

“SOCIAL MEDIA'S IMPACT ON ONLINE FOOD DELIVERY IN CHENNAI: INSIGHTS AND ANALYSES”

Dr. V. Prabakaran

Assistant Professor and Head, Department of Commerce (Hons), International Accounting and Finance, Faculty of Science and Humanities, SRM Institute of Science and Technology, Vadapalani Campus, Chennai-26, India, Email Id: pkaran174@gmail.com

Mr. A. Charles

Research Scholar, Register No: PC2333014013001, SRM Institute of Science and Technology, Vadapalani Campus, Chennai-26, India.

Abstract: This study delves into the profound impact of social media on the landscape of online food delivery services in Chennai. Focusing on platforms like Zomato, Swiggy, Uber Eats, and Eat Sure, the research explores how these apps have revolutionized food ordering, eliminated travel and waited times for customers of various demographics. The investigation aims to understand user experiences, seeking to optimize purchasing behaviors and foster trust. By scrutinizing the influence of social media on decision-making, marketing strategies, and brand development, this work illuminates the interplay between social media and the food delivery industry. Through comprehensive surveys, the study analyzes customer engagement, comparing growth between different regions of Chennai, offering insights essential for future analyses in this dynamic field.

Keywords: Customer behaviors, Online food delivery apps, social media, Marketing strategies, Zomato, Swiggy.

1.Introduction:

In recent years, the integration of social media platforms with online food delivery services has orchestrated a substantial transformation in consumer behavior and service dynamics, particularly in bustling urban centers such as Chennai. The emergence of platforms like Zomato, Swiggy, Uber Eats, and Eat Sure has not only redefined the process of ordering food but has also reshaped the entire gastronomic experience for diverse demographics. This study embarks on a comprehensive exploration of the interplay between social media and the food delivery industry in Chennai. By scrutinizing the impact of these platforms on user experiences, purchasing behaviors, marketing strategies, and regional customer engagement, the research seeks to unravel the intricate and influential relationship between social media and the burgeoning landscape of online food delivery services. Through a series of detailed surveys and analyses, this investigation

aims to shed light on the significant role of social media in shaping the way individuals interact with and consume food in this dynamic, technology-driven era

1.1 Objectives:

Examine User Engagement:

Investigate how social media platforms such as Zomato, Swiggy, Uber Eats, and Eat Sure engage users in Chennai, analyzing the frequency and patterns of usage among different demographics.

Evaluate Marketing Strategies:

Assess the influence of social media on marketing tactics employed by online food delivery services and explore their effectiveness in attracting and retaining customers.

3) Understand User Preferences:

Study users' preferences in food categories, presentation, quality, and regional food choices influenced by social media-driven platforms.

Ha1. Analyze Demographic Variances:

Investigate how age and gender impact the usage patterns of online food delivery apps influenced by social media promotions and offerings.

Ha2. Explore Regional Dynamics:

Examine the regional variances in customer engagement and adoption on online food delivery services, particularly through the lens of social media influence.

Ha3. Assess Social Media's influence post-pandemic:

Investigate the post COVID-19 adaptations of online food delivery services in response to social media trends and changing consumer behaviors.

Ha4. Evaluate Industry Strategies:

Analyze strategies employed by major players like Zomato, examining their market positioning, marketing mix, and SWOT analysis, with a focus on the impact of social media in these strategies.

Ha5. Assess Impact on Business Survival:

Investigate the influence of online food delivery apps on the survival and success rates of local vendors and startup businesses, considering the impact of social media-driven promotions and partnerships.

Ha6. Examine Consumption Patterns:

Explore the impact of social media on dietary behaviors and preferences, understanding the potential influence of platforms on food choices and consumption habits.

Ha7. Determine Association between Gender and Cuisine Preferences:

Investigate if there's a significant association between gender and cuisine preferences influenced by social media, using statistical analysis to draw conclusions.

2.0 Review of literature:

Gupta, Roy, Kumar, & Arora (2019) Businesses are shifting to online marketing to meet consumer demands, especially in food delivery apps with offers and promotions. Yet, issues like food mishandling during transit impact consumer preferences.

Baliya, et al., (2019) Local vendors find online delivery apps beneficial due to offers and discounts. A significant portion of young adults spends around 10% of their income monthly on these apps, urging platforms to expand their reach to local vendors

Malhotra & Singh (2020) Major food delivery companies in India use various strategies, impacting restaurant businesses. While app-based food ordering is rising, new startups face stiff competition, leading to closures.

