



JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)

An International Scholarly Open Access, Peer-reviewed, Refereed Journal

A STUDY ON SPENDING PRACTICES OF INDIVIDUALS TOWARDS OUTSIDE FOOD WITH SPECIAL REFERENCE TO COIMBATORE CITY

¹ Mr. B. ARUNKUMAR, ²Ms. B. FARHANA RAUFATH

¹Assistant Professor, ²III B.Com Finance

¹Department of Commerce with Finance,

¹Sri Krishna Adithya College of Arts and Science, Coimbatore, India

Abstract : Spending of individuals on Outside food is becoming much more frequent now days were everyone spend lot more much on outside food this study enables us to know individuals cost of spending on outside food from their income and to know whether they have budget for it and to know the reasons behind the growth of spending on outside food and side effect of outside food and to make a plan for all of it.

IndexTerms - Spending Practices, Outside Food.

INTRODUCTION:

Indian people are so active while grabbing outside foods. The amount of money you spend should not be more than what is available to you but this is seldom happens. It is important to make a plan of expenditure on food budgeting. Outside and online food were people prefer more were it generate employment like delivery agents, app developers etc..., Due to which they able to increase their earnings. Such benefit online outside food services is becoming huge sector and will benefit India's economic condition.

SCOPE OF THE STUDY:

This study enables customers order for food and gets it accordingly and also to It enables us to spend time with family equally were it provides us lots of offers in pricing. This study basically conduct mind set to know how consumer spent on outside food services. The perception of consumer may vary under different circumstances. From the study we can have a better understanding of the consumers spending on outside food service. We will know about the consumer perception regarding the services they provide in Coimbatore city and get to know the variables to follow the gaps in the consumers.

OBJECTIVES:

- To know the part of income spent on outside food
- To know whether individual prepare any budget for outside and online food spending
- To know the rapid growth of online food apps
- To know the side effects of having outside food

REIVEW OF LITREATURE:**Soula (2020)**

Out-of-home cooking in the Congo concerns the poor as well as the wealthiest city dwellers

Soula (2020)

“Eating out” is used to designate all food items that lead to a transaction in a commercial restaurant.

Allen (2018)

The demand for labor in activities associated with processing, marketing and out-of-home catering is increase

Allen (2018)

According to Allen et al. (2018), out-of-home catering brings together street food and catering.

DATA ANALYSIS AND INTERPREATION

TABLE 1 SHOWING SPENDING ON ONLINE AND OUTSIDE FOOD ON A MONTH

S.NO	SPENDINGS ON ONLINE AND OUTSIDE FOOD ON A MONTH	NO. OF RESPONDENTS	PERCENTAGE
1	100-500	37	38.9
2	500-1000	32	33.7
3	1500-2000	18	18.9
4	ABOVE 2000	7	7.5
	TOTAL	94	100

INTERPRETATION: As per survey out of 94 Respondents, there are 40.2% are 100-500,33.7% are 500-1000,17.4% 1500 2000,8.7% are above 8.7

MAJORITY OF THE RESPONDENTS ARE SPENDING 100-500

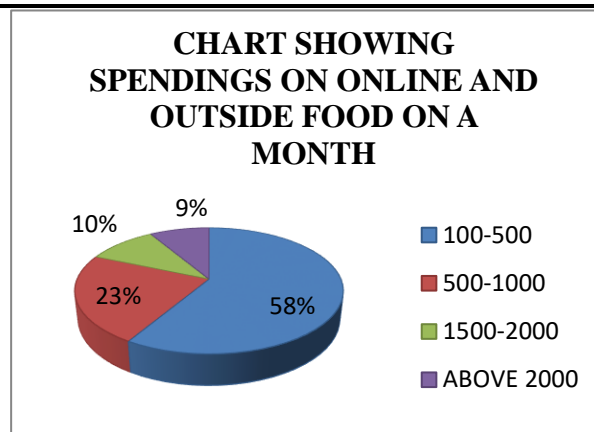


TABLE 2 SHOWING REASON FOR THE GROWTH OF OUTSIDE FOOD

S.NO	RESON FOR THE GROWTH OF OUTSIDE FOOD	NO. OF RESPONDENTS	PERCENTAGE
1	Efforts less	10	10.6
2	Door step delivery	50	53.2
3	More variety's	34	36.2
	TOTAL	94	100

INTERPRETATION: As per survey out of 94 Respondents, there are 10.6 % are Efforts less, 53.2% are Door step delivery, 36.2% More variety's MAJORITY OF THE RESPONDENTS THAT DOOR STEP DELIVERY IS THE REASON FOR' THE GROWTH OF OUTSIDE FOOD

