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UNDERSTANDING CONSUMER BEHAVIOUR TOWARDS UTILIZATION OF ONLINE FOOD DELIVERY PLATFORMS

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ABSTRACT

The main purposes of this study are to provide a comprehensive relationship between consumer attitudes toward online food ordering. This study adopted quantitative research with primary data collected through a questionnaire with online food delivery platforms and customer based on their knowledge, attitudes, perspectives, and needs of online food delivery services. In this research paper, the reserachers examined the growth of food aggregator industry. Researchers also have examined the business model these companies follow and its effect on the conventional restaurant business in India.

This study aims at the behaviour of customers towards online food delivery platforms that are fast changing the food retailing landscape across India. Hence, the study focuses on exploring the drivers of consumer behaviour towards online food delivery apps.

The study identifies a research model having seven independent variables and two dependent variables. The independent variables comprise of, Control, Credibility, Convenience, Ease of Informativeness, Technology Anxiety, need for Interaction and Pleasure. The dependent variables comprise of consumer satisfaction and consumer intentions. Partial Least Squares (PLS) analysis using Smart PLS software is carried out to test the significance of the model.

The outcome shows that factors like Convenience, Control, Technology Anxiety & Ease of Information significantly affect Consumer Satisfaction, which in-tern significantly affect the Consumer Intentions, while Convenience also significantly affect the Consumer Intentions.

Keywords: Food delivery platform; Credibility; Convenience; Informativeness; Technology Anxiety; PLS

1. INTRODUCTION

Food delivery has become a very competitive market in India. The revenue of online Food Delivery (restaurant to consumers and platform to consumer) is in the tune of \$5867 m in 2017 as reported in FICCI report (1) Revenue in the online platform to consumer delivery is only 5 % of total online Food Delivery. Growth of total online food Delivery in 2017 is 26 %, whereas the growth of the online platform to the consumer segment is 68 % in India. The tremendous growth of the online platform to consumer leads restaurant rushing to the internet food delivery platforms. This research is done on the perspective of consumer and food delivery platforms in India like Swiggy, Zomato & Food Panda.

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In the first decade of the 21st century, there has been a Paradigm shift in the Retail Industry. This is because internet based applications came into existence, which has further helped in growing eretail industry considerably. The entire landscape of retailing has changed from physical retailing to the e-retailing industry. The second decade of the 21st century witnessed the use of smartphones by the common people hence the M-shopping as the new phenomena in online purchasing. It was possible because of user-friendly mobile apps working with the help of 4G / Wi-Fi technology. This phenomena of mobile retailing and use of smart technology has received a lot of attention from the researchers all use of the internet and various technological apps which would give flexibility, interactivity and personalization. It has become a very useful tool for not only communication, entertainment but education as well as electronic trade (5).

In the food industry, online food delivery platforms such as Swiggy, Zomato and Foodpanda have established themselves. They provide a complete food ordering and delivering solution system. It provides a single window for ordering from a wide range of hotels and restaurants, and they have their exclusive fleet of delivery personnel to pick up and deliver food to the customers. These



over the world (2)(3, 4).

2. LITERATURE REVIEW

As per the report of FICCI (2017), food expenditure holds the largest retail consumption in the ever-growing Indian society. Indian food services market in India (organised and unorganised) is estimated to grow at the rate of 10% over the next five years to reach up to rupees 5,52, 000 crores (1).

Online food delivery industry has grown in India post-2010. This was possible because of the

services are very popular with the millennial population as it reduces the time and effort that is spent on shopping (5).

The business model for food aggregator (Refer Figure 1) is similar to taxi aggregators or hotel aggregators. The only difference in food aggregator is, they have a tie-up with many restaurants and food chain hotels who are willing to provide food on demand. Food aggregator has a user-friendly mobile app and also has to provide for physical logistics of the food. They employ delivery executives with a condition of having two wheelers © 2005 – ongoing JATIT & LLS

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driving license and preferably owing two-wheelers for this purpose.

