A STUDY ON USER SATISFACTION AND PREFERENCES IN FOOD ORDERING

APPS

Dissertation submitted to ST. Teresa's College (Autonomous), Ernakulam,

Affiliated to Mahatma Gandhi University in partial completion of

PGDM-BUSINESS ANALYTICS

Submitted by

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ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

CERTIFICATE

This is to certify that the dissertation entitled **"A STUDY ON USER SATISFACTION AND PREFERENCE IN FOOD ORDERING APPS"** is a bonafide record of the project work carried out by **Ms. LEKSHMI D (Reg No : SM22PGDM005)** final year student of **PGDM-BUSINESS ANALYTICS** under my supervision and guidance during 2022-2024. The project report represents the work of the candidate and is hereby approved for submission.

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DECLARATION

I hereby declare that the project work entitled "**A STUDY ON USER SATISFACTION AND PREFERENCE IN FOOD ORDERING APPS**" submitted to **ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM** is a record of an original work done by me under the guidance of **Dr. Sunitha T R** and **Ms. PARVATHY P S, Asst. Professor, ST. Teresa's College, Ernakulam** and this project work is submitted in the partial fulfilment of the requirements for the aware of the degree of **PGDM – Business Analytics.** The results embodied in this thesis have not been submitted to any other University or Institute for the award of any degree in diploma.

LEKSHMI D

Place : Ernakulam

Date :

ACKNOWLEDGEMENT

An undertaking of work life – this is never an outcome of a single person, rather it bears the imprints of some people who directly or indirectly helped me in completing the present study. I would be falling in my duties if I don't say a word of thanks to all those who made my training period educative and pleasurable.

First of all, I thank almighty God for his mercy and love which kept me in good health and sound mind and helped me to complete the project work successfully and gave me strength and inspiration for making this project work a great success.

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LEKSHMI D

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CHAPTER 1

INTRODUCTION

1.1 OVERVIEW

Food Ordering on the internet is conceptually different from other sources of ordering food, as the internet promotes a one to one Communication between the seller and the end user with round the clock customer service. Technology has played a vital role in revolutionizing the food delivery service from phone-based to online ordering to satiate consumers' ever changing demands, making its way to the top. Today, the business of Food delivery services is one of the fastest growing segments of e-commerce. The major difference between traditional and online Food Ordering is the extent of interaction between the consumer and the seller an enormous amount of people is gravitating towards the more intensive use of the Internet as the accessibility of technology, the availability of information, and the ability to interact through the Internet increase and evolve. The Internet has contributed to the changes in consumer preference as their dependence on technology has moved them to do everything on the internet including getting cooked meals delivered on their doorstep. Convenience is the biggest determinant to the consumers as the steps required to make an order is as simple as few clicks on mobile devices like Smartphone, tablets, or laptops. In a modern and young consumer may be labelled as 'lazy' for depending on technology and convenience. In addition to that, the time taken for the food to be delivered serves as a good reason for consumers when they do not have plans on where and what to eat. Online food order system is a website designed primarily for use in the food delivery industry. This system will allow hotels and restaurants to increase scope of business by reducing the labour cost involved. The system also allows to quickly and easily managing an online menu which customers can browse and use to place orders with just few clicks. Restaurant employees then use these orders through an easy to navigate graphical interface for efficient processing.

Food Delivery Apps are the software that restaurant's use to deliver or provide takeout option giving a smooth connection between customers and restaurants, grocery stores, food outlets, and much more. Such apps offer a much more convenient and safe route to order food online and get it delivered to their doorsteps. An Efficient Food Delivery Application provides both take-away and traditional restaurants an opportunity to feed their customers anywhere. And although the app might look like a physical extension of the restaurant's menu, it can do more than that. A lot of things make a mobile order app successful, including responsiveness, content, and design of the application. The food delivery app is also a one-stop solution to help grow a restaurants customer base and engagement.

In this study, the perceived ease of use of the food delivery apps and customer engagement was measured along with other demographic variables to study their impact on Customer Satisfaction.

1.2 STATEMENT OF THE PROBLEM

To determine the factors that influence user satisfaction and preference in food ordering apps and identify areas for improvement to enhance the overall user experience.

1.3 LITERATURE REVIEW

Food Delivery Apps are the software that restaurant's use to deliver or provide takeout option giving a smooth connection between customers and restaurants, grocery stores, food outlets, and much more. Such apps offer a much more convenient and safe route to order food online and get it delivered to their doorsteps. An Efficient Food Delivery Application provides both take-away and traditional restaurants an opportunity to feed their customers anywhere. And although the app might look like a physical extension of the restaurant's menu, it can do more than that. A lot of things make a mobile order app successful, including responsiveness, content, and design of the application. The food delivery app is also a one-stop solution to help grow a restaurants customer base and engagement.

