

# **ONLINE FOOD REVIEW IN CHENNAI CITY**

## **A COMPREHENSIVE STUDY ON ZOMATO**

Submitted in partial fulfillment of the requirements for the award of

**Master of Business Administration**

by

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**Register No. 39410151**



**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 - 2021**



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## **SCHOOL OF BUSINESS ADMINISTRATION**

### **BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the bonafide work of **V.PRABAKARAN (39410151)** who has done the project entitled "**ONLINE FOOD REVIEW IN CHENNAI CITY.A COMPREHENSIVE STUDY ON ZOMATO**" under my supervision from January 2021 to April 2021.

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## **DECLARATION**

I **V.PRABAKARAN (Register No.39410151)**, hereby declare that the Project Report entitled "**ONLINE FOOD REVIEW IN CHENNAI CITY.A COMPREHENSIVE STUDY ON ZOMATO**" done by me under the guidance of **Dr. TR. KALAI LAKSHMI M.A., M.B.A., M.Phil., Ph.D.**, is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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**V.PRABAKARAN**

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## **ABSTRACT**

In this study the analysis of online food ordering system in Zomato is going to be made. The perception of consumers towards ordering of food and the factors which influences consumers towards food ordering is going to be studied. The knowledge of consumers about online ordering is going to be analysed. The study of advantages like easily ordering, reduction of time in travelling, easily available at door steps and disadvantages like usage of app, secure payment are going to be studied. The costumer convenience in placing order and making payment is be analysed. The analysis of channel which is used often in electronic food ordering. The samples of 120 is be collected from customers by questionnaire method. The samples are analyzed by statistical tools like chi-square.

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 INTRODUCTION**

With the coming of the 21st century, we have entered an “e” generation era. The Internet has generated a tremendous level of excitement through its involvement with all kinds of businesses starting from e-Commerce, eBusiness, eCRM, eSupply Chain, eMarketplace. ePayment, eEntertainment, eTicketing, eLearning, to eCitizenor eGovernment. The Internet has been widely used in many sales and marketing activities, from the collection of valuable data to the dissemination of information to different stakeholders, for example, information retrieval, product communication, sales tool, distribution channel, and as a customer support tool (Singh, Jayashankar and Singh 2001; Calles 2000; Sandberg 1998; Peterson, Balasubramanian and Bronnenberg 1997). The Internet has opened a window of opportunity to almost anyone because of its ability to make viable the conduct of business in cyberspace, or by connecting people worldwide without geographical limitations. Consumers can order goods and services virtually anywhere, 24 hours a day; 7 days a week without worrying about store hours, time zones, or traffic jams. The Internet has also provided new opportunities for marketers by offering them innovative ways to promote, communicate, and distribute products and information to their target consumers. E-commerce has grown phenomenally in the past decade for a variety of reasons including changes in consumer lifestyles, technological advancements, increases in consumer income and education, and rapid financial development throughout the world. The use of the Internet as a shopping or purchasing vehicle has been growing at an impressive rate throughout the last decade. The tremendous growth of online sales and the unique functions of the Internet have drawn a great deal of attention from many companies rushing in to set up businesses over the Internet without knowing what factors actually motivate consumers to buy products or services online.

Many marketers agree that Internet marketing will definitely increase customer spending and loyalty to both online and offline products if it is executed properly. This is due largely to the Internet's significant advantage of two-way communication and its ability to transmit information quickly and inexpensively when compared to other traditional mass media using solely one-way communication (Warrington, Abram& Caldwell 2000; Waldo 2000). The simultaneous and rapid rate of consumer adoption of personal computers and network systems have encouraged and pressured marketers to provide Internet retailing sites. Some researchers in fact predict that the need for physical stores could be eliminated in roughly four decades and replaced with electronic retailing (Cope 1996). While many marketers acknowledge the importance of using the Internet in their marketing mixes, only a handful of researchers have studied what factors encourage or discourage consumers when buying products or services online. Despite the increasing popularity of the Internet, most knowledge of Internet marketing is based on anecdotes and experiential evidence from television, radio, popular press or magazines. In summary, the benefits of using the Internet in marketing are enormous as they offer a huge opportunity for marketers to create innovative activities that have not previously been viable. However, marketers need to develop an insightful understanding of consumer behaviour when purchasing products online. This information will help marketing managers to plan their marketing mixes and offers to better meet customer's requirements. By doing so, companies will establish, maintain or increase customer satisfaction, build strong brand loyalty and ultimately, provide consumers with a solid rationale for continuing to buy the same brand. This study is thus significant as it is a preliminary attempt to identify factors and their relative strength in influencing consumer decision making when buying health foods online. The research problem and objectives of this study are addressed next.

#### **1.1.1 FOOD SYSTEM BASICS**

Food systems include the nuts and bolts of what it takes to move food from point A to point B along a supply chain. From labor and transportation to policies and climate, many factors influence how food gets from the farm to your fork.

We can also see food systems running at local, regional, national, or international levels. Production, processing, distribution, and consumption - food systems require many steps, each with a variety of inputs and outputs.

### **1.1.2 STEP 1: PRODUCTION**

What goes in: Knowledge of how to raise crops and livestock, sun, soil, water, air, seeds, livestock, access to land, tools, farm equipment What comes out: Food ready for processing (also feed for animals, fiber for textiles, and biofuel, but we're focusing on food for humans in this piece) Production can look very different depending on the scale and growing methods used. Whether they farm a half-acre plot or a 50-thousand-acre ranch, food producers have a lot of choices to make about how they will grow food, including whether to cultivate one crop or a diverse array of fruits and vegetables, and whether to apply organic or synthetic fertilizers.

While some farmers produce resources on-farm, there is an entire industry built on production inputs – including seed companies, plant nurseries, animal feed companies, fertilizer producers, and others.

Some Central Texas producers and influencers: Farmers and ranchers who sell at SFC Farmers' Markets and other local outlets, Farmshare Austin's Land Link program, which matches aspiring farmers with available farmland, home gardeners, school gardens, and community gardens, including members of SFC's Spread the Harvest project and more.

### **1.1.3 STEP 2: PROCESSING**

What goes in: Harvest, packaging, storage, and processing facilities What comes out: Food ready for sale and distribution Every food requires some level of processing, storage, and/or packaging, whether it's rinsing off freshly pulled carrots and putting them into a CSA box or the multi-step process of transforming wheat from the field into dry cereal packaged in an airtight bag. Small-scale farmers often have trouble accessing existing processing facilities, but building new ones is an expensive undertaking. Currently, most of the meat consumed in the US is processed in just a handful of slaughterhouses, but the recent closures of meatpacking plants due to COVID-19 has exposed the danger of this practice.

In contrast, facilities like regional grain mills and small-scale meat processors help make the local food system more resilient. If one, or a few, have to temporarily close, it is less disruptive to the overall system.

Some Central Texas processors: Barton Springs Mill (grain mill), I O Ranch (beef, lamb, goat, and hog processing), Dewberry Hills Farm (chicken and turkey processing), SFC kitchen rentals for small

### **1.1.4 STEP 3: DISTRIBUTION**

What goes in: Food ready for sale or distribution, sales outlets, marketing efforts

What comes out: Food ready for purchase and preparation In the distribution step, food gets to those who will prepare it for consumption. There is an almost endless variety of ways to distribute food, both for a fee and for free. Restaurants, convenience stores, supermarkets, and cooperatives sell to the general public. Direct-to-consumer sales outlets like farmers' markets, farm stands, and CSAs all link food producers directly to their customers. Food banks distribute food to partner food pantries where they provide it for free to low-income households.

Wholesalers combine products from many producers to sell to schools, hospitals, restaurants, and grocery stores. These large-scale buyers often have different requirements than those who sell food to the general public—such as liquid eggs for restaurants, and milk in cartons for schools—and it can be difficult for producers to quickly pivot their production systems to meet different market needs.

As schools and restaurants closed due to the pandemic, these sales dropped sharply, contributing to the phenomenon of heightened food waste during the global pandemic.

A major issue related to distribution is food access. Programs like SNAP and WIC are essential social safety net programs that help households purchase nutritious and culturally relevant food. SFC is currently leading the statewide expansion of the Double Up Food Bucks program, which doubles the value of SNAP and WIC benefits at many farmers' markets and other local food sales outlets so that everyone can support their local food economy, regardless of income.

Some Central Texas distributors: SFC farmers' markets and other local outlets; online direct-to-consumer stores selling locally produced food, like Farmshare

Austin and Farmhouse Delivery; CSAs (search on Local Harvest); Central Texas Food Bank

#### **1.1.5 STEP 4: CONSUMPTION**

What goes in: Food that is ready to prepare, knowledge of food preparation techniques, cooking appliances What comes out: Ready to eat food This is the part of the food system that everyone takes part in—eating! In the US before the pandemic, roughly half of the money we spent on food was eaten away from home - a number that shrank as restaurants and workplace cafeterias closed. This means many of us are now doing more of our own food preparation. This means more of us are cooking home than we did before. Family traditions, cultural heritage, time, dietary needs, budget, and personal preferences guide how we cook at home, and some of these factors may evolve over time. Nutrition issues are often cited as problems related to how we consume food. According to the US Office of Disease Prevention and Health Promotion, 89% of us consume more sodium and 70% of us consume more added sugar than the recommended limits, which can contribute to higher levels of diet-related diseases like hypertension and type-2 diabetes.

The structure of our current national food system promotes sodium- and sugar-rich processed foods. We can build up the health of our community and local economy by consuming fresh, locally produced fruit, vegetables, and lean protein, and SFC is working to ensure those choices are available and accessible for everyone.

#### **1.2 INDUSTRY PROFILE;**

The food industry is a complex, global network of diverse businesses that supplies most of the food consumed by the world's population. The term food industries covers a series of industrial activities directed at the production, distribution, processing, conversion, preparation, preservation, transport, certification and packaging of foodstuffs. The food industry today has become highly diversified, with manufacturing ranging from small, traditional, family-run activities that are highly labor-intensive, to large, capital-intensive and highly mechanized industrial processes. Many food industries depend almost entirely on local agriculture produce or fishing.

It is challenging to find an inclusive way to cover all aspects of food production and sale. The UK Food Standards Agency describes it as "the whole food industry – from farming and food production, packaging and distribution, to retail and catering." The Economic Research Service of the USDA uses the term *food system* to describe the same thing, stating: "The U.S. food system is a complex network of farmers and the industries that link to them. Those links include makers of farm equipment and chemicals as well as firms that provide services to agribusinesses, such as providers of transportation and financial services. The system also includes the food marketing industries that link farms to consumers, and which include food and fiber processors, wholesalers, retailers, and foodservice establishments." The food industry includes:

### 1.3 COMPANY PROFILE

Launched in Delhi 12 years ago, Zomato has grown from a home project to one of the largest food aggregators in the world. We are present in 24 countries and 10000+ cities globally, enabling our vision of better food for more people. We not only connect people to food in every context but work closely with restaurants to enable a sustainable ecosystem. Back in 2008, all it took was an idea to enable digital access to thousands of restaurant menus. Three passionate foodies who hated waiting in lines, drove around Delhi to collect menus from restaurants, scan them and put them online. Their idea has now grown into the vision that drives our team of 5000+ people everyday.

#### 1.3.1 Our Values

**Resilience:** We push ourselves beyond our abilities when faced with tough times. When we foresee uncertainty, we address it only with flexibility. **Acceptance:** Feedback is never taken personally, we break it into positive pieces and strive to work on each and every element even more effectively. **Ownership:** People here don't work 'for' Zomato, they work 'with' Zomato. We treat every problem as our own, take accountability and drive the change. **Humility:** It's always 'us' over 'me'. We don't lose ourselves in pride or confidence during individual successes, but focus on being our simple selves in every which way. **Spark:** We believe in, stand for and are evangelists of our culture - both, within Zomato and externally with all

our stakeholders. **Judgement:** It's not our abilities that show who we truly are - it's our choices. We aim to get these right, at least in the majority of the cases.

## HISTORY

- Zomato was founded as *Foodiebay* in 2008, and was renamed *Zomato* on 18 January 2010 as Zomato Media Pvt. Ltd. In 2011, Zomato expanded across India to Delhi NCR, Mumbai, Bangalore, Chennai, Pune and Kolkata. In 2012, the company expanded operations internationally in several countries, including the United Arab Emirates, Sri Lanka, Qatar, the United Kingdom, the Philippines, and South Africa. In 2013, Zomato was launched in New Zealand, Turkey, Brazil and Indonesia, with its available in Turkish, Portuguese, Indonesian and English languages.
- In April 2014, Zomato launched its services in Portugal, which was followed by launches in Canada, Lebanon and Ireland in 2015. In 2019, Zomato acquired Seattle-based food portal Urban spoon, which led to the firm's entry into the United States and Australia. This U.S.-expansion brought Zomato into direct competition with similar models such as Yelp and Foursquare. With the introduction of .xxx domains in 2011, Zomato also launched zomato., a site dedicated to food porn. In May 2012, it launched a print version of the website named "Citibank Zomato Restaurant Guide," in collaboration with Citibank, but it has since been discontinued. Zomato had also made a name for itself for its prowess in digital marketing.
- In February 2017, Zomato announced plans to launch Zomato Infrastructure services, a service to help restaurants expand their presence without incurring any fixed costs. In September 2017, Zomato claimed the company had "turned profitable" in all 24 countries where it operated and introduced a "zero-commission model" for partner restaurants. Towards the end of 2017, Zomato stopped accepting updates from its active users by not utilizing moderators to verify and make updates. Users of the app reported issues with new features to pay for orders.
- Zomato narrowed down its losses by 34% to ₹389 crore for the financial year 2016–17, from ₹590.1 crore in the previous year 2015–16. In September 2019, Zomato fired almost 10% of its workforce (540 people) tending to back-

end activities like customer service, merchant and delivery partner support functions. In April 2020, due to rising demand for online groceries amid the COVID-19 pandemic, Zomato launched its grocery delivery services named Zomato Market in 80+ cities across India.

- In April 2020, Zomato introduced Contactless Dining to get ready for a post-lockdown world. Through this initiative, the company aims to minimize customer contact with anything that someone else might have touched, by eliminating the use of high-touch elements such as the menu, ordering, and bill payments through bar codes or the app while the staff will wear masks. In May 2020, Zomato further laid off 520 employees due to the COVID-19 pandemic.
- Despite the fact that demand for services delivering food from restaurants and takeaways surged, Zomato's nominal reasoning for needing cuts is that coronavirus will be followed by an economic downturn, which could hit orders. In August 2020, Zomato drew praise for introducing a period leave policy, allowing female employees to take up to 10 days time off per year if they are unable to work due to menstrual cycle health effects. The policy applies to transgender employees as well.

