



EFFECT OF ONLINE FOOD BUYING BEHAVIOUR BY MILLENNIALS

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ABSTRACT

The millennials constitute an important group of consumers. Therefore, to know how they behave has become an important issue. This paper aims to explain who the millennials are, to explain who belongs to this generational group and why they have become an attractive group for different social and economic sectors, by showing the most outstanding attitudes, tastes and buying behaviors. In this paper we present an integrative view of Millennials consumer behaviour towards online food. The main objective of this research is to study the purchasing behaviour of online food by millennials consumer. The findings contribute to the literature by providing a description of millennial consumers; showing in detailed the importance of this market segment and their buying behaviors.

Keywords: Millennials, online food, consumer behavior

Purpose:

Millennials i.e., teens and young adults starting from 19 to 37 years of age; are the second-youngest group of consumers. Generation X (or Gen X, 38–51 years old) and therefore the Baby Boomers (52–70 years old) precede them, whereas Generation Z (or Gen Z, 15–18 years old) follows them. For the past five years, marketers are tracking with fascination the likes, dislikes, preferences, and demands of the Millennials. Millennials today are in several life stages—some are in college, still living at home; some have removed on their own; et al. have started their own families. Their lifestyles

and values at the various life stages impact what the Millennials want or need, and are reflected in their leisure activities, understanding of politics and current events, and approaches to cooking, also as how they snack and buy food and beverages. Today's millennials are more informed than any generation in history, powered with a military of informants as smartphones and via the collective power of social media. Millennials are incredibly knowledgeable, and millennials and food industries must interact to make sure each other delay their end of the discount. In other words, millennials expect foods to be sourced sustainably and locally, and therefore the food industry expects millennial to reply by increasing loyalty and ordering more products. Hence, to know the mindset of millennials towards online food purchasing activity this research has been conducted and surveyed.

Design/Methodology/Approach:

Objective- The objective of the paper is to understand the millennials perspective of the effect of online food purchasing behaviour.

Research Design- Research is an ingenious contribution to the prevailing stock of data making for its advancement. It gives us the right understanding regarding the topic matter with the assistance of study, observation, comparison and experiment. In other words, research is thus the look for knowledge through objective and systematic method of finding solution to a drag.

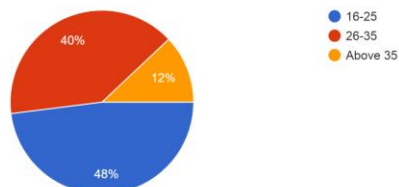
The research design method used for this study was a quantitative research design. The environment for collecting data was not manipulated during the data collection. This research was undertaken on the basis of non-probability sampling method in the form of structured questionnaire and primary data was collected from various respondents. The respondents selected were college students, family members, friends and few colleagues, all constituting to the millennial group.

Following are the observations from various respondents:

Age

Age	No. of respondents	Percentage
16-25	12	48
26-35	10	40
Above 35	3	12

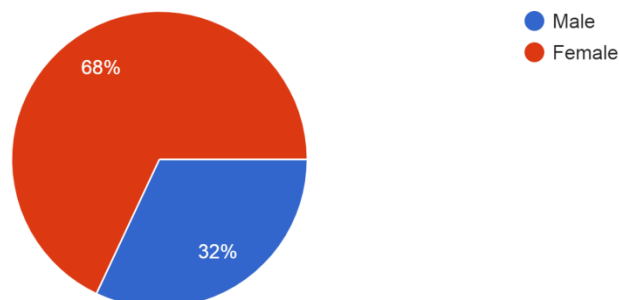
Age
25 responses



Gender

Gender	No. of respondents	Percentage
Male	8	32
Female	17	68

Gender
25 responses

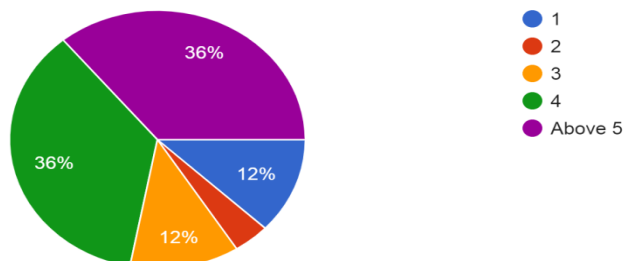


Family Size

No. of members	No. of respondents	Percentage
1	3	12
2	1	4
3	3	12
4	9	36
Above 5	9	36

