

STUDY ON CUSTOMER PERCEPTION OF ONLINE FOOD DELIVERY

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Business Administration

by

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

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

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

MAY - 2022



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BONAFIDE CERTIFICATE

This is to certify that this project Report is the bonafide work
Of MANDALA PAVANKALYAN (**39280018**) who carried out the project work entitled
A study ON CUSTOMER PERCEPTION OF ONLINE FOOD DELIVERY" under
my supervision from January 2022 to march 2022.

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InternalExaminer

ExternalExaminer

DECLARATION

I MANDALA PAVANKALYAN **(39280018)** hereby declare that the project report entitled **A study on CUSTOMER PERCEPTION OF ONLINE FOOD DELIVERY ”** done by me under the guidance of **Ms. SHEEBA. T, M.Com, M. Phil, NET, MBA, SET,** (Internal) at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfillment of the requirements for the award of Bachelor of Business Administration.

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SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

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ABSTRACT

The mobile application era has thrown open a new pathway for today's marketing. The mobile application has made all traditional modes of business outdated and generated amazing new possibilities in business. Mobile application is a combination of marketing acumen and technology – uses the Internet as a medium to advertise and sell services and goods. Today, more people are getting connected through mobile application and they are ready to trade through it. It also affects the operation of companies and organizations. Companies have changed their traditional business strategies into online marketing to suit customer needs and taste at any time. This research paper aims to discuss the consumer's perception towards the online food ordering and delivery services in Pune. The survey was conducted for a purposeful analysis of the study on around 153 respondents. The research is focused on the study and analysis of data collected from all those users who are already using the online food delivery services. The purpose is to know what are the influencing factors, their perceptions, needs, positioning of various attributes of different online portals in their 4mind and overall satisfaction towards online food delivery services. To achieve the objective, data from different areas of Pune have been collected and also visited restaurants to know their point of view. Four parameters are taken under consideration for analysis using positioning study.

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INTRODUCTION

Food Ordering on the internet is conceptually different from other sources of ordering food, as the internet promotes a one-to-one Communication between the seller and the end user with round the clock customer service. Technology has played a vital role in revolutionizing the food delivery service from phone-based to online ordering to satiate consumers' ever changing demands, making its way to the top. Today, the business of Food delivery services is one of the fastest growing segments of e-commerce. The major difference between traditional and online Food Ordering is the extent of interaction between the consumer and the seller an enormous amount of people is gravitating towards the more intensive use of the Internet as the accessibility of technology, the availability of information, and the ability to interact through the Internet increase and evolve. The Internet has contributed to the changes in consumer preference as their dependence on technology has moved them to do everything on the internet including getting cooked meals delivered on their doorstep. Convenience is the biggest determinant to the consumers as the steps required to make an order is as simple as few clicks on mobile devices like Smartphone, tablets, or laptops. In a modern and young consumer may be labelled as 'lazy' for depending on technology and convenience. In addition to that, the time taken for the food to be delivered serves as a good reason for consumers when they do not have plans on where and what to eat. Online food order system is a website designed primarily for use in the food delivery industry. This system will allow hotels and restaurants to increase scope of business by reducing the labour cost involved. The system also allows to quickly and easily managing an online menu which customers can browse and use to place orders with just few clicks. Restaurant employees then use these orders through an easy to navigate graphical interface for efficient processing. The purpose of this project was to build a food ordering client server application. For the customer, this application provides a view of current food information (category, name, image price, description etc.) on the website and Android application. The customer can order food from these two platforms. For the administrator in restaurant, this application offers a series of operations to add, update, delete and query the information of food, food order and employees.

Industry profile :

According to the survey, out of 120 respondents - 34.9% of the respondents prefer Uber eats, 28.6% prefer Zomato followed by Swiggy and Foodpanda with both having the same number of preference by respondents of 15.9% and finally the 4.7% of them responded that they prefer other company.

Need of the study:

Owing to the changing Indian demography, there is need for building up of infrastructure for processing and marketing of the agricultural yield. As more and more people in the developing countries are moving towards the cities, urban food and nutrition issues are becoming increasingly relevant and pressing. There exists wide disparities between these cities in terms of their geography, history and culture which make reference to an average urban consumer as an individual misleading and the identification of consumer groups having different cultural backgrounds, socioeconomic status, lifestyles and consequently different consumer behaviour and needs is preferred.

Consequently the food and diet patterns of the various strata of urban population deserves more attention than they have been given so far, not only for their implications on food and agriculture planning but also for determining remedial actions and preventive measures.

Consumers have specific needs and expectations with respect to their food. With intensive urbanisation, large volumes of food move through the systems and the food systems themselves are becoming increasingly complex. With these changes in the Indian population more individuals stay in different cities for the purpose of studies and employment and the busy schedules of both the husband and wife in the family, the demand for online food ordering have developed and going up steadily

As proposed in the background study, excellent customer service is vital in customer satisfaction and is the prerequisite for initiating and developing long Term relationship. The restaurant industry in India is at a learning curve and many

full service restaurants are not capable of delivering quality services and therefore does not contribute to customer satisfaction and lose to competition. Hence it is important to identify criteria for excellent service in full service restaurant that can be used to serve as a bench mark to enable restaurant to initiate and develop customer's relationships differentiated offering and retention etc., resulting because of customer satisfaction

SCOPE AND SIGNIFICANCE STUDY:

The research was conducted to analyse the usage of Online Food Ordering Apps by the users and to study the satisfaction level of those App users based on different parameters.

Objectives of the study:

Primary Objective

To study how online food delivery services are perceived by the consumers.

Secondary Objective

- To analyze what are the various factors that influences the consumers to choose online food delivery services.
- To analyze the most preferred online food delivery service portal by consumers.
- To know what are the factors that hinders consumers to use online food delivery services

LIMITATIONS OF STUDY:

- Due to time shortage it is not possible to cover all the factors related to study.
- Inability to cover large area.
- The survey is restricted only for students of particular 18-50 age group.
- The study is limited to sample size of 96.
- The factor is the major limitation of the study.

REVEIW OF LITERATURE:

The research on consumer's perception on online food ordering and other topics in the Indian context are limited as the online food ordering services has entered into Indian market only a few years back. The literature reviewed relates to the studies conducted outside India where online food ordering is a big hit. As taken the case that online food ordering has just entered the Indian market and it is still on its way to being a big hit.

Customer Perception and Satisfaction on Ordering Food via Internet, a Case on Foodzoned.Com, in Manipal (2016) - The

study found that the emergence of online food ordering services is high. The student users of these services are well seasoned with the information available on these websites and they feel more comfortable using help services available online.



RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN:

The study is descriptive in nature. Descriptive research studies are those which are concerned with describing character of particular individual or a group.

3.2 SAMPLING DESIGN:

It is a collection consisting of a part or subset of the objects or individuals of population which is selected for the purpose, representing the population sample obtained by collecting information only about some members of a population.

3.3 SOURCES OF DATA:

Both primary and secondary data were collected for this study.

1. Primary data

This objective of the study has been accomplished with the help of primary data collected from 210 respondents. The pre-decided number of samples has been selected based on the purposive sampling method. The selected samples are met in person and the required data have been collected with the help of a structured questionnaire, which included the information like age, sex, occupation, income, awareness and opinion about online food ordering app.

2. Secondary data

It consists of information that already exists somewhere, having been collected for another purpose. Secondary data have been collected from the newspapers, websites, magazines, records and journals. Tools for data analysis

- Simple percentage analysis method
- Rank analysis
- Chi-square analysis.

3.5 Sample Size:

Size of the E-commerce Sector

People are increasingly moving towards online shopping, which has fuelled tremendous growth in the e-commerce business during the last decade. This transition in consumer shopping habits has been spurred by a set of attributes, some of which are market or region-specific, while others are the consequence of global shifts. An increase in disposable income, mainly in developing countries; longer work schedules and commuting times; increased bandwidth coverage and enhanced electronic payment security; a tranquility of trade barriers; an increase in the number of retail chains with a digital platform; and an increased awareness of e-commerce by customers are among these notable improvements that spurred the swift .

According to United nations Conference on Trade and Development (UNCTAD) estimates, the substantial surge in e-commerce under COVID-19-induced limited mobility raised online sales transactions' percentage to overall retail sales from 16 percent to 19 percent in 2020. Online sales increased significantly in various nations, with the Republic of Korea represents the strongest volume of 25.9% in 2020, rising from 20.8 percent the previous year .

3.6 Period of study

The study is carried out for 1 month starting from February 2022 to march.

CHAPTER - 4

Data Analysis and Interpretation

4.1 Gender

Table 4.1 Showing the Gender of the Respondents

Gender	No. of respondents	Percentage (%)
Male	69	71.9
Female	27	28.1
Total	96	100

Source: Primary Data

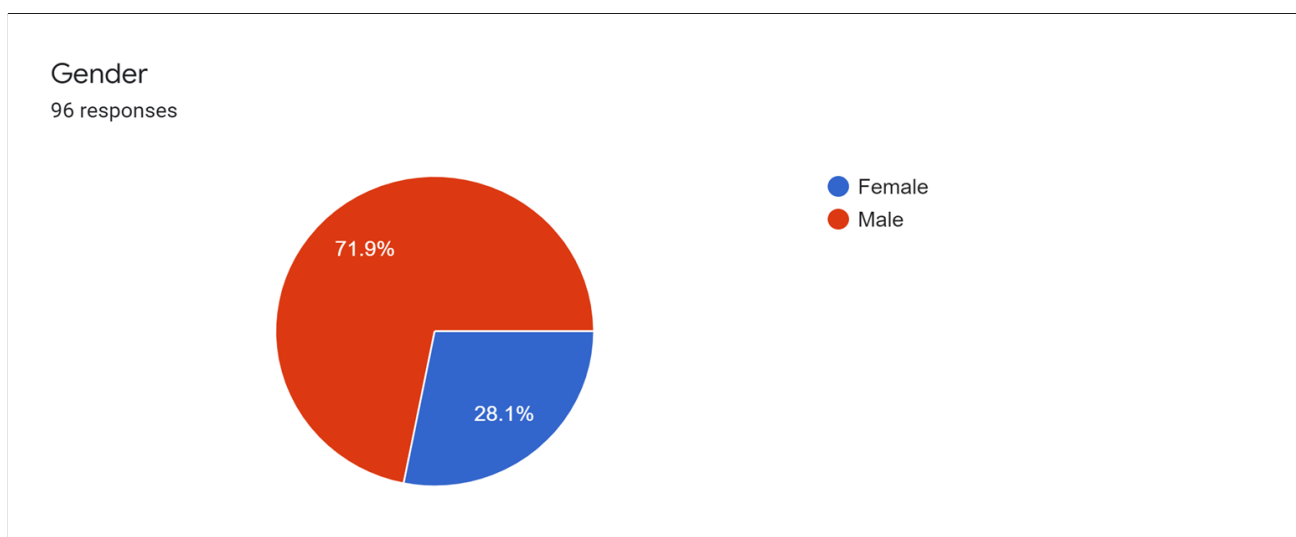


Chart 4.1 Showing the Gender of the Respondents

Inference:

From the table, it is clearly defined that 71.9% respondents are male and 28.1% of the respondents are female.

