

**STUDY ON THE PREFERENCES OF COLLEGE  
STUDENTS TOWARDS ONLINE FOOD DELIVERY  
WITH SPECIAL REFERENCE TO KOCHI CITY**



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MARCH 2024

**STUDY ON THE PREFERENCES OF COLLEGE STUDENTS TOWARDS ONLINE  
FOOD DELIVERY WITH SPECIAL REFERENCE TO KOCHI CITY**

Thesis submitted to St. Teresa's College (Autonomous), Ernakulam in fulfillment of the requirements for the award of the degree of **Bachelor of Arts in Sociology**

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## **CERTIFICATE**

I certify that the thesis entitled “**STUDY ON THE PREFERNCES OF COLLEGE STUDENTS TOWARDS ONLINE FOOD DELIVERY WITH SPECIAL REFERNCE TO KOCHI CITY**” is a record of bonafide research work carried out by **Ann Elizabeth Shelly, Aslaha Ahsana K F, Christina Daji, Lazima Jabin C H, Prasheela Steny M M, Sankeerthana Suneesh, Raihana Sherin P K, Aleena K Joshy and Kavya Unnikrishnan** under my guidance and supervision. The thesis is worth submitting in fulfillment of the requirements for the award of the degree of Bachelor of Arts in Sociology.



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



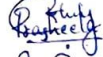




## DECLARATION

We, **Ann Elizabeth Shelly, Aslaha Ahsana K F, Christina Daji, Lazima Jabin C H, Prasheela Steny M M, Sankeerthana Suneesh, Raihana Sherin P K, Aleena K Joshy and Kavya Unnikrishnan** hereby declare that the thesis entitled **"STUDY ON THE PREFERNCES OF COLLEGE STUDENTS TOWARDS ONLINE FOOD DELIVERY WITH SPECIAL REFERNCE TO KOCHI CITY"** is a bonafide record of independent research work carried out by us under the supervision and guidance of **Dr. Lebia Gladis N P**. We further declare that this thesis has not been previously submitted for the award of any degree, diploma, associateship or other similar title.

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**CHAPTER I**  
**INTRODUCTION**

## INTRODUCTION

Food is one of the basic necessities for living. Life cannot exist without food. After air and water food is the foremost important thing for survival. Food retains nutrients essential for the restoration, growth, regulation of vital processes, and maintenance of body tissues. Food refers to anything, which nurtures the body including solids, semi-solids, and liquids that can be consumed and which help to sustain the body and keep it healthy. Food is a substance that after ingestion, digestion and absorption is capable of being utilized by the body for its various functions. Food can also be defined as anything that is eaten or drunk, which when absorbed by the body and the components benefits in performing various functions. We usually regard food as delicious and edible based on our culture. So many food varieties make us create an identity that echoes our personal preferences, regarding the offerings from one place or a specific time in history. Our attachment with specific foods creates a porter of our personality. It can define our relationship with another or with our emotional eating. There is no other habit, practice or factor that influences the health of an individual, as much as the kind and amount of food consumed. Through the centuries, food has also been used as an expression of love, friendship and social acceptance.

India's food consumption patterns have undergone a tremendous transformation over the years, reflecting the country's rapid economic growth and changing lifestyles. Food consumption patterns are a reflection of our evolving relationship with food. Urbanization has contributed to a decline in traditional staple foods like wheat and rice, while rising the consumption of convenience foods and dining out. Food consumption is essential for sustaining life and providing the body with the necessary nutrients, energy, and hydration to function optimally. It is influenced by various factors, including cultural practices, personal preferences, dietary habits, socio-economic status, environmental conditions, and availability of food resources. Individuals make choices about what foods to eat based on factors such as taste, cost, convenience, nutritional value, and health considerations. These patterns can vary widely among different populations and cultures. Some individuals may follow specific dietary guidelines or restrictions based on cultural or religious beliefs, while others may have access to a wide range of food options and consume a more varied diet. Understanding food consumption is crucial for addressing public health issues such as malnutrition, obesity, and diet-related diseases. It also has implications for environmental sustainability, as food



production and consumption impact factors such as land use, water resources, and greenhouse gas emissions. It plays a central role in human life, influencing health, culture, social interactions, and environmental sustainability.

In recent times a new form of food consumption has rapidly developing with the advent of online food delivery platforms. It has revolutionized the way people consume food, leading to significant shifts in dietary habits, dining preferences, and culinary experiences. The convenience, variety, and accessibility offered by these platforms have reshaped food consumption patterns, influencing consumer behaviour and shaping the food industry landscape. Online food delivery services have altered consumer behaviour by providing unparalleled convenience and flexibility in food ordering. With just a few clicks on a smartphone app or website, consumers can access a vast array of cuisines and restaurants, eliminating the need for traditional dining-out experiences. The expansion of food delivery apps has also led to a rise in impulse ordering and spontaneous dining decisions. Consumers can satisfy their cravings instantly, bypassing the hassle of meal preparation or restaurant reservations. Moreover, online food delivery has expanded the geographical reach of restaurants, enabling consumers to access regional or exotic cuisines that may not be available locally. This globalization of culinary options has enriched food consumption experiences and diversified dietary choices.

Convenience is a driving force behind the popularity of online food delivery. Busy lifestyles, hectic schedules, and the desire for instant gratification have fuelled the demand for quick and hassle-free meal solutions. As a result, consumers are increasingly opting for delivery or takeout options over traditional dine-in experiences. These platforms also offer an extensive selection of cuisines, ranging from traditional favourites to innovative fusion dishes. This abundance of choices caters to diverse tastes and preferences, allowing consumers to explore new culinary experiences and indulge in their favourite comfort foods. While variety and convenience remain utmost important, there is a growing emphasis on health-conscious dining among consumers. Many online food delivery platforms now offer customizable menus, organic ingredients, and healthier alternatives to cater to health-conscious consumers seeking nutritious options. Advancements in technology, such as artificial intelligence and data analytics, are reshaping the online food delivery landscape. Personalized recommendations, predictive ordering, and real-time tracking features enhance the user experience and streamline the ordering process, further driving consumer adoption.

The rise of online food delivery has had a profound impact on the food industry and restaurant culture too, disrupting traditional business models and creating new opportunities for restaurants, chefs, and food entrepreneurs. Ghost kitchens, virtual restaurants, and delivery-only concepts have emerged to meet the growing demand for delivery-centric dining experiences. Furthermore, online food delivery platforms have democratized access to the food market, providing a platform for small-scale eateries and independent chefs to reach a wider audience without the overhead costs associated with brick-and-mortar establishments. While online food delivery offers numerous benefits, it also poses challenges related to food quality, sustainability, and consumer behaviour. Concerns about food safety, environmental impact, and excessive packaging waste have prompted calls for greater transparency and sustainability practices within the industry. Moreover, the reliance on online food delivery may contribute to social isolation and the erosion of communal dining experiences, raising questions about the broader societal implications of these trends. The rise of online food delivery has transformed the way people consume food, ushering in an era of unprecedented convenience, variety, and accessibility. While these trends reflect evolving consumer preferences and technological advancements, they also underscore the need for responsible and sustainable approaches to food consumption in the digital age. By balancing innovation with social and environmental considerations, the food industry can harness the potential of online food delivery to create more inclusive, resilient, and enjoyable dining experiences for consumers worldwide.

## **RESTAURANT CULTURE**

Restaurant culture is a set of values that defines what it means to be in your restaurant environment. This includes elements like your company vision and mission, brand, identity, beliefs and norms systems and processes. It also includes the language asked in your menu, signage, and by your staff. These elements combine together to create the restaurant culture experienced by employees and guests of that restaurant.

Building a strong restaurant culture is a key factor of long term success when you are opening a new restaurant or growing and existing one restaurant culture will guide strategic business decisions impacting everything from your menu. Pricing and decor to your target customers

and hiring strategy. As the business grows, maintaining the restaurant culture can become more challenging. This industry has been known for its toxic restaurant culture. Many restaurant operators are working to make changes and they are prioritizing employee mental health.

The restaurant industry is very demanding. Odd working hours, unorganized salary structure, constantly attending to guests and the stress of dealing with rude customers, all of these can have an adverse effect on the staff. Employee engagement impacts their work performance. This can affect a restaurant's success. One of the best ways to tackle this problem is to create a good restaurant culture. A restaurant with a positive and healthy culture enjoys loyalty from its staff. It is also enabling to lower the staff turnover rate. Hence creating the right restaurant culture is a must. On the other hand, negative restaurant culture can create stress on employees and make it difficult for owners to expect maximum performance from their employees.

#### **Benefits of building a strong restaurant culture:**

- Helps in establishing organizational values
- Reduces staff burn out
- Reduces conflicts among staff
- Reduce employee turnover rates
- Creates a positive and balanced work environment
- Make the restaurant an attractive place to work
- Increases employee loyalty towards the restaurant
- Keeps employee engaged and productive
- Helps in offering a superior brand experience to customers.
- Ultimately, lead to happier customers

#### **The Significance of Positive Work Culture in the Restaurant Industry:**

The industry has often been associated with toxic workplace cultures. Unfortunately this toxic culture has been considered the norm in many restaurant. It leads to harmful effects on the mental health of restaurant workers. It is undesirable to have a team of employees who dislike their jobs and suffer from mental health issues. The negative consequences of poor company

culture extend beyond employee well - being , they also impact the business. Hence, it is necessary to have a positive work culture.

**Restaurant with a positive culture prioritize the following characteristics:**

**Encouraging work-life balance**

Supporting employees in achieving a healthy work - life balance is crucial for positive restaurant culture. This includes offering flexible schedule, providing opportunities for rest and promoting a healthy work -life integration

**Open and effective communication**

Creating an environment where open and honest communication is encouraged fasters trust and transparency among the workers. Regular meetings one -on -one checking, and suggestion boxes are effective tools for facilitating communication

**Respect and appreciation**

Valuing and appreciating the employee 's contribution is essential for building a positive culture. Recognize and reward their achievements, provide constructive feedback, and create a supportive atmosphere where everyone feels respected and valued

**Teamwork and collaboration**

Encouraging teamwork and collaboration among your staff members promotes a sense of unity and shared purpose. Create a culture where employees feel comfortable working together, sharing ideas and supporting each other to achieve common goals

**Continuous learning and growth**

Providing opportunities for professional development and growth shows the owner's commitment to investing in their employees to provide training programs, workshops, and mentorship opportunities to help them expand their skills and knowledge, fostering a culture of continuous learning.

