CUSTOMER'S PREFERENCE TOWARDS ONLINE FOOD DELIVERY SYSTEM

PROJECT REPORT SUBMITTED TO

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

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DATE: 31.03.2023

C E R T I F I C A T E

This is to certify that this project entitled "CUSTOMER'S PREFERENCE TOWARDS
ONLINE FOOD DELIVERY SYSTEMhas been prepared by ADARSH N.M, RONY JOSE
and SREDHA JOSHY under my supervision and guidance in partial fulfillment of the
requirements for the award of the Degree of Bachelor of Commerce of the Mahatma Gandhi
University. It has not previously formed the basis for the award of any Degree, Fellowship,
Associateship etc. They are allowed to submit this Project Report.

DR.NIMMY.A.GEORGE   **PONNY JOSEPH**

Assistant Professor   Head of the Department

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Thrikkakara, Kochi   Thrikkakara,Kochi

DECLARATION

We hereby declare that the project "CUSTOMER'S PREFERENCE TOWARDS ONLINE FOOD DELIVERY SYSTEM" is our original work and has not been submitted earlier to MG University or to any other Universities. We have undertaken this project work in partial fulfillment of the requirements of B.Com 2020-2023 in Bharata Mata College, Thrikkakara, Ernakulam affiliated to MG University, Kottayam.

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31.03.2023

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Above all, we are thankful to the GOD Almighty, for his race and timely & successful completion of our project.

ADARSH N M

RONY JOSE

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CHAPTER – 1

INTRODUCTION

INTRODUCTION

1.1 INTRODUCTION

In recent years, online food delivery services have become extremely popular in India. The idea of ordering food online has completely changed the food industry by enabling consumers to easily and conveniently purchase their preferred meals from the comfort of their homes. In addition to making ordering food easier, the online meal delivery system has given businesses and food vendors a platform to reach new audiences and grow their clientele.

With the emergence of numerous competitors and the availability of a wide range of cuisines to clients, the online food delivery market in India has experienced a tremendous expansion in recent years. Online food ordering has been popular among families, students, and working people due to its convenience. Online food delivery is now easier to use and more economical than ever owing to the rise in smartphone and internet usage.

In India, some of the renowned food delivery companies are Swiggy, Zomato, Uber Eats, Foodpanda, and Dominos. With only a few clicks and a quick delivery to their home, these platforms have made it feasible for people to purchase food from their preferred restaurants.

In India, the internet food delivery system has fundamentally changed how people order and consume. Customers now have a simple, easy method to enjoy their favourite meals, and it has given businesses new options.

1.2 STATEMENT OF THE PROBLEM

An extremely competitive market for food delivery services has been formed by the rising popularity of online food delivery systems. Despite the fact that these services are convenient and simple to use for customers, they also bring a number of difficulties for both diners and restaurants. The quality of the food and delivery service is one of the main issues, as customers may encounter delays, wrong orders, or poor food quality. Additionally, the hefty costs that online delivery platforms charge restaurants may result in higher food pricing for consumers, which may affect their enjoyment and loyalty. Data privacy and security is another issue, as clients could be reluctant to reveal personal information or financial information online. As third-party delivery services have grown in popularity, there is now more rivalry among drivers, which could mean longer wait times and poorer service. For the online meal delivery sector to continue to expand and be successful, it is essential to address these issues.

1.3 <u>OBJECTIVES OF THE STUDY</u>

- o To determine customer preference towards online food delivery systems.
- o To understand the satisfaction level of the customers towards the online food delivery system
- o To identify the problems faced by the customer while ordering food online.
- o To identify the behavioural pattern of the customers while ordering food online.

1.4 <u>SIGNIFICANCE OF THE STUDY</u>

In recent years, online food delivery services have grown in popularity, largely because of the convenience they provide. Consumers, businesses, researchers, and others are going to benefit from this study.

Businesses in the food and restaurant sector can use the knowledge learned by examining food delivery services on the Internet to enhance operations, broaden their client base, and boost income. When ordering food online, clients can make more informed choices if they are aware of the food delivery system. They can find the finest offers and discounts as well as the most appropriate platform and delivery method. The online food delivery system can be studied by academics and researchers to learn more about customer behaviour, market trends, and the effects of technology on the restaurant and food sector.

1.4 <u>SCOPE OF THE STUDY</u>

The study's territorial focus is only on Kochi, Kerala. Only responses from individuals who ordered food online were included in our study. The survey was finished in 3 months, from January to February. 100 individuals comprised the sample space.

1.6 RESEARCH METHODOLOGY OF THE STUDY

1.6.1 TOOLS FOR DATA COLLECTION

▪ PRIMARY DATA

Primary data is the information that is gathered for the first time, usually for study purposes, through personal experiences or other tangible proof. It is also known as raw data or first-hand information. The primary data for this research is collected through the questionnaire method.

▪ SECONDARY DATA

Secondary data is the information that has previously been gathered and documented by certain researchers for a specific reason. It is available in the form of information gathered from various sources, including government publications, censuses, internal records, books, journal articles, websites, and reports. The secondary data which is used in this research is collected through the Internet, articles, journals etc.

1.6.2 SAMPLING DESIGN

▪ SAMPLE SIZE

The sample size in statistics is a measurement of the total number of samples adopted in an experiment. The sample size for this study is 100, representing the number of respondents.

▪ SAMPLING TECHNIQUE

The process of researching a population involves acquiring data and analysing it, and this is known as a sample method or sampling technique.Convenient sampling is used for the study.

▪ STATISTICAL TOOL

The instruments used to apply statistical procedures are known as statistical tools. As they handle enormous data sets, statistical tools become crucial and facilitate data processing. Statistical tools like the percentage method and pie chart are used for analysing and interpreting the data in this research.

▪ SAMPLES

Samples are taken from the customers in Kochi, Kerala. Only responses from individuals who ordered food online were included in our study.

1.7 <u>LIMITATIONS OF THE STUDY</u>

- There was time constraint for survey completion.
- The respondents are reluctant to share the information.
- The accuracy of the study depends on the information given by the respondents.

1.8 <u>CHAPTERISATION</u>

- ## <u>CHAPTER 1</u>

The first chapter deals with the introduction to the topic of online food delivery system and their significance, statement of the problem, objectives, scope, methodology, and limitations.

- ## <u>CHAPTER 2</u>

The second chapter deals with the review of literature done by other researchers on food delivery systems and their effects on customers

- ## <u>CHAPTER 3</u>

The third chapter deal with the theoretical framework. It deals with different types, features, advantages, and disadvantages of online food delivery system.

- ## <u>CHAPTER 4</u>

The fourth chapter deals with the analysis and interpretation of data collected from individuals.

- ## <u>CHAPTER 5</u>

The fifth chapter deals with the finding and suggestions we made after the analysis and interpretation of the data.

CHAPTER – 2
REVIEW OF LITERATURE

LITERATURE REVIEW

A literature review is an overview of previously published works on a topic. The term can refer to a full scholarly paper or a section of a scholarly work such as a book, or an article. Either way, a literature review is supposed to provide the researcher/author and the audience with a general image of the existing knowledge on the topic under question. A good literature review can ensure that a proper research question has been asked and a proper theoretical framework and/or research methodology have been chosen. To be precise, a literature review serves to situate the current study within the body of the relevant literature and to provide context for the reader.

1. **Chandrasekhar, Gupta, Nanda (2019)** This study has shown that comprehending consumer decision-making requires a thorough comprehension of customer perception. In order to understand how online meal delivery businesses like Swiggy, Foodpanda, Zomato, etc. affect consumers, a study was conducted. The study only used first-hand information. It was decided to create a structured questionnaire with four sections: preference, dependability, consistency, and preferred choice. 169 people made up the sample. 84.5% of people responded. To evaluate the findings of the data gathered, the grey analysis approach was employed as a data analysis method. The outcome demonstrated that customers favour originality above standardity in terms of cost, calibre, and delivery. Zomato, Swiggy, or Foodpanda, among other online meal delivery providers, don't offer this option. The top ranking wasn't given to any of the online meal delivery businesses like Zomato, Swiggy, or Foodpanda. This study has provided a broad overview of what consumers believe, the uncertainties they face, and the dependability of the service. Complete details on the issues that consumers are having and solutions have been provided. The report helps to broaden our understanding of consumers from a managerial standpoint. Based on the study of consumer perception, it has assisted in studying many consumer-related characteristics, such as customer preference, reliability, and liking, adding uniqueness to this research.