4.2 Age

Table 4.2 Showing the Age of the Respondents

Age	No. of respondents	Percentage (%)
18-20	34	35.4
21-30	52	54.2
31-40	7	7.3
41-50	3	3.1

Total	96	100
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Source: Primary Data

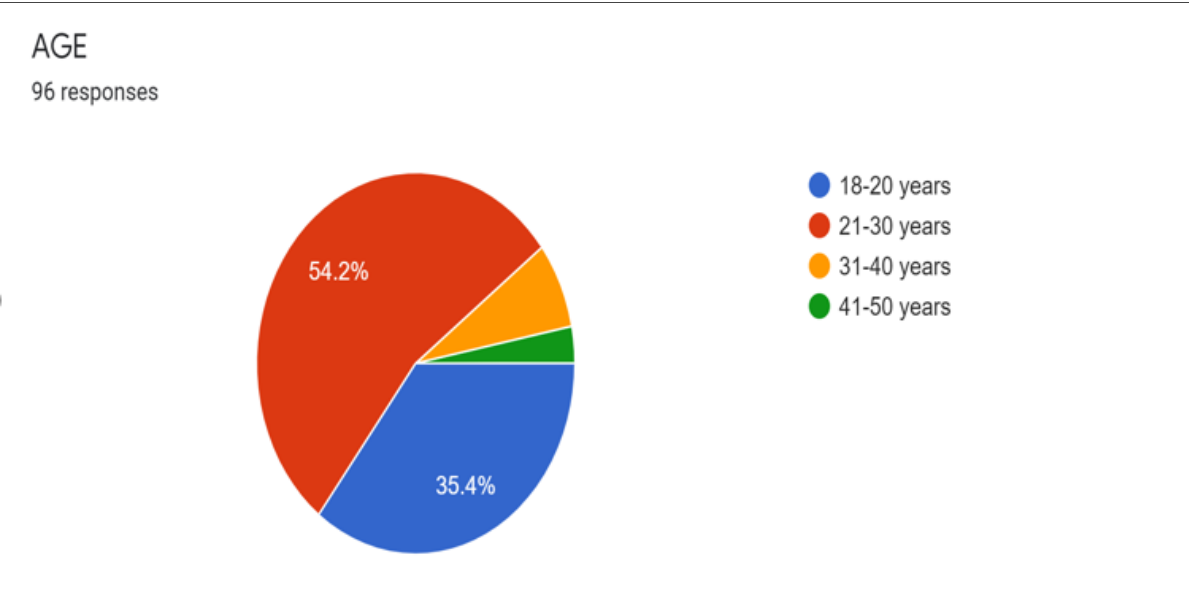


Chart 4.2 Showing the Age of the Respondents

Inference:

From the table, it is clearly defined that 35.4% of respondents are between the ages of 18-20, 54.2% of the respondents are 21-30, 7.3 % of the respondents are 31-40 and 3.1% of the respondents are 41-50.

4.3 Occupation

Table 4.3 Showing the Occupation of the Respondents

Occupation	No. of respondents	Percentage (%)
Student	63	65.6
Employee	19	19.8
Business	0	0
Self-employed	7	7.1
Housewife/Retired	2	2.3
Others	5	5.2
Total	96	100

Source: Primary Data

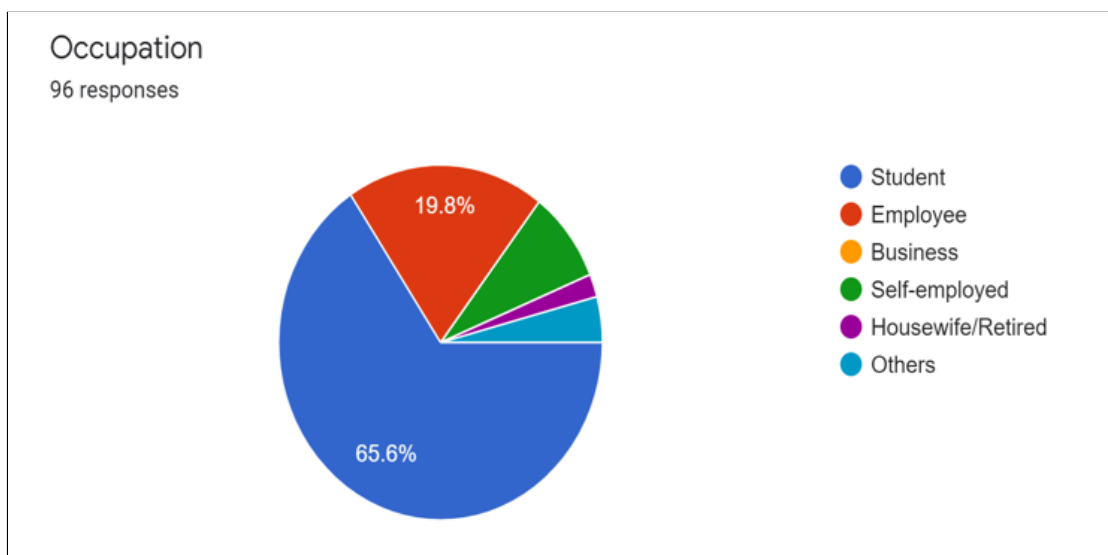


Chart 4.3 Showing the Occupation of the Respondents

Inference:

From the table, it is clearly defined that 65.6% of respondents are Students, 19.8% are Employee, No respondents from Business, 7.1% are Self employed, 2.3% are Housewife/Retired, 5.2% are Others.

4.4 Education

Table 4.4 Showing the Education of the Respondents

Education	No. of respondents	Percentage (%)
SSC	1	1
Intermediate	10	10.4
Graduation	62	64.6
Post graduation	23	24
Total	96	100

Source: Primary Data

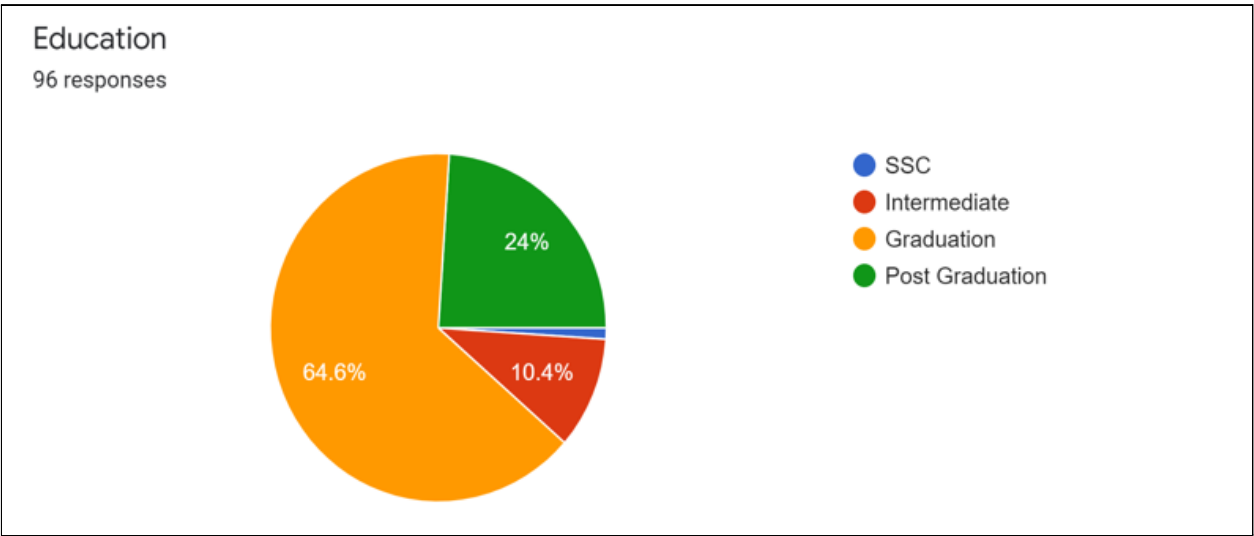


Chart 4.4 Showing the Education of the Respondents

Inference:

From the table, it is clearly defined that 1% of respondents are SSC,10.4% are Intermediate, 64.6% are Graduation, 24% are Post Graduation.

4.5 Annual Income

Table 4.5 Showing the Annual Income of the Respondents

Annual Income	No. of respondents	Percentage (%)
1 Lakh-2 Lakhs	59	61.5
2 Lakhs-3 Lakhs	9	9.4
3 Lakhs-4 Lakhs	11	11.5
Above 4 Lakhs	17	17.7
Total	96	100

Source: Primary Data

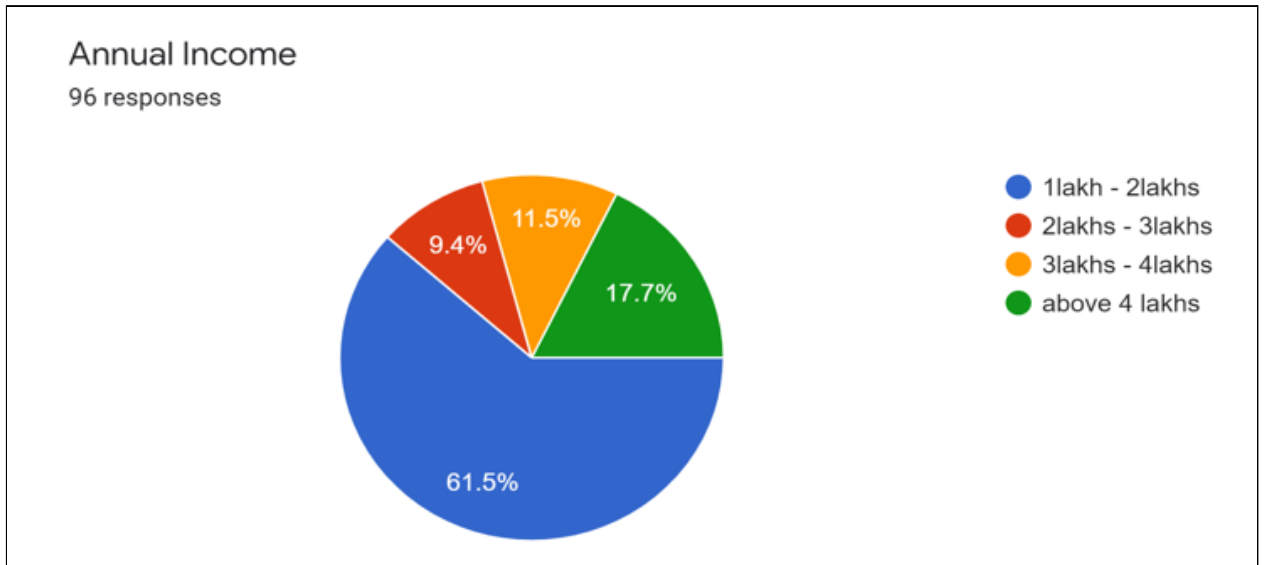


Chart 4.5 Showing the Annual Income of the Respondents

Inference:

From the table, it is clearly defined that 61.5% of respondents whose annual income is 1 Lakh-2 Lakhs, 9.4% are 2 Lakhs-3 Lakhs, 11.5% are 3 Lakhs-4 Lakhs and 17.7% are Above 4 Lakhs.