**Work environment and employee well-being:**

Creating a comfortable and safe work environment. It promotes the well-being of the employees. Ensure adequate breaks, clean and organized work space and proper equipment prioritize their physical and mental health by offering wellness programs and resources

### **Empowerment and autonomy:**

Granting employees a certain level of autonomy, a sense of ownership and responsibility. Trust the employee to take on tasks and make independent decisions, empowering them to contribute to the success of the restaurant.

Celebrate diversity and create an inclusion

Embrace diversity and create an inclusive

Workplace where employees from different backgrounds and perspectives feel welcomed and valued. Promote diversity in hiring practices, encourage open mindedness, and provide training on culture sensitivity and inclusivity.

### **Restaurant Culture 's Impact On Customer Loyalty:**

In the world of the competitive restaurant industry, where competition is fierce and trends change in the blink of an eye, one element remains a constant driver of success is the customer loyalty

The Role of Restaurant Culture In Creating a Unique Dining Experience. **Signature Atmosphere:**

Culture shapes the atmosphere. Whether it is a cozy, family - friendly vibe, a sleek and modern ambiance or a vintage retro feel culture dictates this. When done right, this atmosphere becomes synonymous with the restaurant 's name making it instantly recognizable to customers

### **Memorable interactions:**

Culture influences how restaurant workers interact with customers. A strong restaurant culture that values warmth and friendliness ensure that diners feel welcomed and cherished. It turns a meal into a memorable experience

### **Consistent expectations:**

A strong restaurant culture ensures consistency across the board. Be it the flavour profile of a signature dish the presentation style, or the music that plays in the background, customers know

what to expect each time they walk in. This familiarity is comforting and is a key reason why customers choose one restaurant over another.

## **How Culture Fosters Repeat Customers and Builds Brand loyalty**

### **Emotional connection**

A distinct culture often resonates emotionally with its customers. A restaurant with a strong focus on sustainability might attract environmentally conscious diners. These customers don't just come for the food, they come to support a cause they believe in. Word-of-mouth marketing. Where customers identify strongly with company values, they are more likely to recommend it to friends and family. This kind of marketing is invaluable and attracts new customers beyond transactions. Restaurants with a pronounced culture are not just transactional places to eat they become spaces of experiences, memories and stories. Customers return not just to dine but to create new memories.

## **ONLINE DELIVERY**

The meteoric growth of e-commerce makes it an ever-important area to study. Even in traditional industries, well-established offline firms have adopted new online sales channels that aim to increase their income. This has led to the crossbreed of strictly brick stores, which now operate both online and offline. In fact, by 2012, more than 80 % of U.S. retailers sold merchandise through both online and offline channels. One of the most prolific applications of this recent crossbreed is in the restaurant industry, with the emergence of online food delivery services. Delivery Transactions made up 6 % of total US restaurant sales in 2017 and are estimated to reach 40 % of all restaurant sales by 2020 (Morgan Stanley Research 2017). However, the extent to which these online sales are incremental—causing overall restaurant sales to increase—or, alternatively, drawn away from brick-and-mortar sales, has not been quantified. Online food delivery is a prime example of e-commerce disrupting a traditional market. A flood of new food delivery firms has caused rapid growth in the total number of transactions and revenue for the nascent industry. Although online food delivery services provide extra channels for potential revenue, they also create the risk of cannibalization in which brick-and-mortar sales actually suffer because consumers who purchase in-store have transitioned to mostly online purchasing behaviour. The purpose of this study is to determine the effects that the entry of these firms—and subsequent crossbreed—has had on restaurant

sales. Online food delivery services have been around for quite some time. Several chain restaurants created websites to order take-out, but these services were limited to within the chain's Own restaurants. Individual restaurants followed suit, creating their own websites for delivery. Even grocery stores began offering online delivery in the early 21st century (Pozzi 2012; Relihan 2017). However, generalized online food delivery services that offer delivery from many different restaurants have only become popular in the past decade—and they have done so rapidly. By 2018, the online food delivery service industry had an estimated \$82 billion in gross “Pizza Net,” Pizza Hut’s original online ordering destination, accepted and delivered the first online food revenue, and accounted for 6 percent of the restaurant market in 2020 (Frost and Sullivan 2018; Morgan Stanley Research 2020). These firms are backed by revenue growth in excess of 14 percent over the past four years, and are on track to double their market share by 2025 (Morgan Stanley Research 2020). The rapid expansion of these firms has even influenced some restaurants to change their entire layouts, and migrate to a “delivery only” model (Bond 2019). It is clear that the restaurant market is evolving. The first online food delivery firm, Grubhub, was founded in 2004 with the goal of replacing all paper menus with a single website. Since then, Grubhub has transitioned to connecting delivery drivers from those restaurants in order to deliver to customers. Postmates, Doordash, and other firms operate slightly differently from Grubhub. These newer firms—which were founded in 2011 and 2013, respectively—provide menus from restaurants as well as contracting out delivery drivers, much like Uber or Lyft.<sup>3</sup> These firms adopted very similar growth strategies in which they start in select cities and expand to others with their success.

In the age of a pandemic, the demand for online food delivery services sales is spiking. In fact, in China, online food delivery service orders surged 20 percent during January alone; firms such as Doordash have even started reducing or eliminating their fees in response to the surge that is beginning in the United States (Keshner 2020). It is expected that consumers will continue to increase their usage of online food delivery services so long as there are stay-at-home orders and sit-down restaurants remain closed, although this likely will not completely replace pre-pandemic restaurant spending. As COVID-19 continues to impact the United States, the demand for non-contact food delivery services will likely follow the example of China and expand greatly. Understanding consumer behaviour as it relates to online food delivery services is essential in this rapidly changing environment.

Online food delivery is a facility in which a restaurant delivers food to their customer’s right at their doorstep. Many restaurants are now witnessing a boost in their business, as ordering

food online became more popular in the country. Mobile applications like Swiggy, Zomato, and Uber Eats provide the customers countless varieties of dishes from different restaurants and customers can easily place their order and receive it instantly.

The payments can be made either through online ways like credit card, Debit card, Net banking, etc. or through cash-on-delivery (COD) systems. These apps also provide a feedback system where users can provide feedbacks on quality of food, mode of delivery or any other recommendations they have which will be instantly replied or taken into consideration or implemented immediately. Orders with discounts are more preferred by customers all over the country. Nowadays increased reach of internet has benefitted both customers and restaurants as online purchasing has now become a common scenario due to the change in perception of online purchasing. Online purchasing provides convenience to customers than offline purchasing as one can be at home and purchase rather than riding to a shop. The online food delivery application has affected the traditional way of dining together. It in a way separates a family due to their taste preferences as one may not like what the other one ordered. Some of the working individuals due to the non-availability of homemade food in their house's orders food online and some of them due to their circumstances buys food online.

Customer's satisfaction: Since the customers need not to take risks of going outside, stand in queues, one could order from Nearby Indian, Chinese, Thai Takeaway Delivery, by sitting anywhere on the earth. This also tends the customers to fit their budget while ordering, by reducing the travelling expenses and other unnecessary taxes.

No bothersome works: The previous way of food ordering through phone calls included many problems like, the staff of the Restaurant should speak to the different people talking with different accents, sometimes there would be the background disturbances. By all these activities, food ordering might go false. But now because of Order Online Food for Delivery, all the above difficulties are solved.

Easy trade for Restaurants: If the people have started a new Restaurant or the Hotel, through their food point app, one can promote their Business leading to more customers. Also, customers can Find Dining Restaurants Nearby.

Services are 24/7: Customers will be happy for the services catered by the Restaurant people at all time. Nowadays, Pizza, Sushi Delivery Online Orders are more, which are expected to have fast transference.



Effortless Maintenance: With the ready posts of Chinese, Indian, Thai Food Restaurant Menu Online, there is no need to get printouts in case of updating the price, additional Items and other cases. Also, customers can compare the price and services offered by the different food points.

In part of the reason for the growth of online ordering and food delivery is a change in the business model being adopted by restaurants. Over recent years, restaurant delivery models have become a norm with several fleet types emerging. This includes same-hour or same-day delivery, party delivery, next day delivery, and more. There is also growth in single fleet models, multi-fleets, in-house fleets, and crowd-based fleets. Other delivery models that have emerged include curb side pickup, delivery from store, and delivery from robotic warehouses. The change and introduction of new business models continue to shape the food delivery web. New features are being introduced include cloud kitchen, aggregator, loyalty apps, restaurant apps, delivery apps, and more. With this new industry disruption, customers are now being attracted to businesses by service convenience. As more solutions and features are being introduced in this market space, business is also facing the drawback of oversaturation.

Customers have a wide range of choices to choose from, which has segmented the demand into defined boxes. When shopping for food, customers are now more specific. While some want the reassurance of experience, others are more concerned about affordability and speed of delivery.

Online ordering gives customers the freedom and choice to place an order at virtually any time, from anywhere, saving the time and resources typically spent on travelling to pick up a meal. It also gives the customers the advantage of reordering the favourite order in the easiest and hassle-free manner.

Online food delivery has become increasingly popular in recent years, revolutionizing the way we order and enjoy food. With just a few taps on your smartphone or a few clicks on your computer, you can have your favourite meals delivered right to your doorstep. It offers convenience, variety, and the ability to satisfy your cravings without leaving the comfort of your home.

This industry has seen tremendous growth, with numerous food delivery apps and websites emerging to cater to the increasing demand. These platforms connect hungry customers with a wide range of restaurants, giving you access to a diverse selection of cuisines and dishes.

Whether you're in the mood for pizza, sushi, or even a healthy salad, there's something for everyone.

One of the key advantages of online food delivery is the ease and simplicity it offers. You can browse through menus, read reviews, and compare prices all in one place. It saves you time and effort by eliminating the need to physically visit multiple restaurants or make phone calls to place your order. Plus, many platforms offer features like real-time tracking, so you can keep an eye on your delivery's progress.