The business model for food aggregators like Swiggy, Zomato and Foodpanda work specifically on discount given to the consumer to attract them. More of the consumers more is business. They have tied up with a chain of restaurants to provide food on request. These food aggregators have given a digital platform in the form of user-friendly mobile application which has brought restaurants close to the consumers (6).

2.1 The infancy stage (2014 - 2016)

The entry of food Tech startups around 2013 -14 brought the paradigm shift to the operations of the Indian food industry. Everyone thought that growing disposable income and increase in the young and working population coupled with increasing internet penetration and rising smartphone users and events such as cricket IPL league would drive India's food-tech market. However, 2015 was a period of turmoil for them as several startups had to shut down. The situation got better in 2017 as tech companies fine-tuned their business model to suit the Indian customers (7).

2.2 The consolidation stage (2017-2019):

This consolidation phase saw many mergers and acquisitions during this period. Two predominant models, restaurant marketplaces and cloud kitchen evolved during this time. This stage is also marked by a reduction in delivery costs and increased penetration in the existing market (7).

2.3 Expansion & customization (2019, onwards):

The food tech industry saw a lot of investment during this time. The focus is now on expansion and bringing personalization to retain repetitive consumers such as membership clubs, loyalty programs. This also includes offering special concessions to customers' birthdays & anniversaries (7).

Food aggregators have the following distinct advantages of the conventional food service provider.

1. First and foremost is that they are less expensive than the conventional service providers, in fact, they give additional discounts for the repetitive customers; thereby making them accessible even to the middle & lower middle classes.

2. They offer convenience to the consumers by placing technology at the centre of it. The mobile app, connected the consumers (i.e. demand side) with the restaurants (i.e. supply side). The food aggregator app acts like a demand-supply matching mechanism that makes a profit by providing the physical delivery of food. All they had to do is to tieup with various restaurants & integrate them into the system & customer would be in their system, whenever they download the app (8).

3. They offer time flexibility; their services are available whenever a consumer wants the order & wherever he wants it. They also offer various payment options, including cashless payments or cash on delivery options to choose from, whichever is suitable to consumer.

4. The food ordering mobile app is equipped with real-time GPS based order tracking. The consumer can track the delivery boy and help him to find the exact address.

5. The mobile ordering app has loyalty points to offer to consumers. This encourages the consumer to frequently use the app & order with more discounts.

6. Customer support is available 24/7 to consumers to connect the executives in case of complaints or to answer their queries (9).

The low-cost conditions, convenience and flexibility, have been the biggest value creation for these food aggregators.

The disadvantages of food aggregator are as follows. Many of the frequent buyers of food from delivery app cited concern about the quality & hygiene of food. This is especially when news of one of the delivery executive eating bytes of food ordered while on the way to deliver got published. The company fired the delivery executive and offered to refund the money to the customer. As a countermeasure, these companies are now investing a lot more in training their executives in soft skills (10). ISSN: 1992-8645

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2.4 Effects on Restaurants:

Positive: When customers are happy, this app can help restaurants develop customer loyalty, increase profitability & venture into a new market segment. If restaurants have heavy turnout, this app helps them to gain the consumer rather than losing out because of the long waiting time. If restaurants have low turnout, this app may give them new customers & business as ordering food online is much more comfortable and less expensive than dining out.

Apps promote restaurants on their behalf. So listing at the app is beneficial to restaurants as increases business, helps in brand building, & promotion increases customer base, and reduces cost (11).

Negative: The fine dines outlook is mainly on ambience & taste while ordering food on the mobile app; the outlook is only on price & convenience (9).

Zomato, Food Panda, Uber eat, Justeat, Swiggy are some of the companies in this segment. Some of the big brands own their fleet for logistical services like KFC, Dominoes, Fasos, Pizza Hut.

