"A STUDY ON PREFERENCE OF ONLINE FOOD LIFESTYLE"

Dissertation submitted to

MAHATMA GHANDHI UNIVERSITY, KOTTAYAM

In partial fulfilment of requirement for the

Degree of Bachelor of Commerce (Travel & Tourism)

Submitted by

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BONAFIDE CERTIFICATE

This is to certify that the project **"A STUDY ON PREFERENCE OF ONLINE FOOD LIFESTYLE"** is a work done by **TIBIN BIJU (200021065340), TK MOHAMMED THANVEER (200021065339), MUHAMMED SAMEER (200021065327),** in partial fulfilment of the requirement for the degree of **Bachelor of Commerce** under my guidance and supervision. It is further certifying that this dissertation or part thereofhas not been submitted elsewhere for any other degree.

Place: Thrikkakara

Date:

DR. ALDRIN JOSEPH
(Project Guide)

DECLARATION

We further declare that this work has not formed the basis for the award of any academic qualification, fellowship or other similar title of any other university or board.

We **TIBIN BIJU, TK MOHAMMED THANVEER, MUHAMMED SAMEER** hereby declare that the project entitled **"A STUDY ON PREFERENCE OF ONLINE FOOD LIFESTYLE"** is recorded of work done by us under the guidance of Mrs. ASHA JOHN, Hod of department of commerce, Bharata Mata College Thrikkakara and is submitted to Mahatma Gandhi University, in partial fulfilment of the requirement for the award of degree of Bachelor of commerce.

TIBIN BIJU
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Success of any work is usually based on the contribution made by various personalities. We take this opportunity to express our sincere thanks to those helping hands wholeheartedly. We thankful to the GOD ALMIGHTY without his grace nothing could have been possible.

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TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER- 1

INTRODUCTION

1.1 INTRODUCTION

Food assortment in India is characteristics of India's broadened culture comprising of various states and religions. As indicated by the standard adhered to Indian culture natively constructed food sources are favored more as it is strictly and independently upheld. We grow up eating the food of our societies. It additionally works as a statement of exceptional social personality. Be that as it may, presently innovation has rolled out numerous improvements in our societies as online food requesting has now become normal among individuals.

Online food conveyance is an office wherein a café conveys food to their client's close to home. Numerous eateries are presently seeing a lift in their business, as requesting food online turned out to be more famous in the country. Versatile applications like Swiggy, Zomato, and Uber Eats give the clients innumerable assortments of dishes from various eateries and clients can without much of a stretch put in their request and get it immediately. The installments can be made either through web-based ways like Mastercard, Check card, Net banking, and so forth or through money down (COD) framework.

These applications likewise give an input framework where clients can give criticisms on nature of food, method of conveyance or some other proposals they have which will be quickly answered or thought about or carried out right away. Orders with limits are more liked by clients all around the country. These days expanded reach of web has helped the two clients and cafés as web based buying has now turned into a typical situation because of the adjustment of impression of internet buying. Web based buying gives comfort to clients than disconnected buying as one can be at home and buy as opposed to riding to a shop. The internet-based food conveyance application has impacted the customary approach to eating together. It in a manner isolates a family because of their taste inclinations as one dislike what the other one arranged. A portion of the functioning people because of the non-accessibility of hand-crafted food in their home's requests food on the web and some of them because of their conditions purchases food on the web. Investigation of purchaser insights on eateries has been an exceptionally more extensive subject which has been examined by a lot of people across the world however till now many responses has been found for this inquiry yet they are as yet not happy with the responses as shoppers' discernment has forever been changing occasionally.

1.2 OBJECTIVES

• To study the influence of online food ordering among individuals aged between 45 to 65.

• To study the reasons due to which consumer's change from traditional food to online food.

• To study consumer perception towards online food orderings

• To study factors that lead to a rise in the food ordering system.

1.3 SIGNIFICANCE

In today's world, the lifestyle of people is varied. People go to restaurants with their family to have some quality time with each other. But the emergence of technology and internet, it has affected the traditional way of going out to restaurants. Most of the people are familiar with the online food ordering system which is growing its popularity each day. At the current situations, restaurants are not open and, not safe to dine with family. Here online food delivery plays an important part in society. It's safe and affordable with offers and discounts.

1.4 RESEARCH METHODOLOGY

Research methodology is the specific procedures or ways used to identify elect, process and dissect information. It's concentrated on the exposition of the styles used in carrying data and information for the purpose of this study. This study uses both qualitative and quantitative approaches. In quantitative approach, an aggregate of 50 repliers was given a questionnaire and were asked to fill up the questionnaire related to their Online ordering of food and their frequency of the purchase and the quantum they were willing to spend on it. The data for the study was gathered through a structured questionnaire. An online check was used to collect the data for this study. The check was done substantially on the advanced aged individualities of the age between 45 to 65. The questions were classified into different sections to allow us an easier interpretation of results.

• It aims to determine the socio-demographic characteristics of fast-food consumers.

• It aims to determine the price consumers are willing to spend on fast food and the information sources (media) that influence them most in their buying.

In qualitative approach, review of secondary literature, news reports and articles related to online food culture was analyzed. The analysis of the data can be done using statistical tools. The research tool used in this study is percentage.

1.5 LIMITATIONS OF THE STUDY

• The study does not provide fully accurate information because the study is conducted in a small area due to a lack of time and availability of resources. Some respondents might have given biased answers which might have impacted the findings of the studies.

• The questionnaire was for individuals aged between 45 to 65, some have may have trouble understanding the questions which leads answering the questions without understanding them.

CHAPTER-2

REVIEW OF LITERATURE

1. Dr Sheryl.e. kimes (2011), in this study it was revealed that control and convenience are keys to customer use of online ordering for both users and non-users. They also found out that, the restaurant needs to consider the need for interaction to make the non-users order through online.

2. Dr. Neha Parashar and Ms. Sakina Ghadiyali (2017), According to their study they state that with the continuous inflow of professionals in Indian cities as well as the increase in the number of smart phones, the online food delivery services have become so popular. Their study highlighted the relationship between factors considered important while selecting a food delivery app. This study has also found out that currently cash on delivery is the most preferred option for payment.

3. Susanne C. Grunert (1988), Studying mis behavioral patterns of food habits is very common in psychology and psychotherapy, but the normal range of nutrition behavior has received little attention so far. Here, a new approach is presented. Starting from the boundary model of eating, it is discussed how external determinants of nutritional habits and practices interact with personality traits of the individual. Results of an exploratory study on possible relations between self-statements on nutrition behavior and the concept of autonomy confirm that the degree of an individual self-determination can be traced also in his eating behavior.

4. Philipp Laque (2011), This survey is based on the top 326 U.S. restaurant chains in all categories from which he found that the industry is gradually adopting electronic ordering, in the form of online, mobile, and text orders. Quick-service chains, most notably those selling pizza, and fast-casual chains are far ahead of other segments in adopting electronic ordering, particularly using online approaches.

5. Amravati City (2019), This study has focused upon Online Food Ordering Apps available for Amravati City. This study reveals people's perception about the Online Food Ordering Services on primary level. The researcher of this study had considered a few demographic presumptions and restrictions to get valid data from the sample size.

6. N.V. Sreedharan, Sreena.K(2019), This study shows that these years the food delivery services have become very popular as it provides a single window for ordering food from a wide range of hotels. This trend has changed the mindset of customers, satisfying users of different age groups. There are a wide variety of restaurants now delivering online services at reasonable prices and offers.

7. Suryadev Singh Rathore, Mahik Chaudhary (2018), According to their studies, 50.8% of people order their food online because they don't prefer to cook, as it allows the customers to have food delivered direct to your doorstep or to the office in less than an hour. Despite the burgeoning internet boom in the present scenario, some of the consumers are still not participating in online transactions. For various people, there are still worries with security and passing personal data over the Internet.

8. H.S. Sethu & Bhavya Saini (2016), The study has revealed that the online food ordering services was used by all the respondents, and their buying decisions were influenced by opinions of their friend's family and discussions on online forums. This study reveals that the success of web-based food shopping depends on the good word of mouth and experiences by existing customers.

9. Aaron Allen & associates (2018), According to their study conducted it show that this online food market will continue to grow, at a pace almost four times as fast as the foodservice industry itself. While restaurant sales are expected to grow at a 5.9% CAGR over the next five years, delivery and takeout will grow at a 21.7% CAGR. Online orders' share of restaurant sales will likely double over this time period, from 2.5% in 2017 to 4.9% in 2022.

10. Dr Chetan Panse, Ms. Arpita Sharma, Namgay Dorji (2019), The primary reasons for this study are to give an extensive connection between shopper mentalities toward online food requesting. This study embraced quantitative exploration with essential information gathered through a survey with online food conveyance stages and clients in light of their insight, mentalities, viewpoints, and requirements of online food conveyance administrations. In this examination paper, the specialists analyzed the development of the food aggregator industry. Specialists likewise have analyzed the plan of action these organizations follow and its impact on the customary café business in India

.

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

12.Sumathy (2017), "A study on prospect concernment towards food adjure app" theonline food adjure app system will be helpful for the hotels and restaurants to increasethe scope of the business by helping users to give order through online. This study wasto find the awareness level and satisfaction derived by the consumer and to find whichfactor influence customers to buy food online from the food adjure app. Most of the respondents disagree with the fact that online websites charges high delivery fees. Almost all users feel safe paying online. The Service rendered by the food adjure app is the major factor behind its success.

13.Bhavya Saini (2016), "Consumer Preference and Attitude Regarding Online FoodProducts" the study emphasized that using the Internet in seeking food service information was a common practice among people living in India and online interpersonal influence took a fundamental part. A high percentage of consumers wereunconcerned about accurate evidence regarding food safety in selecting food products on the Internet. The conclusion of our findings produces practical pieces of advice to consumers buying online food, to food retailers selling food over the Internet and to the Government of India to implement appropriate legislation regarding online food product information. Among all these factors, customers usually expect three website merits to assist their online encounters, that is, system quality, information quality, andservice quality.

14.Leong Wai Hong (2016), the introduction of new technologies to a business promotes profit margin and production. Digital food ordering applications are enrichingrestaurant businesses and nurturing them too. It facilitates retails to cater to online customers and total use of their manpower and space.

15.V. Krishna Kumari (2019) The review uncovers that food is a significant wellspring of living. The web-based requesting framework is a straightforward and advantageous way for clients to buy food on the web, without burning through the time in any café, this framework empowers the client to arrange the food with the assistance of a site or applications then the client can have the food conveyed to their doorstep and installments can be made internet based through the check cards or Mastercard's and so on. This strategy is advantageous, safe, and dependable and is changing the current café industry. This study utilizes an organized survey to recognize the elements impacting purchasing conduct and the connection between the web-based food administration and the offices gave. This study reasons that online entertainment helps specialist organizations of food, by promoting in their media and sites.

CHAPTER-3

THEORETICAL FRAMEWORK

3.1 ONLINE FOOD ORDERING SYSTEM IN INDIA

Online food requesting frameworks have acquired prevalence in India because of the rise of food conveyance new companies like Swiggy, Zomato, and Uber Eats. These stages permit clients to arrange food from adjacent cafés and have it conveyed to their doorstep. A very much planned web-based food requesting framework in India ought to have a simple to-utilize site as well as versatile application that empowers clients to peruse menus, place requests, and track conveyances. It ought to likewise have a far-reaching data set of cafés that clients can look through in light of area, cooking, and rating. Every eatery posting ought to contain a menu with thing names, portrayals, costs, and pictures, permitting clients to find out about the thing they are requesting.

