

# Assessing the Consumer Experience towards Online Food Delivery Services

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## *Abstract*

In the twenty first century, with the advent of rising family incomes, working couples and penetration of internet & smart-phones in all sections of the Indian society; there is an increasing trend amongst people to order their food online from their favourite restaurants. The online food ordering mobile apps are aggregators that allow the users to order food from the ease of their homes. The endeavour of this research is to understand the consumer experience towards online food delivery services. Objectives relating to understanding demographic profile of consumers, awareness of consumers about online food delivery apps and factors considered by the consumers for selecting the apps for online ordering of food were formulated. Appropriate hypotheses were formulated to generalize the findings of the study. A total of 450 respondents were surveyed during the study. The demographic analysis of the respondents was done. The study found that social media and internet play an important role in making the consumers aware of online food delivery apps. Swiggy emerged as the most favoured online food ordering app. Testing of hypotheses by chi-square tests concluded the variation in frequency of online ordering their food online, frequency of ordering their food online on specific days and monthly expenditure of consumers on the basis of demographics. Regression analysis revealed that the consumers are more probable to re-order their food online from the same app if the apps provide favourable refund policy in case of cancellation of order. The outcome of this paper is helpful to marketing professionals, restaurants and online food aggregator apps.

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## **1. Introduction**

India has a huge young population and the increasing Indian working class counting both graduates and blue collar employees and males & females are contributing to the growth of Indian economy. With increase in working people or couples per household, the disposable income of the family has increased resulting in spending more money on food. There is a growing work-life imbalance due to which the demand in people

eating out and exploring home delivery of food has increased. Excess of 50% of the customers are aged less than 30 years, which include 440 million millennials and 390 million members who fit in as generation Z (born later than 2000). A bigger number of these young people have higher surplus income than their seniors and rather than saving, they have a tendency to spend their money. As compared to consumers in other countries, Indians expend a big portion of their earnings on food items and groceries, thereby fueling the demand

for consumption of food to a very high level in the next few years (Yeo, Goh, & Rezaei, 2017). Food already forms a very large part of retail consumption in India and at approximately 31 percent consumption, it is one of the topmost in the world. It is very high as compared to 25 % in China, 17 % in Brazil and only 9% in the United States. In terms of value, the market of Indian food is 6<sup>th</sup> largest in the world, where the sales in the retail sector contributes to around 70 % of the value. According to a survey by Franchise India, that around 35% of the people tend to eat their food outside about two to three times in a week, whereas around 27% people prefer eat out atleast once in a week, then about 11% people tend to eat outside three or more than three times in a week, 12% people eat their food outside once in a month, only 3% people eat outside on special occasions, while 12% people like to eat their food daily at a restaurant (Cabral & Dhar, 2019; Gehrt et al., 2012).

Taking all this into consideration, the experts feel that, the Indian food industry will continue to grow significantly in the next few years. Experts also feel that, India's wide-ranging prospective for value addition, especially in the food processing industry, would make it one of the most attractive & important target for producers of food items. Recent developments of the Internet and advent of internet enabled smart phones have amplified the e-commerce industry in India. The online food ordering services and home delivery of food has been made seamless by development of mobile applications and online payment facilities that enable the consumers to select their choice of restaurant and the desired mode of bill payment. While consumers continue to go outside to enjoy their food, they feel happy to purchase their food online, as it eases the customer from making a personal trip to the restaurants. As of 2019, the online order and delivery industry is estimated at over INR 14 billion, where online food delivery companies currently hold more than 7 percent of

market share. The online aggregator delivery services, in contrast to 'Delivery as a Service' companies, provide a stage for consumers to steer through a range of restaurants available on it, explore restaurants and place their orders manually (Chaturvedi & Karthik, 2020; Jain, Verma & Jaggi, 2020). Zomato, Swiggy, Foodpanda, and Uber Eats are the major aggregator firms engaged in online food distribution.

In order to identify with the consumer experience towards online food service providers following objectives were proposed

1. To study the leading internet and mobile applications for online delivery of food.
2. To study the demographic profile of customers ordering food through mobile food delivery applications.
3. To study awareness of customers about mobile applications of online food delivery and ordering preferences of customers while choosing online food delivery mobile application.
4. To study the satisfaction of customers about their preferred online food delivery mobile applications.

