

A study on
THE ANALYSIS OF THE RAPID GROWTH OF ONLINE FOOD ORDERING
SERVICE

WITH REFERNCE TO COCHIN CORPORATION

Project Report

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Under the guidance of

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In partial fulfillment of the requirement for the Degree of
BACHELOR OF COMMERCE



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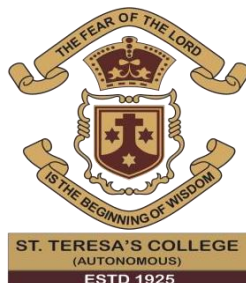
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CERTIFICATE

This is to certify that the project titled "**A STUDY ON THE ANALYSIS OF THE RAPID GROWTH OF ONLINE FOOD ORDERING SERVICE WITH REFERENCE TO COCHIN CORPORATION**" submitted to Mahatma Gandhi University in partial fulfillment of the requirement for the award of Degree of Bachelor in Commerce is a record of the original work done by **Ms. Aleena Joseph, Ms. Amala Roy, Ms. P S Saffah**, under my supervision and guidance during the academic year 2020-23.

Project Guide

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External

DECLARATION

We Ms. Aleena Joseph, Ms. Amala Roy, Ms. P S Saffah, final year B.Com students, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled A STUDY ON THE ANALYSIS OF THE RAPID GROWTH OF ONLINE FOOD ORDERING SERVICE WITH REFERENCE TO COCHIN CORPORATION submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of MS. Nima Dominic, Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.

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Aleena Joseph

Amala Roy

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CHAPTER – 1
INTRODUCTION

1.1 INTRODUCTION

In recent years, online food delivery has witnessed rapid growth. The rise of digital technology has reshaped the food delivery services market and consumer expect the same convenience and transparency which they are accustomed to while shopping online through apps or website. Its adequate funding and investments in market space has been one of the most prominent factors aiding the online food delivery services market growth.

The rapid growth of online food ordering services is a phenomenon that has revolutionized the way we order food. By making it easier and more convenient for people to order food, online ordering services have made it possible for people to enjoy a variety of cuisines without having to leave their homes.

In order to better understand the growth of online food ordering services, it is important to look at the factors that have driven its growth. The most important factor is the increasing use of mobile phones and the internet. With more people having access to the internet, it is much easier for them to order food online. Additionally, mobile phones have made it easy for people to order food even when they are on the go.

Another factor that has contributed to the growth of online food ordering services is the wide variety of food options available. With the vast selection of restaurants, cuisines, and dishes, there is something for everyone. Additionally, restaurants are offering discounts and promotions to attract customers, which has further increased the appeal of online food ordering services.

The popularity of online food delivering services has been mostly the result of the numerous benefit it renders such as doorstep delivery attractive discount, rewards and cash back offers, and various payment option. It has also meant players, Swiggy, Zomato and Foodpanda and investing in –sourcing deliveries.

Finally, the convenience of online ordering makes it a preferred choice for most people. People no longer need to wait in line or call a restaurant to place an order. Instead, they can simply log onto an online ordering.

1.2 STATEMENT OF THE PROBLEM

We are conducting a study on Analysis of Rapid growth of online food service considering various aspects such as analyzing what made these online food ordering services grow rapidly in short span of time and which app is popular around cochin corporation. By this project we can give suggestions to improve the performance of the company. This study will also help to understand, how the customer selects, orders and interprets the quality of service and product offered by online food service.

1.3 OBJECTIVES OF THE STUDY

- 1.3.1. To identify the reasons for rapid growth of food delivering apps.
- 1.3.2. To understand the factors influencing buying decision of customer.
- 1.3.3. To identify the challenges faced while using online food delivering apps.
- 1.4.4. To identify the most preferred food delivering app.

1.4 SCOPE OF THE STUDY

Scope of the study is to analyze the growth of online food ordering apps in cochin corporation. The research is to understand the factors influencing the buying decision of the customers. Technology puts a colossal impact on the business which puts forward a divergent trend for the restaurant industry. The study is basically conducted to know the factors influencing the customers regarding the food delivery apps. The food delivery apps considered for the study are Swiggy, Zomato and Uber eats. 100 users of the app were taken from in and around Cochin Corporation.

1.5 SIGNIFICANCE OF THE STUDY

Owing to the changing Indian demography, there is a need for building up of infrastructure for processing and marketing of the agriculture yield. As more and more people in the developing countries are moving towards the cities, urban foods and nutrition issues becoming increasingly relevant and pressing the food and diet pattern of the various strata of urban population deserves more attention than they have been given so far, not only for their implication on food and

agriculture planning but, also for determining remedial action and preventive measures. Consumers have specific needs and expectations with respect of their food. With intensive Urbanization, large volume of food move through the system and the food system themselves becoming increasingly complex excellent customer is vital in customer satisfaction and is the prerequisite for initiating and developing long term relationship.

The study helps to find and analyze which app is used more frequently in online food ordering system.

1.6 RESEARCH METHODOLOGY

The purpose of this research is to investigate the online food ordering service in Kochi, India. This study will investigate the effects of online food ordering services on the customers and the restaurants. The research will also investigate the reasons why people prefer to order food online rather than visit the restaurants in person. The means of collecting the required data was done through conducting both primary and secondary research. The primary data was collected from the users using online food delivery apps. The primary research was conducted through questionnaire using google form. According to cochin corporation, 45% of the population use online food ordering. Descriptive research design is used under this project. Convenience sampling techniques have been adopted for this purpose of carrying out this project. The study has been conducted using sampling unit of 100 respondents between the age group of 18-60 and above. The secondary data from project document, newspaper reports and magazines has also been used for the purpose of study. Tables, charts and graphs are used to present the analyzed data.

1.7 LIMITATIONS OF STUDY

1. The responses of people residing in other cities are not included in this study. Hence, it is not comprehensive study of the population
2. The research was based on secondary as well as primary data.
3. Chance of biased responses from the respondents.
4. Time is another major constraint in collecting data for

CHAPTER – 2
REVIEW OF LITERATURE

2.1. Rathore et al. (2018) states that 50.8% of people order food delivery service since they don't like to cook, as it enables clients to have food delivered directly to their home or office in under 60 minutes.

2.2. Jyotishman Das (2018), in the research "Consumer perception towards, online food ordering and delivery services": an empirical study", found that the factors that encourages consumers the most to use mobile phone in ordering food is Doorstep Delivery, Ease & Convenience, and Rewards & Cash backs. And concluded that most of the customers prefers Zomato than other service providers due to their better on time delivery and better discounts which would sustain its upper hand in forthcoming future.

2.3. Dang and Tran (2018) said that Internet has played a major role in increasing the awareness of the online food delivery apps. Through internet, people can search about foods and restaurants, compare their prices and their services and have easy access to them. Internet has made all these things convenient for the customers.

2.4. Vishal Krishna (2018) studied about the origin of another innovative food business which gives a cooking experience to the customer while ensuring convenience in terms of time and material procurement. This business creates a meal box with all the fresh ingredients which are pre prepared to a degree thereby cutting on the cooking time to 30 minutes to make a favourite meal. The target market are individuals who love to cook but are unable to dedicate the requisite time to whip up the meal. Happy Cook meal boxes have all the ingredients required along with a narrative about the food that has been ordered. Technology is used for ordering and delivery of the boxes. Quality-in food plays a big part in the food business and lack of quality will adversely affect the business to an extent that it may have to close down if there are any lapses. Food is perishable in nature making business logistics all the more difficult. The back ended operations need to be tightly controlled. This along with an erratic funding where the first round of operations will get good funding while the following rounds, where the businesses have to manage their own commercials, act as a hindrance for expansion. Besides to lure the customers, companies like Food Panda have spent between Rs.400/- to Rs.500/- per customer, for customer acquisition. The peculiarity of this business is that while initial orders are not very difficult, subsequent orders pose a challenge.

2.5. According to **Mr. Galatithis** (2018), the food aggregators sign up restaurants to an online food and app platform, so the customers have a wide choice to pick from and the order is then picked and delivered to the restaurant. The delivery is often outsourced for a fee. This results in the companies digging into the profit margins and the restaurants need to balance their act because while their business increases, there is a price they have to pay. Mr. Galatithis would mean up to as much as 16% taken away from the profit inclusive of commissions, GST etc. The restaurants however have no option but to embrace these start-ups in order to survive in the market where the consumer trend is to buy food online.

2.6. Suryadev Singh Rathore, Mahik Chaudhary “Consumer Perception on Online Food Ordering” (2018), the study found out that recent development of the Internet has augmented the e-commerce industries in a country like India. E-commerce development has made online food ordering services seamless for people who want to get food delivered at their doorstep. Although consumers continue to go out for the meals, consumers feel very convenient to order food online since it frees the customer from personally visiting the restaurants. In this study, our main focus was to analyse the perception of consumer towards online food ordering services. In order to understand what factors have played a dominant role to attract consumer in the developing country like India towards them, we decided to study on the consumer perception on online food ordering. In this research paper, two objectives were set for study. The first one was to identify the factors which influence the consumer to order food online and the other one was to know the consumer preferences on online food ordering services provider. To achieve these objects survey was held to gather the information. Survey successfully helped to understand the behaviour and perception of people for online food ordering. It shows how easily people search for a favourite restaurant, choose from available items and place their orders in just a few minutes.

