

Consumer Behaviour in the Food Industry: Exploring Food Delivery Vs Dine-Out Preferences

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ABSTRACT

The main objective of this paper is to analyse the comparison between food delivery vs dine-out in consumer behaviour. It shows the characteristics and opinions of individual consumers. It includes how often consumers order food and dine out, their satisfaction levels, and factors while choosing to order and dine out and on special occasions where they decide to go. The study of consumer behaviour in the food industry reveals significant differences between online and offline shopping. This paper explores the factors influencing consumer preferences, decision making and purchase behaviour in both environments. Online food shopping offers convenience, and personalized recommendations yet lacks trust. Conversely, Offline shopping provides immediate product access and social engagement, but it is limited by time and geographic constraints. By examining these factors, the research aims to understand how digital advancements and traditional practices shape consumer behaviour, ultimately providing insights for retailers to optimize their strategies in a rapidly growing marketplace.

Keywords: Online Food Delivery, Consumer Behaviour, Dine-Out, Consumer Preferences.

INTRODUCTION

In recent years as technology advances many prefer to order food online as it is convenient and time-saving. The rise of online food delivery services has revolutionised the food industry, providing consumers with unparalleled convenience and a wide range of choices at their fingertips. Significantly with typical restaurant dining experiences, this transition has also led to changes in consumer tastes, expectations, and behaviour. This paper aims to explore the key differences between online food delivery and traditional dine-out. By analyzing the factors such as frequency of size, primary concerns, and decision-making, to understand the motivation and experiences that drive consumer choices in both contexts. Moreover, the paper will explore how food quality, service speed, costs, and ambience affect consumer satisfaction and loyalty in general.

This study aims to identify the variables that affect consumer choices, worries, and satisfaction levels in both situations by conducting a thorough survey. Notably, the growth of convenience and technology will be highlighted. Along with helping to better understand contemporary consumer behaviour, the study's conclusions will be a useful resource for companies trying to improve customer happiness in both online and dine-out markets by streamlining their service offerings.

LITERATURE REVIEW

S.S. Vijaya Kumar (2023) Kumar's study looks into the perception of online meal ordering and delivery services by urban consumers. Kumar undertakes a critical review of the literature regarding the new mushrooming phenomenon of online food delivery platforms and the implications this might have on consumer behaviour. The research aims to address the existing research gap by highlighting the variables that influence the adoption and usage of online food delivery services. This study is thus the bedrock of understanding customer preference dynamics, satisfaction, and loyalty dynamics in the increasingly changing world of meal delivery services.

Manoj Kumar Sharma (2019) Sharma's research deals with consumer behaviour towards online food. Ordering and delivery services are concentrated around urban municipalities. Drawing from recent literature, Sharma develops a review of different factors affecting consumer behaviour concerning online food delivery platforms. This study, again, maintains the critically important influence that convenience, price, service quality, and trust have on consumers in developing preferences and the diffusion process of online food delivery services. Sharma's contributions provide a deep understanding of the shifting dynamics in consumer attitudes toward online food-ordering and delivery services, thereby having profound implications for businesses operating within this sector, in urban areas.

Spencer (2009) a food knowledge consultant, has said many reasons why consumers are attracted to eating out. Some of these are to celebrate a special occasion, spend time with the family, round off after an entertainment night, etc. As the article was written amid the recession, Spencer pointed out that consumers' food choices are influenced by the Limited income available to them at their disposal.

Andersson and Mossberg (2004) talk about dining as an experience with roots in many areas. Their paper looks at how likely consumers are to pay for six parts of restaurant service: great food good company, food, service, restaurant decor, and other diners. They compare what makes an ideal restaurant for customers to what they experience at restaurants. The main things they found out: mental needs drive Lunch Situations, while social needs are more important at evening restaurants (Sukalakamala & Boyce, 2007).

OBJECTIVE OF THE STUDY

1. To identify the factors influencing consumers to order food online and dine out.
2. To identify the satisfaction levels in food delivery and dine-out.
3. To determine the proportion of persons who, on special occasions, would rather order takeout or dine in.
4. Comparison between consumer choices in food delivery vs dine out.

