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A Study on Youth Perception Towards Online Food Delivery Services

Ms. Pravina Kumari¹
Prof. Anil Kumar Yadav²

Abstract

By the initiative of digitalization and expanding urbanization which has been accelerated the rapid expansion of the online food delivery apps with easy access to smartphones. An easy way to order a variety of food products online without physically visiting restaurants is to use the online food delivery apps. It's give customers easy, affordable food delivery right to their doorsteps. Additionally, customer flexibility and a variety of payment alternatives, including cash on delivery, mobile payment apps, and net banking, have further increased the convenience of consumers.

The availability of numerous internet products and services at the citizens' fingertips is greatly facilitated by digitalization. Online food delivery services are one of the fastest-growing trends in e-commerce industry among the many online services that have evolved as a result of digitization. The sector has completely changed how people view the food industry because consumers can now choose from a wide choice of cuisines at any time from a variety of restaurants that are listed online.

The objective of this paper is to find out the awareness and acceptability of online food delivery services as well as the variables that influence and limit the use of these services and bring out the perception of youth regarding use of online food ordering. The result reveals clearly that the majority of youth want to use online food ordering apps because to perceived ease, customer control, alluring marketing, and a desire to use technology.

¹ Research Scholar, Dept. of Commerce, DDU Gorakhpur University, Gorakhpur-273009 (UP) e-mail. pravinayadav456@gmail.com; Mb.: 6307972554

² Professor, Dept. of Commerce, DDU Gorakhpur University, Gorakhpur-273009 (UP) e-mail. anilkyadava@gmail.com; Mb.: 9935367733, 7905511720.

Introduction

Recent technical advancements have a significant role in the emergence of numerous business models and the expansion of numerous industries. Additionally, it has made room for the emergence of completely new businesses. The electronic meal delivery app services are one of them. When this service first came out, it was believed that customers would have trouble adopting it, especially in a country like India. However, thanks to the widespread and inexpensive availability of internet in India, as well as, the improved user interface provided by the apps, customers are now more likely to use this service. Zomato and Swiggy are the two key participants in the sector.

By far, technological development has determined how people live today and have for generations. Modern society now enjoys a significantly higher standard of living because to the introduction of fresher, more innovative ideas. Food habits have been crucial in improving peoples' lifestyles. The historic preference for ethnic cuisine is still present, although dining habits have changed. Traditional dining establishments have been replaced by home ordering, doorstep delivery, carte du jour substitutes, and all of this can be done quickly thanks to mobile applications. Modern food ordering practises, which employ mobile applications, eliminate the need to attend a restaurant, allowing families to appreciate some quality time at home while enjoying a meal. In addition to improving life, new business owners take advantage of numerous opportunities that will make it easier and more convenient.

Due to the increase in smartphone users, online food delivery services have become more and more popular all over the world. With an average annual growth rate of 25%, there will be 1.5 billion F&B e-commerce consumers worldwide by 2024, an increase of 800 million. Zomato, an Indian food delivery business, now has 80 million active monthly users and plans to add 20 million more consumers over the next five years. Therefore, a rise in smartphone usage and internet connection is fueling the growth of online food delivery businesses.

The size of the global online food delivery market was US\$ 106.1 billion in 2021, according to the most recent analysis from IMARC Group, "Online Food Delivery Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027." According to IMARC Group's forecast, the market would expand at a compound annual growth rate (CAGR) of 11.44% from 2022 to 2027, reaching US\$ 223.7 billion. In India, the expansion of online meal delivery is anticipated to rise at a CAGR of 28.9% between 2022 and 2027.

Objectives

The study aims to study the

- To know the awareness and acceptability of online food delivery apps in youth.
- To find out the factors impacting and restraining the usage of online food delivery apps.

Research Methodology

The analysis, description, and exploratory aspects of the study are supported by both primary and secondary data. The core data for the study was gathered using surveys and a structured questionnaire. A total of 104 youth in the city of Gorakhpur responded to a systematic questionnaire that had both closed-ended questions. As a result, a structured online form created with Google Forms and a survey method was used to collect the essential data. The secondary information needed has been gathered from online articles. For the study's analysis, a straightforward statistical method called percentage analysis was applied. Also used for better display are pie charts.

Data Analysis Interpretation

The socioeconomic structure of the target market was investigated in order to comprehend consumer behaviour with regard to the use of food delivery applications. They have a significant role in the behaviours of users and the way these apps are utilised, making them crucial components. Mobile app usage is typically thought to be influenced by the user's location, age, educational background, and occupation. The socioeconomic breakdown of the chosen sample is shown in Table 1 below.

