

CUSTOMER PERSPECTIVES TOWARDS FOOD DELIVERY APPS AT ARIYALUR

Submitted in partial fulfilment of the requirements for the award of

Master of Business Administration

by

Sethubharathi P

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

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

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL 2022



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of SETHU BHARATHI.P
(40410161) who carried out the project entitled “**CUSTOMER PERSPECTIVES
TOWARDS FOOD DELIVERY APPS AT ARIYALUR**” under my supervision from

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Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **SETHU BHARATHI.P (40410161)** hereby declare that the Project Report entitled
**“CUSTOMER PERSPECTIVES TOWARDS FOOD DELIVERY APPS AT
ARIYALUR”** done by me under the guidance of Dr. RANI J, at SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial
fulfilment of the requirements for the award of Master of Business Administration
degree.

DATE:

SETHU BHARATHI.P

PLACE:

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ABSTRACT

E-commerce"- a trending wave in the field of trade and commerce. Of that food delivery applications has created a tremendous flow among the youth and almost every streets of all the cities give a sight of traffic on Spise, Ten Ten , Flyer eats etc. Various such food apps have been linked up with different restaurants to grasp the satisfaction of the foodies by delivering the food in their doorsteps. Consumer perception implies an individual's attitude towards a product or services provided to him/her which is affected by advertisements, reviews, social media, personal experiences. So being consumer the "King of Market" , influences to study their perception and awareness level of such food Apps and the study would also make an attempt to understand the influencing factors of using such applications. The study would be based on primary data and cofined to Ariyalur town considering the respondents of age group between 15years to 30 years.

The study shows most preferred app used by customer to order food online and factors leading to us consider it the most preferable app. There are many factors related to customer's ordering behavior- like price, on time delivery, packaging, peer service provider behavior, 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 customer's perception and to find most popular app in the food delivery industry .

Keywords: - Consumer Perception, Food Delivery Applications, Influencingfactors

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CHAPTER 1

1.1 INTRODUCTION

The business of delivering ready to eat foodstuffs from restaurants to home is undergoing a sea change as new online platforms enable food providers to capture markets and customers day by day.

- The conventional mode of food delivery where in customers order food online through the websites of restaurants, or fast-food chains have now been replaced with the concept of 'aggregator business model.
- Here the business player provides a 'single window system' enabling the customers to order food online from a wide variety of food providers registered on the portal.
- The 'aggregator' would charge a fixed margin of the order from the food provider and in turn, handles the delivery of the food item at the doorstep of the consumer. The focus has now shifted from technology to logistics

Consumer perception implies ones 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. 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 Spise, Ten Ten, Flyer eats 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 ecommerce to a great extent

CHAPTER 2

LITERATURE REVIEW

The customers prefer eating, as compared to going out to a restaurant when there are issues of traffic congestions. This segment has therefore seen a growth of almost 100% in the last couple of years. The food industry startups are also exploring various avenues and coming up with innovative businesses like creating a meal box with all the necessary fresh food ingredients to cook as per the recipe provided to make a meal that the customer chooses or a salad box with ingredients and dressing of the customer's choice.

The food aggregators sign up restaurants to an online food and app platform, so the customers have a wide choice to pick from and the order is then picked and delivered to the restaurant

Food ordering and delivery companies make advantage or opportunity to develop faster customer base. In next few years market volume of online food delivery is of \$5.7 billion by 2022. to make online food delivery market successful we can develop referral system, dashboard, social media integration etc. in the internet era demographics play an important role towards customer behavior. Sethu bharathi P conducted research in (2022) to analyse towards online order and delivery application, considering demographic as a part of its study. According to their study young person is mostly like are order to online restaurant delivery, using one of these services.

On the basis of past studies conducted in the area of online food ordering, there is a clear indication which advocates lots of changes in this scenario especially when technology is growing by leaps and bounds. Most of the studies have been embarked on to apprehend the attitude, perception, preference etc. towards online food ordering. With the boom of smartphones in India, more and more people prefer using mobile apps for doing routine things. Custom-made offerings as per the customer's predilections allow these mobile apps to bring in

better results and make food ordering an easy task. Due to this change, there arises a need to study and analyze the impact of demographics associated with food ordering through apps. The recent development of the Internet has augmented the e-commerce industries in a country like India. E-commerce development has made Online food ordering services seamless for people who want to get food delivered at their doorstep. Although consumers continue to go out for the meals, consumers feel very convenient to order food online since it frees the customer from personally visiting the restaurants. In this study, our main focus was to analyze the perception of consumer towards online food ordering services. In order to understand what factors have played a dominant role to attract consumer in the developing country like India towards them, we decided to study on the consumer perception on online food ordering. In this research paper, two objectives were set for study. It is appreciated by everyone, as things being flexible enjoys a lot of perks and online food ordering is a very example of it. No matter where you are, at what time you want you can order, this is what the customer's desires as things being worked out according to their needs and wants. All of the applications and web browsers are being designed with adjustments according to the customer's needs and making their experience as flexible as possible.

On analyzing the customer perception of online food delivery applications in Ariyalur, it can be concluded that online food ordering system has its benefits and limitations. The chief reason of electronic ordering is convenience. Based on the result of this research, it is understood that online food delivery application helps customers in the easy and fast ordering of food. It gives every detail of the customer's order, thereby providing the best customer service. The tracking system is an added advantage for the users. Online food ordering system maintains the service provider to keep a database and enhance the customer experience.

CONSUMER PERCEPTION ON APPS/E-COMMERCE: According to the research paper of Rajesh and Purushothaman (2013), "Consumers Perception towards online", shopping based on e-shopping is very popular due to ease of convenience and low prices. During holidays, online shopping is a savior for an individual from having to go to different shops and waiting in long queues to buy an item. The internet has revolutionized the consumer's shopping habits of purchasing goods and has proved to be a global success. A lot of companies have started using the internet with their aim of cutting marketing costs, reducing the price of products to

counter competition. Silpa and Balasubramanian (2016) conducted a study that talks about “people perception towards online shopping.” In this survey, a lot of people find online shopping better and easier option, though some found it challenging. A lot of people think that online shopping will be more in demand than offline shopping. In the future, online marketing has a vast scope, and people will prefer cash on delivery (Manjunatha, 2018). The research paper by Chaing and Dholakia (2014) “Influence of e-commerce on buying behavior of customers” talks about why customers purchase goods online while shopping. There are three variables in his study that affects consumers to buy online. These are the features of a shopping site: type of product, its characteristics and price of the product. The study also states that the accessibility and convenience of using shopping sites that create an option for the customers allowing them whether to purchase or not. There are also a lot of difficulties that the consumers face will buying online. That’s why they switch to offline shopping. Whereas for those consumers that encounter problems in offline purchasing they’re more comfortable with online shopping. In the same research paper Iyer and Eastmen, (2014) states that the senior population who have knowledge about technology have a positive attitude towards online shopping. But the population of senior consumers who are not aware of the internet is not involved in shopping because they don’t have a positive attitude towards online shopping and focusses on offline shopping (Kumar and S, 2018). Muthumani et al. (2017) study shows that online shopping is popular among consumers who are purchasing goods. Though, the study finds that it’s still not comfortable and safe for consumers while purchasing online. Furthermore, the study also states that online shopping is popular among youngsters for fulfilling their requirements. According to a survey by Madhu and Sampath (2017), the first part of any business is online shopping. The study also emphasizes that e-commerce should educate and promote consumers towards online shopping, which help influence the consumers towards the same. The survey of Guo Jun and et al. (2017) points out that online shopping is an innovative platform in the competitive business environment, and thus defines business revolution (Hariharan and Selvakumar, 2018) personal opinions. With the continuous inflow of professionals in cities and fast urbanization of the Indian landscape, the food delivery and restaurant segment is now flourishing at an impressive pace. This has directly led to an increase in the number of smartphones and food delivery apps. Food delivery apps have now become a big hit with technology lovers across

India (Gawande, Pachaghare and Deshmukh, 2019). The authors review of Rajesh and Purushothaman (2013) online shopping wasn't a trend. People preferred shopping at stores. In 2020, online shopping is a rage on the internet. Convenient and feasible for different ages of shoppers. Favorite option are the food apps. They prove a stumbling block for users who are not internet savvy.

