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A study to assess the online food ordering practices of youth residing at Coimbatore city

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Abstract

Online Food delivery services have surfaced like mushrooms after rain as our nation moved into a new era. Some popular 'food aggregators' like Zomato, Swiggy, Food Panda, and UberEats are feeding the Indian cities online. This study aims to analyze the online food ordering practices among youth the present study covers 422 respondents from Coimbatore. A questionnaire was formulated to elicit information from the selected subjects. Findings conclude. In today's world, everyone is moving towards a digital environment that saves time. The majority of the respondents use mobile apps to order food. The most preferred food ordering app is Zomato majority of the respondents order at least twice a week. On average selected respondents spend around (Rupees 301-500) per time to order food online The main reason to order food online is to attempt the latest variety in food which cannot be prepared at home.

Keywords: Food App, cravings, nutrition, online food delivery services, food ordering practices

Introduction

Online Food delivery services have surfaced like mushrooms after rain as our nation moved into a new era. The first-ever food delivery service was in 1768 in Korea for their famous cold noodle (naengmyeon) service delivery. Ordering services is the process of ordering food directly from local restaurants. There are a total of 1.5 million eating outlets in India and the number is expected to grow rapidly.

SWIGGY and ZOMATO have emerged as the biggest players in the online food ordering and delivery marketplace in India. Other major players operating in the Indian market are Faaso's Food Services Private Limited, Food Vista India Private Ltd, Food Panda, and Uber EATS.

The change in the lifestyle of urban Indians characterized by longer working hours, longer traveling time, hostellers, rising number of working women and working couples are the key drivers for increased demand for a convenient supply of food at the doorstep

Consumers are getting more attracted to online ordering apps rather than home delivery to a specific restaurant. In the process of online food ordering apps, there is no human intervention involved which gives it more privacy. Apps have having number of restaurants, chef's kitchens listed with their menu specifically. So the consumers need not carry pamphlets and menu lists for further orders. It gives convenience to order food on the click of a button

A decade ago there were no online food ordering services so, people were left with no other choices other than walking into restaurants and having their food. The advancement of digital technology now makes major changes to the world

The digital revolution in the online retail market made a strong impact on the Indian food industry. Various food delivery apps such as Swiggy, Zomato, Ubereats, Food Panda, etc. with various provisions for their customers attracted the tech-savvy youngsters

Many respondents have two or more apps on their mobile phones and place orders in all of them. It has become a hobby for college students to order food online through apps such as Uber, and Pizza Hut and B&B delivery services such as Delivery Domino's

The worldwide online meal delivery market's sales rose by 27 percent year-over-year, exceeding \$136.4bn in 2020. The COVID-19 pandemic produced a jump in the number of online food orders, as individuals turned to meal delivery service

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Materials and Methods

Selection of Area

Tamil Nadu covers an area of 130,058Km² and it is the tenth largest state in India and sixth largest by Population. The selected area for the study is Coimbatore.

Coimbatore district of Tamil Nadu has total population of 3,458,045 as per the Census 2011. Out of which 1,729,297 are males while 1,728,748 are females. 75.7% people lives in urban areas while 24.3% lives in the rural areas.

Selection of Samples

About 422 samples of random people from both genders aged between 18-56 years were selected for this study. The technique for sampling adopted here was convenience sampling.

Inclusion criteria: All the people aged between 18-56 years

Exclusion criteria: Not interested in the study were excluded

Formulation of Questionnaire

A questionnaire was formulated to elicit information from the selected subjects recording socioeconomic profile, physical activity, sleep pattern, food cravings, anthropometric data, and the frequency of online food ordering. The collection of data was made easier with the cooperation of the respondents.

Statistical Analysis

The data was entered in Microsoft Excel. The collected details were consolidated, tabulated, and subjected to appropriate analysis via mean, and percentage. Reference charts for the data were drawn with the help of MS Excel. ANOVA tests were done by using SPSS software version 20.