Table-1: Demographic Profile

Category	Classification	Number	Percentage
Gender			
	Male	35	33.65
	Female	69	66.35
	Total	104	100
Age			
	16-20	70	67.31
	21-25	08	7.69
	25-30	26	25.00
	Total	104	100
Qualification			
	Intermediate	42	40.38
	Graduation	32	30.77
	Post Graduation	24	23.08
	Professional	6	5.77
	Total	104	100

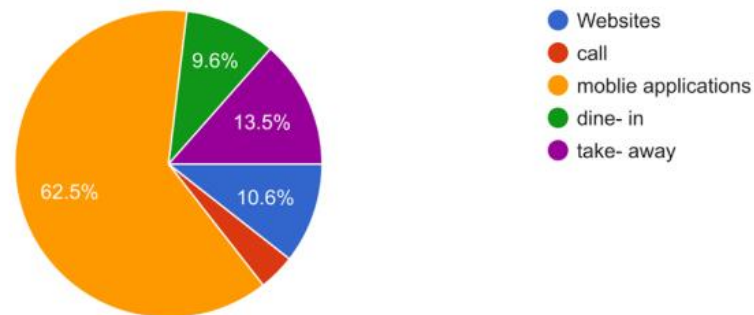
Occupation			
	Student	92	88.46
	Employed	07	6.73
	Unemployed	05	4.81
	Total	104	100
Resident			
	Urban Area	52	50
	Rural Area	24	23.08
	Both	28	26.92
	Total	104	100

Source: Survey with the help of questionnaire

Figure-1

What is your preferred method of food ordering?

104 responses



As per figure-1, 62.5% respondents use mobile application for ordering. This shows that majority of people use mobile application. Website visit is preferred by 10.6% of respondents, while 9.6% of respondents like to dine-in. 13.5% customers use take-out services, while 3.8% respondents prefer to order food by calling the restaurant directly.

Figure-2

How did you come to know about the food delivery apps?

104 responses

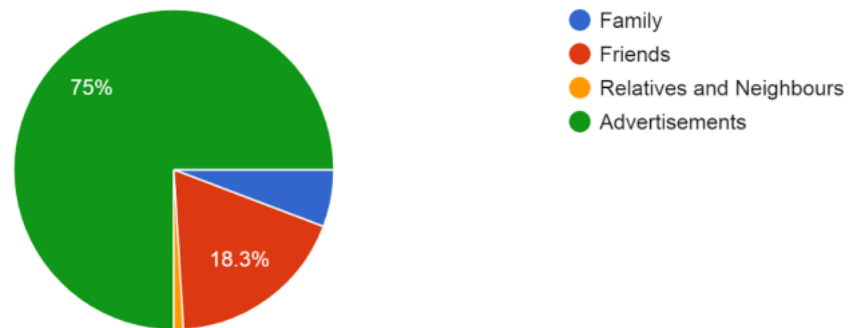
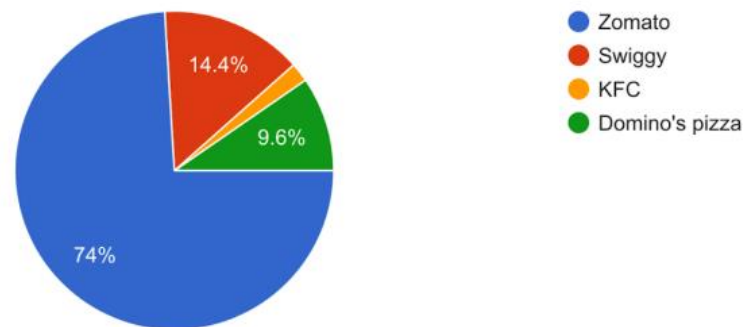


Figure-2 reveals that 75% respondents come to know about the food delivery app by advertisement. This shows that majority of people are influenced by advertisement, 18.3% respondents by friends and very few are aware by the family and relatives about food delivery apps.

Figure-3

Which platform is best for you for online food delivery?

104 responses



According to the above figure-3, 74% of respondents most frequently use Zomato, 14.4% use Swiggy, 11.6% most often use Domino's and KFC jointly. Swiggy is the second most popular option among responders after Zomato. The other platforms are unable to compete with these two platforms.