## 2. Review of Literature

With rapid urbanization & professionals settling in Indian cities the business of restaurants and home delivery of food are rapidly growing at a high pace. Also, with increasing internet penetration, number of smart phones and online food delivery apps are growing. A research about the varying market for delivery of food items (Kumar & Dahiya, 2017) point out that diffusion of the total online food delivery market went above by 30 percentage in 2016. The research recognized the role of technology in food delivery and restaurant business. They identified Speed of Delivery, Quality of Service given by apps, discounts offered, experience of ordering and sources of information as key factors influencing the

customers' approach and awareness towards digital food delivery app (Bhotvawala et al., 2016).

In many situations the consumers are adopting the multiple channels to search the information and take buying decisions (Zaware, Pawar, Samudre, & Kale, 2020). While, the role of management is crucial in developing and implementing the successful business strategies (Zaware et al., 2020). The behaviour of Indian consumer is dynamic due to varied preferences and demographics (Pawar et al., 2020). This was observed largely in the retail segment in India (Sangvikar, Kolte, & Pawar, 2019). However, the performance of businesses are widely dependent on the efficiency of the supply chain management of the organisation (Cahyono et al., 2020).

The trends of ordering food online is transforming because of changes in lifestyle of Indian consumers and also growth in internet penetration through urban and rural areas of the country. A study identified the factors considered by online food ordering companies that include availability of proper information, design structure of website & mobile application, safety features and privacy facility for payment system so as to offer higher satisfaction to customers (Rathore & Chaudhary, 2018). It also focuses on factors that convince customers to order their food online and the liking of the consumers while selecting their preferred online food services provider. The Consumer Buying Intentions are majorly impacted by the Through Trust in Online Buying towards the company (Varma, Kumar, Sangvikar, & Pawar, 2020). Even the social platforms plays a dynamic role in affecting the consumer preferences and buying decisions (Varma, Dhakane, & Pawar, 2020).

While comparing the delivery of food by online aggregator services in India, Botvawala et al., 2016) studied the costs linked with online delivery of food and the shrinking margins of the online

aggregators of food delivery service due to focus on acquisition of customers, intensification and evolving ecosystem of the market. They recommend process optimization, reducing cash burn and enhancing the economic viewpoint of sales as key factors for long term sustainability of the business. The Indian economy has faced many challenging situations. Including the economic turbulences (Sangvikar et al., 2019) and financial crisis with balance of payments (Sangvikar, Pawar, & Paturkar, 2019). It has also affected the market situations creating more volatility (Roy et al., 2019) which also affected the businesses and employment (Sangvikar, Pawar, & Kolte, 2019) in the country.

A study focussed on factors considered by university students in turkey towards ordering food by internet (Algoza & Hekimoglu, 2012) identified simplicity in online ordering process, efficacy of online food ordering process, confidence in e-retailers, innovativeness in information technology used and peripheral influences as the key factors (Alagoz & Hekimoglu, 2012).

### 3. Research Methods

To undertake the objectives of this study, the researcher has collected the data using a comprehensive questionnaire. The data is collected through an online survey from 450 customers of online food delivery service providers. Google doc was used as a tool for this study as it reaches large number of audience, is cost effective and time-saving method of data collection from the audience. The research design for this study is descriptive and deals with defining the attributes of a particular person or community. The researcher has also collected the secondary data from books, articles and websites. The sampling design selected for the research is non-probability purposive sampling. For this form of sampling, the investigation organizer deliberately selected specific entities of the

universe to make up the sample based on the assumption that the smaller mass they so choose from a massive one would be reflective for the population. The hypotheses for the study are formulated and tested using appropriate statistical tests like chi-square and regression analysis.

#### 4. Analysis and Findings

Data analysis involves transforming collected data to reasonable size, designing descriptions, searching for trends and implementing statistical techniques to turn data into information. The major findings of the study are deliberated below.

##### 4.1 Gender of Respondents:

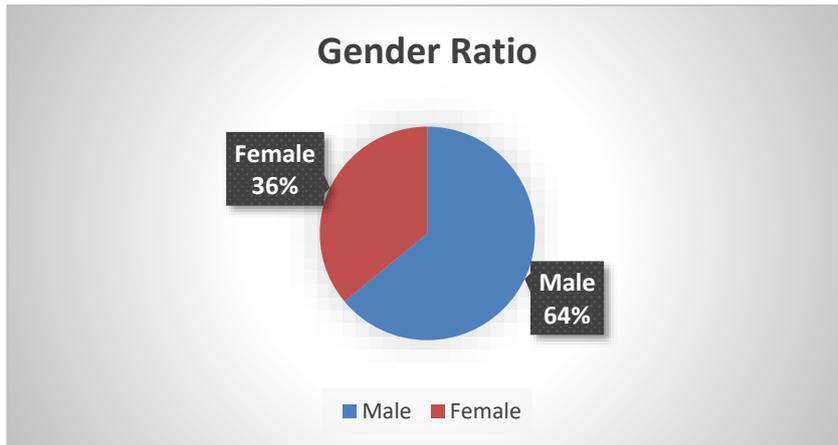


Figure 1: Gender of Respondents

From the analysis, we observe that out of a total 450 respondents; 288 respondents are male and 192 respondents are female.

