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**EFFECT OF DEMOGRAPHIC FACTORS ON CONSUMER BEHAVIOUR TOWARDS ONLINE FOOD ORDERING SERVICES IN GOA**

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**Abstract**

*Online Food ordering is a process wherein consumers can place order for food from their favourite restaurants, take away food joints through the website or mobile app. Online food ordering and delivery services are starting to gain popularity among consumers. The main purpose of this study is to ascertain the significance of demographic factors such as age, gender, marital status, occupation and education in influencing consumer behavior towards online food ordering services in Goa. To achieve this objective, 100 respondents from Goa were randomly selected and interviewed by administering a structured questionnaire. The study revealed that there is significant association between marital status and amount spent on online food ordering.*

*Keywords: Online food ordering, consumer behavior, demographic factors*

**Introduction**

'The world at your fingertip' is a virtual reality today because of the advent of the internet. The phrase it's a small world has actually proved true with all kinds of services that can be accessed today with the use of the internet. Be it in the field of communication, online shopping etc. The online market has opened up new avenues for business houses large and small alike to host their product and services to cater to this new and ever growing segment of online buyers. Most people now prefer to browse and purchase products online from the ease and convenience of their homes which otherwise they would have to shop the traditional way by actually travelling and going to the shops or showrooms and hence saving time, energy, fuel etc. From the wide variety of products that a customer can choose ranging from electronics, apparels, furniture to sports equipment etc., a customer can now even browse and order food of their choice from their favourite restaurants sitting from home using various online portals and mobile apps.

**Literature Review**

The advent of smartphones and easy access to internet has revolutionized the way consumers shop. Online shopping is not just confined to ordering books, electronics, home appliances, groceries, apparels etc. but food as well. **Dahiya (2012)** tried to analyse the impact of demographic factors on consumer's online shopping behaviour. He concluded that age, marital status and education does not have any significant impact on consumer's online shopping behavior. While family size and gender were found to be important demographic factors affecting the respondent's online shopping behavior. **Kedah et. al., (2015)** found that customer satisfaction is very important in online food ordering business as it will ensure customer loyalty. The study also revealed that customer satisfaction depends on website quality, service quality and trust. **Das (2018)** collected information from users of online food delivery services. He found that most of the respondents preferred Zomato as they provided better discounts and delivered orders on time. Doorstep delivery was cited as the major factor encouraging respondents to order food online. Consumers were found to have a bad experience ordering food online and therefore that would hinder them from ordering food online in future. **Parashar and Ghadiyali (2017)** interviewed majority of the respondents in the age group of 20 to 25 years. Food panda was found to be the most preferred due to quick delivery services. Comfort in ordering was found to be the major factor affecting their purchase decision. According to **Rathore and Chaudhary (2018)** promotional offers play a very significant role in influencing students to order snacks online. Though Uber eats was found to be the most preferred online food delivery service provider, Zomato was rated at the top for providing better quality services. **Trivedi's (2018)** majority of the sample respondents were students. The study revealed that although majority of the respondents preferred to order food online from Zomato some still preferred going to the restaurant. **Chen at. al.** analysed Taiwan's home delivery company to develop a home delivery service model. He reported that security of personal information, safe and secure transaction process, speed of delivery service, quality of food, trained staff, established of brand image were important to online shoppers of speciality foods. Studies are conducted to analyse the impact of demographic factors on consumers online shopping behavior. The literature focuses on analyzing student's attitude and preferences for online food ordering and delivery services. The studies highlight the reasons why students are using online food ordering and delivery services. Studies discussing impact of demographic factors on consumer behavior towards online food ordering and delivery services are less in number, thus indicating a gap. Everybody does not prefer ordering food online and thus there is a need to analyse the reasons for not using online portal for ordering food.

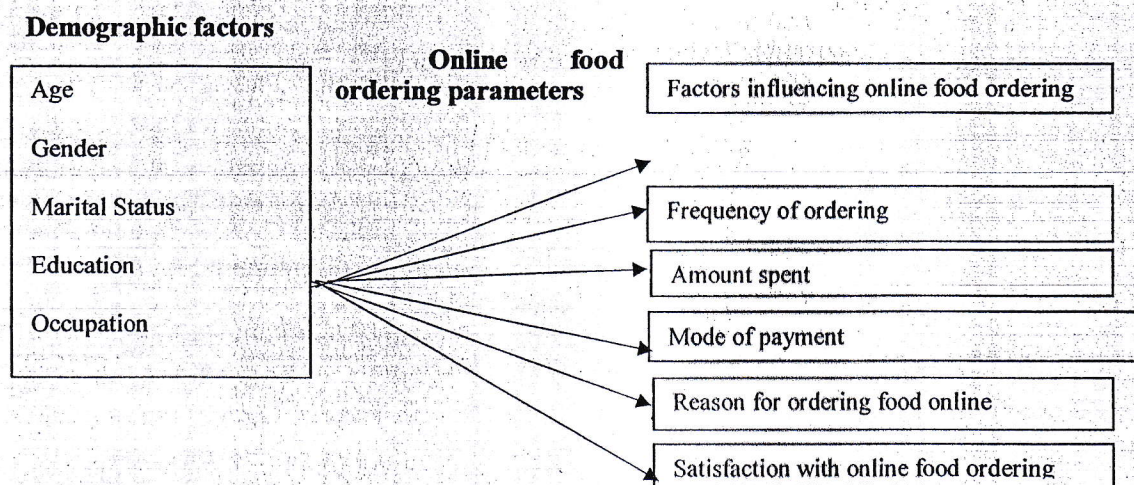
**Methodology**

A structured questionnaire consisting of closed ended questions was prepared and distributed to 130 respondents. Out of 130, only 100 questionnaires duly filled by the respondents were received. The data collected was nominal and ordinal therefore chi-square test was used to test the relationship between demographic variables such as age, gender, marital status, education, occupation, income and online food ordering parameters. Cramer's V is also used to determine the strength of association between demographic factors and online food ordering parameters.

**Research Hypothesis**

The present study aims at examining the impact of demographic factors on online food ordering parameters. Figure 1 below shows the proposed research model for analyzing the impact of demographic factors on online food ordering parameters.

**Figure 1: Research Hypothesis**



Source: compiled by author

**Results and Discussion**

**Table 1: Demographic profile of Respondents**

Demographic Group	Demographic	Number
Age Group (in years)	15-25	51
	26-35	18
	36-45	15
	46-55	14
	Above 55	2
Gender	Male	28
	Female	72
Education	SSC	3
	HSSC	28
	Graduate	37
	Post Graduate	30
	Others	2
Occupation	Homemaker	5
	Professional	2
	Entrepreneur	6
	Employed	45
	Student	42
	Marital Status	Married
	Unmarried	62

Source: Primary Data

**Table 2: Online Food Ordering Services Availed**

	Frequency
Yes	72
No	28
Total	100

Source: Primary Data

Table 2 shows that 72 respondents have ordered food online while 28 respondents have never ordered food online. Preference for homemade food, lack of trust and preference to visit the restaurant were the major reasons cited by respondents for not ordering food online.

**Factors influencing online food ordering**

H0: There is no significant association between the demographic variables and the factors influencing respondents to order food online.

**Table 3: Demographic factors and factors influencing online food ordering**

Demographic Factors	Chi-square value	Significance	Cramer's V Value
Age	44.716	0.024	0.361
Gender	21.136	0.004	0.496
Marital Status	18.314	0.011	0.461
Education	48.211	0.010	0.374
Occupation	56.598	0.001	0.406
Income	10.251	0.923	0.233

Source: Primary Data

\*significance at 5% level

From the above table it is evident that chi-square value is significant at 5% level with respect to age, gender, marital status, education and occupation. Hence it is concluded that there is a significant association between age, gender, marital status, education, occupation and factors influencing online food ordering. Whereas, there is no association between income and factors influencing online food ordering. Although chi-square independence test shows that there is a significant relationship between age, gender, marital status, education, occupation and factors influencing online food ordering, their association is moderate.

**Frequency of ordering food online**

H0: There is no significant association between the demographic variables and frequency of online food ordering.