To guarantee consumer loyalty, the framework ought to have the option to handle orders rapidly, inform cafés of approaching requests, and give an expected conveyance time. It ought to likewise incorporate with different installment passages to work with secure web-based exchanges. The installment passage ought to be easy to understand, giving clients different installment choices to browse.

To give clients straightforwardness, the stage ought to empower them to follow the conveyance status progressively, from request arrangement to conveyance. This component permits clients to know when their food will show up, giving them inner serenity.

The framework ought to likewise offer brilliant client care administrations like visit, email, and telephone backing to address any worries that clients might have. A responsive client service group can assist with guaranteeing a positive client experience and consumer loyalty.

Clients' ought to likewise have the option to rate and audit the eateries they request from. This component assists different clients with settling on informed choices while putting orders, and gives important input to cafés to assist them with working on their administrations.

Eventually, an effective web-based food requesting framework in India ought to offer a consistent client experience, a different scope of eatery choices, and guarantee convenient and reliable conveyance. It ought to likewise give straightforwardness and responsibility to clients through continuous conveyance following and a rating and survey framework. By giving these highlights, online food requesting stages can upgrade consumer loyalty and work on the general insight of requesting food online in India.

3.2 ADVANTAGES OF ONLINE FOOD DELIVERY APPLCIATIONS

1. Efficient customer and order management

An online ordering system for Restaurants helps enhance the customer-restaurant relationship by providing end to end Customer Relationship Management (CRM) system. It provides a complete sales dashboard with information about new/active/canceled orders, lifetime sales details, etc. It also comes with an order management system that streamlines the entire ordering process starting from order placement to final delivery.

2. Less room for error

One of the advantages of online food ordering for customers is that it ensures prices are accurate and there's less room for error when it's time to settle the bill. That's because customers need to physically pick an item from a menu with a corresponding price, ensuring the correct amount will always be paid. This has some good benefits for your business; there's less chance of incorrect charging, less time wasted sorting out mistakes and fewer free coffees handed out to appease customers!

3. More customers

As the new normal progresses, online ordering and payments are becoming more accepted and expected. If your menu and payment system is hassle-free your regular customers will be recommending you to their friends and sharing on social media.

4. Increased customer loyalty

Customers will choose your shop over a competitor's if you give them a reason to keep coming back. Great coffee and cakes may be that reason, but you can also encourage their loyalty with a reward program. With a restaurant online ordering system, you can send personalized offers, request reviews to boost your ratings and receive feedback about your service.

3.3 DISADVANTAGES OF ONLINE FOOD DELIVERY APPLICATIONS

1. **Late delivery**

With food ordered online sometimes it takes a lot of time to deliver to the required place as it depends upon the distance from which it is ordered.

2. **Food quality can be compromised.**

Despite careful packing, one cannot see the quality of the food packed inside. To make things complicated some restaurants don't offer the same quality food mentioned on their menus.

3. **Social interaction**

Dining at restaurants is an exciting and delicious experience, meant to be shared with family and friends. People lose the restaurant ambiance and dining interaction when opting to utilize an online food delivery service. Eating in solitude slowly disconnects you from the outside world.

4. **Health issues**

This could happen to anyone if the food you ordered is found to be made of frozen material or some backdated items. This is one significant hazard of having it online because it will directly affect your health which results in some bad medical conditions.

3.4 TYPES OF FOOD DELIVERY APPLICATIONS

Swiggy

Swiggy is a food conveyance stage starting in India that capabilities in north of 500 urban communities the country over. Established in 2014, Swiggy grants clients to arrange food from a variety of nearby cafés and have it shipped to their residence. The Swiggy application and site feature menus, evaluating, and assessed conveyance times, and clients can screen their request progressively. Swiggy has an immense organization of eatery partners, going from road food traders to top-level cafés, giving clients a broad scope of culinary decisions. Notwithstanding food conveyance, Swiggy additionally offers different types of assistance like Swiggy Go for the pickup and conveyance of important things and Swiggy Stores for the conveyance of food and other family things.

Zomato

Zomato is a food conveyance and café investigation stage that starts in India and works in excess of 25 countries worldwide. The organization was laid out in 2008 and has, in this manner, extended to become one of the biggest food conveyance stages on earth. Customers can use the Zomato application or site to find nearby eateries, scrutinize examinations and surveys, and submit food requests for one or the other conveyance or assortment. Zomato has a tremendous organization of café accomplices, working with it to make it easy for clients to find a scope of gastronomies to suit their inclinations. Aside from food conveyance, Zomato additionally offers administrations like eatery reservations, web-based requesting, and table administration answers for café owners.

Uber eats.

Uber Eats is a food delivery service run by Uber Innovations Inc., the notable ride-hailing organization. Sent off in 2014, Uber Eats grants clients the ability to arrange food from a broad collection of neighborhood eateries and have it delivered to their home. The application and site exhibit menus and values, notwithstanding assessed conveyance times. Clients can monitor the progress of their request continuously, from the eatery to their area. Uber Eats works in more than 6,000 urban areas overall and teams up with both minor and significant eateries. Alongside food conveyance, Uber Eats likewise presents a membership administration known as Uber Eats Pass, which awards clients unhindered free conveyance and markdowns on qualified orders for a month-to-month charge.

Food panda

Food panda is a food conveyance stage that began in Singapore and as of now works in more than 40 countries worldwide. The partnership was established in 2012 and has thusly arisen as an inclined toward choice for clients craving to arrange food from neighboring eateries. Utilizing the Food panda application or site, clients can investigate menus, place orders, and have their food moved to their home. Food panda teams up with a wide scope of cafés, stretching out from neighborhood food foundations to overall inexpensive food chains. Notwithstanding food conveyance, Food panda likewise gives various installment decisions, remembering cash for conveyance and online installment, and conveys ongoing request checking for clients.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 Classification based on gender.

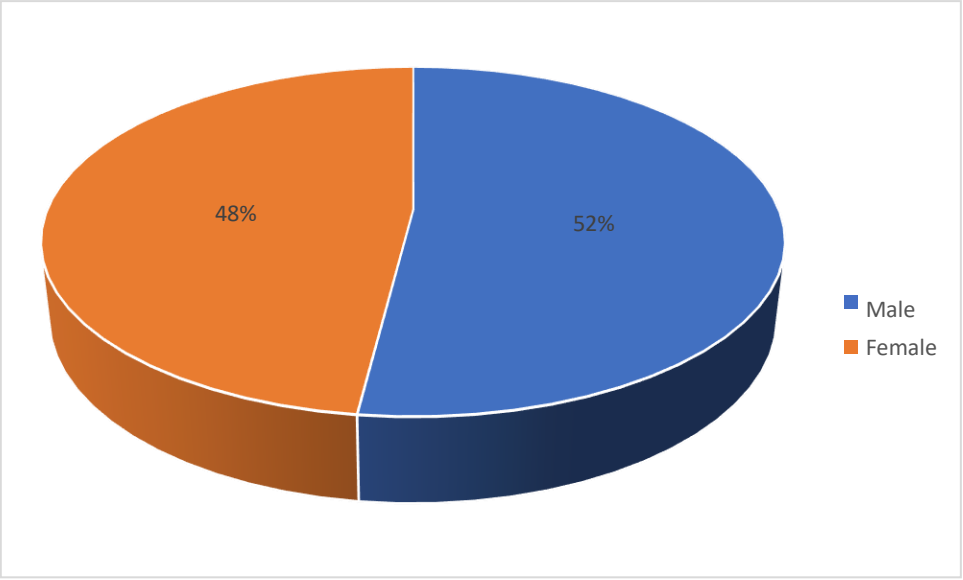
Table 4.1: Classification based on gender.

Gender of the respondent	No of respondents	Percentage
Male	26	52%
Female	24	48%
Total	50	100%

(Source: Primary data)

Figure 4.1

Classification based on gender.



Interpretation:

The analysis shows that 52% of the respondents were male and 48% of the respondents were female.

4.2 Classification based on age.

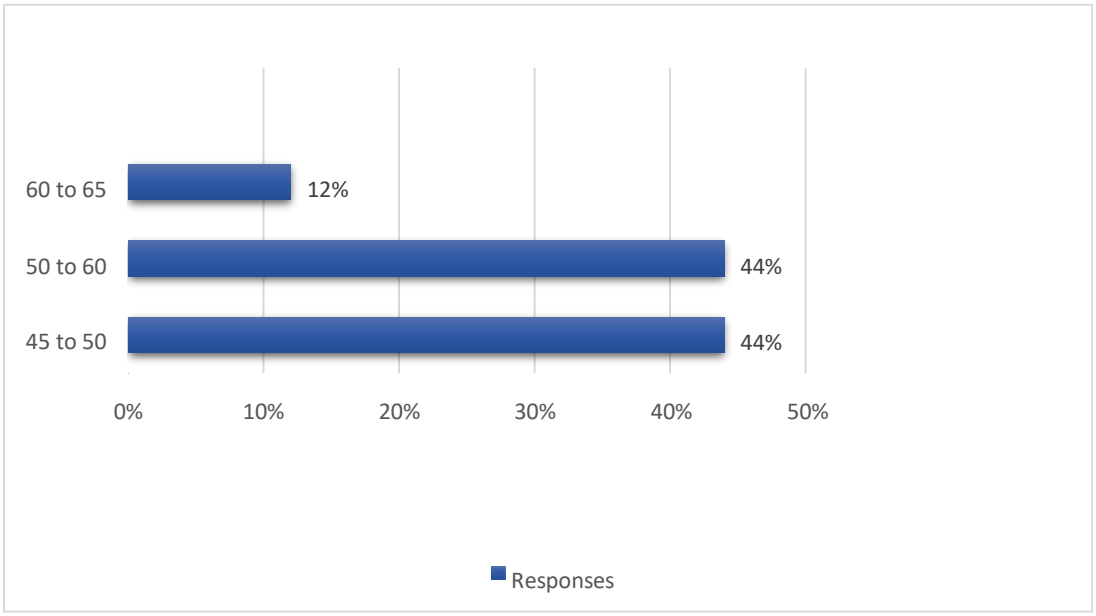
Table 4.2: Classification based on age.

Age	Number	Percentage
Below 50	22	44%
50-60	22	44%
Above 60	6	12%
Total	50	100%

(Source: Primary data)

Figure 4.2

Classification based on age.



Interpretation:

From the above chart it shows that 44% of the respondents belong to the age group of below 50 and between 50-60 and 12% of the respondents were in the age group of above 60.