CONSUMER PERCEPTION ON FOOD APPS: Customers' point of view towards online food purchases show their comfort in using food apps. Even their preference among the mobile food apps are the choice of perception based on consumer feedback. The smart system has cut down on paperwork and time taken by a waiter at the restaurant to write down the order because technology is utilized to deliver the food at any given point of time. In retrospect, these new technologies based on food ordering, have become a concern regarding healthy dining. This can be adapted towards a healthy diet along with customized diet plans (Preetha and Iswarya, 2019). According to Murat, Alagoz and Hekimoglu's research (2012), e-commerce is growing extensively worldwide, and has led to an increase in the growth of the food industry. The researchers have adopted the Technology Acceptance Model as a base to understand online food ordering apps. The attitude of consumers towards online food ordering like Swiggy and Zomato has made it accessible and useful for ordering online. Furthermore, it also varies with respect to innovation in information technology, attitude towards e-commerce websites and external factors like social media, friends, and family. According to Chavan (2015), smartphone mobile interface for the consumers to track their orders and follow up has given an advantage to restaurants in delivering orders to consumers quickly. The analysis has come up with the conclusion that ordering food online is convenient, effective, and easy to use, which is expected to improve day by day. The research of Sethu and Saini (2016) was to analyze the perception, behavior, and enjoyment involved in ordering food online. Furthermore, the study shows that online food ordering is time efficient due to the options available to them. They can view their favorite food online at any time through free access to the internet. The research paper of Kimes (2011) "An Analysis of Online Food Ordering Applications in India: Zomato and Swiggy", perceived control and convenience in food apps are essential for the users as well as to nonusers (Saxena, 2020). The study done by Bhatnagar, Misra, and Rao (2000) has attempted to study the risk, convenience, and behavior of ordering from food apps. They found marital

status of individuals does not impact the purchase behavior of the customers and found mixed results based on gender, internet usage timeframe and age. Baveja and Rastogi (2000) have found that customer loyalty on the internet is key to long term profitability. Loyal online customers, similar to offline customers, spend time, recommend friends and family, and try to research thoroughly when they purchase anything. The online retailers who have carved out the factor of building customer loyalty will help them to become profitable (Chaturvedi and Karthik, 2020). According to the research of Rastogi's (2010) study, it describes that 44% of students use the Internet pan India, and 72% of youngsters use the internet every day. Factors affecting ease of use, usefulness and enjoyment are linked to other factors like consumer individuality, situational factors, product distinctiveness, previous online shopping and having faith in online shopping and these have shaped the behavior of an online shopper. The research of Mr. Chorneukar (2014) specifies that food apps are recommended to customers by their friends, family or peers. However, some people use telephone as the primary communication to use food apps. Sethu and Saini's (2016) study discusses the penetration of food apps online as being high. The service providers try to keep the quality stable. Factors like culture, socio-economic, reference group, and household and intrinsic factors like experience, personality and self-image, and perception and attitudes have influenced the decisions of consumers to order online (Laddha, 2019). According to Chavan et al. (2015), digital apps like Zomato and Swiggy are downloaded on mobile phones so that customers can place orders. The smartphone replaced the personal digital interface to provide customers with a better interface to view a menu or track their orders. With a safe login system, customers have the freedom to view a list, place their order anytime, navigate their order, receive updates about their food, and make an online payment. Bhandge et al. (2015) have come up with an automated food ordering system that will help in keeping track of orders efficiently. According to Bhargave et al. (2013), online ordering will help in increasing the efficiency in restaurant operations as well by being time-efficient for the customers while ordering online. Dabholkar (1995) states that aptly designed online ordering systems will give customers control on the choice of food available and the amount of transactions which limit the personal interaction they witness (Ghosh and Saha, 2020). Vol-6 Issue-4 2020 IJARIE-ISSN(O)-2395-4396 12316 www.ijarie.com 214 The reason for the growth of food apps in India is because of user friendly technology and options as well

as variety available for customers when ordering online. Furthermore, an improved economic and cultural background is due to the high income earned leading to a better standard of living which are the reasons for the rise of food apps popularity and usage. The more the people are busy at their work, the more they will order from food apps, which increase every day. The most significant internet users are youngsters with high earnings. According to a report from Red Seer Consulting, India's online food industry has witnessed a massive growth in terms of the number of orders every day. It is growing consistently at the rate of 15% quarterly basis in 2018. Companies, including Swiggy and Zomato, are investing in in-sourcing deliveries. In the September quarter of 2018, door-deliveries grew by 56% of the total number of orders received by the online foodservice sector in India. Home deliveries stood at 46% in the fourth quarter of 2016 (Kannammal and M. Suvakkin, 2019). Rathore, Singh, Chaudhary and Mahik (2018) studied that youngsters connect to food apps, and older people don't connect themselves to food apps when compared to the former group. The study summarizes that youngsters are addicted to food apps. Furthermore, the price of the food, discounts available, and offers have influenced consumers to use food apps. The second factor is convenience and time-efficient delivery. The study of Chorneukar (2014) comes up with the conclusion that food apps allow customers to save time. The main reason for ordering food online is the convenience involved. According to Nigel & Jim (2006), customer retention is a critical challenge in the online platform, and there is a lot of customer satisfaction required to retain customers. It is challenging to keep customers satisfied in the long term in this competitive environment (Modak and Sinha, 2019). The benefit of an automated food ordering system enables the customer to track their food order. Customers using a smartphone are essential for this system. The completion and confirmation of saved orders gets done by using the smartphone. Along with that, kitchen order ticket (KOT), Billing system, customer relationship management system (CRM) constitutes digital hotel management (Singh, and Pathan, 2017). The Wireless Food Ordering System is a system that unites the concept of intranet and wireless technology. This system provides the user a pathway to gain information about the data and services from a faraway server, which enables the user to obtain information about the central databases distributed throughout the restaurant business. Most of the mobile devices have executed and support wireless technology. Hence, mobile devices are an essential hardware component that are used to help

this system to allow the user to gain access to the database for data retrieval. The system requires the user to build a network within the restaurant, and there will be a central database server, which belongs to the web. The customer can perform data recapture by utilizing mobile devices like PDA (Personal Digital Assistant) linked to the wireless access point (Sonu et al, 2019). According to a study by Pratibha A. Dabholkar (2000), a properly designed self-service order system allows time needed by the customers to order the food they want. Furthermore, this reduces the time of the customers ordering from the menu on mobile or telephone. Moreover, independent control has given the customers a higher satisfaction rate and they use the application with greater intent, which allows customers to take their own time while ordering online whereas ordering on telephone time is a constraint (E. Kimes, 2011). A paper 'Customer Perception and Satisfaction on Ordering Food via Internet' states that online food purchasing helps the students in managing their time better. It relieves the students from spending time going to their desirable food joint at any point in time, but at the same time providing an avenue where their favoured food reaches them (TRIVEDI, 2018). The consumer perception of restaurants discusses the consumers and services, the consumer decision-making process model, and previous studies in consumer's restaurant behavior. The interrelationships and examination between customer satisfaction, food quality, service quality, and behavioral intentions help reviewing the restaurant choice factors, dining occasion, and demographic attributes (Joshi, 2012). According to Wilson Gilligan, the market has been broken down into small groups based on one or more demographic variables such as age, sex, income, education, occupation, religion, race, nationality, family size, and life cycle. Based on service quality, Lewis and Booms(1983) have defined service quality measurement as to how good is the level of service given to the customer to meet their expectations. Based on this definition, explaining service quality through the fulfilment of the needs and wishes of the consumers and the accuracy of delivery leads to a balance of consumer expectations (Kumar, 2017).