2.5 Cloud kitchen:

It is also called as a delivery-only restaurant. It essentially involves small eateries, sharing a kitchen facility from where deliveries can be made easily. It helps brands by being closer to customers and by bringing down the cost of setting up a cooking facility. They can take orders for food aggregators to deliver the food. Two reasons have been primarily responsible for the rise of cloud kitchens: the pain of setting up and operating a restaurant and the arrival of technology that has led to an explosion in home deliveries. These outlets can be 300-1,200 sq ft and serve a radius of 3-10 km. Since these units don't need to cater to diners on site, they can be set up in cheaper locations.

2.6 Conceptual Model and Hypotheses Development:

While building a conceptual model, consumer satisfaction is taken as a predictive element to which convenience, control, credibility, technology, pleasure, interaction and informativeness act as an antecedent, while the outcome is consumer satisfaction and consumer intentions. The researchers also would like to test that convenience has a positive relationship with consumer intention.

Considering the literature review, the conceptual model was proposed as shown. (Refer Fig 2). The research model in this study will examine the statistical significance of the variables on the outcome. Based on the research model, the following are the research hypotheses postulated in the context of food delivery platforms in India.

The technological advances in online food delivery system improve productivity & profitability of the system. This has led the restaurants to grow the business from time to time (12).

Technology acceptance model (TAM) to study the acceptance of online food ordering apps, suggests that the attitude towards online food app is basically because of usefulness & ease of ordering process & is varies according to the innovativeness of information technology and trust on e-commerce (13).

Sethu & Bhavya Saini 2016, analysed students perception, behaviour and satisfaction towards online food ordering and delivery applications. The study highlights that ease of use of application and availability of the internet all the time to visualise the food at any given point are the main reasons for accepting the apps (14).

Sheryl E. Kimes 2011, distinguishes users & non-users of the online food ordering apps based on convenience and perceived control, non-users have high uncertainty towards the use of new technology, and they need personal attention (15).

The online food ordering Process is convenient, easy to use and efficient and is expected to become better day by day (16).

The study offers twofold contribution first, it investigates the role of technology usefulness and the pleasure of using the technology and its contribution to the buying consumer intentions. Second, it investigates on how convenience and informativeness, together with the buying behaviour intentions, lead to consumer satisfaction.

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The researchers have considered the following nine components for study. Therefore, the following hypotheses are proposed

1.Convenience: Convenience is the ease of use where consumer-initiates the transaction at his convenient time from the comfort of home.

<u>H1</u>. The convenience as ease of use has a positive relationship with Consumer satisfaction toward online food delivery platforms (17) (18).

2.Control: This is one of the important factors that contributed to consumer pull for online content. Consumers are the one who decides when, where, what, and how much they will buy and feel that they are in complete control of the online food delivery platform (19) (20).

<u>H2</u>. Perceived control of decision making has a positive relationship with Consumer satisfaction towards the online food delivery platforms.

3.Credibility: Credibility is the level of reliability of the information and how accurate and updated the information is, (3). Online food delivery system credibility stands for reliability of food options available, the choice of restaurants and the prices of it (21).

<u>H3</u>. The credibility of reliability and quality of information has a positive relationship with consumer satisfaction towards online food delivery platforms.

4.Technology Anxiety: Consumer faces some anxiety while dealing with technology apps & monetary transactions (15) (24).

<u>H4</u>. Technology anxiety has a negative relationship with consumer satisfaction toward online food delivery platforms.

5.Pleasure: It's a hedonic experience with the app for service that makes the consumer feel good (22). The components of pleasure are enjoyable excitement and surprise to the use the app and technology (23).

<u>H5</u>. Pleasure as the feel-good factor has a positive relationship with consumer satisfaction towards online food delivery platforms.

6.Need for Interaction: Consumer finds a need for interaction through the mobile app, and the personal attention of the restaurant employee is important. This is the indirect interaction to the person through Technology (15) (25).