##### 4.2 Age Wise Analysis:

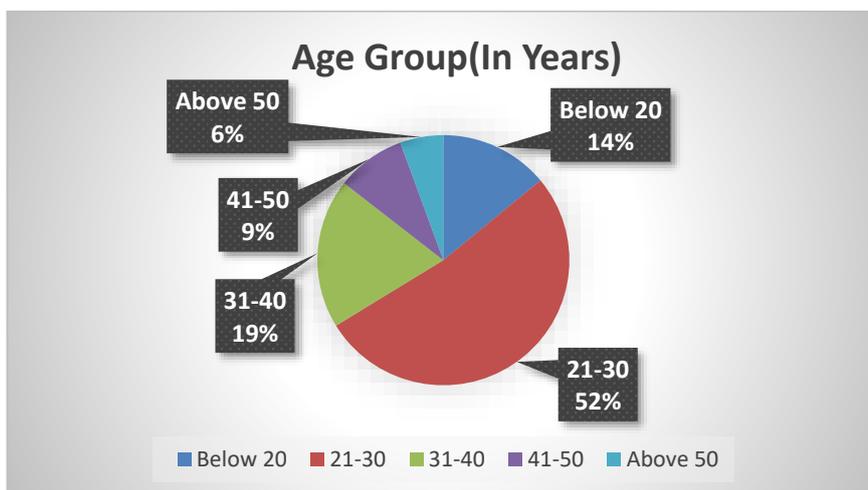


Figure 2: Age break-up of respondents

From analysis of the data, we observe that the majority of online food ordering customers are in age bracket of 21-30 years with the count of 235 followed by age bracket of 31-40 years with the count of 87 followed by age group below 20 years

with the count of 63 followed by age bracket 41-50 years with the count of 40 and the age group which order the least is above 50 years with the count of 25.

### 4.3 Occupation wise Analysis:

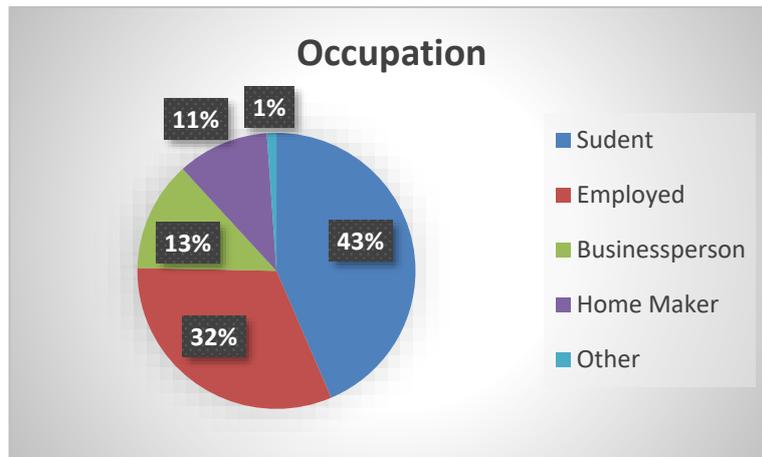


Figure 3. Occupation of respondents

From the data analysis we observe that, students are major customers of online food delivery services with a count of 196 and other major

customers are, employed people with the count of 143. Homemakers and Business persons are customers with count of 48 and 58 respectively.

### 4.4 Income wise Analysis:

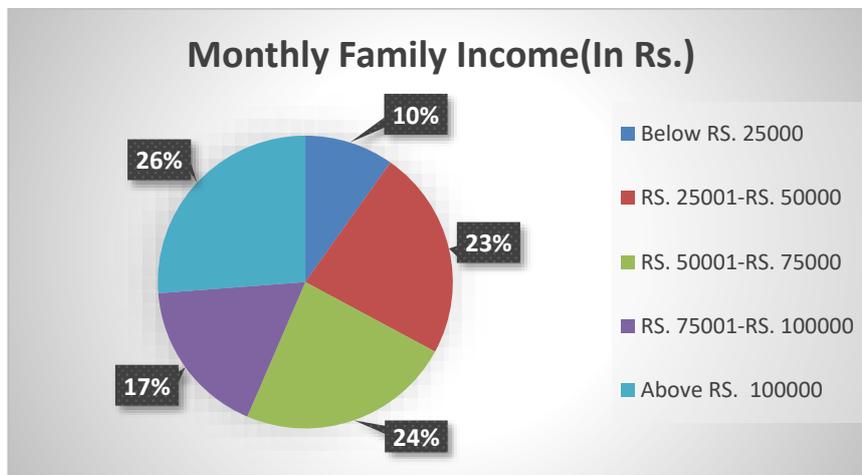


Figure 4: Monthly income of respondents

From the data analysis, it is observed that respondents with income more than Rs.1,00,000 are the major customers with the count of 118; followed by income range of Rs. 50,001 to Rs.75,000 with the count of 106; followed by

