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A Comparison Study On Dining Habits And Its Impact On The Stress Levels In The City Of Mumbai, India

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1. INTRODUCTION

1.1 Zomato, a top player in the online food delivery market, paid almost $350 million to purchase Uber Eats. When it comes to orders, this purchase put them in the lead over their nearest competition Swiggy. Since its launch in 2014, Swiggy has faced competition from Zomato, the industry leader in food tech. During the past four years, Swiggy has become one of the most successful start-ups in the world, and Zomato is spending hundreds of millions of dollars to keep up. In 2020. There has been a merger between Zomato and Uber EATS, and it is expected that their market share would rise to between 50 and 55 percent, surpassing Swiggy. There has been a lot of rivalry between Swiggy and Zomato in the food delivery space. Swiggy, on the other hand, has the greatest repeat order rates and is the customer's preferred method of ordering. About 90% of customers solely use Swiggy, according to research. As of 2023, India's online food market is estimated to reach $12.3 billion in revenue. Online meal delivery in India is expanding at a pace of 15% while the worldwide growth rate is 9.01 percent. Zomato makes $800 million in sales, compared to $1.5 billion for Swiggy. As of March 2018, both firms have fulfilled 96 million orders.

In order to stay ahead of the curve and captivate current customers, businesses must embrace a wide range of applications, including food-related ones. Internet and mobile technologies do not appear to have helped customers satisfy their everyday needs by ordering from their favored eateries utilizing a display. Consumers' perceptions regarding using food apps and how they include shopping, planning, and socializing into meals and snacks are critical to this research. Changing dietary habits and lifestyles, as well as an increase in household income, have all contributed to an expansion of the market. The demand for food applications is increasing, and this has led to the business's growth.

1.2 Statement of Problem and Need for Study:

During the Covid 19 lockdown, it was seen that more and more individuals were ordering meals instead of going out to eat for lunch or dinner in several of the major metro areas. During the weekends, people have become accustomed to ordering food using apps rather than going out to eat. A group of people or families went out to eat as a kind of stress relief

This study looked at the major motivation of families that went out for lunch or dinner as a leisure activity that included the enjoyment of good food. There is no replacement for a dinner in a different setting with high-quality hospitality and a relaxing mood for having nice and great cuisine at home. Do people's alternatives for outings change as a result of the rise in popularity of food apps, or is it just a decision by families to eat good meals at home.

2. LITERATURE REVIEW

E-commerce has driven brick-and-mortar retail enterprises without an internet presence to close their doors throughout the country, according to recent surveys. More and more people are embracing the "bricks and clicks" hybrid model—and this trend isn't exclusive to retail businesses.
New sales channels, particularly in e-commerce, have been studied extensively in academic literature. We are particularly interested in finding out what kind of growth and disruption may be brought about by the introduction of new internet channels in established markets. These studies have demonstrated strong substitution impacts across a variety of industries, including food, newspapers, and consumer electronic devices (Duch-Brown et al., 2017; Wang, Song, and Yang, 2013; Pozzi, 2013; Gentzkow, 2007). Internet-based alternatives for traditional products and services are frequently discussed from the standpoint of customers in this literature. Electronic items and computers have been discovered to be price sensitive across online and offline channels of purchase, according to research (Goolsbee 2001; Prince, 2007)
Even little is known about internet meal delivery services in academic literature. Firms of this sort have only been investigated in extremely specific settings. Consumers' use of food delivery services through the internet is documented in descriptive statistics based on surveys (Yeo, Goh, and Rezaei 2017). The impacts of traffic and driver routing on customer satisfaction are examined (Pigatto et al., 2017). It is possible to quantify the quality of a website based on how many people click on it, as well as the relationship between customer ratings and brand loyalty (Correa et al., 2019; Ilham, 2018). Only a few non-academic survey approaches have been included in these research, which are both limited in scope and geographically constrained. In particular, the effects on brick-and-mortar sales of online meal delivery services have yet to be assessed.

Crowding-out effects have not been experimentally explored in the context of restaurants, even though they are well understood in other industries. A third-party delivery service, rather than a restaurant developing a specific web channel, makes online meal delivery more intriguing. It's also been a hot topic recently because internet meal delivery services are eating into restaurant sales.

