SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 3 | March 2026 - Peer Reviewed Journal

A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE FOOD PURCHASE IN COIMBATORE CITY

Dr. M. Jayanthi[1], Naresh Kumar.P[2]
[1]*Associate Professor, Department of Commerce (IT), Dr. N.G.P. Arts and Science College, Coimbatore*
[2]*III B.Com IT, Department of Commerce (IT), Dr. N.G.P. Arts and Science College, Coimbatore*

ABSTRACT
Online food delivery has become an important part of modern consumer purchasing behaviour in the digital era. With the rapid growth of smartphones, internet access, and digital payment systems, many consumers are shifting from traditional food purchasing methods to online food delivery platforms. Applications such as Swiggy and Zomato provide convenience, a wide variety of restaurant choices, easy ordering, attractive discounts, and doorstep delivery services. This study examines consumer preferences and buying behaviour in online food purchasing and identifies the factors influencing the transition from traditional food purchasing to online food ordering. Primary data were collected through a structured questionnaire from consumers in Coimbatore City, and various statistical tools were used for analysis. The findings reveal that convenience, time-saving, food quality, price, and promotional offers are the major factors influencing consumers to order food online. The study concludes that although online food delivery services are widely preferred by consumers, improvements in delivery speed, service quality, and pricing strategies are necessary to increase customer satisfaction and encourage further growth of online food purchasing.

KEYWORDS: *Online Food Delivery, Consumer Buying Behaviour, Digital Food Platforms, Food Purchasing Patterns, Swiggy, Zomato, Customer Satisfaction.*

INTRODUCTION

In earlier times, consumers mainly depended on traditional methods such as visiting restaurants or ordering food directly over the phone. Food purchasing was limited to nearby restaurants, and choices were fewer. Payment was mostly done in cash, and there were no options to compare prices, menus, or reviews easily.

In the present digital era, online food purchasing has become common due to the widespread use of smartphones and the internet. Consumers can now order food through mobile applications at any time, choose from a wide variety of restaurants, compare prices, read reviews, and make digital payments. Convenience, time-saving, attractive offers, and fast delivery have changed consumer behaviour, making online food delivery an important part of modern food consumption.

STATEMENT OF THE PROBLEM

Consumers in Coimbatore are increasingly shifting from traditional food purchasing methods, such as visiting restaurants or ordering by phone, to online food delivery services due to rapid technological growth and changing lifestyles. The widespread use of smartphones, mobile applications, and internet connectivity has made it easier for customers to browse menus, compare prices, read reviews, and place orders anytime and anywhere. Additionally, busy work schedules, urbanization, and the rise of nuclear families have increased the demand for convenient and time-saving options. Online platforms offer doorstep delivery, digital payment facilities, attractive discounts, and order tracking, which further influence consumers to prefer online food purchasing over traditional methods.

While online food purchase offers convenience and variety, consumers still face problems related to food quality, pricing, delivery time, hygiene, and service reliability. At the same time, traditional food purchasing methods also struggle to meet modern consumer expectations. Therefore, there is a need to study consumer behaviour towards online food purchase to understand their preferences, problems, and satisfaction levels in the present scenario.

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 3 | March 2026 - Peer Reviewed Journal

REVIEW OF LITERATURE

Year	Title	Author	Research methodology	Findings
2025	AI and Personalization in Online Food Platforms	Chatterjee	The study adopted a descriptive research design and collected primary data through structured questionnaires from 150 online food app users.	Influencer content, product reviews, and social proof strongly influence smartphone purchase decisions.
2024	Consumer Behaviour Towards Food Delivery Platforms	Sisodia	The study followed a descriptive research design and collected data from 125 respondents using a structured questionnaire.	The findings indicated that trust, social influence, app usability, and reliable services significan0tly influence online food purchasing decisions.
2023	Lifestyle Changes and Online Food Ordering Trends	Menon	The study collected data through questionnaires from 120 respondents and used a survey research method.	The findings revealed that urbanization, busy work schedules, and higher income levels encourage online food purchasing behaviour among consumers.
2022	Digital Payment Security in Online Food Delivery	Verma	The study collected primary data from 100 respondents using structured questionnaires and adopted a quantitative research approach.	The findings showed that secure and easy digital payment systems increase customer trust and encourage online food purchasing.

OBJECTIVES OF THE STUDY

1. To analyse consumer preferences and purchasing patterns in traditional food purchasing methods.
2. To assess consumer attitudes and buying behaviour in online food purchasing.
3. To identify the major factors contributing to the transition from traditional food purchasing to online food purchasing.
4. To offer suggestions measures to increase the growth of online food purchasing in Coimbatore City

RESEARCH METHODOLOGY

Area of Study: Coimbatore City
Sampling Technique: Convenient sampling technique
Sample Size: 120 respondents
Period of Study: December 2025 – February 2026.