Figure-4

Are you satisfied with online services provided by online food delivery apps

104 responses

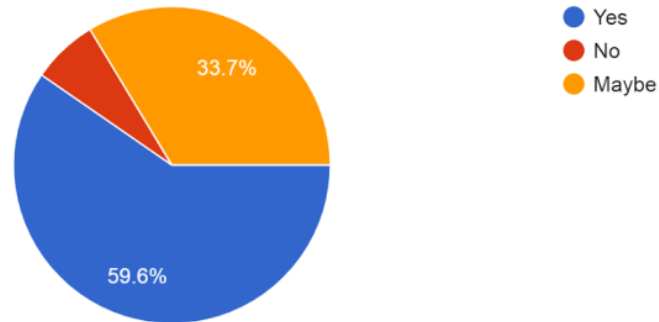
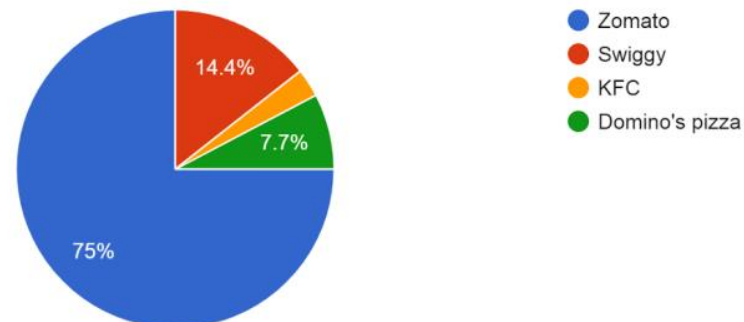


Figure- 4 brings out that out of all recorded responses 59.6% people are satisfied with online food apps services where as 6.7% people are not satisfied with the service provided.

Figure-5

Which online food delivery apps should you recommend?

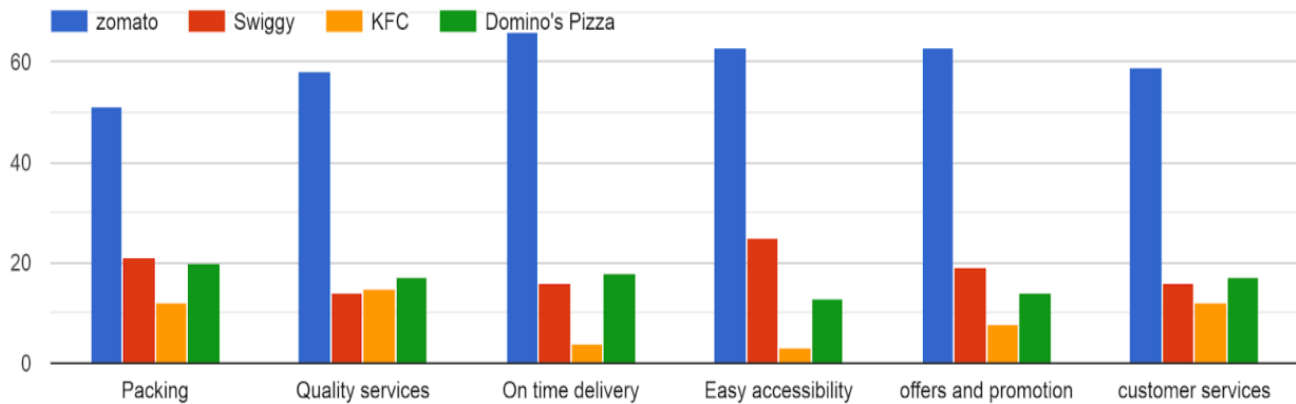
104 responses



From figure-5 we come to know that 75% respondent like to recommend Zomato to other, while 14.4% respondent recommend Swiggy and 7.7% like to recommend Domino's pizza.

Figure-6

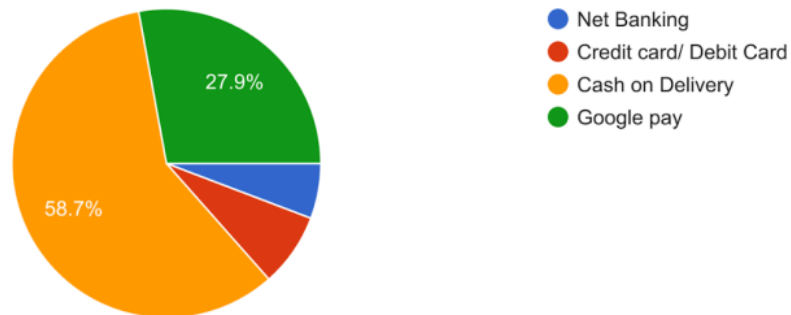
Which company services are good in



As per figure-6, company's services - in the form of ease and convenience, quality food, offer and discount, packing and customer service rendered to customers are better in case of Zomato, which is on the top of all in respect of above services if compared to others.