However, it's important to note that there can be challenges as well. Delivery times can vary depending on factors like distance, traffic, and demand. Additionally, there may be delivery fees and minimum order requirements to consider. It's always a good idea to check the terms and conditions of the platform you're using to ensure a smooth and satisfactory experience.

Food delivery management software automates delivery management processes to ensure that all orders can be delivered in the shortest time and at the minimum cost possible. Besides, it offers both the restaurant and the customers real-time visibility on the orders, which improves the delivery experience.

An online food ordering system allows your business to accept and manage orders placed online for delivery or takeaway. Customers browse a digital menu, either on an app or website and place and pay for their order online.

Food delivery management includes managing orders, designing delivery routes, tracking orders, and ensuring on-time deliveries. Now, this management can be done manually if a restaurant receives a limited number of orders in a day.

Food delivery management software automates delivery management processes to ensure that all orders can be delivered in the shortest time and at the minimum cost possible. Besides, it offers both the restaurant and the customers real-time visibility on the orders, which improves the delivery experience.

Overall, online food delivery has transformed the way we enjoy meals, offering convenience, variety, and the ability to satisfy our cravings with just a few taps. I hope this introduction gives you a good starting point for your project! Let me know if there's anything else you'd like to know or discuss. Online food delivery is the process of ordering food from a website. The product can either be food that has been specially prepared for direct consumption (such as vegetables straight from a farm or garden, frozen meats, etc.) or food that has not been (such

as direct from a certified home-kitchen, restaurant). The effort to create an online food delivery system aims to replace the manual method of taking orders with a digital one. The purpose of Online Food delivery System is to automate the existing manual system by the help of computerized equipment's and full-fledged computer software, fulfilling their requirements, so that their valuable data and information can be stored for a longer period with easy accessing and manipulation of the same. The required software and hardware are easily available and easy to work with the Online Food delivery System's main purpose is to maintain track of information such as Item Category, Food, Delivery Address, Order, and Shopping Cart. It keeps track of information about the Item Category, the Customer, the Shopping Cart, and the Item Category. Only the administrator gets access to this because it is totally built at the administrative level. This purpose is to develop software that will cut down on the time spent manually managing Item Category, Food, Customer, and Delivery Address. It saves the Delivery Address, Order, and Shopping Cart information. The ability to rapidly and correctly create order summary reports whenever necessary is a key factor in the development of this project. The potential of an online food delivery system is enormous. It keeps track of customer orders. This is simple, quick, and precise. There is less disk space needed. MYSQL Server is used as the backbone by the online food delivery system, eliminating the risk of data loss and ensuring data security. Customers have the option of either having the food delivered or picked up. A customer starts by selecting the restaurant of their choice, then scans the menu, picks an item, and then decides whether they want it delivered or picked up. Then, when picking up the food, you can pay with cash at the restaurant or with a credit card or debit card using the app or website. The customer is informed by the website and app about the food's quality, how long it takes to prepare, and when it will be ready for pick-up or delivery.

## **TYPES OF ONLINE FOOD ORDERING SYSTEMS**

### **Swiggy**

Swiggy is an Indian food ordering and delivery Company. It started its operations in the year 2014 and was founded by Nandan Reddy, Sriharsha Majety, and Rahul Jaimini in the city of Bengaluru. They then extended their operations in major cities like Delhi NCR, Ahmedabad, Mumbai, Noida and other cities after raising funds from different investors. In August 2014 their first website named Swiggy started its operation.

The start-ups later launched its application in May 2015. Swiggy helps its customers to order food online from anywhere at any time. The company aims to deliver the ordered food within 40 minutes. In September 2019 Swiggy launched instant pick up and drop service Swiggy Go. This service is used to pick up and drop off diverse items including laundry or parcels. Today, Swiggy is the leading food ordering and delivery platform in India. The innovative technology, large and nimble delivery service, and exceptional consumer focus at Swiggy enabled a host of benefits that includes lightning-fast deliveries, live order tracking and no restrictions on order amount, all while having the pleasure of enjoying our favorite meal wherever we like it.

### **Zomato**

Zomato is an Indian restaurant aggregator and food delivery start up founded by Deepinder Goyal and Pankaj Chaddah in 2008. Zomato provides information, menus and user reviews of restaurants, and also has food delivery options from partner restaurants in select cities. Zomato is also entering into grocery delivery amid the Covid-19 outbreak. As of 2019, the service is available in 24 countries and in more than 10,000 cities. Initially it was known as Foodiebay. In November 2010, Foodiebay was renamed as Zomato. Zomato provides its services to 100 of cities in India. A total of 90 million users reach out to Zomato every month. Zomato is operational in 24 countries and has enlisted over 1 million restaurants worldwide. One can access Zomato in 9 international languages.

### **Uber Eats**

Uber Eats is an American online food ordering and delivery platform based in San Francisco, California. Uber Eats was founded by Travis Kalanick and Garrett Camp in August 2014. Users can read menus, order, and pay for food using an application in iOS or android platform. Uber Eats allows users to place orders via mobile application or websites, Customers can order food by entering their postcodes. Uber Eats allows their customers to select meals according to their taste to order. Uber Eats processes and sends orders directly to these restaurants, which is then delivered to their customer. Uber Eats sends an SMS to confirm their orders. Customers can pay through online or pay at the time of delivery.

## **ONLINE FOOD DELIVERY SERVICES IN KOCHI CITY**

The emergence of online food delivery services has revolutionized the way people access and enjoy the needs, especially among college students in Kochi city. With the hectic schedules, free times, and any programme that students prefer accessibility offered by online food delivery platforms has become increasingly popular. This paper aims to delve into the preferences of college students in Kochi city regarding online food delivery services. Kochi

City is home to several educational institutions including, colleges and universities, attracting a diverse student population from various backgrounds and regions. These students form a significant demographic within the city, contributing to its vibrant culture and economy. Understanding their preferences and behaviours regarding online food delivery is crucial for identifying trends and catering to their needs. Several factors influence college students preferences for online food delivery services in Kochi. Convenience is a primary consideration, as students often have limited time between classes assignments and extra curricular activities. The ease of ordering food online and having it delivered to their doorstep saves time and eliminates the need to venture outside campus premises. Additionally, affordability plays a crucial role as students are typically on budget. Many online food delivery platforms offer discounts, promotions, and student friendly deals, making it attractive option for cost conscience individuals. Variety and customization options also influence preferences, as students appreciate the ability to choose from a diverse range of cuisines and customize their orders according to their preferences and dietary restrictions.

Online food delivery services have become a preferred option among college students in Kochi city, offering convenience, affordability, variety. Understanding the factors influencing their preferences and the impact on their dietary habits is crucial for promoting healthy eating habits and supporting the local food industry. By addressing the needs of this demographic affectively, stakeholders can harness the potential of online food delivery services create a positive and sustainable dining experience for college students in Kochi City. With the single window for ordering from a vast range of restaurants, online food delivery mobile applications have become popular over the years. This trend has changed the outlook of customers, satisfying users of different age groups. There are broad varieties of restaurants now delivering online services at the best offers and reasonable prices. This is expanding their daily business, witnessing a boom in online food delivery system and popularizing it across the country. The

online food ordering system sets up food menu online with the aid of mobile applications like Zomato, Swiggy and uber eats. Science and technology are developing day by day and undoubtedly, it can be said that the invention of the internet has extended the countries online business firms. From booking tickets, buying utensils, paying bills and so on, the internet has supported everyone in many ways and the recent development is food delivering applications where the preferred food items are delivered to the users doorstep. It liberates customers from visiting the eateries and also the prolonged wait in restaurants. Online food delivery is a service in which a store or restaurant delivers food to an increase in business, as ordering food online becomes more and more widespread across the country. Mobile applications like Zomato, Swiggy, and Uber Eats deliver customers numerous varieties of dishes from various nearby restaurants and customers can easily place the order. These mobile applications provide a tracking system where the customers become more acquainted with each progression Of delivery. They place the order in the respective restaurant and customers can track the order. The payment options Include either online or by cash-on-delivery (COD) system. These apps also provide a feedback system where the users can provide feedback and recommendations, rate of the food item and mode of delivery. Orders with discounted rates are more alluring for consumers. Besides, it is more convenient, reliable, and hassle-free. Another attractive feature of online food apps is that it is more cost-effective as they offer the users a large variety of expediency and preferences to pick from. Sources reveal that There has been a significant increase in restaurants and food Businesses since users opt more for takeaway and home Delivery. Most users favour online apps as the food-on-click feature Makes it possible to get food delivered right to their door Instantly. This has boosted the restaurant business widely. Unarguably, the increased reach of the internet has helped customers buy food online and the perception of online purchasing as well. As a result, online delivery is flourishing in Kochi. Online food ordering System, a restaurant and mess menu online can be set up and the customers can smoothly set their orders. Also, with a food menu online orders can be easily tracked, upholding customers and developing the food delivery service. The Restaurants and mess can even modify online restaurant menus and upload images easily. Having a restaurant menu on the Internet, potential customers can easily access it and place orders at their convenience.

With the immediate inrush of modernization and technological progress, the commerce element set a scorching pace. Social media is becoming a desired tool for marketing by firms. Adding to this Scenario, restaurants and hotels are being a part of e generation. Food delivery

apps have now become a trend among individuals. Online food delivery is a service in which a shop or restaurant offers food to a customer via an online application. Many restaurants are witnessing business growth, as ordering food online becomes more and more prevalent across the country. An online food menu is created in each mobile application that provides the customers with countless sorts of dishes from different nearby restaurants. Several food delivery apps in India can be downloaded to order food on the go and from the comfort of homes. Various apps in the Indian market are Zomato, Food Panda Swiggy, Dominos Pizza, Uber Eats etc.

