

IMPACT OF DIGITAL ADVANCEMENT ON ONLINE FOOD EATING HABITS OF PEOPLE IN UDAIPUR CITY

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1.1 Abstract

The present paper assesses the impact of Digitalization on online food buying behavior of respondents. The paper has its immense utility in the present scenario as digitalization has covered and touched all the vital ends of the society, even food has not even been left out by its influence. We attempted to measure its impact through this paper on various parameters. The data that was collected for the purpose of study was primary in nature. Sample size was taken as 208 respondents several tests were applied such as Mean, Chi-square test ANOVA for statistical purposes. Several useful conclusions were drawn and stated objectives of the paper were well fulfilled.

1.2 Introduction

Today is the era of Digital advancement. With the emerge of 'e' technology revolutionary changes have taken place in the economy's purchasing definitions. Digital advancement has brought in ease of time, money, distance and several more characteristics. Through this research paper, we attempt to draw the attention of the readers towards online purchases of food as an outcome of increased use of digital technology. Online food shopping through online food apps is on zeniths of business today; its popularity and promptness of services rendered have led India to the dawn of an innovative way of shopping food online. Online food ordering is a process of food delivery form local restaurants through a web page or app. There are several benefits of E- shopping of food items on internet for different age groups. Different stages of people in family life cycle have different reasons for buying online food. Through the present research paper we have attempted to touch all possible parameters related to the topic.

1.3 Review of Literature

(Chaturvedi & Karthik, 2019)¹ Food is one of the elementary needs to survive. With the help of internet and online food application, food being order from different location. With the help of digitalization a new era and market for online food application has been boosted in India. There has been no sign of changes in rural areas but in urban areas application which work on smart phone and websites such as Food Panda, Swiggy, Zomato, Uber eats have become choice of all age groups of respondent. Researcher has made an attempt to know about policies and fashions of the marketers who deliver food online.

(Gupta, 2019)² The recent development of the net has increased the of on-line food services by

persons to go observing, equate costs and conveniently access these services.. E-commerce is also observing a emission in online food & restaurant service companies. With a population of over 1.2 billion, India is definitely one of the major consumer marketplaces. The moving of Business schemes along with business processing, growth of internet access, use of smart phones in emerging markets has been the main driver for e-transaction development in the field of Food Order Delivery.

(SyamalaRao & Nagaraj, 2018)³ Researcher aims to study various opportunities and challenges that are offered to the online food service suppliers' providers and even to investigate the future of the online food market. With the advancement of usage of internet old business model have not been so profitable and have generated the requirement of online purchasing with availability of varieties, window shopping and reviews at the end. Researcher study the massive development in the growth of digitalization in online food application.

1.4 Objectives

1. To check whether digital advancement has boosted sale of online food purchase
2. To check whether the respondent are purchasing food online.
3. To check whether there is any significant difference between age, gender, occupation, Stage in family life cycle, educational qualification, annual income and purchasing food online.

1.5 Hypotheses

- H₀₁: There is no significant difference between different occupation and belief that digitalization advancement has boosted sale of online food purchase.
- H₀₂: There is no significant difference between gender and purchasing food online.
- H₀₃: There is no significant difference between age and purchasing food online
- H₀₄: There is no significant difference between occupation and purchasing food online
- H₀₅: There is no significant difference between stage of family life cycle and purchasing food online
- H₀₆: There is no significant difference between educational qualification and purchasing food online
- H₀₇: There is no significant difference between annual income and purchasing food online.

1.6 Research Methodology:

The research is exploratory in nature. The researcher has used primary data for data collection through Google forms. A sample size of 208 respondents was taken from Udaipur city only & effective care was taken to select respondents from different age groups, and different occupational structure to derive at useful and worthy results. A well-structured questionnaire was drafted & was sent via mail & whatsapp of the researchers contact list & the contacts of family and friends. Pilot survey was also conducted on a set of 15 mock respondents to check the authenticity of questionnaire.

