**CHAPTER 1**

**INTRODUCTION**

**1.1 INTRODUCTION**

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

**CHAPTER 2**

**REVIEW OF LITERATURE**

In the study we are analyzing changes of people because of the dominance of online food delivery and some reviews related to the topic is given below

**Schiffman, Scherman, & Long (2003)** in his study researched that “yet individual attitudes do not, by themselves, influence one’s intention and/or behaviour. Instead that intention or behaviour is a result of a variety of issues relevant to the situation at hand, in this case online buying. Over time the Internet buyer, once considered the innovator or early adopter, has changed. While once young, professional males with higher educational levels, incomes, tolerance for risk, social status and a lower dependence on the mass media or the need to patronize established retail channels (Ernst &Young, 2001; Mahajan, Muller & Bass 1990).

**(Abdullah and Rozario, 2009)** only service quality, location of the food outlet and ambience have a positive impact. Food quality revealed an unsuspected result of a negative relationship. The study shows that although perception of customers towards food quality was low, their satisfaction has still high.

**Amin. P. D and Amin.B. (2010)** made an attempt to summarize the key findings from various research studies relating to gender-based differences in case of online shopping activities. The stronger influence of perceived case of purchasing on both attitudes and online shopping intentions for female compared to males indicate that online shopping intentions and attitudes are sensitive to female perceptions, given a higher demand for the physical environment or strong desire for the sensory pleasures associated with touching the product. Finally, the gendered nature of conventional buying emerged clearly- women prefer emotional and psychological involvement in the online and offline shopping process; where men focus on efficiency and convenience in obtaining shopping outcomes from actual product.

**(Kimes, n. d) 2011,** online food ordering service is a major part of restaurant business. Some food supply chain managing restaurants like pizza hut, dominos, mc Donald they have created mobile apps with the help of that customer can place order through mobile apps. While telephone is restricted to the particular hotel or restaurant. using mobile app will provide more convenience to consumer., online food ordering service is a major part of restaurant business. Some food supply chain managing restaurants like pizza hut, dominos, mc Donald they have created mobile apps with the help of that customer can place order through mobile apps. While telephone is restricted to the particular hotel or restaurant. using mobile app will provide more convenience to consumer.

**Sheryl E. Kimes (2011),** his study found that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal interaction and also had higher technology anxiety to use the services.

**Serhat Murat Alagoz & Haluk Hekimoglu (2012**), e-commerce is rapidly growing worldwide, the food industry is also showing a steady growth. In this research paper they have used the Technology Acceptance Model (TAM) as a ground to study the acceptance of online food ordering system. Their data analysis revealed that the attitude towards online food ordering vary according to the ease and usefulness of online food ordering process and also vary according to their innovativeness against information technology, their trust in eretailers and various external influences.

**Varsha Chavan, et al, (2015),** the use of smart device based interface for customers to view, order and navigate has helped the restaurants in managing orders from customers immediately. The capabilities of wireless communication and smart phone technology in fulfilling and improving business management and service delivery. Their analysis states that this system is convenient, effective and easy to use, which is expected to improve the overall restaurant business in coming times.

**H.S. Sethu & Bhavya Saini (2016),** their aim was to investigate the student’s perception, behavior and satisfaction of online food ordering and delivery services.

Their study reveals that online food purchasing services help the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time easy access to internet are the prime reasons for using the services.

**Hong Lan, et al, (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.

**Leong Wai Hong (2016)**, the technological advancement in many industries have changed the business model to grow. Efficient systems can help improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurant’s business grow from time to time and will help the restaurants to facilitate major business online.