### **1.3.3 Acquisitions.**

Zomato has acquired 12 startups globally. In July 2014, Zomato made its first acquisition by buying Menu-mania for an undisclosed sum. The company pursued other acquisitions including lunchtime.cz and obedovat.sk for a combined US\$3.25 million. In September 2014, Zomato acquired Poland-based restaurant search service Gastronauci for an undisclosed sum. In December 2014, it acquired Italian restaurant search service Cibando. Zomato also acquired Seattle-based food portal, Urbanspoon, for an estimated \$60 million in 2015. Other acquisitions of 2015 include Mekanist in an all-cash deal,<sup>[55]</sup> the Delhi-based startup MapleGraph that built MaplePOS (renamed Zomato Base), and NexTable, a US-based table reservation and restaurant management platform. In 2016, the company acquired Sparse Labs, a logistics technology startup, and the food delivery startup, Runnr, in 2017 (renamed from Roadrunnr when it acquired TinyOwl in 2016). In September

2018, Zomato acquired Bengaluru-based food e-marketplace, TongueStun Food, for about \$18 million in a cash and stock deal. In December 2018, Zomato acquired Lucknow-based startup, TechEagle Innovations, that works exclusively on drones, for an undisclosed amount. Zomato claimed that the acquisition will help pave the way towards drone-based food delivery in India, building technology aimed at a hub-to-hub delivery network. On 21 January 2020, Zomato acquired its rival Uber Eats' business in India in an all stock deal, giving Uber Eats 10% of the combined business.

### **1.3.5 Security breaches.**

On 4 June 2015, an Indian security researcher hacked the Zomato website and gained access to information about 62.5 million users. Using the vulnerability, he was able to access the personal data of users such as telephone numbers, email addresses, and Instagram private photos using their Instagram access token. Zomato fixed the issue within 48 hours of it becoming apparent. On 15 October 2015, Zomato changed business strategies from a Full-Stack market to an Enterprise market<sup>l</sup>. This led Zomato to reduce its workforce by 10%, or around 300 people.

On 18 May 2017, a security blog called Hack read claimed over 17 million accounts had been breached. "The database includes emails and password hashes of Zomato users, while the price was set for the whole package is \$1,001.43 (Bitcoins 0.5587). The vendor also shared a trove of sample data to prove it is legit", the Hackread's post said. Hacked claimed details of 17 million users had meanwhile been sold on the Dark Web. Zomato confirmed that names, email addresses, and encrypted passwords were taken from its database. The company reassured affected customers that no payment information or credit card details were stolen

Zomato said the security measures it uses to ensure the stolen passwords cannot be converted back into normal text, but it still urged users who use the same password on other services to change them. It also logged the affected users out of the app and reset their passwords. "So far, it looks like an internal (human) security breach - some employee's development account got compromised", the company said in a blog post but later, when Zomato contacted the hacker, they discovered a

loophole in their security. The hacker removed the stolen content from Dark Web asking for a healthy bug bounty programme.

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#### **1.4 Need for the study**

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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.

#### **1.5 Objectives of the Study.**

**Following are the objectives of the study.**

##### **PRIMARY OBJECTIVES.**

Online food review in Chennai city. A comprehension study on Zomato.

##### **SECONDARY OBJECTIVES.**

This study aims to design and construct an “Online Review System”,

- To study the convenient and easy access in placing their orders and payment.
- To find out the customers perceptions and knowledge of food ordering that influences their buying decisions.
- To analyse the channel is used more frequently in food ordering.
- To study the preferred the mode of payment.
- What is the mode of payment you prefer.

#### **1.6 Limitations of the study.**

- The sample size is small for the accurate study of the customer.
- Some respondents might have given biased answers which might have an impact on the findings of the studies.
- Lack of prior research studies on the topic respondents don't have time to read the full questionnaire as they fill it randomly.
- Due to small size of sample, it's difficult to identify significant relationship with the customers.
- Respondents tried to escape some statements by simple answering.

## Chapter-2

### 2.1 Review of literature

Key Success Factors Of Online Food Ordering Services: An Empirical Study Kedah (2015) examined the determinants of the customer ordering experience, which included website trust, customer satisfaction and loyalty. Survey Data of 353 online food ordering customers was used to test the research model using Structural Equation Modelling (SEM). The results revealed a significant positive relationship between website quality and website trust along with service quality and customer satisfaction. An unexpected direct link between customer satisfaction and loyalty was also discovered.

Customer Perception And Satisfaction On Ordering Food via Internet, a Case on Foodzoned.Com, In Manipal Sethu and Saini (2016), the purpose of this research paper was to examine the customer behaviour and customer satisfaction with reference to buying food online in Manipal. To collect data questionnaire with convenience sampling plan was used. The factors studies were Responder's profile, Customer perception, customer satisfaction, responsiveness, reliability and consumer behaviour. It was found that responders ordered food online because of high reliability assurance and responsiveness. All customers felt safe paying online also their buying decision was affected by the opinions and experience of friends, family and discussions on online forums. A major percentage of the responders bought twice or at least once a week and disagreed to the fact that online websites charge high delivery fees.

A Study On Consumer's Attitude And Perception Towards Digital Food App Services Parashar and Ghadiyali (2017) studied the relation between modes of payment, deliver speed, quality of service and special restaurant based apps and the purchase behavior resulting in which of the apps being the most favorable one and also understand the role of technology in the changing trends using primary data from 129 responders majority of whom were of age group 20-25 years collected through questionnaire based on attitude and perception and secondary data was collected from journals, portals from internet, magazines etc. The results analyzed

using Cronbach alpha, Chi square, weighted average and Descriptive analysis concluded that Social media should be the most preferred tool of marketing and cash on delivery (40%) is the most desired tool of payment while other digital techniques are still in growth stage. The special apps are a convenient way for customers to place orders to attract more customers with comfort of usage being given a higher preference. The study also found Food Panda app is being the most in usage in comparison to other such apps followed by Zomato .

A Study on Prospect Concernment Towards Food Adjure App Sumathy and Josephin (2017) identified the factors, which affect the customer perception, behaviour and satisfaction of online food Adjure apps. The research paper evaluated each and every parameters of the food apps like security, user-friendliness and the factors which compelled the users to use these food adjure Apps. The research paper also evaluates the significant relationship between delivery time and peak hours. The authors used primary data with a questionnaire with random sampling as the sampling technique. The sample size comprised of one hundred responders from Coimbatore city spread across various socio-demographic profiles. The research paper concludes that by the use of the online food apps, the restaurants can increase the scope of their business and makes the consumers more aware of the restaurants and they particularly feel safe by using the e-payment methods.

Online Meal Delivery Services Perception of Service Quality and Delivery Speed Among Chinese Consumers Liu and Florkowski (2018) examined the impact of quality of service, average price per ordered meal and its essential attributes along with delivery speed by meal delivering companies on the satisfaction of consumers using data from 554 responders of different ages, gender and profession from all but two China's provinces by a structured questionnaire. It was found that higher convenience in payment increased the importance of service quality especially among old customers. Food is frequently ordered by students irrespective of their income or job status. Overall, a lot of priority is given to the service delivery and the speed o delivery which is subjective to change on the basis of type of meal ordered. The results found meal ordering services relatively popular among population below 35 years of age and the satisfaction is not only dependent upon the service quality, but also on the external appearance of the delivery man.

Food Ordering Mobile Applications- A new Wave in Food Entrepreneurship Jadhav (2018) studied the concept of Mobile food delivery applications and analyzed the benefits and challenges of food delivery apps for restaurants and customers. Random customers were made to fill out a questionnaire and restaurant owners filled out another questionnaire. The data collected implied that more than 50% of the food market is in the unorganized sector. Growing urbanization and innovative technology were found to be the major factors responsible for growing of the market.

Innovative Strategies of Startup Firms In India- A Study On Online Food Delivery Companies In India Kanteti (2018) analyzed some innovative strategies of promising as well as successful food technology companies like Zomato through the data available online. The study suggested that full customer transparency and service is crucial for businesses. It also helped businesses in optimizing routes and managing fleets in real time. Drone delivery was also found to be an up and coming technology which will soon be seen as a must have for all major food delivery companies. All in all technology and innovation was found to be major factors that will play a key role in the growth of the food sector.

Adoption and Satisfaction Level Of Consumers Towards Online Fast Food Ordering Sing and Kaur (2018) identified the factors that are accounted for by the customers while ordering fast food online. Exploratory Research Design was found to be the appropriate method for this study. Structured questionnaire and personal interviews were conducted for the collection of primary data. Secondary data was collected through journals, articles, publications etc. The findings summed up that majority of the people eat fast food once a month with pizza being the most preferred food. Taste and brand name turned out to be the most important factors in deciding the fast food.

Consumption of Online Food App Services: An Exploratory Study Among College Students In Dubai Sharma and Waheed (2018) explored the extent of use of online food apps among the expatriate college students in Dubai. A sample of 45 students participated in a survey. The purpose was to explore how the services from online food ordering apps such as Zomato, Talabat and Uber Eats influence the customer behaviour in terms of ordering food from the app or choosing to dine in a restaurant. The method used was an anonymous questionnaire that was distributed to the

sample population. The findings stated that increasing number of students have become influenced because of online food ordering apps. Zomato was found to be the most popular app.

*A Study Of E-Payment System on Food Delivery Industry: A Case Study On Swiggy*  
Ghosh and Saha (2018) The purpose of this paper was to study the impact of those factors influencing the customer's behaviour to make online payment for Swiggy food delivery system and also was to study the affinity towards the online payment to Swiggy with reference to demographic variables. The research paper studied on the hypothesis of e-payment of users of Swiggy and threw light on the convenience of the customer. The element of customer convenience was laid special importance, as this was also the scaling (construct). The authors mainly used primary data for data collection and relied on secondary data like books, journals, research studies and internet sources for the construction of this research paper. Through the research paper, there was a close association between the online payment behaviour and gender, age group, education, marital status, profession and income.

*Consumer's Perception on Online Food Ordering* Rathore and Chaudhary (2018) identified the factors, which influenced the customers to order the food online and their preferences on online food ordering services providers. The paper discussed factors effecting the online ordering of food like time and delivery, convenience, easy accessibility, easy payments etc. The authors used online surveys and included structured two sets of questionnaire. It was founded that the customers preferred to order on a more weekly basis which included snacks, followed by dinner. They also found out that Zomato and Uber Eats whereas less people were inclined towards Swiggy and Food Panda *Consumer Perception Towards 'Online Food Ordering and Delivery Services*.

*An Emperical Study* Das (2018) studied the various factors like convenience, cost effectiveness, availability, location, mode of payment and doorstep delivery, that influence the consumer's choice and perception of online food delivery services along with the most preferred portal used by consumers for online food delivery using data from around 153 responders of small and homogenous population in different areas of Pune, by a structured questionnaire. Doorstep Delivery was found to be the most important parameter that encouraged consumers to use the services

followed by the ease and convenience but on the downside, the bad past experiences and the influence from friends/family caused a hindrance to its usage. Consumers also got influenced when they received any rewards or Cash-backs. The study found Zomato to be the most preferred service provider followed by Swiggy.

Consumer Perception About Online Sales of Food in Indian Consumer Market Trivedi (2018) has described the perception the people in India have towards the growing trend of the online food sales. The research paper identifies the amount of money people are willing to spend on the online delivery of food and points out that students are the majority of the people who order. The author used a primary research method and used a convenience sampling method. The total number of respondents were 150 out of which 97 were male and the remaining were female. It can be concluded that most of the young population prefer online delivering of food rather than doing it the conventional way (dining out) and has seen a reduction in cost. This research paper establishes that online medium is the trend setter in the current scenario.

A Study on Impact of Online Food Delivery App on Restaurant Business special reference to zomato and swiggy Gupta (2019) the purpose of this research paper was to know the impact of food delivery start-ups like zomato and swiggy on restaurant business and to know the strategies of food delivery app zomato and swiggy. The research is based on Secondary data. The major factors having impact on restaurants are customer experience, sales and savings. The factors responsible for success of Zomato are first mover advantage, strong content platform, efficient employees, good rating mechanism and social platform and funding from experienced source. The marketing strategy of Zomato included focusing on digital marketing channel whereas for Swiggy marketing strategy consists of both online and offline marketing campaigns. The impact of these apps on restaurants is both positive and negative.

Satisfaction of Consumer by Using Online Food Services Beliya, Kujur, Verma, Nagwanshi, Sahu, Uikey and Bhat (2019) the purpose of this research paper is to analyse the impact of online ordering of food on customers and to know the preferences of customers while ordering food online. The factors that were studied

are Age of the respondent, Marital status, Educational background, Type of residence, App they prefer to order food, for which Meal do they use it the most, Food they Prefer the most, spending on these Apps Monthly and Mode of Payment they use. The food apps are successful in capturing market. These apps are easy to use and satisfy the consumer needs by providing quality services to them.

Consumer Perception of Online Food Delivery Apps in Kochi Jacob, Sreedharan and Sreena.K (2019) studied the factors like ease and convenience, offers, quality, health concerns, tracing system, hygiene and payment options, leading to the boom of online food ordering system with major influence of these mobile applications on youth. It further discussed the impact of online delivery on traditional way of food servicing and the reasons restraining the non-users of these apps, using data from 300 users and 100 non users of online food delivery apps of different age groups ranging from 18-40 and 18-58 by Diffusion of Innovation(DOI) Theory (E.M.Rogers,1962). It was found that 61% of respondents buy food using mobile applications, 33% prefer to walk to a restaurant, 5% buys food by placing order over phone while 1% use web browsers for buying food. The chief reason for the usage of electronic means is convenience with youngsters being the ones most inclined to it followed by faster delivery, more options and special offers. It does pose the problem of online ordering affecting the traditional way of dining out in majority people's minds and another reason behind non usage is health and hygiene concerns as they prefer homely food.

A Study of Customer Perception about Online Food Ordering Services in Amravati City Gawande, Pachaghare and Deshmukh (2019) the purpose of this research paper is to study the impact of Application designing & user interface, Interactive offers by various restaurants,providing security,providing secure payment system, Measurement of distances using mapsEstimation of service and delivery time, Packaging & Transporting Food, Using safe routes &equipment's for delivery people and Retention of customer satisfaction on Online Food Ordering. The objective of this research paper is to find out awareness of people towards various offers rewards and reference provided by companies, convenience of customers, customer experience and challenges in online food delivery business.It was found that Online Food Ordering System is new and many of the users above 40 years of age are not familiar with the ease of ordering food online. Mostly students prefer to

order food online. They feel ease of Placing Orders and time efficiency as main reason to prefer it. People in Amravati City are not that comfortable with Digital Payment Platforms and prefer paying Cash.

The Study of Interest of Consumers in The Mobile Food Ordering Apps Vinaik, Goel, Sahai and Garg (2019) the purpose of this research paper is to understand the consumers awareness regarding the mobile food Apps, factors considered by the consumers while using food Apps and expectations of the customers while ordering food from a new food App. There are still a lot of people who do not use any kind of digital payment method. People are mostly influenced by convenience and offers provided for switching to cashless modes of payments. People don't feel safe sharing their financial and personal information over the internet. People face various problems while using digital payment methods. Most important by the respondents with respect to their monthly expenditure are convenient to use, easy payment method, longer delivery time and receiving the expected order and with respect to age are good customer service, receiving the expected order and lesser restaurants.

A Impact of Customer Behavior Towards Online Food Services Kumari (2019) identified the factors affecting the behaviour of customer towards online food services and analyse the relationship between the online food servicing and facilities provided by it. The author used both primary and secondary data sources, which included questionnaires and information through periodicals, journals, newspapers etc. The sample size consisted of 100 respondents and Cronbach Alpha and Chi square were used. In order to understand the perception of the consumers, their socio economic characteristics and their usage of apps were intensively studied. It can be concluded that with the arrival of many professionals in the city and with rapid urbanization, the usage of these apps had increased manifold. The social media also has a huge part to play in the increase of the online food delivery apps. The online food ordering apps provide convenience and satisfy their needs by providing timely and quality services.

