

An Analytical Study Of The Online Shopping Behavior Of Delivery App Users

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Abstract

Online delivery applications have been a boon to the working class of the society who are burdened with their office workload. These applications would not have gained importance if the world had not witnessed the effects of the pandemic Covid 19. When the entire world was locked up at home with a permission for minimum movement these online delivery applications came as a rescue. Now, these have become a part and parcel of lives of people and have found them to be a more convenient medium of purchasing. Let us understand the developments of some of these delivery applications and their operations in a metropolitan city- Bengaluru.

Keywords: Online Delivery Applications.

INTRODUCTION

These are the mobile based applications which are used by the customers to purchase essentials virtually. It provides as an interface for the customers to view the products, place order, pay for the purchase, and get them to their doorstep. This removes the role of the middlemen and the efforts of people to step-out from their homes, the hurdles in looking out for the essentials, and hopping of shops. It acts like a common place where customers and sellers meet to facilitate the process of buying and selling.

The features available on these delivery applications-

- iSearching and Viewing options of the desired products
- iiSelecting the required quantity and Adding to the cart
- iiiApplication of various offers provided by other financial institutions
- ivProviding delivery instructions
- vEasy payment options along with cash on delivery
- viAnytime delivery

➤ SERVICES AVAILABLE ON THE APPLICATIONS

1. Placing the order from a particular vendor and getting them delivered to your doorstep.
2. Pick up and drop services from one location to another.
3. Placing order for particular items and getting them delivered.
4. Selecting time for getting the delivery.

➤ PROCESS OF OBTAINING DELIVERY SERVICE

Registering yourself to the application by providing personal details like name, address, mobile number and bank account details or to add UPI number or to add any other payment options like G-pay, Phone pay, paypal, and other digital wallets.



Checking the availability of products and selecting the required products, delivery date and time or selecting the required services offered by the delivery applications.



Add delivery instructions, select the mode of payment, and make the payment if it is online payment otherwise can opt for cash on delivery.



Receive the product and provide ratings to the delivery person's service.

INTRODUCTION TO THE SELECTED DELIVERY APPLICATIONS

Sl. No	Name of the application	Date of Launch	Founder/s	Headquarters
1	Dunzo	July 2014	Kabeer Biswas Ankur Agarwal Dalvir Suri Mukund Jha	Bengaluru, Karnataka
2	Swiggy genie	9 th April, 2020	Sriharsha Majety, Nandan Reddy, Rahul Jameni	Bengaluru, Karnataka
3	Blinkit	December, 2013	Albinder Dhindsa	Gurgaon, Haryana
4	Zepto	July 2021	Aadit Palicha, Kaivalya Vohra	Mumbai
5	Amazon fresh	2012	Jeffrey Preston Bezos	Seattle, Washington DC
6	Instamart	August, 2020	Sriharsha Majety, Nandan Reddy, Rahul Jameni	Bengaluru, Karnataka
7	Big Basket	October 2011	V. S. Sudhakar, Hari Menon, V. S. Ramesh, Vipul Parekh, and Abhinay Choudhari	Bengaluru, Karnataka

All the above mentioned are exclusively used to avail services like pickup and drop services and purchase of daily essentials like groceries, medicines, fresh fruits, and vegetables, etc.

ADVANTAGES OF THE ONLINE DELIVERY APPLICATIONS

- * It enables the people to acquire delivery at a short time.

- * It eliminates the situation of waiting for the availability of the products as they can switch from one app to another.
- * Date and Time of delivery can be informed and accordingly the order can be received at the convenience of the people.
- * Prices of the product can be compared and the best price can be selected.
- * Has provided solution to traffic and vehicle parking problems suffered by the general public during the process of shopping.
- * Leads to a faster delivery system.
- * Reviews and ratings or the customers feedback about the application or the vendor can be obtained.

DISADVANTAGES OF THE ONLINE DELIVERY APPLICATIONS

- * Spoilage of products due to poor packaging.
- * Technical glitches.
- * Risk of payment.
- * Non availability of all kinds of products.

