

A STUDY ON CONSUMERS TRUST OVER ONLINE FOOD DELIVERY SERVICES POST COVID-19 IN TIRUPATI

Submitted in partial fulfilment of the requirements for the award of
Master of Business Administration

By

RACHAPALLI SPANDHANA

Register No. 39410165



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

SATHYABAMA

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

Accredited with grade "A" by NAAC

JEPPIAR NAGAR, RAJIV GANDHI SALAI, CHENNAI – 600119

MARCH – 2021



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with grade "A" by NAAC

JEPPIAR NAGAR, RAJIV GANDHI SALAI, CHENNAI –

600119

www.sathyabama.ac.in

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this project report is the bonafide work of **RACHAPALLI SPANDHANA (39410165)** who carried out the project entitled "**A STUDY ON CONSUMERS TRUST OVER ONLINE FOOD DELIVERY SERVICES POST COVID-19 IN TIRUPATI**" under my supervision from January 2021 to March 2021.

Dr. J. RANI

Internal Guide

External Guide

Dr. BHUVANESWARI.G, MBA., PhD

Dean – School of Business Administration

Submitted for Viva voice Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **RACHAPALLI SPANDHANA (39410165)** here by declare that the project “**A STUDY ON CONSUMERS TRUST OVER ONLINE FOOD SERVICES POST COVID-19 IN TIRUPATI**” done by me under the guidance of **Dr. J RANI** is submitted in partial fulfilment of the requirements for the award of the Master of Business Administration degree.

DATE:

PLACE:

RACHAPALLI SPANDHANA

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. BHUVANESWARI.**, Dean, School of Management Studies and **Dr. A. PALANI.**, Head of the Department of management studies for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. J RANI** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of Business Administration who were helpful in many ways for the completion of the project.

RACHAPALLI SPANDHANA

TABLE OF CONTENTS

CHAPTER	TITLE	PAGE NO
	ABSTRACT	i
	LIST OF TABLES	ii
	LIST OF CHARTS	lii
1	INTRODUCTION	
	1.1 Introduction	1
	1.2 Industry Profile	2
	1.3 Need for the study	5
	1.4 Scope of the study	5
	1.5 Objectives	5
	1.6 Limitations of the study	6
2	REVIEW OF LITERATURE	7
3	RESEARCH METEDODOLOGY	
	3.1 Research Design	19
	3.2 Sources of Data	19
	3.3 Structure of Questionnaire	19
	3.4 Sampling Technique	20
	3.5 Sampling size	20
	3.6 Period of Study	20
	3.7 Analytical Tools	20
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Percentage Analysis	21
	4.2 ANOVA	37
	4.3 CHI SQUARE	39
5	5.1 Findings	40
	5.2 Suggestions	41
	5.3 Conclusion	42
	REFERENCE	
	APPENDIX – 1 (QUESTIONNAIRE)	
	APPENDIX – 2 (ARTICLE)	

ABSTRACT

The early stages of the pandemic and the implementation of strict lockdown had a massive impact on online food delivery services. Consumers had shied away from ordering food online due to doubts on safety and a preference for home-cooked food. As the restrictions has been slowly released post lockdown, experts analyzed that the condition of the online food delivery services will be back to the same level as before pandemic. This study aims to measure the level of trust customers in Tirupati have on the online food delivery services in Tirupati post pandemic. This study helped to identify the factors that may influence the perception of consumers, their trust levels post pandemic and safety measures preferred and experienced. With the help of this study, it is identified that consumers, mostly of the young age, still prefer to order food through online food delivery services.

TABLE NO	LIST OF TABLES	PAGE NO
4.1.1	Table showing the age group of respondents	21
4.1.2	Table showing the Gender of respondents	22
4.1.3	Table showing the Education Level of respondent	23
4.1.4	Table showing the marital status of respondents	24
4.1.5	Table showing the occupation of respondents	25
4.1.6	Table showing the scale of respondents ordering food before pandemic	26
4.1.7	Table showing the number of times respondents ordering food before pandemic	27
4.1.8	Table showing the scale of respondents ordering food post pandemic	28
4.1.9	Table showing the number of times respondents ordering food post pandemic	29
4.1.10	Table showing the scale of respondent's awareness of the safety measures	30
4.1.11	Table showing the scale of respondent's trust on safety measures taken by OFDS	31
4.1.12	Table showing the scale of respondent's trust on delivery staff following safety measures	32
4.1.13	Table showing the safety measures experienced while ordering food online	33
4.1.14	Table showing the safety measures preferred while ordering food online	34
4.1.15	Table showing respondents trust on online food delivery services	35
4.1.16	Table showing respondents Over all opinion	36
4.2.1	Table showing the association between demographical factors and trust level in online food delivery services	37
4.2.2	Table showing the difference between the number of times consumers order food online before and after covid -19	39

TABLE NO	LIST OF CHARTS	PAGE NO
4.1.1	Figure showing the age group of respondents	21
4.1.2	Figure showing the Gender of respondents	22
4.1.3	Figure showing the Education Level of respondent	23
4.1.4	Figure showing the marital status of respondents	24
4.1.5	Figure showing the occupation of respondents	25
4.1.6	Figure showing the scale of respondents ordering food before pandemic	26
4.1.7	Figure showing the number of times respondents ordering food before pandemic	27
4.1.8	Figure showing the scale of respondents ordering food post pandemic	28
4.1.9	Figure showing the number of times respondents ordering food post pandemic	29
4.1.10	Figure showing the scale of respondent's awareness of the safety measures	30
4.1.11	Figure showing the scale of respondent's trust on safety measures taken by OFDS	31
4.1.12	Figure showing the scale of respondent's trust on delivery staff following safety measures	32
4.1.13	Figure showing the safety measures experienced while ordering food online	33
4.1.14	Figure showing the safety measures preferred while ordering food online	34
4.1.15	Figure showing respondents trust on online food delivery services	35
4.1.16	Figure showing respondents Over all opinion	36

Chapter – 1

1.1 INTRODUCTION

Online food delivery services:

The online food ordering system can be defined as a simple and convenient way for customers to purchase food online, without having to go to the restaurant. Online food delivery services help people ordering and receiving the food they desire at their doorsteps in minutes. It involves navigating through the website or app and selecting from a wide range of hotels and restaurants. Different methods of payment options are provided for the consumers. The online food delivery services have reduced the waiting lines at hotels and restaurants and saved a lot of waiting time for Individuals. The market is currently witnessing growth on the count of the increasing access to high-speed internet facilities and boosting sales of smartphones.

Online food delivery has emerged as one of the most fast-paced developments in the e-commerce space. This sector has revolutionized the entire outlook towards the food industry as consumers now have the privilege to choose from a wide variety of cuisines, anywhere, anytime from a range of restaurants listed online. Moreover, customer flexibilities in form of no minimum order value and various payment options like the internet banking, digital wallets and cash on delivery have further enhanced the convenience of all consumer categories. The growing urbanization with easy access to smartphones has accelerated the growth of online food delivery system.

With people in self-protective behavior during pandemic of Covid-19 there was a vast decline in the number of people ordering online through online food delivery services. People preferred cooking at home over the uncertainty of getting affected by ordering food online. Now as the restrictions are released post lockdown, people are slowly getting back to their habits and behavior pre-pandemic. It has been analyzed the experts that the situation of online food delivery services has been reaching to its usual point. The purpose of this study is to examine and analyze the perception of consumers over online food delivery services post-pandemic. This research will help not only the online food services but also the consumers to know what other consumers opinion is about online food delivery services. A questionnaire is prepared

and shared with consumers all around Tirupati to know the opinions of the consumers. Further the responses will be analyzed with the help of percentage analysis and other statistical tools.

1.2 Industry Profile:

The online food delivery market in India is growing in tandem with evolving lifestyle patterns and eating habits of Indians. Hectic work schedules and rise in disposable incomes have popularized food delivery, especially in urban areas.

The market is currently witnessing growth on account of the increasing access to high-speed internet facilities and the boosting sales of smartphones. This, in confluence with the growing working population and inflating income levels, is propelling the online food delivery market growth in India. Although the players are mainly concentrated in the urban regions of the country, with Bangalore, Delhi and Mumbai representing the three largest markets, vendors are now also targeting smaller cities, as they have strong growth potential. Moreover, the rising trend of the on-the-go food items and quick home delivery models that offer convenience, ready-to-eat (RTE) and cheaper food delivery options are escalating the demand for online food delivery services in the country. Furthermore, owing to the rising cases of COVID-19, some of the leading players like Zomato, McDonald's Corporation and Domino's Pizza Inc. have introduced contactless delivery services. These services ensure that the food reaches the customer without being touched by bare hands and is delivered safely with adequate social distancing measures. Looking forward, IMARC Group expects the India online food delivery market to exhibit strong growth during the next five years.

1.2.1 Evolution:

- **1994** – “Pizza Net” – Pizza huts digital ordering hub, launches, and accepts the first ever online order, a large pepperoni, mushroom and extra cheese pizza.
- **2008** – Zomato is founded. It was launched as restaurant search and discovery services.

- **2014** – Hello curry launches in India.
- **2014** – Indian company Dunzo launches.
- **2014** – Swiggy launches in India as food ordering delivering company that provides food services solutions for restaurants.
- **2015** - Online food ordering business in India witnessing exponential growth. Organized food business reaches worth US\$48 billion, of which food delivery is US\$15 billion. Several startups rose in 2015 including Zomato, TinyOwl, Swiggy, Innerchef, Food Panda, The First Meal and Fresh Menu with focus on apps.
- **2017** - Indian transportation network company Ola Cabs acquires local operations of food delivery start-up Foodpanda, and announces US\$200 million investment to expand Food panda's India business to allow it to take advantage of the market's rapid growth.
- **2018** - India's online food ordering sector is reported to experience a strong growth rate in the number of daily orders, with ordering apps like Swiggy, UberEats, and Zomato slowly changing the landscape of eating from restaurants.

1.2.2 Opportunity:

The global online food delivery market was valued at USD 65 billion in 2017 and it is expected to grow over USD 150 bn by 2027.

In the digitized world, ordering food from online has become a trend. Particularly millennials are more attracted to order food from online. The online food delivery market offers the consumers to order their favorite dishes from favorite restaurants by comfortably staying at home or office. The growth of internet users, availability of labor for gig economy, change in lifestyles and increasing disposable incomes are some of the drivers of growth for the online food delivery market. The emergence of many food delivery apps has drastically reduced the long queues in restaurants and also the waiting time for receiving an order. The online food delivery market makes the order processing much easier and reduces human error. Consumers can monitor their expenses real time. Rising user acceptance of cloud kitchen has made the traditional kitchen or restaurant model has less profitable. The online food delivery apps are now in average the top 40 most downloaded apps in the market.

The top five players in the sector combined have valuation above USD10 Bn. Customer retention the key factor in generating profitable business in this sector. As the loyalty of the customers are changing frequently due to emergence of new entrants

offering variety deals and offers. High logistical complexities, development and implementation of system are the major challenges in this industry. While takeovers signify the latest multi-billion-dollar valuation in global online food delivery market, companies face an increasingly crowded market. As the Industry is rapidly changing with the support of software solutions, there is a huge scope of drones being used in the food delivery market.

1.2.3 Challenges:

In this digital era, fidelity means the most to customers. The more choices you give to your customers, the more spoilt they get. For customers, “The more the merrier” is the success mantra. Businesses who don’t focus on maintaining their customer base are bound to face bitter consequences. Customers love it when they are treated to exclusive deals, freebies, and incentives. Making customers feel special will earn you their loyalty.

The food delivery industry has become very competitive, adopting a price model that doesn’t continuously fluctuate and push sales is really challenging. Small businesses and the local sellers play at a lower margin than the big names in the market. Even in the case of well-settled restaurants, there is no guarantee of a hike in sales even after cutting the prices, as customers are always wishing for some more.

1.2.4 Effect of Covid-19 pandemic:

The impact of Covid-19 on online food delivery services has been extreme. With consumers main focus concentrating on health and protecting themselves from Covid-19 and also the restriction put by government to protect the citizens the situation of the online food delivery services has been declined.

People started preferring cooking food at home over ordering food online. With the uncertainty of the way food is cooked and being delivered the number of online food orders has been reduced leaving the restaurants and online food delivery services at loss.

As the restrictions of the lockdown has been lifted and consumers missing their usual eating out and eating restaurant foods as, their preference to health has now increased the demand for online food delivery services, as they prefer ordering food online instead of going out and getting affected by the Covid-19.

Experts state that the demand for the online food delivery services will keep on increasing and people will be ordering food online more and more.

1.3 NEED FOR THE STUDY:

With people in self-protective behavior during pandemic of Covid-19 there was a vast decline in the number of people ordering online through online food delivery services. People preferred cooking at home over the uncertainty of getting affected by ordering food online. Now as the restrictions are released post lockdown, people are slowly getting back to their habits and behavior pre-pandemic. It has been analyzed the experts that the situation of online food delivery services has been reaching to its usual point. The purpose of this study is to examine and analyze the perception of consumers over online food delivery services post-pandemic.

1.4 SCOPE OF THE STUDY:

- The research measures the experiences of customers.
- Analyze customers trust levels
- Gains insights into Customer online food ordering habits before and after covid 19 pandemic
- Customer over all opinion on online food delivery services post pandemic.

1.5 OBJECTIVES:

1. To analyze the factors that influence the consumers perception towards online food delivery services post covid 19
2. To examine the consumer trust over online food delivery services post pandemic.
3. To identify the most preferred safety measures by consumers.
4. To analyze the most experienced safety measures by consumers while ordering food online post covid 19.

1.6 LIMITATIONS OF THE STUDY

- The study is an opinion survey; caution may have to be exercised while extending the result to other areas.
- Due to time constrict only 117 numbers of respondents were considered.
- The result fully depends on the information given by the respondents which may be based.

Chapter – 2

REVIEW OF LITERATURE

According to **Hsin Hsin Chang, Su-Wen Chen (2009)**, Customer interface quality can increase customer perceptions of security. Our study examined the influence of customer interface quality and perceived security on customer loyalty, as well as the mediating roles of customer satisfaction and switching costs based on the cognition–affect–behavior model. Our empirical results confirmed that customer interface quality and perceived security positively affected customer satisfaction and switching costs, and consequently customer loyalty. Building customer loyalty in e-commerce is difficult; it requires online companies to differentiate themselves from their competitors. Practitioners should consider focusing more on customer interface design as a marketing strategy, particularly in improving customer convenience, interactivity, customization, and character.

According to **Raquel Sánchez-Fernández and M. Ángeles Iniesta-Bonillo (2006)**, Despite the growing body of research in the field of perceived value, the conceptualization of perceived value remains unclear. However, the present study has contributed to the literature on the subject by providing a comprehensive and systematic review of the various research streams and the individual studies within those research streams. This analysis and synthesis of the contributions and limitations of the different approaches has revealed the complexity and multidimensional nature of perceived value. In doing so, the study should facilitate a more comprehensive understanding of the nature and measurement of perceived value.

Hobbs, Jill E. states that the COVID-19 pandemic holds a number of implications for Canadian food supply chains. The first is a need to focus on maintaining and enhancing supply chain resilience. The just-in-time supply chain model is efficient and effective under normal circumstances. Experience in the early stages of the pandemic suggests that this model may be vulnerable to short-run disruptions caused by exogenous demand and supply shocks. Nevertheless, once the initial demand shock subsides, these supply chains have shown themselves to be responsive, albeit with a

lag. Supply chain responsiveness is a key dimension of resilience, and future efforts to enhance resilience through strategic inventory management plans and flexible procurement strategies will be important.

Anita Goyal and N.P. Singh (2020) states that the food habits of youngsters are influenced by many factors such as environment at home, educational environment, availability and accessibility to fast food providers, and social environment in their surroundings. In addition, emergence of traits of independence in their eating habits, nutritional education, divergence of food preferences at home and at fast food outlets and ambience of place for socializing affects their visit and liking of fast-food outlets.

