"A Study on Impact of Covid-19 on Buying Behaviour of Consumer on Online Food Delivery with Reference to Zomato''

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Abstract:

COVID-19 in India has brought virtually every sector to a standstill except for essential items. All operational activities ceased since the Lockdown was announced on March 24th 2020, and many companies regardless of their size has gone into loss. Companies had to undertake certain drastic measures such as pay cuts, layoffs besides also suspend certain operations and restructure the organization to reduce their losses. In this regard an attempt was made to study the impact of Covid 19 on buying behaviour of consumers on online food delivery at Zomato. The main purpose of the study is to know how covid-19 will impact on individual buying behaviour as Technology has facilitated novel market behaviours, interactions and experiences of Covid 19 on online food delivery on consumers, to understand how does Zomato influence the customers in this pandemic Covid-19 situation and also to know future developmental aspects and trends in online food delivery channel.The study involves descriptive research method with convenient sampling technique which is used to describe the characteristics of sample population. The sample size was 100 respondents with sampling unit as Zomato customers. Sources of the data were obtained from both primary and secondary data. The main method of collecting primary data was through survey method. So, all the primary data was collected through survey method by using online form created with Google forms with structured questionnaire. The questionnaire consisted of 19 close-ended pre-defined questions with demographic characteristics. The analysis part was done by using SPSS tool in which frequency study, factor analysis and multiple response study was conducted from responses collected. Online food delivery services have made the life of individuals much easier and

convenient during this pandemic so that they can save a lot of time and energy. With the rise of these services there is no need to call the restaurants for placing orders, there is no need to wait for a long time, through Zomato app you can order your choice of food from your choice of restaurant anytime, anyplace and from anywhere.Covid-19 has impacted quite considerably on restaurants that many restaurants have been shut down due to it and the consumers are scared to order food online and they are now self cooking at home. In this regard online food delivery businesses have to work on their strategy to reach the consumer. The findings and likely suggestions of the present study might help Zomato to ascertain the impact of Covid 19 on buying behaviour of consumers and act accordingly as per the requirements.

Keywords: *Covid-19, Consumer buying behaviour, drastic measures, online food delivery, Zomato*

Introduction:

Economic growth and increasing broadband penetration are driving the global expansion of e-commerce. Consumers are increasingly using online services as their disposable income increases, electronic payments become more trustworthy, and the range of suppliers and the size of their delivery networks expand. Online to online (O2O) is a form of e-commerce in which consumers are attracted to a product or service online and induced to complete a transaction in an online setting. An area of O2O commerce that is expanding rapidly is the use of online food delivery (online FD) platforms. All around the world, the rise of online FD has changed the way that many consumers and food suppliers interact, and the sustainability impacts (defined by the three pillars of economic, social and environmental of this change has yet to be comprehensively assessed. Part of the difficulty in assessing its impact has been that scholars are approaching this topic from a range of different disciplines. Online food ordering is a process of delivering a food from local restaurants with the help of cooperative web page created. Many of these services allow the customers to keep accounts with them to order frequently. The payment for the food ordered and service provided either by credit card or cash, the restaurant return a percentage of payment to the online food company.

The recent development of internet has augmented the E-commerce industries in the country like India. E-commerce development has made online food ordering services seamless for people who want to get food delivered at their doorstep. Although consumers continue to go out for meals, consumers feel very convenient to order food online since it frees the customer from personally visiting the restaurant. In this study our main aim focuses on impact of covid-19 on online food delivery. "Amidst the Pandemic Covid-19, online food delivery companies resort to outreach programs in order to assure their customers

the safety in food delivery and have also diversified to grocery delivery due to increased demand as a result of panic buying". Consumer priorities have become cantered on the most basic needs, sending demand for hygiene, cleaning and staples products soaring, while non-essential categories slump. The factors that influence brand decisions are also changing as a "buy local" trend accelerates the rapid spread of corona virus has made the consumers skeptical about ordering food online. The result of the same has been reflected on the revenues of restaurant industry of India which witnessed 70% drop in the business since March 2020. The restaurants PAN-India have been directed to remain closed for dining. More than 95% of the restaurants in India are offline, either due to lack of staff or lack of demand thereof.

The most important that which will always need to contact the quality of enhancing online food ordering ever is the only one that has to be maintain the customer as a regular customer, In the sense provides good qualities and quantities of food, time maintain, delivery asap. This will give you the perfect result for online food ordering system fulfilled. Offering online ordering lets your guests place an order more conveniently. Without feeling pressure to wrap up their order, customers are more inclined to explore all of their menu options, and even end up spending more than they would when ordering over the phone or in person. With no line behind them, the pressure for your guests to make speedy orders is gone, and they'll be more inclined to get that extra item. Most of the people know about swiggy, Zomato etc, they are growing online food ordering apps nowadays. they provide good servicing for the customers from different areas, places and clients along with fabulous taste.

Objectives of the Present study:

1. To analyze the impact of Covid 19 on online food delivery channels on consumers
2. To analyze various services offered by Zomato and consumers buying behaviour towards their purchase
3. To understand different strategies adopted by Zomato and how the company influences its customers during Covid 19 pandemic situation
4. To study future developmental aspects and trends in online food delivery channel

Scope of the study:

The study was conducted within India. The study mainly focused on consumer awareness, preference, and satisfaction and buying behaviour in this pandemic Covid-19 situation on online food delivery. The study concentrates on sale of online food delivery through websites/applications like Zomato, hence it helps in understanding the market share and marketing strategies. It gives the broad picture of present market preference with reference covid-19 on online food delivery among consumers, future scope, and knowledge about leading market players.

Need for the study:

Food delivery services have increased in the recent years, the study highlights on to analyze the impact of covid-19 on online food delivery. There is a stringent competition among various service providers like Food panda, Fresh menu, Uber eats, Swiggy, Zomato Etc.

- To understand the mindset of consumers towards online food delivery due to covid-19 impact.

- To understand the consumers' needs and wants.

- From this research paper we would understand the shift of consumer's behaviour towards preparation of homemade products from ready to eat online products.

- To analyze and study the different marketing strategies used by these online food delivering applications/websites.

Review of Literature:

Gan (2002) proposed to develop an online fast food restaurant ordering system that allows customers to place orders anytime at any place. The system helps to manage order from customer as well as advertise Promotion. It allows kitchen staff to view ordering information, management to manage fast-food raw materials and staff to search customer delivery and profile information. This system helps to reduce queue issues during peak hours, speed up food preparation and increase customer volumes. As a result, market share of fast food restaurant can be boosted up and increases return of investment for the investor.

Bickers (2006). Based on study, it is possible for applying the online food ordering system to the fast food restaurants in Nigeria. This is because the system can improve work place efficiency, increase sales of the restaurant as well as reduce making incorrect order. As a result, it is worth for investing on the system, whereby it can shorten the return on investment. In addition, the system should be supported by the food origin taste and services to maintain the customers' loyalty and satisfaction. However, widely implementing the food ordering system may cause the influx of labour due to the elimination of waiters

in restaurant industry. Even the system is important to be implemented, yet there is still some risk in other factors such as a direct interaction and restaurant design concept, which need to be considered for ensuring the success of the system.

