ups with the restaurants with Food Delivery Apps

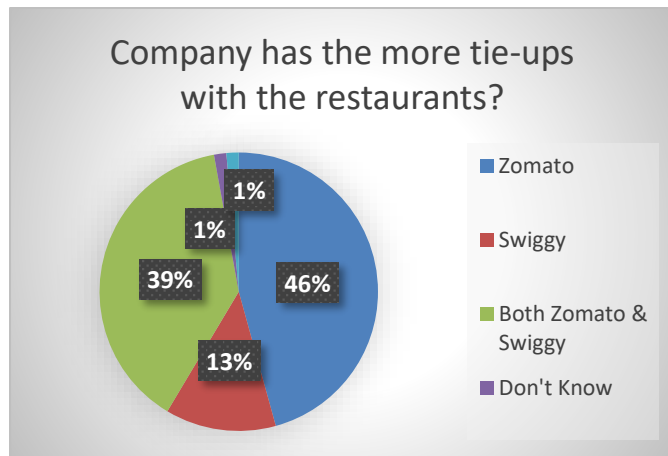


Figure15: More tie-ups with the restaurants with Food Delivery Apps

## V. FINDINGS

In this study 70% of the participants were male, while 30% were female. 63% of respondents were students, 26% were employed by the private sector, and 11% were employed by the government. Most (87%) had between 0 and 5 years of employment experience. Online food delivery (OFD) was chosen by 64% of participants, while only 10% did not approve and 26% were unsure. 63% of respondents

said that they first learnt about OFD from friends and relatives, whereas 37% got their information from marketing.

Regarding their ordering practises, 56% of individuals used both Swiggy and Zomato, 33% only used Zomato, and 6% only used Swiggy. The most frequently ordered meal was dinner (49%), which was followed by lunch (21%) and snacks (30%). 1% of people used OFDs daily, 34% used them weekly, 17% used them monthly, and 47% used them infrequently. 97% of interviewees said that using mobile apps was their favourite method of placing orders.

Participants gave a variety of reasons why they preferred online food ordering applications, with 44% praising high food quality, 23% taking special deals into account, 16% placing an importance on delivery time, 13% paying attention to pricing, and 4% valuing quantity. 69% of respondents said the food was hot and fresh. The amount spent on OFD varied, with 6% paying less than Rs. 100, 74% between Rs. 100 and 500, and smaller percentages spending more. For 7% of individuals, delivery times ranged from 10-15 minutes to over 30 minutes for 33%.

Opinions on offers and ties were divided; 46% believed Zomato offered more deals and had more alliances with restaurants, while 13% said Swiggy did. However, 39% said that both platforms' deals and partnerships were comparable. Some participants lacked information or were unsure about these topics.

## VI. RECOMMEDATION

Since men made up 70% of the participants, companies should concentrate on meeting their preferences and requirements in order to gain an important portion of the market.

Businesses should customize their marketing tactics and offers to cater to this particular audience since students made up 63% of the respondents. Offer special deals or campaigns geared towards students' wants and interests.

Businesses can create partnerships or corporate tie-ups to get into these prospective client bases

because 26% of the participants worked in the commercial sector and 11% in government.

Businesses should spend in efficient advertising efforts and make use of social media and online platforms to boost brand awareness since 63% of respondents learnt about online food delivery (OFD) through friends and family and 37% from advertisements.

Businesses should give top priority to optimizing their menus, delivery schedules, and specials for these particular meal periods since dinner was the most often ordered meal (49%), followed by lunch (21%).

Speed up delivery times: Businesses should optimize their delivery processes and make logistics investments because 33% of participants reported delivery delays of more than 30 minutes.

Businesses should put a high priority on maintaining high-quality standards to match customer expectations because 44% of participants emphasized good food quality and 69% thought the food was hot and fresh.

Given that 23% of participants see discounts and offers as important considerations, companies should offer enticing specials and promotions to draw clients and distinguish themselves from rivals.

In order to increase customer satisfaction, businesses should make sure their mobile applications are user-friendly, effective, and offer a seamless ordering experience since 97% of participants used them for placing orders.