2. **Koiri, Mukherjee, Dutta (2019)** In India today, the fast food business is expanding quickly. It is being improved and upgraded in accordance with Indian dietary standards. Apps and websites for ordering food online are being created to suit consumer expectations. It is important to understand what influences consumers' perceptions of online meal delivery apps due to changing dietary preferences and lifestyles. The current study reveals that, in comparison to the traditional paper-based ordering approach, online food delivery apps streamline the entire food ordering process. It streamlines the procedure and offers both customers and eateries a great deal of ease. Restaurants can better serve their patrons and meet their needs with the aid of this method. Restaurants can also use the online meal delivery applications to indirectly market to the general public. In addition, this article will outline the Guwahati internet food ordering environment because no prior research has been conducted in this field.

3. **Hong, Choi, Joung, Choi (2021)** In light of the growing popularity of online food delivery (OFD) services and the ongoing COVID-19 epidemic, this study looked at the factors that influence customers' intentions to utilise OFD services. To be more precise, Study 1 looked at how the pandemic affected the relationship between six predictors (perceived usefulness, perceived ease of use, price saving benefit, time saving benefit, perception of food safety risk, and trust) and OFD usage intention, and Study 2 expanded the model by including customer perceptions of COVID-19 (perceived severity and vulnerability during the pandemic). In Study 1, all predictors except for food safety risk perception significantly influenced the intention to use OFD, but COVID-19 had no moderating effect. While perceived severity and susceptibility in Study 2 had no discernible effect on the intention to use OFDs, it was discovered that the COVID-19 pandemic had altered the impacts of socio demographic characteristics. There are both theoretical and managerial implications given.

4. **Nayan, Hassan (2020)** In Malaysia and now globally, the meal delivery service business is expanding and has a significant prospective growth rate. Customers are requesting delivery of takeaway food alongside government policy in the Covid-19 pandemic as social distance becomes the new norm. This study used a quantitative approach to look at how satisfied Malaysian consumers were with online food delivery services. In order to analyse users' views and satisfaction, it will deal with consumer behaviour, demands, and user requirements. This will provide the best-indicated method to comprehend consumer stability. The public was given access to the survey online in order to complete this study. the creation of tools based on the System Usability Scale (SUS) guidelines, which are trustworthy methods for measuring and evaluating a wide range of goods and services. To suit the study's requirements, some modifications to fundamental instruments were made. The 150 to 200 respondents were given access to a comprehensive questionnaire in order to get their opinions on the Malaysian system for delivering culinary services. Only 153 respondents were included and taken into consideration for discussion and debate in this study after the data cleaning process. The major result of this study will be some comparisons and further discussion of user behaviour and satisfaction levels when utilising the online food services system. Because the system is simple to use and the delivery times are reasonable, the majority of respondents were generally pleased with the service offered by Food Panda Service and Grab Food Service.

5. **Janairo (2020)** One of the COVID-19 pandemic's hardest-hit industries is the restaurant sector. Numerous restaurants and food enterprises are experiencing financial difficulties as a result of the extended closures and falling patronage brought on by neighbourhood lockdowns. Demand for online meal delivery services has increased as a result of the requirement that people stay inside in order to stop the virus's spread. It is anticipated that the rising demand for this kind of meal service will drastically affect restaurant guests' eating habits, which could hasten the consumption of single-use plastics. In this essay, sustainability issues related to the use of plastic in online food delivery services are discussed, along with suggestions for how to resolve them. According to the proposed actions to be carried out, it would seem that online food delivery service providers are in a prime position to carry out potentially high-impact actions in a period of time that is relatively shorter than that of other stakeholders, such as consumers, restaurants, and governments. The fight for cleaner and more responsible consumption of plastics resulting from food deliveries will

therefore depend on encouraging greater accountability and actions from online meal delivery service providers.

6. **Panse, Sharma,Dorji (2019)** A complete association between customer attitudes towards online meal ordering is one of the key goals of this study. This study included quantitative research and primary data from online meal delivery platforms and customers who answered a questionnaire about their understanding, attitudes, requirements, and preferences for these services. The researchers in this report looked at the expansion of the food aggregator industry. Additionally, researchers have looked into these companies' business models and how they affect India's traditional restaurant industry.This study focuses on consumer behaviour towards the online food delivery services that are quickly altering the food retailing environment in India. Therefore, the study's main objective is to investigate what motivates consumer behaviour towards online meal delivery services. A complete association between customer attitudes towards online meal ordering is one of the key goals of this study. This study included quantitative research and primary data from online meal delivery platforms and customers who answered a questionnaire about their understanding, attitudes, requirements, and preferences for these services. The researchers in this report looked at the expansion of the food aggregator industry. Additionally, researchers have looked into these companies' business models and how they affect India's traditional restaurant industry.This study focuses on consumer behaviour towards the online food delivery services that are quickly altering the food retailing environment in India. Therefore, the study's main objective is to investigate what motivates consumer behaviour towards online meal delivery services.

7. **Jaroenwanit, Abbasi, Hongthong (2022)** This study intends to investigate how consumers' preferences for using online platforms for meal delivery in Thailand are influenced by relevant factors. It also looks on how customers behaved during the COVID-19 outbreak. A sample of 400 Thai consumers who ordered food online were questioned using a questionnaire. Three steps of statistical analysis were used to examine the collected data: confirmatory factor analysis, route analysis, and structural equation model analysis (SEM). During the COVID-19 pandemic, Thai customers used internet platforms for food delivery more and more. The study discovered additional factors that affected consumers' future use of online meal delivery platforms, including platform usability, costs for the food delivery service, offers or privileges, and payment security. The costs associated with using online food delivery platforms are the main deciding factor. Future studies can examine the function of online meal delivery platforms and how they are affected by them. Providers of online food delivery platforms should reduce their service rates, constantly run promotions, offer a variety of coupon codes, and develop games so that customers can win prizes. The suppliers of online food delivery platforms must grow consumer confidence, guarantee the security of payments, and improve the usability of their systems. By examining the relevance factor that affects consumers' desire for using online food delivery platforms—which is essential for the success of any online food delivery platform provider—this study adds to the growing body of literature on this topic.

8. **Yeo, Goh, Rezaei (2016)** Few researchers have focused on consumer experiences with online food delivery (OFD) services, while most prior study has focused on consumer views towards online services/retailing in general. This study aims to

investigate the structural relationship between customer attitude and behavioural intention towards OFD services, prior online purchase experience, post-usage usefulness, hedonic motivation, price-saving orientation, time-saving orientation, and convenience motivation. The paper suggests an integrative theoretical research model based on the Extended Model of IT Continuance and the Contingency Framework. 224 valid surveys were gathered using the partial least square (PLS) path modelling method to empirically validate the research model. The findings suggest that the presented hypotheses were correct, with the exception of the connection between previous online purchase history and utility after use. Limitations and practical implications are highlighted.

9. **Singh, Nair (2020)** Meals is a crucial source of survival, and the easiest and most practical way to get meals is online through a food delivery service. Nowadays, individuals prefer ordering food online than going out to eat, making the conventional dining out a thing of the past. This study's foundation is the shift in people towards online food delivery systems, and through it, we have concentrated on the factors that contribute most to this shift as well as whether people still prefer dining out, and if so, why. Ordering food online is as simple as opening a food delivery app and choosing the food you want.

10. **Sinha, Srivastava, Srivastava, Asthana (2021)** Customers have always cast their votes with their feet in the food industry. However, the pattern has quickly shifted as a result of technical advancements combined with the current COVID-19 pandemic. Technology has emerged as the sole hope for consumers who are confined to their homes. The popularity of these apps and the gullibility of the modern consumer are both indicated by the rise in the number of meal ordering app downloads. Due to their limited mobility, they can use these applications to pre-order food and have it brought right to their door or taken away. Therefore, it is essential that the app developer and the food service provider come up with ideas and create an app that can concentrate on the convenience of the user rather than forcing their design and interface on the user. This study is an innovative effort that primarily focuses on the relationship between customer satisfaction and app quality against this background. The interrelationship between service quality, client satisfaction, and their app-based loyalty has been investigated. Data were gathered using stratified random sampling. Customers who have used this app for ordering over the past year have provided a total of 380 usable pieces of information.