4.6 Frequency of ordering foods using Online App

Table 4.6 Showing the Frequency of the Respondents

Frequency	No. of respondents	Percentage (%)
Daily	3	3.2
At Least Once per Week	23	24
At least Once per Month	27	28.1

At least Once per night	4	4.1
Occasionally	39	40.6
Total	96	100

Source: Primary Data

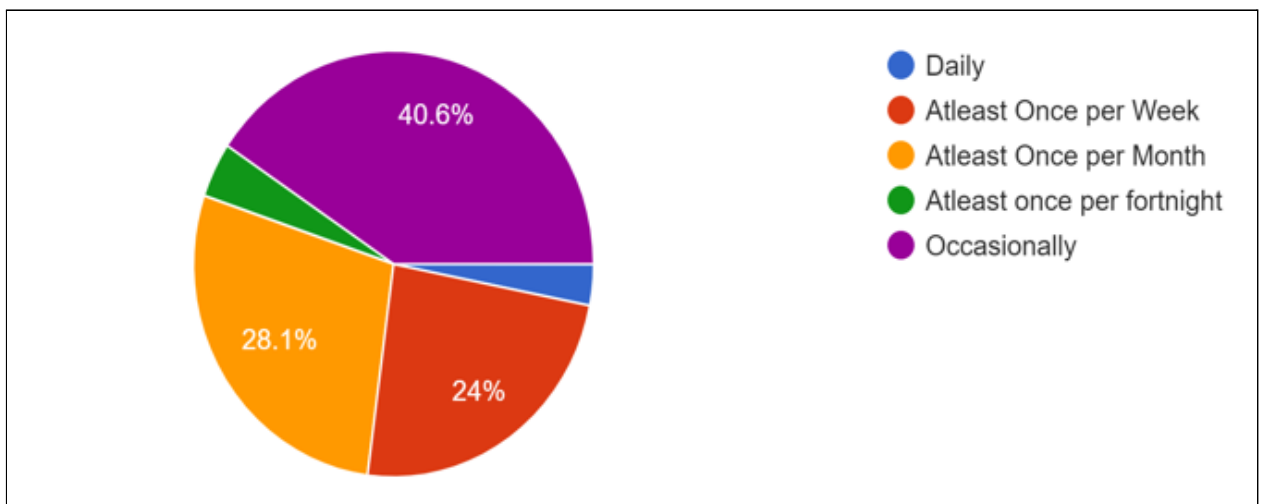


Chart 4.6 Showing the Frequency of the Respondents

Inference:

From the table, it is clearly defined that 3.2% of respondents who are ordering foods Daily, 24% are At Least Once per Week, 28.1% are At least Once per Month, 4.1% are At least Once per night and 40.6% are Occasionally.

4.7 Time Period of using Online Food services

Table 4.7 Showing the Time period of the Respondents

Time Period	No. of respondents	Percentage (%)
Recently	22	22.9
Less than a year	16	16.7
More than a year	18	18.7
Above 3 years	40	41.7
Total	96	100

Source: Primary Data



Chart 4.7 Showing the Time period of the Respondents

Inference:

From the table, it is clearly defined that 22.9% of respondents who are using online food apps Recently, 16.7% are less than a year, 18.7% are more than a year and 41.7% are above 3 years.

4.8 Preference of Online App

Table 4.8 Showing the preference of the Respondents

Preference	No. of respondents	Percentage (%)
Swiggy	68	70.8
Zomato	69	71.9
Eat Fit	2	2.1
Food panda	4	4.2
Others	8	8.3

Source: Primary Data

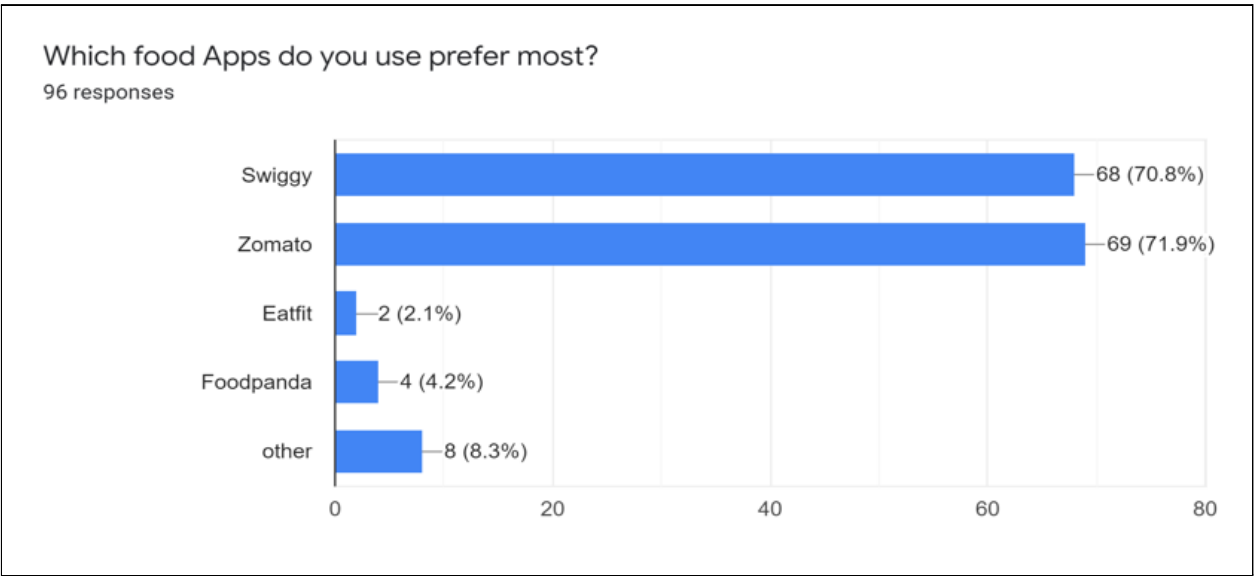


Chart 4.8 Showing the preference of the Respondents

Inference:

From the table, it is clearly defined that 70.8% of respondents who are ordering foods by Swiggy, 71.9% are Zomato, 2.1% are Eatfit, 4.2% are Foodpanda and 8.3% are Others.

4.9 Meal Preference using online App

Table 4.9 Showing the Meal preference of the Respondents

Preference	No. of respondents	Percentage (%)
Breakfast	11	11.5
Lunch	45	46.9
Snacks	34	35.4
Dinner	60	62.5

Source: Primary Data

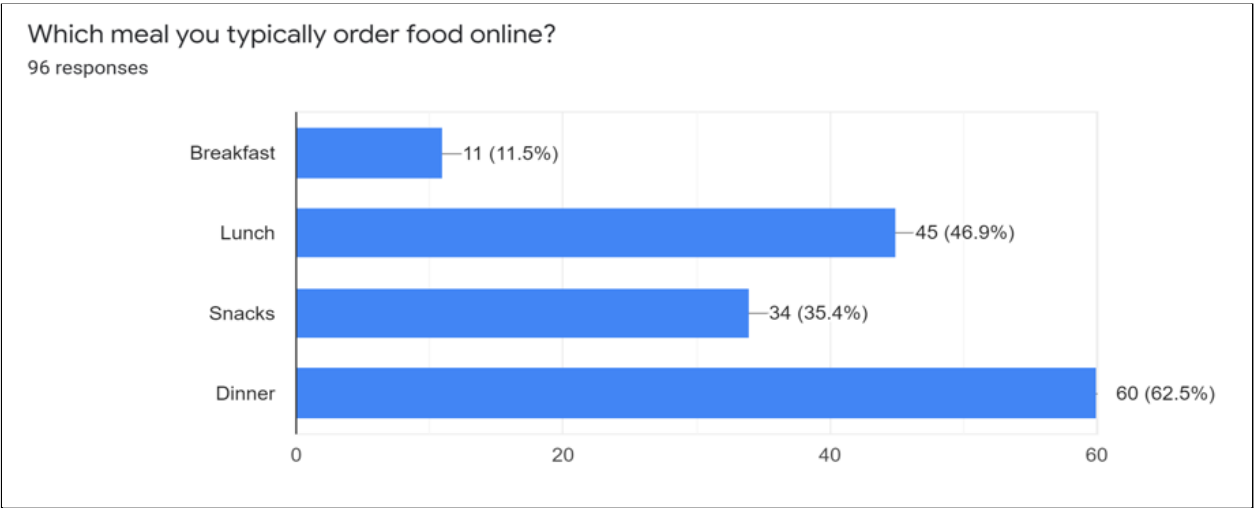


Chart 4.9 Showing the Meal preference of the Respondents

Inference:

From the table, it is clearly defined that 11.5% of respondents are preferring Breakfast, 46.9% are lunch, 35.4% are snacks and 62.5% are preferring dinner.

4.10 Approximate money spending on online food

Table 4.10 Showing the Approximate money of the Respondents

Money	No. of respondents	Percentage (%)
Less than 250	21	21.9
251-500	48	50
501-1000	20	20.8
More than 1000	7	7.3
Total	96	100

Source: Primary Data



Chart 4.10 Showing the Approximate money of the Respondents

Inference:

From the table, it is clearly defined that 21.9% of respondents who are spending less than 250, 50% are 251-500, 20.8% are 501-100 and 7.3% are above 1000.

4.11 Preferred mode on online payment

Table 4.11 Showing the online payment mode of the Respondents

Payment mode	No. of respondents	Percentage (%)
Debit and Credit cards	30	31.3
Net Banking	14	14.6
Wallets	12	12.5

Cash on Delivery	40	41.7
Total	96	100

Source: Primary Data

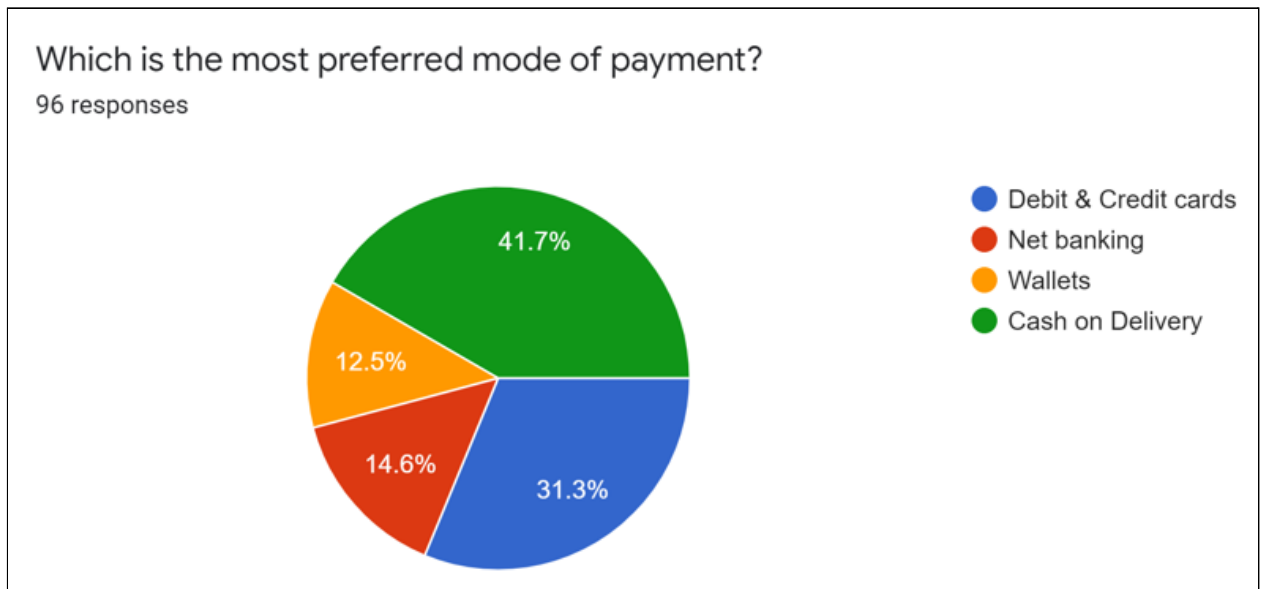


Chart 4.11 Showing the online payment mode of the Respondents

Inference:

From the table, it is clearly defined that 31.3% of respondents are preferring Debit and credit cards, 14.6% are Net Banking, 12.5% are Wallets and 41.7% are preferring Cash on delivery.