Utilize evaluations and surveys to monitor client opinions and preferences, and then modify corporate strategy as necessary. To remain competitive in the online meal delivery market, keep up with changing market trends and the competitors.

## VII. CONCLUSION

The relevance of targeting the male population, comprehending student preferences, and utilizing word-of-mouth marketing may be inferred from the findings. Businesses should also think about optimizing their lunch and evening menus for delivery, offering appealing discounts, assuring top-

notch food quality standards, and providing a flawless mobile app experience. For long-term success in the very competitive Online Food Delivery business, keeping an eye on customer feedback and remaining current with market developments will be essential.

## VIII. ACKNOWLEDGEMENT

I am extremely grateful of the divine power, whose kind favours made it possible for me to successfully finish my research project report. I want to thank my parents and my lecturers for their important contributions. Their steadfast commitment, perseverance, and support helped to mould me into the person I am today. I want to sincerely thank my parents for their persistent support, coordination, and cooperation. I also want to express my appreciation to the rest of the professors for their help.

I want to express my sincere gratitude to my subject faculty Prof. Rajashree Gethe and Dr. Raj Kishore Mishra my mentor, for their tireless efforts during my project work. I would like to express my sincere gratitude to everyone else who was directly or indirectly involved in the project for their superb leadership throughout the entire process.

## IX. REFERENCES

"Anita Vinaik, R. G. (2019). The Study of Interest of Consumers In Mobile Food Ordering Apps. International Journal of Recent Technology and Engineering (IJRTE), 3124-3429.

(2019), A. S. (2019). An Analysis of Online Food Ordering Applications in India: Zomato and Swiggy. International Journal of Research in Engineering, IT and Social Sciences, 13-21.

(2020), D. A. (2020). A STUDY ON THE USAGE, PERCEPTION AND AWARENESS OF CONSUMERS TOWARDS DIGITAL FOOD APP SERVICES. Greater Noida.

(2020-2021), K. B. (2020-2021). Study of online food delivery in Mumbai city Case Study on Swiggy and Zomato.

Aakarsh Gupta, A. G. (2019). FACTORS AFFECTING ADOPTION OF FOOD DELIVERY APPS. International Journal of Advanced Research (IJAR), 587-599.

Adithya R, A. S. (2017). Online Food Ordering System. International Journal of Computer Applications, 22-24.

Ayush Beliya, R. K. (2019). SATISFACTION OF CONSUMERS BY USING ONLINE FOOD SERVICES. International Journal of Humanities and Social Sciences (IJHSS), 35-44.

Devichandana S, D. S. (2020). A STUDY ON IMPACT OF ONLINE FOOD CULTURE ON YOUTH WITH REFERENCE TO ERNAKULAM. JAC : A Journal Of Composition Theory, 159-170.

Girish Deorel, P. S. (2016). To Study the Inclination of Consumers in Baner area in Relation to the Online Food Ordering. "ATITHYA: A Journal of Hospitality, 46-51.

R. Katoch, A. S. (2021). ONLINE FOOD DELIVERY INDUSTRY IN INDIA: A CASE OF CUSTOMER SATISFACTION DYNAMICS. Advances in Mathematics: Scientific Journal 10 , 507–516.

R. Ramesh, S. V. (2021). "An empirical study of online food delivery services from applications perspective. Retrieved from journal homepage: [www.elsevier.com/locate/matpr](http://www.elsevier.com/locate/matpr):

<https://www.sciencedirect.com/science/article/pii/S221478532104102X?via%3Dihub>

Rajeshree, M. (2019). A study on awareness and customer preference about online food ordering . International Research Journal of Management and Commerce, 13-21.

Shaikh, P. A. (2021). A study of negative effects of Online Food Delivery Platforms on Restaurants Revenue and Customer Relations in Pune City. International Journal of Scientific Research in Engineering and Management (IJSREM), 1-5.

Stephen Thomas, D. S. (2021). Advertisements from Food Delivery Apps and Its Impact among the It Professionals of Kochi. Annals of R.S.C.B., 11187 - 11194.

Sufyan Habib, N. N. (2021). "Computation Analysis of Brand Experience Dimensions: Indian

Online Food Delivery Platforms. Computers, Materials & Continua, 445-462.