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STUDY OF ONLINE FOOD DELIVERY SERVICES IN- COVID- 19 PERIOD

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Abstract

Covid-19 is the most influential perilous virus recent time. It is the diseases of whole community of the world.. It has also caused worries about an imminent financial crisis and downturn in the economy. Community distance maintenances, self-quarantine and travel limits placed a reduction of labor-power across all financial sectors and resulted in the loss of several jobs. Universities, hospitals, and colleges were shut down, eliminating the need for commodities and consumer products. At the other hand, the need for the medical equipment has significantly increased. But due to lockdown, there are a lot of online deliveries like food and other things happening in the household. This article addresses customer service through lockdown period and aftermath for food delivery and its equipments. This paper also will highlight the present scenario India's economic pain from the lockout. Shopping is largely dependent on close and personal consumer and vendor relations activities, while online shopping happens mainly through the web of the retailer. It shows the connection between various parts of internet shopping and the conduct of shopper purchases [12].. According to a recent study by experts at the University of Pennsylvania, the University of Chicago and the Center for Indian Economic Monitoring (CMIE), based in Mumbai, "How Are Indian Households Coping Under the Covid-19 Lockdown?" has exalted the issues like the opportunities which has given household online food delivery services in between Covid-19 and post Covid-19.For this research author have used analytical as well as survey method. To fruitful this research many statistical data has been used so that will be clearly visible the current picture of this issues.

I. Introduction

In Covid-19, the analysis of customer expectation is a significant part of person and company growth. This promotes the perception of the desires, tastes and inclinations of the customers. It allows the association to give a specific brand a character and reward, by making the brand more desirable. The most ideal way to describe is that it is a procedure to establish an opportunity for shoppers, particularly individuals of youthful age. It integrates all of the things about the company that customers learn, feel and experience [1].. It proved to be an administration of electronic food conveyance. It has provided the people throughout India online food administration. There were numerous natural forms of life that were available, such as Food panda, Swiggy, and Zomato. Those brands were discussed in order to determine what was missing from them and how the new brand could be distinct in comparison to those products previously mentioned. There had been an exhaustive study on consumer discernment about online food conveyance administration, so the brand could be superior to the contenders. The young Indian buyers have an exceptional passion for visiting cheap food outlets [3]. Food truck was buying the flavors of better places around the country. The application was linked to different eateries by tasting their food by and by and keeping in view the cafes neatness and cleanliness. In addition, there was also a crisis option if the customer felt any danger from the person in the conveyance. Furthermore, there was a option to set commands through the post, which reflected all the subtleties in the post. The company had offered its assistance to the general public [5]. We have sought to satisfy customer needs by conveying their best in terms of pricing, price, transportation, etc.

II Background of Study

The corona virus, COVID-19, which originated in Wuhan , China, has put a stop not only to the world's economic machinery but also to mass social life. The spread of infection has adversely affected the macroeconomic scenario, and the household economy, especially among vulnerable and marginalized sections of society. it will impact on the decline in GDP and job opportunities, increased poverty, malnutrition, mortality and morbidity. Infection with COVID-19 is highly contagious and spreads mainly through droplets generated when an infected person coughs or sneezes, or through droplets of saliva or nose discharge. The lockdown is a crucial measure to contain the spread of the virus. It has, however, also left people with potentially limited access to essential

services such as regular healthcare, adequate food, and limited entertainment and recreation options, and restricted mobility. It could also have an impact on food safety, behavior, revenue generation.

III Need of the study

It has been considered as the most significant factor for any association's achievement. Furthermore, it was seen as one of the giant upper hand instruments [6]. Shopper discernment is also affected by the hazards associated with sanitation, thereby affecting the buying behavior of the customers. A system can be created by linking sanitation and hazard recognition [7], by obtaining the saw chance estimate. Customers assume various jobs, depending on the class of items, the elements are varied. There are four quality customers. They are cost-cognizant, knowledge of confidence, variety of interest seen and advancement of buyers [8]. Shoppers structure quality expectations at the time of procurement, even as their own perception depends on how the food quality is knowledgeable about the home during feast preparation. Purchaser bits of knowledge are focused on enhancement of the perceptional price, consumer-oriented item [9]. Buyer discernment faith is commonly used in various advertising schemes. It is known to be an upper hand and is important for any organization to achieve. An integrative setup has to be established. The design has three models reflecting client esteem in exchange, client esteem development, and elements of client esteem. There is an alternative way in which supervisors see hazards, and there are various components that influence the identification. Directors consider chance-lowering mechanisms as a significant piece of the hierarchical setting [10]. For the achievement of a web-based business site, variables such as customer quality, saw health, and customer dependability are considerable. The customer interface and sighted efficiency affected consumer loyalty and cost exchange, thus building customer reliability [11]. [13] in terms of how specialists and non-specialists may research and settle on choices regarding innovative danger and consumer. Brand awareness has a considerable effect on the center brand image or the parent brand image, which influences the score-brand attitude in a roundabout way and has an impact on buyer buy target. Then again the parent-brand attitude is influenced by shopper observation. That has an impact on buyers [14].

