

A STUDY ON CONSUMER GRATIFICATION IN THE ONLINE FOOD DELIVERY SECTOR

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

**AJITH S
42410145**



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade "A++" by NAAC | 12B Status by UGC |

**CATEGORY- 1 UNIVERSITY BY UGC | Approved By AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI CHENNAI - 600 119.**

DECEMBER 2023



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY - 1 UNIVERSITY BY UGC**

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **AJITH S (42410145)** who carried out the project entitled **“A STUDY ON CONSUMER GRATIFICATION IN THE ONLINE FOOD DELIVERY SECTOR”** under my supervision from October 2023 to December 2023.

DR. S. UMAMAHESWARI
Internal guide

External Guide

Dr. BHUVANESWARI. G
Dean – School of Management Studies

Submitted for Viva voce Examination held on **21.12.2023**

Internal Examiner

External Examiner

DECLARATION

I **AJITH S (42410145)** hereby declare that the Project Report entitled “**A Study on consumer gratification in the Online Food Delivery Sector**” done by me under the guidance of **Dr. S. UMAMAHESWARI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE: 30.12.2023

PLACE: Chennai

AJITH S

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. Bharathi B, Director, Dr. Bhuvaneswari G., Dean, School of Management Studies and Dr. Palani, Head of the Department, Dept. of Management** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Coordinator **Dr. K. Sasirekha** for her undue support throughout my program. I express my gratitude to my Project Guide **Dr. S. Umamaheswari** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of Management Studies who were helpful in many ways for the completion of the project.

AJITH S

TABLE OF CONTENTS

CHAPTERNO	TITLE	PAGE NO.
	ABSTRACT	i
	LIST OF TABLES	ii
	LIST OF CHARTS	iii
1	INTRODUCTION	
	1.1Introduction	1
	1.2Company Profile	4
	1.3Statement of the problem	10
	1.4Objectives of the Study	10
	1.5Scope & Significance of the study	10
2	REVIEW OF LITERATURE	
	2.1 Review of Literature	12
3	RESEARCH METHOLOGY	
	3.1Data collection	15
	3.2Research design	15
	3.3Sample design	15
	3.4Sample population	15
	3.5Sample technique	15
	3.6 Sample size	15
	3.7 Limitation of study	15

4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Descriptive Statistical Analysis	16
	4.2 Chi square	25
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1. Findings of the Study	27
	5.2. Suggestions	28
	5.3. Conclusion	28
	REFERENCES	29
	ANNEXURE I – QUESTIONNAIRE	30

ABSTRACT

Marketing has always been about connecting with your audience in the right place and at the right time, especially in this era of mobile applications. Mobile application development is driven by advancements in technology which has drastically increased the usage of mobile phones and applications. The online food ordering market creates convenience and saves times by delivering food at customer's door step. The online food portal gives choice, attractive offers which attracts customers and also increase their profit by providing services. This research paper aims at discussing the consumer satisfaction towards the online food ordering and services. The survey was conducted for a purposeful analysis with 110 respondents. The paper embarks on the satisfaction level and the influencing factors towards the food ordering portals with reference to food delivery app.

The food delivery landscape has been undergoing significant change in the last few years. As the world becomes more and more interconnected, technology has begun to be considered as a convenient and useful tool for communication. In fact, technology has, among other things, provided the type of social interaction that has, indeed, bridged the gap between customers and sellers. Food delivery technology allows consumers to plan ahead or order on the go, adapting to the changing habits. Convenience is the prime factor to the consumers, as to place order is as simple as few clicks on any mobile devices. The online portals now act as the key source for any kind of restaurant business. The popularity of online food ordering and delivery services is steadily growing; expectations of the users are also increasing.

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO.
4.1	Table showing the age of respondents	16
4.2	Table showing the gender of respondents	17
4.3	Table showing the monthly spending for ordering food	17
4.4	Table showing the preference of consumer among different food delivery apps	18
4.5	Table showing how the consumer know about food delivery apps	19
4.6	Table showing the preference among mode of payment	20
4.7	Table showing the level of agreement that the consumer is influenced	21
4.8	Table showing the preference of ordering food using food delivery apps	22
4.9	Table showing reason for choosing food delivery apps	23
4.10	Table showing the usage of food delivery applications	24
4.11	Table showing the overall satisfaction of food delivery app	25
4.12	Table showing case processing summary	25
4.13	Table showing chi square analysis	26
4.14	Table showing chi square test	26

LIST OF CHARTS

CHARTS NO.	PARTICULARS	PAGE NO.
4.1	Figure showing the age of respondents	16
4.2	Figure showing the gender of respondents	17
4.3	Figure showing the monthly spending for ordering food	18
4.4	Figure showing the preference of customer among different food delivery apps	19
4.5	Figure showing how consumer know about food delivery apps	20
4.6	Figure showing the preference among mode of payment	21
4.7	Figure showing the level of agreement that the customer is influenced by the offers	22
4.8	Figure showing the preference of ordering good using food delivery apps	23
4.9	Figure showing reason for choosing food delivery apps	24
4.10	Figure showing the usage of food delivery applications	24
4.11	Figure showing the overall satisfaction of food delivery app	25

CHAPTER 1

INTRODUCTION

1.1 Introduction:

In today's modern world industry of service sector engaged with 70% in Gross Domestic Product. Many online food servicing applications provides the better usage of facilities provided by the restaurants. The number of customers is accustomed to ordering the food for breakfast, lunch and dinner are rapidly increasing in the metropolitan cities in the country for their maximum convenience and transparency. To constrain up with the customer's need, the persons involved in online food servicing business providing increased facilities and services to the customers. Being with the updated knowledge of customer's expectations which helps the firm to retain the to the greater extent. Consumer perception implies one's behavior towards any product or service marketed, it is that marketing concept which encompasses a consumer's acquaintance about offerings of any product or service of a particular company. the factors that decide customer perception are consistency of performance, emotional connect, marketing communications, holistic marketing. Now it is very easy to get things within a click in our smartphones. Everyone is in a race to cope up with the fifth-generation technology. India is rich in food culture which is being now marketed with the help of various restaurants sitting at homes or even at workplace.

Youths are more interested using the apps because, from this they get ordered food on their doorsteps within minutes. Interested users can download the applications at their choice and they can create a profile for the convenience of delivery. And they are able to see the registered list of restaurants of the particular applications and can make choice among restaurants were the whole menu along with the prices of dishes are being displayed. The mode of payment can be in cash on delivery or through debit or

credit card or through net banking. In E-market more and more food delivery applications are entering and it gives chances to more restaurants and dishes too. It helps in creating an opportunity to earn income and also helps in socio economic development of a society. The most popular food delivery applications are Food panda, Zomato, Swiggy & Uber Eats.