In this study, the perceived ease of use of the food delivery apps and customer engagement was measured along with other demographic variables to study their impact on Customer Satisfaction.

Perceived Ease of Use

Perceived ease of use has been defined in literature as "the degree to which a person believes that using a particular system would be free of effort". Researchers have claimed that an application which is perceived to be easy to use is likely to be accepted quickly and adopted by users.

Customer Engagement:

CE is commonly regarded as a customer's contributions to the brand or specific brand elements (Hollebeek et al., 2014). A customer's positive contributions to the firm include his/her dissemination of favorable brand-related word-of-mouth or recommendations or assistance lent to other customers (Van Doorn et al., 2010)

Customer satisfaction:

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

Conceptual Model
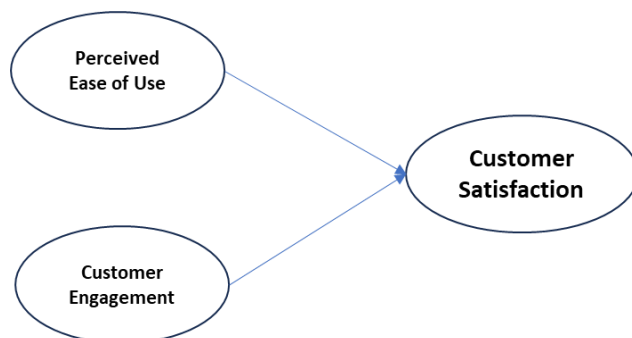
1.4 SIGNIFICANCE OF THE STUDY

The significance of this study lies in its potential to inform app developers and service providers about the factors that influence user satisfaction and preference in food ordering apps. By addressing the identified gaps and providing valuable insights, the study can contribute to the enhancement of these apps, ultimately leading to improved user experiences and increased success in the competitive food delivery market.

1.5 SCOPE OF THE STUDY

The scope of this study is to investigate user satisfaction and preference in food ordering apps, with a focus on understanding the factors that influence these aspects and identifying areas for improvement to enhance the overall user experience. The study will encompass a diverse range of users, considering factors such as age, gender and dietary preferences, to gain insights into how satisfaction and preferences vary across different user segments.

Food quality and customization options will also be examined, analyzing user satisfaction with aspects such as taste, presentation, and the ability to personalize orders. The availability of diverse cuisines and dietary choices will also be considered.

The study will also explore user satisfaction with the delivery process, including factors such as delivery time, accuracy, packaging, and the behavior of delivery personnel. This will help identify areas for improvement in the delivery experience.

Quantitative and qualitative research methods will be used to measure and analyze user satisfaction levels and preferences in food ordering apps. This will provide a comprehensive understanding of the factors that influence user satisfaction and preference.

Based on the findings, the study will identify specific areas for improvement in food ordering apps. Recommendations will be made to enhance app features, improve food quality and customization options, optimize the delivery experience, and refine app design and usability.

1.6 OBJECTIVES OF THE STUDY

1. To study the factors affecting customer satisfaction of Food delivery Apps.

2. To investigate the relationship between perceived ease of use, customer engagement and user satisfaction and of food ordering apps.

1.7 RESEARCH METHODOLOGY

To study the customer satisfaction and perception towards online delivery platforms in special reference to Zomato and Swiggy, this research used quantitative technique. The study was conducted with respondents located mostly in Ernakulam district. The data was obtained via a questionnaire using a non-probability convenient sampling technique. Data was gathered through the use of a Google form that was circulated online. Population of this research consists of all the people who use online food delivery apps. The questionnaire contained a demographic section and a subjective section. A total of 157 people responded to the survey. In this study, the perceived ease of use of the food delivery apps and customer engagement was measured along with other demographic variables to study their impact on Customer Satisfaction. The statistical technique used for the analysis is Multiple Regression. The technique that can be used to analyse the relationship between a single Customer Satisfaction and Perceived Ease of Use and Customer Engagement. Multiple regression also allows us to determine the overall fit (variance explained) of the model and the relative contribution of each of the predictors to the total variance explained. Multiple regression analysis was performed in SPSS.

Variables:

1. Independent variable: perceived ease of use and customer engagement

2. Dependent variable: customer satisfaction

Null hypothesis (H0): There is no significant relationship between perceived ease of use, customer engagement, and customer satisfaction in food ordering apps.

