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A Study on Customers' Preference towards Online Food Orders with Reference to South Chennai

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Abstract--- *Online food ordering is a process of ordering the food through mobile app or restaurant's website or multi-restaurant's mobile app or website. It comprises the customer chooses the restaurants in his choice, going through the menu items, choose a food item, and finally choosing delivery or pick up. This study This study deals with the customer's preferences towards ordering food items online in south Chennai. Descriptive research method was used in this study. The survey tool used here was questionnaire. The primary data was collected through simple random sampling for infinite population. 250 samples were collected. People who were using the online food delivery app in south Chennai were given questionnaire to respond. This study concludes that occupation of the respondents had a considerable impact on type of food items and time of food items ordered. The mobile online food ordering and delivery apps were used to order foods selectively for the different time of orders placed.*

Keywords--- *Occupation, Gender, Delivery Apps, Online Food Order.*

I. INTRODUCTION

Online food ordering is a process of ordering the food through mobile app or restaurant's website or multi-restaurant's mobile app or website. It comprises the customer chooses the restaurants in his choice, going through the menu items, choose a food item, and finally choosing delivery or pick up. Online food ordering is a recent fashion and it is highly useful for working community especially. This study deals with the customer's preferences towards ordering food items online in south Chennai.

II. LITERATURE REVIEW

Parashar and Ghadiyali (2002), emphasized that Digital technology gave life to the online food ordering business. Through which, Zomato has risen into the most popular brand in online food delivery business.

D'Incau D. and B. Anckar (2002), emphasized that mobile commerce has got emerged as unavoidable and important factor in every one's life and it provides freedom to the people.

Tsang and Liang(2004),emphasized that the importance of mobile marketing., advertising and internet advertising on the consumers' attitude.

Scharl and Dickenger (2005), emphasized that text messages, time, location identification, tailor made information for promoting products helps to promote mobile marketing.

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Kimes (2011), emphasized that Control and the convenience of customers, made online food ordering popular and increased the amount of online food orders.

Persuad and Azhar (2012), emphasized that though people buy mobile phones to improve their private, professional ad social lives, marketers make use of this opportunity to market their products.

G. See-Kwong (2017), stated that technology has made and increased the rate of the online food ordering and delivery in India. As customers' need got changed, the food ordering also changed from 'ordering over phone call' to 'online food orders' and made home delivery also possible to customers.

Dang and Tran (2018), stated that mobile internet is playing a crucial role to create and increase the awareness of online apps for food ordering and delivery. It also helped the customers to search restaurants, menu items, and comparing their prizes with the competitors.

III. RESEARCH OBJECTIVES

- To find out the impact of a few demographic factors of customers on ordering food online.

Hypotheses

- Ho 1: There is no significant association between gender and the type of food ordered online.
- Ho 2: There is no significant association between occupation and the type of food ordered online.
- Ho 3: There is no significant association between occupation and the time of ordering food online.
- Ho 4: There is no significant association between occupation and the frequency of food ordered online in a month.
- Ho 5: There is no significant association between mobile app and time of ordering food online
- Ho 6: There is no significant association between the time of the food ordered online and the money spent.

IV. RESEARCH METHODOLOGY

Descriptive research method was used in this study. The survey tool used here was questionnaire. The primary data was collected through simple random sampling for infinite population. 250 samples were collected. People who were using the online food delivery app in south Chennai were given questionnaire to respond.

V. DATA ANALYSIS

Hypothesis 1

Chi square test was used to find out the association between gender and the type of food ordered online.

Ho 1: There is no significant association between gender and the type of food ordered online.

Ha 1: There is a significant association between gender and the type of food ordered online

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Table 1

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.481	7	0.000
Likelihood Ratio	34.041	7	0.000
Linear-by-Linear Association	10.154	1	0.001
N of Valid Cases	250		

This table 1 emphasizes that there is a significant association between gender and the type of food ordered online, as the p – value for Pearson Chi square(0.000) is less than 0.05 (i.e. Null hypothesis is rejected and alternative hypothesis is accepted)

Table- 2

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	0.366	0
	Cramer's V	0.366	0
N of Valid Cases		250	

Table-2 explains the strength of the association between the variables gender and type of food ordered online. As the Cramer's V value (0.366) is in between 0.30 and 0.70, the relationship is moderate.

Table - 3

		Veg south Indian	**Veg North Indian**	**Non veg south Indian**	**Non veg north Indian**	**Ice-cream**	**Chat items**	**Pizza & Burger**	**Other items**	**Total**
Female	Count	28	5	12	7	3	0	1	4	60
	% of Total	11.2%	2.0%	4.8%	2.8%	1.2%	0.0%	.4%	1.6%	24.0%
Male	Count	37	3	87	13	17	7	12	14	190
	% of Total	14.8%	1.2%	34.8%	5.2%	6.8%	2.8%	4.8%	5.6%	76.0%
	Count	65	8	99	20	20	7	13	18	250
	% of Total	26.0%	3.2%	39.6%	8.0%	8.0%	2.8%	5.2%	7.2%	100.0%

From this above mentioned table, it is interpreted that male (45.78% of the total male) mostly prefers non veg south Indian and female (46.67% of the total female) mostly prefers veg south Indian food items.

