

STUDY ON THE IMPACT OF CHOICE OVERLOAD ON PURCHASE INTENTION OF FOOD AGGREGATOR PLATFORM USERS

Project Report

**Submitted by
SHREYA SHINE KUMAR
(Reg. no: SB21BMS032)**

**Under the Guidance of
Dr. Sunitha T.R.**

In partial fulfillment of the requirements for the award of the degree of
Bachelor of Management Studies (International Business)



ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

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CERTIFICATE

This is to certify that the project report entitled, "Study on the Impact of Choice Overload on Purchase Intention of Food Aggregator Platform Users", is a bonafide record submitted by Ms. Shreya S Kumar, Reg. No. SB21BMS032, in partial fulfillment of the requirements for the award of Degree of Bachelor of Management Studies in International Business during the academic year 2021-2024.

Dr. Alphonsa Vijaya Joseph

PRINCIPAL



CERTIFICATE

This is to certify that the project entitled "Study on the Impact of Choice Overload on Purchase Intention of Food Aggregator Platform Users", has been successfully completed by Ms. Shreya S Kumar, Reg. No. SB21BMS032, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Management Studies in International Business, under my guidance during the academic year 2021-2024.

Sunitha

Dr. SUNITHA TR

DATE 22/4/24

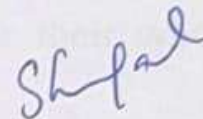
INTERNAL FACULTY GUIDE

DECLARATION

I, *Shreya S Kumar*, Reg. No. *SB21BMS032*, hereby declare that this project work entitled "*Study on Impact of Choice Overload on Purchase Intention of Food Aggregator Platform Users*" is my original work.

I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.

Date: *22/04/24*



Shreya S Kumar

Reg No. SB21BMS032

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First and foremost, I thank God Almighty for giving me the strength and ability to complete this project work successfully.

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SHREYA S KUMAR

EXECUTIVE SUMMARY

Choice overload is a phenomenon wherein the abundance of choices creates a potentially negative outcome. When faced with too many options to select from, people often feel overwhelmed or confused, leading to possible dissatisfaction with the choice. This study aims to investigate the impact of said phenomenon on purchase intention particularly in the food delivery sector. With advancements in technology and rapid growth in the food delivery industry, consumers have the leisure to choose from a variety of food options. The myriad of culinary options often results in challenges, like delayed decision-making, feelings of regret or doubt regarding the choice, or even overall dissatisfaction. For this reason, businesses operating in this sector must understand how choice overload influences consumer behaviour and decision-making to enhance their customer experience.

This study explores the implications of choice overload and the perceived ease of use on purchase intention through a thorough analysis of existing literature and primary data collected through questionnaires. The report covers an introduction to the study, literature review, findings, and suggestions. The sampling method used was convenience sampling, accessed through various social media platforms like Instagram, WhatsApp, etc. The findings accentuate the impact of choice overload on purchase behaviour.

TABLE OF CONTENTS

Chapter no	Title	Page no
	Acknowledgment	i
	Executive Summary	ii
I	Introduction to the study	1
1.1	Introduction	2
1.2	Statement of the problem	3
1.3	Literature review	3
1.4	Significance of the study	5
1.5	Scope of the study	5
1.6	Objective of the study	6
1.7	Conceptual model	6
1.8	Research hypotheses	6
1.9	Research Methodology	7
1.10	Limitations of the study	9
II	Industry profile	10
2.1	Industry Profile	11
2.2	Indian Food Delivery Market	12
2.3	Trends in the Industry	13
2.4	Major Indian Food Delivery Industry Players	14
III	Data Analysis and Interpretation	16
3.1	Percentage Analysis	17
3.2	Inferential Statistics	21
IV	Findings, Suggestions, and Conclusion	25
4.1	List of Findings	26
4.2	Suggestions	27
4.3	Conclusion	28
	References	29
	Annexure	31

CHAPTER I:
INTRODUCTION TO THE STUDY

1.1 INTRODUCTION

The 21st century, often called the “digital age,” has seen numerous advancements in e-commerce and mobile applications. With every product and service available in the swipe of a finger, digitalization has enabled the fast-paced, bustling population to rely on it for minute tasks. Convenience, speed, and flexibility have now become the defining terms of consumption in the buyer’s dictionary. This has particularly been the case for the food delivery industry- a sector that has witnessed tremendous growth in popularity and size in the last few decades.

Online food delivery has revolutionized dining experiences for people by providing them access to multiple restaurants and cuisines within a single application. These applications, called food aggregators, act as a platform that incorporates the menus of various restaurants and food establishments, delivering the order to the customer’s doorstep. They serve as a digital space connecting users with a huge network of restaurants and eateries that offer a wide assortment of culinary delights. From small local cafes to Michelin-star restaurants, aggregator platforms have them all. The sheer variety of options available, along with its convenience and discounts make it an attractive alternative to dining, especially for the working youth.

These applications have seen a good amount of success and popularity, right from their inception. The COVID-19 pandemic only fuelled the growth of this industry more, as lockdowns and social distancing measures limited dine-in options. This prompted a surge in demand for these services, as they were perceived as a safer and more convenient alternative; further sealing them as an essential component of the dining landscape. The most popular food aggregator platforms in India include Swiggy, Zomato, Foodpanda, UberEats (discontinued now), Fasoos, etc, with Swiggy and Zomato sharing a larger share of the market.