4.3 Classification based on monthly income

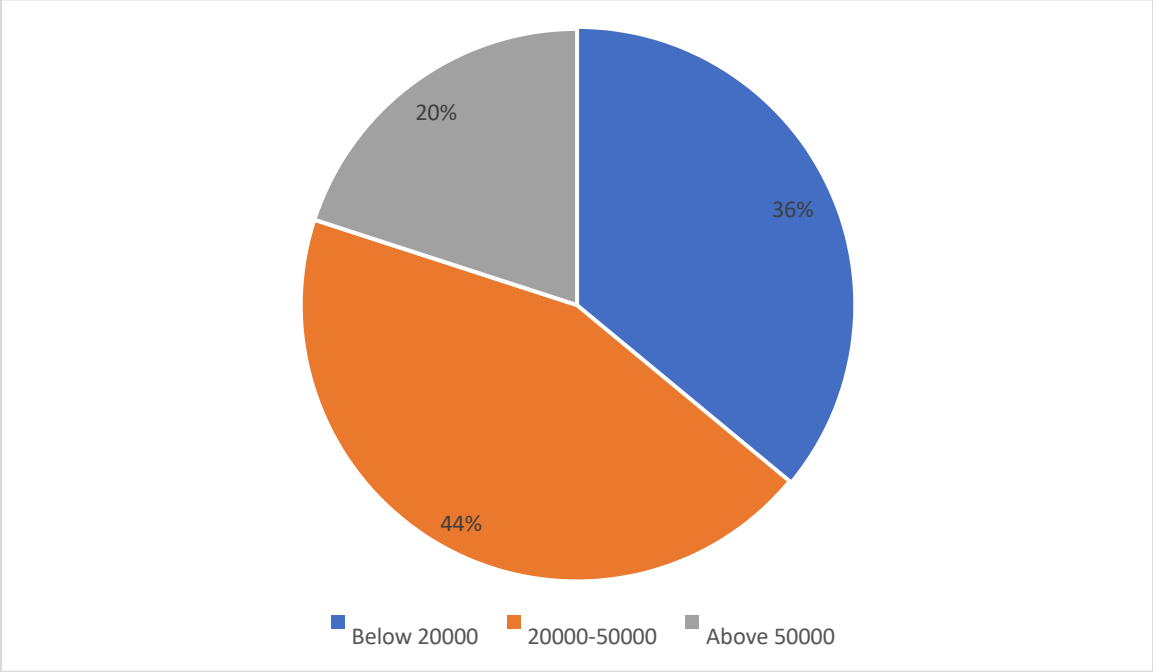
Table 4.3: Classification based on monthly income

Monthly income	Number	Percentage
Below 20000	18	36%
20000-50000	22	44%
Above 50000	10	20%
Total	50	100%

(Source: Primary data)

Figure 4.3

Classification based on monthly income.



Interpretation:

From the above chart it shows that 36% of the respondents get below 20000,44% of the respondents have income between 20000-50000,20% of the respondents have income above 50000.

4.4 Classification based on ordering behavior.

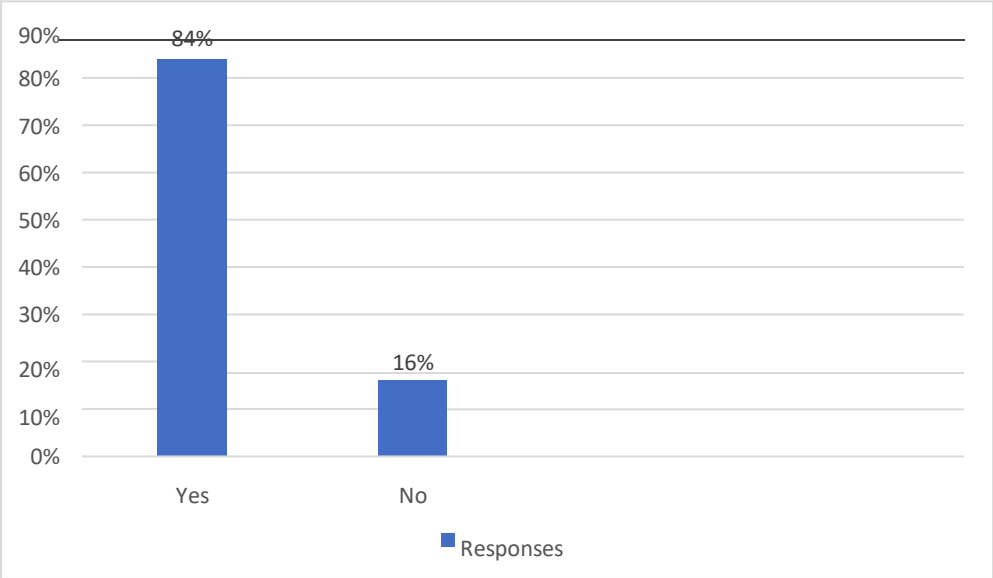
Table 4.4: Classification based on ordering behavior.

Choices	Number	Percentage
Yes	42	84%
No	8	16%
Total	50	100%

(Source: Primary data)

Figure 4.3

Classification based on ordering behavior.



Interpretation:

From the above table,84% of the respondent's order food online and 16% of them do not prefer online food ordering.

4.5 Frequency of ordering

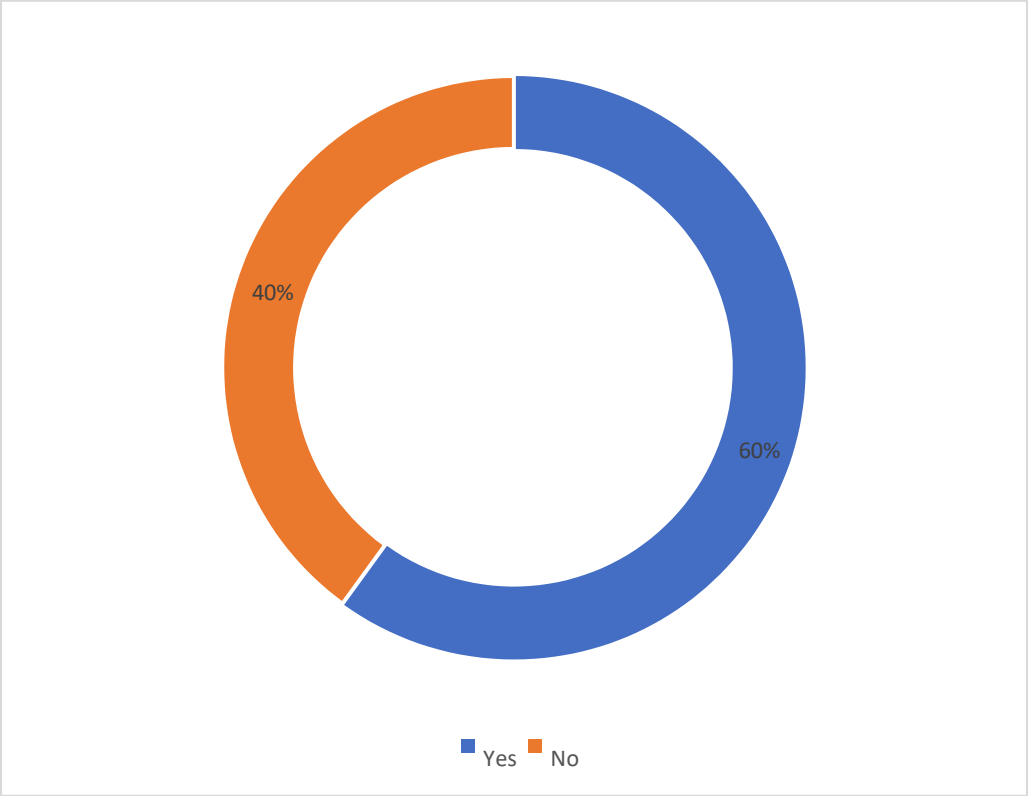
Table 4.5: Frequency of ordering

Choices	Number	Percentage
Yes	20	40%
No	30	60%
Total	50	100%

(Source: Primary data)

Figure 4.5

Classification based on Frequency of ordering.



Interpretation:

From the above table 60% of the respondents don't order food on a regular basis and 40% of the respondent's order food more frequently.

4.6 Awareness of food applications available

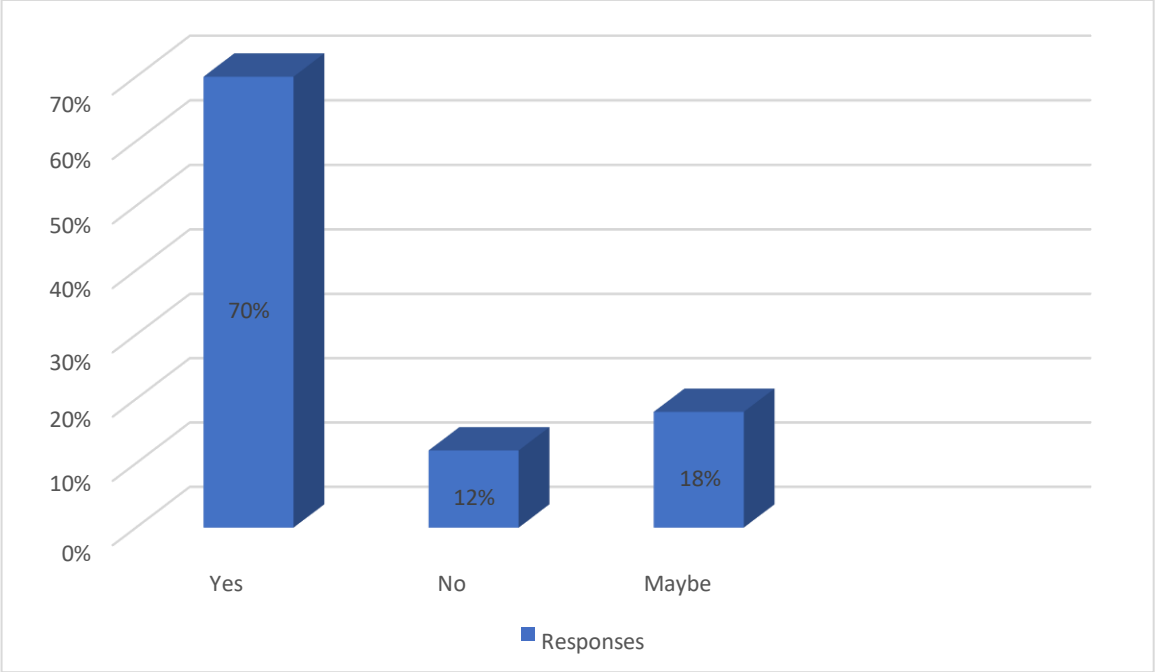
Table 4.6: Awareness of food applications available

Choices	Number	Percentage
Yes	35	70%
No	6	12%
Maybe	9	18%
Total	50	100%

(Source: Primary data)

Figure 4.6

Classification based on Awareness.



Interpretation:

From the above table 70% of the respondents are aware of the food applications, 12% of the respondents are not aware and 18% of the respondents are partially aware.