**(Chaturvedi and Karthik, 2020)** Online food ordering is emerging as a new trend all over the world. By the increase of usage of internet in India ordering 11 food was becoming more popular. These days online food ordering in India has been increasing in urban areas. In rural areas there is no noticeable increment in rural areas, marketers such as Food Panda, Swiggy, Zomato, Uber Eats should know the consumer behavior to develop their performances. They should know the customers in order to update them according to the tastes of the people. This is an attempt to know about strategies and trends of the marketers who deliver food online. According to The City Pages, Minneapolis/ St. Paul reviewed about one Vietnamese restaurant in town by Moskowitz (1999) “Customers are stocking up in pursuit of fresh, simple Vietnamese food made with an emphasis on clean flavour and bright herbs, delivered quickly, and priced reasonably".

**CHA5PTER 3**

**PROFILE OF THE STUDY AREA**

Profile of the study area in online food delivery services is given below

**Origin and Background**

The origins of the online food industry go back to 1994where the first online food order received was a pizza from Pizza Hut in 1994. And the first online food ordering service, was Worldwide Waiter (now known as Waiter.com), was founded in1995. With a population of over 1.2 billion, India is undeniably one of the biggest consumer markets in the world today. 50%of this population fall under the age of 25, making India one of the countries with the youngest population in the world. Furthermore, it has been predicted that by the year 2025 the number of middle-class Indians will touch 550 million. Moreover, e-commerce has been expected to grow from US $2.9 billion in 2013 to a mammoth US$100 billion by 2020, thereby making it the fastest growing e-commerce market in the world.

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With this backdrop it should be noted that a growing trend has been observed showing that a majority of the fast-food demand occurs within the age group of10 – 40 years. The recent rise in the number of productively employed young Indians in sectors such as IT services has resulted in an increase in the spending capacity of the individuals. According to statistics provided by the World Bank, there has been a 50%increase in the per capita income from 2006till date.

 This growing Appetite and increased spending capability of young Indians has made the food industry an attractive and lucrative area in which to start a business. With this significant growth in the online food and restaurant service industry, it has been estimated that the Gross Merchandise Value of online food and restaurant industries would reach an estimated $2.7 billion by the end of 2019, which is a significant leap from the $300million in 2016. In addition to young Indians feeling the growing demand for the services of online food delivery, the increase in dual income families in urban areas of India, where both parents work, is dramatically changing the way people live in subtle yet significant ways. The changes in routines, lifestyle and food habits have resulted in an increase in demand for easily accessible and good quality food. It has been estimated that almost 92% of nuclear families who seek out fast food or take out, as against preparing a meal at home, do so in order to save the time and energy. Also, the increase in the number of working women increasing, and the increase in the amount of disposable income has proved to be a key demand driver.

**Present Scenario of Online Food Delivery**

With the rise of digital technology, reshaping of the service sector and increased use of technology by service providers, consumers are getting accustomed to shopping and ordering online through App store websites. With these Apps and websites providing maximum convenience and transparency, consumers have now come to expect an experience similar to what they would receive from the outlet itself. Keeping this in mind new and budding Indian start-ups are finding that the secret ingredient to the success of their business, Food.

There are now several service providers who are fighting to win the hearts of consumers. Although technological developments do matter in the context of food technology, ultimately it is the customer’s food experience that decides the success or failure of these kinds of start-ups’ Indian food delivery market has been valued at 15 billion dollars and is set for an exponential growth. The growth of online food ordering delivery platforms like Swiggy, Food Panda, Uber Eats, and Zomato are feeding the world online and making profits at the same time. It was initially estimated that the Indian Food technology industry would reach $78 billion by 2018, but that is only one part of the picture. Despite the wide potential that this sector provides, many new players that have jumped in without proper legwork have either been downsized like Zomato or completely shut down like Tiny Owl.

 At present, out of 105 Food tech start-ups in India, only 58 are currently operational. At the outset the food technology industry in India began with companies like Zomato trying to solve the problem of finding a good restaurant through a simple user – friendly platform. This was followed by companies like Food Panda trying to address the issue of ordering and booking food orders from these restaurants by working as an aggregator. The final stage had companies like Swiggy handling the issue of delivery. This basically sums up the evolution of the Indian food technology market till date.