During Covid 19, restaurants and associated services were negatively affected encouraging the Indian government to grade the food and related services under essential services. So, hotels, restaurants and delivery services are now start their operations because at least 20% of Indian population including students paying guests and young professionals. The customers are hesitant to place orders during the pandemic. The critical issues for the hesitant of using food apps are the health of individuals to deliver the foods and the sanitary condition of the restaurant. These issues forced the existing customers to reconsider their future purchase decisions.

With the new advent of technology, the world is experiencing many advantages. Now there is many mobile applications has emerged for the people. Among them the new user-friendly initiative is online food ordering system. An online food delivery application helps to order food from the preferred restaurant through some mobile applications such as Zomato, Swiggy, Uber Eats etc. using internet. The popularity of these online food delivery applications is increasing day-by-day. The customer's need not be starving when they are not able to cook food, they can order foods from online food delivery applications. The customers can order food at their preference from the preferred restaurant and the food will reach at our doorsteps. We get all things anytime anywhere through one click at our smartphones. The research is about a study on the customer perception towards food delivery applications during Covid-19. This will help to know about the factors influencing customer perception.

1.1.1 ONLINE ORDERING SYSTEM:

An online food ordering system is software that allows restaurant businesses to accept and manage orders placed via a website or mobile app. Online ordering systems generally consists of two main components. First is a website or mobile app for hungry customers to view the restaurant's dishes and place an online order. Second is an admin management interface for the restaurants to receive and manage the customer's orders.

The customer ordering website or app will generally have several key requirements to function adequately. These requirements are:

- ❖ Accessible across all devices from tablets to PCs.
- ❖ Easily search the restaurant's menu and see what is available.
- ❖ Configure their order type such as delivery or pickup.
- ❖ Choose when they would like to receive the order.
- ❖ Make online payments via credit card, bank transfer, etc.
- ❖ Stay up to date on the status of the orders they have placed.
- ❖ View all their past orders and quickly re-order their favourite items.

The admin management interface is a crucial part of an online ordering system. It's responsible for notifying the restaurants of new orders and helping them manage the order fulfilment process. The key requirements of this are:

- ❖ Accessible across all devices for easy use in-store and on the move.
- ❖ Real-time order management interface that allows restaurants to see which orders to prepare.
- ❖ The ability to have staff accounts to restrict access for staff usage.
- ❖ Easy to understand settings and configuration options to tune the system.

- ❖ An array of notification methods to keep the restaurant up to date on new orders.

1.1.2 FOOD DELIVERY APPLICATION:

OFD is ordering and delivery of food from various restaurants through website or apps. The services offered by various FDAs can be categorized as providing orders, monitoring, payment and tracking facilities, but they are not liable for the actual food preparation. Online food delivery apps allow customers to order from a wide variety of establishments with a single tap on a mobile phone. Call to make an order and then go to a restaurant to pick it up or wait for their couriers to come, without knowing when exactly it will be delivered.

1.2 COMPANY PROFILE:

1.2.1 SWIGGY:



Swiggy is an Indian online food ordering and delivery platform. Founded in July 2014, Swiggy is based in Bangalore, and operates in 500 Indian cities, as of September 2021. Apart from food delivery, Swiggy also provides on-demand grocery deliveries under the name Instamart and an instant package delivery service called Swiggy Genie. Swiggy is operated by Bundl Technologies Private Limited. Majety and Reddy approached Rahul Jaimini, formerly with Myntra, and founded Swiggy and parent holding company Bundl Technologies in 2013. The company built a dedicated delivery network and grew rapidly, primarily driven by the focus on logistics and locking in key

resources. In early 2019, Swiggy expanded into general product deliveries under the name Swiggy Stores, sourcing items from local stores. In August 2020, the company launched its instant grocery delivery service called Instamart using a network of dark stores. In early 2021, Swiggy closed Swiggy Stores and expanded its operations under Instamart. In Sep 2019 Swiggy launched instant pickup/drop off service Swiggy Go. In April 2020, it rebranded Swiggy Go as Swiggy Genie. In May 2020, Swiggy laid off 1100 employees during the COVID-19 pandemic. In 2021, the company announced that it would cover the vaccination cost for its delivery partners. In March 2021, Swiggy set up Health Hub across India.

1.2.2 SWIGGY PARTNERSHIP:

Swiggy has partnered with Burger King to provide delivery services. It has also partnered with Google Local Guide to facilitate customer reviews, and with Sodexo to enable customers for paying through meal cards. Swiggy has partnered with Indifi Technologies to facilitate a financing program for partner restaurants. Swiggy launched a digital wallet, Swiggy Money, in partnership with ICICI Bank. Swiggy and drone company ANRA Technologies have started with their trials for drone deliveries in India, as per the recent announcement.

1.2.3 ZOMATO:



Zomato is an Indian company that started as Foodie Bay in 2008 before it was rechristened to Zomato in 2010. The founders of the company are Deepender Goyal and Pankaj Chaddah. It was launched in Delhi and has fledged from a home-based

venture to a prime food aggregator in the world. It has presence in 24 countries and 10000+ cities across the globe. The vision of Zomato is 'better food for more people'. Zomato is a food delivery start-up one-stop-shop for dinners and a mode for restaurants to differentiate themselves. The major investors in Zomato are Info Edge India, Sequoia Capital, Temasek, Alibaba's payment affiliate Ant financial. The main collaborators of Zomato are Paytm, Uber, food bloggers and restaurants.

The customer segments of Zomato include users who try to find local restaurant for various cuisines, the restaurants who want their names to reach target audience, customer preferring home delivery, database companies and market research companies. Zomato has succeeded to remain a top performer in the market because of its unique and sustainable business model. Zomato has always been an innovator, a go-getter. During Covid 19lock down Zomato diversified itself to grocerybusiness amid falling food orders. As the lockdown was relaxed, the company buildsback its core business though grocery will exist but as a peripheral business. The business model of Zomato has offered variety of values for its customers. It has various business segments which helps to build revenue:

-  Food Delivery Service
-  Advertising Service
-  Business Consultancy Service
-  Zomato Cloud Kitchen
-  Event Segment
-  Zomato Gold
-  Zomato White label

Zomato 'On-time or free feature'

1.2.4 ADVERTISING SERVICE:

Since Zomato has come a long way and has increased its customer base year after year, restaurants especially the new ventures prefer to list themselves on Zomato app in order to increase its visibility and surge its sale. Advertising is the key motto of Zomato's business model. Restaurants can promote their banners on Zomato's site. Customers can explore their favourite restaurants and cuisines and can also rate their service experience at restaurants. A good rating means qualitative service and food in restaurant and it automatically advertises that restaurant positively. Significant income of Zomato originates from advertisement of eateries.