Beliya, A., Kujur, R., Verma, M., Nagwanshi, K. V., Sahu, S., Uikey, N., & Bhat, A. A. (2019) states that by conducting the above research we came to know that the food apps are successful in capturing a market in Indian economy as almost every person uses it. These apps also help to achieve digitalization as the most preferred payment method is Paytm. These apps are easy to use and satisfy the consumer needs by providing quality services to them

Covello, V. T. (1983) states that in response to rising concern about technological risks, a concerted effort is being made to improve risk analysis methods and risk management approaches. As part of this effort, behavioral and social scientists have produced a substantial body of knowledge of value to risk analysts and decision makers. This paper focuses on behavioral and social science studies of human intellectual limitations in thinking about risk, factors influencing risk attitudes and perceptions, and factors contributing to social conflicts and disputes about technological activities. A basic assumption of the paper is that analysts and decision makers can benefit from a better understanding of how experts and nonexperts think and make decisions about technological risks. Without such understanding, well-intended policies may be ineffective or even counterproductive.

Das, J. (2018, October) states that Zomato has gained positive opinion of majority of the consumers in comparison to other service providers. It is mainly because of their better on time delivery and better discounts. Zomato has been in the first position in online food delivery service provider and if it includes the minor improvements, it will sustain its upper hand in forthcoming future.

Dr Ramesh Kumar Miryala, John Paul (2016) states that, there is significant relationship between usage and satisfaction of services of Swiggy, there is significant relationship between usage and preference over other food ordering apps, there is no association between age and frequent usage of Swiggy app, there is no association between gender and convenience of Swiggy app.

Farah Ayuni Shafie and Denise Rennie (2009) states that Demographic variables such as age, income and education may define organic consumers but the correlation is not very significant. Premium price continues to hold back organic food consumption. It is complicated to justify the premium because health benefits asserted to organic food are often difficult to quantify. Therefore, more transparency in the organic food production and farm-gate price can be advantageous to the society. Securing the domestic supply of organic food may be the key to reduce the price gap. Understanding specifically the determinants of increasing levels of organic food consumption such as motivation, behavior, beliefs and demographic variables are most critical in understanding the potential of the organic market to keep up the increasing growth and become genuinely a mainstream market.

Gawande, N., Pachaghare, G., & Deshmukh, A. (2019) states that from the study, it can be concluded that Online Food Ordering System is new and many of the users specifically above 40 years of age are not familiar with the ease of ordering food online. Mostly students prefer to order food online instead of going out for lunch. They feel ease of Placing Orders and time efficiency as main reason to prefer it. People in Amravati City are not that comfortable with Digital Payment Platforms and prefer paying Cash. Customers who wish to enjoy ambience of the restaurant hesitate to order food just for the sake of eating a meal.

Ghosh, R., & Saha, T. R. (2018, July) states that E-commerce in India is expected to see an auxiliary growth by 2020, making it the fastest growing e-commerce market in the world. E-commerce is also witnessing a spurt in online food & restaurant service companies. With a population of over 1.2 billion, India is undeniably one of the biggest consumer markets in the world today.

Gronroos, C. (1994), states that A normal way of monitoring customer satisfaction and success is to look at market share and to undertake ad hoc customer satisfaction surveys. A stable or rising share of the market is considered a measure of success

and, thus, indirectly, of customer satisfaction. When the customer base remains stable, market share is a good measurement of satisfaction. However, very often one does not know whether it in fact is stable, or whether the firm is losing a fair share of its customers, who are replaced by new customers by means of aggressive marketing and sales. In such situations following market share statistics only may easily give a false impression of success, when in fact the number of unsatisfied customers and ex-customers is growing and the image of the firm is deteriorating.

Grunert, K. G., Bredahl, L., & Brunsø, K. (2004) states that the way in which consumers form expectations about quality at the point of purchase, based on their own experience and informational cues available in the shopping environment, is described, as well as the way in which quality is experienced in the home during and after meal preparation. The relationship between quality expectations and quality experience and its implications for consumer satisfaction and repeat purchase intent is addressed. In the second part of the paper, and building on the insights obtained on subjective quality perception, possibilities for consumer-oriented product development in the meat sector are addressed. Issues dealt with here are branding, differentiation by taste, healthiness and convenience, and by process characteristics like organic production and animal welfare.

Gupta, M. (2019, March) states that the customers comfort is simply the primary facet good thing about such, whereas on the second facet these systems also are helpful for the expansion of eating place and food provide trade, as by the utilization of digital food ordering system a eating place owner are ready to attract the users attention by permitting them see the whole food menu in conjunction with dish name, image, specialty, and price. Integration a web food ordering system isn't any doubt are the simplest, cheap and helpful call for an eating place business owner. With constant deluge of experts in urban areas and fast urbanization of Indian scene, the food delivery and eatery portion are currently flourishing at a rankling pace.

H.S. Sethu, Bhavya Saini states that On line food purchasing helps the students in managing their time better. It relieves the students from spending time to go to their desirable food joint at any point of time, but at the same time providing an avenue where their favored food reaches them. It is found from the study that almost all the respondents have easy access to the Internet; a major percentage of the respondents

buy twice or at least once a week. Most of the respondents are familiar with ordering food online over 3 years. Overall satisfaction level on the scale of 5 is 3.69 which mean it is somewhat high on reliability assurance and responsiveness. Most of the respondents disagree to the fact that online websites charge high delivery fees. All respondents are aware about food zoned website. Almost all customers feel safe paying online.

Harbor Communications (2016) states that Foodservice delivery options are especially important to Gen Z and Millennials. Currently, these two groups represent 51% of the U.S. population, a large target group who will drive the growth in delivery far into the future. These consumers want to eat their favorite foods when they want it, regardless of where they are, as well as order and pay for it with the click of a button.

Leif Singer states that Diffusion of Innovation (DOI) Theory, developed by E.M. Rogers in 1962, is one of the oldest social science theories. It originated in communication to explain how, over time, an idea or product gains momentum and diffuses (or spreads) through a specific population or social system. The end result of this diffusion is that people, as part of a social system, adopt a new idea, behavior, or product. Adoption means that a person does something differently than what they had previously (i.e., purchase or use a new product, acquire and perform a new behavior, etc.). The key to adoption is that the person must perceive the idea, behavior, or product as new or innovative. It is through this that diffusion is possible.

Jacob, A. M., Sreedharan, N. V., & K, S. (2019, May) states that on analyzing the consumer perception of online food delivery applications in Kochi, it can be concluded that online food ordering system has its benefits and limitations. The chief reason of electronic ordering is convenience. Based on the result of this research, it is understood that online food delivery application helps customers in the easy and fast ordering of food. It gives every detail of the customer's order, thereby providing the best customer service. The tracking system is an added advantage for the users. Online food ordering system maintains the service provider to keep a database and enhance the customer experience. Through the survey conducted, it was found that majority of users thinks that people opt for online food delivery applications as it requires only less human interaction and that online food ordering has made an impact on the traditional way of dining together.

Jadhav, D. S. (2018, April) states that More than 50% of the food market is in the unorganized sector. However, this market is growing in leaps and bounds due to growing urbanization, increasing disposable income, working women and rapid increase in the use of smart phones. While new restaurants are coming up and technology being the need of the hour, India is dominating delivery market of the world. Investors realize that food is intrinsically has repeat business value and the business models are highly scalable and capital efficient. There has been a 150% growth in the online food delivery business in the last year. Most of the players attribute this growth to 3 factors: internet penetration, smartphone gaining the status of a necessity in life, and the restaurants being forced to explore delivery options to increase their business in the face of competition. The food delivery business also caters to the customer's expectations – wide choices of restaurants, ease of ordering, convenience of having the food delivered at home and reduced cost.

Jin, B., & Gu Suh, Y. (2005) states that the origins of own-label or private branding lie with supermarket retailers particularly in the UK. Companies such as Tesco and Sainsbury introduced products carrying the retailer's brand at price points significantly below the main, nationally-advertised manufacturer brands. Initially these products were staple ingredients such as flour, butter and sugar, but over time the range extended to the point where few product categories do not have private brands available for consumers to choose.

Kanteti, D. I. (2018) states that Technology and innovation is going to play a key role in the growth of the food sector. Technology provides significant cost and efficiency improvements for restaurant partners. To be able to be profitable, it is important to focus on building scalable revenue streams and capabilities with a long-term goal, and evolve extremely quickly on the technology side to leverage efficiencies internally. Companies that can possibly work on coming up with creating classic food in unexpected and non-traditional ways are bound to score big. The Indian Food tech startup Industries are here to stay and to be in the race is to examine and stabilize operations and processes, and also picking up the right opportunities to grow and achieve profitability. It is now a wait and watch for all to see how, and how well, the industry shapes up.

Kassarji an, H. H. (1971) states that One of the naive concepts is that somehow an individual's personality has direct effects on his product and brand choices, much in the classical analysis of variance sense. The papers by Landon and Gardner appear to share this concept. This viewpoint is prompted by some researcher's desire to find easy methods of identifying potential customers and/or segmenting the market, but its naivete has become more and more apparent with recent research in consumer decision making. He now knows that an individual's decision to purchase a product or a brand is only a final result of a series of sub-decisions, such as decisions on store choice and choice criteria for each product category.

Kedah, Z., Ahmed, S., Haque, A. A., & Ismail, Y. (2015) states that online food ordering companies have to emphasize on information quality, website design, security/privacy and payment system towards their customers in order to increase the level of web trust and satisfaction. The service providers could also enjoy continuous recurring revenues from the loyal customers if they provide efficient delivery, reliable customer service and food quality.

Kimes SE (2011) states that this tradeoff between convenience and the need for interaction is interesting from both a research and practical perspective. Researchers have not thoroughly studied this tradeoff. From a managerial standpoint, the question is how to enhance the perceived convenience associated with electronic ordering while at the same time providing the need for interaction that certain market segments desire. The suggestions made here are intended to help managers grapple with that issue

Kumaran .M states that Online shopping has become a popular activity today because of the ease and large populations are using information technology tools and internet. Everyone can online nowadays by using the information technology tools such as notebook, PDA, computer or even hand phone if the hand phone can support the WIFI functions. Since young consumers are easy targets for online marketers, standardized and trendy products will be in demand on the Internet. More over the educated consumers are aware of the buying procedures online which they feel are pretty simple. The only worry of consumers is regarding the trustworthiness of some websites, since they have to give their credit card and other personal details to shop online. In addition to this, the psychology of an Indian consumer is still the same of

checking the product physically before purchasing it, which creates a mental hurdle for online shopping.

Kumari, V. K. (2019, May) states that Growing online sale influencing the behavior of the customers in all aspects of their life. Especially with continuous arrival of professionals in cities and rapid urbanization of Indian prospect, the food on-line deliver service segment is now thriving at a sizzling pace, among them Food panda, Swiggy, just eat, Zomato etc. Pulling the customer towards their commercial offers. May these sellers can focus on high lighting the benefits through the attractive offers.

Laroche, M., Bergeron, J., & Barbaro - Forleo, G. (2001) states that segment of consumers was more likely to be females, married and with at least one child living at home. They reported that today's ecological problems are severe, that corporations do not act responsibly toward the environment and that behaving in an ecologically favorable fashion is important and not inconvenient. They place a high importance on security and warm relationships with others, and they often consider ecological issues when making a purchase.

Liu, W., & Florkowski, W. (2018) states that the most commonly ordered meal was traditional gai Jiao fan (72.4%) and online ordering was most convenient to deliver this (likely), main meal of the day. However, there is a substantial number of customers who desire variety, and one in three respondents purchased 3 kinds of dishes listed in the questionnaire. The meal's delivery service quality (73.7%) was among the top three factors viewed as important by survey participants.

Nicola, Maria, states that with fears of a new recession and financial collapse, times like these call for resilient and strong leadership in healthcare, business, government and wider society. Immediate relief measures need to be implemented and adjusted for those that may fall through the cracks. Medium- and longer-term planning is needed to re-balance and re-energize the economy following this crisis. A broad socioeconomic development plan including sector by sector plans and an ecosystem that encourages entrepreneurship is also needed so that those with robust and sustainable business models can flourish. It is prudent that governments and financial institutions constantly re-assess and re-evaluate the state of play and ensure that the 'whatever it takes' promise is truly delivered.

Nissanoff, D. (2006) states that One of the greatest things about online shopping is how often a bargain can STILL be found, even a steal. When my son left for college, I sold his nearly new guitar for a fraction of the price we'd paid and someone out there got a great deal. Just think of it - someone can sit down at the keyboard, comparison shop at various retail stores and then find the SAME item for much less, all in the space of an hour or less! No travel to and from stores, no wasted gas money, etc.

Parashar, N., & Ghadiyali, S. (2017) states that with continuous influx of professionals in cities and rapid urbanization of Indian landscape, the food delivery and restaurant segment is now thriving at a blistering pace. Adding to this scenario is an increasing number of smartphones and food delivery apps. Food delivery apps have now become a big hit with tech-savvy individuals across India. There are several food delivery apps in India that one can download on smart phones to order food on the go and from the comfort of homes. The present study found a significant relationship between factors considered important while selecting a food delivery app.

Park, C. H., & Kim, Y. G. (2003) states that Study is able to give a view about online consumer buying behavior of consumers of tier-III cities of Maharashtra. Study indicated that consumers of tier-III cities do shop online supporting the earlier report by eBay's India Census (2014) and convenience elements (Ahmad, 2002; Monsuwe et al. ,2004; Wang et al., 2005; Jayawardhena et al., 2007) influence consumers positively to buy online. This research supports various studies done on online Indian consumer buying while on other side it also contradicts with some existing studies such as role of gender (Slyke et al. ,2000; Stenstrom et al. ,2008)) and price (Karlsson et al. ;2005). More detailed study needs to be conducted to reach on more authentic conclusion as this study was restricted to limited geographical area. Overall, this study helps in understanding Indian consumer's online shopping behavior in emerging tier-III cities of Maharashtra.

Preetha, S., & Iswarya, S. (2019) states that the technology outreach along with good support of information quality, service quality and support quality has resulted in the positive outcome of customer's intension to use and order food using Platform-to-consumer delivery app- The FOOD mobile app. Customers are open to technology adoption in FOOD mobile app as it saves their time and effort.

R., A., Singh, A., Pathan, S., & Kanade, V. (2017) states that the single most important attribute of electronic ordering is accuracy. This study found that online food ordering is reasonably popular among the residents of Bangalore city. Nearly 90 percent of the respondents were aware of the electronic food ordering. Customers between 31-35 years of age ordered more electronic food and it was often ordered as they didn't want to cook especially during the weekends. Customers who evaluate service quality based on interactions with employees won't want to use self-service ordering. Similarly, customers who were uncomfortable with technology may be reluctant to try an electronic self-service site because they may be afraid of getting tangled up in the technology.

R., Priyadharshini. (2017) states that India has more people between the ages of 10 and 24, making it the world's largest youth population. With more young people entering the workforce daily, growth in the economy, a rising female work force, and increased mobility among consumers, the traditionally difficult Indian market has changed and is wanting for a more diverse menu. A challenge for MNC fast-food joints in India is to maintain the cohesion of the global brand while still appealing to the local market. There is also an extent for localization and it can't affect the global brand, it has to be same as anywhere else in the world.

Rathore, S. S., & Chaudhary, M. (2018) states that the consumer's perception on online food ordering varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online food services. The perception of the consumer varies according to various similarities and difference based on their personal opinions. The study reveals that mostly the youngsters are attached to the online food ordering and hence the elder people don't use these online services much as compared to the younger ones. The study highlights the fact that youngsters are mostly poised to use online food ordering services. The study also reveals that the price of the products, discounts and special offers have the most influencing factor on online food ordering. The second most influencing factor is the convenience, the next most influencing factor is on-time delivery.

Samsudin, N. A., Khalid, S. K., Kohar, M. F., Senin, Z., & Ihkasan, M. N. (2011) states that the CWOS-RTF enables restaurant owners to setup the system in wireless

environment and update menu presentations easily. Smart phone has been integrated in the CWOS-RTF implementation to facilitate real-time communication between restaurant owners and customers. A preliminary testing suggests that the CWOS-RTF has the potential to eliminate the limitations of existing food ordering systems.

Seema Gopichand, Hariramani states that With the Government's initiative of Digital India and the Companies like Reliance Industries Limited (Reliance Jio), younger generation is now tech savvy. Mobile phones have become the necessity. People from 18 years to 25 years of age are found purchasing online. They shop online not just for time and money saving but for fun and entertainment purpose also. The study revealed that Males and Females prefer to shop from flip kart, amazon and Snapdeal in order of preference. Quality of Product Information is the most important factor that attracts people towards shopping website.