4.7 Preference of ordering method

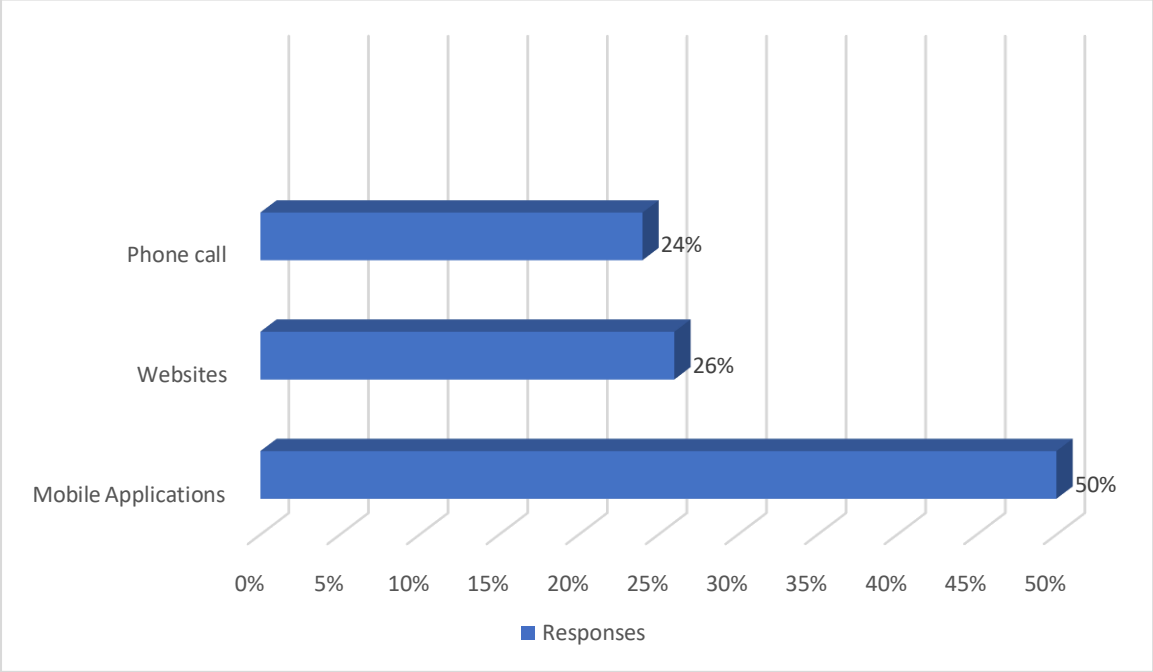
Table 4.7: Preference of ordering method

Choices	Number	Percentage
Mobile Applications	25	50%
Websites	13	26%
Phone call	12	24%
Total	50	100%

(Source: Primary data)

Figure 4.7

Classification based on Preference of ordering method.



Interpretation:

As from the above table, 50% of the respondents use mobile applications to order food. 26% of the respondents use websites and 24% of the respondents use phone calls to order food.

4.8 Classification based on preference of food application

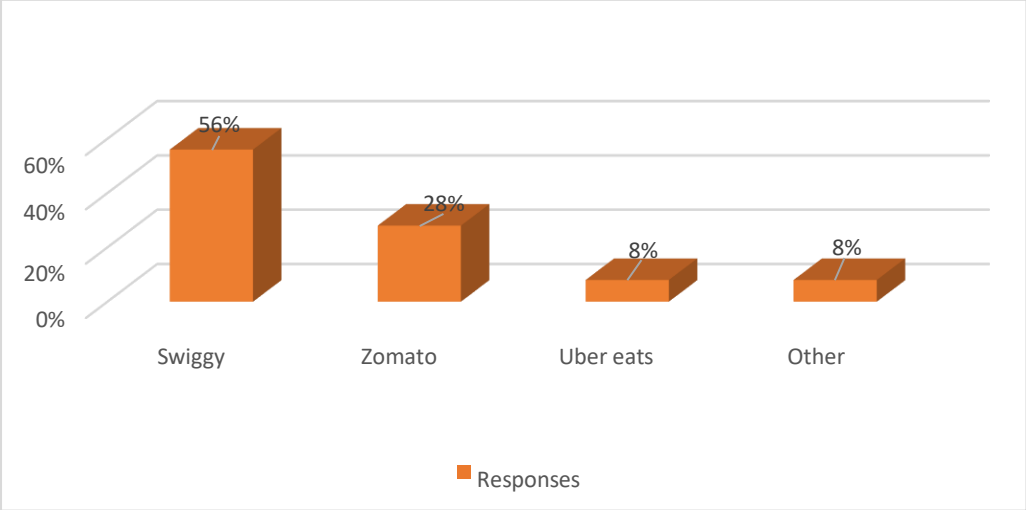
Table 4.8: Classification based on preference of food application.

Applications	Number	Percentage
Swiggy	28	56%
Zomato	14	28%
Uber eats	4	8%
Other	4	8%
Total	50	100%

(Source: Primary data)

Figure 4.8

Classification based on preference of food application.



Interpretation:

From the above chart it shows that 56% of the respondents use Swiggy to order food ,28% of the respondents use Zomato, 8% of the respondents use Uber eats and 8% of the respondents use other applications.

4.9 Preference of ordering meal

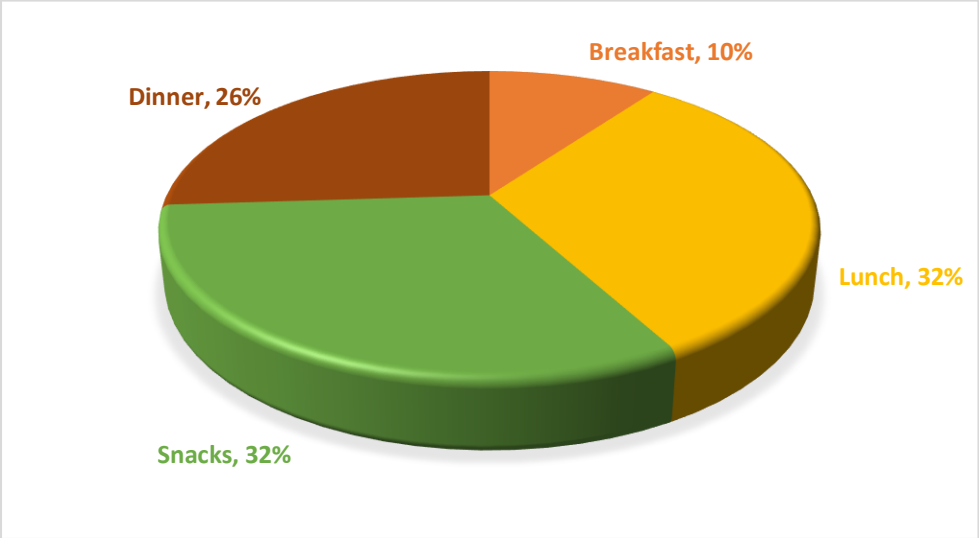
Table 4.9: Preference of ordering meal

Meal	Number	Percentage
Breakfast	5	10%
Lunch	16	32%
Snacks	16	32%
Dinner	13	26%
Total	50	100%

(Source: Primary data)

Figure 4.9

Classification based on Ordering meal.



Interpretation:

Out of the 50 respondents, 10% of respondents order breakfast,32% of the respondent's order both lunch and snack and 26% of the respondent order dinner.

4.10 Destination of ordering online food

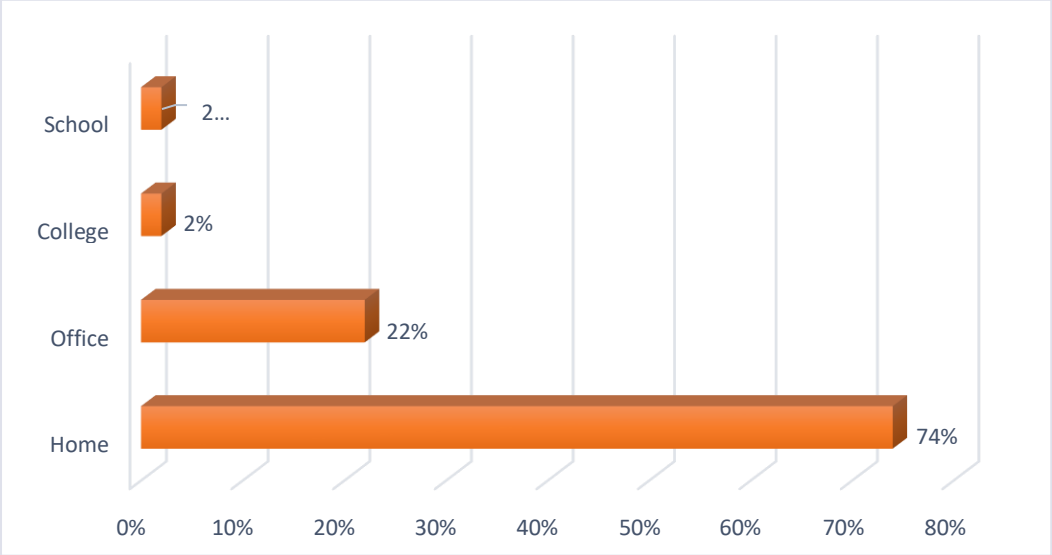
Table 4.10: Destination of ordering online food

Place	Number	Percentage
Home	37	74%
Office	11	22%
College	1	2%
School	1	2%
Total	50	100%

(Source: Primary data)

Figure 4.10

Classification based on Destination of ordering.



Interpretation:

Out of the 50 respondents, 74% of people order food from their home,22% of them order from the office and 1 % of them order from college and school.

4.11 Consumption of online food by family members

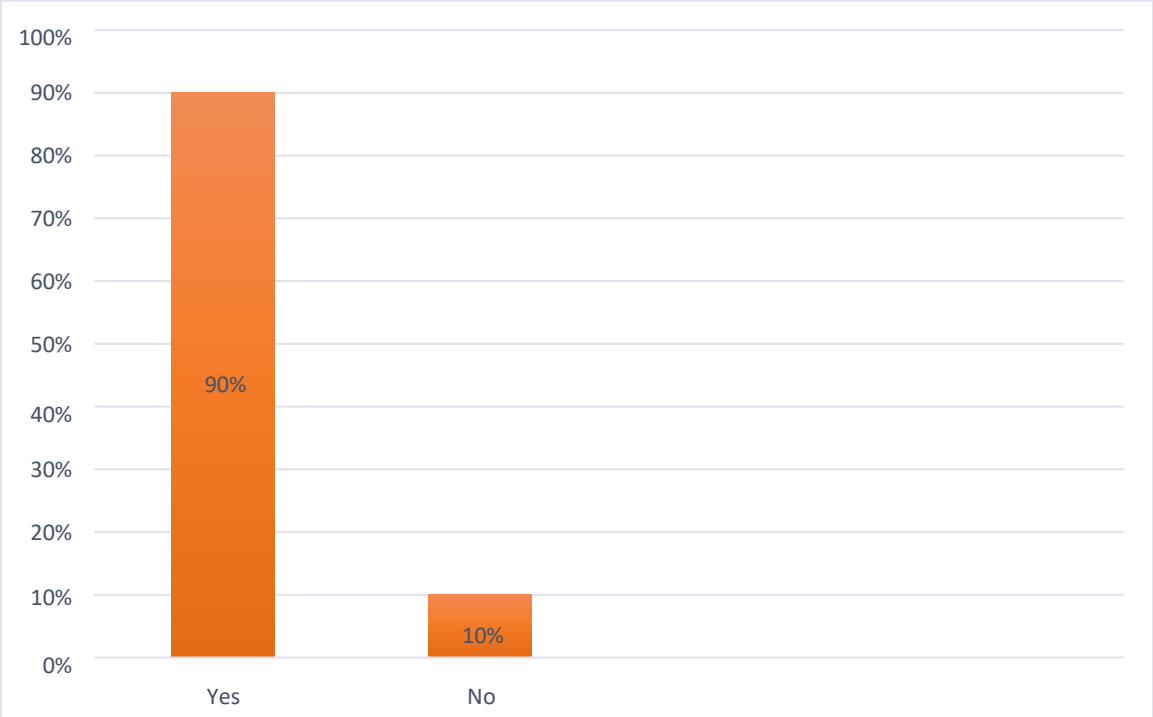
Table 4.11: Consumption of online food by family members

Choices	Number	Percentage
Yes	45	90%
No	5	10%
Total	50	100%

(Source: Primary data)

Figure 4.11

Classification based on Family members usage of online food.