Alternate hypothesis (H1): There is a significant relationship between perceived ease of use, customer engagement, and customer satisfaction in food ordering apps.

1.8 SOFTWARE USED FOR ANALYSIS

SPSS SOFTWARE

It is a popular statistical analysis programme in social science. Market researchers, health and education researchers, data miners, governments, survey companies, and others use it as well. The basic software includes features such as data documentation and data management. SPSS databases have a two-dimensional table structure, with rows representing cases and columns representing measurements. The graphical user interface has two views that can be switched between by clicking on one of two tabs. The data view displays the cases and variables in a spreadsheet format. The variable view shows the metadata dictionary, with each row representing a variable and displaying the variable name, measurement type, variable label and so on. Cells in both views can be edited normally, defining the file structure and allowing data entry without the need for command syntax. Larger datasets, such as statistical surveys, are more commonly created in data entry software, through direct capture from an online questionnaire, or through optical mark recognition software. These data sets are then imported into SPSS.

MICROSOFT EXCEL

A chart is a graphical representation of any set of data. A chart is a visual representation of data, with symbols such as bar chart or lines in a line chart representing the data. Excel has a variety of chart types from which to choose one that best fits your data. The audience will quickly grasp your data analysis results if they are visualized as charts that highlight the significant points in data.

CHAPTER 2

INDUSTRY AND COMPANY PROFILE

2.1 INDUSTRY PROFILE

CEYLON BAKE HOUSE

Ceylon Bake House in marine Drive, Ernakulam is a top player in the category Kerala Restaurants in the Ernakulam established in the year 1963. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Ernakulam. Over the course of its journey, this business has established a firm foothold in its industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow day by day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future, this business aims to expand its line of products and services and cater to a larger client base.

THAAL KITCHEN

Thaal Kitchen is a popular food serving place located in the Ernakulam district of Kerala. It is known for its delectable and authentic Kerala cuisine. The restaurant offers a unique dining experience with its warm and inviting ambience.

Thaal Kitchen is renowned for its traditional Kerala thali meals, which consist of a variety of dishes served on a banana leaf. The thali typically includes a combination of rice, sambar (a lentil-based soup), rasam (a tangy soup), a variety of vegetable curries, avail (a mixed vegetable dish cooked in coconut gravy), pappadam (thin and crispy lentil wafers), buttermilk, and a selection of desserts like payasam (a sweet rice pudding).

The restaurant takes pride in sourcing fresh and locally sourced ingredients to ensure the authentically and quality of its dishes. The skilled chefs at Thaal Kitchen use traditional cooking techniques and spices to create flavourful and aromatic meals that showcase the rich culinary heritage of Kerala.

2.2 COMPANY PROFILE

ZOMATO

Zomato is a fastest growing restaurant discovery website, established in 2008 by Deepinder Goyal and Pankaj Chaddah. Initially, it was named as Foodiebay but in 2010, it was renamed as Zomato. It provides not only information related to nearby restaurants but also provides facilities such as online ordering, table reservations and management. Zomato currently serves in 10,000 cities across 36 countries having 1.2 million popular restaurants with 80 million foodies every month. It is available in 10 different languages and has 10 million reviews with 18 million bookmarks. It gives a platform to the restaurants owners to serves a large number of users a good quality of food.

Zomato's extensive restaurant network covers a wide range of cuisines, from local favorites to international chains. This allows users to explore and try different types of food, catering to diverse preferences and tastes.

Moreover, Zomato has expanded its services beyond food delivery. It now offers features such as table reservations, online event ticketing, and subscription programs that provide exclusive discounts and benefits. These additional services aim to enhance the overall dining experience for users.

Zomato's success can be attributed to its user-centric approach, reliable delivery services, and comprehensive restaurant information. It has become a go-to platform for food enthusiants, offering convenience, variety, and reliable recommendations. Whether users are looking for a new restaurant to try, want to order food for delivery, or need to make a reservation, Zomato provides a non-stop solution for all their dining needs.

SWIGGY

Swiggy is India's leading on-demand delivery platform with a tech-first approach to logistics and a solution-first approach to consumer demands. With a presence in 500 cities across India, partnerships with hundreds of thousands of restaurants, an employee base of over 5000, a 2 lakh+ strong independent fleet of Delivery Executives, we deliver unparalleled convenience driven by continuous innovation.

Built on the back of robust ML technology and fuelled by terabytes of data processed every day, Swiggy offers a fast, seamless and reliable delivery experience for millions of customers across India.