The Study was a Delhi and NCR-directed exploratory test. It specifically centers among the advanced retail designs around the conduct of consumer shopping in Indian situation [18]. The improvement of frameworks, particularly in eBay, to manage and upgrade trust issues in online commerce. From methods of providing and updating customer feedback on vendors to eBay's complex regulation of

exchanges, the effort and assets placed resources into preserving confidence in C2C online trading are characteristic of the challenges that occur in buyer trading relationships where daily confidence bases.

V. Objectives

The corresponding aims of the research are:

1. To recognize the different criteria in keeping with the supply, service and quality conditions.

2. To Study market performance regarding online food purchases.

• To satisfy the customers and to produce the most commonly known brand in the country..

• To identify the respondent's socioeconomic status.

Figure 1 Covid Data

VI. Research Methodology

Research Methodology is venture plan which explains how to gather which break down information and incorporate it with the aim of providing valuable data.

➢ **Research Design:** The expressive exploration is used to recognize the purchaser's satisfaction and desire and its effect image inclinations.
➢ **Sampling Size:** The sample size for the study customer is 150.
➢ **Sampling Method:** For the analysis, the Convenience sampling technique was implemented with a sampling size of 150 client respondents. The search for comfortable and convenient sampling method used to select the respondent. Sampling design is collection design of a non probability sample.

➤ **Sampling Techniques:** Questionnaire was used for collection of data. Needful information for the data analysis accordingly to check the objectives, sent to customer for recording the responses. Mobile communication is also useful for.

➤ **Device for Statistical Assessment:** To analyze the data and interpret the findings, a percentage analysis and ranking are used.

      a) Easy percentage method

      b) Weighted average professional rating

      c) Chi-Square test

VII. Analysis and Interpretation

The study suggested that the model of the online food supply industry during Covid-19 OFD i.e. very common, prospective and successful in cash. Since of the size of the market this room is growing in boundaries. Each person needs to eat in a day on different occasions and at a variety. Requesting on the Web is programming or a lifestyle these days. Web-based requests are a lot more pleasant and economical than dining out. The Consumer Pros are:
1. Online ordering is fast and human error and free of bargaining
2. There are low chances of mistake due to innovation driven entry.
3. Customer has to browse through the array of eateries and menus.
4. The consumers have promoted the upside of limited time negotiations, contribution incentives and limitations.
5. It gives cafe in its own places like delight.

VIII. Percentage Analysis
Table1: Buying Online Food

(Source: Main data accumulated through the survey and examined through spss)

| Type of food	Number of respondent	Percent age
North Indian	41	10
South Indian	43	40
Continental	12	17
Deserts	25	5
Pastries	9	25
Beverages	20	3
Total	150	100
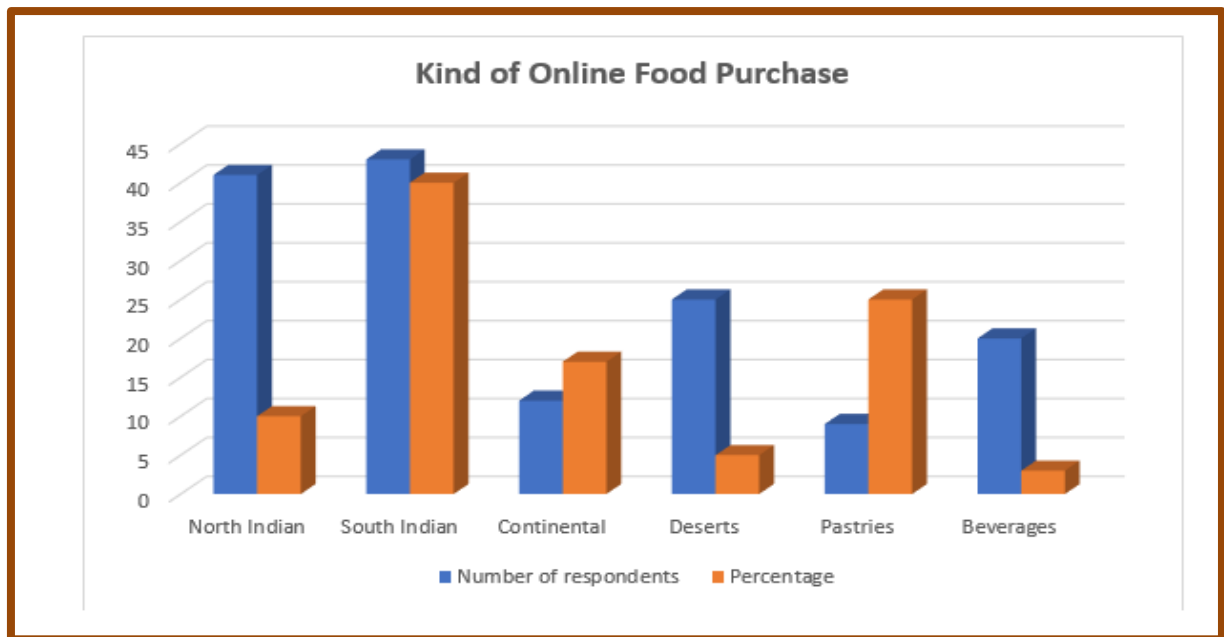
Interpretation