4.12 The Reason for Preferring online food delivery

Table 4.12 Showing the Reason for using online payment mode of the Respondents

Reason	No. of respondents	Percentage (%)
Convenience	58	60.4
Faster Delivery	13	13.5
Time Saving	20	20.8
Money Saving	5	5.3
Total	96	100

Source: Primary Data



Chart 4.12 Showing the Reason for using online payment mode of the Respondents

Inference:

From the table, it is clearly defined that 60.4% of respondents are preferring Convenience, 13.5% are Faster Delivery, 20.8% are Time saving and 5.3% are preferring for Money Saving.

4.13 Agreeing of the Food prices

Table 4.13 Showing the food prices Agreeing of the Respondents

Agree option	No. of respondents	Percentage (%)
Strongly Disagree	13	13.5
Disagree	17	17.7
Neutral	35	36.5
Agree	26	27.1
Strongly Agree	5	5.2
Total	96	100

Source: Primary Data

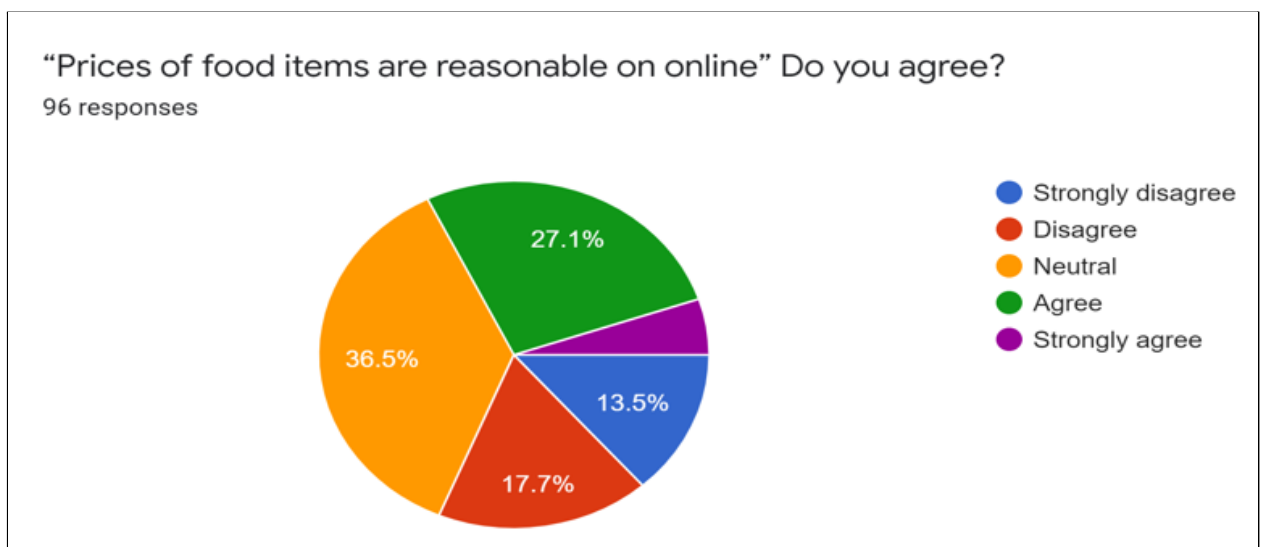


Chart 4.13 Showing the Food prices Agreeing of the Respondents

Inference:

From the table, it is clearly defined that 13.5% of respondents are Strongly Disagree, 17.7% are Disagree, 36.5% are Neutral, 27.1 are agree and 5.2% are Strongly Agree.

4.14 Offer Influenced by Food apps

Table 4.14 Showing the offer influences of the Respondents

Agree option	No. of respondents	Percentage (%)
Strongly Disagree	7	7.3
Disagree	14	14.6
Neutral	31	32.3
Agree	37	38.5
Strongly Agree	7	7.3
Total	96	100

Source: Primary Data

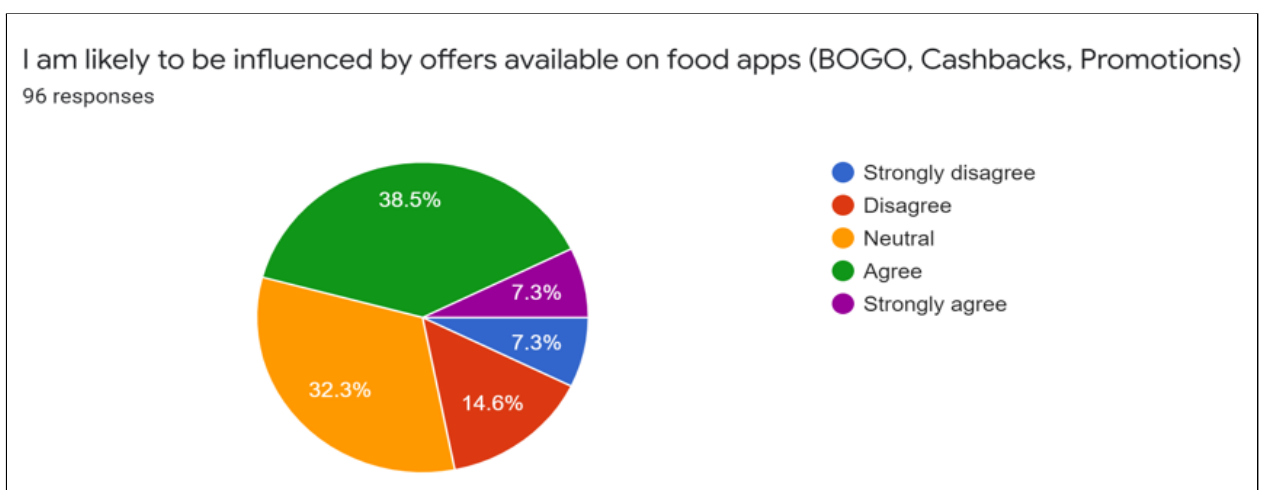


Chart 4.14 Showing the offer influences of the Respondents

Inference:

From the table, it is clearly defined that 7.3% of respondents are Strongly Disagree, 14.6% are Disagree, 32.3% are Neutral, 38.5 are agree and 7.3% are Strongly Agree.

4.15 Influenced by TV or YouTube advertisements to use food apps**Table 4.15 showing the Opinion of the Respondents**

Options	No. of respondents	Percentage (%)
Strongly disagree	14	14.6
Disagree	35	36.5
Neutral	17	17.7
Agree	27	28.1
Strongly agree	3	3.1
Total	96	100

Source: Primary Data

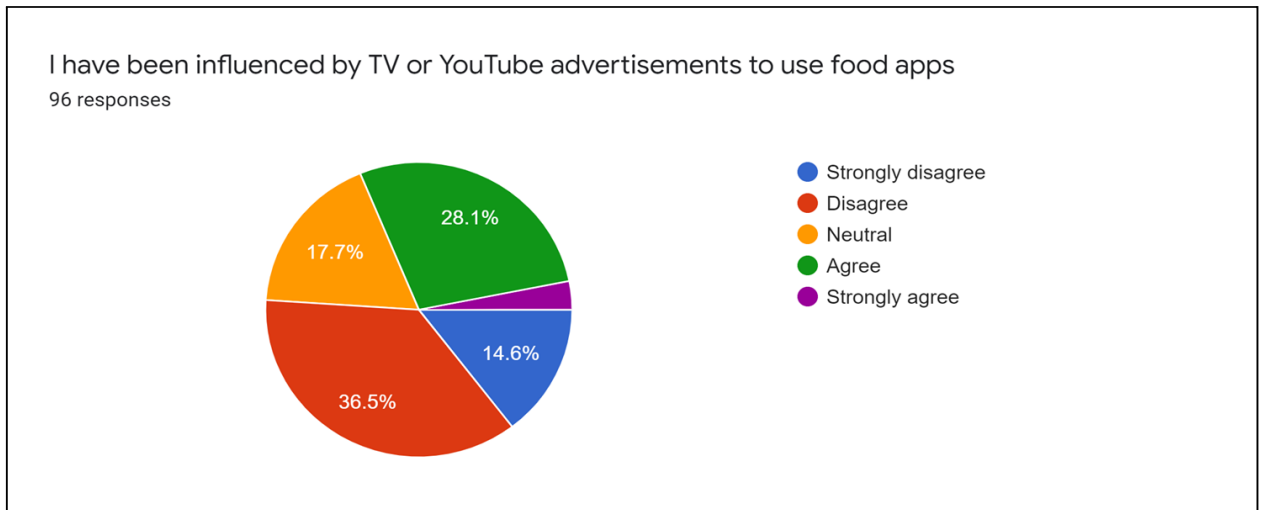


Chart 4.15 showing the Opinion of the Respondents

Inference:

From the table, it is clearly defined that 14.6% of respondents strongly disagree, 36.5% of respondents disagree, 17.7% of respondents are neutral, 28.1% of respondents agree and 3.1% of the respondents strongly agree.

4.16 Missing items/other items

Table 4.16 showing the Opinion of the Respondents

Options	No. of respondents	Percentage (%)
Always	5	5.1
Often	9	9.4
Sometimes	16	16.7
Rarely	26	27.1

Never	40	41.7
Total	96	100

Source: Primary Data



Chart 4.16 showing the Opinion of the Respondents

Inference:

From the table, it is clearly defined that 5.1% of respondents are always, 9.1% of respondents are often, 16.7% of respondents are sometimes, 27.1% of respondents are rarely and 41.7% of the respondents are never.

