

Impact of Second Wave Covid-19 Online Food Delivery in Thoothukudi

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Abstract:

Restaurants are now trying to maximize their business performance by offering food delivery services. In this way, everyone can rationalize existing fixed costs and keep their business sustainable. Home delivery is an essential ingredient in this mix. In addition, with this format, more customers can be served, compared to the sit-and-din format where during peak hours, customers will be lost. The delivery format also helps build customer loyalty. The home delivery or take-out format has won many more customers in places like shopping malls, offices, and large party orders for residential complexes. People who miss breakfast on the way to work. People who want a better corporate or party lunch option also ask. Everyone seems to be impressed with the option to order and deliver food online for convenience and immediate source of food at home.The role of mobile apps and also web-based system of ordering food cannot be undermined at this point.

Keywords — **Online, food delivery.**

I. INTRODUCTION

The initial investment required for a delivery-focused format is much less than opening a restaurant or even a fastfood restaurant. Investments include rent, interior design, furniture, etc. As a result of these cost advantages, more operators are willing to devote their time, energy and investment to dedicated food delivery formats. There is a considerable reduction in labour and supply costs

and the most economical aspect is the need for quality real estate. It's the most expensive of all restaurant investment, and with a delivery format, that cost is saved. The convenience of ordering groceries from your mobile app or web browser has certainly taken market share away from the trusted “kirana” or “mom-n-pop” stores. India is the sixth largest grocery market in the world, but the organized sector, led by some of the online

businesses mentioned above, only accounts for 5-8% made on on-going restaurant businesses that may of the grocery market share. The vast majority still belong to these local markets and family shops. This has obvious impacts on traditional restaurant meal formats, as more and more people prefer to have a restaurant-style kitchen in the privacy of their home or workplace, but the impact is not as significant as it sounds to be. The fast-food industry in India is only 20 years old and remains largely unorganized. Considering the speed at which the organized sector is growing rapidly, it is only a matter of time and much larger global investments before a really big impact occurs on the on-going catering businesses that may not have their own format oriented to Delivery. The role of mobile apps and also web-based system of ordering food cannot be undermined at this point. With more people using smart phones, increasing literacy and access to the Internet, the fortunes waiting to be reaped from the business of home delivery are just a click away.

II STATEMENT OF THE PROBLEM

Due to pandemic and secondwave spread the government imposed strict lockdown measures in the state from 10 th May 2021. The fast-food business in India is only about 2 decades old, and remains largely unorganized. Given the rate at which the organized sector is rapidly growing, it is only a matter of time and a much larger chunk of global investments before a really big impact is

not have a delivery-focused format of their own. Here we consider in our study online food servicing app and their services in our town. We study the customer's attitude towards this online food servicing apps in Tuticorin during this lockdown.

III Review of the Literature

- 1.Vinaik et al (2019) conducted a study to understand the viable factors considered by the consumers while ordering food from a particular app and the various methods and factors based on which food apps can be compared.
2. Chandrasekhar et al. (2019) investigated the impact of online food delivery services like Swiggy, Foodpanda, Zomato, etc., on consumers and found that the consumers mostly prefer distinctiveness concerning price, quality and delivery.
3. Ahmed Tausif Saad (2020) the core idea of his paper was to empirically evaluate the factors affecting the choices of consumers while ordering the food online and explore the consumer behaviour in the online food delivery business.

IV OBJECTIVE OF THE STUDY

1. To analysis the Satisfaction level of online food delivery during the lockdown period.
2. To examine the Problems faced by the respondents while ordering the food through online.
3. To analysis the reason for ordering food through online during the lockdown period.

V HYPOTHESIS OF THE STUDY

1. H_0 : There is no significance relationship between Factors including Satisfaction level of online food delivery during lockdown period.
2. H_0 : There is no significance relationship difference in the safety measures during lock down period among the respondents.

VI RESEARCH METHODOLOGY

The present study adopts an analytical and descriptive research design. By adopting convenience sampling method. Data was collected by using two main methods .i.e., primary data and secondary data. The tools used for analysis is Independent T-test, One sample T-Test.

VII LIMITATION OF THE STUDY

1. The information given by the respondents might be biased because some of them might not be interested in providing correct information.
2. Respondents tried to escape some statements. This was one of the most important limitations faced, as it was difficult to analyse and come at a right conclusion.
3. Due to time and cost factor, only limited respondents were surveyed.

VIII ANALYSIS AND DISCUSSIONS

Table-1 Demographic Profile

Category	Factors	Frequency	Percentage
Age	Below 20	27	28.4
	21 - 30	51	53.7
	31 - 40	13	13.7
	40 and above	4	4.2
	Total	95	100.0
Gender	Male	54	56.8
	Female	41	43.2
	Total	95	100.0
Educational Qualification	School Level	4	4.2
	Degree/Diploma	44	46.3
	Post graduates	31	32.6
	Professional	13	13.7
	Others	3	3.2
	Total	95	100.0
Occupational status	Home maker	17	17.9
	Govt. Employee	5	5.3
	Private Employee	34	35.8
	Business	9	9.5
	Others	30	31.6
	Total	95	100.0
Monthly Income	Up to 10000	34	35.8
	10000 - 20000	23	24.2
	20000 - 30000	15	15.8
	30000 - 40000	8	8.4
	Above 40000	15	15.8
	Total	95	100.0

Inference:

Table 1 Indicates, 53.7 per cent respondent age group are under 21-30 years. Most of the respondents are male (56.8%). Most of the respondents completed their degree/ diploma (46.3). Most of the respondents worked as private employees (35.8). Most of the respondent monthly income falls under 10000 rupees.