It is concluded that 3% of the respondent said that they preferred drinks to buy food online, 5% of the respondent said deserts, 25% of the respondent said pastries, 17% of the respondent said that they choose continental food, 10% of the respondent said that they choose north Indian food and 40% of the respondents said that they choose north Indian food.

Table: 2

Indicating Respondent Chosen Method to Order Food Online
(Source: Main data accumulated through the survey and examined through spss)

| Medium	Number of respondent	Percentage
Web Browser	39	23
Mobile App	111	77
Total	150	100
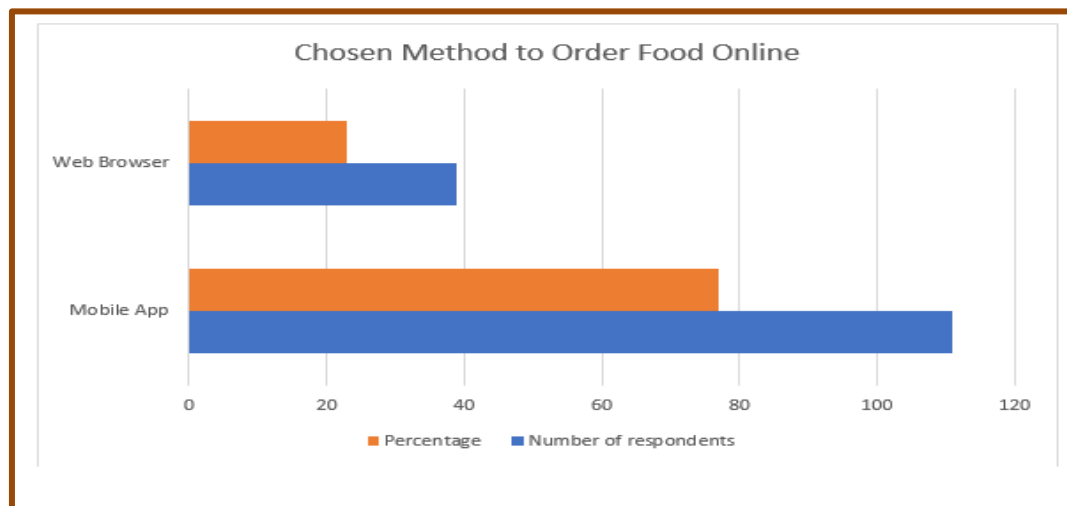
Interpretation of this principle:

It is concluded that 23 percent of the respondent said the preferred medium for ordering food via web browser, 77 percent of the respondent said the preferred medium for placing an online food order through mobile app.

Table: 3

Indicating Whole Satisfaction Regarding Online Food Ordering
(Source: Main data accumulated through the survey and examined through spss)