However, the plethora of culinary options poses another issue that is not much acknowledged- choice overload. It refers to the paradoxical effect of having too many options: the more choices available to select from, the harder it gets to decide on the choice. Research in psychology has suggested that people often tend to face decision fatigue and a lesser likelihood of making a satisfying decision when exposed to excessive choices. This is a prevalent phenomenon, especially in the case of the food delivery sector. As consumers are bombarded with numerous culinary options, they might experience feelings of overwhelm, anxiety, and indecision, slowing down the decision-making process. This study aims to explore these occurrences.

1.2 STATEMENT OF THE PROBLEM

While the impact of choice overload is a studied phenomenon, especially in the e-commerce industry, its incidence in the online food delivery sector- particularly food aggregator platforms- has not been frequently ventured into. Exploring the consequences of having one too many options to select from, and how that factors into the case of consumer behaviour and overall satisfaction is crucial for the survival of businesses in this domain. Likewise, the goal of this study is to investigate and comprehend the significance of choice overload in the process of consumer decision-making, especially on purchase intention, concerning food aggregator platforms.

1.3 LITERATURE REVIEW

Previous literature on consumer decision-making in the online food delivery industry and food aggregator platforms provides purposive insights into the aspects that influence people's choices when they order food through digital applications. In this literature review, existing research on choice overload and its implications on purchase intention is summarised, along with terms and variables relevant to the study, for instance, food aggregator platforms, perceived ease of use, purchase intention, etc.

1.3.1 Food Aggregator Platforms

Food aggregator platforms refer to those applications or websites that pile together dishes and cuisines from various restaurants for consumers to order and have them delivered to their doorsteps (Paula R, Ana Catarina, Joël Vaz, Paulo Riberio, 2023). They have prospered very well in the food delivery industry; the COVID-19 pandemic accelerating its growth, quickly becoming part of consumers' routine owing to its convenience, pricing strategies, and restaurant ratings (Sazzad Parwez, 2022). Studies have also found 4 types of design- namely visual, informational, collaboration, and navigational to motivate consumers to use these applications more. Visually attractive interfaces encourage consumers to order food frequently (Indian Multinational Restaurant Aggregator And Food Delivery, 2023).

In the context of this sector in India, one can confidently say that it has been faring well since its origin in 2014. Zomato and Swiggy, two of the most popular FoodTech giants, have even crossed the \$1 billion mark, dominating the market in a duopolistic fashion (Salman S.H, 2021).

1.3.2 Perceived Ease of Use (PEOU)

Perceived ease of use refers to the user's impression of how easy a product, system, or technology is to use. It relates to the ease at which a consumer can use and/or navigate a system and their understanding of it (Hariman Surya Siregar, 2023). PEOU is an important factor, especially in the matter of food aggregator platforms as it has earlier been examined to have a positive impact on the intention to purchase from these sites (Oliandes Sondakh, 2022). While the significance of PEOU on repurchase intention hasn't exclusively been researched with respect to aggregator platforms, their influence in the e-commerce industry has turned out to be certain (Anthony Reinaldo Halim, Keni Keni, 2023).

1.3.3 Purchase intention

Referring to the intent of a consumer regarding whether or not to purchase a particular good or service, purchase intention plays a definitive role in consumer behaviour research. A consumer's intention to purchase is found to have been influenced by numerous factors including reliability, food product quality and safety, convenience, and the like (Consumer Purchase Intention for Food Products in Facebook E-Commerce Platforms During COVID-19 Lockdowns, 2022). Prior research suggests that utilitarian and hedonic values have a positive impact on purchase intention. In connection to food delivery platform services, utilitarian values are practical benefits that consumers seek, like timely delivery, accurate order delivery, etc that focus on the functionality and convenience of the service, whereas hedonic values refer to the experiential benefits they want to receive, like the joy of trying new cuisines. Hedonic values lay emphasis on pleasure and sensory gratification. Both utilitarian and hedonic values have prominence in shaping consumer attitudes towards food delivery platform services, and in turn, purchase intention too. Bearing that in mind, businesses can formulate strategies that would judiciously target these values and needs (Han-Shen Chen, Chia-Hsing Liang, Shu-Yi Liao, Hung-Yu Kuo, 2020).

1.3.4 Choice overload

Choice overload refers to a paradoxical phenomenon wherein the abundance of options available to make a choice leads to hiccups in the decision-making process. It is often perceived that numerous options mean easier decision-making and better satisfaction, but in many cases the effect is contradictory. Consumers typically take a longer time to make a decision when they are presented with a larger set or a slew of options (The Decision Lab, 2021). This is

especially the reality with users of food aggregator platforms- a medium that lets customers browse through the menus of a variety of food establishments and order through them. Previous studies on the topic have revealed interesting insights- it was observed that the initial response to increased assortment size was positive as it boosted the purchase probability. But eventually, this effect plateaus- meaning it becomes constant, and soon, decreases slightly. It was comprehended that this diminishing return to the size was due to search costs, rather than evaluation costs (Yang Wang, Xueming Luo, Zhijie Lin, 2019) (Tila Pronk, Jaap J. A, 2020). Research also indicates that Generation Z (people born between the mid-1990s and early 2010s) are more likely to be susceptible to decision paralysis due to choice overload than the other generations, as they worry there are better alternatives to any option they choose (Adriana M, Andreea-Sînziana, Teodora Roman, Lorin Mircea, 2021). All in all, previous literature hints at choice overload being a negative consequence of offering an extensive array of options for consumers to pick from.