De Leon (2008) mentioned that there are several aspects that should be included in a good online food ordering system. System should be simple to navigate, not clustered and easy to make an order, (Sharma, 2007,) designed with professionals looking with search engine optimize capability and available 24hours. The system should also have a secure payment gateway to protect their customers' credit cards information, fast and keep track on orders and sales history easily as well as generate a comprehensive sales report, (Sharma, 2007.)

Odesser-Torpey (2008) reports that most of the Americans hate waiting for an order. Therefore, they prefer self-service technology, which can be in form of text messaging, the internet and kiosk. Usually, the customer prefers self-service because of speed and convenience in making order and transaction while minimize the miscommunication. He also mentioned that self-activated terminals are more likely to serve as ordering innovation in the future. The implementation of alternative ordering can increase check size, free up counter staff that need to serve customers and take money handling out of service equation. Bytes, a restaurant located at Canterbury has been successfully standing apart from the competitors because of applying online self-service ordering and the payment concepts. The system used in Bytes allows the customers make an order through the touch screen, and the order will be directed to bar or kitchen. The system also offers games after a customer placed the orders while internet access will be provided to customers in the future. Touch screen ordering reduces the need of the waiter.

Serhat Murat Alagoz & Haluk Hekimoglu (2012) determined a noticeable growth in ecommerce with a substantial speed worldwide; similarly food industry has been noticed to grow by the time. Researchers have used Technology Acceptance Model (TAM) model to study the online food ordering system. Ease and usefulness of the online ordering and delivery services has been emphasized as a major factor towards the acceptance and growth of these services.

Varsha Chavan et al. (2015) in their studies aimed to gauge the impact smart device-based interface on business management and service delivery have concluded them as a supporting factor for restaurants in taking orders and delivering foods with more convenience. Authors have stated online services as more convenient, user friendly and most effective tools for food businesses.

Ansar Z. & Jain S. (2016) specified the growth in the ecommerce industry as prime factor for the success of online food ordering and delivery services. Research has mentioned that more than 400 food delivery apps are nurturing in India with a funding of about $120 million from venture capital firms and other such investors. Considering the fact that a minimum 3meals are consumed by each individual in a day the food industry is called as a repetitive e business industry which attracts the interest of investors and entrepreneurs towards this growing business segment.

H.S. Sethu & Bhavya Saini (2016) have wonderfully investigated the perception, behaviour and satisfaction of students towards online food ordering and delivery services. The study emphasized the online food ordering and delivery services helping students in time management and having their favorite food at any time of the day. Researchers have also revealed that easy access to internet as one of the supporting factors to the use of such services by the students.

Leong Wai Hong (2016) in his studies has published the online food ordering and delivery services as an efficient system to improve productivity and profitability of restaurants through online marketing and business strategies. An ordering system is referred to as a set of detail methods that is being used in handling the ordering process. Food ordering can be computerized or done manually. Those helps the customer to order their food themselves which is known as the customer self-ordering system. The customer self-ordering system can be defined as a computerized system that is being used by customers to place their own orders in the restaurant and allow the orders to be tracked, in order to prepare and deliver the food to the computers. Self-service or self-ordering in restaurant industry refers to the restaurant taking orders from customers through applying various types of technologies such as internet and many others. Self-service or self-ordering is successful when it is applied at restaurants in many other countries. The usage of the self-service or self-ordering technology is proven to benefit most of the investors.

Anh Kim Dang (2018), the study suggested the consumers whenever purchasing the desire food products on the Internet, to online food retailer to implement appropriate legislation regarding trading through legalized way. Through internet, people can search about foods and restaurants, compare their prices and

their services and have easy access to them. Internet has made all these things convenient for the customers.

Statement of the problem:

In this growing world of technology, online food delivery has become an important element of people's life. The concept of dine out system has changed and made people to order food at any time conveniently just by few clicks. This system is revolutionizing the present restaurant industry .Consumer preference is the main stimulating factor for business owners to indulge in online delivery services .With intensive urbanization large volumes of food move through the systems . With the changes in India's population, more industry in different cities for the purpose of studies and employment, the busy schedules of both husband and wife in the family eats the demand for online food ordering developing and growing up steadily .The purpose of this study is to measure the perceptions of customers regarding electronic food ordering among consumers in Karnataka and Maharashtra during this pandemic.

Methodology adopted for the purpose of the study:

Descriptive research was adopted for the study purpose with sample size of 100 respondents. Non probabilistic convenience sampling method was used for the purpose of study. The research was conducted through survey method (online survey conducted with the help of Google forms with structured questionnaire). The study made use of secondary data and secondary data as such was collected from websites, journals and conference papers, referred and indexed articles. Data analysis was done by using SPSS.

Significant benefits of food deliver apps:

1. **Easy to use**: The food ordering mobile apps are easy to use and offer high convenience with time and effort saving for the customers. This has encouraged more users to use the mobile apps and order their favorite food online, to get them delivered to their houses. The UI/UX of these apps, along with the ease of navigability and efficient search options enhances the convenience of the food ordering apps.

2. **Flexible payments:** The food ordering mobile apps offer flexible payment options for the customers to be able to pay using various modes of payments, best suitable for them. The

integration of various popular payment gateways offers flexibility and cashless transactions to the customers, thus encouraging them to use the food delivery app.

3. **Real time tracking:** The food ordering software is equipped with real time GPS tracking systems, such that the customers can track the delivery boy bringing their food, along with helping the delivery boys to track down the exact address of the customers.

4. **Loyalty points:** Online food ordering often offer loyalty points to the customers for encouraging them to use the mobile app even more often. These loyalty points can be used by the customers to place future orders, thus helping them to use the app more often.

