RES MILITARIS
REVUE EUROPEENNE D ETUDES EUROPEAN JOURNAL OF MILITARY STUDIES
Social Science Journal

Consumer Perspectives on Online Food Services: A Study of Palghar City Residents in the Post-Pandemic Era

Shirin Maqsood Memon
Assistant Professor
Department of Mathematics
Sonopant Dandekar Arts, V. S. Apte Commerce and M. H. Mehta Science College, Palghar, Maharashtra, India
Nidhi Rajesh Mali
Assistant Professor
Department of Mathematics
Sonopant Dandekar Arts, V. S. Apte Commerce and M. H. Mehta Science College, Palghar, Maharashtra, India

ABSTRACT –

This research paper presents a comprehensive evaluation of various dimensions of online food services in the post-COVID landscape, with a specific focus on their effects on the academic pursuits and health of students in Palghar city. The study employs a survey-based approach, engaging participants to gather insights into key elements such as online food services, COVID-19, restaurants, food apps, time considerations, service quality, quantity, students' perspectives, and employment implications.

As the world adapts to the new normal post-COVID, the research explores how online food services have evolved in Palghar city and their repercussions on the student community. The survey methodology provides a nuanced understanding of the intricacies involved in service delivery, emphasizing factors like quality, quantity, and time efficiency. Furthermore, the study investigates the impact on students, considering the potential influence on their academic endeavors and employment opportunities within the city.

By offering a tailored analysis within the Palghar city context, this research contributes valuable insights into the dynamics of online food services post-COVID and provides a foundation for informed discussions on the intersection of technology, health, and education in this specific urban setting.

KEYWORDS - Online food services, Post-COVID landscape, Consumer perspectives, Shifts in food consumption.

INTRODUCTION -

The aftermath of the COVID-19 pandemic has left a significant impact on various aspects of life, particularly in accessing products. Lockdowns imposed by government's hindered people from shopping as usual, leading to the closure of many restaurants or their reliance on takeout services. Amidst these challenges, home

delivery emerged as a practical solution, catering to the needs of those working remotely or managing both work and parental duties. E-commerce also became a convenient choice, especially for individuals facing health complications related to COVID-19.

In response to the pandemic, the food industry faced substantial setbacks, with service-related companies bearing a heavy toll. Recognizing the critical role of food delivery and restaurants, Indian authorities classified them as essential services. More than 20% of India's population relies on these services, prompting the resumption of these critical operations. Despite the resilience of the food industry, the pandemic's negative impact could have enduring consequences.

A noteworthy observation post-pandemic was the eagerness of food industry members to provide food, juxtaposed with customers' initial apprehension towards order. This dynamic shift in consumer behavior highlights the lasting effects the pandemic has had on the Indian food delivery industry.

In the current landscape, online food delivery services have made strides in promoting contactless deliveries and equipping delivery personnel with protective gear. Despite these efforts, lingering apprehensions about restaurant cleanliness and the hygiene practices of delivery personnel remain prevalent. The root of this trust deficit may lie in a broader need for increased awareness and education regarding the critical importance of maintaining rigorous hygiene standards across the food industry.

It is apparent that collaborative initiatives have been undertaken, yet the existing gaps require a more concerted approach. A holistic strategy, involving stakeholders at various levels, is imperative to address these concerns comprehensively. By fostering a shared commitment to hygiene standards—from the sourcing of raw ingredients to the preparation and delivery of meals—online food delivery platforms can work towards building and reinforcing trust among consumers.

LITERATURE REVIEW -

Shetty, S. (2019). In their study they tried to investigate the reasons why students prefer to order food online are the availability of discounts and offers, followed by the convenience of doorstep delivery. Despite the popularity of online food ordering, only a small percentage of students order food online more than twice a week, indicating that homemade food still holds importance. Despite the popularity of online food ordering, only a small percentage of students order food online more than twice a week, indicating that homemade food still holds importance.

Saxena, A. (2019). In their study “An analysis of online food ordering applications in India: Zomato and Swiggy” focused on analyzing the online food ordering applications in India, specifically Zomato and Swiggy, and their impact on the market. The study indicates that the online food delivery business model is highly demandable, potential, and cost-efficient. It is increasing rapidly due to the size of the market and the repeat orders from customers, leading to high profit margins. The use of online food delivery systems is believed to help restaurants grow their business and

facilitate major online operations. It provides convenience, variety, and promotional deals for customers, giving them a restaurant-like experience at their own places

Yuan, X., Li, C., Zhao, K., & Xu, X. (2021). In their study they collected questionnaire-based data from respondents in China during the peak of the COVID-19 outbreak and in a relatively stable period after the lockdown policy was halted. The descriptive and econometric models revealed that Chinese consumers' life patterns were not significantly changed, indicating a "new normal" where consumers stick to their new living habits forged during the pandemic. The findings suggest that policy makers need to consider the long-term socio-economic changes brought by the implementation of a lockdown policy, in addition to direct economic losses. Improving food quality and controlling food prices are identified as strong and stable safety signals to reassure consumers in this complex environment

Ramli, N., Ghani, F. A., Nawawi, W. N. W., & Majid, H. A. M. A. (2021). The Study aims to determine the students' behavioral intention to use electronic food ordering services in Kuala Terengganu during the COVID-19 pandemic. The study conducted a quantitative method using an online questionnaire survey distributed to randomly selected respondents in two universities in Kuala Terengganu. The majority of students showed a positive intention to use electronic food ordering services due to perceived convenience, customer control, attractive marketing, and eagerness to use technology during COVID-19. The study highlights the importance of online ordering systems for the food industry in generating revenue and as a long-term marketing strategy

Gavilan, D., Balderas-Cejudo, A., Fernández-Lores, S., & Martinez-Navarro, G. (2021). In their study they emphasizes the importance of innovation in OFD to enhance the experiential value for consumers. The study reveals that innovation in the OFD business can increase the experiential value for consumers, but this effect should be considered in light of customers' fear of COVID-19. They conclude that restaurants and restaurateurs should modify, update, pivot, and innovate their operations to meet the changing needs of customers during the COVID-19 pandemic and in the future

Hong, C., Choi, H. H., Choi, E. K. C., & Joung, H. W. D. (2021). In their study discussed about the consumer behavior toward OFD and enriches the understanding of OFD usage intention, particularly in the context of a crisis like the COVID-19 pandemic. The data for the study were collected from U.S. consumers over 18 years old through Amazon's Mechanical Turk (MTurk) in June 2019 and July 2020, representing before and during the COVID-19 pandemic, respectively. The study also incorporates customer perceptions of COVID-19 (perceived severity and vulnerability) and explores the altered effects of socio-demographic variables on OFD usage intention during the pandemic. The findings of the study provide theoretical and managerial implications for understanding and promoting the use of OFD services, particularly in the context of a crisis like the COVID-19 pandemic

More, U., Patnai, R., & Shah, R. (2021). In their study discussed how the COVID-19 pandemic has affected the food delivery industry, with the impact of the pandemic on the economy. The primary data for the study is collected through a questionnaire

survey of 100 respondents living in Mumbai, providing insights into their views on online food delivery services. The survey participants primarily belong to the age group of 18-30, indicating a higher interest in online food delivery among the younger generation. The Outcome of the research shows that students prefer online food delivery services due to factors such as cost-effectiveness, time-saving during exams, and the convenience of ordering through mobile applications.

De Souza, T. S. P., Miyahira, R. F., Matheus, J. R. V., de Brito Nogueira, T. B., Maragoni-Santos, C., Barros, F. F. C., ... & Fai, A. E. C. (2022). In their study Food services in times of uncertainty: Remodeling operations, changing trends, and looking into perspectives after the COVID-19 pandemic, they discussed the impact of COVID-19 on food service operations, changes in pre-existing trends, and post-pandemic perspectives . the study conclude that The demand for delivery, dark kitchens, and technological solutions like contactless payment is expected to continue in the post-pandemic scenario and Food quality control measures have become more strictly enforced to prevent SARS-CoV-2 contamination and increase credibility with customers .

Kurniawan, A. C., Rachmawati, N. L., Ayu, M. M., Ong, A. K. S., & Redi, A. A. N. P. (2024). In their study they investigate the factors influencing the satisfaction and intention of online food delivery (OFD) service users in Indonesia to continue using OFD services in the future. The study acknowledges limitations, such as the sample demographics being mostly students in the age range of 10-25 years and respondents mainly from the island of Java. The findings reveal that factors such as effort expectancy, hedonic motivation, price-saving orientation, and confirmation directly impact the level of satisfaction of OFD service users. The research concludes that online reviews from other users can influence the intention of users to continue using OFD services in Indonesia.

OBJECTIVES OF THE STUDY -

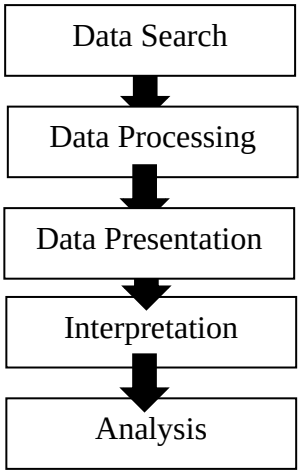
1. To assess consumer awareness of mobile food delivery services.
2. To identify factors influencing consumer choices in food delivery services.
3. To evaluate the impact of food delivery startups (e.g., Zomato, Swiggy) on restaurant businesses.
4. To investigate consumer behavior towards online food platforms, food apps, and restaurants.
5. To analyze the user-friendliness, reliability, and accuracy of food app services.

RESEARCH METHODOLOGY

Primary Source of Data -Primary information collected in the form of survey through Questionnaires, These respondents are the one’s living in Palghar city. It gives a clear picture of the respondent’s views relating to particular topic and with a sample size of total 101 respondents, perfect conclusion can be made as towhat are the pros and cons of particular matter.

