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CONSUMERS PREFERENCES TOWARDS ONLINE FOOD DELIVERY IN CHENNAI CITY

[1]Dr.K. Krishnamurthy, [2]Mr. K. Raja
[1]Research Supervisor and Head &Associate Professor, PG and Research, Department of Commerce, Periyar Government Arts College, Cuddalore – 607001.
[2]Research Scholar (Part-Time Scholar) PG and Research Department of Commerce,Periyar Government Arts College, Cuddalore – 607001.

Abstract
When it comes to making purchases online, particularly food in this day and age, customers are more lured to the convenience of online ordering platforms rather than the home delivery services offered by specific restaurants. When it comes to the process of using an online platform to purchase meal delivery, the fact that there is no human person involved in the process offers it with enhanced degrees of anonymity. The examination of consumer perception has facilitated the analysis of numerous characteristics such as preference, reliability, and satisfaction, in order to assess the influence of online meal delivery services like Swiggy, Food panda, and Zomato on consumers. The findings indicated that buyers predominantly favour distinctiveness for price, quality, and delivery.Numerous eateries, chefs' kitchens, and individual menus for each location are being posted on platforms. Customers no longer need to carry menu lists and pamphlets with them when placing additional orders as a result. It simplifies the process of ordering food by simply pressing a button. In a variety of applications, the downloadable platform offered recent customer ratings on restaurants and foods, a history of previous orders, some palette recommendations, and some coupons for discounts.
Keywords: Online, Food Delivery, Platforms, Applications, Consumers, Preferences.

Introduction

Mobile shopping emerged as new phenomena on the internet in the second decade of the 21st century as a result of the widespread use of smartphone by the general population. Swiggy, Zomato, and meal Panda are three online platforms that have established themselves as successful meal delivery services. Their services include the ordering and delivery of food in its entirety. It provides a single point of contact for placing orders from a number of different hotels and restaurants, and their one-of-a-kind fleet of delivery drivers is responsible for picking up and delivering food. These services are popular among millennia since they speed up the process of ordering food. In India, the market for meal delivery is highly competitive. Real demand exists for ordering through the internet. It demonstrates to customers that your company is a contemporary and growing enterprise that is striving to be simple and accessible for customers who make frequent purchases. Consumers are able to receive takeaway and food parcels from nearby hotels, restaurants, chefs and canteens through the use of online meal ordering services. This pattern is becoming more widespread as a result of the increasing number of young people who are working in metropolitan areas and the demanding nature of their jobs. This method has completely revolutionised the working kitchen.

In the year 2021, there will be a considerable increase in the number of people who use delivery platforms to make use of food delivery services. This substantial increase can be attributed to the prevalence of the COVID-19 pandemic, which has caused people's behaviours and routines to undergo considerable changes. People used to order food delivery solely on a sporadic basis before the epidemic, but from that point on, it has turned into a routine that is done on a regular basis. This is due to the fact that during the pandemic, which resulted in the establishment of social distancing

restrictions, consumers were required to refrain from eating outside of their homes. This resulted in a change in consumer behaviour, which in turn made food ordering services an essential component of their day-to-day requirements. Due to the fact that the preferences of customers lead to satisfaction, which in turn leads to the success of the online meal delivery platform and firm, particularly in countries such as India.

Review of Literature

Karthika (2018),the introduction of the Internet and the development of associated technologies have had a profound effect on people's lives all over the world. The rise of online marketplaces that offer goods and services has had one of the biggest effects on marketers. Nowadays, consumers can buy goods and services almost anywhere, at any time of day, and without regard to time or location. By offering amenities like digital food ordering, immediate e-billing, a vacancy list at reception, and quick parking, the restaurant hopes to reduce clients' time while increasing customer happiness and, eventually, profits. Both the restaurant and the customer benefit from this automated system since it saves time, lowers human error, reduces labour costs, and increases customer happiness.

Chandrasekhar (2019),the perspective of consumers is vital in understanding their decision-making process. The study aimed to assess the influence of online meal delivery services such as Swiggy, Food panda, and Zomato on customers. The investigation used only primary data. A structured questionnaire was created with four parts: preference, dependability, consistency, and preferred choice. The sample size was 169. The response rate was 84.5%. Data analysis was conducted using grey analysis to interpret the acquired results. The study found that buyers prioritise uniqueness in price, quality, and delivery. None of the online meal delivery services (Zomato, Swiggy, Food panda) received the highest ranking. This study provides an overview of consumer perceptions, uncertainty, and service reliability. It provides comprehensive information on consumer issues and potential solutions. The document helps managers gain a deeper understanding of their customers. The study of consumer perception has shed light on characteristics such as preference, reliability, and liking, providing innovation to the research.