From starting out as a hyperlocal food delivery service in 2014 to becoming a logistics hub of excellence today, Swiggy's capabilities result not only in lightning-fast delivery for customers but also in a productive and fulfilling experience for their employees.

With Swiggy's New Supply and the recent launches of Swiggy Instamart, Swiggy Genie, and Health Hub, they are consistently making waves in the market, while continually growing the opportunities we offer our people.

CHAPTER 3

DATA ANALYSIS AND INTERPRETATION

3.1 DESCRIPTIVE ANALYSIS

3.1.1 Gender wise classification of respondents

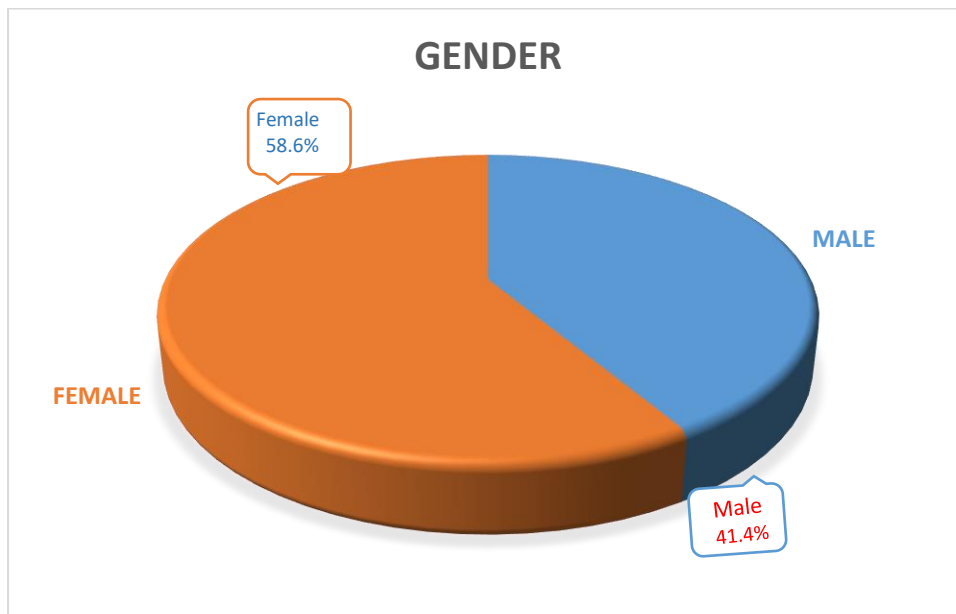| GENDER	RESPONDENTS	PERCENTAGE
MALE	65	41.40%
FEMALE	92	58.60%
TOTAL	157	100%

Table 3.1.1

Figure 3.1.1

INTERPRETATION

From the above graph it is clear that among 131 respondents, 36.6% of them are male and 63.40% are female.

3.1.2 Age wise classification of respondents

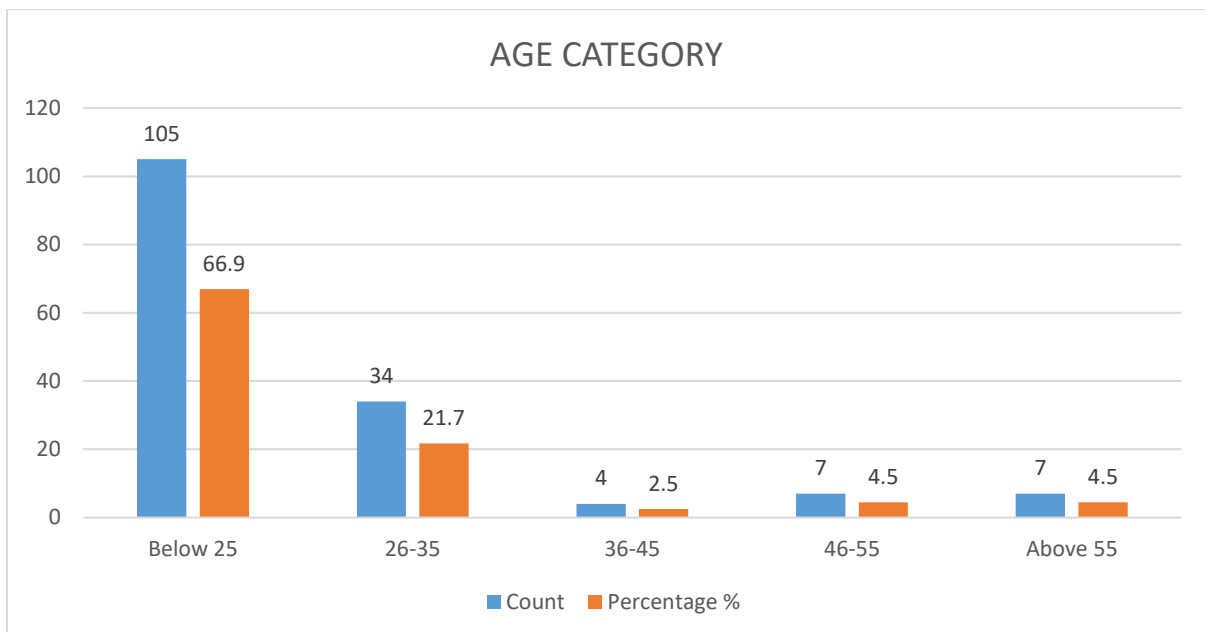| AGE CATEGORY	RESPONDENTS	PERCENTAGE %
Below 25	105	66.9
26-35	34	21.7
36-45	4	2.5
46-55	7	4.5
Above 55	7	4.5