A happy appetite can do wonders. Beyond being food lovers, Keralites have now turned to community experimenting with various cuisines. This has brought in a new lifestyle and culture of many eateries and small cafeterias growing across the state. Regardless of age and generation, the majority of the population is into a café culture. With the shift into a metropolitan lifestyle and food hangouts; comes the influence of online food delivery mechanisms. Though we are excited about dining out, time restraints and work targets have brought in a break in this. Even though home delivery is famous, the minimum order criteria, distance and extra charges make a hurdle. The convenience it offers and the online payment mechanism has already made it much more popular. Through a newly conducted market research study, it is disclosed that about 90% of the people have tried out any of the online food delivery apps like Swiggy, Zomato or Uber Eats. It has expanded into a new trend among the techies, white-collar professionals, students and homemakers across the Kochi city. Youth are the major users of these apps, about 50% of college students use food delivery apps. Above the convenience of food being delivered at any time at any place, the app also provides special offers. Swiggy is much more popular for the best offers made compared to Zomato and Uber Eats. Also, 69.9% of the app users find that the food ordered through apps is not overpriced. The payment methods are easy and pocket-friendly. There is also 89% accuracy in delivering food at the right location. Most of them spend less than INR 1000 for food delivered online. Online food delivery services have not only revolutionized the way food is consumed in Kochi but have also enhanced the overall dining experience. Customers can now enjoy their favourite dishes from a diverse range of restaurants without having to leave their homes, saving time and effort. Furthermore, the seamless ordering and delivery process, coupled with features such as real-time tracking, ensures a hassle-free experience for customers, thereby elevating their satisfaction levels.

**CHAPTER II**  
**REVIEW OF LITERATURE**



## REVIEW OF LITERATURE

According **Musei Clinton** (2019) studied about "The design and implementation of online food ordering system". In this study, Empirical study has been approached. It says that the design phase was concerned primarily with the specification of the system elements in manner that best met the organization business needs. Effective implementation of this software product would eliminate many problems discovered during system investigation.

**Hong Lan** (2016), online food delivery market is immature yet; there are some obvious problems that can be seen from consumers" negative comments. In order to solve these problems, we can neither rely merely on the self-discipline of online food delivery restaurants nor the supervision and management of online food delivery platforms. Only by taking laws as the criterion, with the joined efforts of the online food delivery platforms and restaurants, the government departments concerned, consumers and all parties in the society, can these problems be solved and a good online take away environment can be created.

The study of **Chai et al.**, (2019) opines that most of the users have turned to online food delivery services due because it saves time to find a place for food and wait for it in restaurants. More options available for different types of food for the consumers as a reason for using OFD services Convenience, privacy, and safety are several other factors which are influencing the usage of OFD services.

**Mr Mathews Joao Chorenaukar** studied about "consumer perception of electronic food ordering". Consumers recommend using food applications to be secured and were satisfied much with the services. The paper also reveals that even the consumers working in companies around the age limit of 30 to 35 years use to order more food and the mode of payment that was preferred to cash on delivery.

**Sehrat Murat Algoz** and **Hekimoglu Halk** (2012) conducted a study on the time analysis of customers attitudes in online food ordering system along with the growth of E commerce in

the worldwide. The food delivery is not lagging behind in showing a tremendous growth. Technology Acceptance has been used in the particular research paper to study the consumer acceptance of ordering food online. This paper says that the consumers attitude depends according to the ease and convenient of ordering food online and also the reliability upon the e reliability and various external influences.

According to **Sheryl E. Kimes** (2011), his study found that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non- users need more personal interaction and also had higher technology anxiety to use the services.

According to Department of Food Science and Human Nutrition, College of Agriculture and Veterinary Medicine, **Qassim University**, and Saudi Arabia Department of Food and Nutrition, Faculty of Human Sciences and Design, **King Abdulaziz University** Is fast food advertising in social media platforms encouraging you to order from Food delivery application, Average spending per order, psychologist state affect type of food and change of eating pattern after using food delivery app. In this research paper they had taken study subject, study design and participants, questionnaire, sample size calculation, statistical analysis. Through this study they find out the use of online food delivery increase during covid 19 global lockdown restriction. It reflects negative effect on individual dietary habit and preference. Particularly this study focuses on adult Saudi females. Consequently, pandemic changed attitude of individuals towards greater use of food delivery application.

According to **Chen et al.**(2009), companies that seek to offer services and products profitably are using innovative delivery methods as a new basis for differentiation and providing greater value for customers.

**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 uphold 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 ordering system is presented with features of feedback and wireless communication.

According to **Pigatto et al.** (2017), online food delivery services can be characterised as business platforms that provide order services, payment, and monitoring of the process but are not in charge of the preparation of the food. In online retail sales, face-to-face interaction is being replaced by interaction through cell phone apps and internet-based communication tools such as e-mail, chat, and SMS, or the websites of companies, where customers can search, retrieve, and place orders (Cai and Jun, 2003).

In the research paper ‘Consumer experiences, attitude and behavioural intention toward online food delivery (OFD) services (2017), released by **Vincent Cheow Sern Yeo, See-Kwong Goh, Sajad Rezaei**, the researchers studied the structural relationship between convenience, motivation, post-usage usefulness, hedonic motivation, price saving orientation, timesaving orientation, prior online experience, consumer attitude and behavioural intention towards Online Food Delivery (OFD) services. They concluded that customers were attracted to technology that could deliver them convenience through saving time and effort. Hence, the website must be user-friendly and be able to process the customer’s request as quickly as possible. This in return would allow customers to finish a transaction quickly, which would be both advantageous to the customers and marketers. Holding certain discounts or promotions attracted price-sensitive consumers, as they were likely to choose the medium with provided them with the best value for money.

**Preeti & Iswaraya** conducted research in (2019) to analyse towards online order and delivery application, considering demographic as a part of its study. According to their study young person is mostly like are order to online restaurant delivery, using one of these services. According to their survey 63% of people between 18-29 years old have used a multi restaurant delivery website or app service in past 90 days, 51% between 30-44-years old, 29% between 45 to 60 years old, and just 14% between 60 & above.

**Suryadev Singh Rathore, Mahik Chaudhary** (2018), According to their studies, 50.8% of people order their food online because they don't prefer to cook, as it allows the customers to have food delivered direct to your doorstep or to the office in less than an hour. Despite the burgeoning internet boom in the present scenario, some of the consumers are still not participating in the online transaction. For various people, there are still worries with security and passing personal data over the Internet.

**H.S. Sethu & Bhavya Saini** (2016), The study has revealed that the online food ordering services was used by all the respondents, and their buying decisions were influenced by opinions of their friend's family and discussions on online forums. This study reveals that the success of a web-based food shopping depends on the good word of mouth and experiences by existing customers.

**Aaron Allen & associates** (2018), According to their study conducted it show that this online food market will continue to grow, at a pace almost four times as fast as the foodservice industry itself. While restaurant sales are expected to grow at a 5.9% CAGR over the next five years, delivery and takeout will grow at a 21.7% CAGR. Online orders' share of restaurant sales will likely double over this time period, from 2.5% in 2017 to 4.9% in 2022.

**Dr Chetan Panse, Ms. Arpita Sharma, Namgay Dorji** (2019). The main purposes of this study are to provide a comprehensive relationship between consumer attitudes toward online food ordering. This study adopted quantitative research with primary data collected through a questionnaire with online food delivery platforms and customer based on their knowledge, attitudes, perspectives, and needs of online food delivery services. In this research paper, the researchers examined the growth of food aggregator industry. Researchers also have examined the business model these companies follow and its effect on the conventional restaurant business in India.

**Dr. N. Sumathy** (2017), "A study on prospect concernment towards online food delivery app" the online food adjure 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 and satisfaction derived by the consumer and also to find which factor influence customers to buy the food through online food adjure app. Most of the respondents disagree to the fact that online website charges high delivery fees. Almost all users feel safe paying online. The service rendered by the food adjure app is the major factor behind its success.

According to **H.S. Sethu & Bhavya Saini** (2016), their aim was to investigate the student's perception, behaviour and satisfaction of online food ordering and delivery service. Their study reveals that online food purchasing services help the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time access to internet are the prime reasons for using the services

**Yotishman Das** (2018) describes the numerous factors influencing buyers' decisions to choose online cooking transfer aids in a welcome study. He has examined the top online food transfer assistance portal that consumers have selected. He has further demonstrated the barriers that prevent people from using food transmittal aids connected to the internet. It is true that each meal planning software has a speciality; Zomato offers better prices, while Swiggy offers schedule-based delivery.

According to **Prof Upendra More, Prof Ria Patnaik, Prof Reema Shah** (Assistant Professor - Thakur Institute of Management Studies & Research) 2021 conduct "A Study on Online Food delivery services during the COVID -19 in Mumbai. During this period, food industry has changed its model and online deliveries for food and grocery is becoming a new normal. They examined that during Covid-19 food delivery at home is becoming the usual practice. Online food delivery is conveyance and comfortable for customers during the covid period. Experts should investigate how online ordering experiences will change the purchasing habits in the near future. As per their framework Zomato, Swiggy, food panda are popular food application.

Food truck is the latest application of food which would challenge the existing food applications.

According to **Anupriya Saxena** (Amity University, ABS, Lucknow, Uttar Pradesh, India) 2019 their study on An Analysis of Online Food Ordering Applications in India: Zomato and Swiggy. The study indicated that the online food delivery business model is highly demandable, potential and money efficient. This space is increasing in leaps and bounds because of the size of market. The feature that attracts consumers the most is Doorstep Delivery at any place at any time. Consumers are mostly motivated when they receive any rewards & cashbacks followed by loyalty points or benefits. By giving consistent and effective services this concept with innovation can be successfully grow. In future companies can target Tier 2 cities for expansion of business as these cities are also having numbers of working youngsters.

According to **R. Katoch** and **A. Sidhu** (2021) conducted study on 2020 ONLINE FOOD DELIVERY INDUSTRY IN INDIA: A CASE OF CUSTOMERSATISFACTION DYNAMICS. Advised that the study identified Product quality and pricing as the crucial satisfaction driver in the online food delivery market. The outcomes of the study are not shocking as for the growth of food delivery market, the core factor is quality of food with greater variety and affordable pricing. Introduction of digital apps in this market is to enable users to get the delivery without much hassle and delay. study evidences the product hygiene and taste to be more important than pricing as lessening of price can be a strategy to penetrate the market in short run. As the consumers are quality and hygiene conscious, the companies in this industry need to adopt a pricing strategy which is value driven because customers are ready to pay extra if there is value addition.