**Challenges in the Online Food Delivery Business**

The main problem that results in the shutting down of online food delivery start -ups is that most of them are yet to touch the vital part of the value chain which is the FOOD itself. A report published by Takeout & Off-Premise states that 60% of customers feel that the taste of food ordered and consumed at a dine-in restaurant should be one and the same and 45% of customers want the same level of freshness. Another underlying reason for the failure of many online food delivery start-up’s is that they are carbon copies of one another, and completely lacking in innovation addition to this online food delivery service providers constantly face the following challenges:

* Lack of proper logistics control
* Timely delivery issues
* Shortage of delivery staff
* ‘On the fence’ attitude of customers i.e., lacking loyalty
* Inability to handle large volume of orders (both dine – in and take out)

**Online Food Delivery Service**

Online food ordering system is a system to manage the business. The main point of developing this system is to help the customers to manage the business and help customers through online ordering and lunch reservation. The project is being developed because of the long queues that will be in the restaurant during lunch or dinner hours, one for purchasing tickets and one for collecting food. With the new system, the customers would be able to order their food from the comfort of their offices, classrooms, hostels and anywhere outside the school campus without queuing. The system will cater for the disadvantages of the traditional method which is currently in place.

With a website or mobile app, customers can easily browse all the dishes the restaurant has available, customize dishes to their requirements and place an order. It can also save their favourite orders allowing them to easily re-order that in the future. From the restaurant’s perspective, they no longer spend time taking the customer’s order, stop worrying about communication errors and streamline their order management workflow.

The online food ordering system has skyrocketed in the past four years, as suggested by many recent studies. It has become a boon in the restaurant industry. With the passage of time and innovation of technology, more people are accessing the Internet from virtually anywhere. An increase in the use of the Internet and Smartphone has certainly led to the increased usage of online food ordering system. With the ever-increasing popularity of iPhone and Android apps, the restaurant owners are also using this new age technology to gain huge benefits. Many app developers have created ordering apps that allow customers to place their orders easily and quickly from their mobile phones. Due to this facility, it has become more convenient for the customers to place orders from wherever they are.

On the other hand, it has become more profitable for the restaurant owners as it increases the sales drastically. This is one of the best ways in which the restaurant owners can also tap their social media audiences and order their favourite dishes through their Facebook pages. Other than ordering food anytime, this facility also offers you full accuracy in the order you made. Another thing which has been observed from the researches is that, people usually order more while ordering online. This is again something which is of more benefit to the restaurant owners.

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 Thus, getting an app built is something which is of much importance for small businesses and restaurant owners. So, the right time has occurred when businesses need to fetch the benefits of online ordering system for restaurants. It not only gives you increased number of loyal customers, but also escalates your presence online.! With the escalating progression in the mobile revolution, people use smart phones for performing their day-to-day tasks.

The first restaurants to adopt online food ordering services were corporate franchises such as Domino’s and Papa John’s. Online food ordering could be called the response of the internet to the desire for delivery food. It is a growing trend especially in urban areas and on college campuses that allows people to order from restaurants featuring interactive menus, by use of their internet connection. In many cases handle complicated web pages can be used to make orders, though a lot of people rely on a desktop or laptop computer for this. ‘Ordering form grocery stores to stock the kitchen, instead of placing one-time orders with a restaurant. There are several ways in which online food ordering from a restaurant may occur. A restaurant can have its website with easy features for placing an order for pick up or delivery. Some add a third option of being able to make reservation. Instead of calling for a delivery, people just access the internet to the restaurant site and make their order Food diversity in India is an implicit characteristic of India’s diversified culture consisting of different regions and states within.

Traditionally, Indians like to have Home-cooked meals – a concept supported religiously as well as individually. However, with times due to increasing awareness and influence of western culture, there is a slight shift in food consumption patterns among urban Indian families. It started with eating outside and moved on to accepting a wide variety of delicacies from world-over. Liberalization of the Indian economy in the early 1990s and the subsequent entry of new players set a significant change in lifestyles and the food tastes of Indians.

