

A STUDY ON POST PURCHASE BEHAVIOUR OF STUDENTS TOWARDS ONLINE FOOD DELIVERY SERVICES

Submitted in partial fulfillment of requirements for the award of the

MASTER OF BUSINESS ADMINISTRATION

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **Giri Sankar guru 42410291** who carried out the P project Training "**A STUDY ON POST PURCHASE BEHAVIOUR OF STUDENTS TOWARDS ONLINE FOOD DELIVERY SERVICES**" under my supervision from January 2023 to March 2023.

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DECLARATION

I **Giri Sankar Guru P (42410291)** hereby declare that the Project Report entitled “**A STUDY ON POST PURCHASE BEHAVIOUR OF STUDENT TOWARDS ONLINE FOOD DELIVERY SERVICES**” done by me under the guidance of **Dr. Gananath Khilla** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

This study aims to investigate the post-purchase behavior of students towards online food delivery services. Among the key consumer segments, students have emerged as a significant user group for these services due to their busy lifestyles and need for convenience. As online food delivery services have become increasingly popular among students, understanding their behavior after making a purchase is crucial for service providers and marketers. The study focuses on factors influencing student satisfaction, loyalty, and repeat purchase intentions. A quantitative survey is employed as the approach. The study's findings contribute to the existing literature by providing insights into students' post-purchase behavior and enabling service providers to develop effective customer retention strategies. The research also explores potential differences in behavior based on demographics. The study's outcomes can guide service providers in enhancing customer satisfaction, fostering loyalty, and driving repeat purchases among student consumers.

Keywords: post-purchase behavior, online food delivery services, customer retention strategies, customer satisfaction.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The good and widespread use of digital technology is a hallmark of the 21st century, which we have now entered. Because the typical Indian uses mobile internet for 2.5 hours each day, this has helped the Indian e-commerce industry flourish. One of the fastest-growing E-Commerce segments is the provision of digital ordering and delivery of food. People may now place orders via the restaurant's website or mobile app whenever they want, from anywhere, using any smart technology device, which has increased their degree of comfort and convenience. E-commerce has grown remarkably over the past ten years for a variety of reasons, including changes in consumer lifestyles, technology breakthroughs, increases in buyer salaries and training, and rapid global budgetary development. The amount of people using the Internet to buy or make purchases has been increasing noticeably a sharp increase in internet sales.

Many businesses built up virtual platforms because of the abundance of online capabilities, but they did so without understanding the actual driving forces behind online purchases. Many marketers firmly believe that digital marketing will increase the client base, their spending, and their devotion to internet delivery of food. Online meal delivery has experienced the e-commerce industry's fastest growth. The food industry has undergone a transformative shift in public perception due to the emergence of a particular sector. This sector has revolutionized the way consumers experience food by offering them an extensive selection of cuisines from various restaurants, available anytime and anywhere through online platforms. Additionally, it has greatly improved customer convenience for people across all demographics. One of the most rapid growth in the e-commerce world has been online meal delivery. This industry has changed the way people think about food.

Online meal ordering websites have mostly been grown for customer convenience. However, they open a lot of opportunities for small foundations to growth their businesses. For a while, ordering food online spread around the globe. In India, a number of versions have also gained popularity at various times and are on the road to success.

1.2 INTRODUCTION OF ONLINE FOOD DELIVERY

Meal delivery services conducted over the internet are one of the booming industries nowadays. Fast-paced living, food delivery businesses, and international players drawn to the industry are all making significant profits, and their stock prices are steadily growing. An online order that promises to be delivered at the customer's door within a certain amount of time is also referred to as a service. E-commerce companies have been creating online enterprises and satisfying clients for more than ten years.

Online food ordering services are a growing industry in India. Prior to 10 years ago, globally present businesses like Papa John's, Pizza Hut, McDonald's, etc. which are still present worldwide were bringing quick food to customers' doorsteps, but many entrepreneurs noticed a gap in the market and launched online businesses that deliver food to customers' doorsteps. Instead of calling the restaurant during lunch and supper, people are using the internet to place their orders. This industry has a great deal of potential and is already producing a lot of jobs.

Internet and Mobile Association of India (IMAI) predicts that by the end of 2018, there will be approximately 500 million internet users in India. Economic Times, February 20, 2018 Since smartphones are the most convenient way to access the internet, the majority of food delivery services concentrate more on designing userfriendly interfaces to attract customers. Customer service is a crucial component of any industry. The first experience a customer has with a firm, especially one that delivers food online, is crucial to building loyalty. Food is a basic human requirement, so there are many potential for this industry to grow and expand in different areas.

Services are financial transactions between two parties that almost always involve time-based actions to produce the intended effects in the recipients themselves or in things or other assets that customers are responsible for. Two types of food delivery services exist. They are Online delivery and Delivery to a restaurant. Online takeout, sometimes known as prepared food, is supplied by outside delivery providers. In this instance, businesses like Food panda, simply Eat, Swiggy, etc. own the right to deliver meals to customers doorsteps. Delivery from a restaurant denotes that the eatery will be responsible for giving the consumer their food.

When a customer utilizes a website or mobile application to request food on demand, a third party meal delivery service provider promises to deliver the order right to the customer's door. The

importance of time is crucial in this kind of company model. The implementation of online meal ordering systems involves many aspects. Internet, web portals, mobile apps, and delivery speed are the most crucial variables. The internet's accessibility has made the world smaller. The idea of IOT (internet of things) is gaining popularity. People frequently seek out adaptable and simple solutions. For many business sectors, including food delivery businesses, the internet has expanded as a platform. Online shopping is also being accelerated by internet speed and connection.

The tremendous surge in the popularity of online food delivery services can be attributed to the numerous advantages it offers. These include hassle-free and swift delivery of food right to the customer's doorstep, access to a wide range of food choices, multiple payment options, and enticing price offers. The industry mostly caters to working class and college-bound students. With an expanding base of users of smart phones due to price reductions brought on by fierce competition in the smart phone market, an increase in literacy levels, and easy availability.

The industry's primary audience is the working class and college-bound kids. The app-based meal delivery business has significant advantages to be reaped in the near future due to the increased base of people using smart phones due to the decline in prices due to fierce competition in the smart phone market, the rise in degree of literateness, and quick and inexpensive access to the Internet.

1.3 HISTORY OF ONLINE FOOD DELIVERY

The concept of making food and having it delivered is not new; in fact, it has existed for quite some time. Some may believe that online prepared food delivery began with GrubHub, Seamless, or Post mates. However, internet meal delivery dates back to 1982, when John Sylvan and Thomas Fernandez invented SmartFood: a frozen burrito that could be cooked and consumed at home. In 1889, King Umberto and Queen Margherita receive the first pizza delivery in Italy. Dabbawalas serve Indian labourer lunch in 1890. In 1922, Chinese cuisine delivery makes its debut in America. Restaurant meal delivery becomes popular in the 1950s, with some establishments introducing "television dinner" menus. Meals on Wheels was created in the United Kingdom in 1954 in response to the economic depression that followed World War II. In 1960, delivery times improved, and the founders of Domino's Pizza were at the forefront of this advancement. Pizzanet, founded in 1994 by Pizza Hunt, was one of the first public websites on the internet. World Wide Waiter goes online in 1995, becoming the first internet restaurant delivery service. Food delivery becomes popular in the year 2000.

In the late 1990s, as the internet gained prominence, the concept of ordering food online began to take shape. Companies like Food.com emerged as pioneers, offering users the ability to order food from local restaurants through their websites. Although limited in scope, these early ventures laid the foundation for the future of online food delivery.

The early 2000s marked a turbulent period for Services that enable food delivery through online platforms.. The burst of the dot-com bubble led to financial difficulties and closures for many startups in the sector. However, despite setbacks, the concept had gained enough traction to survive and evolve. Around the mid-2000s, a new model emerged in the online food delivery landscape. Companies like GrubHub and Seamless acted as aggregators, partnering with restaurants and creating platforms that allowed users to order food from multiple establishments through a single website or app. This model proved highly successful, as it provided users with a wider range of options and convenience.⁵

The proliferation of smartphones and mobile internet access in the late 2000s propelled online food delivery services to new heights. Companies like Uber Eats and Post mates introduced mobile apps that made ordering food even more accessible and streamlined. With just a few taps on a screen, customers could have their favorite meals delivered to their doorstep, marking a significant shift in dining habits. The increasing appeal of online food delivery services enticed new entrants to the market, resulting in intense competition and swift

expansion. To consolidate their positions, major players acquired smaller rivals and merged with competitors. For instance, GrubHub acquired Seamless and later merged with Foodler, creating a dominant force in the industry.