Sethu, H. S., & Saini, B. (2016) states that the food apps are successful in capturing a market in Indian economy as almost every person uses it. These apps also help to achieve digitalization as the most preferred payment method is Paytm. These apps are easy to use and satisfy the consumer needs by providing quality services to them.

Sharma, k., & Waheed, K. A. (2018) states that it is very apt to state that more and more students have become influenced because of the online food ordering apps as in all the questions, the majority of the respondents showed a higher favorability for online food ordering apps. Students are more in favor of Zomato app than the other apps.

Shilpa Goyal states that Swiggy has gained positive opinion of majority of the consumers in comparison to other service providers. It is mainly because of their better timely delivery and offers like discounts and freebees. Swiggy has been in the top position in online food delivery service providers and if it improves further, it can remain in the top. The biggest difference between Swiggy and other food delivery start-ups is the fact that they have their own delivery fleet and serve from neighborhood restaurants. The boys are equipped with smart phones powered by routing algorithms which enables them to deliver food in the most efficient way possible.

Sing, P., & Kaur, R. (2018) states that the reasons for buying online came out to be 32.5% respondents preferred delivery speed, 30% product variations and

convenience (Online or mobile app) 27.5% people said food freshness and 10% people said after sale services were essential. Pizza hut and Dominos were the most preferred brand for buying pizza online and most of the respondents were aware about the promotional strategies of the companies. Respondents preferred to use plastic money for ordering fast food and majority of the respondents were satisfied with the delivery of both companies but the satisfaction level of male and female respondents were different.

Suryadev Singh Rathore, Mahik Chaudhary states that majority of students of Indore region are well aware of the online food ordering and most of them have used online food ordering services which indicates the growing popularity of the online food ordering within the youngsters. Transformation in the trends of food ordering is occurring because of the changing lifestyle of the consumers in India and expansion in online activity

Thang, D. C. L., & Tan, B. L. B. (2003) states that the retailing practice is going through a radical revolution due to the introduction of new formats for which organized retail is gaining tremendous importance in the recent times. Moreover, with the changing behavioral phenomenon retailers need to concern regarding the lifestyle, preference and demands of consumers which is playing a vital role in the ever-changing purchasing perception of consumers. Hence, it becomes important to understand the overall customer perceptions regarding store image that eventually influence customer store choice, purchase intention, store satisfaction and loyalty toward their preferred store.

Wu, S. I., & Lo, C. L. (2009) states that consumers in Taiwan show a relatively high purchase intention towards virtually extended products, Microsoft PC. The relational structure shows that brand awareness has a significant influence on core-brand image (parent-brand image), thus indirectly affecting core-brand attitude and causing impacts on consumer purchase intention towards extended products. On the other hand, consumer perception fit has greater influence than core-brand attitude, denoting that both the brand association and product connection have a remarkable influence on consumer purchase intention towards extended products.

Chapter - 3

RESEARCH METHEDOLOGY

3.1 RESEARCH DESIGN

A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data.

3.1.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2 SOURCES OF DATA

3.2.1 Primary data

Primary data, by contrast, are collected by the investigator conducting the research.

3.2.1.1 Questionnaire

The questionnaire tried to capture the responses of the customers mainly on the key deliverables, derived from the survey conducted, and a few questions have been included to gauge the level of satisfaction and to gain insight into customer expectations.

3.2.2 Secondary Data sources

Secondary data refers to data that was collected by someone other than the user. Common sources of secondary data for Journal, Books, Websites, organizational records and data that was originally collected for other research purposes.

3.3 STRUCTURE OF QUESTIONNAIRE

There are two broad types of questions open ended or open questions, and closed ended or closed questions. Open questions enable respondents to answer as they wish. Closed questions provide respondents with a list of options from which they choose.

3.4 SAMPLING TECHNIQUE

3.4.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.5 SAMPLING SIZE:

The sampling size is 117 respondents.

3.6 PERIOD OF STUDY

The period of study is from January 2021 TO March 2021 which is three months of study.

3.7 ANALYTICAL TOOLS

The analytical tools used are SPSS for testing the hypothesis, Chi Square test in SPSS tool and ANOVA in SPSS tool.

Chapter - 4

DATA ANALYSIS AND INTERPRETATION

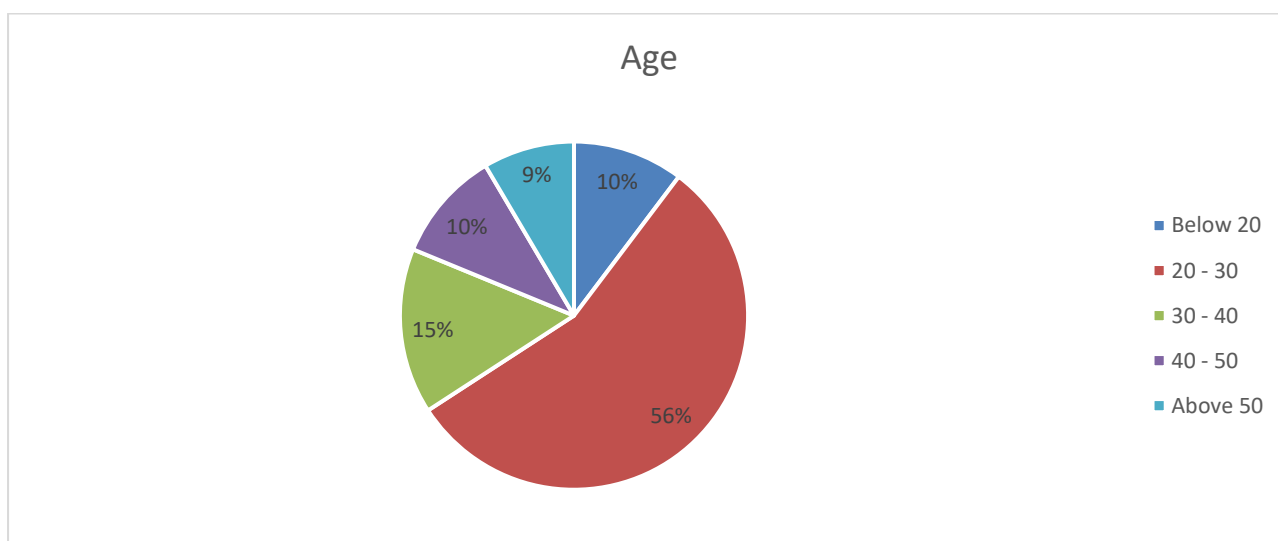
4.1 PERCENTAGE ANALYSIS

Table 4.1. 1 showing the age group of respondents:

AGE	COUNT	PERCENTAGE
Below 20	12	10.3
20 – 30	65	55.6
30 – 40	18	15.4
40 – 50	12	10.3
Above 50	10	8.5
TOTAL	117	100

Source: Primary Data

Figure 4.1. 1 showing the age group of respondents:



Interpretation:

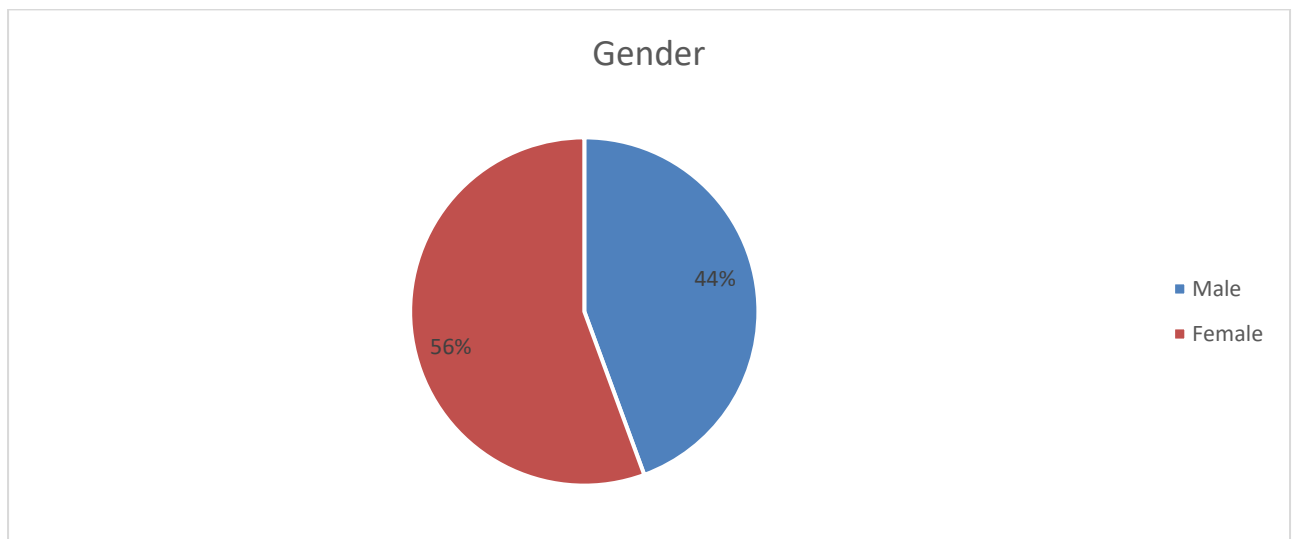
From the above table, it is interpreted that there is a higher percentage (i.e., 55.6%) of respondents in the age group 20 – 30 years and comparatively very lower percentage (i.e., 8.5%) in the age group of Above 50.

Table 4.1. 2 showing the Gender of respondents:

AGE	COUNT	PERCENTAGE
Male	52	44.4
Female	65	55.6
TOTAL	117	100

Source: Primary Data

Figure 4.1. 2 showing the Gender of respondents:



Interpretation:

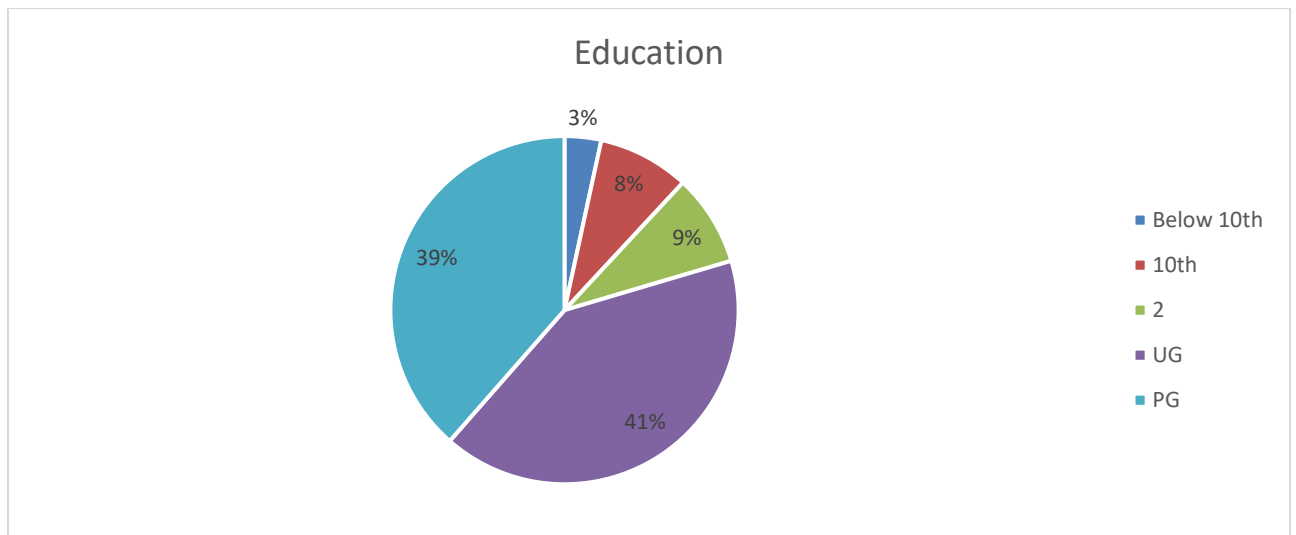
From the above table, it is interpreted that there is a higher percentage (i.e., 55.6%) of female respondents.

Table 4.1. 3 showing the Education Level of respondents:

EDUCATION	COUNT	PERCENTAGE
Below 10 th	4	3.4
10 th	10	8.5
+2	10	8.5
UG	48	41.0
PG	45	38.5
TOTAL	117	100

Source: Primary Data

Figure 4.1. 3 showing the Education Level of respondents:



Interpretation:

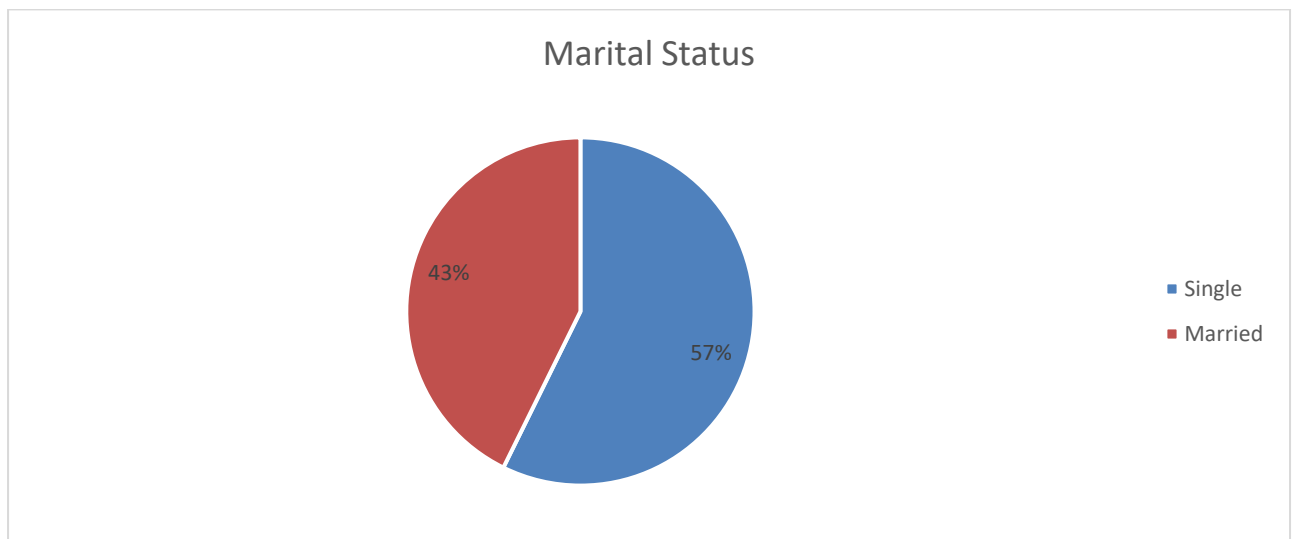
From the above table, it is interpreted that there is a higher percentage (i.e., 41%) of respondents are under graduates followed by (i.e., 38.5%) of Post graduates and comparatively very lower percentage (i.e., 3.4%) of respondents have education below 10th.

Table 4.1. 4 showing the marital status of respondents:

Marital Status	COUNT	PERCENTAGE
Single	67	57.3
Married	50	42.7
TOTAL	117	100

Source: Primary Data

Figure 4.1. 4 showing the marital status of respondents:



Interpretation:

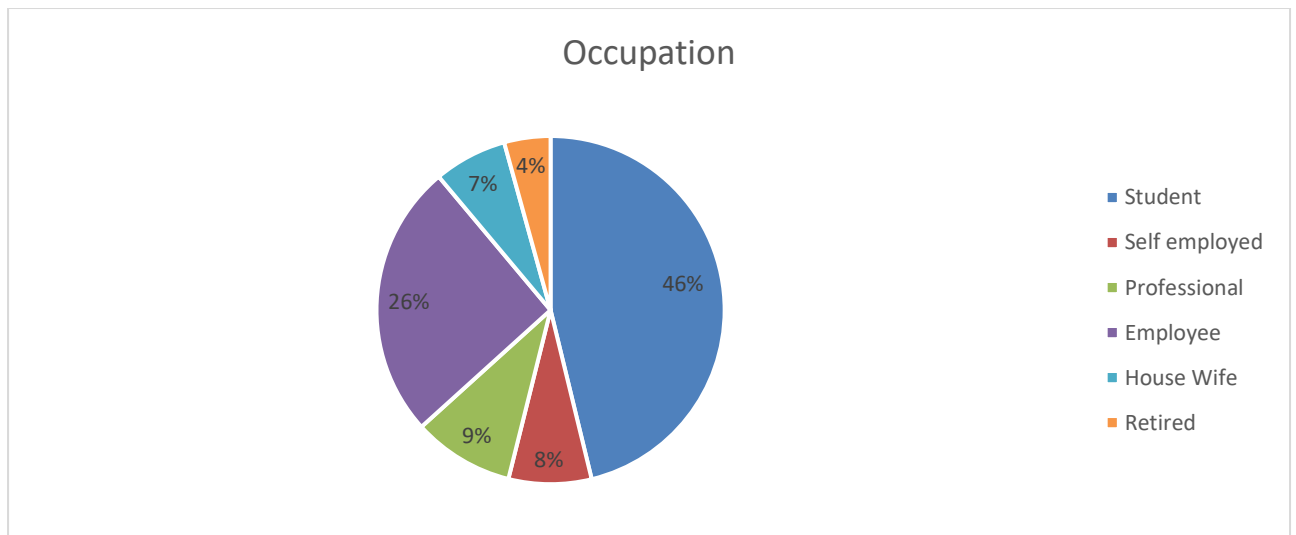
From the above table, it is interpreted that there is a higher percentage (i.e., 55.6%) of female respondents.