Interpretation:

From the above chart, 90% of the respondent's family members have used online food while 10% of the respondent's family members don't use online food.

4.12 Satisfaction of online food quality

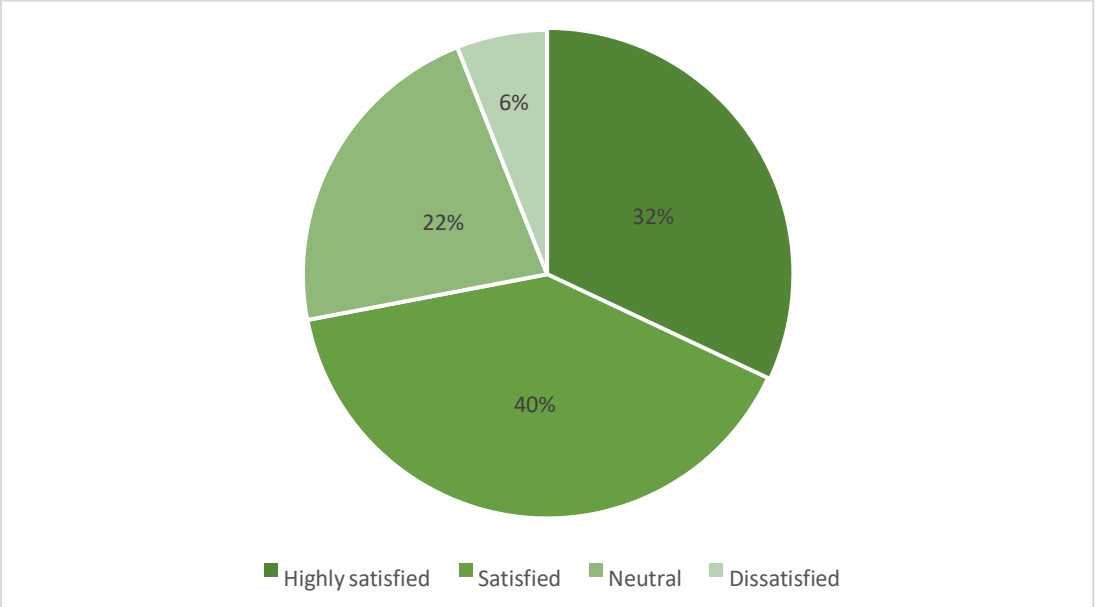
Table 4.10: Destination of ordering online food

Choices	Number	Percentage
Highly satisfied	16	32%
Satisfied	20	40%
Neutral	11	22%
Dissatisfied	3	6%
Total	50	100%

(Source: Primary data)

Figure 4.12

Classification based on Satisfaction of food quality.



Interpretation:

On analysis it was observed that 32% of them were highly satisfied with the quality, 40% of them were satisfied, 22% of them were somewhat satisfied and 6% of them were dissatisfied with the quality of the food ordered.

4.13 Average amounts spend per order

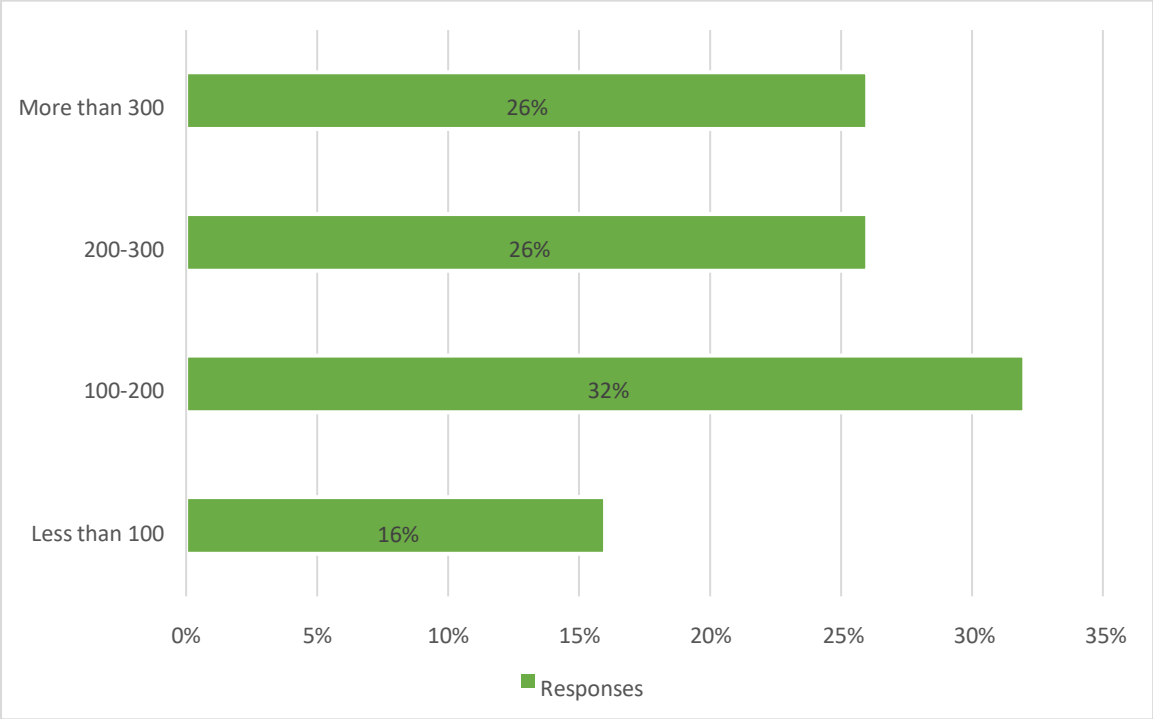
Table 4.13: Average amount spent per order.

Amount	Number	Percentage
Less than 100	8	16%
100-200	16	32%
200-300	13	26%
More than 300	13	26%
Total	50	100%

(Source: Primary data)

Figure 4.13

Classification based on Average amount spent per order.



Interpretation:

The data obtained from the analysis reveals that 16% of the respondents spend less than 100, 32% of them spend between 100-200, 26% of them spend between 200-300 and 26% of them spend more than 300.

4.14 Do you think buying food online has affected the traditional way of dinning together?

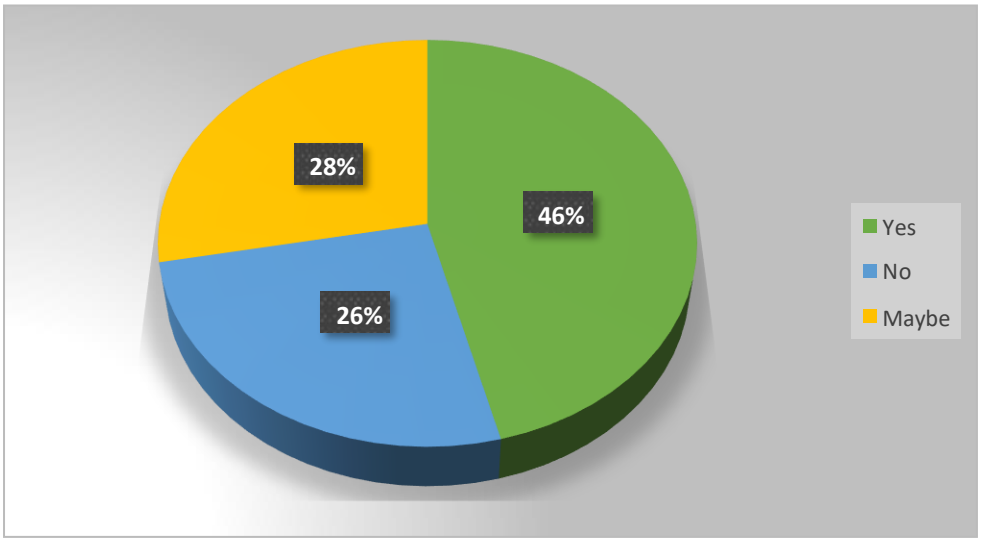
Table 4.14: Do you think buying food online has affected the traditional way of dining together?

Choices	Number	Percentage
Yes	23	46%
No	13	26%
Maybe	14	28%
Total	40	100%

(Source: Primary data)

Figure 4.14

Classification based on Whether online food has affected traditional way of dining.



Interpretation:

From the above graph it was found that 46% of the respondents say it has affected the traditional way,26% of them say it has not affected and 28% of them say it may or may not have affected.

4.15 Preference of traditional way of dining over online food

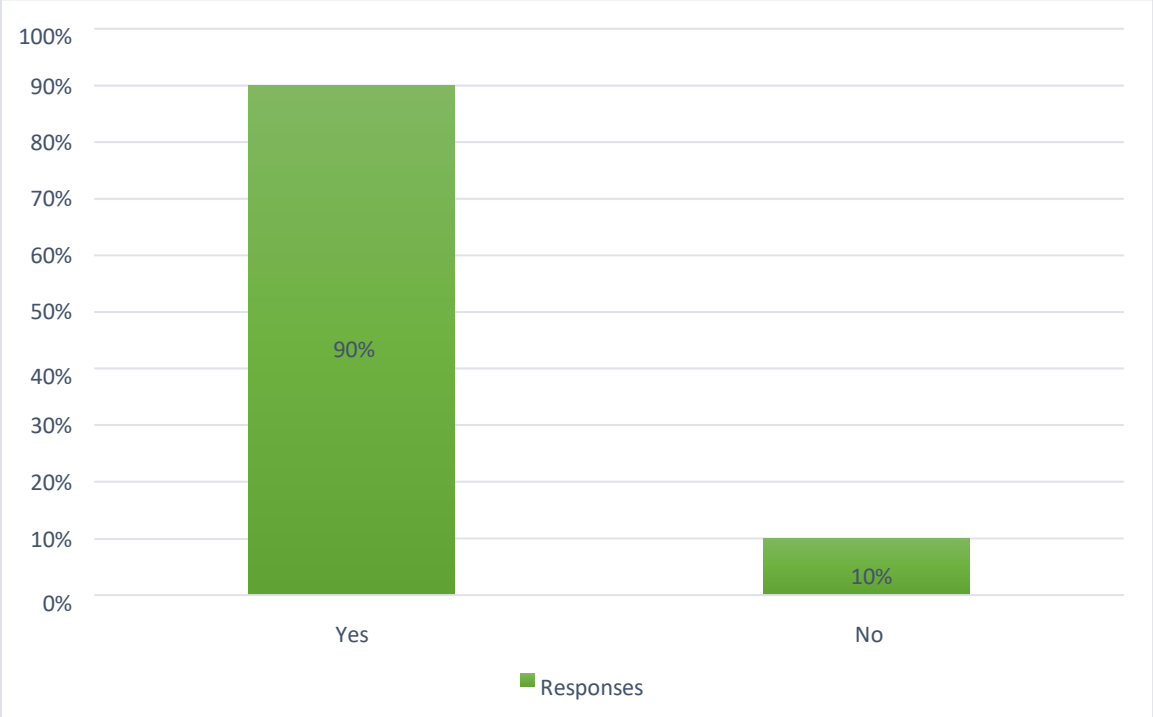
Table 4.15: Preference of traditional way of dining over online food

Choices	Number	Percentage
Yes	45	90%
No	5	10%
Total	50	100%

(Source: Primary data)

Figure 4.15

Classification based on Preference of traditional way of dining.