Family size

25 responses

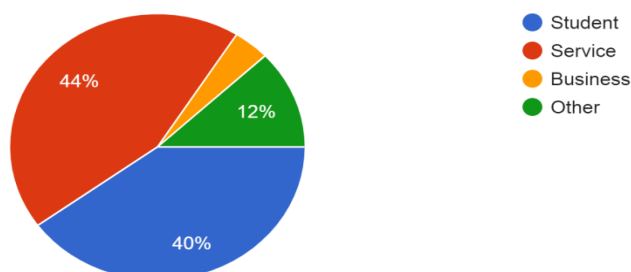


Occupation

Occupation	No. of respondents	Percentage
Student	10	40
Service	11	44
Business	1	4
Other	3	12

Occupation

25 responses

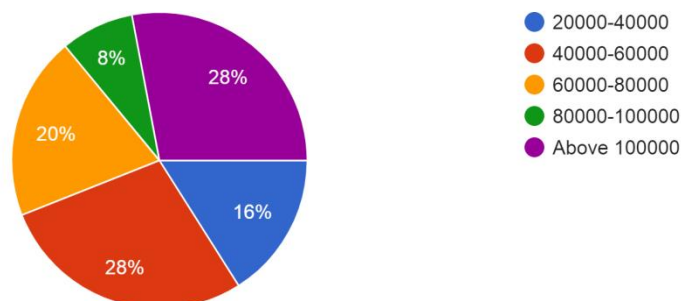


Family Income Monthly

Income	No. of respondents	Percentage
20000-40000	4	16
40000-60000	7	28
60000-80000	5	20
80000-100000	2	8
Above 100000	7	28