RESEARCH METHODOLOGY

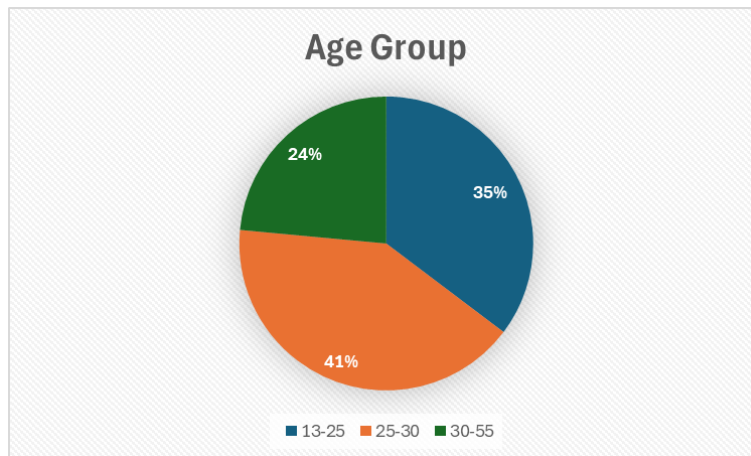
Primary data was collected through questionnaires filled by random consumers of ordering food online and dining out.

Sample Size: 51

Method: A convenient sampling method is used. Researcher want to identify the behaviour of customers ordering food online and traditional dining out.

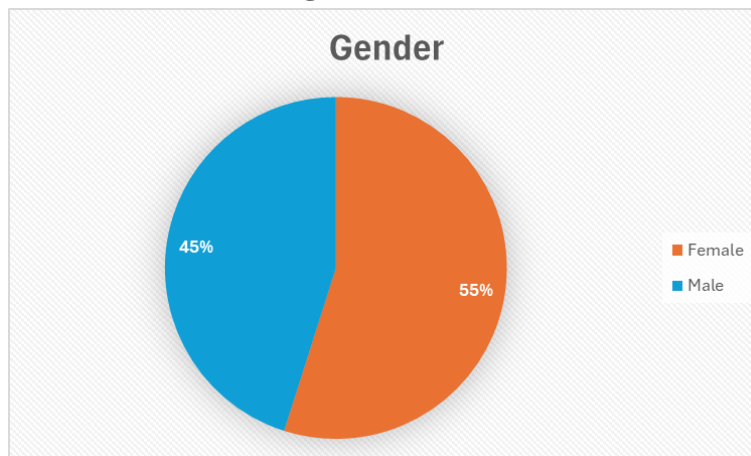
RESULTS

Figure 1 Age Category



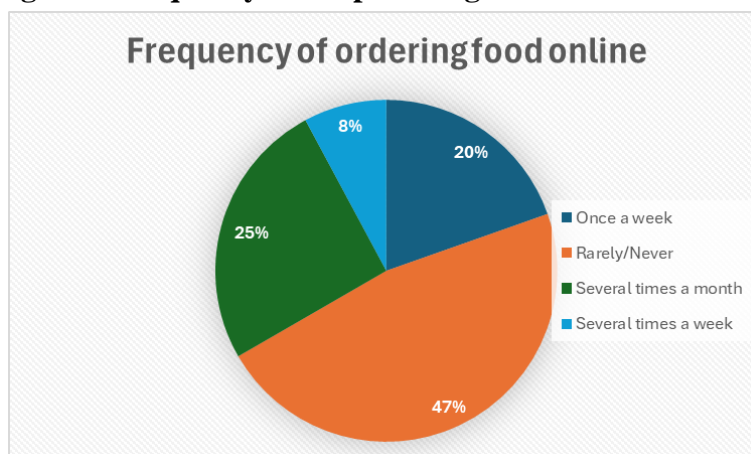
Respondents belonged to various age groups. The majority 41% belong to the 25-30 age group, 35% belong to the 13-25 age group, and 24% belong to the 30-55 age group.