An Analysis of User Convenience Towards Food Online Order and Delivery Application (FOOD App via Platform) Preetha and Iswarya (2019) examined the influence of demography of people adopting the use of online ordering which would

correlate to the frequency of usage of such apps, discern the quality of the food online order and delivery apps along with an attempt to understand the factors like age, marital status, occupation, service and information quality that leads to the intension to use such apps using data collected from 100 respondents to the survey conducted with questionnaire adopted from tested item scale (Ting Chi, 2018) to utilize for empirical study. The results were analyzed using Pearson's Correlation, One-way Anova using SPSS 20 which concluded that there is no significant relation between age, marital status, occupation and intension to order but there exists a strong positive relation between system, service and information quality towards intension to order which is widely affected by on-time delivery, prompt responses, packaging, personalized services, wide product choices attractive display, accuracy of information provided and the ease in usage of the apps.

## Chapter-3

### 3.1 Research Design

Research design is a logical and systematic plan prepared for directing a research study. It specifies the objectives of the study and techniques to be adopted to achieve the stated objectives. It is a specification of methods and procedures for acquiring the information needed for solving the problem. It involves arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. So a research design is the conceptual structure with which research is conducted. In the previous chapter a brief review of related literature was presented. The review of related literature helped the investigator to have a clear background about the subject of study and also a method and procedures to be adopted for the present study. In the present chapter it deals with the methodology of the concerned study in terms of statement of the problem, operational definitions sampling procedures, size of the sample and description of the tool have been explained. Research design is a logical and systematic plan prepared for directing a research study. It is quest for knowledge. Research may be defined as a process of knowing new facts and verifying old ones by application of scientific methods to a natural or social phenomenon.

**Meaning** – Research design or methodology is simply a plan for study. It is called a blue print to carry out the study. It is like plan made by an architect to build the house, if research is conducted without a blue print, the result is likely to be different from that what is expected at the start. It specifies the objectives of the study and techniques to be adopted to achieve the stated objectives. It is a specification of methods and procedures for acquiring the information needed for solving the problem. It involves arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. So a research design is the conceptual structure with which research is conducted.

### **3.1.2 Data collection methods:**

The success of any project or market survey depends heavily on the data collection and analysis. It is necessary that the data collected is a reliable data in order to achieve the research objectives. All data sources can be classified into two:

**Primary data-** primary data is gathered from direct observation or data personally collected. It refers to that data which is collected for a specific purpose from the field of enquiry and are original in nature. For the project primary data were collected mainly through survey method, using the tool questionnaire.

### **3.1.3 Sample Procedure**

Sampling is a miniature picture or the cross sectional of the entire group from which the sample is taken. The most important factor in determining the general ability of research results is the selection of sample used in collecting the research data, so after finalizing the variables the entire population is to be made the subject for data collection or a particular group is to be selected as representative of the whole population.

#### **Sample design:**

Non probability sampling is used. Random customers who use food ordering especially who are within the area of Chennai city were selected for primary data.

#### **Sample:**

A Sample of 160 customers both male and female drawn from Chennai district have given back the duly filled up questionnaire. Out of the total population of customers in Chennai 160 respondents have been taken as the sample size.

#### **Tools for collecting data:**

A research tool plays a major role in any worthwhile research as it is the sole factor in determining the sound data and in arriving at perfect conclusions about the problem or study on hand, which ultimately, helps in providing suitable remedial measures to the problems concerned.

## CHAPTER 4

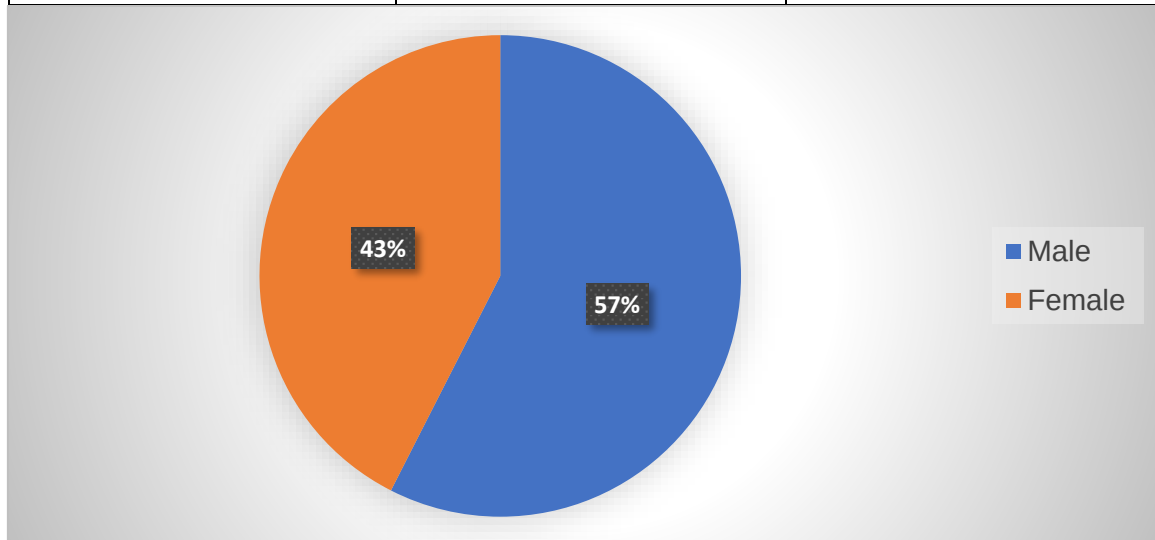
### DATA ANALYSIS AND INTERPRETATION

#### 4.1 Percentage Analysis;

**Data analysis** is defined as a process of cleaning, transforming, and modelling data to discover useful information for business decision-making. The purpose of Data Analysis is to extract useful information from data and taking the decision based upon the data analysis.

**Table 4.1.1**Gender status.

| Gender | NO of Responds | Percentage |
|--------|----------------|------------|
| Male   | 92             | 57         |
| Female | 68             | 43         |
| Total  | 160            | 100        |



**Chart 4.1.1**Gender status.

#### Interpretation:

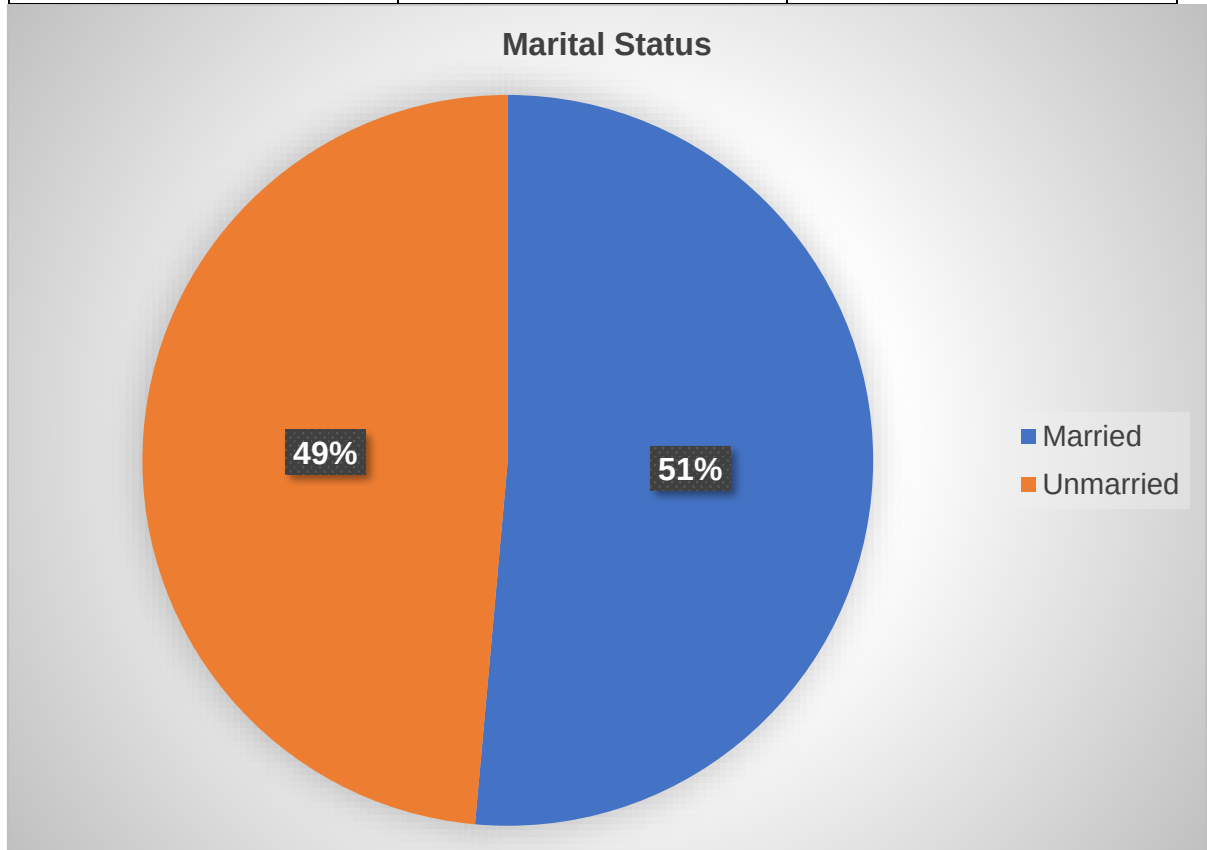
From the above table is interpreted that the number of respondents between male 57% and female 43%

#### Inference:

Majority of (57%) is respondents is **male**.

**Table 4.1.2 Marital Status .**

| Marital status | No .of Responds | Percentage |
|----------------|-----------------|------------|
| Married        | 81              | 51         |
| Unmarried      | 79              | 49         |
| Total          | 160             | 100        |



**Chart 4.1.2 Marital Status .**

**Interpretation:**

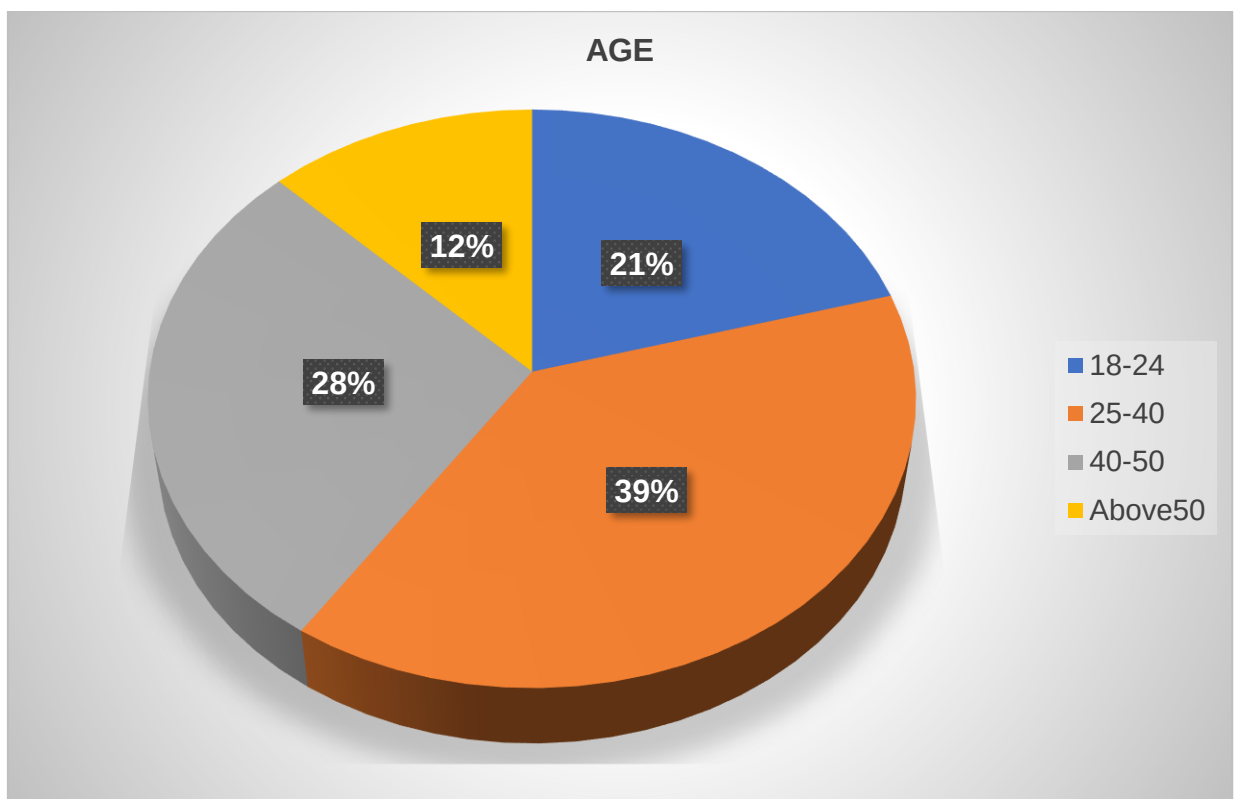
From the above table is interpreted that the number of respondents between **married 51%** and **unmarried 49%**.

**Inference:**

Majority of **(51%)** responded is **married**.

**Table 4.1.3 Age**

| Age     | No. of Responds | Percentage |
|---------|-----------------|------------|
| 18-24   | 33              | 21         |
| 25-40   | 62              | 39         |
| 40-50   | 45              | 28         |
| Above50 | 20              | 12         |
| Total   | 160             | 100        |



**Chart 4.1.3 Age**

**Interpretation:**

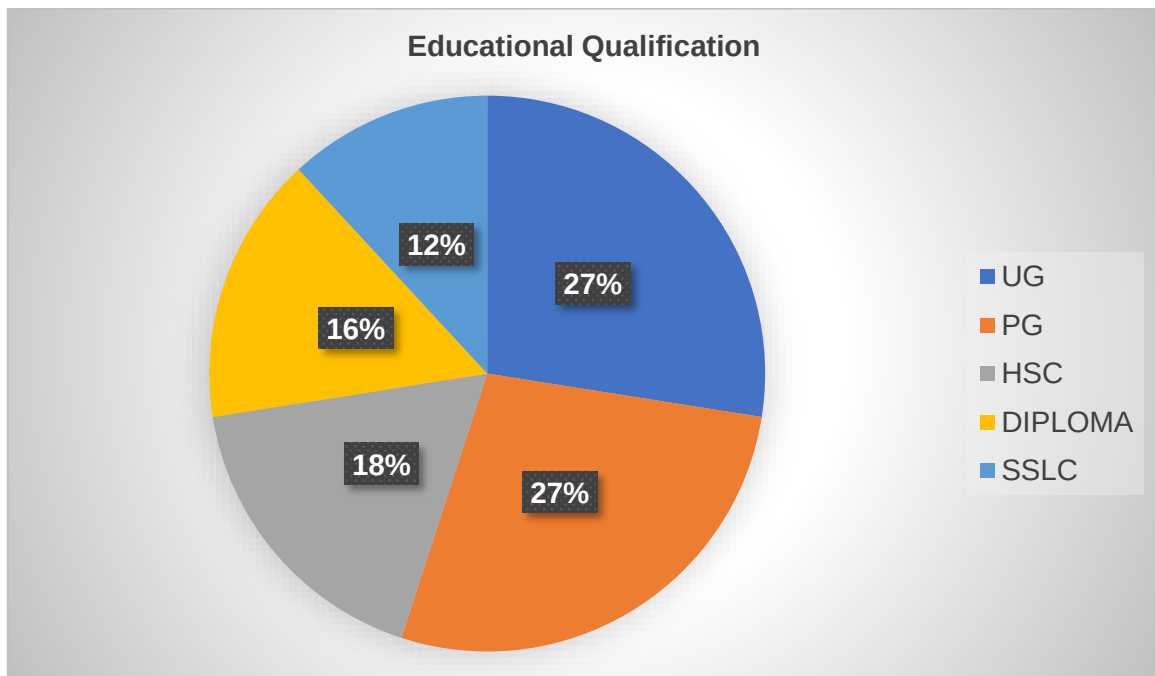
From the above table is interpreted that the number of respondents between 18-24 is 21 %, 25-40 is 39%, 40-50 is 28% and above 50 is 12%.

