INTRODUCTION

This study examines consumer preferences regarding online food delivery services, focusing on factors such as convenience, pricing, variety, and service quality. As digital platforms increasingly infiltrate the dining habits of consumers, the research highlights a significant shift towards prioritizing speed and user-friendly interfaces, alongside competitive pricing strategies and food diversity. The findings are based on a survey and analysis of various demographic segments, revealing that while young adults show the highest usage rates, there is a growing interest across all age groups. Key insights indicate that trust in food safety and the reliability of delivery services are paramount in determining consumer loyalty. This study aims to provide actionable recommendations for online food delivery companies to enhance their service offerings, thereby improving customer satisfaction and market share.

Quantitative research method was used in this research so as to investigate and observe The collected data with the help of statistical, mathematical and computational Techniques. An orderly structured questionnaire was distributed among 50 Respondents from Taliparamba municipality to collect the Primary Data

Online food delivery has revolutionized the way people satisfy their cravings, offering convenience, variety, and speed at their fingertips. This modern-day culinary phenomenon allows users to browse through a plethora of cuisines, select dishes from their favorite restaurants, and have them delivered straight to their doorstep with just a few taps on their smartphones or clicks on their computers.

The concept of online food delivery has significantly transformed the food industry, empowering both consumers and restaurants alike. For customers, it means enjoying restaurant-quality meals in the comfort of their homes, without the hassle of cooking or venturing out. Meanwhile, restaurants can reach a wider audience, optimize their operations, and boost revenue by tapping into the digital marketplace.

The food business faces challenges that are unique. "A new mobile phone purchase or clothes purchased online can be delivered in one, two or more days and it won't bother people. But in the food business, fulfilment has to be within 30-40 minutes. "Besides,

there has to be a very tight control on quality of food and service, else people will reject it. Customer expectations are high."

In this 21st century, we see India at a rising pace where young minds of the country are excelling in the era of technology and innovations. The recent development of internet augmented the e-commerce industries in India. E-commerce development made online food ordering services more convenient for those who wanted to get food delivered at their door step. It has been observed that the corporate lifestyle has curbed the leisure out of Indians that is the attitude towards online sources of ready to eat food.

Adopting new technology, does not only ease the customers, but also ensure that this business is enabling to stand tall in two day's modern competitive world market. With increased usage of smart phones, food delivery start-ups started to receive more attention. The recent creativeness of online food servicing agents is, mobile ordering, Facebook ordering, Digital menu boards & smart phones. Indian Online food services are in a boom to the digital industry across the globe. And market size of food is expected in India to reach Rs. 12 lakhs by 2020.

1.2 SIGNIFICANCE OF THE STUDY

The online food delivery application is one of the fastest growing marketing strategies for most of business people to gain more profits.Online food delivery provides the ultimate convenience to consumers,allowing them to order food from a variety of restaurants whith just a few clicks from their smart phones or computers.This is especially usefull for busy individuals,those with mobility limitation,or during situation likes bad weather or global pandemics

1.3 STATEMENT OF THE PROBLEM

The problem statement for a research study focusing on online food delivery platforms encapsulates the primary issues and challenges faced by these services, which are critical to understanding their operational, consumer satisfaction, and technological dimensions. Despite the exponential growth and widespread adoption of online food delivery platforms, several persistent problems have surfaced that impact both users and service providers. Key issues include concerns over food safety and hygiene, the

accuracy and timeliness of deliveries, customer service quality, and the sustainability of packaging materials. Additionally, platform-dependent restaurants struggle with high commission fees and maintaining profitability, while customers often face difficulties with order accuracy and delivery tracking. Technological challenges also persist, primarily in integrating advanced features such as real-time tracking and personalized recommendations to enhance user experience. This study aims to identify and analyze these multifaceted challenges, exploring their implications on consumer satisfaction and business operations, and proposing viable solutions to optimize the efficiency and effectiveness of online food delivery services.

1.4 OBJECTIVE OF THE STUDY

- To assessing consumer preferences and behaviors regarding online food Delivery services.
- To understanding the factors that influence consumers' choices of online food Delivery platforms.
- To examining the importance of various features such as delivery speed, food Quality, and menu diversity in online food delivery.
- To provide suggestions and recommendations based on the findings.

1.5 SCOPE OF THE STUDY

Online food delivery helps to perfect virtual market place which involves customer as well as the restaurant. There is enough amount of flexibility for consumer that when he want to eat and only at that time he will order his food.The scope of the study includes the popularity of online food delivery, the need of Virtual restaurants, their role in influencing the consumption pattern and habits, merits and demerits of e-market and major players in online retailing etc. The online food delivery application is one of the fastest growing marketing strategies for most of Business people to gain more profits. Food is a basic necessity for every people, but Because of the busy life of people sometimes they are not able to cook or not having Time to go and order food from outside. The growth of technology has made online Shopping as a part of everyday lifestyle.

1.6 METHODOLOGY OF THE STUDY

Quantitative research method was used in this research so as to investigate and observe The collected data with the help of statistical, mathematical and computational Techniques. A structured questionnaire was designed with close-ended and open-ended Questions. It was designed in such a manner so that it caters all the areas of study.

1.6.1 Source of Data

An orderly structured questionnaire was distributed among 50 Respondents from Taliparamba municipality to collect the Primary Data which included various types of questions On their online food ordering activities and their opinions.

1.6.2 Sample size

A Sample of 50 customers from Taliparamba municipality.

1.6.3 Sampling Plan.

Convenience sampling method has been used for sample selection purpose which Covered around 50 Respondents from different parts of Taliparamba municipality.

1.6.4 Tools of Data

Primary method is used for systematic gathering of data from the respondent through Questionnaire.

1.6.5 Tools for Analysis

Structured Questionnaires were the tools for data collection. The Questionnaire was neatly designed and constructed for the purpose in line with the objective of the study. Analyze the data and interpret the results by using percentages and diagrams.

1.6 LIMITATIONS OF THE STUDY

- The accuracy level was not up to the mark because the data was collected using
- sampling method.
- The study is limited to a sample of 50 customers, so the finding of the study cannot

- be generalized.
- Due to time shortage, it is not possible to cover all the factors related to study