Figure 2 Gender



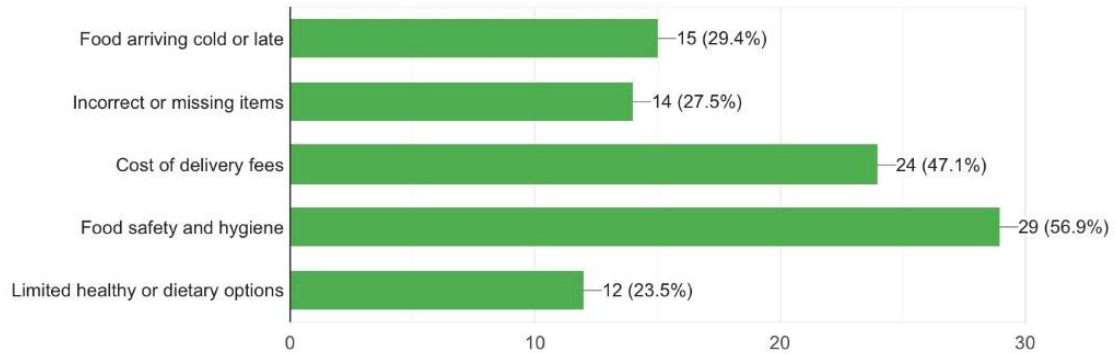
The data shows 55% of respondents are female and 45% of respondents are male.

Figure 3 Frequency of People Using Online Food Delivery



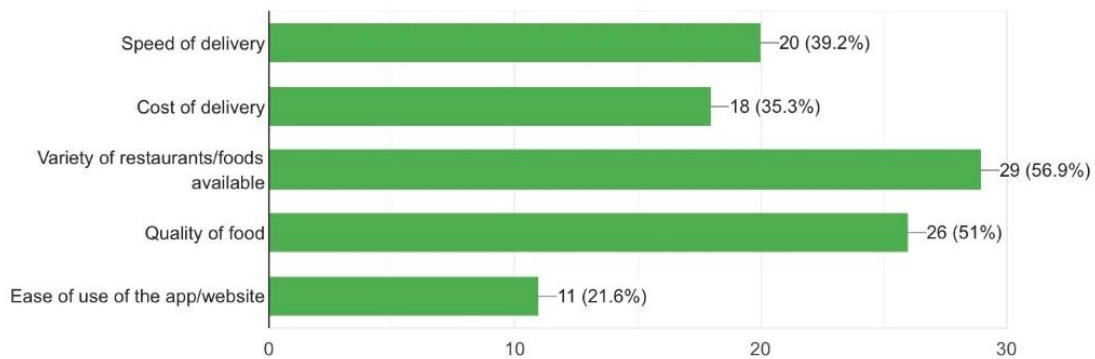
The data shows that 20% of respondents order food once a week, 25% of respondents order several times a month, 8% of respondents order several times a week, and the majority 47% of respondents rarely order food online.

Figure 4 Concern When Opting for Food Delivery



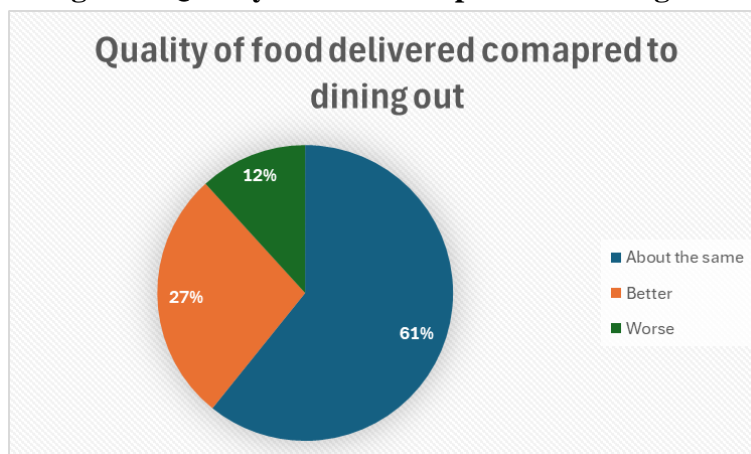
The primary concern while ordering food is food safety and hygiene is 56.9%, cost of delivery fees is 47.1%, food arriving cold or late is 29.4%, incorrect or missing items is 27.5%, and, limited healthy or dietary options is 23.5%.