According to Varsha Chavan et al. (2015), restaurants have been able to fulfill orders to customers more quickly because of the mobile interface allowing customers to monitor and follow orders. A new market is opening up for the service sector as a result of the rise in use of mobile devices and PCs. According to their findings, this procedure is simple, quick, and straightforward to use, and it is just going to get better in the future.

Genetic, socioeconomic, and environmental variables all have a role in one's eating habits. Due to a lack of parental influence, food choices that were set in infancy may alter throughout college (O'Connor et al., 2008, Pozzi, 2013). The majority of students gain weight during their first year in college, according to several studies (Tam et al., 2017, Oliver & Wardle 1999). Stressors linked with the transition from high school to university, such as excessive alcohol use and stress-related under- or overeating, might cause college students to develop unhealthy eating patterns (Zellner, 2006).

In contrast to the general population, college students' lives and eating habits are generally based on quick and easy meals (Willenbring et al., 1986, Tam R et al., 2017). Convenience is the most essential factor in deciding what to eat (Ilham 2018). As a result, college students' eating habits frequently include fast food (Marquis et al., 2005). In addition, the majority of college students do not adhere to the recommended dietary groups (Maxwell et al., 2009), regularly skip meals, eat unhealthy snacks, and drink excessively (Wansink et al., 2003). There has been evidence of disparities in the eating preferences of men and women. In contrast to male students, who were more inclined to purchase alcoholic drinks, female students preferred to avoid fat, consume fruit and purchase low-energy items (Taher, Evans & Evans, 2019). However, another study found that while male and female students consumed equivalent amounts of fruits and vegetables, female students consumed much more fat-rich meals (Wengreen etal., 2009). Because stress can impact eating habits, it is possible that these disparities are influenced by the individual's level of perceived stress. Stress, for

example, might lead to an increase in snack intake (Papier et al., 2015).

Stress is described as a disruption of one's "physiological equilibrium or psychological well-being" (Ray et al., 2019). First-year university students at an Australian institution were shown to be more stressed than their peers, with women suffering more than males, and their stress was linked to the consumption of less healthful food (Roy Morgan, 2018). Stressed women may turn to highly appetizing items, such as snacks, for consolation (Pircalaboiu & Bala, 2019). In another study, researchers found that when people were stressed, they were more likely to eat "unhealthy food," such as high-calorie, high-fat snack food, sugary food, and sweets (Roman et al., 1999). Stress and sex have yet to be conclusively linked to eating habits. Stress has been shown to enhance food intake in some people while decreasing it in others.

Dietary or food consumption patterns have been increasingly important in analyzing the total diet in recent studies (Emami et al., 2019). Because college students have low nutritional intake and a high risk of stress-related illnesses, this study examined their physical activity, eating habits, and feelings of stress in order to make recommendations for healthier diets for this vulnerable population. Physical and eating habits were first evaluated and compared based on demographic variables. Second, we looked at how much stress each participant was experiencing and whether or not that stress had an impact on their physical activity and eating habits.

3.1 Objectives of the study

- To explore the significant relationship between the respondent's education qualification and their preferences of eating food outside at a restaurant that helps reduce stress compared to ordering food at home.
- To analyze the relationship between the respondent's family income and their preference of eating food outside at a restaurant that helps reduce stress compared to ordering food at home.
- To examine the relationship between the respondent's education and their preference in selecting the food
- To determine the relationship between the respondent's age and preference for eating food outside at a restaurant impact the stress levels compared to ordering food at home
- To determine the relationship between the respondent's occupation and their preference to eat food outside at a restaurant compared to ordering food at home.

3.2 The hypothesis of the study

H_1 There is no significant relationship between the respondent's education qualification and their preferences for eating food outside at a restaurant which helps to reduce stress as compared to ordering food at home.
H_2 There is no significant relationship between the respondent's family income and their preference for eating food outside at a restaurant which helps to reduce stress as compared to ordering food at home.
H_3 There is no significant relationship between the respondent's education and preference for selecting food apps.
H_4 There is no significant relationship between the respondent's age and preference for eating food outside at a restaurant impact the stress levels compared to ordering food at home.