5. **Effective customer support:** With 24/7 customer support facilities, the mobile apps can offer the best customer supports, answering to their queries and assisting them in any need or complaints. Customer support has effectively become even more efficient, since the customers can connect to the executives, with just a few clicks on their apps. Zomato tried to address customers issue in less time during pandemic.
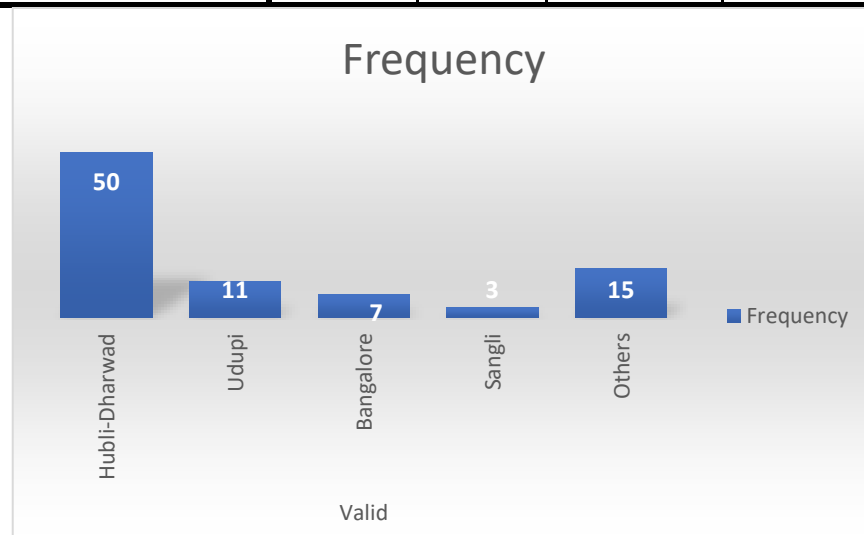
Data analysis and Interpretation:

1. Data collected based on Place:

Place

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hubli-Dharwad	50	58.1	58.1	58.1
	Udupi	11	12.8	12.8	70.9
	Bangalore	7	8.1	8.1	79.1
	Sangli	3	3.5	3.5	82.6
	Others	15	17.4	17.4	100.0
	Total	86	100.0	100.0	

Interpretation:

It can be interpreted from the above chart and table that majority of the respondents are from Hubli-Dharwad which constitutes around 58% and 13% of respondents are from Udupi and 8% of respondents are from Bangalore only and remaining 4% of the respondents are from Sangli.

2. Do you love ordering food online?

Do you love ordering food?

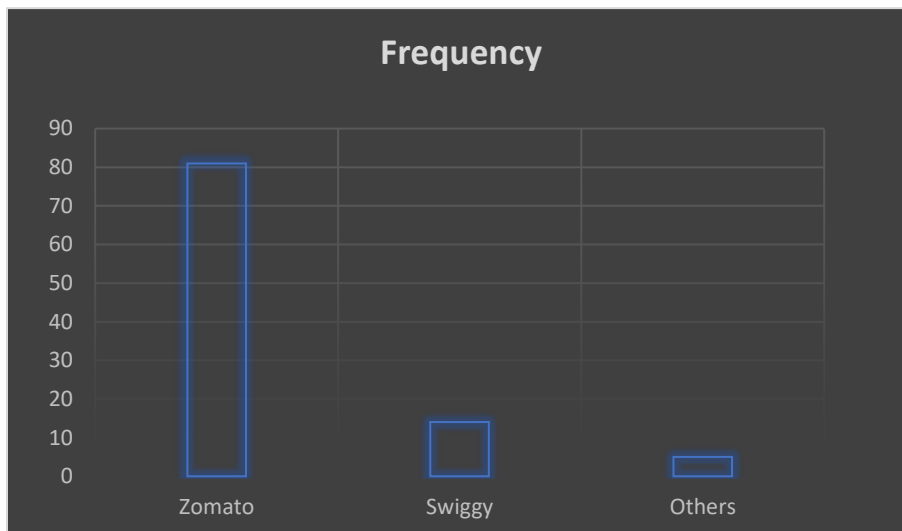|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	85	85.1	85.0	85.0
	no	15	14.9	15.0	100.0
	Total	100	100.0	100.0	
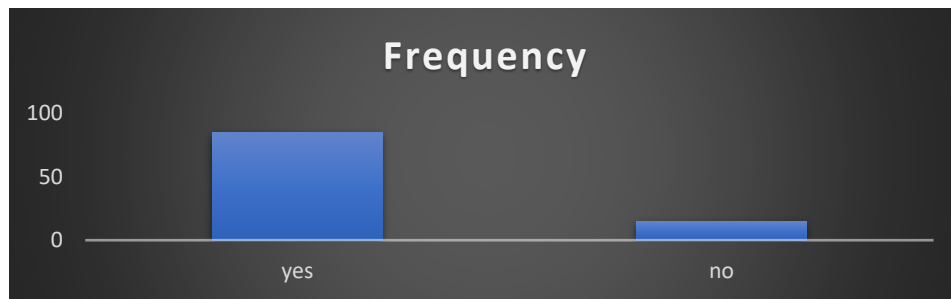
Interpretation:

According to the above table and chart there were only 14.9% respondents not loving to order food online and 82.2% loved to order food online.

3. Which online food delivery app do you prefer?

Which online food delivery app do you prefer?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Zomato	81	81.1	81.0	81.0
	Swiggy	14	13.9	14.0	95.0
	Others	5	5.0	5.0	100.0
	Total	100	100	100.0	

Interpretation:

From the above table and chart the preference of customers towards online food delivery aggregators where in 80.2% in Zomato and rest 13.9% prefer in Swiggy and rest 5% prefer other aggregators. This shows that Zomato has more preference than swiggy.

4. Whether Zomato is available at your location?

Is Zomato available in your location

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	87	86.1	86.1	86.1
	no	14	13.9	13.9	100.0
	Total	101	100.0	100.0	

Frequency
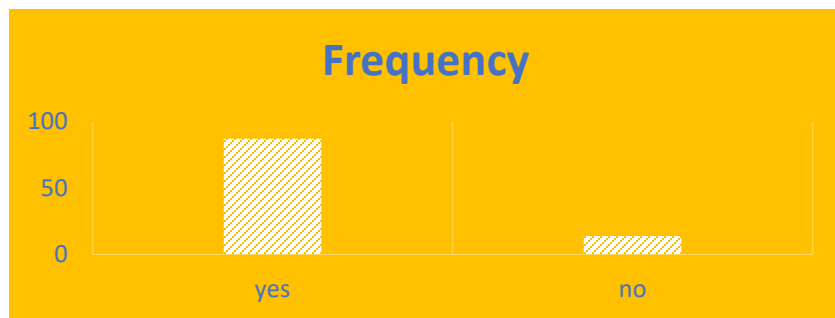
Interpretation:

As shown in the above chart 86% of the respondents said that Zomato is available in their location and Zomato was unable to reach these 13% of people. From this however it was quite clear that Zomato have to reach all the unreachable.