4.17 Food deliveries are on time or delayed

Table 4.17 showing the Opinion of the Respondents

Options	No. of respondents	Percentage (%)
Always	11	11.5
Often	11	11.5
Sometimes	43	44.8
Rarely	20	20.8
Never	11	11.5
Total	96	100

Source: Primary Data

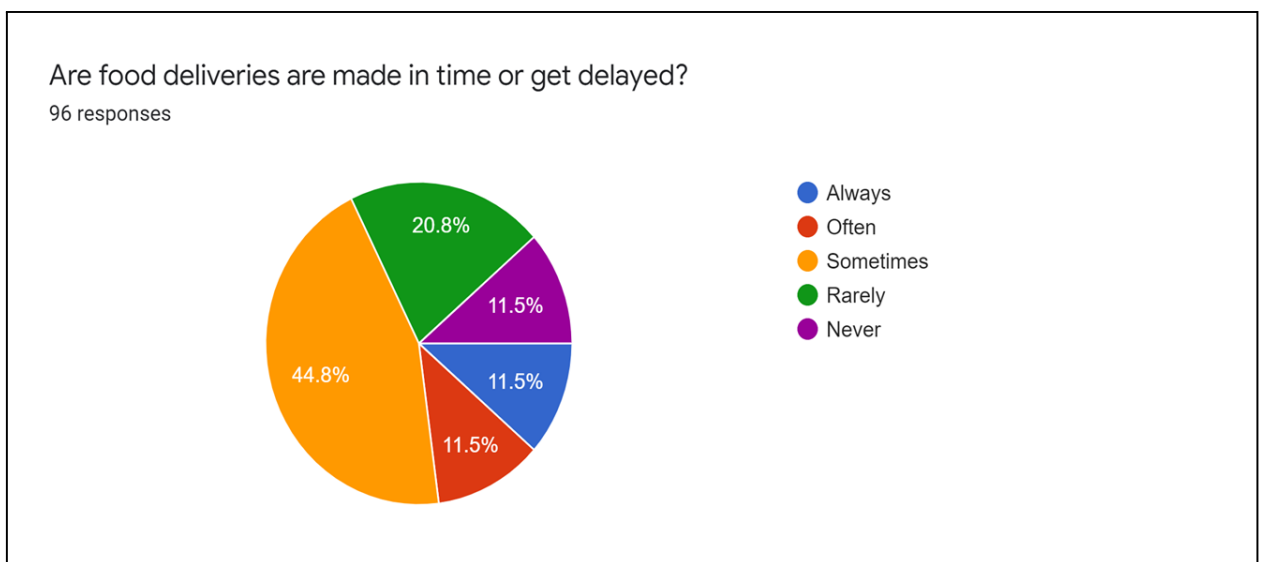


Chart 4.17 showing the Opinion of the Respondents

Inference:

From the table, it is clearly defined that 11.5% of respondents are always, 11.5% of respondents are often, 44.8% of respondents are sometimes, 20.8% of respondents are rarely and 11.5% of the respondents are never.

4.18 Challenges/issues with the delivery person

Table 4.18 showing the Opinion of the Respondents

Options	No. of respondents	Percentage (%)
Always	6	6.5
Often	7	7
Sometimes	16	16.7
Rarely	25	26
Never	42	43.8
Total	96	100

Source: Primary Data

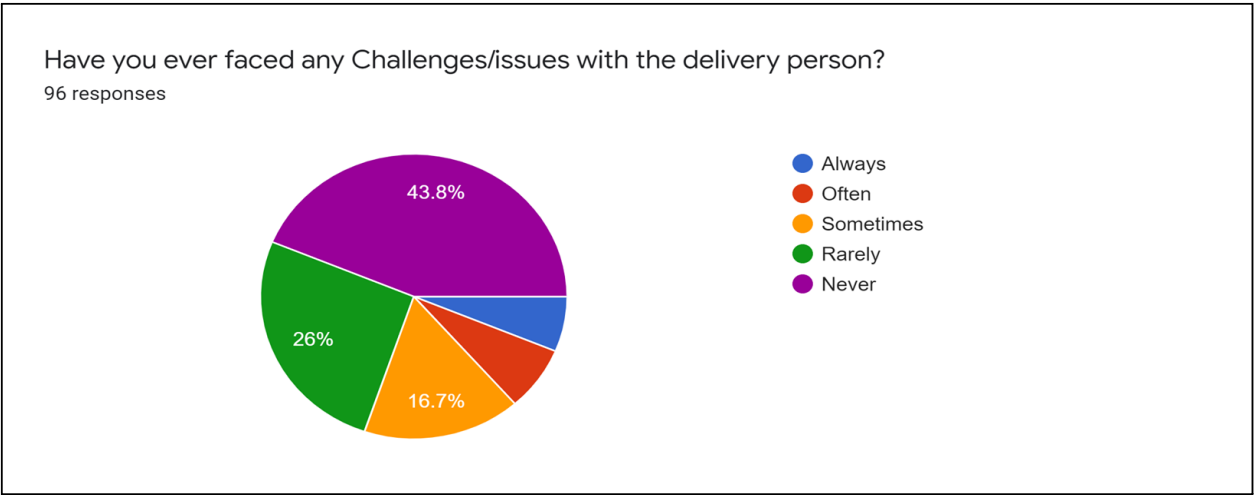


Chart 4.18 showing the Opinion of the Respondents

Inference:

From the table, it is clearly defined that 6.5% of respondents are always, 7% of respondents are often,16.7% of respondents are sometimes, 26% of respondents are rarely and 43.8% of the respondents are never.

4.19 difficulties/technical issues while ordering food online

Table 4.19 showing the Opinion of the Respondents

Options	No. of respondents	Percentage (%)
Always	6	6
Often	6	6.4
Sometimes	33	34.4
Rarely	21	21.9
Never	30	31.3
Total	96	100

Source: Primary Data

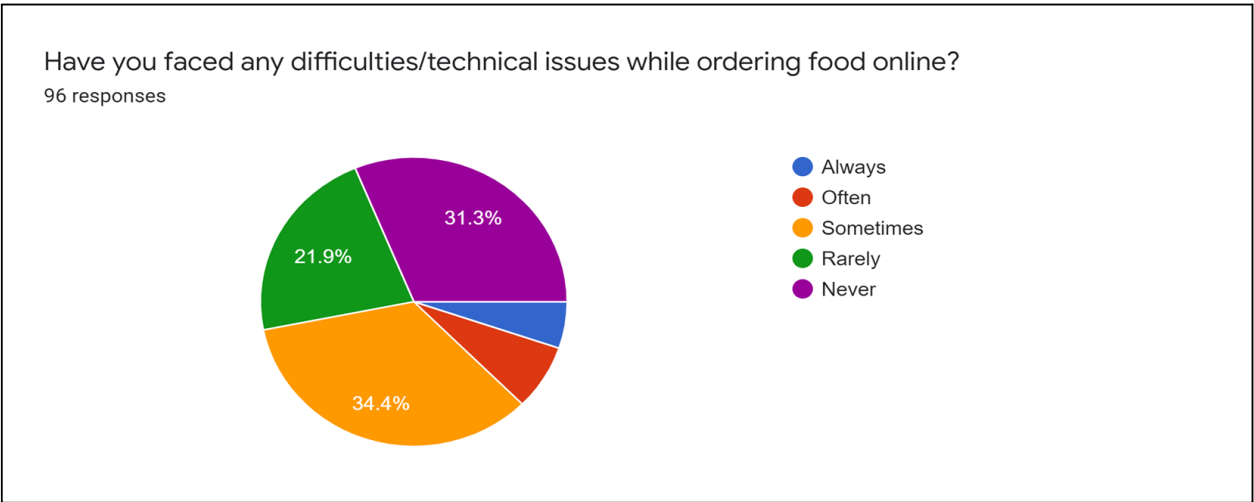


Chart 4.19 showing the Opinion of the Respondents

Inference:

From the table, it is clearly defined that 6% of respondents are always, 6.4% of respondents are often, 34.4% of respondents are sometimes, 21.9% of respondents are rarely and 31.3% of the respondents are never.

4.20 Payment is convenient in delivery app

Table 4.20 showing the Opinion of the Respondents

Options	No. of respondents	Percentage (%)
Strongly disagree	3	3.4
Disagree	11	11.1
Neutral	18	18.8
Agree	55	57.3
Strongly agree	9	9.4
Total	96	100

Source: Primary Data

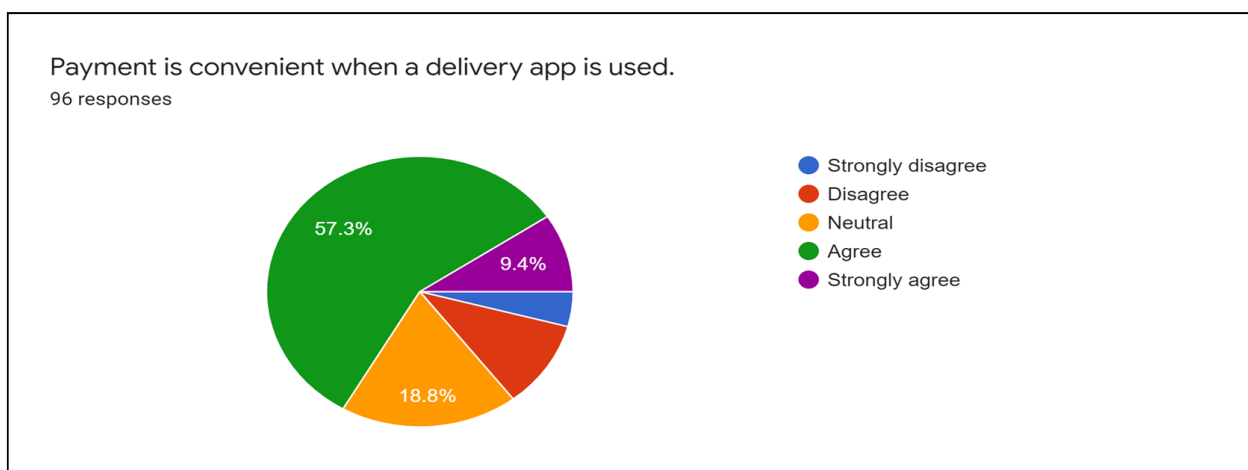


Chart 4.20 showing the Opinion of the Respondents

Inference:

From the table, it is clearly defined that 3.4% of respondents strongly disagree, 11.1% of respondents disagree, 18.8% of respondents are neutral, 57.3% of respondents agree and 9.4% of the respondents strongly agree.