According to **S Joel Vasant Zion** MBA student, Mr. John Paul asst. professor (school of management studies Sathyambama university Chennai 2021) to identify the factors which influence the consumer to order food online and to more consumer preference on online food ordering services provided. In this research paper they have views to the survey method (primary and secondary data collection) their data analysis revealed that there is no significant relationship between selected demographic variables of the respondent and the level of

satisfaction towards online food ordering services among one hundred and ten respondent 20.5% are females,70.3% age between 18 & 30,43.6% workers 19.2% students are studying,2% retired people 46.2% unmarried. Self employed people account for about 30.8% of total delivery.

According to **Ms. Arshana M Prabhash** [2020] her study found that the Online food delivery systems also begun to gain importance in rural areas and among the selected youths, a major proportion of people who get access to online food services belong to the age group of 20-25 the major proportion of youth who order weekly, monthly or rarely, relies on the money of their parents or other source. She also focused on the Advantages and disadvantages of online food delivery systems and the Factors that attract consumers towards online food delivery using Primary survey method Random sampling.

According to **Jyotishman Das** (2018), to study how online food delivery services are perceived by the consumer and to analyse the most preferred online food delivery service portal by consumers and to know about the overall satisfaction towards online food delivery services and to investigate consumers views about the services they receive from different portals. In this research paper they have views based on the collecting of primary data and data analysis revealed that bad experiences received from friends and family prevent consumers to use the online food delivery platform, doorstep delivery encourages consumers the most which is easy and convenient, receiving rewards and cashback influence consumers to use an online food delivery platform, Zomato is the commonly used platform for online food delivery followed by Swiggy.

**Das J.** (2018) concludes in his studies that on time delivery and better discounts are the reasons behind the consumers switching to OFD services. His study has also highlighted several other factors such as doorstep delivery, ease & convenience, rewards & cashbacks are encouraging the consumers towards OFD services.

According to **Sajini. S** (Delhi school of management 2016) to study the various online food ordering services in India and to study the impact of online food ordering services in India and opportunities and challenges for the segment in India and to identify the important factors that affect the buying behaviour of consumer with respect to online food ordering and to analyse consumer perception towards online food ordering services. In this research paper they have views to descriptive research using quantitative analysis there data analysis revealed that there is a significant relationship between factors likely to affect online food ordering services and quality of food, The major factors that play an important role leading to online food purchase are price, taste, availability, timely, delivery, discounts, reviews, packaging and advertisements the total of 200 questionnaire were used for analysis and SPSS was used for finding out results of data analysis, from the correlation it is clear that all the factors have a strong correlation with quality of food.

Consumer Perception towards Swiggy Digital Food Application Service: A Analytical Study with special reference to Ernakulam City, Aparna Anib, Gayathri. A. Shabu K.R, International Journal of Innovative Technology and Exploring Engineering (IJITEE)-+



**CHAPTER III**  
**METHODOLOGY**

## **METHODOLOGY**

### **STATEMENT OF THE PROBLEM**

The concept of dining out system has completely changed and have made people to order food just by a few clicks as per their convenience. Online food delivery services have been rapidly increasing during this age. The food delivery system has also witnessed dramatic consumer demands due to technological advancements. This new trend attracted both restaurants and e commerce platforms such as Swiggy Zomato Uber eats which leads to the changes in the preferences of eating habits.

This study aims to study the extend usage of online food delivery and to find various influencing factors to prefer online food delivery.

### **OBJECTIVES**

#### **GENERAL OBJECTIVES**

Study on preferences of college students towards online food delivery with special reference to Kochi city

#### **SPECIFIC OBJECTIVES**

1. To study socio economic profile of the respondent
2. To find out the preference of the respondents towards online food delivery system.
3. To find out extend usage of online food delivery
4. To find put various influencing factors to prefer online food delivery
5. To find out the satisfaction level of respondents regarding online food

## **VARIABLES**

### **INDEPENDENT VARIABLE**

- Age of respondent
- Educational qualification of respondent.
- Family type
- Residence type

### **DEPENDENT VARIABLE**

Preferences of college students towards online food delivery with special reference to Kochi city

## **CLARIFICATION OF CONCEPTS**

### **THEORETICAL DEFINITION**

According to standard dictionaries, “online food delivery” refers to the service or process of ordering prepared meals, dishes, or food items from restaurants, cafes, or other eateries through internet-based platforms such as websites or mobile applications

### **OPERATIONAL DEFINITION**

In this study food delivery is defined as the service or process of ordering prepared meals, dishes, or food items from restaurants, cafes or other eateries through internet-based platforms such as website or mobile applications.

## **UNIVERSE OF THE STUDY**

The area of study is college students in Kochi city

## **SAMPLE SIZE**

Data is collected from 70 college students.

## **SAMPLE METHOD**

This is a quantitative research study which is conducted by collecting primary data from the colleges in Kochi City. Data was collected through Google forms from the respondents by administering a structured questionnaire. For this, the researchers selected five colleges in Kochi city [Maharajas college, Sacred Heart College, Law College, St Albert College, Cochin College]. The researcher selected seven girls and seven boys from each college and collected data from over 70 students.

## **TOOL OF DATA COLLECTION**

Primary data was collected from respondents using questionnaire method.

## **ANALYSIS AND INTERPRETATION**

The present study aimed to understand the preferences of college students towards online food delivery in Kochi city. Data was collected from 70 college students and data was edited, classified and finally analysed through Google forms, interpreted and logically explained with the help of pie charts and bar diagrams.

## **LIMITATION OF THE STUDY**

This study does not provide fully accurate information because this study is conducted on small area due to the lack of time and availability of resources. Some respondents have given biased answers which might have given an impact on the findings of this study.

**CHAPTER IV**  
**DATA ANALYSIS AND INTERPRETATION**

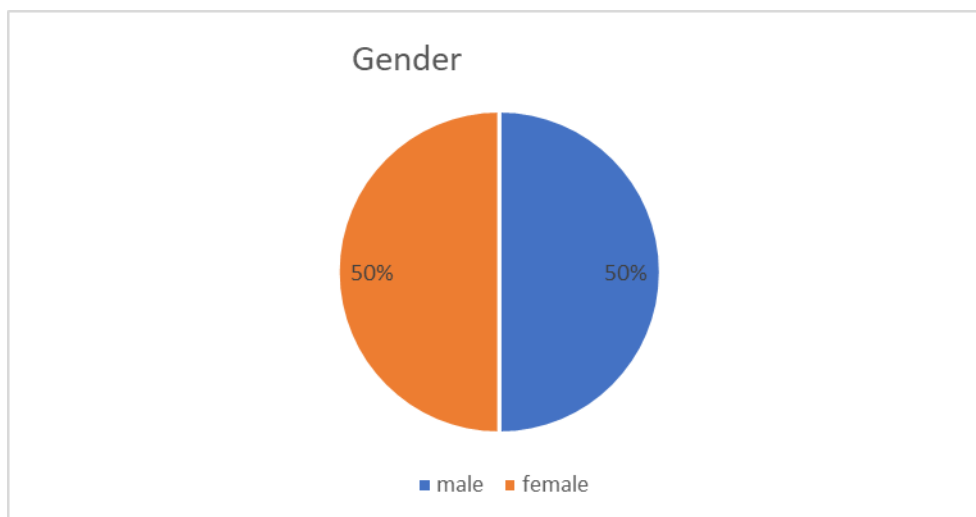
## DATA ANALYSIS AND INTERPRETATION

### A study about the preferences of college students towards online food delivery with special reference to Kochi city

In this chapter the statistical analysis of data and interpretation of the results are presented. This chapter analyses and interpret five major objectives of the study that (a) to study socio economic profile of the respondents (b) to find out the preference of the respondents towards the online food delivery system (c) to find out extend usage of online food delivery (d) to find out various influencing factors to prefer online food delivery (e) to find out the satisfaction level of respondents regarding online food delivery. Therefore, to find out the data for our study questionnaire method is used.

#### ANALYSIS AND INTERPRETATION

Graph No1: Respondents gender

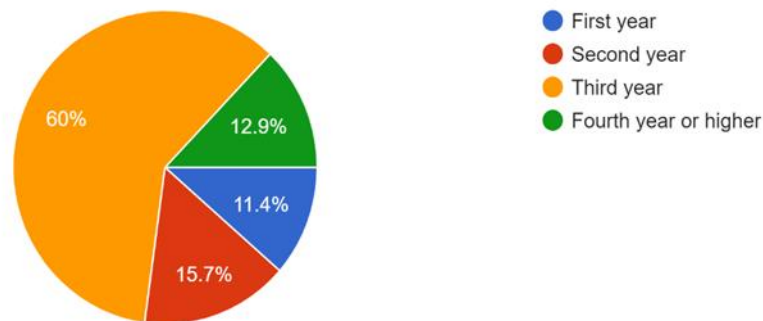


It can be analysed from the above graph no.1 that 50% of respondents are male category and subsequently 50% of respondents are female category.

### Graph No 2: Academic year

Academic year

70 responses

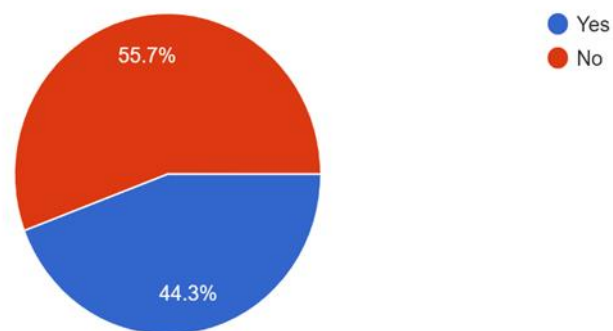


We can find out from the above graph no. 2 that 60% of the respondents are third years, 15.7% are second years, 12.9% are fourth years and 11.4% are first years.