Table 3.1.2

Figure 3.1.2

INTERPRETATION

From the above graph, it is clear that among 157 respondents the majority of 105 respondents are from the category of below 25 with 66.9%, 34 respondents of 26-35 with 21.7% and so on.

3.1.3 Classification of most preferred food ordering app

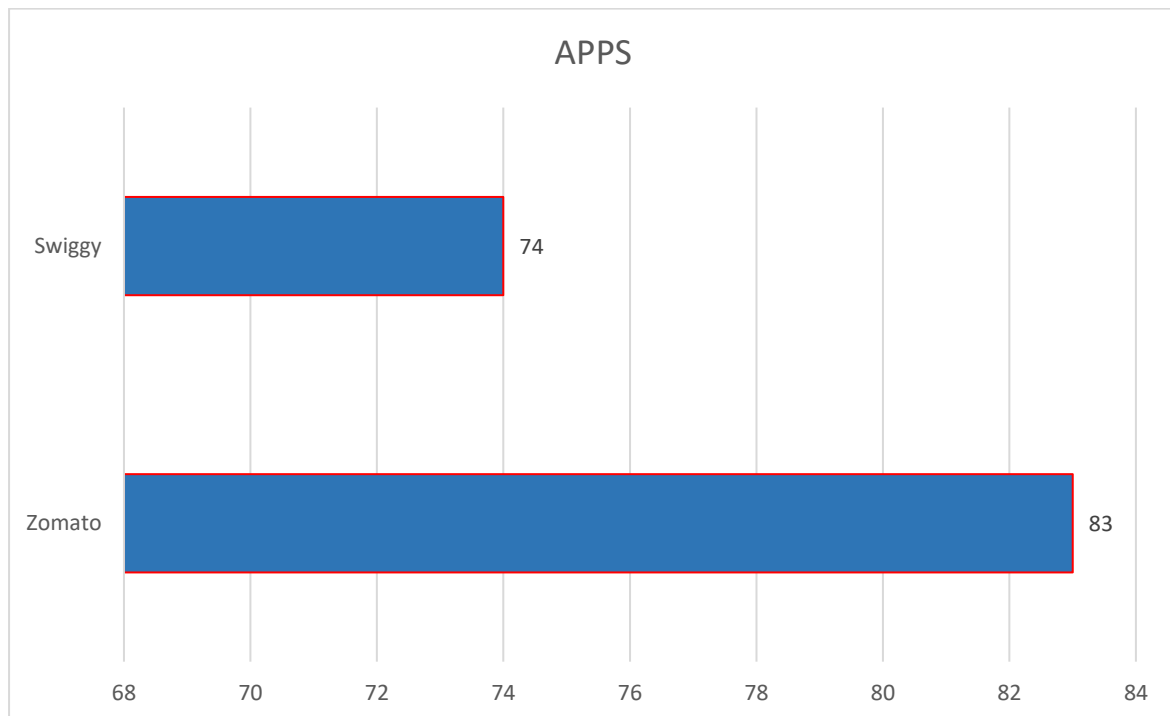| APPS	RESPONDENTS	PERCENTAGE
Zomato	83	52.8
Swiggy	74	47.1

Table 3.1.3

Figure 3.1.3

INTERPRETATION

From the above graph, it is clear that the most preferred food ordering app is Zomato than Swiggy.