5. How comfortable are you with ordering food on Zomato?

How comfortable are you with ordering food on Zomato?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely comfortable	24	27.9	27.9	27.9
	Quite comfortable	42	48.8	48.8	76.7
	Moderate	13	15.1	15.1	91.9
	Slightly comfortable	3	3.5	3.5	95.3
	Not at all	4	4.7	4.7	100.0
	Total	86	100.0	100.0	
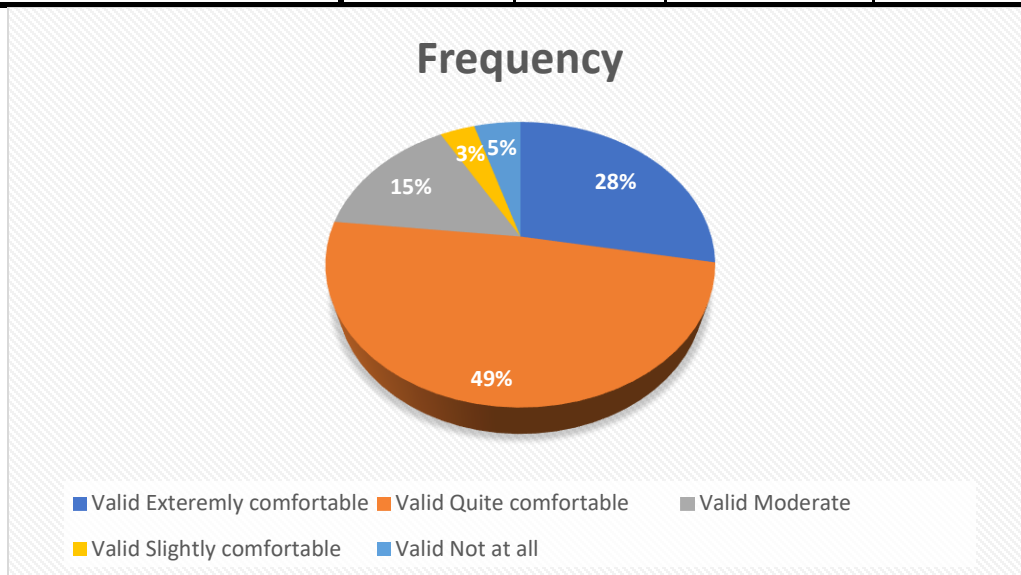
Interpretation:

The above chart gives us a clear view on how comfortably people order food online and we can also see that most of them order food quite comfortably (49%), and some respondents are seen moderate while ordering food on Zomato (15%), where 28% of them are extremely comfortable in ordering food on Zomato and 5% of them are not at all comfortable in ordering food on Zomato.

6. Do you have any concerns/fear while ordering food on Zomato during covid-19?

Do you have any concerns/fears while ordering food on Zomato during covid -19?

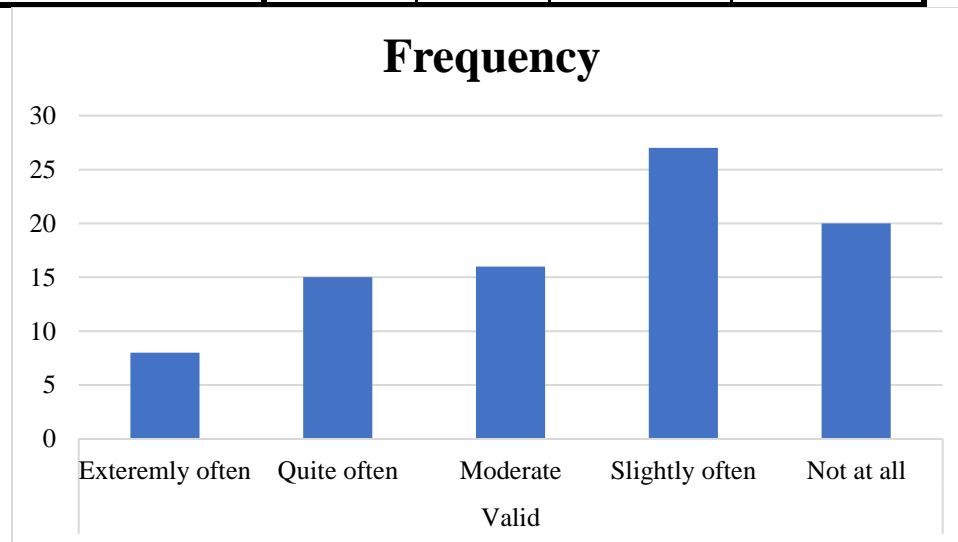|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	47.7	47.7	47.7
	No	18	20.9	20.9	68.6
	May be	27	31.4	31.4	100.0
	Total	86	100.0	100.0	
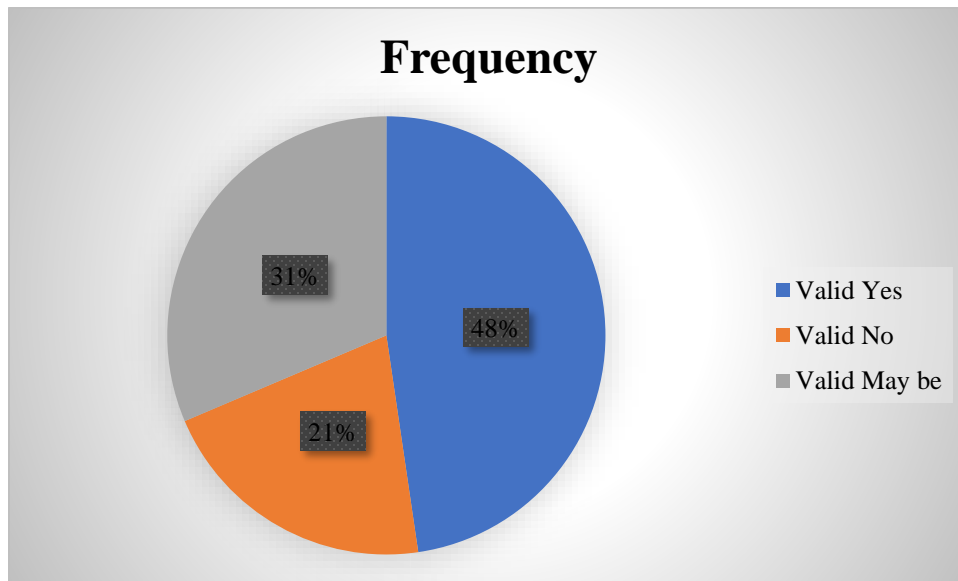
Interpretation:

As mentioned in the above chart and Pie diagram, during covid-19 there are 47.7% of people who are scared to order food on Zomato and 20.9% of people are not scared and 31.4% of people might be in fear of covid-19 to order food on Zomato.

7. How often do you order food online during covid-19?

How often do you order food online during covid-19?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely often	8	9.3	9.3	9.3
	Quite often	15	17.4	17.4	26.7
	Moderate	16	18.6	18.6	45.3
	Slightly often	27	31.4	31.4	76.7
	Not at all	20	23.3	23.3	100.0
	Total	86	100.0	100.0	

Interpretation:

As mentioned in the above chart and bar diagram, during covid-19 period there are 9.3% of people who order food extremely often on Zomato and 17.4% people who order food quite often and 18.6% of people who moderately order on Zomato and 31.4% of them slightly often and remaining 23.3% do not order online at all during covid-19.