1.2.5 ZOMATO CLOUD KITCHEN:

Zomato owns and operates cloud kitchens with minimal investment. Zomato works with select restaurant operators, thereby aiding in expanding their business to more locations at a minimal fixed cost, but with increased options for the user. Food delivery aggregators Swiggy and Zomato are renewing focus on their cloud kitchen strategies as restaurants start to open amid the COVID-19 pandemic. Many restaurants are also exploring expansion through cloud kitchens with the dine-in business capped at 50% seating capacity and expect online orders to see a surge as consumers remain wary of stepping out.

1.2.6 FOOD PANDA:



Food panda (stylized as food panda) is an online food and grocery delivery platform owned by Delivery Hero. Food panda operates as the lead brand for Delivery Hero in Asia, with its headquarters in Singapore. It is currently the largest food and grocery delivery platform in Asia, outside of China, operating in 12 markets across Asia. In early 2015, the company made an all-stock purchase of TastyKhana.in, and the portal Just Eat India. In the end of 2015, the company laid off around 300 employees in India. The company was based in Gurgaon at the time and active in 200 cities. Ola said it would invest around \$200 million additional funds in Food panda. The company began offering discounts to increase usage, and at its peak, in August 2018, it had around 200,000 daily orders. That dropped to around 5,000 daily orders by the middle of 2019. Ola suspended Food panda India's food delivery business in the middle of 2019 and fired most of its 1,500 food delivery executives. The Food panda brand was said to continue in-house brands or "cloud kitchens" it only had three private label brands under its cloud kitchen business, among them FLRT and Great Khichdi experiment.

Food panda is associated with 4000 restaurants spread over 100+ cities in India. Food panda has established itself in Delhi, Mumbai and Bengaluru. The company is targeting to expand more aggressively in Tier-II and Tier-III cities, with a network of 12,000 restaurants. Since it operates online and via apps, the image of Food panda and its competitors in the market can be judged by the user feedback.

Call Centre/Customer Interaction The process that Food panda follows to get orders from the customers requires the user to choose the restaurant according to the location. The search can be based on restaurant type, cuisine type, dish name or other such keywords.

1.2.7 PLATFORM:

Food panda processes and sends orders directly to partner restaurants, then delivers the meals by delivery riders to the customers. The service is available via its websites and mobile applications. It connects customers with restaurants that offer food delivery in their area and lets them choose, order and pay online/offline. Customers order food by entering their postcodes on the site and browsing for food from a list of restaurants. They can create meals by browsing restaurant menus and selecting items they want to order before entering an address and proceeding to the checkout. Food panda sends out an SMS to confirm orders and their estimated delivery time. Food panda also has a review section on restaurant pages, where customers can comment on sales process, delivery, taste, and overall impression of restaurants.

1.2.8 URBAN EATS:



Uber Eats is an online food ordering and delivery platform launched by Uber in 2014. Users can read menus, reviews and ratings, order, and pay for food from participating restaurants using an application on the iOS or Android platforms, or through a web browser. Users are also able to tip for delivery. Payment is charged to a card on file with Uber. Meals are delivered by couriers using cars, scooters, bikes, or on foot.^[7] It

is operational in over 6,000 cities across 45 countries. During the COVID-19 pandemic, Uber Eats has been criticized for charging fast-food restaurants 30% to 35% commission.

1.3 STATEMENT OF THE PROBLEM:

The customer satisfaction plays a vital role in the success of any marketed product or service and it helps in the retainment of those products or services in the market. The satisfaction of customers may vary according to their attitudes. It must need to analyze the views, needs, and satisfaction of consumers. The pandemic period has adversely affected by all types of businesses. It will also reform the food delivery applications. So, the study helps to know about the factors influencing the customer satisfaction toward food delivery app.

1.4 OBJECTIVE OF THE STUDY:

- ❖ To identify the factors affecting behavior of customers towards on-line food service.
- ❖ To analyze the relationship between on-line food servicing and the facilities provided by the same.
- ❖ To identify which influence the customer's choice of food delivery applications.

1.5 SCOPE AND SIGNIFICANT OF STUDY:

The geographical scope of the study extends to all over Tamil Nadu. Students, working class and youngsters located in Tamil Nadu form the parts of universe. The theoretical scope of the study includes the popularity of online food delivery, the need of virtual restaurants, their role in influencing the consumption pattern and habits, merits and demerits of e-market and major players in online retailing etc. The online food delivery application is one of the fastest growing marketing strategies for most of business people to gain more profits. Food is a basic necessity for every people, but because of the busy life

of people sometimes they are not able to cook or not having time to go and order food from outside. The growth of technology has made online shopping as a part of everyday lifestyle. This study is relevant because it can give a clear picture about future online markets in India and emerging trends in the particular field. The purpose of this study is to measure the satisfaction of customers regarding food delivery applications.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE:

- ❖ According to H.S. Sethu & Bhavya Saini (2016), their aim was to investigate the student's perception, behavior 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.
- ❖ Mill (1998) examined that the most popular day of the week for consumers to dine out is Friday, followed by Saturday and Thursday Sultan and Henrich's (2000) in his study concluded that consumer's willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness. Vijay, Sai. T & Balaji, M. S. (May 2009), revealed that Consumers, all over the world, are increasingly shifting from crowded stores to the one-click online shopping format. However, in spite of the conveniences offered, online shopping is far from being the most preferred form of shopping in India. A survey among 150 internet users, including both users and non-users of online shopping, was carried out to understand why some purchase online while others do not. The results suggested that convenience and saving of time drive Indian consumers to shop online; while security and privacy concerns dissuade them from doing so. The work of Kim and Park (2005) using U.S. samples suggests that their positive attitudes as well as willingness to search for pre-purchase information leads to

a strong likelihood that they will buy online. Online shoppers, are required to have computer skills in order to use the Internet for shopping. Hence, those who are not comfortable with using the computer, will likely do their shopping at the traditional store, modern shop, or discount store (Monzuwe, 2004) because it will be faster shopping there than in the internet shop. Goldsmith and Flynn (2004) state that the home catalog is another traditional selling channel where people can shop at home because of the varieties of products offered in the catalog. They can order through the phone or by mail. It is convenient except that they are not able to touch and feel products before purchasing.