Yogesh k. Dwivedi et al. (2021) Internet and social media significantly influence consumer behavior and business operations. Companies focus on lower prices, brand awareness, and increased sales, but challenges and opportunities persist in social media marketing

Frederick, et al. (2021) Analyzing Zomato's business strategies revealed a need to explore rural regions and provide virtual restaurant tours. While Zomato’s market positioning is strong, there's a need for additional strategies to thrive in the market

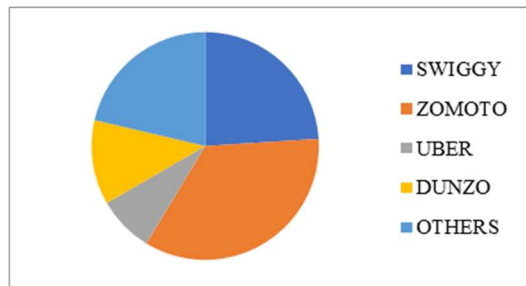
Si Jia et al. (2021) online food delivery services tailored marketing to the pandemic. The increase in food promotion on Instagram calls for policy actions to counter its influence on dietary behaviors.

3.0 Analysis and interpretation:

Users' frequency	frequency	Average
Daily	2	4.87
Weekly	9	21.95
Monthly	11	26.82
Occasionally	19	46.34
Total	41	100

Table1 : FoodDelivery App

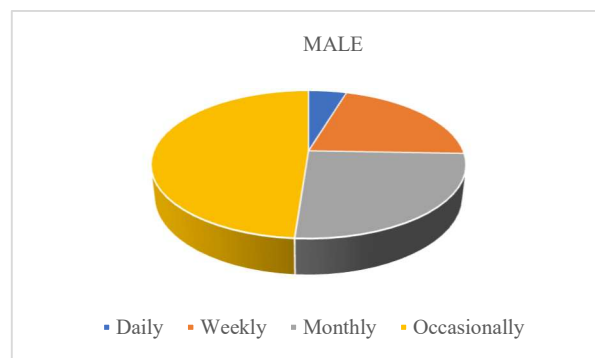




Based on the observation of user demographics, Swiggy accounts for 24%, Zomato for 34.66%, UberEats for 8%, Dunzo for 12%, and other apps for 21.33%.

Table2: Users frequency for male

Average	Food App	Rank
24.00	Swiggy	2
34.66	Zomato	1
8.00	UberEats	5
12.00	Dunso	4
21.33	Others	3



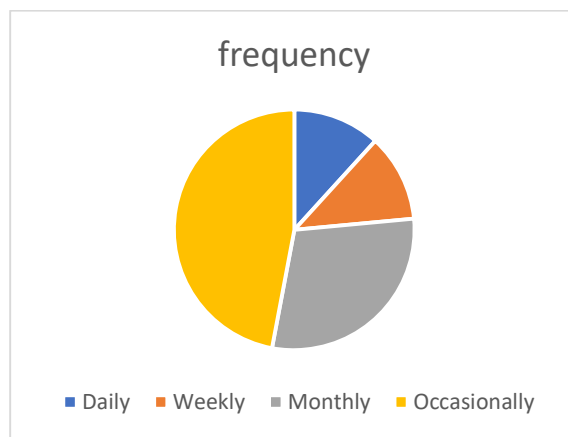
3.1 Interpretation:

The data suggests that among the surveyed males, 2 use food delivery apps daily, 9 use them weekly, 11 use them monthly, and some use them occasionally, without a specific frequency count. This indicates that a majority of the surveyed males use food delivery apps either monthly or

weekly, with a smaller number using them daily and some using them less frequently without a defined pattern.

