A Study on Consumer Perception Towards Food Delivery Apps

Submitted in partial fulfilment of the requirement for the reward of

Bachelor of Commerce

By

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BACHELOR OF COMMERCE

SCHOOL OF MANAGEMENT STUDIES

SATHYABMAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC I 12B Status by UGC I Approved by AICTE

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School of Management studies

BONAFIDE CERTIFICATE

This is to certify that this Project report is the bonafide work of RAM KUMAR B P (39740190) who has done the project work entitled "**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE FOOD APPS"** under my supervision from December to February 2022**.**

Dr. V. Vanitha MBA., M.Phil., Ph.D

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Dr. BHUVANESWARI G.

Dean, School of Management Studies

Submitted for viva voce Examination held on_____.

Internal Examiner **External Examiner**

DECLARATION

I Ram Kumar B P (39740190). Hereby declare that the Project Report entitled **A Study On Consumer Perception towards Food Delivery Apps** done by me under the guidance of Dr.V.Vanitha is submitted in partial fulfilment of the requirements for the award of Bachelor of Commerce

Date:

Place: Chennai **Ram Kumar B P**

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RAM KUMAR B P

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ABSTRACT

The purpose of this research is to find consumer behaviour towards Food Delivery Apps. The study shows most preferred app used by consumer to order food online and factors leading to us consider it the most preferable app. There are many factors related to customer's ordering behaviour- like price, on time delivery, packaging, peer service provider behaviour, platform design etc. There is gradual shift in way people order food. The purpose of this research is to know what are factors that defines consumer's perception and to find most popular app in the food delivery industry.

Key words:

Consumer Behaviour, Consumer preference, most affordable Food delivery App, most preferred online food delivering app, Factors related to customer's ordering behaviour

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Consumer perception implies ones behaviour 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. Consumer perception plays a vital role in success of any marketed product or services as their attitude towards the particular product or service will decide the retainment of the product or service in the market.

The factors that decides customer perception are Consistency of performance, Emotional connect, Marketing communications, Holistic marketing. It is very important for any marketing strategy to make sure whether consumer had perceived with the same intention with what the company has thought of as its been observed that there always exist a difference between what the company tends to deliver to the consumer and the attitude with what consumer perceive it. In this era of technology its been very obvious to get things within a click in the screen of our smart gadgets.

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 food applications like Zomato, Swiggy, Ubereats etc. that provide services to the users to explore the tastes of various restaurants sitting at residence or even at workplace. Consumers even shows keen interest with all the inventions to get into the trend and explore with new experiences with utmost convenience and transparency and expecting the same as of physically visiting any outlets. Without any doubt food is a necessity and getting food with the help of such applications has triggered e-commerce to a great extent, Consumer perception implies ones behaviour 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.

Consumer perception plays a vital role in success of any marketed product or services as their attitude towards the particular product or service will decide the retainment of the product or service in the market . The factors that decides customer perception are Consistency of performance, Emotional connect, Marketing communications, Holistic marketing. It is very important for any marketing strategy to make sure whether consumer had perceived with the same intention with what the company has thought of as its been observed that there always exist a difference between what the company tends to deliver to the consumer and the attitude with what consumer perceive it.

In this era of technology its been very obvious to get things within a click in the screen of our smart gadgets. 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 food applications like Zomato, Swiggy, Ubereats etc. that provide services to the users to explore the tastes of various restaurants sitting at residence or even at workplace.

Consumers even shows keen interest with all the inventions to get into the trend and explore with new experiences with utmost convenience and transparency and expecting the same as of physically visiting any outlets. Without any doubt food is a necessity and getting food with the help of such applications has triggered e-commerce to a great extent, specially the youths are seen to be more passionate in such a way of food ordering and getting delivered at their doorsteps within a very short time. Such food applications are generated as like, the interested users have to download the application of their choice and create a profile with very minor information asked for convenience of the delivery.

Then they would be able to see the registered list of the restaurants of that particular application and they can make a choice of their restaurants where the whole menu along with the prices of the dishes are being displayed. The mode of payment may be in cash on delivery or through net banking or through a debit or a credit card. A good number of food delivery applications can be seen entering the e-market which in turn giving a pace for more new restaurants and new dishes creating an opportunity for income that in a way helps in socio economic development of an area. The most popular food delivery applications are Food Panda, Zomato, Swiggy, Dunzo, Dominos.

1.2 INDUSTRY PROFILE

Food delivery is a courier service in which a restaurant, store, or independent food-delivery company delivers food to a customer. An order is typically made either through a restaurant or grocer's website or mobile app, or through a food ordering company. The delivered items can include entrees, sides, drinks, desserts, or grocery items and are typically delivered in boxes or bags. The delivery person will normally drive a car, but in bigger cities where homes and restaurants are closer together, they may use bikes or motorized scooters.

ZOMATO:

Zomato is an Indian restaurant aggregator and food delivery start-up founded by Pankaj Chaddah and Deepinder Goyal in 2008. Zomato provides information, menus and user-reviews of restaurants as well as food delivery options from partner restaurants in select cities. Zomato also began grocery delivery amid the COVID-19 outbreak. As of 2019, the service is available in 24 countries and in more than 10,000 cities. Zomato was founded as Foodiebay in 2008, and was renamed Zomato on 18 January 2010 as Zomato Media Pvt. Ltd. In 2012, the company expanded operations internationally in several countries.

SWIGGY:

Swiggy is India's largest online food ordering and delivery platform, founded in 2014. Swiggy is based in Bangalore, India, and as of March 2019, was operating in 100 Indian cities. In early 2019, Swiggy expanded into general product deliveries under the name Swiggy Stores. In September 2019, Swiggy launched instant pickup and drop service Swiggy Go. The service is used for a diverse array of items, including laundry and document or parcel deliveries to business clients and retail customers.

UBER EATS:

Uber Eats is an American online food ordering and delivery platform launched by Uber in 2014 and based in San Francisco, California. Uber Eats' parent company

Uber was founded in 2009 by Garrett Camp and Travis Kalanick. The company began food delivery in August 2014 with the launch of the UberFRESH service in Santa Monica, California. In 2015, the platform was renamed to UberEATS and the ordering software was released as its own application, separate from the app for Uber rides. Its London operation opened in 2016.

The Indian food market is massive. As of 2019, the organized food market that includes restaurants was worth $22 billion, of which online food delivery only made up about 15%. That shows the huge growth potential of the food delivery sector in the country. In 2020, India's online food delivery market was valued at approximately $5 billion. The COVID-19 pandemic helped grow the sector, and it's expected to reach about $21 billion by 2026 at a CAGR (compound annual growth rate) of nearly 30%. Growth is mainly concentrated in large cities such as Mumbai, Delhi, and Bangalore.

The top 7 to 10 cities make up about 70% of the business. The remaining 490 cities fill in the rest but are growing. In the past six months, these smaller cities have seen business double. We've seen an aggressive movement of people to smaller cities, and with the hesitancy of online food ordering decreasing, smaller cities are rapidly accelerating. There's a lot more awareness in these places that people can get food delivered instead of going to a restaurant. Older parents, who are not the original target generation, are starting to place orders. More delivery-oriented brands are seeing opportunities to open.

Currently, the space is dominated by Zomato and Swiggy, and their market share is too close to call a winner at this point. For the past few months, Amazon has been operating in Bangalore — it's currently a sub 1% player in the market.

Swiggy's strategy is being the king of convenience. The company is looking for other things to be delivered to customers quickly and to offer convenience — hence why it expanded to grocery concierge services. The publicly stated vision of Zomato, which started out as a restaurant discovery platform, is that it wants to be a farm-to-fork company, with food delivery being a big part of it. It's also launched a B2B grocery service for restaurants to get them integrated into its network.

At their heart, these businesses are very simple. There's a customer acquisition funnel; a certain percentage of them will be retained or reactivated monthly. The

market has seen acquisition costs as low as 200 rupees and as high as 4,100 rupees, with a large chunk of them in the 200-500 range. As the industry penetrates deeper, that number might increase, because while it's easier and cheaper to acquire the early adopters, the subsequent users will require more investment to convert.

Here are the factors driving the Indian food delivery sector:

Restaurants pay a percentage of the revenue coming to them as commissions to the platforms. Customers pay delivery fees for the service. Delivery fees are one piece that's flexible. With customer education, communication, and product, companies can keep increasing fees over time. There are additional monetization measures in place, including leveraging visibility inside the app or leveraging the delivery fleet capability. There's also levers when people place orders that nudge them to buy additional items, such as a starter or beverage, often with the promise of a discount.

The single largest cost to these companies is paying delivery executives on a per-order basis with a suite of incentives. Other models have been attempted, but approximately 90% of orders today are based on a gig economy format. The second-largest cost is promotions, which varies month to month; for example, India has a cricket festival, the Indian Premier League, during which discounts spike. The other two large costs are customer service, such as having to run a call center or chat-based support when orders go wrong, as well as refunds. Then there are small miscellaneous costs, such as for payment gateways.

Remember, the penetration rate of the sector is currently low, as there's a large chunk of Indian users who are just starting to come online with smartphones. This is one of the reasons why all the food delivery players went from a 10- to 20-city footprint at the start of 2019 to more than 400 cities by the end of that year. Clearly, a lot of people are coming on board for this concept.

Massive discounts are playing a large role in acquiring customers at this stage. The same customer is shopping across different platforms. Only between 25% and 35% of users continue to stick with the platform three months after they've been

acquired. Companies are dumping money at the top of the funnel, and it's leaking all the way through without retaining customers.

Companies are putting a lot of time, effort, product development, and strategic thinking into retention. For example, Swiggy has a subscription program called "Super" that allows customers to make the delivery fee more affordable by buying packages for one month, three months, or a year. Zomato has Zomato Pro, a subscription/loyalty program.

Even before COVID-19 hit, these companies across the board had already started moving toward more sustainable unit economics and are pretty much in positive territory. Today, the companies probably have the best unit economics they've ever had.

The pandemic has had mainly two impacts on this industry: order volume, which went down and up, and profitability, which saw a huge upswing.

There are possible tailwinds still to come. The overall health of the economy will likely have an impact on discretionary spending of people over a longer period. If the country recovers well, this won't be a problem. The second is restaurant mortality. Having a good assortment of restaurants is a non-negotiable for the category to grow. The flip side of that is with the closing of traditional restaurants with large dining spaces, there's an aggressive shift toward delivery-oriented infrastructure. That means a lot more ghost kitchens, which scale very fast. Big chains are opening more and more outlets during this time to take advantage of the fact that they have the money and staying power. As more delivery-oriented supply exists, that's only good for consumers in terms of the assortment options.

Both companies also offer good benefits to their delivery executives, such as life insurance and group accident covers, so if anyone is injured at work and hospitalized, they get cashless cover. These benefits are already in place, so at no additional cost, they likely bring peace of mind to delivery executives.

This industry will likely grow as India's social and economic climate improves and street food vendors and their ilk move into the organized food space. The rate of

growth of the restaurant market could vary over time, but it would certainly grow faster than the overall food delivery sector itself.

1.3 OBJECTIVES OF THE STUDY

- The Primary Objective of the study is to know about the consumer perception on food apps.

Secondary Objectives:

- To analyse about the various factors that influences the consumers to choose online food delivery services.
- To analyse the most preferred online food delivery service portal by consumers.
- To analyse about that these service portal are time efficient.
- To know about the extent of consumer satisfaction towards online food apps.

1.4 SCOPE OF THE STUDY

- The study is basically conducted to know how consumers perceive the online food delivery services.
- The perception of consumers may vary under different circumstances. From this study, we can have a better understanding of the ‘Online Food Delivery Service Market’.

We will know about the consumer perception regarding the services they provide and will get to know the variables affecting their perception

1.5 NEED FOR THE STUDY

- To know about the consumer perception on food apps.
- To know about the consumer perception about the services provided by the food delivery apps.
- To know the factors that led to the success of online food delivery apps in India.