Secondary Source of Data -Secondary data collected through Google scholar and Research papers

Statistical analysis was done using Kolmogorov–Smirnov test, Shapiro-Wilk test and Mann-Whitney Test.



RESEARCH HYPOTHESIS –

A. Assessing consumer behavior towards online food apps and restaurants concerning gender.

H_0: There is no significant difference in consumer behaviour towards online food applications and restaurants.

H_1: There is a significant difference in consumer behavior towards online food applications and restaurants.

B. Assessing consumer behaviour towards online food apps and restaurants with respect to Occupation.

H_0: There is no significance difference in consumer behaviour towards online food applications and restaurants.

H_1: There is significance difference in consumer behaviour towards online food applications and restaurants.

C. Assessing whether food app services are user friendly.

H_0: The online food applications are user friendly.

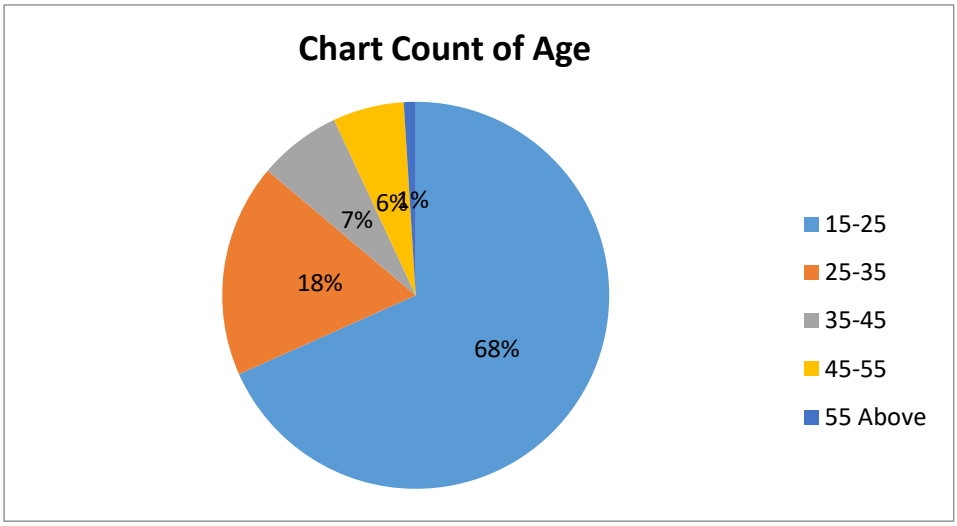
H_1: The online food applications are not that user friendly.

DATA ANALYSIS AND INTERPRETATION –

1. Age

Age (in Years)				
	Frequency	Percent	Valid Percent	Cumulative Percent
15-25	69	68.3	68.3	68.3
25-35	18	17.8	17.8	86.1
35-45	7	6.9	6.9	93.1
45-55	6	5.9	5.9	99

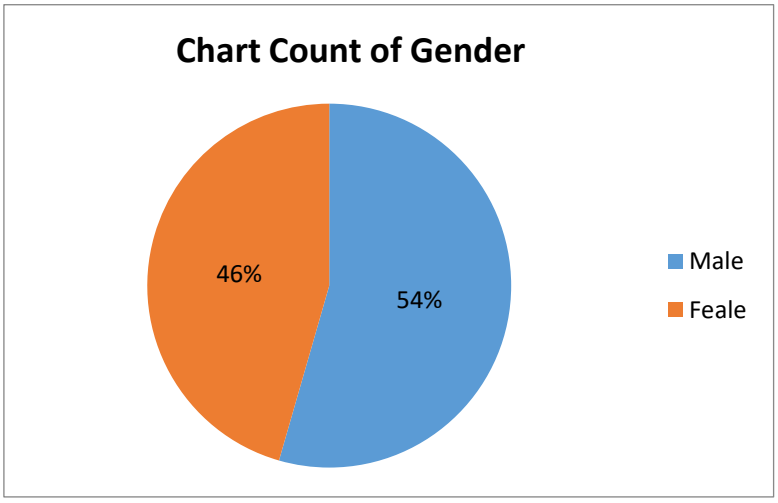
55 Above	1	1	1	100
Total	101	100	100	



Interpretation –Age: Out of 101 people who were surveyed, 68.3% were between age group 15-25, 17.8% between 25-35, 6.9% between 35-45, 5.9% between 45-55, and 1% were 55 above.

2. Gender

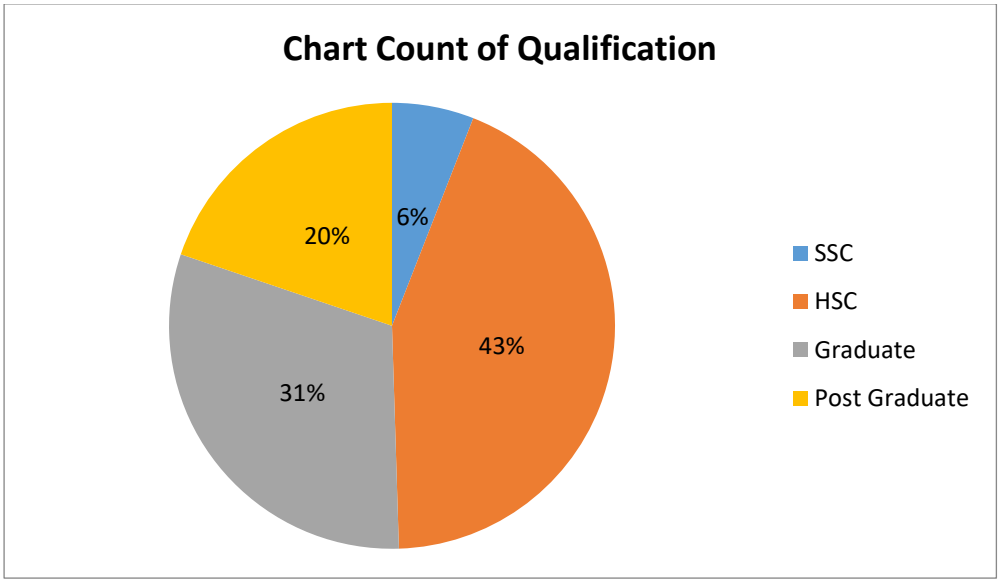
Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	55	54.5	54.5	54.5
Feale	46	45.5	45.5	100
Total	101	100	100	



Interpretation - Gender: Out of 101 people who were surveyed, 54.5% were male and 45.5% were female.

3. Qualification

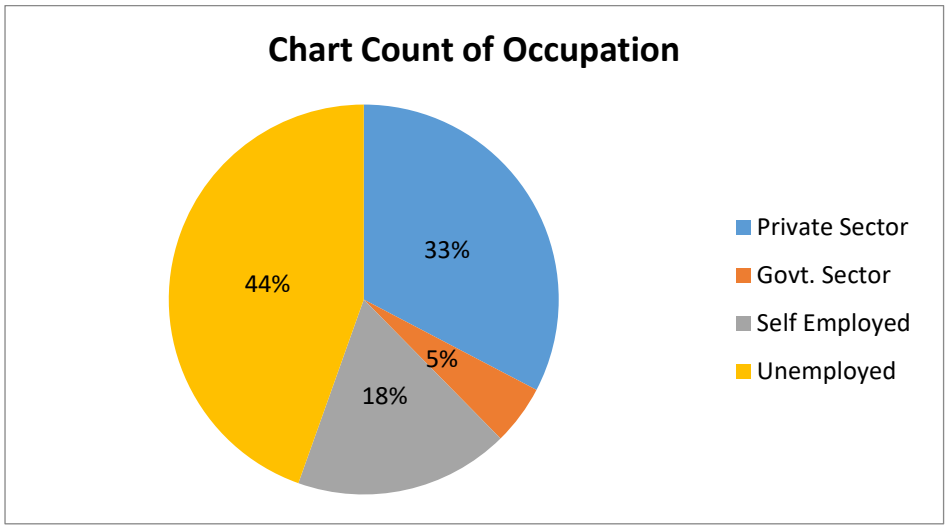
Qualification				
	Frequency	Percent	Valid Percent	Cumulative Percent
SSC	6	5.9	5.9	5.9
HSC	44	43.6	43.6	49.5
Graduate	31	30.7	30.7	80.2
Post Graduate	20	19.8	19.8	100
Total	101	100	100	



Interpretation - Out of 101 people who were surveyed, we found out that 6 had done, 44 had done H.S.C, 31 are graduated and 20 are post graduated.

4. Occupation

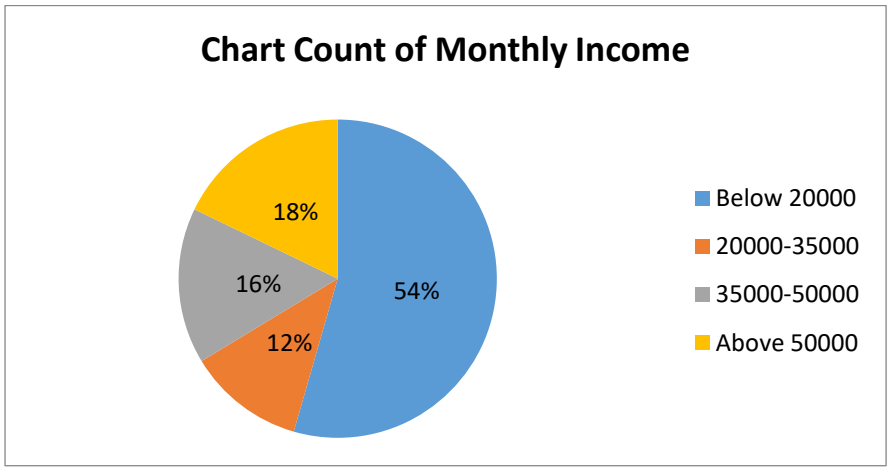
Occupation				
	Frequency	Percent	Valid Percent	Cumulative Percent
Private Sector	33	32.7	32.7	32.7
Govt. Sector	5	5	5	37.6
Self Employed	18	17.8	17.8	55.4
Unemployed	45	44.6	44.6	100
Total	101	100	100	



Interpretation - From this chart, we infer that 33 worked in private sector, 5 in government sector, 18 are self-employed and 45 are unemployed.