It is expected that consumers will continue to increase their usage of online food delivery services so long as there are stay-at-home orders and sit-down restaurants remain closed, although this likely will not completely replace pre-pandemic restaurant spending. As COVID-19 continues to impact the United States, the demand for non-contact food delivery services will likely follow the example of China and expand greatly. Understanding consumer behaviour as it relates to online food delivery services is essential in this rapidly changing environment.

There are advantages for both the customer and for the restaurants who participate in online ordering. First, a customer can order at will when they have time to. Also, the customer is able to customize their order the way they like it without errors in communication between the customer and the person taking the order. In addition to customer advantages, the restaurant is able to take more orders with less staff. The restaurant does not need a waiter or hostess to be on the phone to take the order. The order can go straight to the kitchen.

**Food delivery applications**

OFD is ordering and delivery of food from various restaurants through website or apps. The services offered by various FDAs can be categorised as providing orders, monitoring, payment and tracking facilities, but they are not liable for the actual food preparation. Online food delivery apps allow customers to order from a wide variety of establishments with a single tap on a mobile phone. Call to make an order and then go to a restaurant to pick it up or wait for their couriers to come, without knowing when exactly it will be delivered.

**Growth of Online Food Delivery in India**

With the tremendous increase in the number of vehicles and the heavy population density leading to heavy traffic jams, which is seen in most of the Metropolitan cities such as Delhi, Mumbai, Kolkata and Chennai, a growing trend has been seen towards households preferring to use the services of online food delivery Apps rather than cooking at home. In a recent survey it was observed that more than 80% of food orders not only come out of the top 5 metropolitan cities in India, but specifically through online food delivery services. The “dining out” culture is now giving way to the “eating in” culture. Global food brands are now strengthening their relationship with food delivery service providers like Zomato and Swiggy. Recently, Café Coffee Day, India’s Largest home grown coffee shop chain launched a virtual restaurant which will cater to orders only through Uber. At present, India’s online food delivery market has been estimated to be valued at $7billion. A large chunk of the market is occupied by Zomato and Swiggy who have a combined share of 80%.

**Online Food Delivery Apps**

* **Swiggy**

It was founded in an office space in Koramangala, Bangalore in 2014 by Nandan Reddy and Sriharsha Majesty, alumni of Birla Institute of Technology and Science Pilani. It started with one neighbourhood, six delivery executives, and 25 partner restaurants. Now it has partnered with over 40,000 restaurants across 25 cities and over 13,000 delivery executives. It currently has a market value of $1.3 billion and funding of Approximately $465.5million. In 2017, Swiggy was named as the start-up of the year at the Economic Times Start-up of the Year Awards 2017. The co-founders, Rahul Jaimini and Nandan Reddywere also listed in Forbes 30 under 30. With this roster in the backdrop and the best industry average delivery time of 37minutes, Swiggy finds itself at the top of the online food delivery market a midst its many competitors.

* **Zomato**

Zomato, originally started as Foodie bay was founded in 2008 and later renamed as Zomato in 2010 by DeepinderGoyal and Pankaj Chaddah. By 2011Zomato had expanded to Bengaluru, Pune, Chennai, Hyderabad and Ahmedabad and by2012 expanded overseas to UAE, Sri Lanka, Qatar, UK, Philippines, and South Africa. It currently operates across 24 countries. Zomato has also come up with the innovative concept of cloud kitchen. Through this innovation restaurants can expand their business without incurring any fixed costs. The market value of Zomato is now estimated to Approximately $2 billion with Alibaba’s payment affiliate Ant Financial having an ownership stake of almost 10%. Furthermore, Zomato has also acquired 12 startups globally. Despite several security breaches and controversies, which were severe set – backs in achieving their target, Zomato continues to be one and the top competitors in the online food delivery market. Zomato also offers personalized customer service, and multiple payment options. With the services being available round the clock, including breakfast and late-night meals as well.