- ❖ Schiffman, Sherman, & Long (2003) in his study researched that “yet individual attitudes do not, by themselves, influence one’s intention and/or behavior. Instead that intention or behavior is a result of a variety of issues relevant to the situation at hand, in this case online buying. Over time the Internet buyer, once considered the innovator or early adopter, has changed. While once young, professional males with higher educational levels, incomes, tolerance for risk, social status and a lower dependence on the mass media or the need to patronize established retail channels (Ernst &Young, 2001; Mahajan, Muller & Bass 1990).
- ❖ Jyotishman Das (2018) reveals in his study the various factors that influence the consumers to choose online food delivery services. He has analyzed about the most preferred online food delivery service portal by consumers. He has also shown the factors that hinder consumers to use online food delivery services. It is found that each food ordering apps have their own specializations, Zomato for better discounts and Swiggy for on time delivery.

- ❖ Kanwal Gurleen. (2012) focuses on the understanding of demographic profiles of adopters and non-adopters of online shopping. For this purpose, the data from 400 respondents was collected in the form of questionnaires. The study has been conducted in 3 cities of Punjab, a sample of urban respondents were selected from the Jalandhar, Ludhiana and Amritsar. The paper also analyses the various reasons for adoption and non-adoption of online shopping (Ahsan ., 2013) in food ordering and delivery services cloud services are playing very vital role in food ordering and delivery services such as customer service, relationship management, supply chain management etc. due to technological moment food ordering and delivery services wants to ensure that ordered food must deliver at right place at right time and to right person.
- ❖ (Chaturvedi and Karthik, 2020) Online food ordering is emerging as a new trend all over the world. By the increase of usage of internet in India ordering food was becoming more popular. These days online food ordering in India has been increasing in urban areas. In rural areas there is no noticeable increment in rural areas, marketers such as Food Panda, Swiggy, Zomato, Uber Eats should know the consumer behavior to develop their performances. They should know the customers in order to update them according to the tastes of the people. This is an attempt to know about strategies and trends of the marketers who deliver food online. According to The City Pages, Minneapolis/ St. Paul reviewed about one Vietnamese restaurant in town by Moskowitz (1999) "Customers are stocking up in pursuit of fresh, simple Vietnamese food made with an emphasis on clean flavor and bright herbs, delivered quickly, and priced reasonably".

CHAPTER 3

RESEARCH METHODOLOGY

3.1 DATA COLLECTION:

Primary data were collected from respondent through systematically prepared questionnaire in google form then electronically summarized through SPSS.

3.2 RESEARCH DESIGN:

The present study adopts descriptive research design, with the support of primary data.

3.3 SAMPLE DESIGN:

It is very difficult to conduct a study on the entire population. So representative sample was drawn for the purpose of the study.

3.4 SAMPLE POPULATION:

The population for the study is taken as 110.

3.5. SAMPLE TECHNIQUE:

The data were collected through Google form, forwarded to respondents through WhatsApp.

3.6 SAMPLE SIZE:

Here 110 respondents were filled the Google form during the period of data collection. Hence the researcher constitutes the sample size to 110.

3.7 LIMITATIONS OF THE STUDY:

- ❖ The opinion of the taken sample can't be taken as the opinion of the whole population.
- ❖ It may or may not be biased because data mainly depends on respondent's view.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

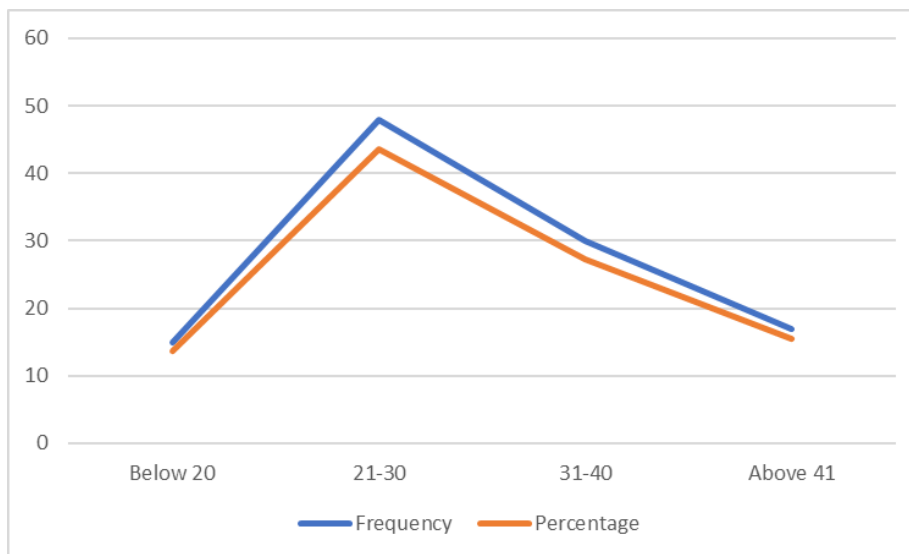
4.1 DESCRIPTIVE STATISTICAL ANALYSIS:

The collected data was processed and analyzed within the time bounded of the research plan. The data collected from 110 samples are analyzed carefully and interpretations are made accordingly. Diagrams such as column chart are used for the purpose.

Particular	Frequency	Percentage
Below 20	15	13.6
21-30	48	43.6
31-40	30	27.3
Above 41	17	15.5

4.1 Table showing the age of respondents

The table shows that the age of majority consumers lies between 21-30 that is 43.6% and 27.3% belongs 31-40 age class and 13.6% belongs to below 20. And 15.5% belongs to above 41.