1.4 SIGNIFICANCE OF THE STUDY

Studying the impact of choice overload on purchase intention is critical not just for businesses operating in this industry, but other stakeholders like consumers as well. Understanding the effects of an extensive list of options on the buying behaviour of consumers allows firms to optimize their offerings and services in a way that amplifies customer satisfaction and boosts repurchase levels. This customer-centric thinking that focuses on dynamic consumer needs and preferences sets the business apart from its industry counterparts, giving it a competitive advantage over others. It also helps design a simplistic interface that enhances user experience. For consumers, the knowledge about choice overload and its implications may aid in better navigation and selection processes. Deducing the psychological reasons behind this phenomenon and figuring out approaches to tackle it can help in quicker decision-making and increase overall satisfaction in ordering food.

1.5 SCOPE OF THE STUDY

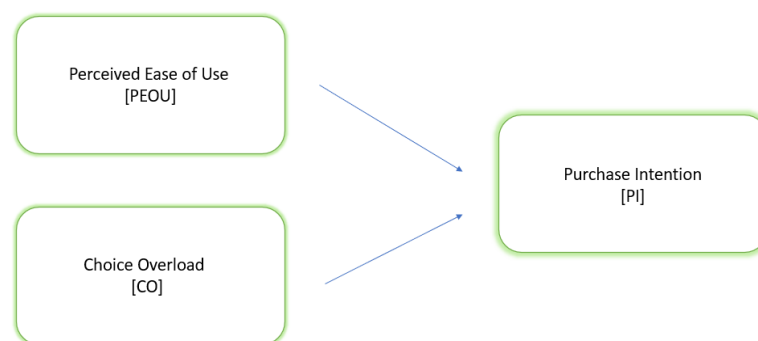
With the immense popularity of food aggregator platforms, the number of businesses opening up in this sector has been on the rise. In consideration of that, a study that offers perspective on the assortment size of food options and its influence on consumer behaviour will be beneficial. The study investigates the result of having an excessive number of options in food aggregator platforms on the purchase intention and overall satisfaction/experience. Key

features of the research include a thorough examination of variables- perceived ease of use (PEOU) and choice overload, and measuring their effect on the purchase intention of customers.

1.6 OBJECTIVES

- a) To explore the degree to which consumers face choice overload while using food aggregator platforms.
- b) To investigate how choice overload affects the consumer decision-making process and purchase intention.
- c) To examine a user's perceived ease of use (PEOU) and how that ties into their intention to purchase from the platform.
- d) To contribute to the existing body of knowledge on choice overload and consumer behaviour in the online food delivery industry.
- e) To present suggestions to businesses operating/planning to operate in food aggregator platforms to optimize their menu and service offerings.

1.7 CONCEPTUAL MODEL



1.8 RESEARCH HYPOTHESIS

H1: There is a relationship between a consumer's perceived ease of use and purchase intention while using food aggregator platforms.

H2: Choice overload has an influence on a consumer's purchase intention in food aggregator platforms.

H3: Choice overload and perceived ease of use impact consumer's intention to purchase through food aggregator platforms.

1.9 RESEARCH METHODOLOGY

1.9.1 Data collection

Data collection refers to the process of systematically collecting, classifying and measuring information on the variables of interest in a study. The collected data is further analysed and interpreted to make sense of the research problem, test hypotheses or even evaluate/forecast trends and other possibilities. The uses and users of data are vast and hence, it becomes imperative that the data collected be accurate and precise, regardless of the stream of research. Social sciences, business, and humanities- all of them hinge on reliable and accurate data, despite different methods and types of data collection. Inaccurate information collection results in failure to test/ validate research questions, distorted findings, misleading investigations or even compromised decision-making.

Fundamentally, there are two kinds of data- primary data and secondary data. Primary data is collected first-hand for the particular research problem at hand. It is raw data that has to be filtered, summarized and interpreted to make it relevant to the research question at hand. Primary data can be collected through personal experience or evidence, like surveys, focus groups, depth interviews, observational techniques, etc. Primary data collection can be tricky, time-consuming and even expensive as it is collected for the first time. Secondary data, in opposition to primary, is second-hand data that has been previously collected and summarized by other researchers for their study. It is accessible and readily available through published and other sources like government websites, journals, articles, reports etc.

The primary data collected for this research study is through questionnaires. A self-designed questionnaire that aims to measure information on the variables of the study was created and circulated. Secondary data from various sources across the web including articles, journals, reports and research was referred to for introduction and literature review.

1.9.2 Sampling

1.9.2.1 Population

The population size is the total number of people sharing the same characteristics that the researcher is trying to study. In this case, the population is frequent users of food aggregator platforms. All individuals who have previously ordered food through these platforms comprise the population.

1.9.2.2 Sample size

A sample is a smaller section of a larger group/population sharing the same characteristics. Due to resource and time constraints, the sample size for this population is 57 respondents. Various social media platforms were leveraged to reach out to the sample. Questionnaires were sent through WhatsApp, Instagram, X, LinkedIn etc.

1.9.2.3 Sampling technique

Primarily, there are two types of sampling techniques- probability and non-probability sampling. Respondents are chosen at random for probability sampling, giving the population an equal chance of getting selected, while non-probability sampling hinges on the judgement of the researcher to choose a sample. For this study, convenience sampling, a non-probability sampling technique, was used on account of time and resource constraints. Sufficient time was granted for filling out the questionnaire to prevent low response rates and to ensure accuracy.