Therefore, these findings may help the service providers to work upon on these variables to fill up the gaps in the mindset of consumers.

1.6 LIMITATIONS OF THE STUDY

- The present study has the following limitations:
- The opinion elicited from the research conducted can't be taken as the opinion of the whole population.
- Data totally depends on the respondent's view, which could be biased in nature.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

Sehrat Murat Algoz and Haluk Hekimoglu(2012) along with the growth of E-commerce in the worldwide ,the food industry is not lagging behind in showing a tremendous growth. Technology Acceptance has been used in the particular research paper to study the consumer acceptance of ordering food online. This paper says that the consumers attitude depends accordingly to the ease and convenient of ordering food online and also the reliability upon the eretailers and various external influencers.

Jyotishman Das (2018), the doorstep delivery is the most highly ranked factor of influencing the consumers to use the food ordering applications. The consumers are also often influenced by discounts and cashback they enjoy . On comparing the factors the most preffered service provider came out to be Zomato followed by Swiggy. But some negative influencer like bad past experience and ,lnegative experience of friends and family also in some cases prevents the consumers on using the process.

Mr. Mathews Joao Chorneukar , consumers recommended using food delivery applications to be secured and were satisfied much with the services. The paper also reveals that even the consumers working in companies around the age limit of 31 -35 years used to order more food and the mode of payment that was preferred the most was cash on delivery.

Dr. Neha Parashar and Ms.Sakina Ghadiyali ,with rapid urbanisation in the society, the food delivery services are at a targeted pace and adding to this scenario the number of smart phone along with the food delivery applications are increasing . The influential factor resulted to be the ease and convenience , no hassle of using food applications of the consumers.

Karan Kashyap, the use of food delivery applications are gaining attention in the cities as people instead of going out to the restaurants , can enjoy their meal sitting at home. They also get relief from the traffic congestion and can spend quality time

with good food along with the family members. Such factors have facilitated the use of such applications to a great extent.

J. Das(2018) has studied, analyzed and compared the top 4 food delivery apps namely, Zomato, Swiggy, Foodpanda and Uber eats. 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 delivery on time and good customer service. In both situations, customers ranked Uber eats in the last position.

According to H.S. Sethu&Bhavya Saini (2016), they aimed to investigate the student‟s perception, behavior, and satisfaction of online food ordering and delivery services. 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 easy access to the internet are the prime reasons for using the services.

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

Persuad and Azhar(2012) stated that Mobile phones have become a very integral part of every human being's life. Though humans adopt mobile phones to improve their social, professional and private lives, it also helps the marketers in marketing their product. To deliver mobile marketing campaigns, the marketers should concentrate on mobile marketing chains including technology, people, processes and costs. For participating in mobile marketing, brand loyalty is the basis for it.

According to D'IncauD. and B. Anckar (2002), Mobile commerce has been emerging as one of the important aspects of every person's life. Mobile commerce has also, in a way, given freedom to most of the people.

Brymer (1991) states that the hospitality industry is comprised of those businesses which practice the act of being hospitable; those businesses which are characterized by generosity and friendliness to guest. This business that comprise the major segments of the industry: food service, lodging, travel and recreation. The Connotative Meaning of Food Grunert stated that "people seek food, not nutrients. The common beliefs underlying all these classifications are that food has social and psychic meanings that meals serve as communicative symbolism, and "that eating is an experience that may be invested with many intellectual and emotional values quite apart from metabolic utilization of the food" (Babcoke, 1948, p.390). Eating is a deeply engrained source of satisfaction and the restaurant customer wants an eating experience which combines food, service, decor, and indefinable extra (Hall, 1977).

Hall (1977) stated that the millions of people who "eat out" every day have a wide variety of needs and tastes from a quick lunch to a luxurious meal with elaborate service. Because of these differences there are many kinds of restaurants varying from street stands for a hot dog or bowl of noodles to elaborate restaurants with the best cooking. There are millions of people away from their homes everyday either by necessity or by choice. The restaurant and catering business has developed to feed this huge number of transients-office and factory workers, schoolchildren, military personnel, travellers, and 6 people out to have a good time. Because there are so many to feed, the restaurant and catering business is one of the largest and fast-growing industries.

2.2 LITERATURE:

2.2.1Customer:

A customer is a person who buys goods and services regularly from the seller and pays for it to satisfy their needs. Many times when a customer who buys a product is also the consumer, but sometimes it's not. For example, when parents purchase a product for their children, the parent is the customer, and the children are the consumer.

They can also be known as clients or buyers. Customers are divided into two categories:

Trade Customer- These are customers who buy the product, add value and resell it. Like a reseller, wholesaler, and distributor, etc.

Final Customer– These are the customers who buy the product to fulfill their own needs or desires. Further, according to an analysis of the product satisfaction and relationship with the customers,

the customers are divided into three kinds-

- Present Customer
- Former Customer
- Potential Customer

A consumer is someone who purchases the product for his/her own need and consumes it. A consumer cannot resell the good or service but can consume it to earn his/her livelihood and self-employment. Any person, other than the buyer who buys the product or services, consumes the product by taking his/her permission is categorized as a consumer. In simple word, the end-user of the goods or services is termed as a consumer. All individual who engage themselves in the economy is a consumer of the product. For instance, when a person buys goods from a grocery store for their family, you become a customer, as you are only purchasing the

commodities. But, when they feed the grocery to other members of the family, they become the consumer.

2.2.2 Perception:

Perception is the process by which people select, organize, and interpret sensations, i.e. the immediate response of sensory receptors (such as the eyes, ears, nose, mouth, and fingers) to such basic stimuli as light, color, odor, texture, and sound. Anything that activates a receptor is called a stimulus. The study of 17 perception focuses on what we add to raw sensations in order to give them meaning. Each individual interprets the meaning of a stimulus to be consistent with his or her own unique biases, needs, and experiences.,

The three stages of exposure, attention, and interpretation make up the process of perception. Overall, perception is simply the process of (i) selecting, (ii) organizing, and (iii) interpreting information inputs in order to produce meaning that would aid in consumption decision-making. At the exposure phase, information inputs are sensations received through our sense organs (i.e., sight, taste, hearing, smell, and touch).

For example, when we see or hear an advertisement, smell or touch a product, we receive information inputs. These processes are collectively referred to as the process of perception.

The following is the process of perception:

1. Exposure Exposure occurs when a stimulus comes within the range of someone's sensory receptors-sight, smell or touch. Consumers may either tend to concentrate on certain stimuli while being completely unaware of others, or they may even go out of their way to ignore certain messages.

2. Attention Attention refers to the extent to which processing activity is devoted to a particular stimulus. Consider, for example, the thought of having to sit through both interesting and "less interesting" lectures. This can vary depending on both the characteristics of the stimulus (i.e., the lecture itself) and the recipient (i.e., your mental state at that time). Consumers often are in a state of sensory overload, where they are

exposed to far more information than they can process. Taken from a marketing perspective, we are often bombarded with marketing stimuli from 18 commercial sources, thus making the competition for our attention an everincreasing phenomenon.

3. Interpretation Interpretation refers to the meaning that we assign to sensory stimuli. Just as people differ in terms of the stimuli that they perceive, the meanings we assign to these stimuli vary as well. Two people can see or hear the same event, but their interpretation of it can be as different as night and day, depending on what they had expected the stimulus to be. The meaning we assign to a stimulus depends on the schema (i.e., set of beliefs), to which we assign it. Identifying and evoking the correct schema is crucial to many marketing decisions because this determines what criteria consumers will use to evaluate the product, package, or message.

Perception is the sensory experience of the world. It involves both recognizing environmental stimuli and actions in response to these stimuli.

Through the perceptual process, we gain information about the properties and elements of the environment that are critical to our survival. Perception not only creates our experience of the world around us; it allows us to act within our environment.

2.2.3 Impact of Perception

In order to see the impact of perception, it can be helpful to look at how the process works. This varies somewhat for every sense. In the case of visual perception:

1. **The environmental stimulus:** The world is full of stimuli that can attract attention through various senses. The environmental stimulus is everything in the environment that has the potential to be perceived.
2. **The attended stimulus:** The attended stimulus is the specific object in the environment on which attention is focused.
3. **The image on the retina:** This involves light actually passing through the cornea and pupil and onto the lens of the eye. The cornea helps focus the light

as it enters the eye, and the iris of the eye controls the size of the pupils in order to determine how much light to let in. The cornea and lens act together to project an inverted image onto the retina.

4. **Transduction:** The image on the retina is then transformed into electrical signals in a process known as transduction. This allows the visual messages to be transmitted to the brain to be interpreted.
5. **Neural processing:** The electrical signals then undergo neural processing. The path followed by a particular signal depends on what type of signal it is (i.e. an auditory signal or a visual signal).
6. **Perception:** In this step of the process, you perceive the stimulus object in the environment. It is at this point that you become consciously aware of the stimulus.
7. **Recognition:** Perception doesn't just involve becoming consciously aware of the stimuli. It is also necessary for the brain to categorize and interpret what you are sensing. The ability to interpret and give meaning to the object is the next step, known as recognition.
8. **Action:** The action phase of perception involves some type of motor activity that occurs in response to the perceived and recognized stimulus. This might involve a major action, like running toward a person in distress, or something as subtle as blinking your eyes in response to a puff of dust blowing through the air

2.2.4 Food Delivery

Retail food delivery is a courier service in which a restaurant, store, or independent food-delivery company delivers food to a customer. An order is typically made either through a restaurant or grocer's website or mobile app, or through a food ordering company. The delivered items can include entrees, sides, drinks, desserts, or grocery items and are typically delivered in boxes or bags. The delivery person will normally drive a car, but in bigger cities where homes and restaurants are closer together, they may use bikes or motorized scooters.

Recently, we have also seen the use of autonomous vehicles by companies like Starship Technologies, currently available in the USA and the UK to complete deliveries. Customers can, depending on the delivery company, choose to pay online or in person, with cash or card. A flat rate delivery fee is often charged with what the customer has bought. Sometimes no delivery fees are charged depending upon the situation. Tips are often customary for food delivery service. Contactless delivery may also be an option. Other aspects of food delivery include catering and wholesale food service deliveries to restaurants, cafeterias, health care facilities, and caterers by foodservice distributors.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis. Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

Research papers, dissertations, thesis, academic journal articles, or any other piece of formal research will contain a section (or chapter) on research methodology. This section stipulates the methodological choices made and also substantiates why these choices were made. This section is therefore used by researchers to justify why the methods they employed are best suited to achieve the research objective and arrive at valid and reliable results. This section also allows readers to evaluate the reliability and validity of a study based on the relevance and effectiveness of the procedures employed.

3.2 RESEARCH DESIGN:

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is ‘Descriptive Research’.

Descriptive research design: Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

3.3 SAMPLING TECHNIQUE:

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

Non-probability sampling: Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection.

Convenience sampling: A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

3.4 SOURCES OF DATA:

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are:

Primary data: The Primary data for this study was collected through questionnaire.

Secondary data: Secondary data was collected from external sources like Websites, Journals etc.

3.5 STRUCTURE OF QUESTIONNAIRE

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic.

3.6 SAMPLE SIZE

The sample size for the project had a target of 70-100 participants. The fixed target of the sampling size has been achieved as the total number of respondents for the 26 survey questionnaire was 101. Total of 101 responses helped the project to analyze more response and it helped to derive a conclusion regarding customer perception towards online food delivery apps.

3.7 ANALYTICAL TOOLS:

CHI-SQUARE TEST:

A chi-square statistic is one way to show a relationship between two categorical variables. In statistics, there are two types of variables: numerical (countable) variables and non-numerical (categorical) variables

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 DATA ANALYSIS AND INTERPRETATION:

TABLE NO 4.1

Age of the Respondents:

Age	Response	percentage
16-20	16	15.9 %
21-25	61	60.1 %
26-30	14	15%
31-35	10	10%

Interpretation

From the above table interpreted that 15.9% respondents are 16-20 age, 60.1% are 21-25 age, 15% are 26-30 age, 10% are 30 above, majority of 60.1% respondent are between 21-25 age.