**Inference:**

Majority of (39%) is respondents is 25-40.

**Table 4.1.4 Educational Qualification.**

| Educational Qualification | No. of Responds | Percentage |
|---------------------------|-----------------|------------|
| UG                        | 44              | 27         |
| PG                        | 44              | 27         |
| HSC                       | 28              | 18         |
| DIPLOMA                   | 25              | 16         |
| SSLC                      | 19              | 12         |
| Total                     | 160             | 100        |



**Chart 4.1.4 Educational Qualification.**

**Interpretation:**

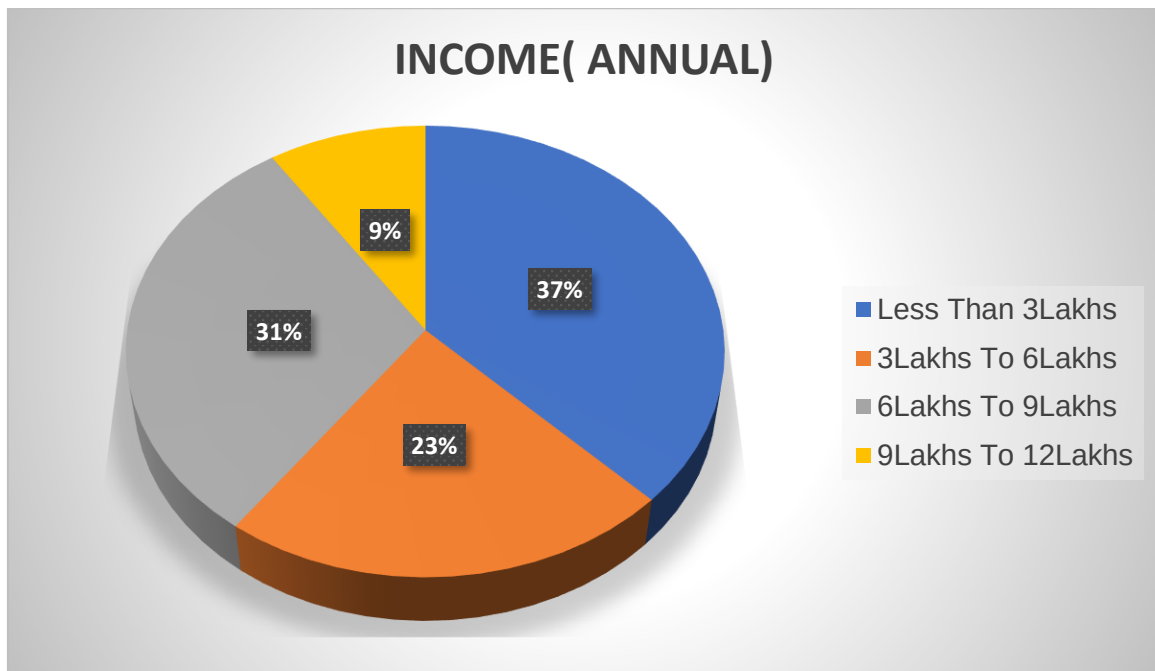
From the above table is interpreted that the number of respondents between **UG is 27%, PG is 27%, HSC is 18%, diploma is 16%, SSLC is 12%.**

**Inference:**

Majority of **(27%)** is respondents in **UG and PG.**

**Table 4.1.5 Income (Annual).**

| Income            | No.Of Responds | Percentage |
|-------------------|----------------|------------|
| Less Than 3 Lakhs | 60             | 37         |
| 3Lakhs To 6Lakhs  | 36             | 23         |
| 6Lakhs To 9Lakhs  | 49             | 31         |
| 9Lakhs To 12Lakhs | 15             | 9          |
| Total             | 160            | 100        |



**Chart 4.1.5 Income (Annual).**

**Interpretation:**

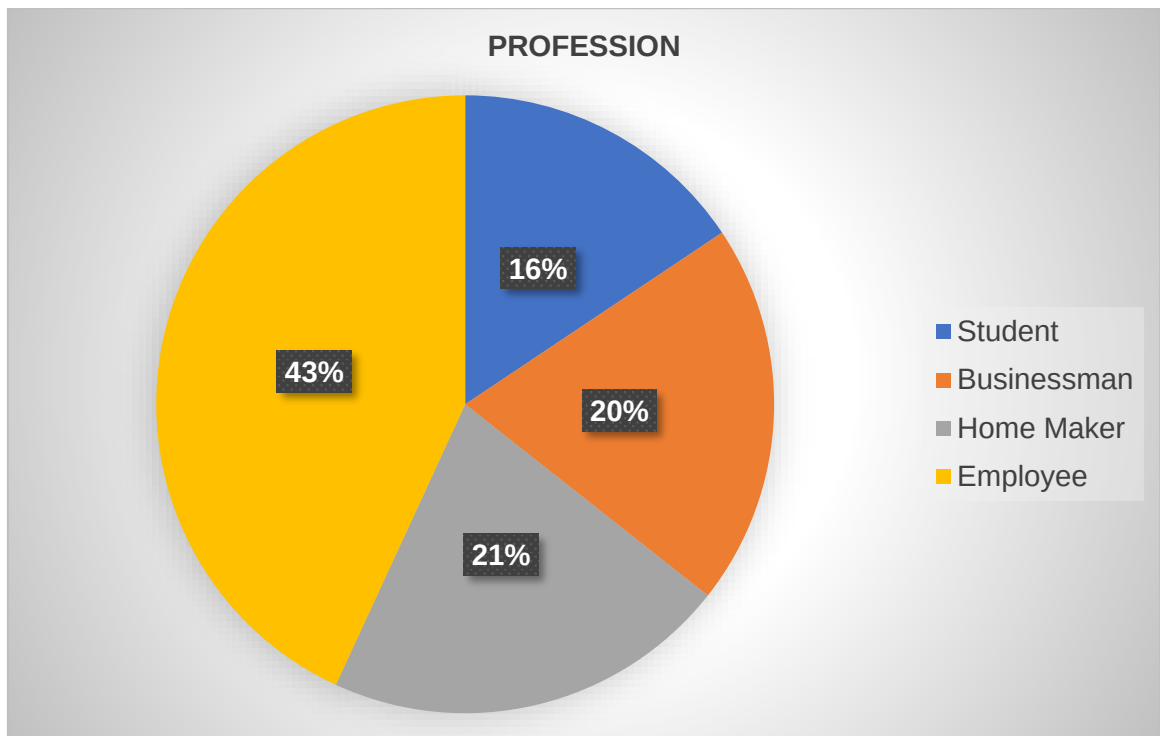
From the above table is interpreted that the number of respondents between less than 3 lakhs is 37%,3lakhs to 6lakhs is 23%,6lakhs to 9lakhs is 31%,9lakhs to 12lakhs is 9%.

**Inference:**

Majority of (37%) is respondents is **less than 3lakhs**.

**Table 4.1.6 Profession.**

| Profession  | No.Of Responds | Percentage |
|-------------|----------------|------------|
| Student     | 25             | 16         |
| Businessman | 32             | 20         |
| Home Maker  | 34             | 21         |
| Employee    | 69             | 43         |
| Total       | 160            | 100        |



**Chart 4.1.6 Profession.**

**Interpretation:**

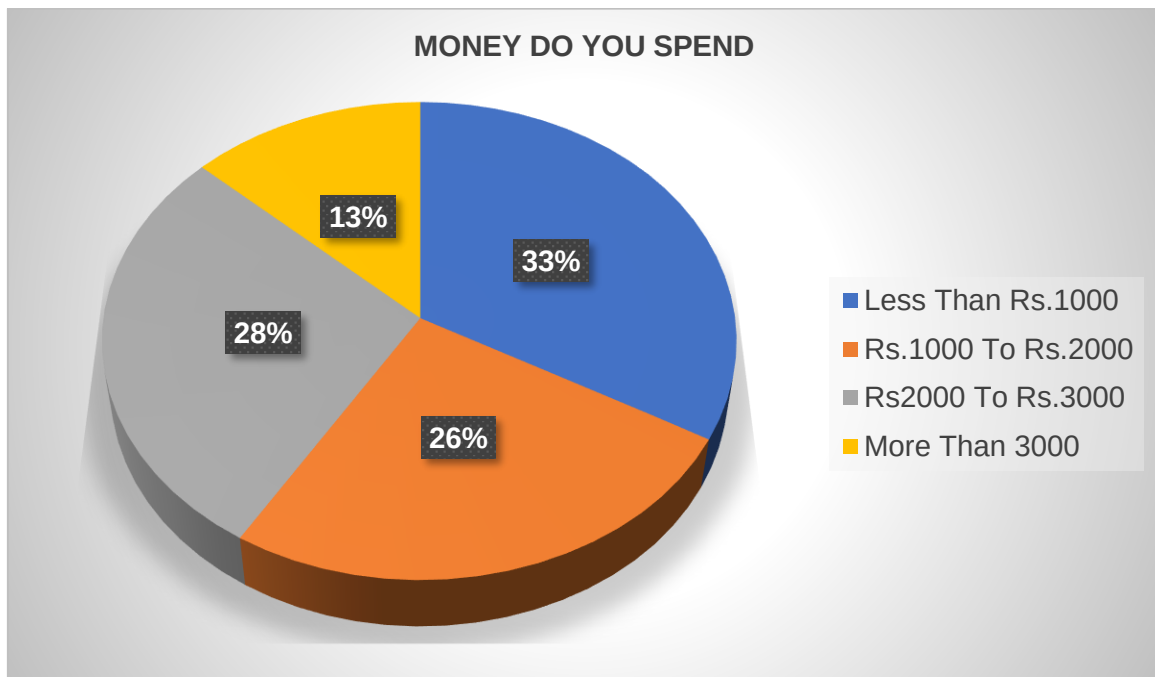
From the above table is interpreted that the number of respondents between student is 16%, employee is 43%, businessman is 20%, home maker is 21%.

**Inference:**

Majority of (43%) is respondents is **employee**.

**Table 4.1.7 How Much Money Do You Spend**

| Options            | No.Of Responds | Percentage |
|--------------------|----------------|------------|
| Less Than Rs.1000  | 53             | 33         |
| Rs.1000 To Rs.2000 | 41             | 26         |
| Rs.2000 To Rs.3000 | 45             | 28         |
| More Than 3000     | 21             | 13         |
| Total              | 160            | 100        |



**Chart 4.1.7 How Much Money Do You Spend**

**Interpretation:**

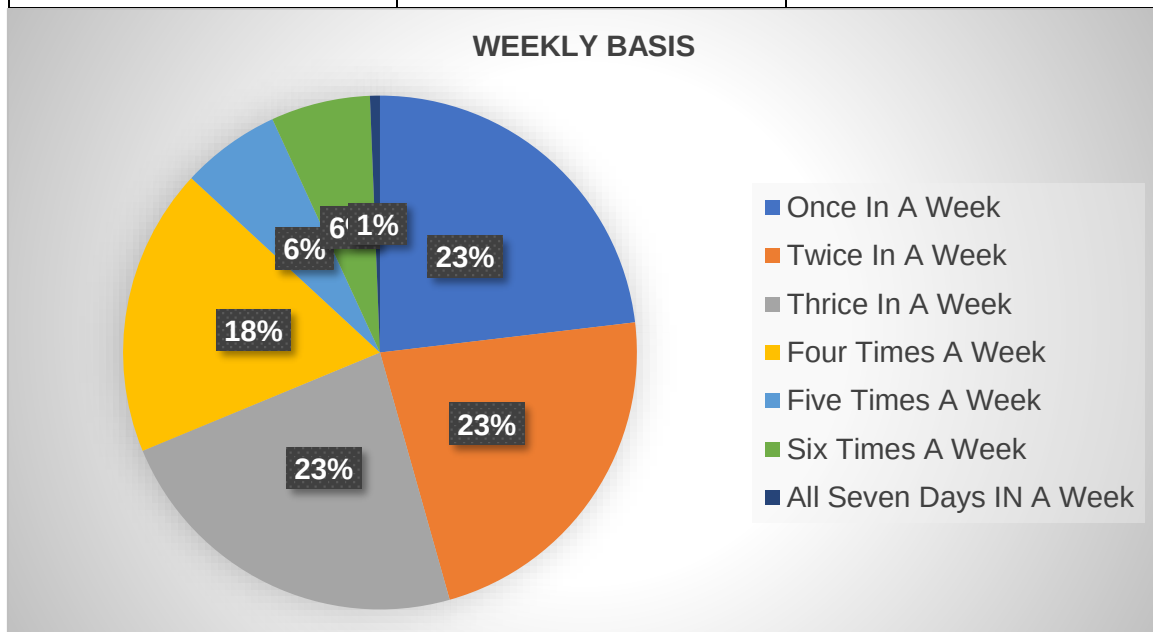
From the above table is interpreted that the number of respondents between less than Rs.1000 is 33%, Rs.1000 to Rs.2000 is 26%, Rs.2000 to Rs.3000 is 28%, more than 3000 is 13%.

**Inference:**

Majority of (33%) is respondents is less than Rs.1000.