8. What is the approximate money you spend on ordering food each time on Zomato?

What is the approximate money you spend on ordering food each time on Zomato?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 200	18	20.9	20.9	20.9
	Less than 350	28	32.6	32.6	53.5
	Less than 500	27	31.4	31.4	84.9
	500 or more	13	15.1	15.1	100.0
	Total	86	100.0	100.0	
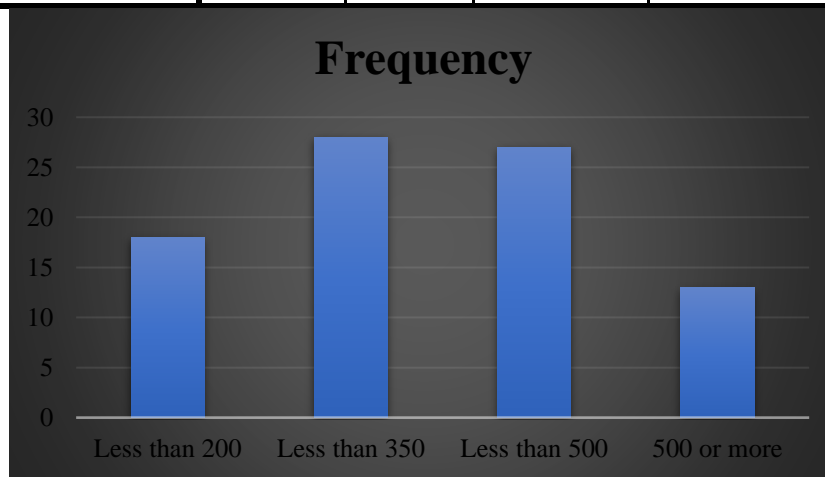
Interpretation:

The above chart shows the amount of money spent on ordering food and thus gives us a clear picture as to 32.6% to 31.4% of the respondents spend around 350 to 500 Rs and the rest 20% of them spend around 200 Rs and remaining 15% being those who order more than 500 Rs.

9. Are you influenced by the social media marketing of Zomato during covid-19?

Are you influenced by the social media marketing of Zomato during covid-19?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	27	31.4	31.4	31.4
	no	39	45.3	45.3	76.7
	may be	20	23.3	23.3	100.0
	Total	86	100.0	100.0	
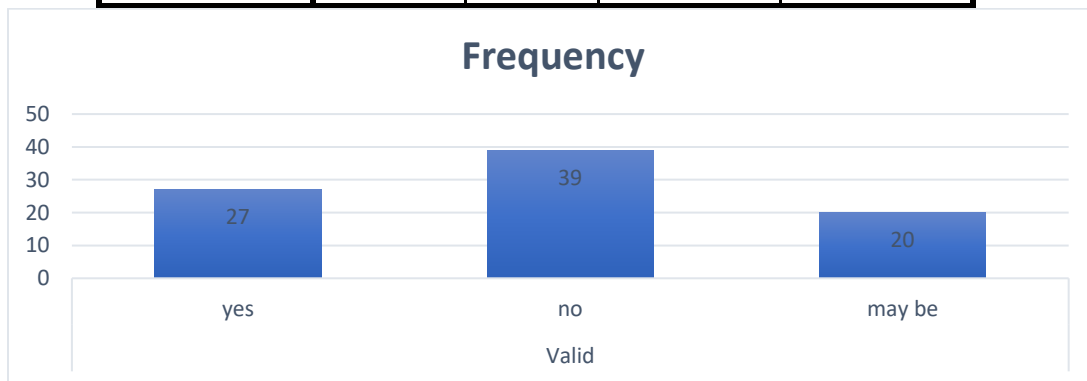
Interpretation:

In the above chart it shows that 31.4% of people are influenced by the social media advertisements and 45% are not influenced by their social media promotions and respondents say that they may be influenced by the social media.

10. According to you which online food delivery service providers gives you more offers and advertisements?

Source Frequencies

|		Responses		Percent of
		N	Percent	Cases
source	Swiggy	34	30.6%	41.0%
	Zomato	65	58.6%	78.3%
	Uber eats	7	6.3%	8.4%
	Others	5	4.5%	6.0%
Total		111	100.0%	133.7%

a. Dichotomy group tabulated at value 1.
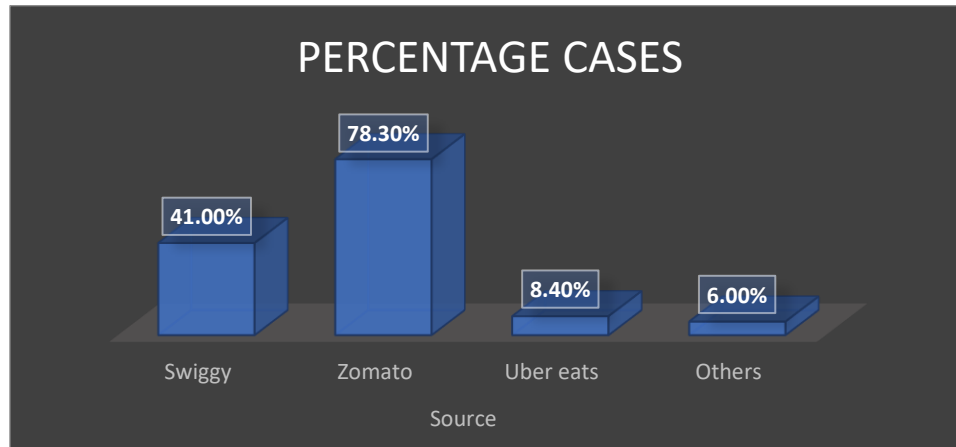
Interpretation:

The above chart shows us the best service provider where in most of the respondents have opted for Zomato at 59% saying that it provides better offers and more promotions compared to Swiggy at 30% and others remaining at 10.8%. The best promotion by the company will always lead the market.

11. Rate the importance of following parameters while ordering food online on Zomato during covid-19?

a) Rate the importance of following parameters while ordering food online on Zomato during covid-19 [More value for money]

