

**A STUDY ON  
CONSUMER PERCEPTION TOWARDS FOOD DELIVERY APPLICATIONS  
WITH SPECIAL REFERENCE TO IN ERNAKULAM CITY**

**Dissertation  
Submitted by  
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**Under the guidance of  
Smt. ANNIE MERLYN RODRIGUES  
In partial fulfillment of the requirement for the Degree of  
MASTER OF COMMERCE**



**ST.TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM  
COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**Nationally Re-Accredited with A++ Grade**

**Affiliated to Mahatma Gandhi University**

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**ST.TERESA'S COLLEGE, ERNAKULAM (AUTONOMOUS)**

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**CERTIFICATE**

**This is to certify that the project titled “A STUDY ON CONSUMER PERCEPTION TOWARDS FOOD DELIVERY APPLICATIONS with reference to Ernakulam district” submitted to Mahatma Gandhi University in partial fulfillment of the requirement for the award of Degree of Master in Commerce is a record of the original work done by Ms. Felja Mary, under my supervision and guidance during the academic year 2023-2024.**

**Project Guide**

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**External Examiner(s)**

## **DECLARATION**

**I, Felja Mary, final year Master of Commerce student. Department of Commerce(SF), St. Teresa's College(Autonomous) do hereby declare that the project entitled A STUDY ON CONSUMER PERCEPTION TOWARDS FOOD DELIVERY APPS IN ERNAKULAM submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of Smt. Annie Merlyn Rodrigues, Assistant Professor of Department of Commerce(SF), St.Terasas's College (Autonomous)and this work has not previously formed the basis for the award of any academic qualification, fellowship or other similar title of any other university or board.**

**PLACE: ERNAKULAM**

**FELJA MARY**

**DATE:**

## ACKNOWLEDGEMENT

First of all, I am grateful to God Almighty for his blessings showered upon us for the successful completion of my project.

It is my privilege to place a word of gratitude to all persons who have helped us in the successful completion of the project.

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I will remain always indebted to my family and friends who helped me in the completion of this project.

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**FELJA MARY**

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# **CHAPTER 1**

## **INTRODUCTION**

## INTRODUCTION

Online food delivery is service in which a store or restaurant delivers food to a customer through the restaurant's website. Due to internet and allied technologies, customers can easily avail all the information that are required to select, evaluate and purchase the product. The online food delivery market in India is growing significantly with evolving lifestyle patterns and changing eating habits of Indians. Revolution in the online retail market made a strong impact on the Indian food industry(2020).Dynamic work schedules and escalation in disposable incomes have promoted online food delivery, especially in the urban areas.

The number of working women has increased in the Indian workforce, particularly in the organized sectors. Due to this there is a rise in double income families. With both the partners working and sustaining hectic working schedules, it becomes tough for people to get sufficient time and energy to daily enjoy homemade food. Further overall spending capacity of the families have also increased. In addition to this, the key players in the market like Swiggy and Zomato keep on announcing lucrative offers for the existing and new customers in order to keep up the intense competition in the online food ordering market.

This results in people's increasing preference towards ordering food online and relishing their favorite cuisine at home at a reasonable price, thereby increasing the value and user base of the online food ordering market in India. Online food delivery apps are setting as an agent between the restaurant and end-user.

Online food delivery works on two delivery types i.e., Aggregators & Cloud kitchen. The Food Aggregators allow consumers to compare and order their meals from different restaurants through a single app. It is more prevalent in India than Cloud Kitchens.

Many leading players like Zomato, Swiggy, and Eat. Fit, McDonald's Corporation and Domino's Pizza Inc, etc. have introduced contactless delivery service through food delivery applications, which are used in India.

How to use a food delivery app generally:

1. You need to download a given app from the Play Store or App Store (For Apple phones).
2. Register yourself, provide your details, and there are several menus from various restaurants on the screen with attractive discounts.

3. Browse them and then compare the rates on other food delivery apps, and there you have it! Best of food delivered to you at the most competitive pricing.

## **OBJECTIVES**

- To study the consumer perception towards food delivery apps.
- To study the factors that influence consumer's choice in the adoption of food delivery apps.
- To study the positive and negative factors associated with the utilization of food delivery apps.
- To study the strategies implemented by Online Food ordering apps.

## **STATEMENT OF PROBLEM**

Food delivery app is an online food ordering system whose software allow restaurant businesses to accept and manage orders placed via a website or mobile app. Zomato is the first food delivery app to sweep the whole country by its then exclusive services. Online ordering system mainly consists of two components, first, is the app website or the mobile app for customers to view the restaurant's menu and place their online order. Second, is an admin management interface for the restaurant to receive and manage orders.

This service offered employment opportunities as well as convenience of ordering to its users. Thus, the study focuses on the consumer attitude and perception towards food delivery apps.

## **SIGNIFICANCE OF STUDY**

Food delivery apps offer the convenience of ordering food from any place at any time. This study undertakes to give an insight about various food delivery apps and its services. This study helps in understanding the consumer attitude and perception towards food delivery apps especially during the ongoing pandemic. The study also aims to find the problems, risks and benefits associated with the use of food delivery apps for consumers, employees as well as restaurants.

## **RESEARCH METHODOLOGY**

Research can be defined as a systematic investigation to establish facts. Research methodology is defined as a highly intellectual human activity used in the investigation of nature and matter and deals specifically with the manner in which data is collected, analyzed and interpreted.

The study is conducted to obtain data on consumer perception towards various food delivery apps in India. A sample size of 100 people is selected and their responses are collected on the basis of a questionnaire method which was designed to collect information required for the study. Secondary data was obtained and used for developing literature review for the study. The data collected was analyzed using both statistical tools and percentage analysis.

**TYPE OF RESEARCH:** A descriptive research design is used under this project.

**SOURCE OF INFORMATION:** Information required for this project is acquired by collecting primary data as well as evaluating secondary data. Primary data will be collected from the sample using online questionnaire from 100 respondents. Secondary data includes articles from magazines, journals, reviews, etc. related to the subject and project documents.

**SAMPLING TECHNIQUE:** Convenient sampling techniques have been adopted for this purpose of carrying out this project.

**SAMPLE SIZE:** 100 consumers are randomly selected to collect data for the analyses.

**TOOLS USED:** Tables, graphs and charts are used to present the analyzed data.

## **LIMITATIONS OF THE STUDY**

- A sample size of 100 from across the country cannot be considered as a complete representation of the population of the entire country.
- Reluctance in disclosing personal experiences related to usage of food delivery service.
- Data collected may not be accurate.
- Consumer perceptions change from time to time with advancement in technology and ongoing competition.

## **Chapter 2**

### **Literature Review**

## **LITERATURE REVIEW**

### **Mr. Jack Collinson, Department of Economics, Stanford University(2020)**

In his paper regarding The Impact of Online Food Delivery Services on Restaurant Sales stated that 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 revenue. This has led to the hybridization of strictly brick- and mortar stores, which now operate both online and offline.

### **Hafiz U R Rahman, Mahmood Ashraf, Muhammed Abra, Abid Mehmood(2019)**

In their research paper, to study the useable food delivery applications, presents the overall background of food delivery applications and procedure of ordering of food through food delivery applications. Today the world of information technology rules the world and nowadays people are familiar with the use of computers, mobiles and mobile applications.

### **Dr. Mitali Gupta(2019)**

In her project to study the usage of food delivery apps stated that, the format of home delivery or the takeaways have gained plenty of additional customers in locations like malls, offices and big-party orders for residential complexes. Individuals missing breakfast on the thanks to work, order-in. People, United Nations agency want a higher section of company lunch or party orders too.

### **Jasna Mary Joseph(2019), Guest Faculty, Department of Commerce, St.Peter's College, Kolenchery, Kerala**

To identify the level of customer satisfaction on Online Food Delivery Apps in Kochi and to identify the most influencing factor of customer satisfaction towards Online Food Delivery Apps. No business can exit without customers. Customer value is an asset to the organization.

### **Sonali Jadhav(2018)**

In the study titled Food ordering mobile applications- A new wave in food entrepreneurship, has analyzed the benefits and challenges of food delivery apps for customers and the restaurants and has established the gaining popularity of the apps among the customers.

**Karishma Sharma(2018)**

The services of each app are very attractive with offers to influence the viewers. Dinner was the most opted meal time of meals by the people using this app, and preferred only for users less than 3. If they have three or more, they tend to dine out. Here is evidence that the food ordering app has reduced the walking customers.

**Karthika et.al (2018)**

In their study on the various food ordering apps based on consumer preference, opined that the online food delivery apps need to improve their restaurants sites and menus to satisfy the customers in a better way.

**J.Das (2018)**

Has studied, analyzed and compared the top 4 food delivery apps namely, Zomato, Swiggy, Foodpanda and Ubereats. Providing “better discounts and better choices of restaurants”, Zomato is positioned at the top by the customers. Zomato is also positioned at the top by the customers while considering on delivery on time and good customer service. In both situations, customers ranked Ubereats at the last position.

**Leong Wai Hong(2016)**

According to him, technological advancement in many industries have changed the business model to grow. Efficient systems will facilitate the productivity and profitability of an edifice. The use of an online delivery system is believed that it will lead the restaurant’s business growth from time to time and provides the restaurants to facilitate major business online.

**H.S.Sethu & Bhavya Saini(2016)**

Their aim was to investigate the students perception, behavior and satisfaction of online food ordering and delivery services. Their study reveals that online food delivery services facilitate the scholars in managing their time higher. It is additionally found that simple accessibility of their desired food at any time was the prime reason for using the services.

**Sethu and Saini (2016)**

The online food ordering apps were analyzed by the researcher on the basis of certain characteristics. Majority of the consumers were aware about purchasing on the internet and found that it is very convenient to use the internet.

**Varsha Chavan (2015)**

According to her, the use of smart device-based interfaces for customers to view, order and navigate has helped the restaurants in managing orders from customers immediately. The capabilities of wireless communication and smartphone technology in fulfilling and improving business management and service delivery. Their analysis states that this method is convenient, effective and easy to use, which is expected to improve the overall restaurant business in coming times.

**Dr.Neha Parashar (2013)**

Customer's attitude towards online food purchase also showed the convenience, no hassle and ease of use as the major factor, also the preference among the mobile food app is choice based on the perceptions of consumer's reviews or feedback.

**Donkoh and Quainoo (2012)**

Stated that the Customers perceptions about food and services are very important for the food and service industry because it helps them to identify the needs and preferences of the customers and satisfy them.

**Kimes (2011)**

Said that the amount of increase in online food ordering is because of, convenience and control. Almost half of the population has ordered food online. Personal interaction with restaurant employees, satisfaction level of consumers after ordering food online and changed behavior of the consumers regarding food mobile ordering Apps shows the perception of consumers for mobile food ordering apps.



## **CHAPTER 3**

### **THEORETICAL FRAMEWORK**

## **THEORETICAL FRAMEWORK**

Economic growth and increasing broadband penetration are driving the global expansion of e-commerce. Consumers are increasingly using online services as their disposable income increases, electronic payments become more trustworthy, and the range of suppliers and the size of their delivery networks expand. The e-commerce market has experienced strong growth over the past decade, as customers have increasingly moved online.

Ordering food from food delivering applications is the process in which order for the food is placed through the app and is delivered to the customer to the specified place. Food delivery apps are basically designed for those people who don't have the time to go to restaurants. As the say, money but time is money.

Basically, mobile apps consist of a set of instructions that run on smartphones and perform a specific task. Mobile applications are easy to use, user friendly, inexpensive, convenient to carry, powerful development framework, simply downloadable and run on most of the smart devices. There are a number of apps which are pre-installed in smart phones and whereas the others, users can easily download.

Food delivery providers can be categorized as being either restaurant-to-consumer delivery or platform-to-consumer delivery operations. In restaurant-to-consumer delivery, food providers make the food and deliver it, such as KFC, McDonald's, and Domino's. The order can be made directly through the restaurant's online app. Third-party platforms also provide online delivery services from partner restaurants which do not necessarily offer delivery services themselves, a process which is defined as platform-to-consumer delivery. Third-party platforms vary from country to country, and include examples, such as Uber eats in the U.S., Eleme in China, Just Eat in UK, and Swiggy or Zomato in India. These application companies can either be responsible for recruiting and training professional delivery people, or they may also resort to crowdsourcing logistics. Professional delivery people are usually trained, and at least part of their salary is guaranteed, while a portion is commission-based. In contrast, the independent delivery people who are frequently known as "riders" are paid on commission(per order) basis.

Various apps in the Indian market are: Zomato, Swiggy, Fasoos, Eat Fit, Domino's Pizza, UberEats etc. Zomato and Swiggy are one of the well-known applications that provide the online service of delivering food to consumer homes.

Swiggy is an online food delivery service that offers a lot of variety. They're the largest in India and operate in more than 500 cities throughout the country, such as Delhi, Mumbai, Hyderabad, and Bangalore, among other cities. The company also has features such as Swiggy Genie, which allows customers to order anything from groceries to shampoo while they enjoy their meal; Swiggy Money, which allows customers to load their Swiggy Wallet and pay instantly with ease; and Swiggy Super, where you can get free delivery and amazing discount on top restaurants of your city. Swiggy has been rated as the best Online Food Delivery Service in India by several firms since its inception in 2014.

Zomato is a restaurant discovery and food delivery service that operates in more than 500 cities across India. They list restaurants with detailed descriptions, photos of the dishes on offer, reviews from customers, as well as contact information-making it easy to find any cuisine you crave for your meal. Zomato has an extensive and intensive menu, which is why there are a favorite among Indian foodies. It has a wide variety of restaurants you can choose from, and it also offers the option to order ahead for pickup or delivery. Zomato boasts more than 95% of all online restaurant reviews and has been rated as one of Forbes Top 100 Startups 2017.

Eat Fit or Cult.fit is an online food ordering service that helps you to maintain a healthy diet with three simple pillars: Deliver healthy, tasty Indian meals, Aid the wider adoption of physical exercise as a part of daily life and offer education through Yoga, Ayurveda, etc. Eat Fit has its own kitchen to prepare fresh, healthy meals. Then comes EatSure, which now serves ten cities across India and delivers over 95% of orders within 30 minutes! EatSure is running on a cloud kitchen-based business model wherein the parent company Rebel Foods is offering 10 in-house brands on its platform.

The revenue change of food ordering apps like Zomato has seen a constant uptick, and the growth rates for 2021 have been over 23%, making food delivery an exceedingly fast-growing segment.

## **ADVANTAGES:**

### Advantages for the customer:

- No more waiting in long queues to place an order.
- Increased transparency in pricing
- The convenience of ordering from any place at anytime
- Multiple ways to pay for the order
- Loyalty points which can mean better savings when they frequent a particular place
- Easy access to food for those who generally eat out but cannot due to safety concerns as well as restrictions made regarding the COVID-19 pandemic.

### Advantages for the restaurant:

- Customers spend more when they order through an app as they have more time to make a decision.
- Restaurants can handle orders with more accuracy and increase their productivity.
- Loyalty programs help restaurant to retain customers and do more repeat business
- It is easier to check the cash flow in the restaurant without having to open the registers and ordering notebooks
- Improved efficiency and lesser running costs
- During COVID-19, food delivery apps made up for the loss of reduced foot traffic due to safety issues and restrictions.
- Restaurants see an increase in bill sizes from online and delivery orders versus dine-in orders.