Result and Discussion

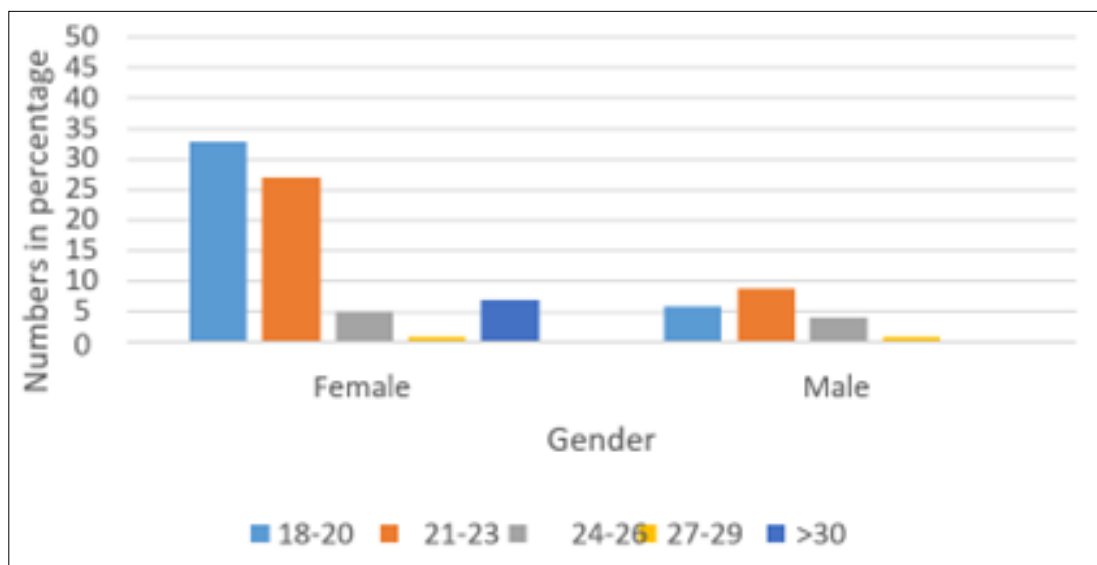


Fig 1: Age and sex of the selected respondents

Among the selected respondents, majority of the Female (27%) were in the age group of 21-23 and Male (9%) belong to 21-23 years category.

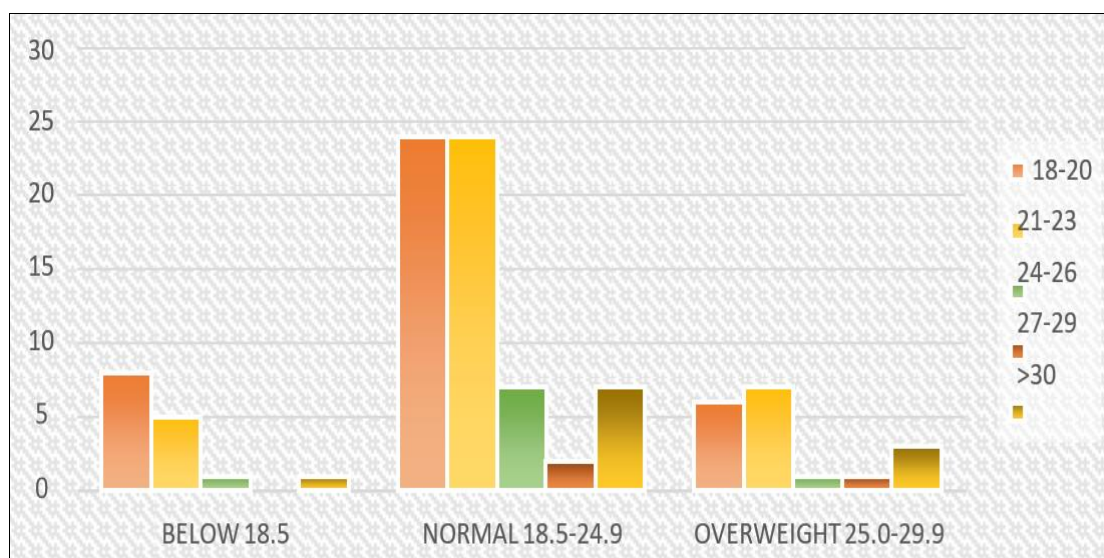


Fig 2: BMI category of the selected respondents

The above BMI category table reveals irrespective of all age group (16%) were underweight, (64%) are in Normal and (17%) are overweight

