

CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE FOOD DELIVERY SERVICES IN JAMMU CITY OF J&K STATE

By

KM. POOJA UNIYAL

J-18-M-53-ABM

Project submitted to Faculty of Post graduate Studies

In partial fulfilment of the requirements

For the degree of


**MASTERS OF BUSINESS ADMINISTRATION
(AGRI-BUSINESS MANAGEMENT)**



**Division of Agricultural Economics and ABM
Sher-e-Kashmir University of Agricultural Sciences and Technology
of Jammu Main Campus, Chatha, Jammu 180009
2020**

CERTIFICATE - I

This is to certify that the project entitled “**Consumer Buying Behaviour Towards Online Food Delivery Services in Jammu City of J&K State**” submitted in partial fulfilment of the requirement for the degree of **MBA (Agri-Business Management)** to the faculty of Post-Graduate studies, **Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu** is a record of bonafide research carried out by **Km. Pooja Uniyal**, Registration No. **(J-18-M-53-ABM)** under my supervision and guidance. No part of the project has been submitted for any other degree or diploma. It is further certified that such help and assistance received during the course of investigation have been duly acknowledged.



29.12.2020

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Place: Jammu

Date: 29.12.2020

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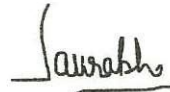
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This is to certify that the project entitled "**Consumer Buying Behaviour Towards Online Food Delivery Services in Jammu City of J&K State**" submitted by **Km. Pooja Uniyal** Registration No. **(J-18-M-53-ABM)** to the faculty of Post- Graduate studies, Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu in partial fulfilment of the requirements for the degree of **MBA (Agri-Business Management)** was examined and approved by the Advisory Committee and External Examiner(s) on 25-02-2021




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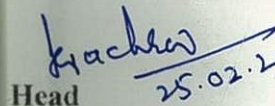
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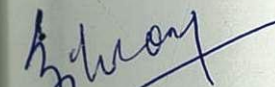
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Km. POOJA UNİYAL

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ABSTRACT

Title of Project : **CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE FOOD DELIVERY SERVICES IN JAMMU CITY OF J&K STATE**

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Year of award of degree : **2020**

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The present study investigation entitled “**CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE FOOD DELIVERY SERVICES IN JAMMU CITY OF J&K STATE**” was carried out on the basis of primary as well as secondary data. The research was conducted with the help of questionnaire based on the information collected from the consumers of Jammu city of Jammu and Kashmir during the year 2019-2020. A total sample of 100 respondents was selected from the study area. The study concluded that Zomato has been in the first position in online food delivery service provider followed by Swiggy, Pizza hut, Dominos. The majority of the respondent's i.e. (73 per cent) said that online payment mode of the applications are safe and secure. The highest number of the respondents i.e. (62 per cent) said that the best mode of payment i.e. cash on delivery. Also the study found that the majority of the respondents i.e.(69 per cent) said that they mostly prefer to order snacks from online app. Using garret ranking technique External influence was ranked as 1st factor influencing buying behaviour towards online food delivery services followed by perceived use of ease and trust respectively. Time saving was ranked as 1st factor influencing the features which attract the most to consumers towards online food delivery services followed by faster delivery and discount of food respectively. Variety of products was ranked as 1st factor influenced consumer's perception for selecting medium for online food delivery services followed by quality of services and ease of payment respectively. Technical issue was ranked as 1st factor which act as a constraints while using online food delivery services followed by reach of delivery and unavailability respectively.

Keywords: - Consumer, Behaviour, discount, safe and secure.



Signature of the Major Advisor



Signature of the Student

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CHAPTER – I

INTRODUCTION

INTRODUCTION

1.1 Introduction

In today's world, the service sector contributes about 64.80% of GDP (Parashar and Ghadiyali 2017). The rise of digital technology is serving in reshaping different industries. The greater than before use of technology increases the number of people linking the digital sector. Even Consumers are habitual to shopping or even ordering online through different apps or websites, with utmost ease and precision, expecting the same experience that customers would get from the outlet itself. So for matching up with the customer's expectations food apps are providing increased facilities and services to them. This scenario doesn't exist only in one country but it seems to be a global scenario. Being up to date with the customer's needs the different firms can retain customers to a greater extent.

Online food ordering and relief can be said as ordering of food stuff through the given online apps of food outlets and fast delivery of those stuff at home. All these apps make people to have an account, so that they could pay for the items without any time lag like the way online purchases of goods are being completed. Mostly, people wish to check for items by record out their preferences as it enables to choose their desired item quick. Once the food has been selected, the next step is to select which type of expense one prefers for, it could be cash on delivery, debit/credit card, net banking etc. And it make sure that the customer is happy using their app, to know that they give a rating chart were the customer can rate the app according to their satisfaction.

The recent development in the Internet era has improved the e-commerce industries in a country like India. E-commerce development has made online food ordering services flawless for people who want to get food delivered wherever they needed. Although consumers continue to go out for the meals, consumers feel very convenient to order food online since it frees the customer from personally visiting the restaurants. In this study, our main focus was to analyze the attitude and perception of

consumers towards Digital Food Apps Ordering Services. To understand what factors have played a dominant role to attract the consumer in the developing country like India towards digital food apps, we decided to study on the consumer attitude and perception on online food ordering and satisfaction level derived from these digital food apps. Food Ordering on the internet is conceptually different from other sources of ordering food, as we all know that the internet promotes a one to one communication between the seller and the end-user. Technology has played a vital role in revolutionizing the food delivery service from phone-based to online ordering to satisfy consumers' ever-changing demands, making its way to the top. Nowadays, the business of food delivery services is one of the fastest rising segments of e-commerce. The major difference between traditional and online Food Ordering is the extent of the interface between the customer and the seller.

E-commerce has just started growing; it will keep on growing at a quick rate and with the effect of this so will the various other industries, including the food delivery industry. Since technology has played an important role in revolutionizing the food delivery service, technology has contributed to the changes in consumer preferences as their dependency on technology has motivated them to do everything online comprising getting cooked meals delivered to their doorstep. Convenience is the prime factor to the consumers, as to place an order is as simple as few clicks on any mobile devices. Technological dependency, convenience and less time are taken for the food to be delivered aids as a good reason for the consumers to choose the services offered by the online food ordering and delivery service apps. The popularity of online food ordering and delivering services is steadily growing; the expectations of the users are also increasing day by day.

1.2 History of Food Delivery Apps

Pizza Hut provided the first online order of food in the year 1994. World Wide Waiter was the first provider of food ordering services through online which was in 1995. It has developed its services by providing their items in other parts of the United States, but at first it was only providing the services to the northern California. During the

dotcom boom, start-ups like Webvan, Home Grocer, and Kozmo started online grocery delivery, but ended up closing in 2001 after the dotcom crash. Seamless was also founded during this time and GrubHub was founded in 2004. All the vital pizza outlets started to design their own apps by this time and they began to conduct their part of business through these online apps. With increased smart phone penetration, and the growth of both Uber and the sharing economy, food delivery start-ups started to receive more attention. Later in 2012 Instacart was found and in the succeeding year Seamless and GrubHub got united. By 2015, online ordering began overtaking phone ordering. And at present people prefer using online food delivery.

Internet commerce involves the sale and purchase of products and services over the Internet. Internet marketing means the marketing of products or services online. It refers to the strategies and techniques that are used for the marketing of the products and services online.

E-commerce or electronic commerce means buying or selling of products or services through electronic means such as the internet, mobiles, telephones, fax machines, ATMs. E-commerce means paperless exchange of business information. E-commerce uses strategies such as public, relations, referrals, banner ads. Online shopping, online banking, teleconferencing, electronic tickets, instant messaging are some of the common business application related to e-commerce.

Food is any matter consumed to provide nutritional support to the body for their growth and development as well as for replacement of its worn-out tissues. Food is usually of the animal or plant origin that contains vital nutrients, for example, carbohydrates, proteins, fats, vitamins, and minerals. These days, the majority of the food energy consumed by the world population is supplied by the food industry. India ranks second in the world in terms of the production and also are the second largest arable land area next to China and have the potential of being the chief industry with food and agricultural sector contributing 29 percent to Indian GDP.

Technology has played a key role in revolutionizing the food delivery service, it has contributed to the changes in consumer preferences as their reliance on technology

has motivated them to do everything online comprising getting cooked meals delivered to their doorstep. Convenience is the prime factor to the consumers, as to place an order is as simple as few clicks on any mobile device. Technological dependency, convenience and less time taken for the food to be delivered aids as a good reason for the consumers to choose the services offered by the online food ordering and delivery service portals.

Digital technology has just started growing; it will continue to grow at a rapid rate and with the effect of this so will the various other industries, including the food delivery industry. In the below figure we can see that the usage of online portals have been constantly increasing and they are expected to increase at a rapid rate even in the near future. It was found that online penetration of the total food-delivery market broke 30 percent in 2016. It is also believed that the penetration rates will grow further as the market matures, eventually reaching 65 percent per year (Parashar and Ghadiyali, 2017).

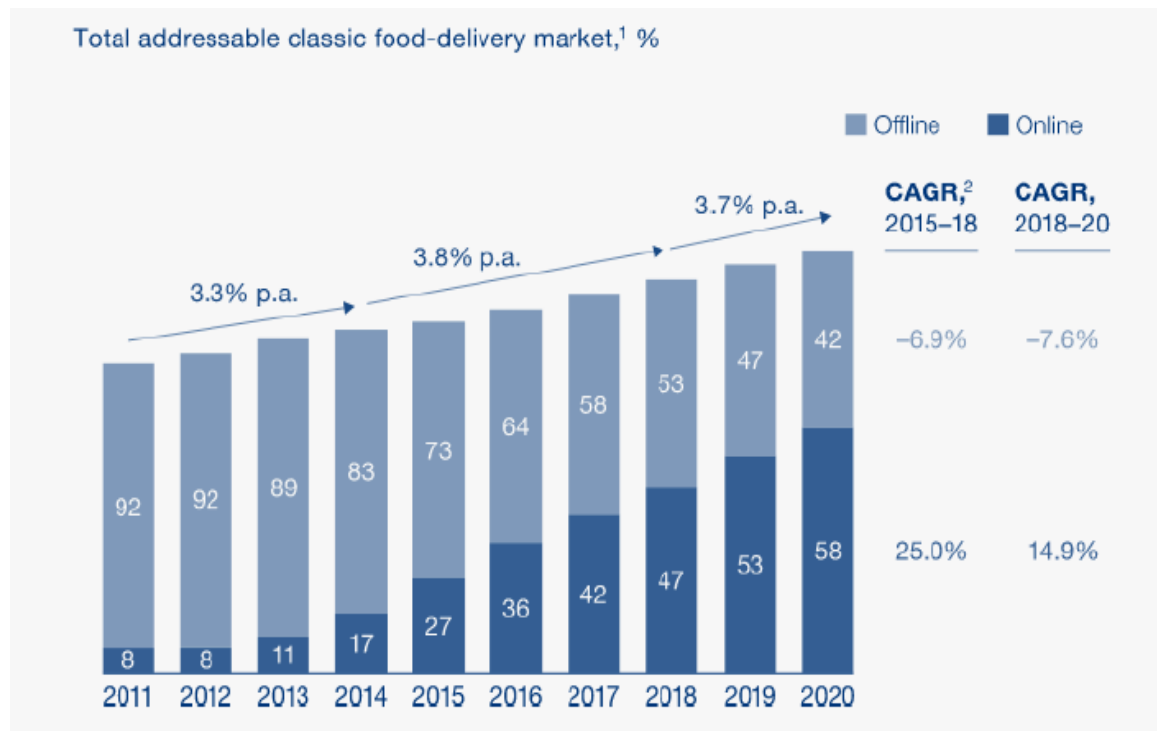


Figure 1.1: Status of online and offline food industry

(Parashar and Ghadiyali 2017)

The Online Ordering System can be defined as a simple and convenient way for customers to purchase food online, without having to go to the restaurant. This system is enabled by the internet – it is the internet that connects the restaurant or the food company on one hand, and the customer on another hand. These items will then be delivered to the customer at his or her doorstep at the time they choose by a delivery person.

1.3 PROCESS OF ORDERING FOOD

The process of ordering food through the restaurant's own website or mobile app, or through a multi-restaurant's website or ordering food from digital food delivery app is Online Food Ordering. The customer can prefer to have the food delivered at their place or he/she can pick-up. The Online food ordering process consists of a customer choosing the restaurant of their choice, scanning the menu items, choosing an item, and finally choosing for pick-up or delivery. Payment is then made by paying with a credit card or debit card through the app or website or in cash at the restaurant when going to pickup. The website and food app inform the customer of the food quality, time of food preparation, and when the food is prepared for pick-up or the time period for delivery. A mobile application is a computer program or software application designed to run on a mobile device such as a phone/tablet or watch. Apps were originally intended for productivity assistance such as Email, calendar, and contact databases, but the public demand for apps caused rapid expansion into other areas such as mobile games, factory automation, GPS and location-based services, order-tracking, and ticket purchases so that there are now millions of apps available. Apps are generally downloaded from application distribution platforms which are operated by the owner of the mobile operating system, such as the App Store (IOS) or Google Play Store. Some apps are free (example: Zomoto, Swiggy, Just Eat, Domino's Pizza, Deliveroo, Gruvhuv, Food Panda, Ubers Eats), and others have a price, with the profit being split between the application's creator and the distribution platform. Mobile applications often stand in contrast to desktop applications which are designed to run on desktop computers, and web applications which run in mobile web browsers rather than directly on the mobile device.