## **DISADVANTAGES**

### Disadvantages to the customer:

- Minimal control over the customer experience
- Expensive fees for each order
- Problems with the customer retention
- Possible negative impact on dine-in guests
- Chances of technical problems
- Risk of data security

May lead to increase in health concerns due to the constant ordering of unhealthy food available at an easy access during the COVID-19 pandemic.

#### Disadvantages to the restaurant:

- When working with a food delivery service, there will be more points of contact between the order being prepared and the food ending up in the hands of the customer. Thus, making it difficult to ensure the driver is meeting the standards you've set for your restaurant.
- Most food delivery app companies will take deep cuts of each meal delivered, which means you have to have a high volume of orders to see any real profit.
- Customers could have a bad impression of your restaurant due to traffic or road conditions or a wrong turn- delays that have nothing to do with the restaurant or its food.

## CHALLENGES

- **UNABLE PRICING MODEL:**

The food delivery industry is becoming extremely competitive with several new players joining in especially during the pandemic. And this, in turn, has made it difficult for competing businesses to identify the right pricing strategy.

- **MANAGING LOGISTICS:**

This is one of the greatest challenges faced by many food delivery start-ups. Often, the huge influx of orders makes it difficult for the delivery partner to provide on-time deliveries. This usually happens in the beginning, when the restaurants do not have the capacity to manage big logistic orders without disrupting the walk-in orders.

- **BUILDING A STABLE CUSTOMER BASE:**

In today's age of E-Commerce, the number of food delivery platforms are constantly rising. Thus, the customers are overwhelmed by the choices available to them. In such cases, engaging new users and making them stick to your platform is not easy. A restaurant or delivery service that offers better deals, incentives, and perks earns the loyalty of the moment.

- **PARTNERING WITH THE RIGHT EXPERTS IN THE MARKET:**

For entrepreneurs developing an aggregate food delivery platform, identifying and partnering with the right restaurant partners requires loads of effort. Joining forces with the best and quality partners and listing them on the platform helps to establish a good brand image. However, with a plethora of food outlets out there, filtering the best ones may become a challenge.

- **TO COPE WITH CUSTOMER EXPECTATIONS:**

They have huge expectations when it comes to online services, especially food delivery. And to cope up with these expectations, you must provide them with high-quality food service. The customers are looking for convenience and simplicity. They want the process of food searching and ordering to be straightforward. Also, they expect timely food deliveries at their fingertips.

- **IDENTIFYING THE MOST SUITABLE MARKET STRATEGY:**

Even if you have developed a full-fledged food delivery software integrated with the best features, finding new users can get challenging. This is especially because you are not channelizing the most suitable marketing platforms. Many times, the rapidly shifting customer preferences may make it hard to define a proper marketing strategy.

- Prioritizing order requests.
- Allocating the right number of vehicles, delivery valets.
- Selecting specific areas for food delivery also hampers several start-ups.

## **Chapter 4**

# **DATA ANALYSIS AND INTERPRETATION**

The e-commerce market has experienced strong growth over the past decade, as customers have increasingly moved online. Food delivery apps have made life so easy for the busy, stressed-out urban Indian who'd instead order on food on the phone than cook. Affordable, with various choices, free home delivery, and other features, food delivery apps gain popularity like never before. All around the world, the rising use of food delivery applications have changed the ways many consumers and food suppliers interact, and the sustainability impacts, defined by the three pillars of economic, social and environmental changes of this, has yet to be comprehensively assessed.

The study is conducted to obtain data on consumer perception towards Food delivery apps in India. The objective of our project is to study the consumer perception towards food delivery apps, the factors that influence consumers in the adoption of food delivery applications and the positive and negative impact of these applications. A sample size of 100 people is selected by ways of convenient sampling.

Data analysis and interpretation is the process of assigning meaning to the collected information and determining the conclusion, significance and implications of the findings. Analysis involves estimating the values of unknown parameters of the population and testing hypotheses for drawing inferences.

Primary data was collected on the basis of questionnaire method which was designed to collect information required for the study. Interaction with some of the customers was also useful in the study. Secondary data was used for developing literature review for the study. The data collected was analyzed using both statistical tools and percentage analysis. Percentage analysis is the method in which the opinion of the respondents, percentage is calculated for respective scales for each factor. Pie charts and Bar graphs were used as the statistical tools for visual presentation of the categorical data and are also very useful for recording discrete data.



## Gender

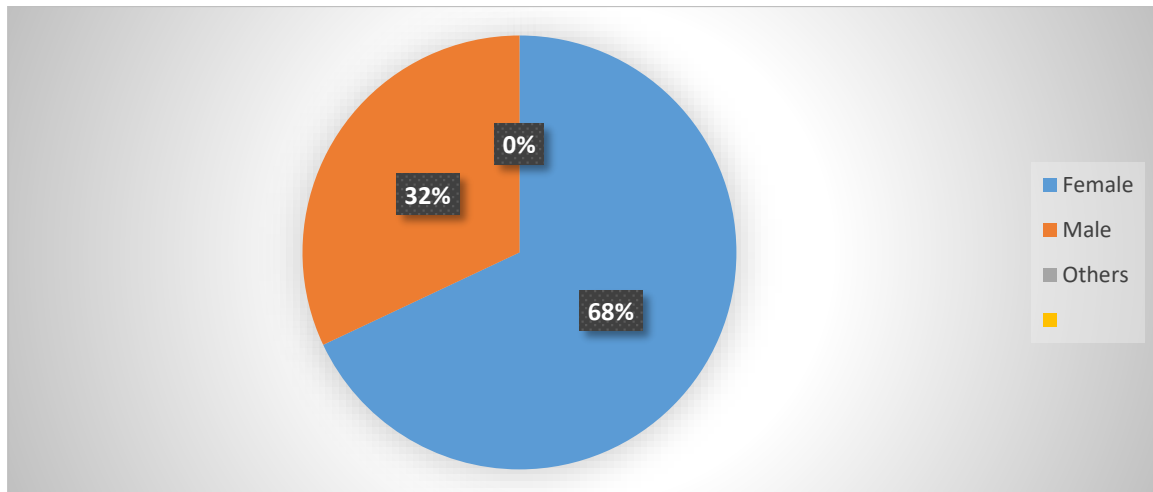
Table No: 3.1 Mentioning Gender of respondents

Determinant	Number	Percentage
Female	68	68
Male	32	32
Others	0	0
<b>Total</b>	<b>100</b>	<b>100</b>

Figure No.3.1 Showing gender of respondents

### 2.Gender

100 responses



source:primary data

### Interpretation

From the above figure and chart, we can infer that 68% of the respondents are male, 32% of the respondents are female and no respondents belong to the category of others. This does not mean that more women use food delivery apps.

## Age of respondents

Table No.3.2 Showing age of respondents

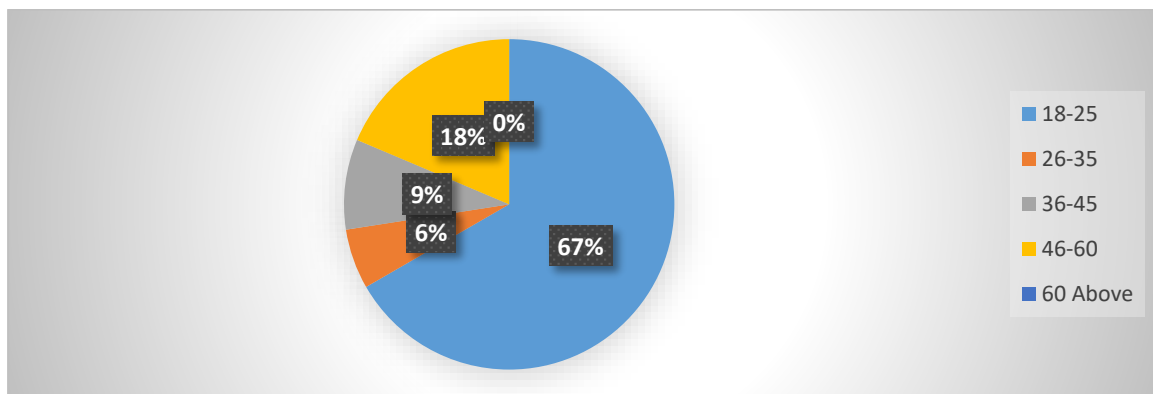
Determinant	Number	Percentage
18-25	68	68
26-35	6	6
36-45	9	9
46-60	19	19
60 Above	0	0
<b>Total</b>	<b>100</b>	<b>100</b>

Source:primary data

Figure No.3.2 Showing age of respondents

### 3. Age

100 responses



source: primary data

## Interpretation

From the above figure and chart, we can understand that 66% of the respondents are between the ages of 18-25. 6% of the respondents are between the ages of 26-30, 9% of the respondents are between the ages of 36-45. 19% of the respondents between the ages of 45-60 and 0%(none) are of the age above 6

## Occupation

Table No: 3.3 Mentioning occupation of respondents

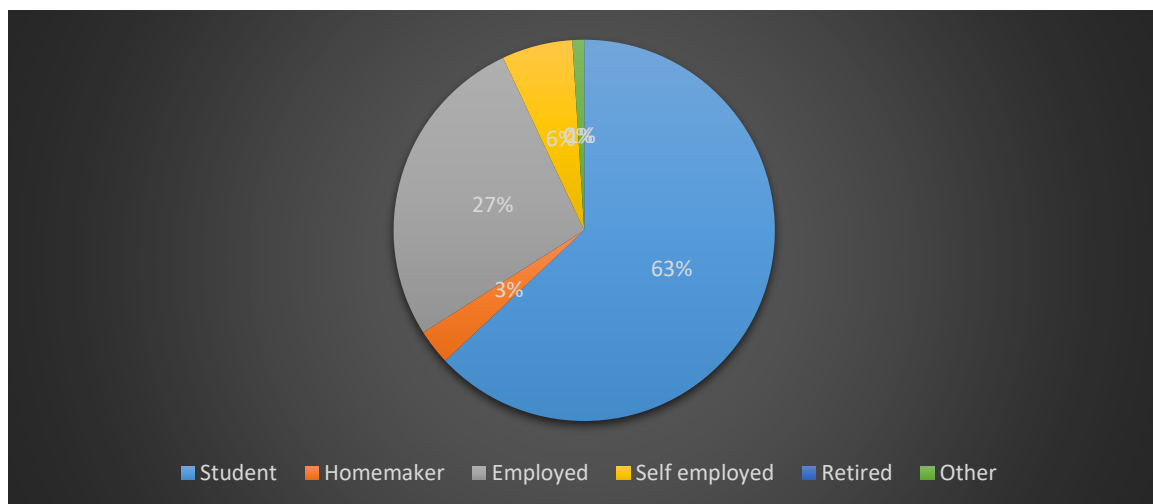
Determinant	Number	Percentage
Student	63	63
Homemaker	3	3
Employed	27	27
Self employed	6	6
Retired	0	0
Other	1	1
<b>Total</b>	<b>100</b>	<b>100</b>

Source: primary data

Figure No.3.3 Showing the occupation of respondents

### 4. Occupation

100 responses



Source:primary data

## Interpretation

From the above figure and chart, we can understand that 63% of the respondents using food delivery apps are students, 6% of the respondents using them are homemakers, 27% using them are employed, 6% of the respondents using them are Self employed and 0%(none) of the respondents using food delivery apps are retired.

## Food Preference

Table No: 3.4 Mentioning Food preference of the respondents

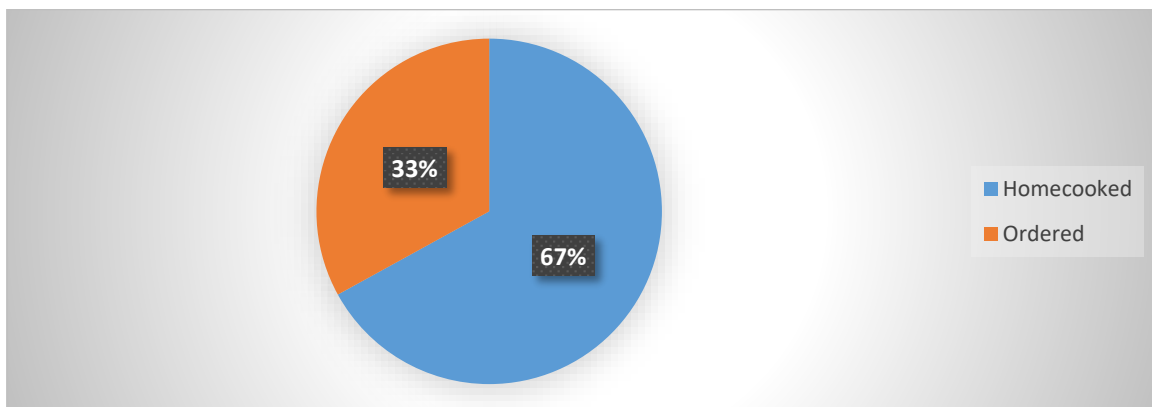
Determinant	Number	Percentage
Homecooked	67	67
Ordered	33	33
Total	100	100

Source:primary data

Figure No.3.3 Showing food preference by the respondents

5. What type of food do you prefer?

100 responses



Source:primary data

## Interpretation

From the above figure and chart, we can understand that 67% of the respondents prefer to eat home cooked food while 33% of the respondents prefer ordering their food from restaurants.

## Ordering of food

Table No: 3.5 Mentioning the frequency of ordering

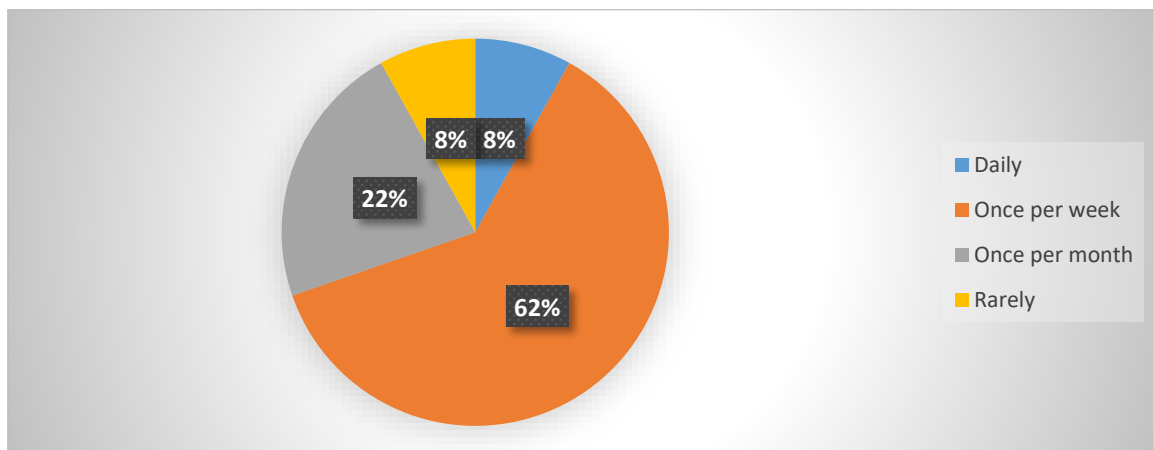
Determinant	Number	Percentage
Daily	8	8
Once per week	61	61
Once per month	22	22
Rarely	8	8
<b>Total</b>	<b>100</b>	<b>100</b>

Source:primary data

Figure No.3.5 Showing preferred frequency to order

6. How often do you order food?

100 responses



Source:primary data

## Interpretation

From the above figure and chart, we can understand that 61% of the respondents prefer to order food from the restaurant at least once per week, 22% of the respondents prefer to order food from a restaurant at least once per month, 9% of the respondents rarely order from food from a restaurant and 8% of the respondent's order food daily from restaurants.