Figure 5 An Important Factor When Choosing A Food Delivery



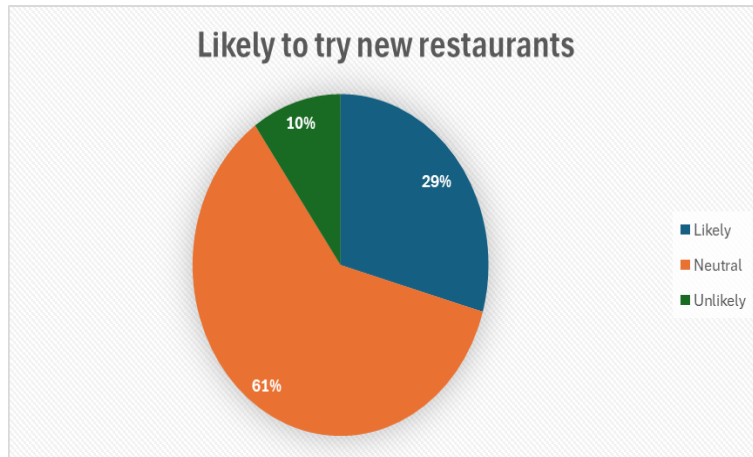
The data shows 56.9% of respondents chose a variety of restaurants or foods available, 51% of respondents chose quality of food, 39.2% of respondents chose speed of delivery, 35.3% of respondents chose cost of delivery, and 21.6% of respondents chose ease of use of application.

Figure 6 Quality of Food Compared to Dining Out



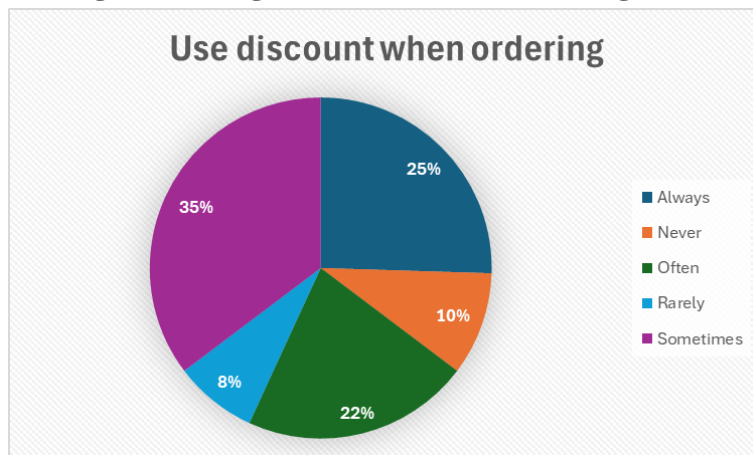
The quality of food satisfaction compared to dining out is about the same at 61%, 27% chose better, and 12% chose the worst.

Figure 7 Likely Trying a New Restaurant



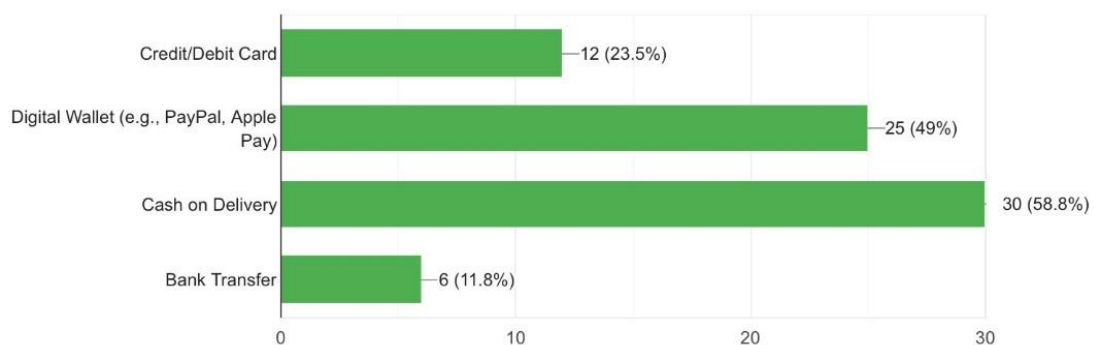
The above data shows that 29% of respondents were likely to try new restaurants, 10% of respondents were unlikely to try, and 61% of respondents were neutral about trying new restaurants.