11. **M Ganeshwari (2022)** The Indian start-ups are discovering that eating is, in fact, their key to happiness. Today, there are far too many players vying for customers' hearts by practically eating them. For Indian start-ups, food technology is the craze right now. Contrary to popular belief, however, the issue is not IT but rather innovation in the meal experience offered to the customer using real food technology. The $15 billion Indian meal delivery sector is expected to develop at an exponential rate. India's market for food delivery services is becoming highly competitive. Businessmen have been aware of and interested in the growth of the online food

ordering and delivery market thanks to mobile apps. Numerous popular food hubs, like Swiggy, Uber EATS, Zomato, Food Panda, and other applications like them, are profitably feeding the world's population online. The study's goal is to identify what characteristics lead people to use meal delivery applications to buy food online. Chi-Square is used to examine the study's target. According to the poll, the majority of respondents (57.8%) agree that operating the appliance can be challenging. Thus, the online meal delivery service should come up with some suggestions for the users' convenience. The extremely elderly aren't prepared to change with the technology and trends in contemporary restaurant ordering methods. As a result, they should become more aware.

CHAPTER -3

THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK

3.1 ONLINE FOOD DELIVERY SYSTEM

A platform or service that allows users to order food from restaurants and have it delivered to a specific location is known as an online food delivery system. Customers can browse menus, choose the foods they want, place orders, and pay for the food with electronic payment methods using a website or mobile app that runs this system. Since the advent of mobile technology and the convenience of ordering food online from the comfort of one's home, the online food delivery system has grown in popularity. Customers can easily access a large range of food selections from various restaurants using the system without having to leave their houses or place of business.

Online food delivery systems come in a variety of sizes and types. Among them are:

Aggregators: These websites compile the menus of numerous restaurants, allowing customers to browse and order from a variety of choices.

Platforms for a single restaurant: These platforms let clients place orders directly from that restaurant's menu because they are both owned and operated by that restaurant.

Delivery services for meal kits: These businesses offer clients pre-portioned supplies and recipes so they can prepare meals at home.

Online food delivery services assist both customers and establishments in a number of ways. They provide clients with flexibility, convenience, and a larger variety of food selections. They give businesses a new stream of income and aid in growing their customer base. However, they also face a unique set of difficulties, such as problems with distribution and logistics, worries about food safety, and the requirement to uphold quality standards.

3.2 FEATURES OF THE ONLINE FOOD DELIVERY SYSTEM

Depending on the platform or service provider, a system for delivering food online may have different functionalities. However, the following are some typical characteristics that are provided:

User-friendly interface: Customers should be able to simply browse menus, conduct targeted searches for certain items, and place orders without difficulty thanks to a straightforward and intuitive user interface.

Restaurant listings: The platform ought to offer users a thorough list of restaurants that accept online orders. Information like the restaurant's name, cuisine, rankings, and reviews should be included on this list.

Menu listings: Each restaurant listed should have a complete menu that includes all of the options, prices, and pictures of the meals.

Ordering and payment system: The platform should have a reliable and fast system for ordering and paying that takes a variety of payment options, including credit cards, debit cards, and electronic wallets.

Real-time tracking: Real-time updates on orders' status, including confirmation of their placement, preparation, and delivery, should be given to clients by the system.

Delivery options: The system ought to offer clients a range of delivery alternatives, including delivery slots, delivery costs, and delivery tracking.

Ratings and reviews: Customers should be able to rate and review the restaurant and the delivery service based on their experiences. As a result, the platform can maintain its high standards of quality and enable other users to make educated judgements.

Customer support: The platform ought to have a structure in place for addressing any problems or worries that users might experience.

3.3 TYPES OF ONLINE FOOD DELIVERY SYSTEMS

The following are some of the platforms for online food delivery systems:

Uber Eats: Customers can order meals from nearby restaurants using the well-known food delivery service Uber Eats, and it will be delivered right to their door.

Grubhub: A website that offers meal delivery and pickup services in collaboration with restaurants in over 3,200 cities.

DoorDash: A company that delivers food to clients' homes by working with neighbourhood businesses.

Postmates: A delivery service that, in some locations, provides groceries and alcohol delivery along with food delivery.

Seamless: A food delivery business that works with neighbourhood eateries to provide online ordering and delivery in major cities.

Caviar: Caviar is a high-end food delivery service that connects with upscale eateries to deliver gourmet meals.

Deliveroo: A website that offers food delivery and pickup services in collaboration with restaurants in over 200 cities.

Zomato: A food delivery service that provides online ordering and delivery from nearby restaurants and is active in over 24 countries.

Swiggy: An Indian company that provides online ordering and delivery of meals from nearby restaurants.

Talabat: A Middle Eastern food delivery service that allows customers to order and have their cuisine delivered from nearby eateries online.

3.4 ADVANTAGES OF ONLINE FOOD DELIVERY SYSTEM

Systems for delivering food online have grown in popularity in recent years because of all the advantages they provide. The following are some benefits of online food delivery services:

Convenience: Online meal delivery services make it easy to order food from the comfort of your home or place of business. Without leaving their homes or places of business, customers may place orders for their favourite meals from their favourite eateries.

Numerous options: Online food delivery services give customers access to a huge selection of restaurants and cuisines. Customers may simply examine the menus, costs, and reviews of many restaurants to find the one that best meets their needs and price range.

Time-saving: Customers who use online food delivery services save the time they would have otherwise spent going to restaurants, standing in the queue and placing their orders. Customers may quickly purchase their meals online and have them delivered right to their door.

Accessibility: Online food delivery services are available around-the-clock, allowing clients to place orders whenever they want. Additionally, customers can follow the progress of their orders and receive information on their deliveries in real-time.

Discounts and promotions: Online food delivery services provide their consumers with savings opportunities through discounts, sales, and loyalty programmes. Additionally, customers have access to exclusive discounts and promotions for online purchases.

Contactless delivery: Due to the COVID-19 epidemic, online food delivery services provide this option to protect both customers and delivery staff. Due to this, clients now have a safer and more hygienic option in online food delivery services.

3.5 DISADVANTAGES OF ONLINE FOOD DELIVERY SYSTEM

Although online food delivery services have grown in popularity recently, there are a number of drawbacks to this system, including:

Delayed Delivery: One of the main drawbacks of online meal delivery is delivery delay, which can happen for a variety of reasons, including traffic jams, bad weather, or a busy restaurant. As a result, the food may be delivered cold or stale, which may degrade its quality.

Dependence on Technology: Online food delivery services rely largely on technology, and any problems with it, such as server breakdowns or system outages, may cause delays or even order cancellations.

Additional Fees: Online food delivery services frequently add on extra costs like delivery fees, service fees, and tips. These costs can mount up and drive up the overall cost of the food significantly compared to ordering and picking it up in person.

Limited Menu options: Some restaurants may not make their whole menu available for online ordering, which may restrict the options available to clients.

Lack of quality: Lack of control over the quality of the food being made and delivered when it comes to online food delivery can lead to inconsistent presentation and flavour.

Environmental Impact: Online meal delivery services have an impact on the environment since they increase packaging waste and delivery vehicle emissions.

Safety Concerns: Online food delivery raises additional security issues, such as the possibility of food contamination, allergen exposure, or food delivery theft.

CHAPTER – 4
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

The chapter contains a presentation and analysis of the data collected by the researcher during the data collection.

The frequency tables and pie charts show the findings as derived from the responses by respondents to the various questions contained in the questionnaire.
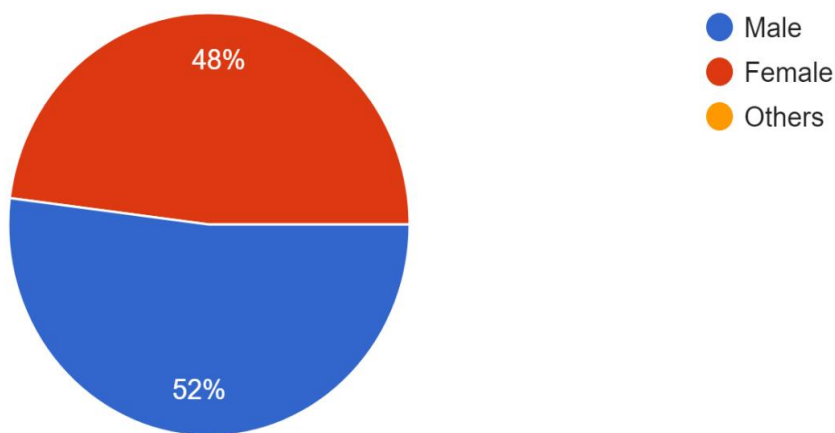
The purpose of this study was to assess and analyse customer preference towards online food delivery system. The data were collected through primary and secondary.