4.21 Relatively inexpensive to use a delivery app

Table 4.21 showing the Opinion of the Respondents

Options	No. of respondents	Percentage (%)
Strongly agree	8	8.3
Agree	26	27.1
Neither agree nor disagree	40	41.7
Disagree	18	18.8
Strongly disagree	4	4.1

Total	96	100
-------	----	-----

Source: Primary Data

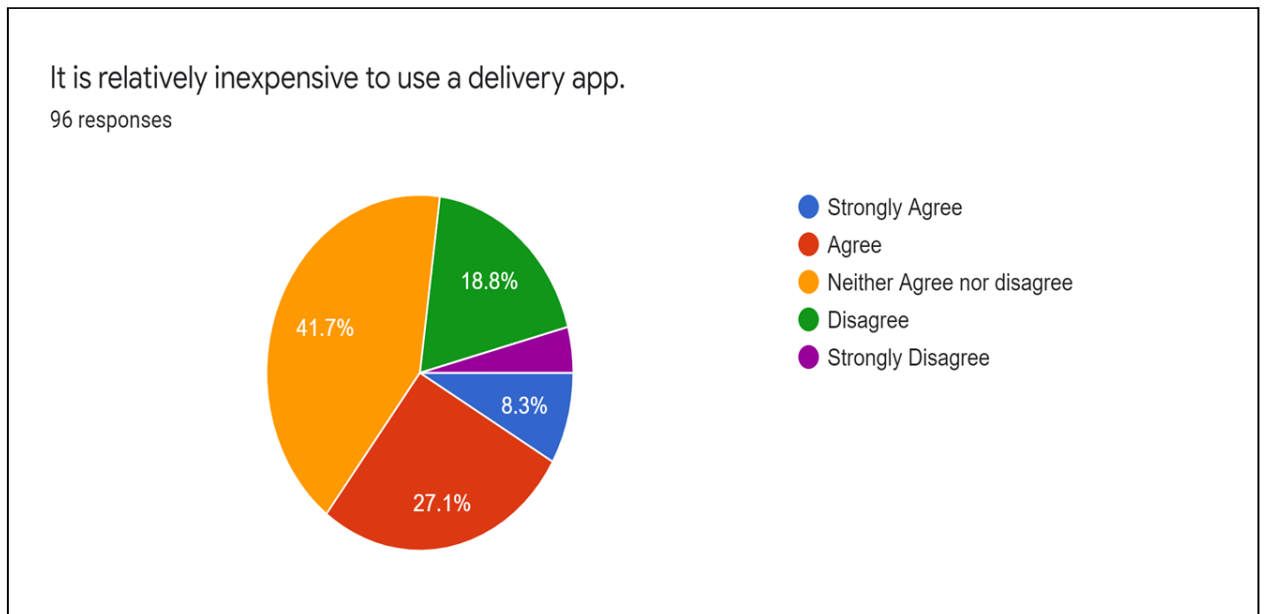


Chart 4.21 showing the Opinion of the Respondents

Inference:

From the table, it is clearly defined that 8.3% of respondents strongly agree, 27.1% of respondents agree, 41.7% of respondents are Neither agree nor disagree, 18.8% of respondents disagree and 4.1% of the respondents strongly disagree.

4.22 Easy to order using a delivery app

Table 4.22 showing the Opinion of the Respondents

Options	No. of respondents	Percentage (%)
---------	--------------------	----------------

Strongly agree	27	28.1
Agree	60	62.5
Neither agree nor disagree	8	8.3
Disagree	1	1.1
Strongly disagree	0	0
Total	96	100

Source: Primary Data

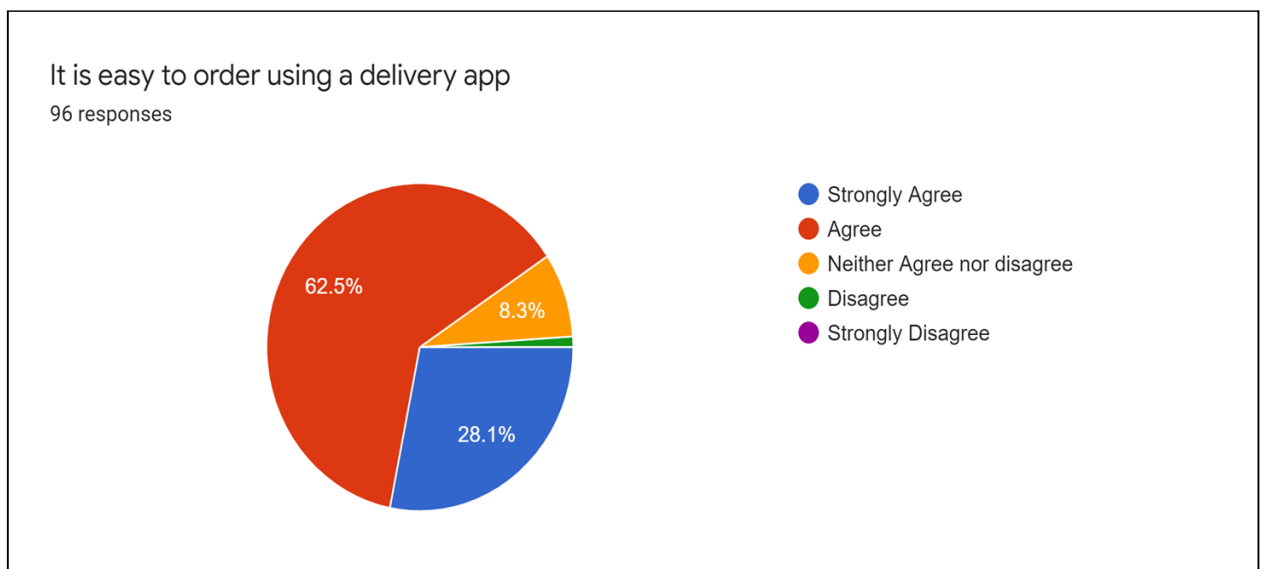


Chart 4.22 showing the Opinion of the Respondents

Inference:

From the table, it is clearly defined that 28.1% of respondents strongly agree, 62.5% of respondents agree, 8.3% of respondents are Neither agree nor disagree, 1.1% of respondents disagree and no respondents strongly disagree.

4.23 Various kinds of restaurants can be accessed when a delivery app

Table 4.23 showing the Opinion of the Respondents

Options	No. of respondents	Percentage (%)
Strongly agree	29	30.2
Agree	55	57.3
Neither agree nor disagree	10	10.4
Disagree	1	1.1
Strongly disagree	1	1
Total	96	100

Source: Primary Data

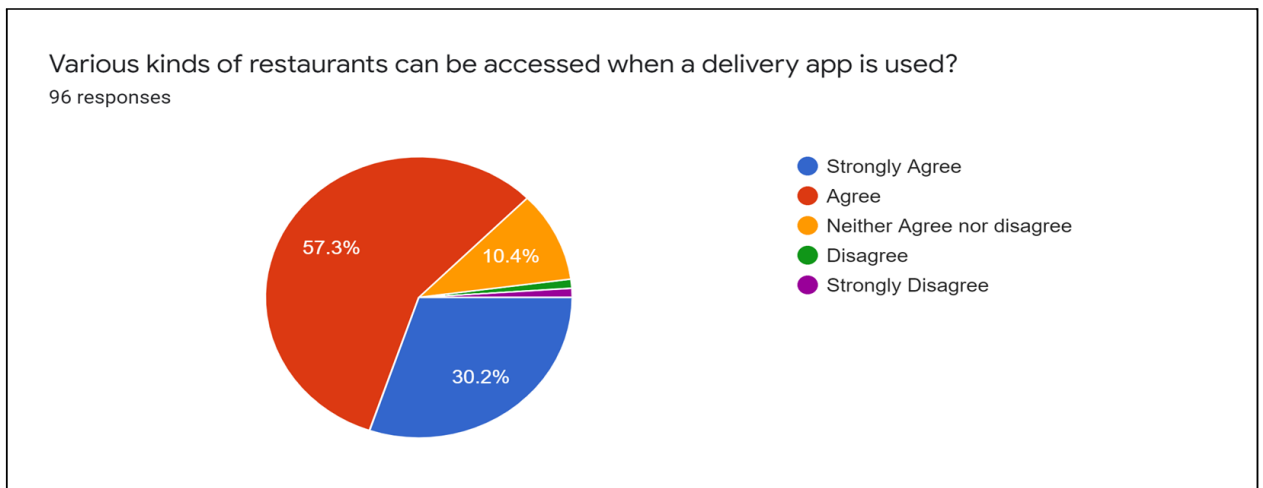


Chart 4.23 showing the Opinion of the Respondents

Inference:

From the table, it is clearly defined that 30.2% of respondents strongly agree, 57.3% of respondents agree, 10.4% of respondents are Neither agree nor disagree, 1.1% of respondents disagree and 1% of respondents strongly disagree.

4.24 Online food delivery platform keeps promises and commitments

Table 4.24 showing the Opinion of the Respondents

Options	No. of respondents	Percentage (%)
Strongly disagree	7	7.3
Disagree	8	8.3
Neutral	30	31.3
Agree	47	49
Strongly agree	4	4.1
Total	96	100

Source: Primary Data

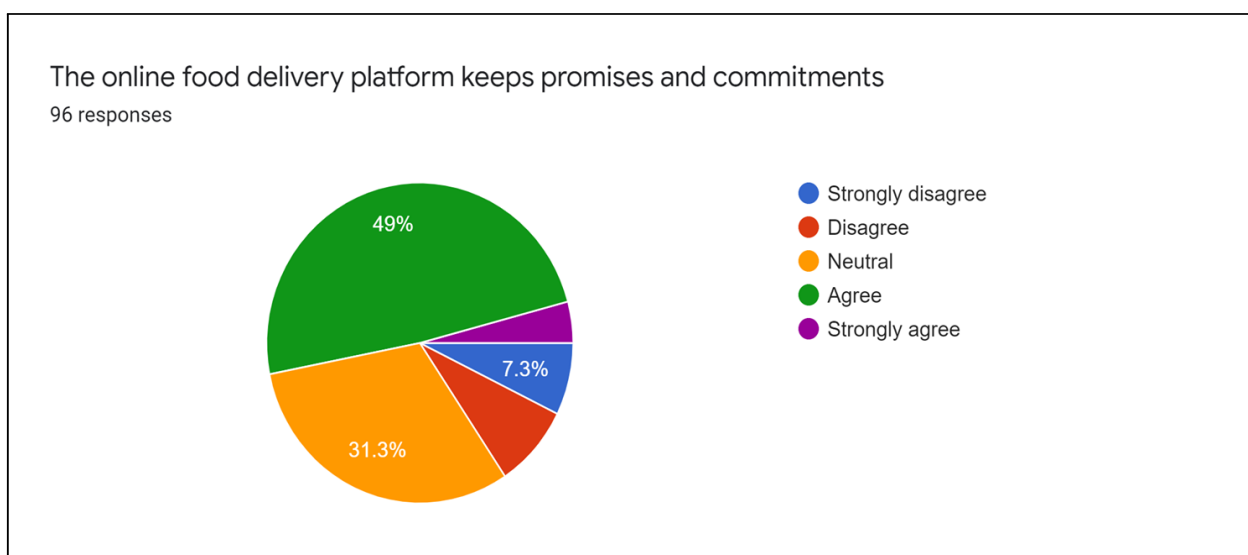


Chart 4.24 showing the Opinion of the Respondents

Inference:

From the table, it is clearly defined that 7.3% of respondents strongly disagree, 8.3% of respondents disagree, 31.3% of respondents are neutral, 49% of respondents agree and 4.1% of respondents strongly agree.