Table I: Socio economic status of the selected respondents

S. No	Socio demographic characteristics	Age in years									
		18-20		21-23		24-26		27-29		>30	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Accommodation										
	1. Own house	90	21	79	19	19	5	5	1	29	
	2. Rented house	25	6	24	6	3	1	4	1	12	7
	3. Apartment	7	2	6	1	2	0	3	1	5	3
	4. Hostel	45	1	44	10	15	4	3	1	2	1
	Total	167	30	153	36	39	10	15	4	48	0
2	Residential area										
	1. Urban	122	29	106	25	27	6	10	2	43	10
	2. Rural	45	11	47	11	12	2	5	1	5	1
	Total	167	40	153	36	39	8	15	3	47	11
3.	Monthly family Income										
	1. Less than 10000	11	3	13	4	4	1	0	0	1	0
	2. 10000-25000	54	13	41	10	10	2	4	1	7	2
	3. 25001-50000	44	10	49	12	21	5	3	1	12	3
	4. 50001-75000	16	4	17	4	1	0	4	1	13	3
	5. 75001-100000	18	4	16	4	1	0	2	0	9	2
	6. More than 1 lakh	24	6	17	4	2	0	2	0	6	1
	Total	167	40	153	38	39	8	15	3	48	11

Majority of the respondents irrespective of all age group (53%) accommodate in own house followed by (26%) accommodate in hostel. Among them 73% reside in urban and 27% reside in rural area. Monthly family income clearly tells

that 31% of the selected respondents were earning Rs.25001/- to 50000 /- and 27% of them were earning Rs.10000 /- to 25000 /-per month.

Table 2: Ordering food online among selected Respondents

S. No	Ordering	Age in years									
		18-23		21-23		24-26		27-29		>30	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Method of ordering										
	1.Nil	24	6	11	3	2	0	0	0	1	0
	2.Using mobile app	137	32	130	31	35	8	14	3	46	11
	3.Using website	3	1	9	2	1	0	0	0	0	0
	4.Through Call	3	1	3	1	1	0	1	0	1	0
	Total	167	40	153	37	39	8	15	3	48	11
2	App preferred to order										
	1.No App	24	6	11	3	2	0	0	0	3	1
	2.Zomato	70	17	71	16	17	4	8	2	20	5
	3.Swiggy	68	16	58	14	19	5	6	1	19	5
	4.Ubereats	5	1	8	2	0	0	1	0	6	1
	5.Food panda	0	0	5	1	1	0	0	0	0	0
	Total	167	40	153	36	39	9	15	3	48	12
3	Frequency of ordering										
	1.Nil	24	6	6	1	2	0	0	0	0	0
	2.Occasionally	12	3	9	2	2	0	4	1	7	2
	3.Fortnightly	20	5	29	7	9	2	3	1	3	1
	4.Weekly Thrice	7	2	11	3	5	1	1	0	8	2
	5.Weekly Twice	33	8	28	7	4	1	2	0	19	5
	6.Weekly Once	33	8	32	8	14	3	4	1	4	1
	7.Daily Thrice	12	3	5	1	0	0	0	0	2	0
	8.Daily Twice	10	2	4	1	0	0	0	0	0	0
	9.Daily Once	16	4	29	7	3	1	1	0	5	1
	Total	167	41	153	37	39	8	15	3	48	12

The Above table shows (86%) selected respondents use mobile app to order food and (45%) selected respondents prefer Zomato to order food. Irrespective of all age group

(21%) of the selected respondents ordered once or twice in a week.