Table 4.1. 5 showing the occupation of respondents:

AGE	COUNT	PERCENTAGE
Student	54	46.2
Self employed	9	7.7
Professional	11	9.4
Employee	30	25.6
House Wife	8	6.8
Retired	5	4.3
TOTAL	117	100

Source: Primary Data

Figure 4.1. 5 showing the occupation of respondents:



Interpretation:

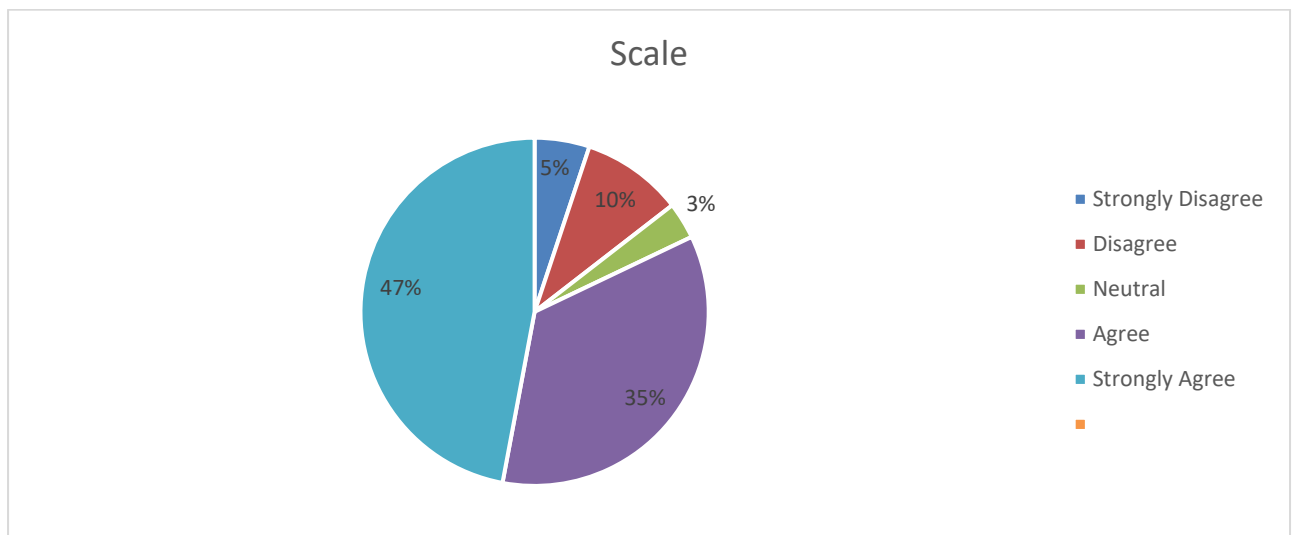
From the above table, it is interpreted that there is a higher percentage (i.e., 46.2%) of respondents are students and comparatively very lower percentage (i.e., 4.3%) are retired.

Table 4.1. 6 showing the scale of respondents ordering food before pandemic

SCALE	COUNT	PERCENTAGE
Strongly Disagree - 1	6	5.1
Disagree – 2	11	9.4
Neutral – 3	4	3.4
Agree – 4	41	35.0
Strongly Agree - 5	55	47.0
TOTAL	117	100

Source: Primary Data

Figure 4.1. 6 showing the scale of respondents ordering food before pandemic:



Interpretation:

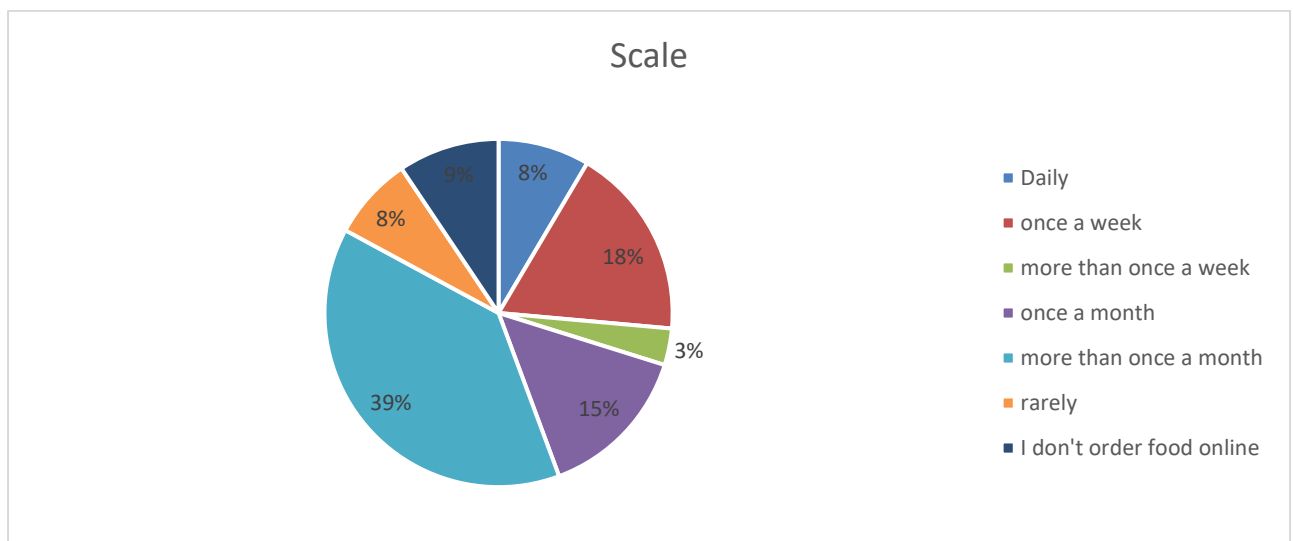
From the above table, it is interpreted that there is a higher percentage (i.e., 47%) of respondents strongly agree that used to order food online before pandemic and comparatively very lower percentage (i.e.,3.4%) are neutral about whether they order food online before covid 19.

Table 4.1. 7 showing the number of times respondents ordering food before pandemic

SCALE	COUNT	PERCENTAGE
Daily	10	8.5
Once a week	21	17.9
More than once a week	4	3.4
Once a month	17	14.5
More than once a month	45	38.5
Rarely	9	7.7
I don't order food online	11	9.4
TOTAL	117	100

Source: Primary Data

Figure 4.1. 7 showing the number of times respondents ordering food before pandemic:



Interpretation:

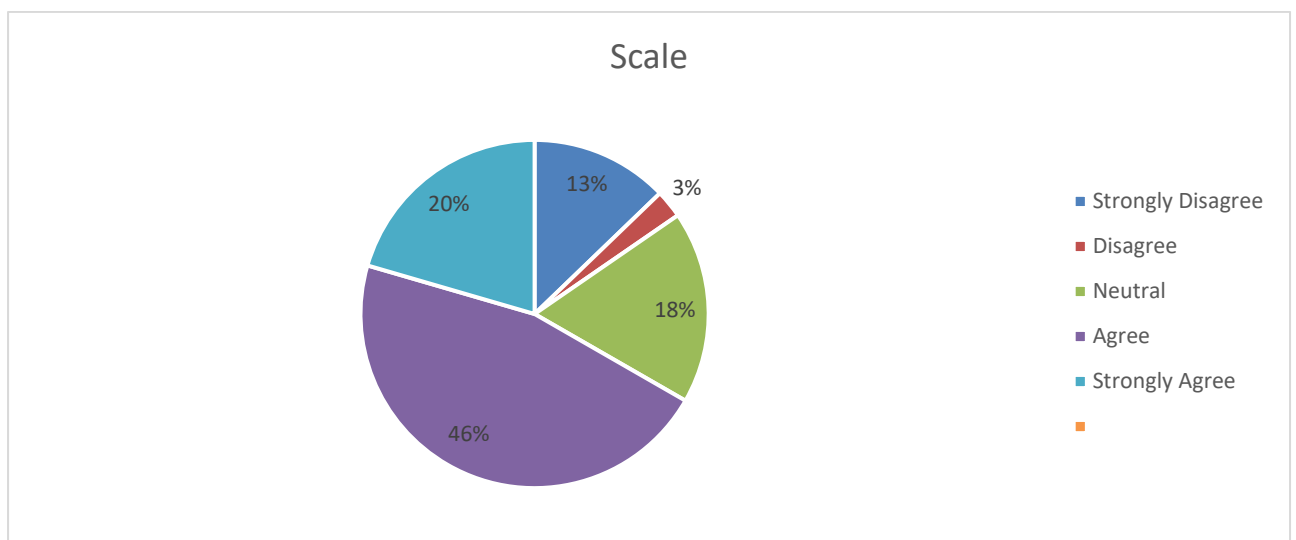
From the above table, it is interpreted that there is a higher percentage (i.e.,38.5%) of respondent's order food online more than once a month and comparatively lower percentage (i.e.,3.4%) order food more than once a week before pandemic.

Table 4.1. 8 showing the scale of respondents ordering food post pandemic

SCALE	COUNT	PERCENTAGE
Strongly Disagree - 1	15	12.8
Disagree – 2	3	2.6
Neutral – 3	21	17.9
Agree – 4	54	46.2
Strongly Agree - 5	24	20.5
TOTAL	117	100

Source: Primary Data

Figure 4.1. 8 showing the scale of respondents ordering food post pandemic:



Interpretation:

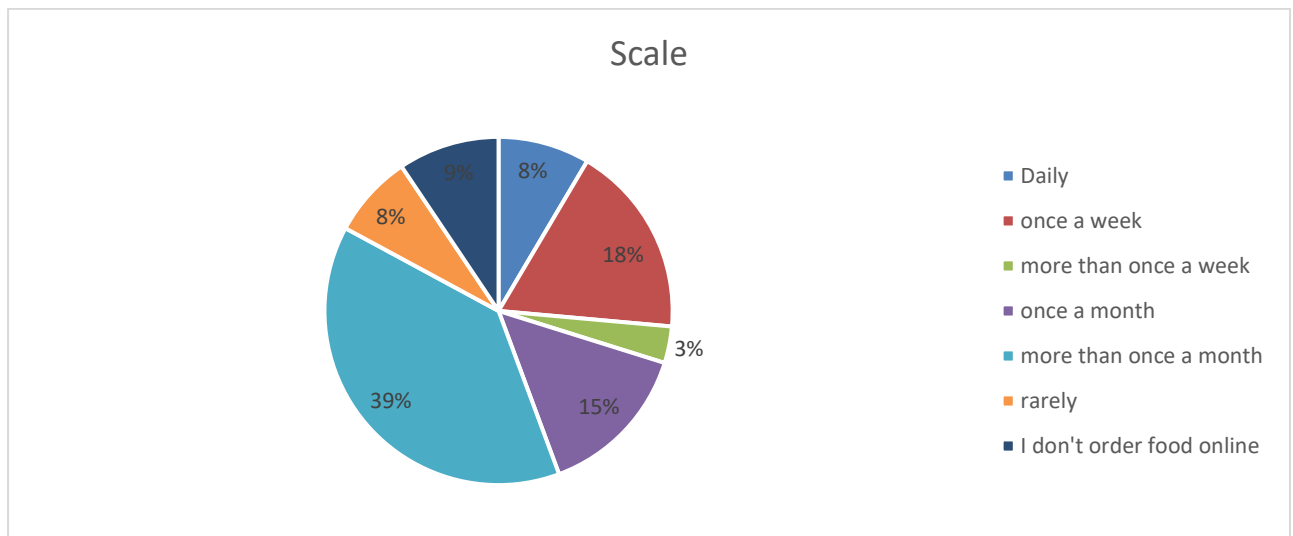
From the above table, it is interpreted that there is a higher percentage (i.e., 46.2%) of respondents agree that they order food online post pandemic and comparatively very lower percentage (i.e., 2.6%) are disagree that they order food online post covid 19 pandemics.

Table 4.1. 9 showing the number of times respondents ordering food post pandemic

SCALE	COUNT	PERCENTAGE
Daily	6	5.1
Once a week	15	12.8
More than once a week	1	0.9
Once a month	18	15.4
More than once a month	12	10.3
Rarely	51	43.6
I don't order food online	14	12
TOTAL	117	100

Source: Primary Data

Figure 4.1. 9 showing the number of times respondents ordering food post pandemic:



Interpretation:

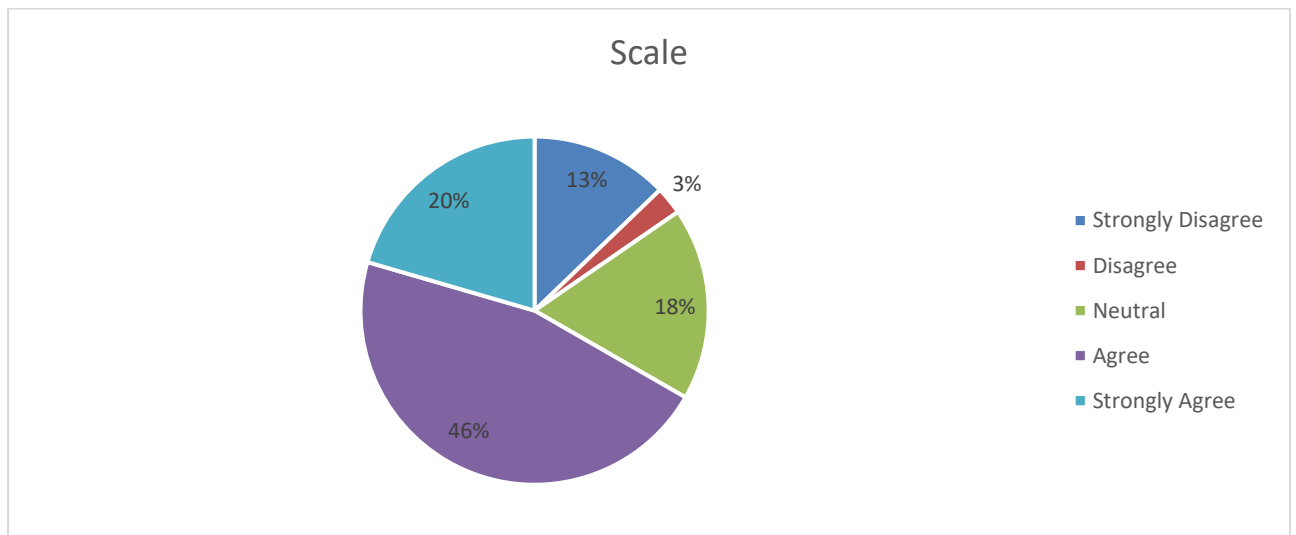
From the above table, it is interpreted that there is a higher percentage (i.e.,43.6%) of respondent's order food online rarely and comparatively lower percentage (i.e.,0.9%) order food more than once a week post pandemic.