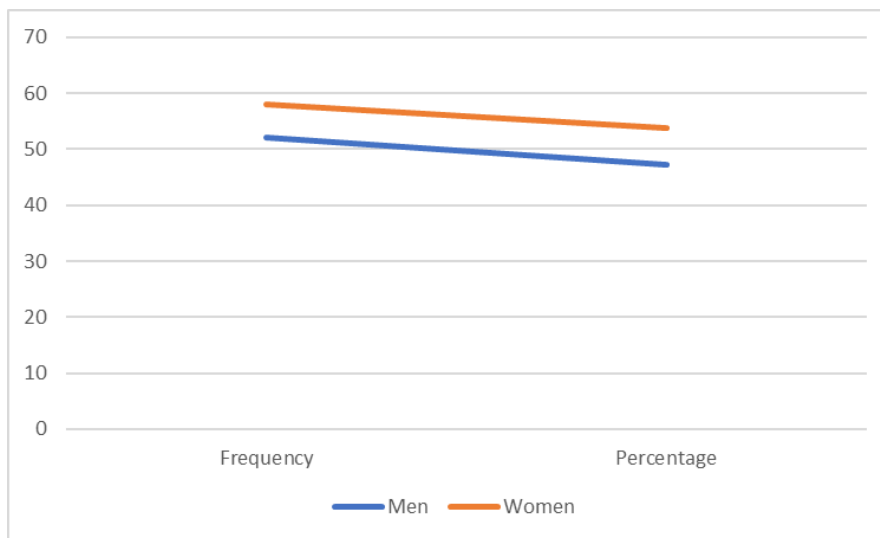


4.1 Figure showing the age of respondents

Particular	Frequency	Percentage
Men	52	47.3
Women	58	53.7

4.2 Table showing the gender of respondents

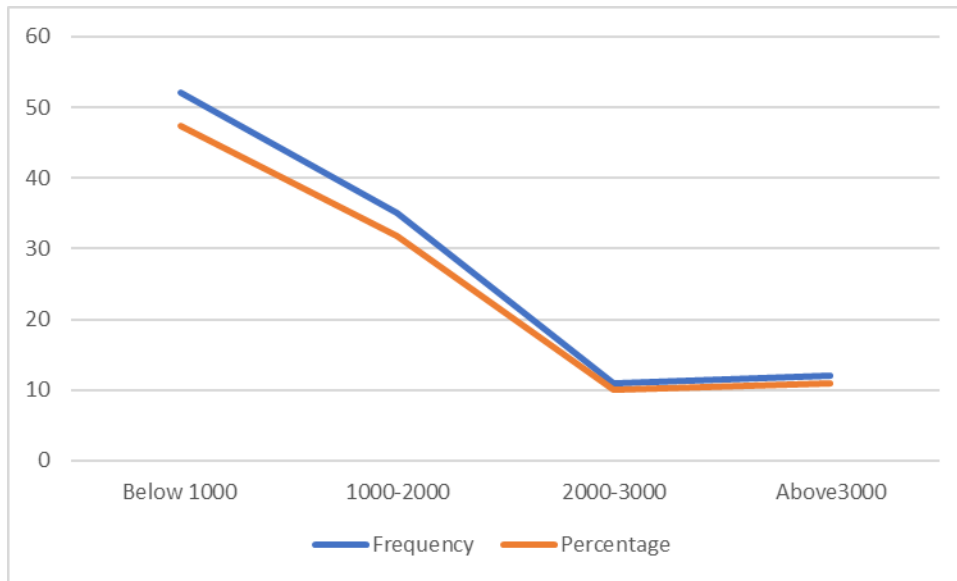
The above table shows that 53.7% are female and 47.3%. Others belongs to 0%.



4.2 Figure showing the gender of respondents

Particular	Frequency	Percentage
Below 1000	52	47.3
1000-2000	35	31.8
2000-3000	11	10
Above3000	12	10.9

4.3Table showing the monthly spending for ordering food

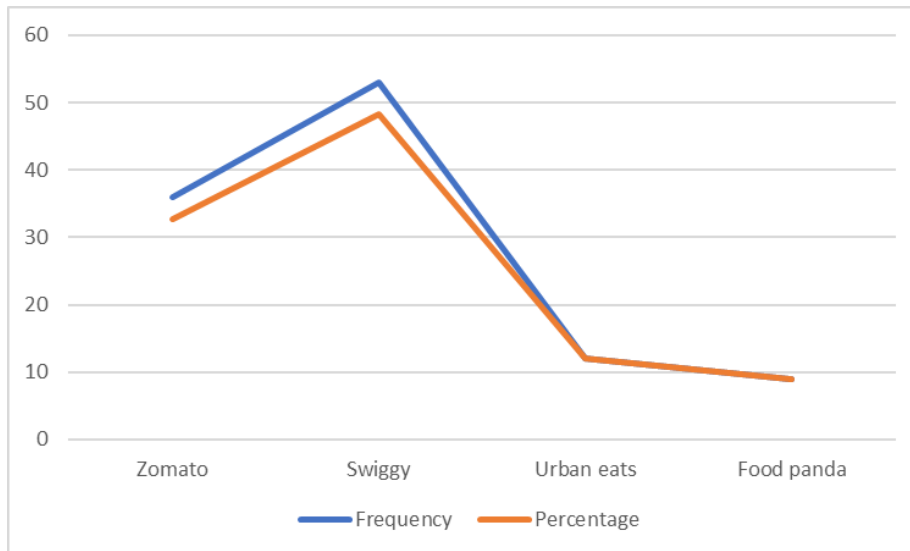


4.3 Figure showing the monthly spending for ordering food

From the table, it is clear that majority of consumers are spending below 1000 rupees for ordering food through food delivery apps that is 47.3% and 31.8% are spending 1000-2000 rupees. 10% is for 2000-3000 rupees and the balance 10.9% belongs to above 3000 rupees.

Particular	Frequency	Percentage
Zomato	36	32.7
Swiggy	53	48.2
Urban eats	12	12
Food panda	9	9

4.4 Table showing the preference of customer among different food delivery apps



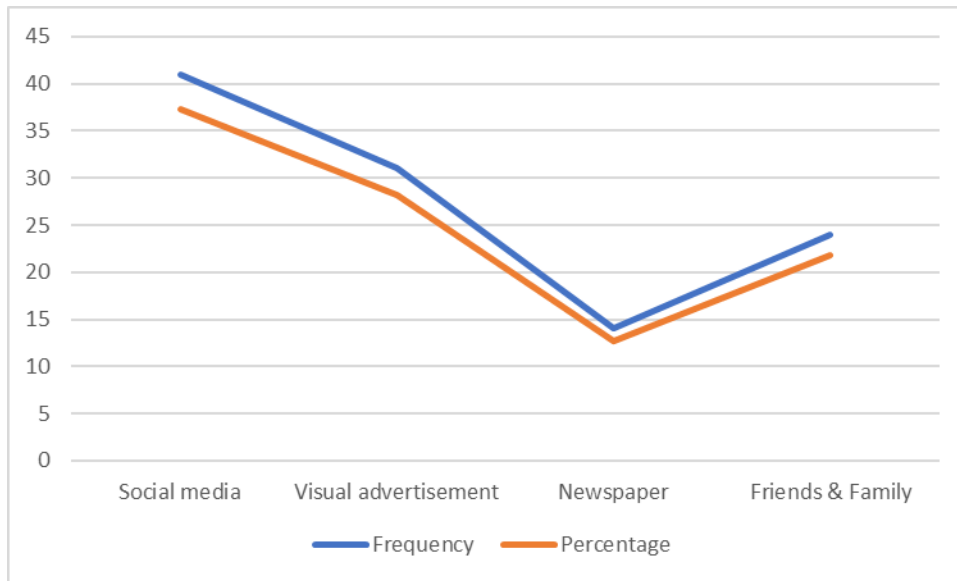
4.4 Figure showing the preference of customer among different food delivery apps