* **Uber Eats**

The company Uber was founded in 2009 by Garrett Camp as a transportation network company. It now offers a wide array of services such as ridesharing, taxi cab hailing, bicycle sharing system and even food delivery. The company made its first foray into food delivery in August 2014 in Santa Monica, California. It gradually began to expand its network to other cities across he USA and is now located in over 250 cities. The Uber Eats App was launched separately from their App for Uber rides. Users can read the menu, order, and pay for food from participating restaurants using their device using an Application on the IOS or Android platforms or through a web browser. Users additionally have the option of giving a tip for delivery.

The App detects the user’s location and displays restaurants open at the time separately from those that are closed. Payment is charged to debit card on file with Uber. Meals are delivered by couriers using cars, bikes, or on foot. Upon ordering, the customer is notified of the total price combining delivery fee and meal price. Customers can track the delivery status after the order is placed. Uber Eats launched in India in May of 2017, While it may seem that Uber was a late entrant into the online food delivery App in India, they claim that other online food delivery giants in India such as Zomato and Swiggy have cleared the way for them by building a strong market for them. Since its launch into the Indian market, Uber Eats has had a seven – fold growth in order volume, and they add almost4,500 delivery partners every week. On a global scale, they have almost 400,000active delivery partners. Uber Eats contributes about 13% of Uber’s overall gross booking. According to some reports, and the estimated that Uber Eats has a market value of over $20 billion.

**FUTURE SCOPE**

With technology continuously growing food delivery start – ups should consider new business models in the food delivery market that are growing in popularity such as on demand delivery, restaurant and food discovery, cloud kitchen, full stack, and home cooked food models. Demand Delivery On demand delivery is the immediate or scheduled delivery of food to the customer; initiated immediately after the customer has placed an order. On-demand delivery platforms hold on to a large number of part-time local delivery partners in order to bring products to customers immediately. It is the express delivery of products done with the help of a highly efficient transportation system after an online order is received.

**Cloud Kitchen**

A cloud kitchen is a takeaway outlet that does not provide a dine-in facility. It functions as a production unit with space for the preparation of food. The food can be ordered online, which is the reason behind the name ‘cloud kitchen’.

**Full Stack**

Food Stack food delivery service is a brand - new concept in the food delivery market. It is a fresh view on the meal delivery service. It lies in controlling the entire process, which means that the company runs the customer interaction management, cooking and logistics. A customer is provided with the photo of the dish, the list of ingredients, and the name of the chef. The order usually comes within an hour of the customer placing the order, or the customer can pre – order one day in advance.

**Drone Based Food Delivery**

Drone deliveries are a solution to some of the logistical problems faced by online food delivery service providers.

They will pick and deliver food parcels from the restaurant to the customer hub i.e. a landing station located close to a densely populated area. The drones have sensors that are in-built, and computers onboard to guide in the taking off, landing and to avoid objects. Recently Zomato successfully tested its maiden drone delivery technology

**Usage of food delivery service trend in Kerala**

The usage of food delivery services in Kerala has seen a significant uptrend, largely influenced by the changing lifestyle patterns, increased penetration of the internet, and the growing adoption of smartphones among its population. This trend is particularly notable in urban areas like Kochi, Thiruvananthapuram, and Kozhikode, where busy work schedules and the convenience offered by these platforms have made them a popular choice among consumers. Initially limited to major international chains and high-end restaurants, the spectrum of options on food delivery platforms has broadened significantly to include local eateries, home chefs, and even street food vendors. This has not only expanded the variety of food available but has also provided a substantial boost to local businesses. Furthermore, cultural festivities and the tourism boom in the state often lead to spikes in usage rates, as both locals and tourists rely on these services for a diverse culinary experience. The COVID-19 pandemic further accelerated this trend, as safety concerns led consumers to prefer home-delivered food over dining out. With ongoing advancements in technology and better logistical support, the food delivery service market in Kerala is expected to continue its growth trajectory, adapting to the evolving consumer preferences and expanding its reach across more rural and semi-urban areas.