Statistical tools applied in the research are: use of table and graphs to explain primary collected

raw data, Mean was calculated for various data collected, Chi-square test was applied, ANOVA test was applied to check the authenticity of mean.

1.7 Analysis of Data

The research paper comprises of a variety of tools to bring forth useful results. Data was collected from 208 respondents and it was attempted to cover a wide range and study the behavior of people carefully. The section below states the analysis done by the researcher on the primary data collected.

Table 0.1
Socio-Demographic profile of respondents

		Count	Percent
Gender	Male	155	74.5
	Female	53	25.5
	Total	208	100.0
Occupation	Student	48	23.1
	Govt.Service	30	14.4
	Private Service	58	27.9
	Profession	33	15.9
	Business	39	18.8
	Total	208	100.0
Age	18-30 Yrs.	93	44.7
	31-40 Yrs.	49	23.6
	41-50 Yrs.	43	20.7
	51-60 Yrs.	23	11.1
	Total	208	100.0
Gender	Male	155	74.5
	Female	53	25.5
	Total	208	100.0
Stage in family life cycle	Unmarried	48	23.1
	Married with Children	93	44.7
	Married without children	67	32.2
	Total	208	100.0
Educational Qualification	Under Graduation	58	27.9
	Graduation	50	24.0
	Post-Graduation	46	22.1
	Professional	54	26.0

		Count	Percent
Total		208	100.0
Annual Income	Up to 100,000	63	30.3
	100,000 to 300,000	79	38.0
	300,000 to 500,000	61	29.3
	500,000 to 10,00,000	5	2.4
	Total	208	100.0

Table 1.1 above states and classifies the respondents on the basis of age, gender, occupation, stage in family life cycle, educational qualifications and annual income. A total of 208 respondents from Udaipur city were interrogated to arrive at useful and genuine results. Below are represented various graphs that explain the above table with stated characteristics individually.

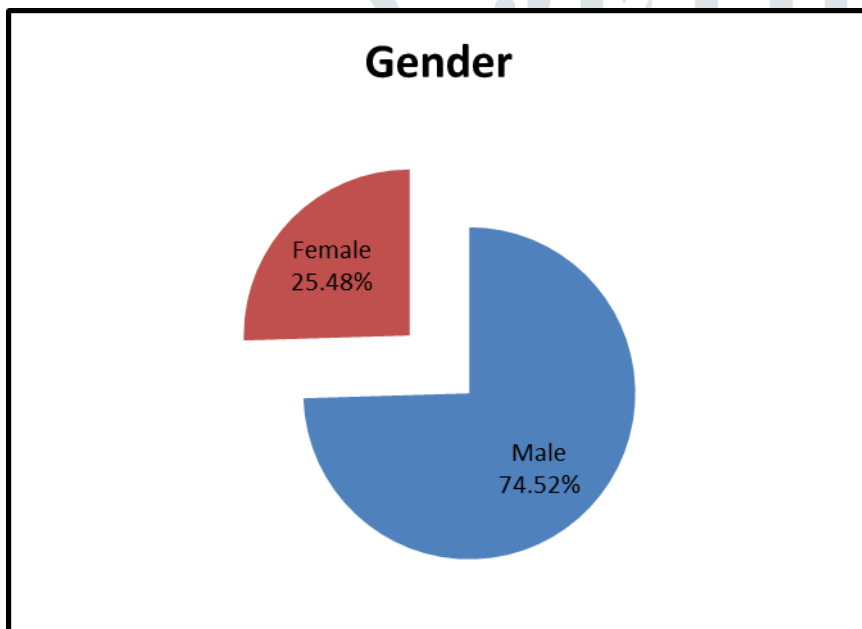


Figure 0.1 Gender

Interpretation: The above graph interprets that among 208 respondents 155 or 74.52% were males and 53 or 25.48% were females.