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Figure 2: The Conceptual Model

<u>H6</u>. Need for interaction has a positive relationship with Consumer satisfaction toward online food delivery platforms

7. Informativeness: The app can provide food information and interesting information on the product (26). It also refers to the degree of usability and effectiveness of the information. The app can provide upgraded information which will help the assistant consumer in making the decisions (15).

<u>H7</u>. Informativeness as information and its effectiveness have a positive relationship with consumer satisfaction towards online food delivery platforms.

8.Satisfaction: It is the outcome of the service of online ordering and the quality of the service that the consumer gates (27) (28).

<u>H8</u>. Consumer satisfaction has a positive relationship with consumer intention towards online food delivery platforms

9.Consumer Intention: It is the informational response which results from the satisfaction which acts as the stimulus for the recurring use of the app. The informational response is a total of the components such as awareness, interest, and desire converted into action. (29) (30).

<u>H9</u>. Convenience has a positive relationship with consumer intentions.

3. RESEARCH METHOD

The current study applies a quantitative exploratory approach and analyze and explain the relationships among and between independent and dependent variables through hypothesis testing.

Based on the literature review, the conceptual model was suggested. An online questionnaire was developed to capture the responses of the consumer. The questionnaire was divided into two parts, in a first part the demographic details of the respondents were captured (with ten questions such as Age, Education, Gender etc.) and in second part questions based on the construct were asked (with 11 questions). The 5 points Likert scale was used from strongly disagree (1) through to strongly agree (5) to capture the responses of the consumer. An online link was created of the questionnaire using Google form & was emailed/sent on what's app groups. Since the subject study was related to online food ordering, the response also was taken using an online survey.

The focus of the study was to understand the online food shopping behaviour of the consumers. The respondents were asked to remember online food mobile application, which they had used while purchasing something from and ISSN: 1992-8645

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while completing the entire questionnaire for that application. A set of 170 responses was found to be complete and usable. The descriptive analysis was carried out of the data. The qualified respondents were current users of mobile online food shopping (41% female, 51% below the age of 30, 92% with post-graduation education).

3.1 Sample Size: The target population for this study was consumers in India who preferred the online food delivery food platform, which is infinite. A convenience sample collection method was used to collect the data. The data of 170 responses were collected. According to Cohen, 1992 using the tables of sample size selection, since we have seven independent variables, 80 sample size will be sufficient to achieve a statistical power of 80% for predicting R square value of at least 0.25 at 5% probability error. This sample size exceeds the recommended minimum for similar studies (31).

4. THE DESCRIPTIVE ANALYSIS

The first part of analysis includes about analysis of background information of the respondents. The responses of the consumer about the usage of mobile app were tabulated and analyzed to understand their behaviour.

A. Preferred days for order through online food delivery platforms.

The chart shows that majority of respondents prefer to order food as and when they need it. It is not on weekdays or weekends specifically, but they prefer to use this app anytime they want to have food.



Figure 3: Preferred Days to Order Food

B. Preferred mode of payment



Figure 4: Preferred Mode of Payment

The chart shows that preferred mode of payment is still 'cash on delivery' amongst the consumers. It is to be noted that though they have

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digital payment option, they would still prefer to pay if we have a more complex model where predictors



Figure 5: The Research Model

on cash after the food delivery.

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4.1 PLS Measurement Analysis

Recently, partial least square structural modelling methodology has got acceptance from the research community, especially in social science have more variables than observations. In the past Covariance-based, SEM was more prominent. However, recent research supports the use of partial least square SEM as it has many advantages as given below (33).

The PLS SEM approach is better than Co-

Fornell-Larcker Criterion	Consumer Intention	Consumer Satisfaction	Control	Convenience	Infromation	Technology
Consumer Intention	1.000					
Consumer Satisfaction	0.713	1.000				
Control	0.445	0.480	1.000			
Convenience	0.508	0.493	0.436	1.000		
Infromation	0.395	0.516	0.302	0.365	1.000	
Technology	0.099	0.241	0.231	0.091	0.075	1.000

Table 1: Fornell –Larcker criterian

research (32). This is called a 2nd generation procedure because here Measurement (Outer model) and Structural model (Inner Model) are analyzed simultaneously unlike in Co-variance based SEM, which is 1st generation statistical procedure.

