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Food War: It's Effect on Gen Y and Z

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ABSTRACT

Purpose: In this fast track competitive world, the youth is no longer dependent on Maggi to kill their hunger, as their world revolves over the fingertip not leaving food behind. The Internet has not left any stone unturned as smartphone users are able to order food just by downloading an application and ordering over various Online Food Delivery apps. The study emphasizes on online food delivery channels (apps) and its effect on customer buying decisions. It mainly focuses on how different food delivery apps are competitive and customer-oriented so that they don't lose their customers. The study spotlights on the internal war among the Online Food Delivery apps on how they compete to lead the race. Hence the study intent to find the effect on buying behavior of Gen Y and Gen Z. This study is applicable in terms of objective and various hypotheses framed.

Research Methodology: The self-administered questionnaire was designed using Google Form and the data was collected with the help of Whatsapp, Facebook and email in the region of Hyderabad. The analysis of data was performed using SPSS.

Conclusion: A plethora of options to choose from, the Indian customer is increasingly being spoilt of choices when it comes to food delivering services. Food from local 'dhabas' to high-end restaurants is only a touch away on the smartphones, all due to the amazing expansion of food tech industry in India.

KEYWORDS Food War | Online Food Delivery Apps | Fast Track | Internal War | Spotlight | Customer-Oriented | Gen Y and Gen Z

Introduction:

The daily chores of the people have seen drastic changes with the boom of internet worldwide. Internet has become one integral part of our lives besides food, clothing and shelter. The internet is leaving its imprints in all walks of life. The idea of dining out has changed to ordering in with the Food Delivery Apps which have empowered the customers to select their choice of food from the place they like at the touch of their fingertips.

The food delivery apps have garnered the status of industry unicorns in a short span of time in the Indian market. With the established firms like Uber and Ola venturing in this sector, the business is surely going to stockpile a lot of interest and investment.

Gone are the days when groceries were bought and then the food was prepared, the current trend follows the O-D-E cycle which is Order-Deliver-Eat. Though the initial market

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saw a phase of apprehensive customers but within no time it became a competitive platform with multiple players. By localizing the food options such as Idli, Dosa, Shawarma, Frankie etc, companies have touched the hyperlocal arena. The low-cost smartphones penetration strategy and flooding internet plans which are economical have helped people adapt to the food delivery apps and services. The Digital India campaign which made easy payments online also added to the online food delivery buzz.

The customer driven market today is giving consumers a wide assortment of services and offers. When the customers are given added sweeteners, by offering discounts and offers the deals get even more exciting rather than physically visiting the restaurant. With food from hyper local restaurants, eateries and even high end restaurants these apps give customers great options to order food at their own convenience and in their comfort space. The entire experience of ordering your favorite dishes from your choicest eateries when you are at your workplace or home is often delightful experience. From online/offline payment to food tracking and special instructions to the restaurant, the food delivery apps provide a single platform to explore and order food.

The Online Food Delivery Apps are trending these days and will occupy a lion's share in the market. Flush with funds that are being used to create infrastructure and acquire customers, food delivery players are scaling up rapidly. From a 15 million run rate order in March 2018, orders are up at around 65 million, according to Kotak Institutional Equities (KIE)¹. This growth has been primarily driven by Swiggy and Zomato, which are currently the two largest food delivery companies. Foodpanda and UberEats are also scaling up operations rapidly.

Given the potential, companies are moving into Tier II cities; encouraged by the success of incumbents, players such as UberEats have entered the fray. KIE estimates continued investments and changes in lifestyle could lead to a five-fold jump in the gross merchandise value (GMV) of food delivery in the next three years. The increasing number of internet users would be a key catalyst for the higher frequency of ordering given the convenience and affordability. The total sales by the online food delivery apps have increased from \$750 million in 2017 to \$1.7 billion in 2018

According to the RedSeer analysis², the top 5 cities throughout India contributed more than 85% to the overall food orders volume (2017), with Bangalore leading the way with 32% shares, followed by Delhi NCR with the share of 20%. Bangalore, Delhi NCR, Mumbai, Pune and Hyderabad contributed approximately 40% to the gross merchandise value of the Indian e-tailing industry as a whole. The companies are now spreading its roots from metro cities to small towns like Patiala, Kota, Anand etc. Swiggy is present in 102 cities, adding one new city every two months till early 2018 and now adding 1 city every two days. Zomato is currently operating in 165 cities and plans to reach 200 cities

mark by March 2019. The food delivery business in India is expected to treble the market size from \$700 million in 2017 to at least \$2.5 billion by 2020³.