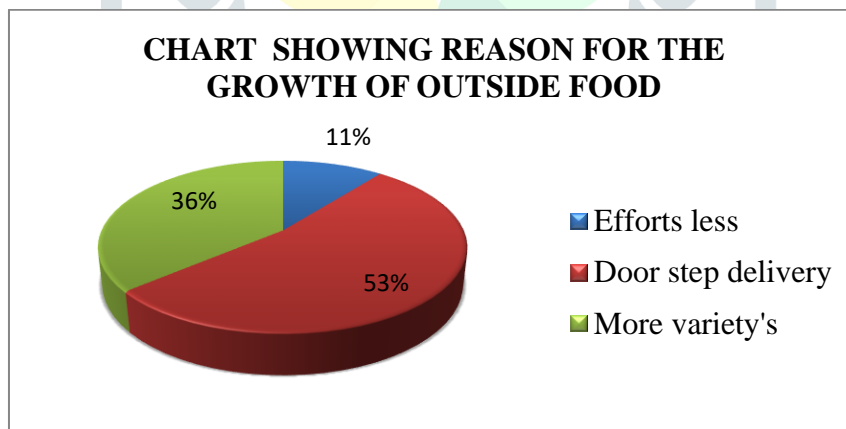
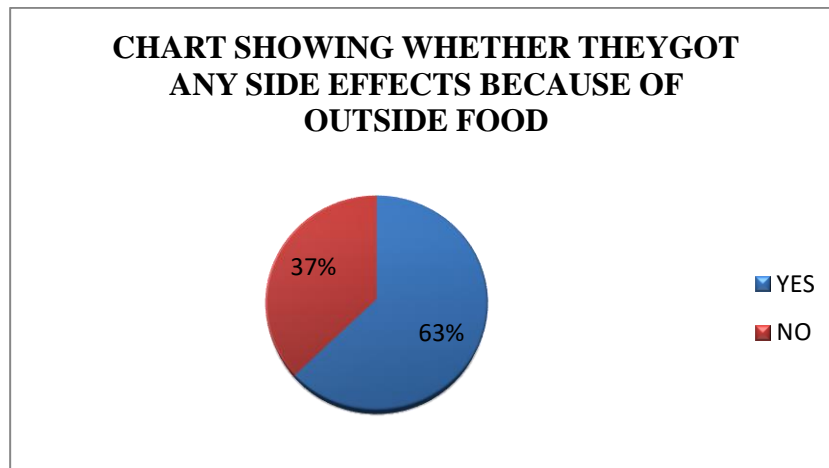


TABLE 3 SHOWING WHETHER THEY GOT SIDE EFFECTS BECAUSE OF OUTSIDE FOOD

S.NO	Do you ever got any side effects because of outside food	NO. OF RESPONDENTS	PERCENTAGE
1	YES	59	62.8
2	NO	35	37.2
	TOTAL	94	100

INTERPRETATION: As per survey out of 94 Respondents, there are 62.8% are Yes,37.2 % are No.

MAJORITY OF THE RESPONDENTS HAVE FACED SIDE EFFECTS

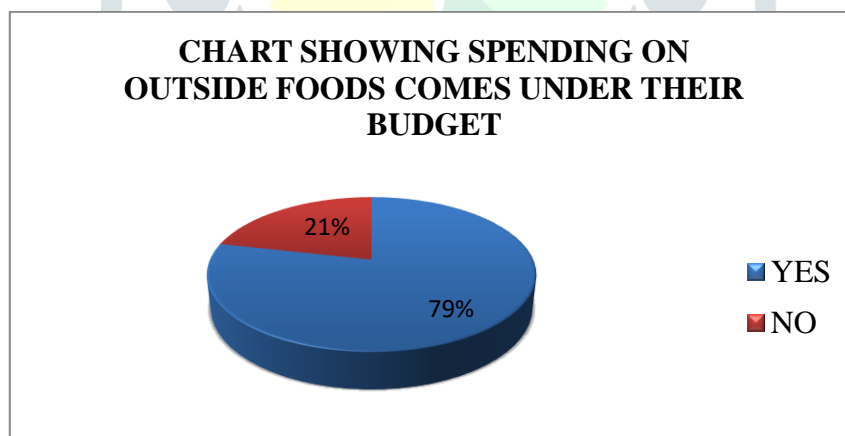


SHOWING 4 SPENDING ON OUTSIDE FOODS COMES UNDER THEIR BUDGET

S.NO	DOES YOUR SPENDING ON OUTSIDE FOODS COMES UNDER YOUR BUDGET	NO. OF RESPONDENTS	PERCENTAGE
1	YES	73	79.3
2	NO	19	21.7
	TOTAL	94	100

INTERPRETATION: As per survey out of 94 Respondents, there are 80% are ryes,20% are no

MAJORITY OF THE RESPONDENDS' SPENDING COMES UNDER THEIR BUDGET



FINDINGS AND SUGESTION

- Majority of the respondents are spending 100-500
- Majority of the respondents' spending comes under their budget
- Majority of the respondents feel that fast and convenience makes them to spend on outside food
- Majority of the respondents have faced side effects
- Restaurants should focus on giving their customers the best quality and various options on choosing the variety of foods stuff.

- More and more customers should be encouraged to orders outside food as now-a-days it becomes difficult for an individual to go and place orders directly in the restaurant and also some customers are uncomfortable with the recent upcoming technology.

CONCLUSION

After studied the customer' perception of outside food services it is concluded that every system has its strengths and weakness. The purpose of this of outside food service system is basically to save the time of the customers especially when he/she has invite people for any occasion are in outdoor. The chief reason of the outside food services is convenient and easier. The single most important attribute is accuracy. This study found that the customer below 25 years of age mostly prefers outside food and it is often ordered as the found it as easier, faster, and convenient and for its offers especially they prefer outside food on weekends. This study has that perceived control and convenience, are the key to customer use of online ordering which lead to higher satisfaction. My finding indicates that restaurant operates should focus on giving their customer higher levels of perceived control and convenience, since these are associated with a higher intent to use outside food ordering in the future. Young customers are more likely to use outside food services in the future. Young customers are more likely to use outside food services. Young customers place a greater value on convenience and speed than older users do. TO conclude customers will appreciate not having to wait and other waiting customers may be motivated to try electronic food ordering.

REFERENCE

WEBSITE

- www.wikipedia.com
- www.google.com
- www.ask.com