Interpretation:

As indicated in the column-chart,90% of the respondents prefer the traditional way of dining and 10% do not prefer the traditional way.

4.16 Factor that attracted to use online food applications.

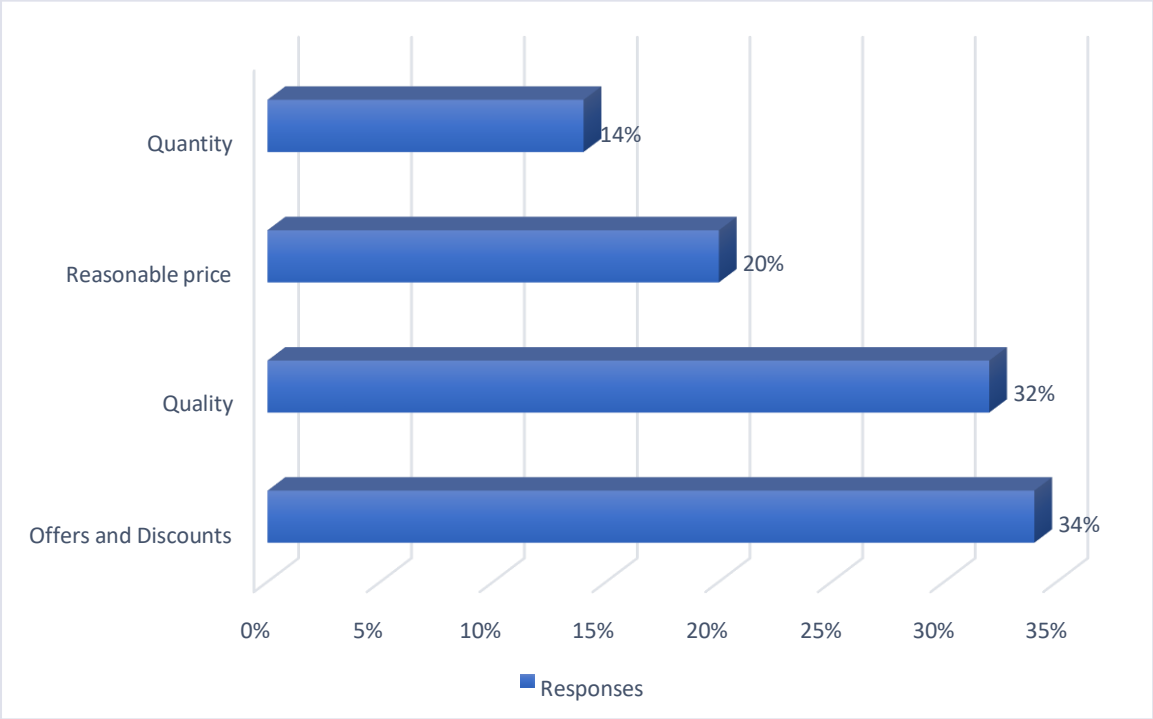
Table 4.16: Factor that attracted to use online food applications.

Factors	Number	Percentage
Offers and Discounts	17	34%
Quality	16	32%
Reasonable price	10	20%
Quantity	7	14%
Total	50	100%

(Source: Primary data)

Figure 4.16

Classification based on Factors that attract to use online food applications.



Interpretation:

Data obtained from the analysis reveals that 34% of them are attracted towards offers anddiscounts,32% of them prefer quality, 20% of them use because of reasonable price and14% of them use because of quantity.

4.17 Usage of discount coupons in online food applications

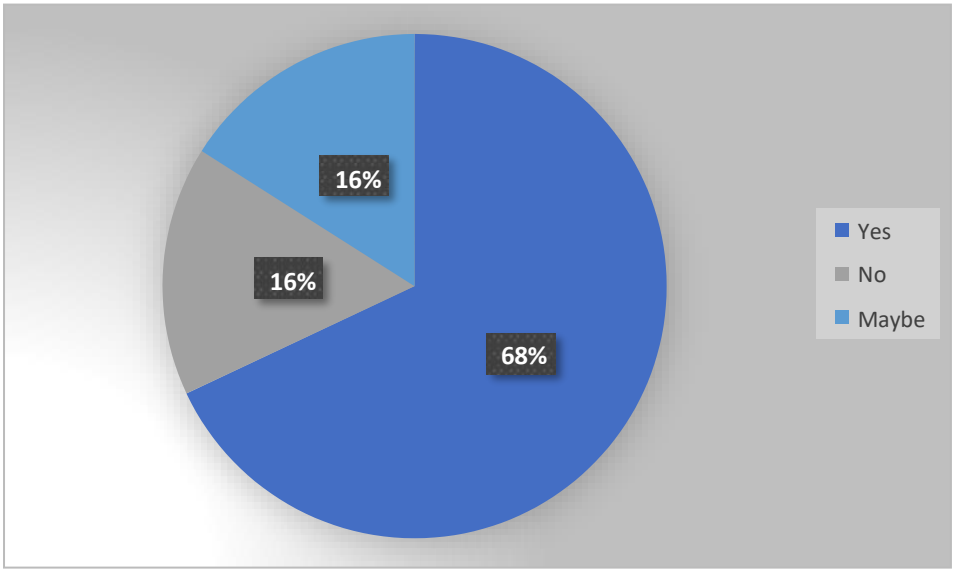
Table 4.17 Usage of discount coupons in online food applications

Choices	Number	Percentage
Yes	34	68%
No	8	16%
Maybe	8	16%
Total	50	100%

(Source: Primary data)

Figure 4.17

Classification based on Usage of discount coupons.



Interpretation:

According to the analysis,68% use discount coupons to buy food, 16% of them do not use discount coupons and 16% may or may not use.

4.18 Difficulty in finding the location of ordering for delivery guy.

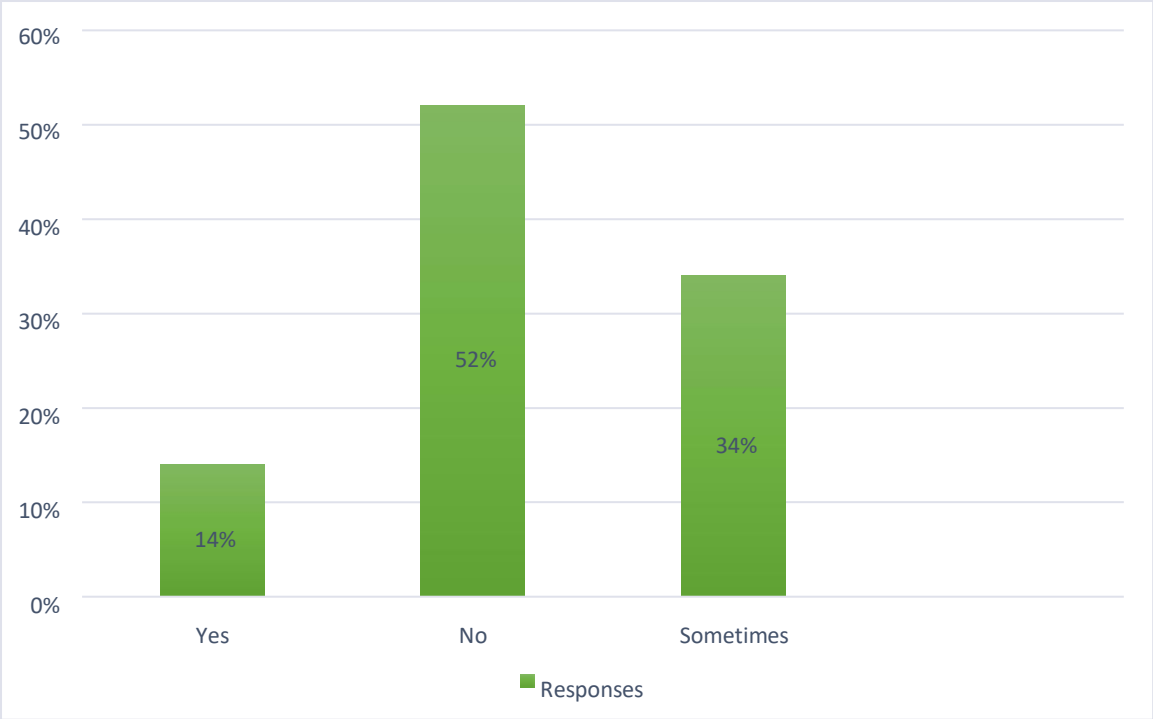
Table 4.18: Difficulty in finding the location of ordering for delivery guy.

Choices	Number	Percentage
Yes	7	14%
No	26	52%
Sometimes	17	34%
Total	50	100%

(Source: Primary data)

Figure 4.18

Classification based on Finding the location of ordering.



Interpretation:

Based on the analysis,52% of them say it is not difficult for delivery guy to find the location of ordering,34% of them sometimes face this problem and 14% of them say it is difficult for the delivery guy to find the location.

4.19 Quality of the food delivered.

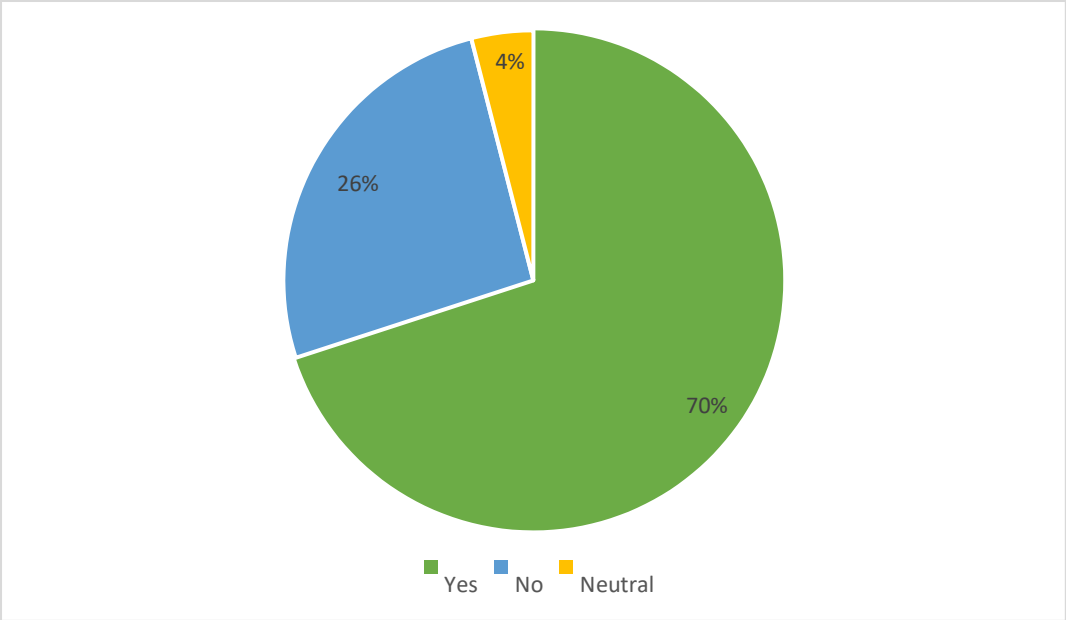
Table 4.19: Quality of the food delivered.