income range Rs. 25,001 to Rs. 50,000 with the count of 104; followed by income range Rs. 75,000 to Rs.1,00,000 with the count 78. People having income below Rs. 25,000 spend less for ordering food with the count of 44.

**4.5 Qualification wise Analysis:**

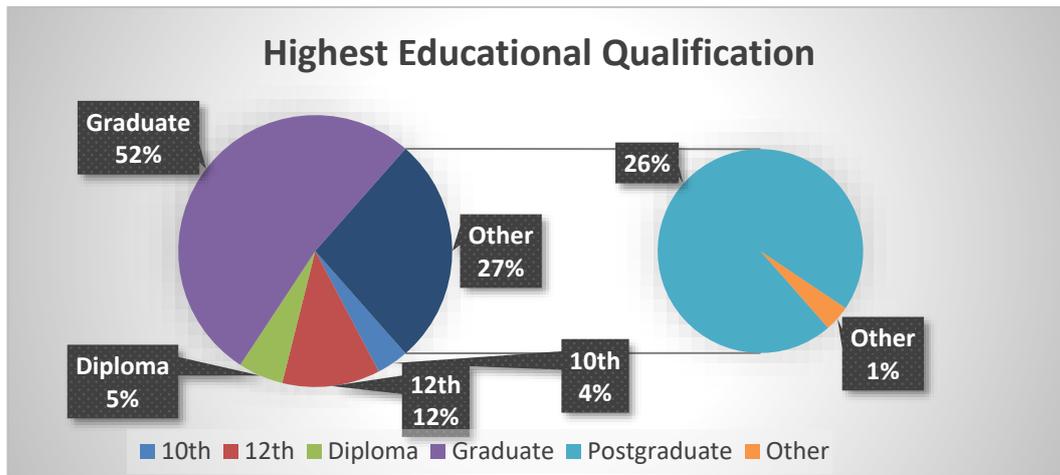


Figure 5: Educational Qualifications of respondents

From the data analysis, it is observed that people with graduation order online in majority with the count of 235 followed by post-graduation people with the count of 117. People who have

completed 12<sup>th</sup> order food online with the count of 52. People with the highest qualification of 10<sup>th</sup> and Diploma order online with the count of 17 and 24 respectively.

**4.6 Sources of Information about Online Food Delivery Apps:**



Figure 6: Sources of awareness of respondents

Majority of people become aware about food delivery apps from Social Media/Internet with the count of 261 and another class consists of people who become aware online food delivery apps from their friends and relatives with the count of

224. 157 came to know from television and 113 came to know from advertisement in newspaper / magazines / hoardings. Only 5% came to know from play store/App-store recommendation.

**4.7 Usage of Food Delivery Apps by Customers:**

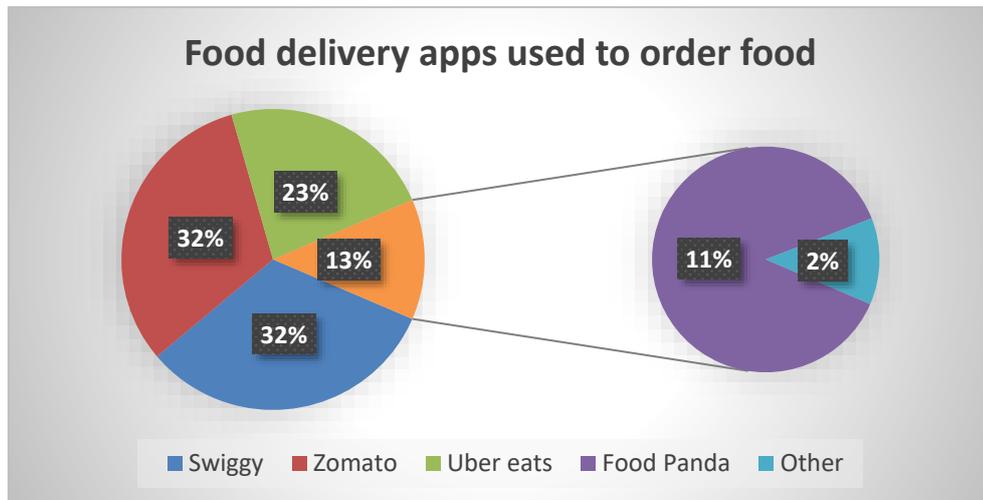


Figure 7: Online food delivery apps used by respondents.