H_5 There is no significant relationship between the respondent's occupation and their preference to eat food outside at a restaurant compared to ordering food at home.

4 RESEARCH METHODOLOGY

4.1 Type of Research-

The data collection was the primary data. This data collection was carried out in Mumbai city randomly through a survey involving 303 respondents. The elements of necessity for food apps compared to visiting a restaurant are measured in terms of high and low on a five-point Likert scale along with the demographic profile like respondents' age, occupation, income, and

educational qualification regarding the food apps. The analysis was done using the statistical tools on SPSS software like Pearson's Chi-Square and One–Way Annova to prove the statistical significance amongst the variable as per the hypothesis.

4.2 Sampling

Descriptive type primary research with Simple Random Sampling method involving 303 respondents as the sample size. The questionnaire was administered through google forms and authenticated with the email id.

5. DATA ANALYSIS & INTERPRETATIONS

Test for Normality:

Table 5.1

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Do you agree that ordering and eating food at home is more enjoyable as compared to eating at restaurants	.213	302	.000	.876	302	.080
D you agree that eating food outside at a restaurant helps to reduce stress as compared to ordering food at home	.235	302	.000	.871	302	.100
Do you prefer ordering food online / phone through the food app or any other option for Saving Time	.214	302	.000	.881	302	.120

a. Lilliefors Significance Correction

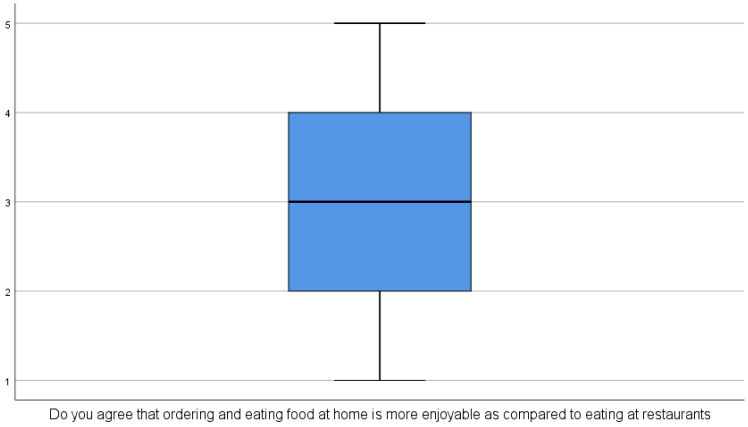
As per the above Table 5.1, considering the Kolomogrove-Smirnov values since the dataset is greater than 30, the p-values for all the Likert Scale questions are not statistically significant and hence they are normally distributed.

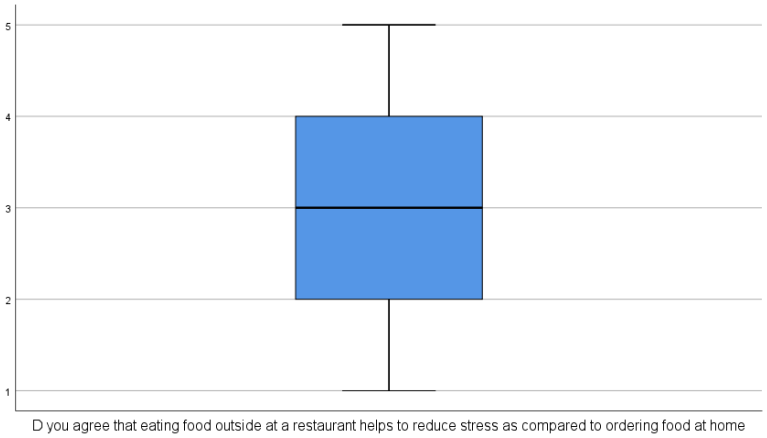
Testing of Hypotheses - 1

There is no significant relationship between the **respondent's education qualification** and their **preferences for eating food outside at a restaurant which helps to reduce stress** as compared to ordering food at home.

5.1.1 Outlier Test

The outlier's test below clearly indicates that there are no outliers for all the Likert scale questions, hence there is no further treatment needed.