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY

The most important and the prior goal is to assist small-sized restaurant with building their own food delivery service system and put it into practice, to please and satisfy their targeted customer demands.

The second need is to improve restaurants' competitiveness by expanding the food delivery service to attract people who are preferring ordering food from home or office; on the other hand to increase the publicity to people who are not living or working around the restaurant.

Thirdly, since the food delivery service options out of pizza are still relatively limited, there is a possibility to bring more different cuisines t ; besides, Asian food are already become one of the lunch preferences in Finish daily life. The research need in this thesis it to motivate the improvement of this tendency.

3.2 SCOPE OF THE STUDY

Food Ordering app can sale Food product, preferred brands, essential restaurant supplies and more, through this online, onestop Food store.

It provides you with a convenient way to sale from your Food shopping app.

Meals ordered online which are directly delivered by the restaurant, no matter if ordered via a platform (e.g. Delivery Hero) or a restaurant website (e.g. Domino's)

Online meal order and delivery both carried out by a platform (e.g. SWIGGY,ZOMATO) Online orders that are picked up in the restaurant

3.3 OBJECTIVE OF THE STUDY

To study the concept of food delivery applications

To analyze the benefits of the food delivery apps for the customers.

To analyse factors affecting attitude of customers regarding food delivery apps ,

To find the most popular app in the digital food delivery app

3.4 STATEMENT OF THE PROBLEM

The particular study was chosen to be conducted in Ariyalur town as such food delivery applications are observed to be more accessible by the young generation, and this study signifies towards emerging trend of using food delivery applications as Ariyalur is well known for its educational institutions , of which the students along with the young faculties are seen to reside in hostels prefer to have food from restaurants very frequently and when such scope of getting food at ones doorstep emerges , it is found obvious that they would order food through the applications from their favourite restaurants. Therefore the study would resemble how much the youth are being fascinated towards adopting the practise of ordering food using such applications and upto what extent they are being benefitted and influenced through such strategies in Ariyalur.

3.5 RESEARCH METHODOLOGY:

Research is the process of systematic and in-depth study or search for any particular topic, subject or area of investigation, backed by collection, compilation, presentation and interpretation of relevant details or data.

RESEARCH PROCESS

In research process, the first and foremost step is defining and selecting a research problem. A Researcher should at first find the problem. Then he should formulate it so that it becomes susceptible to research. For a systematic presentation, the process of

research may be classified under three stages-primary stages, secondary stage, and the tertiary stage.

The primary stage includes

- Observation
- Interest
- Formulating research problems
- Documentation
- Research designs

The secondary stage includes

- Project planning
- Data collection
- Questionnaire preparation
- Analysis of data
- Testing of hypothesis
- Interpretation
- Questionnaire preparation.

TYPE OF RESEARCH DESCRIPTIVE RESEARCH

Descriptive research has been used, it involves survey and fact finding enquiries of different kinds, the purpose of descriptive research is the descriptive of state of affairs, as it exists at present.

PROJECT PLANNING

Project planning is the first step in actually conducting & directing a research Project. It is one of the most important tasks of a researcher. This includes formulation of the researcher objectives & goals and determining ways of achieving them.

DATA COLLECTION:

Data collection is one of the most important aspects of research. The information in tough research methodology must be accurate and relevant. The data collection method can be classified into two methods.

PRIMARY DATA

Questionnaire method have been used as a tool for a data collection in this research.

SECONDARY DATA

Secondary data means data that are already available i.e., they refer to data which has already been collected and analysed by someone else. The secondary data for the study was collected from book, company websites, magazines and other sources.

Sample size :200

QUESTIONNAIRE PREPARATION

The basic requisite of any research study is the appropriate data which can be collected with the help of a schedule or questionnaire. With the help of questionnaire it is easy to determine the customers perception on ordering foods in online.

PILOT SURVEY

Before collecting the relevant data to test the hypothesis, it is essential to ascertain the applicability of the instrument to the population being studies. Hence, a pilot study was undertaken with an objective to evaluate the tools prepared for the study and to find whether they are providing the information required.

TYPE OF QUESTIONS

- Linker's scaling question
- Rank question
- Satisfaction scale

HYPOTHESIS TESTING

H₀ – Null hypothesis (there is no significant relationship between the variables).

H_a – Alternative hypothesis (there is significant relationship between the variables) .

After analysing the data, hypothesis testing is done. It will result in either accepting or rejecting the hypothesis.

INFERENCE

After telling the hypothesis, the researcher comes out with his conclusion. The explanation of theory can also be considered as inference.

PREPATION OF REPORT AND PRESENTATION OF REPORT

Finally, the researcher has to prepare a final report along with conclusion and suggestion.

LIMITATION

- The study is based upon the consumer satisfaction, perception and experience of consumer perception in online product ordering.
- The data collected for the research is fully primary data given by the respondents by filling the google form.
- The questionnaire was made available to consumers through google drive – forms.
- No personal biasness happens while taking filling the questionnaire because of the online google form.
- Limited time frame.
- Responses were restricted to only 162 samples out of the large population size.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

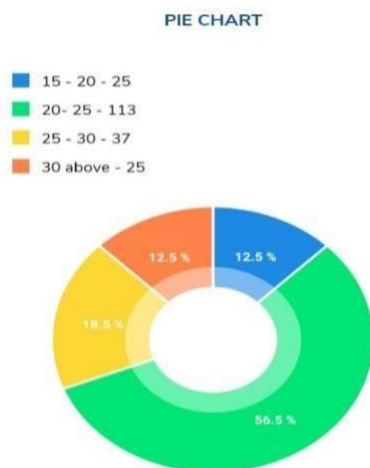
4.1 Percentage Analysis Table

Table 1: Age of the respondents

Particular	No. of Respondent	Percentage of Respondent
15-20	25	12.5
20 -25	113	56.5
25 -30	37	18.5
30 above	25	12.5
Total	200	100

Source: Primary Data

Chart 1: Age of the response



INTERPRETATION

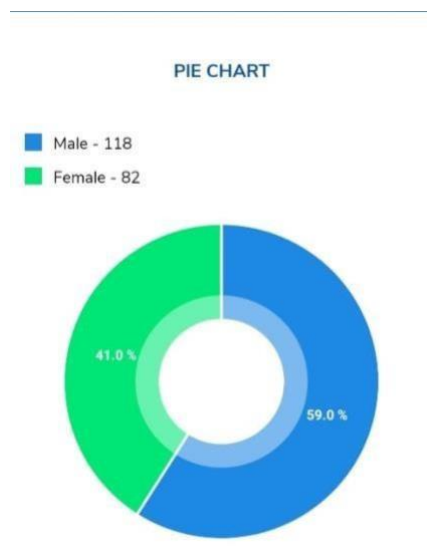
From the above table shows that the age of the response, 12.5% of 15-20, 56.5% of 20-25, 18.5% of 25-30, 12.5% 30 above of the respondent