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	27	23.3	23.3	23.3
	agree	43	44.2	44.2	67.4
	neutral	21	24.4	24.4	91.9
	disagree	9	8.1	8.1	100.0
	Total	100.0	100.0	100.0	
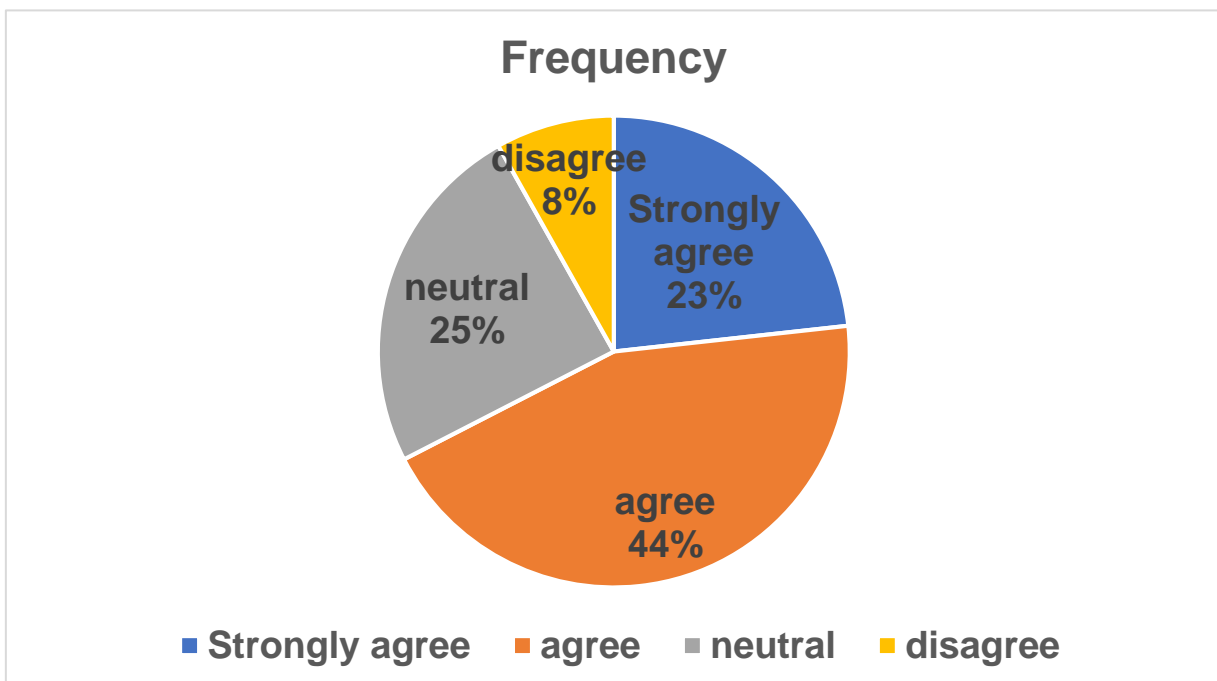
Interpretation:

In above chart and diagram most of the respondents agree around 44% agree that Zomato is more value for money, 24% are neutral in their response and 23% strongly agreed and 8% disagree. From this we come to know that food ordered in Zomato is worth for money.

b) Rate the importance of following parameters while ordering food online on Zomato during covid-19 [Do you feel online delivery is safe and hygienic]

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	15	10.5	10.5	10.5
	agree	30	33.7	33.7	44.2
	neutral	33	38.4	38.4	82.6
	disagree	20	15.1	15.1	97.7
	strongly disagree	2	2.3	2.3	100.0
	Total	100.0	100.0	100.0	
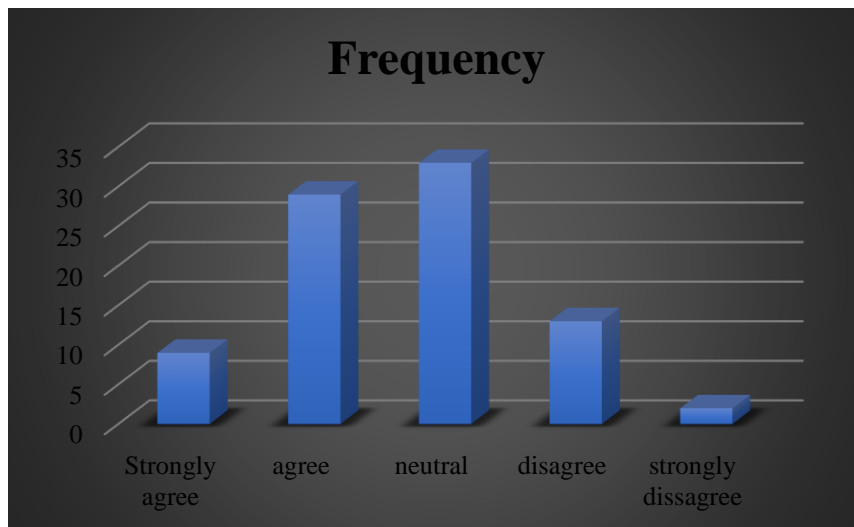
Interpretation:

In above chart and diagram (33%) of the respondents agree that Zomato is safe and hygienic, 38% are neutral in their response and 10% strongly agreed and 15% disagree. From this we came to know that food ordered in Zomato should be still more safe and hygienic.

c) Rate the importance of following parameters while ordering food online on Zomato during covid-19 [Are you convenient in ordering food online]

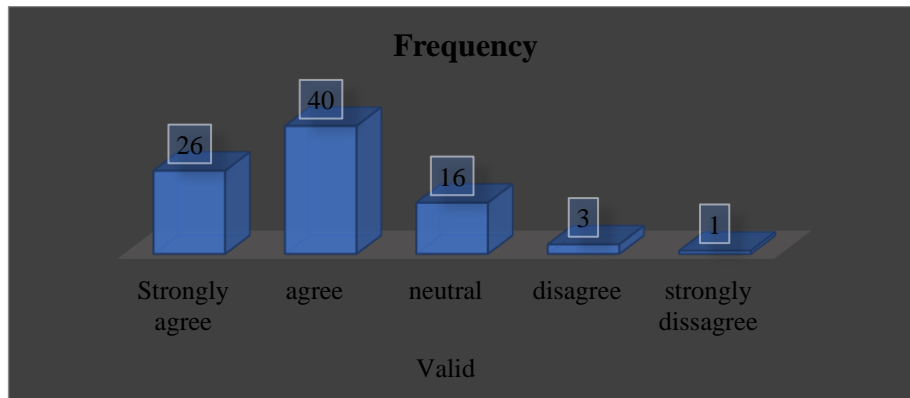|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	15	17.4	17.4	17.4
	agree	38	44.2	44.2	61.6
	neutral	22	25.6	25.6	87.2
	disagree	9	10.5	10.5	97.7
	strongly disagree	2	2.3	2.3	100.0
	Total	86	100.0	100.0	

Frequency
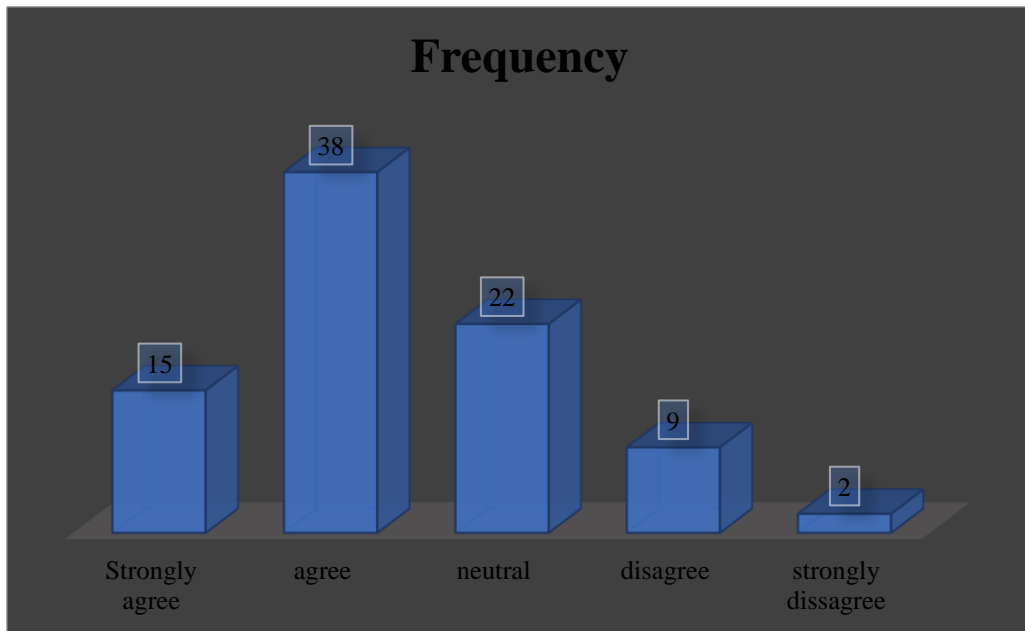
Interpretation:

In above chart and diagram (44%) of the respondents agree that Zomato is convenient in ordering food online, 25% are neutral in their response and 17% strongly agree and 10% disagree and 2% strongly

disagree. From this we came to know that food ordered in Zomato should be still more convenient for the customers to order.

d) Rate the importance of following parameters while ordering food online on Zomato during covid-19 [Is online payment safe]

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	26	30.2	30.2	30.2
	agree	40	46.5	46.5	76.7
	neutral	16	18.6	18.6	95.3
	disagree	3	3.5	3.5	98.8
	strongly disagree	1	1.2	1.2	100.0
	Total	86	100.0	100.0	

Interpretation:

In above chart and diagram (46%) of the respondents agree that Zomato online payment is safe, 19% are neutral in their response and 30% strongly agree and 4% disagree and 1% strongly disagree. From this we came to know that food ordered in Zomato online payment is extremely safe to use.

e) Rate the importance of following parameters while ordering food online on Zomato during covid-19 [I have had a positive experience with this brand's customer service]

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	15	17.4	17.4	17.4
	agree	43	50.0	50.0	67.4
	neutral	18	20.9	20.9	88.4
	disagree	9	10.5	10.5	98.8
	strongly disagree	1	1.2	1.2	100.0
	Total	86	100.0	100.0	
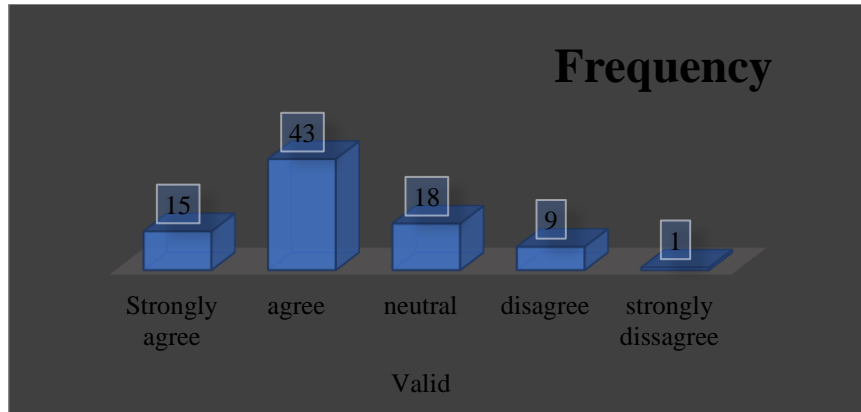
Interpretation:

In above chart and diagram it is observed that (50%) of the respondents agree that Zomato customer service of Zomato have a positive experience,20% are neutral in their response and 17% strongly agree and 11% disagree and 1% strongly disagree. From this we came to know that Zomato have maintained good customer service with positive brand image.

12. Are you aware of precautionary measures taken by Zomato during covid-19?

Are you aware of precautionary measures taken by Zomato during covid-19?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	52	60.5	60.5	60.5
	No	21	24.4	24.4	84.9
	May be	13	15.1	15.1	100.0
	Total	86	100.0	100.0	

Frequency
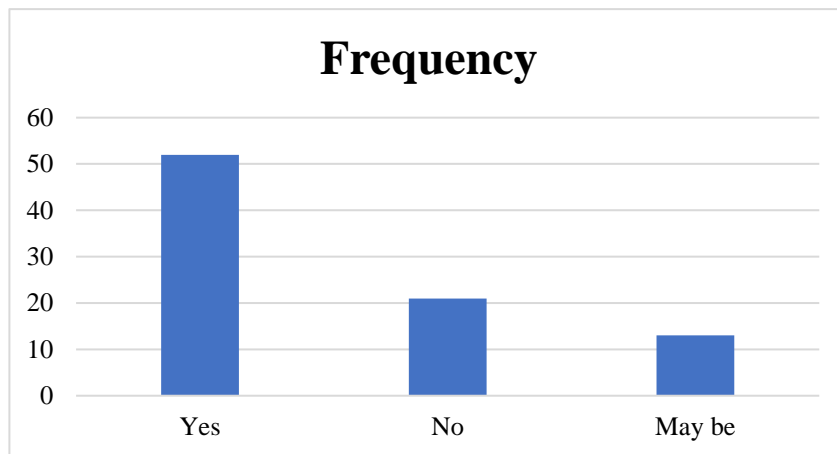
Interpretation:

In above chart and diagram 60% are aware of precautionary measures taken by Zomato during covid-19 and only 24% do not know about it and 15% of respondents may know about it.
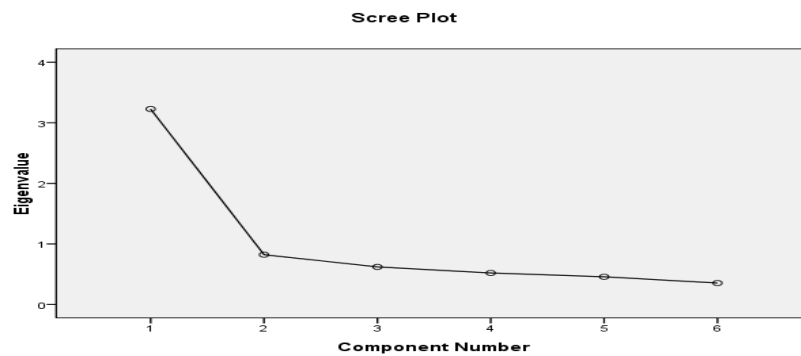
13. What measures helped you to order food from Zomato during covid-19?