TABLE 4.1

GENDER OF RESPONDENTS

PARTICULARS	RESPONSES	PERCENTAGE
MALE	52	52%
FEMALE	48	48%
OTHERS	NIL	NIL
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.1

GENDER OF RESPONDENTS

INTERPRETATION:52% of the population is male and 48% is female. This shows that the majority of the population which uses online food delivery system is male.

TABLE 4.2

AGE OF RESPONDENTS

PARTICULARS	RESPONSES	PERCENTAGE
18-25	87	87%
26-35	2	2%
36-45	4	4%
46-55	3	3%
ABOVE 55	4	4%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.2

AGE OF RESPONDENTS
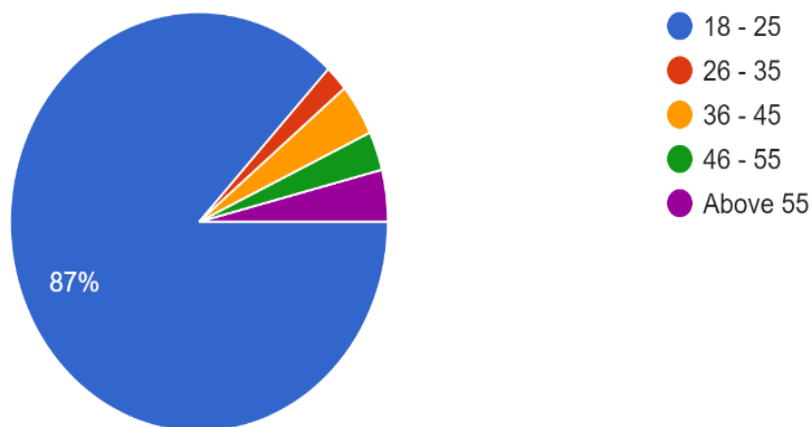
INTERPRETATION: The respondents' ages are displayed. 87% of the population is between the age of 18-25. 2% of people fall into the 26–35 age bracket. 4% of the population is between 36-45. 3% of the population is in the age group 46-55. 4% are over the age of 55. It is clear that the majority of the population are youngsters.

TABLE 4.3

OCCUPATION OF RESPONDENTS

PARTICULARS	RESPONSE	PERCENTAGE
STUDENT	81	81%
GOVERNMENT EMPLOYEE	4	4%
UNEMPLOYED	3	3%
OTHERS	12	12%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.3

OCCUPATION OF RESPONDENTS
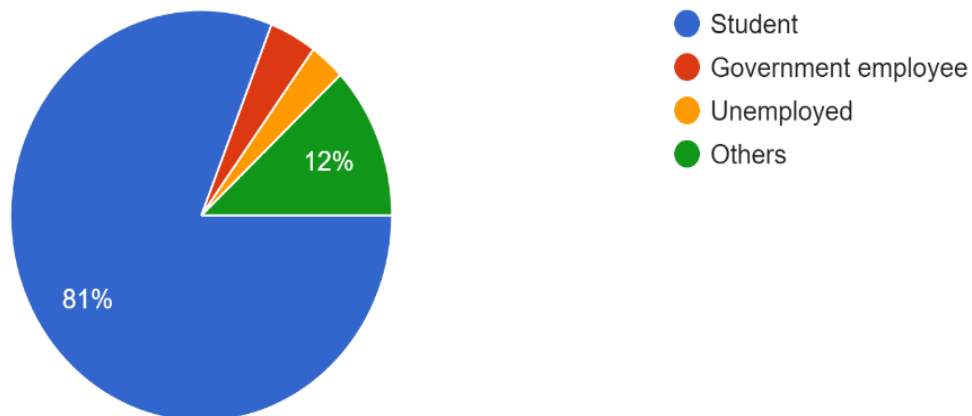
INTERPRETATION: This graph displays the respondents' occupations. The majority of individuals fall under the group of students which is 81%. 4% of the population are government employees, 3% are unemployed, and 12% belong to the category of others. Nowadays, students more frequently shop online than elderly people.

TABLE 4.4

INCOME OF RESPONDENTS

PARTICULARS	RESPONSES	PERCENTAGE
NIL	77	77%
BELOW 10000	4	4%
10000-50000	13	13%
ABOVE 50000	6	6%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.4

INCOME OF RESPONDENTS
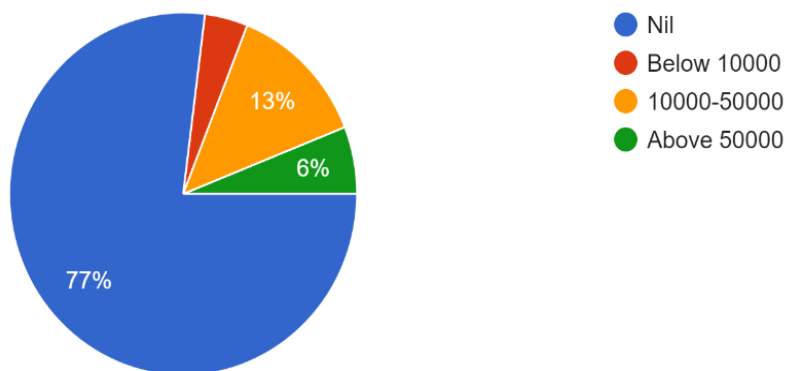
INTERPRETATION: The chart shows the income of respondents. 77% of the population have no income, 4% have income below 10000, 13% have income between 10000 – 50000, and 6% have an income above 50000. The survey found that respondents who have no income prefer online food delivery system.

TABLE 4.5

PREFERRED APP FOR FOOD ORDERING

PARTICULARS	RESPONSES	PERCENTAGE
ZWIGGY	62	62%
ZOMATO	29	29%
OTHER	9	9%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.5

PREFERRED APP FOR FOOD ORDERING
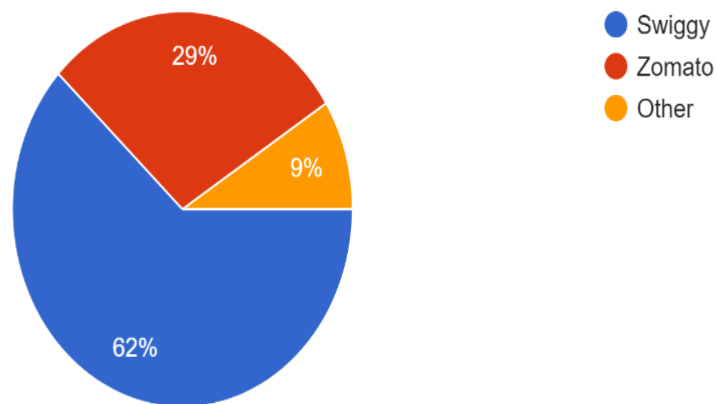
INTERPRETATION: This chart shows the preferred apps for ordering food online. Majority of the respondents use Swiggy which is 62%. 29% are using Zomato and 9% are using other apps for ordering food.

TABLE 4.6

FREQUENCY OF ORDERING

PARTICULARS	RESPONSES	PERCENTAGE
DAILY	2	2%
ONCE IN A WEEK	5	5%
MONTHLY	21	21%
OCCASIONALLY	72	72%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.6

FREQUENCY OF ORDERING
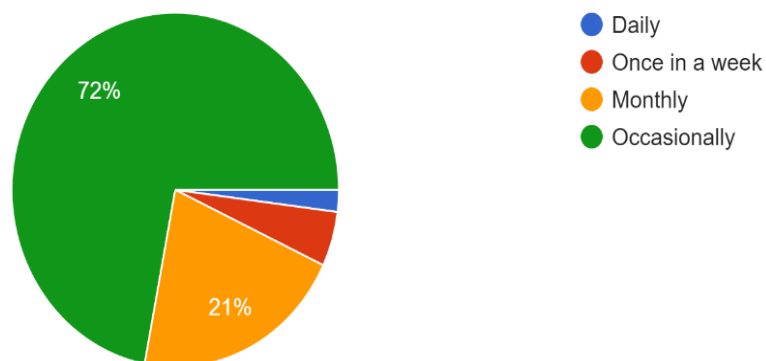
INTERPRETATION: This chart shows how often the respondents order food online. Majority of the people order food occasionally which is 72%. 21% order food monthly, 5% order food once in a week and 2% order food daily. It is assumed that the respondents prefer homemade food than ordering it online.
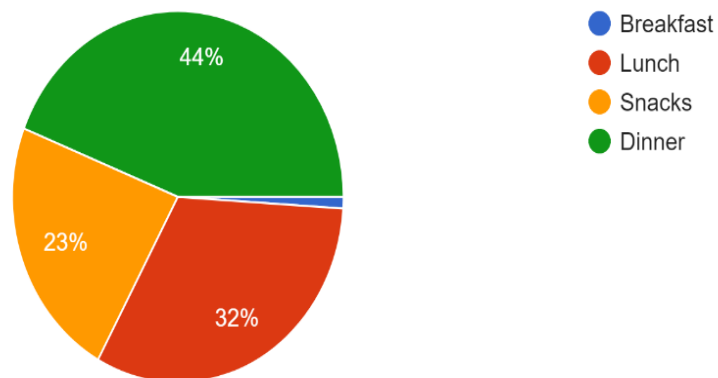
TABLE 4.7