Table2: Gender of the response

Particular	No. of Respondent	Percentage of Respondent
Male	118	59.0
Female	82	41.0
Total	200	100

Source: Primary Data

Chart 2: Gender of the response



INTERPRETATION

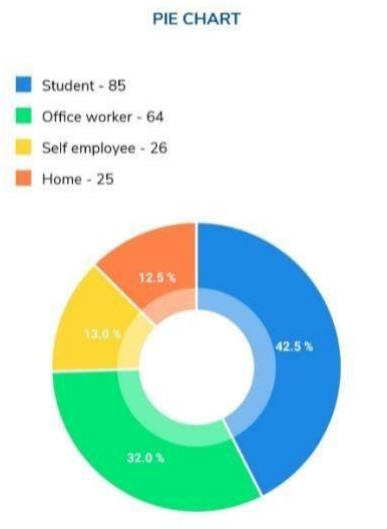
From the above table shows that the gender of the response, 59.0% of male and remaining 41.0% of female respondent.

Table3: Occupation

Particular	No. of Respondent	Percentage of Respondent
Student	85	42.5
Office worker	64	32.0
Self employee	26	13.0
Home	25	12.5
Total	200	100

Source: Primary Data

Chart 3: Occupation of the respondent



INTERPRETATION

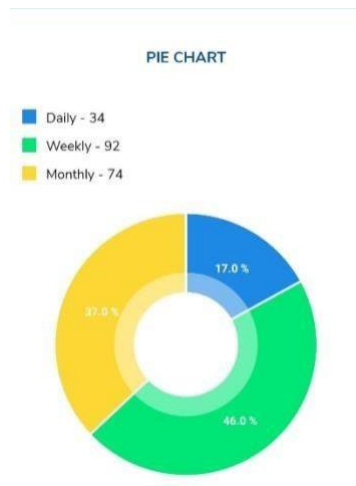
From the above table shows that the qualification of the response, 42.5% of Student , 32.0% of office worker, 13.0% of Self employee and 12.5% of home

4: How often you order food online

Particular	No. of Respondent	Percentage of Respondent
Daily	34	17.0
Weekly	92	46.0
Monthly	74	37.0
Total	200	100

Source: Primary Data

Chart 4 : How often you order food online



INTERPRETATION

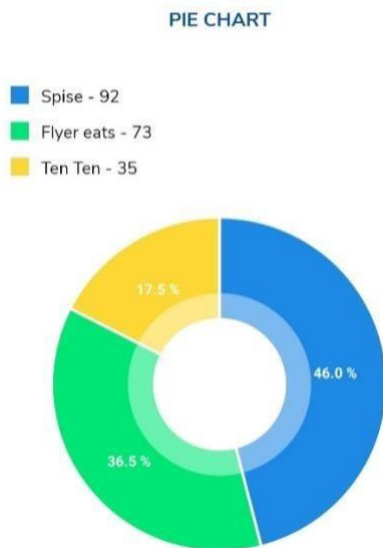
From the above table shows that How often you order food , 17.0% of daily, 46.0% of weekly ,37.0% of monthly respondent

Table 5: From which company do you prefer

Particular	No. of Respondent	Percentage of Respondent
Spise	92	46.0
Flyer eats	73	36.5
Ten Ten	35	17.5
Total	200	100

Source: Primary Data

Chart 5: From which company do you prefer



INTERPRETATION

From the above table shows that from which company do you prefer the response, 46.0% of spise, 36.5% of flyer eats and 17.5% of ten ten.

Table6: Which meal do you typically order food online

Particular	No. of Respondent	Percentage of Respondent
Break fast	39	19.5
Lunch	79	39.5
Snacks	50	25.0
Dinner	32	16.0
Total	200	100

Source: Primary Data

Chart 6: Which meal do you typically order food online



INTERPRETTAION

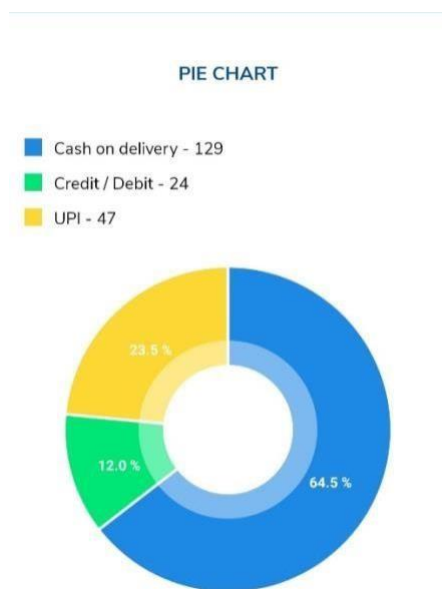
From the above table shows that which meal do you typically food order online the respondent, 19.5% of break fast, 39.5% of lunch, 25.0% of snacks and 16.0% of dinner

Table7: How would you like to pay

Particular	No. of Respondent	Percentage of Respondent
Cash on delivery	129	64.5
Credit/debit	24	12.0
UPI	47	23.5
Total	200	100

Source: Primary Data

Chart 7: How would you like to pay



INTERPRETATION

From the above table shows that how would you like to pay the respondent, 64.5% of cash on delivery, 12.0% of credit/debit, 23.5% of UPI.

Table 8: What's your tolerance of the delivery time

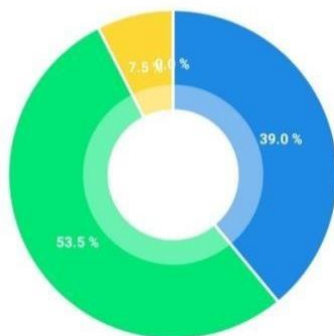
Particular	No. of Respondent	Percentage of Respondent
Within 15 minutes	78	39.0
Within 30 minutes	107	53.5
Within 40 minutes	15	7.5
Within 60 minutes	0	0.0
Total	200	100

Source: Primary Data

Chart 8: What's your tolerance of the delivery time

PIE CHART

- Within 15 minutes - 78
- Within 30 minutes - 107
- Within 40 minutes - 15
- Within 60 minutes - 0



INTERPRETATION

From the above table shows that What's your tolerance of the delivery time of the response, 39.0% of within 15 minutes, 53.5% of within 30 minutes, 7.5 of within 40 minutes and 0.0% of within 60 minutes

Table 9: *In general, how do you prefer to order food*

Particular	No. of Respondent	Percentage of Respondent
Order through Apps	183	91.5
Order through websites	11	5.5
Order through phone call	6	3.0
Total	200	100

Source : Primary data

Chart 9 : how do you prefer order food



INTERPRETATION

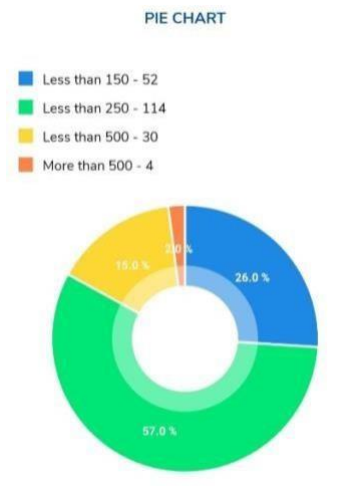
From the above table shows that In general, how do you prefer to order food of the response, 91.5% of order through apps, 5.5% of order through website, 3.0% of order through phone call