Food apps

Food apps are generally the same apps as others but its main function is to get the order and provide delivery service to the consumer at the door step.

Different food apps are –

- Swiggy
- Zomato
- Food panda
- Uber eats
- Pizza huts

Consumer Attitude - Consumer attitudes are a composite of a consumer's

1. Beliefs about,
2. Feelings about,
3. And behavioral intentions toward some object--within the context of marketing, usually a brand or retail store. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object.

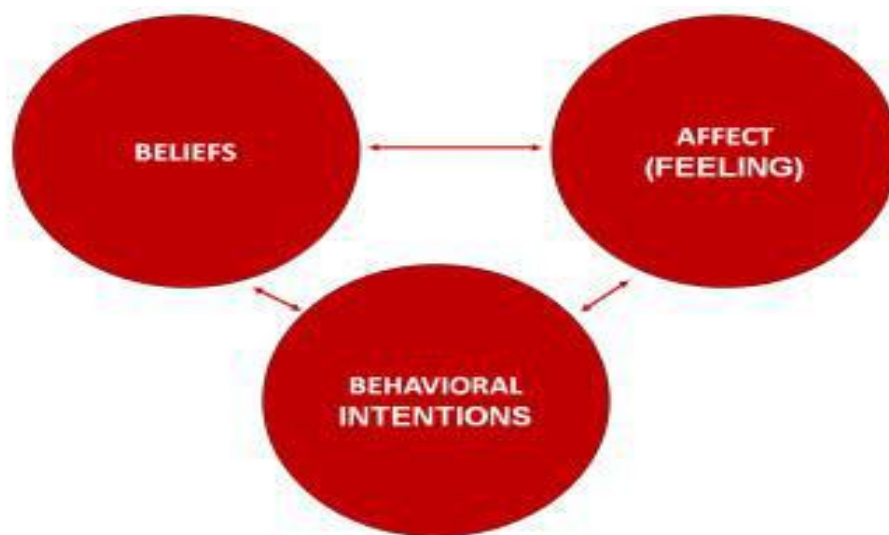


Figure 1.2: Attitude cycle

Acc. to Webster's – Attitude – “a mental position with regard to a fact or state; a feeling or emotion towards a fact or state; a position assumed for a specific purpose.

Customer Perception-Customer perception refers to the process by which a customer selects, organizes, and interprets information/stimuli inputs to create a meaningful picture of the brand or the product. It is a three stage process that translates raw stimuli into meaningful information. Customer perception is an individual's appreciation of a product or service provided or marketed to him.

Customer Satisfaction -Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.

1.4. Scenario of Different online Food Applications (Apps)

1.4.1. Global Food Apps Scenario

A report published states that the Global Food Delivery Mobile Application Market to Reach \$16.61 Billion by 2023 at 27.9% CAGR, Says Allied Market Research. Due to the rise in the standard of living in the developing countries like India, high internet penetration, and surge in mobile and Smartphone usages are the prime key factors behind the growth of the global Rise in standard of living in the developing countries, high internet penetration, and food delivery mobile application market. However, lack of high-speed connectivity in emerging countries and uncertainty of enterprises in developing their own application hamper the market growth. On the contrary, increase in investment on digitalization and growing collaborations of various restaurants with application developers are expected to create lucrative opportunities in the near future, the global food delivery mobile application market accounted for \$3.12 billion in 2016 and is estimated to garner \$16.61 billion by 2023, registering a CAGR of 27.9% through 2023 (Singh, 2019).

1.4.2. Indian Food App Scenario

Due to the entire explosion in digital industry across the world, it's had its impact on the Indian economy too. The online food ordering firms have sprouted up in bulk. The prospective market size of food in India is expected to reach Rs. 42 lacks crore by 2020, reports Boston Consulting Group. Currently, the Indian food market is around 24133 crore. The gap is coming up with a lot of innovation catering to their customer ease, pleasure, and retention. In the Indian food market, there is much more room for the new players, who are targeting specific groups of people. There are other players joining this food segment with new business models such as delivering food for health aware people, home cooked meals, etc. Currently, Food tech is the new hot talk in the start-up town. Food tech is an enormous market and food delivery start-ups are just a part of it. There are various apps in the Indian market are who provide food with delivery service- Swiggy, Zomato, Food Panda, Uber Eats, other fast food apps such as Pizza Hut, Dominos etc. A report by Red sheer in sept.2018 states that India's online food ordering sector saw a strong growth rate in the number of daily orders, growing consistently at 15 per cent on a quarterly basis from January to September last year(Singh, 2019).

Table 1: The various food applications available in India

Name of the Application	Country of Origin	Services Provided		Total No. of outlets/ restaurants/ stores/ centers	Delivery Charges levied or not
		Home Delivery	Availability of Online Menu		
Food Panda	Singapore	Yes	Yes	12000 Restaurants	Yes
Zomato	Portugal	Yes	Yes	10000 Restaurants	No
Beer café	India	No	Yes	33 Restaurants	No
Box 8	India	Yes	Yes	60 Stores	Yes
Faaso's	India	Yes	Yes	125 Centers	No
Dominos	India	Yes	Yes	800 outlets	No
Just eat	Denmark	Yes	Yes	2000 Restaurants	No
Swiggy	India	Yes	Yes	5000 Restaurants	Yes
Pizza Hut	US	Yes	Yes	1300 Outlets	No

(Source: Parashar and Ghadiyali 2017)

CHAPTER – II

THE PROJECT

THE PROJECT

2.1 Title and statement of problem

The project work entitled **“CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE FOOD DELIVERY SERVICES IN JAMMU CITY OF J&K STATE”** was carried out in areas of Jammu.

Online food ordering is a process of delivering a food from local restaurants with the help of cooperative web page created. Many of these services allow the customers to keep accounts with them to order frequently. The payment for the food ordered and service provided either by credit card or cash, the restaurants return a percentage of payment to the online food company.

The Advantages of the Growing Food Delivery Services

The growth of food delivery services has resulted in an abundance of advantages towards the food industry. The growing trend of online food delivery has allowed more business opportunities for striving new food joints. Restaurants are now able to serve a wider target of audience through the use of food ordering apps.

With the implementations of GPS tracking systems being readily available to everyone, it is annoy free experience to find their way to the contract with of the consumers and able to track their orders through notifications and the location of the food delivery rider. More often, food delivery apps notify its users if the food they ordered would be delayed or will be arriving on schedule.

Consumer can order preferred food and have the restaurant deliver directly at home without having the need to travel all the way to the restaurant to order and take pleasure in the food.

Food delivery services can open up new job opportunities by gaining new consumers by giving discounts and offers to the consumers. Food ordering apps often show the types and names of restaurants to its users, and the users may look through

the significance of restaurants close to them which can easily deliver food to their homes.

The enlargement of present food delivery services has brought us a lot of advantages like convenience, more food options, timely delivery etc, still food delivery services have some downsides too, like having to wait for a while for the food or the fact that sometimes the delivered the price may be costly in the food delivery service are very assuring to its consumers that they would deliver and prepare your order will arrive at your hands hot and fresh.

2.1.1 Consumer Behaviour

Consumer Behaviour is the study of how an individual decides to purchase a particular product over the other and what the underlying factors that mold such behaviour. The marketers attempt to recognize the actions of the consumers in the market and the underlying motives for those actions. These motives are the factors that impact the consumer behaviour. Consumer behaviour is affected by a wide range of variables. A marketer should attempt to comprehend the elements that impact consumer behaviour. Here are 5 central factors that impact consumer behaviour:

2.1.1.1 Psychological Factors

Human psychology is a significant determinant of consumer behavior. These components are hard to gauge however are ground-breaking enough to impact a purchasing choice. The significant psychological factors are:

i. Motivation

When a person is highly motivated it significantly impacts the buying behaviour of such person. A person has many needs such as the social needs, basic needs, security needs, esteem needs and self-actualization needs. Out of all these needs, the basic needs and security needs take a position above all other needs. Hence basic needs and security needs have the power to motivate a consumer to buy products and services.

ii. Perception

Customer perception a central point that impacts buyer conduct. It is where a client gathers data about an item and deciphers the data to make a significant picture about a specific item. At the point when a person sees commercials, advancements, client audits, online media criticism, and so on identifying with an item, they build up an impression about the item. Consequently buyer discernment turns into an extraordinary impact purchasing choice of customers. Learning can be either restrictive or psychological.

iii. Learning

At the point when an individual's purchase any item, they opt the chance to get the hang of something more about the item. Learning comes over some stretch of time through understanding. A customer's learning relies upon abilities and information. While an expertise can be increased through training, information can be gained uniquely through understanding. In contingent learning the purchaser is presented to a circumstance consistently, consequently making a customer to build up a reaction towards it. While in psychological learning, the customer will apply his insight and abilities to discover fulfillment and an answer from the item that purchases.

2.1.1.2 Social Factors

People are social creatures and they live around numerous individuals who impact their purchasing conduct. Human attempt to emulate different people and furthermore wish to be socially acknowledged in the general public. Thus their purchasing conduct is affected by others around them. These components are considered as social variables. Some of the social factors are:

i. Family

Family assumes a huge part in molding the purchasing conduct of an individual. An individual creates inclinations from his adolescence by observing

family purchase items and keeps on purchasing similar items in any event, when they grow up.

ii. Reference Groups

Reference bunch is a gathering of individuals with whom an individual partners himself. For the most part, all the individuals in the reference bunch have regular purchasing conduct and impact one another

iii. Roles and status

An individual is affected by the job that the individual holds in the general public. In the event that an individual is in a high position, the purchasing conduct will be affected to a great extent by the status. An individual who is a Chief Executive Officer in an organization will purchase as indicated by the status while a staff or a representative of a similar organization will have diverse purchasing behavior

2.1.1.3 Cultural factors

A gathering of individuals are related with a lot of qualities and philosophies that have a place with a specific network. At the point when the individuals originate from a specific network, their conduct is exceptionally impacted by the way of life identifying with that specific network. A portion of the social components are:

i. Culture

Cultural Factors have strong influence on consumer buyer behavior. Cultural Factors include the basic values, needs, wants, preferences, perceptions, and behaviors that are observed and learned by a consumer from their near family members and other important people around them

ii. Subculture

Within a cultural group, there exist many subcultures. These sub cultural groups share the same set of beliefs and values. Subcultures can consist of people from different religion, caste, geographies and nationalities. These subcultures by itself form a customer segment.

iii. Social Class

Every single society over the globe type of social class. The social class isn't simply controlled by the pay, yet additionally different factors, for example, the occupation, family foundation, training and living arrangement area. Social class is essential to anticipate the shopper conduct.

2.1.1.4 Personal Factor

Variables that are close to home to the purchasers impact their purchasing conduct. These individual variables vary from individual to individual, subsequently delivering various discernments and customer conduct.

i. Age

Age is a central point that impacts purchasing conduct. The purchasing decisions of youth contrast from that of moderately aged individuals. Old individuals have a very surprising purchasing conduct. Adolescents will be keener on purchasing brilliant garments and magnificence items. Moderately aged is centered on house, property and vehicle for the family.

ii. Income

Income can impact the purchasing conduct of an individual. Higher pay gives higher buying capacity to purchasers. At the point when a purchaser has higher discretionary cash flow, it gives greater open door for the shopper to spend on rich items. While low-pay or center salary bunch shoppers burn through a large portion of their pay on fundamental needs, for example, goods and garments.

iii. Occupation

Occupation of a shopper impacts the purchasing conduct. An individual will in general purchase things that are suitable to this/her calling. For instance, a specialist

would purchase garments as per this calling while a teacher will have diverse purchasing behavior..

iv. Lifestyle

Lifestyle is a demeanor, and a manner by which an individual remain in the general public. The purchasing conduct is profoundly impacted by the way of life of a purchaser. For instance when a purchaser drives a solid way of life, at that point the items the client purchases will identify with sound choices to low quality nourishment.