**Usage of food delivery service trend in Kannur**

Popularly known as a fisherman Municipality in the northern part of Kerala, Kannur is known for its beaches and backwaters. Along with that, it is also considered a hidden gem if you are looking for one’s of Kerala’s gastronomical treasure. If you are here as a tourist and want to taste the authentic food of Kannur, the best option is to try food delivery in Kannur.

**Food delivery in Kannur during festivals**

Kerala is known for its culture legacy which can be evident in the way the festivals of Kerala like Vishu, Onam, Eid, etc. are celebrated here. So, whether you have arrived here during a festive season or you are a resident of Kannur, you must be in the festive mood and cooking during such an occasion is a thing which no one really wants to indulge in. Hence, food delivery services like Swiggy in Kannur will make sure that the authentic Malayali food from the popular restaurants of Kannur reaches your doorstep. Kannur cuisine mainly comprises non-vegetarian food like meat and fish. Non-vegetarian foods in the cuisine include chicken, pork, beef, and seafood such as crabs, mussels, and prawns. There are various delectable meals made using freshwater fish, and the people of Kannur love to gorge on them. But you are a vegetarian, even you can also get a wide range of choice when you are looking to order vegetarian food.

**History of Kannur cuisine**

Kannur cuisine has drawn inspiration from all over the world and dates back to centuries ago. Several food traditions from all across the world, majorly from European, Arabian, and Persian cuisine and culture as tradesmen often travelled through this place, and in this way, there was an import of culinary specialties. Experience foodgasm and revel in the taste of Kannur cuisine by ordering food online in Kannur

**Kannur food guide**

Whether you are visiting the city for the first time, or you are a native to the place, the food platter of Kannur is never going to disappoint you. The first item in your list can be Thalassery Chicken Biryani, where you will get a rich fusion of rice, chicken, and spices – all cooked together in a pot. If you are a fan of sea food, you can also try the mussels variation of Thalassery biryani. Next on the list are Neypathiri, Unnakkaya, Pathiri, and Mutton Korma. Get food delivery in Kannur to try these dishes from the comfort of your house.

**Usage of food delivery service trend in Taliparamba**

In Taliparamba, a smaller town in the northern part of Kerala, the trend of using food delivery services has been gaining momentum, though its growth trajectory is somewhat more gradual compared to the larger urban centers in the state. This increasing trend is primarily driven by the younger demographic, particularly college students and young professionals, who are more inclined towards the convenience and variety offered by these platforms. As local restaurants and eateries begin partnering with major food delivery services, residents are increasingly exploring the convenience of having a variety of cuisines delivered right to their doorsteps. However, the service coverage is not as extensive as in metropolitan areas, with a focus primarily around central Taliparamba where the concentration of potential customers is higher. Technological adoption among the local population is on the rise, facilitating greater access to these services. Additionally, the pandemic has played a significant role in altering consumer behaviors, with more residents opting for delivery services to minimize physical contact.

**CHAPTER 4**

**DATA ANALYSIS AND INTERPRETATION**

**TABLE 4.1**

**AWARENESS ABOUT ONLINE FOOD DELIVERY APPS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| YES | 45 | 90 |
| NO | 5 | 10 |
| **TOTAL** | **50** | **100** |

 Source: Primary Data

**FIGURE 4.1**

**AWARENESS ABOUT ONLINE FOOD DELIVERY APPS**

**INTERPRETATION**

Table no.4.1 shows that 90% of the respondents are aware about online food delivery apps . another 10% of them are not aware.