1. <https://www.livemint.com>

2. <https://www.televisory.com>

3. <https://www.financialexpress.com>

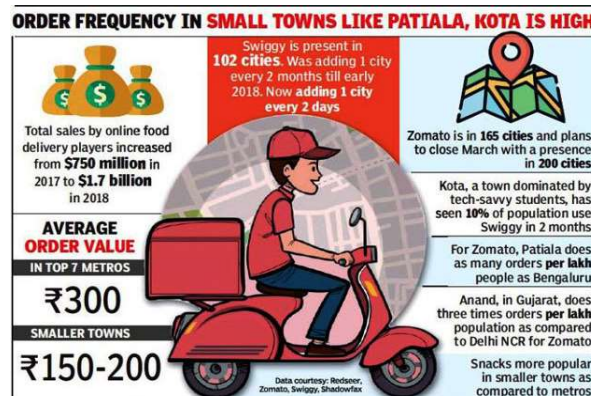


Fig 1.1 : Online Food Order Delivery

Source: <https://timesofindia.indiatimes.com/companies/online-food-delivery-wars-are-moving-from-india-to-bharat/articleshow/68447011.cms>

The paper thus focuses on the online food delivery channels (apps) and its effect on customer buying decisions. It mainly focuses on how different food delivery apps are competitive and customer-oriented so that they don't lose their customers. The study spotlights on the internal war among the Online Food Delivery apps on how they compete to lead the race. The study intent to find the effect on buying behavior of Gen Y and Gen Z.

Review of Literature:

- Serhat Murat Alagoz & Haluk Hekimoglu (2012), in their study found that with fast growing of technology worldwide, e-commerce is one in the chain. It mainly focused on growth of food industries in e-commerce and to conduct a study on acceptance of online food ordering system Technology Acceptance Model was considered. The resultant study found that attitude of ordering food varies conferring to the ease and utility of online food ordering process and innovation with change in technology.
- Hong Lan, et al, (2016), the study was conducted considering the negative aspect of online food delivery. The concept of food delivery though blooming but it immature yet, as customers cannot restrain from the restaurant delivering online food nor with their management techniques. The study concluded with a comment of how joint effort between restaurant and online food delivery platform working hand in hand to

each customers in society can create best environment of online food takeaways.

- Kashyap, K. (2017), has found that online food delivery service applications have gained gigantic popularity in metropolitan cities or more precisely in tier 1 cities of the Nation. The serving of food at door steps made customers to relax back at home during traffic issues in comparison to visit restaurants. Thus, in the past couple of years this particular targeted segment has visualised 100% growth.
- Ansar Z. & Jain S. (2016), studies how the basic start-up plan has steadily captured the market with huge success in online food delivery services in the e-commerce segment of the food industry. The massive task was the time constraining factor of food delivery on time along with optimizing the human resource factor while considering the technical skills. Food being one of the major parts for survival and its consumption of three portion meal a day attracts the entrepreneur and the investors for expansion in this segment leading to optimizing growth.
- Whitten, S. (2018) found that the competition is not just between the food producers but also delivers. This created a havoc in cost reduction, price cutting, quality product, hygienic environment and proper service. The promo code providing price reduction became essential to increase the demand for product in comparison to competitor's product and better service quality to sustain in the market.
- Priyadharshini (2017) discussed on how age factor plays one of the crucial roles in online food delivery services. She stated that the teenagers and early adults are the attractive customers to render the services. The study is inter related with age and working, where it discussed on how entry in workforce and increase in employment lead not only to the development of the economy but also women empowerment. Thus this created a wide scope for food providing and delivering with assorted menu at door steps.
- Pathan et al. (2017) studied on how this application with wireless technology has made convenient for customers to check the menu with price details with varieties of restaurant ready to serve, availing to discounts and the track location of the service rendered can be checked. Uploading of images and updating of menu can increase the potential customers who can get access to various restaurants, place orders and provide ratings and feedbacks.