CHART NO 4.1

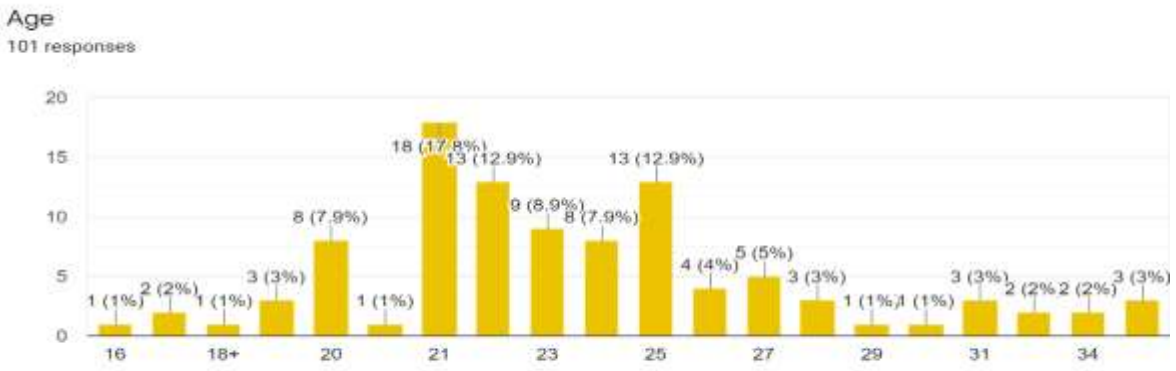


TABLE 4.2

GENDER OF RESPONDENTS:

Gender	Percentage
Male	55.4%
Female	42.6%
Others	3%

Interpretation

From the above table interpreted that 55.4% respondents are Male, 42.6% are Female, 3% are Others, majority of 55.4% respondent are Male.

CHART 4.2

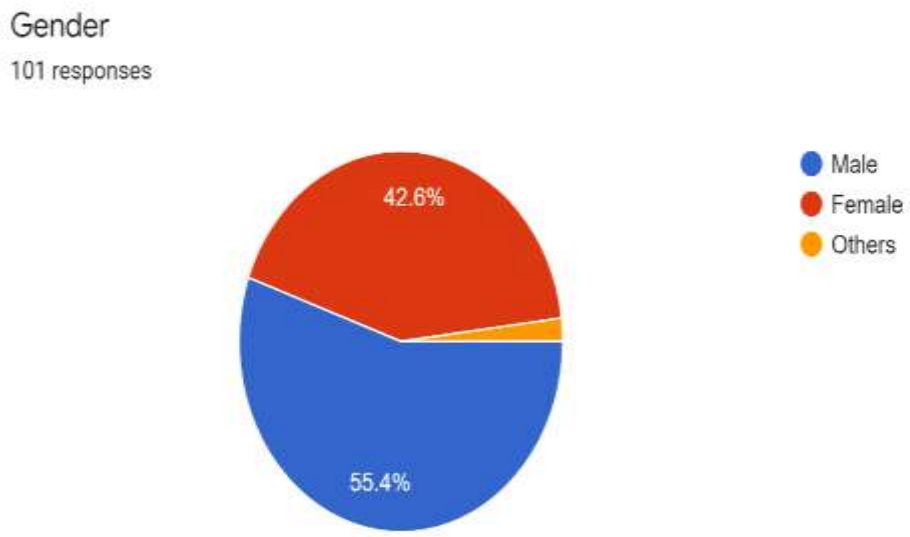


TABLE 4.3

OCCUPATION:

Who are You?	No of Respondent	Percentage
Student	58	57.4%
Professional	10	10.9%
Salaried	28	27.7%
Self-employed	5	5%

Interpretation

From the above table interpreted that 57.4% respondents Students, 10.9% are Professional, 27.7% are Salaried, 5% are Self employed, majority of 57.4% respondent are Students.

CHART 4.3

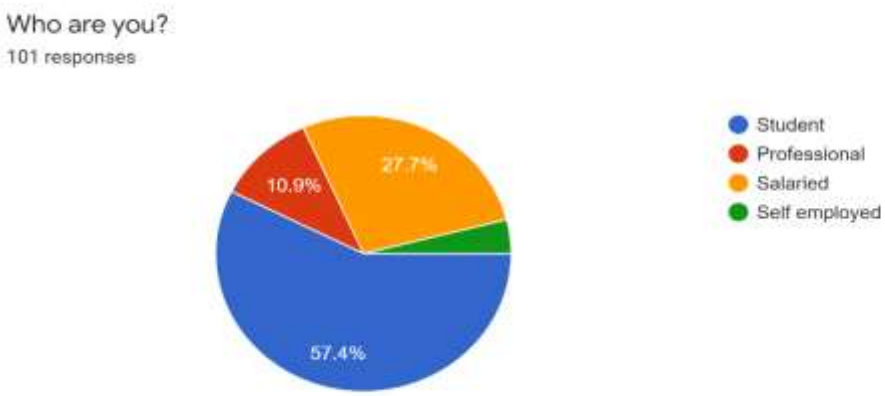


TABLE :4.4

How often do you use food apps?	Percentage
Atleast once per week	9.9%
Atleast once per Fortnight	2.1%
Atleast Once per month	33.7%
Occasionally	53.5%
Daily	1%

Interpretation

From the above table interpreted that 9.9% respondents using once per week, 2.1% are using once per fortnight, 33.7% are using once per month , 53.5% are using Occasionally and 1% are using it Daily, majority of 53.5% respondent are using Occasionally.

CHART 4.4

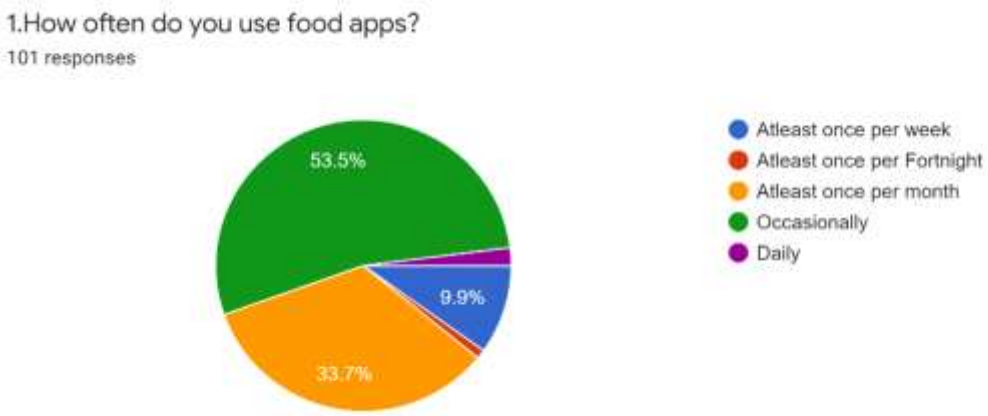


TABLE 4.5

Which food apps do you prefer?	Percentage
Swiggy	48.5%
Zomato	45.5%
Food panda	0%
Others	3%

Interpretation

From the above table interpreted that 48.5% respondents prefer swiggy, 45.5% are Prefer Zomato, 3% Prefer Others, majority of 48.5% respondents prefer Swiggy.

CHART 4.5

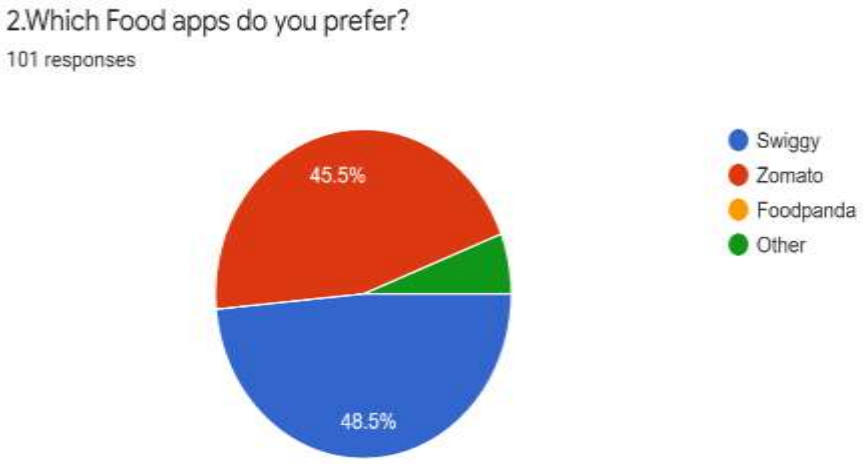


TABLE 4.6

I normally prefer to use food apps for ordering during .	Percentage
Morning (Breakfast)	4.9%
Afternoon(Lunch)	31.7%
Afternoon(Leisure)	9.9%
Evening(Dinner)	54.5%

Interpretation

From the above table interpreted that 4.9% respondents prefer Morning(Breakfast),31.7 % Prefer Afternoon(Lunch), 9.9% Prefer Afternoon(Leisure) and 54.5% Prefer Evening(Dinner), majority of 54.5% of respondents prefer Evening(Dinner)

CHART 4.6

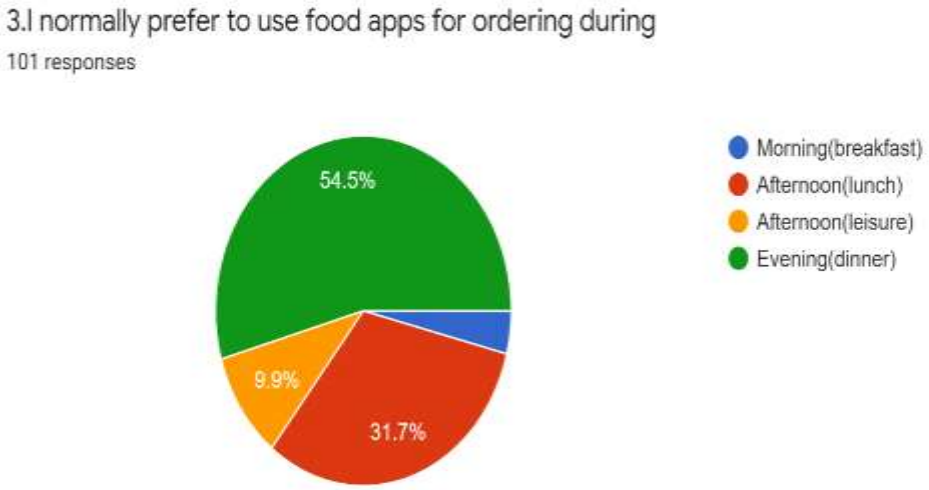


TABLE 4.7

Preferred mode of payment	Percentage
Net Banking	1%
Credit Card	2%
Cash On Delivery	60.4%
Google Pay	29.7%
Debit Card	5%
Amazon Pay	1%
No idea	1%

Interpretation

From the above table interpreted that 1% respondents prefer Net Banking, 2% Prefer Credit Card, 60.4% Prefer Cash On Delivery,29.7%Prefer Google Pay, 5% Prefer Debit Card,1% Prefer Amazon Pay and 1% No idea, majority of 60.4% respondents prefer Cash On Delivery.