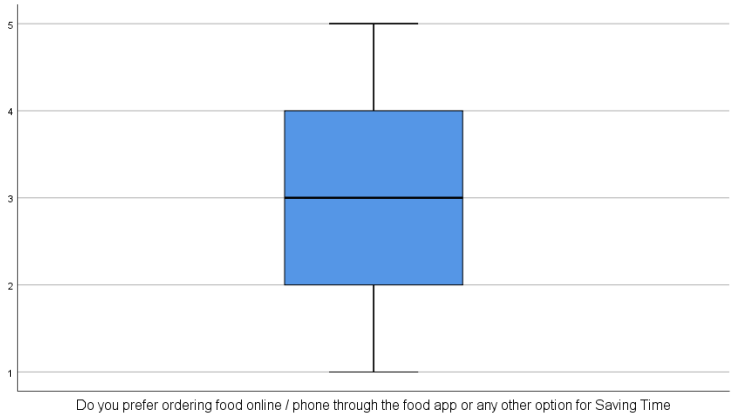


Table 5.2

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.806	3	5.935	6.090	0.001
Within Groups	290.409	298	.975		
Total	308.215	301			

Interpretations: As per the One Way ANOVA, the F statistics significance p-value is 0.001, as shown in Table 5.2; if Sig. the p-value is less than 0.05 → it implies that respondent's education and their preference for eating food outside at a restaurant has an impact on stress when compared to ordering food at home are related and statistically significant. The null hypothesis is rejected.

Testing of Hypotheses – 2

There is no significant relationship between the **respondent's family income** and t**heir preference for eating food outside at a restaurant which helps to reduce stress** as compared to ordering food at home.

Table 5.3

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.628	3	1.209	1.183	0.316
Within Groups	304.587	298	1.022		
Total	308.215	301			

Interpretations: As per the One Way ANOVA, the F statistics significance p-value is 0.001, as shown in Table 5.3; If Sig. the p-value is more significant than 0.05 → it implies that the respondent's family income and preference for eating food outside at a restaurant do not impact stress levels compared to ordering food at home are not related and statistically significant. The null hypothesis is accepted.

Testing of Hypotheses - 3

There is no significant relationship between the **respondent's education** and their **preference for selecting food apps**.

Table 5.4

Chi-Square Tests

	Value	df	Asymptotic significance (2-sided)
Pearson Chi-Square	24.492[a]	12	0.017
Likelihood Ratio	25.402	12	0.013
Linear-by-Linear Association	2.115	1	0.146
N of Valid Cases	303		

a. 5 cells (25.0%) have an expected count of less than 5. Therefore, the minimum expected count is 1.11.

Interpretations: As the Sig. (2 Sided value) of Pearson Chi-Square, the p-value is less than 0.05, i.e. 0.017, as shown in Table 5.4 implying that respondents' education impacts their preference for selecting food apps. The test is statistically significant, and the null hypothesis is rejected.

Testing of Hypotheses - 4

There is no significant relationship between the **respondent's age** and **preference for eating food outside at a restaurant impact the stress levels** compared to ordering food at home.

Table 5.5

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	38.198	4	9.549	9.381	0.001
Within Groups	302.348	297	1.018		
Total	340.546	301			

Interpretations: As per the One Way ANOVA, the F statistics significance p-value is 0.001, as shown in table 5.5 If Sig. the p-value is less than 0.05 → it implies that the respondent's age and preference for eating food outside at a restaurant impact the stress levels compared to ordering food at home. The test is statistically significant. The null hypothesis is rejected.

Testing of Hypotheses - 5

There is no significant relationship between the **respondent's occupation** and **their preference to eat food outside at a restaurant** compared to ordering food at home.