## Frequency of ordering

Table No.3.6 Mentioning the frequency pre covid and post covid

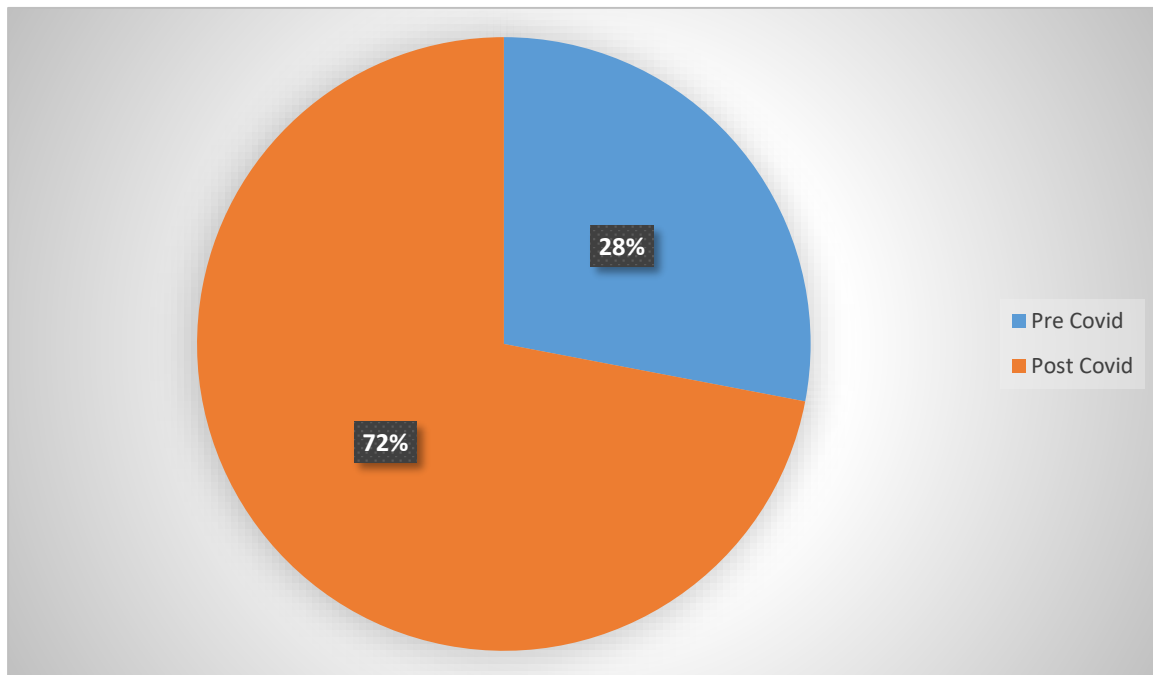
Determinant	Frequency	Percentage
Pre Covid	28	28
Post Covid	72	72
<b>Total</b>	<b>100</b>	<b>100</b>

Source:primary data

Figure No:3.6 Showing the frequency pre covid and post covid

7. Your frequency of ordering food was higher \_\_\_\_\_

100responses



Source:primary data

## Interpretation

From the above chart we can infer that 72% of the respondents started ordering food from restaurants post covid while 28% of the respondents had already started ordering from restaurants pre covid.

## Medium used for ordering

Table No.3.7 Mentioning the medium used for ordering food

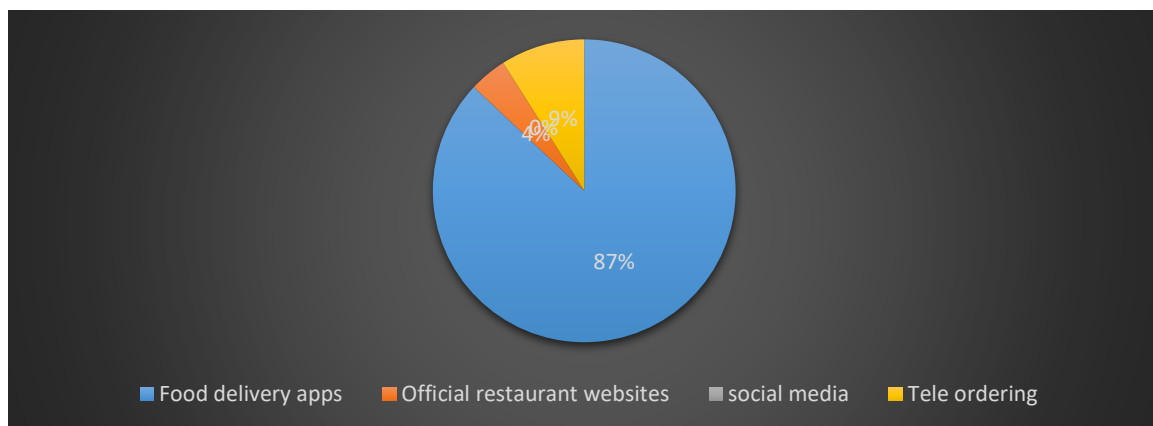
Determinant	Number	Percentage
Food delivery apps	87	87
Official restaurant websites	4	4
Social media	0	0
Tele ordering	9	9
Total	100	100

Source:primary data

Figure No:3.7 Showing the medium used for ordering food?

8.Which medium do you prefer for ordering food?

100 responses



Source:primary data

## Interpretation

From the above figure and chart, we can understand that 87% of the respondents use Food delivery apps to order food, 9% use Tele ordering facility to order food , 4% of the respondents use the restaurants official website to order food and 0%(none) of the respondents use social media facilities to order food from restaurants.

## Preferred food Delivery App

Table No.3.8.Mentioning the delivery app used by respondents

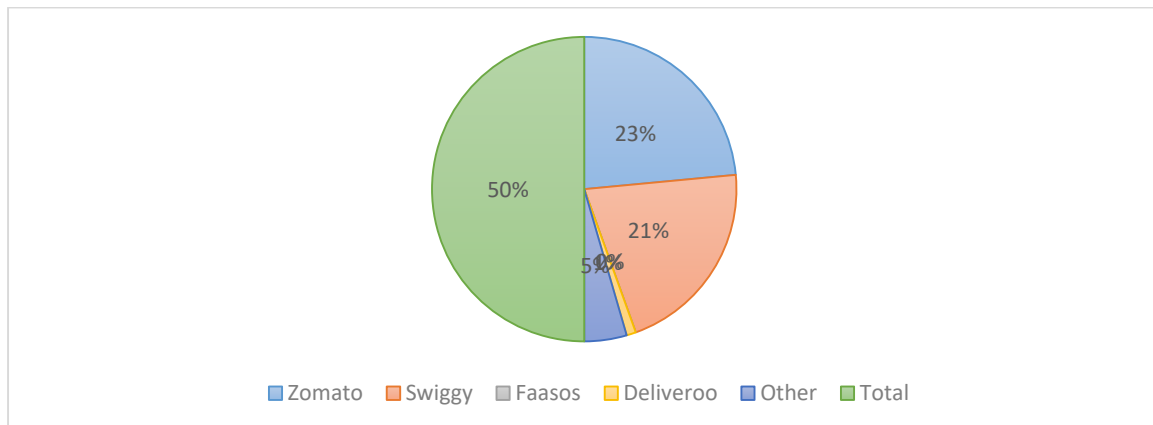
Determinant	Number	Percentage
Zomato	47	47
Swiggy	42	42
Faasos	0	0
Deliveroo	2	2
Other	9	9
<b>Total</b>	<b>100</b>	<b>100</b>

Source:primary data

Figure No.3.8.Showing the delivery app used by respondents

9.Which food app do you prefer?

100 responses



Source:primary data

## Interpretation

From the above figure and chart, we can understand that 47% of the respondents use the Zomato app to order, 42% of the respondents use the Swiggy app to order food, 9% of the respondents use other unspecified apps to order food, 2% of the respondents use the Deliveroo app to order food and 0% (none) of the respondents use the Faasos app to order food from restaurants.



## Reasons for not using Delivery apps

Table No.3.9 Mentioning reasons for not using Delivery apps

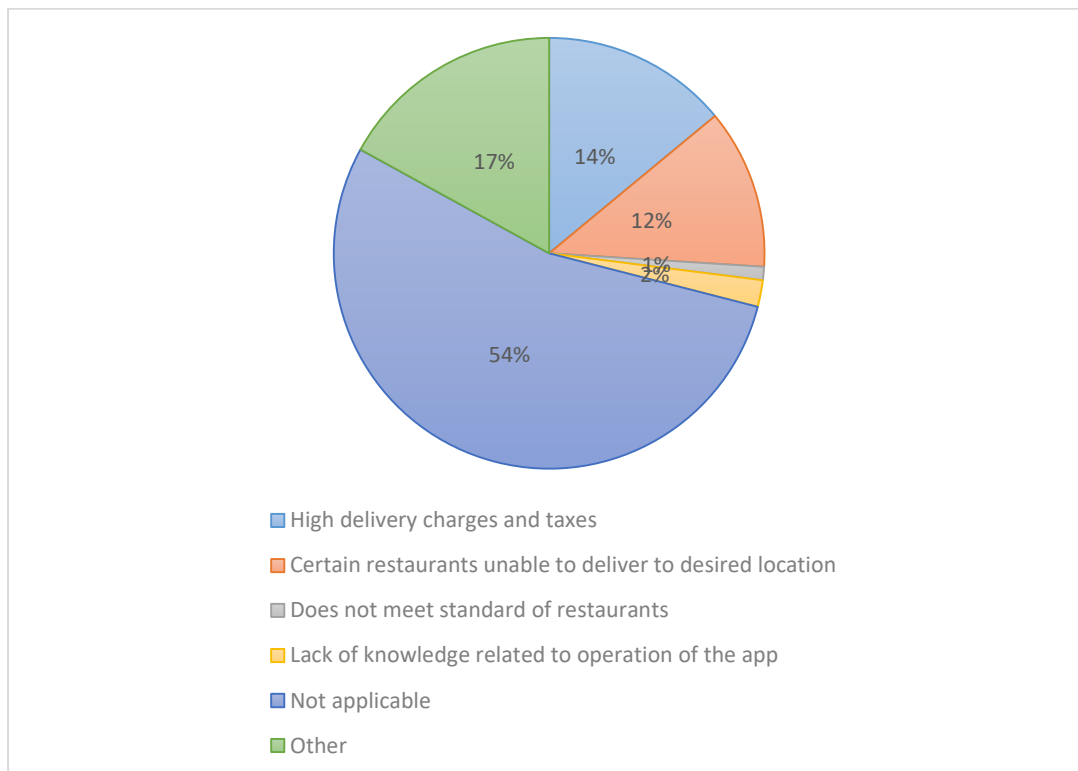
Determinant	Number	Percentage
High charges & Tax	14	14
Restaurants unable to delivery to desired location	12	12
Does not meet standards of restaurants	1	1
Lack of knowledge to app operation	2	2
Not applicable	54	54
Other	17	17
<b>Total</b>	<b>100</b>	<b>100</b>

Source:primary data

Figure No:3.9 Showing reasons for not using delivery apps

10.If not, what is the reason for not using food delivery app?

100 responses



Source:primary data

## **Interpretation**

According to the above figure and chart we infer that 54% of the respondents do use food delivery apps and hence the above question is not applicable to them. 17% of the respondents do not use food delivery apps because of other unspecified reasons, 14% of the respondents do not use it because of the high delivery charges and taxes applied, 12% of the respondents do not use food delivery apps to order food as the restaurants do not deliver to their desired location, 2% of the respondents do not use food delivery apps because of lack of knowledge regarding them and 1% of the respondents do not use the food delivery apps as they feel the food which has been delivered through apps do not match the regular standards of the restaurant.

## Knowledge of delivery apps

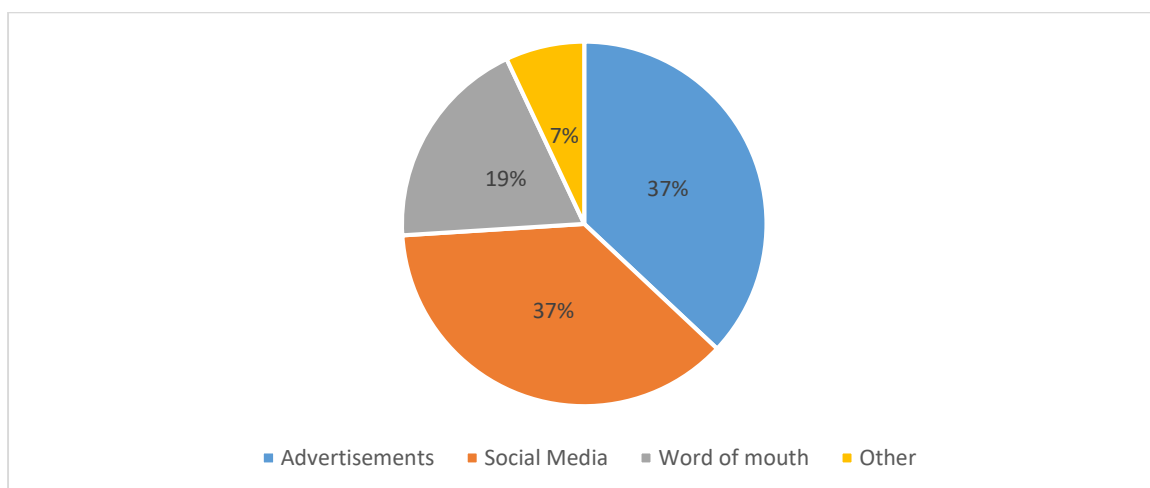
Table No:3.10 Mentioning how respondents came to know of food delivery app services

Determinant	Number	Percentage
Advertisements	37	37
Social Media	37	37
Word of mouth	19	19
Other	7	7
<b>Total</b>	<b>100</b>	<b>100</b>

Figure No: 3.10 Showing how respondents came to know of food delivery app services

11.How did you come to know about the service of food delivery apps?

100 responses



### Interpretation

According to the above figure and chart we can understand that 37% of the respondents know about food delivery apps through advertisements or by viewing about them on various forms of social media, 19% of the respondents know about the service of food delivery apps due to word of mouth of its already existing users and 7% of the respondents are aware of food delivery apps due to other unspecified mediums.