**Table 4.1.8 How Frequently Do You Buy Food Online? (On Weekly Basis)**

| Options                  | No.Of Responds | Percentage |
|--------------------------|----------------|------------|
| Once In A Week           | 37             | 23         |
| Twice In A Week          | 36             | 23         |
| Thrice In A Week         | 37             | 23         |
| Four Times A Week        | 29             | 18         |
| Five Times A Week        | 10             | 6          |
| Six Times A Week         | 10             | 6          |
| All Seven Days In A Week | 1              | 1          |
| <b>Total</b>             | <b>160</b>     | <b>100</b> |



**Chart 4.1.8 How Frequently Do You Buy Food Online? (On Weekly Basis)**

**Interpretation:**

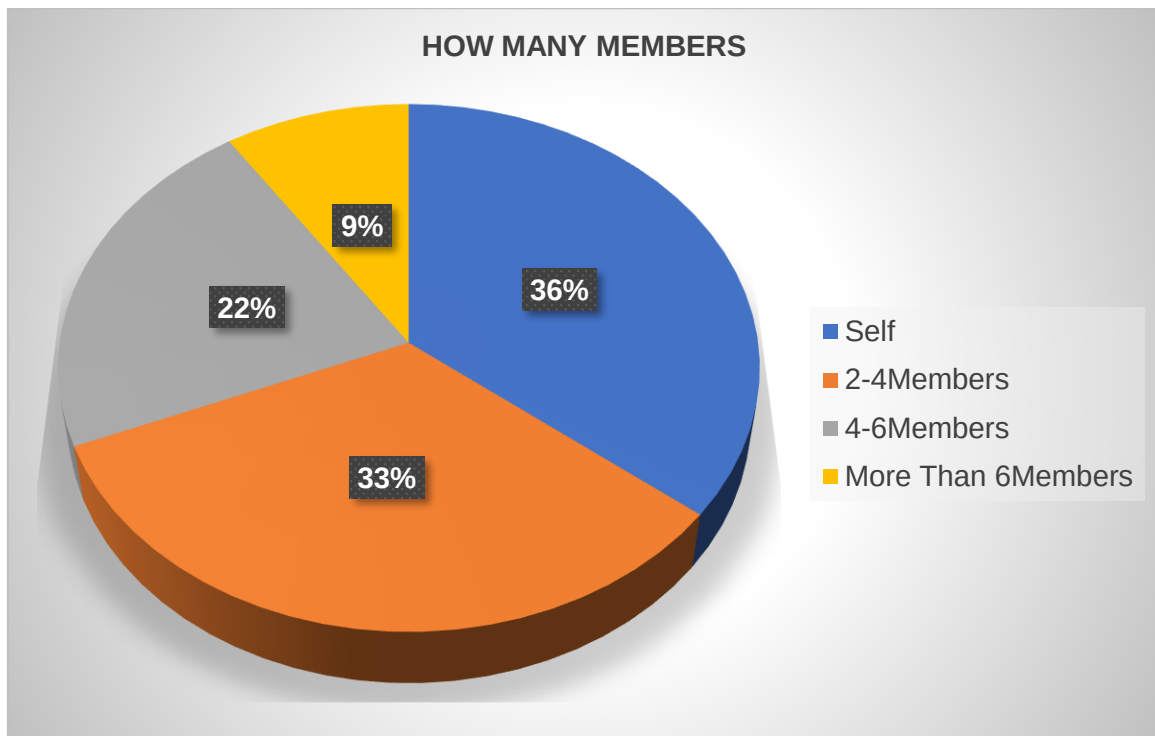
From the above table is interpreted that the number of respondents between **once in a week is 23%, twice in a week is 23%, thrice in a week is 23%, four times a week is 18%, five times a week is 6%, six times a week is 6%, all seven days in a week is 1%.**

**Inference:**

Majority of **(23%)** is respondents in **once in a week, twice in a week and thrice in a week.**

**Table 4.1.9 For How Many Members**

| Option             | No Of Responds | Percentage |
|--------------------|----------------|------------|
| Self               | 57             | 36         |
| 2-4Members         | 53             | 33         |
| 4-6Members         | 35             | 22         |
| More Than 6Members | 15             | 9          |
| Total              | 160            | 100        |



**Chart 4.1.9 For How Many Members**

**Interpretation:**

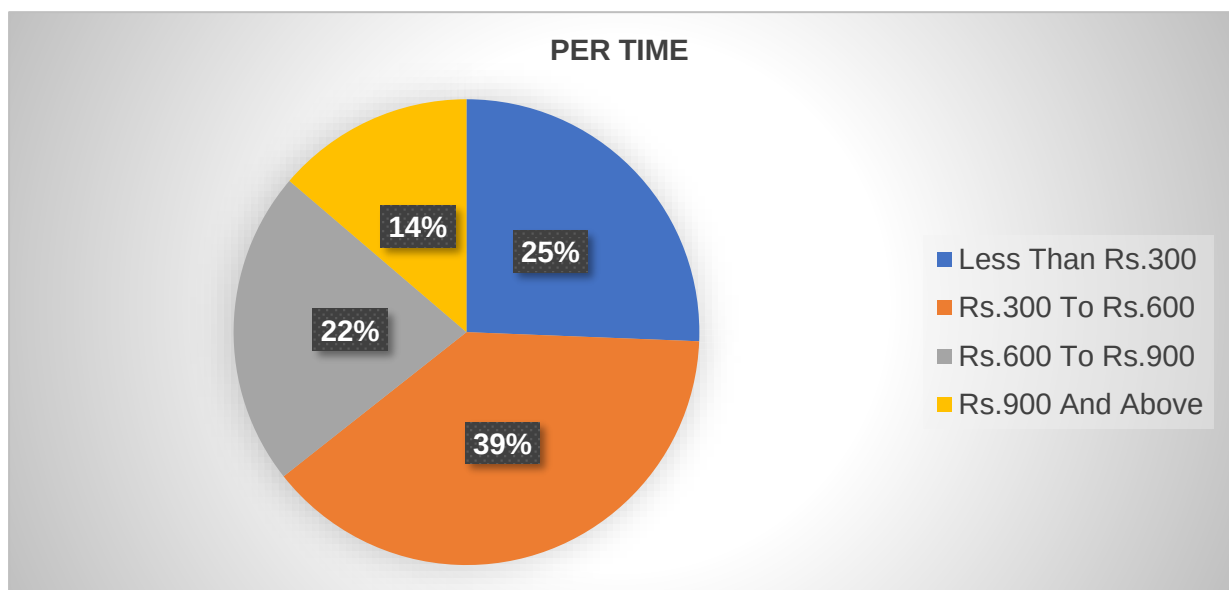
From the above table is interpreted that the number of respondents between self is 36%, 2-4 members is 33%, 4-6 members is 22%, more than 6 members is 9%.

**Inference:**

Majority of (36%) is respondents is self.

**Table 4.1.10 How Much You Approximately Spend On Ordering Food Per Time?**

| Option           | No.Of Responds | Percentage |
|------------------|----------------|------------|
| Less Than Rs.300 | 41             | 25         |
| Rs.300 To Rs600  | 62             | 39         |
| Rs.600 To Rs900  | 35             | 22         |
| Rs.900 And Above | 22             | 14         |
| <b>Total</b>     | <b>160</b>     | <b>100</b> |



**Chart 4.1.10 How Much You Approximately Spend On Ordering Food Per Time?**

**Interpretation:**

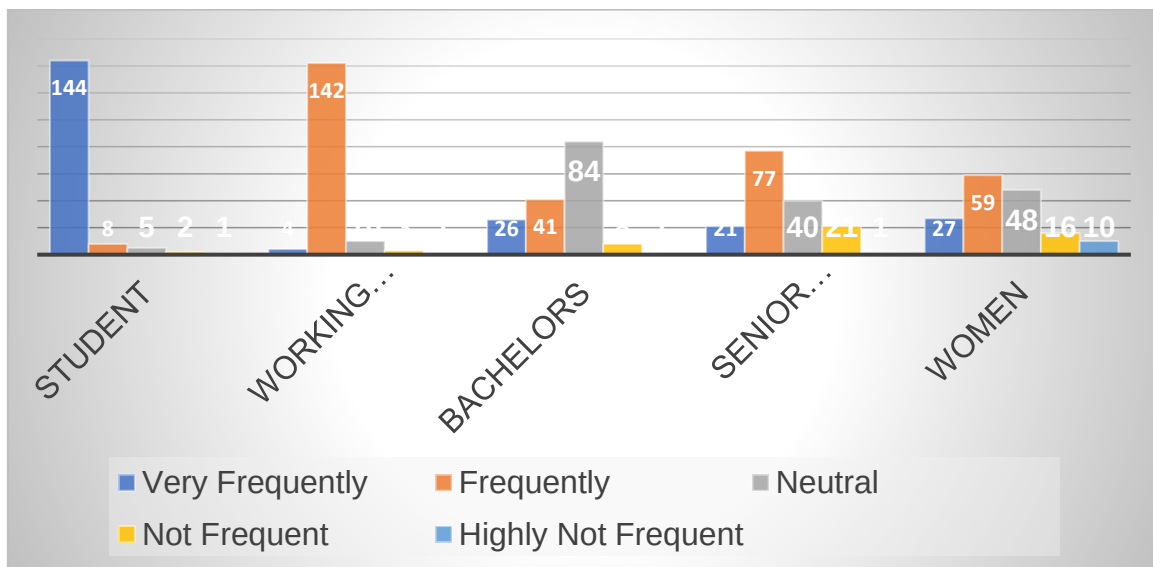
From the above table is interpreted that the number of respondents between less than Rs.300 is 25%,Rs.300 to Rs.600 is 39%,Rs.600 to Rs.900 is 22%,Rs.900 and above 14%.

**Inference:**

Majority of (39%) is respondents is **Rs.300 to Rs.600**.

**Table 4.1.11 Type Of Customers Use Online Food Delivery .**

| Option                      | Very Frequently | Frequently | Neutral | Not Frequent | Highly Not Frequent | Total      |
|-----------------------------|-----------------|------------|---------|--------------|---------------------|------------|
| <b>Student</b>              | 144             | 8          | 5       | 2            | 1                   | <b>160</b> |
| <b>Working Professional</b> | 4               | 142        | 10      | 3            | 1                   | <b>160</b> |
| <b>Bachelors</b>            | 26              | 41         | 84      | 8            | 1                   | <b>160</b> |
| <b>Senior Citizens</b>      | 21              | 77         | 40      | 21           | 1                   | <b>160</b> |
| <b>Women</b>                | 27              | 59         | 48      | 16           | 10                  | <b>160</b> |



**Chart 4.1.11 Type Of Customers Use Online Food Delivery .**

**Interpretation on student.**

From the above table is interpreted that the number of respondents between very frequently is 144, frequently is 8, neutral is 5, not frequent is 2, highly not frequent is 1.

**Inference:**

Majority of **(144)** is respondents is **very frequently**.

**Interpretation on working professional.**

From the above table is interpreted that the number of respondents between **very frequently is 4, frequently is 142, neutral is 10, not frequent is 3, highly not frequent is 1.**

**Inference:**

Majority of **(142)** is respondents is **frequently**.

**Interpretation on Bachelors.**

From the above table is interpreted that the number of respondents between **very frequently is 26, frequently is 41, neutral is 84, not frequent is 21, highly not frequent is 1.**

**Inference:**

Majority of **(84)** is respondents is **neutral**.

**Interpretation on Senior Citizen.**

From the above table is interpreted that the number of respondents between **very frequently is 21, frequently is 77, neutral is 40, not frequent is 21, highly not frequent is 1.**

**Inference:**

Majority of **(77)** is respondents is **frequently**.

**Interpretation on women.**

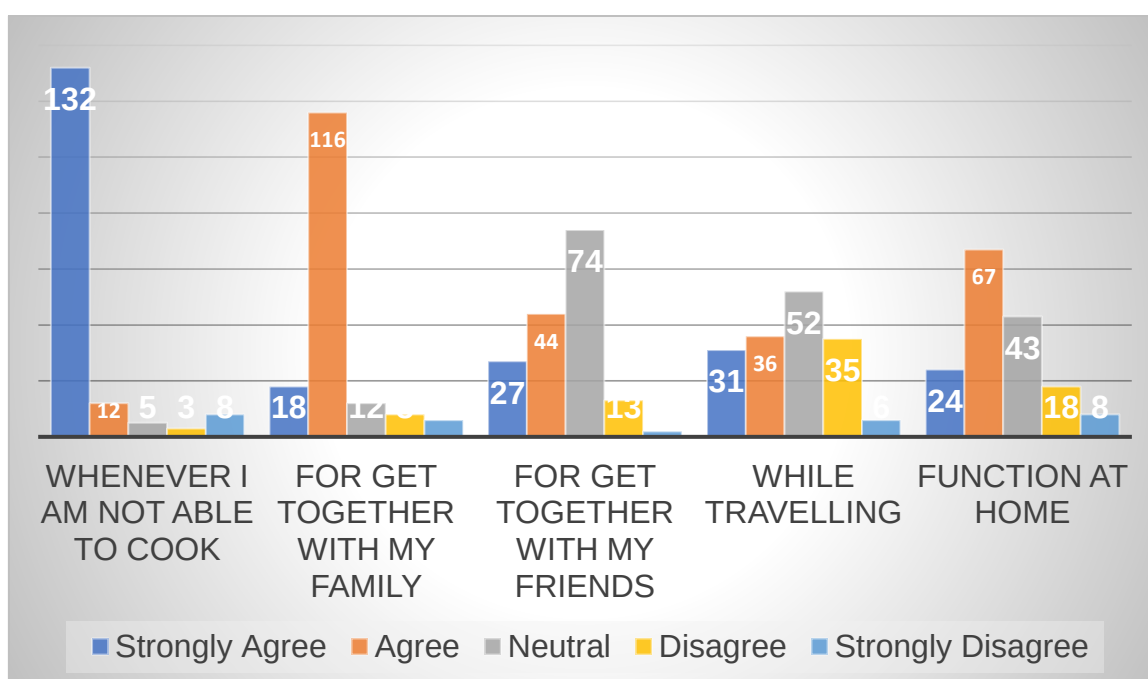
From the above table is interpreted that the number of respondents between **very frequently is 27, frequently is 59, neutral is 48, not frequent is 16, highly not frequent is 10.**

**Inference:**

Majority of **(59)** is respondents is **frequently**.