2.7. Zamarud Ansari and Dr. Surbhi Jain (2018), stated the success of online food delivery start-up is mainly because there is a steady growth in the e-commerce industry. Some of the challenges faced by the online food delivery businesses is delivering within the time frame and optimisation of the resources as well as the technical skills of the employees. India has more than 400 food delivery apps with more than \$120 million funding from venture capital firms and other investors. Food industry is a repetitive business since a minimum 3 meals are consumed by each individual in a day increasing the frequency of food ordering. This makes

the investors and entrepreneurs optimistic about the growth of this segment. The food industry start-ups are also exploring various avenues and coming up with innovative businesses like creating a meal box with all the necessary fresh food ingredients to cook as per the recipe provided to make a meal that the customer chooses or a salad box with ingredients and dressing of the customer's choice. Such businesses also use the same technology used by the mobile food delivery apps and a similar delivery mechanism as a supply chain to ensure effectiveness.

2.8. Rathore et al. (2018) has opined that using online food ordering services is gaining popularity in Tier 1 cities. The customers prefer eating in, as compared to going out to a restaurant when there are issues of traffic congestions. This segment has therefore seen a growth of almost 100% in the last couple of years.

2.9. Dr. Neha Parashar & Ms. Sakina Ghadiyali "A Study on Customer's Attitude and Perception Towards Digital Food App Services" (2017), The study found that Services are intangible products where in there cannot be any transfer of possession or ownership, and they cannot be sold but come into existence at the time they are consumed or bought. Services cannot be stored or transported. E.g.: accounting, banking, cleaning, consultancy, education, etc. Digital services on the other hand are services that are anything that can be delivered through an information infrastructure such as the internet, in various forms i.e., applications, web pages, social media, etc. In the paper the major focus will be on the various apps that are available either by 3rd party for delivery purpose or by restaurants themselves for various purposes like delivery, pointing system, in house app ordering, etc. Consumer behaviour is the study of how individual customers, groups or organisations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. From this research paper we would understand the shift of consumer's behaviours with the introduction of technology and what are the different kinds of applications that consumers are satisfied with and what makes them happy and satisfied about the service. The main objective of the paper is to understand the relation between facilities and the purchase behaviour. Secondly to find the most popular app in the food delivery industry and understand as to how have technology played an important role in the restaurant industry. Keywords: Consumer behaviour, Food delivery app, Zomato, fasso, e-commerce.

2.10. According to **G. See-Kwong** (2017), the food delivery system in India has been growing at a larger pace due to technology. From making orders on call to ordering online and satisfying all the needs of the customers and making changes according to the changing needs of the customers. Now everything can be delivered to the customers at their doorstep.

2.11. Anshoo Sharma from Light speed Ventures (2017) opines that the potential market for food ordering business attracts investors. This is also a business has a repeat ordering behaviour as also high margins. It is expected that the huge funding in this space will consolidate similar to the e-commerce space.

2.12. According to **Adithya R., Singh, Pathan and Kanade** (2017), a food menu is set in the online food ordering system so that the customers can place their orders successfully and with this they can also track their orders. Also, various facilities are also provided by these apps for making its access convenient for the customers.

2.13. Pathan et al. (2017) states that with online food ordering system, a restaurant and mess menu online can be set up and the customers can easily place order. Also, with a food menu online, orders can be easily tracked, it upholds customers' database and develop the food delivery service. The restaurants and mess can even modify online restaurant menu and upload images easily. Having a restaurant menu on internet, potential customers can easily access it and place order at their convenience. Thus, an automated food

2.14. Priyadarshini (2017) states that India has more individuals between the ages of 10 and 24, making it the world biggest youth populace. With increasingly youngsters entering the workforce every day, development in the economy, a rising female work power, and expanded portability among shoppers, the customarily troublesome Indian market has changed and is needing for a progressively assorted menu.

2.15. Redseer (Salman S.H.) (2017), a research firm has claimed that the online food ordering and delivery segment grew almost 150% in 2016 in comparison to 2015, with an estimated Gross Volume (GMV) of \$300 million in 2016. The major chunk of the online food delivery business is from the top 5 cities in India, although this segment is active in almost 20 Indian cities. The players in this segment are consolidating their business by concentrating on increasing their operational efficiency and profitability rather than searching for newer markets in other cities. But with large number of players in the market like Swiggy, Food Panda,

Zomato etc... the customer is spoilt for choice. It has become very convenient for them to browse through the list of eateries and cuisines in different parts of the city and order by just clicking a button on the app.

2.16. According to **Leong Wai Hong** (2016), in the research “Food Ordering System Using Mobile Phone”, stated that the current business environment resists to change with technological advancement, which could improve the restaurant’s productivity and profitability and to facilitate online business.

2.17.H.S. Sethu & Bhavya Saini “Customer Perception and Satisfaction on Ordering Food” (2016), The study revealed that the online food ordering services was used by 100 percent of the respondents, and the buying decisions were largely influenced by opinions of friend’s family and discussions on online forums. The study reveals that good word of mouth and experiences by existing customers and online forums decides the success of web-based food shopping.

2.18. According to **IBEF** (Indian Brand Equity Foundation) (2016), Food ordering is a fastgrowing business. It is also a sought-after business by investors and investments in food ordering start-ups has seen an increase of 93% in 2015. The flip side is that competition is tough and it is difficult to survive in this competitive sphere. Businesses that are unable to sustain close down and others who are in the business struggle to beat competitions, keep their costs low, and reduce their burn rate in order to break even and make profits.

2.19. Bhavna Singh (2015) said that Food panda has been present in the Indian market since May 2012. Foodpanda first major move was acquisition of Tasty Khana, which was launched in the city of Pune in 2007. Together with Tasty Khana and JUST EAT, it is now present in over 200 cities and partners with over 12,000 restaurants. She also talked about JUST EAT was launched in Denmark in 2001 and was traded publicly on the London Stock Exchange. Their Indian business was launched as Hungry Bangalore in 2006. It was renamed in 2011 when JUST EAT acquired a majority share in the business. Today, the company partners with over 2,000 restaurants.

2.20. According to **Varsha Chavan, et al**, (2015), in their research “Implementing Customizable Online Food Ordering System Using Web Based Application”, visualized the use of smart phone and the wireless communication technology is convenient, effective and easy to use, in fulfilling customers desire and service industry delivery system which will help to improve the overall restaurant business in future.

2.21. Kapchnaga, R, (2014), from the benefit of World Wide Web, a lot of fast- food industry applies a system known as Online Ordering System to assist their business processes. Online Ordering System is a technique that allow customer to order their favourite food online via the internet by using a web browser that installed in their respective computer or smart phone. Implementing this system can help fast food industry to solve the problem that they face while using the traditional food ordering processes. The system greatly simplifies the food ordering process for both customer and restaurant compare to the past. The customer can place an order everywhere and anywhere whenever internet connection is available for them. Customers access to the website and choose the food that they prefer from the online menu display then customers have to choose whether the food is delivered to them or it will be packaged for pick up and the payment method will be upon delivered or pick up and lastly it will show all the order details to the customer for double checking and confirmation

2.22. Samsudin et al. (2011) points out that alongside client feedback for an eatery, a plan and execution of wireless food ordering framework was completed. It empowers cafes proprietors to setup the framework in wireless environment and update menu presentations effectively. Advanced mobile phone has been coordinated in the adaptable wireless food ordering system requesting framework with continuous client criticism execution to encourage ongoing correspondence between eatery proprietors and clients.

2.23. Kimes (2011) said that the amount of increase in online food ordering is because of convenience and control. Almost half of the populations has ordered food online. Personal interaction with restaurant employees, satisfaction level of consumers after ordering food online and changed behaviour of the consumers regarding food mobile ordering Apps shows the perception of consumers for mobile food ordering apps.

2.24. Khairunnisa K. and Ayob J, (2009), Wireless Food Ordering System is a system that integrated both concept of internet and wireless technology. This system provide user to accessthe data, information and services from a remote server, which enable user to access the centraldatabases distributed across the restaurant network. Most of the handheld devices have implemented and support wireless technology and thus mobile devices is an ideal hardware device that use to support this system in order to allow user remote access to the database for data retrieval. Wireless food ordering system is a solution that can help the restaurant to expedite their customer services as well as management aspect. After the system has been implemented in the restaurant, the flow food ordering process will be changed to computerise. Waiters have to take orders by choose the food that wish to order from the menu on the mobiledevices as the input and the data will be send to the central database, after that the computer reside in kitchen will retrieve the data from the central database and display on the computer screen. After the food is being cooked, the employee in kitchen can confirm the food order andupdate to the database. This will signal the waiter mobile device to acknowledge the waiter thefood is ready to serve the food to respective customers.