Objectives

1. To assess the use of Online Food Delivery App by customers and their buying behavior.
2. To evaluate the effect of competition among the Online Delivery apps on consumer buying behavior.

Hypothesis

H1: There is no significant difference between Uber Eats and Other food delivery apps with reference to demographic profile of Gen Y and Gen Z.

H2: There is no significant difference between Swiggy and Other food delivery apps with reference to demographic profile of Gen Y and Gen Z.

H3: There is no significant difference between Zomato and Other food delivery apps with reference to demographic profile of Gen Y and Gen Z.

H4: There is no significant difference between Food Panda and Other food delivery apps with reference to demographic profile of Gen Y and Gen Z.

Scope of the Study

The study is restricted to the twin cities of Hyderabad and Secunderabad and to the buying behavior of Generation Y and Generation Z. The study can be applied to customers who order food online and used to analyze consumers' views on the online food delivery apps and its services. The complete information covered in this study can also be used as a reference for the Food Delivery Apps or the marketing managers to improve their marketing strategies and the services offered by them.

Research Methodology

The study is both qualitative and quantitative in nature. The research methodology adopted for carrying out the study was primarily Exploratory Research Technique. For the purpose of study, data was collected from secondary sources like websites, e-journals, online articles, e-newspapers etc. The primary source of data was collected through questionnaires through email and Google forms. The respondents of the questionnaire include a large sample of 92 consumers who are majorly from Hyderabad. The Sampling Technique used was Judgmental Sampling. The findings of the research are drawn using Statistical Package for the Social Sciences (SPSS). Correlation and Chi-squared test is used for the process of analysis of data.



Data Analysis:

DEMOGRAPHIC PROFILE:

Particulars	Total
Age:	
18-20 years	19
21-35 years	70
36- 43 years	3
Gender:	
Female	63
Male	29
Occupation:	
Student	53
Home maker	6
Self-Employed	7
Government Employee	5
Corporate Employee	20
Contract Employee	1
Income level:	
Rs 0 -5,000/-	49
Rs 5,001 -20,000/-	18
Rs 20,001 -40,000/-	13
Rs 40,001 -60,000/-	7
Above 60,000/-	5
Marital Status:	
Unmarried	72
Married	20
Total	92

Table 1: Demographic Profile
Source: Questionnaire Administered

The profile of the respondents shown in Table 1 reveals a classification of age being categorized into three groups. The age-group between 18-20 years are the most active consumers on the online platform and are considered as Generation X, the next two group viz 21-35 years are the Generation Y and above 35 years as Generation Z are mostly the working population who have higher purchasing power and a stability in their purchasing behavior. The classification based on occupation is done because depending on the occupation the spending habits and availability of time of people differ. The Marital status also creates difference in the spending habits of the consumers. The students take a major share of the sample which is 57.6%. The Generation Y sample stand in larger numbers which is 76%. The unmarried respondents stand at higher number as sample which is 78.3% of the respondents. The female respondents are larger than the male which is 68%.

CHI- SQUARED TEST : To identify whether there exists a significant difference in the responses based on their gender, age, marital status, income and occupation in context to the questionnaire answered by them.