**TABLE 4.2**

**FIND ONLINE FOOD ORDERING IS SECURED**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| YES | 40 | 80 |
| NO | 10 | 20 |
| **TOTAL** | **50** | **100** |

 Source: Primary Data

**FIGURE 4.2**

**FIND ONLINE FOOD ORDERING IS SECURED**

**INTERPRETATION**

Table no.4.2 shows that 80% of the respondents find online food ordering is secured. another 20% of them find online food ordering is not secured

.

**TABLE NO.4.3**

**MODE OF PAYMENT DO YOU PREFER MOST**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| ONLINE PAYMENT | 27 | 54 |
| CASH ON DELIVERY | 18 | 36 |
| CREDIT/DEBIT CARD | 5 | 10 |
| **TOTAL** | **50** | **100** |

**FIGURE.4.3**

**MODE OF PAYMENT DO YOU PREFER MOST**

**INTERPRETATION**

Table no 4.3 shows that 54% of the respondents mode of payment preferred is online payment, 36% cash on delivery,10% debit or credit card.

**TABLE NO.4.4**

**MONTHLY BUDGET FOR FOOD DELIVERY**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| BELOW 500 | 13 | 26 |
| 500-1000 | 22 | 44 |
| ABOVE 1000 | 15 | 30 |
| **TOTAL** | **50** | **100** |

**FIGURE.4.4**

**MONTHLY BUDGET FOR FOOD DELIVERY**

**INTERPRETATION**

Table no 4.4 shows that 44% of the respondents monthly budget for food delivery is 500-1000, 26% below 500, 30% above 1000.

**TABLE 4.5**

**OPINION ABOUT PRICE OF FOOD**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONSES** | **PERCENTAGE** |
| HIGH  | 28 | 56 |
| LOW | 8 | 16 |
| ACCEPTABLE | 14 | 28 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**FIGURE 4.5**

**OPINION ABOUT PRICE OF FOOD**

**INTERPRETATION**

Table No.4.5 shows that 56% of the respondents opinion about price of food is high , 28% of the respondents says it is acceptable . 16% of the respondents low price

**TABLE NO.4.6**

**APP DO YOU PREFER MOST**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONSES** | **PERCENTAGE** |
| SWIGGY | 8 | 16 |
| ZOMATO | 12 | 24 |
| PIZZA HUT | 28 | 56 |
| OTHER | 2 | 4 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**FIGURE.4.6**

**APP DO YOU PREFER MOST**

**INTERPRETATION**

Table no 4.6 shows that 56% of the respondents prefer pizza hut, 24% zomato , 16% swiggy and another 4% other apps

**TABLE 4.7**

**USE THE APP OF ANYTHING ELSE**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONSES** | **PERCENTAGE** |
| Yes  | 5 | 10 |
| No  | 45 | 90 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**FIGURE.4.7**

**USE THE APP OF ANYTHING ELSE**

**INTERPRETATION**

90% of the respondents do not use the app for anything else. 10% of them use the app for other purposes.

**TABLE 4.8**

**OFTEN DO YOU ORDER FOOD ONLINE FOR DELIVERY**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONSES** | **PERCENTAGE** |
| DAILY | 5 | 10 |
| SEVERAL TIMES A WEEK | 8 | 16 |
| ONCE A WEEK | 12 | 24 |
| OCCASIONALLY | 5 | 10 |
| RARELY | 20 | 40 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**FIGURE 4.8**

**OFTEN DO YOU ORDER FOOD ONLINE FOR DELIVERY**

**INTERPRETATION**

Table No.4.8 shows that 40% of the respondents rarely order food online for delivery. 24% once a week . 10% of the respondents daily another10% occasionally and 16% several times a week