CHART 4.7

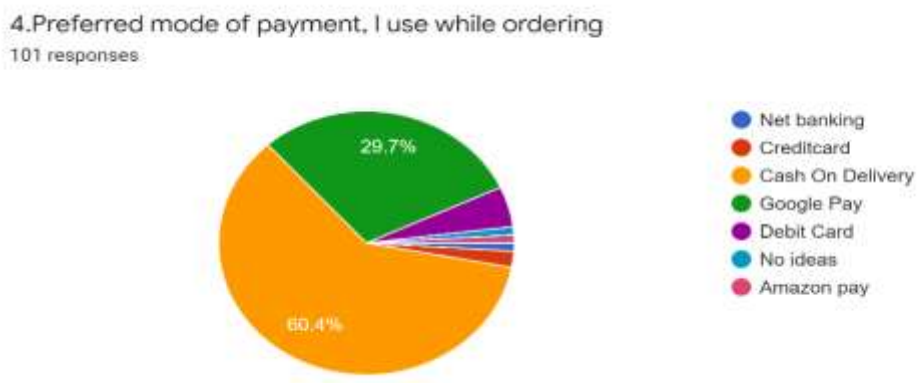


TABLE 4.8

I find the food available on food apps is as per my taste	Percentage
Strongly Agree	27.7%
Agree	29.7%
Neutral	22.8%
Disagree	14.9%
Strongly Disagree	5%

Interpretation

From the above table interpreted that 27.7% respondents Strongly Agree that the food available as per their taste, 29.7% are Agree with, 22.8% are Neutral, 14.9% are Disagree with it and 5% are Strongly Disagree with it, majority of 29.7% respondents Agree with the statement.

CHART 4.8

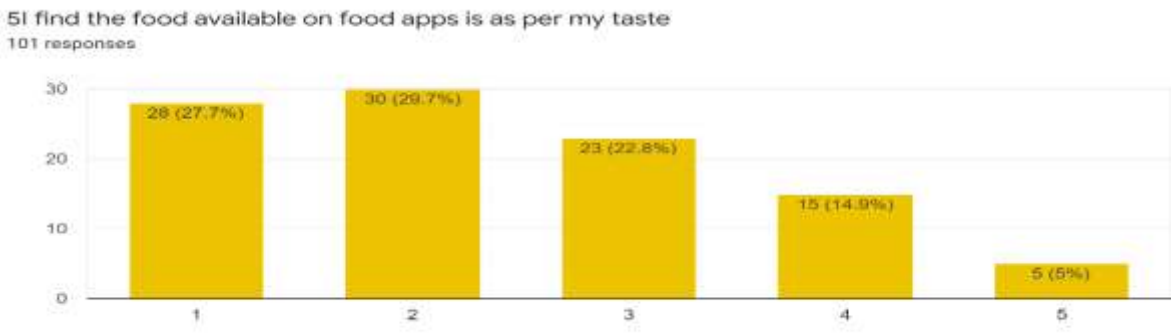


TABLE 4.9

I find the food apps flexible to use.	Percentage
Strongly Agree	14.9%
Agree	46.5%
Neutral	19.8%
Disagree	15.8%
Strongly Disagree	3%

Interpretation

From the above table interpreted that 14.9% respondents Strongly Agree that the app is flexible to use, 46.5% are Agree with, 19.8% are Neutral with it, 15.8% are Disagree with it and 3% are Strongly Disagree with it, majority of 46.5% respondents Agree with the statement

CHART 4.9

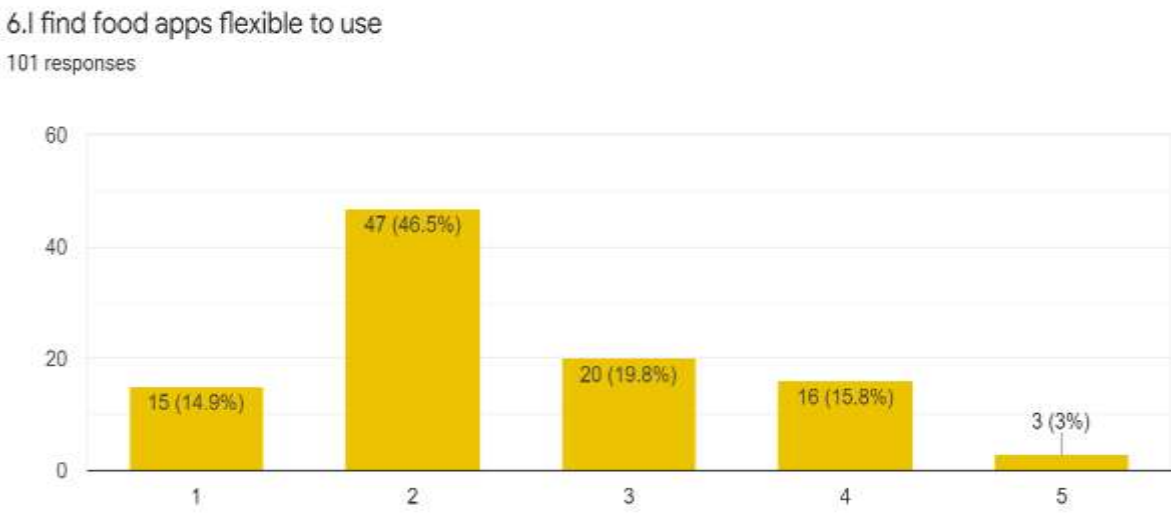


TABLE 4.10

I find the cost of food affordable on food apps	Percentage
Strongly Agree	15.8%
Agree	29.7%
Neutral	22.8%
Disagree	20.8%
Strongly Disagree	10.9%

Interpretation

From the above table interpreted that 15.8% respondents Strongly Agree that the cost of food is affordable, 29.7% are Agree with, 22.8% are Neutral, 20.8% are Disagree with it and 10.9% are Strongly Disagree with it, majority of 29.7% respondents Agree with the statement.

CHART 4.10

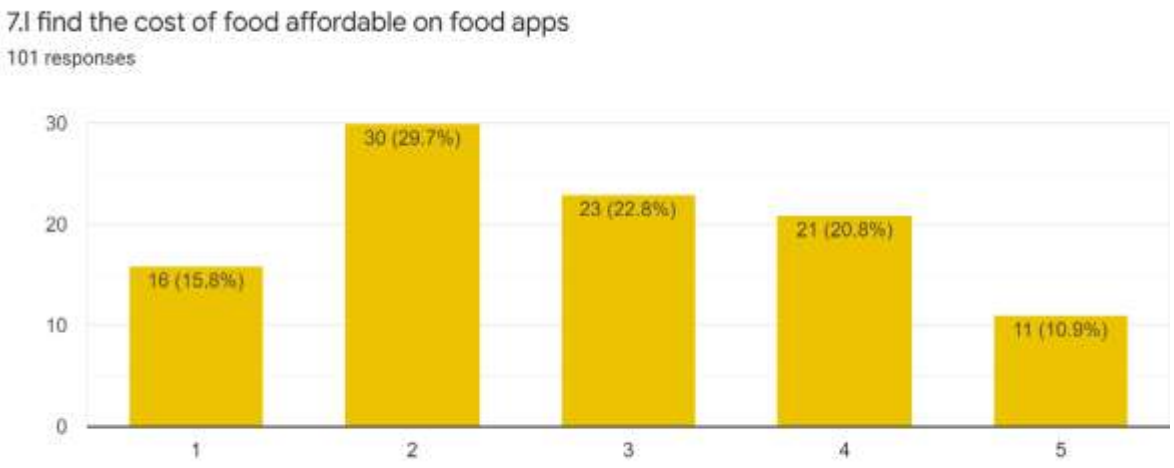


TABLE 4.11

I often find it difficult to use food apps	Percentage
Strongly Agree	8.9%
Agree	4%
Neutral	25.7%
Disagree	39.6%
Strongly Disagree	21.8%

Interpretation

From the above table interpreted that 8.9% respondents Strongly Agree that it is difficult to use food apps, 4% are Agree with, 25.7% are Neutral, 39.6% are Disagree with it and 21.8% are Strongly Disagree with it, majority of 39.6% respondents Disagree with the statement

CHART 4.11

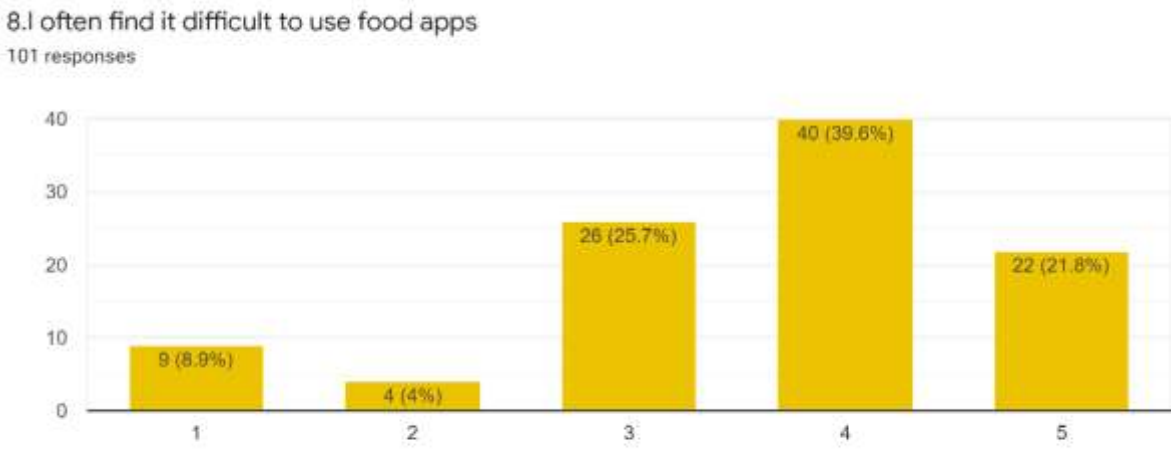


TABLE 4.12

I believe food apps are time efficient	Percentage
Strongly Agree	22.8%
Agree	40.6%
Neutral	16.8%
Disagree	11.9%
Strongly Disagree	7.9%

Interpretation

From the above table interpreted that 22.8% respondents Strongly Agree that the food apps are time effficient, 40.6% are Agree with, 16.8% are Neutral, 11.9% are Disagree with it and 7.9% are Strongly Disagree with it, majority of 40.6% respondents Agree with the statement

CHART 4.12

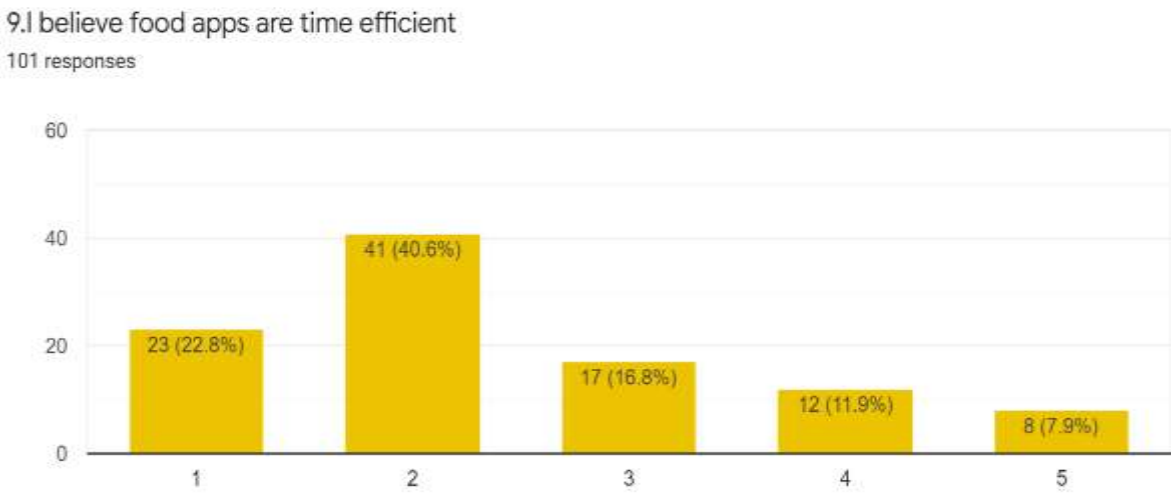


TABLE 4.13

Variety of restaurants in food apps affect my food choice	Percentage
Strongly Agree	11.9%
Agree	35.6%
Neutral	29.7%
Disagree	14.9%
Strongly Disagree	7.9%