## Food delivery app order timing

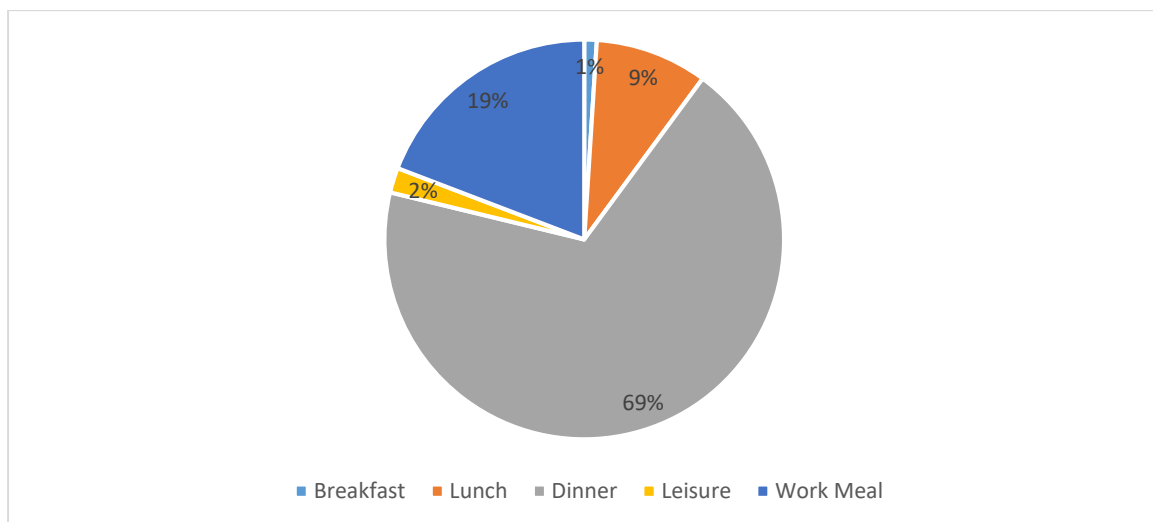
Table No:3.11 Mentioning the preferred timing of ordering food from delivery apps

Determinant	Number	Percentage
Breakfast	1	1
Lunch	9	9
Dinner	68	68
Work Meal	2	2
Leisure	19	19
<b>Total</b>	<b>100</b>	<b>100</b>

Source:primary data

Figure No:3.11 showing the preferred timing of ordering food from delivery apps

12. You usually prefer using food delivery apps for ordering\_\_\_\_\_



Source:primary data

### Interpretation

From the above figure and chart, we can understand that 68% of the respondents prefer ordering food using delivery apps for dinner, 19% of the respondents prefer to order food from delivery apps during their own leisure time. 9% of the respondents prefer ordering food using delivery apps for ordering lunch and 3% of the respondents use food delivery apps for ordering their work meal.

## Satisfaction of dietary requirements

Table No:3.12 Mentioning satisfaction of fulfilling dietary requirements of users

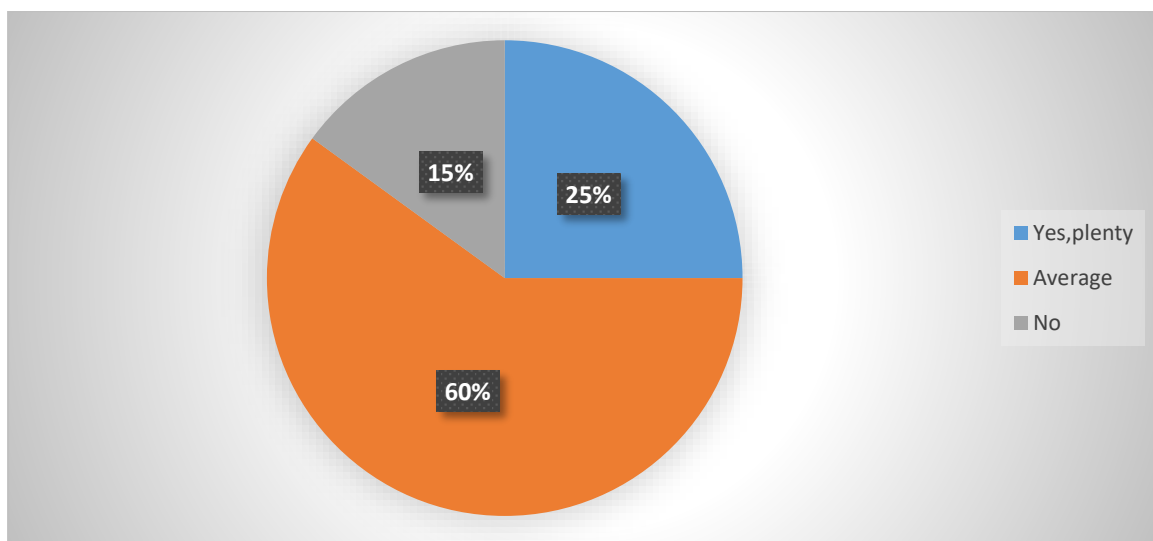
Determinant	Number	Percentage
Yes, plenty	25	25
Average	60	60
No	15	15
<b>Total</b>	<b>100</b>	<b>100</b>

Source:primary data

Figure No:3.12 Showing satisfaction of fulfilling dietary requirements of users

13.Do you think there are sufficient options curated for people with specific dietary requirements?

100 responses



Source:primary data

## Interpretation

From the above figure and chart, we can understand that 60% feel that there is sufficient level of options of people with specific dietary requirements while ordering food from delivery apps but not plenty, 25% of the respondents feel that there are plenty of options for customers with specific dietary requirements that use food delivery apps and 15% of the respondents do not feel that there are enough options curated by food delivery apps for users with specific dietary requirements.

## Influence of choice of order

Table No: 4.13 Mentioning what influences choices of order

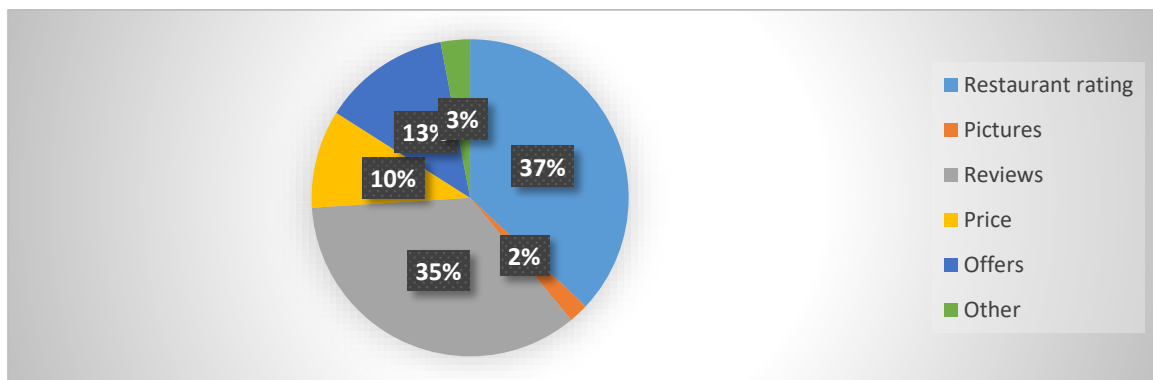
Reason	Number	Frequency
Restaurant rating	37	37
Pictures	2	2
Reviews	35	35
Price	10	10
Offers	13	13
Other	3	3
Total	100	100

Source:primary data

Figure No: 3.13 Showing what influences choice of order

14. What influences your choice of order?

100 responses



Source:primary data

## Interpretation

From the above figure we can understand that 37% of the respondents are influenced by ratings of the restaurant while ordering food, 35% of the respondents are influenced by reviews, 13% of the respondents are influenced by offers, 10% by price, 3% by other unspecified factors and 2% by pictures.

## Promotional offers and discounts

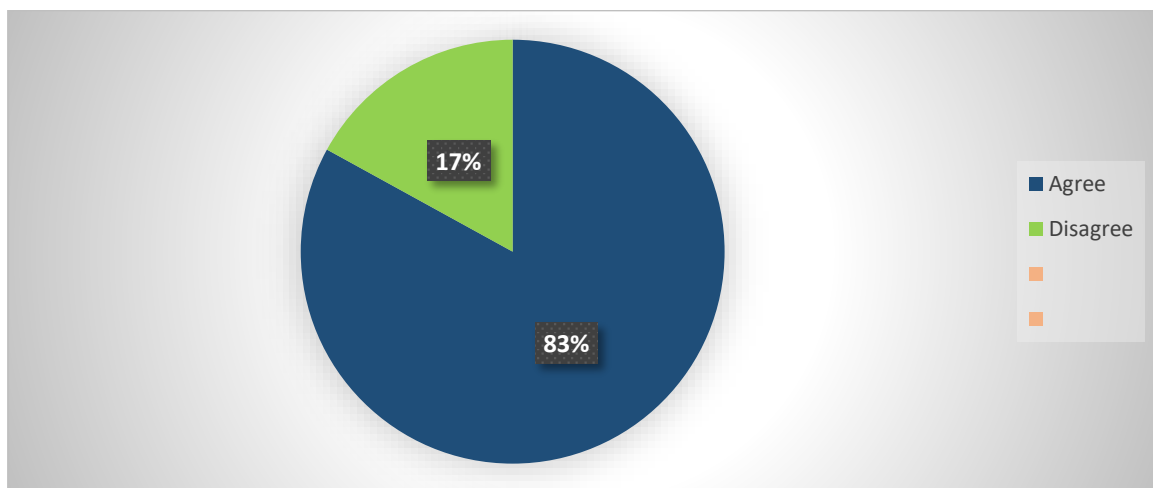
Table No:3.14 Mentioning if respondents are satisfied with discounts and offers provided

Opinion	Number	Percentage
Agree	83	83
Disagree	17	17
Total	100	100

Table No:3.14 Showing if respondents are satisfied with discounts and offers provided

15.Do you think food delivery apps provide better promotional offers and discounts than restaurants?

100 responses



Source:primary data

### Interpretation

From the above information we infer that 83% of the respondents are satisfied with the promotional offers and discounts provided by online food delivery apps and 17% of the respondents are not satisfied by them.

## Preferred Promotional offer in food delivery apps

Table No:3.15 showing which is the most preferred promotional offer provided by food delivery apps.

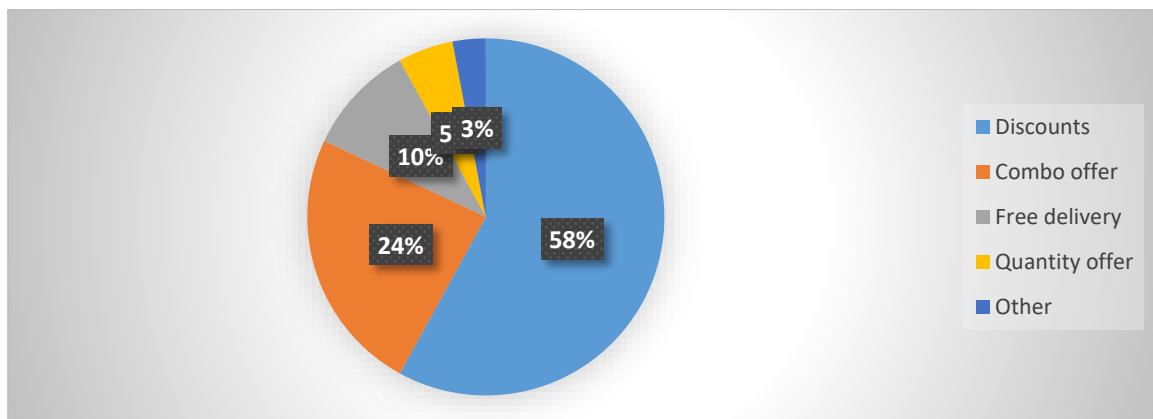
Determinant	Number	percentage
Discounts	58	58
Combo offer	24	24
Free Delivery	10	10
Quantity offer	5	5
Others	3	3
<b>Total</b>	<b>100</b>	<b>100</b>

Source:primary data

Figure No:3.15 showing preferred promotional offers

16.Which Promotional offer do you prefer while ordering?

100 responses



### Interpretation

From the above chart we can infer that 58% of the respondents feel that availing discounts on order is the most effective promotional offer, while 24% of the respondents prefer combo offers, 10% of the respondents prefer free delivery on order, 5% of the respondents prefer quantity offer, ie buy one get one free meanwhile 3% prefer other promotional offers available.



## Updates and Announcements from the apps

Table No:3.16 showing whether the respondents receive updates and announcements from food delivery apps

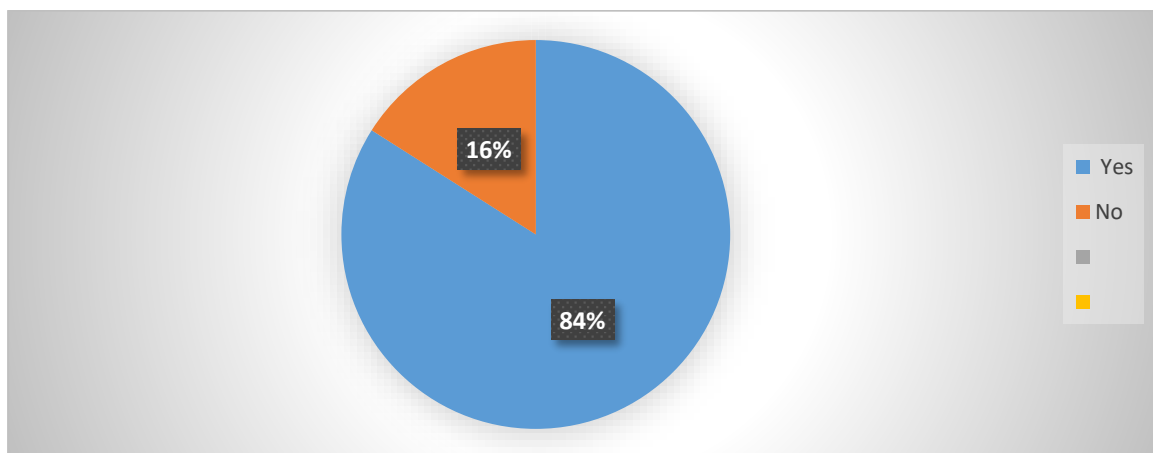
Determinant	Number	Percentage
Yes	84	84
No	16	16
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

Figure No:3.16 showing updates and announcements received regarding the apps

17. Do you receive updates and announcements regarding the app?

100 responses



Source:primary data

### Interpretation

From the above table and figure we can infer that 84% of the respondents receive regular updates and announcements from food delivery apps about offers, special occasions etc. where 16% of the respondents do not receive any updates and announcements. This means most of the respondents disagreeing with receiving announcements and updates have unsubscribed for it.

## Premium Membership in a Food delivery app

Table No:3.17 showing whether the respondents own premium membership to any food delivery app

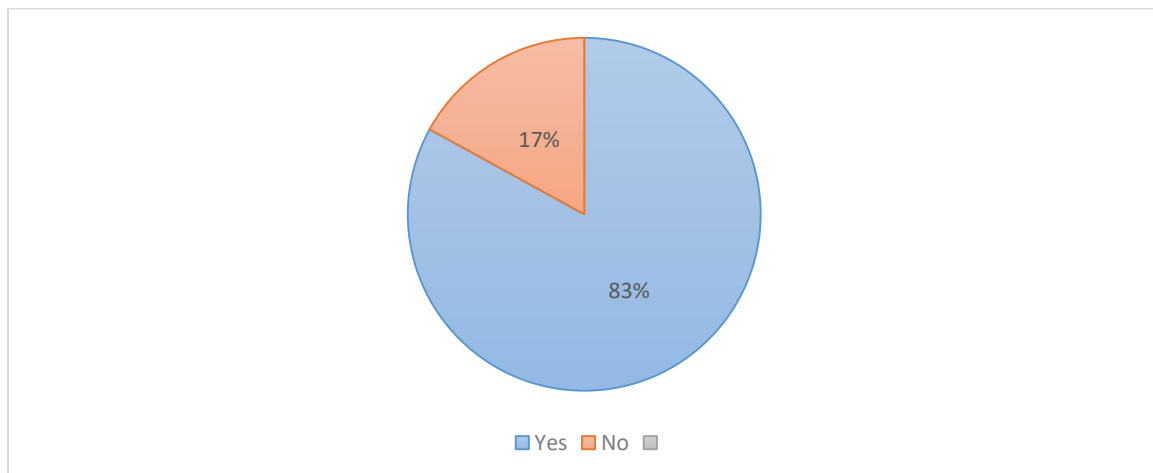
Determinant	Number	Percentage
Yes	83	17
No	83	17
<b>Total</b>	<b>100</b>	<b>100</b>

Source:Primary data

Figure No:3.17 showing ownership of premium membership

18.Do you have premium membership for any food delivery app?