Figure 8 Using Discounts When Ordering Food



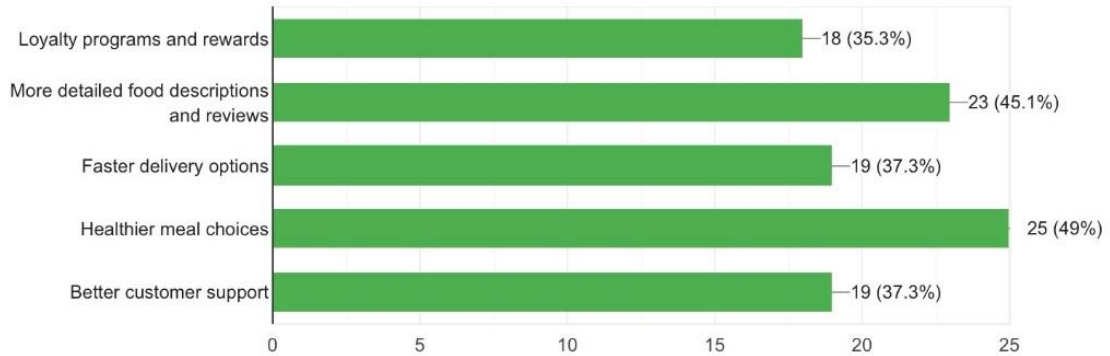
The data shows that 35% of respondents choose sometimes to use discounts when ordering, 25% of respondents always chose discounts when ordering, 22% of respondents often chose discounts, 10% of respondents never chose discounts, and 8% of respondents rarely chose discounts.

Figure 9 Preferred Payment Mode



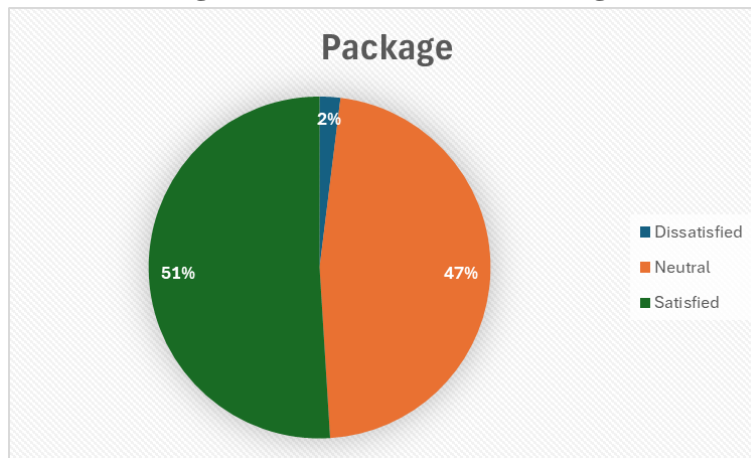
The data depicts the majority of respondents choose cash on delivery for payment, which is 58.8%, 49% of respondents prefer digital wallets, 23.5% of respondents prefer credit/debit cards, and 11.8% prefer bank transfers.

Figure 10 Additional Features Using Food Delivery



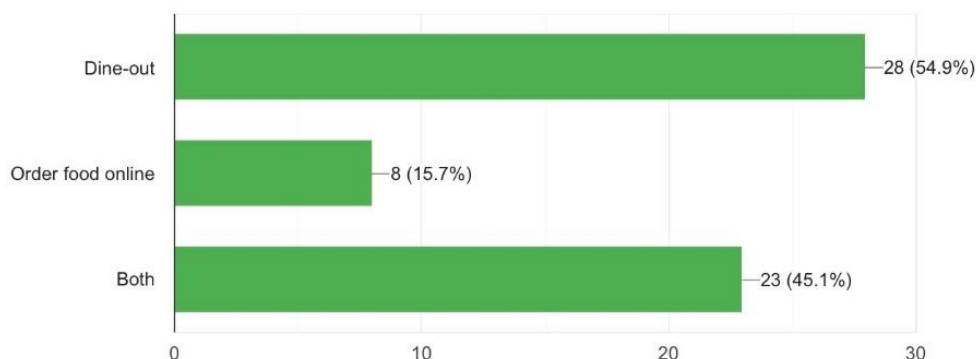
The above data shows that 49% of respondents prefer to have healthy meal options, 45.1% of respondents want detailed food descriptions and reviews, 37.3% of respondents prefer faster delivery options and better customer support, and 35.3% of respondents prefer loyalty programs and rewards.