Table 5.6

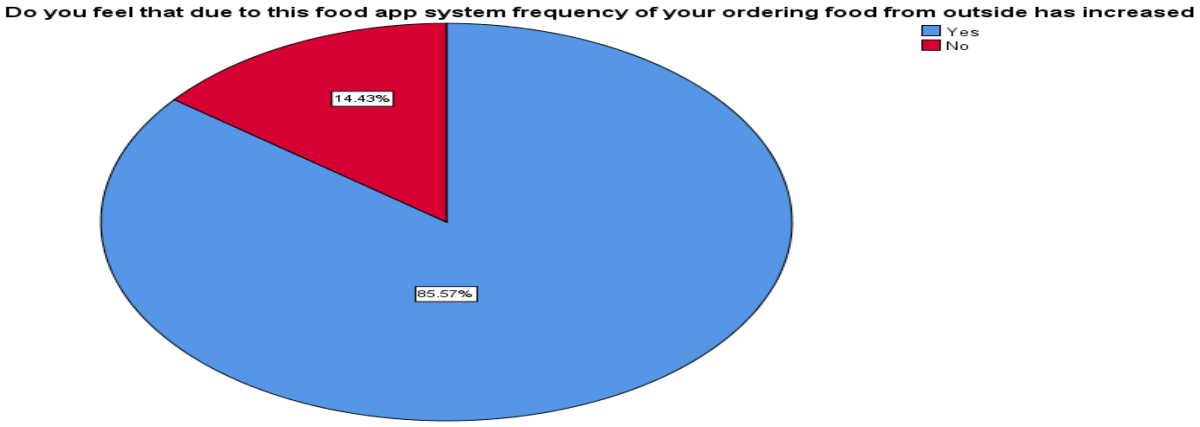
ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	73.362	4	18.341	4.593	0.001
Within Groups	1185.989	297	3.993		
Total	1259.351	301			

Interpretations: As per the One Way ANOVA, the F statistics significance p-value is 0.001, as shown in Table 5.6; If Sig. the p-value is less than 0.05 → it implies that the respondent's occupation and their preference of eating food outside at a restaurant has an impact on the stress levels as compared to ordering food at home are related and statistically significant. The null hypothesis is rejected

OTHER OBSERVATIONS:

Fig 5.1



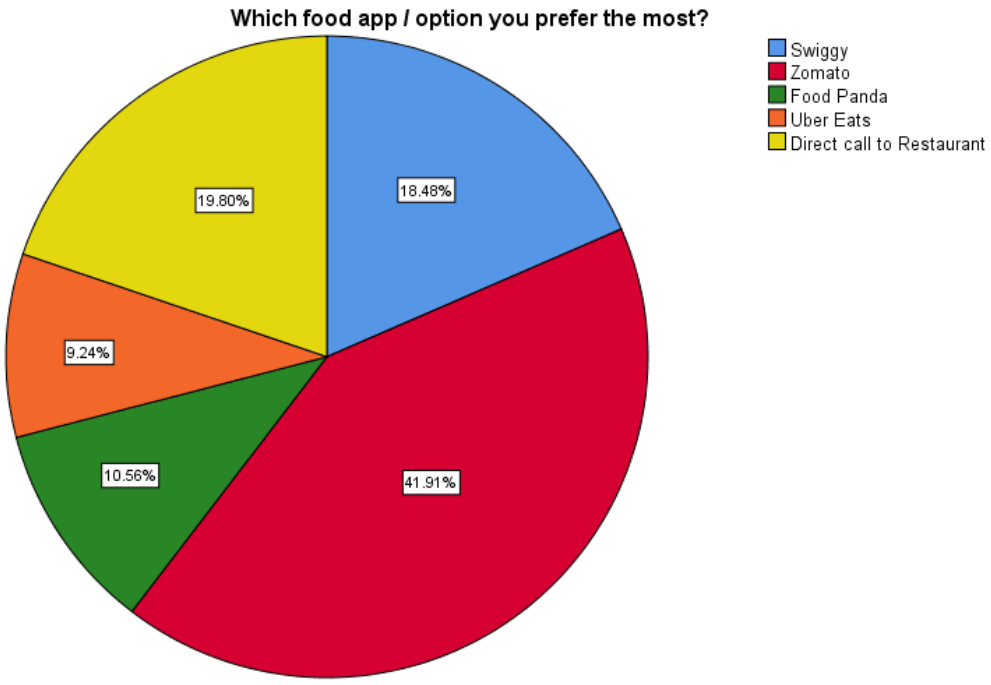
Observations: As per figure 5.1, this study has observed that 85.57% feel that the frequency of ordering food from outside has increased due to the popularity of these food apps