2.25. Benedict et al (2001), Study explains that perceptions toward online shopping and intentionto shop online are not only affected by its nature of ease in usefulness and enjoyment, but also by exogenous elements like consumer traits, situational factors, product characteristics,previous online shopping experiences, and trust in online shopping.

CHAPTER – 3
THEORITICAL FRAMEWORK

3.1 ONLINE FOOD DELIVERING SYSTEM

Online food delivery systems are becoming increasingly popular in today's digital world. They offer a convenient way for customers to order food from their favorite restaurants without ever having to leave the comfort of their home or office.

The first step of an online food delivery system is to create an online presence. Restaurants will need to create a website and/or a mobile app. This will allow customers to browse the menu, place orders, and pay for their meals. It is also important for restaurants to have an online payment system in place to accept payments.

Once customers have placed their orders, the restaurant will need to fulfill the order. This process will involve preparing the food, packaging it, and delivering it to the customer. To ensure that orders are delivered promptly, restaurants may need to hire additional staff or outsource the delivery to a third-party delivery service.

Finally, restaurants will need to set up a system to track orders. This will help them monitor the status of orders and ensure that they are delivered on time. Restaurants can also use this system to analyze customer data to better understand their customers' preferences and tailor their menu accordingly.

Overall, online food delivery systems offer a convenient and efficient way for customers to enjoy their favorite meals without ever having to leave home. It can also be beneficial for restaurants, as it can help them increase their customer base and boost their profits.

3.2 ONLINE FOOD DELIVERING SYSTEM IN INDIA.

India's online food delivery system has witnessed a major boom over the past five years. The industry has grown rapidly and is now valued at over \$8 billion. This rapid growth has been driven by an increasing demand for convenience and an aversion to traditional methods of ordering food. Consumers are now turning to online food delivery platforms as the go-to solution for all their food requirements.

Online food delivery platforms have revolutionized the way people order food in India. The convenience of ordering food online has made it a preferred choice for many. With the click of a button, consumers can order food from the comfort of their homes. It has also allowed restaurants

to expand their reach beyond their immediate vicinity and reach out to customers from all over the country.

Online food delivery platforms have also made it easier for customers to access a wide range of cuisines. Online food delivery platforms offer a variety of cuisines, ranging from international cuisines to regional Indian dishes. This makes it easier for consumers to find the food they are looking for.

Furthermore, online food delivery platforms offer several payment options. Consumers can choose to pay via card, net banking, or cash on delivery. This makes the payment process more convenient and secure.

Online food delivery platforms also offer discounts and deals, making them even more attractive for customers. These discounts and deals make it easier for customers to get the food they want at a cheaper price.

In conclusion, the online food delivery system in India has revolutionized the way people order food. It has made it more convenient, secure, and cost-effective for customers to order food from their favorite restaurants. The wide range of cuisines, payment options, and discounts have made online food delivery a preferred option for many.

3.3 ADVANTAGES OF ONLINE FOOD DELIVERING SYSTEM

3.3.1. Convenience: Online food delivery system has made ordering food extremely convenient. Customers can order food through their mobile phones or computers without having to leave their homes or offices. This makes it easy to get food from the restaurant of their choice.

3.3.20. Variety: Online food delivery system allows customers to choose from a wide variety of restaurants and food items. Customers can easily compare different options and find the perfect meal for them.

3.3.3. Time-Saving: With online food delivery system, customers do not have to wait in long queues for their orders. They can place their orders online and get the food delivered to their doorsteps in no time.

3.3.4. Hygiene: Online food delivery systems ensure that the food is prepared and delivered in a hygienic way. This way, customers can enjoy food without having to worry about its quality.

3.3.5. Cost-Effective: Online food delivery system can be a more cost-effective option compared to ordering food from restaurants. Customers can avail of discounts and special offers that are available through online food delivery systems.

3.3.6. Cashless Transactions: Online food delivery systems allow customers to make cashless transactions. This helps them to stay away from carrying cash and reduces the risk of theft.

3.3.7. Increased Reach: Online food delivery systems help restaurants to reach a larger customer base. This helps restaurants to increase their revenue and reach out to a larger number of customers.

3.3.8. Customization: Customers can customize their orders in online food delivery systems. This helps them to get their food as per their preferences and tastes.

3.3.9. Flexible Delivery Options: Online food delivery systems offer flexible delivery options to their customers. This helps customers to get their orders delivered at the time and place of their choice.

3.3.10. Better Customer Service: Online food delivery systems offer better customer service. Customers can contact the support team if they have any queries or complaints.

3.3.11. Easy Tracking: Online food delivery systems allow customers to track their orders in real-time. This helps them to know the status of their order and when it will be delivered.

3.3.12. Quality Assurance: Online food delivery systems ensure that customers get the best quality food at all times. This helps them to get the best value for their money.

3.3.13. Loyalty Programs: Online food delivery systems offer loyalty programs to customers. This helps customers to get discounts and offers on their favorite food items.

3.3.14. Social Media Presence: Online food delivery systems have a strong presence on social media. This helps customers to stay updated about new restaurants, discounts, and offers.

3.3.15. Improved Profits: Online food delivery systems help restaurants to increase their profits. This helps them to keep their business running and expand their operations.

3.4 DISADVANTAGES OF ONLINE FOOD DELIVERIG SYSTEM

3.4.1. The biggest disadvantage of online food delivery systems is that you can't be sure of the quality of the food you are ordering. You don't know how it was prepared, how long it was cooked for or even if it has been properly stored.

3.4.2. Another downside to online food delivery systems is that the food may not be as fresh as it could be. Due to the time and distance needed for delivery, the food may not be as fresh as it would be if you were to go and pick it up from a restaurant or store.

3.4.3. The cost of online food delivery systems is usually higher than the cost of picking up food from a local store or restaurant. This is due to the fees associated with the delivery service, as well as the cost of the food itself.

3.4.4. Online food delivery systems can be unreliable. If the delivery service is experiencing a delay or a problem, then you may not receive your food in the expected timeframe.

3.4.5. Online food delivery systems can be difficult to use. Many online food delivery services require you to register or create a special account before you can order food. This can be time consuming and intimidating for some people.

3.4.6. Online food delivery systems can be risky. You may not know if the company you are ordering from is reputable or not. It is important to research the company before you make a purchase.

3.4.7. Online food delivery systems can be inconvenient. If you need the food quickly, then you may not be able to get it when you need it. Also, if you do not have access to a computer or internet connection, you may not be able to use the service.

3.4.8. Online food delivery systems can be impersonal. You cannot have a conversation with the person who is delivering your food, which means that you don't have a chance to ask any questions or express any concerns.

3.4.9. Online food delivery systems can lead to food waste. If you order too much food and cannot eat it all, then you may end up throwing it away and wasting your money.

3.4.10. Online food delivery systems can lead to unhealthy eating habits. You may be tempted to order unhealthy food or snacks that you wouldn't normally buy if you were to go out to a restaurant.

3.4.11. Online food delivery systems can be frustrating. If the delivery service does not arrive on time or if the food is not cooked properly, then you may find yourself feeling frustrated and disappointed.

3.4.12. Online food delivery systems may not be available in all areas. If you live in an area where these services are not available, then you may be out of luck.

3.4.13. Online food delivery systems may not accept certain payment methods. If you do not have a credit card or other form of payment accepted by the service, then you may have to use another option.

3.4.14. Online food delivery systems can be unreliable in terms of delivery times. This can be especially true during busy times of the day, such as lunch and dinner.

3.4.15. Online food delivery systems can be a source of food poisoning. If the food is not cooked or stored properly, then you may be at risk of getting food poisoning from the food you order.

3.5 FEATURES OF ONLINE FOOD DELIVERING SYSTEM

Online food delivery systems have become increasingly popular in recent years. Not only do they offer convenience and ease to customers, but they also offer a range of features that make ordering food easier and more enjoyable. Here are some of the features that make online food delivery systems so popular:

3.5.1. Easy and Convenient Ordering: Online food delivery systems make it simple and easy to order food. Customers can browse through an extensive menu, select their items, and make their payments without ever leaving the comfort of their home. This saves customers time and effort, as they don't have to physically go to the restaurant and wait in line to place their order.

3.5.2. Variety: Online food delivery systems offer customers a wide variety of cuisine options, from traditional staples to regional delicacies. Customers can easily explore different types of food and find something unique and interesting to try.

3.5.3. Personalization: Many online food delivery systems allow customers to customize their orders. This can include selecting specific ingredients and toppings to create a unique meal. This allows customers to enjoy a personalized experience, rather than settling for something generic.