Among the 110 respondents, 48.2% are using Swiggy for ordering food, 32.7% are using Swiggy and 12% are using food panda and 9% belongs to using Uber Eats.

Particular	Frequency	Percentage
Social media	41	37.3
Visual advertisement	31	28.2
Newspaper	14	12.7
Friends & Family	24	21.8

4.5 Table showing how the consumers know about food delivery apps

The above table shows that 37.3% of respondents know about food delivery apps through social media and 21.8% knows through friends and family, 28.2% through visual advertisements and 12.7% for newspaper.

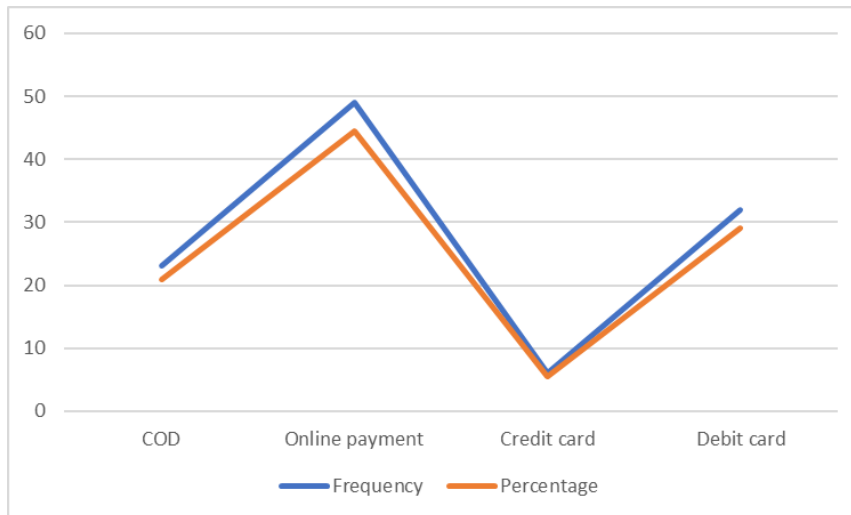


4.5 Figure showing how the consumers know about food delivery apps

Particular	Frequency	Percentage
COD	23	20.9
Online payment	49	44.5
Credit card	6	5.5
Debit card	32	29.1

4.6 Table showing the preference among mode of payment

As per the table, 44.5% are using online payment as a mode of payment, 20.9% are using COD, 29.1% are using debit card and 5.5% are using credit card for payment.

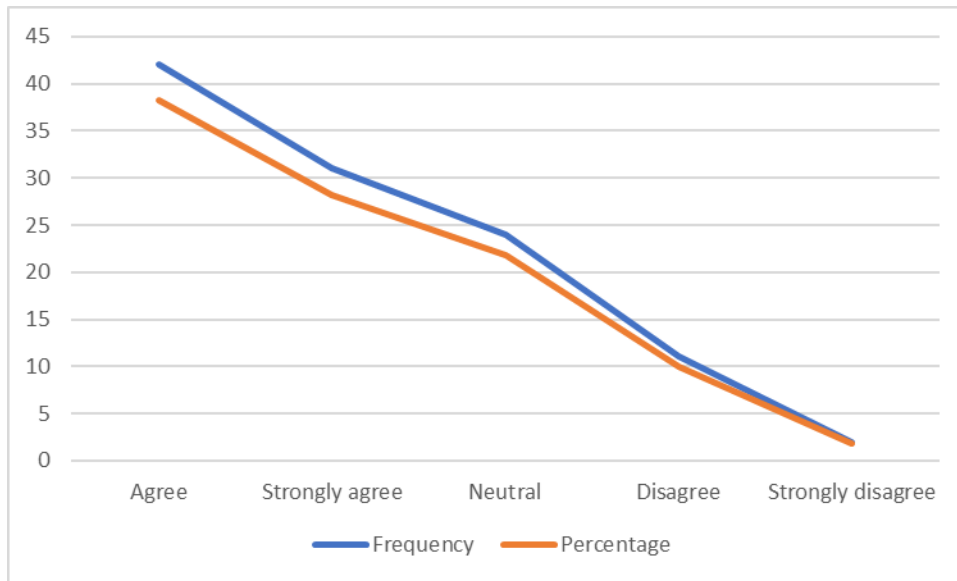


4.6 Figure showing the preference among mode of payment

Particular	Frequency	Percentage
Agree	42	38.2
Strongly agree	31	28.2
Neutral	24	21.8
Disagree	11	10
Strongly disagree	2	1.8

4.7 Table showing the level of agreement that the customer is influenced by the offers available on food delivery apps

According to the above table 38.2% of respondents agrees that they are influenced by the offers available on food delivery apps, 21.8% of consumers are neutral, 28.2% strongly agrees to the statement, 10% respondents disagrees and 1.8% strongly disagree to the statement.