Table 5.7

Which food app/option do you prefer the most?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Swiggy	56	18.5	18.5	18.5
	Zomato	127	41.9	41.9	60.4
	Food Panda	32	10.6	10.6	71.0
	Uber Eats	28	9.2	9.2	80.2
	Direct call to Restaurant	60	19.8	19.8	100.0
	Total	303	100.0	100.0	

Fig 5.2



Observations: As per Table 5.7 and Fig 5.2; it was observed from the data set that 41.90 % of respondents are preferring Zomato App followed by Direct calling to the restaurant i.e 19.80% and Swiggy App i.e. 18.50%.

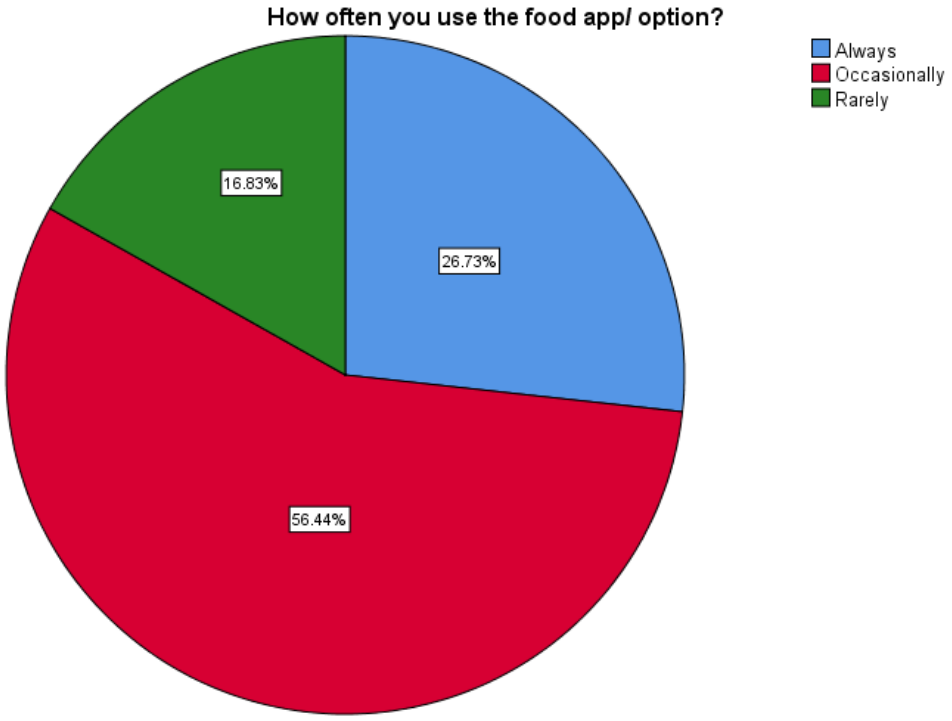
Table 5.8

How often do you use the food app/ option?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	81	26.7	26.7	26.7

	Occasionally	171	56.4	56.4	83.2
	Rarely	51	16.8	16.8	100.0
	Total	303	100.0	100.0	