Figure 10 Satisfied with Packing



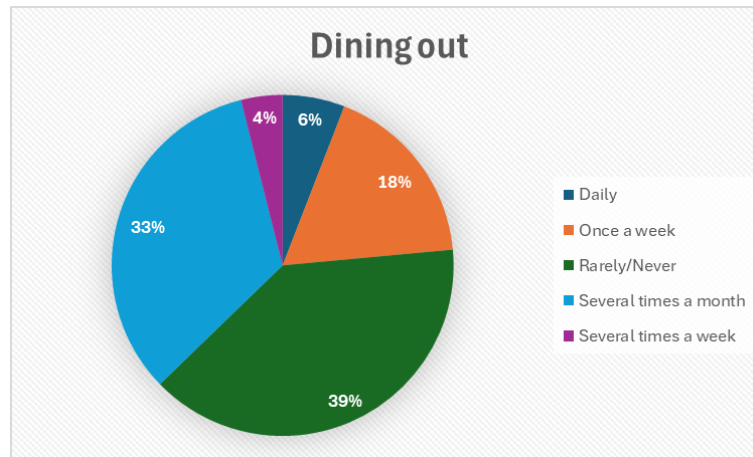
The data shows that 51% of respondents are satisfied with the packaging, 47% of respondents have neutral selection, and 2% of respondents are dissatisfied with the packaging.

Figure 11 Choosing on a Special Occasion



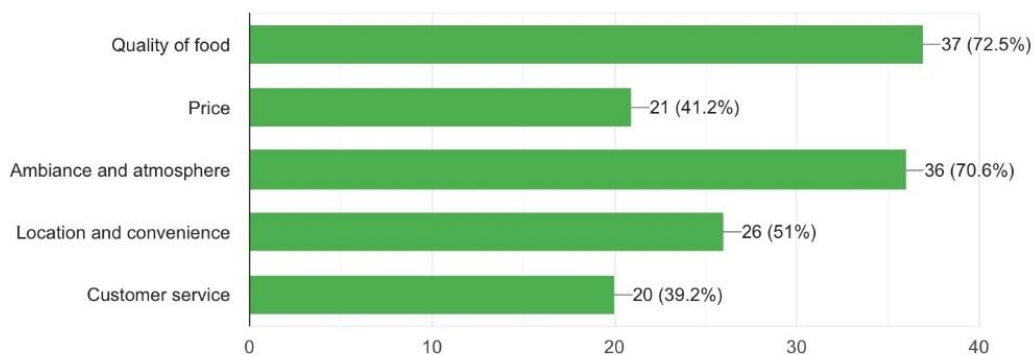
The above data shows that 54.9% of respondents choose to dine out on special occasions, 45.1% chose both options, and 15.7% chose to order food online.

Figure 12 People Dining Out



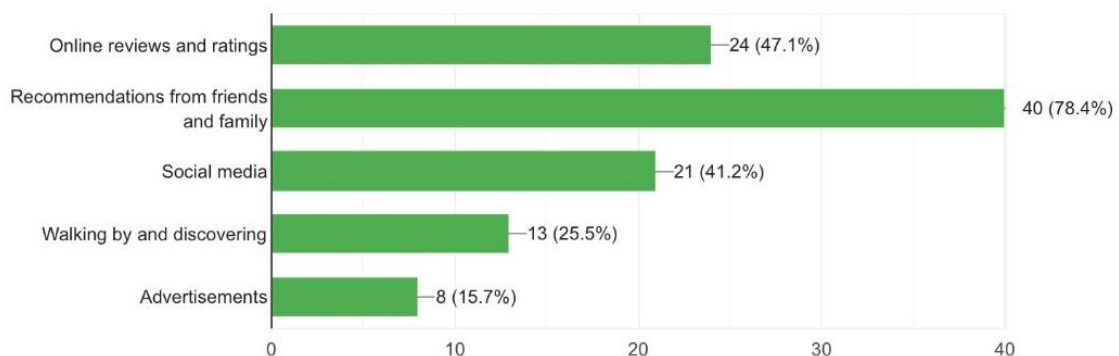
The data depicts that 33% of respondents dine out at restaurants several times a month, 18% of respondents dine out once a week, 6% of respondents choose to dine out daily, 4% of respondents choose several times a week, and 39% choose rarely to dine out.