100 responses



### Interpretation

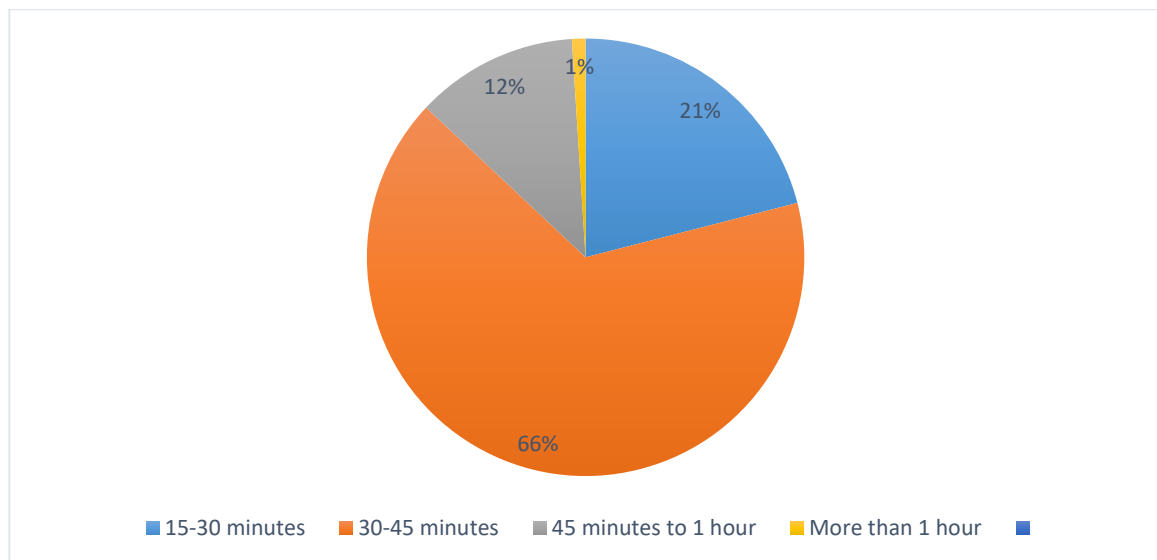
According to the above table and figure, we can infer that 83% of the respondents own premium membership of at least one food delivery app and 17% of the respondents do not own premium membership to any food delivery app. This means 83% of the respondents avail extra benefits and offers tagging along with premium membership.

## Delivery Time

Table No:3.18 showing whether the usual time taken for food to be delivered to the respondents by food delivery apps.

Determinant	Number	Percentage
15-30 minutes	21	21
30-45 minutes	66	66
45 minutes to 1 hour	12	12
More than 1 hour	1	1
<b>Total</b>	<b>100</b>	<b>100</b>

Source:primary data



Source:primary data

## Interpretation

According to the table and chart we can infer that for 21% of the respondent's food usually has been delivered within 15-30 minutes of ordering, for 66% of respondents food usually has been delivered within 30-45 minutes of order, for 12% of respondents food usually has been delivered by 45 minutes to 1 hour and for the remaining 1% of respondent food delivery usually has taken more than an hour.

## Difference in Quantity of food

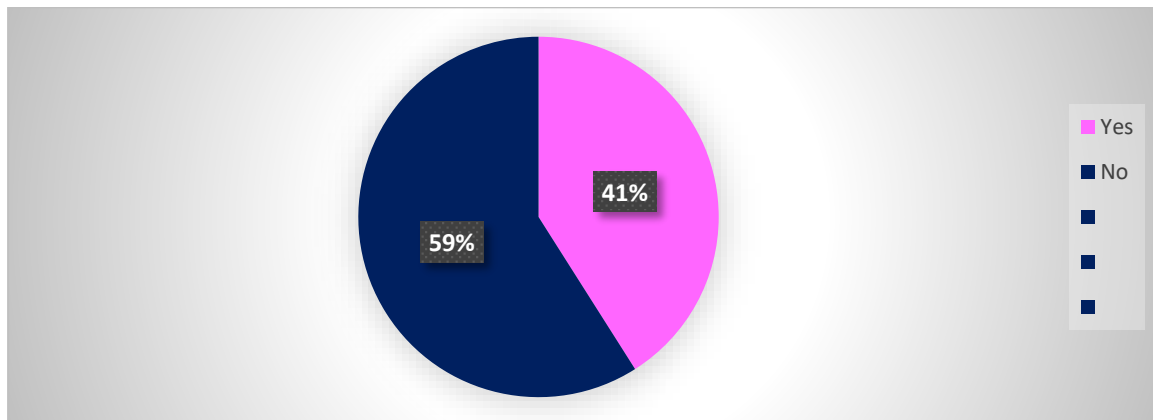
Table No:3.19 showing whether the quantity of food has changed while ordering the same order from different food delivery apps.

Determinant	Number	Percentage
Yes	41	41
No	59	59
<b>Total</b>	<b>100</b>	<b>100</b>

Figure No:3.19 showing the quantity of food has changed while ordering the same order from different food delivery apps.

20.Have you noticed a difference in the quantity of food while ordering the same order from different food delivery apps?

100 responses



## Interpretation

From the above table and chart, we can infer that 59% of the respondents have not experienced any change in the quantity of food when ordering the same item from different food delivery apps where 41% of the respondents have experienced a change in the quantity of food when ordering the same item from different food delivery apps. This means at some occasions the food delivery app can be a factor in the quantity of food consumers receive.

## Technical or Other order related issues

Table No: 3.20 showing whether the respondents have faced technical or other order related issues on food delivery apps.

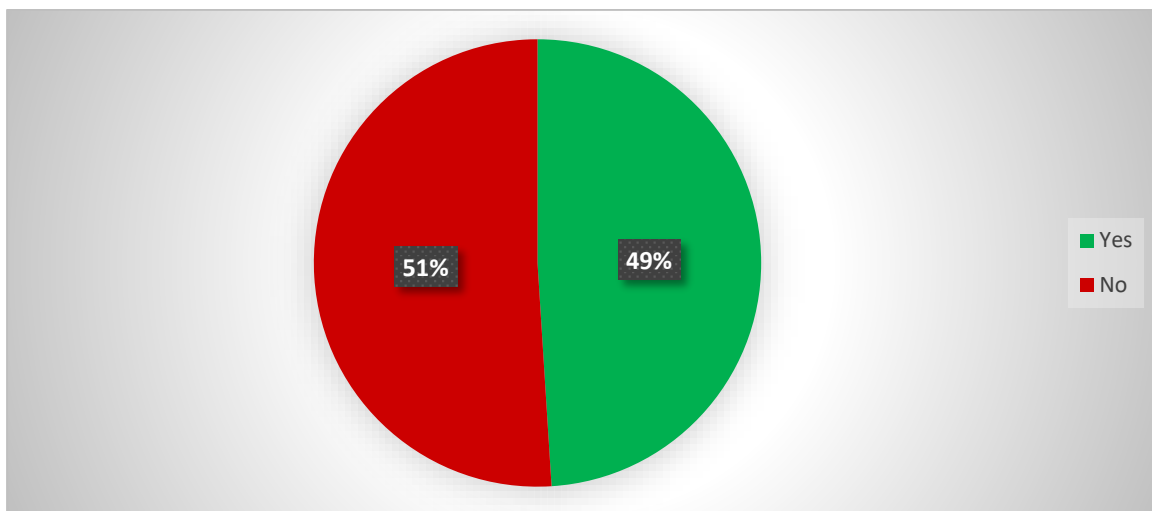
Determinant	Number	Percentage
Yes	49	49
No	51	51
<b>Total</b>	<b>100</b>	<b>100</b>

Source:primary data

Figure No:3.20 showing technical or other order related issues in food delivery apps

21.Have you faced any technical or other order related issues in food delivery app?

100 responses



## Interpretation

According to the above chart and figure we can infer that 51% of the respondent have unfortunately faced technical or other order related issues while ordering food from apps where 49% of the respondents have not faced any such difficulties yet by ordering from food delivery apps.

## Customer Service

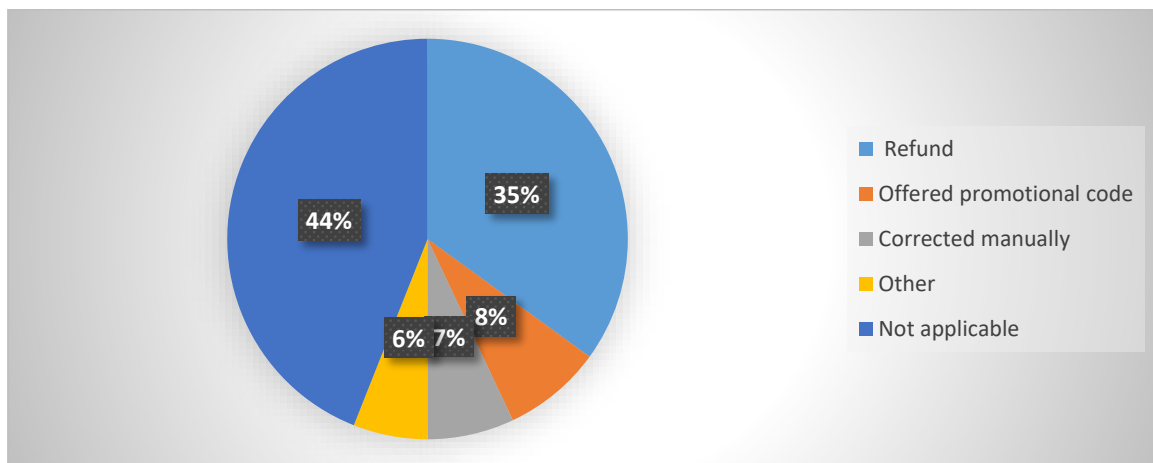
Table No: 3.21 showing how the customer service has attended to issues faced by respondents.

Determinant	Number	Percentage
Refund	35	35
Offered Promotional code	8	8
Corrected manually	7	7
Other	6	6
Not applicable	44	44
<b>Total</b>	<b>100</b>	<b>100</b>

Source:primary data

Figure No:3.21 Solutions to issues faced by consumers

22. If yes, how was your issue addressed by the customer service?



Source:primary data

## Interpretation

According to the above table and chart, we can infer that as solutions to issues faced by respondents, 35% of the respondents have been provided with refund, 8% of the respondents have been offered with promotional code for next order, 7% of the respondents had their issues correctly manually, 6% of the respondents had their issues solved by other means and 44% have not faced any issues yet, for it to be solved.

## Reliability and Effectiveness of Customer service

Figure No:3.22 showing whether the customer service of food delivery apps are reliable and effective.

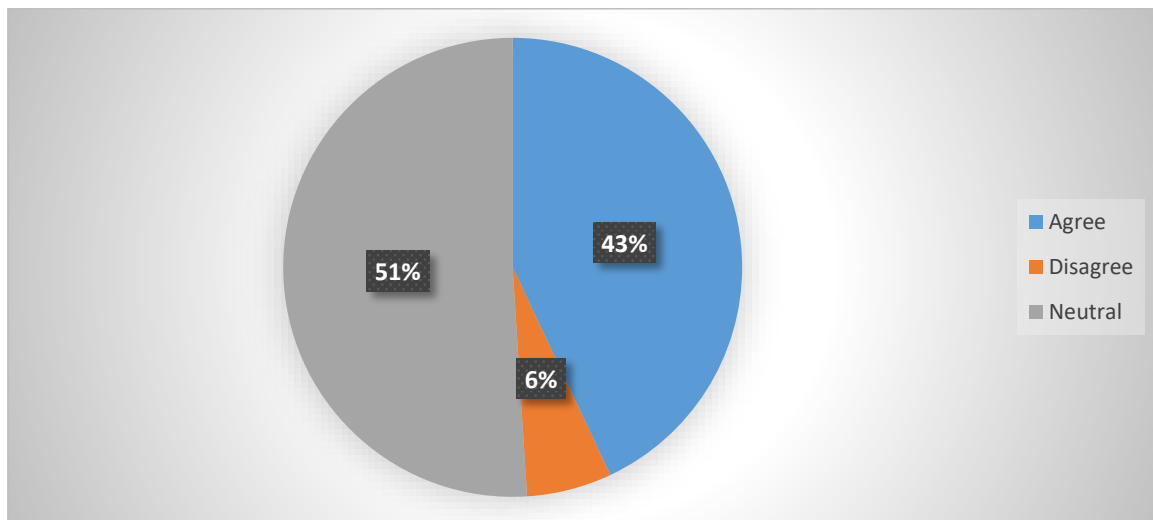
Determinant	Number	Percentage
Agree	43	43
Disagree	6	6
Neutral	51	51
<b>Total</b>	<b>100</b>	<b>100</b>

Source:Primary data

Figure No:3.22 Customer perception of reliability and effective of customer service

23. Do you think customer service is reliable and effective?

100 responses



source: primary data

### Interpretation

From the above table and chart, we can infer that, out of 100 respondents, 43% of the respondents agree with the fact that customer service is reliable and effective, 6% of the respondents feel customer service is not reliable and effective whereas majority of the respondents that is 51% do not have an opinion about the customer service of food delivery apps.

## Customer feedback taken into Consideration

Table No:3.23 showing customer feedback taken into consideration.

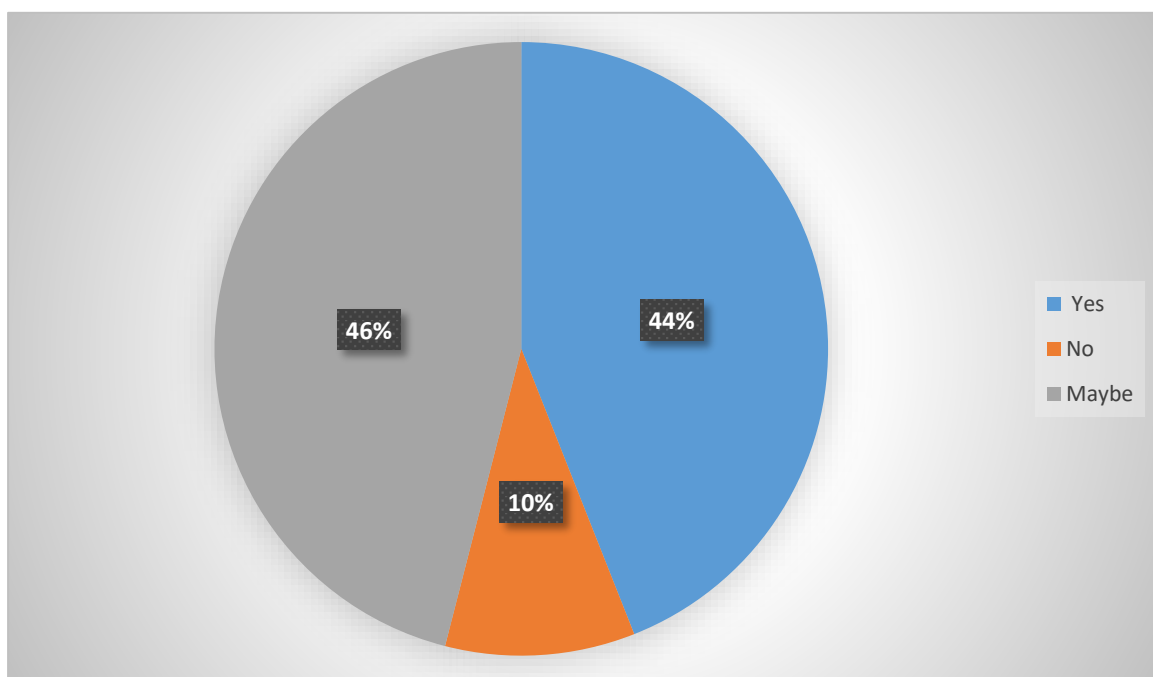
Consideration	Number	Percentage
Yes	44	44
No	10	10
Maybe	46	46
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

Figure No: 3.23 showing the customer feedback relevance

24.Do you think delivery apps take customer feedback into consideration?