Fig 5.3



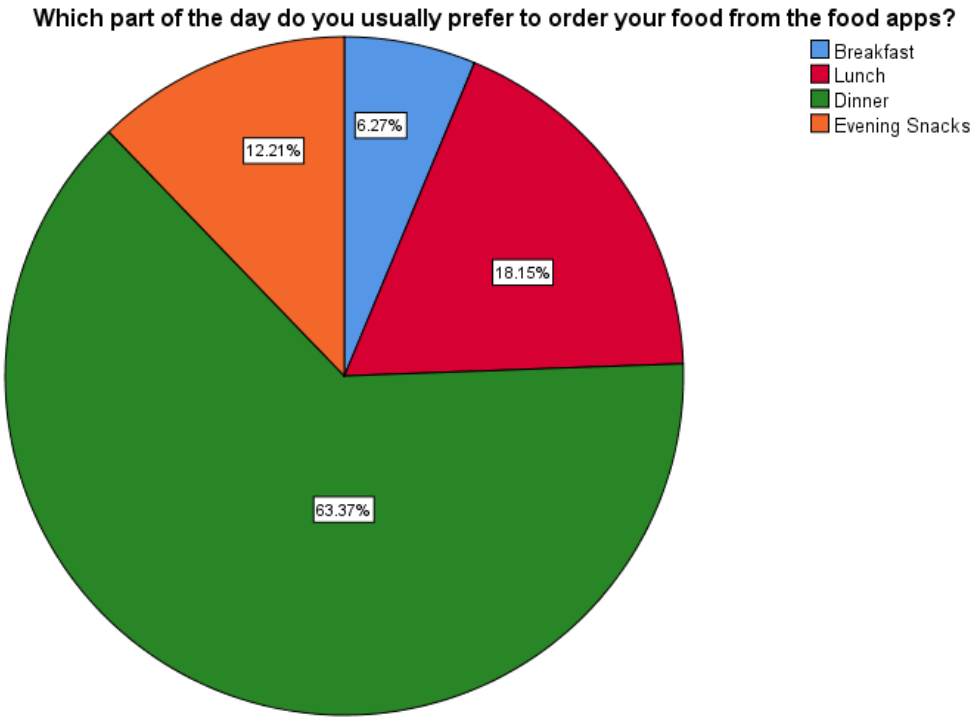
Observations: Table 5.8 and figure 5.3 show that 56.4 % of the respondents occasionally use the food app to order food, and about 16.8% of the respondents rarely even use the app.

Table 5.9

Which part of the day do you usually prefer to order your food from the food apps?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Breakfast	19	6.3	6.3	6.3
	Lunch	55	18.2	18.2	24.4
	Dinner	192	63.4	63.4	87.8
	Evening Snacks	37	12.2	12.2	100.0
	Total	303	100.0	100.0	

Fig 5.4



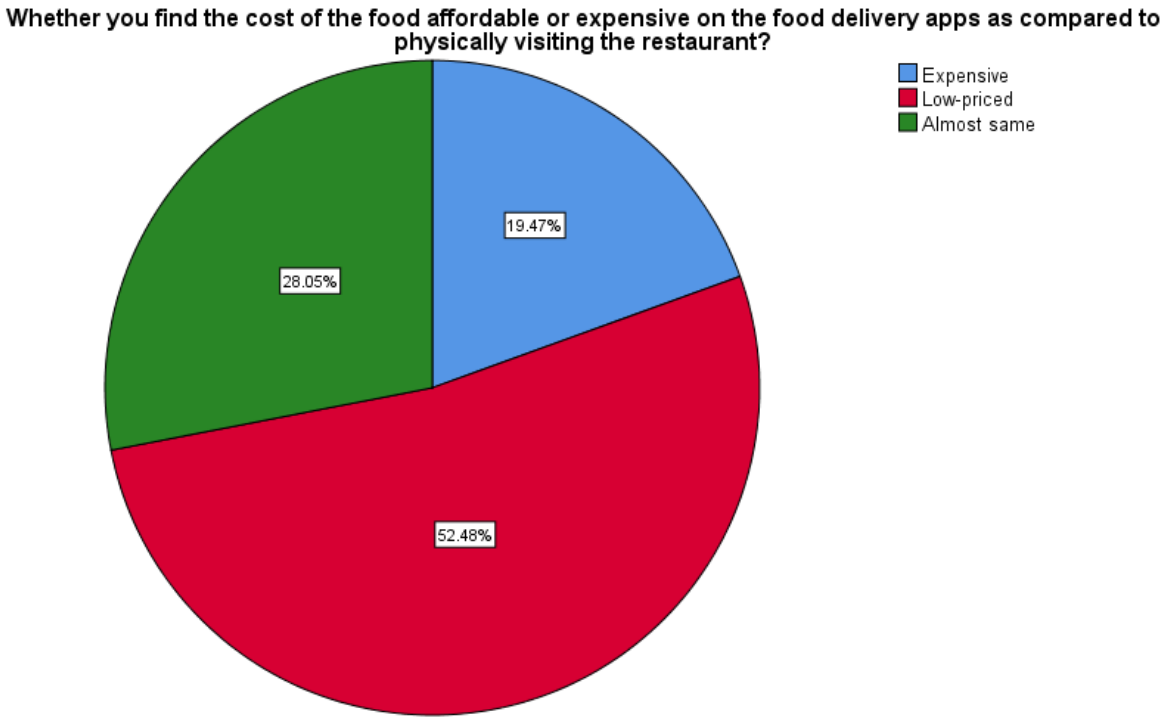
Observations :As per table 5.9 and Figure 5.4, it has been observed that 63.4 % of the respondents prefer to order food for dinner, followed by 12.2 % of the respondents who order food for their evening snacks.