PREFERRED MEAL

PARTICULARS	RESPONSES	PERCENTAGE
BREAKFAST	1	1%
LUNCH	32	32%
SNACKS	23	23%
DINNER	44	44%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.7

PREFERRED MEAL

INTERPRETATION: This chart shows which type of meal is preferred by the customers. The survey reveals that 44% of the respondents prefer ordering food for dinner. 32% of the respondents prefer ordering food for lunch, 23% for snacks, and 1% for breakfast. This states that most of the respondents find it convenient to order food online for dinner rather than cooking.

TABLE 4.8

MODE OF ORDERING

PARTICULARS	RESPONSES	PERCENTAGE
OVER THE MOBILE APP	97	97%
OVER THE WEB BROWSER	3	3%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.8

MODE OF ORDERING
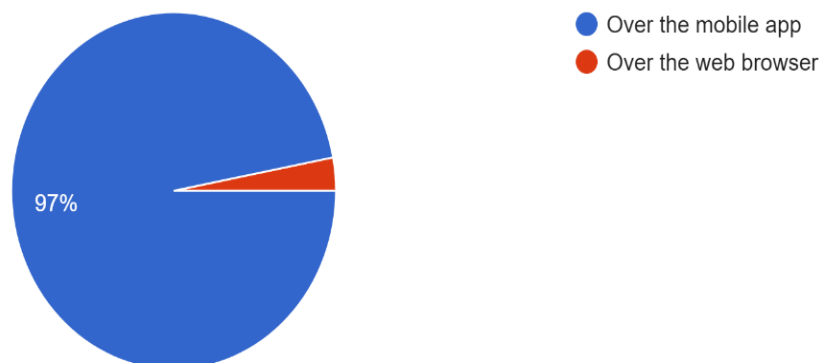
INTERPRETATION: This chart shows the preferred mode of ordering food online. The majority of the respondents are using mobile apps for food ordering which is 97% and 3% are using web browsers.Thus people find it more convenient to order through apps than web browser.

TABLE 4.9

MOST PREFFERED TYPE OF FOOD

PARTICULARS	RESPONSES	PERCENTAGE
HOMELY FOOD	23	23%
FAST FOOD	50	50%
JUNK FOOD	20	20%
OTHERS	7	7%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.9

MOST PREFFERED TYPE OF FOOD
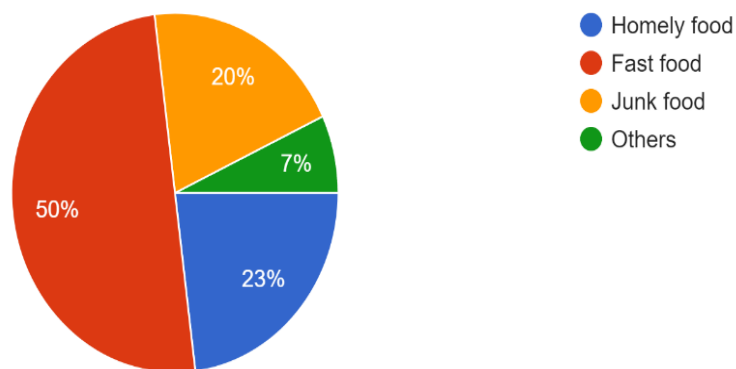
INTERPRETATION: This chart shows the type of food which the customers prefer the most. This survey reveals that 50% of people are preferring fast food. 23% prefer homely food, 20% prefer junk food, and 7% prefer other type of food. In today's world, the majority of people prefer fast food.

TABLE 4.10

INFLUENCING FACTORS FOR FOOD ORDERING

PARTICULARS	RESPONSES	PERCENTAGE
FASTER DELIVERY	21	21%
CONVENIENCE	29	29%
TIME-SAVING	9	9%
MONEY SAVING	2	2%
ALL OF THE ABOVE	39	39%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

## FIGURE 4.10

INFLUENCING FACTORS FOR FOOD ORDERING
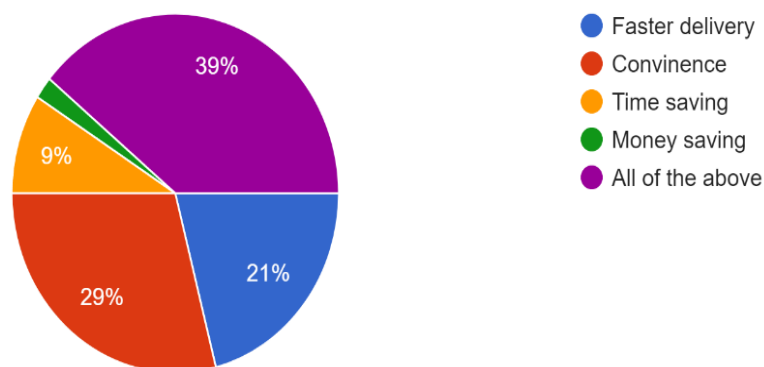
INTERPRETATION: This chart shows the influencing factor for food ordering. 2% of the respondents prefer money saving, 9% prefer time saving, 21% prefer faster delivery, 29% prefer convenience and 39% of the respondents prefer all of these options.

TABLE 4.11

MONEY SPENT ON BUYING FOOD

PARTICULARS	RESPONSES	PERCENTAGE
BELOW 500	49	49%
500 - 999	38	38%
1000 - 5000	12	12%
ABOVE 5000	1	1%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.11

MONEY SPENT ON BUYING FOOD
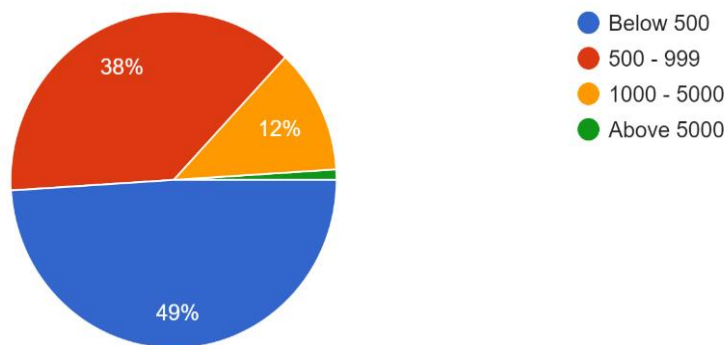
INTERPRETATION: This chart shows how much money is willing to spend by the consumers per month for buying food through the apps. Among respondents, 49% spent less than 500 rupees per month on food. 38% spend 500-999 rupees per month, 12% spends 1000-5000 and 1% spends above 5000.

TABLE 4.12

METHOD OF PAYMENT WHILE ORDERING FOOD

PARTICULARS	RESPONSES	PERCENTAGE
CASH ON DELIVERY	52	52%
CREDIT CARD	2	2%
DEBIT CARD	2	2%
NET BANKING	4	4%
UPI	40	40%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.12

METHOD OF PAYMENT WHILE ORDERING FOOD
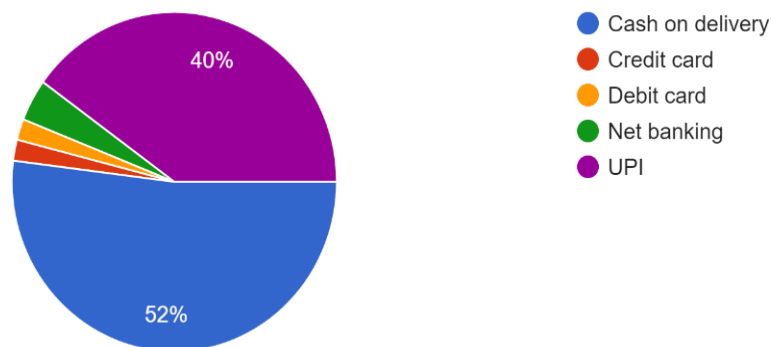
**INTERPRETATION:**This chart reveals which payment method is used by respondents while ordering food online.Majority of the respondents prefer cash on delivery over other online modes of payment which is 52%, 40% prefer UPI, 4% prefer net banking, 2% prefer a credit card and 2% prefer debit card. In this study, we can understand that the majority of respondents prefer physical payment than digital payment.