Table -2 Reason for Ordering Food

Reason for ordering Food	Frequency	Percentage
Discount	13	13.7
Convenience	20	21.1
Better Selection of menu	11	11.6
Save time	22	23.2
Low price	9	9.5
Easy to make order	8	8.4
Safety	7	7.4
Others	5	5.3
Total	95	100.0

Table 2 indicates, out of 95 respondents 23.2 per cent respondents said the reason for ordering food is mainly save time. Among them 21.1 per cent respondents mainly focus the convenience. Among them 13.7 per cent respondents avail the discounts. 11.6 per cent respondents said for better selection of menu. Among them 9.5 per cent respondents consider the price for ordering food. Among them 8.4 per cent respondents feel easy to order the food through online. Among them 7.4 per cent respondents feel very safety.

Table-3 Payment Methods

Payment Methods	Frequency	Percentage
Paytm	13	13.7
Phonepay	13	13.7
Google pay	52	54.7
Others	17	17.9
Total	95	100

Table-3 shows that 54.7 per cent of the respondents using Google pay for paying their orders and remaining 13.7 per cent respondents are equally used Paytm and PhonePay.

Table-4Independent T - Test

Null Hypothesis: There is no significance relationship between Factors including Satisfaction level of online food delivery during lockdown period and Gender wise classification

Group Statistics							
Factors	Gender	N	Mean	Std. Deviation	t	Sig. (2-tailed)	Relationship
Price Value	Male	54	3.5370	1.04092	-.900	.371	Not Significant
	Female	41	3.7317	1.04939			
Social influence	Male	54	3.6111	.95989	-1.296	.198	Not Significant
	Female	41	3.8537	.82344			
Habit	Male	54	3.5741	1.05691	.869	.387	Not Significant
	Female	41	3.3902	.97155			
Trust	Male	54	3.6111	1.12295	-.863	.390	Not Significant
	Female	41	3.8049	1.03004			
Convenience	Male	54	3.8148	1.08287	-.623	.535	Not Significant
	Female	41	3.9512	1.02350			
Application Quality	Male	54	3.7778	1.04008	.428	.669	Not Significant
	Female	41	3.6829	1.10542			
Satisfaction	Male	54	3.6296	1.06923	-.140	.889	Not Significant
	Female	41	3.6585	.88345			
Intension	Male	54	3.5741	1.10917	-.255	.800	Not Significant
	Female	41	3.6341	1.17805			

Source: Primary data

Inference:

The above table shown the p value of the variable Price value, Social influence, Habit, Trust, Convenience, Application Quality, Satisfaction, and Intension are more than 0.05 at 5% level of significance. Hence the null hypothesis are accepted

and inferred that there is no difference between the mean scores of these two factors of online food delivery satisfaction and Gender.

Table-5 One sample T-Test

Null Hypothesis: There is no significance relationship difference in the safety measures during lock down among the respondents

One-Sample Statistics Test Value 3								
Factors	N	Mean	Std. Deviation	Mean Difference	t	df	Sig. (2-tailed)	Relationship
Delivery man maintains a healthy 7ft distance while delivery	95	3.8842	1.01963	.88421	8.452	94	.000	Significant
Ordering food is proper and safe packing	95	3.8211	.97826	.82105	8.180	94	.000	Significant
Delivery man used sanitizer before delivers the package	95	3.7053	1.03012	.70526	6.673	94	.000	Significant
The restaurant provide free sanitizer packet along with food during delivery	95	3.2526	1.25451	.25263	1.963	94	.053	Significant
Select the restaurant based on the best safety measure images	95	3.5263	1.22771	.52632	4.178	94	.000	Significant

Source: Primary data

Inference:

The above table shown the p value of the variable Delivery man maintains a healthy 7ft distance while delivery, ordering food is proper and safe packing, Delivery man used sanitizer before delivers the package, the restaurant provide free sanitizer packet along with food during delivery, Select the restaurant based on the best safety measure images is less than 0.05 at 5% level of significance. Hence null hypothesis for this variable is Rejected. It concludes that there is significance difference in the safety measures during lockdown among the respondents.

Conclusion

The evolution of the urban lifestyle of the average Indian is dramatic enough to encourage faster growth in takeout and fast delivery models. "India is expected to be the third largest consumer market by 2030, which will be a major boost for the overall consumer economy," according to the RedSeer report. The adoption of digital services by smaller cities and branded food services ecosystem will further the growth of online food delivery, it added. The ever-growing populations of overcrowded metropolitan cities and longer commute times are driving convenient, ready-to-eat, and cheaper options of delivering food and groceries to our doorstep. Companies aware of the enormous growth potential can venture there directly, but only the strongest will survive. Businesses that keep their value proposition and

brand alive in the minds of consumers will take the lion's share of India's online catering pie.

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