Users' frequency	frequency	Average
Daily	4	11.76
Weekly	4	11.76
Monthly	10	29.41
Occasionally	16	47.05
Total	34	100

Table3: Users frequency for female



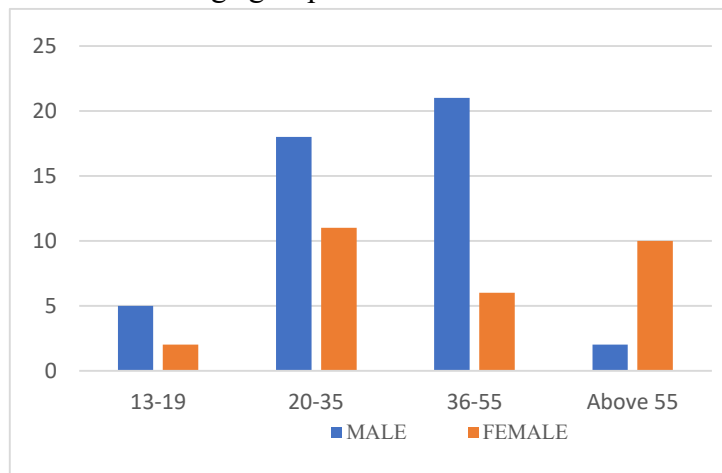
3.2 Interpretation:

For the female group in this dataset, it shows that 4 use food delivery apps daily, 4 use them weekly, 10 use them monthly, and 16 use them occasionally. This implies that a smaller number of females use these apps daily or weekly, while a larger portion uses them monthly or occasionally, indicating a more sporadic or infrequent usage pattern among the surveyed females.

AGE	MALE	FEMALE	AVERAGE	AVERAGE
13 – 19	5	2	10.63	6.89
20 – 35	18	11	38.29	37.93
36 – 55	22	6	46.80	20.68
ABOVE 55	2	10	4.25	34.48

TOTAL	47	29	100	100
-------	----	----	-----	-----

Table 4: Age group between Male and Female

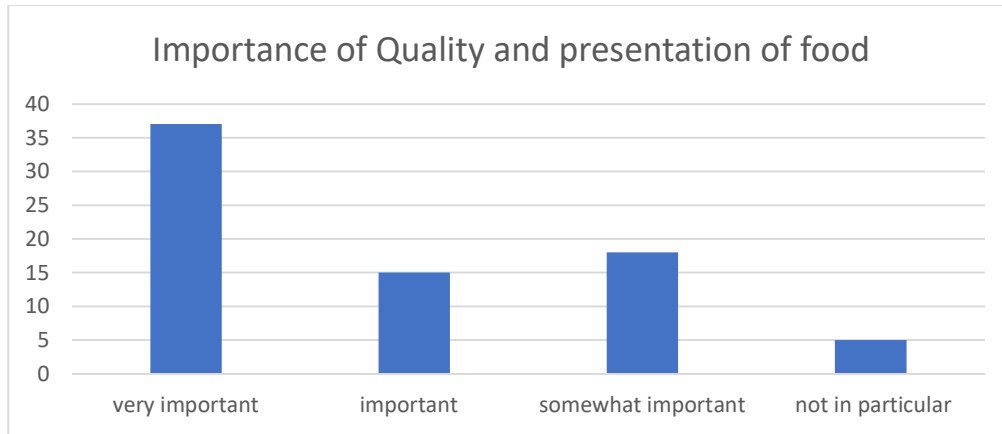


3.3 Interpretation:

From the provided data: In the age group 13-19, 5 males and 2 females use food delivery apps. In the age group 20-35, 18 males and 11 females use food delivery apps. In the age group 36-55, 22 males and 6 females use food delivery apps. For those above 55, 2 males and 10 females use food delivery apps. This suggests that in the younger age brackets (13-19 and 20-35), both males and females use food delivery apps, with more males using them overall. In the age groups 36-55 and above 55, there's a higher male usage among those surveyed, while the female usage tends to vary across the age brackets but generally increases in the older age groups.

Aspects	Very Important	Important	Somewhat Important	Not in Particular
Importance of Quality and presentation of food	37	15	18	5

Table 5: Important of quality and presentation of food

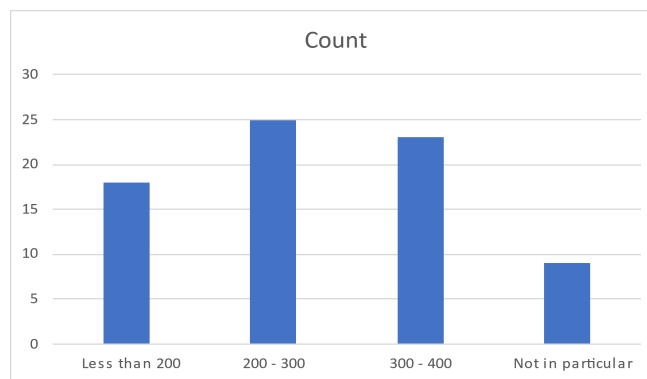


3.4 Interpretation:

The data suggests that a majority of people find the quality and presentation of food to be very important, with 37 individuals ranking it as such. A smaller but still significant number find it important, while fewer consider it somewhat important or not particularly important. Overall, the majority prioritize high-quality and well-presented food.