The majority of customers order food from Zomato and Swiggy i.e 32% from each app. 243 respondents (i.e. 23%) order food from Uber eats

and 120 respondents (i.e. 11%) order from foodpanda. This shows us that Zomato and Swiggy are the most preferred apps by customers.

**4.8 Frequency of Ordering the Food by Customers:**

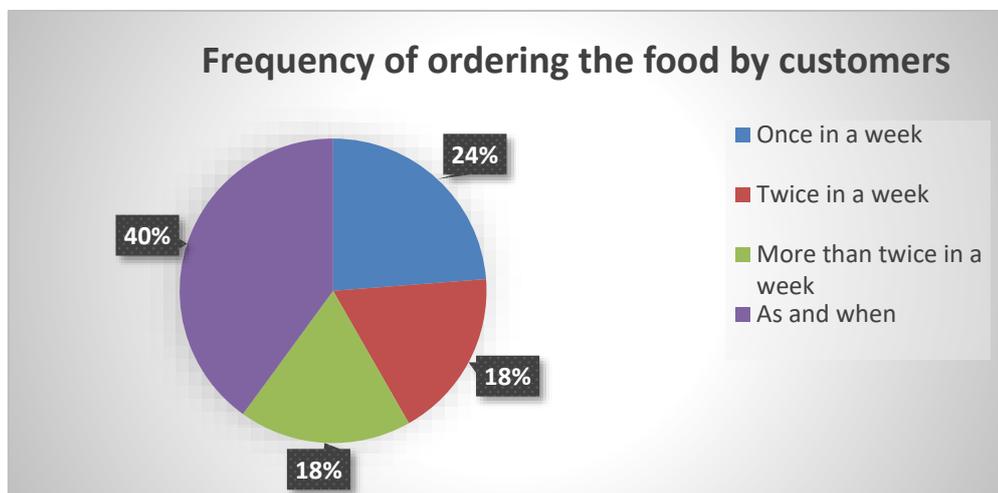


Figure 8. Frequency of ordering the food online by respondents

The survey illustrates that 180 respondents (i.e. 40%) order food depending on their mood i.e. they order food anytime and not in any specific pattern. 107 respondents (i.e. 24%) order food

once a week and 163 respondents (i.e. 36%) order food two times in a week or more than twice in a week.

**4.9 Pattern of Ordering Food by Customers:**

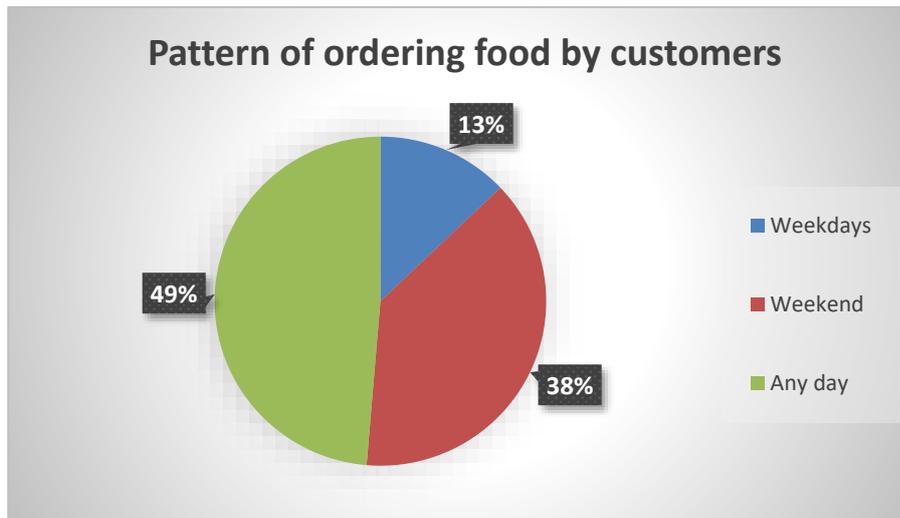


Figure 9. Pattern of ordering food online by respondents

The large part of respondents order food as per their convenience and requirement i.e. 49%. According to Pie-chart, ordering frequency is higher during weekends as compared to weekdays.