Table 10. What is the approximate money you spend on ordering

Particular	No. of Respondent	Percentage of Respondent
Less than 150	52	26.0
Less than 250	114	57.0
Less than 500	30	15.0
More than 500	4	2.0
Total	200	100

Source : Primay data

Chart 10 : Approximate money you spend



INTERPRETATION

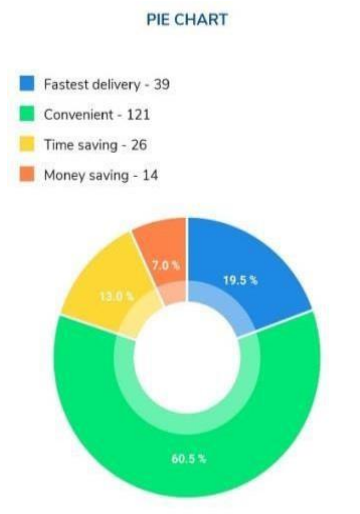
From the above table shows that What is the approximate money you spend on ordering of the response, 26.0% of less than 150, 57.0% of less than 250, 15.0% of less than 500 and 2.0% of more than 500

Table 11: Why do you prefer online food delivery

Particular	No. of Respondent	Percentage of Respondent
Fastest delivery	39	19.5
Convenient	121	60.5
Time saving	26	13.0
Money saving	14	7.0
Total	200	100

Source: Primary Data

Chart 11: Why do you prefer online food delivery



INTERPRETATION

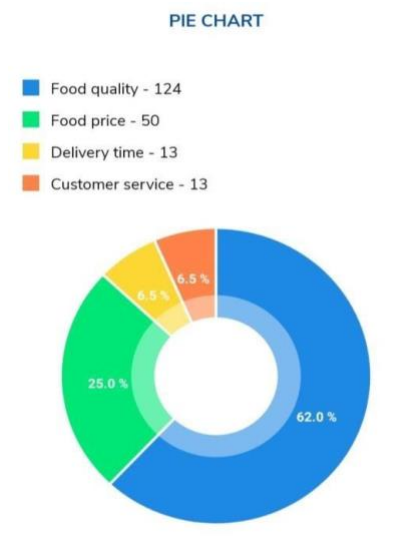
From the above table shows that the Why do you prefer online food delivery of the response, 19.5% of fastest delivery, 60.5% of convenient, 13.0% of time saving and 7.0% of money saving

Table 12. Which is the most important factor in the delivery process, that you may consider to be a regular customer

Particular	No. of Respondent	Percentage of Respondent
Food quality	124	62.0
Food price	50	25.0
Delivery time	13	6.5
Customer service	13	6.5
Total	200	100

Source: Primary Data

Chart 12: Which is the most important factor in the delivery processTa



INTERPRETATION

From the above table shows that Which is the most important factor in the delivery process, that you may consider to be a regular customer of the response,

62.0% of food quality, 25.0% of food price, 6.5% of delivery time and 6.5% of customer service

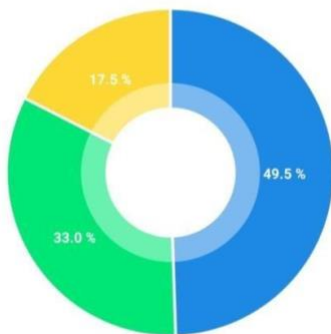
Table13. Which company has good quality delivery service ?

Particular	No. of Respondent	Percentage of Respondent
Spise	99	49.5
Flyer eats	66	33.0
Ten Ten	35	17.5
Total	200	100

Source: Primary Data

PIE CHART

■ Spise - 99
■ Flyer eats - 66
■ Ten Ten - 35



INTERPRETATION

From the above table shows that of Which company has good quality delivery service the response, 49.5% of spise, 33.0% of flyer eats and 17.5% of ten ten

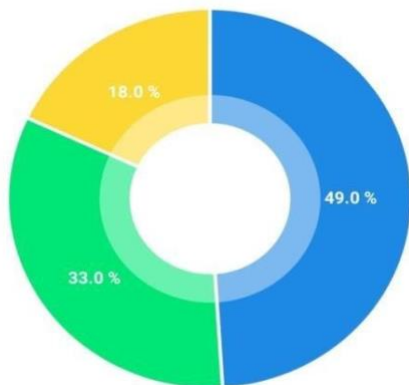
Table 14 Which company has perfect on time delivery of products ?

Particular	No. of Respondent	Percentage of Respondent
Spise	98	49.0
Flyer eats	66	33.0
Ten Ten	36	18.0
Total	200	100

Source: Primary Data

PIE CHART

- Spise - 98
- Flyer eats - 66
- Ten Ten - 36



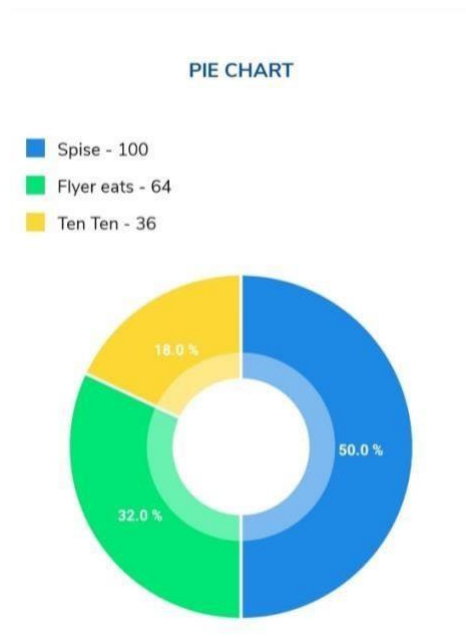
INTERPRETATION

From the above table shows that Which company has perfect on time delivery of product of the response, 49.0% of spise, 33.0% of flyer eats and 18.0% of ten ten

Table15. Which website or app has easy accessibility to order food

Particular	No. of Respondent	Percentage of Respondent
Spise	100	50.0
Flyer eats	64	32.0
Ten Ten	36	18.0
Total	200	100

Source: Primary Data



INTERPRETATION

From the above table shows that of Which website or app has easy accessibility to order food the response, 50.0% of spise, 32.0% of flyer eats and 18.0% of ten ten

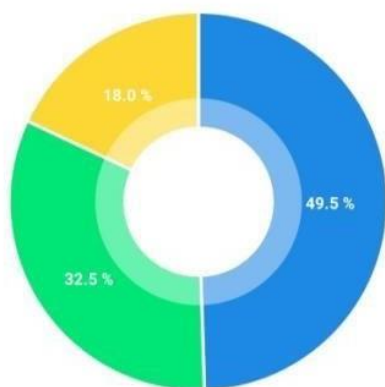
Table 16. Which company provides more offers and promotions

Particular	No. of Respondent	Percentage of Respondent
Spise	99	49.5
Flyer eats	65	32.5
Ten Ten	36	18.0
Total	200	100