The tables below display the chi-square test value in context to the four Food Delivery Apps (Uber Eats, Zomato, Food Panda, Swiggy) in relation to the demographic variables (age ,gender, occupation, income level and marital status)

UBEREATS

Attributes Tested as per Questionnaire	Gender		Age		Occupation		Marital Status		Income	
	χ^2 Value	P Value	χ^2 Value	P Value	χ^2 Value	P Value	χ^2 Value	P Value	χ^2 Value	P Value
Service Quality	2.331	.675	9.055	.338	12.486	.898	5.303	.258	14.511	.561
Food Delivery	6.512	.164	8.104	.423	17.690	.608	2.477	.649	18.527	.294
Restaurant Partner	4.064	.397	3.734	.880	8.815	.985	4.805	.308	8.607	.926
Discount/Offer	3.370	.498	2.871	.942	19.252	.505	2.364	.669	14.458a	.565
E-Payment	8.542	.074	9.662	.290	14.663	.795	13.262	.010	12.293	.724
Cash on Delivery	4.672	.323	5.966	.651	11.064	.945	6.202	.185	11.420	.783

Table 2: Chi-Squared Test (Uber Eats * Attributes)

Source: Questionnaire Administered

Interpretation

The above Table 2 helps us to depict that there is a significant difference in buying behaviour of customers with reference to Gender, Age, Occupation, Marital status and Income. As results obtained shows that all the calculated P-Values are greater than critical value 0.05 (5% significance level) thus rejecting the Null hypothesis and accept the

alternative. There is highest Chi-square is found with the income levels of customers and their behaviour towards food delivery. The least chi-square value is found on service quality and discount/offers provided by food delivery apps having its least impact on the gender and marital status of individuals respectively.

ZOMATO

Attributes Tested as per Questionnaire	Gender		Age		Occupation		Marital Status		Income	
	χ^2	P	χ^2	P	χ^2	P	χ^2	P	χ^2	P
	Value	Value	Value	Value	Value	Value	Value	Value	Value	Value
Service Quality	1.969	.741	4.837	.775	20.349	.436	2.000	.736	15.804	.467
Food Delivery	3.646	.457	2.458	.964	7.726	.994	1.330	.856	12.717	.693
Restaurant Partner	4.919	.297	10.843	.211	14.724	.792	.923	.921	19.107	.263
Discount/Offer	3.576	.466	8.920	.349	14.473	.806	2.261	.688	9.822a	.876
E-Payment	5.529	.237	8.516	.385	11.689	.926	1.823	.761	7.952	.950
Cash On Delivery	6.617	.158	8.641	.376	28.985	.088	2.617	.624	14.640	.551

Table 3: Chi-Squared Test (Zomato * Attribute)

Source: Questionnaire Administered

Interpretation

The above Table 3 helps us to describe that there is a significant difference in buying behaviour of customers with reference to Gender, Age, Occupation, Marital status and Income. As results obtained shows that all the calculated are greater than critical value 0.05(5% significance level) thus accepting the alternative and rejecting the Null hypothesis and The Maximum Chi-square is interpreted with the occupation of customers and their buying behaviour with preference towards cash on delivery. The minimum chi-square value is found on marital status on food delivery and e-payments. It also depicts that service quality provided has least effect on their gender.

Interpretation:

The Table 4 draw us to conclude that there is a change in behaviour of customers while ordering food with reference to demographic profiles. As results obtained shows that all the chi-square values greater and critical value is above 0.05(5% significance level) thus accepting the alternative hypothesis. The Extreme Chi-square was resulted in the occupation of customers and their behaviour towards discount/offer. The lowest chi-square value is found on gender over food delivery.

FOOD PANDA

Attributes Tested as per Questionnaire	Gender		Age		Occupation		Marital Status		Income	
	χ^2	P	χ^2	P	χ^2	P	χ^2	P	χ^2	P
	Value	Value	Value	Value	Value	Value	Value	Value	Value	Value
Service Quality	2.860 ^a	.581	8.694 ^a	.369	16.944 ^a	.657	4.564 ^a	.335	18.692 ^a	.285
Food Delivery	0.716 ^a	.949	8.795 ^a	.360	14.347 ^a	.812	2.285 ^a	.684	16.315 ^a	.431
Restaurant Partner	1.977 ^a	.740	7.163 ^a	.519	10.665 ^a	.954	2.627 ^a	.622	12.605 ^a	.701
Discount/Offer	3.398 ^a	.494	6.874 ^a	.550	18.745 ^a	.538	3.849 ^a	.427	14.346a	.573
E-Payment	0.816 ^a	.936	9.189 ^a	.327	11.591 ^a	.929	2.731 ^a	.607	15.904 ^a	.460
Cash On Delivery	0.909 ^a	.923	10.747 ^a	.216	14.207 ^a	.820	6.223 ^a	.813	15.999 ^a	.453