Family Income Monthly

25 responses

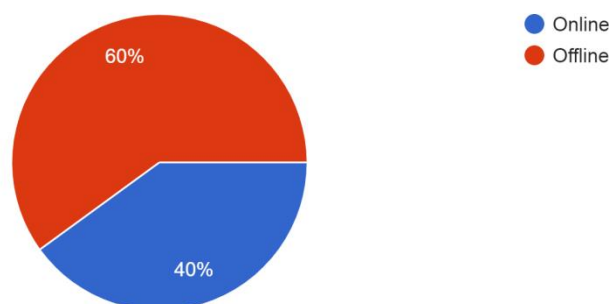


Food Purchase

Mode of food Purchase	No. of respondents	Percentage
Online	15	60
Offline	10	40

Food purchase

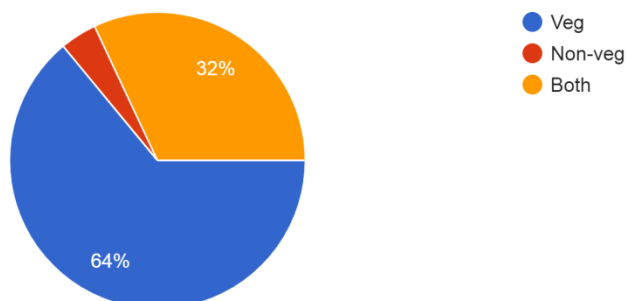
25 responses



Food Habits

Food consumption	No. of respondents	Percentage
Veg	16	64
Non-veg	1	4
Both	8	32

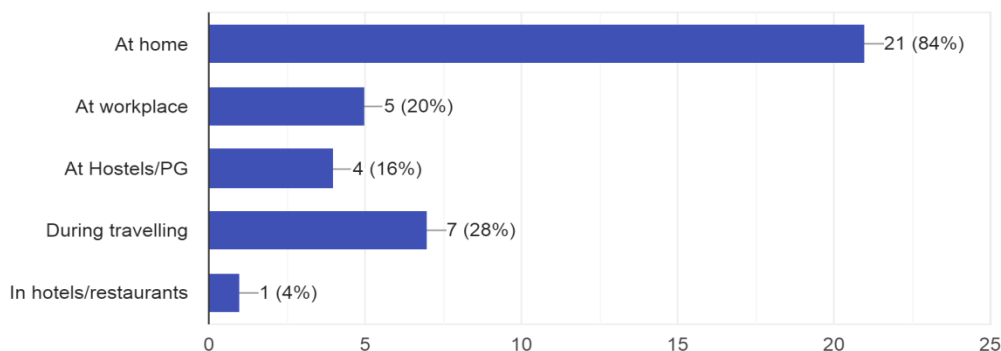
Food Habits
25 responses



Usual Place for consuming online food

Place	No. of respondents	Percentage
Home	21	84
Workplace	5	20
Hostel/PG	4	16
During travelling	7	28
Hotels/Restaurants	1	4

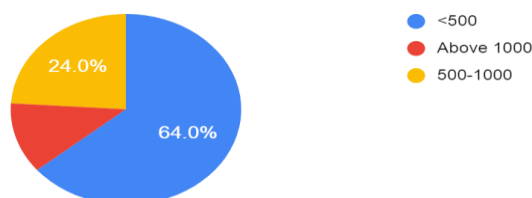
What is your usual place for consuming online food?
25 responses



Expenditure on eating out per week

Expenditure	No. of respondents	Percentage
<500	16	64
500-1000	6	24
Above 1000	3	12

Expenditure on eating out per week

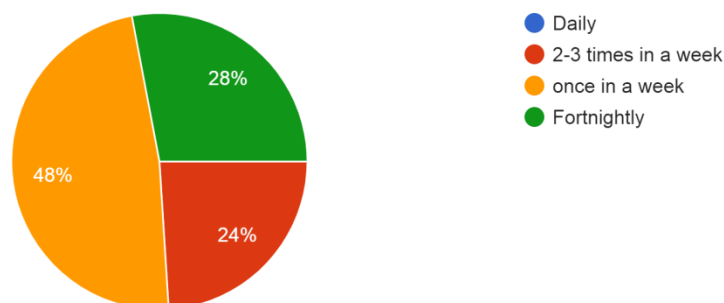


Frequency of consuming online food

Frequency	No. of respondents	Percentage
Daily	0	0
2-3 times in a week	6	24
Once in a week	12	48
Fortnightly	7	28

What is your frequency of consuming online foods?

25 responses

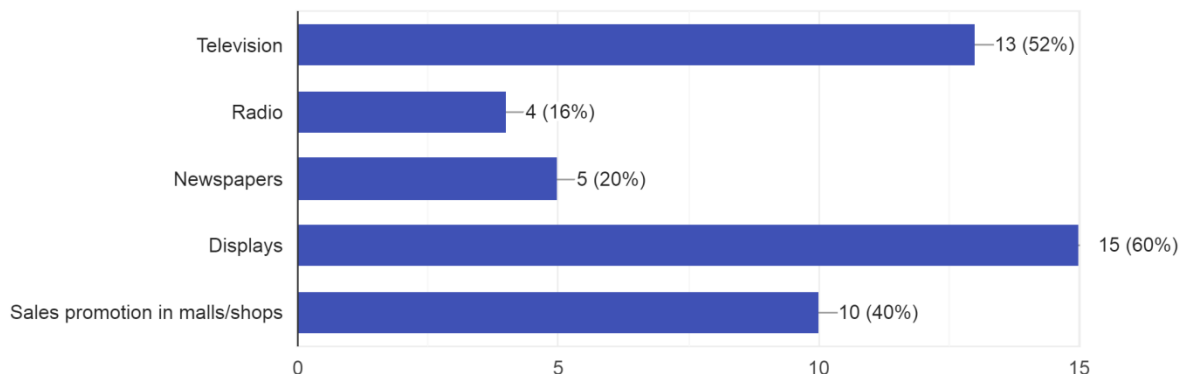


Information about online food

Sources	No. of respondents	Percentage
Television	13	52
Radio	4	16
Newspaper	5	20
Displays	15	60
Malls/Shops	10	40

Where do you get information about online food?