TURNOVER OF THE APPS FOR THE YEAR 2023-24

Chart 1.1 Bar Diagram representing the sales of the delivery applications India



(source: website of the respective companies)

1. REVIEW OF LITERATURE

Rahul Gupta and Sanjoy Roy, are the authors who have studied and stated that the mobile application era has revolutionized marketing, rendering traditional business methods less relevant and opening up new opportunities. Mobile apps leverage the internet and technology to advertise and sell goods and services. As more people embrace technology, companies have shifted to online marketing to better cater to customers' needs. This research paper examines customer perceptions of online food delivery apps, based on a survey of 100 respondents. The study aims to analyze factors influencing customer satisfaction, their perceptions of different apps, and the overall positioning of these services in their minds. (2019) Mahipal Chandan in his paper has analysed the perception, satisfaction, and behavior of college students in Mumbai towards electronic food delivery platforms. With a sample size of 144 participants, the research explores consumer attitudes such as loyalty, spending patterns, nutritional intake, and payment preferences. The findings aim to help companies like Zomato and Swiggy improve their services by addressing gaps and better meeting consumer needs. By understanding consumer preferences, particularly regarding payment options and the availability of healthy food, these platforms can tailor their strategies to attract and retain customers more effectively. (2020)

Kyungyul Jun, Borham Yoon, Seungsuk Lee, Dong-Soo Lee are the authors whose study examine the factors influencing customers' intention to use online food delivery services during the COVID-19 pandemic, applying the Technology Acceptance Model (TAM). The findings show that perceived usefulness affects usage both directly and indirectly through customer attitude. Additionally, enjoyment

and trust play key roles in shaping behaviour intention, while social influence positively impacts customer attitude. Furthermore, a positive relationship between customer attitude and behaviour intention was observed. These insights provide valuable theoretical and managerial implications for the online food delivery industry. This study was undertaken in USA and have studied the dependency of people on the online delivery services due to COVID-19. (2021)

This study carried out by Siti Umairah Rosli and Nor Farhana explores the factors influencing students' choices regarding online food delivery. It focuses on the impact of attitudes, time-saving, and promotions on consumer behaviour. The research uses a quantitative approach, with data collected from a structured questionnaire completed by 265 respondents. The data was analyzed using SPSS software, with descriptive, reliability, and correlation analyses conducted. The findings indicate that all independent variables—attitudes, time-saving, and promotions—significantly influence the dependent variable, consumer behavior. This research highlights how these factors shape students' decisions when using online food delivery services. (2021)

2. RESEARCH GAP

This is the area which identifies the topic at which the study is undertaken after analysing the papers or studies done by many other researchers. A lot of study has been taken place in analysing the need of online food delivery services, its improvements, and its utility. All the studies are done in the time frame of COVID-19, but very little studies have happened on the post covid time. There are no studies analysing the change in the attitude of the people towards the usage of such online delivery applications. There are no studies focusing on the delivery applications utilised for ordering the daily essentials. Most of the studies have been focused on the younger generations or the GenZs but there are not any studies which determine the attitude of different age groups. This study has considered the opinions of all the age groups and the change in their attitude.

3. STATEMENT OF PROBLEM

Today's technology has provided all the comforts of living to human beings. It has led to a smart world as everything is automated which does not require much of the physical body. Instead of stairs we have elevators, lifts; doors are replaced by automatic doors; and we have automated cars too, cashless payments, online banking services, online food delivery platforms, etc. But the irony is they have led to many physical and mental problems due to less interaction with people and less physical activity. People know that this is a vicious circle which cannot be escaped as this has already been a part of their life. This is the problem that has led to this paper wherein the effect of adaptation of a smarter way of life on the attitude of the people.

4. OBJECTIVES

- i To analyse the demand for the online delivery applications.
- ii To examine the factors influencing the use of the delivery applications.
- iii To explore the experiences obtained by the people on its usage.
- iv To evaluate the changes if any in the purchase behaviour of people as a result of the use of online delivery applications.

5. LIMITATIONS OF THE STUDY

- * The study has been carried out on a small sample.
- * The delivery applications that deliver the daily essentials are only considered excluding the applications used for online shopping.

6. RESEARCH METHODOLOGY

6.1 SAMPLING DESIGN

Population of the study is Bengaluru city and the sample size is 60. The data comprises of both primary data and secondary data. Primary data has been collected by using a questionnaire. Random sampling technique has been used to collect the data from people of Bengaluru city. Articles are analysed to come up with the questionnaire.

6.2 STATISTICAL TOOLS

The statistical techniques adopted for analysing the data are the mean, and the graphical representation tools.