Table 4: Chi-squared Test (Food panda * Attribute)

Source: Questionnaire Administered



SWIGGY

Attributes Tested as per Questionnaire	Gender		Age		Occupation		Marital Status		Income	
	χ^2 Value	P value	χ^2 Value	P value	χ^2 Value	P value	χ^2 Value	P value	χ^2 Value	P value
Service Quality	3.317 ^a	.506	7.109 ^a	.525	20.942 ^a	.401	1.721 ^a	.787	16.911 ^a	.391
Food Delivery	3.477 ^a	.324	3.884 ^a	.692	10.549 ^a	.784	3.852 ^a	.278	10.833 ^a	.543
Restaurant Partner	3.526 ^a	.317	5.092 ^a	.532	19.613 ^a	.187	6.99 ^a	.874	11.349 ^a	.499
Discount/Offer	1.221 ^a	.875	9.016 ^a	.341	23.683 ^a	.257	1.380 ^a	.848	11.238 ^a	.795
E-Payment	5.645 ^a	.227	8.884 ^a	.352	20.743 ^a	.412	6.448 ^a	.168	20.282 ^a	.208
Cash On Delivery	2.925 ^a	.403	4.127 ^a	.660	18.495 ^a	.238	1.955 ^a	.582	18.858 ^a	.092

Table 5: Chi-squared Test (Swiggy * Attributes)

Source: Questionnaire Administered

Interpretation:

The above Table 5 clearly explains that the Null hypothesis is rejected straightly accepting the alternative with greater chi-square values in respect with Gender, Age, Occupation, Marital status and Income. It is even found that occupation plays a vital role when availing discounts and offers holding the highest chi-square value and least with the matter of gender.

Findings & Suggestions:

The following results have been obtained from the entire study. They are:

- More than 94% of the respondents use Food Delivery Apps which gives us a clear picture that these Apps have gained a huge customer base and people are aware as well using the apps to order food online.
- The most popular channel which helped people become aware of the Food Delivery Apps is Social Media. The popularity of social media can be well utilised by the marketers to communicate with the existing customers and the prospective customers. The referral groups like Family, Friends etc served as another channel which can be used as another tool by the companies to grab customers. The next channel which served the purpose was Television advertisements.
- The reason people are using Food Delivery Apps are many in number but the major reason respondents opted for Order-Deliver-Eat (ODE) cycle is when they get good offers (27%). The next important reason found from the study is when the respondents do not want to cook (17%). It was surprising to find that only 16% of the respondents ordered food online when they felt hungry which implies hunger is not the only reason to order. The other reasons were when respondents do not want to dine out (15%), celebration time (13%) and the last reason was when the respondents do not want to eat what is cooked at home (12%).
- The customers prefer Swiggy, Zomato, UberEats, Food Panda as placed in the order of preference. Also the customer satisfaction levels are high in the same order. It can be drawn from the entire analysis that customers are more attracted to Discounts and Offers in case of Swiggy. The customers displayed neutral opinion about Food Panda which comes last in the priority list of the respondents.
- The findings of Chi squared test suggest that there is no significant association between the Food Delivery App and the sample demographic profile.
- The study has even found that Income has least effect on delivering food in all the four cases, UberEats, Zomato Food panda and Swiggy are approximately equal in race.
- A clustered opinion is found in case of Zomato and Swiggy holding its least impact on restaurant partners of online food delivery app whereas age and occupation has its least effect on UberEats and Swiggy respectively.
- The e-payment is least influenced with clump opinion of respondents over occupation on UberEats and Swiggy whereas, the respondents has distinct opinion on Zomato and Food panda. However it is interesting to find that Gender as a demographic variable plays a very minimal role in the choice of Food Delivery Apps and the attributes tested.
- The Discounts and Offers which the Food Delivery Apps keep advertising and attract customers works the most in case of Swiggy.
- Cash on Delivery is closely related on the rating of the apps and the consumers do consider this before selecting a Food Delivery App which is evident from the Chi-squared results.
- The service quality of the Food Delivery Apps did not make any large impact on the respondents which implies the service quality is the last attribute which the customers would consider before ordering food online.