Interpretation

From the above table interpreted that 11.9% respondents Strongly Agree that the variety of restaurants affect their food choice, 35.6% are Agree with, 29.7% are Neutral, 14.9% are Disagree with it and 7.9% are Strongly Disagree with it, majority of 35.6% respondents Agree with the statement

CHART 4.13

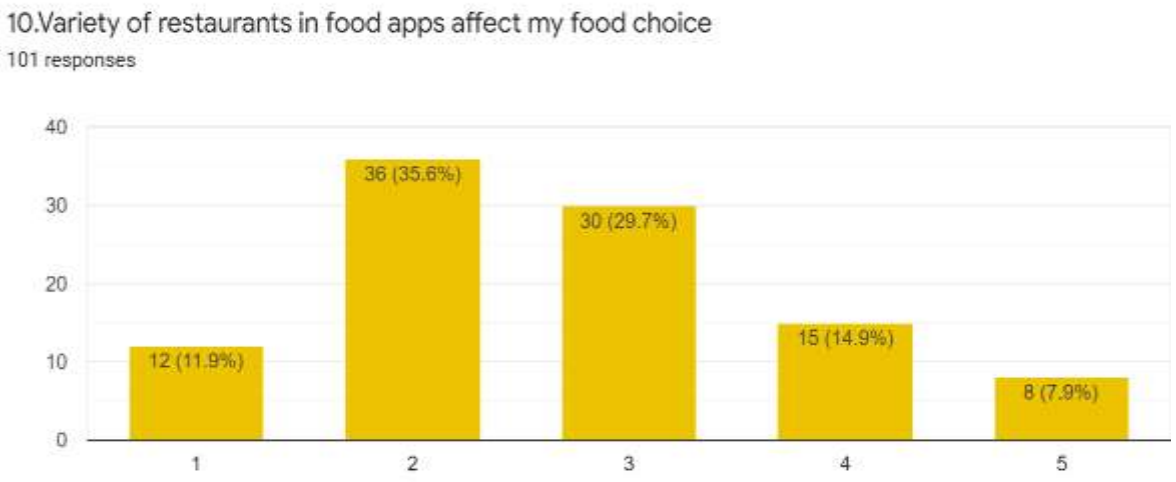


TABLE 4.14

I am likely to be influenced by offers available on food apps	Percentage
Strongly Agree	18.8%
Agree	19.8%
Neutral	34.7%
Disagree	12.9%
Strongly Disagree	13.9%

Interpretation

From the above table interpreted that 18.8% respondents Strongly Agree that they are influenced by the offers available on food apps, 19.8% are Agree with, 34.7% are Neutral, 12.9% are Disagree with it and 13.9% are Strongly Disagree with it, majority of 34.7% respondents Neutral with the statement.

CHART 4.14

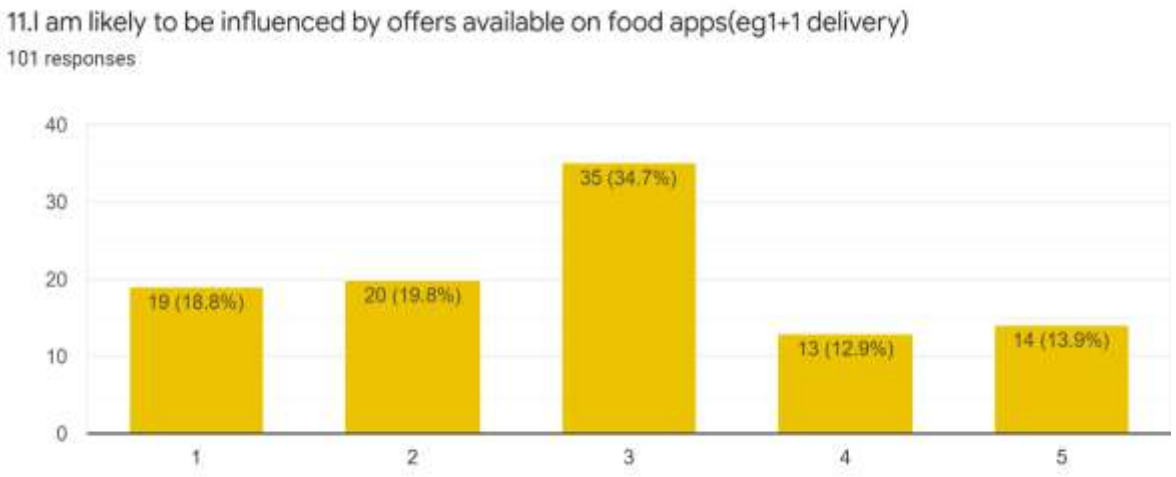


TABLE 4.15

I believe online payments are safe and secure	Percentage
Strongly Agree	15.8%
Agree	32.7%
Neutral	32.7%
Disagree	12.9%
Strongly Disagree	5.9%

InterpretationFrom the above table interpreted that 15.8% respondents Strongly Agree that the online payments are safe and secure, 32.7% are Agree with, 32.7% are Neutral, 12.9% are Disagree with it and 5.9% are Strongly Disagree with it, majority of Both 32.7% respondents Agree and Neutral with the statement.

CHART 4.15

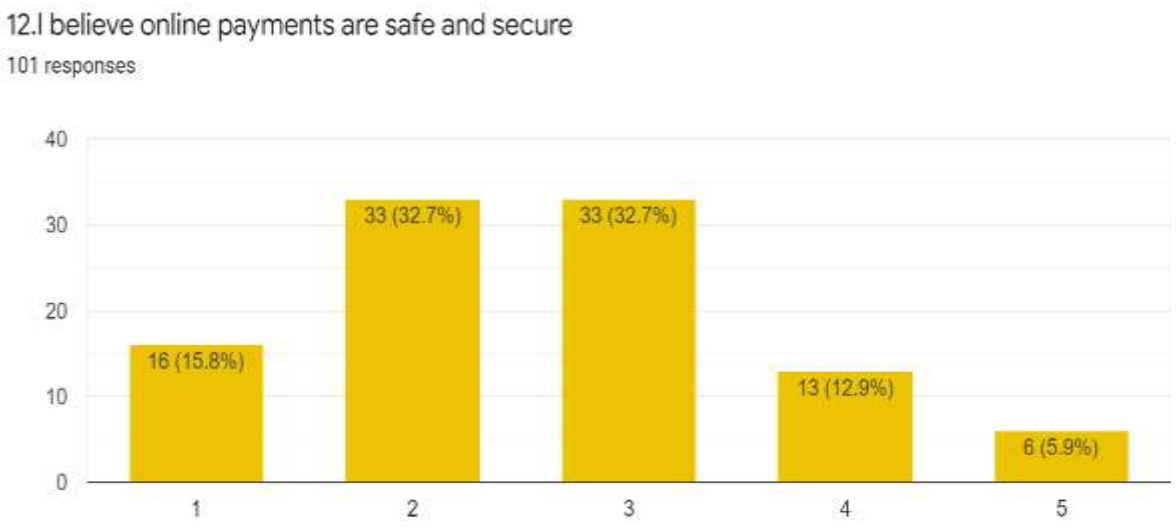


TABLE 4.16

Service quality would influence perception on food apps	Percentage
Strongly Agree	13.9%
Agree	38.6%
Neutral	25.7%
Disagree	13.9%
Strongly Disagree	7.9%

Interpretation

From the above table interpreted that 13.9% respondents Strongly Agree that the service quality influence perception on food apps, 38.6% are Agree with, 25.7% are Neutral, 13.9% are Disagree with it and 7.9% are Strongly Disagree with it, majority of 38.6% respondents Agree with the statement.

CHART 4.16

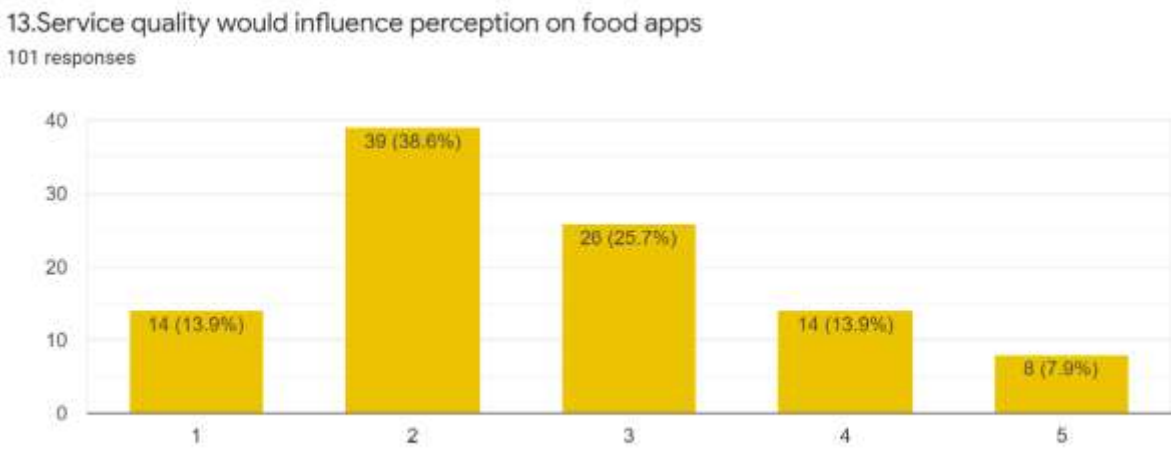


TABLE 4.17

I believe online real time tracking on food apps is innovative	Percentage
Strongly Agree	26.7%
Agree	23.8%
Neutral	29.7%
Disagree	13.9%
Strongly Disagree	5.9%

Interpretation

From the above table interpreted that 26.7% respondents Strongly Agree that the food available as per their taste, 23.8% are Agree with, 29.7% are Neutral, 13.9% are Disagree with it and 5.9% are Strongly Disagree with it, majority of 29.7% respondents Agree with the statement.

CHART 4.17

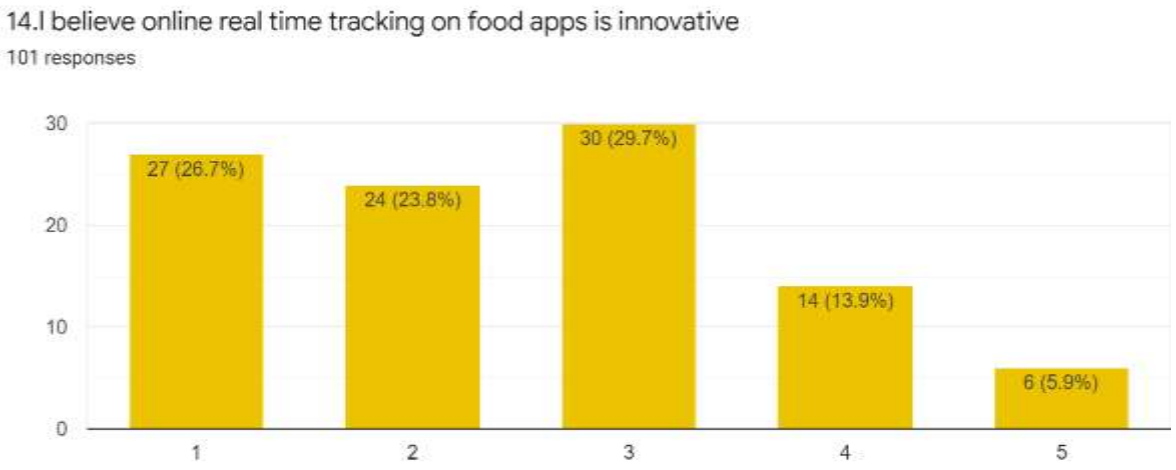


TABLE 4.18

I believe customers reviews will help me to decide whether to order from that particular restaurant ornot	Percentage
Strongly Agree	15.8%
Agree	35.6%
Neutral	29.7%
Disagree	10.9%
Strongly Disagree	7.9%

Interpretation

From the above table interpreted that 15.8% respondents Strongly Agree that the food available as per their taste, 35.6% are Agree with, 29.7% are Neutral, 10.9% are Disagree with it and 7.9% are Strongly Disagree with it, majority of 35.6% respondents Agree with the statement.