Table 4.1. 10 showing the scale of respondent's awareness of the safety measures

SCALE	COUNT	PERCENTAGE
Strongly Disagree - 1	14	12
Disagree – 2	2	1.7
Neutral – 3	11	9.4
Agree – 4	31	26.5
Strongly Agree - 5	59	50.4
TOTAL	117	100

Source: Primary Data

Figure 4.1. 10 showing the scale of respondent's awareness of the safety measures:



Interpretation:

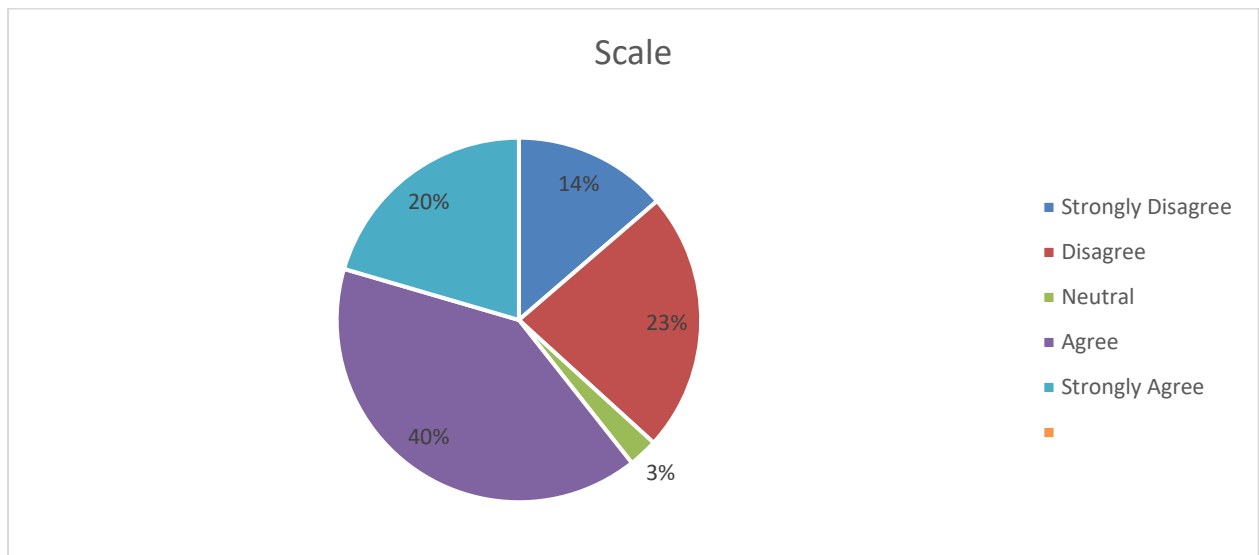
From the above table, it is interpreted that there is a higher percentage (i.e., 50.4%) of respondents Strongly agree that they are aware of the safety measures taken by the online food delivery services and comparatively very lower percentage (i.e., 1.7%) disagree.

Table 4.1. 11 showing the scale of respondent's trust on safety measures taken by OFDS:

SCALE	COUNT	PERCENTAGE
Strongly Disagree - 1	16	13.7
Disagree – 2	27	23.1
Neutral – 3	3	2.6
Agree – 4	47	40.2
Strongly Agree - 5	24	20.5
TOTAL	117	100

Source: Primary Data

Figure 4.1. 11 showing the scale of respondent's trust on safety measures taken by OFDS:



Interpretation:

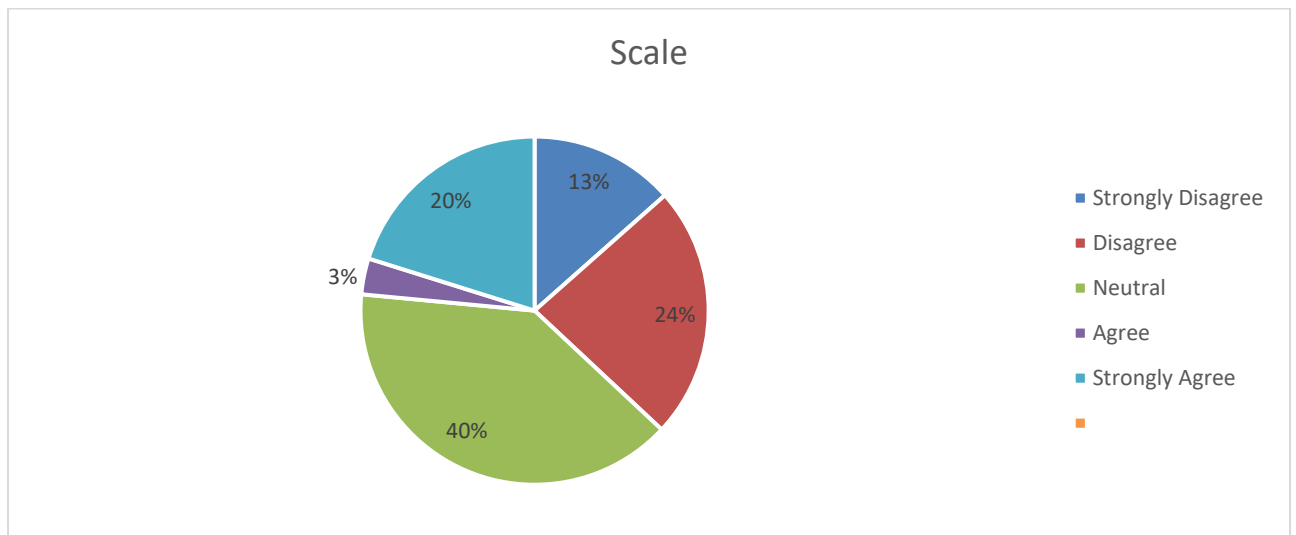
From the above table, it is interpreted that there is a higher percentage (i.e., 40.2%) of respondents agree that they trust the safety measures taken by online food delivery services and comparatively very lower percentage (i.e., 2.6%) are disagree that they trust the safety measures taken by online food delivery services.

Table 4.1. 12 showing the scale of respondent's trust on delivery staff following safety measures:

SCALE	COUNT	PERCENTAGE
Strongly Disagree - 1	16	13.7
Disagree – 2	28	23.9
Neutral – 3	47	40.2
Agree – 4	9	3.4
Strongly Agree - 5	22	18.8
TOTAL	117	100

Source: Primary Data

Figure 4.1. 12 showing the scale of respondent's trust on delivery staff following safety measures:



Interpretation:

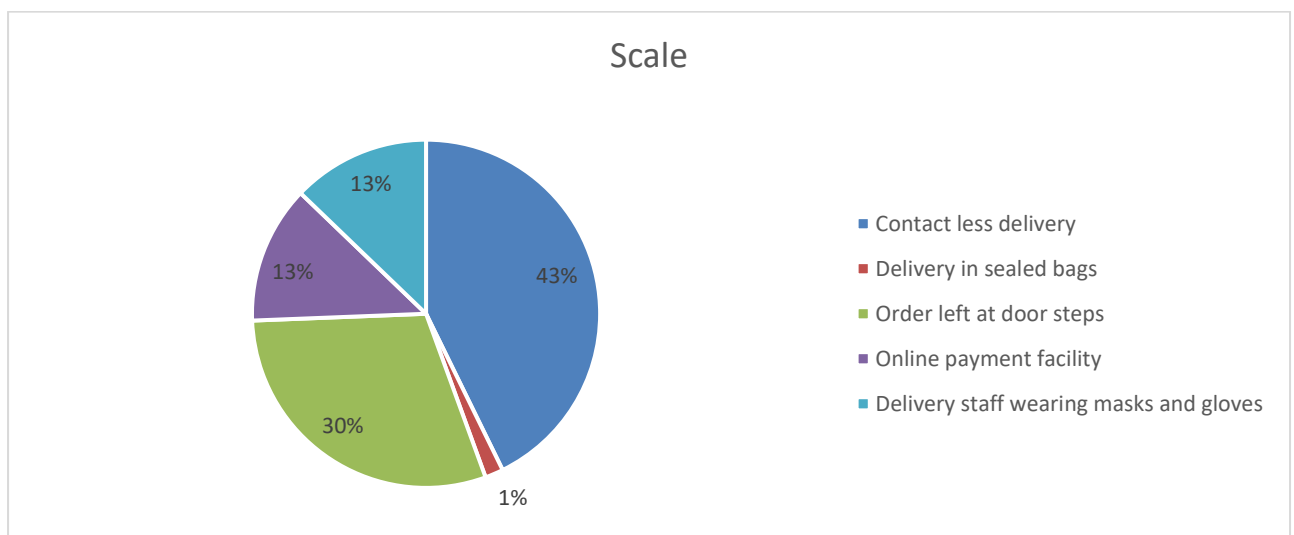
From the above table, it is interpreted that there is a higher percentage (i.e., 40.2%) of respondents neutral about their trust on delivery staff to the safety measures and comparatively very lower percentage (i.e., 3.4%) agree that they trust delivery staff to follow safety measures.

Table 4.1. 13 showing the safety measures experienced while ordering food online:

SCALE	COUNT	PERCENTAGE
Contact less delivery	50	42.7
Delivery in sealed bags	2	1.7
Order left at door steps	35	29.9
Online payment facility	15	12.8
Delivery staff wearing masks and gloves	15	12.8
TOTAL	117	100

Source: Primary Data

Figure 4.1. 13 showing the safety measures experienced while ordering food online:



Interpretation:

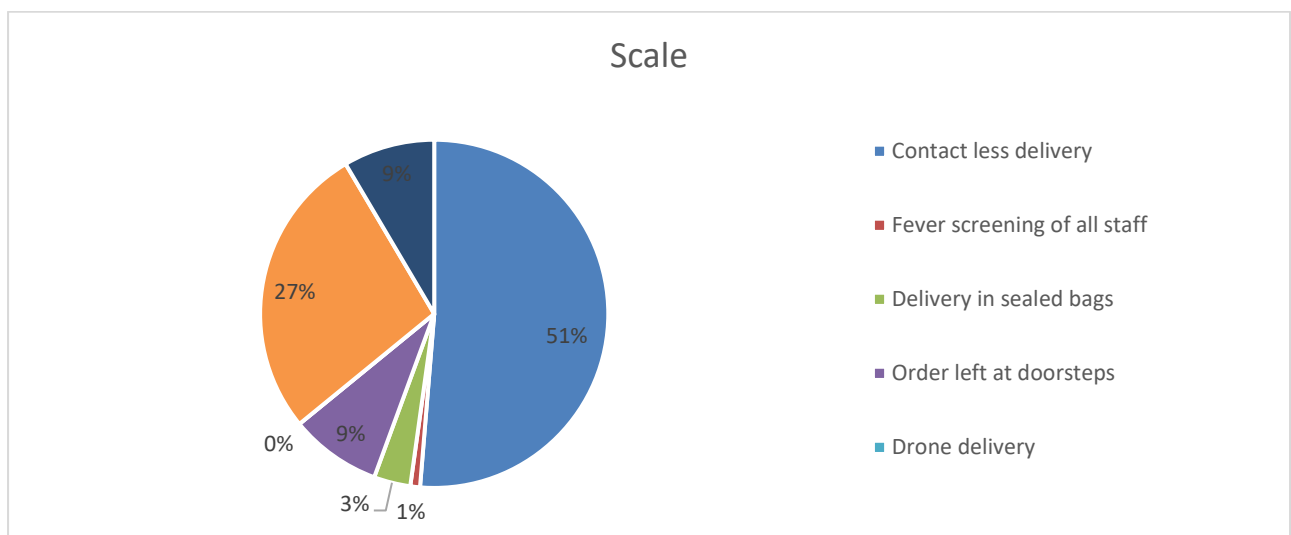
From the above table, it is interpreted that there is a higher percentage (i.e., 42.7%) of respondents experienced contact less delivery while ordering food online and comparatively very lower percentage (i.e., 1.7%) experienced delivery in sealed bags.

Table 4.1. 14 showing the safety measures preferred while ordering food online:

SCALE	COUNT	PERCENTAGE
Contact less delivery	60	51.3
Fever screening of all staff	1	0.9
Delivery in sealed bags	4	3.4
Order left at doorsteps	10	8.5
Drone delivery	0	0
Regular cleaning of everything used in delivery	32	27.4
Analyze the safety measures taken by restaurants	10	8.5
TOTAL	117	100

Source: Primary Data

Figure 4.1. 14 showing the safety measures preferred while ordering food online:



Interpretation:

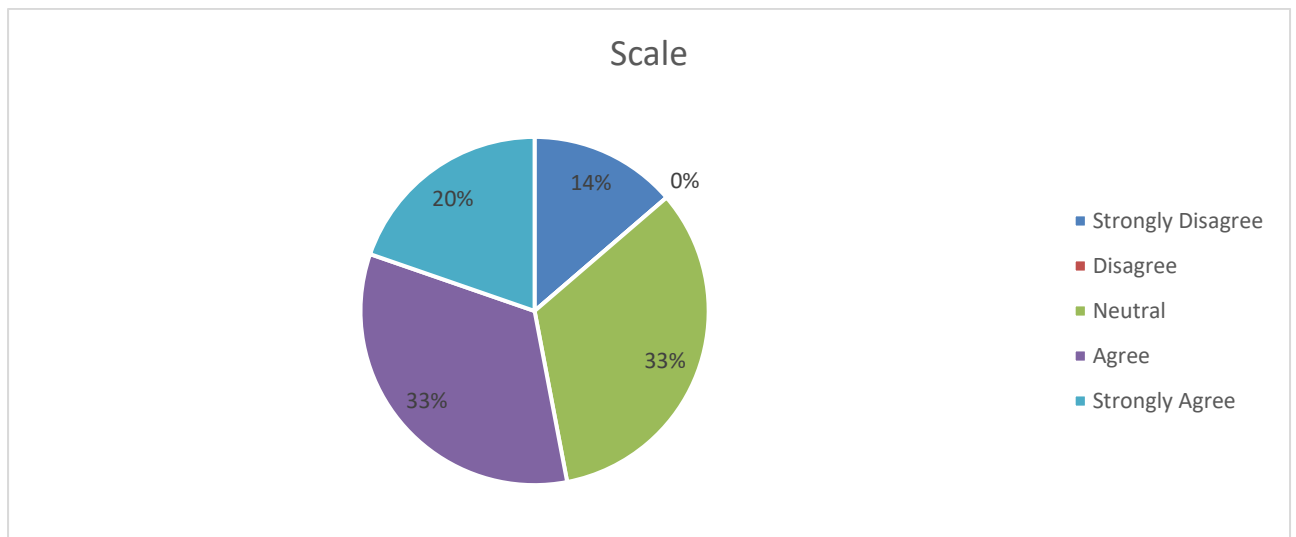
From the above table, it is interpreted that there is a higher percentage (i.e., 51.3%) of respondents prefer contact less delivery while ordering food online and comparatively very lower percentage (i.e., 0%) prefer fever screening of all staff.

Table 4.1. 15 showing respondents trust on online food delivery services.

SCALE	COUNT	PERCENTAGE
Strongly Disagree - 1	16	13.7
Disagree - 2	0	0
Neutral – 3	39	33.3
Agree – 4	39	33.3
Strongly Agree - 5	23	19.7
TOTAL	117	100

Source: Primary Data

Figure 4.1. 15 showing respondents trust online food delivery services:



Interpretation:

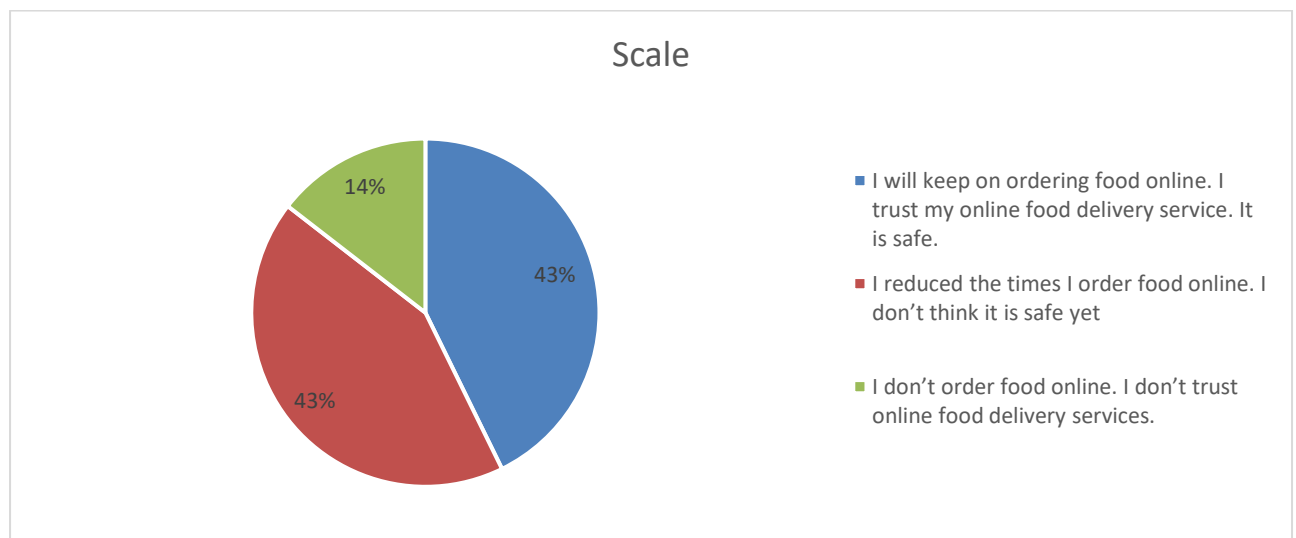
From the above table, it is interpreted that there is a higher percentage (i.e., 33.3%) of respondents agree that they are satisfied with the safety measures taken by OFDS while the other same percentage (i.e., 33.3%) respondents are neutral and comparatively very lower percentage (i.e., 0%) are disagree they are satisfied with the safety measures taken by OFDS.