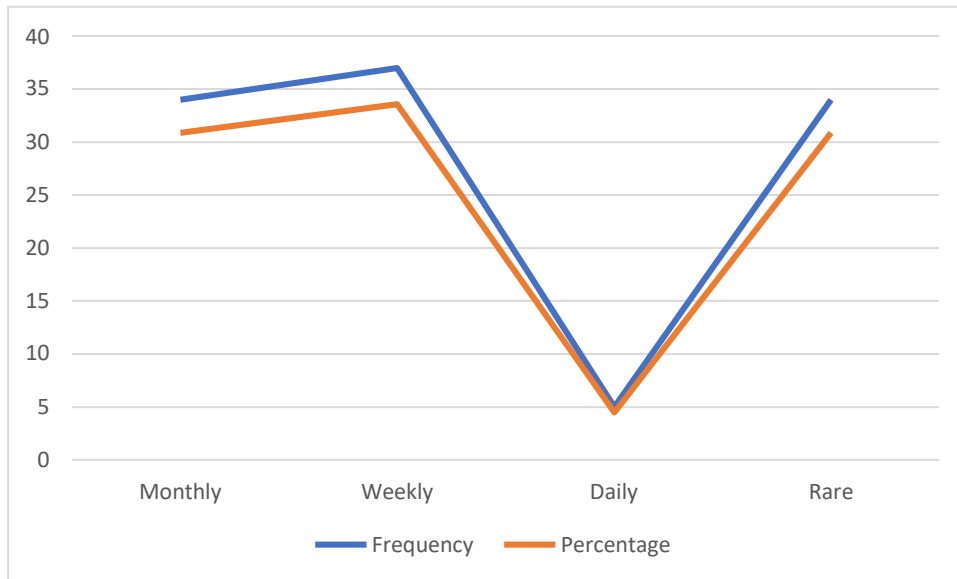


4.7 Figure showing the level of agreement that the customer is influenced by the offers available on food app

Particular	Frequency	Percentage
Monthly	34	30.9
Weekly	37	33.6
Daily	5	4.5
Rare	34	30.9

4.8 Table showing the preference of ordering food using food delivery app

As per the table, it is clear that 30.9% customer ordering food in monthly and rare times.

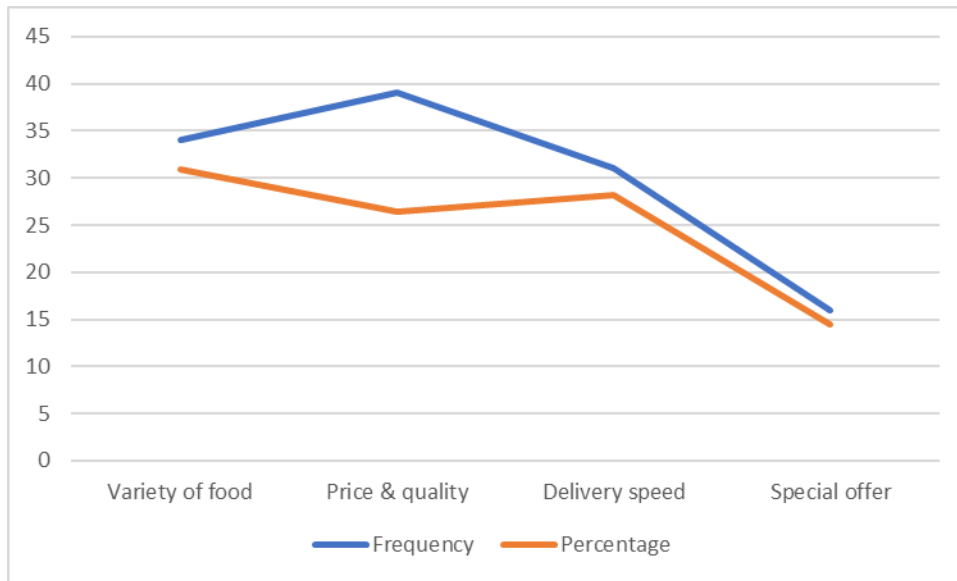


4.8 Figure showing the preference of ordering food using food delivery app

Particular	Frequency	Percentage
Variety of food	34	30.9
Price & Quality	39	26.4
Delivery speed	31	28.2
Special offer	16	14.5

4.9 Table showing reason for choosing food delivery app

The table show 30.9% are choosing food delivery app for variety of foods, 26.4% are choosing for price & quality and 14.5% are for special offer.

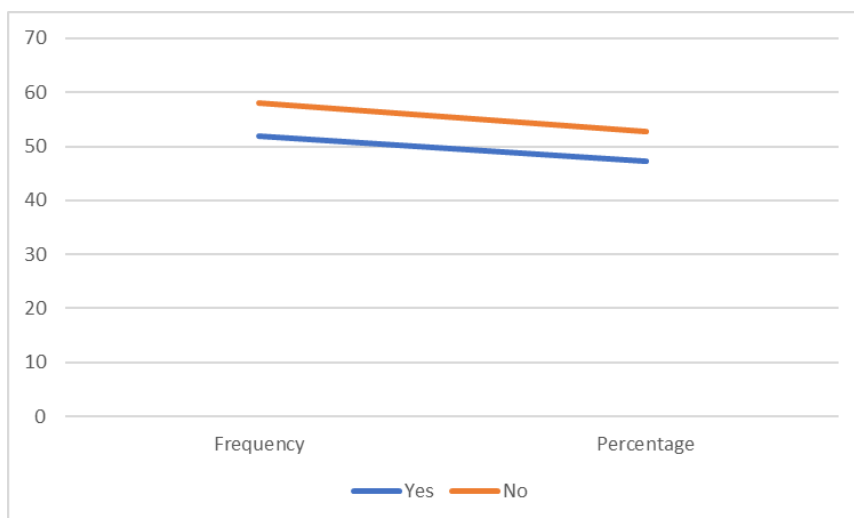


4.9 Figure showing reason for choosing food delivery app

Particular	Frequency	Percentage
Yes	52	47.3
No	58	52.7

4.10 Table showing the usage of food delivery applications

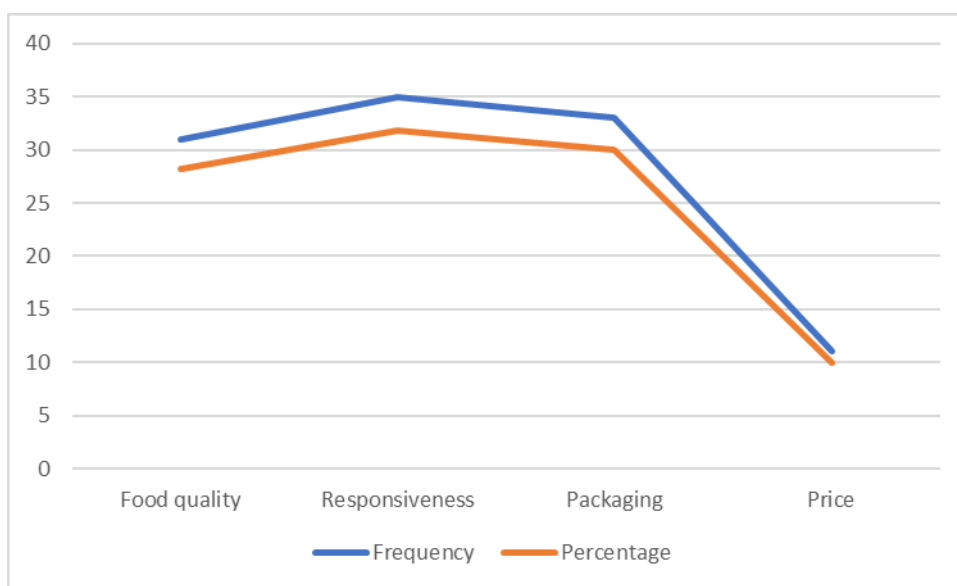
From the above table, it is clear that 52.7% of respondents are using food delivery applications. And 47.3% are not using food delivery apps.