Figure 13 The factor while Dining Out



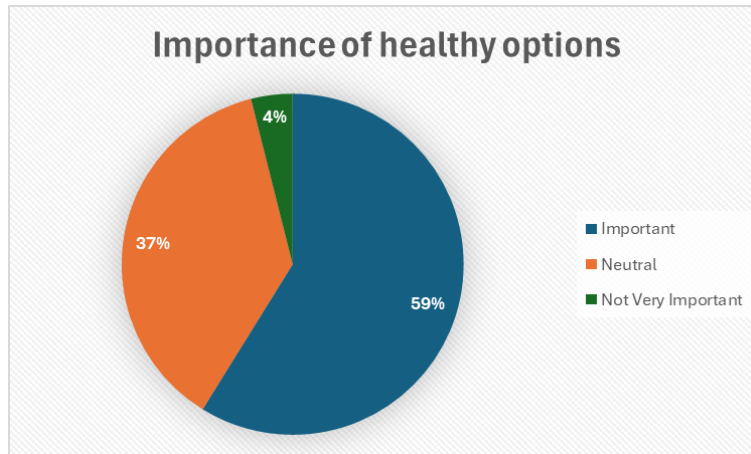
The above data indicates that 70.6% of respondents prefer ambience and atmosphere while dining out, 72.5% of respondents prefer the quality of food, 51% of respondents prefer location and convenience, 41.2% prefer price, and 39.2% prefer customer service.

Figure 14 Trying New Restaurants Based on



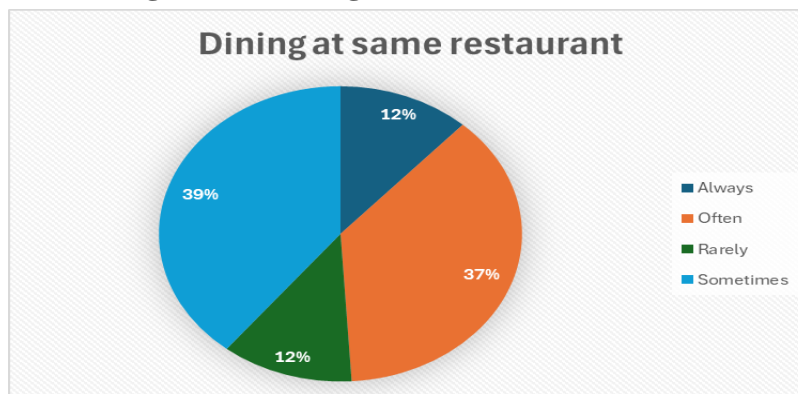
The data shows that 78.4% of respondents try new restaurants recommended by friends and family, 47.1% choose from online reviews and ratings, 41.2% choose by viewing social media, 25.5% choose by walking by and discovering, and 15.7% choose by advertisement.

Figure 15 Availability of Healthy Options



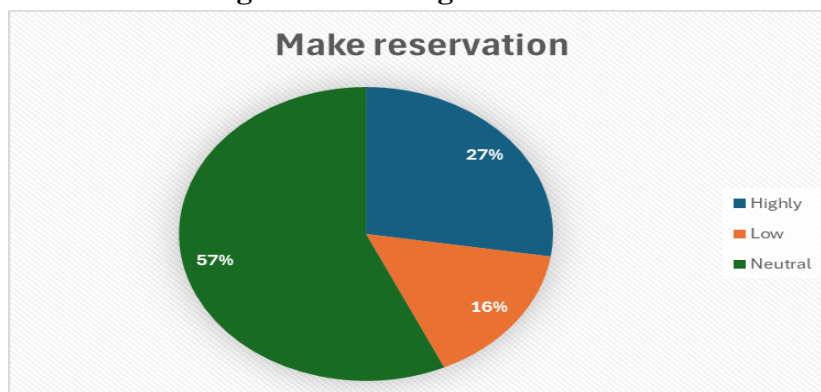
It was found that 59% of people have the importance of healthy options, 37% of people chose neutral, and 4% of people chose not important.