3.5.4. Faster Delivery: Online food delivery systems are typically faster than traditional take-out methods. By ordering online, customers don't have to wait in long lines or search for parking spots. This can be especially convenient for busy customers who don't have time to wait for their food.

3.5.5. Special Deals: Online food delivery systems often offer special deals and discounts for customers. This can help customers save money on their orders, making it an even more attractive option.

3.5.6. Payment Options: Online food delivery systems offer a range of payment options, from credit and debit cards to cash on delivery. This allows customers to choose the payment method that works best for them.

3.5.7. Online Reviews: Online food delivery systems often feature customer reviews and ratings, so customers can easily see what other people think of the restaurant's food before they place an order. This can help customers make informed decisions when selecting a restaurant.

These are just a few of the features that make online food delivery systems so attractive and popular. With their convenience, variety, and special deals, they are a great option for anyone looking to enjoy a delicious meal without having to leave the house.

3.6 COMPANY DESCRIPTION

❖ SWIGGY

Swiggy is an Indian food delivery company based in Bangalore, India. Founded in 2014, the company is one of the leading food delivery services in India, with presence in more than 200 cities. Swiggy provides delivery services for restaurants, grocery stores and other food outlets. It offers its customers a wide range of cuisines, from Indian to Chinese, Italian to Mexican and more.

Swiggy has seen tremendous growth over the years, due to its flexible and customer-friendly approach. The company offers a wide range of delivery options, from express delivery to doorstep delivery. It also offers an online payment gateway, which makes it convenient for customers to make payments for their orders.

The company has also developed a strong technology platform, which includes an app, a website and an API. This technology platform allows customers to track their orders, view menus and make payments.

Swiggy has also received significant investments from venture capitalists, which has enabled the company to expand its operations. As of 2020, Swiggy is valued at more than \$3 billion and is one of the most successful startups in India.

❖ ZOMATO

Zomato is an Indian-based company that provides an online food ordering and delivery platform. Founded in 2008, the company quickly grew to become one of India's leading food delivery and restaurant discovery services. Zomato is now present in 24 countries and over 10,000 cities across the world.

The company has experienced tremendous growth over the past few years due to its focus on customers, technology, and data-driven decision making. It has also implemented a number of initiatives to improve its services, such as its loyalty program, Zomato Gold, which offers customers exclusive discounts and benefits when ordering food online.

In terms of financials, Zomato has seen steady revenue growth since its launch. In 2019, the company reported total revenues of \$205 million, a 65% increase from the previous year. The company's total losses for the year were approximately \$180 million.

Overall, Zomato is a well-positioned company that has a strong presence in India and other international markets. With its focus on technology and customer experience, the company is well-positioned to continue to grow and expand its market share.

❖ UBER EATS

Uber Eats is a food delivery service created by the ride-sharing company Uber in 2014. Uber Eats is an online platform and app that connects customers with local restaurants and food delivery drivers. Customers can order meals from a variety of restaurants and have them delivered to their doorsteps. The service is available in over 200 cities across the world, including in the United States, Canada, Australia, and India.

Uber Eats has experienced rapid growth since its launch in 2014. It has become one of the leading players in the food delivery space, competing with other delivery services such as DoorDash and Grubhub. Uber Eats offers a wide range of restaurant options, from fast food to gourmet meals, and customers can pay for their orders using their Uber account. The service also offers a variety of discounts and promotions to entice customers to use the platform.

Uber Eats has seen strong revenue growth in recent years, driven by the increasing demand for delivery services due to the coronavirus pandemic. In 2020, Uber Eats reported a revenue of \$4.7 billion, up from \$2.6 billion in 2019. The company is also expanding its reach by launching new features such as Uber Eats Market, which allows customers to buy groceries and other items from local stores.

Overall, Uber Eats is well-positioned to take advantage of the growing demand for food delivery services. The company has a strong presence in major markets and a wide variety of restaurant options. By continuing to expand its reach and offering discounts and promotions, Uber Eats could continue to experience strong growth in the coming years.

❖ HUNGRY PANDA

Hungry Panda is an innovative food delivery service that leverages technology to quickly and conveniently deliver meals to customers. It has a wide selection of food choices, ranging from local favorites to international cuisines, and each order is prepared and delivered with the utmost care and attention. Their platform includes an easy-to-use website and mobile app that allows customers to quickly order their food, pay with their preferred payment method, and track the delivery in real-time. The company has partnered with some of the most popular restaurants in the area and boasts a wide variety of meal items. Hungry Panda has been able to quickly build a loyal customer base due to their fast delivery times and customer service-focused approach. With a focus on customer satisfaction and convenience, Hungry Panda is well-positioned to be a leader in the food delivery industry.

❖ REZOY

Rezoy is a food delivery app that connects customers with local restaurants in their area.

Customers can order food from a variety of restaurants, and have it delivered to their door in a matter of minutes. The app is especially useful for those who don't have the time or energy to go out and pick up their own food.

Rezoy has a user-friendly interface, allowing customers to easily select their desired food and have it delivered to their door. The app also allows customers to track their orders in real-time, so they can know exactly when to expect their food. Additionally, Rezoy offers a rewards program that allows customers to earn points for each order they place. These points can then be redeemed for discounts and other exclusive offers.

Rezoy has experienced considerable success since its launch, and is currently available in many major cities. The company has also implemented a variety of safety measures to ensure that customers have a safe and secure experience. Rezoy also has an excellent customer service team that is available 24/7 to help customers with any issues or concerns.

Overall, Rezoy is a great option for those who are looking for a convenient and reliable food delivery service. The app is easy to use, and offers customers a variety of rewards and discounts. Additionally, Rezoy takes a variety of safety measures to ensure that customers have a safe and secure experience.

❖ EATSURE

Eat Sure is an online food delivery service based in the United States. Founded in 2019, the company provides customers with a wide variety of fresh, healthy, and locally sourced meals, delivered directly to their doorsteps. Eat Sure's mission is to provide convenient and affordable meal solutions for busy individuals. The company is committed to providing the freshest produce and the highest quality ingredients, while keeping costs low.

Eat Sure offers a variety of meal options, including vegetarian, vegan, and gluten-free options. Customers can order single-serving meals or family-style meals, with delivery times as short as one hour. The company also offers meal kits, which allow customers to assemble their own meals at home.

Eat Sure has seen strong growth since its inception. The company has expanded its delivery areas, while also launching new product lines. In addition, Eat Sure has formed strategic partnerships with local food suppliers, allowing the company to provide customers with fresher and more sustainable ingredients.

Overall, Eat Sure is well-positioned to continue its growth in the online food delivery market. The company offers a convenient and affordable meal solution for busy individuals and families, and has established strong relationships with local food suppliers. With its commitment to fresh, healthy, and locally sourced ingredients, Eat Sure is poised to remain a leader in the online food delivery industry.

❖ EATIKO

Eatiko is a food delivery service that provides customers with access to a wide range of restaurants in their area. Through their website and mobile app, customers can order food from local restaurants and have it delivered to their door. Eatiko has a network of over 1,000 restaurants in more than 30 cities in India, making it one of the largest food delivery services in the country.

The company also offers a loyalty program, discounts, and other incentives to encourage customers to use their service. Eatiko's biggest competitors are other food delivery services such as Swiggy, Zomato, and Foodpanda. In order to stay competitive, Eatiko has focused on providing a wide selection of restaurants, convenient delivery options, and competitive pricing. The company has also invested heavily in its mobile app, which allows customers to order food

quickly and easily. With its strong presence in India and plans to expand into other markets, Eatiko is well-positioned to become a leader in the food delivery industry.

❖ FOODIYOO

Foodiyoo is a mobile app that allows users to connect with local restaurants and order food online. The app simplifies the process of ordering food online by allowing users to place orders directly from the app. The company has partnered with local restaurants to provide users with a wide variety of cuisine options. Foodiyoo also provides users with deals and discounts from restaurants, making it an affordable option for ordering food. The app is available for both iOS and Android users. Foodiyoo aims to provide users with a convenient and fast way to order food from their favorite restaurants. With its simple user interface, the app makes it easy for users to find and place orders for food. The company also provides customer support for its users, allowing them to get help quickly if they have any issues. With a focus on convenience and affordability, Foodiyoo is a great option for those looking to order food online.

3.7 COMPARISON OF DINE-IN AND ONLINE DELIVERY SYSTEM

Dine-In: A dine-in system is when customers come to a restaurant, order food, and then eat it on the premises. Customers are served directly by a waiter or waitress, and payment is usually made in person.

Online Delivery System: An online delivery system is when customers order food online and then have it delivered to their door. Payment is usually made online or via a mobile app. The food is usually prepared off site by a third-party provider and then delivered by a delivery service.

3.7.1. Environment: Dine-in customers are served in an environment that has been specifically designed to make them feel comfortable and relaxed, while online delivery customers do not experience the same atmosphere.