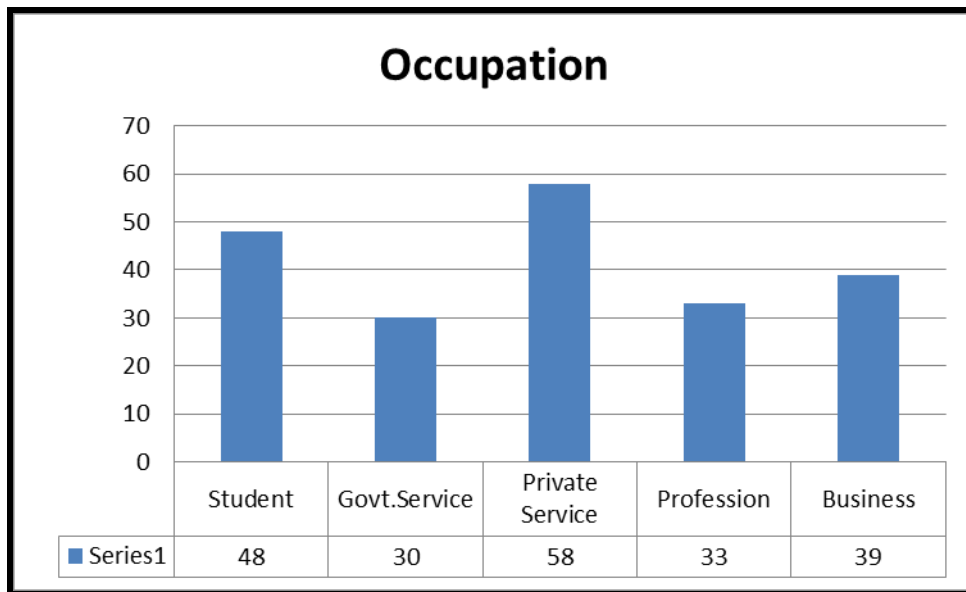


Figure 0.2 Occupation

Interpretation: When respondents are classified on the basis of occupation, 5 major classifications were made. Respondents were categorized as Students, those in Government service, those employed in Private sector, Professionals and Businessmen. Number of students were 48, 30 were employed in Government sector, 58 in Private sector, 33 were professionals and 39 were businessmen.