Hypothesis 2

Chi square test was used to find out the association between occupation and the type of food ordered online.

Ho 2: There is no significant association between occupation and the type of food ordered online.

Ha 2: There is a significant association between occupation and the type of food ordered online.

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Table 4

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	43.121	28	.034
Likelihood Ratio	44.503	28	.025
Linear-by-Linear Association	6.815	1	.009
N of Valid Cases	250		

This table 4 emphasizes that there is a significant association between occupation and the type of food ordered online, as the p- value for Pearson Chi-square (0.034) is less than 0.05 (i.e. Null hypothesis is rejected and alternative hypothesis is accepted)

Table 5

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.415	.034
	Cramer's V	.208	.034
N of Valid Cases		250	

Table-5 explains the strength of the association between the variables occupation and type of food ordered online. As the Cramer's V value (0.208) is less than 0.30, the relationship is weak.

Table 6

		Veg south Indian	**Veg North Indian**	**Non veg south Indian**	**Non veg north Indian**	**Ice-cream**	**Chat items**	**Pizza & Burger**	**Other items**	**Total**
Student	Count	24	7	51	13	13	1	6	10	125
	% of Total	9.6%	2.8%	20.4%	5.2%	5.2%	.4%	2.4%	4.0%	50.0%
Private Employee	Count	25	1	41	5	6	6	7	8	99
	% of Total	10.0%	.4%	16.4%	2.0%	2.4%	2.4%	2.8%	3.2%	39.6%
Government Employee	Count	13	0	6	1	0	0	0	0	20
	% of Total	5.2%	0.0%	2.4%	.4%	0.0%	0.0%	0.0%	0.0%	8.0%
Business person	Count	1	0	1	1	1	0	0	0	4
	% of Total	.4%	0.0%	.4%	.4%	.4%	0.0%	0.0%	0.0%	1.6%
Housewife	Count	2	0	0	0	0	0	0	0	2
	% of Total	.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.8%
Total	Count	65	8	99	20	20	7	13	18	250
	% of Total	26.0%	3.2%	39.6%	8.0%	8.0%	2.8%	5.2%	7.2%	100.0%

From this above mentioned table it is interpreted that Government employees (65% of the total government employees) mostly prefer Veg South Indian and other occupational categories mostly prefers Non veg south Indian.

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Hypothesis 3

Chi square test was used to find out the association between occupation and the time of ordering food online.

Ho 3: There is no significant association between occupation and the time of ordering food online.

Ha 3: There is a significant association between occupation and the time of ordering food online.

Table 7

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.232	8	.001
Likelihood Ratio	26.655	8	.001
Linear-by-Linear Association	17.720	1	.000
N of Valid Cases	250		

This table 7 emphasizes that there is a significant association between occupation and the time of food ordered online, as the p- value for Pearson Chi-square (0.001) is less than 0.05 (i.e. Null hypothesis is rejected and alternative hypothesis is accepted)

Table 8

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.318	.001
	Cramer's V	.225	.001
N of Valid Cases		250	

Table-8 explains the strength of the association between the variables occupation and time of food ordered online. As the Cramer's V value (0.225) is less than 0.30, the relationship is weak.

Table 9

		Breakfast	Lunch	Dinner	Total
Student	Count	8	34	83	125
	% of Total	3.2%	13.6%	33.2%	50.0%
Private Employee	Count	17	31	51	99
	% of Total	6.8%	12.4%	20.4%	39.6%
Government Employee	Count	6	11	3	20
	% of Total	2.4%	4.4%	1.2%	8.0%
Business person	Count	1	2	1	4
	% of Total	.4%	.8%	.4%	1.6%
Housewife	Count	0	1	1	2
	% of Total	0.0%	.4%	.4%	.8%
Total	Count	32	79	139	250
	% of Total	12.8%	31.6%	55.6%	100.0%

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From this above mentioned table it is interpreted that Government employees (55% of the total government employees) and Business people (50% of the total business people) mostly order lunch online. Other occupational categories such as students, private employees mostly order dinner online.

Hypothesis 4

Chi square test was used to find out the association between occupation and the frequency of food ordered online in a month.

Ho 4: There is no significant association between occupation and the frequency of food ordered online in a month.

Ha 4: There is a significant association between occupation and the frequency of food ordered online in a month.

Table 10

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.673	12	.000
Likelihood Ratio	39.611	12	.000
Linear-by-Linear Association	2.758	1	.097
N of Valid Cases	250		

This table 10 emphasizes that there is a significant association between occupation and the frequency of food ordered online in a month., as the p- value for Pearson Chi-square (0.000) is less than 0.05 (i.e. Null hypothesis is rejected and alternative hypothesis is accepted).

Table 11

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.393	.000
	Cramer's V	.227	.000
N of Valid Cases		250	

Table-11 explains the strength of the association between the variables occupation and the frequency of food ordered online. As the Cramer's V value (0.227) is less than 0.30, the relationship is weak.