Money for ordering food	Count
Less than 200	18
200 - 300	25
300 - 400	23
Not in particular	9

Table 6: Money range for ordering food



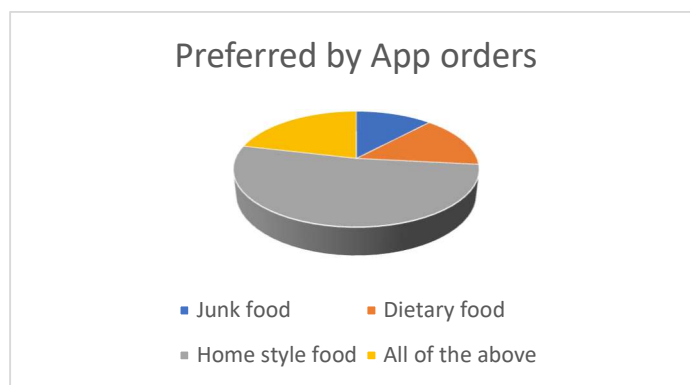
3.5 Interpretation:

18 instances involved spending less than \$200 when ordering food 25 instances had spending between \$200 AND \$300. 23 instances had spending between \$200 and \$300. 23 instances spent between \$300 and \$400. 9 instances didn't specify a particular spending range. This data shows the distribution of expenses when ordering food, indicating that a larger number of instances fall

within the \$200-\$400 range, with a significant portion falling between \$200 and \$300. The unspecified category might represent cases where the spending amount wasn't provided or wasn't within the specified ranges.

Food category	Preferred by App orders
Junk food	9
Dietary food	11
Home style food	39
All of the above	16

Table 7: Food Category



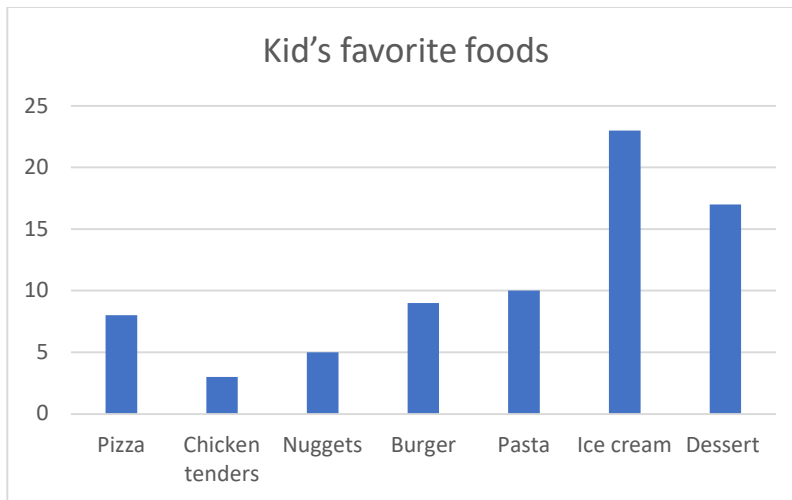
3.6 Interpretation:

Overall, the majority of respondents favor home-style food, followed by dietary food, while a smaller group prefers junk food.

Kid's favorite foods	Likes
Pizza	8
Chicken tenders	3
Nuggets	5
Burger	9
Pasta	10

Ice cream	23
Dessert	17

Table 8: Kid’s favorite foods

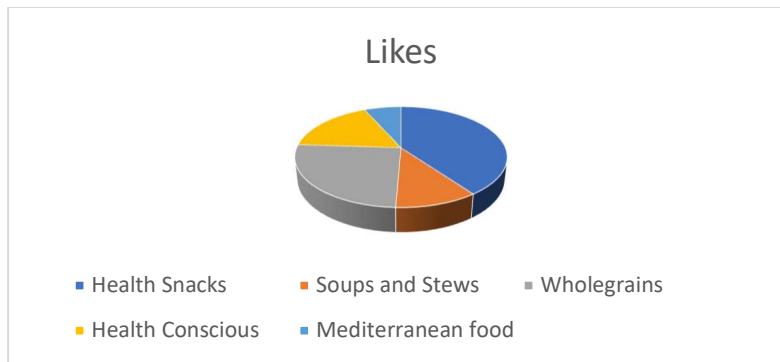


3.6 Interpretation:

The data indicates that ice cream is the most popular among the mentioned foods, followed by deserts, pasta, and burgers, while chicken tenders have the fewest number of likes among the listed items.