In recent years, a new wave of online food delivery services emerged, leveraging delivery platforms such as DoorDash, Deliveroo, and Just Eat. These platforms not only facilitate the ordering process but also employ their own delivery personnel, providing end-to-end services. Moreover, the concept of dark kitchens, or virtual restaurants, gained prominence, enabling the preparation of food solely for delivery, revolutionizing the culinary landscape further. With lock-downs and restrictions compelling people to remain at home, the demand for food delivery skyrocketed. Online platforms became lifelines for restaurants struggling to survive, while customers relied on them for nourishment and a sense of normalcy.

1.4 GROWTH OF ONLINE FOOD DELIVERY

The widespread availability of smartphones, mobile internet, and digital payment system have been instrumental in facilitating the expansion of online food delivery. Users can easily access food delivery platforms, access menus, submit orders, and complete payments digitally, making the process seamless and user-friendly. More restaurants and food establishments are partnering with online food delivery platforms to reach a broader customer base. This participation allows restaurants to expand their reach beyond their physical locations and cater to customers. Online food delivery platforms cater to individuals who prioritize the convenience of delivery offer a vast variety of cuisine options, from local favorites to international cuisines. Customers can explore different flavors and try new dishes from the comfort of their homes, thereby expanding their culinary experiences. Online food delivery platforms continuously improve their user experience, making it easier for customers to navigate, search for restaurants, and customize their orders. They offer features like user reviews, ratings, and recommendations, helping customers make informed decisions.

These incentives serve as motivation to encourage repeat orders and foster customer loyalty. The advancements in technology have been instrumental in driving the growth of online food delivery. Real-time order tracking, GPS navigation for delivery drivers, and AI-powered recommendation systems are some examples of technological innovation that enhance the efficiency and effectiveness of the delivery process.

1.5 POST PURCHASE BEHAVIOR

Post-purchase behavior refers to the complete response and reaction of a customer after making a purchase of a product or service. Generally, customers can either experience satisfaction and delight or regret and dissatisfaction after buying a product. In cases where the buyer feels conflicted about their purchase, it is referred to as post-purchase dissonance. Nowadays, customers have various avenues to express their post-purchase emotions and opinions, such as social media platforms and reviews, enabling them to endorse or complain about a product promptly.

Understanding customer behavior after a transaction is crucial. Many businesses tend to overlook post-purchase behavior as the sale has already been finalized. However, it is essential to recognize that if customers are not satisfied, the likelihood of repeat business diminishes significantly. Repeat business plays a vital role in the long-term sustainability of a company.

Post-purchase dissonance can impact brand perception and overall market sales due to negative word-of-mouth. For e-commerce companies, analyzing post-purchase behavior becomes even more critical. By ensuring that your products are of high quality, providing quick shipping, efficient service, and exceptional customer support, you can enhance post-purchase behavior and maintain customer satisfaction.

1.6 CHAPTER ORGANIZATION OF THE STUDY

Chapter 1: Introduction of the study

The opening chapter provides an introduction about online food delivery services, highlighting their growth and impact on the market.

Chapter 2: Review of Literature

The review of literature encompasses the subjects of online food delivery services, customer attitudes, and perceptions. It compiles existing knowledge, including significant findings, theoretical frameworks, and methodological contributions related to the topic.

Chapter 3: Research Background

The research background in this chapter provides comprehensive details on the Problem Statement, Research gap, the study's aims and objectives, the hypotheses formulated for the study and the chosen research methodology, Tools and Conceptual Framework used for the analyzing the data.

Chapter 4: Analysis and Interpretation

The chapter presents a comprehensive analysis and interpretation of the data. It includes details of various analytical techniques used, such as Reliability analysis, Percentage Analysis, ANOVA Test, Independent Sample – T test, and Correlation Analysis. The findings are thoroughly interpreted for a better understanding.

Chapter 5: Summary of Finding, Suggestion and Conclusion

The summary, suggestion and conclusion provides the findings from the analysis, suggestions for the improvements, conclusion, Scope for further research.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Review of literature

Palesa Robin Mosala P. R. (2007):

This research is to extent of post purchase behavior among tertiary students. The study findings indicate that students experience cognitive dissonance, mainly triggered by factors such as accommodation, lecturers, chosen course of study, the institution, and financial concerns. Furthermore, the research highlights that lecturers contribute to cognitive dissonance among tertiary students. The study concludes that this issue may arise due to students' inadequate time management skills.

Kitsikoglou, M., Chatzis, V., Panagiotopoulos, F., & Mardiris, V. (2014):

The aim of this about the consumer behavior concerning the selling methods of farm products, with a specific focus on food, using e-shops. A statistical study was carried out to investigate customer attitudes toward purchasing food from e-commerce websites, as well as the relationship between socioeconomic characteristics and cognitive aspects related to risk perception and familiarity with online food purchasing. The research's conclusion suggests that consumers are likely to modify their behavior and increasingly utilize the internet for shopping, particularly when purchasing familiar and standardized foods, and when supporting small producers.

Chavan, V., Jadhav, P., Korade, S., & Teli, P. (2015):

The food order process in a restaurant typically involves multiple steps, starting with customers browsing a paper-based menu and then informing the waiter about their desired items. Traditionally, this process requires customers to be seated before they can place their orders. However, the proposed solution offers a more convenient and efficient way for customers to make pre-orders. This approach is simple, effective, and increases the overall performance of restaurant employees.

Aliya Bushra A. (2015):

It investigate the impact of internal factors, such as Compulsive Buying stemming from Materialistic and Status-oriented values prevalent among individuals, on Post-Purchase Regret caused by external factors. The study emphasizes the role of consumer protection groups or organizations in raising awareness.

Yeo, V. C. S., Goh, S. K., & Rezaei, S. (2017):

The primary aim of this research is to examine the interconnectedness between convenience motivation, postusage usefulness, hedonic motivation, price saving orientation, time-saving orientation, prior online purchase experience, customer attitude, and behavioral intention towards Online Food Delivery (OFD) services. With the exception of the association between prior online purchase experience and post-usage usefulness, the data validate the proposed hypotheses. The study also delves into the practical implications and limitations of the findings.

Thamaraiselvan, N., Jayadevan, G. R., & Chandrasekar, K. S. (2019):

The facilitated by digital apps has become a prominent trend in the e-commerce market. This study concentrates on the advantages of digital applications by food suppliers, particularly fast food companies in India. It also examines various strategies they can employ to achieve sustained commercial success.

Suhartanto, D., Helmi Ali, M., Tan, K. H., Sjahroeddin, F., & Kusdibyo, L. (2019):

This study examines the direct impact of food quality and e-service quality on consumer loyalty towards food delivery services. It also examines the indirect impact through the mediating factors of customer satisfaction and perceived value.

Chetan panse, D.s.r sharma ,A.R.P.I.T.A,&Dorji,N,A.M.G.A.Y(2019):

The primary objectives are to establish a understanding of consumer attitudes towards online food ordering. The report suggests that there will be a substantial increase in demand for mobile food delivery services in the coming years. People opt for mobile applications for food delivery not only due to time-saving benefits but also because of the convenience it offers.

Adam, I., Adongo, C. A., & Amuquandoh, F. E. (2019):

The objective of study was to investigate impact of different types on specific forms of satisfaction and PBI (Post-Behavioral Intentions), and to evaluate whether these relationships remain consistent across different demographics and the findings indicate that the structural connection

Gupta, M. (2019):

The advent of a technologically advanced online meal ordering system has brought about a profound transformation in the restaurant , offering people worldwide a remarkable new level of convenience. The study is to analyse the impact of Zomato and Swiggy on the restaurant business. The critical aspect that will consistently contribute to the continuous growth of online food ordering is ensuring customers become loyal and frequent patrons. This can be achieved by delivering high-quality and generous portions of food, adhering to timely deliveries, and providing efficient service.

Collison, j. (2020):

The conventional of restaurant has been greatly impacted by the rapid expansion of internet meal delivery. This study empirically examines the market expansions caused by the gradual introduction of digital f services. The findings observed the show statistical significance, understanding the diverse preferences of targeted customer groups becomes feasible, and exhibit variations of expenditures.

Mirosa, M & Bremer, p. (2020):

Amidst the global pandemic in 2020, the advantages of became evident, as it improved access to cooked meals for consumers while enabling food suppliers to continue their operations. This highlights the potential for collaboration among various stakeholders, including online FD industry practitioners, policy-makers, consumers, and academics, to optimize its benefits and mitigate any negative consequences.