4.10 Figure showing the usage of food delivery applications

Particular	Frequency	Percentage
Food quality	31	28.2
Responsiveness	35	31.8
Packaging	33	30
Price	11	10

4.11 Table showing the overall satisfaction of food delivery app



4.11 Figure showing the overall satisfaction of food delivery app

According to above table, 31.8% respondents showing the overall satisfaction of food delivery app in responsiveness, 28.2% of customers showing food quality and 10% are showing price.

4.2 Chi Square:

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * food delivery app	89	80.9%	21	19.1%	110	100.0%

4.12 Table showing case processing summary

4.13 Table showing chi square analysis

4.14 Table showing chi square test

- Computed only for a 2x2 table
- 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.78.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1 Finding of the study:

- Majority of respondents age lies between 20-30, 27.3% belongs to 30-40, 13.6% for below 20 and 15.5% is above 40.
- 58% of respondents are female, 52% belongs to male and nobody belongs to others.
- It is proven that 52% of respondents are using food delivery applications. And 58% are not using food delivery apps.
- Majority of customers are spending below 1000 rupees for ordering food through food delivery apps that is 47.3%. 31.8% are spending 1000-2000 rupees. 10% is for 2000-3000 and the balance 10.9% belongs to above 3000.
- It is clear from the study 32.7% are using Zomato for ordering food. 48.2% are using Swiggy. 8.2% are using other food delivery apps. 10.9% belongs to using Uber Eats
- The study reveals that 33.7% of respondents know about food delivery apps through social media. 21.8% knows through friends and family. 28.2% through visual advertisements and 12.7% for newspaper.
- 44.5% are using online payment as a mode of payment. 20.9% are using COD, 29.1% are using debit card and 5.5% are using credit card for payment.
- 38.2% of respondents agrees that they are influenced by the offers available on food delivery apps, 21.8% of consumers are neutral, 28.2% strongly agree to the statement 10% respondents disagrees and 1.8% strongly disagree to the statement.

5.2 Suggestions:

- The service quality of food delivery apps needs to improve much more.
- They must want take a look on hygiene factor of food delivery apps.
- Quantity of food-on-food delivery apps has to be increased.
- Food delivery apps must want to make easier to use.
- The online payments make more safe and secure.
- Need an improvement in delivery time.

5.3 Conclusion:

Growing online sale influencing the behavior of the customers in all aspects of their life. Especially with continuous arrival of professionals in cities and rapid urbanization of Indian prospect, the food on-line deliver service segment is now thriving at a sizzling pace, among them Food panda, Swiggy, just eat, Zomato etc. Pulling the customer towards their commercial offers. May these sellers can focus on high lighting the benefits through the attractive offers. Adding to this scenario smart phones are smartly playing the pivotal role in getting the orders quickly and making the mere delivery as early as. There are several food delivery applications in India where one can adopt with the help of smart phones and act as comfort as homes. The present study found a significant relationship between important factors in selecting an on-line food delivery service. Social media helps the on-line service provider of food, by advertising in their media and websites. Currently cash on delivery is the most convenient option of payment for the people, as well as other digital techniques are also in the growth stage. Moreover, instead of attracting the customer, provide a comfort zone for the customer to satisfy the amenities facilitated by your company or service provider.

REFERENCE

- 1, Online Ordering System Definition – august 2017
- 2, Benefits of online ordering 2012
- 3, Adithya R., Abhishek Singh, Salma pathan & Vaishnav kanade (2017), “Online Food Ordering System”, International Journal of Computer Application (0975-8887), Volume180-No.6, December 2017.
- 4, Anita Vinaik., Richa Goel., Seema Sahai., Vikas Garg., 2019, The Study of Interest of Consumers in Mobile Food Ordering Apps, International Journal of Recent Technology and Engineering, Vol.8, Issue-1, page no. 3424 – 3429.

WEBSITE

<http://dspace.christcollegeijk.edu.in:8080/jspui/bitstream/123456789/1321/18/CCATMCM019.pdf>

<https://www.infokara.com/gallery/40-nov-c114.pdf>

<https://turcomat.org/index.php/turkbilmat/article/download/5601/4691>

ANNEXURE I – QUESTIONNAIRE

1. Name

2. Age

- ☐ Below20
- ☐ 20-30
- ☐ 30-40
- ☐ Above 40

3. Gender

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

4. Monthly spending on food delivery app

- ☐ Below1000 1000-2000
- ☐ 2000-3000
- ☐ Above 3000

5. Which food delivery app you will prefer

- ☐ Zomato
- ☐ Swiggy
- ☐ Urban eats
- ☐ Food panda

6. How did you came to know about food delivery app

- ☐ Social media
- ☐ Visual advertisements
- ☐ Newspaper
- ☐ Friends & Family

7. Which mode of payment you will prefer

- ☐ COD
- ☐ Debit card
- ☐ Credit card
- ☐ Online payment

8. Did you like offers given by food delivery app

- ☐ Agree
- ☐ Strongly agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

9. Did the usage of food delivery app is flexibility

- ☐ Agree
- ☐ Strongly agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

10. How often you order food using food delivery app

- Monthly
- Weekly
- Daily
- Rare

11. How long you have been using food delivery app

- Less than 1 year
- 1-2 years
- 2-3 years
- more than 3 years

12. Reason for choosing food delivery app

- variety of foods
- Delivery speed
- Price & Quality
- Special offers

13. How easy is to navigate the food delivery app & website

- somewhat easy
- extremely easy
- Not easy at all

14. Showing the overall satisfaction of food delivery app

- Food quality
- packaging
- Responsiveness
- price

15. Showing whether customer have felt any trouble in dealing with food delivery app

- Yes
- No