TABLE 4.13

DIFFICULTIES FACED BY ORDERING FOOD ONLINE

PARTICULARS	RESPONSES	PERCENTAGE
DELAYED DELIVERY	25	25%
HIGH DELIVERY CHARGE	52	52%
INACCURATE STATUS OF ORDERD FOOD	12	12%
POOR QUALITY OF FOOD	10	10%
INDECENT BEHAVIOUR OF DELIVERY BOY	1	1%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.13

DIFFICULTIES FACED BY ORDERING FOOD ONLINE

● Delayed delivery
● High delivery charge
● Inaccurate status of orderd food
● Poor quality of food
● Indecent behaviour of delivery boy
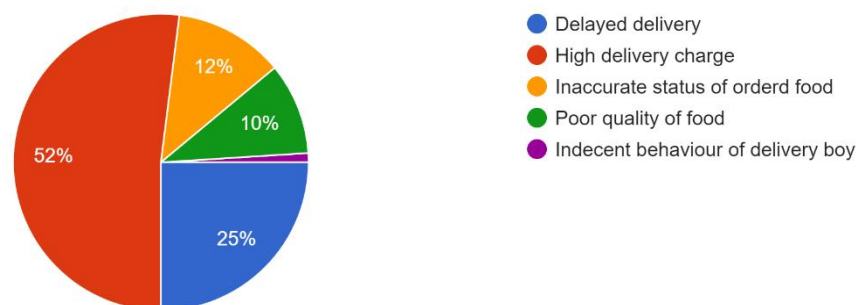
INTERPRETATION: This study shows the major difficulty faced by respondents while ordering food online. 52% of the respondents face the difficulty of the high delivery charge, 25% face delayed delivery, 12% face inaccurate status of ordered food, 10% face poor quality of food and 1% face indecent behaviour of delivery boy.

TABLE 4.14

SOURCE OF INFORMATION

PARTICULARS	RESPONSES	PERCENTAGE
FRIENDS/FAMILY	27	27%
T.V	1	1%
NEWSPAPER OR MAGAZINE	2	2%
SOCIAL MEDIA	61	61%
OTHER	9	9%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.14

SOURCE OF INFORMATION
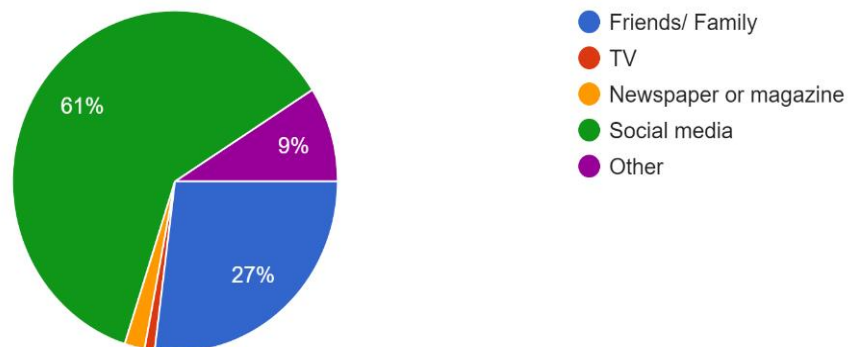
INTERPRETATION: This chart reveals the source of information of respondents about the online delivery system. 61% of the population get information from social media, followed by 27% from friends/ family, 2% from newspaper or magazines, 1%, from T.V and 9% from other sources.

TABLE 4.15

USAGE OF COUPONS PROVIDED BY OTHER APPS

PARTICULARS	RESPONSES	PERCENTAGE
ALWAYS	24	24%
SOMETIMES	58	58%
NEVER	18	18%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.15

USAGE OF COUPONS PROVIDED BY OTHER APPS
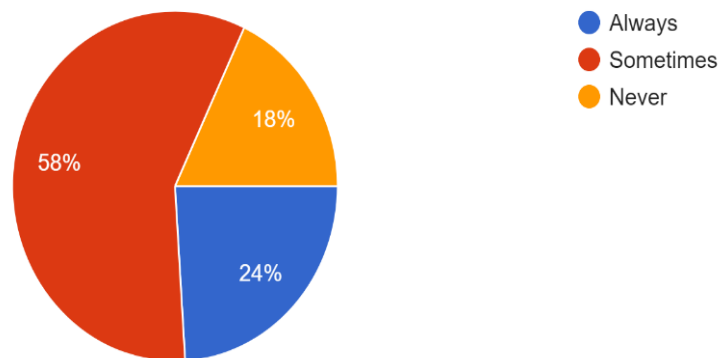
INTERPRETATION: This chart reveals the use of discount coupons provided by the apps like google pay, phone pe, Paytm, etc. 58% of the respondents sometimes use discount coupons provided by other apps. 24% of the respondents always use the coupons provided by the apps and the remaining 18% have never used these discount coupons.

TABLE 4.16

BEHAVIOUR OF DELIVERY AGENTS

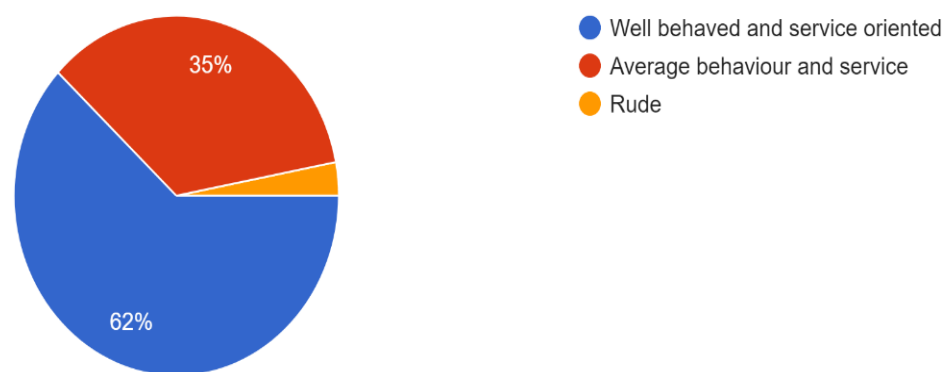| PARTICULARS	RESPONSES	PERCENTAGE
WELL-BEHAVED AND SERVICE-ORIENTED	62	62%
AVERAGE BEHAVIOUR AND SERVICE	35	35%
RUDE	3	3%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.16

BEHAVIOUR OF DELIVERY AGENTS

**INTERPRETATION:**This chart shows the satisfaction level of customerswith the behaviour of delivery agents. 62% of the respondents have the opinion that the delivery agents are well-behaved and service-oriented. 35% of the respondents have the opinion that the delivery boy is average behaviour and service-orientedThe remaining 3% of the respondents have the opinion that the delivery boy is rude.

TABLE 4.17

REDRESSAL OF COMPLAINTS

PARTICULARS	RESPONSES	PERCENTAGE
STRONGLY DISAGREE	7	7%
DISAGREE	4	4%
NEUTRAL	64	64%
AGREE	24	24%
STRONGLY AGREE	1	1%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.17

REDRESSAL OF COMPLAINTS
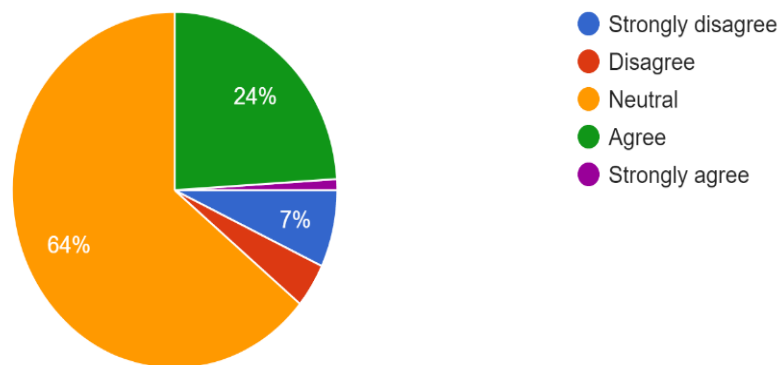
**INTERPRETATION:**This chart reveals the opinion of the respondents about the statement "online food delivery system provides fast redressal for the complaints of customers". 64% of the respondents have a neutral opinion about this statement. 24% of the respondents agreed with the statement, 7% have strongly disagreed, 4% of the respondents have disagreed and the remaining 1% strongly agree with the statement.