Figure-7

Preferred mode of payment , I use while ordering
104 responses



As per the figure-7, 58.7% respondents preferred cash on delivery for payment, 27.9% preferred Google pay while 7.7% prefer using debit and credit card for payment and rest of 5.3% preferred net banking.

Figure-8

What are the factors restraining you from using food applications?

104 responses

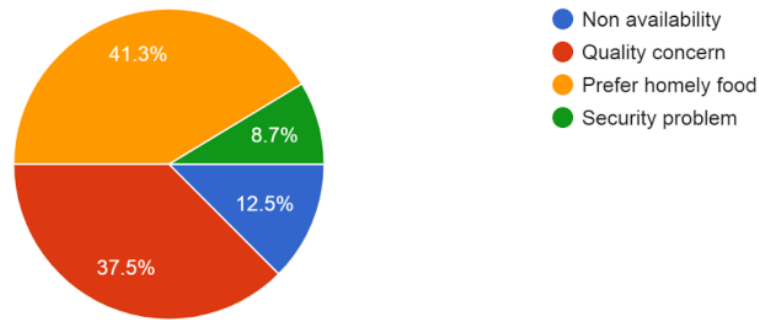
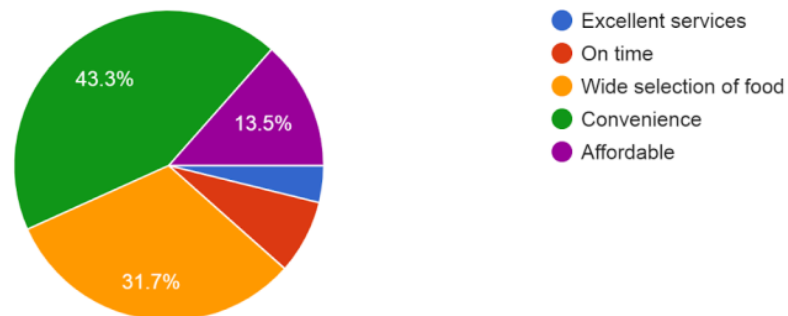


Figure-8 reveals the factors restraining respondents from ordering food. 41.3% respondents like homely cooked food, 37.5% are quality concerned, while 12.5% could not order due to unavailability of service in their locality and rest of 8.7% by security concern.

Figure-9

What are the main reason for online food ordering?

104 responses



As per figure-9, the factor influencing to order food online revealed as, 43.3% due to convenience, 31.7% due to wide range for selection of food, while 13.5% due to affordability of ordering food online.

Findings

- 62.5% of respondents said that they order food online.
- The most preferred food delivery app among the respondents is Zomato.
- The factor which influenced online food the most is convenience and wide selection of food offer that the food delivery apps provide.
- Majority of consumer get aware about the apps for ordering through advertisement.
- Cash on delivery is the respondents' first choice for payment method.

Conclusion

The restaurant and food delivery industries are changing as a result of mobile technologies. A third of individuals place internet food orders. At least one restaurant app is present on the phones of one in four people. Customers are getting more and more options and convenience. Online food delivery has gradually becoming the go to choose for consumers due to benefits including convenience, especially in light of the pandemic. Business owners, have worked hard to convert their business digitally because of doing so they can boost visibility to internet audiences and offer advantages like supply chain innovation through digital solutions. Consumer lifestyles and preferences are rapidly changing, largely due to the influence of social media and easy access to the internet. The sector of food ordering and delivery is undergoing rapid change due advancement in technology.

India's youth increasingly likes to stay in their comfort zones and heavily dependent on the e-commerce sector, even in buying their daily essentials. The study reveals that young people are more likely to buy food online and the key driver is deals and discounts. Despite the fact that a sizable fraction of individuals utilise online food delivery services, some people opt not to use them because of concerns about the quality and health of the food. In a word, it can be said that the rise of online activity in India and the changing lifestyles of consumers have surely changed the trends in the online food ordering scenario.

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