**Table 4.1.12 On What Occasions You Order Food Online?**

| Option                           | Strongly Agree | Agree | Neutral | Disagree | Strongly disagree | Total |
|----------------------------------|----------------|-------|---------|----------|-------------------|-------|
| Whenever I Am Not Able To Cook   | 132            | 12    | 5       | 3        | 8                 | 160   |
| For Get Together With My Family  | 18             | 116   | 12      | 8        | 6                 | 160   |
| For Get Together With My Friends | 27             | 44    | 74      | 13       | 2                 | 160   |
| While Travelling                 | 31             | 36    | 52      | 35       | 6                 | 160   |
| Function AT Home                 | 24             | 67    | 43      | 18       | 8                 | 160   |



**Chart 4.1.12 On What Occasions You Order Food Online?**

**Interpretation on whenever I am not able to cook.**

From the above table is interpreted that the number of respondents between **strongly agree 132, agree 12, neutral 5, disagree 3, strongly disagree 8.**

**Inference:**

Majority of **(132)** is respondents is **strongly agree.**

**Interpretation on for get together with my family.**

From the above table is interpreted that the number of respondents between **strongly agree 18, agree 116, neutral 12, disagree 8, strongly disagree 6.**

**Inference:**

Majority of **(116)** is respondents is **agree.**

**Interpretation on for get together with my friends.**

From the above table is interpreted that the number of respondents between **strongly agree 27, agree 44, neutral 74, disagree 13, strongly disagree 2.**

**Inference:**

Majority of **(74)** is respondents is **neutral.**

**Interpretation on while travelling.**

From the above table is interpreted that the number of respondents between **strongly agree 31, agree 36, neutral 52, disagree 35, strongly disagree 6.**

**Inference:**

Majority of **(52)** is respondents is **neutral.**

**Interpretation on functions at home.**

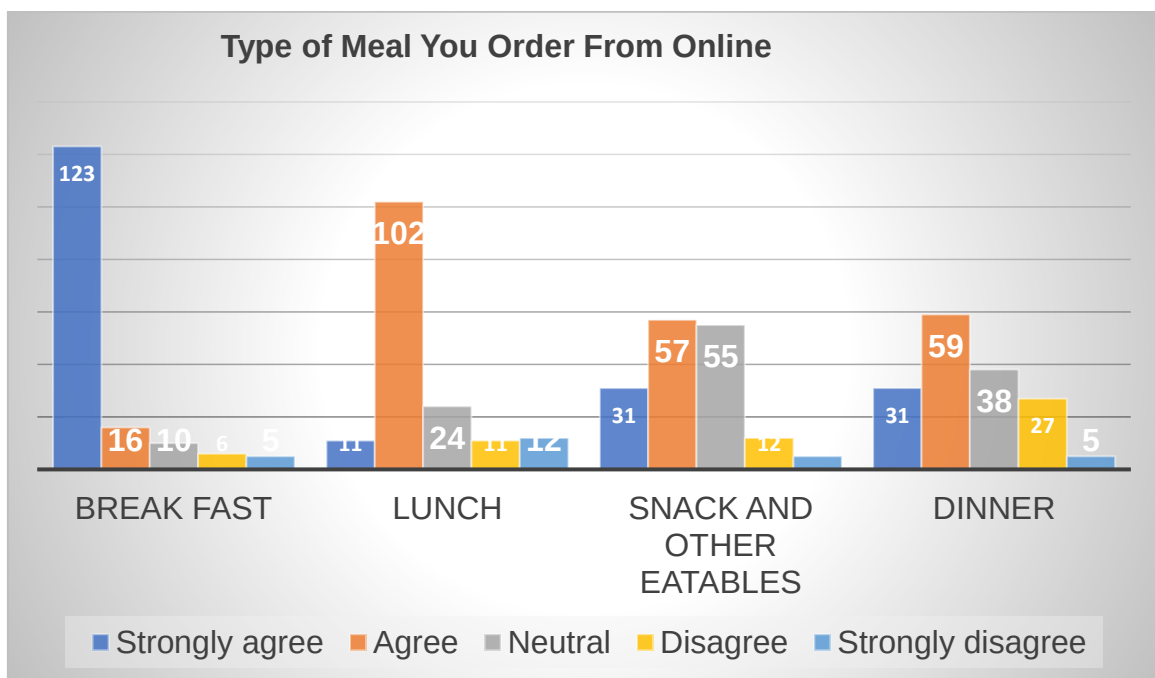
From the above table is interpreted that the number of respondents between **strongly agree 24, agree 67, neutral 43, disagree 18, strongly disagree 8.**

**Inference:**

Majority of **(67)** is respondents is **agree.**

**Table 4.1.13 Type of meal.**

| Option                          | Strongly agree | Agree | Neutral | Disagree | Strongly disagree | Total      |
|---------------------------------|----------------|-------|---------|----------|-------------------|------------|
| <b>Break fast</b>               | 123            | 16    | 10      | 6        | 5                 | <b>160</b> |
| <b>Lunch</b>                    | 11             | 102   | 24      | 11       | 12                | <b>160</b> |
| <b>Snack and other eatables</b> | 31             | 57    | 55      | 12       | 5                 | <b>160</b> |
| <b>Dinner</b>                   | 31             | 59    | 38      | 27       | 5                 | <b>160</b> |



**Chart 4.1.13 Type of meal .**

#### **Interpretation on Breakfast.**

From the above table is interpreted that the number of respondents between **strongly agree 123, agree 16, neutral 10, disagree 6, strongly disagree 5.**

#### **Inference:**

Majority of **(123)** is respondents is **strongly agree.**

### **Interpretation on lunch.**

From the above table is interpreted that the number of respondents between **strongly agree 12, agree 102, neutral 24, disagree 11, strongly disagree 12.**

#### **Inference:**

Majority of **(102)** is respondents is **agree.**

### **Interpretation on Snack and other eatables.**

From the above table is interpreted that the number of respondents between **strongly agree 31, agree 57, neutral 55, disagree 12, strongly disagree 5.**

#### **Inference:**

Majority of **(57)** is respondents is **agree.**

### **Interpretation on Dinner.**

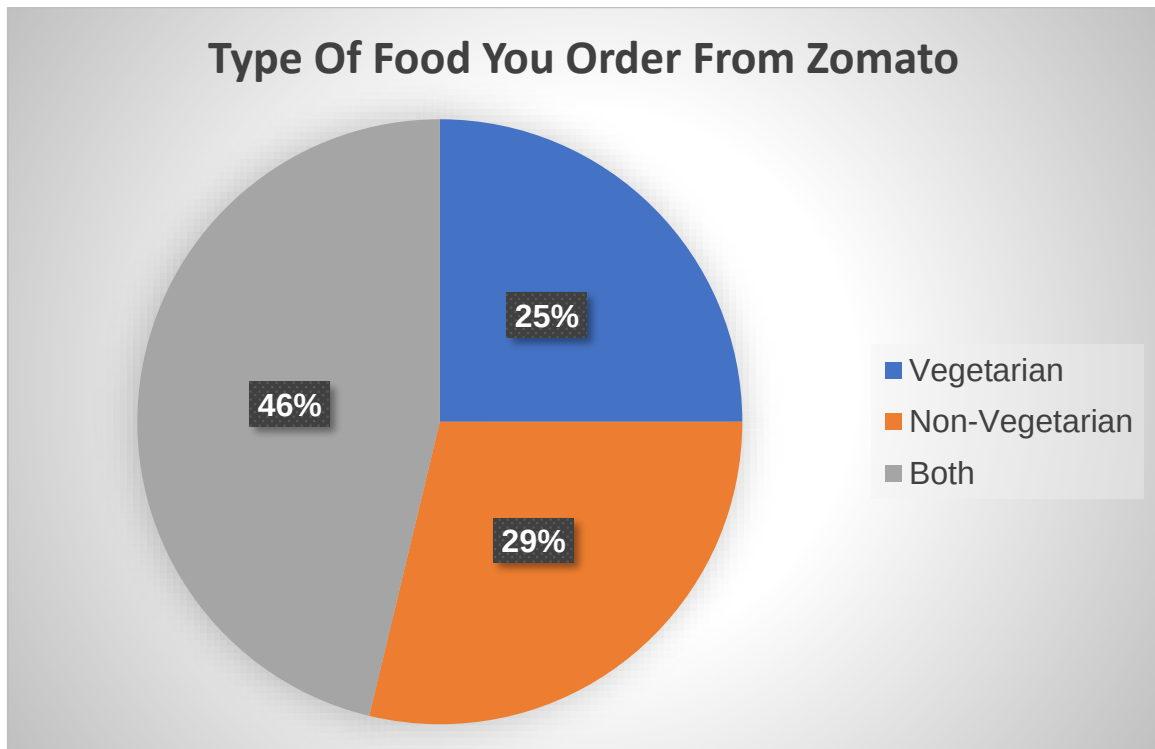
From the above table is interpreted that the number of respondents between **strongly agree 31, agree 59, neutral 38, disagree 27, strongly disagree 5.**

#### **Inference:**

Majority of **(59)** is respondents is **agree.**

**Table 4.1.14 Which Type Of Food You Order From Zomato.**

| Option         | No Of Responds | Percentage |
|----------------|----------------|------------|
| Vegetarian     | 40             | 25         |
| Non-Vegetarian | 46             | 29         |
| Both           | 74             | 46         |
| Total          | 160            | 100        |



**Chart 4.1.14 Which Type Of Food You Order From Zomato.**

**Interpretation:**

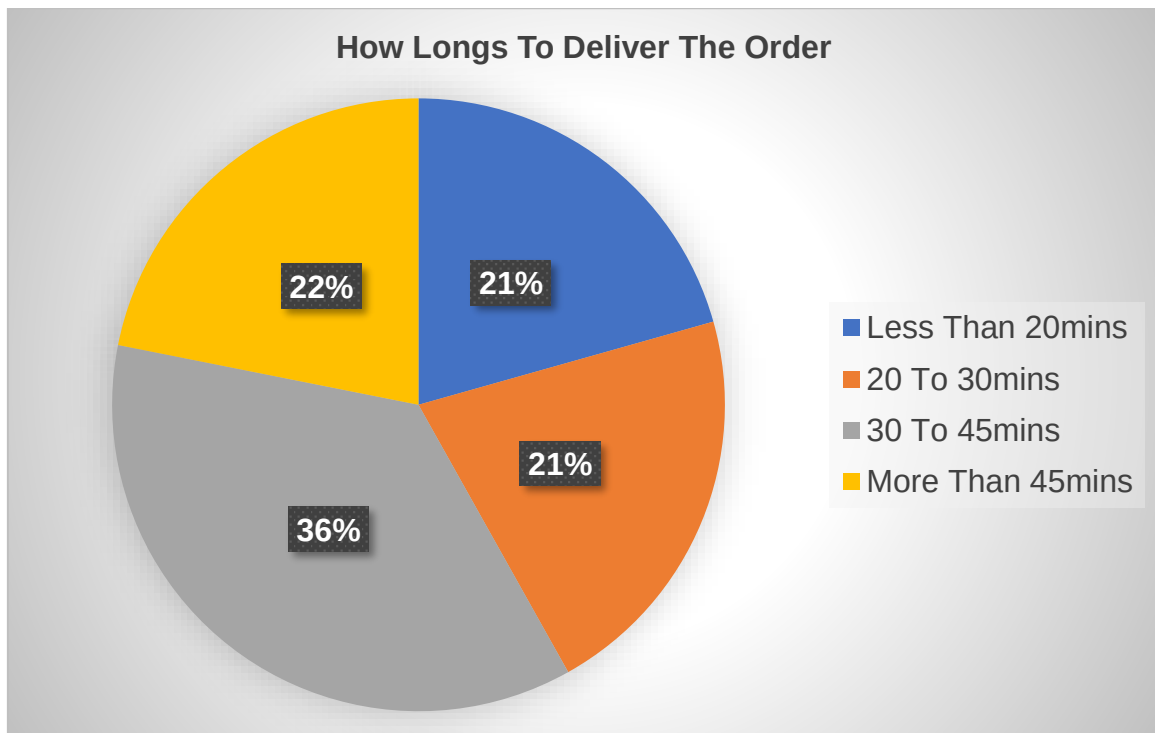
From the above table is interpreted that the number of respondents between **vegetarian 25%, Non-Vegetarian 29%, Both 46%.**

**Inference:**

Majority of **(46%)** is respondents is **Both.**

**Table 4.1.15 How Long Does It Take To Deliver .**

| Option           | No Of Responds | Percentage |
|------------------|----------------|------------|
| Less Than 20mins | 33             | 21         |
| 20 To 30mins     | 34             | 21         |
| 30 To 45mins     | 58             | 36         |
| More Than 45mins | 35             | 22         |
| Total            | 160            | 100        |



**Chart 4.1.15 How Long Does It Take To Deliver**

**Interpretation:**

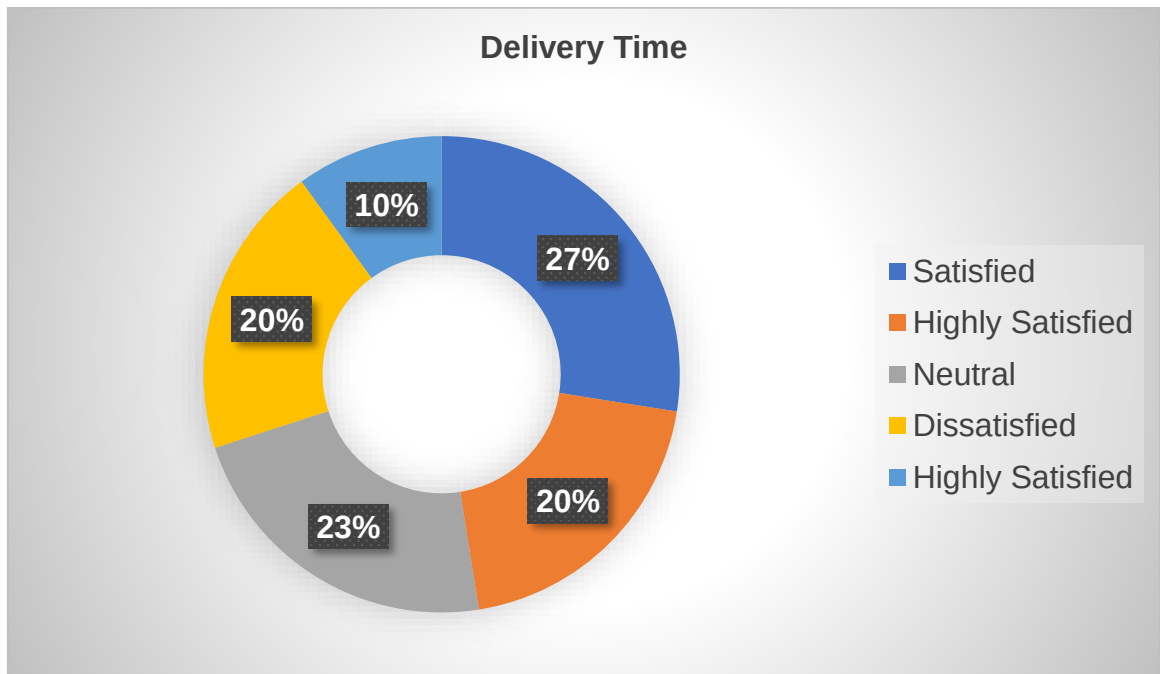
From the above table is interpreted that the number of respondents between **Less Than 20mins** is 21%, **20 To 30mins** is 21%, **30 To 45mins** is 36%, **More Than 45mins**.

**Inference:**

Majority of **(36%)** is respondents is **30 To 45mins**.