### Graph No. 3: Hostel or paying guest facility

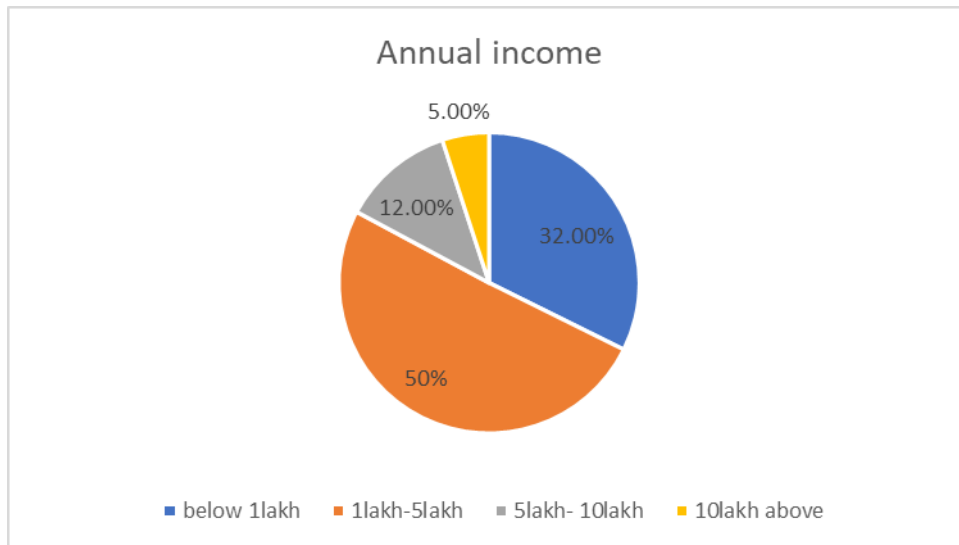
Do you avail hostel or paying guest facilities?

70 responses



It can be understood from the above graph no.3 that 55.7% of the respondents do not avail hostel or paying guest facilities while 44.3% of the respondents avail hostel or paying guest facilities.

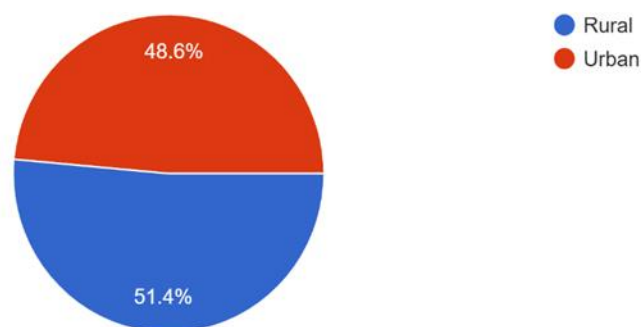
Graph No. 4: Annual income



We can emphasize from the above graph no. 4 that 50% of the respondents have an annual income between 1lakh to 5 lakhs, 32% have an annual income below 1 lakh, 12% have an annual income of 12% and 5% have an annual income above 10 lakhs.

Graph No. 5: Type of residence

Type of Residence  
70 responses



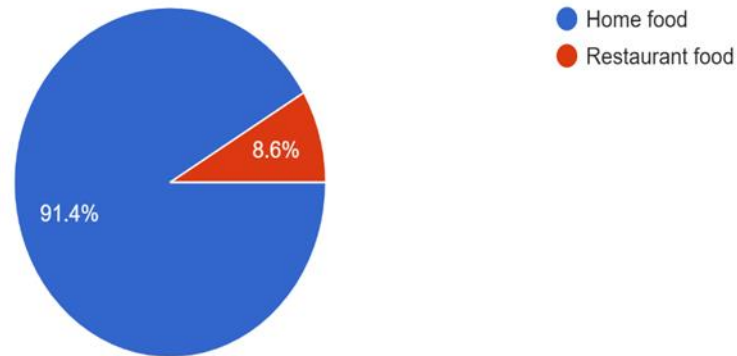
It can be analysed from the above graph no.5 that 51.4% of the respondents are from rural area and 48.6% of the respondents are from urban area.



### Graph No. 6: Home food or restaurant food

Do you prefer home food or restaurant food?

70 responses

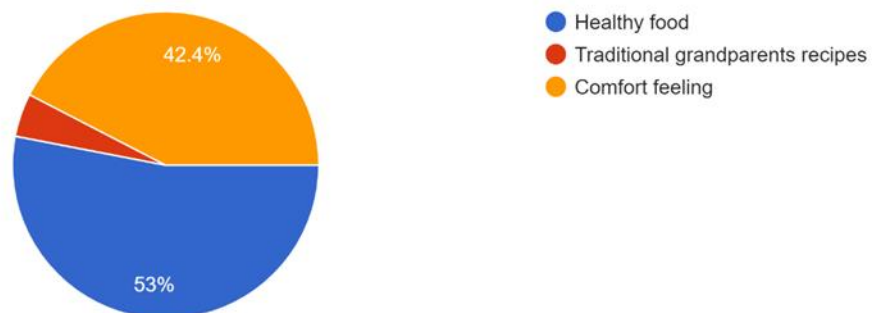


We can understand from the above graph no. 6 that 91.4% of the respondents prefer home food and 8.6% of the respondents prefer restaurant food.

### Graph No. 7: Reasons to prefer home food

If you prefer home food, what are the reasons?

66 responses



We can find out from the above graph no. 7 that 53% of the respondents prefer home food because of its healthy nature, 42.4% of the respondents prefer home food due to its comfort feeling and others due to traditional grandparent recipes.

Graph No. 8: Reasons for the usage of online food delivery services

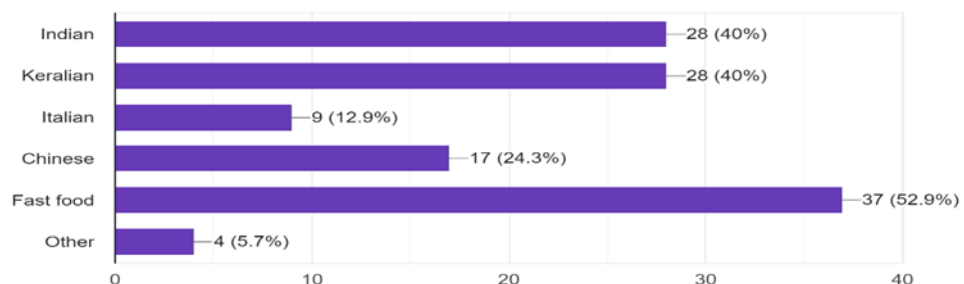
What are the main reasons you use online food delivery services? (Rank in order of importance, 1 being the most important and 4 being the least important)



We can emphasize from the above graph no.8 that the main reasons for the usage of online food delivery services are convenience as it takes the first position. While, variety of choices takes second position, discounts and offers takes third position and avoiding cooking takes the fourth position.

Graph No. 9: Types of cuisine

What types of cuisine do you most often order through online food delivery services? (Check all that apply)  
70 responses

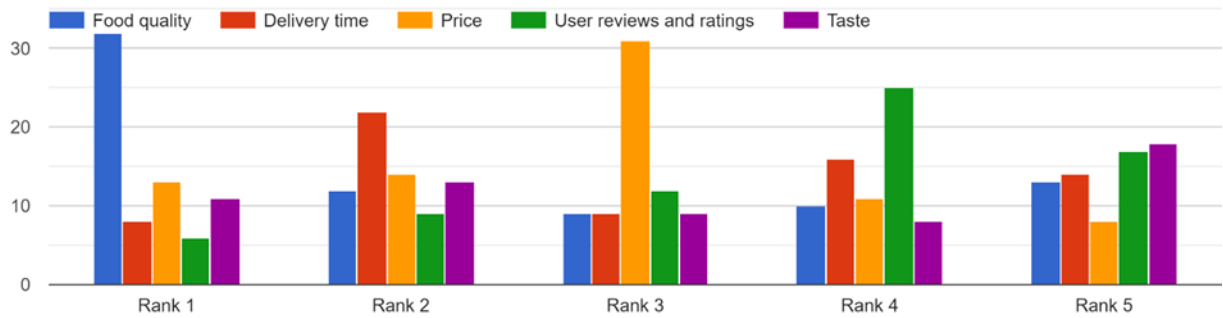


It can be analysed from the above graph no. 9 that 52.9% of the respondents prefer fast food, 40% of the respondents prefer both Indian and Keralian food, 24.3% of the respondents prefer Chinese food, 12.9% of the respondents prefer Italian food and 5.7% of the respondents prefer other food options mainly Arabian cuisine.



Graph No. 12: Factors that influence choice of online food delivery services

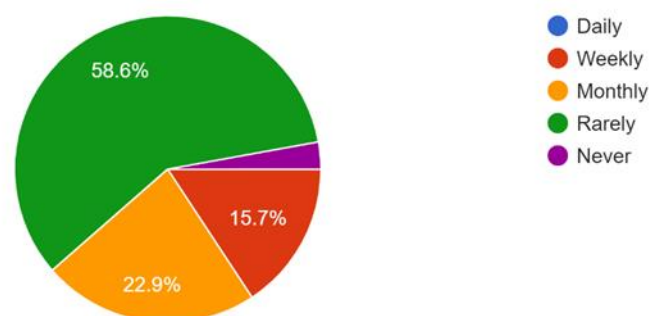
What factors influence your choice of online food delivery service? (Rank in order of importance, 1 being the most important and 4 being the least important)



It can be analysed from the above graph no. 12 that food quality takes first position in influencing respondent choice on online food delivery. Delivery time takes second position, prices take third position, user reviews and ratings take fourth position and taste takes fifth position.

Graph No. 13: Frequency in the usage of online food delivery services

How frequently do you use online food delivery services  
70 responses



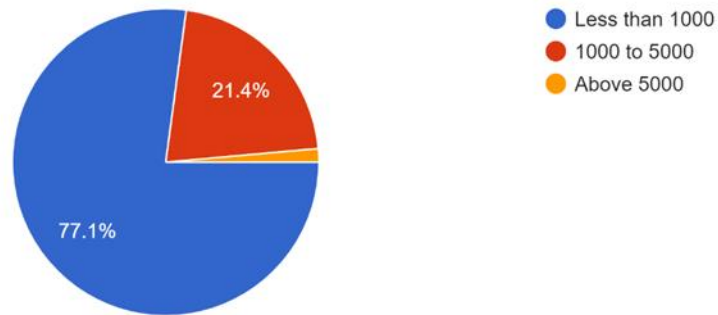
It can be indicated from the above graph no. 13 that 58.6% of the respondents use online food delivery services rarely, 22.9% of the respondents use online food delivery services monthly,

15.7% of the respondents use online food delivery services weekly and 2.8% of the respondents never use online food delivery services.