Opinion	No. of respondent	Percentage
Highly Pleased	41	44
Pleased	52	18
Neutral	22	18
Unhappy	14	6
Highly Unhappy	21	14
Total	150	100
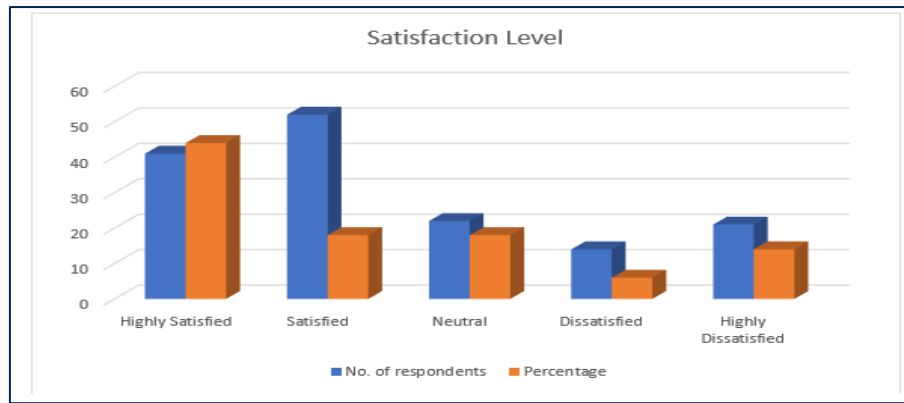
Interpretation

It is inferred that 44% of the respondent are highly please degrading online food ordering,18% other respondent are pleased,6% of the respondent are unhappy, !4%of other respondent are highly pleased and 18% of other respondent are neutral regarding online food ordering.

Table:4
Showing Respondent Frequency of Ordering Food Online
(Source: Main data accumulated through the survey and examined through spss)

Frequency of ordering food	Number of respondent	Percen tage
Everyday	35	27
Weekly Once	23	12
Monthly	72	51
Monthly once	20	10
Total	150	100
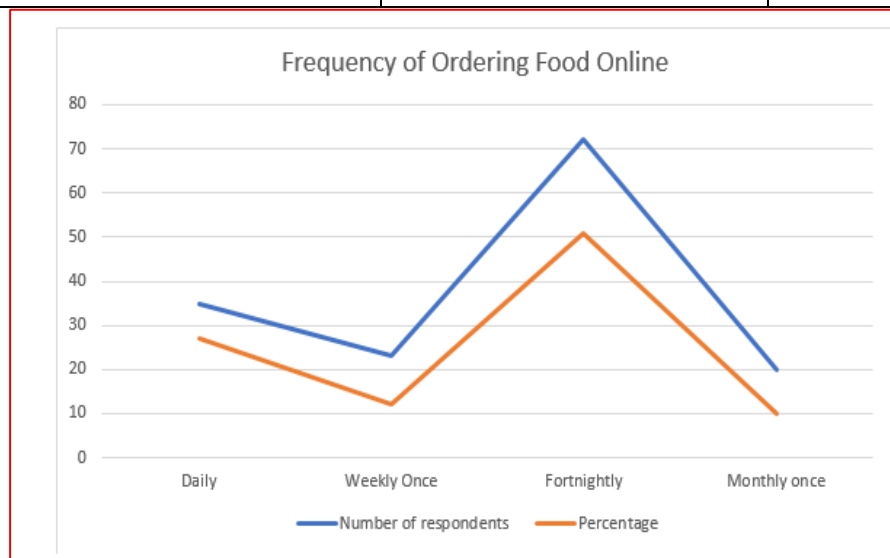
Interpretation of this principle

This came to the conclusion that 27% of the respondent order food daily, 20% of the respondent order food once a month, 12% of the respondent order food once a week, 10% of the respondent order food online monthly once and 51% of the respondent order food fortnight.

Table: 5
Weighted Average with Rating Comparison
(Source: key data collected by survey and examine by spss)

Problems	Weighted average					Total	Weighted Average	Rank
	5	4	3	2	1			
Delivery delay	32	10	34	12	63	369/150	3.56	V
	120	70	82	34	63			
Service charges	37	32	25	30	27	475/150	4.27	II
	125	178	115	30	25			
Variety of foods	73	28	28	10	12	573/150	4.92	I
	305	162	44	50	12			
Change in orders	13	33	46	40	19	434/150	3.78	III
	115	92	108	100	18			
Customer service	27	18	23	38	25	417/150	3.88	IV
	75	122	89	106	25			

Interpretation

Table Illustrating Hardships faced by the respondent when ordering online food Delivery delay rated fifth at weighted average 3.56, customer service rated fourth at weighted average 3.88, difference in

orders rated third with weighted average 3.78, service allegation rated second with weighted average of 4.27, and broad selection of foods rated first with weighted average of 4.92.

Table: 6.