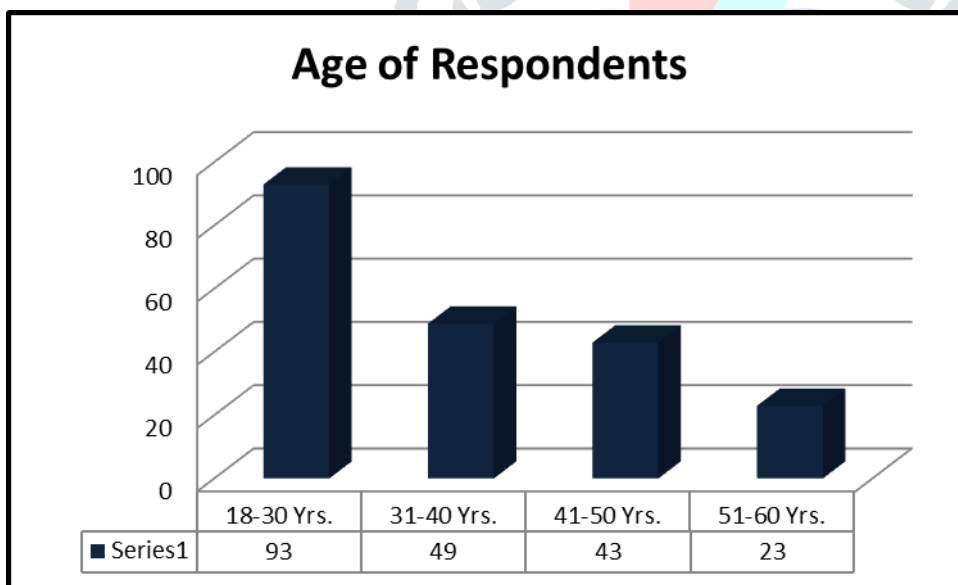


Figure 0.3 Age of Respondents

Interpretation: On the basis of age, respondents were divided into four age groups, 18 to 30 years, 31 to 40 years, 41-50 years and 51-60 years. It can be clearly observed that most of the respondents belong to the first category i.e. there are 93 respondents in the age group 18 to 30 years. 49, 43 and 23 respondents belong to the age group 31 to 40 years, 41 to 50 years and 51 to 60 years respectively.

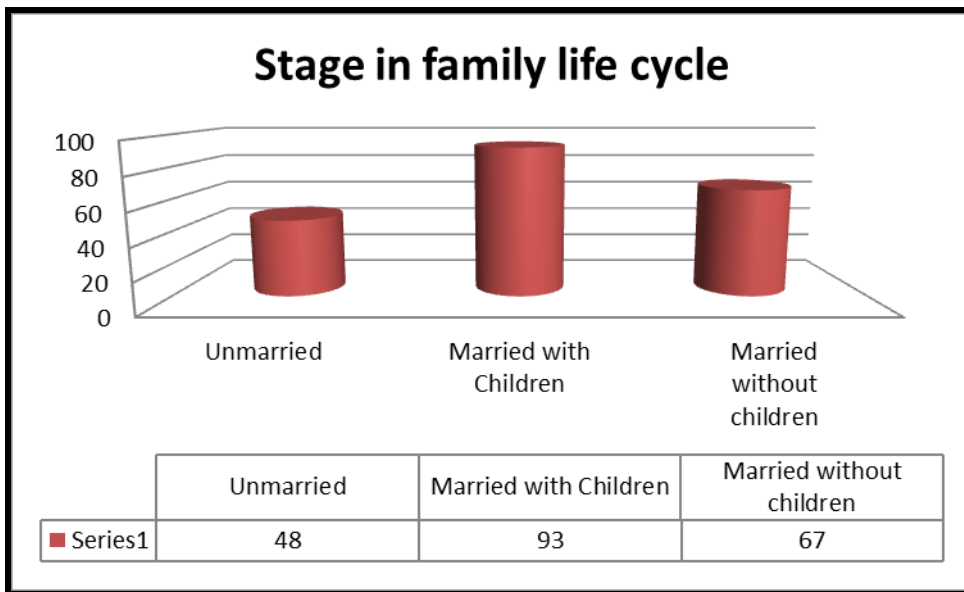


Figure 0.4 Stage of Life Cycle

Interpretation: 208 respondents were classified on the basis of stage in family life cycle and as it can be clearly observed, 93 respondents are married with children, 67 are married but without children and 48 are unmarried.