Singh (2023),this article examines how the COVID-19 outbreak has affected Indian consumers' preferences for online food delivery (OFD) services. It also shows how order size affects consumers' WTP for OFD service qualities. This study uses conjoint analysis to identify consumer preferences for OFD features such price, delivery time, restaurant rating, and package quality during the COVID-19 epidemic. The COVID-19 outbreak in India has shifted consumer focus from price to food and packaging quality. When ordering modest quantities, consumers value delivery time over package quality. With larger orders, consumers value packing quality over delivery time. The consumer's WTP is highest for food quality, then convenience and packing. As order size increases, attribute WTP grows.

Objectives of the Study

1. To study the preferences of Online Consumers in Food Ordering using online food delivery applications.

Hypotheses

H01: There is no significant difference between Preferences of Online Consumersand Age of the respondents.

H02: There is no significant difference between Preferences of Online Consumers and Monthly Income of the Respondents.

Importance of the Study

Restaurants have a full sales channel that includes online ordering and delivery, demonstrating how important customer preferences are. This suggests that the restaurant can utilise it to boost revenue and enhance efficiency. It saves restaurant operators the time and space required to serve these kinds of customers. By bringing the restaurant closer to its customers, technology can help it outperform its rivals. Food aggregators and markets are better off with online ordering. A food market is a major gathering place where eateries and food vendors sell their wares. Customers peruse the restaurants and cuisines on the platform based on their personal tastes. Depending on their preferences, they can place food orders from the restaurant. Customers gain from being able to sample

food from numerous restaurants without having to install several apps. By charging commissions and other fees, the marketplace raises restaurant expenses.

Table 1
Age of the Respondents

S.No	Age	No. of Respondents	Percentage
1	Upto 20 years	198	71
2	21 - 35 years	45	16
3	36 - 45 years	35	12
4	Above 45 years	2	1
Total		**280**	**100**

Table 1 shows that age of the respondents which is 71 per cent with Upto 20 years, followed by 16 per cent are in the age group of 21-35 years, 12 per cent are in the age of 36-45 years and lastly 1 per cent of the respondents are above 45 years.

Table 2
Monthly Income of the Respondents

S.No	Monthly Income	No. of Respondents	Percentage
1	Upto 10,000	6	2
2	10,001 to 20,000	18	6
3	20,001 to 30,000	79	28
4	30,001 and above	177	64
Total		**280**	**100**

Table 2 shows monthly income of the respondents which is 64 per cent earn at 30,001 and above per month, followed by 28 per cent of the respondents are earning 20,001 to 30,000, followed by 6 per cent of the respondents are earning ranging from 10,001 to 20,000 and finally the most least are 2 per cent earning Upto 10,000 per month.

Table 3
Preferences of Online Consumers

S. No.	Particulars	SA	A	N	D	SD	Total
1.	Quick Delivery	80	78	47	63	32	280
		27	22	16	21	14	100
2.	Additional Discounts and offers	88	92	50	30	20	280
		29	34	20	10	7	100
3.	Eco-friendly packaging	82	58	80	40	20	280
		31	22	27	13	7	100
4.	Friendly delivery services	62	108	37	40	33	280
		24	36	16	13	11	100
5.	Consumer-Delivery person Communication	107	63	35	45	30	280
		39	21	15	15	10	100

Source: *Primary data*

Table 4 shows that a quick delivery is strongly agreed upon by 27 percent of the respondents, additional discounts and offers are agreed upon by 34 percent of the respondents, eco-friendly packaging is strongly disagreed upon by 7 percent of the respondents, friendly delivery services are disagreed upon by 40 respondents, which is 13 percent of the respondents, and consumer-delivery person communication is agreed upon by 21 percent of the respondents, which is 63 percent. The table presents the results of the study on the online food delivery system and its impact on consumers.

Table 4
ANOVA for Age and Preferences of Online Consumers

Variables	Age	N	Mean	S.D.	F Value	Sig.
Quick Delivery	Upto 20 years	198	3.50	1.26	6.925	.005*
	21 - 35 years	45	3.98	1.62		
	36 - 45 years	35	3.66	1.98		
	Above 45 years	2	3.74	1.25		
	Total	**280**	**4.36**	**1.36**		
Additional Discounts and offers	Upto 20 years	198	4.36	1.00	10.360	.001*
	21 - 35 years	45	4.52	1.23		
	36 - 45 years	35	4.79	1.65		
	Above 45 years	2	4.33	1.89		
	Total	**280**	**4.23**	**1.40**		
Eco-friendly packaging	Upto 20 years	198	1.32	0.33	0.369	0.150
	21 - 35 years	45	1.38	0.36		
	36 - 45 years	35	1.96	0.25		
	Above 45 years	2	1.35	0.98		
	Total	**280**	**1.36**	**0.62**		
Friendly delivery services	Upto 20 years	198	3.69	1.33	4.328	.005*
	21 - 35 years	45	3.66	1.55		
	36 - 45 years	35	4.62	1.66		
	Above 45 years	2	3.99	1.36		
	Total	**280**	**4.23**	**1.02**		
Consumer-Delivery person Communication	Upto 20 years	198	3.22	1.54	3.362	.005*
	21 - 35 years	45	3.69	1.66		
	36 - 45 years	35	3.65	1.22		
	Above 45 years	2	3.66	1.32		
	Total	**280**	**4.23**	**1.36**		