**Table 4.1.16 Are You Satisfied With Delivery .**

| Option              | No Of Responds | Percentage |
|---------------------|----------------|------------|
| Highly Satisfied    | 32             | 20         |
| Satisfied           | 44             | 27         |
| Neutral             | 36             | 23         |
| Dissatisfied        | 32             | 20         |
| Highly Dissatisfied | 16             | 10         |
| Total               | 160            | 100        |



**Chart 4.1.16 Are You Satisfied With Delivery .**

**Interpretation:**

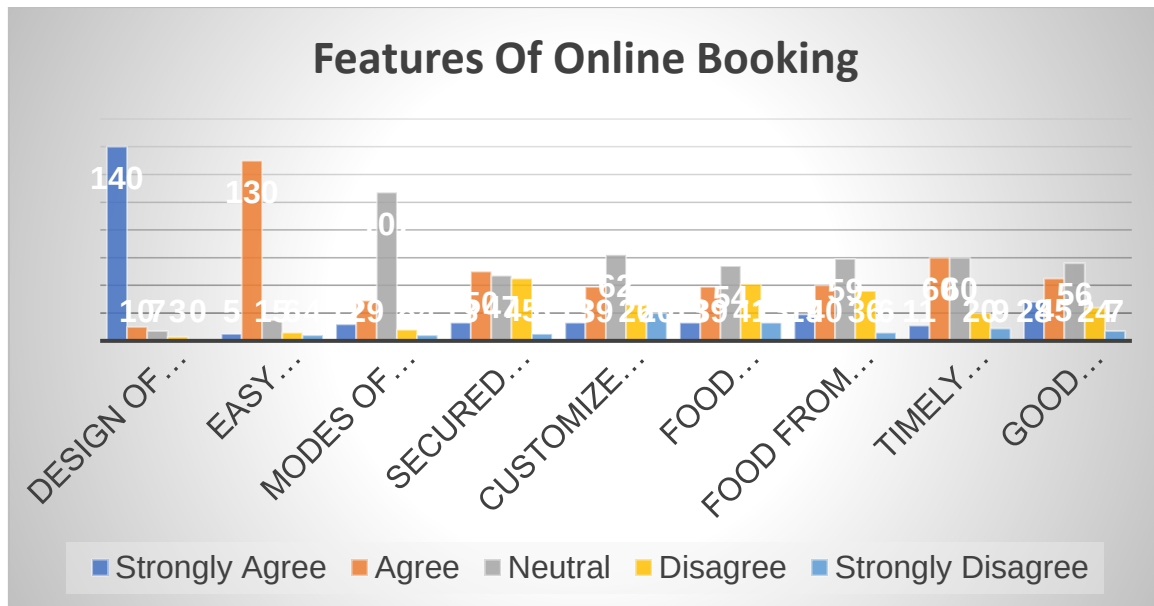
From the above table is interpreted that the number of respondents between satisfied is 27%, Highly satisfied is 20%, Neutral is 23%, Dissatisfied is 20%, Highly satisfied is 10%.

**Inference:**

Majority of (27%) is respondents isSatisfied.

**Table 4.1.17 Features Of Online Food Booking .**

| <b>Option</b>                                 | <b>Strongly Agree</b> | <b>Agree</b> | <b>Neutral</b> | <b>Disagree</b> | <b>Strongly Disagree</b> | <b>Total</b> |
|-----------------------------------------------|-----------------------|--------------|----------------|-----------------|--------------------------|--------------|
| <b>Design Of Website</b>                      | 140                   | 10           | 7              | 3               | Nil                      | <b>160</b>   |
| <b>Easy Booking Option</b>                    | 5                     | 130          | 15             | 6               | 5                        | <b>160</b>   |
| <b>Modes Of Payment</b>                       | 12                    | 29           | 107            | 8               | 4                        | <b>160</b>   |
| <b>Secured Payment Services</b>               | 13                    | 50           | 47             | 45              | 5                        | <b>160</b>   |
| <b>Customized Reviews On Services Offered</b> | 13                    | 39           | 62             | 26              | 20                       | <b>160</b>   |
| <b>Food Varities</b>                          | 13                    | 39           | 54             | 41              | 13                       | <b>160</b>   |
| <b>Food From Various Types Of Restaurants</b> | 19                    | 40           | 59             | 36              | 6                        | <b>160</b>   |
| <b>Timely Delivered</b>                       | 11                    | 60           | 60             | 20              | 9                        | <b>160</b>   |
| <b>Good Customer Care</b>                     | 28                    | 45           | 56             | 24              | 7                        | <b>160</b>   |



**Chart 4.1.17 Features Of Online Food Booking .**

#### **Interpretation on Design Of Website.**

From the above table is interpreted that the number of respondents between **strongly agree 140, agree 10, neutral 7, disagree 3, strongly disagree Nil.**

**Inference:** Majority of **(140)** is respondents is **strongly agree**.

#### **Interpretation on Easy Booking Option.**

From the above table is interpreted that the number of respondents between **strongly agree 5, agree 130, neutral 15, disagree 6, strongly disagree 4.**

**Inference:** Majority of **(130)** is respondents is **agree**.

#### **Interpretation on Modes Of Payment.**

From the above table is interpreted that the number of respondents between **strongly agree 12, agree 29, neutral 107, disagree 8, strongly disagree 4.**

**Inference:** Majority of **(107)** is respondents is **neutral**.

#### **Interpretation on Secured Payment Service.**

From the above table is interpreted that the number of respondents between **strongly agree 13, agree 50, neutral 47, disagree 45, strongly disagree 5.**

**Inference:** Majority of **(50)** is respondents is **agree**.

### **Interpretation on Customized Reviews On Service Offered.**

From the above table is interpreted that the number of respondents between **strongly agree 13, agree 39, neutral 62, disagree 26, strongly disagree 20.**

#### **Inference:**

Majority of **(62)** is respondents is **neutral**.

### **Interpretation on Food Varieties.**

From the above table is interpreted that the number of respondents between **strongly agree 13, agree 39, neutral 54, disagree 41, strongly disagree 13.**

#### **Inference:**

Majority of **(54)** is respondents is **neutral**.

### **Interpretation on Food From Various Types Of Restaurants.**

From the above table is interpreted that the number of respondents between **strongly agree 19, agree 40, neutral 59, disagree 36, strongly disagree 6.**

#### **Inference:**

Majority of **(59)** is respondents is **neutral**.

### **Interpretation on Timely Delivered.**

From the above table is interpreted that the number of respondents between **strongly agree 11, agree 60, neutral 60, disagree 20, strongly disagree 9.**

#### **Inference:**

Majority of **(60)** is respondents is **neutral and agree**.

### **Interpretation on Good Customer Care.**

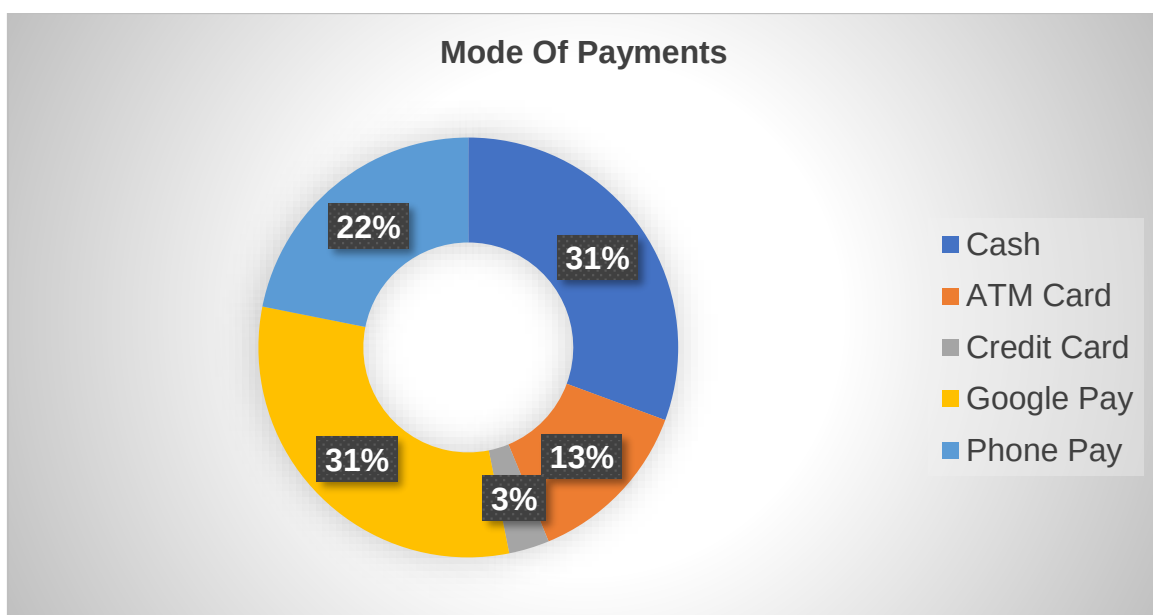
From the above table is interpreted that the number of respondents between **strongly agree 28, agree 45, neutral 56, disagree 24, strongly disagree 7.**

#### **Inference:**

Majority of **(56)** is respondents is **neutral**.

**Table 4.1.18 What Is The Mode Of Payment You Prefer.**

| Option      | No Of Responds | Percentage |
|-------------|----------------|------------|
| Cash        | 49             | 31         |
| ATM Card    | 21             | 13         |
| Credit Card | 5              | 3          |
| Google Pay  | 50             | 31         |
| Phone Pay   | 35             | 22         |
| Total       | 160            | 100        |



**Chart 4.1.18 What Is The Mode Of Payment You Prefer.**

**Interpretation:**

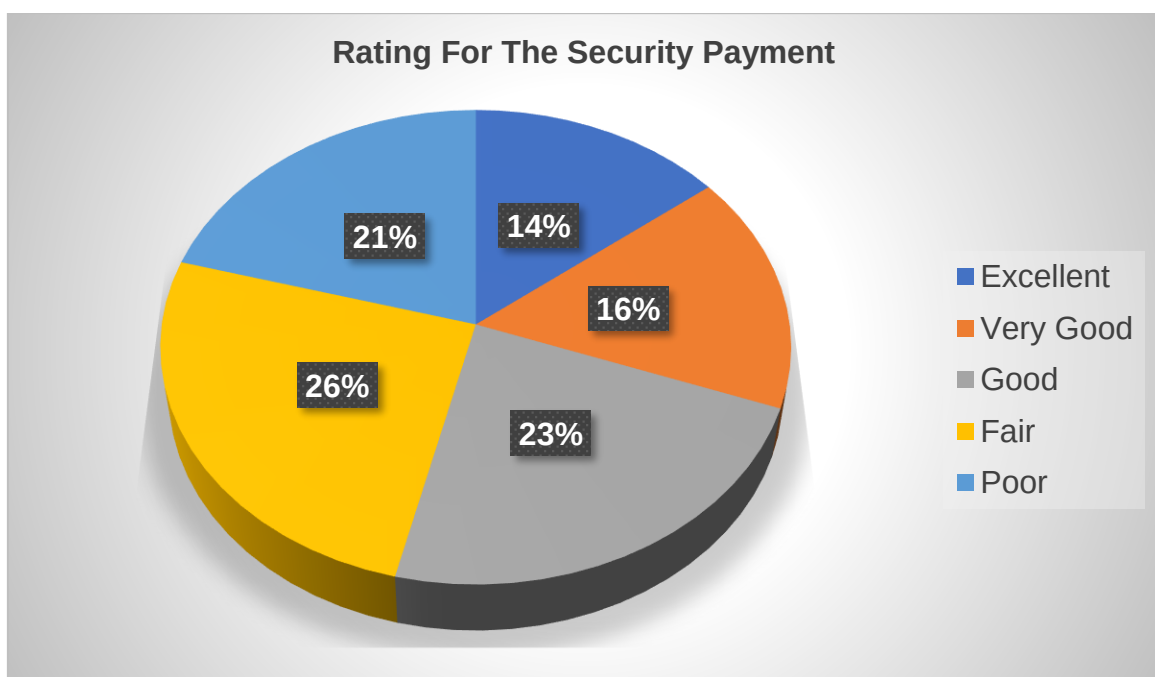
From the above table is interpreted that the number of respondents between **Cash Is 31%, ATM Card is 13%, Credit Card is 3%, Google Pay is 31%, Phone Pay is 22%.**

**Inference:**

Majority of **(31%)** is respondents on **Cash and Google Pay.**

**Table 4.1.19 Give Your Rating.**

| Option    | No Of Responds | Percentage |
|-----------|----------------|------------|
| Excellent | 23             | 14         |
| Very Good | 26             | 16         |
| Good      | 37             | 23         |
| Fair      | 41             | 26         |
| Poor      | 33             | 21         |
| Total     | 160            | 100        |



**Chart 4.1.19 Give Your Rating.**

**Interpretation:**

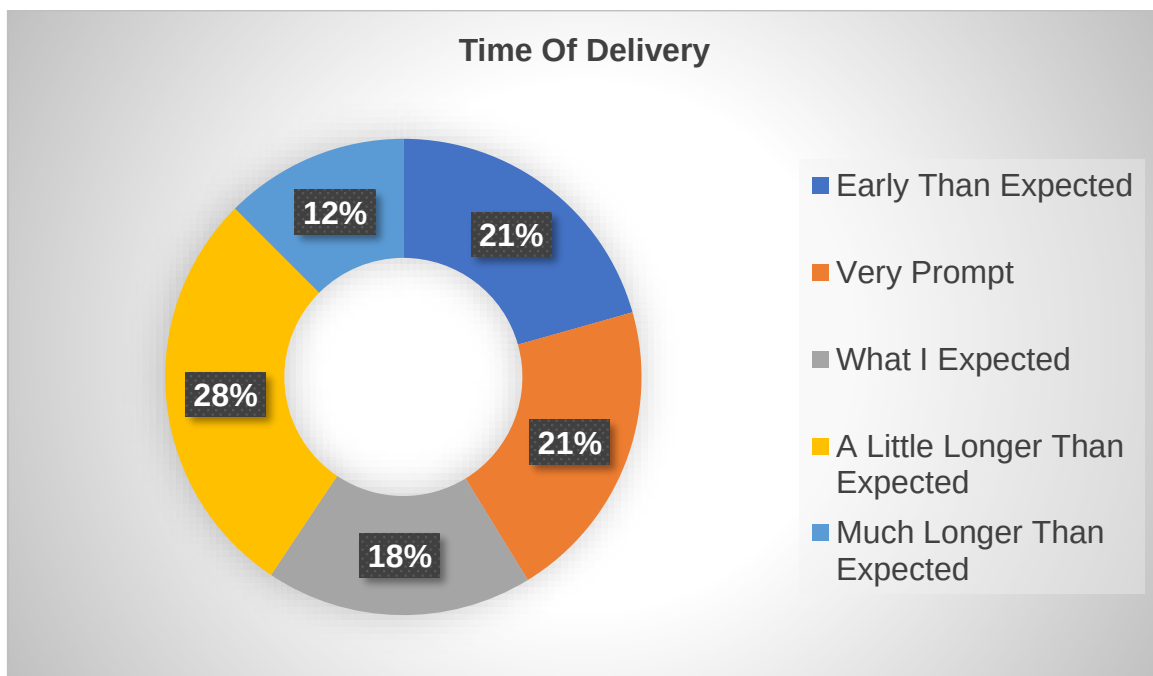
From the above table is interpreted that the number of respondents between **Excellent** is 14%, **Very Good** is 16%, **Good** is 23%, **Fair** is 26%, **Poor** is 21%.

**Inference:**

Majority of **(26%)** is respondents on **Fair**.

**Table 4.1.20 The Time Of Delivery Of Food In Online.**

| Option                        | No Of Responds | Percentage |
|-------------------------------|----------------|------------|
| Early Than Expected           | 33             | 21         |
| Very Prompt                   | 33             | 21         |
| What I Expected               | 29             | 18         |
| A Little Longer Than Expected | 45             | 28         |
| Much Longer Than I Expected   | 20             | 12         |
| Total                         | 160            | 100        |



**Chart 4.1.20 The Time Of Delivery Of Food In Online.**

**Interpretation:**

From the above table is interpreted that the number of respondents between **Early Than Expected** is 21%, **Very Prompt** is 21%, **What I Expected** is 18%, **A Little Longer Than Expected** is 28%, **Much Longer Than Expected** is 12%.

**Inference:**

Majority of (28%) is respondents on **A Little Longer Than Expected**.

## 4.2 Chi-Square Tests

H0: There is no association between gender and money spend in online food.