100responses



Source:primary data

## Interpretation

According to the above chart and figure, we can infer that 44% of the respondents feel that the customer care takes their feedback into consideration, 10% do not feel that their feedback is not taken into consideration and 46% of the respondents are not sure if their feedback is valued.



## Other services used most in food delivery apps

Table No: 3.24 Showing other services used mostly in food delivery apps.

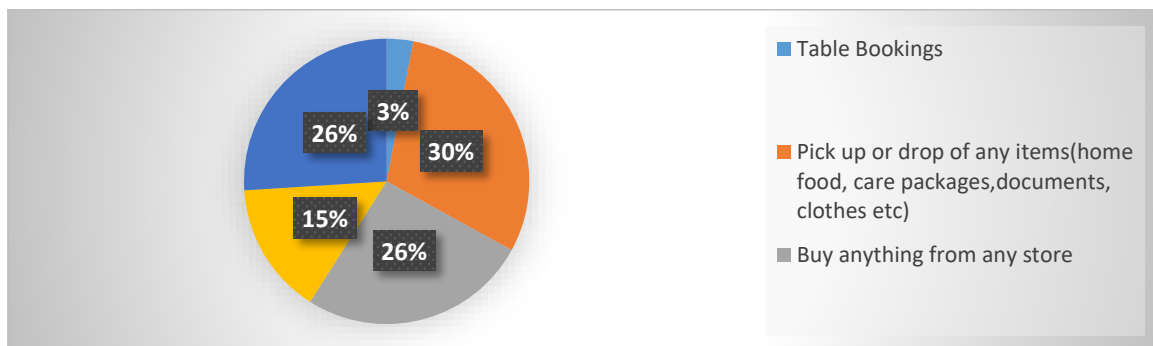
Services	Number	Percentage
Table booking	3	3
Pick up or drop of items	30	30
Buy anything from any store	26	26
Meat and seafood store	15	15
Other	26	26
<b>Total</b>	<b>100</b>	<b>100</b>

Source:primary data

Figure No.3.24 showing what kind of other services respondents use.

25. What are the other service have you used the most in food delivery apps?

100 responses



Source:primary data

## Interpretation

According to the above table and chart, 30% of the respondents use food delivery apps the most for picking and dropping any items, 26% of the respondents use it buy anything from any shop, 15% of respondents use the food delivery app for buying meat and seafood, 3% of the respondents use it for booking tables while dine in and 26% of the respondents use it for other additional services.

## Real time order tracking service

Table No:3.25 showing whether the respondents feel accurate and trustworthy.

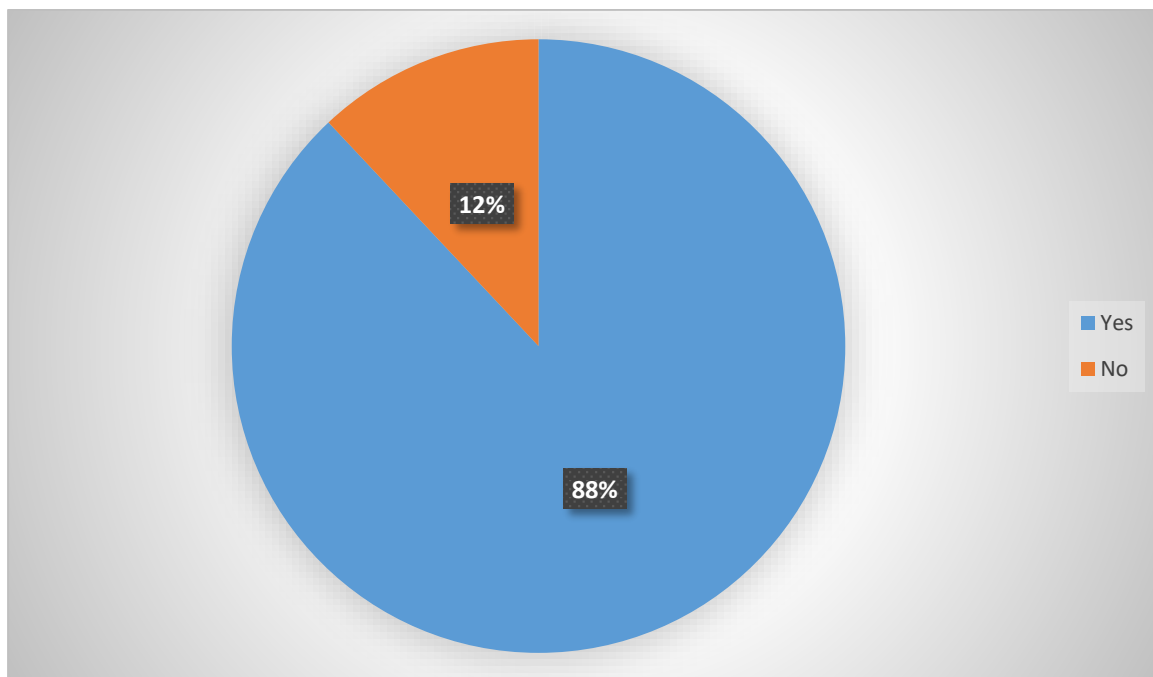
Determinant	Number	Percentage
Yes	88	88
No	12	12
<b>Total</b>	<b>100</b>	<b>100</b>

Source:primary data

Figure No.3.25 showing whether the respondents feel trustworthy and accurate.

26.Do you think the real time order tracking service on food delivery apps in accurate and trustworthy?

100 responses



Source:primary data

## Interpretation

From the above table and chart, we can infer that 88% of the respondents feel that the real time tracking service is accurate and trustworthy whereas, the remaining 12% feel that the real time tracking service is not accurate and trustworthy.

## Philanthropic activity participation

Table No:3.26 showing whether food delivery apps involve philanthropic activities according to respondents

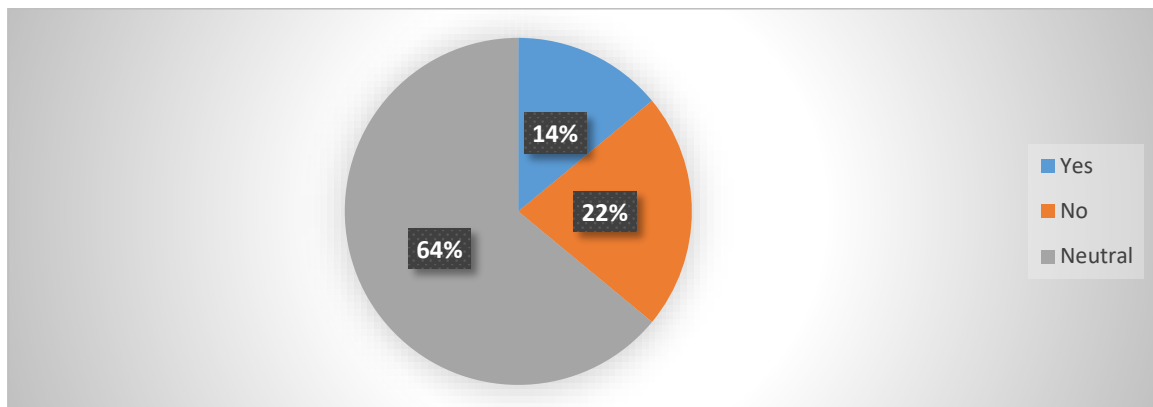
Determinant	Number	Percentage
Yes	14	14
No	22	22
Neutral	64	64
<b>Total</b>	<b>100</b>	<b>100</b>

Source:primary data

Figure No: 3.26 participation in philanthropic activities

27.Do you think food delivery apps are involved in sufficient philanthropic activities?

100 responses



Source:primary data

### Interpretation

From the above chart and table, we can infer that, 14% of the respondents feel that food delivery apps have active involvement in philanthropic activities, whereas 22% of the respondents feel that they are not involved in philanthropic activities and the rest 64% of the respondents do not have an opinion on this subject.

## Packing of food

Table 3.27 showing where packaging is safe and effective in food delivery apps

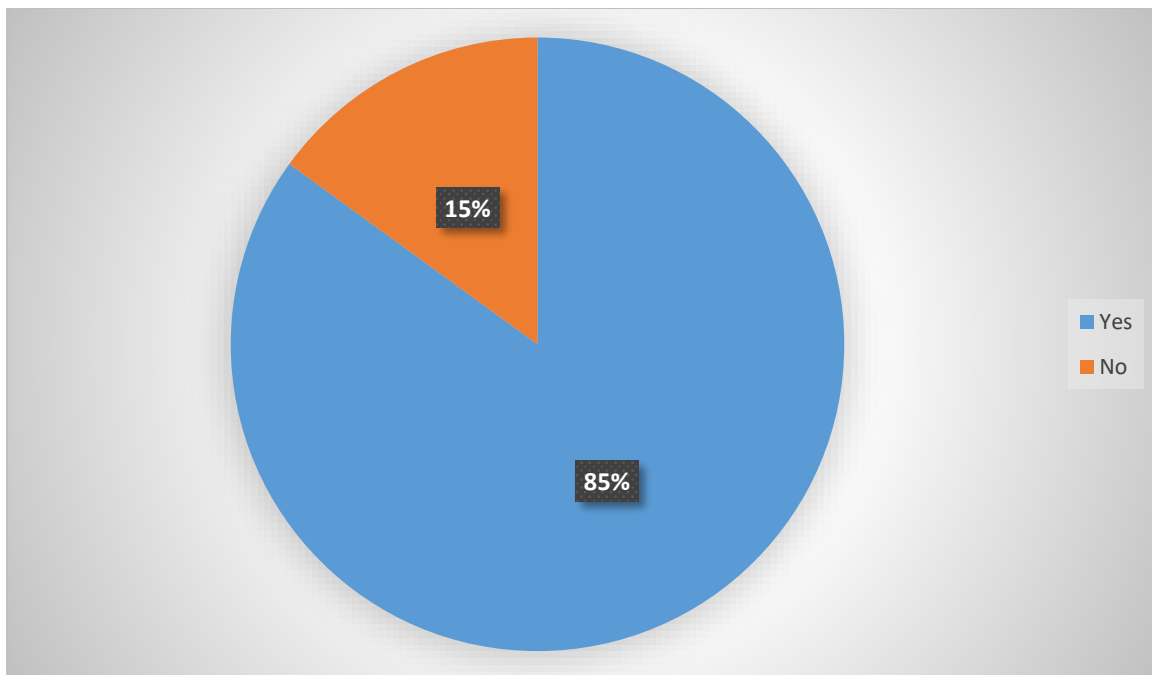
Determinant	Number	Percentage
Yes	85	85
No	15	15
<b>Total</b>	<b>100</b>	<b>100</b>

Source: primary data

Figure No:27 safety in packaging

28.Do you find the packing of food ordered from food delivery apps effective and safe?

100 responses



Source:primary data

## Interpretation

According to the above chart and table, we can infer that 85% of the respondents find the packaging of food ordered from the food delivery apps effective and safe, but the remaining 15% of the respondents feel that food ordered from food delivery apps are not packed safely and hygienically.

## Safety

Table No:3.28 showing whether the customers are satisfied by the safety measures adopted.

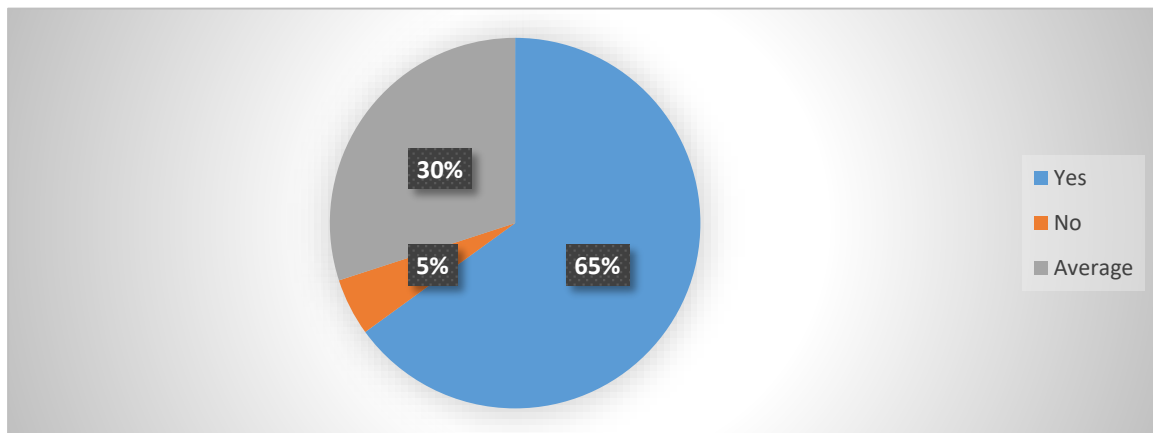
Determinant	Number	Percentage
Yes	65	65
No	5	5
Average	30	30
<b>Total</b>	<b>100</b>	<b>100</b>

Source: primary data

Figure No:3.28 showing whether the customers are satisfied by the safety measures.

29. Are you satisfied with the safety measures adopted by food delivery apps?

100responses



Source: primary data

## Interpretation

From the above chart and table, we can infer that 65% of the respondents feel that the food delivery apps take necessary measures, 30% of the respondent feel that the safety measures taken are only average and 5% of the respondents feel that ordering food from food delivery apps is unsafe.