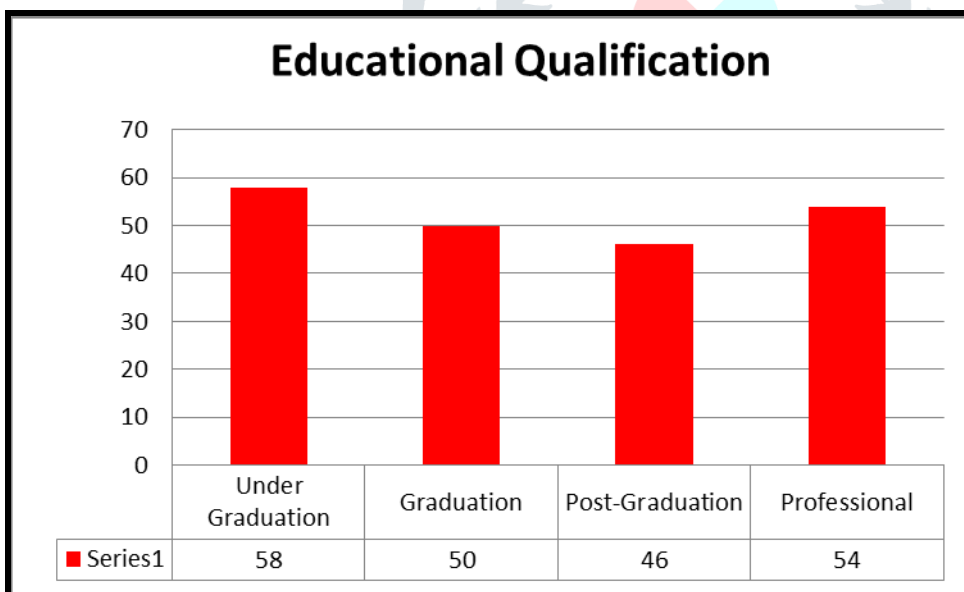


Figure 0.5 Educational qualifications

Interpretation: Respondents were also classified on the basis of educational qualifications as under graduates, Graduates, Post Graduates and with Professional degree. Among 208 respondents 58 were undergraduates, 50 were graduates, 46 were post graduates and 54 possessed professional degree.

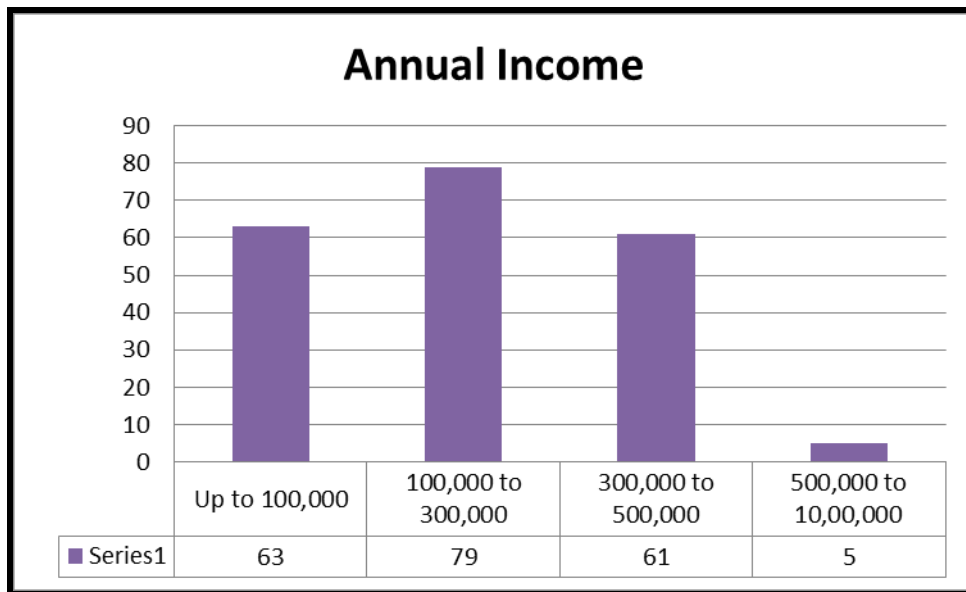


Figure 0.6 Annual Income

Interpretation: Respondents were also classified on the basis of Annual Income and 4 categories were set. 63 respondents were from the category earning up to Rs1,00,000, 79 were from category earning Rs1,00,000 to 3,00,000, 61 were from category earning 3,00,000 to 5,00,000 per annum and mere 5 were from category earning 5,00,000 to 10,00,000.

Do you order online food ?

Table 0.2 Do you order online food

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	166	79.8	79.8	79.8
No	42	20.2	20.2	100
Total	208	100	100	



Figure 0.7 Do you order online food

Interpretation: The above table 1.2 and Figure 1.7 reflects data collected from 208 respondents on the question “Do you order online food?”, it was surprising to note that as many as 166 (80%) respondents order food online, whereas 42 (20%) respondents do not do so. This statistics reveal that awareness among people with regard to buying online food is considerably high.