Table 3: Reason for ordering food online among selected respondents

S. No	Reason & Emotions	Age in years									
		18-23		21-23		24-26		27-29		>30	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Reasons										
	1.Nil	24	6	6	1	2	0	0	0	0	0
	2.Saves Time	21	5	22	5	5	1	2	0	8	2
	3.Affordable	7	2	11	3	6	1	1	0	1	0
	4.Discount	6	1	14	3	4	1	0	0	4	1
	5.To enjoy different menu	96	23	82	19	17	4	9	2	32	8
	6.To eat with Family/Friends	0	0	1	0	0	0	0	0	0	0
	7.Hostellite	13	3	17	4	5	1	3	0	3	1
	Total	167	40	153	35	39	8	15	2	48	12
2	Emotions										
	1.Nil	24	6	6	1	2	0	0	0	0	0
	2.Strongly disagree	15	4	11	3	0	0	0	0	5	1
	3.Disagree	6	1	20	5	3	1	0	0	2	0
	4.Neutral	43	10	38	9	14	3	5	1	20	5
	5.Agree	49	12	60	14	17	4	8	2	19	5
	6.Strongly Agree	30	7	18	4	3	1	2	0	2	0
	Total	128	153	153	36	39	9	15	41	41	11

The above table clearly depicts (56%) selected respondents order food to enjoy different menu .and (36%) of the selected

respondents Agree that emotion factor plays a role in ordering food online.

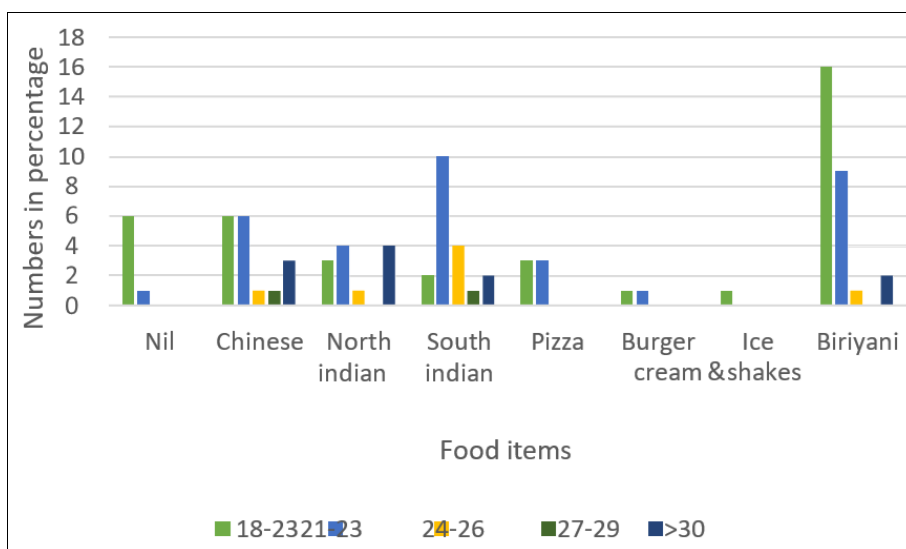


Fig 3: Frequently ordered food item among selected respondents

Irrespective of all age range, (29%) selected respondent order Biryani followed by (20%) South Indian.

Amount spend per time to order food online among selected respondents

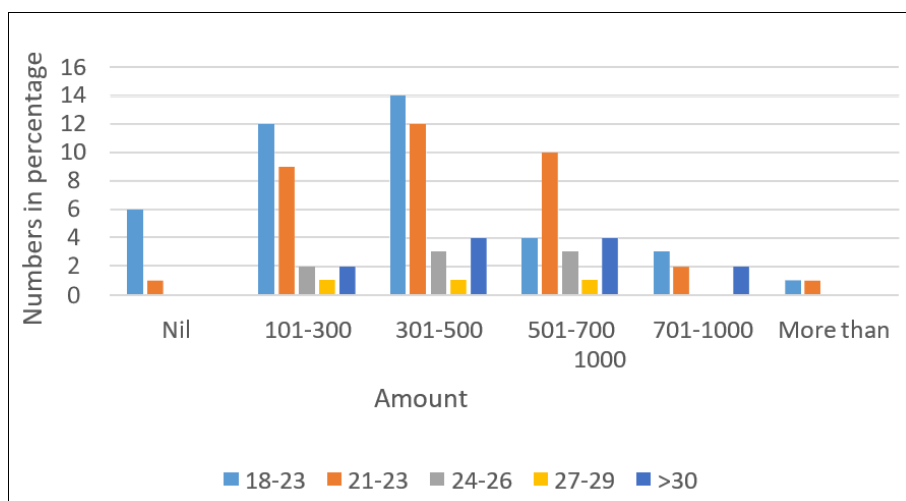


Fig 4: Amount spend per time to order food online among selected respondent

From the above graph (35%) selected respondents spend around (Rupees 301-500) per time to order food.