Covariance-based regression will fail if there is multicollinearity among predictors. PLS regression will work in such cases. Also, it is suited variance SEM approach where:

 $\underline{1}$. There are no distribution assumptions about the data set.

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<u>2</u>. All numerical data were collected using Nominal, Ordinal Interval and Ratio measures. It is the extent to which a measure correlates positively with an alternative measure of the same construct.

<u>**3**</u>. Co-relation among the observed variable

Since for each of the latent variable, there

Table 2:	Hypotheses	Tested
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Hyootheses	Paths	Path Coefficients	T Statistics	P Values	Sig .Level
H1	Convenience -> Consumer Satisfaction	0.234	2.818	0.005	***
H2	Control -> Consumer Satisfaction	0.185	2.015	0.044	***
H3	Creadibility> Consumer Satisfaction	0.127	1.272	0.204	
H4	Technology> Consumer Satisfaction	0.141	1.930	0.054	**
H5	Pleasure> Consumer Satisfaction	0.112	1.262	0.207	
H6	Interaction> Consumer Satisfaction	-0.024	0.285	0.776	
H7	Infromation> Consumer Satisfaction	0.235	2.394	0.017	***
H8	Consumer Satisfaction> Consumer Intention	0.609	7.831	0.000	***
H9	Convenience -> Consumer Intention	0.206	2.420	0.016	***
	Note: **p<0.1, ***p<0.05				

is very high

4. Having a complex model to test

 $\underline{5}$. A relatively smaller sample size of the data set.

Therefore, the PLS analysis using Smart PLS was carried out for the present study.

4.2 The Measurement Model:

is only one indicator, the values of internal consistency reliability indicators, i.e. Composite Reliability and Cronbach Alpha value as well as Convergent Validity in the form of Loading and AVE, are 1.

4.2.2. Farnell & Larcker criteria for discriminant validity:

The discriminant validity test indicates that each construct is different from others. It is confirmed by comparing AVE is greater than the

1	able	3:R-2	Square	and	Q-Square	values
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Endogenous latent variable	R Square	Q^2 (=1-SSE/SSO)
Consumer Intention	0.541	0.502
Consumer Satisfaction	0.447	0.382

In PLS analysis, the systematic evaluation follows a two-step process, Measurement Model (outer model) evaluation & Structural Model (inner model) evaluation. The measurement model is evaluated using Reliability, Convergent validity and Discriminant validity since we have used reflective measurement model. squired correlation between the construct and each of the other constructs on the model. This highlights that each construct is different from others. The table 1 shows that the indicator value for each of the indicator is less than the SQRT of AVE (Average Variance Extracted) of each of the indicator. That shows that the criteria for discriminant validity are met with, and each of the indicators is distinctly different than each other (34). (Refer to Table 1).

4.2.1 Convergent Validity:

4.3 The Structural Equation Model:



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A structural (inner) model evaluation is done to see the role of the independent variable to the dependent variable in the model through R^2 value and through Q^2 value, which talks about predictive relevance of the model.

The table shows path Coefficients and their 't' statistics. As shown in Table 2, hypotheses Convenience & Consumer satisfaction, Control & Consumer satisfaction. Informativeness & Consumer satisfaction, and Convenience & Consumer satisfaction are statistically significant. Technology The hypothesis & Consumer satisfaction are statistically significant at the 10% level.

Other hypotheses like Credibility and Consumer satisfaction, Pleasure & Consumer satisfaction, Interaction & Consumer satisfaction are not statistically significant.