**Table 4: Demographic factors and frequency of online food ordering**

Demographic Factors	Chi-square value	Significance	Cramer's V Value
Age	20.922	0.182	0.248
Gender	6.349	0.175	0.273
Marital Status	10.096	0.039	0.345
Education	46.961	0.000	0.372
Occupation	33.774	0.006	0.315
Income	19.206	0.084	0.321

Source: Primary Data

\*significance at 5% level

The chi-square value of marital status, education and occupation are found to be significant at 5% level. Therefore, it is concluded that there is a significant association between marital status, education, occupation and the frequency of ordering food online. The Cramer's V value indicates that the strength of association is moderate. The other demographic factors such as age, gender and income have no significant association with the frequency of ordering food online.

**Amount spent on ordering online food**

H0: There is no significant association between the demographic variables and amount spent on online food ordering.

**Table 5: Demographic factors and amount spent on ordering food online**

Demographic Factors	Chi-square value	Significance	Cramers V Value
Age	49.594	0.000	0.382
Gender	13.923	0.008	0.405
Marital Status	35.715	0.000	0.648
Education	66.520	0.000	0.442
Occupation	74.374	0.000	0.468
Income	23.637	0.023	0.356

Source: Primary Data

\*significance at 5% level

From the above table it is evident that the P-values are less than the significance level of 5%. Hence, we fail to accept the null hypothesis. Thus, we conclude that there is significant association between all the demographic factors and the amount spent on ordering food online. As indicated in the above table Cramer's V value for marital status is 0.648 which means that the strength of association between marital status and amount spent on online food ordering is more significant as compared to other demographic factors.

**Mode of Payment**

H0: There is no significant association between the demographic variables and preferred mode of payment among respondents.

**Table 6: Demographic factors and preferred mode of payment**

Demographic Factors	Chi-square value	Significance	Cramer's V value
Age	20.650	0.192	0.246
Gender	8.770	0.067	0.321
Marital Status	6.499	0.165	0.277
Education	33.510	0.006	0.314
Occupation	33.361	0.007	0.313
Income	12.944	0.373	0.264

Source: Primary Data

\*significance at 5% level

It is observed from the above table that there is a significant association between education, occupation and the respondent's preferred mode of payment while ordering food online. The Cramer's V value for education and occupation is 0.314 and 0.313 respectively indicating a moderate association.

**Reason for ordering food online**

H0: There is no significant association between the demographic variables and reason for ordering food online.

**Table 7: Demographic factors and reason for ordering food online**

Demographic Factors	Chi-square value	Significance	Cramer's V value
Age	22.215	0.329	0.256
Gender	3.931	0.559	0.215
Marital Status	6.063	0.300	0.267
Education	44.345	0.001	0.361
Occupation	32.811	0.035	0.311
Income	17.289	0.302	0.305

Source: Primary Data

\*significance at 5% level

It is observed from the above table that only education and occupation are significant at 5% level. Therefore, there is a relationship between education, occupation and the reason for ordering food online. The Cramer's V value for education and occupation is 0.361 and 0.311 respectively thus indicating moderate association between these factors and reason for ordering food online. With respect to other demographic factors, no significant association is found and hence the null hypothesis is accepted.

**Satisfaction with online food ordering and delivery services**

H0: There is no significant association between the demographic variables and satisfaction with online food ordering and delivery services.

**Table 7: Demographic factors and satisfaction with ordering food online**

Demographic Factors	Chi-square value	Significance	Cramer's V Value
Age	32.638	0.008	0.312
Gender	2.609	0.625	0.176
Marital Status	17.280	0.002	0.454
Education	44.188	0.000	0.363
Occupation	41.560	0.000	0.352
Income	9.522	0.391	0.226

Source: Primary Data

\*significance at 5% level

Age, marital status, education and occupation has a significant association with satisfaction of respondents towards online food ordering and delivery services as the P-value of these factors are less than the significance level. Hence we fail to accept the null hypothesis. These factors have a moderate association.

### Conclusion

The study revealed that there is more significant relationship between marital status and the amount spent on ordering food online. It is concluded that unmarried respondents order food online more frequently as compared to married respondents. Though unmarried respondents order more frequently, the amount spent on ordering food online is mostly less than Rs. 250 or is between Rs. 250 to Rs. 750. While majority of the married respondents ordered food online less frequently but spent more than Rs. 750. The other demographic factors were found to have weak to moderate association with the online food ordering parameters.

### Scope for Further Research

There are many other factors which influence consumer behavior towards online food ordering which have not been analysed in this study. Hence there is scope for undertaking further research and analyzing the influence of those factors on consumer behavior.

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