4.25 Overall satisfied with the delivery app - currently using

Table 4.25 showing the Opinion of the Respondents

Options	No. of respondents	Percentage (%)
Strongly disagree	7	7.3
Disagree	8	8.3
Neutral	17	17.7
Agree	54	56.3
Strongly agree	10	10.4
Total	96	100

Source: Primary Data

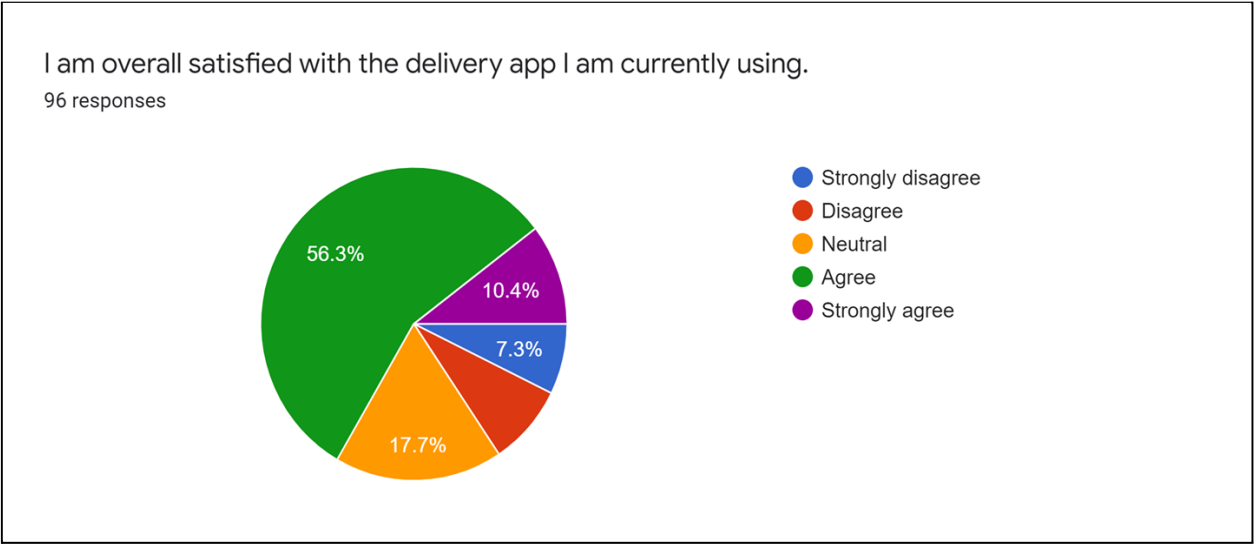


Chart 4.25 showing the Opinion of the Respondents

Inference:

From the table, it is clearly defined that 7.3% of respondents strongly disagree, 8.3% of respondents disagree, 17.7% of respondents are neutral, 56.3% of respondents agree and 10.4% of respondents strongly agree.

4.26 Intend to order food again through the delivery app

Table 4.26 showing the Opinion of the Respondents

Options	No. of respondents	Percentage (%)
Strongly agree	13	13.5

Agree	59	61.5
Neither agree nor disagree	19	19.8
Disagree	3	3.1
Strongly disagree	2	2.1
Total	96	100

Source: Primary Data

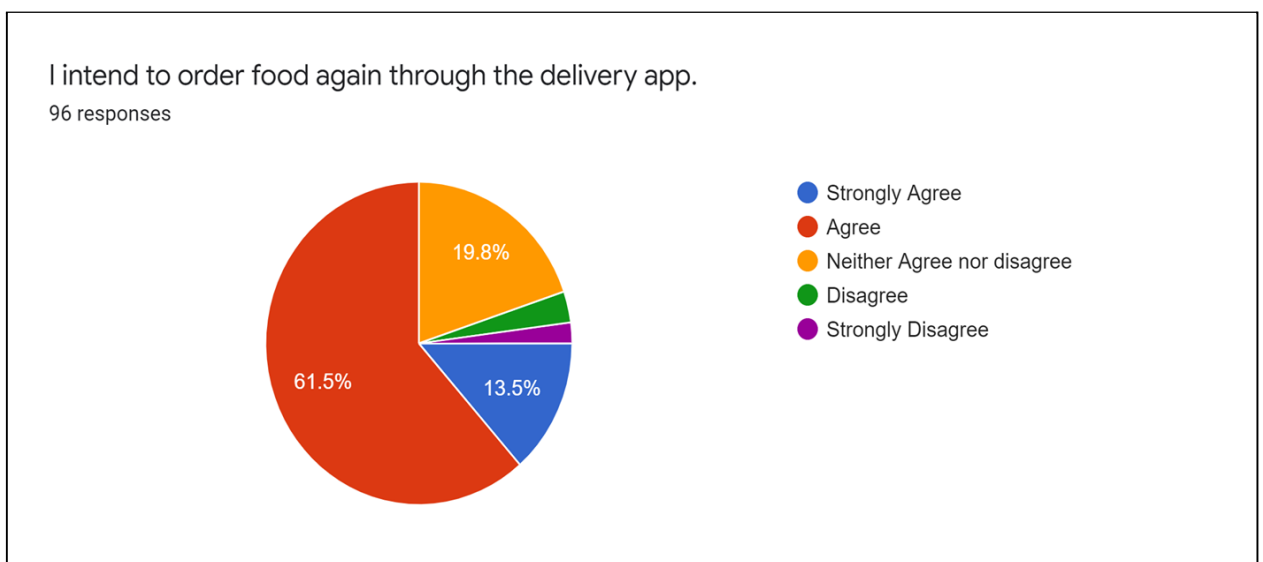


Chart 4.26 showing the Opinion of the Respondents

Inference:

From the table, it is clearly defined that 13.3% of respondents strongly agree, 61.5% of respondents agree, 19.8% of respondents are Neither agree nor disagree, 3.1% of respondents disagree and 2.1% of respondents strongly disagree.

4.27 Recommend the use of a delivery app to others

Table 4.27 showing the Opinion of the Respondents

Options	No. of respondents	Percentage (%)
Strongly agree	26	27.1
Agree	50	52.1
Neither agree nor disagree	18	18.8
Disagree	3	3.1
Strongly disagree	0	0
Total	96	100

Source: Primary Data

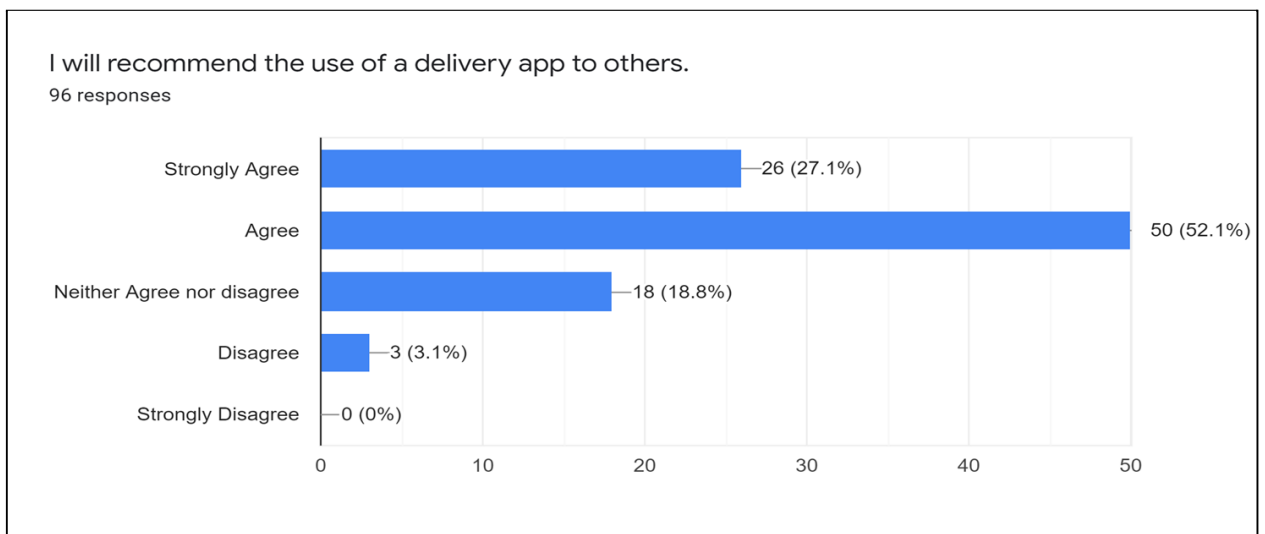


Chart 4.27 showing the Opinion of the Respondents

Inference:

From the table, it is clearly defined that 27.1% of respondents strongly agree, 52.1% of respondents agree, 18.8% of respondents are Neither agree nor disagree, 3.1% of respondents disagree and no respondents strongly disagree.

KMO and Bartlett's Test:

Table 4.2.1 represents:

1.KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.714
Bartlett's Test of Sphericity	Approx. Chi-Square	538.099
	Df	171
	Sig.	.000

Source SPSSV28

Factor analysis is the statistical technique that which is used for the data reduction and to explore data. This analysis helps in analysing relationship b/w desired variables and respondent, The sampling is measures through the KMO and bartlett's test. The data to said be adequate if KMO measure is greater than or equal to 0.5 and the significance should less than 0.05

From the above table it is observed that KMO value is 0.647 which is more than 0.5 and significant value is 0.000. so. We can proceed for the further tests.

Principle component Analysis

This method analyses the variance of all variables and all groups, the variable with maximum variance into first factor. These iterations continue till maximum to which are into second factor. these iterations continue till maximum number of variables

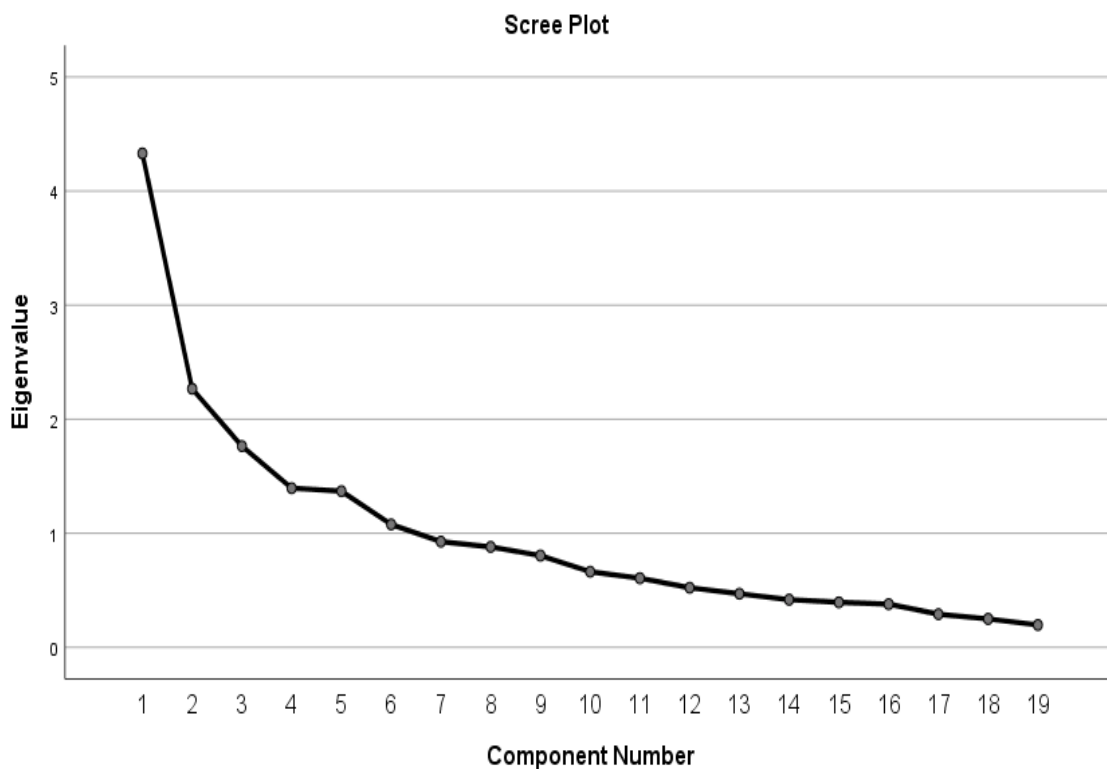
2.Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.330	22.787	22.787	4.330	22.787	22.787	3.496	18.397	18.397
2	2.267	11.930	34.718	2.267	11.930	34.718	2.311	12.164	30.561
3	1.764	9.285	44.003	1.764	9.285	44.003	2.065	10.869	41.430
4	1.395	7.344	51.347	1.395	7.344	51.347	1.630	8.579	50.009
5	1.369	7.207	58.554	1.369	7.207	58.554	1.406	7.402	57.411
6	1.077	5.667	64.221	1.077	5.667	64.221	1.294	6.811	64.221
7	.927	4.877	69.098						
8	.880	4.634	73.732						
9	.804	4.232	77.964						
10	.663	3.488	81.453						
11	.605	3.187	84.639						
12	.523	2.750	87.389						
13	.470	2.472	89.862						
14	.418	2.200	92.062						
15	.395	2.077	94.138						
16	.378	1.992	96.130						
17	.290	1.528	97.658						
18	.249	1.310	98.968						
19	.196	1.032	100.000						
Extraction Method: Principal Component Analysis.									