Table 4.1. 16 showing respondents Over all opinion

SCALE	COUNT	PERCENTAGE
I will keep on ordering food online. I trust my online food delivery service. It is safe.	50	42.7
I reduced the times I order food online. I don't think it is safe yet.	50	42.7
I don't order food online. I don't trust online food delivery services.	17	14.5
TOTAL	117	100

Source: Primary Data

Figure 4.1. 16 showing respondents over all opinion



Interpretation:

From the above table, it is interpreted that 42.7% of respondents will keep on ordering food online. I trust my online food delivery service. While 42.7% respondents reduced the times, I order food online and 14.5% respondents does not order food online.

4.2 ANOVA

Table 4.2. 1 showing the association between demographical factors and trust level in online food delivery services.

Null Hypothesis (H_0) – There is no association between demographical factors and trust in OFDS

Alternative Hypothesis (H_1) - There is association between demographical factors and trust in OFD

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	73.619	3	24.540	43.592	.001
	Within Groups	63.612	113	.563		
	Total	137.231	116			
Gender	Between Groups	.238	3	.079	.313	.816
	Within Groups	28.651	113	.254		
	Total	28.889	116			
Education Level	Between Groups	26.790	3	8.930	9.690	.001
	Within Groups	104.134	113	.922		
	Total	130.923	116			
Marital Status	Between Groups	5.697	3	1.899	9.357	.001
	Within Groups	22.935	113	.203		
	Total	28.632	116			
Occupation	Between Groups	52.515	3	17.505	7.828	.001
	Within Groups	252.681	113	2.236		
	Total	305.197	116			

Interpretation:

Significance level 0.001, which is below 0.05, except for gender. Therefore, there is a significant association between the factors Age, Education level, Occupation and Marital status of the respondents and their trust levels.

4. 3 Chi Square:

Table 4.2. 2 showing the difference between the number of times consumers order food online before and after covid -19.

Null Hypothesis (H_0) – There is no difference between the number of times consumers order food online before and after covid -19.

Alternative Hypothesis (H_1) - There is difference between the number of times consumers order food online before and after covid -19.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	325.713 ^a	36	.000
Likelihood Ratio	220.234	36	.000
Linear-by-Linear Association	40.827	1	.000
N of Valid Cases	117		

a. 43 cells (87.8%) have expected count less than 5. The minimum expected count is .03.

Interpretation: Since p value is lower than 0.05, therefore, there is a difference between the number of times consumers order food online before and after Covid.

Chapter 5

Findings, Suggestions & Conclusions

5.1 Findings

1. Majority (55.6%) of the respondents belong to the age group of 20 – 30 years.
2. Majority (55.6%) of the respondents are female.
3. Majority (41%) of the respondents are Under Graduates.
4. Majority (57.3%) of the respondents are single.
5. Majority (46.2%) of the respondents are students.
6. Majority (47%) of the respondents strongly agree that they used to order food online before pandemic.
7. Majority (38.5%) of the respondents used to order food online more than once a week before pandemic.
8. Majority (46.2%) of the respondents agree that they order food online post pandemic.
9. Majority (43.6%) of the respondent's order food online rarely post pandemic.
10. Majority (50.4%) of the respondents strongly agree that they are completely aware of the safety measures taken by the online food delivery services.
11. Majority (40.2%) of the respondents agree that they trust the safety measures taken by online food delivery services.

- 12.** Majority (40.2%) of the respondents are neutral about their trust on delivery staff following strictly following safety measures while ordering food.
- 13.** Majority (427%) of the respondent's states that the most experienced safety measure while ordering food online is Contact less Delivery.
- 14.** Majority (51.3%) of the respondents are state that they prefer contact less delivery the most.
- 15.** Majority (33.3%) of the respondents agree that they completely trust the online food delivery services while the other majority (33.3%) of the respondents are neutral.
- 16.** Majority (42.7%) of the respondent's state that they will keep on ordering food online while the other majority (42.7%) of the respondent's state that they reduced ordering food online.

Findings of ANOVA:

There is a significant association between the factors Age, Education level, Occupation and Marital status of the respondents and their trust levels.

Findings of Chi-Square:

There is a difference between the number of times consumers order food online before and after Covid.

5.2 Suggestions:

The overall analysis state that the consumer belonging to the age group 20 – 30 years trust the online food delivery services the most. By creating more awareness among the consumers of the other age groups the online food delivery services can create more trust in consumers of other age groups.

Many of the consumers have doubts that the delivery staff follows the safety measures strictly. By being more transparent on the measures taken to make the staff strictly follow the safety measures can help consumers clear this doubt.

By taking in consideration the above two suggestions, the number of time consumers order food online which is reduced compared to pre-pandemic the online food delivery services can increase the number of food orders.

5.3 Conclusion:

From the above data analysis, it can be concluded that even the threat of Corona Virus the majority of the consumers in Tirupati still prefer to buy food through online food delivery services.

The majority of the consumers who trust online food delivery services are youngsters who are either studying and working as an employee. And most of them find it convenient to order food online.

But the number of times consumers order food online is at a level of either rarely or once a month.

Though many of the consumers doubt that the delivery staff don't follow the safety measures properly they are still satisfied with the overall services provided by the online food delivery services.

The safety precautions preferred by the consumers are delivery in sealed bags, contact less delivery, analysis of safety measures taken by restaurants followed by regular cleaning of everything used in delivery. And the safety precautions experienced by them are delivery staff wearing masks and gloves, Delivery in sealed bags and contact less delivery.

Over all, majority of the consumers trust the online food delivery services and claim that they will keep in ordering food through online food delivery services.

Reference

- Anita Goyal and N.P. Singh “Consumer perception about fast food in India: an exploratory study.” British food Journal Vol 109, No.2., 2007.
- Beliya, A., Kujur, R., Verma, M., Nagwanshi, K. V., Sahu, S., Uikey, N., & Bhat, A. A. (2019). Satisfaction of consumers by using online food services. International Journal of Humanities and Social Sciences (IJHSS), 8(4), 35-44.
- Chang, H. H., & Chen, S. W. (2009). Consumer perception of interface quality, security, and loyalty in electronic commerce. Information & Management, 46(7), 411 – 417.
- Covello, V. T. (1983). The perception of technological risks: A literature review. Technological Forecasting and Social Change, 23(4), 285 –297.
- Das, J. (2018, October). Consumer perception towards ‘online food ordering and delivery services’: An empirical study. Journal of Management (JOM), 5(5), 155-163.
Retrieved from <http://www.iaeme.com/JOM/issues.asp?JType=JOM&VType=5&IType=5>
- Dr Ramesh Kumar Miryala, John Paul Mennakanti “Responsible marketing for sustainable development” Zenon Academic Publishing, 31-Mar-2016.
- Farah Ayuni Shafie and Denise Rennie “Consumer perception towards organic food” science direct Proceedings of the 1st National Conference on Environment-Behaviour Studies, 1nCEBS, FAPS, UiTM, Shah Alam, Malaysia, 14–15 November, 2009.
- Gawande, N., Pachaghare, G., & Deshmukh, A. (2019). A Study of Customer Perception about Online Food Ordering Services in Amravati City. International Journal of Latest Technology in Engineering, Management & Applied Science (IJLTEMAS), VIII(IV), 114-116.
- Ghosh, R., & Saha, T. R. (2018, July). A study of e-payment system on food delivery industry: A case study on Swiggy. International Journal on Recent Trends in Business and Tourism, 2(3).
- Gronroos, C. (1994), —From Marketing Mix to Relationship Marketing: Towards a Paradigm Shift in Marketingll, Management Decision, 32 (2), pp. 4 - 20

- Grunert, K. G., Bredahl, L., & Brunsø, K. (2004). Consumer perception of meat quality and implications for product development in the meat sector — A review. *Meat Science*, 66(2), 259 – 272.
- Gupta, M. (2019, March). A Study on Impact of Online Food delivery app on Restaurant Business special reference to zomato and swiggy. *International Journal of Research and Analytical Reviews (IJRAR)*, 6(1), 889- 893.
- H.S. Sethu, Bhavya Saini, "Customer Perception and Satisfaction on Ordering Food via Internet, a Case on Foodzoned.Com, in Manipal", Published by, [Online] Available: <http://www.globalbizresearch.org>.
- Harbor Communications (2016) Are food delivery trends hurting drive-through sales www.cstoredecisions.com/2016/07/21/food-delivery-trends-hurting-drive-sales/.
- Hobbs, Jill E. "Food supply chains during the COVID-19 pandemic." *Canadian Journal of Agricultural Economics/Revue Canadienne agroéconomique* (2020).
- <http://sphweb.bumc.bu.edu/otlt/MPHModules/SB/BehavioralChangeTheories/BehavioralChangeTheories4.html>
- Jacob, A. M., Sreedharan, N. V., & K, S. (2019, May). Consumer Perception of Online Food Delivery Apps in Kochi. *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*, 8(7S2), 302-305.
- Jadhav, D. S. (2018, April). Food Ordering Mobile Applications – A new wave in Food Entrepreneurship. *International Journal of Latest Technology in Engineering, Management & Applied Science (IJLTEMAS)*, VII(IV), 110-115.
- Jin, B., & Gu Suh, Y. (2005). Integrating effect of consumer perception factors in predicting private brand purchase in a Korean discount store context. *Journal of Consumer Marketing*, 22(2), 62 – 71
- Kanteti, D. I. (2018). Innovative strategies of startup firms in India - A study on online food delivery companies in India. *International Research Journal of Management Science & Technology*, 17-23.
- Kassariji an, H. H. (1971). Personality and consumer behavior: A review. *Journal of Marketing Research*, 8, 409 – 418. doi:10.1177/002224377100800401

- Kedah, Z., Ahmed, S., Haque, A. A., & Ismail, Y. (2015, July-December). Key Success Factors of Online Food Ordering Services: An Empirical Study. *Malaysian Management Review*, 50(2), 19-36.
- Kimes SE (2011) Customer perceptions of electronic food ordering. *Cornell Hospitality Report* 11: 6
<http://scholarship.sha.cornell.edu/cgi/viewcontent.cgi?article=1069&context=chrrpubs>
- Kumaran.M. "Perception towards online shopping an Empirical study with respect to Indian buyers." www.abhinavjournal.com Vol 1 Issue no:9.
- Kumari, V. K. (2019, May). An Impact of Customer Behavior Towards Online Food Services. *International Journal of Recent Technology and Engineering (IJRTE)*, 8(1C2), 497-499.
- Laroche, M., Bergeron, J., & Barbaro - Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*, 18(6), 503 – 520
- Liu, W., & Florkowski, W. (2018). Online Meal delivery services: Perception of service quality and delivery speed among Chinese consumers. 2018 Annual Meeting, February 2-6, 2018, Jacksonville, Florida 266866, Southern Agricultural Economics Association.
- Nicola, Maria, et al. "The socio - economic implications of the corona virus and COVID – 19 pandemic: a review." *International Journal of Surgery*(2020).
- Nissanoff, D. (2006) *Future shop. How the new auction culture will revolutionize the way we buy, sell and get the things we really want.* New York, the Penguin Press.
- Parashar, N., & Ghadiyali, S. (2017). A study on customer's attitude and perception towards digital food app services. Retrieved from https://www.amity.edu/gwalior/ajm/paper_5.pdf
- Park, C. H., & Kim, Y. G. (2003). Identifying key factors affecting consumer purchase behavior in an online shopping context. *International Journal of Retail & Distribution Management*, 31(1), 16 – 29.
- Preetha, S., & Iswarya, S. (2019, January). An Analysis of User Convenience towards Food Online Order and Delivery Application (Food App via Platforms). *International Journal of Management, Technology and Engineering*, IX(I), 429-

433. 14. Rathore, S. S., & Chaudhary, M. (2018). Consumer's Perception on Online Food Ordering. *IJMBS*, 8(4), 12-17.
- R., A., Singh, A., Pathan, S., & Kanade, V. (2017). Online Food Ordering System. *International Journal of Computer Applications*, 180(6), 22-24. doi:10.5120/ijca2017916046 5. <http://sjput.in/pdf/Marketing%20sample%20project.pdf>
 - R., Priyadharshini. (2017). Consumer perception towards MNC fast food outlets in Coimbatore. *International Journal of Applied Research*, 3(3). Retrieved from <http://www.allresearchjournal.com/archives/2017/vol3issue3/PartD/3-3-54-357.pdf>
 - Rathore, S. S., & Chaudhary, M. (2018). Consumer's Perception on Online Food Ordering. *International Journal of Management & Business Studies*, 8(4). Retrieved from <http://www.ijmbs.com/Vol8/issue4/2-suryadev-singh-rathore.pdf>
 - Samsudin, N. A., Khalid, S. K., Kohar, M. F., Senin, Z., & Ihkasan, M. N. (2011). A customizable wireless food ordering system with realtime customer feedback. 2011 IEEE Symposium on Wireless Technology and Applications (ISWTA). doi:10.1109/iswta.2011.6089405
 - Sánchez- Fernández, R., & Iniesta - Bonillo, M. Á. (2006). Consumer perception of value: Literature review and a new conceptual framework. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 19, 40
 - Seema Gopichand, Hariramani "Consumer Perception about online shopping in India." *International Journal of Management, IT & Engineering* Vol. 8 Issue 2, February 2018.
 - Sethu, H. S., & Saini, B. (2016, July). Customer Perception and Satisfaction on Ordering Food via Internet, a Case on Foodzoned.Com, In Manipal. Finance and Social Sciences (AP16 Malaysia Conference), 1-13. Retrieved from www.globalbizresearch.org
 - Sharma, k., & Waheed, K. A. (2018, October). Consumption of online food app services: An exploratory study among college students in Dubai. *Middle East Journal of Business*, 13(4), 4-11.
 - Shilpa Goyal "Comparative study on "consumer behavior of working women and homemakers for the ready to eat food products in Salem city." *Asian Journal of Multidimensional Research* Vol 7, Issue 2, February 2018, spl 2.

- Sing, P., & Kaur, R. (2018, January). Adoption and Satisfaction Level of Customers Towards Online Fast-Food Ordering. Retrieved from <http://data.conferenceworld.in/11ICSTM/22.pdf>
- Suryadev Singh Rathore, Mahik Chaudhary "Consumer's Perception on Online Food Ordering." (2018) *ijmbs* volume 8, issue 4. ISSN: 2230-9519 (Online) | ISSN: 2231-2463 (Print). <http://www.ijmbs.com/Vol8/issue4/2-suryadev-singh-rathore.pdf>
- Thang, D. C. L., & Tan, B. L. B. (2003). Linking consumer perception to preference of retail stores: An empirical assessment of the multi - attributes of store image. *Journal of Retailing and Consumer Services*, 10(4), 193 – 200
- Wu, S. I., & Lo, C. L. (2009). The influence of core - brand attitude and consumer perception on purchase intention towards extended product. *Asia Pacific Journal of Marketing and Logistics*, 21 (1), 174 – 194
- Yang Zhilin, M. J. (2002). Consumer Perception of E- service Quality: From Internet Purchaser and Non - purchaser Perspectives. *Journal of Strategy*, 19(1), 19 – 41.
- Yang, Z., & Jun, M. (2002). Consumer perception of e - service quality: From internet purchaser and non - purchaser perspectives. *Journal of Business Strategies*, 19(1), 19.
- Yeung, R. M., & Morris, J. (2001). Food safety risk: Consumer perception and purchase behaviour. *British Food Journal* 103(3), 170 – 187
- Zambrano - Monserrate, Manuel A., María Alejandra Ruano, and Luis Sanchez - Alcalde. "Indirect effects of COVID -19 on the environment." *Science of the Total Environment* (2020): 138813.
- Zulkarnain Kedah, Yusof Ismail, A.K.M. Ahasanul Haque, Selim Ahmed, "Key Success Factors of Online Food Ordering Services", [Online] Available: http://www.researchgate.net/publication/291074636_Key_Success_Factors_of_Online_Food_Ordering_Services_An_Empirical_Study.