Middle - Aged preferences	Likes
Health Snacks	30
Soups and Stews	8
Wholegrains	19
Health Conscious	13
Mediterranean food	5

Table 9: Preference for middle age groups



3.7 Interpretation:

From this, it appears that health snacks and whole grains are the most favored among middle-aged individuals, followed by health-conscious options. Soups, stews, and Mediterranean food have comparatively fewer enthusiasts within this demographic group.

Expected Discount in Ordering food	Expected
Yes	59
No	16

Table 10: Expected discount in ordering food



3.8 Interpretation:

It suggests that a significant majority of people surveyed anticipate or hope for discounts when they order food, while a smaller proportion do not have an expectation of receiving a discount.

To set up hypotheses for comparing the distribution of cuisine preferences between male and female respondents, we can formulate it as a test for independence between the variables “Gender” and “Cuisine Preference”.

Null Hypotheses (Ho): The distribution of cuisine preferences is the same for male and female respondents.

Alternative Hypothesis (H1): There is a difference in the distribution of cuisine preferences between male and female respondents.

Observed frequencies

Gender	Indian cuisine	Chinese	continental	others	Total
Male	22	5	12	5	44
Female	10	8	7	6	31
Total	32	13	19	11	75

Expected frequencies are defied as follows:

Gender	Indian Cuisine	Chinese	Continental	Others	Total
Male	18.77	7.63	11.15	6.45	44
Female	13.23	5.37	7.85	4.55	31
Total	32	13	19	11	75

Calculated value: 5.51 (by using the formula of chi-square test)

$$x^2 = \frac{\sum((O_i - E_i)^2)}{\sum E_i}$$

Degrees of freedom: (number of rows – 1) (number of columns – 1) = (2-1) (4-1) = 3

Level of significance at 5% is 7.815

Conclusion: There is no significant association between gender and cuisine preferences.

Since calculated value is less than the tabulated value.

4.0 Findings:

1)Food Delivery App Usage:

Both males and females predominantly use food delivery apps on a weekly or monthly basis, with fewer using them daily. Males show a higher overall usage across age brackets, especially in older demographics, while female usage varies but generally increases in older age groups.

2)Priority on Food Quality:

The majority of respondents prioritize high-quality and well-presented food, with a significant number ranking it as very important.

3)Spending Habits:

Most instances fall within the \$200-\$400 range when ordering food, with a notable concentration between \$200 and \$300. Some instances lacked specific spending details.

4)Food Preferences:

Ice cream emerges as the most popular food item among those listed, while chicken tenders have the fewest likes. Middle-aged individuals show a preference for health snacks and whole grains, followed by health-conscious options, with comparatively less interest in soups, stews, and Mediterranean food.

5)Expectation of Discounts:

The majority of respondents anticipate or hope for discounts when ordering food, while a smaller proportion does not expect discounts.

6)Cuisine Preference by Gender:

The chi-square test did not find a significant association between gender and cuisine preferences among the surveyed respondents. Overall, the data suggests nuanced usage patterns among genders and age groups regarding food delivery apps and highlights a general preference for quality, specific spending ranges, and varied food preferences across demographics. Additionally, while discounts are anticipated by most, no distinct correlation was observed between gender and cuisine preferences among respondents.

5.0 Suggestions:

Here are some specific suggestions to improve a food delivery app:

1.Interactive Order Tracking:

Implement real-time order tracking with updates on the food's preparation, packaging, and delivery stages to keep users informed.

2.Enhanced Customization:

Provide more options for customizing orders, including dietary preferences, spice levels, toppings, etc., to cater to diverse customer needs.

3.Improved Review and Feedback System:

Enhance the review process by allowing users to give detailed feedback, attaching images, or highlighting specific aspects of their experience for better insights.

4.Localized Recommendations:

Offer personalized food recommendations based on a user's location, previous orders, and popular dishes in their area.