Alalwan, A. A. (2020):

Mobile food ordering apps (MFOAs) are widely as creative platforms for connecting with customers and delivering top-notch service. It identify and experimentally examine the factors influencing e-satisfaction and consumers to use the app again. This research

provides both theoretical insights and practical implications for academics and professionals engaged in MFOA-related fields.

Chang, V., Zheng, N., & Shi, Y. (2020):

In this study, a questionnaire was administered to individuals in the Suzhou Industrial Park, primarily consisting of students and white-collar workers who represent the typical characteristics of this area. The findings highlight the preferences of one specific target customer group towards online food delivery (OFD) services in this location. For O2O (Online-to-Offline) food delivery platforms, understanding the diverse preferences of targeted customer groups becomes feasible, enabling better customer targeting and emphasizing the importance of building customer reviews and brand trust.

Gavilan, D., Balderas-Cejudo, A., Fernández-Lores, S., & Martinez Navarro, G. (2021):

Amidst the COVID-19 pandemic, certain restaurants have had to adapt their business models by embracing innovative approaches. The objective in article is to explore how innovations in OFD, such as new products and services, impact the overall online ordering experience. This study underscores the importance of seizing the opportunities presented by rapid innovations to create a more immersive OFD consumption experience.

Aurelie, Pricia, and Munawaroh Zainal (2023) :

The aim of this research is to examine how Generation Z online consumers' behavior influences their purchase decisions in online food delivery. Five key variables, including individual Consumer Characteristics, Environmental Influence, and Product/Service, are expected to have an impact on online consumer behavior

Shah, Adnan Muhammad, Amir Zaib Abbasi, and Xiangbin Yan.(2023) :

The study explores the influence of online feedback on diners' continued log-in behavior in delivery apps. Drawing upon theoretical perspectives in stimulus-organism response and pleasure-arousal, This research examines how text and that can predict users' continued behavior.

CHAPTER 3

RESEARCH BACKGROUND

3.1 STATEMENT OF THE PROBLEM

This study is to analyze and understand the post-purchase behavior of college students on direction over the internet. Despite the increasing popularity of among college students, there is a lack of comprehensive research on their post-purchase behavior, which encompasses their satisfaction levels, loyalty, and the factors influencing their decision-making process after making a purchase. Understanding these aspects is crucial for both online food delivery platforms and college students themselves, as it can provide valuable insights for improving service quality, enhancing customer experience, and formulating effective marketing strategies. Therefore, This seeks to bridge this by investigating the post-purchase behavior of college students towards Services that facilitate the delivery of food through online platforms and identifying the key factors that influence theirsatisfaction and loyalty.

3.2 RESEARCH GAP

Several studies have been conducted throughout the world to better understand customer perceptions and their impact on Services that facilitate the delivery of food through online platforms. The adaptation of digital Technology ,customer satisfaction are the primary areas that are thought to influence whether to purchase the food through online delivery. As per the literature review, numerous research studies have been conducted on aspects of impact in adapting digital technology and customer perception, but understanding the behavior of students after making a purchase is crucial for service providers and marketers. In this paper, we have tried to bridge the gap by Investigating students Examining the post-purchase behavior of students in relation delivery of food through online platforms. The study focuses on factors influencing student satisfaction, loyalty, and repeat purchase intentions. It explores potential differences in behavior based on demographics and providers in enhancing customer satisfaction, fostering loyalty, and driving repeat purchases among student.

3.3 OBJECTIVE OF THE STUDY

3.3.1 Primary objective

- To analyze and comprehend post-purchase behavior of students concerning digital ordering and delivery services of food.

3.3.2 Secondary objective

- To Provided actionable recommendations to improve customer experiences and enhance loyalty for Platforms that facilitate the delivery of food through online channels.
- To determine the digital food delivery services with the highest usage rate.
- To assess the influence of dissatisfaction on their future purchasing decisions.

3.4 RESEARCH METHODOLOGY

Research methodology is the study of how to perform scientific research. It provides a methodical approach to effectively address the research problem. It contains a variety of methodologies that the researcher frequently employs, as well as the reasons behind them, to investigate his research topic. It is essential for the researcher to create specific tests.

3.4.1 Research design

The establishment conditions of data collection analysis that seeks harmonize on the study's purpose with relevance. This study, numerous fact-finding inquiries and surveys are a part of descriptive research. A researcher has a wide selection of sample designs at their disposal.

3.4.2 Sample design

This study employed is the random sampling method. This method also called as probability Sampling. In this study, 211 valid replies were received from college students who use an online meal delivery service, and this number was chosen as the sample size.

3.4.3 Data design

3.4.3.1 Primary data- The data is gathered for the initial time through a questionnaire survey. To facilitate the collection of primary data from participants, a well-organized questionnaire has been developed and utilized.

3.4.3.2 Secondary data – It is acquired from diverse sources such as websites, magazines, journals, and relevant books found in libraries.

3.5 STATISTICAL TOOLS USED FOR THE STUDY

This constitutes analysis of compiled data is a crucial component of research, as it aids in drawing meaningful conclusions. Therefore, it is imperative to subject the data to appropriate analysis methods in order to derive insightful findings..

Data analysis statistical techniques include,

- Percentage analysis
- T test
- Analysis of Variance (ANOVA)
- Regression Analysis
- Reliability test
- Correlation test

3.5.1 Percentage Analysis

The simple percentage method is utilized to express raw data streams as a percentage, enabling a better understanding of respondents' responses. It is calculated using the following formula, which facilitates a more comprehensive of the data.

3.5.2 T-Test

The t-test serves the purpose of comparing means between two groups and determining whether there exists a notable distinction between them. It can be employed to analyze differences in satisfaction levels or other variables between groups, such as frequent users and occasional users of online food delivery services.

3.5.3 Analysis of Variance (ANOVA)

ANOVA (Analysis of Variance) is employed when dealing with situations involving more than two groups to compare means and determine if there are significant differences. It can be applied to analyze variations in post-purchase behavior across different demographic variables or customer segments.

3.5.4 Regression Analysis

It allows for the identification of significant factors that influence post-purchase behavior, such as the effects of delivery time, food quality, and pricing on overall satisfaction.

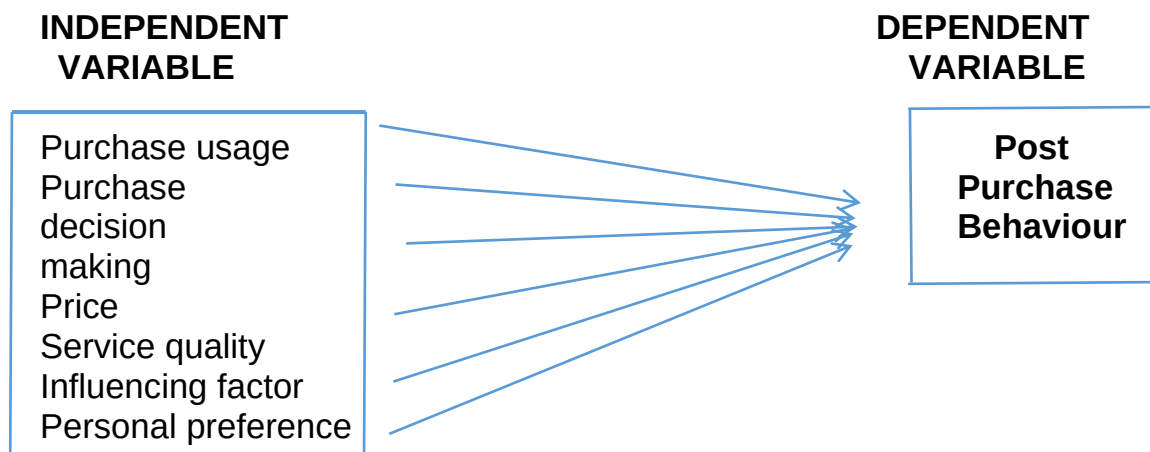
3.5.5. Reliability test

It allows to evaluate the consistency and dependability of their measurement of instruments, ensuring quality of collected data and enhancing validity of research findings.

3.5.6 Correlation Analysis

To evaluate the magnitude of the linear association between two variables, correlation coefficients are utilized. positive correlation are shown by correlation coefficients larger than zero, whereas negative correlation are indicated by correlation coefficients less than zero.

3.6 CONCEPTUAL FRAMEWORK



The Above figure shows the model structure of the study. The Post purchase making, service quality, price, purchase usage, personal preference, influencing factor, The independent variables in this context are represented by postpurchase behavior, while the dependent variable is captured by the preference factor..