APPENDIX – I (Questionnaire)

1. Age

Below 20

20 to 30

30 to 40

40 to 50

Above 50

2. Gender

Male

Female

Others

3. Education Level

10th

+2

Graduation

Post-Graduation

4. Occupation

Student

Self Employed

Professional

Employee

Housewife

Retired

5. Marital Status

Single

Married

6. I used to order food online before pandemic

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

7. The number of times I used to order food online pre-pandemic.

Daily

Once a Week

More than once a week

Once a month

More than once a month

Rarely

I don't order food online

8. I order food online post pandemic

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

9. The number of times I order food online post pandemic.

Daily

Once a Week

More than once a week

Once a month

More than once a month

Rarely

I don't order food online

10. I am completely aware of the safety measures taken by the online delivery services

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

11. I trust the safety measures taken by online food delivery services.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

12. I trust that the delivery staff strictly follows the safety measures while delivering food

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

13. The safety measures I prefer the most.

Contact less Delivery

Fever screening of all staff

Drone Delivery

Delivery in sealed bags

Order left at doorsteps

Regular cleaning of everything used in delivery

Analyze the safety measures taken by restaurants

14. The safety measures I experienced the most while ordering food

Contact less Delivery

Delivery in sealed bags
Order left at door steps
Drone delivery
Online payment facility
Delivery staff wearing Masks and Gloves

15. I completely trust the online food delivery services

Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

16. My overall opinion on online food delivery services.

I will keep on ordering food online. I trust my online food delivery service. It is safe.

I reduced the times I order food online. I don't think it is safe yet.

I won't order food online. I don't trust online food delivery services.

APPENDIX – II (Article)

A STUDY ON CONSUMER'S TRUST OVER ONLINE FOOD DELIVERY SERVICES POST COVID-19 IN TIRUPATI

Rachapalli Spandhana

Department of Management studies, Sathyabama Institute of Science and Technology, Chennai.

Abstract

This study focused on online food delivery services and the consumers trust and belief over it post Covid-19. As the restrictions has been slowly released post lockdown, with consumers main focus on their health, this study helped to identify the factors that may influence the perception of consumers, their trust levels post pandemic and safety measures most preferred and experienced. The data was collected by issuing a questionnaire which was filled by 117 consumers of Tirupati City. Both Qualitative and Quantitative approaches were used in the study.

Keywords: Online food delivery services, Consumer's trust, Covid-19 Pandemic.

Introduction:

The online food ordering system can be defined as a simple and convenient way for customers to purchase food online, without having to go to the restaurant. Online food delivery services help people ordering and receiving the food they desire at their doorsteps in minutes. It involves navigating through the website or app and selecting from a wide range of hotels and restaurants. Different methods of payment options are provided for the consumers. The online food delivery services have reduced the waiting lines at hotels and restaurants and saved a lot of waiting time for Individuals. The market is currently witnessing growth on the count of the increasing access to high-speed internet facilities and boosting sales of smartphones.

Need for the study

With people in self-protective behavior during pandemic of Covid-19 there was a vast decline in the number of people ordering online through online food delivery services. People preferred cooking at home over the uncertainty of getting affected by ordering

food online. Now as the restrictions are released post lockdown, people are slowly getting back to their habits and behavior pre-pandemic. It has been analyzed the experts that the situation of online food delivery services has been reaching to its usual point. The purpose of this study is to examine and analyze the perception of consumers over online food delivery services post-pandemic.

Scope of the study

- The research measures the experiences of customers.
- Analyze customers trust levels
- Gains insights into Customer online food ordering habits before and after covid 19 pandemic
- Customer over all opinion on online food delivery services post pandemic.

Objectives

1. To analyze the factors that influence the consumers perception towards online food delivery services post covid 19
2. To examine the consumer trust over online food delivery services post pandemic.
3. To identify the most preferred safety measures by consumers.
4. To analyze the most experienced safety measures by consumers while ordering food online post covid 19.

Review of Literature:

Based on many previous researches, the online food delivery services are mostly used by the consumers belonging to young age groups. Other age groups seem to find it difficult and not familiar with ordering food online. And even among the young age group, students and employees prefer to order food online the most. Most of them prefer ordering food from home instead of going out to eat. And the most preferred payment is cash on delivery.

The online food services penetration has been high. The students who prefer to order food online the most are well aware of all the facilities and information available and know how to utilize the customer support. The online food delivery

services need to improve the quality of services to maintain the loyalty of the consumers.

Research Methodology

Sources of data:

Primary data is collected using a questionnaire with questions types of both close ended and open ended.

Secondary data collected by referencing various journals, websites, books and articles.

Sample size:

A sample size of 117 was taken from the city Tirupati. The respondents belong to all age groups.

Interpretation and analysis

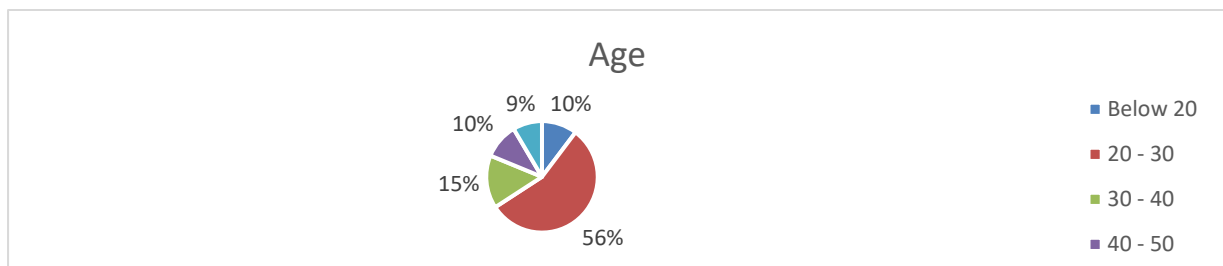


Figure 1 showing the Age of respondents

Interpretation:

It is interpreted that there is a higher percentage (i.e., 55.6%) of respondents in the age group 20 – 30 years and comparatively very lower percentage (i.e., 8.5%) in the age group of Above 50.

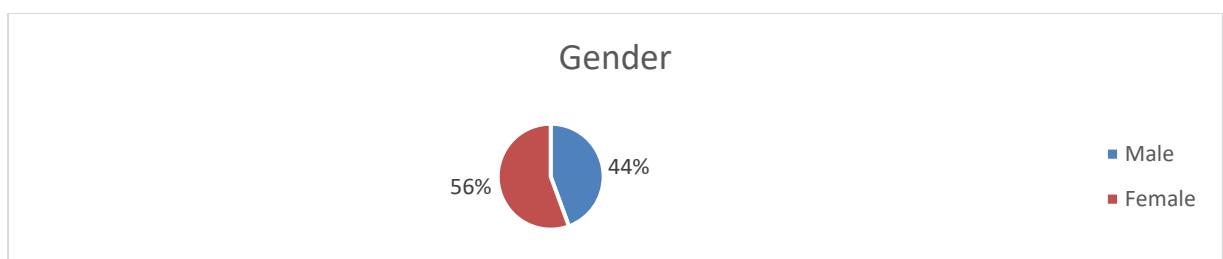


Figure 2 showing the Gender of respondents

Interpretation:

It is interpreted that there is a higher percentage (i.e., 55.6%) of female respondents.

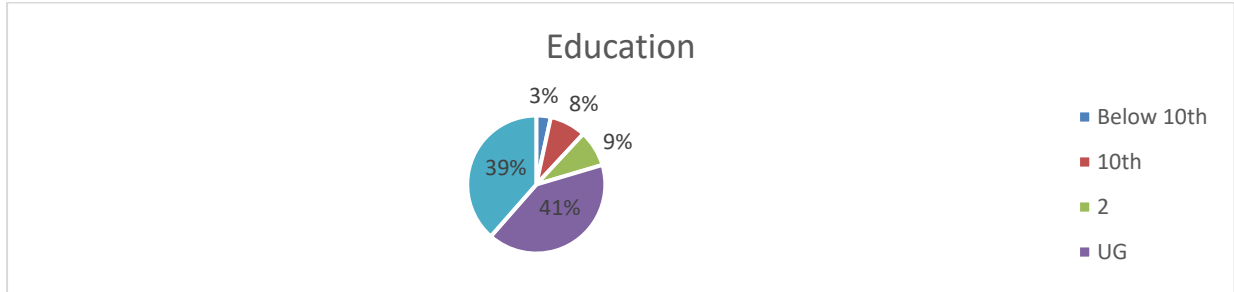


Figure 3 showing the Education Level of respondents

Interpretation:

It is interpreted that there is a higher percentage (i.e., 41%) of respondents are under graduates followed by (i.e., 38.5%) of Post graduates and comparatively very lower percentage (i.e., 3.4%) of respondents have education below 10th.

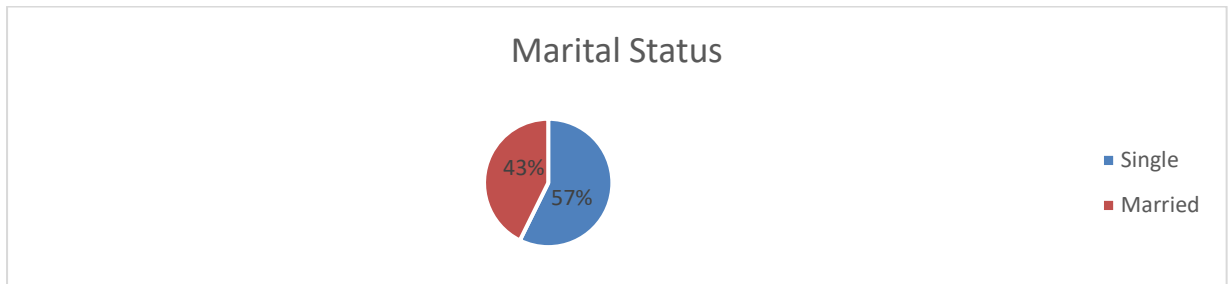


Figure 4 showing the marital status of respondents

Interpretation:

It is interpreted that there is a higher percentage (i.e., 55.6%) of female respondents.

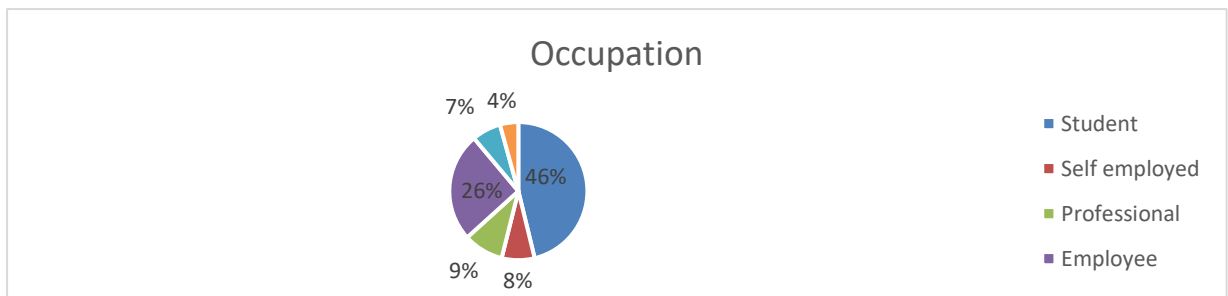


Figure 5 showing the occupation of respondents

Interpretation:

It is interpreted that there is a higher percentage (i.e., 46.2%) of respondents are students and comparatively very lower percentage (i.e., 4.3%) are retired.

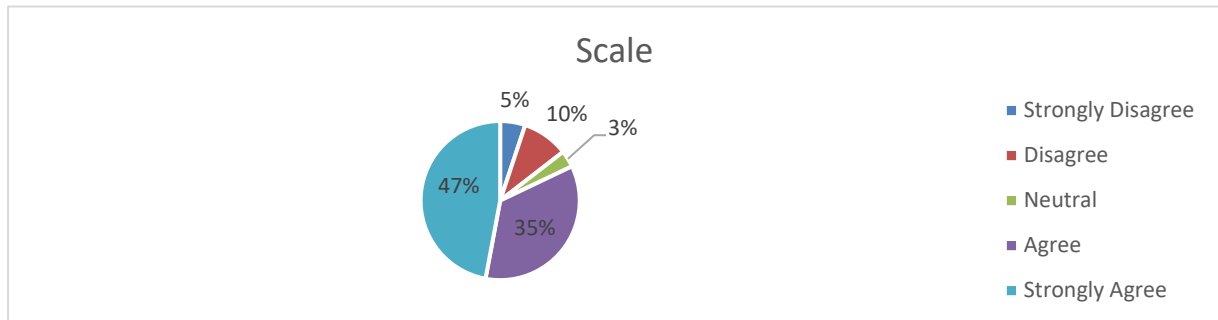


Figure 6 showing the scale of respondents ordering food before pandemic

Interpretation:

It is interpreted that there is a higher percentage (i.e., 47%) of respondents strongly agree that used to order food online before pandemic and comparatively very lower percentage (i.e., 3.4%) are neutral about whether they order food online before covid 19.

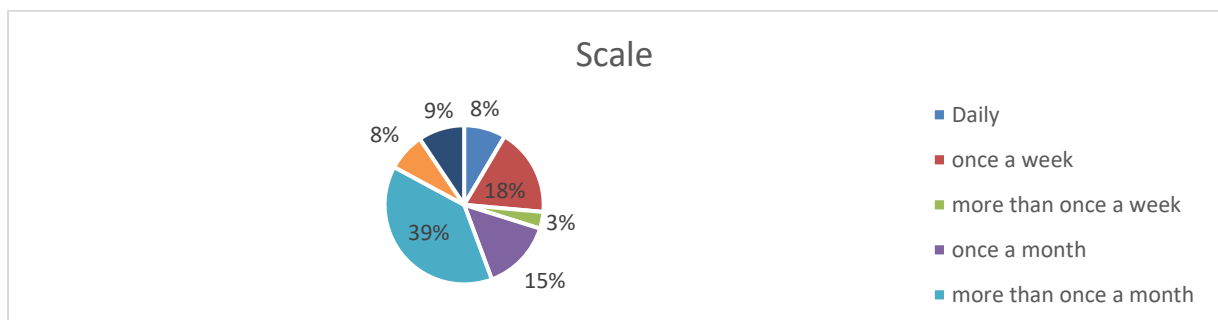


Figure 7 showing the number of times respondents ordering food before pandemic:

Interpretation:

It is interpreted that there is a higher percentage (i.e., 38.5%) of respondent's order food online more than once a month and comparatively lower percentage (i.e., 3.4%)

order food more than once a week before pandemic.

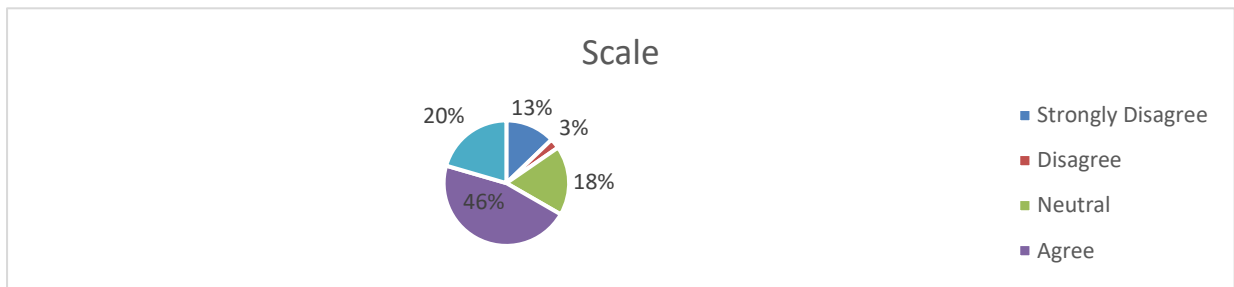


Figure 8 showing the scale of respondents ordering food post pandemic

Interpretation:

It is interpreted that there is a higher percentage (i.e., 46.2%) of respondents agree that they order food online post pandemic and comparatively very lower percentage (i.e., 2.6%) are disagree that they order food online post covid 19 pandemics.