1.9.3 Tool used for data collection

Data for this study was collected using a questionnaire. The questions were formulated to meet the requirements of the research study. It was divided into 3 sections, with the first section comprising demographic questions. The second section contained questions on choice overload and perceived ease of use (both independent variables of the study), and the third had questions measuring a person's purchase intention through food aggregator platforms. Likert scales were primarily used to assess the degree to which the respondents agreed to the given statements, where the scale range was as follows: 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, and 5- Strongly agree.

1.9.4 Data analysis techniques

SPSS software package (version 20) was used to analyse the data. The tools used for analysis were as follows-

- Regression
- Percentage analysis
- T-test

1.10 LIMITATIONS

One major limitation of this research study is the sample size. Due to time and resource constraints, data could be collected only from 57 respondents. This may not be the best representation of the entire population of food aggregator platform users. Despite all respondents being food delivery service users, the chances of incorrect/inaccurate responses are still present.

CHAPTER II
INDUSTRY PROFILE

2.1 Industry Profile

The food delivery industry has progressed significantly in the last few decades, evolving from telephone-based ordering to mobile-based applications and platforms. Consumers can now avail various culinary options and offerings of food establishments with almost little to no effort; said factor contributing to its immense popularity among today's busy population.

The origin of the food delivery industry can be traced back to the 18th century when restaurants and shops delivered food to royals and other elite members. By the 20th century, it became more accessible to commoners, as they could simply ring up restaurants and have them deliver their orders to their doorsteps. The late 1990s and early 2000s witnessed incredible advancement as websites were then able to display their menus, and customers could directly place an order through the site. This revamped online food delivery and paved the way for another revolution- food aggregator platforms. Combining the menus and offerings of multiple eateries into a single platform/application has given users greater flexibility and convenience, introducing them to a digital dining landscape.

The food delivery industry consists of an interconnected web of restaurants, delivery agents, and consumers. Customers order food through the platform and restaurants fulfill their duty by preparing the meal and entrusting it to agents who deliver the order as a means for their income. Establishments leverage this system to reach a wider set of audience without having to pitch in additional investment, making it a very attractive opportunity for businesses. This economical option has catalysed intense competition in the industry, making it so that even smaller food businesses pay a high price to remain on the list.

Despite the steady predominance of this industry, consumers have recently begun to raise issues over the environmental impact of food delivery. Packaging waste as well as emissions from delivery vehicles has been the prime concern of activists and advocates of environmental change. To tackle the problem of unnecessary waste production, both aggregator platforms and restaurants have switched to paper packages instead of plastic covers, opting for cleaner and more eco-friendly packaging. Swiggy has also introduced a new feature that provides users the option to either elect for a standard delivery that groups very few orders, or an eco-friendly delivery that groups orders of multiple customers to reduce pollution and save fuel, albeit

costing extra time. This is evidence that the industry is fully capable of pioneering groundbreaking innovations and technology, and has a good scope for growth and expansion in the future.

2.2 Indian Food Delivery Market

While the food delivery industry dates back centuries in countries like Italy and South Korea, India witnessed its first organised food delivery system in the 19th century with the induction of “Dabbawallas” in modern-day Mumbai. They were groups of self-supervised individuals who would deliver home-cooked meals to office workers who couldn’t travel home for lunch. The concept of delivering humble lunchboxes from the customer’s house to their workplace originated in the British Raj but is still very prominent in parts of Mumbai and Pune. The Dabbawallas would then go on to become the nucleus of the food delivery industry and inspire countless innovations and technology in the field.

With the advent of the internet and mobile technology in the 20th century, the food delivery industry noted good development in the sector; but even then, people’s reluctance to adopt new technology in the country slowed the process down greatly. It wasn’t until 2008 when Deepinder Goyal launched ‘Zomato’ did things started looking up for the industry. Many competitors followed suit in launching aggregator platforms that let users browse through the culinary options of multiple restaurants. Swiggy was established in 2014, and Food Panda in 2012. The following years to come would witness the extraordinary success of these businesses- with Swiggy and Zomato almost dominating the market as the major food-tech giants.

The collective acceptance of these platforms can be attributed to changing consumer preferences and hectic lifestyles. Owing to rapid urbanization and increasing employment rates of women, people have turned to these platforms for their meal selections. In addition, India is a younger demographic country- meaning the majority of the population is still young; which explains the quick adoption of this technology. The COVID-19 pandemic further cultivated this industry, as people couldn’t dine out due to lockdown restrictions. Contactless delivery enabled the urban population to taste their favourite foods from restaurants and fulfil their cravings through these platforms. According to TechSci report, the Indian Online Food

Ordering and Delivery Market reach USD 28.3 billion in 2022 and is forecasted to grow at a CAGR (Compound Annual Growth Rate) of 26.89% during the period 2025-29.

Setting aside their popularity among consumers, these platforms face several challenges. Difficulty in earning profits, food quality and hygiene standards, contributions to carbon emissions, etc pose a serious dilemma for these businesses. Companies can barely count on profitability, with frequent discounts and offers eating up the already slim profit margins. Regulatory challenges also take the form of a burden on these firms. But despite all these issues, the Indian food delivery industry has been faring well and has great scope for innovations.

2.3 Trends in the Industry

The Indian food delivery sector has continually metamorphized per the changing trends and preferences of the Indian population. Customer-centric industries like this must be dynamic in their offerings and operations to remain relevant in the field. A few recent trends in this industry are briefed below:

2.3.1 Cloud Kitchens

Also referred to as ‘ghost kitchens’ or ‘virtual kitchens’, these are cooking spaces that provide businesses with the facilities and services to prepare food for delivery or takeout. To put it simply, it is similar to a restaurant but without any dining space; they are “delivery-only kitchens”. The purpose of these cloud kitchens is to offer food businesses a commercial kitchen space without all the overhead costs that are usually associated with traditional brick-and-mortar restaurants. The sole focus of businesses that utilize cloud kitchen facilities is fulfilling online orders received through food aggregators and delivery platforms.

