

THE EFFECT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR TOWARDS ONLINE FOOD DELIVERY SERVICE

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ABSTRACT

Online food service is the newly started business in India. In this business, food is directly delivered to consumer's home or the place where they are situated. Online food service providing companies expand their business by way of advertisement and sales promotion activities. So this study aims at finding whether or not advertisements influence consumer's buying behavior towards online food delivery service. Previous studies have been conducted on the topics of consumer behavior and satisfaction on online food service but this study is to know the effectiveness of advertisement on consumer buying behavior towards online food delivery service. To analyse the effectiveness of advertisement, Chi-square, t-test and ANNOVA have been used. 120 sample respondents have been selected on the basis of multistage random sampling method.

Key words

Sources of information, Awareness of advertisement, influence of advertisement

INTRODUCTION

Advertising educate the people about new products and their uses. The existing products also require advertisement. Advertising message about the utility of a product enables the people to widen their knowledge. It is advertising which has helped people in adopting new ways of life and giving up old habits. It has contributed a lot towards the betterment of the standard of living of the society. Measuring the effectiveness of advertisement is necessary for the advertiser. This study analyse the effectiveness of advertisement on consumer buying behavior towards online food delivery service.

Review of literature

Krishna kumara, V (2019)¹ observed 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 online deliver service segment is now growing. Food panda, Swiggy, Just eat, Zomato are pulling the customer towards their commercial offers. The sellers can focus on high lighting the benefits through the attractive offers. Adding to this scenario smart phones are smartly playing the vital role in getting the orders quickly and making the mere delivery as early as. There found a significant relationship between important factors in selecting a online food delivery services. Social media help the

online service provider of food, by advertising in their media and websites. Currently cash on delivery is the most convenient mode of payment for the people, as well as other digital techniques are also followed.

Chetan panse et al (2019) concluded that there is going to be a huge demand for mobile food delivery applications in the coming future. People use mobile applications to deliver food because it saves time and also it is convenient. They have a feeling of control over technology as they can order food that they want, right at the place they want. In the last decade, India has witnessed a growth in internet access as well as in the number of smart phone users. Technology convergence of mobile phones and internet access has caused significant changes in consumer awareness, expectations and their buying behavior.

Aditya Tribhuvan (2020) inferred that a majority of people use food apps as it is the best way to save time and is convenient. And also the most preferred food app is Swiggy and cash on delivery is the safest mode of payment. He also states that all age and income groups use food apps, and they are happy with the service quality, hygiene, and packaging system, which make people order from food apps. It enhances the efficacy in time management, affordability, food preferences, discounts available and door-to-door service without compromising on quality.

Suryadev Singh Rathore et al (2018) revealed that mostly the youngsters are attached to the online food ordering and hence the elder people do not use these online services as compared to the youngsters. The study highlights 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 convenient the next most influencing factor is on time delivery. The study also highlights that respondents often prefer to order on weekly basis, the type of meals which were mainly preferred to order was snacks followed by dinner. Transformation in the trends of food ordering is occurring because of the changing lifestyle of the consumers in India and expansion in online activities.

Abishek R, B (2019) concluded that when compared to physical presence the respondents are satisfied towards the service provided by online food delivery services and further improvements has to be made by increasing the satisfaction in future period of time.

Aparna Anib et al (2019) examined the service quality, customer satisfaction, and over all consumer preference of Swiggy. It is concluded from the study that the majority of respondents are aware of Swiggy. 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. They have their own delivery fleet and serving from neighbourhood restaurants.

Statement of Problem

Every business tries to increase its sale to earn profit which is achieved through advertisement. To do a mass sales advertisement is essential. If the advertisement is not reaching the people properly, it will not reach the targeted sales. So measuring the effectiveness of advertisement is very important to know whether or not advertisements are influencing buying behavior of consumers towards online food delivery service.

Objectives of the study

- 1 To study how advertisements create awareness to the consumers about online food delivery service.

- To analyse the effectiveness of advertisement on consumer buying behavior towards online food delivery service.

Scope of the study

The study analyse the knowledge of consumer about the online food delivery service and also influence of advertisement in changing consumer buying behavior as regards online food delivery service.

Research methodology

The study has both primary and secondary data. Primary data have been collected from 120 sample respondents who use online food delivery service in Kanyakumari district. Interview schedule method has been used to collect the required primary data. The secondary data have been collected from books, journals, reports and website. Multi stage random sampling was used to select sample respondents.

Statistical tools for analysis

The statistical tool used to analyse the data are the Chi square test, t-test and ANOVA

ANALYSIS AND INTERPRETATION

Sources of information about online food delivery service

In order to check the association between age and sources of information about online food delivery service, chi-square test is applied

Hypothesis

H₀ .There is no significant relationship between age and sources of information about online food delivery service.

Table.1

Relationship between age and sources of information about online food delivery service

		Age wise classification of the respondent					Total	Chi-square test	
		Upto 20	21-30	31-40	41-50	51 & above		Value	Asymp . Sig. (2-sided)
Sources of information	Advertisement	12	24	12	12	0	60	16.456	.000
	Friends	0	12	6	0	0	18		
	Relatives	0	0	12	0	0	12		
	Neighbours	0	0	0	6	6	12		
	word of mouth	6	0	6	0	6	18		
Total		18	36	36	18	12	120		

The above table shows that p-value is less than 0.05 at 5% level of significance (P<0.05). Therefore the null hypothesis is rejected. It concludes that there is a significance relationship between age and sources of information about online food delivery services.