The Questionnaire is taken based on the framework.

3.6.1 Purchase usage

Purchase usage refers to the act of utilizing or consuming a product or service that has been acquired through a purchase. It involves the practical application or utilization of the purchased item according to its intended purpose.

3.6.2 Purchase decision making

Purchase decision making refers to the process individuals or organizations go through when making a purchase or selecting a product or service to acquire. It involves a series of mental and behavioral steps that individuals undertake to evaluate options, consider factors, and ultimately decide on the most suitable purchase. The purchase decision-making process can vary depending on the complexity, cost, and significance of the purchase. Consumers may spend more time and effort on decision making for high-involvement purchases

3.6.3 Price

Price refers to the monetary value or amount that is assigned to a product, service, or resource in a market transaction. It represents the cost that a buyer is required to pay to acquire or use the item being offered by a seller. Price is determined by various factors, including production costs, supply and demand dynamics, competition, market conditions, and perceived value. It has a big impact on how consumers behave and what they decide to buy. Prices typically increase when demand for a good or service is greater than supply. Conversely, when supply exceeds demand, prices may decrease.

3.6.4 Service quality

Service quality pertains to the evaluation or perception of the overall level of excellence, effectiveness, and satisfaction obtained from an encounter with a service. It reflects how well a service meets or

exceeds customer expectations and requirements. Delivering high service quality is important for businesses as it contributes to customer satisfaction, loyalty, positive word-of-mouth.

3.6.5 Influencing factor

It's important to note that influencing factors are often interconnected and can interact with one another, leading to complex outcomes and effects. Identifying and understanding these factors is crucial for individuals, organizations, and policymakers to make informed decisions, adapt to changing circumstances, and effectively navigate their respective domains.

3.6.6 Personal preference

It can change over time and may differ in different contexts or situations. Personal preferences play a significant role in consumer behavior, decision-making processes, and lifestyle choices. Recognizing and understanding personal preferences is crucial for businesses and marketers to tailor their products, services, and marketing strategies to meet the needs and desires of their target audience.

3.6.7 Post purchase behavior

Post-purchase behavior refers to the actions, thoughts, and evaluations that occur after a consumer has made a purchase. It influences customer retention, brand loyalty, and future purchasing decisions. By ensuring positive post-purchase experiences, businesses can enhance customer satisfaction, encourage repeat business, and foster positive word-of-mouth, which can lead to increased sales and a strong brand reputation.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

In this study to find the percentage of demographic profile of those who participated in the study, and the general perception of the respondents on various aspects of customer perception.

VALID	FREQUENCY	PERCENT	%
17 to 20	34	16.11374408	16.11
20 to 25	160	75.82938389	75.83
above 25	17	8.056872038	8.06
TOTAL	211		100

Table 4.1.1 Percentage analysis for age

Interpretation:

In the table, it is evident that 16.1% respondents fall within the 17-19 years age group, 75.8% belong to the 20-25 years group of age, and 8.1% of them are above 25 years group of age

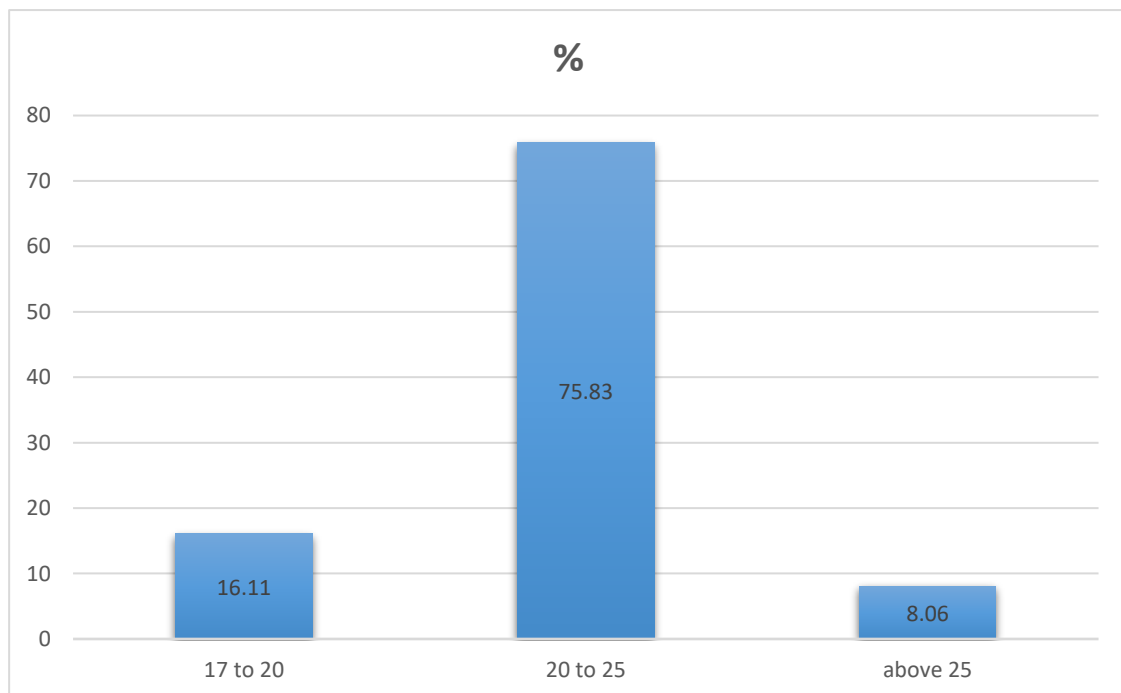


FIGURE: 4.1.1 PERCENTAGE ANALYSIS FOR AGE

VALID	FREQUENCY	PERCENT	%
MALE	59	27.96208531	27.96
FEMALE	152	72.03791469	72.04
TOTAL	211		100

Table 4.1.2 Percentage analysis for Gender

Interpretation:

It is presented that 28% of respondents are classified as male, while 72% of the respondents are categorized as female.

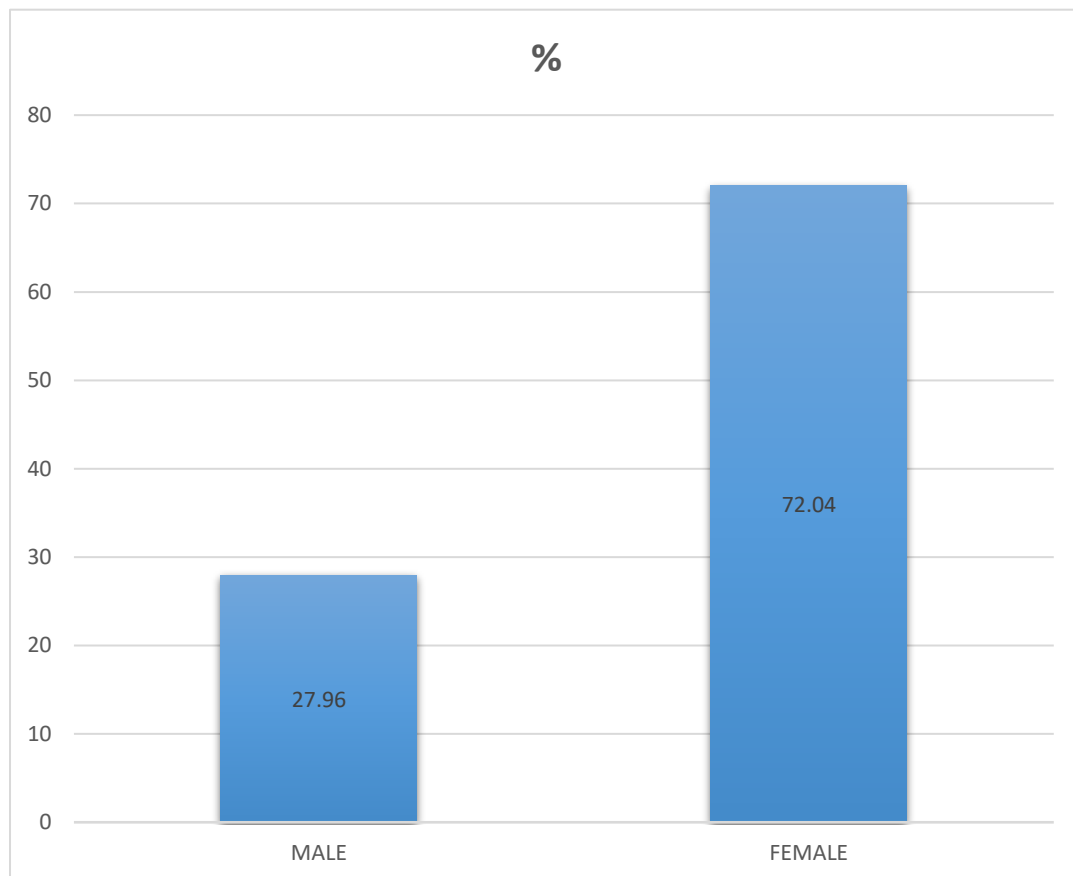


FIGURE : 4.1.2 PERCENTAGE ANALYISI FOR GENDER

VALID	FREQUENCY	PERCENT	%
DIPLAMO	10	4.739336493	4.74
UG	121	57.34597156	57.35
PG	73	34.5971564	34.6
PhD	7	3.317535545	3.32
TOTAL	211		100

Table 4.1.3 Percentage analysis for Educational Qualification

Interpretation:

According to the information provided in the table, it is evident that 4.7% of the respondents possess a diploma level of education qualification, 57.3% of the respondents belong to under graduate education qualification, 34.6 % of the respondents belong to post graduate education qualification, 3.3 % of the respondents belong to post graduate education qualification.