7. ANALYSIS AND INTERPRETATION OF DATA

TABLE 7.1: DATA REGARDING THE AGE OF THE RESPONDENTS

SL. No	Particulars	frequency
1	Female	38
2	Male	22
3	Others	00
	TOTAL	60

The number of female respondents is 38 and male respondents is 22. This indicates that users of such applications are mostly women as it has helped them in their daily shopping requirements.

CHART 7.1: BAR CHART REPRESENTING THE DATA REGARDING THE GENDER OF THE RESPONDENTS

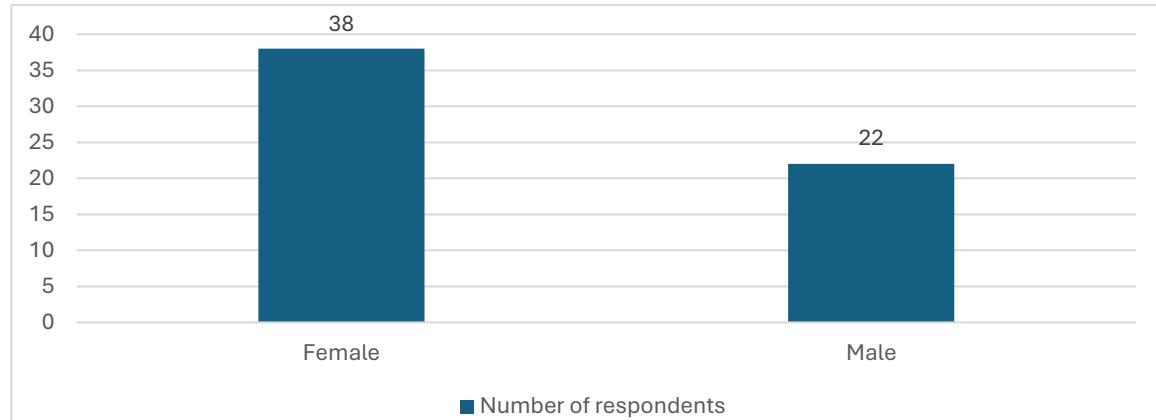


TABLE 7.2: DATA REPRESENTING THE AGE OF THE RESPONDENTS

SL. No	AGE GROUPS	frequency
1	16-21	24
2	22-27	9
3	28-33	6
4	34-39	6
5	40-49	4
6	50-59	5
7	60-69	6
8	70 & above	0
	TOTAL	60

CHART 7.2: BAR CHART REPRESENTING THE AGE OF RESPONDENTS

The number of respondents in the given age groups of 16- 21, 22-27, 28-33, 34-39, 40-49, 50-59, 60-69, 70 and are 24,9,6,6,4,5,6, and 0 respectively. This reflects that the younger generations 16-27 are the highest users of the applications. This makes them avid users of the applications and have changed the method of shopping.

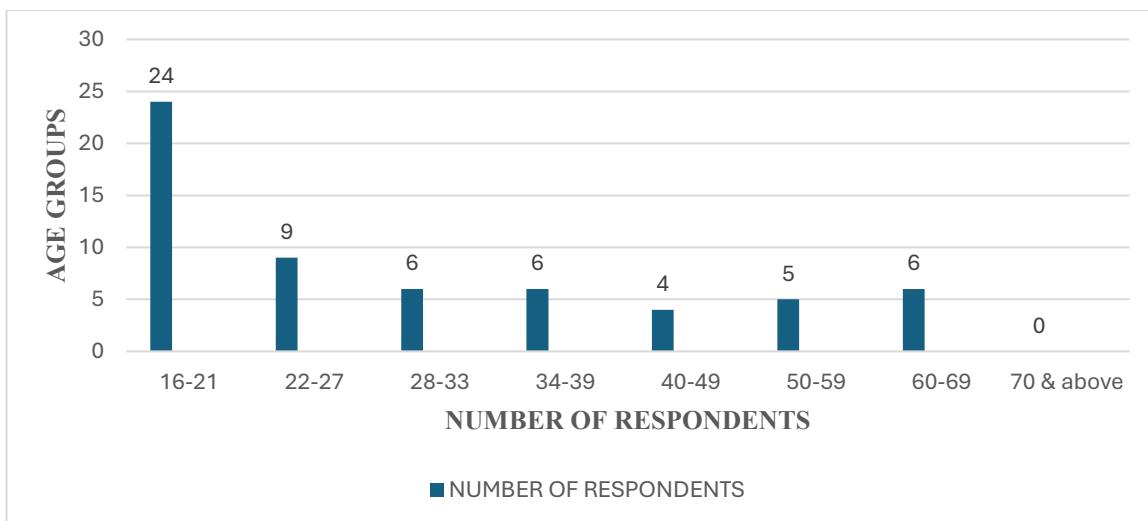


Table 7.3: Data Regarding The Current Status In Career Of The Respondents

SL. No	Particulars	Frequency
1	Homemaker	12
2	Studying	15
3	Working	12
4	Unemployed	8
5	Retired	10
6	Others	3
	TOTAL	60