Choices	Number	Percentage
Yes	35	70%
No	13	26%
Neutral	2	4%
Total	50	100%

(Source: Primary data)

Figure 4.19

Classification since Quality of the food delivered.



Interpretation:

From the above data, 70% of the respondents are of the opinion that the food delivered is hygienic,26% of them say that it is not hygienic and 4% of the respondents are neutral towards the quality.

4.20 Security of electronic food ordering

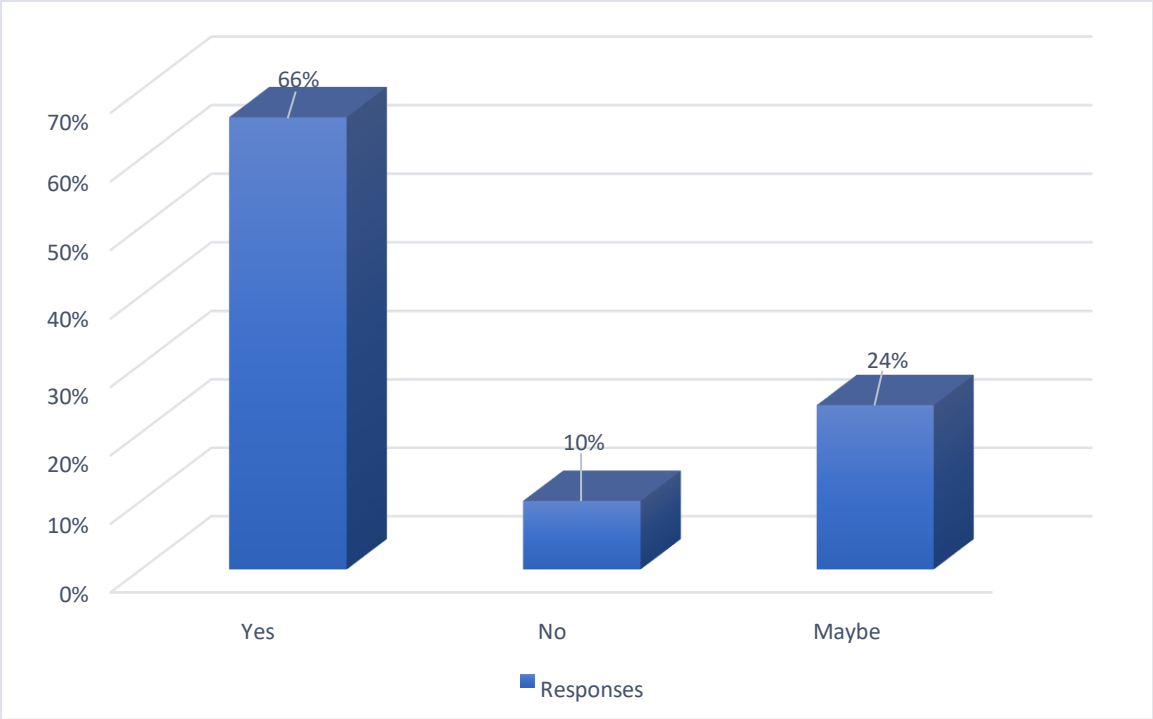
Table 4.20: Security of electronic food ordering

Choices	Number	Percentage
Yes	33	66%
No	5	10%
Maybe	12	24%
Total	50	100%

(Source: Primary data)

Figure 4.20

Classification based on Security of online food ordering.



Interpretation:

Based on the analysis, 66% of the respondents feel that it is secure, 10% of them feel it is not secure and 24% of them are neutral.

4.21 Convenience and ease of online food ordering

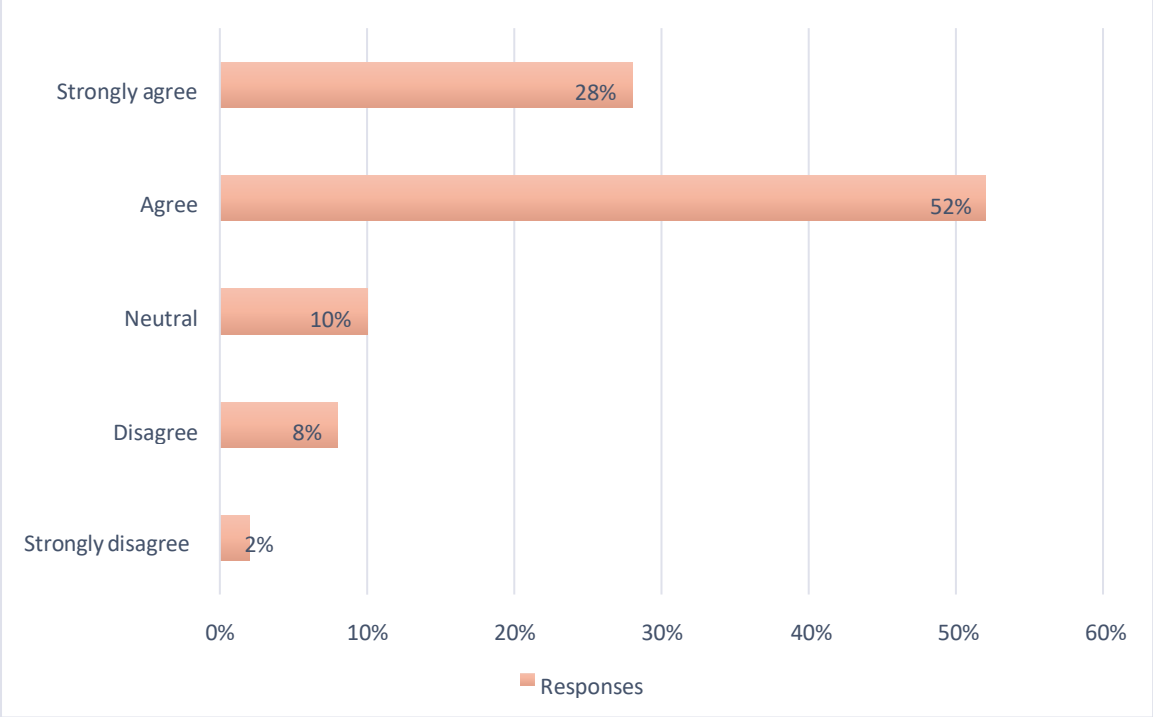
Table 4.21: Convenience and ease of online food ordering

Choices	Number	Percentage
Strongly disagree	1	2%
Disagree	4	8%
Neutral	5	10%
Agree	26	52%
Strongly agree	14	28%
Total	50	100%

(Source: Primary data)

Figure 4.21

Classification based on Convenience of ordering.



Interpretation:

The above graph reveals that many of the respondents agree with online food ordering system being easy and convenient to use and 10% of them are neutral and 10%disagree.

4.22 Awareness of online food ordering process

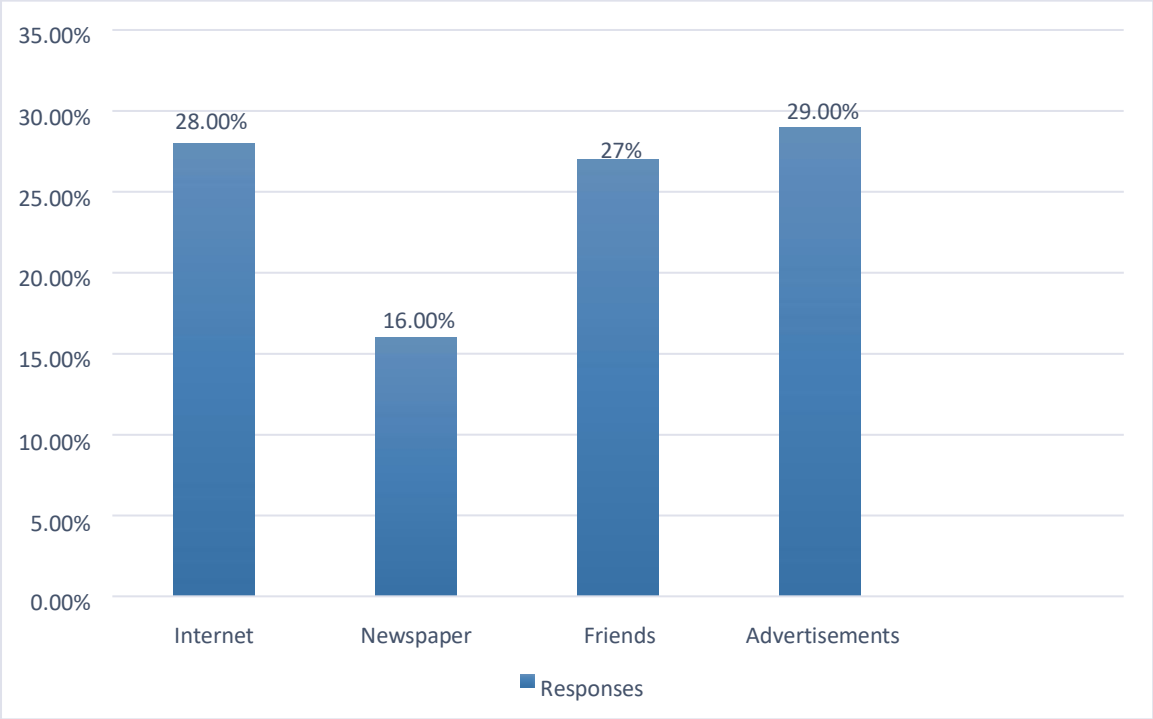
Table 4.22: Awareness of online food ordering process

Means	Number	Percentage
Internet	31	28%
Newspaper	17	16%
Friends	30	27%
Advertisements	33	29%
Total	111	100%

(Source: Primary data)

Figure 4.22

Classification based on Awareness of food ordering.



Interpretation:

Data obtained from the analysis reveals that 29.70% of the respondent's got awareness through advertisements, 27% of them got from internet and friends and 15.30% received awareness through newspaper.