**4.10 Monthly Spending for Ordering Food Online:**

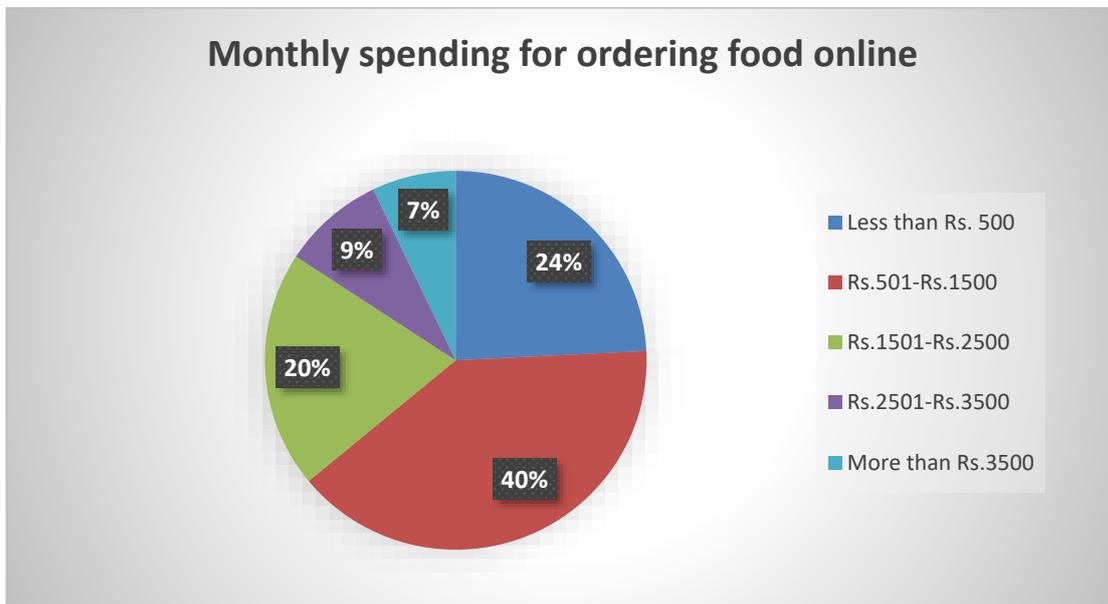


Figure 10: Monthly expenditure of respondents.

The survey shows that 179(i.e. 40%) respondents expend in the range of Rs. 501-Rs. 1500. The statistics below show that 109 (i.e. 24%) respondents expend less than Rs.500, 91(i.e. 20%)

respondents expend in the range of Rs. 1501- Rs. 2500, 39 (i.e. 9%) respondents expend in the range of Rs. 2501 - Rs. 3500, 32 (i.e. 7%) respondents expend more than Rs. 3500.

**4.11 Mode of Payment preferred by Customers:**

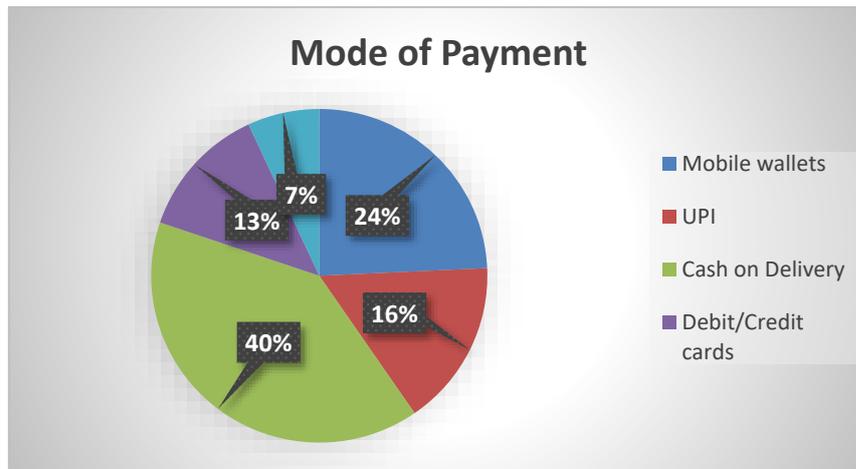


Figure 11: Mode of payment preferred by respondents.

The survey exhibits that 259 respondents (i.e. 40%) prefer cash on delivery. The statistics below shows that 158 respondents (i.e. 24%) prefer

mobile wallets, 105(i.e. 16%) prefer UPI, 84 respondents (i.e. 13%) prefer Debit / Credit cards, 45 respondents prefer Net Banking.