5. **Monthly Income (in rupees)**

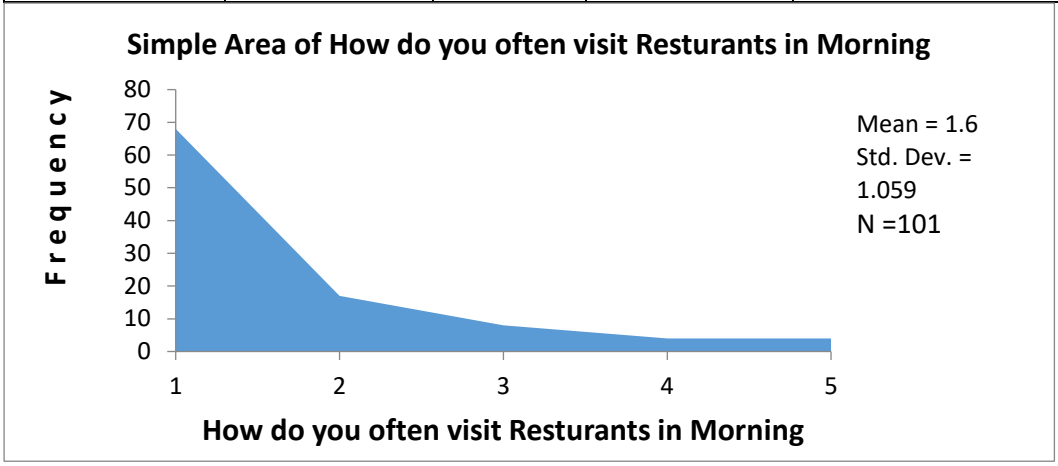
Monthly Income (in rupees)				
	Frequency	Percent	Valid Percent	Cumulative Percent
Below 20000	55	54.5	54.5	54.5
20000-35000	12	11.6	11.6	66.3
35000-50000	16	15.8	15.8	82.2
Above 50000	18	17.8	17.8	100
Total	101	100	100	



Interpretation - From this chart we infer that out of 101 people who were surveyed, 55 people had their Monthly income below Rs.20000, 12 people had their annual income between Rs.20000-35000, 16 with Rs.35000-50000 and 18 with >Rs. 50000.

6. **How do you often visit Restaurants in Morning?**

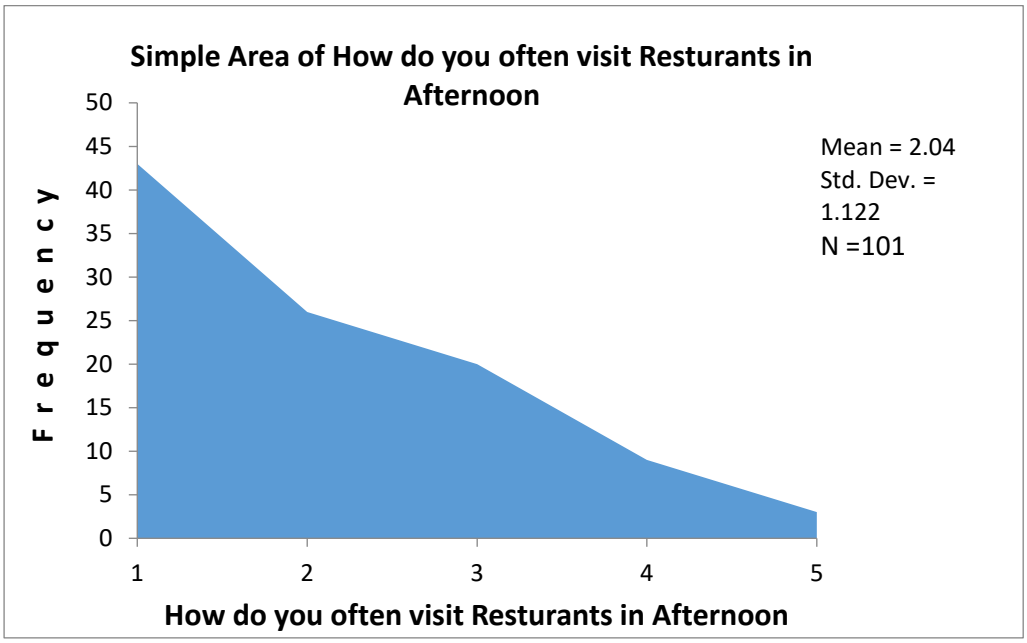
How do you often visit Restaurants in Morning				
	Frequency	Percent	Valid Percent	Cumulative Percent
1	68	67.3	67.3	67.3
2	17	16.8	16.8	84.2
3	8	7.9	7.9	92.1
4	4	4	4	96
5	4	4	4	100
Total	101	100	100	



Interpretation - From this graph, on a scale of 1 to 5 (1 being least and 5 being max) maximum no of people i.e. 68 do not prefer visiting restaurants in the morning.

7. **How do you often visit Restaurants in Afternoon?**

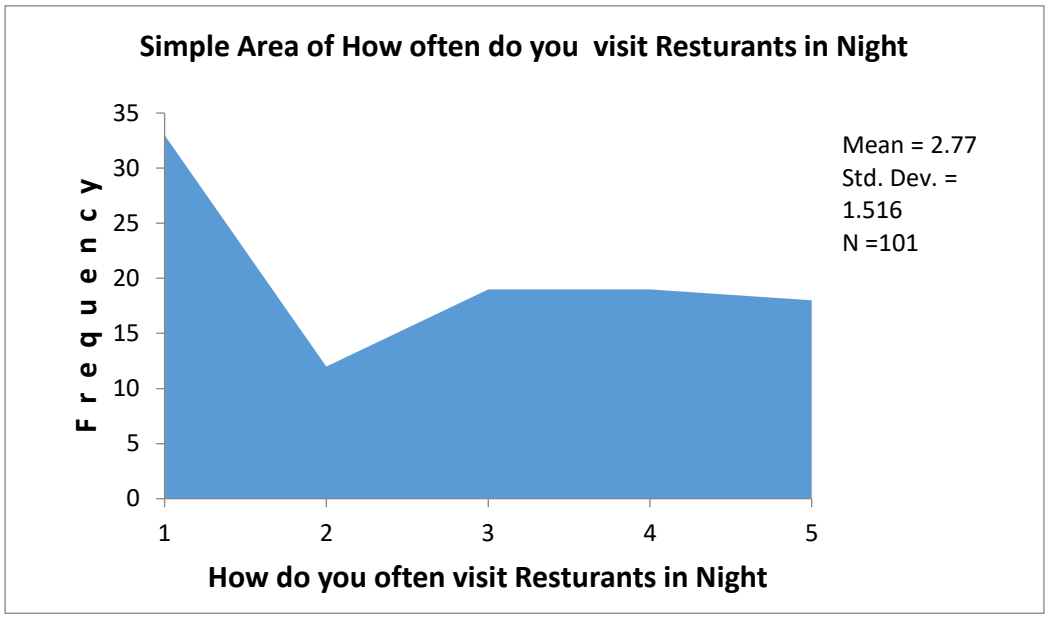
How do you often visit Restaurants in Afternoon				
	Frequency	Percent	Valid Percent	Cumulative Percent
1	43	42.6	67.3	42.6
2	26	25.7	16.8	68.3
3	20	19.8	7.9	88.1
4	9	38.9	4	97
5	3	3	4	100
Total	101	100	100	



Interpretation - From this graph, on a scale of 1 to 5 (1 being least and 5 being max) maximum no of people i.e. 43 do not prefer visiting restaurants in the afternoon**.**

8. How do you often visit Restaurants in Night

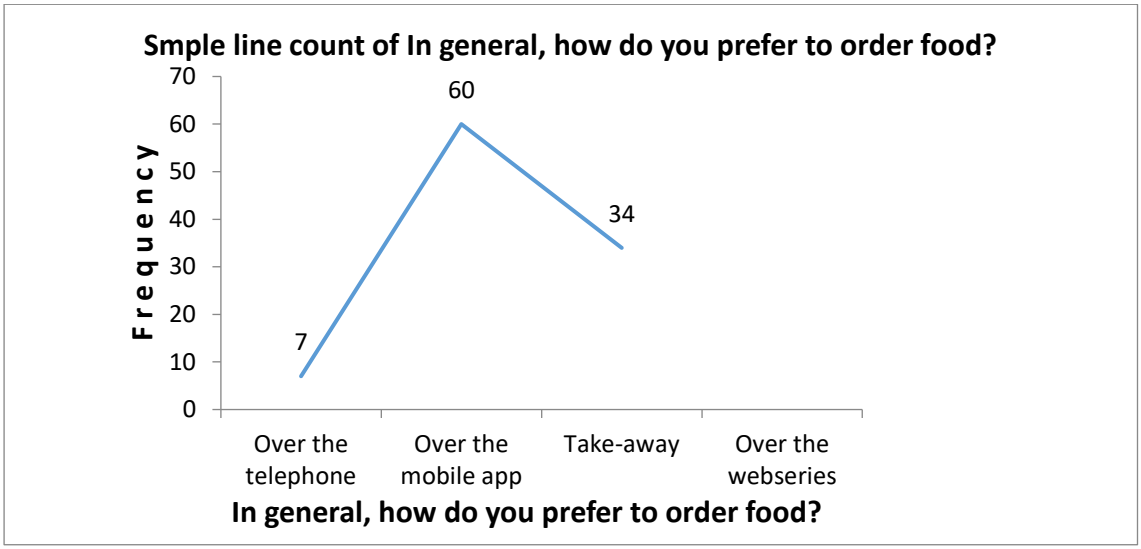
How do you often visit Restaurants in Night				
	Frequency	Percent	Valid Percent	Cumulative Percent
1	33	32.7	32.7	32.7
2	12	11.9	11.9	44.6
3	19	18.8	18.8	63.4
4	19	18.8	18.8	82.2
5	18	17.8	17.8	100
Total	101	100	100	



Interpretation - From this graph, on a scale of 1 to 5 (1 being least and 5 being max) maximum no of people i.e. 33 do not prefer visiting restaurants at night.

