

# **CONSUMERS' PERCEPTION TOWARDS ORDERING FOOD ONLINE FOR DELIVERY DURING PRE-COVID 19 AND COVID 19 ERA: AN ANALYSIS**

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## **Abstract**

**Purpose of the Study:** Application of ordering food online for delivery is not only very familiar to all of us but also very popular. But the outbreak of the pandemic COVID 19 has led to many changes in the entire economy including the day-to-day activities of human life. During COVID 19 pandemic, people were not allowed to step out of their homes except in case of emergencies, leaving no scope for visiting restaurants and compelling them to place order for foods online in extreme emergency. This study aims to investigate whether there is any significant difference in the customers' perception towards ordering food online in India during the pre-COVID period and during the COVID 19 era in our country just after the announcement of Unlock 1 from 08.06.2020 onwards.

**Study design/methodology/approach:** The study has been conducted through primary survey taking 101 respondents. Non-parametric tests such as the Pearson Chi-Square test, Wilcoxon signed-rank test and Mann-Whitney U test have been conducted using SPSS software.

**Findings:** Test results revealed a significant difference in the frequency of order, customers' satisfaction regarding the quality of food and a significant association between customers' satisfaction regarding safety measures adopted by the delivery boys and frequency of order after Unlock 1.

**Keywords:** *Unlock 1, COVID 19, Non-Parametric Tests, Wilcoxon Signed Rank Test, Mann-Whitney U Test.*