3.7.2. Interaction: With a dine-in system, customers can interact directly with staff and other customers, while online delivery customers do not have the same opportunity for social interaction.

3.7.3. Speed: Dine-in systems tend to be quicker as customers can order and receive their food almost immediately, while online delivery systems can take longer due to the time needed to prepare the food off site and then deliver it.

3.7.4. Flexibility: Dine-in systems are more flexible as customers can order whatever they want and when they want it, while online delivery systems require customers to pre-order and select from a limited menu.

3.7.5. Customization: With a dine-in system, customers can ask for their food to be made in a certain way, while with an online delivery system this is not usually possible.

3.7.6. Variety: Dine-in systems offer customers a much wider variety of food options than online delivery systems.

3.7.7. Cost: Dine-in systems tend to be more expensive as customers pay for the atmosphere and the convenience of not having to wait for the food to be prepared and delivered, while online delivery systems are usually cheaper as the cost of delivery is included in the price of the food.

3.7.8. Order Accuracy: With a dine-in system, customers can ensure their orders are accurate as they can communicate directly with the waitstaff, while online delivery customers may struggle to ensure their orders are accurate as they have to trust third-party providers to get it right.

3.7.9. Quality: The quality of the food served in a dine-in system is usually higher as the food is cooked and served on the premises, while the quality of the food in an online delivery system can vary depending on the third-party provider.

3.7.10. Technology: A dine-in system usually relies on traditional methods of ordering and payment, while an online delivery system requires customers to use a mobile app or website to order their food and make payment.

3.7.11. Safety: Dine-in systems are usually considered to be safer as customers can see their food being prepared and served, while online delivery systems depend on third-party providers to ensure the food is safe to eat.

3.7.12. Privacy: Customers can expect more privacy when ordering food via an online delivery system as they don't have to worry about people overhearing their order or seeing what they're eating.

3.7.13. Experience: Dine-in systems offer customers a more immersive experience that can't be replicated with an online delivery system.

3.7.14. Convenience: With a dine-in system, customers don't have to worry about getting their food to their door, while with an online delivery system, customers have to wait for their food to arrive.

Contactless: Online delivery systems allow customers to order and pay for their food without ever having to come into contact with the staff.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

4.1 AGE OF THE RESPONDENTS

Table 4.1: Showing the distribution of respondents based on their age.

PARTICULARS	NO. OF RESPONSES	%
BELOW 18	3	2.7%
18-30	93	84.5%
31-50	11	10%
ABOVE 51	3	2.7%
TOTAL	110	100%

SOURCE: PRIMARY DATA

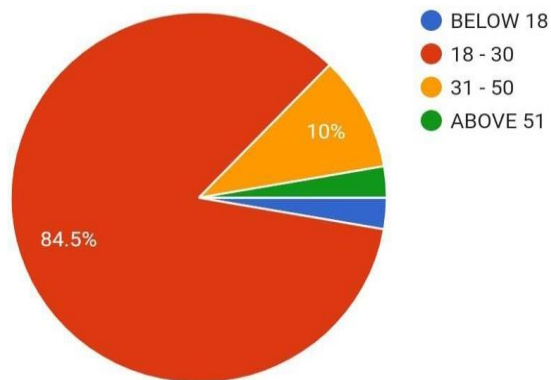


CHART 4.1: Showing the distribution of respondents based on their age.

INTERPRETATION

According to the table and chart 4.1, most of the respondents i.e., 84.5% of them are the age group of 18-230. 2.7% of the respondents are the age group below 18. 10% of them belong to the age group 31-50. And 2.7% of them belong to the age group above 51.

4.2 USAGE OF ONLINE FOOD ORDERING APPLICATION

Table 4.2: Showing whether the respondents use any food delivery apps.

PARTICULARS	NO. OF RESPONSES	%
YES	103	93.6%
NO	7	6.4%
TOTAL	110	100%

SOURCE:PRIMARY DATA

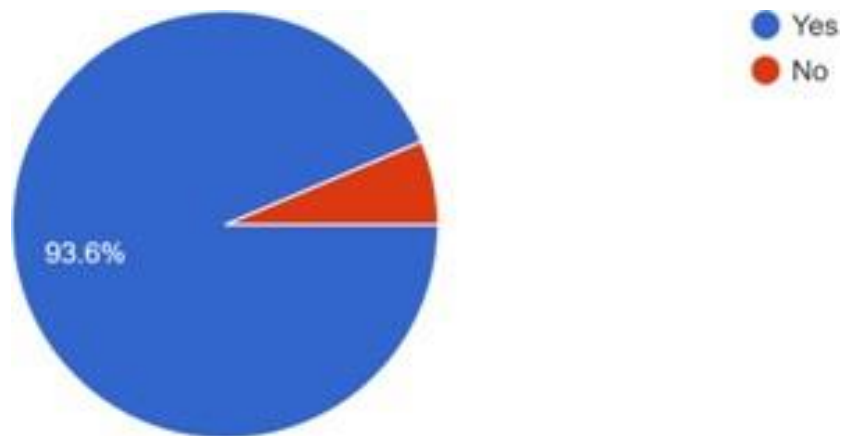


CHART 4.2: Showing whether the respondents use any food delivery apps.

INTERPRETATION

According to the table and chart 4.2, most of the respondents i.e., 93.6% of them responds with YES. And 6.4% of them respondents with NO.

4.3 FREQUENCY OF USAGE OF THE APPLICATION

Table 4.3: Showing how often does the respondents use the food delivery apps.

PARTICULARS	NO. OF RESPONDENTS	%
DAILY	2	1.8%
WEEKLY	24	21.8%
MONTHLY	30	27.3%
ONCE IN A WHILE	54	49.1%
TOTAL	110	100%

SOURCE: PRIMARY DATA

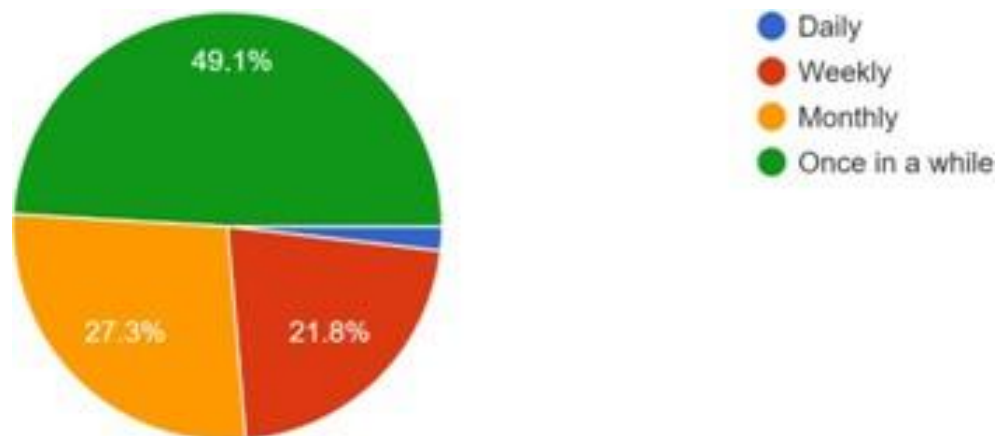


CHART 4.3: Showing how often does the respondents use the food delivery apps.

INTERPRETATION

According to the table and chart 4.3, most of the respondents i.e., 49.1% of them use ONCE IN A WHILE. 1.8% of the respondents use DAILY. 21.8% of them use WEEKLY. And 27.3% of them use it MONTHLY.

4.4 REASONS THAT PROMPT FOR USAGE OF APPLICATIONS

Table 4.4: Showing the reasons that prompt the respondents to shift from dine in to online food ordering services

PARTICULARS	NO OF RESPONDENTS	%
Food delivery at door	79	71.8%
Simplicity and Convenience	39	35.5%
Widerange of payment option	16	14.5%
Choice of multiple cuisines	34	30.9%
Discounts and offers	46	41.8%
Contact-free deliveries	13	11.8%
TOTAL	110	100%

SOURCE:PRIMARY DATA

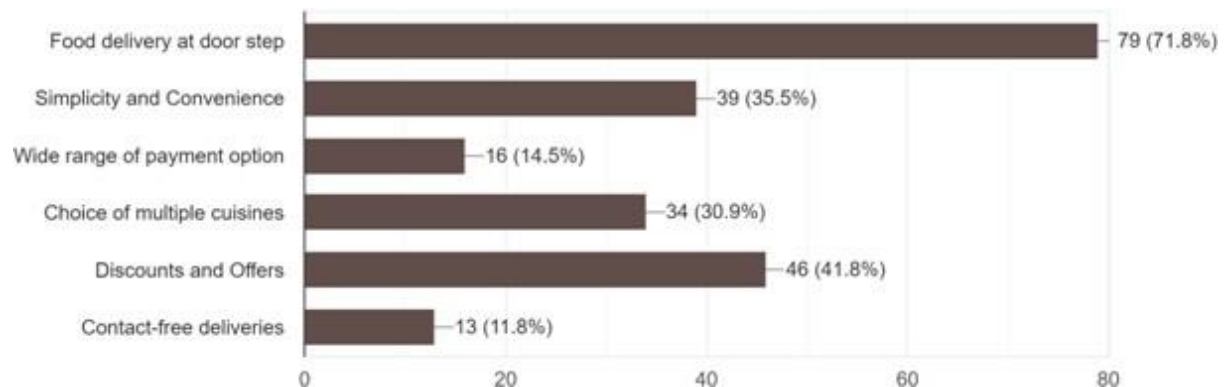


CHART 4.4: Showing the reasons that prompt the respondents to shift from dine in to online food ordering services

INTERPRETATION

According to the table and chart 4.4, most of the respondents i.e., 71.8% Uses App for Food delivery at door. 41.8 % for discounts and offers. 35.5% for simplicity and convenience. 30.9% for choice of multiple cuisine. 14.5% for wide range of payment option. 11.8% of the respondents use for contact free deliveries.