25 responses

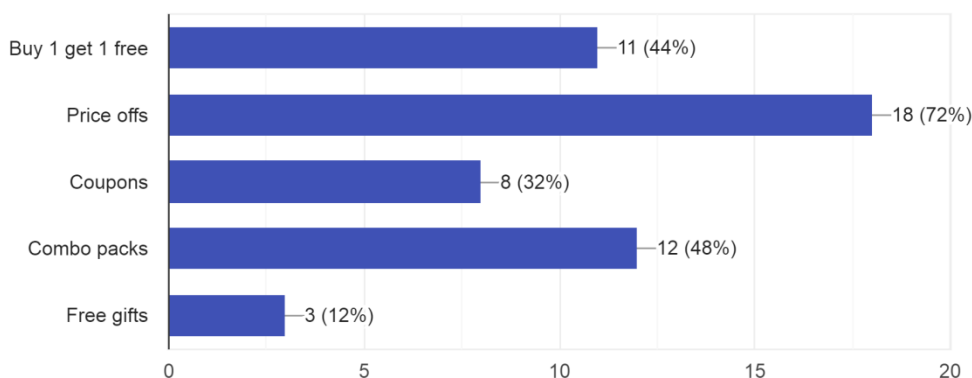


Sales Promotional Schemes.

Schemes	No. of respondents	Percentage
Buy 1 get 1 free	11	44
Price offs	18	72
Coupons	8	32
Combo packs	12	48
Free Gifts	3	12

Which off the following sales promotional schemes induce you to purchase more?

25 responses



Findings:

This analysis investigates the effect of online food buying behaviour by millennials based on demographic characteristics and few questionnaire designed for this survey. From the survey, it was found that millennials belonging to age group of 16-25, particularly female preferred purchase of online food. It was also observed that in a family of four or above five mostly working in service sector (44% out of 25 people) inclined more towards online food consumption. Their food purchase habit was vegetarian (64% out of 25 people) which was mostly consumed at home rather than any other place of consumption. According to the respondents, their expenditure on eating out per week was less than 500 with the frequency of consumption of once in a week. There are various online food providing sources which use different platforms, mainly, television, radio, newspaper, display, malls, etc., to convey their information to the consumers for increasing business. From the survey, it was found that the main platform used which attracted more respondents with respect to online food purchase was display through which they get information and seek to buy food online. It can be seen from the survey, different sales promotional schemes being laid to respondents such as buy one get one free, coupons, price offs, combo packs, free gifts, from which mostly preferred scheme was price offs by discounting factors. These were the findings being surveyed among millennials about the effect of online food buying behaviour.

Research limitations:

The findings should be approached with caution because of several limitations. Although the respondents were able to answer the questionnaire during the research, there are some limitations which need to be acknowledged. Mainly, to study the effect of online food buying behaviour by millennials is limited to 25 people. The research findings are the study which was reflected by few people belonging to millennial generation and not necessarily the entire millennial population in our country. There may be differences among urban and rural millennials which can affect their online food buying behaviour. These were some of the limitations being observed.

Implications:

The findings that were observed were obtained during the research give useful insight for the online food buying behaviour by millennials. As the millennial generation expresses more attention to food as a category, it is vital to understand the effect of online food buying behaviour of this generation. More importantly, to understand their frequency of consumption of online food which are based on many factors. This increases various business firms to expand their business by attracting this generation by various platforms



and using different promotional schemes to retain the millennials and attract more to incline towards purchase of online food.

Originality/value:

The study acknowledged the value, that recent development of the web has augmented the e-commerce industries during a country like India. E-commerce development has made online food ordering services seamless for people that want to urge food delivered at their doorstep. Although consumers still leave for the meals, consumers feel very convenient to order food online since it frees the customer from personally visiting the restaurants. During this study, our main focus was to analyze the perception of consumer towards online food purchasing behaviour. In order to know what factors have played a dominant role to attract consumer in the developing country like India towards them, we decided to study on the consumer behaviour on online food ordering. During this research paper, two objectives were set for study. The primary one was to spot the factors which influence the buyer to order food online and therefore the other one was to understand the buyer preferences on online food purchasing behavior. To achieve these objects survey was held to gather the information. Survey successfully helped to understand the behavior and perception of people for online food ordering. It shows how easily people look for a favourite restaurant, choose between available items and place their orders in only a couple of minutes. By this, the originality of online food consuming behaviour has been identified which created a great impact of purchase decision of food through online sources mainly by millennials.

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