## Order frequency variation

Table No.3.29 showing the change in frequency of ordering by respondents during restricted times of the pandemic

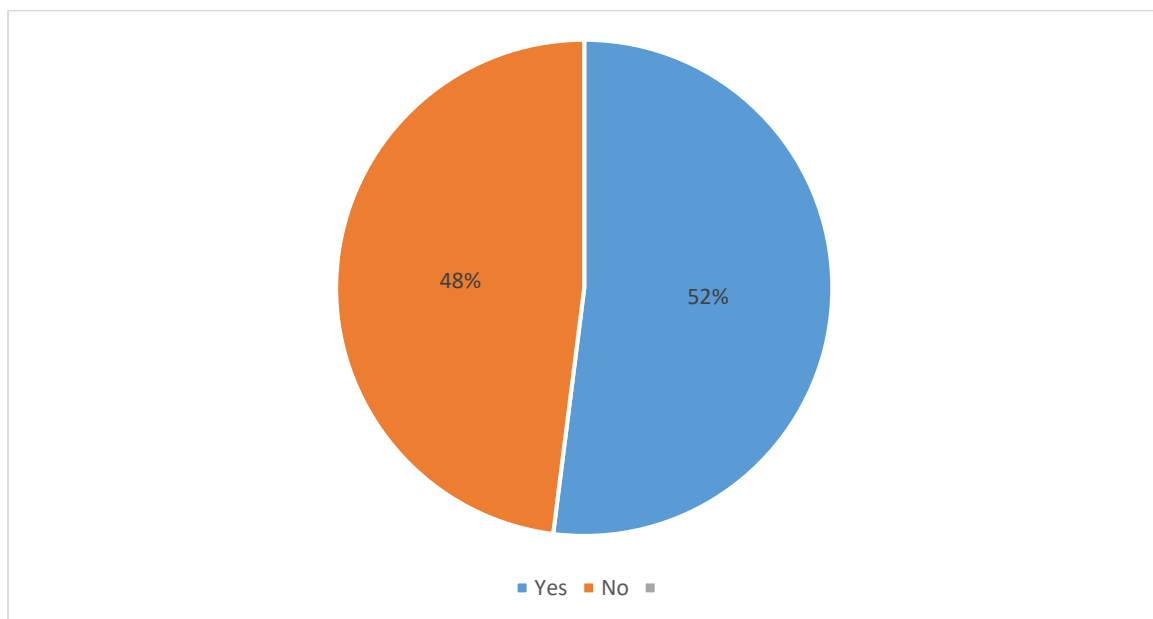
Determinant	Number	Percentage
Yes	52	52
No	48	48
<b>Total</b>	<b>100</b>	<b>100</b>

Source: primary data

Figure No.3.29 showing variation in frequency of orders

30.Has your order frequency been affected due to government restrictions like curfew?

100 responses



Source:primary data

## Interpretation

According to the above table and chart, we can infer that 52% of the respondents feel that their ordering frequency has been affected due to curfew or other additional restrictions and the remaining 48% do not feel that their ordering frequency has been affected.

## Mode of Payment

Table No:3.30 showing the commonly used mode of payments for ordering by respondents.

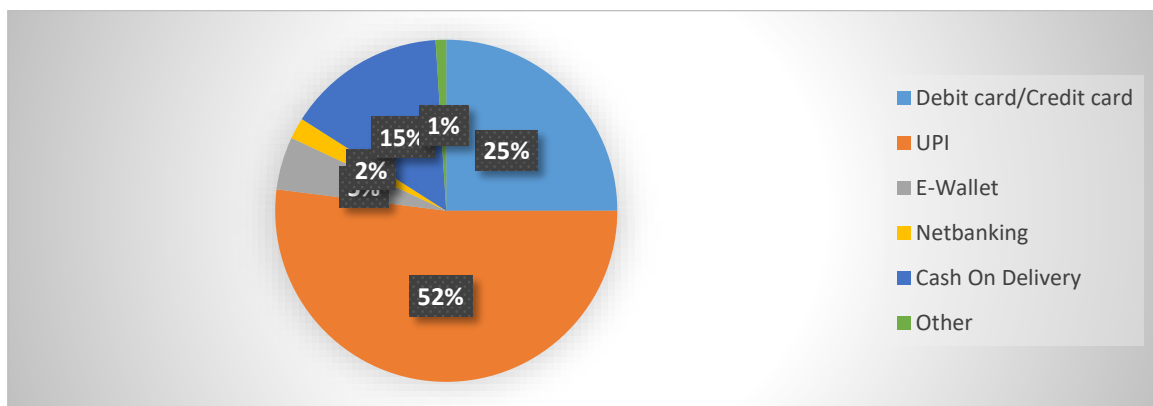
Determinant	Number	Percentage
Debit card/Credit card	25	25
UPI	52	52
E-Wallet	5	5
Netbanking	2	2
Cash On Delivery	15	15
Other	1	1
<b>Total</b>	<b>100</b>	<b>100</b>

Source: primary data

Figure No.3.29 showing the mode of payments

31.Preferred mode of payment while using food delivery apps?

100 responses



Source:primary data

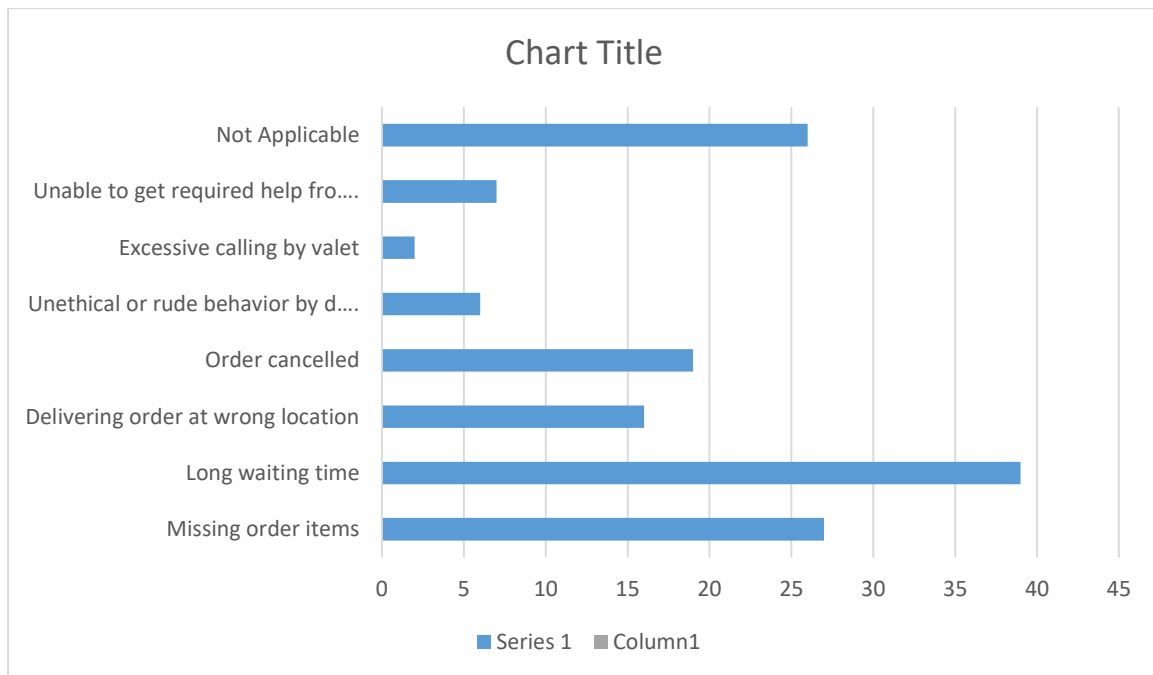
## Interpretation

From the above data we can infer that 52% of the respondents use UPI for payment, 25% of the respondents use Debit or Credit card, 15% of the respondents opt for cash on delivery, 5% of the respondents use E-wallets and 2% use other modes of payment. None of the respondents use net banking usually for payment procedure while ordering from food delivery apps.

## Difficulties faced by food delivery apps

Figure No:3.31 showing the commonly caused difficulties by respondents

32. What disappointments have you faced the most while using food delivery apps?



Source: primary data

## Interpretation

From the above data we can infer that 39% of the respondents are troubled by long waiting time for delivering food, 27% of the respondents have faced missing order items, 16% of the respondents have had their orders delivered at wrong locations, 19% of the respondents have had their orders cancelled, 6% of the respondents have faced rude or unethical behavior by delivery valets, 2% of the respondents have faced excessive calling by delivery valet, 7% of the respondents have not acquired desired help from customer care whereas 26% of the respondents have not faced any difficulties while using food delivery apps.



## Grocery and Medicine in food delivery apps

Figure 3.32 showing the response on buying groceries and medicines from food delivery apps

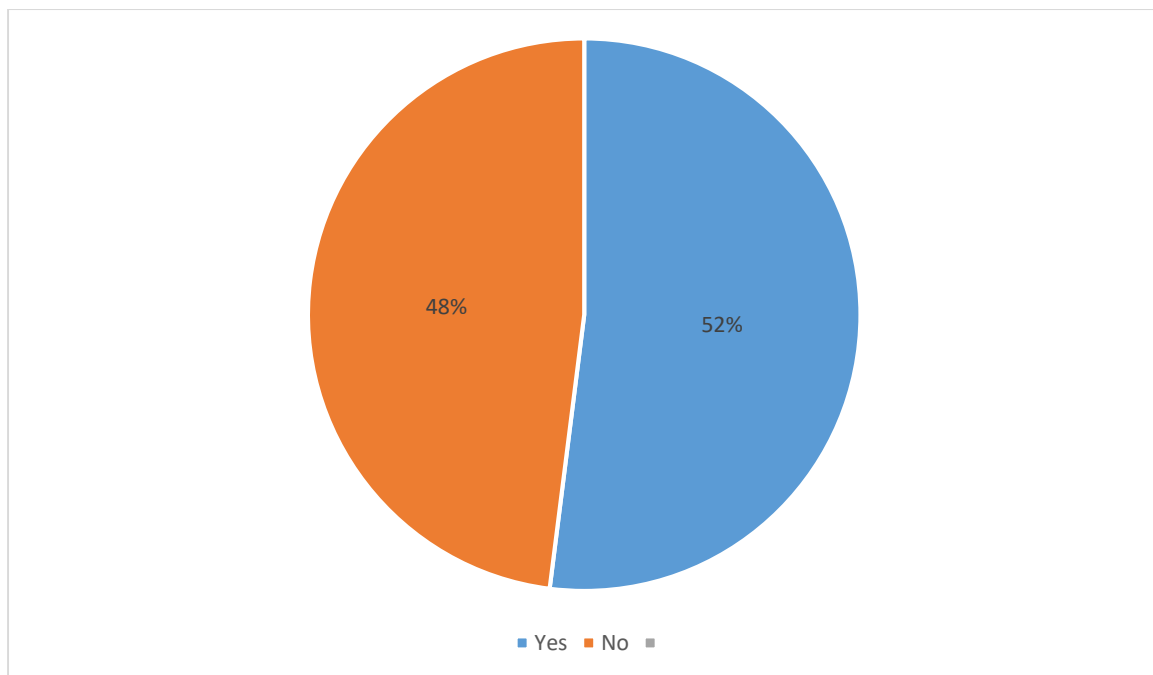
Determinant	Number	Percentage
Yes	52	52
No	48	48
<b>Total</b>	<b>100</b>	<b>100</b>

Source:primary data

Figure No:3.32 showing purchase of groceries and medicines from food delivery apps

33.Have you tried ordering grocery or medicines from food delivery app?

100 responses



Source:primary data

## Interpretation

From the above chart and table we can infer that 52% of the respondents have used the grocery and medicine ordering facility in food delivery apps and the remaining 48% of the respondents have not used the grocery and medicine ordering facility in food delivery apps.

## Experience of ordering grocery and medicine in food delivery apps

Figure No:3.33 Showing the experience of buying grocery and medicine from food delivery apps by respondents

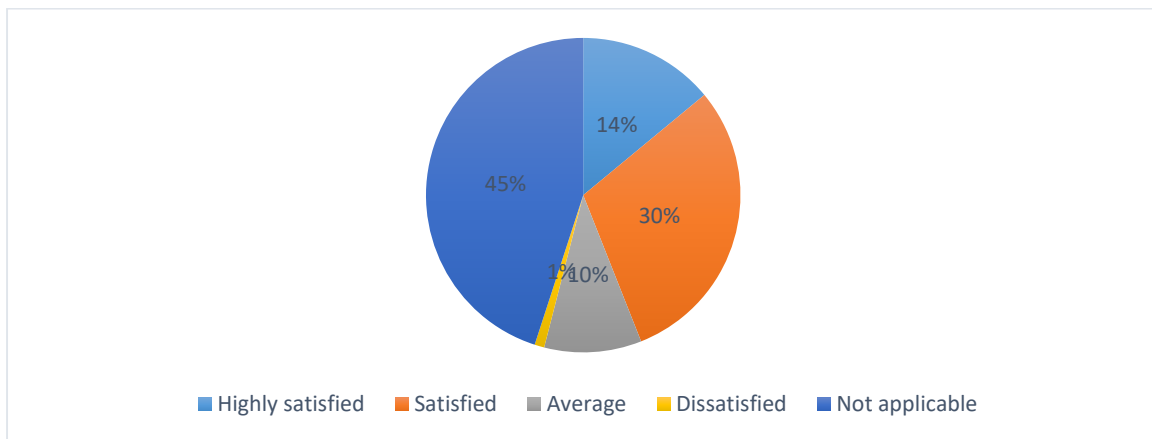
Determinant	Number	Percentage
Highly satisfied	14	14
Satisfied	30	30
Average	10	10
Dissatisfied	1	1
Not applicable	45	45
<b>Total</b>	<b>100</b>	<b>100</b>

Source: primary data

Figure No: 3.33 Showing experience of buying grocery and medicine from food delivery apps

34.If yes, how was the experience

100 responses



Source:primary data

## Interpretation

From the above data we can infer that 30% of the respondents are satisfied with the use of food delivery apps for acquiring groceries or medicine, whereas 10% of the respondents find it average, meanwhile 14% of the respondents are highly satisfied, and 1% of the respondents are dissatisfied, 45% of the respondents have not used this feature, hence are not applicable.

## Employment Opportunities

Figure No:3.34 Showing respondent feedback on higher employment opportunities in food delivery app secretary during the pandemic.

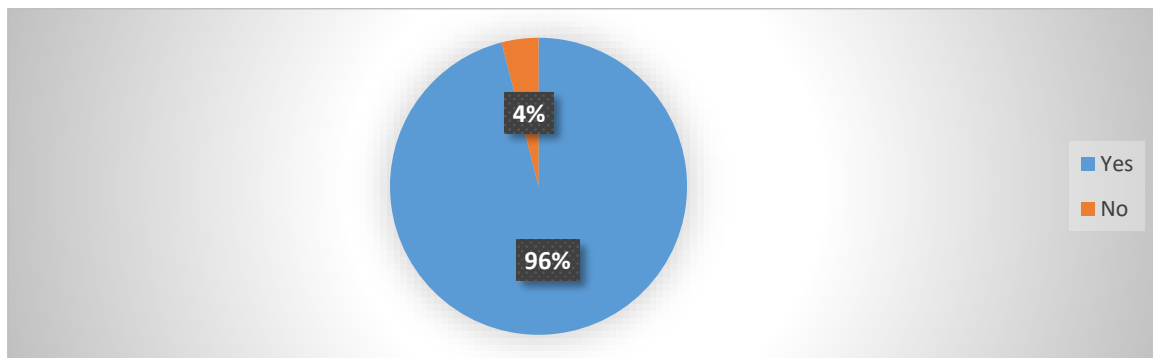
Determinants	Number	Percentage
Yes	96	96
No	4	4
<b>Total</b>	<b>100</b>	<b>100</b>

Source: primary data

Figure No:3.34 Showing rise of employment opportunities provided by food delivery apps.

35.Do you think there has been a rise in employment opportunities by food delivery apps?