The number of respondents under the categories of homemakers, students, working, unemployed, retired and others are 12,15,12,8,10 and 3 respectively. This shows that highest users are students, homemakers and employed people who find it more time saving and convenient to get the products delivered than the offline purchase.

CHART 7.3: BAR CHART SHOWING CURRENT STATUS IN CAREER OF THE RESPONDENTS

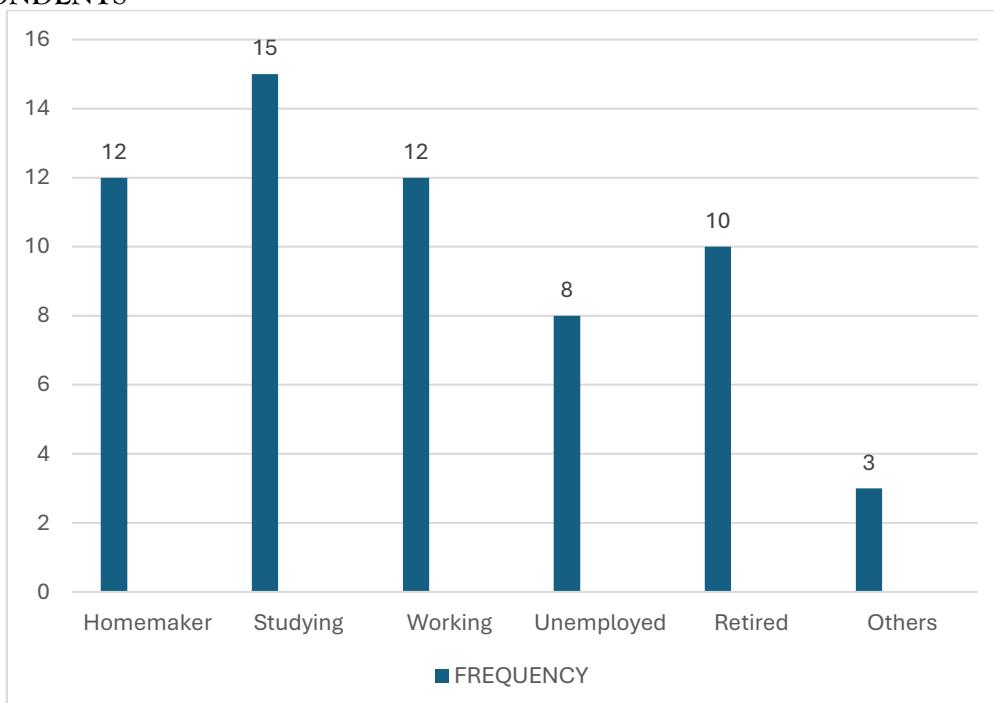


TABLE 7.4: DATA REGARDING THE USAGE OF APPLICATIONS BY THE RESPONDENTS

SL. No	Particulars	Frequency
1	Zepto	48
2	Blinkit	32
3	Swiggy Instamart	18
4	Amazon fresh	14
5	Big Basket	18
6	Swiggy Genie	8
7	Dunzo	12
8	Others	2

As per the data presented, amongst the given list of delivery applications, Zepto has the highest number of users with 48 respondents and amongst the others customers have stated to have used Flipkart and Myntra along with other applications. The next highest used application is Blinkit which has gained importance due to its advertisement strategies.