Source: Primary Data

PIE CHART

■ Spise - 99
■ Flyer eats - 65
■ Ten Ten - 36



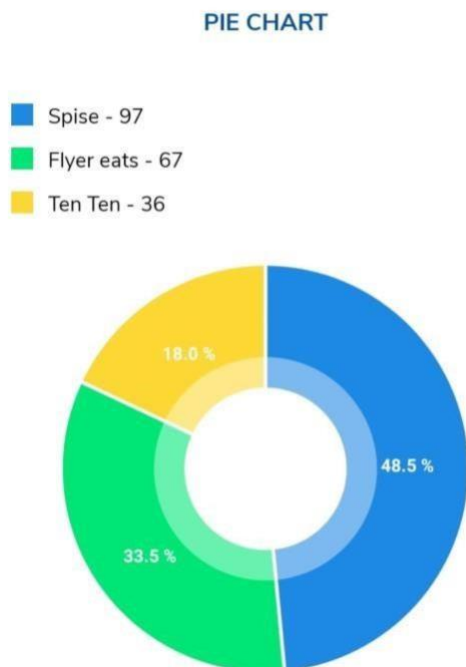
INTERPRETATION

From the above table shows that Which company provides more offers and promotions the response, 49.5% of spise, 32.5% of flyer eats and 18.0% of ten ten

Table17. which company has the Lowest delivery charges

Particular	No. of Respondent	Percentage of Respondent
Spise	97	48.5
Flyer eats	67	33.5
Ten Ten	36	18.0
total	200	100

Source: Primary Data



INTERPRETATION

From the above table shows that which company has the Lowest delivery charges of the response, 48.5% of spise, 33.5% of flyer eats and 18.0% of ten ten

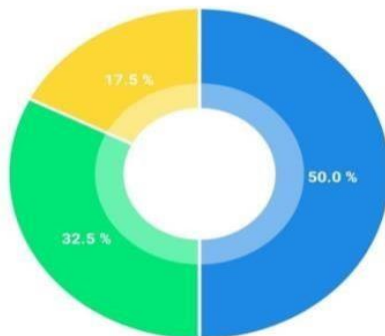
Table 18. Would you suggest others to buy food online , if yes which company

Particular	No. of Respondent	Percentage of Respondent
Spise	100	50.0
Flyer eats	65	32.5
Ten ten	35	17.5
total	200	100

Source: Primary Data

PIE CHART

- Spise - 100
- Flyer eats - 65
- Ten Ten - 35



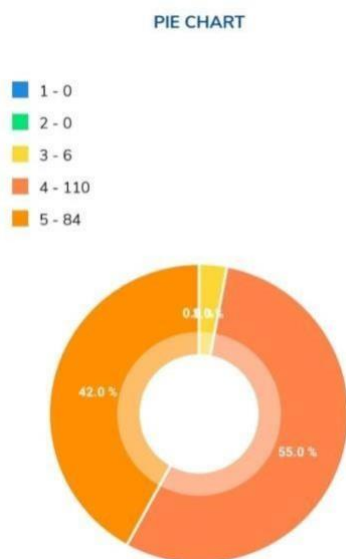
INTERPRETATION

From the above table shows that Would you suggest others to buy food online , if yes which company of the response, 50.0% of spise, 32.5% of flyer eats and 17.5% of ten ten

Table 19. On a scale of 1 to 5, how satisfied were you with the online ordering experience on food delivery apps

Particular	No. of Respondent	Percentage of Respondent
1	0	0
2	0	0
3	6	3.0
4	110	55.0
5	84	42.0
total	200	100

Source: Primary Data



INTERPRETATION

From the above table shows that On a scale of 1 to 5, how satisfied were you with the online ordering experience on food delivery apps of the response, 0% of 1, 0% of 2, 3.0% of 3, 55.0% of 4 and 42.0% of 5

4.2 CHI SQUARE

TABLE-1

HYPOTHESIS

Null hypothesis (H0): There is no significant association between quality and satisfaction of a customer.

Alternative hypothesis (H1): There is a significant association between quality and satisfaction of a customer.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
quality * satisfaction	200	100.0%	0	.0%	200	100.0%

Case Processing Summary
Quality * satisfaction Cross tabulation

Count		satisfaction			Total
		3	4	5	
Quality	Flyers eats	1	42	23	66
	spise	2	48	49	99
	Ten Ten	3	20	12	35
Total		6	110	84	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	8.735 ^a	12	.068
Likelihood Ratio	7.662	12	.105
N of Valid Cases	200		
a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 1.05			

INTERPRETATION

Since p value 0.068 is greater than 0.05 null hypothesis is accepted alternate is rejected. Hence, there is significant association between the quality and satisfaction of a customer.

4.3 CORRELATIONS

TABLE-1.

NULL HYPOTHESIS:

H0: There is no significance difference between how often you order food online and from which company do you prefer.

ALTERNATE HYPOTHESIS:

H1: There is a significance difference between how often you order food online and from which company do you prefer.

CORRELATION

		How often you order food online	From which company do you prefer
How often you order food online	Pearson correlation	1	.156 ⁿ
	Sig .(2-tailed)		.028
	N	200	200
From which company do you prefer	Pearson correlation	.156 ⁿ	1
	Sig .(2-tailed)	.028	
	N	200	200

*Correlation is significant at the 0.05 level(2-tailed)

INTERPRETATION

Since p value is 0.028 lesser than 0.05. the significant accept alternative hypothesis and rejects the null hypothesis.

CHAPTER 5

SUMMARY OF FINDINGS, SUGGESTIONS & CONCLUSION

5.1 FINDINGS

- 56.5% of the respondent have 20-25 age of the response
- 59.0% of the respondent have male gender response
- 42.5% of the respondent have student occupation of the response
- 46.0% of the respondent have weekly order food online of the response
- 46.0% of the respondent have choose spise food delivery app for ordering
- 39.5% of the respondent have prefer lunch in the food delivery app.
- 64.5% of the respondent have prefer cash on delivery while using food delivery app
- 53.5% of the respondent have tolerance upto 30 minutes from the ordering time
- 91.5% of the respondent have ordering food through apps.
- 57.0% of the respondent have spent less than 250 rupees while ordering food through food delivery app
- 60.5% of the respondent have choose convenient for why do you prefer online food delivery
- 62.0% of the respondent have said that food quality is the important factor in the delivery process.
- 49.5% of the respondent have said that spise app has the good quality delivery service.
- 49.0% of the respondent have said that spise app has perfect on time delivery.
- 50.0% of the respondent have said that spise app has easy accessibility to order food.
- 49.5% of the respondent have said that spise app provides more offers and promotion.
- 48.5% of the respondent have said that spise app has the lowest delivery charges.
- 50.0% of the respondent have said that we will *suggest others to buy food online in spise app.*

- 55.0% of the respondent gave 3 ratings out of 5 on their satisfaction.

5.2 SUGGESTIONS

- Ensure that you have enough time to dedicate to your course and that you can consistently attend all aspects of the program, including any live teaching sessions.
- Make sure that you are aware of all the technical requirements before committing to starting an online course, including any specific software or hardware equipment that you may need.
- A reliable internet connection is vital. You want to avoid being disconnected, especially during live teaching, such as webinars or workshops.
- Your study area should be conducive to your learning. Ensure that you have both sufficient lighting to avoid eye strain and a comfortable chair and desk to avoid any discomfort.
- Taking study breaks will help you concentrate on your learning. Engaging in some gentle physical activity, such as going for a walk outdoors, can help you to feel reenergized and return to your studies with more energy and focus.
- Rewarding yourself with something you enjoy doing can be a good way to keep yourself motivated. Whenever you reach a set milestone or accomplish what you had planned for a particular study session, reward yourself with something positive.
- engagements can help you get the most out of your course. Swapping contact information with other learners can help you develop a personal learning network that persists beyond the current course.