1.8 Hypothesis testing

On the basis of information collected, it was seen that out of 208 respondents 166 buy online food products through online retail chains. Henceforth, further analysis was done on 166 respondents and remaining 42 were no more in our area of study. Following section represents various questions that formed an integral part of our survey and also are the core questions relevant to hypothesis testing.

H₀₁: There is no significant difference between different occupation and belief that digitalization advancement has boosted sale of online food purchase.

Table 0.3 explain the impact of digitalization on boosting sale of online food. Cross tabulation was arranged to present the occupational structure of 208 respondents and their online food shopping sense. The table clearly states that in student’s category the maximum participation was seen, only 6 out of 48 stated that they do not order support the direct relation between digitalization and online buying of food. Among Government employees 19 supported the view and 11 did not, similarly private sector employees also had the same opinion, 49 supported and only 9 refused. With regard to Professionals, 28 believed that Digitalization and buying of online food are directly related and 5 refused, 33 businessmen stated that it is true and 6 declined.

Table 0.4

Cross tabulation Do you believe that advancement in digitalization has boosted sale of online food *
Occupation

	Occupation					Total	Chi-Square
	Student	Govt.- Service	Private Service	Profession	Business		
Yes	42	19	49	28	33	171	0.000
No	6	11	9	5	6	37	
Total	48	30	58	33	39	208	

Interpretation: To check the authenticity of data chi-square test was applied, since the calculated p-value was found to be less than 0.05 we conclude that null hypothesis “There is no significant difference between different occupation and belief that digitalization advancement has boosted sale of online food purchase” is rejected. The correct statement is “There is a significant difference between different occupation and belief that digitalization advancement has boosted sale of online food purchase”.

H₀₂: There is no significant difference between gender and purchasing food online.

The Table 0.4 represents cross tabulation between gender of respondents and purchase of online food.

Table 0.4

Cross tabulation between gender of respondents and purchase of online food

		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	.409	1	.409	2.155	.144
	Within Groups	39.086	206	.190		
	Total	39.495	207			

Interpretation: ANOVA test was applied to compare between the two mean values of Gender. Calculated p-value was 0.144 which is more than 0.05 we reject null hypothesis “There is no significant difference between gender and purchasing food online” and conclude that “There is a significant difference between gender and purchasing food online”.

H₀₃: There is no significant difference between age and purchasing food online

The Table 1.5 represents cross tabulation between age and purchase of online food.

Table 0.5
Cross tabulation between age and purchase of online food

		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	.804	1	.804	.730	0.394
	Within Groups	227.119	206	1.103		
	Total	227.923	207			

Interpretation: The details of various age groups taken for study have already been discussed Figure 1.3, ANOVA test was applied to compare between the mean values of the variables. Calculated p-value was 0.394 which is more than 0.05, thus we reject null hypothesis “There is no significant difference between age and purchasing food online” and conclude that “There is a significant difference between age and purchasing food online”.

H₀₄: There is no significant difference between occupation and purchasing food online

The Table 1.6 depicts cross tabulation between occupational structure of respondents and tendency to purchase online food.

Table 0.6
Cross tabulation between occupational structure of respondents and tendency to purchase online food

		Sum of Squares	df	Mean Square	F	Sig.
Occupation	Between Groups	.546	1	.546	.178	.673
	Within Groups	631.372	206	3.065		
	Total	631.918	207			

Interpretation: The details of occupational structure of respondents are well explained in Figure 1.2. ANOVA test was applied to compare between the means of the variables. Calculated p-value was 0.0673 which is more than 0.05 we reject null hypothesis “There is no significant difference between occupation and purchasing food online” and conclude that “There is a significant difference between occupation and purchasing food online”.