3.2 HYPOTHESIS TESTING

MULTIPLE REGRESSION ANALYSIS

Multiple regression is a statistical technique that can be used to analyse the relationship between a single Customer Satisfaction and Perceived Ease of Use and Customer Engagement. Multiple regression also allows us to determine the overall fit (variance explained) of the model and the relative contribution of each of the predictors to the total variance explained.

Multiple regression analysis was performed in SPSS, Hierarchical regression method was used, it is a type of regression model in which the predictors are entered in blocks. Each block represents one step (or model). The first block entered into a hierarchical regression can include "control variables," which are variables that we want to hold constant.

Table Shows the Overall Model Statistics

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.228^a	.052	.046	.76918	.052	8.501	1	155	.004
2	.338^b	.115	.097	.74822	.063	5.402	2	153	.005

Table 3.2.1

a. Predictors: (Constant), Gender

b. Predictors: (Constant), Gender, CE, PEU

c. Dependent Variable: SAT

From the above table, Perceived Ease of use and Customer Engagement has an impact on customer satisfaction and the relation is statistically significant.

Model 1 – Impact of Gender on Satisfaction

ΔF (1,155) =8.5, $p<.004$, R^2 = .052 (5% of the variance is because of the gender)

Model 2 – Impact of Perceived Ease of Use & Customer Engagement

ΔF (1,153) =5.4, $p<.005$, ΔR^2 = .063 (additional 6% change because of the other IVs).So overall 11% of variance in DV is explained by the IV's

To understand which individual predictors impact satisfaction more, we look at the coefficient table from the SPSS output.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.497	.081		43.373	.000		
	Gender	.363	.124	.228	2.916	.004	1.000	1.000
2	(Constant)	2.665	.267		9.977	.000		
	Gender	.356	.122	.224	2.915	.004	.982	1.018
	PEU	.055	.073	.070	.756	.451	.682	1.466
	CE	.183	.082	.205	2.235	.027	.689	1.451

Table 3.2.2

a. Dependent Variable: SAT

Model 1

Gender β = .224, t(155)=2.92, p=.004, pr^2=.05 (partial correlation) , as gender changes (0 for female & 1 for Male), Customer Satisfaction increases, Men are more satisfied with food order app satisfaction. Though the effect size is really small.

From this table, we can interpret that Men are more satisfied with the food delivery apps than Women to a small extent.

Model 2

The impact of Perceived Ease of Use (PEU) & Customer Engagement (CE) on Customer Satisfaction.

PEU β=.06, t (153) =.76, p=.45 (non - significant)

CE β = .18, t (153) =2.24, p=.02, significant, For every unit increase in Customer Engagement, Customer satisfaction score increase by .18 times. Which means every engagement measures that the company takes actually adds to the customer satisfaction. Perceived Ease of Use by itself does not impact customer satisfaction, only along with customer engagement, together impacts satisfaction.

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MULTIPLE LINEAR REGRESSION MODEL

The scatterplot shows Customer Satisfaction Scores on the y-axis (ranging from 1.00 to 5.00) versus Gender + Perceived Ease of Use + Customer Engagement on the x-axis (ranging from 3.00 to 4.20), with a fitted line labeled 2.8571 * x + -7.
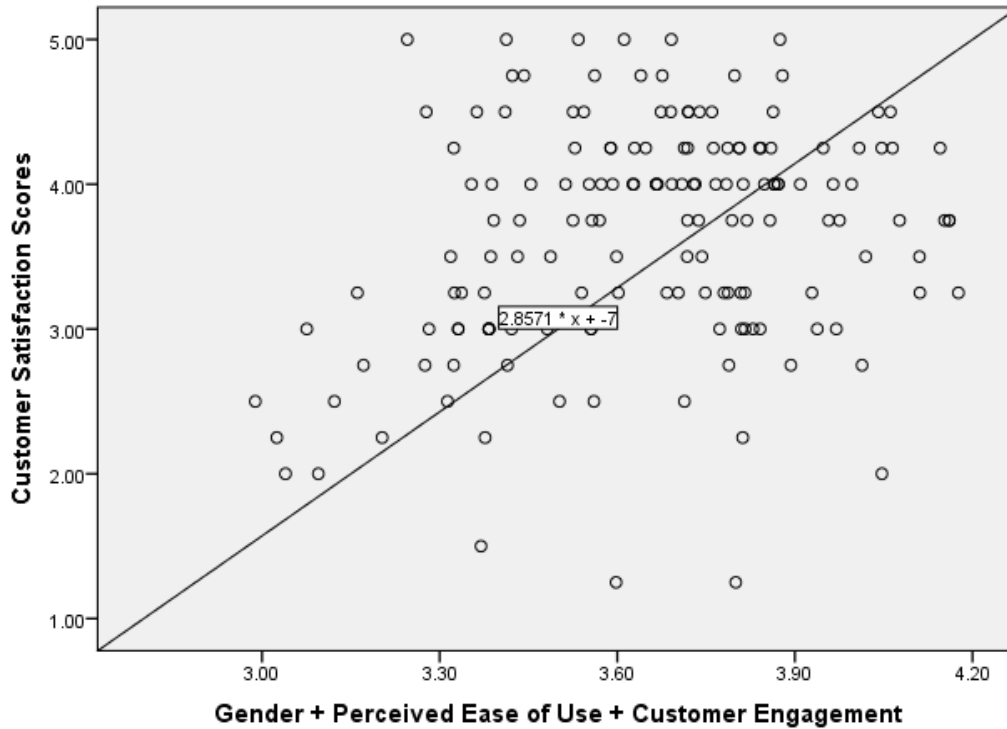
Figure 3.2.1