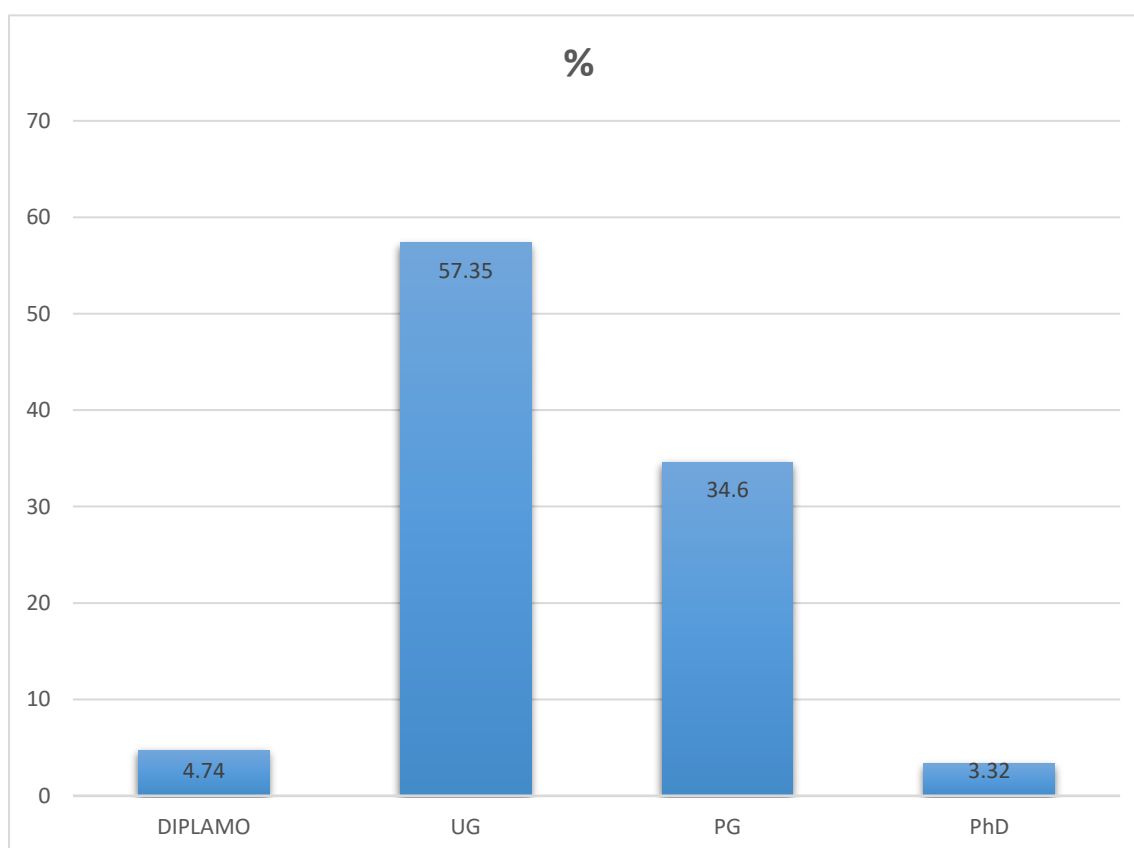


FIGURE 4.1.3 PERCENTAGE ANALYSIS FOR EDUCATIONAL QUALIFICATION

VALID	FREQUENCY	PERCENT	%
BELOW 5,00,000	74	35.07109005	35.07
5,00,000 - 7,00,000	89	42.18009479	42.18
7,00,000 - 10,00,000	37	17.53554502	17.5
ABOVE 10,00,000	11	5.213270142	5.21
TOTAL	211		100

Table 4.1.4 Percentage Analysis for Annual Family Income

Interpretation:

It presented that 35.1% of them all within the category of family income below 500,000, 42.2 % of the respondents belong to 5,00,000-7,00,000family income , 17.5 % of the respondents belong to 7,00,000-10,00,000 family income,5.2 % of the respondents belong to above 10,00,000 family income.