TABLE 4.18

FEEDBACK

PARTICULARS	RESPONSES	PERCENTAGE
ONLY WHEN THE FOOD IS GOOD	20	20%
ONLY WHEN THE DELIVERY IS LATE	4	4%
WHENEVER I FEEL LIKE GIVING FEEDBACK	52	52%
I NEVER GIVE ANY KIND OF FEEDBACK	24	24%
TOTAL	100	100%

(SOURCE: PRIMARY DATA

FIGURE 4.18

FEEDBACK

- Only when the food is good
- Only when the delivery is late
- Whenever i feel like giving feedback
- I never give any kind of feedback
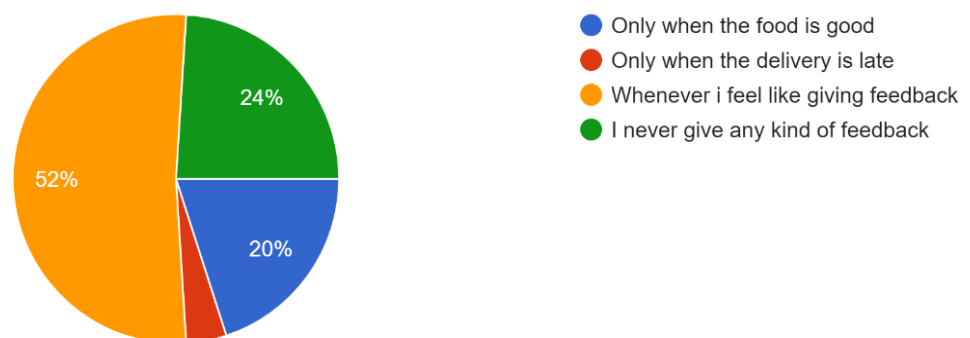
INTERPRETATION: This chart shows the feedback of the respondents to the app. 52% of the respondents give feedback whenever they like. 24% of the respondents never give any kind of feedback. 20% of the respondents give feedback when the food is good. 4% of the respondents give feedback when the delivery is late.

TABLE 4.19

RECOMMENDATION

PARTICULARS	RESPONSES	PERCENTAGE
YES	80	80%
NO	20	20%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.19

RECOMMENDATION
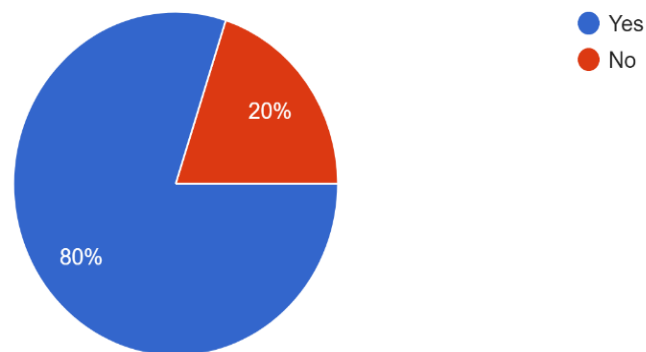
INTERPRETATION: This chart reveals the recommendation level of customers to buy food online. 80% of the respondents recommend others to buy food online and the remaining 20% did not recommend.

TABLE 4.20

PREFERENCE FOR ONLINE FOOD DELIVERY

PARTICULARS	RESPONSES	PERCENTAGE
STRONGLY DISAGREE	15	15%
DISAGREE	18	18%
NEUTRALLY	53	53%
AGREE	13	13%
STRONGLY AGREE	1	1%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.20

PREFERENCE FOR ONLINE FOOD DELIVERY

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree
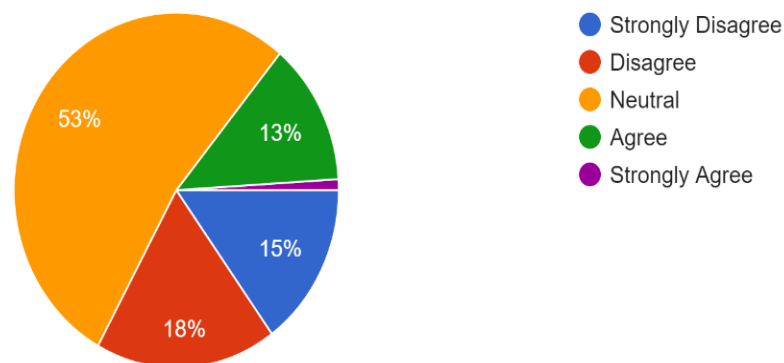
INTERPRETATION: This chart reveals the preference of customers of ordering food online than directly purchasing it from shop. 53% of the respondents have neutral opinion about the statement. 18% of the respondents disagree with the statement, 15 % of the respondents strongly disagree, 13% of the respondents agree and the remaining 1% strongly agree the statement.

TABLE 4.21

SATISFACTION LEVEL

PARTICULARS	RESPONSES	PERCENTAGE
STRONGLY DISAGREE	5	5%
DISAGREE	NIL	NIL
NEUTRALLY	44	44%
AGREE	47	47%
STRONGLY AGREE	4	4%
TOTAL	100	100%

(SOURCE: PRIMARY DATA)

FIGURE 4.21

SATISFACTION LEVEL
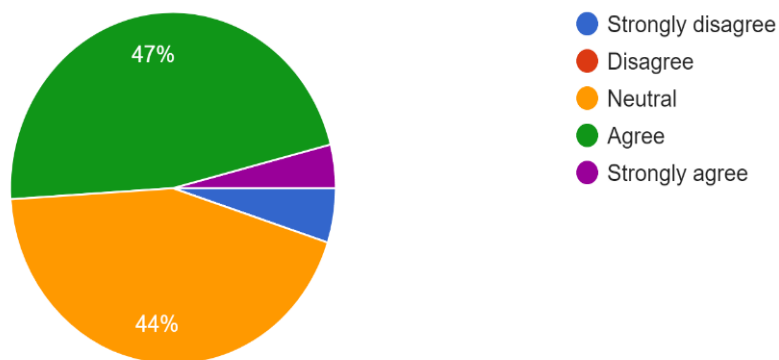
INTERPRETATION: This chart reveals the satisfaction level with the service provided by the online food delivery apps. 47% of the respondents agree with the statement, 44% have a neutral opinion, 5% strongly disagree and 4% strongly agree with the statement. No one have disagreed with the statement.

CHAPTER-5

FINDINGS, SUGGESTIONS & CONCLUSIONS

FINDINGS

 For the purpose of the research, 100 sample responses were precisely chosen. A questionnaire-based approach was used to gather the data. Tools like tables, percentages, and pie charts are used to measure and assess the information gathered. The analysis produced the following results.

- From the collected data on gender proportion 52% are male and 48% are female.This proves that male customers are using online food delivery system than that of females these days.

- People in the age group between 18-25 have responded the most which is 87%,followed by 36-45 age group with 4%,above 55 age group with 4%,46-55 age group with 3%, and 26-35 it is 2%.This is because the major part of the population which uses these facilities are youngsters and they are the targeted ones.

- Online food ordering is mostly preferred by students whichconstitutesup to 81%. 4% constitutes government employees, 3% of the sample is unemployed and 12% belongs to other categories Nowadays most youngsters use online platforms as compared to others, as they have good knowledge about technology.

- 77% of the total number of respondents belongs to the nil income categories. 13% of the respondents are inthe monthly income category of 10000-50000.Followed by 6% of respondents in the category of above 50000 and 4% of the respondents belongs to the category below 10000. This information demonstrates that the majority of customers are either students or do not have stable employment.

- The online food ordering app which is most preferable for the customers/respondents is Swiggy with 62% followed by Zomato with 29%. The rest 9% constitute other apps.This may be due to the quality of service provided by Swiggy when compared with other apps.

- The routine of food ordering shows that the customer order food occasionally with 72% responses. Customer response to the monthly category is 21%. 5% of respondents belonged to the once-a-week category, and the remaining 2% belonged to the daily category. This is due to their level of income and living conditions.

- The type of meal which is mainly preferred by the respondents was dinner 44% followed by lunch 32% and snacks 23%. The rest 1% preferred breakfast. It may be because people find it more helpful to order dinner online after their long duty hours which helps them to ease their work once they get back home.