9. In general, how do you prefer to order food?

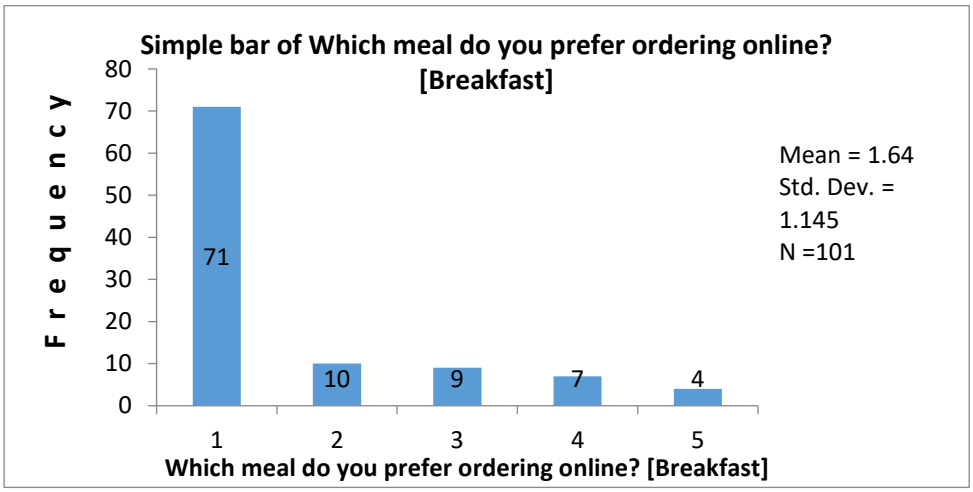
In general, how do you prefer to order food?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Over the telephone	7	6.9	6.9	6.9
Over the mobile app	60	59.4	59.4	66.3
Take-away	34	33.7	33.7	100
Total	101	100	100	



Interpretation - Out of 101 people who were surveyed, majority of them prefer ordering food via mobile app.

10. Which meal do you prefer ordering online? [Breakfast]

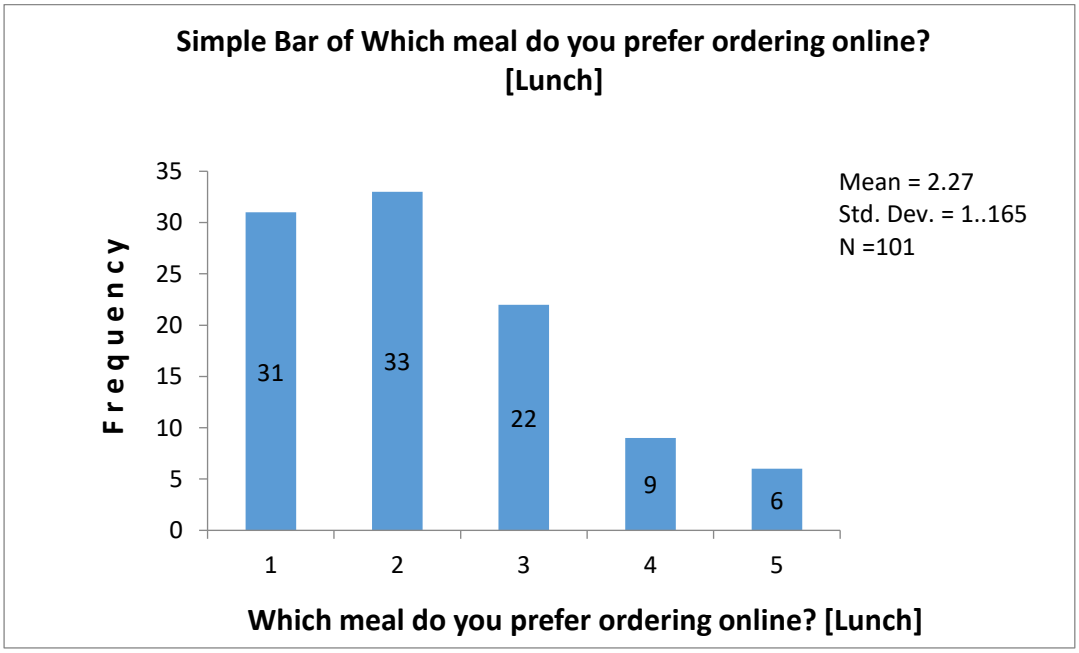
Which meal do you prefer ordering online? [Breakfast]				
	Frequency	Percent	Valid Percent	Cumulative Percent
1	71	70.3	70.3	70.3
2	10	9.9	9.9	80.2
3	9	8.9	8.9	89.1
4	7	6.9	6.9	96
5	4	4	4	100
Total	101	100	100	



Interpretation - Out of 101 people who were surveyed, on a scale of 1 to 5 (1 being least and 5 being maximum), 71 of them do not prefer ordering breakfast.

11. Which meal do you prefer ordering online? [Lunch]

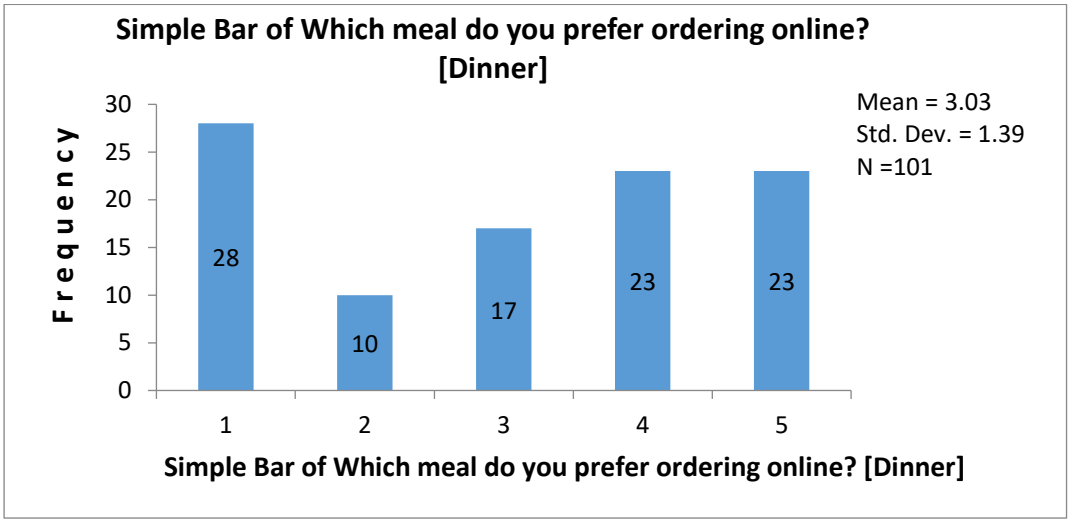
Which meal do you prefer ordering online? [Lunch]				
	Frequency	Percent	Valid Percent	Cumulative Percent
1	31	30.7	30.7	30.7
2	33	32.7	32.7	63.4
3	22	21.8	21.8	85.1
4	9	8.9	8.9	94.1
5	6	5.9	5.9	100
Total	101	100	100	



Interpretation - Out of 101 people who were surveyed, on a scale of 1 to 5 (1 being least and 5 being maximum), 33 of them do not prefer ordering Lunch.

12. Which meal do you prefer ordering online? [Dinner]

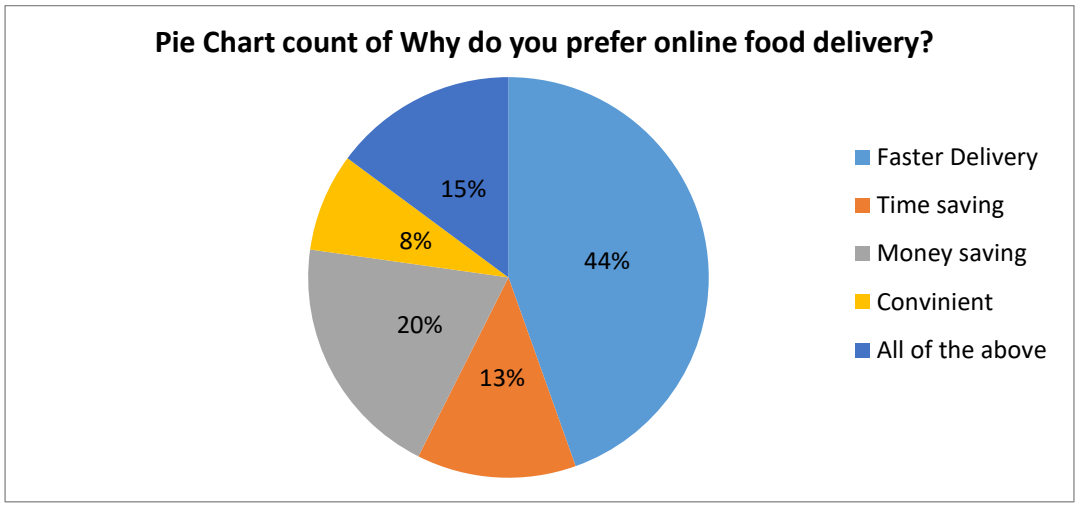
Which meal do you prefer ordering online? [Dinner]				
	Frequency	Percent	Valid Percent	Cumulative Percent
1	28	27.7	27.7	27.7
2	10	9.9	9.9	37.6
3	17	16.8	16.8	54.5
4	23	22.8	22.8	77.2
5	23	22.8	22.8	100
Total	101	100	100	



Interpretation - Out of 101 people who were surveyed, on a scale of 1 to 5 (1 being least and 5 being maximum), 28 of them do not prefer ordering dinner.