The respondent's profession*Full satisfaction with regard to online food orders (Source: key data collected by survey and checked by spss)
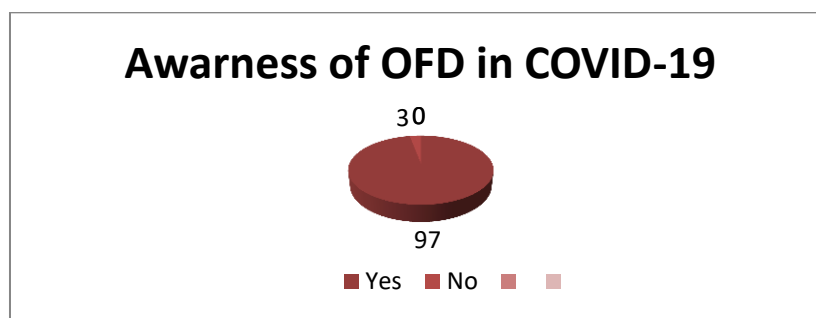
Career of the respondent	Total satisfaction regarding online food ordering					Total
	Extremely pleased	Pleased	Neutral	Unhappy	Highly unhappy	
Agriculture	4	2	1	1	1	4
Private employee	36	6	6	5	6	45
Government employee	10	26	4	4	10	51
Businesspeople	12	10	5	18	8	50
Total	61	44	16	28	25	150

Level of Considerable =5% DOF -(R-1) (C-1) (3-1) (4-1) =6

Table value = 43.081 Calculated value = 43.853

Interpretation of this principle

We reject the Null hypothesis because the Pearson Chi-square value is.001, which is not more than the p value 0.05 at6 DOF. We therefore say that there is significant overall satisfaction with online food ordering and variation within the respondent's occupation.

Awarness of OFD in COVID-19
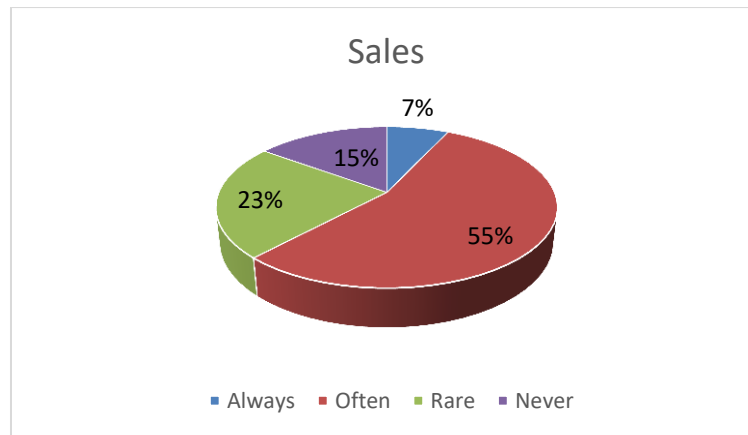
a) **Chi-square Test**

To gain substantial general satisfaction with respect to online food ordering and the respondent's profession.

b) **The Hypothesis**

1. **Alternate hypothesis**: There is arithmetical variance and total satisfaction with respect to online food ordering and the occupation of the respondent.

2.**Null hypothesis**: There is no arithmetical variance with in total satisfaction with respect to online food ordering and the occupation of the respondent.

X. Findings

1. Analyzing percentages

Overall, 32 percent of respondents said they were in favor of ads having an impact on online off-off buying. Usually, 43 percent of the online food orders are highly appreciated. Usually,43 percent of the online food orders are highly appreciated. Majority 77 percent of a respondents preferred form of ordering online food is mobile app.

2. Average Weighted

No minimum order factor rated first with weighted average of 4.6, promotions rated second with weighted average of 4.56, quick delivery third with weighted average 4.30.

Challenges in ordering a wide range of foods initially rated with a disparity in orders ranked third with a weighted average3.98, service charges rated second with average of4.27, a weighted average of 4.92.

XI Chi-square Test Analysis

1. The overall satisfaction with online food ordering and the occupation of the respondent is significant.

2. The overall satisfaction with online food ordering and the respondent's age is significant.

XII. Conclusion

The analysis of customer discernment helped to make and differentiate brand value and to create the right image for the company it really stands for. The brand may grow, stay stale or retreat with time, depending on certain activities. Food truck was the latest application of food which would challenge the existing food applications [2].As the framework was made reminiscent of the virtues and shortcomings of popular food applications such as Food panda, Swiggy, Zomato' The item that most fascinates customers in Covid-19 is Doorstep Delivery everywhere. Generally consumers are reassured until they earn cash backs and incentives followed by targets or advantages of steadfastness This concept with growth can be efficiently implemented by providing reliable and viable administrations. Digital conveyance is suitable for individuals in lockdown circumstances. Specialists should investigate how optimistic experiences are shaping legitimate purchasing habits in future. The management should preserve the uplifting actions of the consumers in order to improve the promotions as well as helping the company push towards better possibilities.

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