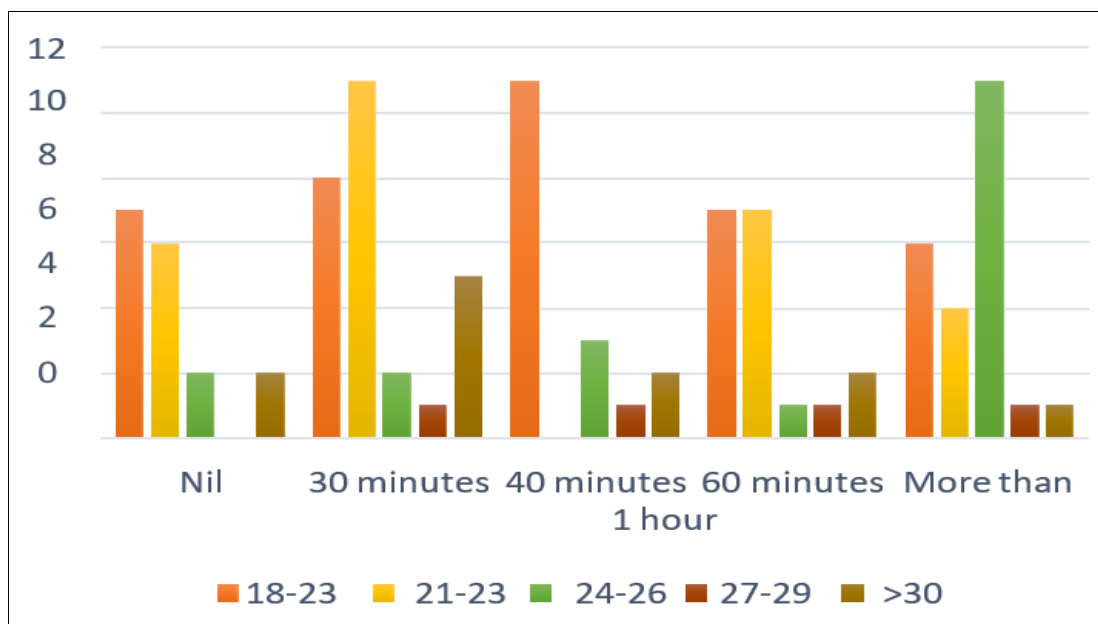


Fig 5: Average minutes of physical activity among selected respondents

The above graph shows (28%) selected respondents spend about 30 minutes per day for physical activity followed by (21%) 40 minutes per day.