13. Why do you prefer online food delivery?

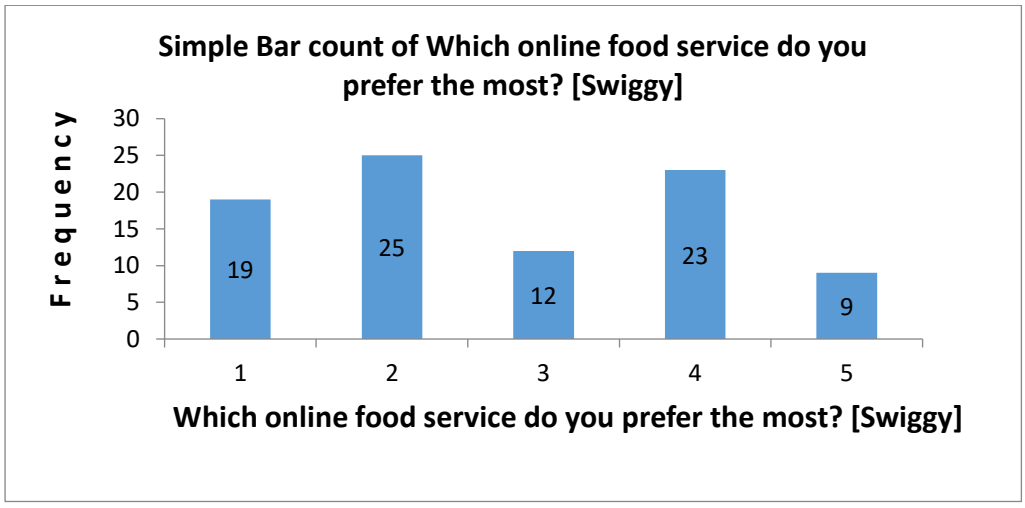
Why do you prefer online food delivery?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Faster Delivery	45	44.6	44.6	44.6
Time saving	13	12.9	12.9	57.4
Money saving	20	19.8	19.8	77.2
Convenient	8	7.9	7.9	85.1
All of the above	15	14.9	14.9	100
Total	101	100	100	



Interpretation - From the graph we can infer that majority of the lot preferred online food services for faster delivery.

14. Which online food service do you prefer the most? [Swiggy]

Which online food service do you prefer the most? [Swiggy]				
	Frequency	Percent	Valid Percent	Cumulative Percent
0	19	18.8	18.8	18.8
1	25	24.8	24.8	43.6
2	12	11.9	11.9	55.4
3	23	22.8	22.8	78.2
4	9	8.9	8.9	87.1
5	13	12.9	12.9	100
Total	101	100	100	

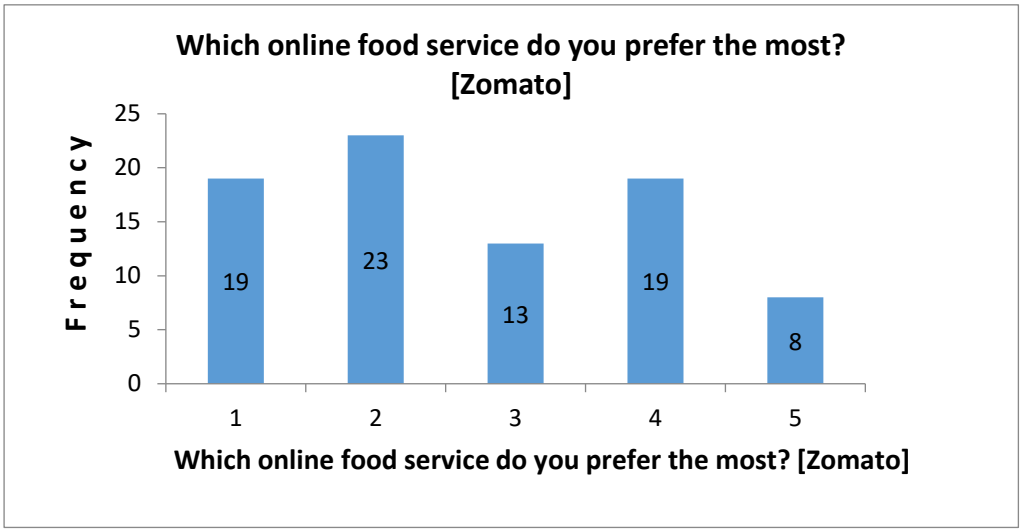


Interpretation -Out of 101 people who were surveyed, on a scale of 0 to 5, majority of them rated the service 1.

15. Which online food service do you prefer the most? [Zomato]

Which online food service do you prefer the most? [Zomato]				
	Frequency	Percent	Valid Percent	Cumulative Percent

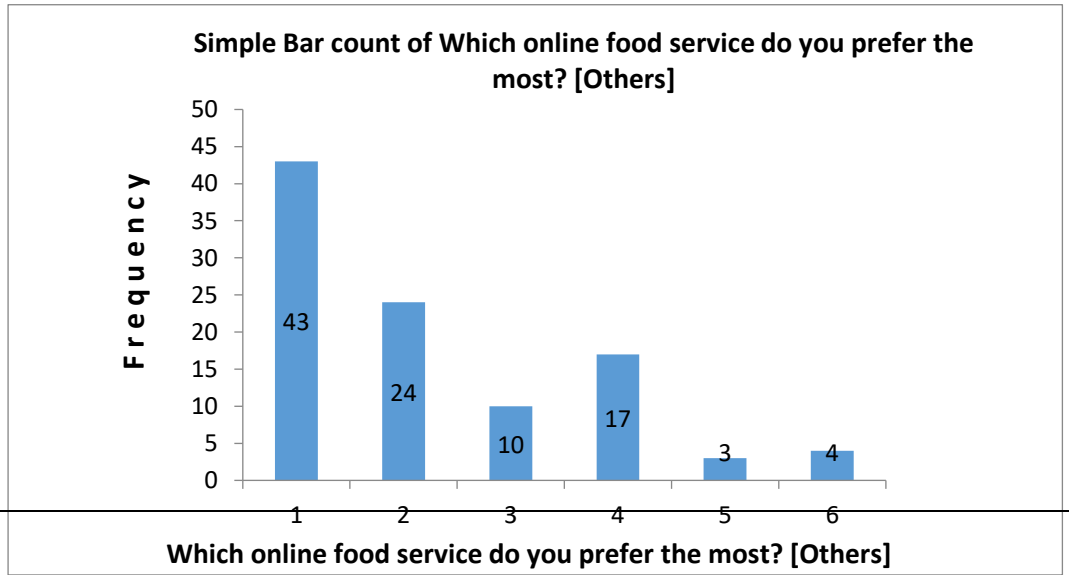
0	19	18.8	18.8	18.8
1	23	22.8	22.8	41.6
2	13	12.9	12.9	54.5
3	19	18.8	18.8	73.3
4	8	7.9	7.9	81.2
5	19	18.8	18.8	100
Total	101	100	100	



Interpretation - Out of 101 people who were surveyed, on a scale of 0 to 5, majority of them rated the service 1.

16. Which online food service do you prefer the most? [Others]

Which online food service do you prefer the most? [Others]				
	Frequency	Percent	Valid Percent	Cumulative Percent
0	43	42.6	42.6	42.6
1	24	23.8	23.8	66.3
2	10	9.9	9.9	76.2
3	17	16.8	16.8	93.1
4	3	3	3	96
5	4	4	4	100

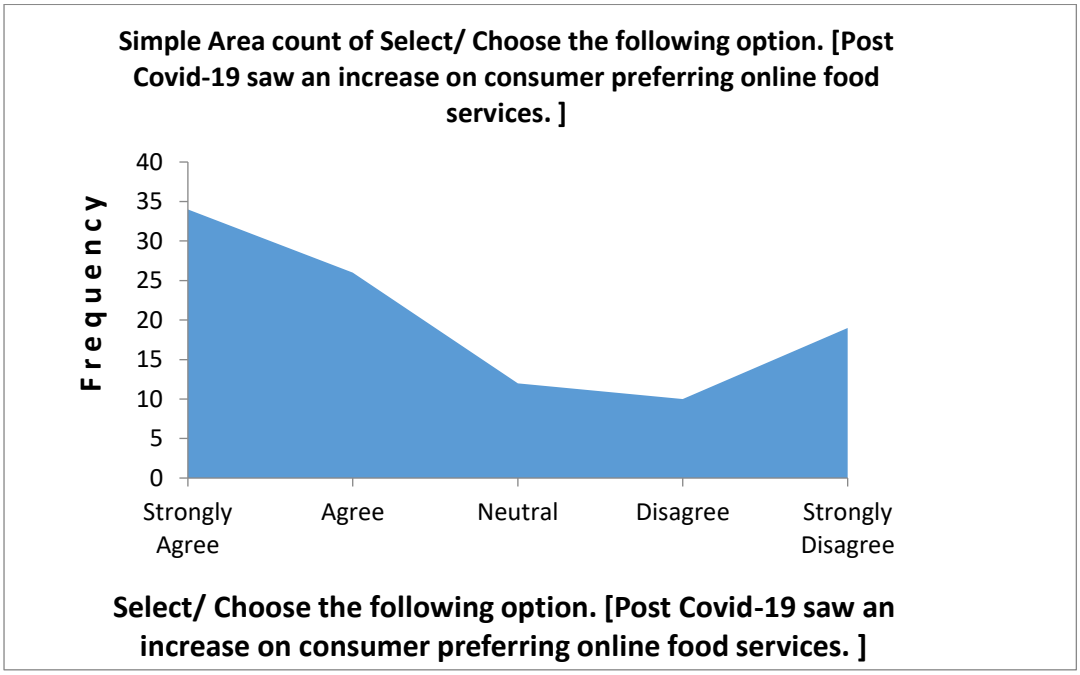


Total	101	100	100	

Interpretation - Out of 101 people who were surveyed, on a scale of 0 to 5, majority of them rated the service 0.