The R^2 value of the dependent variable in the model shows how much independent variable can explain the variance of the dependent variable. In the R^2 table, the R^2 value is 0.541 for consumer intentions, and the R^2 value is 0.447 for consumer satisfaction shows that the independent variable has a moderate effect on the dependent variable.

Geisser developed the Q^2 test to access the predictive relevance of the endogenous constructs. This test is an indicator of how well-observed values are reproduced by the model and its parameter estimates. The Q^2 value for consumer intention is 0.502, and for consumer satisfaction is 0.382 shows that the model has got high predictive relevance (35). (Refer to Table 3)

5. HYPOTHESES TESTING AND DISCUSSION

Hypothesis testing is done by analyzing the significance of path coefficients in the Partial Least Square analysis. If the p-value of the path Coefficient is < 0.05 (5%), then the null hypothesis can be rejected. Which means that independent variables have a significant effect on the dependent variable (Refer figure 5).

H1. The convenience as ease of use has a positive relationship with Consumer satisfaction toward online food delivery platforms.

Table 2 shows a positive impact with a path coefficient of 0.234 with the p-value 0.005 (p<0.05). Thus the null hypothesis is rejected, and the alternative hypothesis H1 is accepted. In conclusion, it can be stated that there is a statistically significant and positive impact of the convenience on consumer satisfaction. Further, it means that consumers used online food app because it is convenient for them to order the food.

H2. Perceived control of decision making has a positive relationship with Consumer satisfaction towards the online food delivery platforms.

Table 2 shows a positive impact with a Path coefficient of 0.185 with the p-value 0.044 (p<0.05). Thus the null hypothesis is rejected and the alternative hypothesis H2 is accepted. In conclusion, it can be stated that perceived control has a statistically significant and positive relationship with consumer satisfaction. It further means that the consumer feels that they are in complete control and charge while using the online food delivery app.

H3: Credibility of reliability and quality of information has a positive relationship with consumer satisfaction towards online food delivery platforms.

Table 2 shows a path coefficient of 0.127 and p-value of 0.204 (p>0.05). Thus the null hypothesis is accepted, which means that this relationship is not statistically significant. It further means that the consumers are ready to experiment with and not worried about the credibility of the information while using online food delivery app.

H4. Technology anxiety has a negative relationship with consumer satisfaction toward online food delivery platforms.

Table 2 shows a path coefficient of 0.141 and p-value of 0.054 (p <0.10). Thus the null hypothesis is rejected, and alternative hypothesis H4 is accepted with a 90% confidence interval. The relatively low path coefficient (very close to 0) means that consumers face technology anxiety while using online food delivery apps. This can be the reason why the majority of consumers still prefer to pay delivery on cash while ordering the food (Refer figure 2). © 2005 – ongoing JATIT & LLS

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H5. Pleasure as the feel-good factor has a positive relationship with consumer satisfaction towards online food delivery platforms.

Table 2 shows a path coefficient of 0.112 and p-value of 0.207 (p>0.05). Thus the null hypothesis is accepted, which means that this relationship is not statistically significant. It further means that pleasure as a feel-good factor does not affect the use of the online food delivery app.

H6. Need for interaction has a positive relationship with Consumer satisfaction toward online food delivery platforms.

Table 2 shows a path coefficient of -0.024 and p-value of 0.776 (p>0.05). Thus the null hypothesis is accepted, which means that this relationship is not statistically significant. It further means that the need for interaction as a factor does not affect the use of the online food delivery app.

It could be because of the frequency and repeated use of the mobile app that has diminished the feel-good factor and the need for interaction.

H7. Informativeness as information and its effectiveness have a positive relationship with consumer satisfaction towards online food delivery platforms.

Table 2 shows a positive impact with a Path coefficient of 0.235 with the p-value 0.017 (p<0.05). Thus the null hypothesis rejected and the alternative hypothesis H7 accepted. In conclusion, it can be stated that informativeness has a statistically significant and positive relationship with consumer satisfaction. It further means that the consumer feels that they get quick and visual food information while using the online food delivery app.