CHART 7.4: PIE DIAGRAM SHOWING PERCENTAGE OF RESPONDENTS USING THE STATED APPLICATIONS

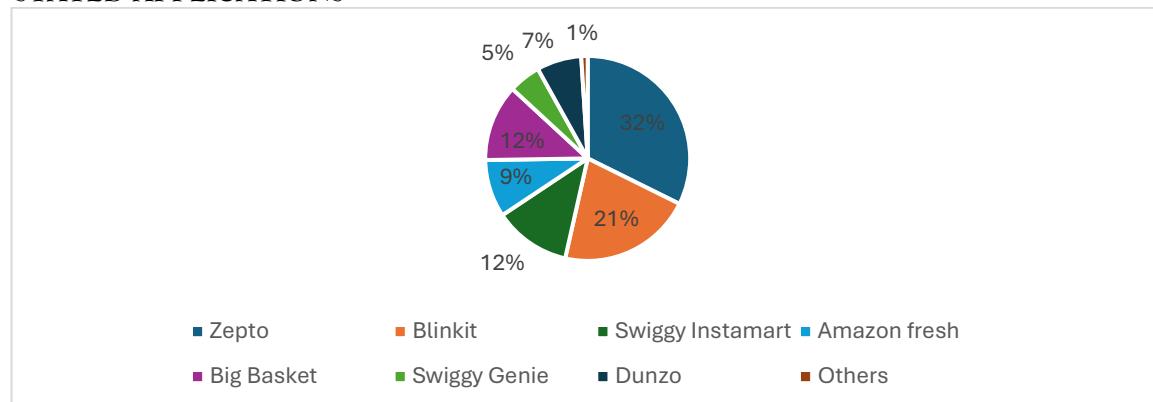


Table 7.5: Table Representing The Data Regarding The Items Purchased By The Consumers

SL. No	Particulars	Frequency
1	Groceries	32
2	Fruits & Vegetables	2
3	Milk & Dairy products	2
4	Food	12
5	Electrical items	6
6	Flowers & Pooja items	0
7	Cosmetics	0
8	Clothes/ Dresses	6
9	Medicines	0
10	Others	4

The items which are ordered at a maximum number of times are Groceries, Food, Electrical items and clothes and dresses. This shows that the dependency upon the delivery applications is more for the purchase of groceries.

Chart 7.5: Pie Diagram Representing The Data Regarding The Items Purchased By The Consumers

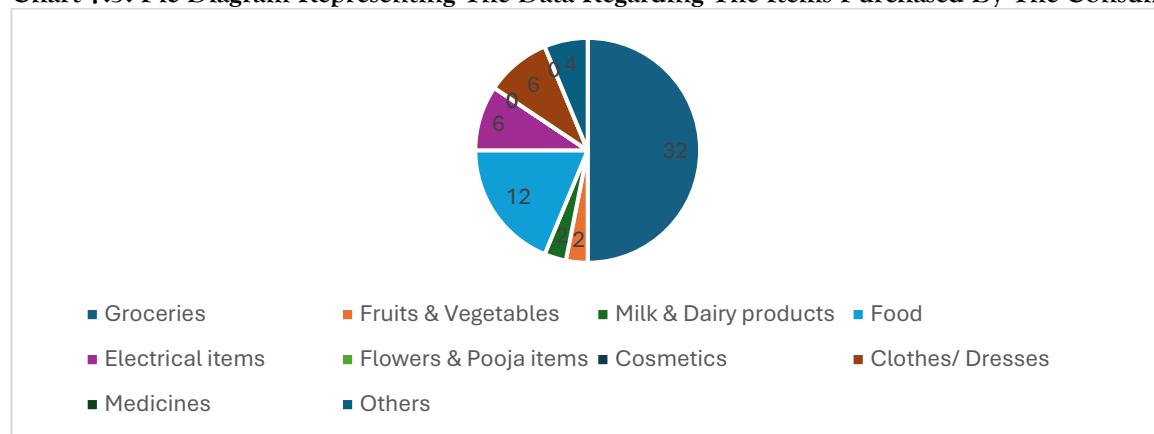


TABLE 7.6: TABLE SHOWING THE FREQUENCY OF ORDERING BY THE CONSUMERS

SL. No	Particulars	Frequency
1	Daily	4
2	Every alternate day	9
3	Once in a week	8
4	Occasionally	39

The usage rate amongst the respondents is occasional. The level of dependency on these applications are not high. However, people are using the apps every alternate day which indicates a shift to these applications from lower usage rate to higher usage rate.