5.Sustainability Initiatives:

Introduce eco-friendly packaging options or collaborate with restaurants that follow sustainable practices to reduce environmental impact.

By implementing these suggestions, the food in delivery app can significantly enhance user experience, satisfaction, and the app's overall performance.

6.0 CONCLUSION:

In this study, an extensive analysis of user demographics, food delivery app usage, food quality preferences, spending habits, food choices, and expectations of discounts was undertaken. The findings reveal several key insights into consumer behavior in the context of food delivery services. The usage patterns of food delivery apps indicate a prevalent trend among both genders, with a higher frequency of usage observed among males, particularly in older age groups. Contrastingly, female usage varies across age brackets and tends to increase in older demographics. Furthermore, the prioritization of food quality emerges as a significant factor for a majority of respondents. This underscores the importance of high-quality and well-presented food in the decision-making process. The study also highlights distinct spending habits, with most instances falling within the \$200-\$400 range for food orders. Notably, a significant portion of respondents had expenditures between \$200 and \$300, while some instances lacked specific spending details. Examining food preferences, the data reveals clear favorites among listed items, with ice cream garnering the most likes and chicken tenders having the fewest. Moreover, middle-aged individuals exhibit preferences for health-conscious options like health snacks and whole grains, displaying less enthusiasm for soups, stews, and Mediterranean cuisine. Additionally, the majority of surveyed individuals expressed an expectation or hope for discounts when ordering food, indicating a significant factor influencing their decision-making process. However, the statistical analysis conducted to assess the relationship between gender and cuisine preferences did not yield a significant association. This implies that gender might not be a determining factor in predicting cuisine preferences among the surveyed population. In summary, this research provides valuable insights into consumer behaviors related to food delivery services, emphasizing the significance of quality, specific spending ranges, varied food preferences across demographics, and the anticipation of discounts. The findings contribute to a deeper understanding of consumer

habits in the context of food delivery services, offering implications for service providers aiming to cater effectively to diverse consumer needs."

References:

- 1) Malhotra. A & Singh.S (2020) "Impact of Online Food Delivery Apps on Restaurant Business in India", Vol.9 (5), International Journal of Innovative Technology and Exploring Engineering, pp.1381-1386.
- 2) Yogesh K. Dwivedi et al., (2021), "Setting the Future of Digital and Social Media Marketing Research", Vol.4, International Journal of Information Management, pp.01-38.
- 3) Frederick.D, et al. (2021), "SWOT Analysis of Zomato: Evaluating the Positioning strategy, Marketing mix, and overall Strategic framework of on Online Food Ordering and Delivery Platform", Vol.27(3), Journal of Marketing Communications, pp.305-325.
- 4) Si Si Jia et al. (2021) "Online Food Delivery Services Leveraged the COVID-19 Pandemic to Promote Food and Beverages on Instagram", Vol.24 (15), Public Health Nutrition Journal, pp.4812-4822.
- 5) Ruth Areli Garcia Leon & Thorsten Teichert, (2023), "Food and Social Media: A Research Stream Analysis", Vol.8, International Journal of Creative Research Thoughts (IJCRT), pp.3348-3352.
- 6) Mythily.R, Vishnuvarnan B, (2023), "A Study on Effectiveness of the Marketing Strategy of Food Delivery Apps through Zomato and Swiggy", Vol.4, International Journal of Research Publication and Reviews, pp.938-957.
- 7) Xiaoting Dai & Linhai Wu (2023) "The impact of Capitalist Profit-Seeking Behaviour by Online Food Delivery Platforms on Food Safety Risks and Government Regulation Strategies", Humanities & Social Science Communications, pp.1-12.
- 8) Lais Vargas Botelho et al. (2023), "Digital Marketing of Online Food Delivery Services in a Social Media platform before and during COVID-19 pandemic in Brazil", Vol.26 (1), Public Health Nutrition Journal, pp.1372-1377.
- 9) Juliana de Paula Matos et al. (2023), "A Scoping Review of Observational Studies on Food and Beverage Advertising on Social Media: A Public Health Perspective", Vol.20 (4), International Journal of Environmental Research and Public Health.

- 10) Ha Hoang, Ngoc Tuan Chau & Trinh Le Tan (2023), "Dataset of food delivery app users at a public university: Insights into digital transformation", Vol.48, Data Article, pp.1-13.