5.3. LIMITATIONS OF STUDY

- The study is confined to Ariyalur district only
- The study is based upon the customer perspective towards food delivery apps
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias.

- Due to storage of time and other constraints, the study has been limited 200 respondents only.

5.4. CONCLUSION

More than 50% of the food market is in the unorganized sector. However this market is growing in leaps and bounds due to growing urbanization, increasing disposable income, working women and rapid increase in the use of smart phones.

While new restaurants are coming up and technology being the need of the hour, India is dominating delivery market of the world. Investors realize that food is intrinsically has repeat business value and the business models are highly scalable and capital efficient.

There has been a 150% growth in the online food delivery business in the last year. Most of the players attribute this growth to 3 factors: internet penetration, smartphone gaining the status of a necessity in life, and the restaurants being forced to explore delivery options to increase their business in the face of competition.

The food delivery business also caters to the customer's expectations – wide choices of restaurants, ease of ordering, convenience of having the food delivered at home and reduced cost.

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APPENDIX-1

QUESTIONNAIRE

The purpose of this questionnaire is to find out their opinion about online product ordering and identify what main factors Indian online consumers take into consideration when purchasing products online. Please read the questions carefully and respond by marking the option that represents your opinion. Remember there are no wrong or right answers. We are only interested in your opinion. Your responses will remain anonymous and confidential. Thank you very much for your valuable time.

CUSTOMER PERSPECTIVE TOWARDS FOOD DELIVEREY APP

SETHU BHARATHI. P

* Required

1. Name : *

2. Age : *

Mark only one oval.

- ☐ 15 - 20
☐ 20- 25
☐ 25 - 30
☐ 30 above

3. Gender : *

Mark only one oval.

- ☐ Male
☐ Female

4. Occupation *

Mark only one oval.

- ☐ Student
☐ Office worker
☐ Self employee
☐ Home

5. How often you order food online *

Mark only one oval.

- ☐ Daily
- ☐ Weekly
- ☐ Monthly

6. From which company do you prefer *

Mark only one oval.

- ☐ Spise
- ☐ Flyer eats
- ☐ Ten Ten

7. Which meal do you typically order food online *

Mark only one oval.

- ☐ Break fast
- ☐ Lunch
- ☐ Snacks
- ☐ Dinner

8. How would you like to pay *

Mark only one oval.

- ☐ Cash on delivery
- ☐ Credit / Debit
- ☐ UPI

9. What's your tolerance of the delivery time *

Mark only one oval.

- ☐ Within 15 minutes
- ☐ Within 30 minutes
- ☐ Within 40 minutes
- ☐ Within 60 minutes

10. In general, how do you prefer to order food *

Mark only one oval.

- ☐ Order through apps
- ☐ Order through websites
- ☐ Order through phone call

11. What is the approximate money you spend on ordering *

Mark only one oval.

- ☐ Less than 150
- ☐ Less than 250
- ☐ Less than 500
- ☐ More than 500

12. Why do you prefer online food delivery *

Mark only one oval.

- ☐ Fastest delivery
- ☐ Convenient
- ☐ Time saving
- ☐ Money saving

13. Which is the most important factor in the delivery process, that you may consider to be a regular customer ? *

Mark only one oval.

- ☐ Food quality
☐ Food price
☐ Delivery time
☐ Customer service

14. Which company has good quality delivery service ? *

Mark only one oval.

- ☐ Spise
☐ Flyer eats
☐ Ten Ten

15. Which company has perfect on time delivery of products ? *

Mark only one oval.

- ☐ Spise
☐ Flyer eats
☐ Ten Ten

16. Which website or app has easy accessibility to order food ? *

Mark only one oval.

- ☐ Spise
☐ Flyer eats
☐ Ten Ten

17. Which company provides more offers and promotions *

Mark only one oval.

- ☐ Spise
☐ Flyer eats
☐ Ten Ten

18. which company has the Lowest delivery charges *

Mark only one oval.

- ☐ Spise
☐ Flyer eats
☐ Ten Ten

19. Would you suggest others to buy food online , if yes which company *

Mark only one oval.

- ☐ Spise
☐ Flyer eats
☐ Ten Ten

20. On a scale of 1 to 5, how satisfied were you with the online ordering experience on food delivery apps *

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

Annexure- 2

ARTICLE

CUSTOMER PERSPECTIVES TOWARDS FOOD DELIVERY APPS AT ARIYALUR

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c.in

ABSTRACT

E-commerce- a trending wave in the field of trade and commerce. Of that food delivery applications has created a tremendous flow among the youth and almost every streets of all the cities give a sight of traffic on Spise, Ten Ten , Flyer eats etc. Various such food apps have been linked up with different restaurants to grasp the satisfaction of the foodies by delivering the food in their doorsteps.

Consumer perception implies an individual's attitude towards a product or services provided to him/her which is affected by advertisements, reviews, social media, personal experiences. So being consumer the "King of Market" , influences to study their perception and awareness level of such food Apps and the study would also make an attempt to understand the influencing factors of using such applications. The study would be based on primary data and confined to Ariyalur town considering the respondents of age group between 15years to 30 years.

The study shows most preferred app used by customer 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 customer's perception and to find most popular app in the food delivery industry.

Key words: - Consumer Perception, Food Delivery Applications, Influencing factors .

doorstep of the consumer. The focus has now shifted from technology to logistics

I. INTRODUCTION

The business of delivering ready to eat foodstuffs from restaurants to home is undergoing a sea change as new online platforms enable food providers to capture markets and customers day by day.

- The conventional mode of food delivery where in customers order food online through the websites of restaurants, or fast-food chains have now been replaced with the concept of 'aggregator business model.
- Here the business player provides a 'single window system' enabling the customers to order food online from a wide variety of food providers registered on the portal.
- The 'aggregator' would charge a fixed margin of the order from the food provider and in turn, handles the delivery of the food item at the

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 Spise, Ten Ten, Flyer eats 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

REVIEW OF LITERATURE

The customers prefer eating , as compared to going out to a restaurant when there are issues of traffic congestions. This segment has therefore seen a growth of almost 100% in the last couple of years. The food industry startups are also exploring various avenues and coming up with innovative businesses like creating a meal box with all the necessary fresh food ingredients to cook as per the recipe provided to make a meal that the customer chooses or a salad box with ingredients and dressing of the customers choice.

The food aggregators sign up restaurants to an online food and app platform, so the customers have a wide choice to pick from and the order is then picked and delivered to the restaurant

Food ordering and delivery companies make advantage or opportunity to develop faster customer base. In next few years market volume of online food delivery is of \$5.7 billion by 2022.to make online food delivery market successful we can develop referral system, dashboard, social media integration etc.in the internet era demographics play an important role towards customer behaviour. Sethu bharathi P conducted research in (2022) to analyse towards online order and delivery application, considering demographic as a part of its study. According to their study young person is mostly like are order to online restaurant delivery, using one of these services.