100 responses



Source:primary data

## Interpretation

From the above chart and table we can infer that 96% of the respondents agree that food delivery apps have provided high employment opportunities to the population and the remaining 4% of the respondents do not feel that they have provided sufficient employment opportunities.

## **CHAPTER 5**

### **FINDINGS,SUGGESTIONS AND CONCLUSIONS**

## Findings:

The survey sample of people selected was 100 out of which, the most as 66% of the total respondents belonged to the group of 18-25 years; compared to the age group of 26-35 years as we have 6% of respondents who are between the ages of 36-45 and 19% respondents who are between the ages of 45-60. Thus people of mostly all age groups are likely to accept and adopt usage of online food delivery apps.

- We infer that gender is an irrelevant factor when it comes to consumer attitude towards using online food delivery apps as we have 68% female respondents and 32% male respondents.
- From the survey we can infer that, out of 100 respondent's student respondents were the highest followed by employees, self-employed, homemakers and the lowest number of respondents belong to the category of others.
- Most of the people who are responded to our survey preferred home cooked food compared to the minority 33% of the respondents who preferred food ordered from restaurants.
- 61% of the total respondents use food delivery apps at least once a week, whereas 22% of the respondents use it at least once a month. 8% of the respondents use the facility of food delivery daily but in contrast 9% of the respondents rarely use the facility.
- From the survey, we are able to find out that 72% of the respondents increased usage of food delivery apps, probably due to lack of access or fear towards dine in facilities offered by restaurants. Whereas 28% of the respondents preferred using the app prior to the pandemic as they might have been concerned regarding the safety measures taken

while preparing the food or delivering it, as there are chances of contracting the virus via the delivery valet.

- Majority of the respondents, that is 87%, prefer ordering food via food delivery apps as it is a single destination with a curated list of restaurants and cuisines for consumers to choose from and they are also user friendly. Meanwhile 9% of the respondents prefer tele ordering as they are probably not aware or well versed regarding the practical usage of food delivery apps and the minority of 4% prefer ordering food from the official website of the restaurant, as most of the food chains occasionally provide better offers there.
- While the majority of the respondents, that is 54% use food delivery apps, 14% of the respondents do not use them due to high delivery charges and taxes. Delivery charges usually vary due to distance, weather, rush hours etc. 12% of the respondents do not use food delivery apps because their restaurant of choice does not deliver to their desired location, 2% of the respondents lack knowledge regarding the practical use of the app, meanwhile 1% of the respondents feel that the apps do not meet restaurant delivery standards. 17% of the respondents do not use food delivery apps due to other unknown reasons such as lack of connectivity, remote location, etc.
- From the study we can conclude that an equal number of respondents i.e 37% came to know about food delivery apps via traditional advertisements and advertising through social media. Traditional methods of advertising include advertising through print media, radio, television, etc. Leading food delivery apps have an active social media profile (Instagram, Twitter, Facebook etc.) through which they promote the use of their apps by sharing creative content in the form of posts, stories, tweets etc. They collaborate with various artists or celebrities to attract their fan base too. 19% of the respondents came to know about food delivery app services by word of mouth whereas the 7% of the respondents came to know through other mediums.
- The app Zomato is preferred for ordering food over Swiggy, the second most preferred, by a slight margin. The app was launched in 2008 by Deepinder Goyal and Pankaj Chaddah. Zomato has brought together big and small restaurants filtered by your GPS location on a single platform for the consumer's benefit. The menus are scanned and

uploaded, and you can also get reviews from people who have had previous experience with the place. They provide a wider variety of options in food as well as extra services provided, table bookings, better offers and exclusive privileges to Zomato pro members.

**Installs:**100,000,000+

**Rating:**4.0

**Reviews:**4,631,802

Whereas Swiggy, based in Bangalore and operated by Bundle Technologies Private Limited, Swiggy was founded in 2014 by Nandan Reddy, Rahul Jaimini, and Sriharsha Majety. This hyperlocal food delivery app currently operates in 25 cities in India. Swiggy has curated an array of unique services such as the Genei platform which enables the consumers to deliver anything you need to their desired location. They have also recently launched the Instamart feature which provides the facility of ordering groceries from Swiggy's very own centralized shop. They also have a specialized feature for meat and seafood lovers. Swiggy has established a reputation for itself in the online food delivery space in a short span.

**Installs:**50,000,000+

**Rating:**4.3

**Reviews:** 2,389,440

- 25% of the respondents feel that there are plenty of options curated for specific dietary requirements such as vegan, dairy free, gluten free, calorie deficit, organic, etc. Whereas 60% of the respondents feel there are sufficient number of options and 15% of the respondents do not feel that food delivery apps offer services for people with specific diets.
- 37% of the respondents took restaurant ratings into consideration while ordering food from the apps. Restaurant ratings are fixed by the aggregate of individual ratings given by previous customer orders. 35% of the respondents cross check review in the form of customer feedback prior to ordering. 13% of the respondents are influenced by the

available promotional offers such as discounts, combo offers, quantity offers, etc. 10% of the respondents take into consideration the price of items while ordering while 2% of the respondents cross check with picture available in the app and 3% of the respondents have other factors such as faster delivery time, etc.

- Majority of respondents, 58% regard discounts as the best type of promotional offer. Discounts are provided either by restaurants or by the app on special occasions (Diwali, New Year etc). Few examples are, cashback offer, first food order, selected order or for use of particular credit cards, debit cards, or digital wallet for making payments. Then comes the combo offer, with 24% of the respondents, in which 'combo' is a word which is used instead of 'combination'. So, when an offer comes in combination with some other thing it is called a combo offer, eg, Fried Rice + Chilly Gobi combo or Biryani + Mint lime combo.
- 10% of the respondents look out for free delivery options as usually high delivery charges create a huge margin between gross bill payable and total bill payable. 5% of the respondents prefer quantity offers, example of which is Buy 1 get 1 free etc., whereas 5% of the respondents prefer other promotional offers.
- Majority users, that is, 84% of the respondents receive regular updates and announcements from their respective food delivery apps via email, text messages or app notifications. These updates and announcements are usually about exclusive offers, limited time period discounts etc. These updates and announcements can be unsubscribed for if the user does not want to receive it.
- 83% of the respondents do not own any premium membership for any food delivery app probably due to lack of knowledge regarding the benefits, affordability or not finding it effective. 17% of the respondents have subscribed for premium membership. For example, Zomato has the feature of Zomato Pro, which is an all-encompassing membership that unlocks membership that unlocks amazing privileges and discounts at



the best restaurants across dining out and delivery. Each member will get access to all the extra perks at no additional cost in addition to some never-seen-before exclusive privileges on the Zomato app and a unique money-back guarantee for all Pro members.

- Similarly, Swiggy has a feature called Swiggy One. The Swiggy One membership offers unlimited free deliveries from all restaurants along with free Instamart grocery deliveries, something that was missing from Swiggy's Bite and Binge subscription plans. Instamart orders only above Rs.99 will be eligible for free delivery.
- 59% of the respondents do not feel that there is a difference in the quantity of food when ordered from food delivery apps. Meanwhile, 41% of the respondents have a contrasting opinion. This might be due to the assumption that restaurants try to vary with the quantity of food they provide because they have to pay a hefty amount of commission per order to these third-party aggregators like food delivery apps.
- Out of the 49% of the respondents who faced issues while using the app, 35% of them were resolved by providing promotional offer code, 7% of them were corrected manually, probably by returning the order to the correct location etc, and 6% of them had their issues addressed by other means. Majority of respondents, 44% felt that their issues were not rectified as desired by customer service.
- Other than ordering food from restaurants, majority of the customers i.e 30% use online food delivery apps for their service in which pick up and drop of any item can be done by delivery valets assigned by the app. This service allows pick up and drop off of items such as lunch boxes, documents, laundry, items for repair, shoes, stationery and other materials from one location to another from anywhere in your city. The next 26% of the respondents use the additional facility of buying any item available from the curated list of shops mentioned in the app. They include a wide range of items such as Instant meals, snacks, fruits and vegetables, ice creams, etc. 15% of the respondents additionally use food delivery apps to get fresh poultry and seafood delivered at their doorstep. 3% of the respondents use the app for saving time and booking tables at their

favorite restaurants easily, while 26% of the respondents use the food delivery apps for other additional services provided.

- 14% of the respondents feel that food delivery apps are doing a good number of philanthropic activities such as the daily feeding program by Zomato that serves cooked meals to people in need daily across India or the Swiggy Hunger Saviour Covid Relief Fund initiative by Swiggy that aims at collecting funds towards safety and welfare of delivery partners as well as their families. Meanwhile 64% of the respondents feel there are just enough philanthropic initiatives undertaken by food delivery apps and 14% of the respondents feel not enough interest is being put in this and more initiatives are required.
- The majority 65% of the respondents feel that food delivery apps are adopting effective safety measures such as temperature tracker on its apps to make the customers aware of the body temperature of all the stakeholders from the cook to the delivery boy, and safety badges for those who comply with the highest standards of hygiene. The badges will be given to restaurants following best practices and that have features like temperature control, masks, sanitation after 4 hours and safe packaging, or the no-contact delivery feature which makes sure that you do not come to contact with the delivery partner. 30% of the respondents feel that moderate amounts of safety measures are being taken while 5% of the respondents feel that safety measures taken by online food delivery apps are inadequate.
- 52% of the respondents prefer making payments using UPI portals such as PhonePe, Paytm, BHIM app, Google Pay. Meanwhile 25% of the respondents prefer using Debit/Credit cards for making their payments and 15% of the respondents prefer to make the payment directly to the delivery valets in the form of cash. E-Wallets like ICICI Pockets, Airtel Money, FreeCharge, etc are preferred by 5% of the respondents and 2% of the respondents make their payment through the Net Banking facility using the PIN provided to them by their bank. 1% of the respondents use other mediums to make their payment.

## **Suggestions**

Today more than ever, people are ordering their meals from a food delivery service. Hence it becomes more important for food delivery apps to enhance their operations.

The first thing you want to look into is how many new restaurants have started in a particular area. Are any of them local or non-franchise ownerships? Make a list of these and plan to reach out to see if they'd like to add your food delivery service.

The next thing to review is the size of your delivery radius. If the size is too big, the delivery valets will probably take a longer time to make deliveries. They need not reduce their delivery radius; however, they should consider adding another base of operations to handle extra deliveries, especially if a certain quadrant is getting a lot more requests than others.

The food delivery apps should gain the trust of people through transparent payment methods.

Providing exceptional customer experience is not limited to serving them delicious food; it should also be extended to after sales service as well, that is, efficient customer care support for issues faced by customers regarding orders. Instead of providing scripted solutions, they should provide personalized solutions to customer hindrances.

Take precautions that food doesn't spill within the package as it is unappealing and less appetizing. They can try out different packaging techniques and take advantage of spill free containers for delivery orders. The delivery valets need to be advised to make sure that the food was packaged intact while taking the order from the restaurant.

For example, don't forget to add safety seal stickers to every bag to guarantee food freshness and integrity. Add small freebies like napkins personalized with your brand name and logo or funky stickers to make packaging seem much more interesting and aesthetic.

Packaging containers should be sanitized well from the exterior and delivery valets should handle these containers only using gloves.

The food delivery apps must consist of clear pictures of the food from joints that people order from instead of just having a name. This gives people clarity on what exactly they are ordering and will also attract customers to use the app for the same.

All food delivery apps must contain a proper feature which allows the user to customize their food and give proper instructions for cooking and delivering.

All the customer feedback and review need to be addressed, so that no customer grievance goes unnoticed and every single customer feels important to the food delivery company. This ensures retainment of existing customers and increase in potential customers.

Food delivery apps can initiate an informative corner which showcases its customers, information on all important and relevant days connected to the food industry or food culture globally, with special focus on India.

Customers can be entertained or appreciated by holding online competitions such as quizzes, games or spin the wheel on the app. These competitions can be associated with offering free promotional codes, gift hampers or offers for winners. This will increase the interaction between customers and the application.

## **Conclusion**

We are emerging in a world in which more people are choosing to order food at home than dine in and people order groceries from online rather than to go grocery shopping. Increasing number of people have downloaded food delivery apps and are willing to try restaurants that only exist online.

The pandemic accelerated food delivery app's success when millions were confined to their homes under lockdown and food delivery apps were the only tools for people to get what they wanted, when they wanted it, and how they wanted it.

From our study about consumer perception towards food delivery apps in India , we found out that the majority of the respondents have positive feedback about food delivery apps. It offers many benefits to the society like, it is consumer friendly, accelerates M-Commerce, easy to attract new customers, build a visible brand, a big boost to customer retention and creating a professional workforce.

“Food delivery apps are the future of food industry”



## **ANNEXURE**

### **QUESTIONNAIRE: CONSUMER PERCEPTION TOWARDS WITH REFERENCE TO FOOD DELIVERY APPS IN THE CITY OF ERNAKULAM**

1. Gender

\*

- Male
- Female
- Other...

2. Age

\*

- 18-25
- 26-35
- 36-45
- 45-60
- 60 above
- Other...

3. Occupation

- Student
- Homemaker
- Employed
- Self employed
- Retired
- Other...

4. What type of food do you prefer?

- Homecooked
- Ordered

5. How often do you order food?

- Daily
- At Least once per week

- At Least once per month
- Rarely

6. Your frequency of ordering food was higher \_\_\_\_\_

- Post Covid
- Pre Covid

7. Which medium do you prefer for ordering food?

- Food delivery apps
- Official restaurant website
- Social media
- Tele ordering

8. Which food app do you prefer?

- Zomato
- Swiggy
- Faasos
- Deliveroo
- Other...

9. You usually prefer using food delivery apps for ordering \_\_\_\_\_

- Breakfast
- Lunch
- Dinner
- Leisure
- Work meal

10. What influences your choice of order?

- Restaurant rating
- Pictures available by other customers
- Reviews
- Price
- Offers
- Time for delivery
- Other...

11. Which promotional offer do you prefer while ordering?



- Discounts
- Combo offer
- Free delivery
- Quantity Offer
- Other...

12.Do you receive updates and announcements regarding the app?

- Yes
- No

13.Do you have premium membership for any food delivery app?

- Yes
- No

14.If yes, how was your issue addressed by the customer service?

- Refund
- Offered promotional code
- Correctly manually
- Other...

15.What are the other services you use in food delivery apps?

- Table Bookings
- Pick up or drop of any items( home food, care packages, documents, clothes, etc)
- Buy anything from any store
- Meat and seafood store
- Other...

16.Preferred mode of payment while using food delivery apps?

Debit card/Credit card

- UPI
- E-Wallets
- Net banking
- Cash on delivery
- Other...

17.What disappointments have you faced the most while using food delivery apps?

- Missing order items
- Long waiting time
- Delivering order at wrong location
- Order canceled
- Unethical or rude behavior by delivery valet
- Excessive calling by valet
- Unable to get required help from customer service
- Not Applicable

18. If yes, how was the experience?

- Highly satisfied
- Satisfied
- Average
- Dissatisfied
- Not Applicable

In this project report while finalizing and analyzing quality problems in detail the following websites have been referred to. All the materials detailed below provided effective help and a guiding layout.

**WEBSITES:**

<https://www.zomato.com/>

<https://www.swiggy.com/>

[www.researchgate.net](http://www.researchgate.net)

[www.scrib.com](http://www.scrib.com)

<https://economictimes.indiatimes.com/defaultinterstitial.cms>

<https://tradebrains.in/>

<https://www.quora.com/>