Table 1: Ranking of Online Food Delivery Apps by weighted average

Online Food Delivery Apps	Weighted Average	Rank
Swiggy	3.1177	1
Zomato	2.9407	2
Uber Eats	2.8015	3
Food Panda	1.6261	4

Based on the responses of the customers ordering food online; it is observed that the food delivery app Ranked no 1 by the customers is Swiggy based on weighted average. Zomato is ranked no 2, followed by Uber eats and Food Panda.

**5. Hypotheses Testing**

To have a deep understanding of this study of consumer experience towards online food delivery services, following hypotheses were formulated,

**Hypothesis 1 (H1):** Frequency of ordering food online varies with gender, age, educational qualifications occupation and income levels.

The dependent variable and independent variables being non-parametric; the hypothesis was tested by chi-square test with level of significance as 95 %. It is observed that the frequency of ordering food online does not vary with Gender of Respondents, Educational Qualifications and Income levels. The frequency of ordering their food online vary with age and occupation of the respondents.

Table 2: Chi-square test of frequency of ordering food online and gender, educational qualifications, income level of respondents

Chi-Square Tests									
Statistics	Gender			Edu. Qualifications			Income Level		
	Value	Df	Asymptotic Significance (2 sided)	Value	Df	Asymptotic Significance (2 sided)	Value	Df	Asymptotic Significance (2 sided)
Pearson Chi-Square	1.533	3	<b>0.675</b>	19.727	15	<b>0.183</b>	10.482	12	<b>0.574</b>
Likelihood Ratio	1.539	3	0.673	24.239	15	0.061	10.440	12	0.577
Linear-by-Linear Association	0.300	1	0.584	0.237	1	0.626	3.017	1	0.082
No of valid Cases	450			450			450		

Table 3: Chi-square test of frequency of ordering their food online and age, occupation of the respondents

Chi-Square Tests						
Statistics	Age			Occupation		
	Value	Df	Asymptotic Significance (2 sided)	Value	Df	Asymptotic Significance (2 sided)
Pearson Chi-Square	23.653	12	<b>.023</b>	38.387	12	<b>.000</b>
Likelihood Ratio	25.346	12	.013	42.372	12	.000
Linear-by-Linear Association	.048	1	.827	.452	1	.501
No of valid Cases	450			450		

**Hypothesis 2 (H2):** Frequency of ordering food online on specific days varies with gender, age, educational qualifications occupation and income levels.

The dependent variable and independent variables being non-parametric; the hypothesis was tested by chi-square test with level of

significance as 95 %. It is observed that the frequency of ordering their food online on specific days does not vary with gender and occupation. The frequency of ordering their food online on specific days vary with age, educational qualifications and income levels.

Table 4: Frequency of ordering food online on specific days and gender, occupation of respondents.

Chi-Square Tests						
Statistics	Gender			Occupation		
	Value	Df	Asymptotic Significance (2 sided)	Value	Df	Asymptotic Significance (2 sided)
Pearson Chi-Square	1.509	2	<b>0.470</b>	14.599	8	<b>0.067</b>
Likelihood Ratio	1.511	2	0.470	15.867	8	0.044
Linear-by-Linear Association	0.978	1	0.323	4.461	1	0.035
No of valid Cases	450			450		

Table 5: Frequency of ordering food online on specific days and age, educational qualifications and income level of respondents.

Chi-Square Tests									
Statistics	Age			Edu. Qualifications			Income Level		
	Value	Df	Asymptotic Significance (2 sided)	Value	Df	Asymptotic Significance (2 sided)	Value	Df	Asymptotic Significance (2 sided)
Pearson Chi-Square	17.158	8	<b>0.029</b>	22.894	10	<b>0.011</b>	15.701	8	<b>0.047</b>
Likelihood Ratio	18.499	8	0.018	24.488	10	0.006	15.605	8	0.048
Linear-by-Linear Association	5.562	1	0.018	0.366	1	0.545	0.049	1	0.825
No of valid Cases	450			450			450		

**Hypothesis 3 (H3):** The monthly expenditure on ordering food online varies with age, gender, educational qualifications occupation and income levels.

The dependent variable and independent variables being non-parametric; the hypothesis was tested by chi-square test with level of significance as 95 %. It is observed that the monthly expenditure on ordering food online does

not vary with gender and educational qualification. The monthly expenditure on

ordering food online vary with age, occupation and income levels.

Table 6: The monthly expenditure on ordering food online and gender, educational qualifications of respondents.