2.3.2 Hyperlocal delivery

A recent trend is that these platforms partner with local shops and restaurants to deliver groceries and other home essentials to customers. This takes convenience to a whole other level, allowing consumers to order all essential products to their homes within minutes, eliminating the hassle of going to supermarkets physically. A few platforms like Swiggy and Big Basket have their warehouses filled with products listed on their site so delivery agents can

easily access them without having to find shops that sell the required product. This ensures the timely delivery of the products and easy tracking.

2.3.3 Shift towards healthy and organic food

Recent observations have displayed a palpable shift in the taste and preferences of Indian consumers, with an increasing portion of the population opting for healthy and organic culinary options. A sizeable share of the country's demographic has adopted nutritious, plant-based diets like veganism and gluten-free diets, seeking healthier food options corresponding to the growing awareness about health and wellness. In response to this surge in demand, food delivery businesses are partnering with health-conscious restaurants to cater to these changing needs and preferences.

2.3.4 Focus on Sustainability

With environmental issues garnering attention and concern from all parts of the world, it is only anticipated that the food delivery industry will also take a hit. Packaging waste of the orders, carbon emissions of the delivery agents' vehicles, etc are a few areas of concern. To mitigate the impact of package (plastic) waste, many food delivery platforms and establishments have opted for paper packages. Few platforms have switched to eco-friendly deliveries, in which they seek to reduce their carbon footprint by delivering multiple orders in one go. Furthermore, food delivery businesses have started partnering with local farmers and eateries in an attempt to drive sustainable practices.

2.4 Major Indian Food Delivery Industry Players

The Indian Food Delivery Industry was valued at USD 36.3 billion in the FY 2023-24, the proliferation of the market being driven by the rise in the working demographic as well as disposable income. Features like contactless delivery, an array of simple payment methods, an assortment of cuisines etc appeal to the Indian populace. The market is estimated to reach USD 257.7 billion by 2032, as forecasted by the IMARC Group. Major players in the industry include Swiggy and Zomato, among others.

2.4.1 Swiggy

Established in 2014, Swiggy is one of the leading food aggregator platforms with over 5 million+ app installations; essentially becoming a household name for people who generally order food online. The platform features an enormous assortment of culinary delights and cuisines from local and international eateries and has a presence in all major cities and towns. Its operational revenue grew 44.9%, to INR 8264 crores in the FY ending in March'23 against INR 5705 crores in FY 22. The food-tech giant generated more than half of its income from platform services, with grocery product sales accounting for approximately 40%. The remainder came from food retailing and other business activities. Additionally, Swiggy offers services like restaurant reservations (Swiggy Dine-out), on-demand delivery of things from one place to another (Swiggy Genie), cloud kitchen facilities (Swiggy Go) and a few more that attract customers and food businesses alike.

2.4.2 Zomato

A fierce competitor to Swiggy, Zomato has built its brand name from the ground up with its comprehensive listing of restaurants, seamless customer experience and a truly user-friendly experience. Its revenue skyrocketed 65.3% since last year, to INR 3507 crores in Q3 of FY 2023-24. Initially working as a restaurant discovery platform in 2008, Zomato advanced its operations and technology with innovative solutions, now functioning in about 24 countries worldwide. It is known for its incredible offers and discounts, as well as affordability and quality. It has expanded its offerings from just order fulfilment to table bookings, events and experiences.

CHAPTER III

DATA ANALYSIS AND INTERPRETATION

3.1 PERCENTAGE ANALYSIS – DESCRIPTIVE STATISTICS

Demographic details

The demographic details of the respondents were analysed using percentage analysis. Demographic characteristics like age, gender, income level, and qualification could have an impact on the purchase intention of users of the platform.

I. Age group details

Age group
57 responses

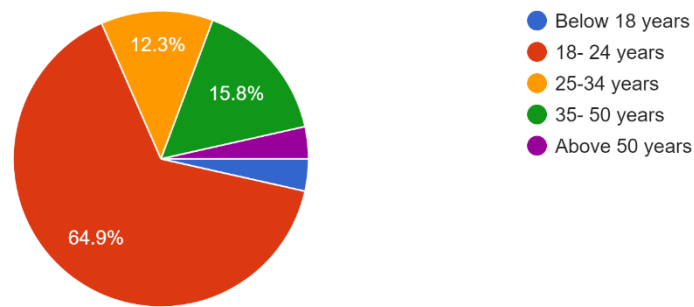


Fig 3.1 (a) Pie chart depicting age groups of the respondents

Age group	Frequency	Per cent
<18	2	3.5
18-24	37	64.9
25-34	7	12.3
35-50	9	15.8
>50	2	3.5

Table 3.1 (a) Table showing age details of respondents

Fig 3.1 (a) shows that the sample data was dominated by the age group 18-24 (about 64.9%). An ANOVA test was conducted to check for a relation between age and purchase intention. The test revealed no statistical significance since the value was above 0.05. Table 3.1 (a) represents the details in a tabular format.