17. Select/Choose the following option. [Post Covid-19 saw an increase on consumer preferring online food services.]

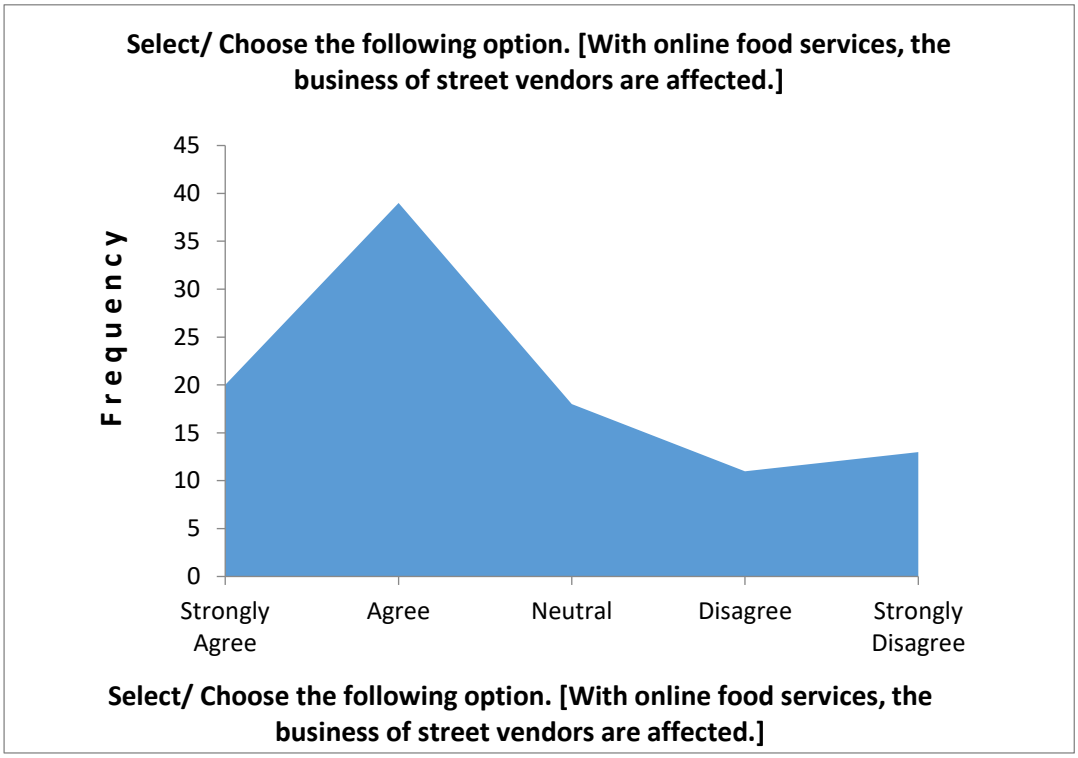
Select/ Choose the following option. [Post Covid-19 saw an increase on consumer preferring online food services.]				
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	34	33.7	33.7	33.7
Agree	26	25.7	25.7	59.4
Neutral	12	11.9	11.9	71.3
Disagree	10	9.9	9.9	81.2
Strongly Disagree	19	18.8	18.8	100
Total	101	100	100	



Interpretation - From the graphs we can infer that majority of the lot strongly agree with the given statement.

18. Select/ Choose the following option. [With online food services, the business of street vendors is affected.]

Select/ Choose the following option. [With online food services, the business of street vendors is affected.]				
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	20	19.8	19.8	19.8
Agree	39	38.6	38.6	58.4
Neutral	18	17.8	17.8	76.2
Disagree	11	10.9	10.9	87.1
Strongly Disagree	13	12.9	12.9	100
Total	101	100	100	

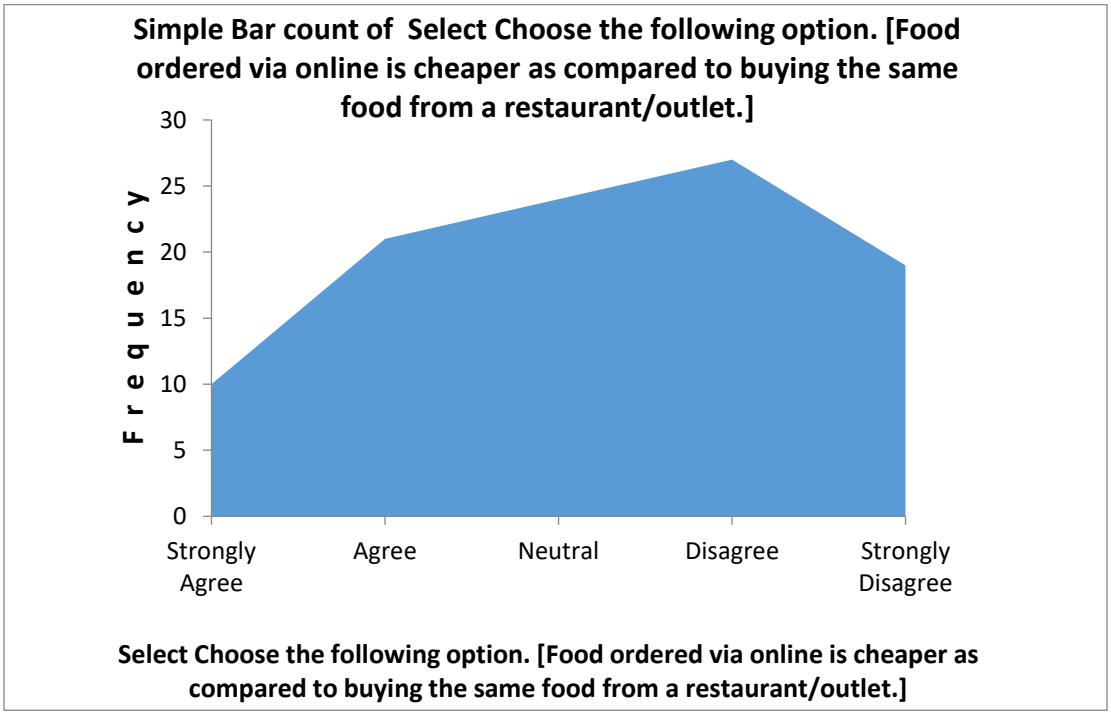


Interpretation - From the graphs we can infer that majority of the agree with the given statement.

19. Select Choose the following option. [Food ordered via online is cheaper as compared to buying the same food from a restaurant/outlet.]

Select Choose the following option. [Food ordered via online is cheaper as compared to buying the same food from a restaurant/outlet.]				
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	10	9.9	9.9	9.9
Agree	21	20.8	20.8	30.7

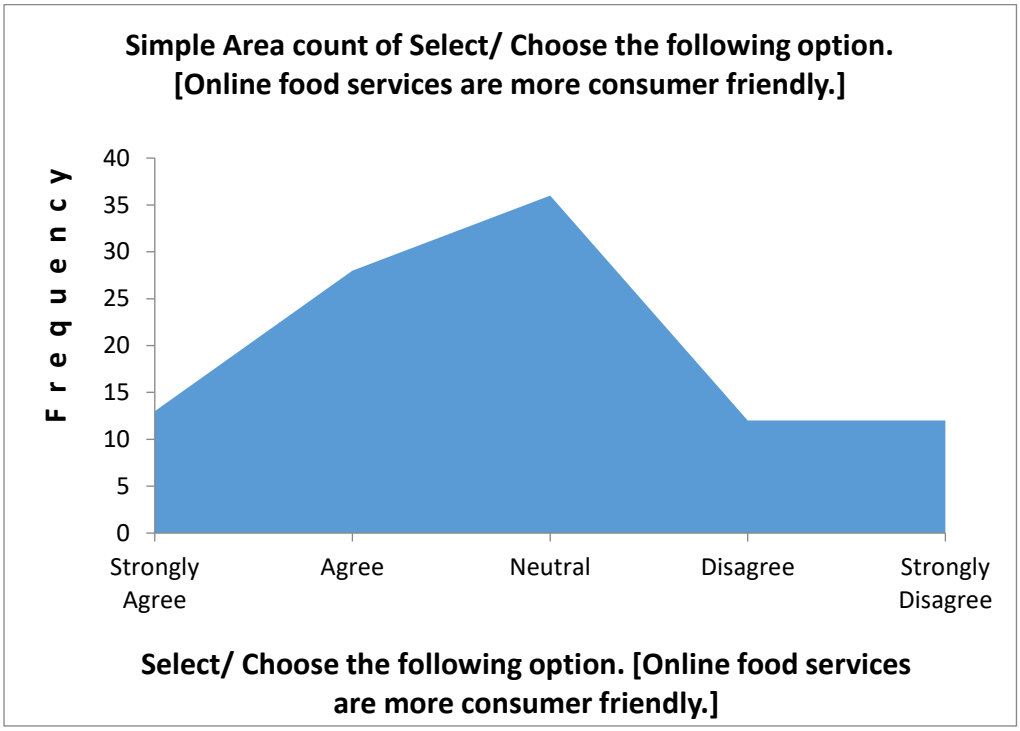
Neutral	24	23.8	23.8	54.5
Disagree	27	26.7	26.7	81.2
Strongly Disagree	19	18.8	18.8	100
Total	101	100	100	



Interpretation - From the graphs we can infer that majority of the lot disagree with the given statement.