Chi-Square Tests						
Statistics	Gender			Edu. Qualifications		
	Value	Df	Asymptotic Significance (2 sided)	Value	Df	Asymptotic Significance (2 sided)
Pearson Chi-Square	3.560	4	<b>0.469</b>	31.755	20	<b>0.640</b>
Likelihood Ratio	3.638	4	0.457	34.551	20	0.023
Linear-by-Linear Association	0.279	1	0.598	9.684	1	0.002
No of valid Cases	450			450		

Table 7: The monthly expenditure on ordering food online and age, occupation, income level of respondents.

Chi-Square Tests									
Statistics	Age			Occupation			Income Level		
	Value	Df	Asymptotic Significance (2 sided)	Value	Df	Asymptotic Significance (2 sided)	Value	Df	Asymptotic Significance (2 sided)
Pearson Chi-Square	62.785	16	<b>0.000</b>	72.925	16	<b>0.000</b>	72.970	16	<b>0.000</b>
Likelihood Ratio	59.458	16	0.000	76.105	16	0.000	77.638	16	0.000
Linear-by-Linear Association	38.642	1	0.000	16.615	1	0.000	45.267	1	0.000
No of valid Cases	450								

**Hypothesis 4 (H4):** Re-ordering of food online from a particular food ordering app is dependent on user friendliness of the app, maximum restaurant options provided, time taken for food delivery, service of the delivery person and refund policy in-case of order cancellation.

The dependent variable is re-ordering food online from a particular food ordering app and user

friendliness of the app, maximum restaurant options provided, time taken for food delivery, service of the delivery person and refund policy in-case of order cancellation are the five independent variables. The hypothesis testing being conducted by regression analysis.

Table 8: Regression analysis of Re-ordering of food online

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	2.166	0.408		5.304	.000
	User friendliness of the mobile app	0.007	0.101	0.004	0.072	0.942
	Maximum restaurant options provided by the mobile app	-0.051	0.089	-0.028	-0.581	0.561
	Time taken for delivery	0.056	0.092	0.029	0.606	0.545
	Service of delivery person	0.026	0.090	0.014	0.293	0.770
	Refund policy in-case of order cancellation	0.217	0.078	0.131	2.773	0.006

*a. Dependent Variable: Re-ordering of food online from a particular food ordering app*

The above analysis shows the Regression analysis of Re-ordering of food online from a particular food ordering app and user friendliness of the app, maximum restaurant options provided, time taken for food delivery, service of the delivery person and refund policy in-case of order cancellation.

From the above table and regression analysis it is observed that the level of significance of four independent variables: user friendliness of the app, maximum restaurant options provided, time taken for food delivery, service of the delivery

person is very high which are 0.942, 0.561, 0.545 & 0.770 respectively; and which are more than 0.05. The level of significance of Refund policy in case of order cancellation is 0.006 which is much less than 0.05. Hence, refund policy in-case of order cancellation is the only independent variable on which the re-ordering of food online from a particular food ordering app is dependant. The regression becomes linear. The regression equation will be  $y = a + x * b$ ; here  $y =$  re-ordering of food online from a particular food ordering app;

$a = \text{constant i.e. } 2.166$ ;  $x = \text{refund policy in-case of order cancellation by the mobile app}$  and  $b = \text{constant i.e. } 0.217$ . So, the equation will be  $y = 2.166 + x * 0.217$ . This means that if the online food ordering app increase the perception about refund policy in-case of order cancellation by one unit the frequency of re-ordering by the customers will increase by 21.7 % with the existing mobile app.

## 5. Conclusion

In the twenty first century, with the advent of rising family incomes, working couples and penetration of internet & smart-phones in all sections of the Indian society; there is an increasing trend amongst people to order their food online from restaurants which are of their choice. The online food ordering mobile apps are aggregators that allow the users to order their food from the comfort of homes. The study seeks to find the experience of consumers about online food delivery service providers. Objectives relating to understanding demographic profile of consumers, awareness of consumers towards online food delivery applications and factors considered by the consumers for selecting the apps for online ordering of food were formulated. Appropriate hypotheses were formulated to generalize the findings of the research. Total of 450 respondents were surveyed during the study. The respondents were analysed on the basis of demographics. The study found that social media and internet play an important role in making the consumers aware of online food delivery apps. Swiggy emerged as the most favored online food ordering mobile application. Testing of hypotheses by chi-square tests concluded that the frequency of online ordering of food varies with age and occupation of people. Frequency of ordering their food online on specific days varies with age, educational qualifications and income level of people. Monthly expenditure of consumers on ordering food online varies with age, occupation and income level of people.

Regression analysis revealed that the consumers are more probable to re-order their food online from the same app if the apps provide favourable refund policy in case of cancellation of order. The outcome of this paper is helpful to marketing professionals, restaurants and online food aggregator apps.

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