Based on Primary Data * *Sig.@5%*

The table shows that the values of 6.925, 10.360, 4.328, and 3.362 that were calculated for the f-test meet the criteria for significance at the five current levels. These data indicate that there is a considerable variance in the preferences of consumers in Chennai city with regard to online meal delivery throughout the age spectrum. Because of this, the null hypothesis that was stated is contradicted. Nevertheless, this demonstrates unequivocally that females are more likely to be involved in secondary and primary actions when it comes to customer online delivery than other age groups and consumer online delivery. There is a substantial relationship between the F values of 0.369 and the five present levels of the data. These findings indicate that there is a considerable variation in the preferences of consumers in Chennai city with regard to online meal delivery, and that this difference is based on age. The conclusion is that the null hypothesis that was provided is correct.

Table 5
ANOVA for Ageand Preferences of Online Consumers

Variables	INCOME	N	Mean	S.D.	F Value	Sig.
Quick Delivery	Upto 10,000	6	4.62	1.23	7.690	.001*
	10,001 to 20,000	18	4.23	1.89		
	20,001 to 30,000	79	4.21	1.36		
	30,001 and above	177	4.23	1.25		
	Total	**280**	**4.69**	**1.78**		
Additional Discounts and offers	Upto 10,000	6	4.36	1.26	4.890	.005*
	10,001 to 20,000	18	4.79	1.74		
	20,001 to 30,000	79	4.25	1.23		
	30,001 and above	177	4.47	1.45		
	Total	**280**	**4.98**	**1.69**		
Eco-friendly	Upto 10,000	6	4.78	1.36	9.154	.001*

packaging	10,001 to 20,000	18	4.79	1.29		
	20,001 to 30,000	79	4.25	1.48		
	30,001 and above	177	4.97	1.26		
	Total	**280**	**4.69**	**1.23**		
Friendly delivery services	Upto 10,000	6	3.69	1.03	3.258	.015*
	10,001 to 20,000	18	3.89	0.98		
	20,001 to 30,000	79	3.79	0.99		
	30,001 and above	177	3.46	1.09		
	Total	**280**	**3.64**	**1.02**		
Consumer-Delivery person Communication	Upto 10,000	6	4.62	1.36	4.790	.005*
	10,001 to 20,000	18	4.23	1.71		
	20,001 to 30,000	79	4.16	1.33		
	30,001 and above	177	4.79	1.46		
	Total	**280**	**4.36**	**1.23**		

Based on Primary Data * *Sig.@5%*

The above table shows that at the five present levels, the F values that were determined on 7.690, 4.890, 9.152, 3.258, and 4.790 constitute significant findings. It can be deduced from these numbers that there is a substantial disparity between the preferences of consumers in Chennai city with regard to online meal delivery, as well as differences in income and age. Because of this, the null hypothesis that was stated is contradicted. On the other hand, this demonstrates unequivocally that customer happiness is associated with incomes of thirty thousand dollars or more in secondary and main moves, in addition to other incomes and customer contentment.

Findings

1. The study found that 71 per cent of the respondents are in the age group of Upto 20 years.
2. The study highlights that monthly income of the respondents which is 64 per cent earn at 30,001 and above per month.
3. The study shows that quick delivery is strongly agreed upon by 27 percent of the respondents.
4. The F values that were determined on 7.690, 4.890, 9.152, 3.258, and 4.790 constitute significant findings.
5. The values of 6.925, 10.360, 4.328, and 3.362 that were calculated for the f-test meet the criteria for significance at the five current levels. These data indicate that there is a considerable variance in the preferences of consumers, so the null hypothesis stated are rejected.

Suggestions

1. According to the findings of the study, there is a requirement to make the applications for online food delivery significantly more user-friendly so that people of all ages may use them without difficulty.
2. The investigation found that plastics are the primary material used in the packaging of foods. However, it is possible to avoid their use and instead employ natural substances for food packaging.
3. According to the examination it's clear that consumers need quick delivery along with a safe and good communication towards the delivery persons, as the preference of the consumers must be valued high by the company as it will result in success of the application.

Conclusion

When customers' preferences align with online delivery applications, this study indicated that they are highly satisfied with online meal delivery. Additionally, consumers' intentions to purchase food from food delivery platforms are influenced by factors such as ease, convenience, and food quality. Customers adore online meal delivery. The only people who are happy with food quality, cost, and convenience are those who are happy with meal tracking, payment methods, coupons, and deals. According to this study, participants prefer and are satisfied with the online meal delivery services Swingy and Zomato. When they receive their meals without any issues, they are happy with online meal delivery. Customers are only satisfied with easy and convenient meal quality, pricing, and other aspects, such as food monitoring, payment methods, coupons, and offers. According to this study, participants prefer and are satisfied with the online meal delivery services Swingy and Zomato.

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