20. Select/ Choose the following option. [Online food services are more consumers friendly.]

Select/ Choose the following option. [Online food services are more consumers friendly.]				
	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	13	12.9	12.9	12.9
Agree	28	27.7	27.7	40.6
Neutral	36	35.6	35.6	76.2
Disagree	12	11.9	11.9	88.1
Strongly Disagree	12	11.9	11.9	100
Total	101	100	100	



Interpretation - From the graphs we can infer that majority of the lot are neutral with the given statement.

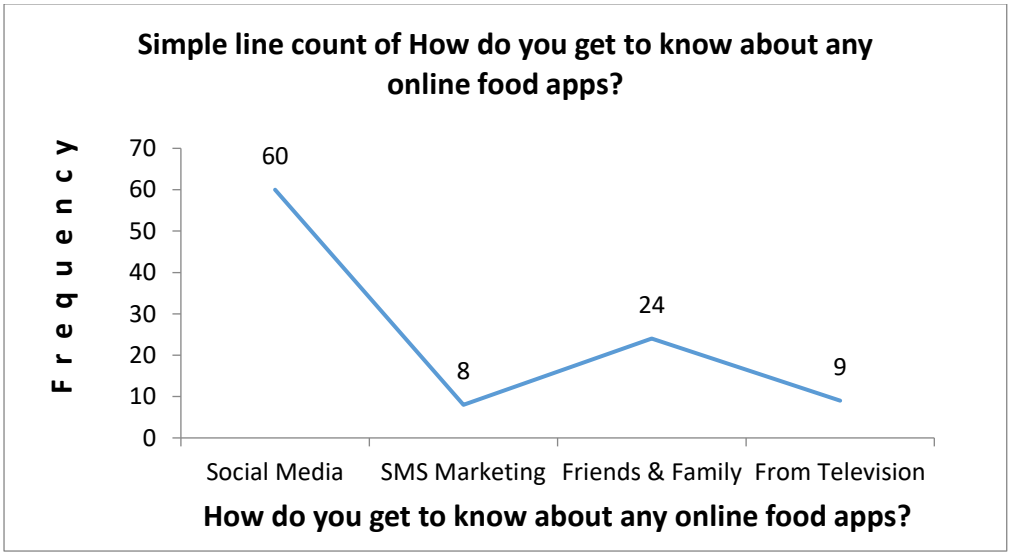
21. Reasons for ordering food online.

Reasons for ordering food online.				
	Frequency	Percent	Valid Percent	Cumulative Percent
Weekends	16	15.8	15.8	15.8
Holidays	26	25.7	25.7	41.6
Occasions	30	29.7	29.7	71.3
Randomly	22	21.8	21.8	93.1
Others	7	7	7	100
Total	101	100	100	

Interpretation - Out of 101 who were surveyed, the majority of them ordered food online due to holidays.

22. How do you get to know about any online food apps?

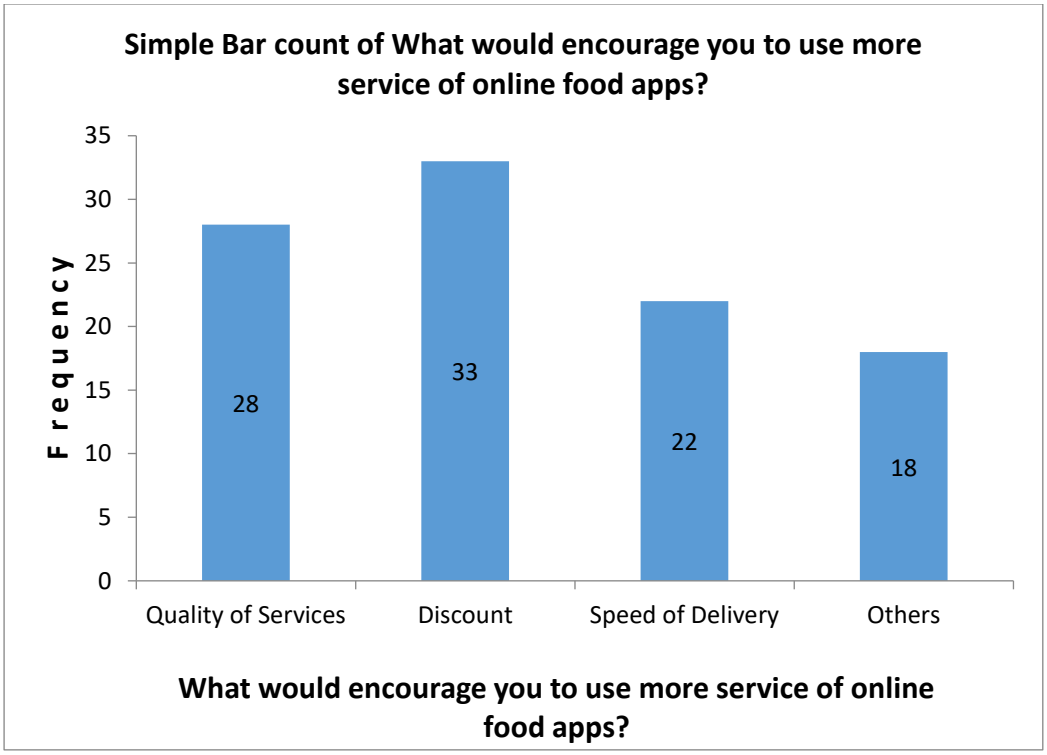
How do you get to know about any online food apps?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Social Media	60	59.4	59.4	59.4
SMS Marketing	8	7.9	7.9	67.3
Friends & Family	24	23.8	23.8	91.1
From Television	9	8.9	8.9	100
Total	101	100	100	



Interpretation - From the given chart, we can infer that majority of them knew about online food apps via social media.

23. What would encourage you to use more service of online food apps?

What would encourage you to use more service of online food apps?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Quality of Services	28	27.7	27.7	27.7
Discount	33	32.7	32.7	60.4
Speed of Delivery	22	21.8	21.8	82.2
Others	18	17.8	17.8	100
Total	101	100	100	

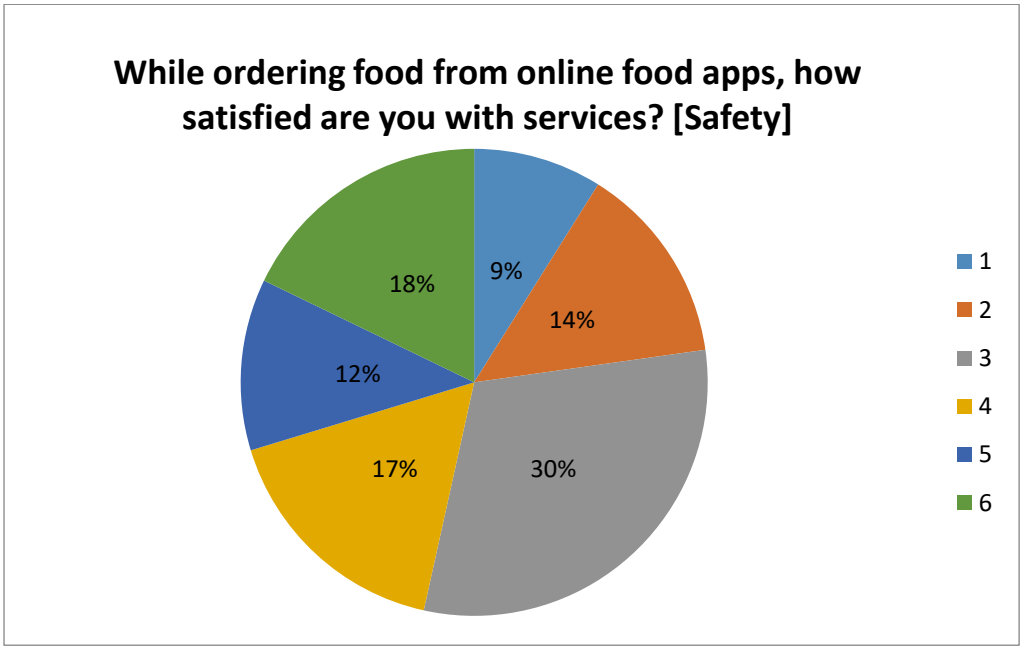


Interpretation -From the chart we can infer that majority of people would encourage others to use online food services for discount.

24. While ordering food from online food apps, how satisfied are you with services? [Safety]

While ordering food from online food apps, how satisfied are you with services? [Safety]				
	Frequency	Percent	Valid Percent	Cumulative Percent
1	9	8.9	8.9	8.9
2	14	13.9	13.9	22.8
3	31	30.6	30.6	53.4
4	17	16.8	16.8	70.2
5	12	12	12	82.2

6	18	17.8	17.8	100
Total	101	100	100	



Interpretation - Out of 101 who were surveyed, from a scale from 0 to 5, majority of people have rated their experience of online food services in terms of quality as 1.

Data Analysis -

TO STUDY CONSUMER BEHAVIOUR TOWARDS ONLINE FOOD APPS AND RESTAURANTS

A. Assessing consumer behavior towards online food apps and restaurants concerning gender

H_0: There is no significant difference in consumer behavior towards online food applications and restaurants.

H_1: There is a significant difference in consumer behavior towards online food applications and restaurants.

NORMALITY TESTING

Test of Normality							
	Gender	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
How often do you visit restaurants? [Morning]	Male	0.432	55	0.000	0.596	55	0.000
	Female	0.340	46	0.000	0.655	46	0.000
How often do you visit restaurants? [Afternoon]	Male	0.267	55	0.000	0.811	55	0.000
	Female	0.227	46	0.000	0.846	46	0.000
How often do you visit restaurants in? [Night]	Male	0.197	55	0.000	0.855	55	0.000
	Female	0.213	46	0.000	0.847	46	0.000

Which meal do you prefer ordering online? [Breakfast]	Male	0.383	55	0.000	0.662	55	0.000
	Female	0.452	46	0.000	0.562	46	0.000
Which meal do you prefer ordering online? [Lunch]	Male	0.230	55	0.000	0.854	55	0.000
	Female	0.215	46	0.000	0.871	46	0.000
Which meal do you prefer ordering online? [Dinner]?	Male	0.186	55	0.000	0.866	55	0.000
	Female	0.198	46	0.000	0.828	46	0.000

Interpretation - From this we conclude that since p-value is less than 0.05, we will use non-parametric tests for our test statistics. Here we use Mann-Whitney test.