Limitations and Future Research

Although this research has reached its objectives, like any other study, has its own limitation. The sample size is only 92 respondents which would not represent a diversified sample. The respondents might not have provided accurate information due to common human tendency. Although the survey was circulated across India, the survey was primarily filled by respondents residing in Hyderabad and Secunderabad thereby the survey excludes majority of areas in India.

Future research could replicate the study by asking for similar information while the consumers are making ordering the food. This would help them recall which feature attracts them more and the priority of Food Delivery App can be understood. In recent times, the social media has gained immense importance in marketing field. The role of social media on the choice of Delivery Apps can be studied.

Conclusion:

With a plethora of options to choose from, the Indian customer is increasingly being spoilt of choices when it comes to food delivering services. Food from local 'dhabas' to high-end restaurants is only a touch away on the smartphones, all due to the amazing expansion of food tech industry in India.

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GJEIS Prevent Plagiarism in Publication

The Editorial Board had used the Urkund plagiarism [<https://www.arkund.com>] tool to check the originality and further affixed the similarity index which is 19% in this case (See Annexure-I). Thus the reviewers and editors are of view to find it suitable to publish in this Volume-11, Issue-4, Oct-Dec, 2019

Annexure 1

Submission Date	Submission Id	Word Count	Character Count
07-Feb-2020	D63528505 (Urkund)	4422	37244

**Urkund Analysis Result**

Analysed Document: FOOD WAR- IT'S EFFECT THE GEN Y AND Z.docx (D63528505)
Submitted: 7/2/2020 2:17:00 PM
Submitted By: scholastic.seed@gmail.com
Significance: 19 %

Sources included in the report:

madhushudhan.docx (D59308532)
R.THILAGAVATHI.COMMERCE SSKWC.pdf (D58781474)
https://www.ijarse.com/images/fullpdf/1490326769_P711-725.pdf

Instances where selected sources appear: 8

Reviewers Comment

Review 1: The paper has a strong review of literature portion. It covers all the recent studies inclusive of both Indian and foreign arena.

Review 2: The paper gives a comparative analysis of food delivery apps namely Swiggy, Food panda, Uber Eats, Zomato which is commendable. The study is exploratory in nature and has covered all the facts and issues of food market, which maybe in the term of technology, and how it is changing rapidly.

Review 3: The study being both qualitative and quantitative in nature, adopted exploratory research technique. Secondary data was collected from reliable sources such as journals, websites etc. and primary data was collected through google forms from 92 consumers, which is quite a sufficient sample.

Editorial Excerpt

At the time of submission, the paper had 19% of plagiarism which is an accepted percentage as per the norms and standards of the journal for the publication. As per the editorial board's observations and blind reviewers' remarks the paper had some minor revisions which were communicated on timely basis to the authors (Sonakshi, Namratha & Ashwini) all the corrections had been incorporated as and when directed and required to do so. The comments related to the manuscript are related to the theme "**Effects of Food War on Gen X and Y**" both subject-wise and research-wise. The Consumers' online pre-purchase material search is a vital part of consumer verdict making process. Consumers look for products and competitive prices in an attempt to make Choices. E-commerce undoubtedly has a great potential for youth segment. The paper highlights the internal war among the online food delivery apps with an intention to analyse the effect on buying behaviour of Gen X and Y. Overall the paper promises to provide a strong base for the further study in the area. After comprehensive reviews and editorials boards remarks the manuscript has been decided to categorise and publish under the "**Empirical Research Paper**" category.



Scholastic Seed Inc.

www.scholasticseed.in**Citation**

Sonakshi Jaiswal, Namratha Sharma and K. Ashwini
"Food War: It's Effect on Gen Y And Z"
Volume-11, Issue-4, Oct-Dec, 2019. (www.gjeis.com)

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