II. Gender details

Gender
57 responses

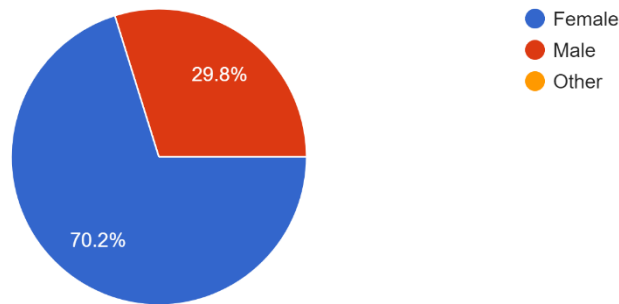


Fig 3.1(b) Pie chart showing the gender of respondents

Gender	Frequency	Per cent
Male	17	29.8
Female	40	70.2

Table 3.1 (b) Table representing gender details of respondents

Fig 3.1 (b) shows about 70.2% female and 29.8% male respondents in the sample data. A t-test was executed to check for any relation between gender and intention to purchase, the result of which showed no statistical significance.

III. Income and qualification details

Please select your annual income range
57 responses

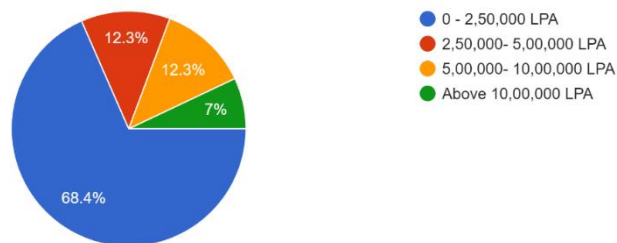


Fig 3.1 (c) Pie chart showing the income range of respondents

Qualification
57 responses

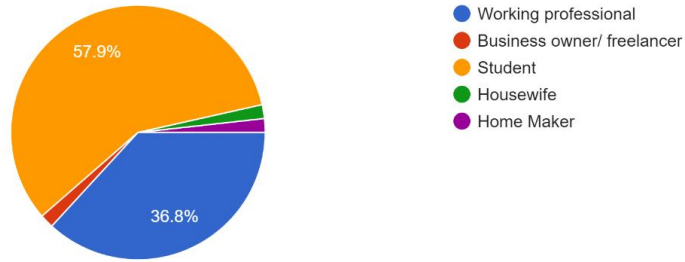


Fig 3.1 (d) Pie chart representing the qualification of respondents

A pictorial representation [fig 3.1 (c)] of annual income details indicates that the majority (68.4%) of the respondents have an income of less than 2.5 LPA and only 7% of them have an annual income of Rs 10 Lakhs or more. It is understood from Fig 3.1 (d) that about 57.9% of the respondents are students, which could be a reasonable explanation for the majority of respondents having an income of less than 2.5 LPA. The next big portion of the responders were working professionals. Table 3.1 (c) shows a tabular representation of the income and qualification details.

Demographic characteristics		Frequency	Per cent
Income	<2.5 LPA	38	66.7
	2.5- 5 LPA	8	14.0
	5- 10 LPA	7	12.3
	> 10 LPA	4	7.0
Qualification	Business owner/freelancer	1	1.8
	Working professional	21	36.8
	Student	33	57.9
	Homemaker	2	3.5

Table 3.1 (c) Tabular representation of income and qualification details

IV. Frequency of ordering and Preferred platform

How often in a month do you order food through these platforms?

57 responses

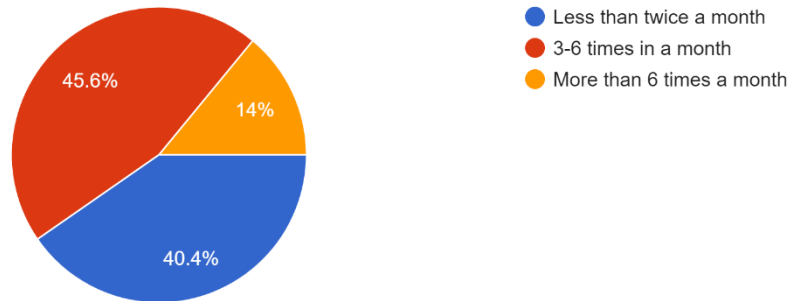


Fig 3.1 (e) Pie chart portraying the frequency of ordering

What is your preferred platform to order food?

57 responses

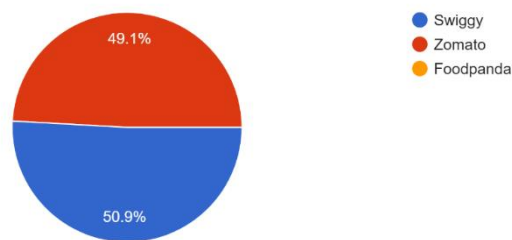


Fig 3.1 (f) Pie chart depicting preferred platform

Frequency of order in a month	Frequency of people who order	Per cent
< 2 times	23	40.4
3-6 times	26	45.6
>6 times	8	14

Table 3.1 (d) Tabular representation of order frequency

Platform	Frequency	Per cent
Swiggy	29	50.9
Zomato	28	49.1

Table 3.1 (e) Table representing the preferred platform

The above figures and tables display the sample population's order frequency and their preferred platform to order food. It can be observed from Fig 3.1 (e) that most of the users, about 45.6%, order 3-6 times a month, and about 40.4% order less than twice a month. A very small percentage of 14% of the sample orders more than 6 times a month. It is also derived from Table 3.1 (e) that both platforms are preferred almost equally, with only a 0.8% difference between the two.