H₀₅: There is no significant difference between stage of family life cycle and purchasing food online

The Table 1.7 represents a cross tabulation between stage of respondents in family life cycle and their behavior towards purchasing food online.

Table 0.7
Cross tabulation between stage of respondents in family life cycle and their behavior towards purchasing food online

		Sum of Squares	df	Mean Square	F	Sig.
Stage in family life cycle	Between Groups	.240	1	.240	.438	.509
	Within Groups	113.024	206	.549		
	Total	113.264	207			

Interpretation: Details of stage of respondents in family life cycle are presented in Figure 1.4 . ANOVA test was applied to compare between means of the variables. Calculated p-value was 0.0673 which is more than 0.05 we reject null hypothesis “There is no significant difference between annual income and purchasing food online” and conclude that “There is a significant difference between stage in family life cycle and purchasing food online”.

H₀₆: There is no significant difference between educational qualification and purchasing food online

Table 0.8
Cross tabulation between educational qualifications of respondents and their behavior towards shopping online food

		Sum of Squares	df	Mean Square	F	Sig.
Educational Qualification	Between Groups	.636	1	.636	.476	.491
	Within Groups	275.057	206	1.335		
	Total	275.692	207			

Interpretation: The above table 1.8 represents cross tabulation between educational qualifications of respondents and their behavior towards shopping online food. Details of educational profile of respondents is has been presented above Figure 1.5. ANOVA test was applied to compare the means of variables. Calculated p-value was 0.491, which is more than 0.05 we reject null hypothesis “There is no significant difference between annual income and purchasing food online” and conclude that “There is a significant difference between educational qualification and purchasing food online”.

H₀₇: There is no significant difference between annual income and purchasing food online.

The Table 1.09 represents cross tabulation between annual income of respondents and their behavior towards shopping online food. Details of annual income of respondents is has been presented above in

Figure 1.6.

Table 0.09
Cross tabulation between annual income of respondents and their behavior towards shopping online food

		Sum of Squares	df	Mean Square	F	Sig.
Annual income	Between Groups	15.259	1	15.259	24.474	.000
	Within Groups	128.434	206	.623		
	Total	143.692	207			

ANOVA test was applied to compare the means of variables. Calculated p-value was 0.000 which is less than 0.05, we fail to reject null hypothesis “There is no significant difference between annual income and purchasing food online” and conclude that “There is no significant difference between annual income and purchasing food online”.

1.9 Findings and Conclusions

By schematic analysis of primary data, followings conclusion were drawn:

1. There is a vast awareness of online food buying practice as 166 respondents out of 208 do buy online food products.
2. Students have maximum involvement in buying online food products.
3. By hypothesis H₀₂, it is concluded that there is a significant difference between gender and purchasing food online.
4. By hypothesis H₀₃, it is concluded that there is a significant difference between age and purchasing food online.
5. By hypothesis H₀₄, it is concluded that there is a significant difference between different occupation and belief that digitalization advancement has boosted sale of online food purchase.
6. By hypothesis H₀₅, it is concluded that there is a significant difference between stage in family life cycle and purchasing food online.
7. By hypothesis H₀₆, it is concluded that there is a significant difference between educational qualification and purchasing food online.
8. By hypothesis H₀₇, it is concluded that there is no significant difference between annual income and purchasing food online

References.

- ¹ Chaturvedi, M., & Karthik, T. (2019). A STUDY ON ONLINE FOOD ORDERING COMPANIES IN INDIA. *EPRA International Journal of Multidisciplinary Research (IJMR)*, 5(1), 116-119.
- ² Gupta, M. (2019). A Study on Impact of Online Food delivery app on Restaurant Business special

reference to zomato and swiggy.

- ³ Gupta, M. (2018). A Study on Impact of Online Food delivery app on Restaurant Business special reference to zomato and swiggy. *International Journal on Recent Trends in Business and Tourism*, 2(3), 20-25