2.1.1.5. Economic Factors

The shopper purchasing propensities and choices enormously rely upon the financial circumstance of a nation or a market. At the point when a country is prosperous, the economy is solid, which prompts the more prominent cash gracefully in the market and higher buying power for purchasers. At the point when customers experience a positive financial condition, they are surer to spend on purchasing items. Though, a frail economy mirrors a battling market that is affected by joblessness and lower buying power. Monetary elements bear a critical effect on the purchasing choice of a shopper. Some of the important economic factors are:

i. Personal Income

At the point when an individual has higher extra cash, the buying power increments all the while. Extra cash alludes to the cash that is left in the wake of spending towards the fundamental needs of an individual. When there is an expansion in discretionary cash flow, it prompts higher use on different things. In any case, when the extra cash decreases, parallelly the spending on different things likewise diminished.

ii. Family income

Family income is the absolute from of income for all the individuals of a family. At the point when more individuals are gaining in the family, there is more income accessible for shopping fundamental needs and extravagances. Higher family income impacts the individuals in the family to purchase more. When there is an

excess income accessible for the family, the inclination is to purchase more extravagance things which in any case an individual probably won't have had the option to purchase.

iii. Consumer Credit

At the point when a buyer is offered simple credit to buy products, it advances higher spending. Venders are making it simple for the customers to benefit credit as MasterCard's, simple portions, bank advances, employ buy, and numerous such other credit alternatives. When there is higher credit accessible to buyers, the acquisition of solace and extravagance things increments.

iv. Liquid Assets

Buyers who have fluid resources will in general spend more on solace and extravagances. Fluid resources are those benefits, which can be changed over into money without any problem. Money close by, bank investment funds and protections are a few instances of fluid resources. At the point when a customer has higher fluid resources, it gives him more certainty to purchase extravagance merchandise.

v. Savings

A customer is profoundly impacted by the measure of investment funds he/she wishes to put beside his pay. In the event that a shopper chose to spare more, at that point his use on purchasing diminishes. Though on the off chance that a purchaser is keen on sparing more, at that point the greater part of his pay will go towards purchasing items

2.2 Importance of Study

The study provides guideline for further research in area of consumer behaviour. It primarily says about consumer behaviour towards online Food delivery services in Jammu city. The study is also important to determine the awareness of consumers towards food delivery services. Furthermore, the study shows a brief snap short of the present scenario of food delivery services market in India. The study shows upcoming challenges and opportunities of online food delivery servicers with respect changing dynamics of internal & external business environment.

2.3 Objectives of the Study

1. To study the attitude and perception of consumers towards online food services.
2. To identify the various factors influencing the consumer's perception to choose online food delivery applications.
3. To find out the problems faced by consumers pertaining to online food delivery services.

2.4 Scope of the Study

The scope of the study is to identify the behaviour of the consumers towards online food delivery services in Jammu city of J&K state. The study includes both the primary data and secondary data. The study was entirely focused towards the objectives. The result generated during the study was helpful for the business organization to know the consumer behaviour, consumer brand preferences, factors influencing selected brand preference and awareness of consumers towards online food delivery services. The study was also helpful to the policy makers to take steps for solving the issues related to changing behavior and brand preferences. In addition, it was also helpful in accessing out the valid steps to improve the sales. Lastly, the study was also a corner stone for improving ideas to bring up positive results in consumer behavior.

2.5 Limitations of the Study

1. The study relates only to the consumers of the urban areas of Jammu of J & K therefore, the findings cannot be true representation of all consumers (total population).
2. The personal bias of respondents has also been a limitation.
3. Respondent's ignorance to certain question also posed as barrier towards certain responses.

4. Since I have used structured schedule, the respondent's responses were immediate and the time taken for deciding was less which led to responses with not much thought. Therefore, the lack of time has also been a limitation of the study.

CHAPTER – III

REVIEW OF LITERATURE

REVIEW OF LITERATURE

It is always necessary to analyze the research work already done in a particular field for the systematic development of science. Therefore, it is necessary to retrospect the research work already done, related with the **“CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE FOOD DELIVERY SERVICES IN JAMMU CITY OF J&K STATE”**. To make the study more rational and useful a review of research findings are given below:-

3.1 To study the attitude and perception of consumers towards online food services

Kara *et al.* (1995) has referred the consumers' perceptions of and preferences for fast-food restaurants within the US and Canada. Consistent with their study, the consumers within the age of 12 to 24 years seek for variety, price, delivery service and location in America and for price and novelties in Canada. Within the age bracket of 46 years to above 55 years cleanliness, nutritional value, quality and taste are considered by Americans and preference is given to nutritional value and seating capacity by Canadians in identifying fast food restaurants. Within the middle age group of 25 to 45 years, Americans preferred for speed and friendly personnel whereas Canadians searched for speed, quality and service.

Tsang and Liang (2004) this study focuses on the attitude of the consumers towards advertising, internet advertising and mobile marketing. In 1970s, consumers had a really negative impact on the consumer.

Kimes (2011) in his study found that perceived control and perceived convenience related to the online food ordering services were important for both users and non-users. Non-users need more personal interaction and also had higher technology anxiety to use the services.

Donkoh *et al.* (2012) stated that the customers perceptions about food and services are vital for the food and service industry because it helps them to spot the

requirements and preferences of the customers and satisfy them. During this study the perception of the customer were judged on various factors.

Adithya R *et al.* (2017) referred food menu is about within the online food ordering system in order that the customers can place their orders successfully and with this they will also track their orders. Also, various facilities also are provided by these apps for creating its access convenient for the customers.

Kwong and Soo Ryue N. (2017) in his studies stated delivery system in India has been growing at a bigger pace thanks to technology. From making orders on call to ordering online and satisfying all the requirements of the purchasers and making changes according to the changing needs of the purchasers. Now everything are often delivered to the customers at their doorstep.

Anh Kim Dang (2018) in his study suggested the consumers whenever purchasing the will food products on the web, to online food retailer to implement appropriate legislation regarding trading through legalized way.

Dang and Tran (2018) stated that Internet has played a serious role in increasing the awareness of the online food delivery apps. Through internet, people can search about foods and restaurants, compare their prices and their services and have quick access to them. Internet has made of these things convenient for the customers.

Das (2018) analyzed and compared the top 4 food delivery apps namely, Zomato, Swiggy, Food panda and Ubereats. Providing better discounts” and “better choices of restaurants”, Zomato is positioned at the top by the customers. Zomato is additionally positioned at the highest by the customers while considering on delivery on time and good customers service. In both the situations, customers ranked Ubereats at the last position.

Jhadhav (2018) within the study analyzed that quite 50% of the foodstuff is in the unorganized sector. However, this market is growing in leaps and bounds due to growing urbanization, increasing income, working women and rapid increase within the use of smart phones. While new restaurants are arising and technology is that the need of the hour, India is dominating the delivery market of the planet. Investors

realize that food intrinsically has repeat business value and therefore the business models are highly scalable and capital efficient. There has been a 150% growth within the online food delivery business within the last year. Most of the players attribute this growth to three factors: internet penetration, Smartphone Gaining the status of a necessity in life, and therefore the restaurants being forced to explore delivery options to extend their gaining the status of a necessity in life, and therefore the restaurants being forced to explore delivery options to extend their business within the face of competition. The food delivery business also caters to the customer's expectations – wide choices of restaurants, simple ordering, the convenience of getting the food delivered at home and reduced cost.

Rathore and Chaudhary (2018) during this study mentioned that our main focus was to investigate the perception of consumer towards online food ordering services. So as to know what factors have played a dominant role to draw in the consumer within the developing country like India towards them, we decided to study the consumer perception of online food ordering in this research paper, two objectives were set for study. The primary one was to spot the factors which influence the consumer to order food online and therefore the other one was to understand the consumer preferences on online food ordering services provider to achieve these objects survey was held to collect the information. Survey successfully helped to know the behaviour and perception of individuals for online food ordering. It shows how easily people look for a favourite restaurant, choose between available items and place their orders in only a couple of minutes.

Trivedi (2018) has described the perception the people in India have towards the growing trend of the online food sales. The research paper identifies the quantity of cash people are willing to spend on the online delivery of food and points out that students are the bulk of the people that order. The author used a primary research method and used a convenience sampling method. The entire number of respondents were 150 out of which 97 were male and therefore the remaining were female. It are often concluded that the majority of the young population prefer online delivering of food instead of doing it the traditional way (dining out) and has seen a discount in cost. This research paper establishes that online medium is that the trend setter within the current scenario.

3.2 To identify the various factors influencing the consumer's perception to choose online food delivery applications.

Parashar and Ghadiyali (2002) stated that an enormous rise in digital technologies have given rise to the industry due to which Zomato has become one among the foremost popular online food ordering service. With the boom within the digital industry, market size of food is predicted to succeed in 42 lac crore by 2020. These apps should even be trustworthy. Another major market size of food is predicted to succeed in 42 lac crore by 2020. These apps should even be trustworthy. Another major reason for the purchasers getting attracted towards these apps are the special offers given to them. The simplest way for the marketer to market these apps is through social media.

Kimes (2011) mentioned that the quantity of increase in online food ordering is due to convenience and control. Almost half the populations have ordered food online. Personal interaction with restaurant employees, satisfaction level of consumers after ordering food online and altered behaviour of the consumers regarding food mobile ordering Apps shows the perception of consumers for mobile food ordering apps.

Alagoz and Hekimoglu (2012) in his study stated that e-commerce is rapidly growing worldwide; the food industry is additionally showing a steady growth in this research paper they have used the Technology Acceptance Model (TAM) as a ground to review the acceptance of online food ordering system. Their data analysis revealed that the attitude towards online food ordering vary consistent with the convenience and usefulness of online food ordering process and also vary consistent with their innovativeness against information technology, their trust in e-retailers and various external influences.

Ahmad Al – Tit (2015) analyzed that the service quality and food quality have a positive influence on customer satisfaction. Additionally, service quality dimensions besides satisfaction of customer on retention.

Chavan *et al.* (2015) explained that the utilization of smart device based interface for purchasers to look at order and navigate has helped the restaurants in managing orders from customers immediately. The capabilities of wireless

communication and smart phone technology in fulfilling and improving business management and service delivery. Their analysis states that this method is convenient, effective and simple to use, which is anticipated to enhance the overall restaurant business in coming times.

Leong Wai Hong (2016) mentioned that the technological advancement in many industries has changed the business model to grow. Efficient systems can help improve the productivity and profitability of a restaurant. The utilization of online food delivery system is believed that it can lead the restaurant's business grow from time to time and can help the restaurants to facilitate major business online.

Reddy *et al.* (2016), the authors analyzed that the system was successful in overcoming the issues by cost effective development within the field of on-line food service.

Priyadharshini (2017) revealed in her study India fast food business is growing because of changing of consumer preferences and also the largest youth population and concluded that the Indian fast food industry has 40% growth year after year. the foremost top chains are planning an aggressive expansion in semi urban areas and also preferred in tier2 & tier3 cities. The international fast food chains need to change this business model completely, to adapt to Indian preferences.

Adithya *et al.* (2017) stated in their study that their proposed system is a web food ordering system that permits ease for the customers. It overcomes the disadvantages of the normal queuing system. Our proposed system may be a medium to order online food hassle free from restaurants also as mess service. This technique improves the tactic of taking the order from the customer. The online food ordering system sets up a food menu online and customers can easily place the order as per their wish. Also with a food menu, customers can easily track the 14 orders. This technique also provides a feedback system during which the user can rate the food items. Also, the proposed system can recommend hotels, food, based on the ratings given by the user, the hotel staff is going to be informed for the improvements along with the standard. The payment is often made online or pay-on-delivery system. For more secured ordering separate accounts are maintained for each user by providing them an ID and a password.

Bagla and Khan (2017) mentioned that the factors that are in charge of the growing popularity of online booking and ordering of food in India, expectations of the users, and their satisfaction levels with the favoured apps like Swiggy, Zomato and Food Panda. Major factors contributing to the recognition of online food ordering were found to be: lack of your time to organize food, availability of variety, rewards and cash backs. There's a scope for improving the users' satisfaction levels by understanding their expectations more precisely and offering more attractive options while ordering food online.

Sumathy and Josephin (2017) stated that the factors, which affect the customer perception, behaviour and satisfaction of online food Adjure apps. The research paper evaluated each and every parameters of the food apps like security, user friendliness and the factors which compelled the users to use these food adjure Apps. The research paper also evaluates the significant relationship between delivery time and peak hours. The authors used primary data with a questionnaire with random sampling as the sampling technique. The sample size comprised of one hundred responders from Coimbatore city spread across various socio-demographic profiles. The research paper concludes that by the use of the online food apps, the restaurants can increase the scope of their business and makes the consumers more aware of the restaurants and they particularly feel safe by using the e-payment methods.

Das (2018) mentioned the various factors like convenience, cost effectiveness, availability, location, mode of payment and doorstep delivery, that influence the consumer's choice and perception of online food delivery services along with the most preferred portal used by consumers for online food delivery using data from around 153 responders of small and homogenous population in different areas of Pune, by a structured questionnaire. Doorstep Delivery was found to be the most important parameter that encouraged consumers to use the services followed by the ease and convenience but on the downside, the bad past experiences and the influence from friends/family caused a hindrance to its usage. Consumers also got influenced when they received any rewards or Cash-backs. The study found Zomato to be the most preferred service provider followed by Swiggy.

Ghosh and Saha (2018) The purpose of this paper was to study the impact of those factors influencing the customer's behaviour to make online payment for

Swiggy food delivery system and also was to study the affinity towards the online payment to Swiggy with reference to demographic variables. The research paper studied on the hypothesis of e-payment of users of Swiggy and threw light on the convenience of the customer. The element of customer convenience was laid special importance, as this was also the scaling (construct). The authors mainly used primary data for data collection and relied on secondary data like books, journals, research studies and internet sources for the construction of this research paper. Through the research paper, there was a close association between the online payment behaviour and gender, age group, education, marital status, profession and income.

Kanteti (2018) stated that this study may be a conceptual study made to know the innovative strategies followed by online food delivery start-up companies in India. These start-up companies led by young Indians are inspired to require up various Challenges to deal with the priority areas of Indian consumers and extend them with various products and services at reasonable prices. Indian food delivery market is valued at 15 billion dollars and set for exponential growth. Food delivery has become a really competitive market in India. The expansion of online food ordering delivery platforms by mobile apps has made industry men alert and notice. The sort of online delivery service models of 4 different companies like swiggy, zomato, food panda and Fassos are analysed and it's understood through the study that the longer term seems brighter for the online food industry, as India catches up with developed markets in terms of adjusting life styles.

Kanteti (2018) analyzed some innovative strategies of promising as well as successful food technology companies like Zomato and Swiggy through the data available online. The study suggested that full customer transparency and service is crucial for businesses. It also helped businesses in optimizing routes and managing fleets in real time. Drone delivery was also found to be an up and coming technology which will soon be seen as a must have for all major food delivery companies. All in all technology and innovation was found to be major factors that will play a key role in the growth of the food sector. Technology and innovation was found to be major factors that will play a key role in the growth of the food sector.

Sharma and Waheed (2018) reported that the extent of use of online food apps among the expatriate college students in Dubai. A sample of 45 students participated

in a survey. The purpose was to explore how the services from online food ordering apps such as Zomato, Talabat and Uber Eats influence the customer behaviour in terms of ordering food from the app or choosing to dine in a restaurant. The method used was an anonymous questionnaire that was distributed to the sample population. The findings stated that increasing number of students have become influenced because of online food ordering apps. Zomato was found to be the most popular app.

Cho (2019) referred that the rise in mobile communications is vital attributed to the O2O commerce blast in China. Mobile applications have detained this chance adapting it to restaurants and food delivery services, referred to as an alternate Strategy to extend sales revenue and for customers to suitably receive products and services. This study was intended to particularly explore five salient quality attributes representing convenience, design, trustworthiness, price, and various food choices related to food delivery apps in consideration of their impacts upon user-perceived value, attitudes and intention to continuously use. Results resolute that user trustworthiness was the foremost important quality attribute of the 18 food delivery app business. And this study also found that single-person households placed most significance upon quality attributes for 'various food choices,' 'price' and 'trustworthiness.' somewhat, multi-person households placed most importance upon 'design,' 'convenience,' and 'trustworthiness.' Managerial implications, limitations, and proposals for future research are provided.

Preetha and Iswarya (2019) studied the influence of demography of individuals adopting the utilization of online ordering which might correlate to the frequency of usage of such apps, discern the standard of the food online order and delivery apps alongside an effort to know the factors like age, legal status , occupation, service and knowledge quality that results in the intension to use such apps using data collected from 100 respondents to the survey conducted with questionnaire adopted from tested item scale (Ting Chi, 2018) to utilize for empirical study. The results were analyzed using Pearson's Correlation, One-way Anova using SPSS 20 which concluded that there's no significant relation between age, legal status, occupation and intension to order but there exists a robust positive relation between system, service and knowledge quality towards intension to order which is widely suffering from on-time delivery, prompt responses, packaging, personalized services,

wide product choices attractive display, accuracy of data provided and therefore the ease in usage of the apps.

Gupta (2019) the purpose of this research paper was to know the impact of food delivery start-ups like zomato and swiggy on restaurant business and to know the strategies of food delivery app zomato and swiggy. The research is based on Secondary data. The major factors having impact on restaurants are customer experience, sales and savings. The factors responsible for success of Zomato are first mover advantage, strong content platform, efficient employees, good rating mechanism and social platform and funding from experienced source. The marketing strategy of Zomato included focusing on digital marketing channel whereas for Swiggy marketing strategy consists of both online and offline marketing campaigns. The impact of these apps on restaurants is both positive and negative.

Gawande *et al.* (2019) revealed that the online Food Ordering System is new and lots of the users specifically above 40 years aged aren't conversant in the convenience of ordering food online. Mostly students prefer to order food online rather than going out for lunch. They feel the convenience of Placing Orders and time efficiency because the main reason to prefer it. People in Amravati City aren't that comfortable with Digital Payment Platforms and like paying Cash. Customers who wish to enjoy the atmosphere of the restaurant hesitate to order food only for the sake of eating a meal.

3.3 To find out the problems faced by consumers pertaining to online food delivery services.

Malhotra (2014) mentioned in her study raises key challenges that are being faced by consumers relating to e-commerce viz., Ethical issues, Perceptions of risk in e-service encounters, challenges for e-business education and legal system.

Kuriachan (2014) in his study stated that receiving wrong products than ordered, damage of product on transit and delay in delivery of goods are the common problems that prevail in online shopping.

Pritam Nagrale (2014) in her article stated that delivery of wrong products, goods purchased through online purchase are of inferior quality, hidden charges, lack

of security on online transaction and poor customer support are the general problems that exists at Online shopping.

Karthikeyan (2016) mentioned in his study observes that delay in delivery of goods, defective in products and difficult in replacement of products are the problems faced by consumers on Online purchase.

Sobha (2016) in her study referred that risk of credit card transaction, chance of identity theft, difficulty in returning the product, fear of quality of product, lose of privacy are the constraints avoids the consumers to carry out online shopping.

Subrahmanyam, and Krishna (2016) in their study analyzed the major problems faced on online shopping are receiving wrong products, product damage on transit and delay in product delivery.

Vanitha, and Prakash (2016) in their study ascertain that delay in delivery of products, sale of fake products in website and security risk are the common problems prevails on online shopping.

Muthumani *et al.* (2017) mentioned in their study identified that Delivery of the damaged product, Wrong Product Delivery, Lack of Personalized Service, Difficulties in E-payments and Poor Packaging are the problems faced at Online shopping.

CHAPTER – IV

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

4.1 Research Methodology

A methodology is usually a guideline system for solving a problem, with specific components such as phases, tasks, methods, techniques and tools. The present investigation entitled **“CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE FOOD DELIVERY SERVICES IN JAMMU CITY OF J&K STATE”** was carried out in 2019-2020. The sampling structure and techniques adopted during the course of investigation have been described in this chapter.

4.2 Locale of Study

The research was conducted with the help of schedule/questionnaire based on the information collected from Jammu city of J&K state.

4.3 Sample size

The sample size for the study was 100 consumers of J&K state.

4.4 Data Collection

The data collection is the method to collect important information to keep on record for further use, to make important decisions about different issues, and is of vital significance for others. The present study was adopted both primary data as well as secondary data collection technique.

Primary Data: - It involves the first hand information collected through

- Schedule/ Questionnaire method
- Direct personal interview method

Secondary Data: - The data which has already been collected, compiled and presented earlier by any agency may be used for purpose of investigation. The data were collected through websites, journals related to brand and advertisement, newspapers, magazines etc.

4.5 Analysis technique:-

4.5.1 Methods of analyzing data

After collecting the data the result were analyzed by using descriptive statistics, percentage analysis.

4.5.2 Percentage Analysis

Percentage refers to a special kind of ratio. It is used to make comparison between two or more series of data. They can be used to compare the relative items, the distribution of two or more series of data, since the percentage reduces everything to a common base and there by allow meaningful comparisons to be made.

$$\text{Percentage} = (x/y) \times (100/1)$$

Where x = number of respondents respond

y = total number of respondents

4.5.3 Garrett Ranking Technique

In this technique, the percentage position of each rank obtained is converted into scores by referring to the table given by Henry Garret. Then for each factor the scores of individual respondents are added together and divided by the total number of respondents for whom the scores are added.

$$\text{Percentage position} = 100(R_{ij} - 0.5)/n$$

Where R is the rank

N = Number of items

After the calculation of percent position the Garret values were assigned as per the Garrett table. The factor score was calculated by multiplying the value of each column with their respective Garrett value. The total score was calculated by adding the values present in each respective row. The average score was calculated by dividing the total score with 100. Then the factors having the highest average value were given the highest ranks respectively.

CHAPTER – V

RESULTS

RESULTS AND DISCUSSION

The results pertaining to the present investigation “**CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE FOOD DELIVERY SERVICES IN JAMMU CITY OF J&K STATE**” have been presented in this chapter through appropriate tables and figures under the following headings.

5.1 Demographic details of respondents

The study revealed the Demographic details of the respondents according to table 5.1 and figure 5.1 Out of 100 respondents the 32 respondents i.e. (32.00 per cent) were male followed by 68 respondents i.e. (68.00 per cent) which were female and regarding to the age group out of 100 respondents the 15 respondents i.e. (15.00 per cent) which were under the age group of below 18, followed by 50 respondents i.e. (50.00 per cent) which were under the age group of 18-25, followed by 20 respondents i.e. (20.00 per cent) which were under the age group of 25-40, followed by 15 respondents i.e. (15.00 per cent) which were under the age group of 40 and above years. The table 5.1 and figure 5.1 also illustrates the result regarding the educational qualification of the respondents as it shows that out of 100 respondents the 20 respondents i.e. (20.00 per cent) which were under graduate, followed by 50 respondents i.e. (50.00 per cent) which were graduate, followed by 15 respondents i.e. (15.00 per cent) were post graduate, followed by 15 respondents i.e. (15.00 per cent) were doctorate. The table 5.1 and figure 5.1 also represents the marital status of the respondents Out of 100 respondents the 10 respondents i.e. (10.00 per cent) which were married, followed by 90 respondents i.e. (90.00 per cent) were unmarried. . The table 5.1 and figure 5.1 also reveals the occupational aspect of the sample area as it depicts clearly that Out of 100 respondents the 50 respondents i.e. (50.00 per cent) which were students followed by 20 respondents i.e. (20.00 per cent) which were employed, followed by 10 respondents i.e. (10.00 per cent) which were unemployed, followed by 20 respondents i.e. (20.00 per cent) has their own business.

Table 5.1: Demographic details of the respondent

Demographics		Frequency	Percentage
Gender	Male	32	32
	Female	68	68
Age	Up to18	15	15
	18-25	50	50
	25-40	20	20
	40 and above	15	15
Education	Under graduate	20	20
	Graduate	50	50
	Post Graduate	15	15
	Doctorate	15	15
Marital Status	Married	10	10
	Unmarried	90	90
	Divorced/widowed	0	0
Occupation	Student	50	50
	Employed	20	20
	Unemployed	10	10
	Own business	20	10

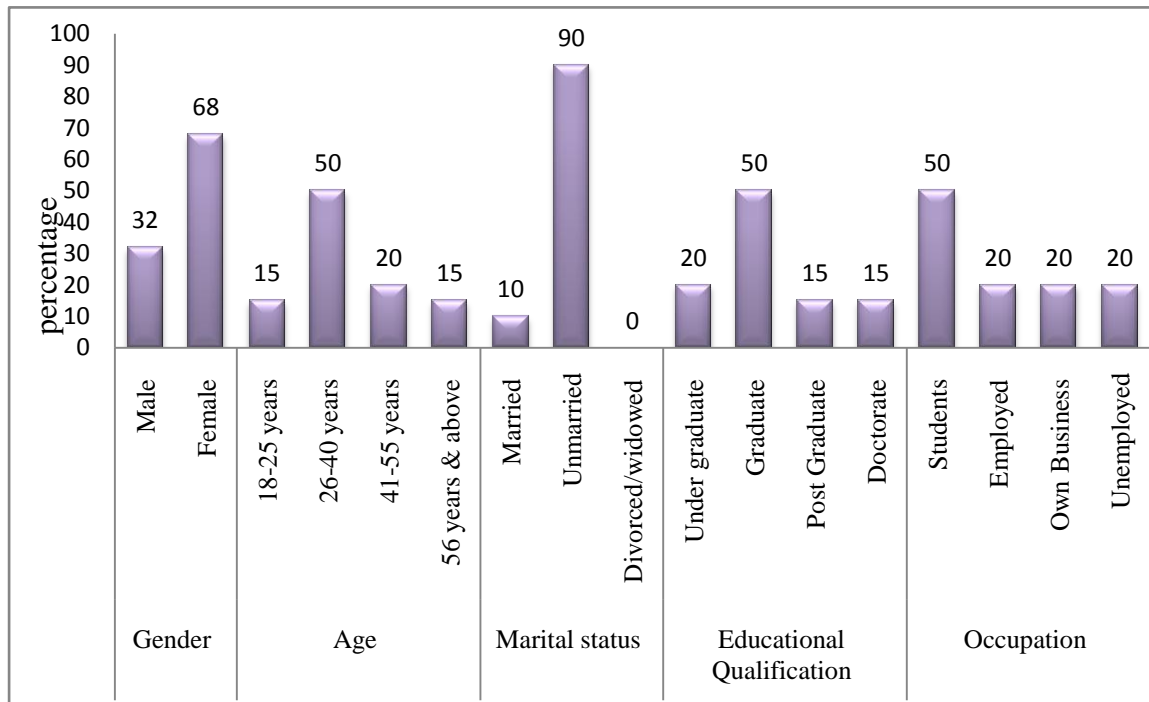


Figure 5.1: Demographic details of the respondents

5.2: Usage of internet in consumer's daily life

Table 5.2 and Figure 5.2 represent the usage of internet in consumer's daily life. Out of 100 respondents, the 40 respondents i.e. (40.00 per cent) said that they use the internet more than 4hours/day, followed by the 35 respondents i.e. (35.00 per cent) said that they use internet for 3-4 hours/day, followed by 20 respondents i.e. (20.00 per cent) said that they use internet 2-3 hours/day, followed by 5 respondents i.e. (5 per cent) said that they use internet less than 1 hour/day respectively.

Table 5.2: Usage of internet in consumer's daily life

Usage of internet in consumers daily life	Frequency	Percentage
less than 1hour/day	5	5
2-3 hours/day	20	20
3-4hours/day	35	35
More than 4 hours/day	40	40

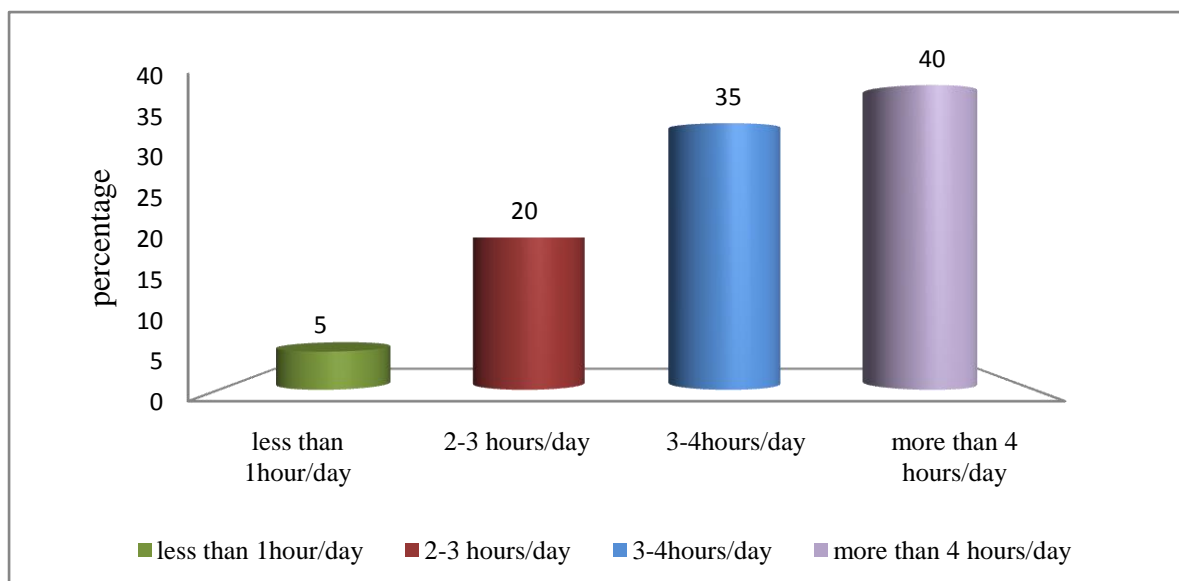


Figure 5.2: Usage of internet in consumer's daily life

5.3: Most Preferred Online Food Delivery Service Portal

Table 5.3 and Figure 5.3 represent the most preferred online food delivery service portal of the respondents. Out of 100 respondents the 57 respondents i.e. (57.00 per cent) said that they mostly preferred Zomato app, followed by the 22 respondents i.e. (22.00 per cent) said that they preferred Dominos, followed by the 17 respondents i.e. (17.00 per cent) said that they preferred Swiggy, followed by the 4 respondents i.e. (4.00 per cent) said that they preferred pizza hut respectively.

Table 5.3: Most Preferred Online Food Delivery Service Portal

Application	Frequency	Percentage
Zomato	57	57
Swiggy	17	17
Pizza hut	4	4
Dominos	22	22

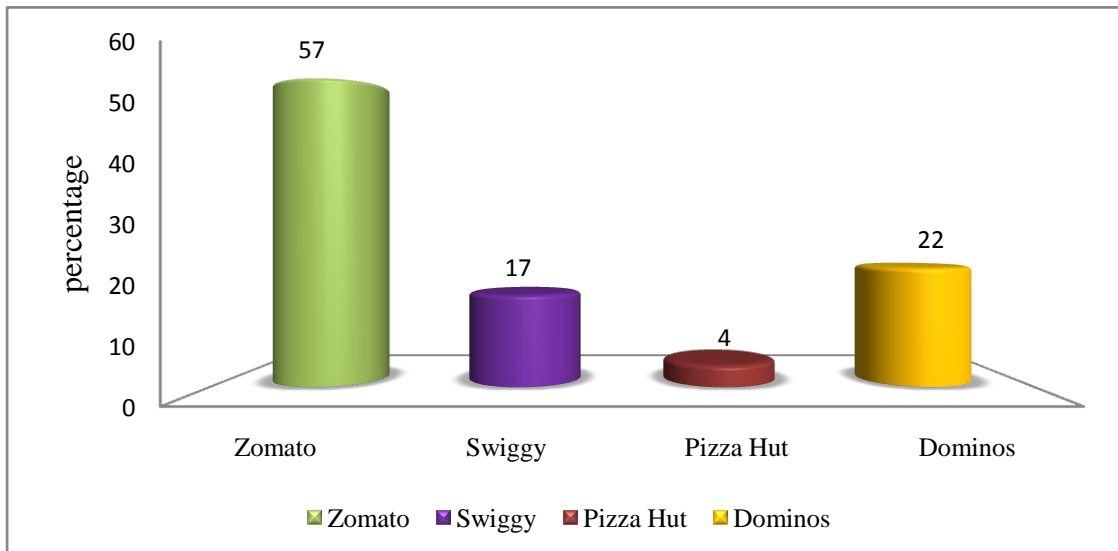


Figure 5.3: Most Preferred Online Food Delivery Service Portal

5.4: Mode of advertisement influenced the consumers for food delivery app

Table 5.4 and Figure 5.4 represent the mode of advertisement for food delivery apps. Out of 100 respondents the 50 respondents i.e. (50.00 per cent) said that internet influenced them for food delivery apps, followed by the 23 respondents i.e. (23.00 per cent) said that mobile influenced them for food delivery apps, followed by 10 respondents i.e. (10.00 per cent) said that television influenced them for food delivery apps, followed by 10 respondents i.e. (10.00 per cent) said that radio influenced them for food delivery apps, followed by 5 respondents i.e. (5.00 per cent) said that word of mouth influenced them for food delivery apps, followed by 2 respondents i.e. (2.00 per cent) said that newspaper influences them for food delivery apps respectively.

Table5.4: Mode of advertisement influenced the consumers for food delivery app

Application	Frequency	Percentage
Radio	10	10
Newspaper	2	2
Internet	50	50

Television	10	10
Mobile	23	23
word of mouth	5	5

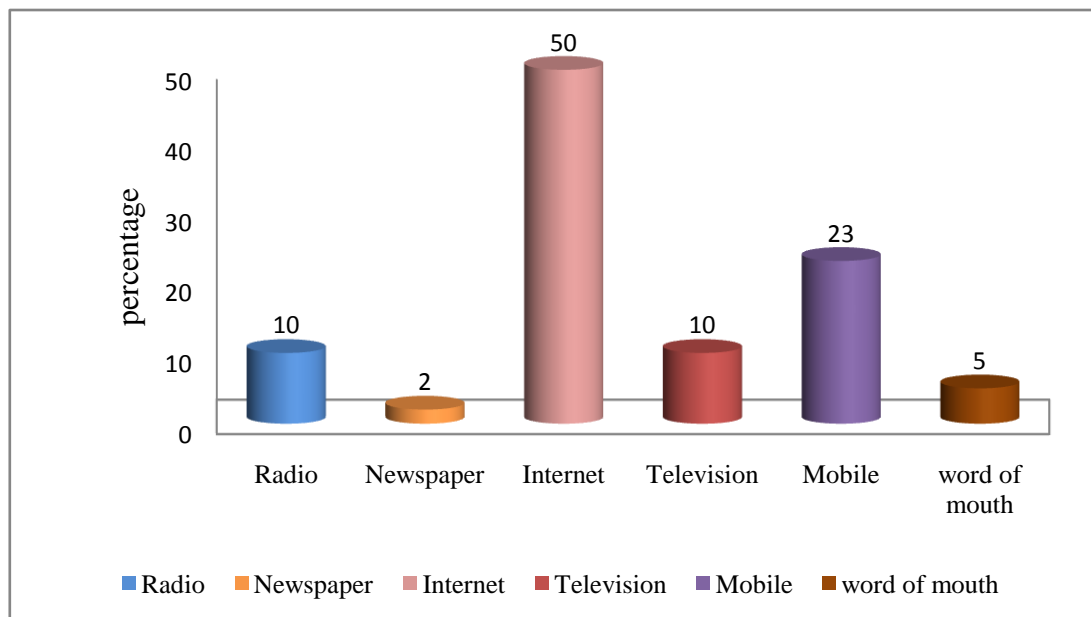


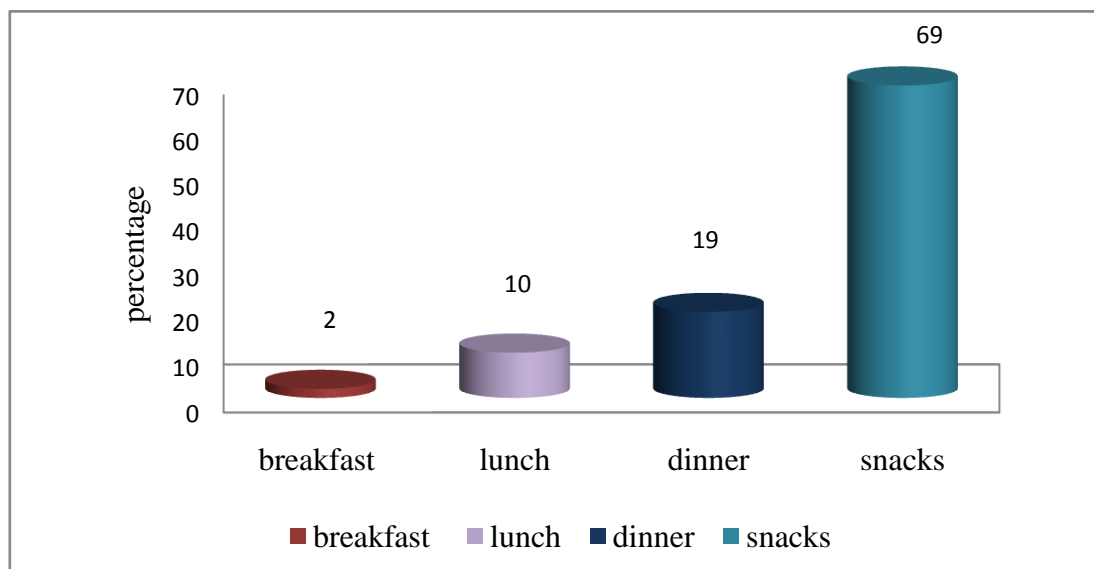
Figure 5.4: Mode of advertisement influenced the consumers for food delivery app

5.5: Most preferred meal from online food delivery service

Table 5.5 and Figure 5.5 represent the most preferred meal consumer order from online food delivery apps. Out of 100 respondents the 69 respondents i.e. (69.00 per cent) said that they preferred snacks, followed by the 19 respondents i.e. (19.00 per cent) said that they preferred dinner, followed by the 10 respondents i.e. (10.00 per cent) said that they preferred lunch, followed by the 2 respondents i.e. (2.00 per cent) said that they preferred breakfast.

Table 5.5: Most preferred meal from online food delivery service

Meal prefer	Frequency	Percentage
Breakfast	2	2
Lunch	10	10
Dinner	19	19
Snacks	69	69

**Figure 5.5: Most preferred meal from online food delivery service**

5.6: Frequency of using food delivery apps

Table 5.6 and Figure 5.6 represent that frequency of the consumers for using food delivery apps. It is clearly found that out of 100 respondents the 85 respondents i.e. (85.00 per) said that they use the food delivery apps sometimes, followed by 12 respondents i.e., (12.00 per cent) said that they use the food delivery apps on the regular basis, followed by 3 respondents i.e. (3.00 per cent) said that they never use food delivery apps.

Table5.6: Frequency for using food apps

How often use the application	Frequency	Percentage
Sometimes	85	85
Regular	12	12
Never	3	3

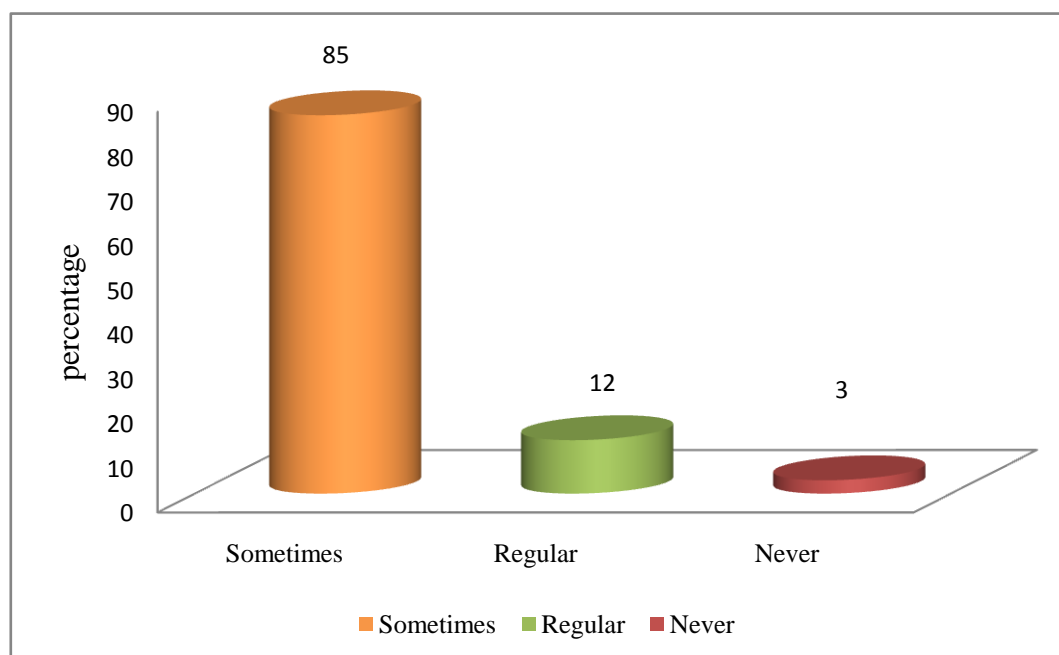
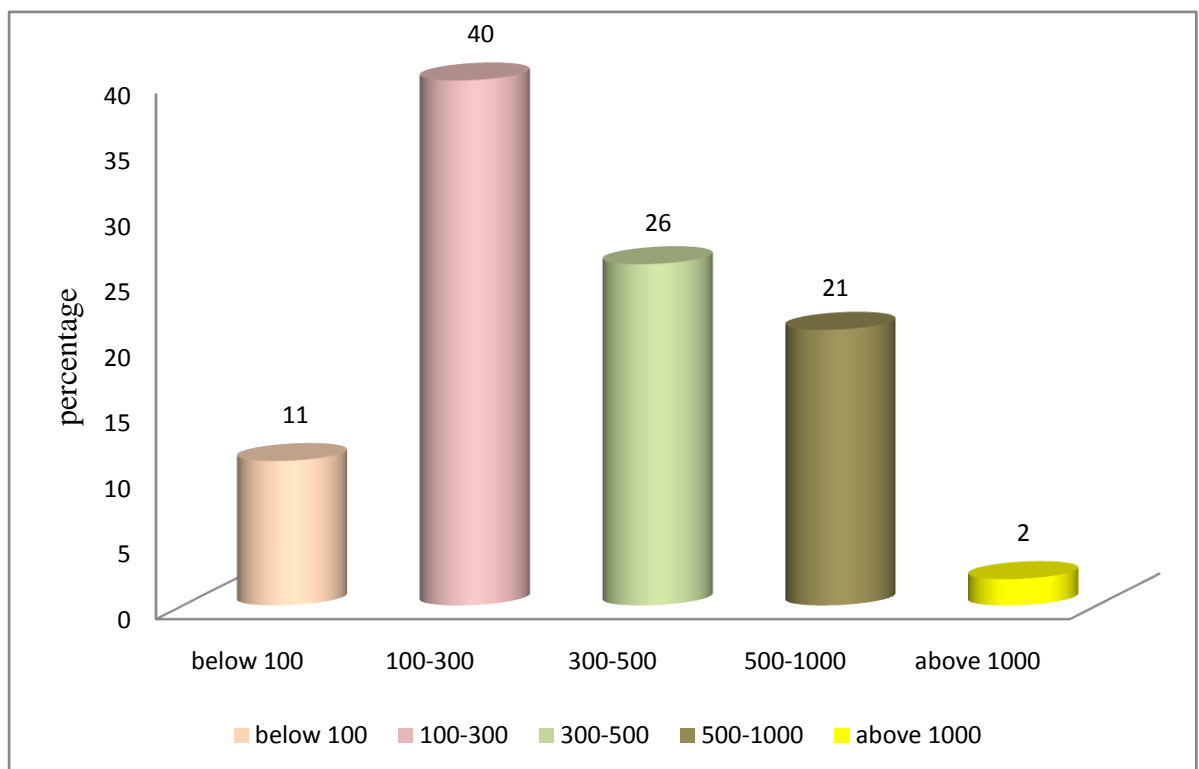
**Figure 5.6 Frequency for using food delivery apps****5.7: Range of ordering food items**

Table 5.7 and Figure 5.7 represents the range of ordering food items, Out of 100 respondents the 40 respondents i.e. (40.00 per cent) said that they spend Rs.100-300 on ordering food items followed by the 26 respondents i.e. (26.00 per cent) said that they spend Rs300-500 on ordering food items, followed by the 21 respondents i.e. (21.00 per cent) said that they spend Rs.500-1000 on ordering food items, followed by 11 respondents i.e. (11.00 per cent) said that they spend below 100 on ordering food items, followed by the 2 respondents i.e.(2.00 per cent) said that they spend above Rs.1000 on ordering food items respectively.

Table 5.7: Range of ordering food items

Order range(INR)	Frequency	Percentage
Below 100	11	11
100-300	40	40
300-500	26	26
500-1000	21	21
Above 1000	2	2

**Figure 5.7: Range of ordering food items**

5.8: Method of Payment of Respondents

Table 5.8 and Figure 5.8 represent that the payment method of respondents, Out of 100 respondents the 62 respondents i.e. (62.00 per cent) consumers preferred Cash on Delivery followed by the 19 respondents i.e. (19.00 per cent) consumers preferred net banking, followed by 19 respondents i.e. (19.00 per cent) consumers preferred other payment portals .

Table5.8: Method of Payment of Respondents

Mode of payment	Frequency	Percentage
Cash on delivery	62	62
Net banking	19	19
Payment portals	19	19

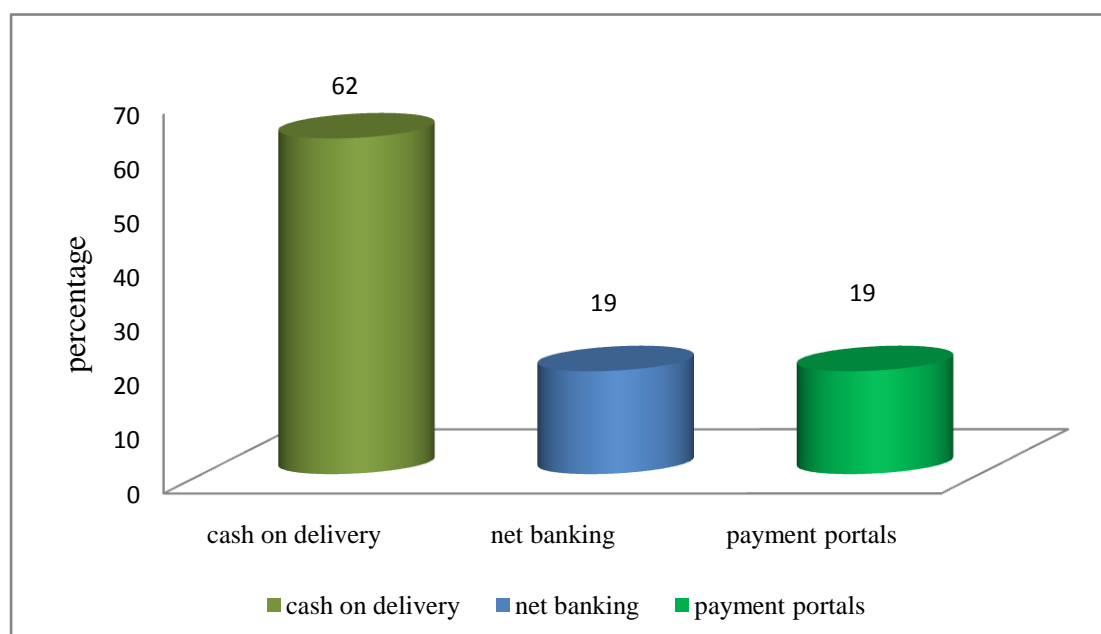


Figure 5.8 Method of Payment of Respondents

5.9: Food delivery applications are safe and secure

Table 5.9 and Figure 5.9 represent that the food delivery applications are safe and secure. Out of 100 respondents, the 73 respondents i.e. (73.00 per cent) said that they feel secure while using online food delivery services apps followed by the 24 respondents i.e.(24.00 per cent) said that they can't say, followed by the 3 respondents i.e.(3.00 per cent) said that they don't feel secure while using online food delivery app services.

Table 5.9: Food delivery applications are safe and secure

Applications are safe and secure	Frequency	Percentage
Yes	73	73
No	3	3
Can't say	24	24

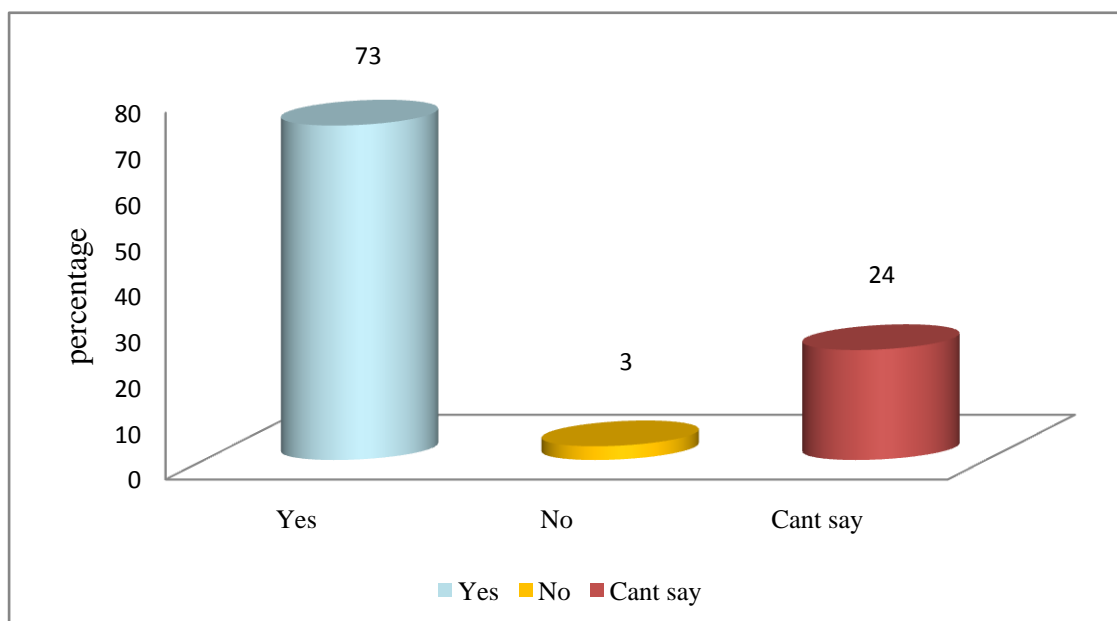


Figure 5.9: Food delivery applications are safe and secure

5.10: Ranking of the factors related to the attitude of the consumer buying behaviour towards online food delivery services

The Table 5.10 and figure 5.10 represents ranking of the factors related to the attitude of the consumer buying behavior towards online food delivery services. By using Garrett ranking technique ranks, External influence was ranked as 1st, followed by perceived usefulness, trust, innovativeness, perceived ease of use , religious/cultural beliefs and values were ranked as 2nd, 3rd, 4th, 5th, and 6th, respectively

Table 5.10: Factors related to the attitude of the consumer buying behaviour towards online food delivery services

Factors	Total	Average score	Rank
External influence	6359	63.59	I
Perceived ease of use	6100	61.00	II
Trust	6073	60.73	III
Innovativeness	6015	60.15	IV
Perceived usefulness	5873	58.73	V
Religious /cultural beliefs and values	5613	56.13	VI

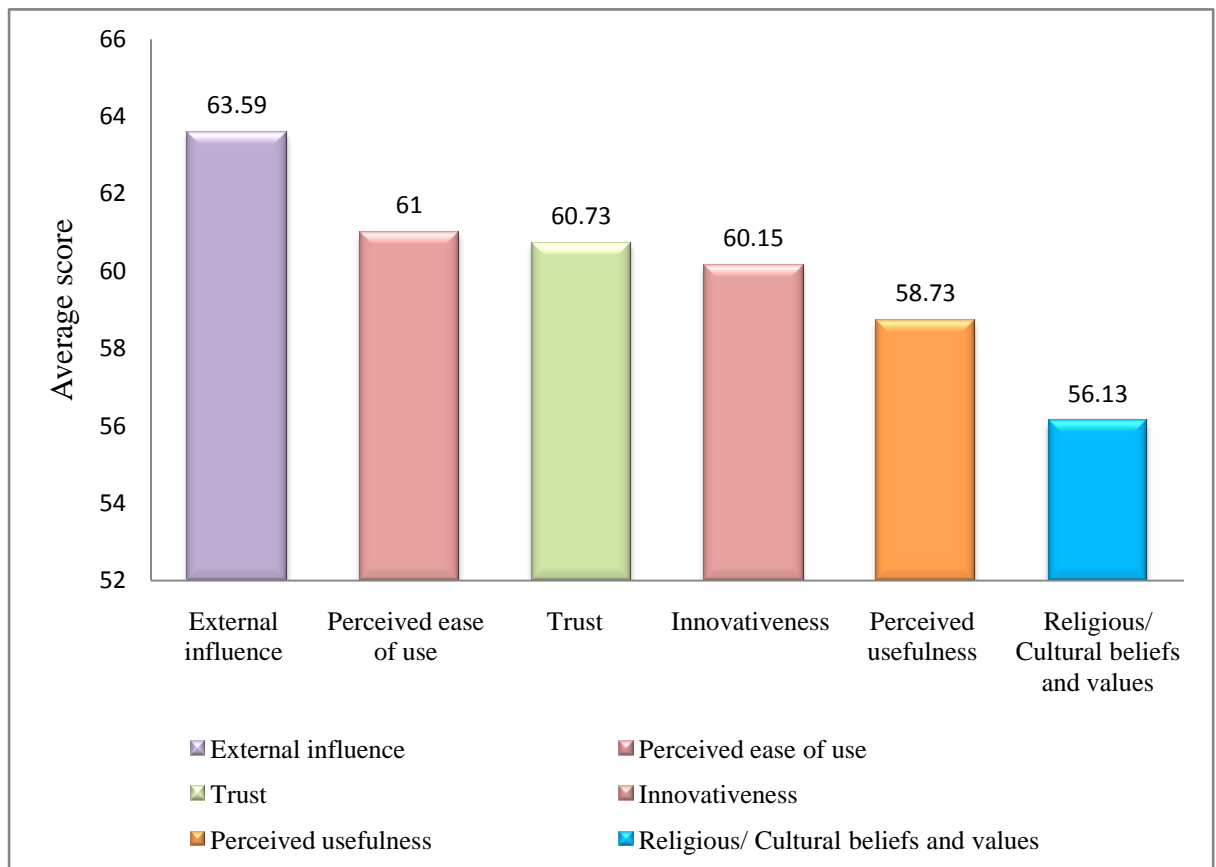


Figure 5.10 Factors related to the attitude of the customer buying behaviour towards online food delivery services

5.11: Ranking of the factors related to the features which attract the consumer towards online food delivery services

Table 5.11 and Figure 5.11 represents ranking of the factors related to the features which attract the consumer towards online food delivery services. By using Garrett ranking technique, Time saving was ranked 1st, followed by faster delivery, discount of food, food reviews and rating, money saving were ranked as 2nd, 3rd, 4th, and 5th respectively.

Table 5.11: Factors related to the features which attract the consumer towards online food delivery services

Factors	Total	Average score	Rank
Time saving	6021	60.21	I
Faster delivery	6017	60.17	II
Discount of food	5891	58.91	III
Food reviews and rating	5707	57.07	IV
Money saving	5498	54.98	V

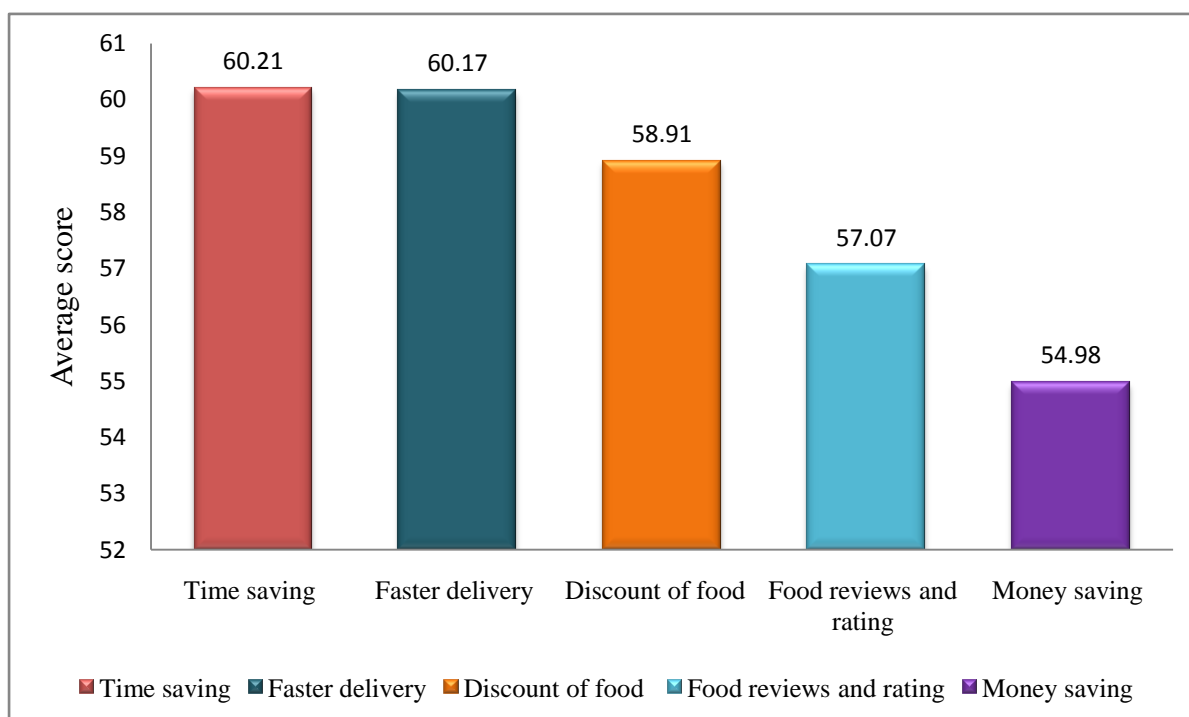


Figure 5.11: Factors related to the features which attract the consumer towards online food delivery services

5.12: Ranking of the factors that influenced consumer perception for selecting medium for online food delivery services.

Table 5.12 and Figure 5.12 represents ranking of the factors that influenced consumer perception for selecting medium for online food delivery services. By using Garrett ranking technique, Time saving was ranked 1st, followed by variety of products, quality of services, ease of payment, quality of food, money saving, convenience and ease to use the application, flexibility, delivery charges, promotions, images of products, time saving, were ranked as 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, and 11th respectively.

Table 5.12: Factors that influenced consumer perception for selecting medium for online food delivery services.

Factors	Total	Average score	Rank
Time saving	7537	75.37	I
Variety of products	7374	73.74	II
Quality of services	7282	72.82	III
Ease of payment	7280	72.80	IV
Quality of food	7272	72.72	V
Money saving	7225	72.25	VI
Convenience and ease to use the application	7221	72.21	VII
Flexibility	7185	71.85	VIII
Delivery charges	7078	70.78	IX
Promotions	7067	70.67	X
Images of the products	7017	70.17	XI

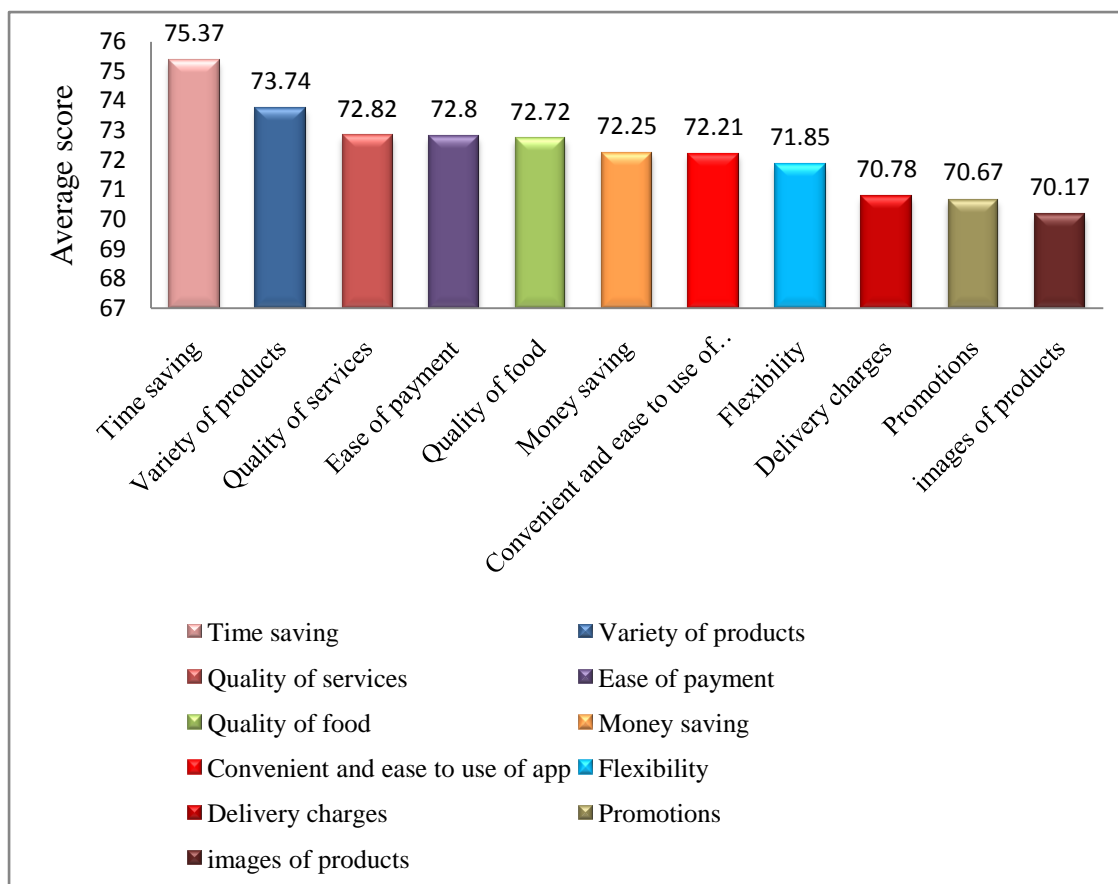


Figure 5.12 Factors that influenced consumer perception for selecting medium for online food delivery services.

5.13: Ranking of the factors which act as a constraints while using the online food delivery services application

Table 5.13 and Figure 5.13 represents ranking of the factors which act as a constraints while using the online food delivery services applications. By using Garrett ranking technique, Technical issues was ranked 1st, followed by reach of delivery , unavailability of internet , bad past experience, unawareness, influence from friends/family/other social groups, unaffordable were ranked as 2nd, 3rd, 4th, 5th 6th , and 7th respectively .

Table 5.13: Factors which act as constraints while using the online food delivery services application

Factors	Total	Average score	Rank
Technical issues	5279	52.79	I
Reach of delivery	5266	52.66	II
Unavailability of internet	5192	51.92	III
Bad past experience	5051	50.51	IV
Unawareness	4991	49.91	V
Influence from friends/family/other social groups	4512	45.12	VI

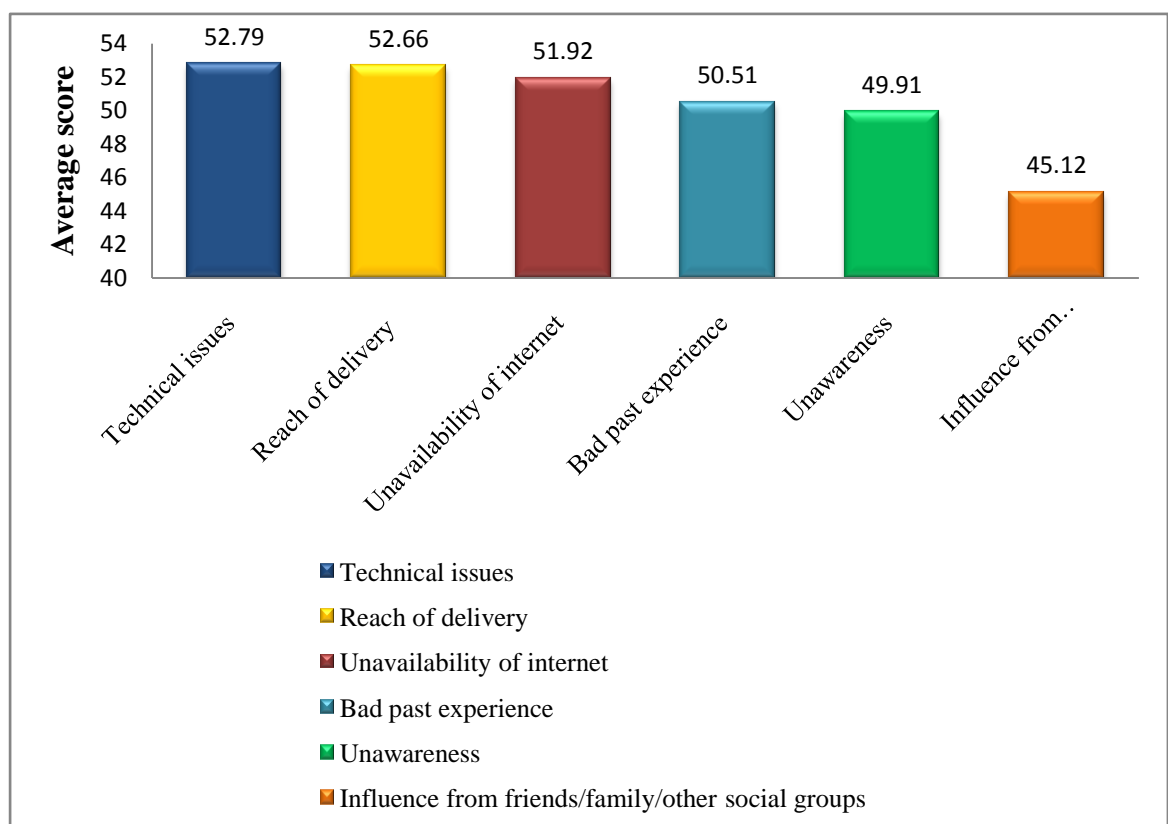


Figure 5.13 Factors which act as constraints while using the online food delivery services application

CHAPTER – VI
SUMMARY
AND
CONCLUSION

SUMMARY AND CONCLUSION

6.1 Summary

The project entitled “**CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE FOOD DELIVERY SERVICES IN JAMMU CITY OF J&K STATE**” was carried out at Jammu in 2019-2020. A total of 100 sample respondents were selected from the sample area. The information was collected from the sample area. The data collected was subject to analysis for examining the objectives of investigation. The finding of the present investigation has been briefly summarized in this chapter.

6.1.1 To study the attitude and perception of consumers towards online food services.

The study revealed the Demographic details of the respondents according to table:5.1 and figure: 5.1 Out of 100 respondents the 32 respondents i.e. (32.00 per cent) were male and (68.00 per cent) which were female and regarding to the age group out of 100 respondents the 15 respondents i.e. (15.00 per cent) were under the age group of below 18, followed by the 50 respondents (50.00 per cent) were under the age group of 18-25, followed by 20 respondents (20.00 per cent) were under the age group of 25-40, followed by the 15 respondents (15.00 per cent) which were under the age group of 40 and above years. The table: 5.1 and figure: 5.1 also illustrates the result regarding the educational qualification of the respondents as it shows that out of 100 respondents the 20 respondents i.e. (20.00 per cent) were under graduate, followed by 50 respondents i.e. (50.00 per cent) were graduate, followed by the 15 respondents (15.00 per cent) were post graduates, followed by the 15 respondents i.e. (15.00 per cent) which were doctorate. The table 5.1 and figure: 5.1 also represents the marital status of the respondents Out of 100 respondents the 10 respondents i.e. (10.00 per cent) were married, followed by the 90 respondents i.e. (90.00 per cent) which were unmarried. The table 5.1 and figure 5.1 also reveals the occupational aspect of the sample area as it depicts clearly that Out of 100 respondents the 50 respondents i.e. (50.00 per cent) were students followed by 20

respondents i.e. (20.00 per cent) were employed, followed by the 10 respondents i.e. (10.00 per cent) which were unemployed followed by 20 respondents i.e. (20.00 per cent) has their own business. According to table 5.2 and figure: 5.2 Out of 100 respondents the 40 respondents i.e. (40.00 per cent) use internet more than 4 hours/day, followed by the 35 respondents i.e. (35.00 per cent) use 3-4 hours/day followed by the 20 respondents (20.00 per cent) use internet 2-3 hours/day followed by 5 respondents i.e. (5.00 per cent) use the internet less than 1 hours/day respectively. According to table 5.3 and figure: 5.3 Out of 100 respondents the 57 respondents i.e. (57.00 per cent) preferred Zomato app, followed by the 22 respondents i.e. (22.00 per cent) preferred Dominos, followed by the 17 respondents i.e. (17.00 per cent) preferred by Swiggy, followed by the 4 respondents i.e. (4.00 per cent) preferred Pizza hut respectively. Table 5.4 and Figure 5.4 Out of 100 respondents the 50 respondents i.e. (50.00 per cent) said that internet influenced them for food delivery apps, followed by the 23 respondents i.e. (23.00 per cent) said that mobile influenced them for food delivery apps, followed by 10 respondents i.e. (10.00 per cent) said that television influenced them for food delivery apps, followed by 10 respondents i.e. (10.00 per cent) said that radio influenced them for food delivery apps, followed by 5 respondents i.e. (5.00 per cent) said that word of mouth influenced them for food delivery apps, followed by 2 respondents i.e. (2.00 per cent) said that newspaper influences them for food delivery apps respectively.

6.1.2 To identify the various factors influencing the consumers' perception to choose online food delivery applications.

The study revealed the majority represents ranking of the factors that influenced consumer perception for selecting medium for online food delivery services. By using Garrett ranking technique, Time saving was ranked 1st, followed by variety of products, quality of services, ease of payment, quality of food, money saving, convenience and ease to use the application, flexibility, delivery charges, promotions, images of products, time saving, were ranked as 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, and 11th respectively.

6.1.3 To find out the problems faced by consumers pertaining to online food delivery services.

The study found the different constraints while using the online food delivery services applications. By using Garrett ranking technique, Technical issues was ranked 1st, followed by reach of delivery, unavailability of internet, bad past experience, unawareness, friends/family/other social groups, unaffordable were ranked as 2nd, 3rd, 4th, 5th, 6th, and 7th respectively.

Conclusion

- According to the research concluded that Zomato has been in the first position in online food delivery service provider followed by Swiggy, Pizza hut, Dominos.
- The highest number of respondents i.e. 50 (per cent) said that internet is the best mode of advertisement which influenced the consumers for food delivery app
- The majority of the respondents i.e. 73 (per cent) said that online payment mode of the applications are safe and secure.
- The highest number of the respondents i.e. 62 (per cent) said that the best mode of payment is cash on delivery.
- Also the study found that the majority of the respondents i.e. 69 (per cent) said that they mostly prefer to order snacks from online app.
- Also the study found that the majority of the respondents i.e. 40 (per cent) said that they use the internet more than 4hours/day.
- The study revealed that the majority of the respondents i.e. 85(per cent) said that the frequency of using the applications are sometimes but not on the regular basis.
- The majority of the respondent's i.e.27 (per cent) said that the highest range of ordering food items lies between100-300.
- Using garret ranking technique, external influence was ranked as 1st factor influencing buying behaviour towards online food delivery services followed by perceived use of ease ranked 2nd & trust was ranked 3rd.
- Using garret ranking technique time saving, was ranked 1st related to the features which attract the most to consumers towards online food delivery

services followed by faster delivery ranked 2nd & discount of food was ranked 3rd.

- Using garret ranking technique, variety of products was ranked as 1st, factor influenced consumers perception for selecting medium for online food delivery services followed by quality of services ranked 2nd and ease of payment was ranked 3rd.
- Using garret ranking technique, technical issues, was ranked 1st related to the factors which act as a constraints while using online food delivery services followed by reach of delivery ranked 2nd & unavailability of internet was ranked 3rd.

Recommendations

- The food delivery apps should explore the untapped geographic locations as even today there are many places that do not have sufficient access to such services.
- The service provider should work on bring in more efficient service personnel to look into the problem of delivery charges.
- There should be a better customer helpdesk and service follow up is necessary to resolve any issue on part of the customer
- User-friendly interface on mobile application or website should be provide by organization which further establish a convenient food ordering process and increase in number of users who find it tough to handle.
- There should be an assurance of payment provide by the organization.
- There must be an easy payment digital method by which consumer will not feel People face various problems while using online food delivery services.

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APPENDIX



Division of Agricultural Economics and ABM
Sher- e- Kashmir University of Agricultural Sciences and Technology, Jammu

SCHEDULE QUESTIONNAIRE

Dear respondent,

I, **Pooja Uniyal**, student of Sher-e-Kashmir University of Agricultural Sciences & Technology of Jammu, under **Registration no. J-18-M-53ABM** in Division of Agricultural Economics and ABM, doing my project on **“CONSUMER BUYING BHAVIOUR TOWARDS ONLINE FOOD DELIVERY SERVICES IN JAMMU CITY OF J&K STATE ”** would be very grateful to you if you could kindly cooperate with my work for betterment of my knowledge. All the data will be kept confidential and will be used just for analysis of the project. I request you to tick the option which in your opinion believes to be true.

Demographics

Name	
Age	
Address	
Gender	
Education qualification	
Material status	
Occupation	

1. How often do you use internet in your daily life?
 - a) Less than 1 hour/day
 - b) 2-3 hours/day
 - c) 3-4 hours/day
 - d) More than 4hours/day

2. Out of the following which app do you use the most for ordering?
 - a) Zomato
 - b) Dominos
 - c) Pizza hut
 - d) Swiggy

3. How to know about the food delivery service App?
 - a) Newspaper
 - b) Radio
 - c) Television
 - d) Mobile
 - e) Internet
 - f) Word of mouth

4. Which meal you typically order from online?
 - a) Breakfast
 - b) Lunch
 - c) Snacks
 - d) Dinner

5. How frequently do you use the food App?
 - a) Regular
 - b) Sometimes
 - c) Never

6. What is your ordered range of (in INR)

- a) Below Rs.100
- b) Rs.100-300
- c) Rs.300-500
- d) Rs.500-1000
- e) Rs.1000 & above

7. Which of the following affect your attitude?

Factors	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Perceived Usefulness					
Perceived ease of use					
Trust					
Innovativeness					
External influence					
Religious/ Cultural beliefs and values					

8. What features in online food services attracts you most?

Factors	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Money saving					
Discount of Food					
Food reviews and rating					
Time saving					
Faster delivery					

9. Method of payment of respondent

- a) Cash on delivery
- b) Payment portals
- c) Net banking

10. Do you think that online payment modes of these applications are safe and secure?

- a) Yes
- b) No
- c) Can't say

11. Factors that influence your perception while selecting a medium for online delivery

Factors	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Time saving					
Money saving					
Convenience and ease to use the application					
Flexibility					
Ease of payment					
Promotions					
Variety of products					
Quality of services					
Quality of food					
Images of the products(Give a good sense of the actual products)					
Delivery charges					

12. Rate the following factors which act constraints while using the online food delivery services application?

Factors	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Unawareness					
Unaffordable					
Influence from friends/ family/other social Groups					
Unavailability of internet					
Technical Issues					
Reach of delivery					
Bad past experience					

CERTIFICATE-IV

Certified that all the necessary corrections as suggested by the external examiner and the advisory committee have been duly incorporated in the thesis entitled “Consumer Buying Behaviour Towards Online Food Delivery Services in Jammu City of J&K State” submitted by **Km. Pooja Uniyal**, Registration No. **J-18-M-53-ABM**.



13/3/2021

Dr. S.P. Singh
Major Advisor & Chairman
Advisory Committee

Place: Jammu

Date: 13.03.2021



15.03.2021

Head

Division of Agricultural Economics and ABM

VITA

VITA

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EDUCATIONAL QUALIFICATIONS

Bachelor's Degree	:	B.Sc. Agriculture
University and Year of Award	:	Doon (PG) College of Agriculture Science and Technology
CGPA	:	8.12/10
Master's Degree	:	MBA (ABM)
University and year of award	:	SKUAST, Jammu (2020)
OGPA	:	8.29/10