Graph No. 14: Average amount per month spent on online food delivery

What is the average amount per month you spend on online food delivery?

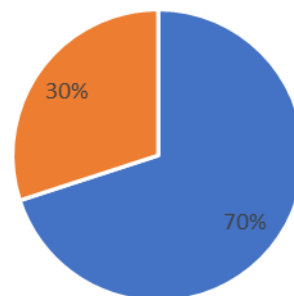
70 responses



The above graph no. 14, shows that 77.1% are respondents who spend less than 1000 per month. 21.4% of the respondents spend in between 1000 to 5000 per month and 1.5% of the respondents spend above 5000 per month.

Graph No. 15: Effect in the consumption on online food delivery services after covid pandemic

Do you think that your consumption on online food delivery services has increased after the covid pandemic?



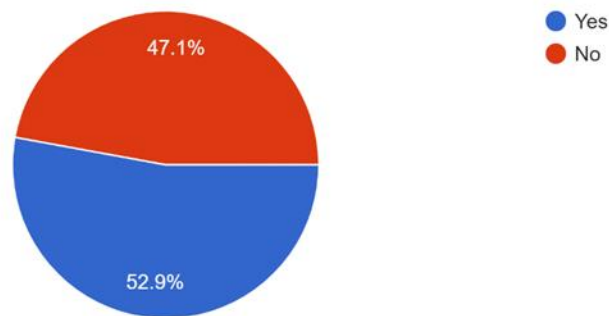
■ yes ■ no

It can be seen from the above graph no.15 that 70% of the respondents agree that their consumption on online food delivery services has increased after covid pandemic and 30% of the respondents disagree.

Graph No.16: Eco friendly packaging.

Is your food packaging eco friendly?

70 responses

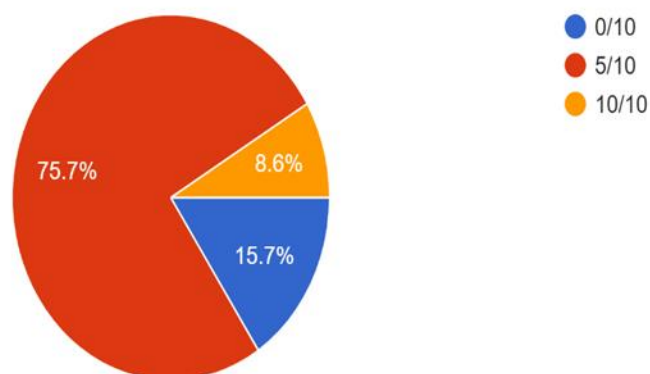


It can be observed from the above graph no.16 that 52.9% of the respondents agree that their package is ecofriendly while 47.1% disagree.

Graph No.17: Rating food packages based on eco-friendliness

Rate how eco-friendly is your food packaging?

70 responses



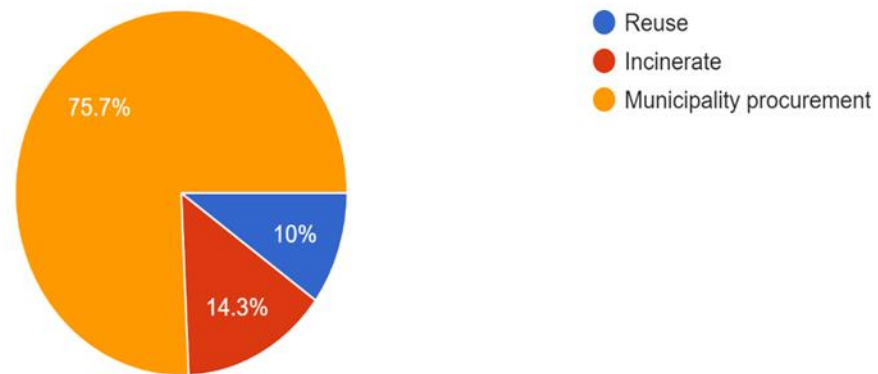
It can be analysed from the above graph no.17 that 75.7% of the respondents rate their food

package 5 out of 10, 15.7% of the respondents rate their food package 0 out of 10 and 8.6% rate 10 out of 10.

Graph no.18: Disposal of food packaging waste.

How do you dispose food packaging waste?

70 responses

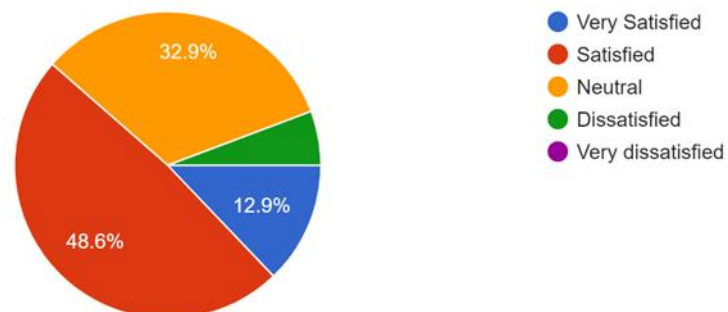


It can be understood from the graph no.18 that 75.7% of the respondents dispose their waste through municipality procurement, 14.3% of the respondents incinerate and 10% reuse.

Graph No.19: Satisfaction

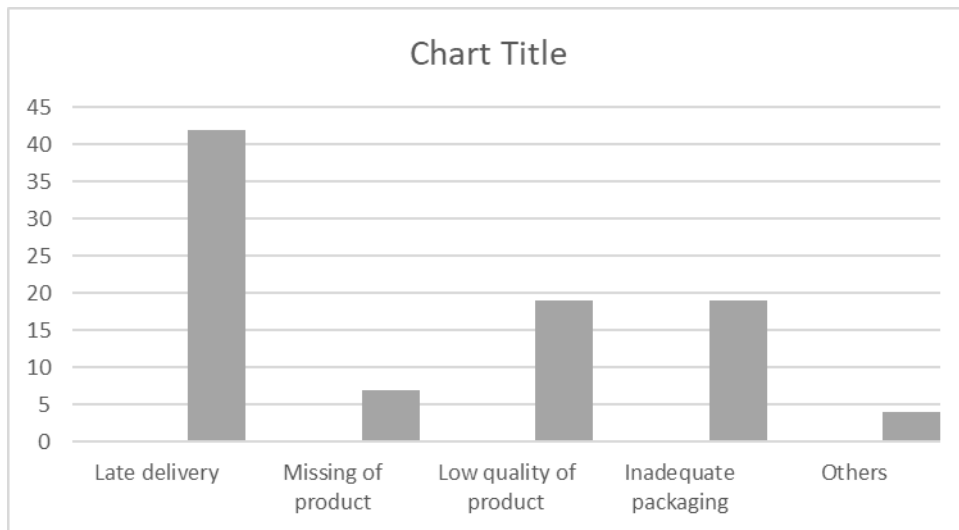
How satisfied are you with the online food delivery services available in Kochi City?

70 responses



It can be emphasized from the graph no.19 that 48.6% of the respondents are satisfied with their online food delivery services available in Kochi city, 32.9% are neutral, 12.9% are very satisfied, and 5.6% are dissatisfied.

Graph No.20: Issues faced in online food delivery services



It can be seen from the above graph no. 20 that respondents faced major issues in online food delivery services is due to late delivery. The next major problem is low quality of food and inadequacy in packaging. Less no. respondents faced the issue of the missing of product.



**CHAPTER V**  
**FINDINGS AND CONCLUSION**

## FINDINGS

Through this study on the topic PREFERENCES OF COLLEGE STUDENTS TOWARDS ONLINE FOOD DELIVERY WITH SPECIAL REFERENCE TO KOCHI CITY, the researchers have traced the socio-economic profile, preferences of respondents, extent usage of online food delivery, various influencing factors and satisfaction level of respondents regarding online food delivery.

The first major objective of the study was the socio-economic profile of the respondent and it can be analysed that 50% of the respondent are male category and subsequently 50% of respondents are female category. Among the respondent majority of them third years 15.7% and second years 12.9% and 11.4% of (PG) fourth years and first years. Then it was found out that majority of respondents that 55.7% do not avail hostel or paying guest facilities while 44.3% of the respondent avail hostel or paying guest facilities. Majority that 50% of the respondents have an annual income between 11 lakhs to 5 lakhs, 32% have an annual income below 1 lakh, 12% have an annual income between 5 and 10 lakhs and 5% have an annual income above 10 lakhs. Most of them from rural areas 51.4% and 48.6% of the respondents are from urban areas.

The second major objective was to study about find out the preference of the respondents towards online food delivery system. Most of the respondents prefer home food 91.4% and 8.6% of the respondents prefer restaurant food. Majority of respondents prefer home food and that 53% of the respondents prefer home food because of its healthy nature, 42.4% of the respondents prefer home food due it's comfort feeling and others due to traditional grandparents recipes. Most of the respondents 52.9% of the respondents prefer fast food and 40% of the respondents prefer both Indian and Keralian food, 24.3% of the respondents prefer Chinese food, 12.9% of the respondents prefer Italian food and remaining 5.7% of the respondents

prefer other food options mainly Arabian cuisines. Majority that 11.4% of the respondents frequently ordered noodles, 7.1% of the respondents prefer biriyani, porotta and kuzhimandhi, 4.3% of the respondents orders pizza and shawarma through online delivery.