Figure 16 Visiting the Same Restaurant



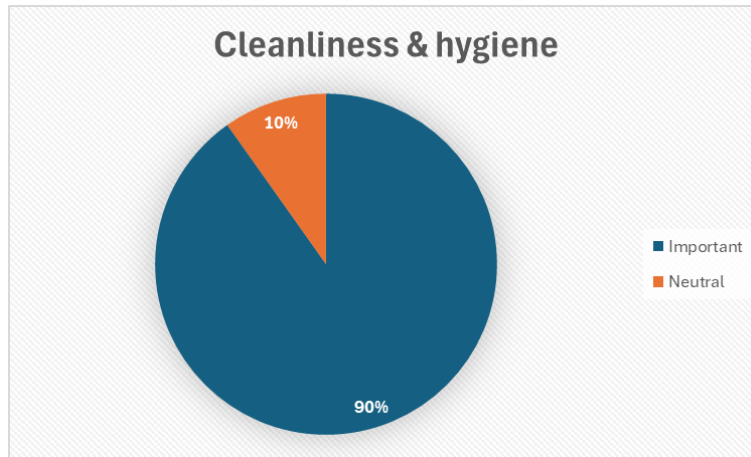
The above data shows that 39% of people choose to dine at the same restaurant sometimes, 37% choose to go to the same restaurant often, and 12% choose to dine at the same restaurant both always and rarely.

Figure 17 Making Reservations



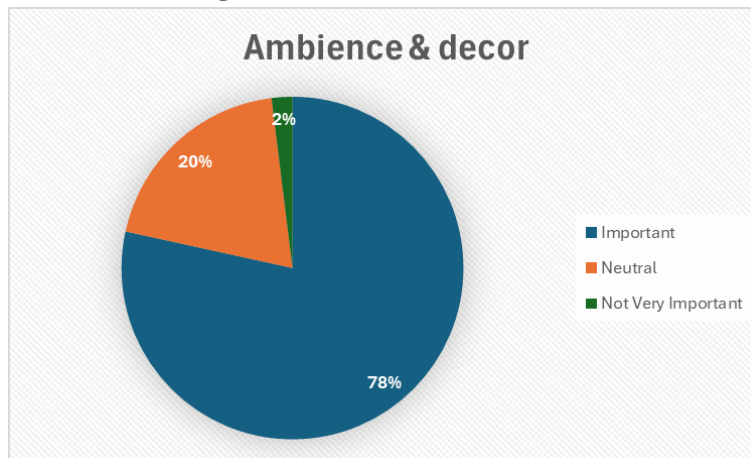
The data shows that 27% of people highly make restaurant reservations, 16% don't, and 57% are neutral about their choice.

Figure 18 Cleanliness & Hygiene



The data depicts that 90% of people give importance to cleanliness and hygiene, and 10% don't care about it.

Figure 19 Ambience & Décor



It is found that almost 78% of people have more preferences towards ambience and décor, 20% of people are neutral about it, and 2% of people don't care about the ambience and décor.

CONCLUSION

This research has highlighted the distinct but shared characteristics in consumer lifestyles related to home-delivered food and food taken at restaurants. This emphasizes that, although nowadays online food delivery has become a very common practice in society, due to the convenience and opportunities it brings along, eating out is still much exclusive, particularly for social dining and individual celebrations. The consumers give a different level of satisfaction and concern in each scenario; aspects such as delivery cost, and variety would be the main influence when people order food online, while quality, environment and service would be the main influence when people go to eat out.

The findings suggest that digitization in the food area neither negatively affects the dining area nor positively influences diversified landscape planning. Success for companies will lie in understanding and

targeting details in all such consumer settings of needs and preferences. Clubbing the best of offline and online services has the potential to enhance the consumer experience in the food business and, hence, can give them a loyal and trustworthy clientele base.

As consumer tastes keep changing with the evolving technology landscape, the firm that remains flexible to any changes will outdo the rest in this competitive market. The research therefore confirms the balanced integration of the efficiency of digital services with the irreplaceable value of in-person dining experiences.

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