Multiple linear regression refers to a statistical technique that is used to predict the outcome of a variable based on the value of two or more variables. It is sometimes known simply as multiple regression, and it is an extension of linear regression. The variable that we want to predict is known as the dependent variable, while the variables we use to predict the value of the dependent variable are known as independent or explanatory variables.

Assumptions of Multiple Linear Regression

Multiple linear regression is based on the following assumptions:

1. A linear relationship between the dependent and independent variables

The first assumption of multiple linear regression is that there is a linear relationship between the dependent variable and each of the independent variables. The best way to check the linear relationships is to create scatterplots and then visually inspect the scatterplots for linearity. If

the relationship displayed in the scatterplot is not linear, then the analyst will need to run a non-linear regression or transform the data using statistical software, such as SPSS.

2. The independent variables are not highly correlated with each other

The data should not show multicollinearity, which occurs when the independent variables (explanatory variables) are highly correlated. When independent variables show multicollinearity, there will be problems figuring out the specific variable that contributes to the variance in the dependent variable. The best method to test for the assumption is the Variance Inflation Factor method.

3. The variance of the residuals is constant

Multiple linear regression assumes that the amount of error in the residuals is similar at each point of the linear model. This scenario is known as homoscedasticity. When analyzing the data, the analyst should plot the standardized residuals against the predicted values to determine if the points are distributed fairly across all the values of independent variables. To test the assumption, the data can be plotted on a scatterplot or by using statistical software to produce a scatterplot that includes the entire model.

4. Independence of observation

The model assumes that the observations should be independent of one another. Simply put, the model assumes that the values of residuals are independent. To test for this assumption, we use the Durbin Watson statistic.

The test will show values from 0 to 4, where a value of 0 to 2 shows positive autocorrelation, and values from 2 to 4 show negative autocorrelation. The mid-point, i.e., a value of 2, shows that there is no autocorrelation.

5. Multivariate normality

Multivariate normality occurs when residuals are normally distributed. To test this assumption, look at how the values of residuals are distributed. It can also be tested using two main methods, i.e., a histogram with a superimposed normal curve or the Normal Probability Plot method.

CHAPTER 4

INFERENCE

4.1 SUMMARY OF FINDINGS OF THE STUDY

➤ The majority of the respondents are belonging to female.

➤ The majority of the respondents are belonging to age group of below 25 years.

➤ The majority of the respondents are belonging to students.

➤ The majority of the respondents are belonging to below 20,000 of salary.

➤ The majority of the respondents are using social media.

➤ The majority of the respondents are ordering food in special occasion.

➤ The majority of the respondents are spending from Rs1000- 2000.

➤ The majority of the respondents are using cash on delivery.

➤ The majority of the respondents are using smart phone.

➤ The majority of the respondents who belong to male category are more satisfied.

➤ The majority of the respondent prefer food ordering apps as per the ease of use and customer engagement

4.2 SUGGESTIONS OF THE STUDY

- Restaurants operators should increase online ordering simple addition of new distribution channels to attract the customers.

- Online orders are welcomed but quality & quantity services should be maintained correctly.

- As most of the customers use telephone and mobile phones to order online, restaurant operators should encourage them by responding effectively to telephone calls that provide human interaction. Customers face a lot of challenges as the site is slow thus the restaurant operators must know some technique to place the order quickly and effectively.

- Even the retail stores have to develop online stores in order to withstand in the market and future benefits.