RESULTS & DISCUSSION

DEMGRAPHIC PROFILE OF THE RESPONDENTS

The following table 4.1 predicts the demographic profile of the respondents

Table 4.1
Gender of the Respondents

DEMOGRAPHIC PROFILE		FREQUENCY	PERCENT
Gender	Male	77	62.1
	Female	47	37.9
Age	18-25 Years	55	44.4
	26-35 years	33	26.6
	36-45years	11	8.9
	Above 45years	25	20.2
Educational Qualification	School Level	31	25.0
	Undergraduate	59	47.6
	Postgraduate	17	13.7
	Professional Degree	17	13.7
Occupation	Student	51	41.1
	Private Employee	44	35.5
	Government Employee	14	11.3
	Business/Self-Employee	15	12.1

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 3 | March 2026 - Peer Reviewed Journal

Gender : The above table shows that out of 124 respondents, 77 (62.1%) are male and 47 (37.9%) are female. Hence, it can be concluded that male respondents are more involved in online purchasing compared to female respondents in the study area.

Age: From the above table, it is observed that 44.4 percent of the respondents belong to the 18–25 years age category, which constitutes the highest proportion. 26.6 percent of the respondents fall under the 26–35 years category. 20.2 percent of the respondents belong to the above 45 years age group, while only 8.9 percent of the respondents are in the 36–45 years category. This indicates that younger respondents form a significant portion of the sample.

Educational Qualification: The above table shows that out of 124 respondents, 31 respondents (25.0%) have school-level education, 59 respondents (47.6%) are undergraduates, 17 respondents (13.7%) are postgraduates, and 17 respondents (13.7%) hold professional degrees. This indicates that undergraduates constitute the majority of the respondents. Therefore, individuals with undergraduate qualifications represent the largest group involved in online purchasing.

Occupation: From the above table, it is clear that 41.1% of the respondents belong to the student category, 35.5% are private employees, 12.1% are business/self-employed, and 11.3% are government employees. This shows that students form the largest occupational group involved in online food purchasing.

CHI-SQUARE ANALYSIS

Chi-square analysis has been carried out to test the relationship between Gender and Seeing food images and reviews increases my buying interest and it is tested at 5% level of significance.

Table 4.2
CROSS TABULATION
GENDER OF THE RESPONDENT & SEEING FOOD IMAGES AND REVIEWS INCREASES MY BUYING INTEREST

Gender of the respondent * Seeing Food Images and Reviews Increases My Buying Interest					
		Seeing food images and reviews increases my buying interest			
		Always	Sometimes	Never	Total
Gender of the respondent	Male	41	18	18	77
	Percentage	53.2	23.4	23.4	100
	Female	25	10	12	47
	Percentage	53.2	21.3	25.5	100
Total		66	28	30	124

Among the male respondents, the highest 53.2% of the respondents state that seeing food images and reviews always increases their buying interest. Among the female respondents, the highest 53.2% of the respondents also state that seeing food images and reviews always increases their buying interest.

Hypothesis

"There exists no significant relationship between gender of the respondents and the influence of seeing food images and reviews on buying interest."

4.3 CHI-SQUARE TEST
GENDER OF THE RESPONDENT & SEEING FOOD IMAGES AND REVIEWS INCREASES MY BUYING INTEREST

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.113[a]	2	.945
Likelihood Ratio	.113	2	.945
Linear-by-Linear Association	.021	1	.886
N of Valid Cases	124		

From the signifiant value of .943, it is clear that there exists significant relationship between Gender and seeing food images and reviews on buying interest of the respondents. Hence the hypothesis is accepted.

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 3 | March 2026 - Peer Reviewed Journal

CONCLUSION

Online food delivery has emerged as a significant transformation in consumer purchasing behaviour in the digital era. With the rapid growth of smartphones, internet penetration, and digital payment systems, consumers are increasingly shifting from traditional food purchasing methods to online platforms. Food delivery applications provide convenience, a wide variety of restaurant options, easy price comparison, attractive discounts, and doorstep delivery. Major platforms such as Swiggy and Zomato have strengthened the online food market by offering user-friendly applications, secure payment systems, and efficient delivery services. The study shows that online food delivery is particularly popular among young consumers, especially those in the 18–25 age group, who prefer ordering food online mainly due to convenience and time-saving benefits. Price, offers and discounts, and food quality are the major factors influencing consumer decisions, while UPI is the most preferred payment method, indicating the increasing acceptance of digital payments. However, issues such as late delivery and high delivery charges remain concerns for customers. Overall, the study concludes that although online food delivery services are appreciated for convenience, time-saving, and variety of choices, improvements in delivery speed, pricing, and quality consistency are necessary to enhance customer satisfaction and loyalty.

REFERENCES

1. *Swiggy. (2024). Official Website. Retrieved from https://www.swiggy.com*
2. *Zomato. (2024). Official Website. Retrieved from https://www.zomato.com*
3. *Reserve Bank of India. (2023). Digital Payments in India – Annual Report. Retrieved from https://www.rbi.org.in*
4. *Statista. (2023). Online Food Delivery – India Report. Retrieved from https://www.statista.com*
5. *Ministry of Statistics and Programme Implementation. (2023). Statistical Handbook of India. Government of India.*