- 97% of the respondents preferred to order food over the mobile apps and 3% preferred to order over the web browser. This is due to the fact that the application provides instant support than the website, and the current applications are user-friendlywhere people can understand the method of ordering easily.

- The most preferred kind of foodis fast food with 50% followed by homely food 23%.20% of the respondents prefer junk food and the rest 7% prefer other types of food. Mostly people order food from where they have various options. Most of the restaurants provide numerous varieties and quality food products for attracting different levels of customers.

- The influencing factor for ordering food through the online app is convenience for 29% of respondents.21% of the respondents chose faster delivery as an option.9% chose time-saving,2% chose money-saving as an option.39% of the respondents agreed with all the above factors. This shows that online food delivery companies offer a wide range of high-quality services to their customers, influencing them to buy food through these apps.

- 49% of the respondents belong to the category below 500 in the study of money spend for buying food online.38% belong to the category 500-999,12% belong to 1000-5000 and 1% of the respondents belong to the category above 5000.This shows that restaurants provide good quality foods to their customers for different and variable price ranges.

- The collected data on the payment method for ordering food online shows that 52% of the respondents use cash on delivery system while ordering food whereas 40% are using UPI payment.Net banking facilities are used by 4% of the respondents, 2% of the respondents use the credit card and debit card respectively. This analysis shows that cash on delivery is the most opted option as this makes them tension free in this modern world.

- The difficulties encountered while ordering food online shows that 52% of the respondents face the difficulty of high delivery charges,25% have the difficulty of delayed delivery,12% have the difficulty of inaccurate status of ordered food,10% have difficulty with poor quality of food and 1% have indecent behaviour of delivery boy. These may occur because of the long distance from restaurants and network issues.

- 61% of the respondents came to know about these apps through social media.27% knew about these apps from family/friends,2% from newspapers or magazines,1% from TV, and 9% from other sources. It reveals that social media provides various online promotional opportunities for the online delivery system.

- The collected data shows that 58% of the respondents sometimes use discount coupons.24% always use and the remaining 18% never use these discount coupons. The online food delivery system provides various money-saving facilities to the customers and the majority of them use these facilities.

- The data reveals that 62% of the respondents have the opinion that the delivery boy is well-behaved and service-oriented.35% have the opinion that delivery boy has average behaviour and service and the remaining 3% have the opinion that they have rude character. It shows that most delivery agents have good behaviour towards the customers.

- 64% of the respondents have neutral opinion about the statement of "online food deliverysystem provides fast redressal for the complaints of customers".24% agree to the statement,7% strongly disagree with the statement,4% disagree with the statement and 1% strongly agree to the statement. It shows that online food deliver system provides good and fast redressal for the complaints of the customers.

- 52% of the respondents give feedback whenever they feel to give.24% never give any kind of feedback,20% give feedback when the food is good and the remaining 4% give feedback when the delivery is late. This shows that most of the respondents have no importance regarding the feedback system.

- 80% of the respondents recommend others to buy food online and the remaining 20% do not recommend.It reveals that majority people prefer online food delivery system.

- 53% have neutral opinion about the statement "I prefer online food delivery system than directly purchasing from shop".18% had disagreed with the statement, 15% had strongly disagreed, 13% had agreed and the remaining 1% had strongly agreedwith the statement. It shows that most of the people preferer directly purchasing from shop than purchasing food online.This may be because they have less trust on online food delivery system.

- 47% of the respondents agree with the statement" I am satisfied by the service provided by the online food delivery apps".44% have neutral opinion,5% had strongly disagreed and 4% had strongly agreed the statemenIt shows that majority of the respondents are satisfied by the services of the online food delivery system.

SUGGESTIONS

Online orders are acceptable, but they should be properly maintained in terms of quantity and quality.

Ensure that your staff have received the necessary training in providing quality telephone customer care to ensure clear communication. Teach them to gently double-check the order to make sure it is accurate.

To make food available at a reasonable price, the high delivery fee that is charged while delivering must be reduced.

Customers experience the problem of delayed delivery, which must be taken into account to guarantee customer happiness.

Customers encounter many difficulties because the website is slow; therefore, restaurant managers need to be familiar with various strategies to process orders efficiently.

Improvement must be made in order to track the orders once they are dispatched. It helps you to register the dispatch time, tracks your delivery staff, and analyzes the time it takes for orders to get delivered.

Efforts should be taken in order to avail the facilities of an online food delivery system to all customers who are distributed over a wide geographic area and that it reaches rural areas as well.

<u>CONCLUSION</u>

The purpose of the study was to examine customer happiness, service quality, and overall customer preference for online food delivery systems. There were 100 participants in the study, and a structured mailed questionnaire was the method of data collection. Primary and secondary data are the two types of data used in this.

People's lives have become much simpler and easier, thanks to online food delivery services, which allow them to save a lot of time and effort. With the growth of these services, ordering food from your preferred restaurant is now possible anytime, anywhere, and there is no need to call restaurants for placing orders. On the basis of responses from the customers, it is concluded that respondents prefer to buy food directly from shops rather than purchasing it online. Customers who have ordered food through these apps are satisfied with the services provided by these companies. The major problems faced by the customer while ordering food online are high delivery charges & delayed delivery. Overall, the customers have a positive attitude towards online food delivery system.

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ANNEXURE

QUESTIONNAIRE

Madam/sir,

We the students of Bharata Mata College, Thrikkakara engaged in a dissertation on" study on customer preference towards online food delivery system". We request your kind response in this regard by filling up this questionnaire. We assure you that the data collected will be kept confidential and used only for academic purposes.

Name*

     Your answer

1. Gender*

- o Male
- o Female
- o Others

2. Age*

- o 18-25
- o 26-35
- o 36-45
- o 46-55
- o Above 55

3. Occupation*

- o Student
- o Government employee
- o Unemployed
- o Others

4. Income (monthly)*

- o Nil
- o Below 10000
- o 10000-50000
- o Above 50000

5. Which app do you prefer the most for online food ordering? *

   o   Swiggy
   o   Zomato
   o   Other

6. How often do you order food through these apps? *

   o   Daily
   o   Once in a week
   o   Monthly
   o   Occasionally

7. Which meal do you typically order food from online? *

   o   Breakfast
   o   Lunch
   o   Snacks
   o   Dinner

8. In general how do you prefer to order food through online? *

   o   Over the mobile app
   o   Over the web browser

9. Which type of food do you prefer the most for ordering food online? *

   o   Homely food
   o   Fast food
   o   Junk food
   o   Others

10. Which of the following factor influence u the most to order food through online app? *

   o   Faster delivery
   o   Convenience
   o   Time-saving
   o   Money saving
   o   All of the above

11. How much money do you spend on buying food per month? *

   o   Below 500
   o   500-999
   o   1000-5000
   o   Above 5000

12. Which method of payment do you prefer while ordering food online? *

   o   Cash on delivery
   o   Credit card
   o   Debit card
   o   Net banking
   o   UPI

13. What is the major difficulty you face while ordering food online? *

   o   Delayed delivery
   o   High delivery charge
   o   Inaccurate status of ordered food
   o   Poor quality of food
   o   Indecent behaviour of the delivery boy

14. How did you come to know about these apps? *

   o   Friends/family
   o   TV
   o   Newspaper or magazine
   o   Social media
   o   Other

15. Do you use discount coupons provided by other apps (google pay, phone pe, Paytm, etc…) for ordering food online? *

   o   Always
   o   Sometimes
   o   Never

16. What is your most common experience with the delivery boy? *

- ○ Well-behaved and service-oriented
- ○ Average behaviour and service
- ○ Rude

17. Online food delivery system provides fast redressal for the complaints of customers. *

- ○ Strongly disagree
- ○ disagree
- ○ neutral
- ○ agree
- ○ strongly agree

18. When did you give feedback to the app? *

- ○ Only when the food is good
- ○ Only when the delivery is late
- ○ Whenever I feel like giving feedback
- ○ I never give any kind of feedback

19. Would you recommend others to buy food online? *

- ○ Yes
- ○ No

20. I prefer online food delivery system than directly purchasing food from shop. *

- ○ Strongly disagree
- ○ disagree
- ○ neutral
- ○ agree
- ○ strongly agree

21. I am satisfied by the service provided by the online food delivery apps. *

- ○ Strongly disagree
- ○ disagree
- ○ neutral
- ○ agree
- ○ strongly agree