4.5 Popularity of application among the respondents

Table 4.5: Showing the applications that the respondent is familiar with.

PARTICULARS	NO. OF RESPONDENTS	%
SWIGGY	97	88.2%
ZOMATO	99	90%
UBER EATS	51	46.4%
HUNGRY PANDA	2	1.8%
REZOY	6	5.5%
EAT SURE	0	0%
ETIKO	2	1.8%
FOODIYOO	3	2.7%

SOURCE:PRIMARY DATA

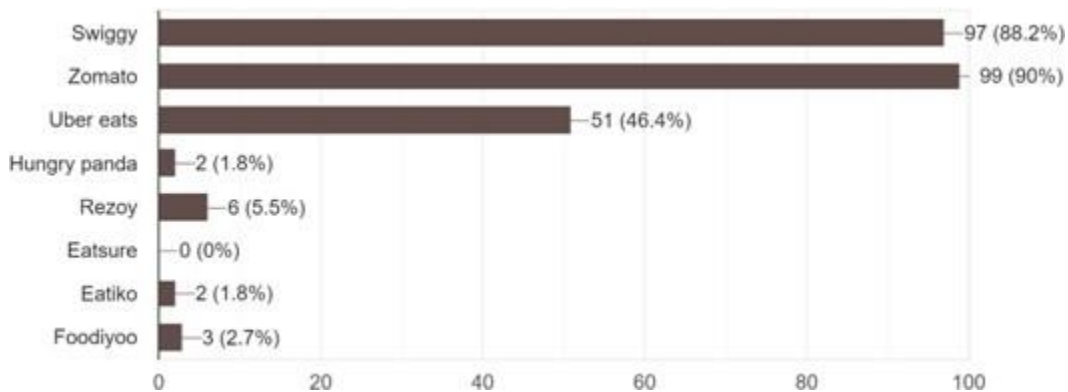


CHART 4.5: Showing the applications that the respondent is familiar with.

INTERPRETATION

According to the table and chart 4.5, most of the respondents i.e., 90% of them are familiar with ZOMATO. 88.2% of the respondents are familiar with SWIGGY. 46.4% of them are familiar with UBER EATS. 5.5% of them are familiar with REZOY. 1.8% of them are familiar with HUNGRY PANDA. 1.8% of them are familiar with EATIKO. And 0% of them are familiar with it EATSURE.

4.6 SATISFACTION LEVEL ON THE FOLLOWING FACTORS REGARDING ONLINE FOOD DELIVERY APPS

Table 4.6: Showing which all elements are important to the respondent when using a food delivery app.

PARTICULARS	VERY IMPORTANT	IMPORTANT	MODERATELY IMPORTANT	SLIGHTLY IMPORTANT	NOT IMPORTANT
Value for money	70	37	2	-	1
Make the ordering process easy and intuitive	47	50	11	2	-
provide wide range of payment options	33	54	20	3	-
Provide real-time updates	40	52	14	4	-
Ensure security and privacy	71	27	7	5	-
Provide high-quality customer service	72	30	7	-	1
Provide clear and accurate information	72	29	9	-	-
Customer loyalty programs	61	37	10	1	1

SOURCE: PRIMARY DATA

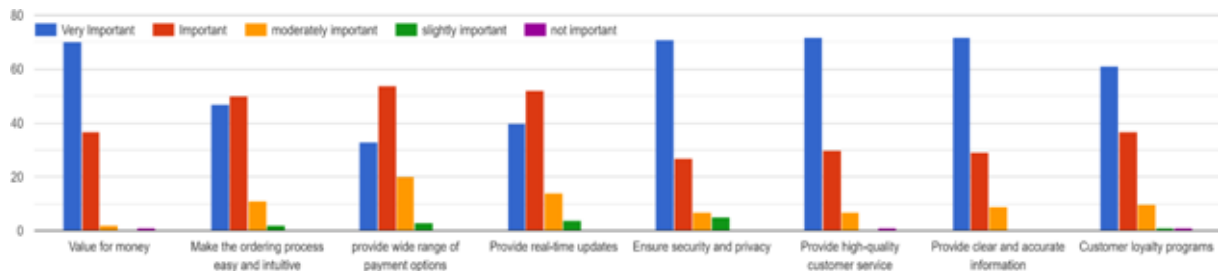


CHART 4.6: Showing which all elements are important to the respondent when using a food delivery app.

INTERPRETATION

According to the table and chart 4.6, high-quality customer service, clear and accurate information is the most important element for the respondents. Then the Ensure security and privacy value for money element is just behind and real-time updates and wide range of payment options is the least important factor that affects the usage of UPI Application which contributes 20.1% of the total response

4.7 RESPONDENTS WERE INFLUENCED THROUGH ADVERTISEMENTS

Table 4.7: Showing whether the respondents were influenced through advertisements.

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	14	12.7%
Agree	40	36.4%
Neutral	40	36.4%
Disagree	14	12.7%
Strongly Disagree	2	1.8%

SOURCE:PRIMARY DATA

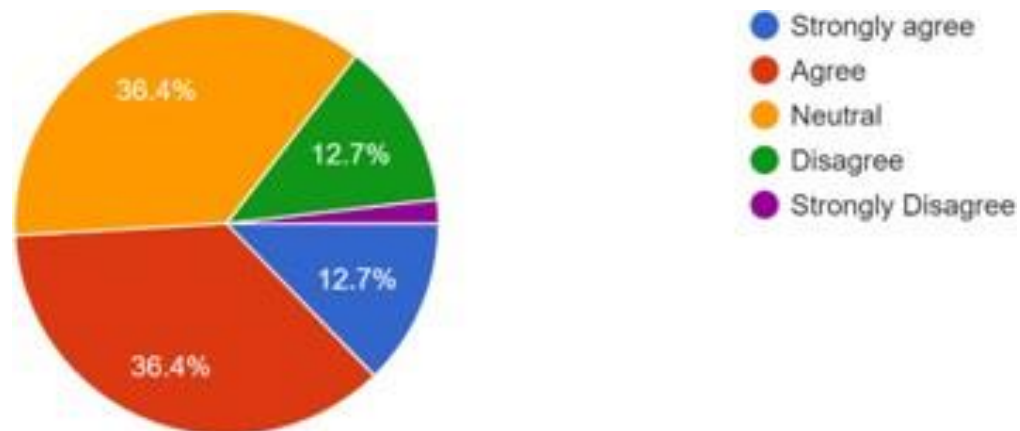


CHART 4.7: Showing whether the respondents were influenced through advertisements.

INTERPRETATION

According to the table and chart 4.7, 36.4% of the respondents agrees with the statement. 12.7% strongly agrees with the statement and also another 12.7% disagree with the statement. About 1.8% of the respondents strongly disagrees with the statement.

4.8 RATING OF APPLICATIONS PROVIDED BY RESPONDENTS

Table 4.8: Showing the rating of the apps by the respondent under a scale of 5 to 0.

PARTICULARS	5	4	3	2	1	0
SWIGGY	48	40	18	2	1	1
ZOMATO	46	46	12	5	1	-
UBER EATS	8	43	34	16	3	6
HUNGRY PANDA	1	21	37	29	7	15
REZOY	3	15	36	33	9	14
EAT SURE	1	17	33	33	9	17
BIG BASKET	2	24	31	33	6	14
FOODIYO	1	20	33	34	8	14
ETIKO	2	20	30	35	6	17

SOURCE:PRIMARY DATA

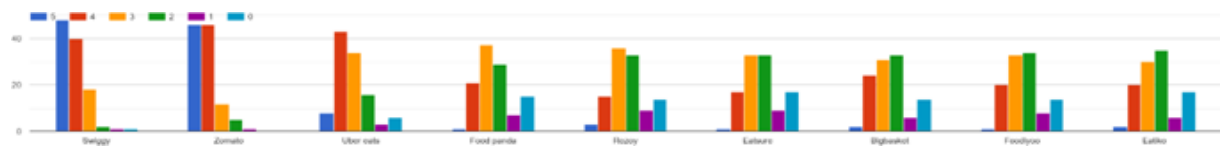


CHART 4.8: Showing the rating of the apps by the respondent under a scale of 5 to 0.