3.2 Inferential Statistics

HYPOTHESES TESTING

3.2.1 Association between Perceived Ease of Use and Purchase Intention

H1= There is a relationship between a consumer's perceived ease of use and purchase intention while using food aggregator platforms.

Simple linear regression analysis was performed to evaluate the extent to which a consumer's perceived ease of use (PEOU) of the platform could predict their intention to purchase (PI). A significant regression was found ($F(1,55) = 25.938, p = 0.000$). The R^2 was 0.566 indicating that perceived ease of use of the platform explained approximately 56.6% of the variance in purchase intention of the consumers.

The regression equation is

$$\underline{\text{Purchase Intention} = 1.138 + .653(\text{Perceived Ease of Use})}$$

That is, for each degree of enhancement in the perceived ease of use, the degree of purchase intention increases by approximately 7.4%. Confidence intervals indicate that we can be 95% certain that the slope to predict purchase intention from perceived ease of use is between 0.396 and 0.909.

Tables 3.2.1 (a),(b),(c): Regression results for Perceived Ease of Use and Purchase Intention

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7.771	1	7.771	25.938	.000 ^b
Residual	16.477	55	.300		
Total	24.248	56			

a. Dependent Variable: Purchase_Intention

b. Predictors: (Constant), PEofUse

Table 3.2.1 (a)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.566 ^a	.320	.308	.54735

a. Predictors: (Constant), PEofUse

b. Dependent Variable: Purchase_Intention

Table 3.2.1 (b)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1.138	.546		2.083	.042	.043	2.232
PEofUse	.653	.128	.566	5.093	.000	.396	.909

a. Dependent Variable: Purchase_Intention

Table 3.2.1 (c)

In conclusion, H1 is accepted.

3.2.2 Association between Choice Overload and Purchase Intention

Choice overload is the phenomenon wherein a consumer is faced with an excessive number of options to choose from, leading to challenges in decision-making. The study aims to test this for food aggregator platforms.

H2= Choice overload has a significant influence on a consumer’s purchase intention in food aggregator platforms.

A simple linear regression analysis was conducted to test the extent to which choice overload could predict the purchase intention of the consumer. However, it was derived that choice overload may not be a significant predictor, considering the lack of a significant regression. The R^2 was 0.05, almost equal to zero, suggesting that the choice overload faced by consumers explains very little of the variance in intention to purchase. Hence, the regression equation is not particularly effective in projecting the purchase intention of customers based on choice overload.

Therefore, it can be concluded that factors other than choice overload may have a stronger influence on a consumer’s intention to purchase through food aggregator platforms.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1					
Regression	.132	1	.132	.302	.585 ^b
Residual	24.116	55	.438		
Total	24.248	56			

a. Dependent Variable: Purchase_Intention

b. Predictors: (Constant), Choice_overload

Table 3.2.2 Regression results of choice overload and purchase intention

Hence, H2 is rejected.

3.2.3 Combined Effect of Perceived Ease of Use and Choice Overload on Purchase Intention

H3= Both choice overload and perceived ease of use impact a consumer’s intention to purchase through food aggregator platforms.

A multiple linear regression style was used to ascertain the degree to which a consumer’s purchase intention could be predicted by choice overload and perceived ease of use. A

significant regression was discovered, ($F(2, 54) = 13.6, p = 0.00$). The R^2 was found to be 0.34, suggesting that the combined effect of both perceived ease of use and choice overload explained an estimated 34% of the variance in purchase intention.

The regression equation of purchase intention is as follows-

$$\text{Purchase Intention} = 1.303 + .66 (\text{Perceived Ease of Use}) - .09 (\text{Choice Overload})$$

Table 3.2.3 (a),(b),(c) shows regression results of combined perceived ease of use and choice overload, and purchase intention.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.122	2	4.061	13.600	.000 ^b
	Residual	16.126	54	.299		
	Total	24.248	56			

a. Dependent Variable: Purchase_Intention

b. Predictors: (Constant), Choice_overload, PEOfUse

Table 3.2.3 (a)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.579 ^a	.335	.310	.54647

a. Predictors: (Constant), Choice_overload, PEOfUse

b. Dependent Variable: Purchase_Intention

Table 3.2.3 (b)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.303	.566		2.302	.025	.168	2.439
	PEofUse	.664	.128	.576	5.173	.000	.407	.921
	Choice_overload	-.085	.079	-.121	-1.085	.283	-.243	.072

a. Dependent Variable: Purchase_Intention

Table 3.2.3 (c)

We can, therefore, accept H3.

CHAPTER IV

**FINDINGS, SUGGESTIONS AND
CONCLUSION**

4.1 List of Findings

- i. Table 3.1 (a) shows the age group of the sample. It is observed that the majority of the respondents belong to the demographic 18-24 years, followed by 35–50-year-olds. Table 3.1 (b) depicts the gender details of the respondents, with female individuals dominating the sample with 70.2%. Men represent about 29.8% of the respondents' population.
- ii. Demographic details of the respondents such as their income and qualifications are shown in Table 3.1 (c). It can be observed that a majority of the respondents are students; this could be a reasonable justification for more than half of the respondents (66.7%) earning less than 2.5 lakhs per annum.
- iii. It can be discerned from Table 3.1 (d) that most users of food aggregator platforms order 6 times a month at most. The percentages of people ordering less than twice a month and 3-6 times a month are 40.4% and 45.6% respectively, meaning the majority of the users place orders for a maximum of 6 times a month. That aside, only about 14% of the respondents order food through these platforms more than 6 times in a month.
- iv. It is evident from Table 3.1 (e) and Fig 3.1 (f) that Swiggy and Zomato are the most sought-after platforms to order food online, as all of the respondents voted for either of the two. This confirms the fact that both these platforms make it into every food delivery service user's evoked set. They dominate the industry of food delivery with their wide assortment of culinary options, simple user interface and discounted prices.
- v. Section 3.2.1 and Table 3.2.1 (a-c) make it clear that perceived ease of use is one of the major drivers of purchase intention in users of food aggregator platforms.
- vi. Choice overload as a phenomenon was identified not to have any significant impact on purchase intention, which is confounding taking into account the evidence that proves its occurrence in the majority of food aggregator users. Despite its common incidence in most people, its effect is negligible, meaning that it is not a big enough factor to deter a customer's intention to purchase from these platforms.