CHART 4.18

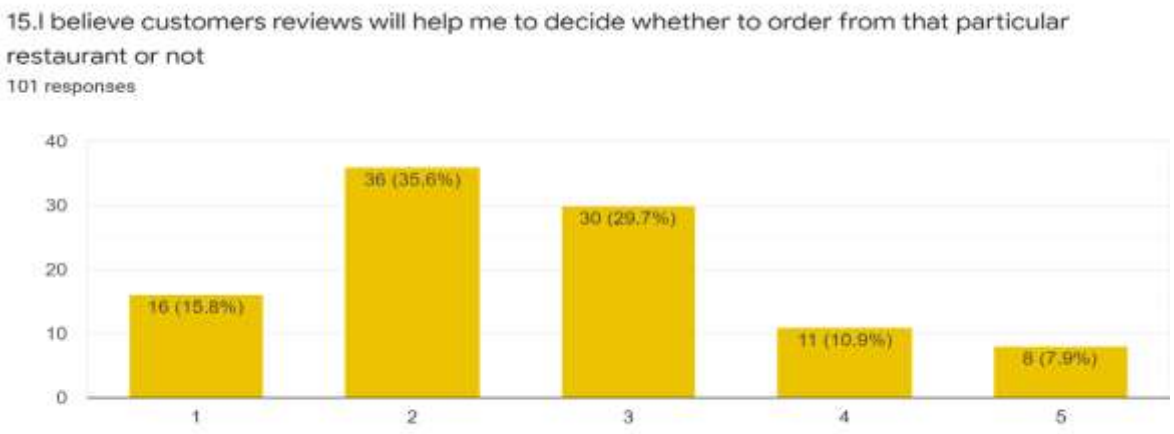


TABLE 4.19

I believe customer care will respond to my complaints, if any	Percentage
Strongly Agree	10.9%
Agree	31.7%
Neutral	33.7%
Disagree	17.8%
Strongly Disagree	5.9%

Interpretation

From the above table interpreted that 10.9% respondents Strongly Agree that they believe customer care will respond to the complaints, if any, 31.7% are Agree with, 33.7% are Neutral, 17.8% are Disagree with it and 5.9% are Strongly Disagree with it, majority of 33.7% respondents Neutral with the statement.

CHART 4.19

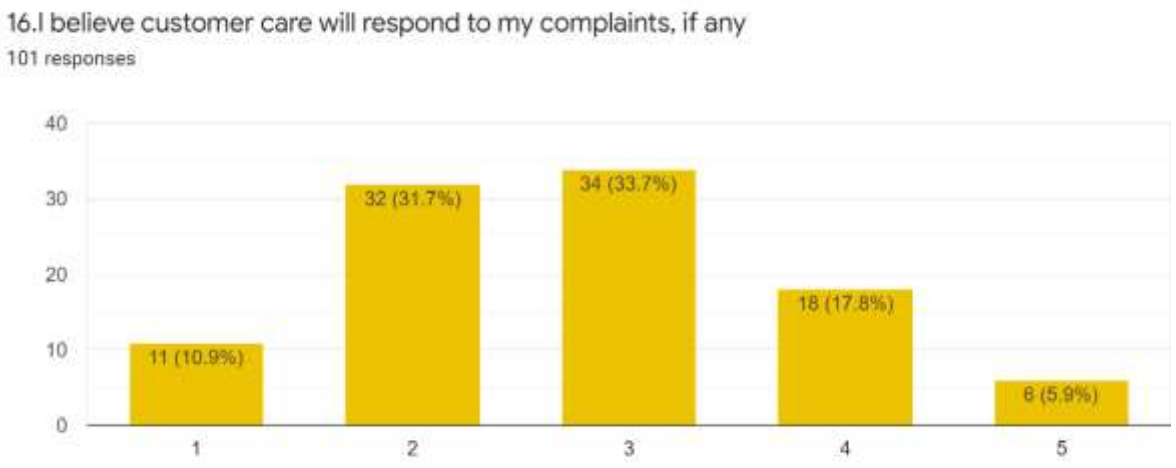


TABLE 4.20

I believe special features are useful	Percentage
Strongly Agree	17.8%
Agree	29.7%
Neutral	28.7%
Disagree	14.9%
Strongly Disagree	8.9%

Interpretation

From the above table interpreted that 17.8% respondents Strongly Agree that the food available as per their taste, 29.7% are Agree with, 28.7% are Neutral, 14.9% are Disagree with it and 8.9% are Strongly Disagree with it, majority of 29.7% respondents Agree with the statement.

CHART 4.20

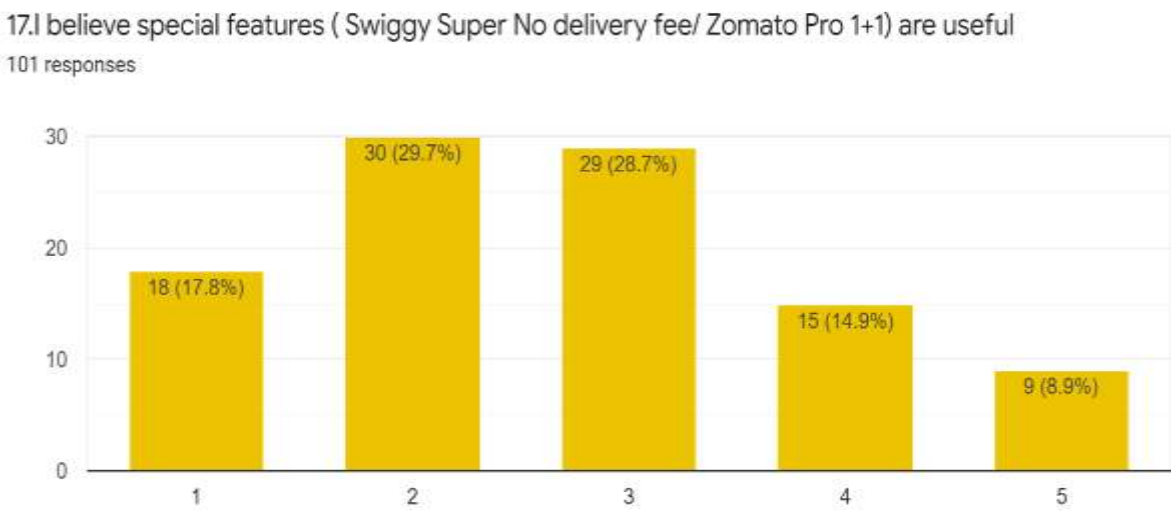


TABLE 4.21

I have been influenced by social media posts to food apps	Percentage
Strongly Agree	8.9%
Agree	36.6%
Neutral	28.7%
Disagree	15.8%
Strongly Disagree	9.9%

Interpretation

From the above table interpreted that 8.9% respondents Strongly Agree that they have been influenced by social media posts to food apps, 36.6% are Agree with, 28.7% are Neutral, 15.8% are Disagree with it and 9.9% are Strongly Disagree with it, majority of 36.6% respondents Agree with the statement.

CHART 4.21

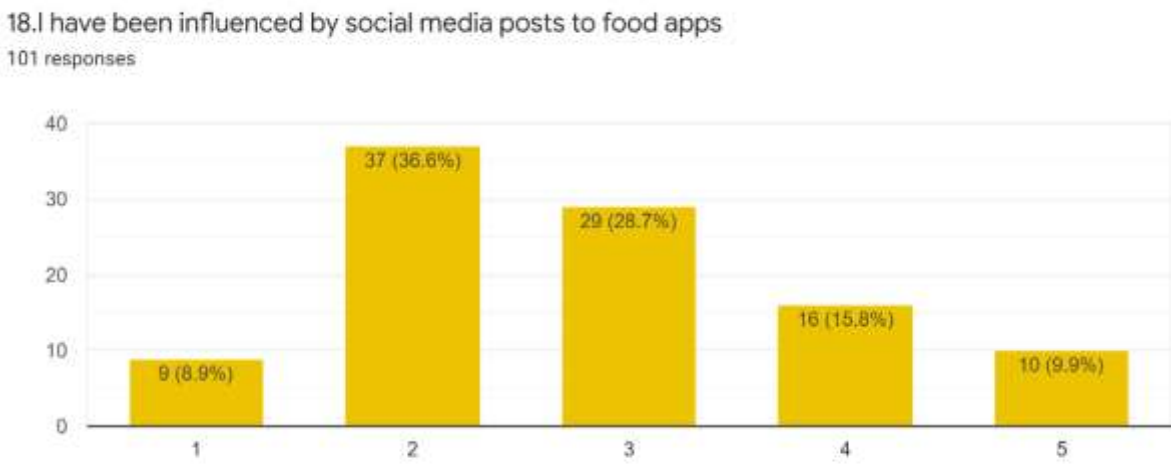


TABLE 4.22

I have been influenced by TV or You tube advertisement and newspaper to use food apps	Percentage
Strongly Agree	17.8%
Agree	35.6%
Neutral	20.8%
Disagree	10.9%
Strongly Disagree	14.9%

Interpretation

From the above table interpreted that 17.8% respondents Strongly Agree that they have been influenced by TV or you tube advertisements and newspaper to use food apps, 35.6% are Agree with, 20,8% are Neutral, 10.9% are Disagree with it and 14.9% are Strongly Disagree with it, majority of 35.6% respondents Agree with the statement.

CHART 4.22

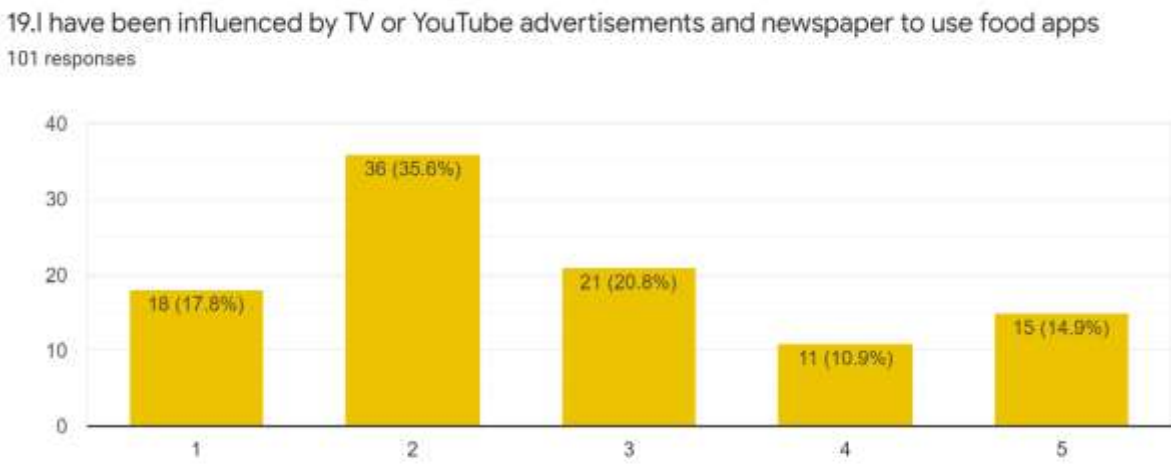


TABLE 4.23

Friends and family have influenced my choice on food apps	Percentage
Strongly Agree	10.9%
Agree	40.6%
Neutral	23.8%
Disagree	17.8%
Strongly Disagree	6.9%

InterpretationFrom the above table interpreted that 10.9% respondents Strongly Agree that they have influenced their choice on food apps by friends and family, 40.6% are Agree with, 23.8% are Neutral, 17.8% are Disagree with it and 6.9% are Strongly Disagree with it, majority of 40.6% respondents Agree with the statement.