INTERPRETATION

According to the table and chart 4.8, most of the respondents' rates 5 for SWIGGY. And the least preferred is EATIKO.

4.9 OPINION OF RESPONDENTS REGARDING THE MOST PREFERRED AND LEAST PREFERRED APPLICATIONS

Table 4.9: Showing the respondents opinions about the most useful, preferred, least preferred, and currently using app.

PARTICULARS	SWIGGY	ZOMATO	UBER EATS	HUNGRY PANDA	REZOY	EAT SURVE	FOODI YOO	EATIKO
which app is more useful?	50	54	5	-	-	1	-	-
which app do you prefer the most?	43	60	4	2	-	1	-	-
which app do you least prefer?	10	16	15	16	8	5	11	29
which app do you use currently?	47	53	6	3	-	-	1	-

SOURCE: PRIMARY DATA

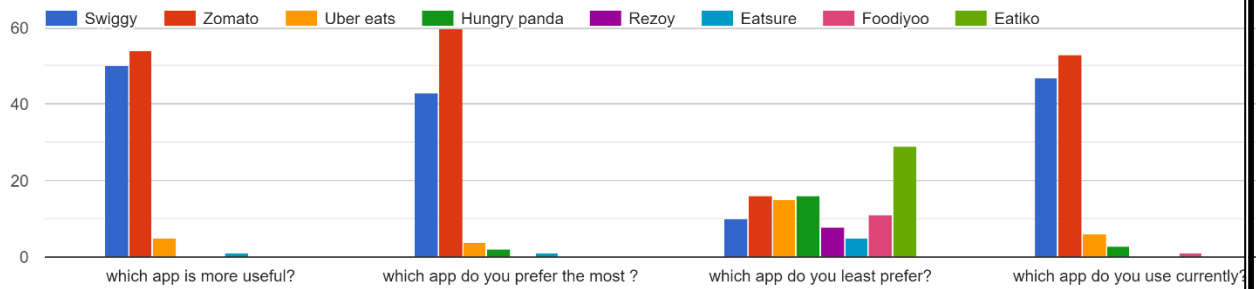


CHART 4.9: Showing the respondents opinions about the most useful, preferred, least preferred, and currently using app.

INTERPRETATION

According to the table and chart 4.9, the respondents chose ZOMATO to be the most useful app. More respondents prefer Zomato. EATIKO is the least preferred by the respondents. ZOMATO is the most used currently used app by the respondents.

4.10 SATISFACTION LEVEL OF RESPONDENTS

Table 4.10: Showing satisfaction level of respondents on their preferred applications

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
VERY SATISFIED	64	25.5%
SATISFIED	28	58.2%
NEUTRAL	15	13.6%
DISSATISFIED	3	2.7%
VERY DISSATISFIED	0	0
TOTAL	110	100%

SOURCE: PRIMARY DATA

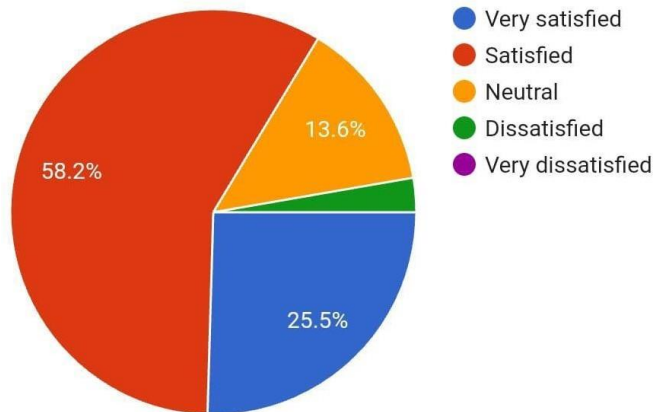


Chart 4.10: Showing satisfaction level of respondents on their preferred applications

INTREPETATION

According to the table and chart 4.10, the respondents are very satisfied by 25.5% on the current application they use and dissatisfied by 2.7% on the current application they use.

4. 11 RECOMMENDATION OF THEIR PREFERRED APPLICATIONS TO FRIENDS AND FAMILY.

TABLE 4.11: Showing recommendation level of respondents on their preferred applications to friends and family.

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	5	4.5%
2	9	8.2%
3	33	30%
4	37	33.6%
5	26	23.6%

SOURCE:PRIMARY DATA

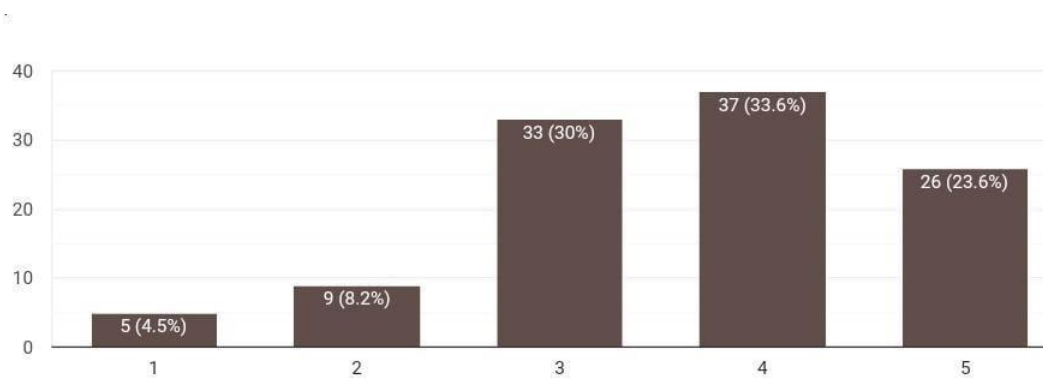


CHART 4.11: Showing recommendation level of respondents on their preferred applications to friends and family

INTERPRETATION

According to the table and chart 4.11, 23.6% are most likely to recommend preferred application to friends and family whereas, 4.5% does not recommend their preferred applications to friends and family.

4.12 DIFFICULTIES FACED BY RESPONDENTS WHILE USING ONLINE FOOD DELIVERY APP

Table 4.12: Showing Issues faced by the respondents.

PARTICULARS	Always	Very often	Sometimes	Sometimes	Never
Delivery issues	7	13	54	24	12
Improper food handling	3	16	35	38	18
Food quality	8	21	38	25	18
Location issues	9	21	46	22	12
Refund issues	8	16	32	28	26
Misleading advertisement	8	26	32	21	23
Fluctuating market price	13	21	39	16	21

SOURCE:PRIMARY DATA

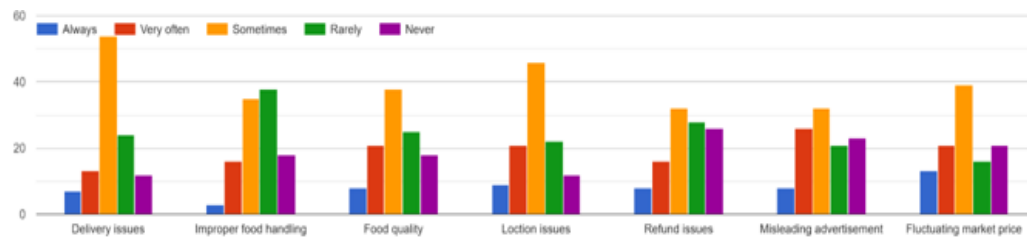


CHART 4.12: Showing Issues faced by the respondents.

INTERPRETATION

According to table 4.12 delivery issue is the most affected issue and then the location issue is most faced issue. Fluctuating market price is the least occurs issue.

4.13NUMBER OF RESPONDENTS BASED ON THEIR PREFERENCE TO CHOOSE SAME APPLICATION IN FUTURE

Table 4.13: Showing the likeliness of the respondents to use the same food delivery app in the future.

PARTICULARS	NO OF RESPONDENTS	%
Somewhat unlikely	6	5.5%
Unlikely	14	12.7%
Neutral	33	30%
Likely	45	40.9%
Extremely likely	12	10.9%

SOURCE:PRIMARY DATA

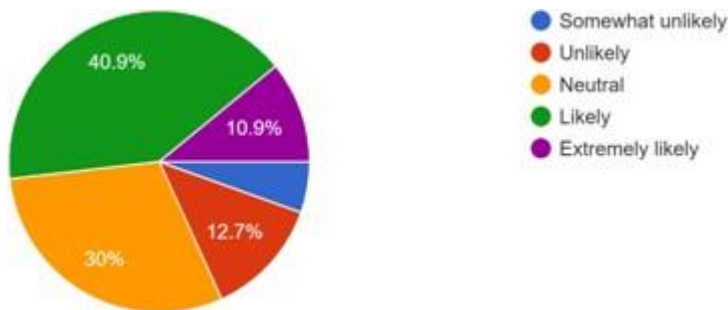


CHART 4.13: Showing the likeliness of the respondents to use the same food delivery app in the future.