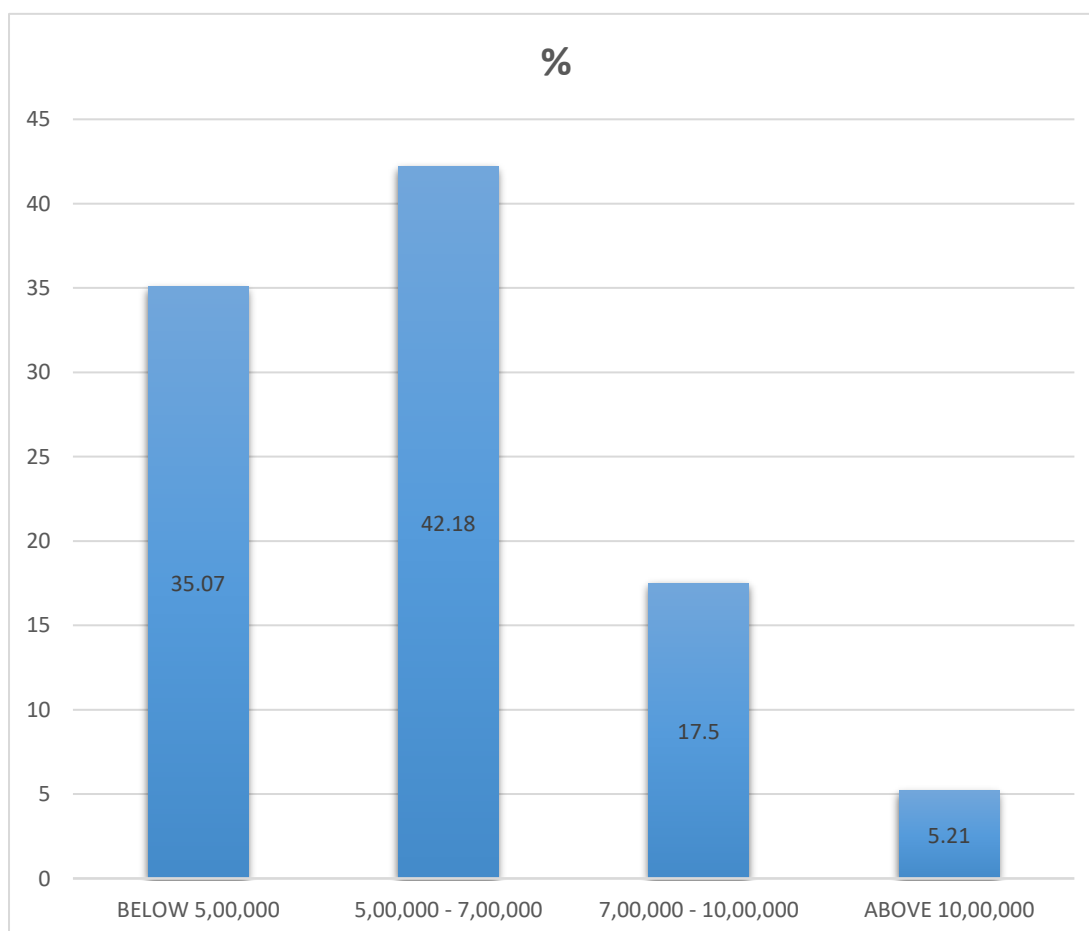


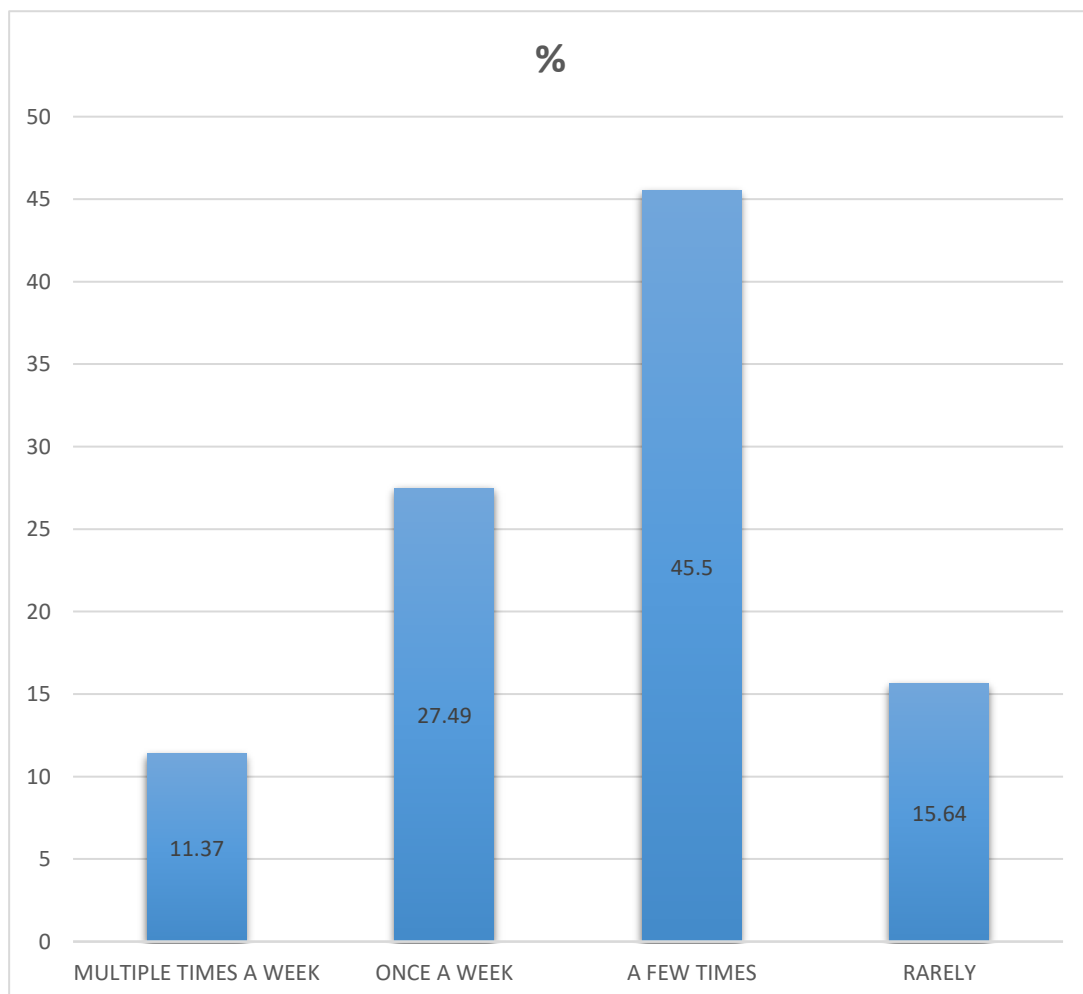
FIGURE 4.1.4 PERCENTAGE ANALYSIS FOR ANNUAL FAMILY INCOME

VALID	FREQUENCY	PERCENT	%
MULTIPLE TIMES A WEEK	24	11.37440758	11.37
ONCE A WEEK	58	27.48815166	27.49
A FEW TIMES	96	45.49763033	45.5
RARELY	33	15.63981043	15.64
TOTAL	211		100

**Table 4.1.5 Percentage analysis for
How frequently do you order food online**

Interpretation:

From the following observations 11.4% of them order multiple times in week, 27.5% of them order once a week, 45.5% of them order a few times a month, and 15.6% of them order rarely.



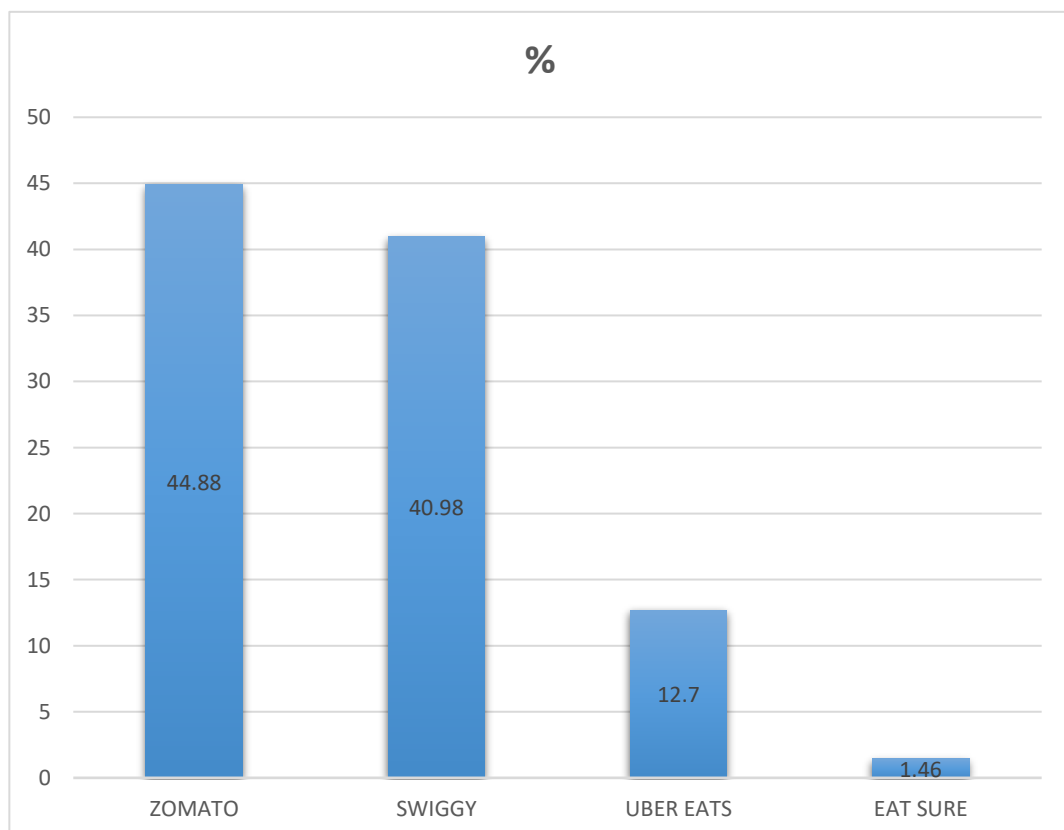
**FIGURE 4.1.5 PERCENTAGE ANALYSIS FOR
HOW FREQUENTLY DO YOU ORDER FOOD ONLINE**

VALID	FREQUENCY	PERCENT	%
ZOMATO	92	44.87804878	44.88
SWIGGY	84	40.97560976	40.98
UBER EATS	26	12.68292683	12.7
EAT SURE	3	1.463414634	1.46
TOTAL	205	97.1563981	97.16
MISSING	6	2.843601896	2.84
TOTAL	211		100

**Table 4.1.6 Percentage Analysis for
Which food app do you prefer to order**

Interpretation:

In the table, it is evident that 43.3% of respondents utilize the Zomato app for digital ordering of food through online , 39.8% of the respondents use the Swiggy app, 12.3% of the respondents use the Uber Eats app, and 1.4% of the respondents use the Eat Sure app.



**FIGURE 4.1.6 PERCENTAGE ANALYSIS FOR WHICH FOOD APP DO
YOU PREFER TO ORDER**

4.2 RELIABILITY TEST

CRONBACH'S ALPHA	N OF ITEMS
0.941	7

Interpretation:

It is important to note that the values of Cronbach's alpha, in the study should surpass the minimum score of 0.6. Table 4.2 demonstrates that the internal consistency of both the dependent and independent variables was remarkably high, with a Cronbach's alpha value of 0.941

4.3 INDEPENDENT SAMPLE T-Test

This is employed to compare means of two separate groups and ascertain if there is statistical evidence supporting significant differences between the associated population means.

T-Test between Independent and Gender

Independent Variable : Post purchase making, service quality, price, purchase usage, personal preference, influencing factor.

Ho: The analysis indicates that difference between independent variable and the gender of the respondents has no significant .