CHART 4.23

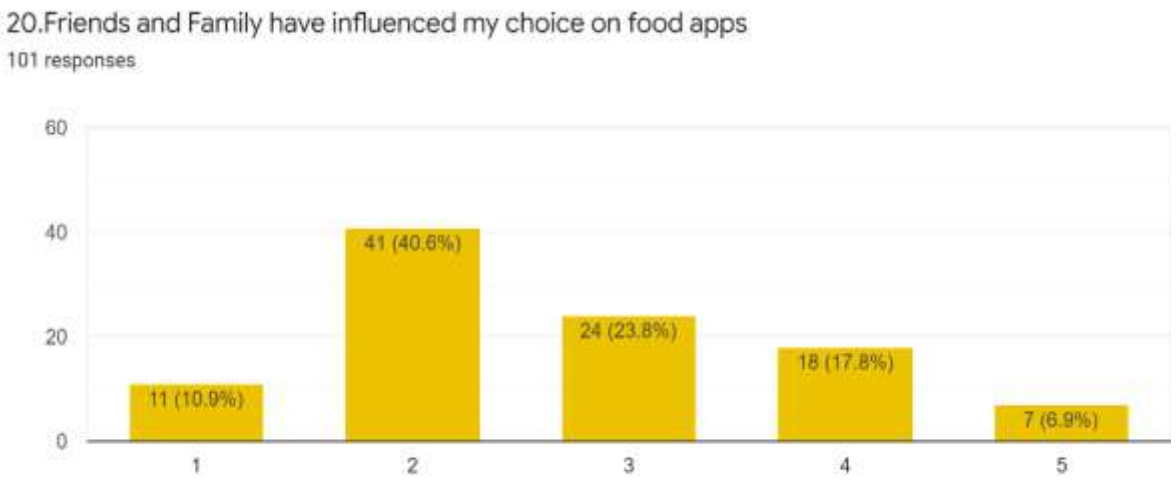


TABLE 4.24

I believe in hygiene rating factor in food apps is useful while making a decision	Percentage
Strongly Agree	10.9%
Agree	37.6%
Neutral	29.7%
Disagree	13,9%
Strongly Disagree	7.9%

Interpretation

From the above table interpreted that 10.9% respondents Strongly Agree that they believe hygiene rating factor is useful while making a decision , 37.6% are Agree with, 29.7% are Neutral, 13.9% are Disagree with it and 7.9% are Strongly Disagree with it, majority of 37.6% respondents Agree with the statement.

CHART 4.24

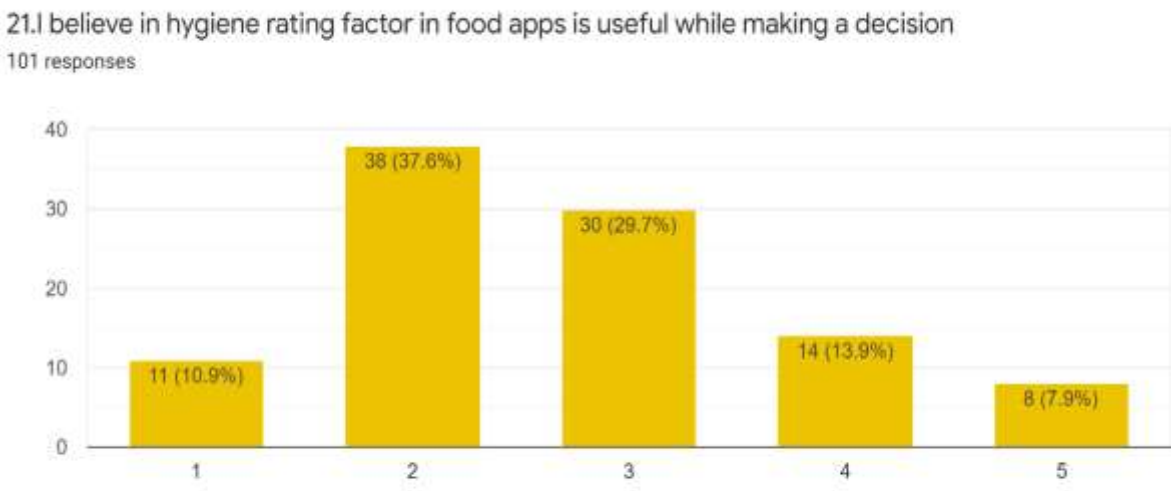


TABLE 4.25

I get sufficient quantity of food on food apps	Percentage
Strongly Agree	8.9%
Agree	36.6%
Neutral	22.8%
Disagree	19.8%
Strongly Disagree	11.9%

Interpretation

From the above table interpreted that 8.9% respondents Strongly Agree that they get sufficient quantity of food on food apps, 36.6% are Agree with, 22.8% are Neutral, 19.8% are Disagree with it and 11.9% are Strongly Disagree with it, majority of 36.6% respondents Agree with the statement.

CHART 4.25

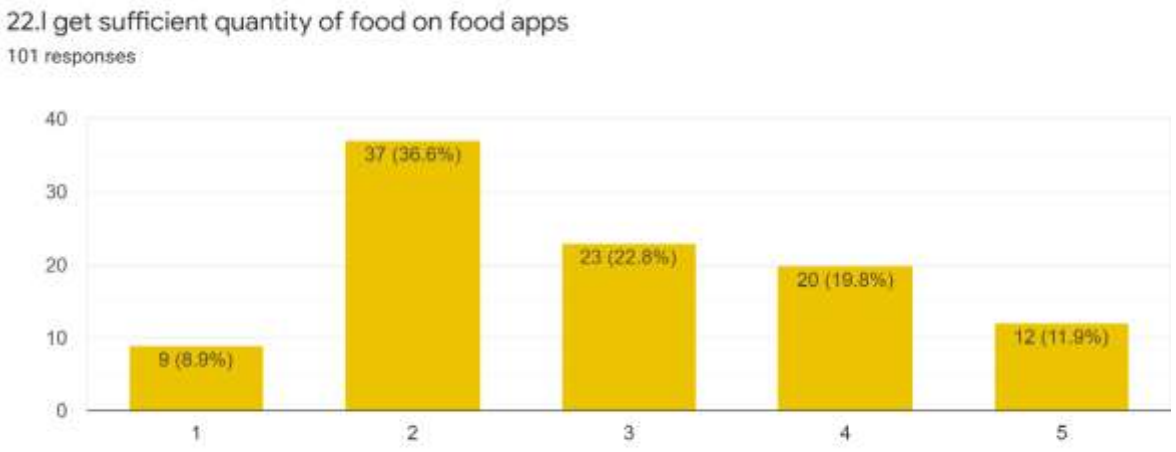


TABLE 4.26

I find food apps provides me with two way communication channel	Percentage
Strongly Agree	7.9%
Agree	21.8%
Neutral	36.6%
Disagree	25.7%
Strongly Disagree	7.9%

Interpretation

From the above table interpreted that 7.9% respondents Strongly Agree that the food apps provides with two way communication channel, 21.8% are Agree with, 36.6% are Neutral, 25.7% are Disagree with it and 7.9% are Strongly Disagree with it, majority of 36.6% respondents Neutral with the statement.

CHART 4.26

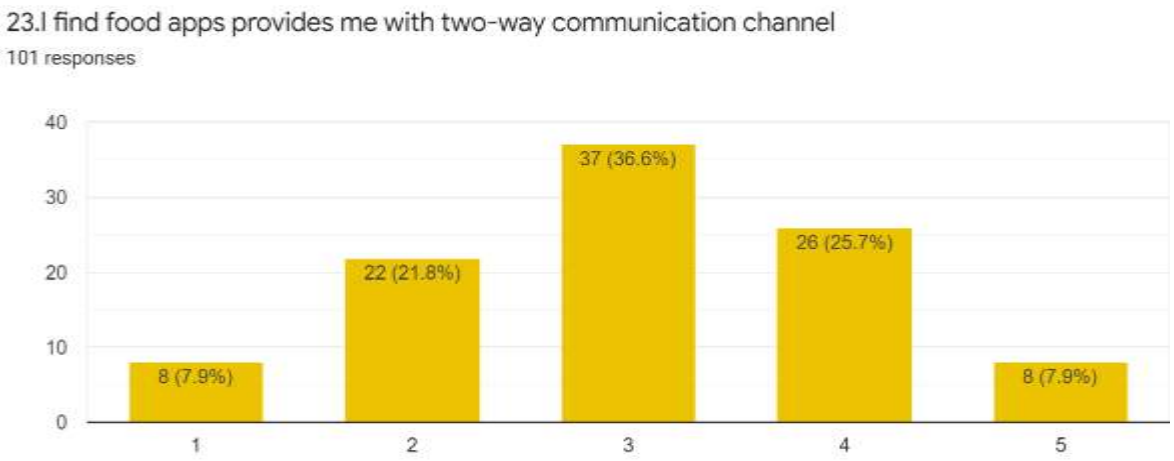


TABLE 4.27

I find the chat bot support system in food apps easy to use	Percentage
Strongly Agree	11.9%
Agree	27.7%
Neutral	37.6%
Disagree	15.8%
Strongly Disagree	6.9%

Interpretation

From the above table interpreted that 11.9% respondents Strongly Agree that the chat bot support system in food apps easy to use, 27.7% are Agree with, 37.6% are Neutral, 15.8% are Disagree with it and 6.9% are Strongly Disagree with it, majority of 37.6% respondents Neutral with the statement.

CHART 4.27

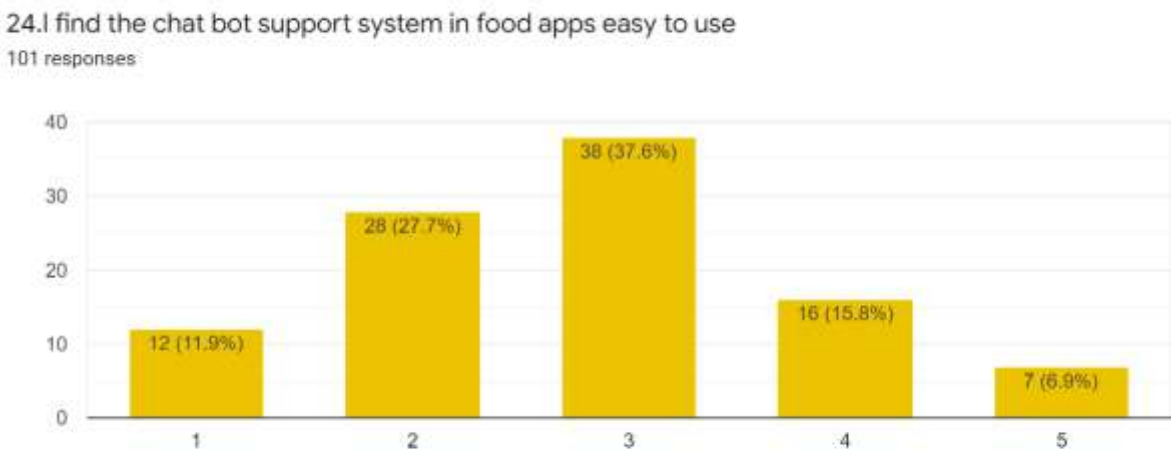


TABLE 4.28

The food ordered on food apps is hot and fresh	Percentage
Strongly Agree	8.9%
Agree	28.7%
Neutral	30.7%
Disagree	24.8%
Strongly Disagree	6.9%

Interpretation

From the above table interpreted that 8.9% respondents Strongly Agree that the food ordered on food apps is hot and fresh, 28.7% are Agree with, 30,7% are Neutral, 24.8% are Disagree with it and 6.9% are Strongly Disagree with it, majority of 30.7% respondents Neutral with the statement.