Chart 7.6: Bar Chart Representing The Data Regarding The Frequency Of Ordering By The Consumers

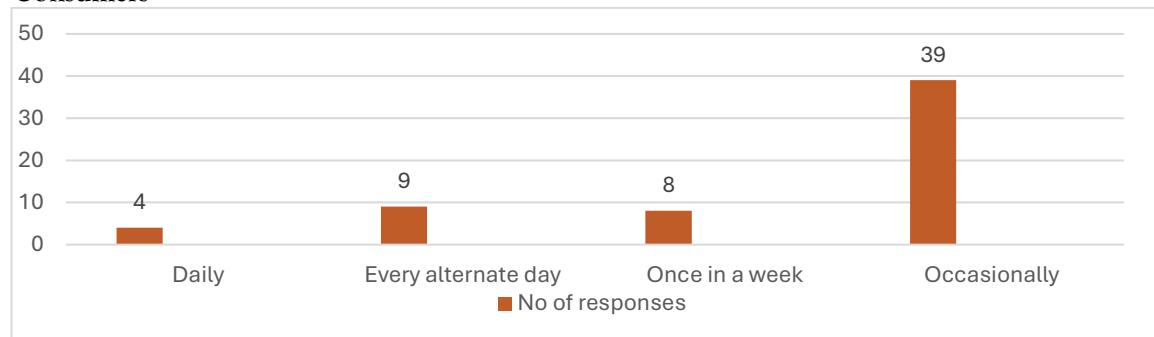


Table 7.7: Table Of Comparison Between The Type Of Products Purchased And Convenience Level Of Purchasing Through The Apps

	LEVEL OF AGREEMENT				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Clothes	-	2	3	1	-
Groceries	-	2	11	10	9
Food	-	4	3	5	-
Electronic items	-	-	2	2	2
Fruits & Vegetables	-	-	1	1	-
Milk & Dairy products	-	1	-	1	-
Others	-	-	1	1	-

This table describes the responses obtained on the ease of purchase through the applications for the respective products. It is understood that Groceries are the most purchased one through online. On a whole, respondents feel easier to purchase online

Table 7.8: Table Of Comparison Between The Type Of Products Purchased And Level Of Satisfaction Obtained On The Quality Of Products

PRODUCTS	LEVEL OF SATISFACTION				
	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
Clothes	-	3	2	1	-
Groceries	-	4	5	18	5
Food	-	2	2	8	-
Electronic items	-	2	3	1	-
Fruits & Vegetables	1	1	-	-	-
Milk & Dairy products	-	-	2	-	-
Others	-	-	1	3	-

This table describes the level of satisfaction obtained due to the good quality of products for the respective products ordered online. On a whole respondents opine positively about the quality of products ordered online. However, there is a slight level of dissatisfaction expressed for the quality of products ordered online.

Table 7.9: Table Representing Data Regarding The Opinions On Online Delivery Applications

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
People pay more for the online purchases made	2	4	28	23	3
Prices vary on different application platforms	8	5	9	28	10
It has led to impulse buying	1	2	23	29	5
People often compare prices over different apps	2	9	12	24	13

An average of $0.433 \sim 1$ person agree that people pay more for the online purchases, $0.633 \sim 1$ person opines that's prices vary on different application platforms, $0.566 \sim 1$ person feels that online shopping has led to impulse buying, and $0.6166 \sim 1$ person views that people compare prices over different applications before buying.

8. FINDINGS, CONCLUSIONS AND SUGGESTIONS

8.1 Findings

- People use more than 1 app to buy the products.
- People buy commodities only at the need of the hour.
- People still prefer to do offline shopping amidst the comfort experienced from online shopping.
- Groceries are the most ordered product.
- People do not purchase items like cosmetics, medicines, flowers, pooja items, and baby care products.
- Zepto is the most frequently used app.

8.2 CONCLUSIONS

- Students and working people find it more convenient to purchase online.
- People have to become conscious buyers as online shopping has led to impulse purchases.

- c. People opt for online buying due to reasons like saving time, attractive offers, price discount, fast delivery, and availability of options.
- d. Platform fees, refund policy, and non- availability of apps in local languages are some of the major concerns of the respondents.
- e. The technical aspects of the apps are people friendly.
- f. People have started to become unaware of the near-by outlets due to the dependency of the online applications.

8.3 Suggestions

- a. Apps can reduce platform fees.
- b. A standard rate can be fixed by Government on the pricing of products which would lead to reduction in price disparity.
- c. Customer support services can be improved to solve the issues of customers.
- d. A further study can be conducted on individual delivery applications and different parts of Karnataka.

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