Table 12

		Less than or equal to 5 times	6 to 10 times	11 to 15 times	More than 15 times	Total
Student	Count	36	44	23	22	125
	% of Total	14.4%	17.6%	9.2%	8.8%	50.0%
Private Employee	Count	20	31	26	22	99
	% of Total	8.0%	12.4%	10.4%	8.8%	39.6%
Government Employee	Count	16	3	1	0	20
	% of Total	6.4%	1.2%	.4%	0.0%	8.0%
Business person	Count	1	0	2	1	4
	% of Total	.4%	0.0%	.8%	.4%	1.6%
Housewife	Count	2	0	0	0	2
	% of Total	.8%	0.0%	0.0%	0.0%	.8%
Total	Count	75	78	52	45	250
	% of Total	30.0%	31.2%	20.8%	18.0%	100.0%

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Most of the students (35.2% of the total students) and Private employees (31.3% of the total private employees) order food items online 6 to 10 times in a month, and other category of occupations mostly order food items online less than 6 times in a month.

Hypothesis 5

Chi square test was used to find out the association between mobile app used and time of ordering food online

Ho 5: There is no significant association between mobile app used and time of ordering food online

Ha 5: There is a significant association between mobile app used and time of ordering food online

Table 13

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.967	8	.002
Likelihood Ratio	21.027	8	.007
Linear-by-Linear Association	5.811	1	.016
N of Valid Cases	249		

This table 13 emphasizes that there is a significant association between mobile app used and the time of ordering food online, as the p- value for Pearson Chi-square (0.002) is less than 0.05 (i.e. Null hypothesis is rejected and alternative hypothesis is accepted).

Table 14

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.310	.002
	Cramer's V	.219	.002
N of Valid Cases		249	

Table-14 explains the strength of the association between the variables mobile app used and the time of ordering food online. As the Cramer's V value (0.219) is less than 0.30, the relationship is weak.

Table 15

		Breakfast	Lunch	Dinner	Total
Swiggy	Count	16	37	88	141
	% of Total	6.4%	14.9%	35.3%	56.6%
Uber Eats	Count	2	23	18	43
	% of Total	.8%	9.2%	7.2%	17.3%
Zomato	Count	13	19	31	63
	% of Total	5.2%	7.6%	12.4%	25.3%
Foodpanda	Count	0	0	1	1
	% of Total	0.0%	0.0%	.4%	.4%
Faos	Count	1	0	0	1
	% of Total	.4%	0.0%	0.0%	.4%
Total	Count	32	79	138	249
	% of Total	12.9%	31.7%	55.4%	100.0%

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Dinner was ordered mostly through Swiggy (62.41% of total orders a day in Swiggy) and Zomato (49.20% of total orders a day in Zomato). Lunch was ordered mostly through Uber Eats (53.48% of total orders in a day in Uber Eats).

Hypothesis 6

Chi square test was used to find out the association between time of ordering and money spent.

Ho 6: There is no significant association between time of ordering and money spent

Ha 6: There is a significant association between time of ordering and money spent

Table 16

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.838[a]	8	.005
Likelihood Ratio	24.165	8	.002
Linear-by-Linear Association	12.315	1	.000
N of Valid Cases	250		

This table 16 emphasizes that there is a significant association between time of ordering and money spent, as the p- value for Pearson Chi-square (0.005) is less than 0.05 (i.e. Null hypothesis is rejected and alternative hypothesis is accepted).

Table 17

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.296	.005
	Cramer's V	.209	.005
N of Valid Cases		250	

Table-17 explains the strength of the association between the between time of ordering and money spent. As the Cramer's V value (0.209) is less than 0.30, the relationship is weak.

Table 18

		Less than 1000 Rupees	1000 to 2500 Rupees	2501 to 5000 Rupees	5001 to 7500 Rupees	More than 7500 Rupees	Total
Breakfast	Count	18	6	8	0	0	32
	% of Total	7.2%	2.4%	3.2%	0.0%	0.0%	12.8%
Lunch	Count	23	32	17	7	0	79
	% of Total	9.2%	12.8%	6.8%	2.8%	0.0%	31.6%
Dinner	Count	34	40	50	12	3	139
	% of Total	13.6%	16.0%	20.0%	4.8%	1.2%	55.6%
Total	Count	75	78	75	19	3	250
	% of Total	30.0%	31.2%	30.0%	7.6%	1.2%	100.0%

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Majority of the respondents ordered breakfast, Lunch and dinner for less than 1000 rupees, 1000 to 2500 rupees and 2501 to 5000 rupees respectively.

VI. MAJOR FINDINGS

- Nonveg south Indian and Veg South Indian are mostly preferred by Male and Female in South Chennai respectively.
- Government employees mostly ordered Veg South Indian food items in south Chennai.
- Government employees and Business people mostly ordered lunch online.
- Most of the students and Private employees ordered food 6 to 10 times a month online.
- Dinner was mostly ordered online through Swiggy and Zomato, but Uber eats was used to order lunch most of the cases, compared to breakfast and dinner through Uber Eats.

VII. CONCLUSION

This study concludes that occupation of the respondents had a considerable impact on type of food items and time of food items ordered. The mobile online food ordering and delivery apps were used to order foods selectively for the different time of orders placed.

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