The third major objective was to study about extend usage of online food delivery. From the graph, it's clear that convenience is the primary reason people use online food delivery services 25% as it occupies the top position. This suggests that customers value the ease and simplicity of ordering food online, which could include factors like saving time, avoiding traffic, and having food delivered to their doorstep. The second position being held by the variety of choices 27% indicates that customers appreciate the diverse options available when ordering food online. This could include a wide range of cuisines, restaurants, and menu items that may not be easily accessible otherwise. Discounts and offers being the third reason highlights the importance of cost savings for customers. Many online food delivery platforms offer discounts, promotions, and loyalty programs to attract and retain customers, making it a more affordable option compared to dining out or cooking at home. Lastly, the fourth position being occupied by avoiding cooking suggests that some customers use online food delivery services as a convenient alternative to cooking. This could be due to a lack of time, interest, or skill in cooking, making online food delivery a convenient solution for their meal needs. In regard to platforms or apps typically used for online food delivery, the data from the graph indicates that Swiggy is the most popular online food delivery platform among the respondents, with 72.9% of them using it. This suggests that Swiggy is well-liked for its service, variety of restaurants, and ease of use. Zomato follows closely behind, with 64.3% of the respondents using it. It is known for its extensive restaurant listings, user reviews, and food discovery features, which may contribute to its popularity among users. 7.1% of the respondents prefer other methods, such as directly contacting hotels for food delivery. This could indicate that some users prefer traditional methods of ordering food or have specific preferences that are not met by mainstream online delivery platforms. Only 1.4% of the respondents use Food Panda, indicating that it is not as popular among the surveyed group. This could be due to factors such as regional availability, service quality, or marketing efforts. Interestingly, none of the respondents prefer Uber Eats, which suggests that Uber Eats may not be a popular choice in the surveyed area or that other platforms offer more appealing features or services. In summary, Swiggy and Zomato are the preferred choices among the respondents, while Food Panda and Uber Eats have lower usage rates. Some respondents also prefer other methods of ordering

food, indicating a diverse range of preferences among users. How frequently do you use online food delivery apps? The data from the graph indicates that a majority of the respondents, 58.6%, use online food delivery services-rarely. This suggests that for most respondents, online food delivery is regular or frequent activity, and they may prefer other dining options or cooking at home.22.9% of the respondents use online food delivery services monthly, indicating that there is a significant portion of users who use these services on a somewhat regular basis, possibly for convenience or to treat themselves occasionally.15.7% of the respondents use online food delivery services weekly, showing that there is a sizable portion of users who rely on these services as a more frequent dining option, possibly due to busy schedules or a preference for ordering in. Only 2.8% of the respondents never use online food delivery services, indicating that the vast majority of respondents have at least some experience with or inclination towards using these services, even if it's not a regular occurrence. Average amount per month spent on online food delivery The data from the graph indicates that a large majority of respondents, 77.1%, spend less than 1000 per month on online food delivery services. This suggests that for most respondents, online food delivery is a budget-friendly option, and they are able to manage their food expenses within a relatively low range.21.4% of the respondents spend between 1000 to 5000 per month on online food delivery services, indicating that there is a significant portion of users who are willing to spend more for the convenience and variety offered by these services. This could include users who order food more frequently or who prefer higher-priced restaurants. Only 1.5% of the respondents spend above 5000 per month on online food delivery services, suggesting that this is a small minority of users who are willing to spend a significant amount on these services, possibly due to specific dietary preferences, convenience, or lifestyle choices. Effect in the consumption on online food delivery services after Covid pandemic, the data from the graph indicates that a significant majority of respondents, 15-70%, agree that their consumption of online food delivery services has increased after the COVID-19 pandemic. This suggests that the pandemic has had a substantial impact on the way people order food, with more individuals turning to online delivery services for their food needs due to restrictions, safety concerns, and changes in lifestyle. The remaining 30% of respondents disagree, indicating that not everyone has experienced an increase in their online food delivery consumption after the pandemic. This could be due to various factors such as personal preferences, access to other food options, or changes in living situations.

The fourth major objective was to find out various influencing factors to prefer online food delivery. From the graph, it's evident that food quality is the most significant factor influencing respondents' choice of online food delivery services, as it occupies the top position. This indicates that customers prioritise the taste, freshness, and overall quality of the food when selecting a platform. Delivery time being the second most important factor suggests that customers value timely and efficient delivery of their food orders. This could include factors like quick preparation, accurate delivery estimates, and timely arrival of the food. Prices taking the third position highlights the importance of affordability for customers. While quality and taste are crucial, customers also want value for money and are likely to choose platforms that offer competitive prices and good deals. User reviews and ratings being the fourth factor indicate that customers consider the feedback and experiences of others when making their choice. Positive reviews and high ratings can instil confidence in customers and influence their decision-making process. Lastly, taste being the fifth factor suggests that while it is important, it is not the primary consideration for customers. This could mean that customers expect a certain level of taste and focus more on other factors like quality, delivery time, and price.

Reason for the usage of online food delivery services. The graph highlights that the primary drivers for the adoption of online food delivery services are convenience, which holds the top spot. This suggests that consumers value the ease and efficiency of ordering food online. Following closely behind is the variety of choices available, indicating that the selection of restaurants and cuisines plays a significant role in attracting customers. Discounts and offers rank third, indicating that pricing incentives are also influential in driving usage. Lastly, the desire to avoid cooking is listed as the fourth most important factor, indicating that the convenience of having meals delivered is a key motivator for consumers seeking to save time and effort in meal preparation.

The fifth major objective examine the satisfaction level of respondents regarding online food delivery. Customers' satisfaction level with online meal delivery can differ based on a number of variables, including the platform or app that they use to place their orders, the speed at which they are delivered, the quality of the food, the accuracy of their orders, and the customer support they receive. Individual experiences and tastes frequently have an impact on it. In this industry, customer satisfaction levels are often measured and improved through the use of surveys, reviews, and feedback methods. It can be emphasized from the graph no.19 that 48.6% of the respondents are satisfied with their online food delivery services available in Kochi city, 32.9%

are neutral, 12.9% are very satisfied, and 5.6% are dissatisfied. The dissatisfaction of customers with online food delivery can be caused by issues like late deliveries, incorrect orders, and poor food quality. Since many are satisfied with online food delivery services it also face issues like late delivery, missing of product, low quality of products, inadequate packaging, wrong orders, additional costs and various other issues. It can be seen from the graph that the primary issue the respondents are facing is the late delivery then comes the low quality and missing of products. Users become frustrated due to unexpected prices, inconsistent item selection, and data protection concerns. To improve customer satisfaction, services should prioritize service quality, open pricing, and strong customer support. Its also important to be mindful of environmental issues. To a certain extent, ordering food online can be environmentally friendly and sometimes it degrades environment. To the question is your packaging eco-friendly it can be analysed from the graph that 52.9% agree that their packaging is eco-friendly while 47.1% disagree. 75.7% of the respondents rate their food package 5 out of 10, 15.7% of the respondents rate their food package 0 out of 10 and 8.6% rates 10 out of 10. Packaging waste, however, also raises environmental concerns. It can be understood from the graph 75.5% of the respondents dispose their waste through municipality procurement 14.3% of the respondents inclinerate and 10% of the respondents reuse. It's critical that food delivery platforms give sustainable packaging materials and processes top priority in order to make online food delivery more environmentally friendly.

## **CONCLUSION**

The study helped us to understand the preferences of college students towards online food delivery. We could conclude by saying that online food delivery has immense possibilities. With just a few taps on their phones, students can order food from a variety of restaurants without having to leave their dorm or study space. These food delivery apps often provide a wide range of food options, catering to different tastes and dietary preferences. Furthermore, students can take advantage of deals, discounts, and special offers available on these apps, making it more affordable for them. It is all about convenience, variety, and affordability.

## **SUGGESTIONS**

- The restaurants should be partnered with delivery applications as it will lead to more sales for the restaurants and attract customers also late night quick delivery mechanism should be implemented with more restaurants taking part in it.
- Sometimes the websites face site crash or slow server issues. The company associated should always review and take adequate measures.
- Delivery systems should deliver on time by increasing the enumeration of delivery agents as it saves time, ensure prompt service and increases customer satisfaction.
- More offers and discounts should be given to make meals more affordable to students. It should include more combo offers making it cheaper.
- It's critical that food delivery platforms give sustainable packaging materials and processes top priority in order to make online food delivery more environmentally

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# **APPENDIX**

**STUDY ON THE PREFERNCES OF COLLEGE STUDENTS TOWARDS ONLINE  
FOOD DELIVERY WITH SPECIAL REFERNCE TO KOCHI CITY**

**QUESTINNAIRE**

1. Name

2. Age

3. Gender

Male

Female

Other

4. If other, please specify

5. Academic year

First year

Second year

Third year

Fourth year or higher.

6. Do you avail hostel or paying guest facilities?

Yes

No

7. College Name

8. Father's Occupation

9. Mother's Occupation

10. Annual Income

11. Types of Residence

Rural

Urban

12. Do you prefer home food or restaurant food?

Home food

Restaurant food

13. If you prefer home food, what are the reasons?

Healthy food

Traditional grandparents recipes

Comfort feeling

14. What are the main reasons you use online food delivery services? (rank in order of importance, 1 being the most important and 4 being the least important)

Rank	Convenience	Variety of choices	Discounts & offers	Avoid cooking
1				
2				
3				
4				

15. What types of cuisine do you most often order through online food delivery service (check all that apply):

- Indian
- Keralian
- Italian
- Chinese
- Fast food
- Other

15. If other, specify

16. Are there any specific food items or dishes you frequently order through online food delivery? (Please specify)

17. What platforms or apps do you typically use for online food delivery?  
(Check all that apply)

- Swiggy
- Zomato
- Foodpanda
- UberEats
- Other

18. If other, specify

19. What factors influence your choice of online food delivery service?  
(Rank in order of importance, 1 being the most important and 4 being the least important)

Rank	Food quality	Delivery time	Price	User reviews & ratings	Taste
1					
2					
3					
4					
5					

20. How frequently do you use online food delivery services

Daily

Weekly

Monthly

Rarely

Never

21. What is the average amount per month you spend on online food delivery?

Less than 1000

1000 to 5000

Above 5000

22. Do you think that your consumption of online food delivery services has increased after the covid pandemic?

23. Is your food packaging eco friendly?

Yes

No

24. Rate how eco-friendly is your food packaging?



0/10

5/10

10/10

25. How do you dispose food packaging waste?

Refuse

Incinerate

Municipality procurement

26. How satisfied are you with the online food delivery services available in Kochi City?

Very Satisfied

Satisfied

Neutral

Dissatisfied

Very dissatisfied

27. Have you ever had a negative experience with an online food delivery service? If yes, please briefly describe.

28. What are the issues you face while using online food delivery services?

Late delivery

Missing of product

Low quality of product

Inadequate packaging

Other

29. What improvements or additional features would you like to see in online food delivery services in Kochi City?

Thank you for participating in this survey.

30. Is there anything else you would like to add or any comments you have regarding online food delivery services in Kochi City?