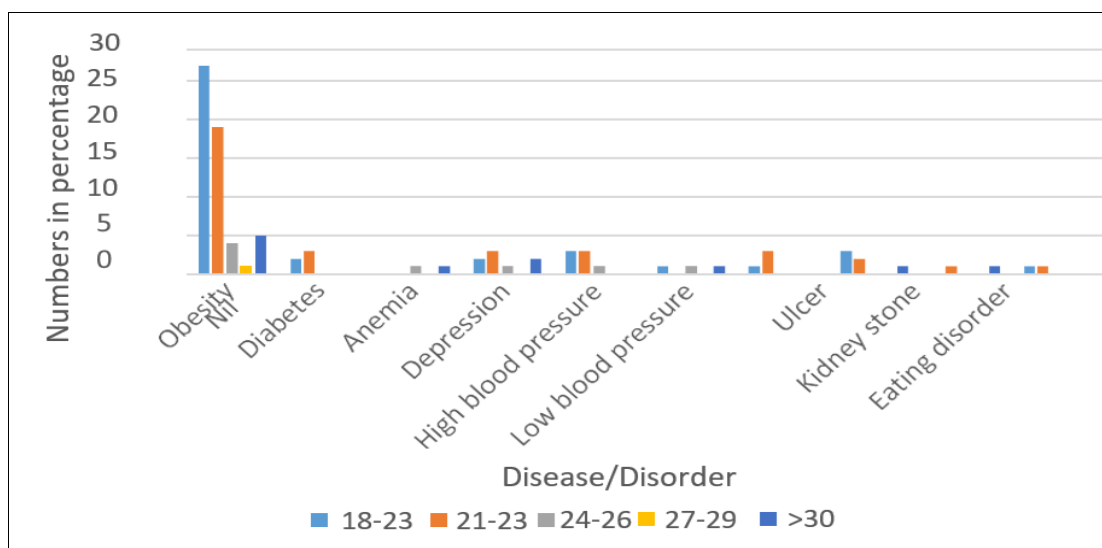


Fig 6: Disease/Disorder among selected respondents

The graph shows (57%) selected respondents do not encounter any of the above mentioned health condition on the other hand (8%) per cent of respondents have Anemia

Table 4: Food cravings among selected respondents

S. No	Cravings	Age in years									
		18-23		21-23		24-26		27-29		>30	
		No.	%	No.	%	No.	%	No.	%	No.	%
Craved flavor											
1	1. Nil	26	6	20	5	6	1	0	0	4	1
	2. Sweet	28	7	33	8	4	1	3	1	15	4
	3. Spicy	108	26	93	22	25	6	11	3	27	6
	4. Salty	4	1	6	1	4	1	1	0	2	0
	5. Sour	1	0	1	0	0	0	0	0	0	0
	Total	167	40	153	36	39	9	15	4	48	11
Meal carvings											
2	1. Nil	23	5	21	5	7	2	0	0	4	1
	2. Breakfast	7	2	6	1	3	1	0	0	4	1
	3. Lunch	45	11	37	9	6	1	4	0	10	2

4. Dinner	39	9	28	7	12	3	6	1	8	2
5. Snack	49	12	57	13	11	3	4	1	21	5
6. Post dinner	4	1	4	1	0	0	1	0	1	0
Total	167	40	153	36	39	10	15	2	47	11

Irrespective of the age range, (63%) selected respondents selected respondents crave for snack followed by lunch (24%) crave for spicy foods followed by (20%) sweets. And (34%)

Table 5: ANOVA Test for frequency of order, food cravings and physical activity

	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	33.108	4	8.277	1.551	.187
Frequency of order Within Groups	2225.775	417	5.338		
Total	2258.884	421			
Between Groups	1.807	4	.452	.729	.573
Food cravings Within Groups	258.449	417	.620		
Total	260.256	421			
Between Groups	5.152	4	1.288	.770	.545
Physical activity Within Groups	697.220	417	1.672		
Total	702.372	421			

From the above table, we can conclude that no significance activity. seen in frequency of order, food cravings and physical

Table 6: ANOVA Test for amount spent per month, per time to order food and family income

	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	14.200	4	3.550	7.187	.000*
Per Month	205.961	417	.494		
Within Groups Total	220.161	421			
Between Groups	29.917	4	7.479	6.065	.000*
Per time	514.228	417	1.233		
Within Groups Total	544.145	421			
Between Groups	30.268	4	7.567	1.820	.124
Family income	1734.123	417	4.159		
Within Groups Total	1764.391	421			

From the above table, *There is 1% Significance difference between amount spent per month and per time

Summary and Conclusion

Nutrition is a key element for an individual to live healthy. In recent years consistent consumption of hotel food has been raised and minimized in physical activity also any time food availability paves the way for high food ordering practices among youth and Overweight, Anemia was a notable non-communicable disease captured during the study. Apart from meals cravings for snacks is high among youth. A regular intake of hotel foods will gradually create an impact on individual health status.

Recommendation

Individual consumers need to be more aware and educated about their individual dietary needs

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