Table 4.2.2 represents:

INTERPRETATION

Above table explains about total variance variable, the initial Eigen values had all the variables are considered for the factor analysis. The appropriate number of variables considered for the factor analysis

SCREEN PLOT:



SOURCE: SPSS V28

The screen plot is been plotted based on obtains eigen values which is against the component number. It is being observed that the first 4 values are highly influencing.

COMPONENT MATRIX

Table 4.2.3 represents:

3.Component Matrix	
	Component

	1	2	3	4	5	6
HFOFOA	-.273	.498	.311	-.256	-.146	.223
HLUOFS	-.231	-.295	.072	.472	.574	.060
WAMSOFP	-.203	-.276	.290	.335	.299	.449
WMPMP	-.090	.631	-.292	.006	-.227	.167
WPOFD	-.036	.023	.117	.553	-.450	-.450
PFRODA	.732	.229	.008	-.187	.166	.158
ILIOAFA(B,C,P)	.659	.174	.306	-.117	.137	.046
IITYAFA	.451	-.021	.186	-.289	.549	-.374
HEROMIHO	-.684	.342	.201	-.129	.083	.047
AFDMGD	-.575	.307	.347	.164	-.002	-.249
HEFCIDP	-.738	.289	.146	-.097	.025	.017
HFDTWOF	-.705	.216	.270	-.183	.179	-.065
PCWDAU	.812	.246	-.010	.112	-.187	-.014
IEOUDA	.208	.287	.031	.387	-.053	.515
VKRADA	.217	.512	-.043	.465	.168	-.096
TOFDPPC	.431	-.014	.720	-.063	-.187	-.057
IOSWDACU	.334	-.004	.727	.115	-.111	.040
IOFATDA	.282	.553	-.160	-.106	.249	.023
IWRUDAO	.094	.567	-.143	.251	.335	-.275
Extraction Method: Principal Component Analysis.						
a. 6 components extracted.						

CHI SQUARE TESTS:

	VALUE	df	Asymp. Sig. (2-sided)
Person	21.927a	12	.038
Chi-square			
Likelihood ratio	25.494	12	.013
Linear-by-linear Association	2.027	1	.154
N of valid Cases	100		

ANOVA 1

	SUM OF SQUARES	df	MEAN SQUARE	F	SIG.
--	-------------------	----	----------------	---	------

BETWEEN GROUPS.	1177.329	3	329.443	3.110	.030
WITHIN GROUPS.	12113.671	96	126.184		
TOTAL	13291.000	96			

From the ANOVA table, the significance value 0.030 which is less than 0.05, the level of significance we conclude that the alternative hypothesis is accepted which means that there is significant relationship between online food ordering practices and education levels of the respondents.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS OF THE STUDY:

- The majority of the respondents are belonging to male.

- The majority of the respondents are belonging to age group of 21-30 years.
- The majority of the respondents are belonging to students
- The majority of the respondents are belonging to graduation.
- The majority of the respondent's annual income is 1lakh – 2lakhs.
- The majority of the respondents order food at least once per week.
- The majority of the respondents using online food service above 3 years.
- The majority of the respondents order food using Swiggy and Zomato.
- The majority of the respondents order dinner.
- The majority of the respondents spend 251-500 on their orders.
- The majority of the respondents prefer cash on delivery.
- The majority of the respondents prefer online food delivery because of convenience.
- The majority of the respondents crossed neutral for price reasonability on online food apps.
- The majority of the respondents are neutral with influenced by offers available on food apps.
- The majority of the respondents disagree with the influence of TV and YouTube advertisement on food apps.
- The majority of the respondents never received order with missing items.
- The majority of the respondents think that sometimes deliveries get delayed.
- The majority of the respondents never faced any challenges /issues with delivery person.
- The majority of the respondents sometimes faced difficulties/technical issues while ordering food online.
- The majority of the respondents agree that it is easy to order food using food apps.
- The majority of the respondents agree that various kind of restaurant can be accessed when a delivery app is used.
- The majority of the respondents disagree that online food delivery platform keeping their promises.
- The majority of the respondents disagree that they are overall satisfied with the delivery app they currently using.

- The majority of the respondents agree that they intend to order food again through the delivery app.
- The majority of the respondents agree to recommend the use of a delivery app to others.

SUGGESTIONS OF THE STUDY:

- Restaurant's operators should increase online ordering simple addition of new
- Distribution channels to attract the customers.
- Online orders are welcomed but quality & quantity services should be maintained correctly. As most of the customers use telephone and mobile phones to order online, restaurant
- Operators should encourage them by responding effectively to telephone calls that provide human interaction. Customers face a lot of challenges as the site is slow thus the restaurant operators must know some technique to place the order quickly and effectively.
- Even the retail stores have to develop online stores in order to withstand in the market and future benefits. Restaurants should focus on giving their customers the best quality and various options on choosing the variety of food stuff more and more customers should be encouraged to order food online as now-a-days it becomes difficult for an individual to go and place orders directly to the restaurants and also customers are uncomfortable with the recent upcoming technology.
- This app can be integrated with social media such as Facebook, twitter etc. to facilitate customers.
- It is easy to use and save time but it has to be developed in order to place more order.

CONCLUSION:

The consumer's perception on online food ordering varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online food services. The perception

of the consumer varies according to various similarities and difference based on their personal opinions. The study reveals that mostly the youngsters are attached to the online food ordering and hence the elder people don't use these online services much as compared to the younger ones. The study highlights the fact that youngsters are mostly poised to use online food ordering services. The study also reveals that the price of the products, discounts and special offers have the most influencing factor on online food ordering. The second most influencing factor is the convenience, the next most influencing factor is on-time delivery. The study highlights that respondent often prefer to order on weekly basis, the type of meals which were mainly preferred to order was the snacks followed by dinner. Fast food was fancied by most of the respondents in their choice of cuisines. The study also revealed that a major proportion of respondents uses either Uber eats or Zomato to order their food online. It was also observed that a less percentage of respondents were inclined towards the use of Swiggy and Food Panda. In a nutshell, through this study, it is found that majority of students of Indore region are well aware of the online food ordering and most of them have used online food ordering services which indicates the growing popularity of the online food ordering within the youngsters. Transformation in the trends of food ordering is occurring because of the changing lifestyle of the consumers in India and expansion in online activity.

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QUESTIONNAIRE:-

Required

Email *

Your email address

Gender *

☐ Female

☐ Male

AGE *

☐ 18-20 years

☐ 21-30 years

☐ 31-40 years

☐ 41-50 years

Occupation *

- ☐ Student
- ☐ Employee
- ☐ Business
- ☐ Self-employed
- ☐ Housewife/Retired
- ☐ Others

Education *

- ☐ SSC
- ☐ Intermediate
- ☐ Graduation
- ☐ Post Graduation
- ☐ Annual Income *
- ☐ 1lakh - 2lakhs
- ☐ 2lakhs - 3lakhs
- ☐ 3lakhs - 4lakhs
- ☐ above 4 lakhs

1. How frequently do you order food using online apps? *

- ☐ Daily
- ☐ Atleast Once per Week
- ☐ Atleast Once per Month
- ☐ Atleast once per fortnight
- ☐ Occasionally

2. How long are you using online food Services? *

- ☐ Recently
- ☐ Less than a year
- ☐ More than a year
- ☐ Above 3 years

3. Which food Apps do you use prefer most? *

- ☐ Swiggy
- ☐ Zomato
- ☐ Eatfit

☐ Foodpanda

☐ other

4. Which meal you typically order food online? *

☐ Breakfast

☐ Lunch

☐ Snacks

☐ Dinner

5. What is the approximate money you spent on ordering food per time? *

☐ Less than 250.

☐ 251-500

☐ 501-1000

☐ More than 1000

6. Which is the most preferred mode of payment? *

☐ Debit & Credit cards

☐ Net banking

☐ Wallets

☐ Cash on Delivery

7. Why do you prefer online food delivery? *

☐ Convenience

☐ Faster delivery

☐ Time saving

☐ Money saving

8. Prices of food items are reasonable on online" Do you agree? *

☐ Strongly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly agree

9. I am likely to be influenced by offers available on food apps (BOGO, Cashbacks, Promotions) *

☐ Strongly disagree

☐ Disagree

- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

10. I have been influenced by TV or YouTube advertisements to use food apps *

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

11. Have you ever received order with missing items / other items instead what you have ordered ? order *

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

12. Are food deliveries are made in time or get delayed? *

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

13. Have you ever faced any Challenges/issues with the delivery person? *

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

14. Have you faced any difficulties/technical issues while ordering food online? *

- ☐ Always
- ☐ Often
- ☐ Sometimes

☐ Rarely

☐ Never

15. Payment is convenient when a delivery app is used. *

☐ Strongly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly agree

16. It is relatively inexpensive to use a delivery app. *

☐ Strongly Agree

☐ Agree

☐ Neither Agree nor disagree

☐ Disagree

☐ Strongly Disagree

17. It is easy to order using a delivery app *

☐ Strongly Agree

☐ Agree

☐ Neither Agree nor disagree

☐ Disagree

☐ Strongly Disagree

18. Various kinds of restaurants can be accessed when a delivery app is used? *

☐ Strongly Agree

☐ Agree

☐ Neither Agree nor disagree

☐ Disagree

☐ Strongly Disagree

19. The online food delivery platform keeps promises and commitments *

☐ Strongly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly agree

20. I am overall satisfied with the delivery app I am currently using. *

☐ Strongly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly agree

21. I intend to order food again through the delivery app. *

☐ Strongly Agree

☐ Agree

☐ Neither Agree nor disagree

☐ Disagree

☐ Strongly Disagree

22. I will recommend the use of a delivery app to others. *

☐ Strongly Agree

☐ Agree

☐ Neither Agree nor disagree

☐ Disagree

☐ Strongly Disagree