4.23 Challenges faced while ordering food online

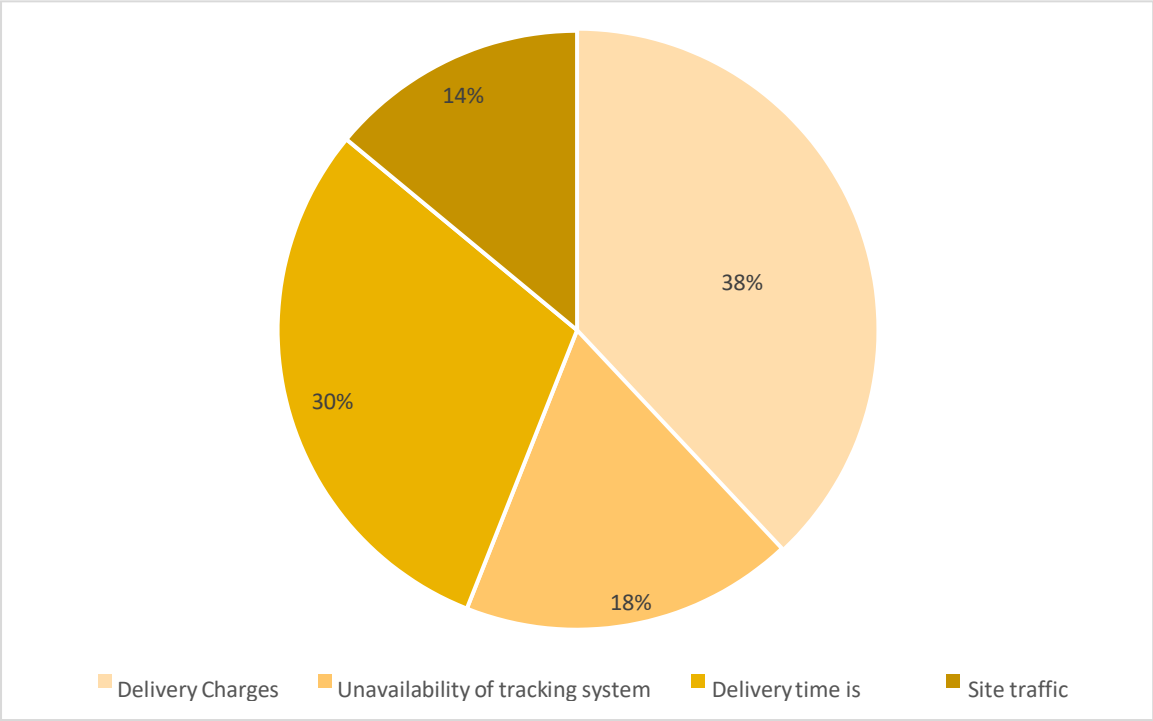
Table 4.23: Challenges faced while ordering food online.

Challenges	Number	Percentage
Delivery Charges	19	38%
Unavailability of tracking system	9	18%
Delivery time is long	15	30%
Site traffic	7	14%
Total	50	100%

(Source: Primary data)

Figure 4.23

Classification based on Challenges faced while ordering.



Interpretation:

From the collected data it is understood that 38% of the respondent's face delivery charges with the food price,18% of them have unavailability of tracking system,30% of them feels that delivery time is long and 14% of them face site traffic.

4.24 Future of food delivery applications

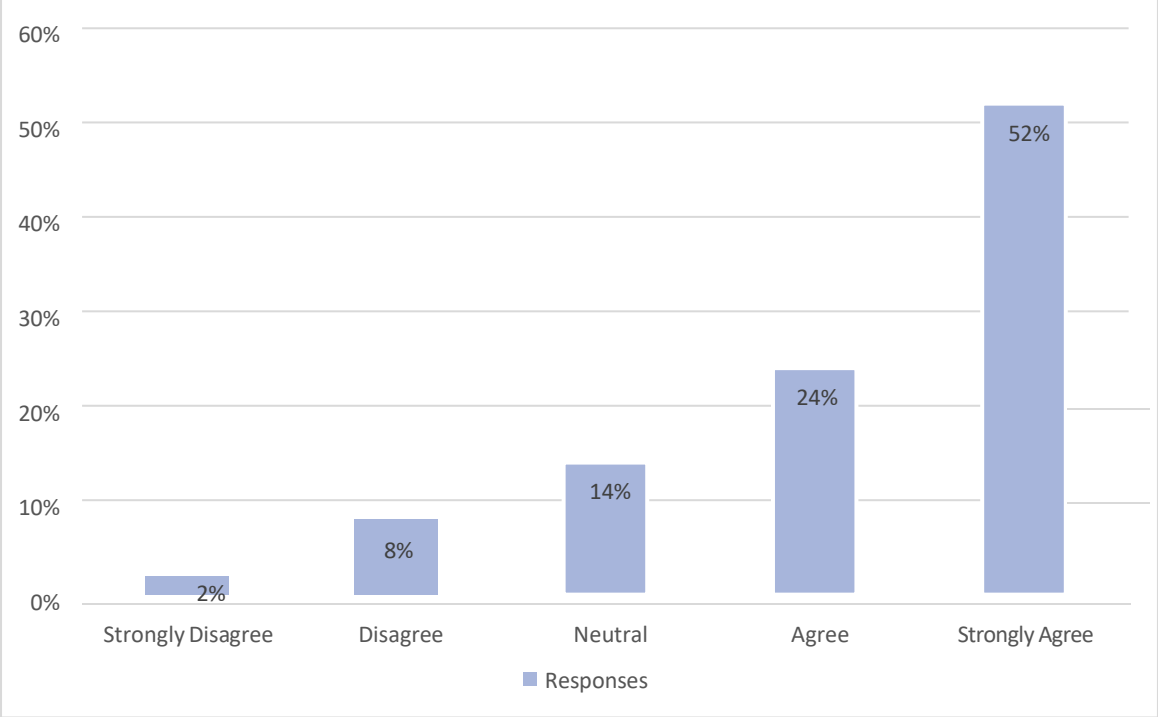
Table 4.24: Future of food delivery applications

Choices	Number	Percentage
Strongly Disagree	1	2%
Disagree	4	8%
Neutral	7	14%
Agree	12	24%
Strongly Agree	26	52%
Total	50	100%

(Source: Primary data)

Figure 4.24

Information regarding future of food ordering applications



Interpretation:

52% of the respondents strongly agree that online food applications have a good future,24% of them agree, 14% of them are neutral,8% of them disagree and 2% of them strongly disagree.

CHAPTER - 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings

1. Most of the respondents were male with 52% and female with 48%.

2. Many of the respondents belong in the age group below 50 and 50-60and least of them belong in above 60.

3. Most of the respondents fall under the group of income between 20000-50000 and least of them belong in above 50000.

4. It was clear that most of them order food online because of the offers and more varieties of food.

5. Another major identification was that most of the respondents do not order food on a regular basis (60%) and least of them order on a regular basis (40%).

6. The study revealed that most of the respondents were more aware of the online food applications (70%) than those respondents who were not awareof the food applications (30%).

7. Most of the respondents (50%) prefer to use mobile applications to order food, 24% of the respondents use websites and 26% of them use phone calls.

8. It was clear that many of the respondents (56%) use swiggy to order online food, 28% of them use Zomato ,8% of them prefer Uber eats and other applications.

9. 32% of the respondent's order lunch and snacks and the least of them (10%) order breakfast.

10. Most of the respondent's order food from home and least of the respondent's order from school and college.

11. Most of the respondents are satisfied with the quality of the food ordered.

12. Many of the respondents (46%) feel that online food has affected the traditional way of dining together.

13. It was clear that 90% of the respondents prefer traditional way of dining as it leads to family and friend's togetherness.

14. The study revealed that most of the respondents were attracted to online food because of the offers and discounts and quality of the food.

15. Most of the respondents are of the opinion that the food ordered is hygienic.

16. Most of the respondents (66%) agree that electronic food ordering is secure.

17. The respondents became aware of the online food through advertisements, newspapers, internet, and through friends.

18. Most of the respondents faced problems like delivery charges, unavailability of the tracking system, site traffic.

19. Most of the respondents feel that online food applications have a good future ahead and least of the respondents feel that it does not have a good future.

5.2 Suggestions

- The restaurants should be partnered with delivery applications as it will lead to more sales for the restaurants and attract customers.

- The restaurant's operators should increase online ordering by introducing new distribution channels to attract the customers and improve the quality of service.

- As most of the respondents are working, it may be hard for them to cook since they are having a busy time, electronic food ordering should be made easy and convenient for them.

- The restaurants should make the applications user friendly and convenient to use by providing offers and discounts.

- Sometimes the websites face site crash or slow server issues. The company associated should always review and take adequate measures to improve the issues.

5.3 Conclusion

Subsequent to concentrating on the inclination towards an online food way of life among the age X classification, it very well may be reasoned that the web-based food requesting framework has its advantages and restrictions. It is perceived that the fundamental advantage is the simple and quick conveyance of food.

There are a few food conveyance applications in India that can be downloaded from the comfort of homes on PDAs to arrange food in a hurry.

The global positioning framework is an additional benefit for the clients. The online food request framework keeps up with the specialist organization to keep a data set and improve the client experience. The second most affecting variable is quicker conveyance and more café choice; the following most impacting factor is limits and extraordinary offers.

The review features that clients frequently put orders in at the end of the week and on special occasions. The most popular feast among clients is lunch and bites. The concentrate likewise uncovers that Swiggy is the most favored application among the food conveying applications. Despite the fact that an enormous part of individuals utilizes online food conveyance applications, there are individuals who don't utilize food applications because of wellbeing and quality worries.

All in all, a considerable number of clients concur that web-based food conveyance applications will have a major development prospect from here on out.

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ANNEXURE

QUESTIONAIRE

1. Gender

   - Male
   - Female

2. Age

   - 45 to 50
   - 50 to 60
   - 60 to 65

3. Monthly income

   - Below 20000
   - 20000 to 50000
   - Above 50000

4. Do you order food from online?

   - Yes
   - No

5. Do you order on a frequent basis?

   - Yes
   - No

6. Are you aware of the food applications available?

   - Yes
   - No
   - Maybe

7. What is your preferred method of ordering food?

   - Websites
   - Mobile applications
   - Phone call

8. Which food delivery application do you use more?

   - Swiggy
   - Zomato
   - Uber Eats
   - Others

9. Which meal do you often order?

   - Breakfast
   - Lunch

- Snacks
- Dinner

10. From where do you generally order food?

    - Home
    - Office
    - Others

11. Do your family members also consume online food?

    - Yes
    - No

12. Are you satisfied with the quality of the food ordered?

    - Highly satisfied
    - Satisfied
    - Neutral
    - Dissatisfied

13. What is the average amount you spend per order?

    - Less than 100
    - 100-200
    - 200-300
    - More than 300

14. Do you think ordering food online has affected the traditional way of dining together?

    - Yes
    - No
    - Maybe

15. Do you prefer traditional way of dining over online food?

    - Yes
    - No

16. What is the factor that attracted you the most to use online food applications?

    - Quality
    - Quantity
    - Offers and discounts.
    - Reasonable price

17. Do you use discount coupons to buy through food delivery apps?

    - Yes
    - No
    - Maybe

18. Is it difficult for the delivery guy to find your location of ordering?

    - Yes
    - No
    - Sometimes

19. Do you find the food delivered is hygienic?

    - Yes
    - No
    - Neutral

20. Do you feel electronic food ordering is secure?

    - Yes
    - No
    - Maybe

21. Is finding online food ordering easy and convenient?

    - Strongly disagree.
    - Disagree
    - Neutral
    - Agree
    - Strongly agree.

22. How did you become aware of the online food ordering process?

    - Internet
    - Newspaper
    - Friends
    - Advertisements
    - Others

23. What are the challenges you faced while ordering food online?

    - Delivery charge
    - Unavailability of tracking system
    - Delivery time is long.
    - Site traffic

24. Do you think the food delivery applications will have growth in future?

    - Strongly disagree.
    - Disagree
    - Neutral
    - Agree
    - Strongly agree.