On the basis of past studies conducted in the area of online food ordering, there is a clear indication which advocates lots of changes in this scenario especially when technology is growing by leaps and bounds. Most of the studies have been embarked on to apprehend the attitude, perception, preference etc. towards online food ordering. With the boom of smartphones in India, more and more people

prefer using mobile apps for doing routine things. Custom-made offerings as per the customer's predilections allow these mobile apps to bring in better results and make food ordering an easy task. Due to this change, there arises a need to study and analyze the impact of demographics associated with food ordering through apps. The recent development of the Internet has augmented the e-commerce industries in a country like India. E-commerce development has made Online food ordering services seamless for people who want to get food delivered at their doorstep. Although consumers continue to go out for the meals, consumers feel very convenient to order food online since it frees the customer from personally visiting the restaurants. In this study, our main focus was to analyze the perception of consumer towards online food ordering services. In order to understand what factors have played a dominant role to attract consumer in the developing country like India towards them, we decided to study on the consumer perception on online food ordering. In this research paper, two objectives were set for study. It is appreciated by everyone, as things being flexible enjoys a lot of perks and online food ordering is a very example of it. No matter where you are, at what time you want you can order, this is what the customer's desires as things being worked out according to their needs and wants. All of the applications and web browsers are being designed with adjustments according to the customer's needs and making their experience as flexible as possible.

II. OBJECTIVES OF STUDY

- To study the concept of food delivery applications
- To analyze the benefits of the food delivery apps for the customers.
- To analyse factors affecting attitude of customers regarding food delivery apps ,
- To find the most popular app in the digital food delivery app

III. METHODOLOGY

A. RESEARCH DESIGN

In research process, the first and foremost step is defining and selecting a research problem. A Researcher should at first find the problem. Then he

should formulate it so that it becomes susceptible to research. For a systematic presentation, the process of research may be classified under three stages- primary stages, secondary stage, and the tertiary stage. The primary stage includes • Observation • Interest • Formulating research problems • Documentation • Research designs The secondary stage includes • Project planning • Data collection •

Meals ordered online which are directly delivered by the restaurant, no matter if ordered via a platform (e.g. Delivery Hero) or a restaurant website (e.g. Domino's)

Online meal order and delivery both carried out by a platform (e.g. SWIGGY,ZOMATO) Online orders that are picked up in the restaurant

DATA ANALYSIS

Age of the response:

Particular	No. of Respondent	Percentage of Respondent
15-20	25	12.5
20-25	113	56.5
25-30	37	18.5
30 above	25	12.5
Total	200	100

Source: Primary Data

INTERPRETATION

From the above table shows that the age of the response, 12.5% of 15-20, 56.5% of 20-25, 18.5% of 25-30, 12.5% 30 above of the respondent

Chart 1: Age of the response

PIE CHART

■ 15 - 20 - 25
 ■ 20 - 25 - 113
 ■ 25 - 30 - 37
 ■ 30 above - 25



Questionnaire preparation • Analysis of data • Testing of hypothesis • Interpretation

b. SCOPE OF STUDY

Food Ordering app can sale Food product, preferred brands, essential restaurant supplies and more, through this online, onestop Food store.

It provides you with a convenient way to sale from your Food shopping app.

3. Gender :

PIE CHART

■ Male - 118
 ■ Female - 82

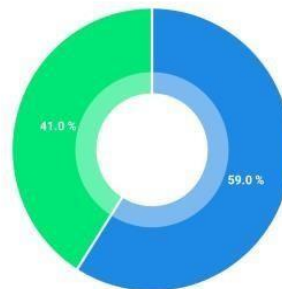


Table2: Gender of the response

Particular	No. of Respondent	Percentage of Respondent
Male	118	59.0
Female	82	41.0
Total	200	100

Source: Primary Data

INTERPRETATION

From the above table shows that the gender of the response, 59.0% of male and remaining 41.0% of female respondent

c. Hypothesis

Null hypothesis (H0): There is no significant association between class and communication between students and teachers.

Alternative hypothesis (H1): There is a significant association between class and communication between students and teachers.

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
quality * satisfaction	200	100.0%	0	0.0%	200	100.0%

quality * satisfaction Crosstabulation					
Count		satisfaction			Total
		3	4	5	
quality	Flyer eats	1	42	23	66
	Spise	2	48	49	99
	Ten Ten	3	20	12	35
	Total	6	110	84	200

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.735 ^a	4	.068
Likelihood Ratio	7.662	4	.105
N of Valid Cases	200		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 1.05.

INTERPRETATION

Since p value 0.068 is greater than 0.05 null hypothesis is accepted alternate is rejected. Hence, there is significant association between quality and satisfaction of a customers.

CORRELATION

CORRELATION			
		How often you order food online	From which company do you prefer
How often you order food online	Pearson correlation	1	.156 ^a
	Sig. (2-tailed)		.028
	N	200	200
From which company do you prefer	Pearson correlation	.156 ^a	1
	Sig. (2-tailed)	.028	
	N	200	200

^aCorrelation is significant at the 0.05 level (2-tailed).

INTERPRETATION

Since p value is 0.028 lesser than 0.05. The significant accept alternative hypothesis and rejects the null hypothesis.

FINDINGS

- 56.5% of the respondent have 20-25 age of the response
- 59.0% of the respondent have male gender response
- 42.5% of the respondent have student occupation of the response
- 46.0% of the respondent have weekly order food online of the response
- 46.0% of the respondent have choose spise food delivery app for ordering
- 39.5% of the respondent have prefer lunch in the food delivery app.
- 64.5% of the respondent have prefer cash on delivery while using food delivery app
- 53.5% of the respondent have tolerance up to 30 minutes from the ordering time

- 91.5% of the respondent have ordering food through apps.
- 57.0% of the respondent have spent less than 250 rupees while ordering food through food delivery app
- 60.5% of the respondent have choose convenient for why do you prefer online food delivery
- 62.0% of the respondent have said that food quality is the important factor in the delivery process.

SUGGESTIONS.

- Ensure that you have enough time to dedicate to your course and that you can consistently attend all aspects of the

program, including any live teaching sessions.

- Make sure that you are aware of all the technical requirements before committing to starting an online course, including any specific software or hardware equipment that you may need.
 - A reliable internet connection is vital. You want to avoid being disconnected, especially during live teaching, such as webinars or workshops.
 - Your study area should be conducive to your learning. Ensure that you have both sufficient lighting to avoid eye strain and a comfortable chair and desk to avoid any discomfort.
 - Taking study breaks will help you concentrate on your learning. Engaging in some gentle physical activity, such as going for a walk outdoors, can help you to feel reenergized and return to your studies with more energy and focus.
 - Rewarding yourself with something you enjoy doing can be a good way to keep yourself motivated. Whenever you reach a set milestone or accomplish what you had planned for a particular study session, reward yourself with something
-
- Engagements can help you get the most out of your course. Swapping contact information with other learners can help you develop a personal learning network that persists beyond the current course.

LIMITATIONS

- The study is confined to Ariyalur district only
- The study is based upon the customer perspective towards food delivery apps
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias.
- Due to storage of time and other constraints, the study has been limited 200 respondents only.

6.3 CONCLUSION

More than 50% of the food market is in the unorganized sector. However this market is growing in leaps and bounds due to growing urbanization, increasing disposable income, working women and rapid increase in the use of smart phones.

While new restaurants are coming up and technology being the need of the hour, India is dominating delivery market of the world. Investors realize that food is intrinsically has repeat business value and the business models are highly scalable and capital efficient.

There has been a 150% growth in the online food delivery business in the last year. Most of the players attribute this growth to 3 factors: internet penetration, smartphone gaining the status of a necessity in life, and the restaurants being forced to explore delivery options to increase their business in the face of competition.

The food delivery business also caters to the customer's expectations – wide choices of restaurants, ease of ordering, convenience of having the food delivered at home and reduced cost.

6.4 REFERENCES

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