Ha: It suggests that the difference between the independent variable and gender of them has significant.

	GENDER	N	MEAN	STD.DEVIATION	STD.ERROR MEAN
POST PURCHASE BEHAVIOUR	MALE	59	3.84	0.885	0.115
	FEMALE	152	3.66	0.817	0.066

POST PURC HASE BEHAV IOUR	LEVENE'S TEST FOR EQUALITY OF VARIANCE		T-TEST FOR EQUALITY OF MEANS						
	F	SIG.	T	df	SIGMA (2- TAILED)	MEAN DIFFEREN CE	STD. ERROR DIFFERENCE	95% CONFIDENCE INTERVAL OF DIFFERENCE	
								LOWER	UPPER
EQUAL VARIANCE ASSUMED	0.371	0.543	1.434	209	0.153	0.184	0.128	-0.069	0.437
EQUAL VARIANCE NOT ASSUMED			1.385	98.63	0.169	0.184	0.133	-0.08	0.448

Interpretation

Thus, the mean value of male is and the mean value of female is ,the difference between the two is which significant based on the result The obtained p-value, which is higher than 0.05, leads to accepting null hypothesis (Ho). Therefore the difference found between the dependent variable (post-purchase behavior) and gender has no significant.

4.4 ONE WAY ANALYSIS

The one-way analysis of variance is utilized to statistically significant of differences among the means of two or more independent groups. **ANOVA between Independent ,Dependent and Educational qualification**

Independent Variable : Post purchase making, service quality, price, purchase usage,, personal preference, influencing factor.

Dependent Variable :Post purchase behavior

Ho: The analysis reveals that the independent variable, dependent variable, and the education qualification of the respondents has no significant.

Ha: The analysis indicates between the independent variable, dependent variable, and the education qualification of the respondents has significant.

ANOVA

		SUM OF SQUARES	df	MEAN SQUARE	F	SIG
POST PURCHASE MAKING	BETWEEN GROUPS	4.962	3	1.654	2.245	0.084
	WITHIN GROUPS	152.514	207	0.737		
	TOTAL	157.476	210			
SERVICE QUALITY	BETWEEN GROUPS	6.251	3	2.084	3	0.032
	WITHIN GROUPS	143.77	207	0.695		
	TOTAL	150.021	210			
PRICE	BETWEEN GROUPS	7.486	3	2.495	2.701	0.047
	WITHIN GROUPS	191.213	207	0.924		
	TOTAL	198.699	210			
PURCHASE USAGE	BETWEEN GROUPS	6.85	3	2.283	4.415	0.005
	WITHIN GROUPS	107.055	207	0.517		
	TOTAL	113.905	210			
INFLUENCING FACTOR	BETWEEN GROUPS	5.162	3	1.721	3.185	0.025
	WITHIN GROUPS	111.828	207	0.54		
	TOTAL	116.99	210			
PERSONAL PREFERENCE	BETWEEN GROUPS	5.255	3	1.752	3.252	0.023
	WITHIN GROUPS	111.513	207	0.539		
	TOTAL	116.768	210			
POST PURCHASE BEHAVIOUR	BETWEEN GROUPS	10.007	3	3.336	5.012	0.002
	WITHIN GROUPS	137.77	207	0.666		
	TOTAL	147.777	210			

Interpretation:

Table 4.4 illustrates that the variables post-purchase behavior, post-purchase making price, purchase usage, and personal preference exhibit significant values higher than 0.05. As a result, there is acceptance of null hypothesis. On the other hand, the significance value for service quality and influencing factor is less than 0.05, indicating a significant relationship between them. Consequently, the alternate hypothesis is accepted.

4.5 REGRESSION ANALYSIS

It is investigate between the preference factor of students and their inclination towards online food delivery services.

Independent Variables: Post purchase making, service quality, price, purchase usage, personal preference, influencing factor.

Dependent Variable :Post purchase behavior

Ho: The analysis reveals that there is no between Independent, dependent variable and Preference factor

Ha The analysis indicates a significant difference between different Independent, Dependent variablesand Preference factor.

MODEL	R	R-SQUARE	ADJUSTED R-SQUARE	STD. ERROR OF THE ESTIMATE
1	0.822	0.676	0.666	0.485

Interpretation:

Table 4.5.1 reveals that the (R) value correlation coefficient is 0.822 and the determination of coefficient (R²) is 0.676. These results indicate that approximately 67.6 percent of the variation in the data can be explained by the variables in the analysis. i.e., Dependent variable "Post purchase behavior" can be explained by all the 6 Predictors (Post purchase making, service quality, price, purchase usage, personal preference, influencing factor) in the variation i.e., independent variation.

ANOVA

MODEL	SUM OF SQUARE	df	MEAN SQUARE	F	SIG.
REGRESSION	99.844	6	16.641	70.823	0
RESIDUAL	47.932	204	0.235		
TOTAL	147.776	210			

COEFFICIENTS

MODEL	UNSTANDARDIZED COEFFICIENTS		STANDARDIZED COEFFICIENTS	T	SIG.
	B	STD.ERROR	BETA		
CONSTANT	-0.097	0.205		-0.474	0.636
POST PURCHASE MAKING	0.207	0.067	0.214	3.111	0.002
SERVICE QUALITY	0.104	0.058	0.105	1.791	0.075
PRICE	0.137	0.046	0.158	2.979	0.003
PURCHASE USAGE	0.362	0.062	0.318	4.432	0.000
INFLUENCING FACTOR	0.038	0.065	0.034	0.595	0.553
PERSONAL PREFERENCE	0.161	0.065	0.143	2.481	0.014

Interpretation:

Table 4.5.3 reveals that the variables Post purchase making, price, and purchase usage exhibit a p-value low than 0.05. Consequently, alternate of hypothesis accepted for these variables, indicating a significant difference in Post purchase making, price, and purchase usage. On the other hand, the variables service quality, influencing factor, and personal preference have a p-value is higher than 0.05. Thus, there is acceptance of Null Hypothesis for service quality, influencing factor, and personal preference, implying that difference between these variables and post-purchase behavior has no significant.

4.6 CORRELATION ANALYSIS

It is to determine relationship between the independent variables and the preference factor.

Independent Variables: Post purchase making, service quality, price, purchase usage,, personal preference, influencing factor.

Dependent Variable :Post purchase behavior

		POST PURCHASE BEHAVIOUR	POST PURCHASE MAKING	SERVICE QUALITY	PRICE	PURCHASE USAGE	INFLUENCING FACTOR	PERSONAL PREFERENCE
POST PURCHASE BEHAVIOUR	PEARSON CORRELATION	1	0.725	0.637	0.615	0.761	0.591	0.658
	SIGMA (2- TAILED)		0	0	0	0	0	0
	N	211	211	211	211	211	211	211
POST PURCHASE MAKING	PEARSON CORRELATION	0.725	1	0.59	0.588	0.755	0.665	0.648
	SIGMA (2- TAILED)	0		0	0	0	0	0
	N	211	211	211	211	211	211	211
SERVICE QUALITY	PEARSON CORRELATION	0.637	0.59	1	0.575	0.671	0.584	0.564
	SIGMA (2- TAILED)	0	0		0	0	0	0
	N	211	211	211	211	211	211	211
PRICE	PEARSON CORRELATION	0.615	0.588	0.575	1	0.573	0.448	0.508
	SIGMA (2- TAILED)	0	0	0		0	0	0
	N	211	211	211	211	211	211	211
PURCHASE USAGE	PEARSON CORRELATION	0.716	0.755	0.671	0.573	1	0.650	0.680
	SIGMA (2- TAILED)	0	0	0	0		0	0
	N	211	211	211	211	211	211	211
INFLUENCING FACTOR	PEARSON CORRELATION	0.591	0.665	0.584	0.448	0.650	1	0.528
	SIGMA (2- TAILED)	0	0	0	0	0		0
	N	211	211	211	211	211	211	211
PERSONAL PREFERENCE	PEARSON CORRELATION	0.656	0.648	0.564	0.508	0.680	0.528	1
	SIGMA (2- TAILED)	0	0	0	0	0	0	
	N	211	211	211	211	211	211	211

Interpretation:

In the independent and dependent variables' correlation with one another, as indicated by the correlation coefficient, is highly significant. The correlation table's values, which range from 0 to 1, are standardized. The variables like Post purchase making, service quality, price, purchase usage,, personal preference, influencing factor are moderately correlated with Post purchase behavior. Among all variables purchase usage has high correlation coefficient (0.680) and price has the least (.508) with post purchase behavior. The post purchase making (0.648), service quality(0.564), influencing factor(0.528) have Positive correlation relationship with Post purchase behavior. Thus increasing or improving the variables Post purchase making, service quality, price, purchase usage, personal preference, influencing factor will also help in increasing the Post purchase behavior of students. Among all the variables Purchase usage has high correlation coefficient (0.761) with post purchase behavior which shows increase in the variable purchase usage will 76.1% increase in post purchase behavior.