4.2 Suggestions

1. The study has revealed that there is a significant impact of a consumer's perceived ease of use of a food aggregator platform on their intention to purchase. Businesses operating as food aggregators or food establishments with an online delivery service must ensure their website/interface is easy to navigate and understand by the users. Modifications can be made to simplify processes for a user-friendly interface; for example, placing orders, payments, tracking the delivery etc, to enhance the overall user experience.
2. As was stated earlier, a majority of the food aggregator users are youngsters. The older generation often finds it hard to navigate through digital spaces and as a result, participates less in technology-integrated platforms. Businesses can remedy this by providing simple tutorials or interactive guides regarding the use of the platform, educating and encouraging new users.
3. The phenomenon of choice overload does not directly have an impact on purchase intention; however, its combined effect with perceived ease of use yields a generous association with buying intention. Businesses in this industry must formulate strategies that would alleviate any pressures caused due to excessive options. Scaling down menu and restaurant options whilst maintaining the appropriate number of choices to cater to all culinary wants would be beneficial for companies. Offering curated or personalized menus to individuals through AI integration is another solution to manage choice overload.
4. A fun and engaging way to improve user experience is to gamify the platform. Prizes for these games could be in the form of reward points or small discounts that can be used on their purchases. This could motivate users to buy more from the platform and increase brand loyalty.
5. Aggregator platforms can collaborate and partner with tech businesses to administer alterations to make the platform/website user-friendly.

4.3 Conclusions

This research project provided constructive insights into the factors influencing the purchase intention of users of food aggregator platforms. The study specifically focused on the interaction between the components- choice overload, perceived ease of use and purchased intention. Regression analyses were performed to analyse the data and several key findings were revealed.

Perceived ease of use of the platform was found to have a significant impact on the intention to purchase. A regression analysis indicates that they have a strong positive relationship, suggesting that improvements made to enhance a user's perceived ease of use could potentially increase the probability of their buying intention. Hence, businesses must aim to improve their platform's usability to ensure its easy use and navigation for all.

Choice overload, on the contrary, proved not to be consequential to purchase intention, regardless of its common occurrence among most users. This conveys that choice overload, despite being a negative phenomenon, does not hinder the consumer's buying intention or final decision. The willingness to order food through the platform likely triumphs over the issues related to choice overload. Explanations for this could be the convenience, ease of ordering or price discounts that food aggregators provide.

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Annexure

Questionnaire-

1. Name

2. Age group *

Mark only one oval.

Below 18 years

18- 24 years

25-34 years

35- 50 years

Above 50 years

3. Gender *

Mark only one oval.

Female

Male

Other

4. Place of residence (City) *

5. Qualification *

Mark only one oval.

Working professional

Business owner/ freelancer

Student

Other: _____

6. Marital status *

Mark only one oval.

- Single
 Married

7. Please select your annual income range *

Mark only one oval.

- 0 - 2,50,000 LPA
 2,50,000- 5,00,000 LPA
 5,00,000- 10,00,000 LPA
 Above 10,00,000 LPA

8. Do you generally order food through food aggregator platforms (e.g. Swiggy, Uber Eats, etc)?

Mark only one oval.

- Always
 Frequently
 Rarely
 Never

9. How often in a month do you order food through these platforms? *

Mark only one oval.

- Less than twice a month
 3-6 times in a month
 More than 6 times a month

10. What is your preferred platform to order food? *

Mark only one oval.

- Swiggy
 Zomato
 Foodpanda
 Other: _____

11. Please select the options that best describe your experience while using and navigating food aggregator platforms to order food.

Mark only one oval per row.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Aggregator platforms are easy to understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ordering food through them doesn't take much mental effort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The features available are easy to understand and use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Navigation through different pages is effortless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transactions and payments are simple to administer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Food aggregator platforms like Swiggy and Zomato provide customers with a huge number of options to pick from- be it restaurants, cuisines or others. Choose the options true to your experience with the numerous choices available.

Mark only one oval per row.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
There are so many items and restaurants to choose from that I feel confused	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The more I learn about these options, the harder it seems to choose one and make a decision

I have a hard time comparing competing offers because of the number of options to choose from

There have been instances where I became less motivated

to make a decision as more options were presented

I often feel dissatisfied with my final choice after evaluating many options

13. Do you feel like these platforms provide you with the right number of options to make a choice?

Mark only one oval.

- Yes
- No
- Maybe

14. Please choose the options that seem appropriate *

Mark only one oval per row.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I am likely to order food through a food aggregator platform soon (within a month)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider these platforms my first choice when not in the mood to make food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident and determined to buy food through this medium	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I feel good
about my
decision to
purchase
food online**

**Overall, I
am
satisfied
with
ordering
my food
through food
aggregator
platforms.**