Table 5.10

Whether you find the cost of the food affordable or expensive on the food delivery apps as compared to physically visiting the restaurant?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Expensive	59	19.5	19.5	19.5
	Low-priced	159	52.5	52.5	71.9
	Almost same	85	28.1	28.1	100.0
	Total	303	100.0	100.0	

Fig 5.5



Observations: As per Table 5.10 and Figure 5.5, it has been observed that about 52.48% of the respondents stated that they feel the price of the food delivery apps is low priced as compared to physically visiting the restaurant, while 19.47% of the respondents feel the price are high as comparatively visiting a restaurant.

6. DISCUSSION

This study checked for normality at first, for which the test was a significant conclusion that the dataset is not normally distributed. Therefore, the second step involves a series of ANOVA tests for all the variables linked to the research objectives that identified the following:

- Eating outside has an inverse impact on the stress level compared to consuming the same food at home. At a deeper level, when we interpret the chart formed by the same variables, the study highlights disparity in two groups, i.e. Postgraduate and Below HSC levels have a common opinion that aligns well with the ANOVA findings. In contrast, the other group (Undergraduate and Graduate) have the opposite opinion and prefer consuming food inside the home.
- For the question directed in context to family income, the average responses can be again grouped into two, i.e. group with an annual income of Rs 50,000 to 1 Lac and Rs 5,00,000 & above move with the same logic nullifying the Null hypothesis, but in this context, the other group (Group with an annual income of Rs 1,00,001 to Rs 3,00,000 and group with Rs 3,00,000 to Rs 5,00,000) have proved statistically significant by accepting the null hypothesis. As a result, the family's income does not impact reducing the stress levels.
- The age has an interesting response to the same question, i.e. almost all of the groups are above the "Neutral" response scale for consuming food outside. However, the strong dominance of agreement in eating outside the home can be seen in primarily three categories (teenagers, 18-25 years old and 26-35 years old while the other two categories (36-45 years old and 46 and above highlight a neutral approach.
- The occupation provides an accurate picture of the reality, and it is statistically significant throughout all professions Students,

Housewives, and Retired individuals agree that eating outside reduces stress compared to eating inside the house.

7. CONCLUSION

According to the survey, the majority of respondents favors online meal delivery apps over going to a restaurant in person, and they order food from these apps on a regular basis. Zomato, used by 41.9% of those polled, and Swiggy, preferred by 18.5% of those polled, were the two most popular food-ordering applications. This suggests that the majority of consumers use food apps because they are the most efficient and easy method of cutting down on preparation time. Zomato and Swiggy are the most popular apps, according to the survey respondents. As a result of the survey, it was discovered that while some individuals still prefer to order meals over the phone, the majority of those who took part were swayed by the many discounts and deals offered by food delivery applications.

According to the findings of the survey, consumers are increasingly turning to food apps for their needs of convenience. According to the findings of this study, food preferences, cost, references to these food apps, and discounts provided were all taken into consideration.

8. RECOMMENDATIONS:

After the conclusions of this study, it is clear that dining out vs eating at home has a significant impact on stress levels. Nonetheless, the results of this study may be enhanced if they were placed in the context of a pandemic or crisis, in which case the stress variable would be totally covered by online meal delivery and the key component would be to have food regardless of location. Furthermore, if the same study is extended to include data gathered in groups, the groupthink variable is another powerful variable that cannot be disregarded, since it is essential for dining out. When filling out the questionnaire, each person has a unique perspective and takes into account different aspects of the food outlet when making a decision; hence, the outward qualities of the food outlet were completely ignored.

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