CHART 4.28

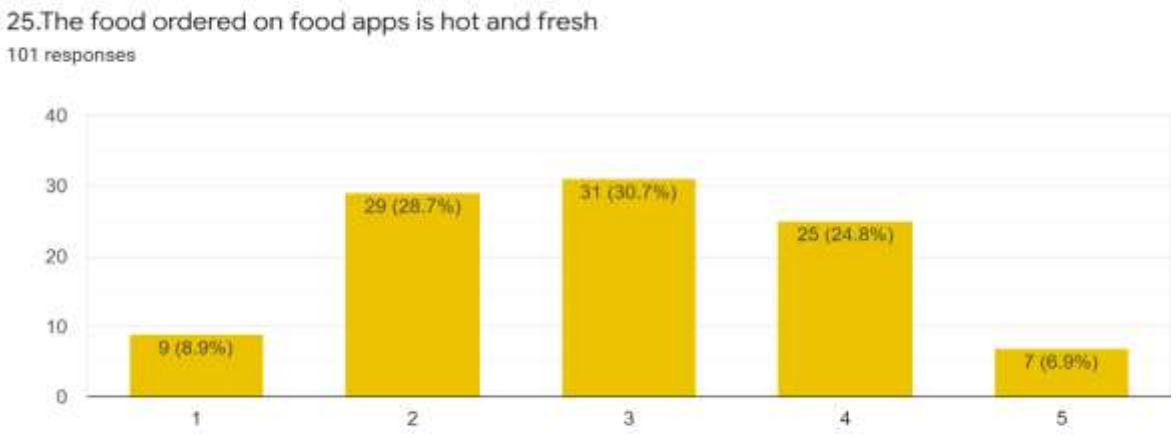


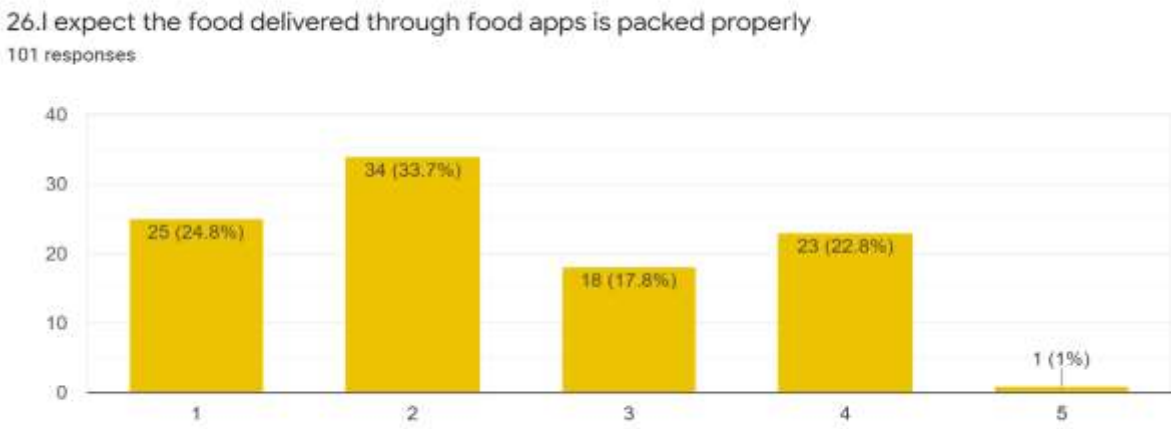
TABLE 4.29

I expect the food delivered through food apps is packed properly.	Percentage
Strongly Agree	24.8%
Agree	33.7%
Neutral	17.8%
Disagree	22.8%
Strongly Disagree	1%

Interpretation

From the above table interpreted that 24.8% respondents Strongly Agree that the food delivered through food apps is packed properly, 33.7% are Agree with, 17.8% are Neutral, 22.8% are Disagree with it and 1% are Strongly Disagree with it, majority of 33.7% respondents Agree with the statement.

CHART 4.29



4.2 STASTICAL ANALYSIS

TEST (CHI SQUARE)

A chi-square (χ^2) statistic is a test that measures how a model compares to actual observed data. The data used in calculating a chi-square statistic must be random, raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample. For example, the results of tossing a fair coin meet these criteria.

4.2.1 HYPOTHESIS 1

- HO: There is significant difference in gender and perception towards food delivery applications.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
VAR00073 * VAR00074	100	100.0%	0	0.0%	100	100.0%

VAR00073 * VAR00074 Crosstabulation

			VAR00074					
			Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
VAR00073	Female	Count	7	10	19	5	2	43
		% within VAR00073	16.3%	23.3%	44.2%	11.6%	4.7%	100.0%
	Male	Count	12	10	15	7	11	55
		% within VAR00073	21.8%	18.2%	27.3%	12.7%	20.0%	100.0%
	Others	Count	0	0	0	1	1	2
		% within VAR00073	0.0%	0.0%	0.0%	50.0%	50.0%	100.0%
Total		Count	19	20	34	13	14	100
		% within VAR00073	19.0%	20.0%	34.0%	13.0%	14.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.342[a]	8	.137
Likelihood Ratio	12.876	8	.116
N of Valid Cases	100		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .26.

- H1: There is no significant difference in gender and perception towards food delivery application.

The alpha value is 0.05 & P value is 0.270. The P value is more than the alpha value hence the result states that the null hypothesis cannot be rejected & there is a significant difference in gender & perception towards food delivery applications.

4.2.2 HYPOTHESIS 2

- HO: There is significant difference between gender and factors influencing the choice of food delivery applications.
- H1: There is significant difference between gender and factors influencing the choice od food delivery applications.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
VAR00075 * VAR00076	101	100.0%	0	0.0%	101	100.0%

VAR00075 * VAR00076 Crosstabulation

			VAR00076					
			Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
VAR00075		Count	0	1	0	0	0	1
		% within VAR00075	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
	Female	Count	7	21	9	6	0	43
		% within VAR00075	16.3%	48.8%	20.9%	14.0%	0.0%	100.0%
	Male	Count	8	25	11	8	3	55
		% within VAR00075	14.5%	45.5%	20.0%	14.5%	5.5%	100.0%
	Others	Count	0	0	0	2	0	2
		% within VAR00075	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Total		Count	15	47	20	16	3	101
		% within VAR00075	14.9%	46.5%	19.8%	15.8%	3.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.503[a]	12	.270
Likelihood Ratio	12.680	12	.393
N of Valid Cases	101		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .03.

The alpha value is 0.05 & P value is 0.137. The P value is more than the alpha value hence the result states that the null hypothesis cannot be rejected & There is significant difference between gender and factors influencing the choice of food delivery application

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- Majority of 60.1% respondents are between21-2 age.
- Majority of 55,4% respondents were male.
- Majority of 57,4% respondents is Student.
- Majority of 53,5% respondents occasionally use food apps.
- Majority of 48.5% respondents prefer swiggy.
- Majority of 54.5% respondents prefer ordering during Evening(Dinner).
- Majority of 60.4% respondents prefer cash on delivery.
- Majority of 29.7% respondents Agree that the food available is as per their taste.
- Majority of 46.5% respondents Agree that the food apps are flexible to use.
- Majority of 29.7% respondents Agree that the cost of food is affordable on food apps.
- Majority of 39.7% respondents Disagree that they often find it difficult to use food apps.
- Majority of 40.6% respondents Agree that they believe food apps are time efficient.
- Majority of 35.6% respondents Agree that variety of restaurants in food apps affect their choice.
- Majority of 34.7% respondents Neutral that they are likely to be influenced by offers
- Majority of 32.7% respondents were both Agree and Neutral that they believe online payments are safe and secure.

- Majority of 38.6% respondents Agree that the service quality influence people.
- Majority of 29.7% respondents Neutral that online real time tracking is innovative.
- Majority of 35.6% respondents Agree that reviews will help them to choose particular restaurant.
- Majority of 33.7% respondents Neutral customer care will respond to the complaints.
- Majority of 29.7% respondents Agree that special features are useful.
- Majority of 36.6% respondents Agree that they have been influenced by social media posts.
- Majority of 35.6% respondents Agree that they are influenced by You tube advertisements.
- Majority of 40.6% respondents Agree their food choice are influenced by friends and family.
- Majority of 37.6% respondents Agree the hygiene rating factor is useful while making decision.
- Majority of 36.6% respondents Agree that they get sufficient quantity of food on food apps.
- Majority of 36.6% respondents Neutral that food app provides two way communication channel
- Majority of 30.7% respondents Neutral that food ordered is hot and fresh.
- Majority of 33.7% respondents Agree that the food delivered is packed properly.

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:

After studied the customer's perception toward online food apps, it is concluded that every system has its strengths and weakness. The purpose of this online food ordering system is basically to save the time of the customers. The chief reason of electronic ordering is convenience. Nearly young customers are more likely to use online, mobile ordering. Customers between 20-25 years of age ordered more online food. The factors which influence the customer's choice of food delivery applications are quality of food, price of food, offers available, packing of food, delivery service etc. Most of the consumers have same level of perception on food delivery applicationsTo conclude this research on customer's perception of food apps, it is thus inferred that a majority of people use food apps as it's the best way to save time and is convenient. Furthermore, ordering via food apps is a precise operation. Among the respondents, the most preferred food app is Swiggy, and cash on delivery is the safest and most secure form of payment. The study also states that all age and income groups use food apps, and they are happy with the service quality, hygiene, and packaging system, which make people order from food apps. The questionnaire had very interesting answers such as do people still prefer cash on delivery as a preferred mode of payment as compared to the trendy online payment. Furthermore, the questionnaire also found that some people still prefer the old fashion way by ordering over the telephone and overall people get influenced by offers and variety of food apps and they are preferred as they are the fastest way of ordering food. The overall reflection on this research states that all the customers use food apps in today's day and age because of its rapid response. It enhance my understanding of people's preferences, the efficacy in time management, affordability, food preferences, discounts available and door-to-door service without compromising on quality.

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APPENDIX:

QUESTIONNAIRES:

Email *

Your email address

Name *

Your answer

Age *

Your answer

Gender *

Male
Female

Who are you? *

Student
Professional
Salaried
Self employed

1.How often do you use food apps? *

Atleast once per week
Atleast once per Fortnight
Atleast once per month
Occasionally
Daily

2.Which Food apps do you prefer? *

Swiggy
Zomato
Foodpanda
Other

3.I normally prefer to use food apps for ordering during *

Morning(breakfast)
Afternoon(lunch)
Afternoon(leisure)
Evening(dinner)

4.Preferred mode of payment, I use while ordering *

Net banking
Creditcard
Cash On Delivery
Google Pay
Debit Card
Other:

5I find the food available on food apps is as per my taste *

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

6.I find food apps flexible to use *

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

7.I find the cost of food affordable on food apps *

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

8.I often find it difficult to use food apps *

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

9.I believe food apps are time efficient *

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

10.Variety of restaurants in food apps affect my food choice *

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

11.I am likely to be influenced by offers available on food apps(eg1+1 delivery) *

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

12.I believe online payments are safe and secure *

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

13.Service quality would influence perception on food apps *

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

14.I believe online real time tracking on food apps is innovative *

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

15.I believe customers reviews will help me to decide whether to order from that particular restaurant or not *

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

16.I believe customer care will respond to my complaints, if any *

Strongly Agree
Agree
Neutral
Disagree

Strongly Disagree

17.I believe special features (Swiggy Super No delivery fee/ Zomato Pro 1+1) are useful *

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

18.I have been influenced by social media posts to food apps *

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

19.I have been influenced by TV or YouTube advertisements and newspaper to use food apps *

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

20.Friends and Family have influenced my choice on food apps *

Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

21.I believe in hygiene rating factor in food apps is useful while making a decision *

Strongly Agree
Agree

Neutral

Disagree

Strongly Disagree

22.I get sufficient quantity of food on food apps *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

23.I find food apps provides me with two-way communication channel *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

24.I find the chat bot support system in food apps easy to use *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

25.The food ordered on food apps is hot and fresh *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

26.I expect the food delivered through food apps is packed properly *

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree