

Benefits and Challenges of Online Food Ordering and Delivery Service - with Special Reference to Working Women in Chennai

K. Shyamala, R. Subhasri

Abstract: *Online food delivery services like Zomato, Swiggy, Uber eats etc., is very common in Chennai, serving food to the customers at their doorstep in round the clock. This study was basically conducted to analyse the benefits and challenges of online food delivery services and its relationship with the socio-economic aspects of the working women in Chennai. This study was aimed to explore the benefits and challenges of online food delivery and to find the relationship between demographic profile of the working women and factors of online food delivery. : The study mainly depends on the Primary data collected through a well-structured Questionnaire distributed to in Chennai alone. The result shows that there is Perfect association between age and educational qualification of the working women and cluster groups.*

Keywords: *Online food delivery, Benefits, Services and satisfaction.*

I. INTRODUCTION

Technology and Internet have paved the progression in various sectors like Research, Communication, Banking, Textile, and Medicine including Food industry also. Like online purchase of goods, phone-based to online ordering of food is also familiar through a web page or app. Online food delivery services like Zomato, Swiggy, Uber eats etc., is very common in Chennai, serving food to the customers at their doorstep in round the clock. This study was basically conducted to analyse the benefits and challenges of online food delivery services and its relationship with the socio-economic aspects of the working women in Chennai.

II. REVIEW OF LITERATURE

Sethu H S & Bhavya Saini (2016), investigated the student's perception, behaviour and satisfaction of online food ordering and delivery services and the study reveals that online food purchasing services help the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time easy access of internet are the prime reasons for using the online food services.

Revised Manuscript Received on December 05, 2019.

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Neha Parashar Ms Sakina Ghadiyali (2017), aims to find the most popular food app in food delivery industry. 129 respondents were taken for the study to analyse the customers' usage of food delivery apps and their socio economic characteristics. Structured questionnaire was tested through Cronbach alpha. Statistical tools like chi-square, weighted average and descriptive analysis were used. The study reveals that, consumers selecting food delivery app on the basis of facilities offered for the purchase and cash on delivery is the preferred mode for the payment.

Jyotishman Das (2018) analyzed the consumers' perception towards online food ordering and delivery services in Pune City. By using Non probability sampling method, data was collected from 153 online food app users. It is identified that, consumers prefer Zomato and Swiggy online food service providers because of good rewards and cashbacks offers provided by them.

Karishm Sharma, Karee Abdul Waheed (2018) tried to identify how the consumers use online food ordering app. Standard survey collection method has been adopted to collect the questionnaires from the Expatriate college students in Dubai . The sample size taken was 45 students and tools applied were percentage analysis. The results reveals that zomato is a most favourable online food ordering app and spent between 51-100 AED at a reasonable amount to order the food.

Suryadev Singh Rathore and Mahik Chaudhary (2018) analysed the consumers' preference and the factors which influence the consumers to order the food in online. By using structured questionnaire, data was collected from 120 respondents of Indore City. The study reveals that youngsters are attached to Ubereats and Zomato online ordering services. Discounted prices and offers, convenience and on- time delivery are mainly influencing the consumers to order in online app.

III. OBJECTIVES OF THE STUDY

- To study the socio- economic aspects of the working women in Chennai.
- To know the working women's perception towards online food service in Chennai
- To analysis the benefits and challenges of online food delivery.

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- To find the relationship between demographic profile of the working women and factors of online food delivery.

Hypotheses

There is no association between the cluster groups of working women and its demographic profile.

IV. METHODOLOGY

Area of the Study: The study is confined to Chennai City only.

Sample Size: Since the population for the survey are very large, and due to time limitation a sample size of 100 is taken for the survey.

Sources of Data

- Primary Data: Survey method is employed to collect the data from the respondents and the data are collected.
- Secondary Data: The secondary data was collected from various journals, magazines, books, articles, research papers and websites.

Research Tools: Percentage analysis, t-test, cluster analysis and chi-square analysis have been applied

Sampling Method: The study mainly depends on the Primary data collected through a well-structured Questionnaire distributed to in Chennai alone. The Secondary data was collected from journals, magazines, books, articles, research papers and websites.

Data Instrument: Well-structured Questionnaire

V. LIMITATIONS

- The Research Area was confined to Chennai Only.
- Sample size was only 100
- Respondent's opinion differs from time to time

VI. RESULTS AND DISCUSSION

Table – 1: Socio- Economic Aspects of the Respondents

	Frequency	Percentage
Age (In Years)		
20-30	37	37
30-40	41	41
40-50	15	15
Above 50	7	7
Academic Qualification		
School Level	10	10
Diploma	19	19
Graduate	49	49
Post Graduate	22	22
Occupation		
Professional	24	24
Government Employee	27	27
Business	21	21
MNC & Other Private Sector	28	28

Marital Status		
Married	53	53
Un married	47	47
Income (In Rs.)		
Below 20,000	21	21
20,000 - 40,000	16	16
40,000 - 60,000	17	17
Above 60,000	46	46

The above table reveals that, the maximum of, 41% of the respondents falls under the age group of 30-40 years, 49% of the working women are graduates; 28% of the women working in MNC and other private sectors, 53% of the respondents are married and 46% of the women earning the monthly income of Rs 60,000 and above.

Table – 2: Online Food Service Aspects

Online Food Service Aspects	Frequency	Percentage
Gadget preferred to order the food in online		
Desktop	33	33
Laptop	16	16
Smartphone	34	34
I pad	17	17
Occasions to order the food in online		
Business event	18	18
Special occasions	19	19
Social	22	22
Romantic	22	22
Don't want to cook	19	19
Duration of order		
Daily	19	19
Weekly Once	19	19
Monthly Once	32	32
Yearly Once	30	30
Preferred days to order the food in online		
Week days	22	22
Weekends	27	27
Any time	25	25
Particular day	26	26
Source of information about the online food ordering services		
Newspaper	16	16
Internet	22	22
Advertisement	22	22
Friends	13	13
Spouse	27	27
Average amount spent to order the food in online.		
Rs.1000/-p.m	26	26
Rs. 2000/-	25	25
Rs. 3000/-	24	24
More than 3000	25	25

Preferred mode for payment		
Internet transaction	28	28
Cash on delivery	42	42
Credit Card	30	30
Online food services has affected the traditional way of dining together		
Yes	20	20
No	31	31
May be	26	26
Neutral	23	23

The above table show that, maximum of, 34% of the respondents, preferred smart phone gadget to order the food in online, 22% of the women order their food in romantic and social events and occasions. 32% of the respondents ordering their food monthly once, 27% of the survey unit preferred only weekends to order the food in online, 27% of the users came to know about this service through their spouse.

It also found that, majority of, 26% of the working women spent, Rs.1000/- per month for ordering the food in online. 42% of the respondents preferred, cash on delivery to pay the value for food purchased in online and 31% of the users agree that buying food in online do not affect the traditional way of dinning.

Table – 3: Ranking of Mean and One-Sample Statistics for online food ordering and delivery services

Name of the food service	t-value	Mean (SD)	Std. Error Mean	Sig	Rank
Food Panda	17.878	4.47 (2.50)	.250	.000	3
Uber eats	20.567	4.70 (2.28)	.228	.000	1
Daily cary	18.225	4.18 (2.29)	.229	.000	8
Zomato	20.544	4.59 (2.23)	.223	.000	2
Pizza Hut Delivery	19.439	4.27 (2.20)	.219	.000	6
Dominos	20.751	4.36 (2.10)	.210	.000	5
Runnr	19.070	4.25 (2.167)	.2167	.000	7
Swiggy	19.615	4.44 (2.328)	.233	.000	4

From the above table it is clear that, Uber eats Online food delivery services(4.7000) ranked first, Second and third preference goes to Zomato(4.5900) and food panda (4.4700)respectively and next places occupied by Swiggy (4.4400) , Dominos (4.3600), Pizza Hut delivery (4.2700), Runnr (4.2500) and Daily cary (4.1800) respectively.

The one sample t-values (17.878, 20.567, 18.225, 20.544, 19.439, 20.751, 19.070, 19.615) are statistically significant at 5% level. This shows that working women are strongly agreed to order the food in online delivery services.

Table – 4: One-Sample Statistics and Ranking Analysis on Benefits of using an Online food delivery service

Benefits Factor	t-Value	Mean (SD)	Std. Error	Sig	Rank
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			Mean		
Convenience	22.197	3.28 (1.48)	.148	.000	1
Quick Delivery.	20.014	2.85 (1.42)	.142	.000	7
Time Saving	20.252	2.97 (1.47)	.147	.000	3
Availability of options	18.476	2.88 (1.56)	.156	.000	6
Ease of menu selection	21.131	2.94 (1.39)	.139	.000	5
Ease of payment	21.732	2.97 (1.37)	.137	.000	3
Better deals and discounts and attractive offers	23.054	3.10 (1.34)	.134	.000	2
24 x 7 Availability	19.800	2.81 (1.42)	.142	.000	8
Door step Delivery	19.738	2.94 (1.49)	.149	.000	5

It is evident from the above table that, Factor “Convenience”- is ranked first and agreed by the respondents with the mean value of 3.2800, “Better deals and discounts and attractive offers”- is ranked second and agreed with the mean value of 3.1000, “Ease of payment”- is ranked third and also agreed by the consumers with the mean value of 2.9700 and next places occupied by Ease of menu selection(2.9400),Door step Delivery (2.9400), Availability of options (2.8800),Quick Delivery(2.8500) and24 x 7 Availability (2.8100) respectively..

The t-values of above Factors (22.197, 23.054, 21.732, 21.131, 19.738, 18.476, 20.014, 19.800) are statistically significant at 5% level. This shows that all the benefits are influencing the working women to order and get the food in online food delivery services.

Table – 5: One-Sample Statistics and Ranking Analysis on Challenges of using an Online food delivery service

Challenging Factors	t-value	Mean (SD)	Std. Error Mean	Sig	Rank
Reduced freshness of food	20.045	2.89 (1.44)	.144	.000	6
Product below expectations	21.250	3.02 (1.42)	.142	.000	4
Waiting time	20.628	2.96 (1.43)	.143	.000	5
Technically difficult to use	21.548	3.06 (1.42)	.142	.000	3
Inability to return the dish if not appetizing/spoilt	23.373	3.24 (1.39)	.139	.000	1
Inability to revise the order once placed.	21.079	3.08 (1.46)	.146	.000	2

From the above table, it is clear that the mean values range 3.2400 to 2.8900 with respective standard Deviation. The ranking analysis is applied on these mean values and identified that, “Inability to return the dish if not appetizing /spoilt” ranks first,

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“Inability to revise the order once placed” ranks second and “Technically difficult to use” ranks third.

The t-values of above Factors (23.373, 21.079, 21.548, 21.250, 20.628, 20.045) are statistically significant at 5% level. This shows that all the challenges in online food ordering and delivery services are influencing the working women. So this inconvenience can be considered by the online food ordering services to achieve their target easily.

A. Cluster Analysis

Cluster analysis implies that three major classifications, identification of three groups of working women is used in K-Mean Cluster Analysis to obtain the results shown in the table

Table – 6: Frequency Loading of Clusters of Chennai working women

Cluster	Frequency Loading	
	Cluster Name	Frequency
Cluster	Traditional women	27.000
	Trendy women	40.000
	Modern women	33.000
Valid		100.000

B. Association between Cluster Group And Demographic Variable Of The Working Women

Table – 7: Cross tabulation cluster and age

Cluster Group	Age (In Years)				Total
	Below 20	20 - 30	30 - 40	Above 50	
Traditional women	11	14	1	1	27
Trendy women	16	17	7	0	40
Modern women	10	10	7	6	33
Total	37	41	15	7	100

Pearson chi Square 14.744(a)
Asymp. Sig. (2-sided) .022
Hypothesis - Rejected

Table – 8: Cross tabulation Cluster and Marital status

Cluster Group	Marital Status		Total
	Married	Un Married	
Traditional women	14	13	27
Trendy women	22	18	40
Modern women	17	16	33
Total	53	47	100

Pearson Chi-Square.108(a)
Asymp. Sig. (2-sided).948
Hypothesis – Accepted

Table – 9: Cross tabulation Cluster and Occupation

CLUSTER GROUP	OCCUPATION				Total
	Professional	Govt. Employee	Business	MNC & other Private Sector	
Traditional	5	13	6	3	27

Cluster	Traditional women	Trendy women	Modern women	Total
women	9	6	10	15
Trendy women	10	8	5	10
Modern women	24	27	21	28
Total	40	33	100	

Pearson Chi-Square 250(a) and Asymp. Sig. (2-sided).882
Hypothesis – Accepted

Table - 10: Cross tabulation Cluster and Income

CLUSTER GROUP	INCOME (In Rs.)				Total
	Below 20,000	20,000 -40,000	40,000 -60,000	Above 60,000	
Traditional women	5	3	6	13	27
Trendy women	9	7	2	22	40
Modern women	7	6	9	11	33
Total	21	16	17	46	100

Pearson Chi-Square 8.433(a) and Asymp. Sig. (2-sided).208
Hypothesis – Accepted

Table – 11: Cross tabulation Cluster and educational Qualification

CLUSTER GROUP	EDUCATIONAL QUALIFICATION				Total
	School level	diploma	graduation	Post-graduation	
Traditional women	5	3	6	13	27
Trendy women	9	7	2	22	40
Modern women	7	6	9	11	33
Total	21	16	17	46	100

Pearson chi-Square 309.929(a) and Asymp. Sig. (2-sided).000
Hypothesis – Rejected

Hypotheses Testing

As the p-value is less than .05, it is statistically significant at 5% level. Thus, null hypothesis is rejected. This shows that there is Perfect association between age and educational qualification of the working women and cluster groups.

VII. CONCLUSION

In recent days, middle class people are confused and surprised because of inflated bill in the restaurant (GST). In the restaurant, huge tax margin is levying for the comfortable dining and waiter to serve it at a table. Online food delivery services come as a rescue, to get their food in their place itself at special offers and discounts. Specifically, Convenience makes the working women to use this technology and to get the cooked food at their doorstep that too at reasonable price. Old method of traditional dining is also possible through online food delivery services.



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