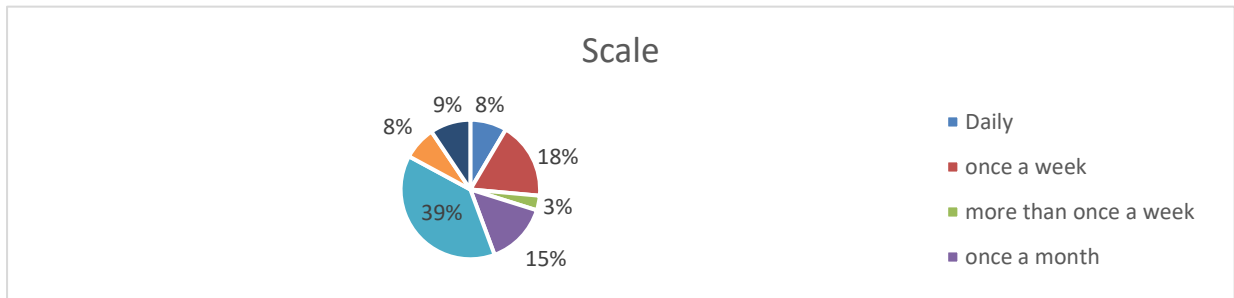


Figure 9 showing the number of times respondents ordering food post pandemic

Interpretation:

It is interpreted that there is a higher percentage (i.e., 43.6%) of respondent's order food online rarely and comparatively lower percentage (i.e., 0.9%) order food more than once a week post pandemic.

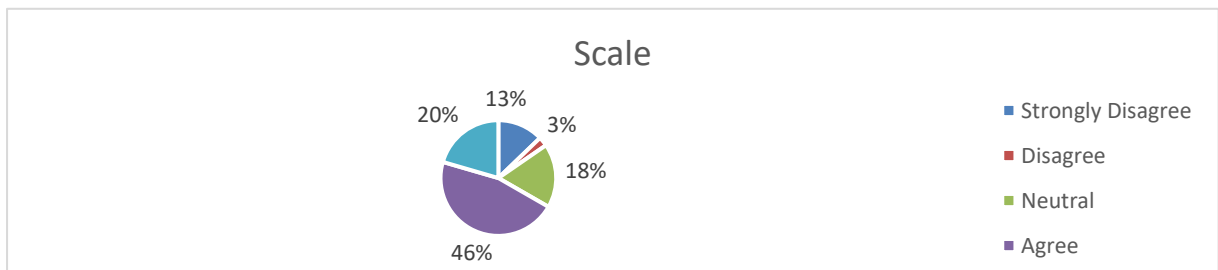


Figure 10 showing the scale of respondent's awareness of the safety measures

Interpretation:

It is interpreted that there is a higher percentage (i.e., 50.4%) of respondents Strongly agree that they are aware of the safety measures taken by the online food delivery services and comparatively very lower percentage (i.e.,1.7%) disagree.

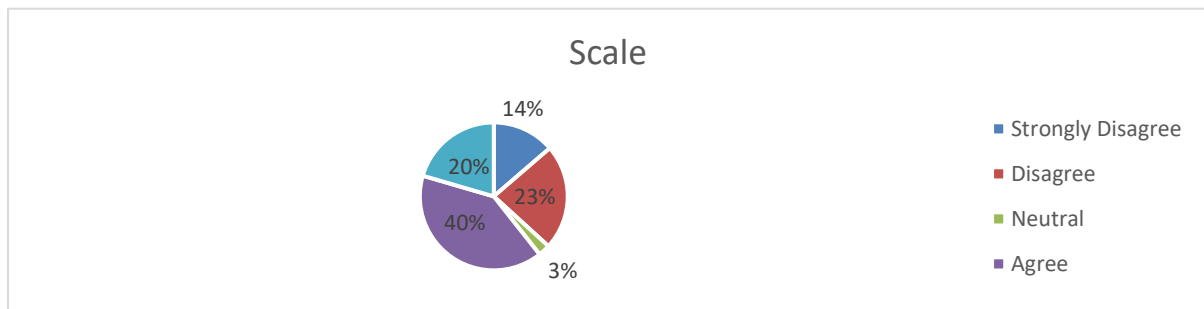


Figure 11 showing the scale of respondent's trust on safety measures taken by OFDS

Interpretation:

It is interpreted that there is a higher percentage (i.e., 40.2%) of respondents agree that they trust the safety measures taken by online food delivery services and comparatively very lower percentage (i.e.,2.6%) are disagree that they trust the safety measures taken by online food delivery services.

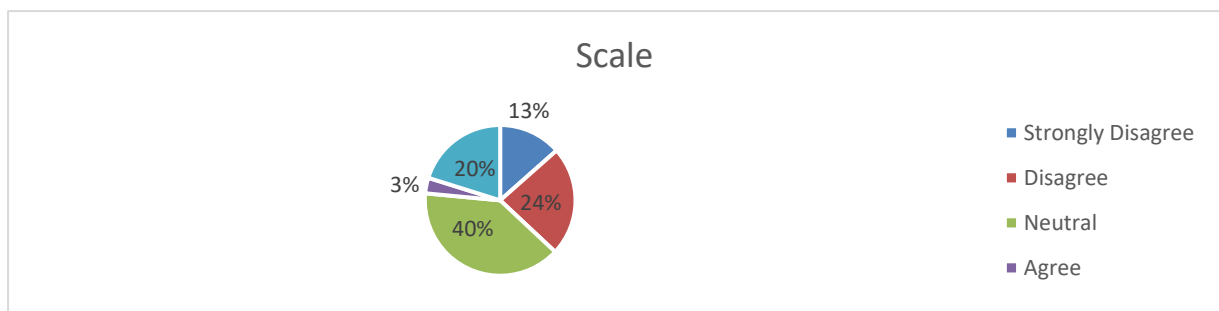


Figure 12 showing the scale of respondent's trust on delivery staff following safety measures

Interpretation:

It is interpreted that there is a higher percentage (i.e., 40.2%) of respondents neutral about their trust on delivery staff to the safety measures and comparatively very lower percentage (i.e.,3.4%) agree that they trust delivery staff to follow safety

measures.

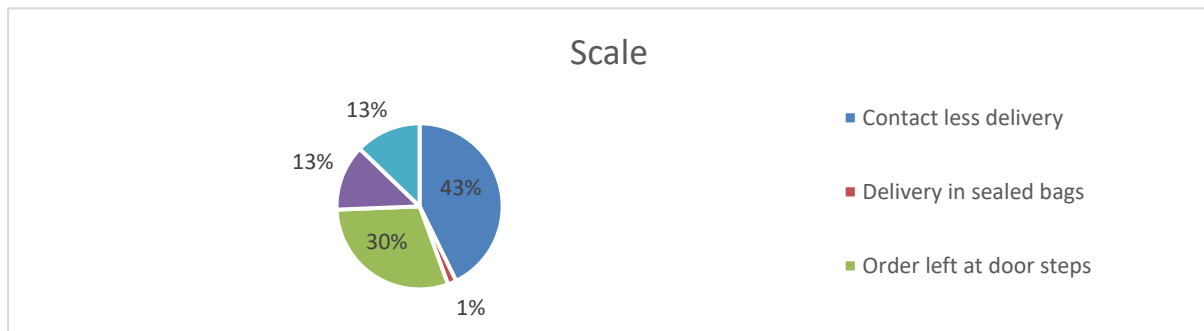


Figure 13 showing the safety measures experienced while ordering food online

Interpretation:

It is interpreted that there is a higher percentage (i.e., 42.7%) of respondents experienced contact less delivery while ordering food online and comparatively very lower percentage (i.e.,1.7%) experienced delivery in sealed bags.

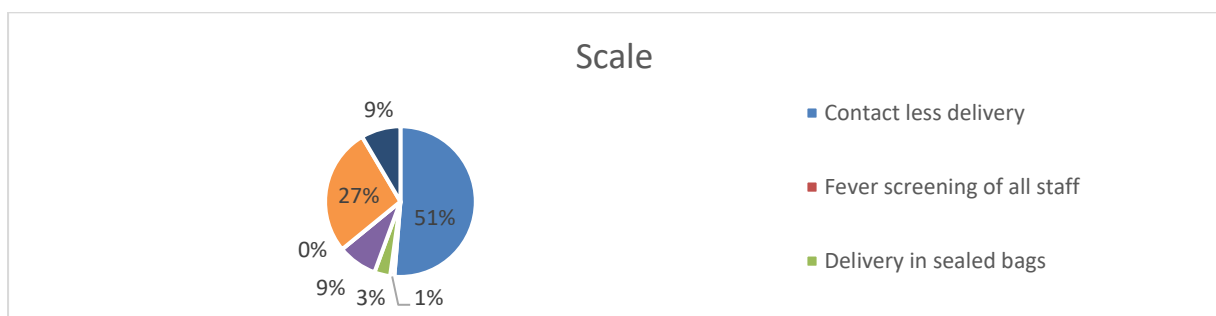


Figure 14 showing the safety measures preferred while ordering food online

Interpretation:

It is interpreted that there is a higher percentage (i.e., 51.3%) of respondents prefer contact less delivery while ordering food online and comparatively very lower percentage (i.e.,0%) prefer fever screening of all staff.

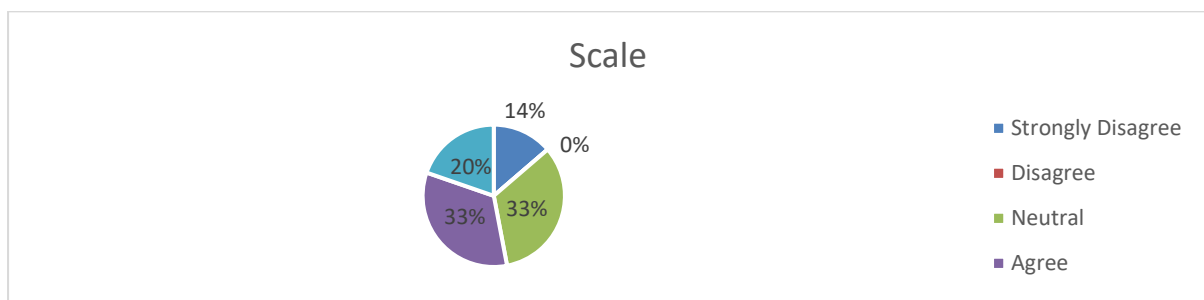


Figure 15 showing respondents trust online food delivery services

Interpretation:

It is interpreted that there is a higher percentage (i.e., 33.3%) of respondents agree that they are satisfied with the safety measures taken by OFDS while the other same percentage (i.e., 33.3%) respondents are neutral and comparatively very lower percentage (i.e., 0%) are disagree they are satisfied with the safety measures taken by OFDS.

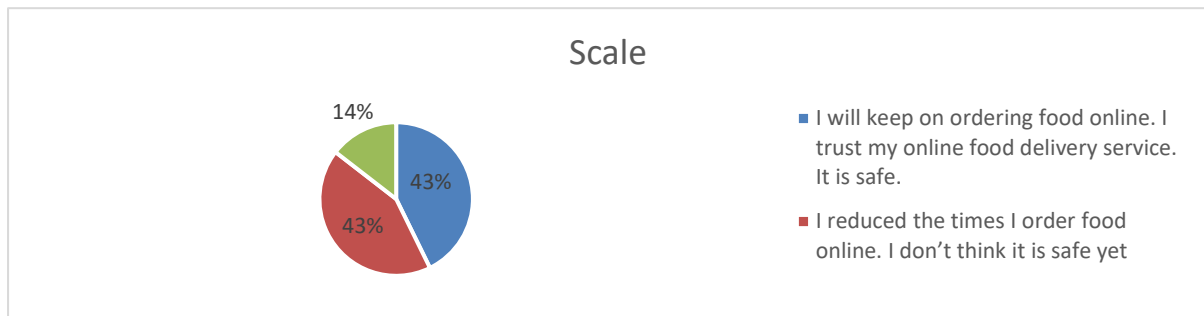


Figure 16 showing respondents over all opinion

Interpretation:

It is interpreted that 42.7% of respondents will keep on ordering food online. I trust my online food delivery service. While 42.7% respondents reduced the times, I order food online and 14.5% respondents does not order food online.

ANOVA

Table 1 showing the association between demographical factors and trust level in online food delivery services.

Null Hypothesis (H_0) – There is no association between demographical factors and trust in OFDS

Alternative Hypothesis (H_1) - There is association between demographical factors and trust in OFD

ANOVA

Sum of Squares	df	Mean Square	F	Sig.
----------------	----	-------------	---	------

Age	Between Groups	73.619	3	24.540	43.592	.001
	Within Groups	63.612	113	.563		
	Total	137.231	116			
Gender	Between Groups	.238	3	.079	.313	.816
	Within Groups	28.651	113	.254		
	Total	28.889	116			
Education Level	Between Groups	26.790	3	8.930	9.690	.001
	Within Groups	104.134	113	.922		
	Total	130.923	116			
Marital Status	Between Groups	5.697	3	1.899	9.357	.001
	Within Groups	22.935	113	.203		
	Total	28.632	116			
Occupation	Between Groups	52.515	3	17.505	7.828	.001
	Within Groups	252.681	113	2.236		
	Total	305.197	116			

Interpretation:

Significance level 0.001, which is below 0.05, except for gender. Therefore, there is a significant association between the factors Age, Education level, Occupation and Marital status of the respondents and their trust levels.

Chi Square:

Table 2 showing the difference between the number of times consumers order food online before and after covid -19.

Null Hypothesis (H_0) – There is no difference between the number of times consumers order food online before and after covid -19.

Alternative Hypothesis (H_1) - There is difference between the number of times consumers order food online before and after covid -19.

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	325.713 ^a	36	.000
Likelihood Ratio	220.234	36	.000
Linear-by-Linear Association	40.827	1	.000
N of Valid Cases	117		

a. 43 cells (87.8%) have expected count less than 5. The minimum expected count is .03.

Interpretation: Since p value is lower than 0.05, therefore, there is a difference between the number of times consumers order food online before and after Covid.

Findings

Objective	Finding
1. To analyze the factors that influence the consumers perception towards online food delivery services post Covid-19.	It is identified that the factors like age, education level, occupation and marital status influence the perception of consumers while gender doesn't have any influence.
2. To examine the consumer trust over online food delivery services post pandemic.	Even though the consumers have doubt about the delivery staff following the safety measures, majority of the consumers still trust the online food delivery services.
3. To identify the most preferred safety measures by consumers.	The safety measures mostly preferred by the consumers is contact less delivery, followed by regular cleaning of everything used in delivery.

4. To analyze the most experienced safety measures by consumers while ordering food online post covid 19.	The safety measures most experienced by the consumers is contact less delivery, followed by order left at door steps.
---	---

Conclusion

From the above data analysis, it can be concluded that even the threat of Corona Virus the majority of the consumers in Tirupati still prefer to buy food through online food delivery services.

The majority of the consumers who trust online food delivery services are youngsters who are either studying and working as an employee. And most of them find it convenient to order food online.

But the number of times consumers order food online is at a level of either rarely or once a month.

Though many of the consumers doubt that the delivery staff don't follow the safety measures properly they are still satisfied with the overall services provided by the online food delivery services.

The safety precautions preferred by the consumers are delivery in sealed bags, contact less delivery, analysis of safety measures taken by restaurants followed by regular cleaning of everything used in delivery. And the safety precautions experienced by them are delivery staff wearing masks and gloves, Delivery in sealed bags and contact less delivery.

Over all, majority of the consumers trust the online food delivery services and claim that they will keep in ordering food through online food delivery services.