Mann-Whitney Test

Test Statistics[a]				
	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
How often do you visit restaurants? [Morning]	1113	2653	-1.248	0.212
How often do you visit restaurants? [Afternoon]	1114	2654	-1.087	0.277
How often do you visit restaurants in? [Night]	1189	2729	-0.533	0.594
Which meal do you prefer ordering online? [Breakfast]	1142	2223	-1.040	0.298
Which meal do you prefer ordering online? [Lunch]	1126	2666	-0.986	0.324
Which meal do you prefer ordering online? [Dinner]	1139.5	2679.5	-0.878	0.380

Interpretation - Since the p-value is lesser than 0.05 in one of the factors, we do reject our null hypothesis and conclude that there is a significant difference in consumer behaviour towards online food applications and restaurants with respect to gender**.**

B. Assessing consumer behavior towards online food apps and restaurants with respect to Occupation

H_0: There is no significance difference in consumer behaviour towards online food applications and restaurants.

H_1: There is significance difference in consumer behaviour towards online food applications and restaurants.

Test of Normality							
	Occupation	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statist	df	Sig.	Statistic	df	Sig.

How often do you visit restaurants? [Morning]	Private Sector	0.331	33	0.000	0.724	33	0.000
	Govt. Sector	0.273	5	0.200*	0.852	5	0.201
	Self Employed	0.432	18	0.000	0.460	18	0.000
	Unemployed	0.420	45	0.000	0.558	45	0.000
How often do you visit restaurants? [Afternoon]	Private Sector	0.255	33	0.000	0.827	33	0.000
	Govt. Sector	0.231	5	0.200*	0.881	5	0.314
	Self Employed	0.261	18	0.002	0.834	18	0.005
	Unemployed	0.261	18	0.002	0.834	18	0.005
How often do you visit restaurants? [Night]	Private Sector	0.264	33	0.000	0.821	33	0.000
	Govt. Sector	0.136	5	0.200*	0.987	5	0.967
	Self Employed	0.272	18	0.001	0.871	18	0.019
	Unemployed	0.212	45	0.000	0.835	45	0.000
Which meal do you prefer ordering online? [Breakfast]	Private Sector	0.365	33	0.000	0.658	33	0.000
	Govt. Sector	0.473	5	0.001	0.552	5	0.000
	Self Employed	0.406	18	0.000	0.653	18	0.000
	Unemployed	0.445	45	0.001	0.563	45	0.000
Which meal do you prefer ordering online? [Lunch]	Private Sector	0.209	33	0.001	0.839	33	0.000
	Govt. Sector	0.349	5	0.046	0.771	5	0.046
	Self Employed	0.294	18	0.000	0.865	18	0.015
	Unemployed	0.231	45	0.000	0.858	45	0.000
Which meal do you prefer ordering online? [Dinner]	Private Sector	0.203	33	0.001	0.855	33	0.000
	Govt. Sector	0.246	5	0.200*	0.956	5	0.777
	Self Employed	0.252	18	0.004	0.828	18	0.004
	Unemployed	0.231	45	0.000	0.831	45	0.000

Interpretation – From this we conclude that since p - value is less than 0.05, we will use non parametric tests for our test statistic. Here we used Kruskal- Wallis test.

Kruskal-Wallis Test -

Test Statistics[a,b]			
	Kruskal-Wallis	df	Asymp. Sig.
How often do you visit restaurants? [Morning]	6.417	3	0.093
How often do you visit restaurants? [Afternoon]	1.061	3	0.786
How often do you visit restaurants? [Night]	2.505	3	0.474
Which meal do you prefer ordering online? [Breakfast]	1.657	3	0.647
Which meal do you prefer ordering online? [Lunch]	1.609	3	0.657

Which meal do you prefer ordering online? [Dinner]	2.339	3	0.505

Interpretation – Since the p-value is greater than 0.05 in each factor, we do not reject our null hypothesis and conclude that there is no significant difference in consumer behaviour towards online food applications and restaurants with respect to occupation

To analyze the user friendliness, reliability and accuracy of food app services.

C. Assessing whether food app services are user friendly.

H_0: The online food applications are user friendly.

H_1: The online food applications are not that user friendly.

Test of Normality							
	Occupation	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Why do you prefer online food delivery?	Private Sector	0.314	33	0.000	0.786	33	0.000
	Govt. Sector	0.254	5	0.200*	0.914	5	0.492
	Self Employed	0.208	18	0.039	0.841	18	0.006
	Unemployed	0.283	45	0.000	0.766	45	0.000
What would encourage you to use more service of online food apps?	Private Sector	0.253	33	0.000	0.813	33	0.000
	Govt. Sector	0.231	5	0.200*	0.881	5	0.314
	Self Employed	0.254	18	0.003	0.884	18	0.030
	Unemployed	0.265	45	0.000	0.839	45	0.000
* is lower bound of the true Significance							
a. Lilliefors Significance Correction							

From this we conclude that since p - value is less than 0.05, we will use non parametric tests for our test statistic. Here we used Kruskal- Wallis test.

Test Statistics[a,b]			
	Kruskal-Wallis	df	Asymp. Sig.
Why do you prefer online food delivery?	3.352	3	0.341
What would encourage you to use more service of online food apps?	4.535	3	0.209

Since the p-value is greater than 0.05 in each factor, we do not reject our null hypothesis and conclude that service of online food applications are user friendly.

LIMITATIONS AND FUTURE STUDIES –

The study acknowledges limitations and suggests future research. It focused on general opinions about online food delivery (OFD) without specifying a platform. Future studies should explore how different OFD services influence people's intention

to use them. The study only considered platform-to-consumer OFD, excluding restaurant-to-consumer OFD. The findings are specific to Palghar city.

SUGGESTIONS –

Some people still think it's better to go to a restaurant instead of ordering food online. They believe that being at a restaurant adds value because you can talk to the waiters and ask questions about the food, like what's in it and how much you get. Meeting the seller face-to-face builds a better relationship and gives customers confidence in the information they receive.

The research suggests that people's habits during lockdowns will stick around, causing more changes in the food delivery industry. This information is essential for people involved in the industry as they adapt to the ongoing changes after the pandemic.

CONCLUSION

In the post-COVID-19 landscape, this study sheds light on the nuanced impacts experienced by online food delivery services and their stakeholders. These effects, spanning positive and negative dimensions, reflect the pandemic's dual influence. While creating new opportunities for food delivery services, the epidemic also heightened the vulnerability of industry workers to contagion.

Summarizing the key findings, this thesis extensively examined scholarly articles addressing the upsurge in online food delivery, the intricate challenges faced during the pandemic, and the potential trajectories for market growth. The primary goal of the research centered on discerning challenges, capitalizing on opportunities, and devising strategies for sustained growth and risk mitigation in the post-COVID-19 era.

The relentless growth and expansion of online food delivery services persist as an enduring trend of the past decade. Against the backdrop of COVID-19, where traditional restaurant sales faced severe constraints due to stay-at-home orders, deciphering evolving consumer behavior becomes imperative. The outcomes of this study gain heightened significance in this transformed post-pandemic environment, anticipating a continued shift towards online food delivery services. As learned behaviors during lockdowns persist, they may propel a sustained acceleration in these transformative changes.

REFERENCES

- Shetty, S. (2019). Study to find why there is growing importance of Online Food Ordering amongst College students in Mumbai and what are the main challenges faced by them.
- Saxena, A. (2019). An analysis of online food ordering applications in India: Zomato and Swiggy. International Journal of Research in Engineering, IT and Social Sciences, 9, 13-21.
- Yuan, X., Li, C., Zhao, K., & Xu, X. (2021). The changing patterns of consumers' behavior in China: a comparison during and after the COVID-19

pandemic. International Journal of Environmental Research and Public Health, 18(5), 2447.

- Ramli, N., Ghani, F. A., Nawawi, W. N. W., & Majid, H. A. M. A. (2021). Intention to use online food ordering services among universities students during COVID-19 pandemic. International Journal of Academic Research in Business and Social Sciences, 11(13), 394-405.
- Gavilan, D., Balderas-Cejudo, A., Fernández-Lores, S., & Martinez-Navarro, G. (2021). Innovation in online food delivery: Learnings from COVID-19. International journal of gastronomy and food science, 24, 100330..
- Hong, C., Choi, H. H., Choi, E. K. C., & Joung, H. W. D. (2021). Factors affecting customer intention to use online food delivery services before and during the COVID-19 pandemic. Journal of Hospitality and Tourism Management, 48, 509-518..
- More, U., Patnai, R., & Shah, R. (2021). A Study on Online Food delivery services during the COVID-19 in Mumbai. PalArch's Journal of Archaeology of Egypt/Egyptology, 18(7), 2233-2243.
- de Souza, T. S. P., Miyahira, R. F., Matheus, J. R. V., de Brito Nogueira, T. B., Maragoni-Santos, C., Barros, F. F. C., ... & Fai, A. E. C. (2022). Food services in times of uncertainty: Remodeling operations, changing trends, and looking intoperspectives after the COVID-19 pandemic. Trends in Food Science & Technology, 120, 301-307.
- Kurniawan, A. C., Rachmawati, N. L., Ayu, M. M., Ong, A. K. S., & Redi, A. A. N. P. (2024). Determinants of satisfaction and continuance intention towards online food delivery service users in Indonesia post the COVID-19 pandemic. Heliyon, 10(1).