INTERPRETATION

According to the table and chart 4.13, most of the respondents i.e. 40.9% of them are likely to use the same app in the future. 30% of the respondents might use the same app in the future. 12.7% of them are unlikely to use the same app in the future. And 5.5% of them won't use the same app in the future.

4.14 SATISFACTION WITH THE USER INTERFACE PROVIDED BY APPLICATIONS

Table 4.14: Showing whether the respondent agrees that the user interface of the food delivery apps are user friendly

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
YES	97	88.2%
NO	13	11.8%

SOURCE: PRIMARY DATA

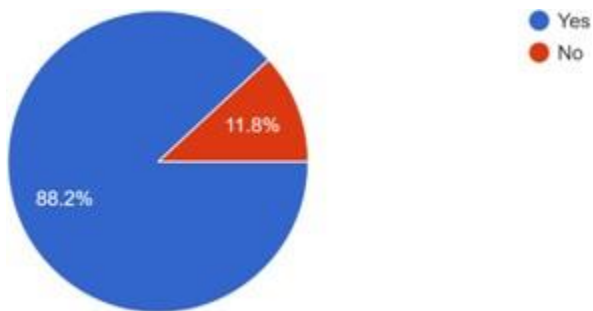


CHART 4.14: Showing whether the respondent agrees that the user interface of the food delivery apps are user friendly

INTERPRETATION

According to table and chart 4.14 88.2 % respondents agree that the user interface is user friendly and 11.8 % don't agree.

4.15 RATING OF APPLICATION PROVIDED BY RESPONDENTS

Table 4.15: Showing how the respondent rate the overall experience with online food delivery services.

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
5	21	19.1%
4	50	45.5%
3	35	31.8%
2	4	3.6%
1	0	0%

SOURCE:PRIMARY DATA

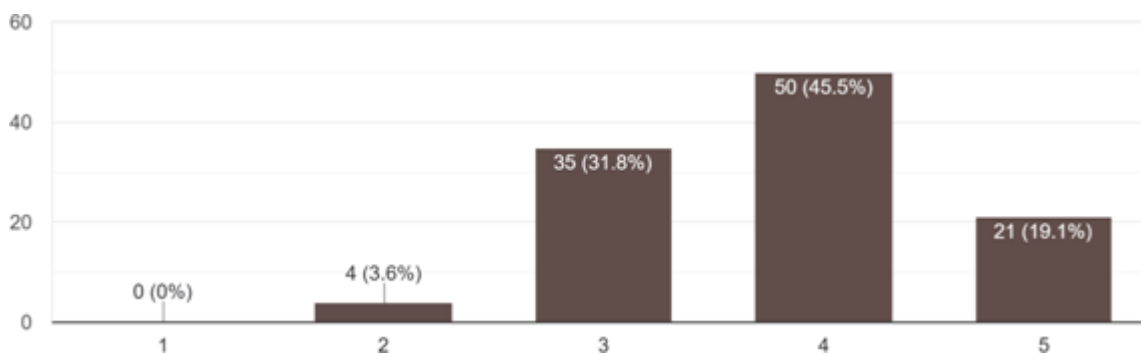


CHART 4.15: Showing how the respondent rate the overall experience with online food delivery services.

INTERPRETATION

According to the table and chart 4.15, most of the respondents i.e., 45.5% of the respondents rates the overall experience as 4. 31.8% of the respondents rates the overall experience as 3. About 19.1% rates 5 as overall experience. 3.6% rates 2 as overall experience. No 1

CHAPTER – 5
FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

1. Majority of the respondents are in the age group of 18-30
2. Majority of the respondents are active users of food ordering applications and majority uses them once in a while.
3. According to the survey, food delivery at doorstep was the factor that influenced the most users of food ordering service.
4. Majority of them are familiar with Zomato, Swiggy and Uber eats while compared with other available food delivering application.
5. Majority of the respondents are satisfied with the quality of customer service and the informations they provide in application.
6. Majority of the respondent are influenced through advertisements.
7. According to the survey the most useful, preferred and currently using app is Zomato and the least preferred is Eatiko.
8. Majority of the respondents are satisfied with the food delivery apps that they currently use.
9. Majority of them are more likely to recommend food delivery app to friends and family.
10. According to the survey, most respondents say that, the GPS & navigation feature of the apps are not performing up to the mark. So that the delivery agents are sometimes struggling to locate the exact address of the customers. It is noted that the fluctuating market price doesn't bother the customers.
11. Majority of the respondents are likely to use the same food delivery app in the future.
12. According to the survey respondents agree that the interface of food delivering apps are user friendly.
13. According to the survey, majority of the respondents are satisfied with online food delivering services.

5.2 SUGGESTIONS

1. Since it is noted that the location issue which is poor navigation of the app, our respondents said that it seems to be difficult for the food delivery agents to find the exact location. so, apps should more concentrate betterment of their GPS. Hence location issue can be solved.
2. Many of the respondents found that the way of presenting the food is different from the app and the reality. So, the app must reduce those kinds of misleading representations.
3. If the least preferred food delivering applications are performing better, through an effective competitive analysis, they can come up to the higher level.
4. The food delivery app should consider the customer reviews more seriously in order to make the customers more satisfied.
5. All the food delivery app should ensure an effective grievance support system as well as speedy refund facilities.

5.3 CONCLUSION

This study aimed at analyzing the rapid growth of online food ordering services and the most preferred application.

The food delivery system has experienced a significant growth in the past few years due to the increasing demand for convenient and reliable food delivery services. This can be attributed to the rise in popularity of online food delivery services. By leveraging technology and providing an efficient and user-friendly platform, food delivery services have made it easier for customers to access food from a variety of restaurants and cuisines. This study has demonstrated that growth in the food delivery system is likely to continue in the future as more restaurants and customers take advantage of the convenience and reliability of these services.

Overall, this growth in the food delivery system has provided an invaluable service to both customers and restaurant owners, offering a more efficient, reliable, and convenient way to order and deliver food. Therefore, it is essential for all stakeholders to ensure that the safety and security of customers are maintained. By doing this, the growth of the food delivery system can be further enhanced, providing more opportunities for restaurants and customers to benefit from the convenience and reliability of food delivery services. The challenges faced by stakeholders are location issue

And finally, it is found that most preferred application is Zomato due to its offers and discounts

Therefore, it can be said that the food delivery system has experienced a significant growth in recent times and this growth is likely to continue in the future.

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ANNEXURE

QUESTIONNAIRE

TOPIC: ANALYSIS OF RAPID GROWTH OF ONLINE FOOD SERVICE

The survey is done for understanding analysis of rapid growth of online food service with reference to Cochin Corporation. This survey is used for academic purpose. Your response will be kept confidential and would not be disclosed anywhere in the report. Your participation is entirely voluntary. Thank you for your corporation.

1. Age
 - 18-30
 - 31-40
 - 41-50
 - 50 and above

2. Do you use any food delivery app?
 - Yes
 - No

3. If yes, how often do you use food delivery apps?
 - Daily
 - Weekly
 - Monthly
 - Once in a while

4. What are the reasons that prompt you to shift from dine in to online food ordering services?

- Food delivery at door step
- Simplicity and convenience
- Wide range of payment option
- Choice of multiple cuisines
- Discounts and offers
- Contact-free deliveries

5. Which all applications are you familiar with?

- Swiggy
- Zomato
- Uber eats
- Hungry Panda
- Rezoy
- Eatsure
- Eatiko
- Foodiyo

6. What elements are important to you when using a food delivery app?

	Very Important	Important	moderately important	slightly important	not important
Value of money					
Make the ordering process easy and intuitive					
provide wide range of payment options					
Provide real-time updates					
Ensure security and privacy					
Provide high-quality customer service					
Provide clear and accurate information					
Customer loyalty programs					

7. Are you Influenced of these food delivery applications through advertisements?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10. How satisfied are you with the customer service of the food delivery app you currently use?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

11. How likely are you to recommend your most preferred food delivery app to friends or family? (Rate on a scale of 1 – 5)

- 1
- 2
- 3
- 4
- 5

12. How often do you experience

	Always	Very often	Sometimes	Rarely	Never
Delivery issues					
Improper food handling					
Food quality					
Location issues					
Refund issues					
Misleading advertisement					
Fluctuating market price					

13. How likely are you to use the same food delivery app in the future?

- Somewhat unlikely
- Unlikely
- Neutral
- Likely
- Extremely likely

14. Do you agree that the user interface of the food delivery apps is user friendly?

- Yes
- No

15. How do you rate the overall experience with online food delivery services?(Rate on a scale of 1 – 5)

- 1
- 2
- 3
- 4
- 5