Total Variance Explained

| Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.229	53.809	53.809	3.229	53.809	53.809
2	.822	13.693	67.503			
3	.620	10.334	77.837			
4	.520	8.659	86.495			
5	.457	7.615	94.111			
6	.353	5.889	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot

14. What measures helped you to order food from Zomato during covid-19 [Offers and their pricings]

b) What measures helped you to order food from Zomato during covid-19

[Offers and their pricings]

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly agree	13	15.1	15.1	15.1
	Agree	44	51.2	51.2	66.3
	Neutral	25	29.1	29.1	95.3
	Disagree	4	4.7	4.7	100.0
	Total	86	100.0	100.0	
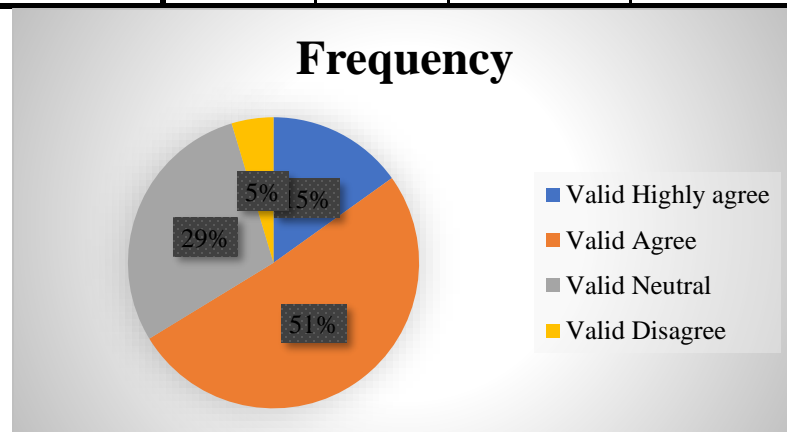
Interpretation:

As mentioned in the above chart and pie diagram, 15.1% of people Highly agree and 51.2% of the people Agree and 29% of the people are Neutral on their opinion and only 5% people disagree on it. From this I came to know that most of the people have agreed that offers and pricing of Zomato help them to order food.

15. What measures helped you to order food from Zomato during covid-19 [It helped you to maintain Social distancing]

f) What measures helped you to order food from Zomato during covid-19 [It helped you to maintain Social distancing]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Agree	20	23.3	23.3	23.3
	Agree	40	46.5	46.5	69.8
	Neutral	25	29.1	29.1	98.8
	Disagree	1	1.2	1.2	100.0
	Total	86	100.0	100.0	
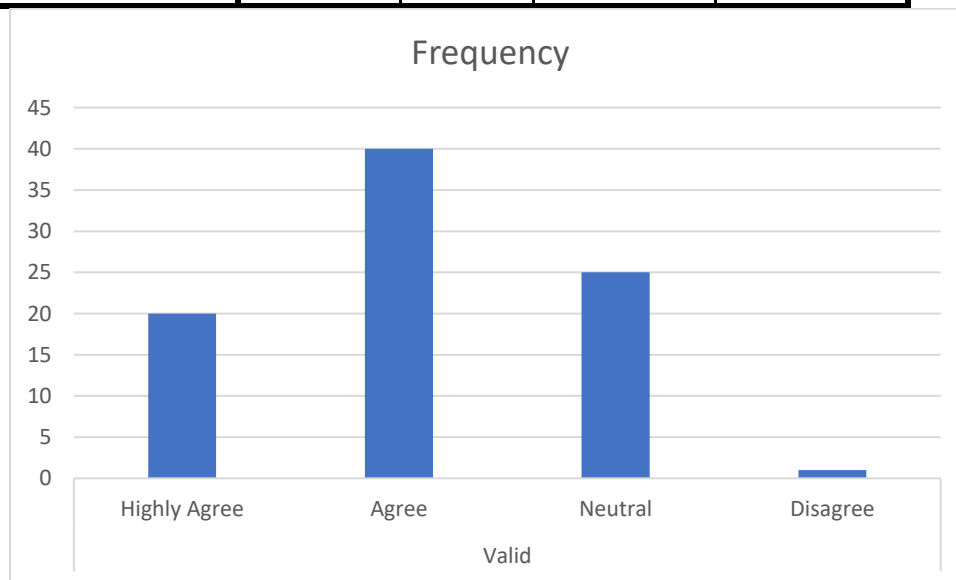
Interpretation:

As mentioned in the above chart and bar diagram, 23.3% of people highly agree and 46.5% of the people Agree and 29.1% of the people are Neutral on their opinion and only 1% people disagree on it. From this I came to know that most of the people have agreed that it helped them to maintain social distancing.

Findings of the present study:

1. From the study conducted it was ascertained that 95% of the respondents interviewed choose to order food online which says that most of the people prefer to order food online where in only a few respondents did not prefer to order food online.

2. It has been observed that preference of customer towards online food delivery aggregators, where in 85% prefer Zomato, 30% prefer Swiggy and the rest 8% prefer other aggregators. This shows the preference of customers towards various aggregators available in the market

3. The study It gives us a clear picture that most of them prefer to order lunch & snacks which stands at 27% & 40%, and it also shows that 25% prefer ordering dinner and it also shows that 17% prefer ordering breakfast and the remaining 4% have opted for others which shows that the demand is more for lunch and snacks

4. The study also gave me an insight on the money spent on ordering food where in 33%to 31.4 % of the respondents spend around 350 to 500 and the rest 19% of them who spend around 250 and the remaining 15% being those who order more than 500.

5. Zomato provides more offers, discounts and promotions compared to its rival Swiggy, where in both stand at different levels where is Zomato has 59%, Swiggy has 30% and the others having 15%, considerably Zomato is the best in giving offers and promotions.

6. Covid-19 has impacted hugely on the respondents so much that they have some fear about the product 48% agreed and 21% do not have any fear and remaining 32% might be in fear.

7. Social media have not influenced much during covid-19 so the respondents have no much impact on its 45%and 31.4% are influenced by social media.

Suggestions and recommendations:

1. Zomato can go ahead with delivering food to its customers using drone, railway station delivery etc during pandemic

2. It can truly understand the needs and wants of customers as well as choice, taste and preferences of customers and in turn adopt all safety and hygiene measures during Covid 19

3. Provide good training and enhance skillsets of employees working for Zomato

4. Takeover or acquire other food delivery aggregators who are not doing well in the market.

5. Social media advertisements have to be promoted more during covid-19 as it can be promoted aggressively as it can create the trust among the public.

6. Attract customers by providing new offers, promos and schemes by keeping in mind competitors

7. Covid-19 has impacted all the restaurants and online line food delivery industries. So the restaurants have to take deep care and concern while preparing the food and regarding this awareness have to be made to the public.

Conclusion:

Online food delivery services have made the life of individuals much easier and convenient wherein they can save on a lot of time and energy. With the rise of these services there is no need to call the restaurants for placing orders, there is no need to wait for a long time, through this you can order your choice of food from your choice of restaurant anytime, anyplace and from anywhere. The change in the standard of living of the people, increasing disposable income of people and the busy schedule has changed the life of people and their eating habits, where in people used to prefer cooking food than going to restaurants or ordering food but now things have changed where in most of the people have got addicted to online ordering of food and prefer to order food instead of cooking mostly the young crowd, working professionals and people who don't like to cook or don't know to cook have started taking the at most use of these apps. Due to the pandemic covid-19 situation many people are now scared to order food online they are now preparing their own food at home instead of ordering. These online food delivery industries take much safety and hygienic methods in preparing the food.

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