CHAPTER 5

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- It reveals that 16.1% of them fall within the group of age 17-19 years, 75.8% of the respondents belong to the group of age 20-25 years, and 8.1% of them are categorized as above 25 years of age
- According to the findings of the study, 28% of them are classified as male, while 72% of them are categorized as female.
- The study reveals that it has been found that 4.7% of the respondents belong to diploma education qualification, 57.3% of the respondents belong to under graduate education qualification, 34.6 % of the respondents belong to post graduate education qualification, , 3.3 % of the respondents belong to post graduate education qualification
- From the study ,it has been found that 35.1 % of the respondents belong to below 500000 family income , 42.2 % of the respondents belong to 5,00,000-7,00,000 family income , 17.5 % of the respondents belong to 7,00,000-10,00,000 family income , 5.2% of the respondents belong to above 10,00,000 family income.
- According to the study findings, it has been determined that 11.4% of them order food online multiple times a week, 27.5% of them order once a week, 45.5% order food online a few times a month, and 15.6% of the respondents only order food online rarely
- Furthermore,it reveals that 43.3% of them ordering food online through the Zomato app, 39.8% prefer using the Swiggy app, 12.3% opt for the Uber Eats app, and 1.4% utilize the Eat Sure app for online food orders.
- As per regression analysis the Post purchase behavior of the students is mostly influenced by Post purchase making, price, purchase usage.
- As per regression analysis the between service quality, influencing factor, personal preference are not influenced by. Post purchase making, price, purchase usage.

- The independent and dependent variable post purchase behavior, post purchase making price, purchase usage , personal preference have significant value greater than 0.05. Hence the accepted of null hypothesis .
- The significance values for the independent variable (service quality) and the dependent variable (influencing factor) are both less than 0.05. This indicates a significant relationship between service quality and influencing factor. As a result, the alternate hypothesis is accepted.
- The independent variables like Post purchase making, service quality, price, purchase usage, personal preference, influencing factor are moderately correlated with dependent variable Post purchase behavior. Among all variables purchase usage has high correlation coefficient (0.680) and price has the least (.508) with post purchase behavior.
- The post purchase making (0.648), service quality(0.564), influencing factor(0.528) have Positive correlation relationship with Post purchase behavior
- The variables Purchase usage has high correlation coefficient (0.761) with post purchase behavior which shows increase in the variable purchase usage will 76.1% increase in post purchase behavior.
- The study says that increasing or improving the variables Post purchase making, service quality, price, purchase usage, personal preference, influencing factor will also help in increasing the Post purchase behavior.

5.2 SUGGESTIONS

- Allow customers to select their preferred delivery time slot within a reasonable range. This feature provides flexibility and convenience, particularly for customers who have specific timing requirements.
- Online food delivery services can expand their reach by targeting hyper-local markets. By partnering with local restaurants and utilizing advanced logistics technology, they can provide quick and efficient delivery within specific neighborhoods or regions.
- They Offer meals to the dietary or restrictions preferences for the students .This can include options like choosing portion sizes, substituting ingredients, or creating personalized meal plans

- Use high-quality, appetizing food imagery to showcase the dishes on your online platform. Visual representation of the food can entice customers and help them visualize their order.
- Offer a variety of menu options that cater to different budgets. This can include affordable options, meal deals, or value menus to attract a wider range of customers. Keep an eye on industry trends and adjust your pricing strategy accordingly.
- Maintain a strong online presence through active social media accounts, engaging content, and consistent branding. A well established and recognizable brand increases customer trust and loyalty.

5.3 CONCLUSION

The current study presents insights into the post-purchase behavior of students regarding online food delivery services. It is evident that students place significant importance on quality of service, price, and convenience provided by online food delivery services. The quality of service, including factors such as food quality, delivery speed, accuracy of orders, and customer service, significantly impacts students' post purchase behavior. Students are more likely to engage in positive post-purchase behaviors when they are satisfied with the overall service experience. Students exhibit a significant level of price sensitivity in their post-purchase behavior. They consider the affordability and value for money of the online food delivery service when making repeat purchase decisions. By comprehending and addressing the post-purchase behavior of students regarding online food delivery services, companies can successfully attract and retain this valuable customer segment. Continuous adaptation to evolving their preferences and technological advancements will be essential for longterm success.

5.4 SCOPE FOR FURTHER STUDY

In this study, the research is conducted among post purchase behavior of students towards online food delivery service. Students place a high importance on the service level, cost, and convenience of the meals provided by online food delivery services. Students' post-purchase behavior is greatly influenced by the service quality, which includes elements like food quality, delivery speed, order accuracy, and customer service. A further study can be made by considering the influence of sustainability on students' post-purchase behavior toward online meal delivery services can be further investigated. Examine how elements like environmentally friendly packaging, waste-reduction

programs, and support for regional and sustainable food sources affect customers' engagement with the service and decision-making. Explore the use of drones for food delivery. Drones can provide faster and more efficient delivery, especially in densely populated areas or areas with challenging traffic conditions. Investing in drone technology can revolutionize the delivery process and improve customer satisfaction. Facilitate virtual or in-person social dining experiences through the online platform. This can include features like group ordering, virtual dining rooms, or curated events where customers can connect, interact, and share their dining experiences with others.

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ANNEXURE

A STUDY ON POST PURCHASE BEHAVIOUR OF COLLEGE STUDENTS TOWARDS ONLINE FOOD DELIVERY SERVICES

QUESTIONNAIRE :

1. Name:

2. Age:

3. Gender:

- a) Male
- b) Female

4. Education Qualification:

- a) Diploma
- b) Graduate
- c) PG/PhD

5. Family Income:

- a) Below 5,00,00
- b) 5,00,000-7,00,000
- c) 7,00,000-10,00,000
- d) Above 10,00,000

6 . How frequently do you order food online?

- a) Multiple times a week
- b) Once a week
- c) A few times a month
- d) Rarely

7.Which food app do you prefer to order ?

- a) Zomato
- b) Swiggy
- c) Uber eats
- d) Eat sure
- e) Other

Provided below is a list of statements about adventure tourism. Please rate each statement on a scale ranging from 1 to 5.

1 – Strongly Disagree, 2 – Disagree, 3 – Neither Agree Nor Disagree, 4 – Agree, 5 – Strongly Agree.

PERSONAL PREFERENCE		1	2	3	4	5
1	Food delivery service meet your expectations in terms of taste and flavor.					
2	Based on your experience, I will recommend this food delivery service to others					

INFLUENCING FACTOR		1	2	3	4	5
3	It is user friendly .					
4	It is more convenient because of online ordering .					
5	It gives you option of various payment gateways .					
6	GPS enabled features helps you to easily locate and serve you the food without any delay .					

PURCHASE USAGE		1	2	3	4	5
7	I find online food delivery services convenient and time saving					
8	I consider the quality of the food delivered to be consistent and satisfactory					
9	I believe that online food delivery services offer a wide variety of food options					
10	I believe that online food delivery services are most cost effective compared to dining it					
11	I am satiesfied with the delivery time of online food orders					

PRICE						
12	I am willing to pay a premium price for the convenience of using online food delivery services					
13	I have switched to a different online food delivery platform because of lower prices or better deals					

SERVICE QUALITY		1	2	3	4	5
14	Responsiveness of customer support to address queries or concerns					
15	Accuracy in order delivery, ensuring the correct items are delivered					
16	Quality of packaging to ensure food freshness and prevent spillage.					

POST PURCHASE BEHAVIOUR		1	2	3	4	5
17	I am satisfied with overall online food delivery experiences					
18	I am frequently provide feedback or reviews after using an online food delivery services					
19	I am loyal to a particular online food delivery platform					
20	I believe that online food delivery platforms provide value for money					
21	I consider online food delivery as a convenient option compared to traditional method					

PURCHASE DECISION MAKING		1	2	3	4	5
22	I consider the menu options and variety available on online food delivery platforms when making a purchase decision					
23	I take into account the pricing and affordability of food items on online delivery platforms before making a purchase decision					
24	I read reviews and ratings of the online food delivery platform and food items before making a purchase decision					
25	I am influenced by recommendation from friends or peers when making a purchase decision on online food delivery platforms					