- Restaurants should focus on giving their customers the best quality and various options on choosing the variety of food stuff more and more customers should be encouraged to order food online as now-a-days it becomes difficult for an individual to go and place orders directly to the restaurants and also customers are uncomfortable with the recent upcoming technology.

- This app can be integrated with social media such as Facebook, twitter etc. to facilitate customers.

- It is easy to use and save time but it has to be developed in order to place more order.

4.3 CONCLUSION

The online food ordering app system will be helpful for the hotels and restaurants to increase the scope of the business by helping users to give order through online. This study was to find the awareness level, preference and satisfaction derived by the consumer and also to find which factor influence customers to buy food through online from food ordering app. The purpose of this online food ordering system is basically to save the time of the customers especially when he/she has to invite people for any occasion. The chief reason of electronic ordering is convenience. The single most important attribute of electronic ordering is accuracy. Customers who evaluate service quality based on interactions with employees won't want to use self-service ordering. Similarly, customers who were uncomfortable with technology may be reluctant to try an electronic self-service site because they may be afraid of getting tangled up in the technology. It shows that perceived control and convenience are keys to customer use of online ordering which leads to higher satisfaction. Young customers are more likely to use online, mobile or text ordering. Young customers place a greater value on convenience and speed than older users do. Almost all users feel safe paying online. The service rendered by the food ordering app is the major factor behind its success.

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APPENDIX

Questionnaire:

1. Name of the respondent

   _____

2. Gender.

   ○Male

   ○Female

   ○Other

3. Mention who you are:

   ○Student

   ○Employee

   ○Unemployed

   ○Retired

4. Which is your age category?

   ○Below 25

   ○26 – 35

   ○36 – 45

   ○46 – 55

   ○Above 55

5. Status of Monthly Income.

   ○Below 20000

   ○21000 – 40000

   ○41000 – 60000

   ○Above 60000

6. How often do you use food ordering apps for placing food orders?

○ Very often

○ Often

○ Sometimes

○ Rarely

○ Not at all

7. Which food ordering app do you use the most?

○ Zomato

○ Swiggy

8. What is the most preferred food?

○ Vegetarian

○ Non-vegetarian

○ Snacks

○ Beverages

○ Others

9. References of food ordering apps.

○Television

○Social Media

○Newspaper

○Friends and Family

○Other

10. How much money will you spend?

○Below 500

○500 – 1000

○Above 1000

11. What is the reason for preferring food delivering apps?

○Faster Delivery

○Time Saving

○Offers and Discounts

○Food Quality

○Others

12. Rate the following on how important it is:

	Not	Somewhat	Moderately	Very	Extremely
• Wide variety of restaurant options available on a food ordering app	○	○	○	○	○
• Detailed restaurant menus and descriptions	○	○	○	○	○
• Food ordering apps offer seamless integration with payment methods such as digital wallets and credit cards.	○	○	○	○	○

13. Rate the following on how likely you:

	Very un..	Unlikely	Neutral	Likely	Verylikely
• Recommend favorite food ordering apps to others	○	○	○	○	○
• Switch to different food ordering apps if it offer better deals and discounts	○	○	○	○	○
• Use a food ordering app that offers exclusive loyalty programs or rewards	○	○	○	○	○

14. Have you faced any issues or challenges while using food ordering apps?

○ Yes

○ No

If Yes, please specify

_____

15. Do you prefer food ordering apps that provide personalized recommendations based on your previous orders and preferences?

   ○ Yes

   ○ No

16. Do you find it convenient to track the delivery status of your order through the app?

   ○ Yes

   ○ No

17. Preference of mode of payment.

   ○ COD

   ○ Paytm

   ○ Debit/Credit card

   ○ Other

18. Would you be willing to pay a premium for faster delivery options in food ordering apps?

   ○ Yes

   ○ No

19. Do you find it important for food ordering apps to have a rating and review system for restaurants?

   ○ Yes

   ○ No

20. Are you more likely to order from local restaurants or chain restaurants through food ordering apps?

◯Yes

◯No

21. Please rate the following statements on the scale of 5, where 1 indicates VERY DISSATISFIED and 5 indicates VERY SATISFIED

	1	2	3	4	5
Accuracy of order fulfillment in food ordering apps	◯	◯	◯	◯	◯
Customer service and support provided by food ordering apps	◯	◯	◯	◯	◯
Delivery time and speed of food ordering apps	◯	◯	◯	◯	◯

22. On a scale of 1 to 5, how satisfied are you with the overall user experience of food ordering apps

◯1

◯2

◯3

◯4

◯5

23. What additional features or improvements would you like to see in food ordering apps?

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