Awareness of advertisement about online food delivery service

In order to understand the difference between gender and awareness of advertisement about online food delivery service, independent sample t-test is administered.

Hypothesis

H₀. There is no significant difference between gender and awareness of advertisement about online food delivery service

Table.2

Difference between gender and awareness of advertisement about online food delivery service

Attributes of awareness	Gender	N	Mean	Std. Deviation	t-value	Sig. (2-tailed)
Educates the viewers	Male	63	4.5238	.59180	7.19700	0.000
	Female	57	3.4737	.94690		
Provides facts	Male	63	3.5238	1.22944	2.43100	0.017
	Female	57	2.9474	1.36828		
Accurate data	Male	63	3.6667	1.09250	3.42800	0.001
	Female	57	2.8947	1.34542		
Updated information	Male	63	3.7143	1.03843	3.45600	0.001
	Female	57	3.0000	1.22474		
Features of the product	Male	63	3.8095	1.01373	4.35200	0.000
	Female	57	2.9474	1.15606		
Helps to compare competitor's product	Male	63	3.8095	1.01373	4.57700	0.000
	Female	57	2.8947	1.17541		

The above table reveals that the p-value of educating the viewers, provides facts, accurate data, updated information, features of the product and helps to compare competitor's product are less than 0.05 at 5% level of significance ($P < 0.05$). Therefore the null hypothesis is rejected. There is a significant difference between gender and awareness of advertisement about online food delivery service

Effectiveness of advertisement on consumer buying behavior towards online food delivery service.

To understand the difference among occupations and effectiveness of advertisement on consumer buying behavior towards online food delivery service, one way ANOVA is administered.

Hypothesis

H₀. There is no significant difference among occupations and effectiveness of advertisement on consumer buying behavior towards online food delivery service

Table.3
Difference among occupations and effectiveness of advertisement on consumer buying behavior towards online food delivery service

Influencing attributes of advertisement	Occupation	Mean	Std. Deviation	F value	Sig. (P-value)
Attracting food images	Salaried persons	3.8889	.88310	12.933	.000
	Business men	4.0000	0.00000		
	Professionals	4.7500	.44233		
	Home maker	4.5000	.52223		
	Daily wagers	3.0000	0.00000		
Availability of food	Salaried persons	3.8889	.57188	16.865	.000
	Business men	4.5000	.51075		
	Professionals	4.5000	.51075		
	Home maker	4.5000	.52223		
	Daily wagers	3.0000	0.00000		
Offers and discounts	Salaried persons	4.3333	.67293	7.667	.000
	Business men	4.2500	.44233		
	Professionals	4.0000	.72232		
	Home maker	4.0000	0.00000		
	Daily wagers	3.0000	0.00000		
Restaurant review	Salaried persons	3.8889	1.00314	5.257	.001
	Business men	4.2500	.84699		
	Professionals	4.5000	.51075		
	Home maker	4.0000	0.00000		
	Daily wagers	3.0000	0.00000		
Tracking delivery	Salaried persons	4.2222	.79305	6.257	.000

	Business men	4.2500	.44233		
	Professionals	4.2500	.44233		
	Home maker	4.5000	.52223		
	Daily wagers	3.0000	0.00000		
Quality foods	Salaried persons	3.7778	.63444	16.745	.000
	Business men	4.0000	0.00000		
	Professionals	4.5000	.51075		
	Home maker	4.5000	.52223		
	Daily wagers	3.0000	0.00000		
Various options payment	Salaried persons	3.4444	1.17629	4.020	.004
	Business men	3.7500	.84699		
	Professionals	4.2500	.84699		
	Home maker	4.0000	0.00000		
	Daily wagers	3.0000	0.00000		
Speed home delivery	Salaried persons	4.3333	.47583	37.544	.000
	Business men	3.5000	.51075		
	Professionals	4.7500	.44233		
	Home maker	3.5000	.52223		
	Daily wagers	3.0000	0.00000		
Choice of restaurants	Salaried persons	4.0000	.82416	7.605	.000
	Business men	4.2500	.44233		
	Professionals	4.5000	.51075		
	Home maker	4.0000	0.00000		
	Daily wagers	3.0000	0.00000		

Choice of food	Salaried persons	4.2222	.63444	7.002	.000
	Business men	4.0000	0.00000		
	Professionals	3.7500	1.11316		
	Home maker	4.5000	.52223		
	Daily wagers	3.0000	0.00000		

The above table shows that the p-value of attracting food images, availability of food, offers and discounts, restaurant, review, tracking delivery, quality foods, various payment options, speed home delivery, choice of restaurants and choice of food are less than 0.05 at 5% level of significance. Therefore the null hypotheses are rejected. It concludes that there is a significant difference among occupations and effectiveness of advertisement on consumer buying behavior towards online food delivery service.

Suggestion

The online food delivery service providers should ensure that foods are prepared in a hygienic way so as to make consumer believe. They should also ensure that the packed items were not opened by the delivery boys. Online payment should be secure to purchase from online food delivery service provider. There should not be any difference between ordered food and delivered food.

Conclusion

Advertisement makes awareness of the product and thereby it influences the buying behavior of consumers. The advertisements give knowledge such as up to date information and features of the product or service which leads to take purchase decision. Advertising the benefits of product or service and the reduction of workload caused by using the product or service, can make the product or service more marketable.

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Research paper

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