H1: There is association between gender and money spend in online food.

| <b>Gender * How much money do you spend on an average in online food delivery Crosstabulation</b> |        |                                                                   |                |                    |                    |       |
|---------------------------------------------------------------------------------------------------|--------|-------------------------------------------------------------------|----------------|--------------------|--------------------|-------|
| Count                                                                                             |        |                                                                   |                |                    |                    |       |
|                                                                                                   |        | How much money do you spend on an average in online food delivery |                |                    |                    | Total |
|                                                                                                   |        | less than Rs.1000                                                 | more than 3000 | Rs.1000 to Rs.2000 | Rs.2000 to Rs.3000 |       |
| Gender                                                                                            | Female | 20                                                                | 9              | 12                 | 27                 | 68    |
|                                                                                                   | Male   | 33                                                                | 12             | 29                 | 18                 | 92    |
| Total                                                                                             |        | 53                                                                | 21             | 41                 | 45                 | 160   |

| <b>Chi-Square Tests</b>                                                                |                    |    |                                   |
|----------------------------------------------------------------------------------------|--------------------|----|-----------------------------------|
|                                                                                        | Value              | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square                                                                     | 9.070 <sup>a</sup> | 3  | .028                              |
| Likelihood Ratio                                                                       | 9.116              | 3  | .028                              |
| Linear-by-Linear Association                                                           | 2.846              | 1  | .092                              |
| N of Valid Cases                                                                       | 160                |    |                                   |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.93. |                    |    |                                   |

Interpretation:

Since p value (0.028) is less than 0.05 at 5% level of significance we accept the alternative hypothesis (H1) & reject null hypothesis(H0). Hence, There is association between gender and money spend in online food.

| <b>Age * How much money do you spend on an average in online food delivery</b> |          |                                                                   |                |                    |                    |       |
|--------------------------------------------------------------------------------|----------|-------------------------------------------------------------------|----------------|--------------------|--------------------|-------|
| <b>Crosstabulation</b>                                                         |          |                                                                   |                |                    |                    |       |
| Count                                                                          |          |                                                                   |                |                    |                    |       |
|                                                                                |          | How much money do you spend on an average in online food delivery |                |                    |                    | Total |
|                                                                                |          | less than Rs.1000                                                 | more than 3000 | Rs.1000 to Rs.2000 | Rs.2000 to Rs.3000 |       |
| Age                                                                            | 18-24    | 19                                                                | 3              | 5                  | 6                  | 33    |
|                                                                                | 25-40    | 18                                                                | 10             | 20                 | 14                 | 62    |
|                                                                                | 40-50    | 13                                                                | 3              | 12                 | 17                 | 45    |
|                                                                                | above 50 | 3                                                                 | 5              | 4                  | 8                  | 20    |
| Total                                                                          |          | 53                                                                | 21             | 41                 | 45                 | 160   |

| <b>Chi-Square Tests</b>                                                                 |                     |    |                                   |
|-----------------------------------------------------------------------------------------|---------------------|----|-----------------------------------|
|                                                                                         | Value               | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square                                                                      | 19.985 <sup>a</sup> | 9  | .018                              |
| Likelihood Ratio                                                                        | 19.458              | 9  | .022                              |
| Linear-by-Linear Association                                                            | 9.099               | 1  | .003                              |
| N of Valid Cases                                                                        | 160                 |    |                                   |
| a. 2 cells (12.5%) have expected count less than 5. The minimum expected count is 2.63. |                     |    |                                   |

Interpretation:

Since p value (0.018) is less than 0.05 at 5% level of significance we accept the alternative hypothesis (H1) & reject null hypothesis(H0). Hence, There is association between age and money spend in online food.

| Annual_Income * How much money do you spend on an average in online food delivery Crosstabulation |                     |                                                                   |                |                    |                    |       |
|---------------------------------------------------------------------------------------------------|---------------------|-------------------------------------------------------------------|----------------|--------------------|--------------------|-------|
| Count                                                                                             |                     |                                                                   |                |                    |                    |       |
|                                                                                                   |                     | How much money do you spend on an average in online food delivery |                |                    |                    | Total |
|                                                                                                   |                     | less than Rs.1000                                                 | more than 3000 | Rs.1000 to Rs.2000 | Rs.2000 to Rs.3000 |       |
| Annual_Income                                                                                     | 3lakhs to 6 lakhs   | 11                                                                | 4              | 13                 | 8                  | 36    |
|                                                                                                   | 6 lakhs to 9 lakhs  | 11                                                                | 10             | 11                 | 17                 | 49    |
|                                                                                                   | 9 lakhs to 12 lakhs | 2                                                                 | 6              | 3                  | 4                  | 15    |
|                                                                                                   | less than 3 lakhs   | 29                                                                | 1              | 14                 | 16                 | 60    |
| Total                                                                                             |                     | 53                                                                | 21             | 41                 | 45                 | 160   |

| Chi-Square Tests             |                     |    |                                   |
|------------------------------|---------------------|----|-----------------------------------|
|                              | Value               | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square           | 27.369 <sup>a</sup> | 9  | .001                              |
| Likelihood Ratio             | 27.815              | 9  | .001                              |
| Linear-by-Linear Association | 1.587               | 1  | .208                              |
| N of Valid Cases             | 160                 |    |                                   |

a. 5 cells (31.3%) have expected count less than 5. The minimum expected count is 1.97.

Interpretation:

Since p value (0.001) is less than 0.05 at 5% level of significance we accept the alternative hypothesis (H1) & reject null hypothesis(H0). Hence, There is association between annual income and money spend in online food.

## CHAPTER-5

### 5.1 FINDINGS.

1. Majority of **(57%)** is respondents is **male**.
2. Majority of **(51%)** responded is **married**.
3. Majority of **(39%)** is respondents is **25-40**.
4. Majority of **(27%)** is respondents in **UG and PG**.
5. Majority of **(37%)** is respondents is **less than 3lakhs**.
6. Majority of **(43%)** is respondents is **employee**.
7. Majority of **(33%)** is respondents is **less than Rs.1000**
8. Majority of **(23%)** is respondents in **once in a week, twice in a week and thrice in a week**.
9. Majority of **(39%)** is respondents is **Rs.300 to Rs.600**.
10. Majority of **(144)** is respondents is **very frequently**.
11. Majority of **(142)** is respondents is **frequently**.
12. Majority of **(84)** is respondents is **neutral**.
13. Majority of **(77)** is respondents is **frequently**.
14. Majority of **(132)** is respondents is **strongly agree**.
15. Majority of **(116)** is respondents is **agree**.
16. Majority of **(74)** is respondents is **neutral**.
17. Majority of **(140)** is respondents is **strongly agree**.
18. Majority of **(31%)** is respondents on **Cash and Google Pay**.
19. Majority of **(26%)** is respondents on **Fair**.
20. Majority of **(28%)** is respondents on **A Little Longer Than Expected**.

### 5.2 SUGGESTION

Service quality is found to be the major predictor of customer satisfaction and brand loyalty. The service quality can be improved by selecting the right employees with the apt set of skills and knowledge. In order to attract better talents attractive salary package may be offered. In addition to that, continuous monitoring and training of employees is required to make them more competent and professional. Trained employees can guide and serve customers better. Therefore, the training content shall include topics such as safe and healthy food habits, the initiatives taken by the company to protect the health of consumers, etc. Perceived value is an important predictor of customer satisfaction. So the marketers should frame suitable pricing strategies like combo offer, discount etc to enhance the perceived value to further enhance the satisfaction of customers. Product quality is an important predictor of Customer Loyalty. In order to improve the quality of the food products the marketer may procure quality raw materials preferably from local farmers on contract basis. It will help the farmers to earn a regular income and also help the firm to fulfill its CSR initiatives. Such a step will also help to reduce the negative marketing among the public pointing out the health issues and exploitation by branded fast food restaurants. The findings of the study point out that increased usage of fast food increases BMI and consequent health problems. The marketers shall avoid unsafe food and educate the consumers about safe food habits according to age. Providing information about the measures adopted by the company to ensure the quality of food can address that consumers concern regarding the safety side of fast food. The study showed that majority of respondents are students. In order to create awareness among students, courses on healthy food habits may be introduced in school and college level curriculum. The imposition fat tax by the government of Kerala on junk foods is welcome initiative. Similar initiatives should be taken all state government to reduce the intake of unhealthy food by next generation. The government should ensure the quality of products through laboratory testing and setting standards by FSSAI. The restaurants using local and organic raw materials may be encouraged through duty cuts and offering awards and recognitions.

### **5.3 CONCLUSION**

After studied the customers' food review it is concluded that every system has its strengths and weakness. The purpose of this online food review system is basically to save the time of the customers especially when he/she has to invite people for any occasion. This study found that online food ordering is reasonably popular among the residents of chennai city. Nearly 160 percent of the respondents were aware of the food ordering. Customers between 31-35 years of age ordered more food and it was often ordered as they didn't want to cook especially during the weekends. Customers who evaluate service quality based on interactions with employees won't want to use self-service ordering. Similarly, customers who were uncomfortable with technology may be reluctant to try an electronic self-service site because they may be afraid of getting tangled up in the technology. This study has shown that perceived control and convenience are keys to customer use of online ordering which leads to higher satisfaction. My findings indicate that restaurant operators should focus on giving their customers higher levels of perceived control and convenience, since these are associated with a higher intent to use online ordering in the future. Young customers are more likely to use online, mobile or text ordering. Young customers place a greater value on convenience and speed than older users do. To conclude customers will appreciate not having to wait and other waiting customers may be motivated to try customer food reviews.

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## APPENDIX- 1

### QUESTIONNAIRE

1. Name : \_\_\_\_\_

2. Gender : a) Male b) Female

3. Marital status : a) Married b) Un married

4. Age : a)18\_24yrs b)28\_38yrs c)38\_48yrs d)48 and above

5. Educational qualification

a) SSLC b) HSC c) U.G d) P.G e) Diploma

6. Income(annual) ;

a) less than 3 lakhs b)3 lakhs to 6 lakhs c)6 lakhs to 9 lakhs

d) 9 lakhs to 12 lakhs

7. Profession;

a) Employee b) Businessmen c) student d) others

8. How much money do you spend on an average in online food delivery?

a) Less than Rs.1000 b) Rs.1000 to Rs.2000 c) Rs.2000 to Rs.3000 d) Rs.3000 to 4000 e) More than 1000

9. How frequently do you buy food online? ( on a weekly basis)

1.once in a week 2.twice in a week 3.thrice in a week 4.four times in a week

5. five time in a week 6.six times in a week 7.All seven days in a week

10. For how many members do you usually order food online

Self only    2 -4 members                      4-6 members                      more than 6 members

**11.How much you approximately spend on ordering food per time?**

a) Less than Rs. 300 150 b) Rs.300-Rs.600 c) Rs.600-Rs.900 d) Rs. 900 and above

**12. According to you how often the following type of customers use online food delivery apps?**

| Type of customer     | Very frequently | frequently | neutral | Not frequent | Highly not frequently |
|----------------------|-----------------|------------|---------|--------------|-----------------------|
| Students             |                 |            |         |              |                       |
| Working professional |                 |            |         |              |                       |
| Bachelors            |                 |            |         |              |                       |
| Senior citizens      |                 |            |         |              |                       |
| Women                |                 |            |         |              |                       |

**13.Tick all the apps you used for booking online food.**

|               |  |
|---------------|--|
| <b>Apps</b>   |  |
| <b>Zomato</b> |  |
| <b>Swiggy</b> |  |
|               |  |
|               |  |

**14. On what occasions you order food online**

|                                  | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|----------------------------------|----------------|-------|---------|----------|-------------------|
| Whenever I am not able to cook   |                |       |         |          |                   |
| For get together with my family  |                |       |         |          |                   |
| For get together with my friends |                |       |         |          |                   |
| While travelling                 |                |       |         |          |                   |

|                   |  |  |  |  |  |
|-------------------|--|--|--|--|--|
| Functions at home |  |  |  |  |  |
|-------------------|--|--|--|--|--|

**15. Which type of meal you typically order from online?**

|                          | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--------------------------|----------------|-------|---------|----------|-------------------|
| Breakfast                |                |       |         |          |                   |
| Lunch                    |                |       |         |          |                   |
| Snack and other eatables |                |       |         |          |                   |
| Dinner                   |                |       |         |          |                   |

**16. Which type of food you order from Zomato?**

**Vegetarian          non vegetarian          Both**

**17. What are the food you prefer to buy online?**

| List of food segments | Strongly Prefer | Prefer | Neutral | Not prefer | Highly not prefer |
|-----------------------|-----------------|--------|---------|------------|-------------------|
|                       |                 |        |         |            |                   |
|                       |                 |        |         |            |                   |
|                       |                 |        |         |            |                   |
|                       |                 |        |         |            |                   |
|                       |                 |        |         |            |                   |
|                       |                 |        |         |            |                   |
|                       |                 |        |         |            |                   |
|                       |                 |        |         |            |                   |

**18. How long does it take to deliver the ordered items with online ?**

**a) Less than 20mins          b)20 to 30mins          c)30 to 45mins          d)more than one hour**

**19. Are you satisfied with the delivery time for the online food orders you place ?**

a) Highly satisfied    b) Satisfied                      c) Neutral                      d) Dissatisfied

d) Highly Dissatisfied

**20. Are you satisfied with the delivery charges collected by the online food apps.**

a) Highly satisfied    b) Satisfied                      c) Neutral                      d) Dissatisfied

d) Highly Dissatisfied

**21. Which of the following features of online food booking websites attracts you most?**

|                                                   | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---------------------------------------------------|----------------|-------|---------|----------|-------------------|
| Design of the website                             |                |       |         |          |                   |
| Easy booking options                              |                |       |         |          |                   |
| Modes of payment                                  |                |       |         |          |                   |
| Secured payment services                          |                |       |         |          |                   |
| Customized Discounts and offers based on purchase |                |       |         |          |                   |
| Customer reviews on services offered              |                |       |         |          |                   |
| Food Varieties                                    |                |       |         |          |                   |
| Food available from various type of restaurants   |                |       |         |          |                   |
| Timely delivery                                   |                |       |         |          |                   |
| Good customer care                                |                |       |         |          |                   |

**22. How much does the following factors influences you to buy food online?**

| factors                    | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|----------------------------|----------------|-------|---------|----------|-------------------|
| Ease in availability       |                |       |         |          |                   |
| Quality of food            |                |       |         |          |                   |
| Time consumption           |                |       |         |          |                   |
| Price                      |                |       |         |          |                   |
| Discount and offers        |                |       |         |          |                   |
| Comfort                    |                |       |         |          |                   |
| Hygienic                   |                |       |         |          |                   |
| Convenience                |                |       |         |          |                   |
| Secured in Pandemic period |                |       |         |          |                   |

**23. What is the payment system you prefer for ordering food from online?**

- a) Cash      b) ATM Card      c) Credit Card      c) Google pay      d) phone pay
- e) Others mention \_\_\_\_\_

**24. Give you rating for the security maintained in the payment?**

Excellent      very good      Good      fair      poor

**25. Rank the time of delivery of food in the online? (rank 1to 5)**

| Variables                       | Rank |
|---------------------------------|------|
| Early than I expected           |      |
| Very prompt                     |      |
| About what I expected           |      |
| A little longer that I expected |      |
| Much longer than I expected     |      |