H8. Consumer satisfaction has a positive relationship with the consumer intentions of online food delivery platforms.

Table 2 shows a positive impact with a Path coefficient of 0.608 with the p-value 0.000 (p<0.05). Thus the null hypothesis is rejected and the alternative hypothesis H8 is accepted. In conclusion, it can be stated that consumer satisfaction has a statistically significant and positive relationship with consumer intentions. The very high path coefficient shows that there is a strong effect of consumer

satisfaction on consumer intentions of the use of online food delivery app.

H9. Convenience has a positive relationship with consumer intentions.

Table 2 shows a positive impact with a Path coefficient of 0.207 with the p-value 0.016 (p<0.05). Thus the null hypothesis is rejected and the alternative hypothesis H9 is accepted. In conclusion, it can be stated that convenience has a statistically significant and positive relationship with consumer intentions.

Table 3 shows consumer intentions with the R^2 value of 0.541 and Q^2 value of 0.502. This concludes that convenience and consumer satisfaction plays a very important role in consumer intentions, which results in frequent and repetitive use of the online food delivery app.

6. CONCLUSION

The study shows that there is going to be a huge demand for mobile food delivery applications in the coming future. People use mobile applications to deliver food to them not only because it saves on time, but it is convenient. Also, they have a feeling of control over technology as they can order food that they want, right at the place they want. Also, people experienced the satisfaction of using mobile technology and having the informativeness at the fingertips.

Technology is affecting business in almost every sphere. The gap between consumer expectations and their fulfilment is being reduced with the help of Emerging Technologies. It is that disruptive force which has brought a Paradigm shift in the business model to serve customers in the manner that was unthinkable before. In the last decade, India has witnessed the exponential growth in internet access as well as in the number of smartphone users. Technology convergence of Mobile phones and internet access has caused significant shifts in consumer awareness, outlook, expectations and their buying behaviour (7).

Majority of the users (descriptive analysis says that 51% were below the age of 30) are young amongst the sample taken for study while this means that in future the consumer demand will grow and with the outlook of this vibrant and young population, it will undergo a big change in terms of



products, services and experience. Due to the changing young consumers' lifestyle and rising of disposable income, there has been a consumer change among Indian consumers to buy food online (7).

Food aggregators like Zomato, Swiggy has done very well during sports events such as IPL and other such events. The average number of daily orders on food platforms have jumped by 18.2% from pre-IPL days to IPL days. IPL, which is India's biggest Cricket League hosts at least one match every day from 8 p.m. to 11 p.m. on weekdays and from 4 p.m. on weekends for 50 days. During IPL 2018, snackable items like ice creams, french fries and pizza witnessed a 50% increase in order. Chicken biriyani, Paneer butter masala, Pav bhaji and Samosa are some of the top 10 dishes ordered during IPL season (36).

This further also suggests that convenience is a major contributing factor which also affects significantly to consumer satisfaction and consumer intention to buy the food online.

Food aggregators are a relatively new phenomenon to India, as Swiggy has started its operations in 2014 in India. However, it will continue to grow at a rapid rate in the coming future. Food aggregators are the creators of consumer change among consumers that is going to decrease the propensity of dining out. Technology is disrupting the market with the advent of userfriendly food aggregator apps in ordering. These developments are set to revolutionize home delivery with a faster availability of food at home or office (1).

7. LIMITATIONS & FUTURE SCOPE

One of the limitation that was faced by the researcher while conducting this study was it is solely based on the opinion of the consumers collected through an online survey and on their accurate and honest response. Moreover, survey participants may possess certain attributes that differ from those in other parts of the world. Future research may use more diversified random sampling to verify the dimensions developed in this study. Regarding the methods which were used by the researcher to investigate the study, it is suggested that future studies use both quantitative and qualitative methods to enhance the results of the field.

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