**TABLE 4.9**

**IMPORTANT FEATURES WHILE USING AN ONLINE FOOD DELIVERY SERVICE**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONSES** | **PERCENTAGE** |
| VARIETY OF RESTAURANTS | 12 | 24 |
| FAST DELIVERY TIME | 5 | 10 |
| USER FRIENDLY APP | 11 | 22 |
| DEALS AND DISCOUNTS OFFERED | 12 | 24 |
| QUALITY OF FOOD  | 10 | 20 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**FIGURE 4.9**

**IMPORTANT FEATURES WHILE USING AN ONLINE FOOD DELIVERY SERVICE**

**INTERPRETATION**

Table No.4.9 shows that 24% of the respondents agree that they look into features like variety of restaurants while using an online food delivery service, 24% deals and discounts offered, 22% user friendly app, 20% quality of food and 10% fast delivery time

**TABLE 4.10**

**ONLINE REVIEWS AND RATINGS INFLUENCE YOUR DECISION WHEN CHOOSING A FOOD DELIVERY SERVICE**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONSES** | **PERCENTAGE** |
| VERY INFLUENTIAL | 20 | 40 |
| SOMEWHAT INFLUENTIAL | 25 | 50 |
| NEUTRAL | 5 | 10 |
| NOT VERY INFLUENTIAL | 0 | 0 |
| NOT INFLUENTIAL AT ALL | 0 | 0 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**FIGURE 4.10**

**ONLINE REVIEWS AND RATINGS INFLUENCE YOUR DECISION WHEN CHOOSING A FOOD DELIVERY SERVICE**

**INTERPRETATION**

Table No.4.10 shows that 50% of the respondents says that they have neutral opinion that online reviews and ratings influence decision when choosing a food delivery service, 40% very influential and 50% somewhat influential.

**TABLE 4.11**

**LIKELY TO REMAIN LOYAL TO A SPECIFIC FOOD DELIVERY SERVICE**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| LOYALTY REWARDS PROGRAM | 5 | 10 |
| CONSISTENTLY GOOD SERVICE | 10 | 20 |
| LOWER DELIVERY FEES | 15 | 30 |
| EXCLUSIVE DEALS FOR REGULAR CUSTOMERS | 20 | 40 |
| OTHER | 0 | 0 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**FIGURE 4.11**

**LIKELY TO REMAIN LOYAL TO A SPECIFIC FOOD DELIVERY SERVICE**

**INTERPRETATION**

Table No.4.11 shows that 40% of the respondents opined exclusive deals for regular customers likely to remain loyal to a specific food delivery service, 30%lower delivery fees, 20% consistently good service and 10% loyalty rewards program

**TABLE 4.12**

**FACTORS WOULD DETER YOU FROM USING AN ONLINE FOOD DELIVERY SERVICE**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| HIGH DELIVERY FEES | 10 | 20 |
| LONG DELIVERY TIMES | 15 | 30 |
| LIMITED RESTAURANT OPTIONS | 18 | 36 |
| POOR PAST EXPERIENCES | 5 | 10 |
| OTHER | 2 | 4 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**FIGURE 4.12**

**FACTORS WOULD DETER YOU FROM USING AN ONLINE FOOD DELIVERY SERVICE**

**INTERPRETATION**

Table No.4.12 shows that 36% of the respondents opined that limited restaurant options, 30% long delivery times,20% high delivery fees, 10% poor past experiences and 4% other factors would deter from using an online food delivery service

**TABLE NO.4.13**

**FACTORS MOST IMPORTANT TO WHEN CHOOSING AN ONLINE FOOD DELIVERY PLATFORM**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| VARIETY OF RESTAURANT OPTIONS | 10 | 20 |
| DELIVERY SPEED | 10 | 20 |
| USER INTERFACE EASE OF ORDERING | 5 | 10 |
| PROMOTIONS AND DISCOUNTS | 5 | 10 |
| FOOD QUALITY | 20 | 40 |
| **TOTAL** | **50** | **100** |

**FIGURE.4.13**

**FACTORS MOST IMPORTANT TO WHEN CHOOSING AN ONLINE FOOD DELIVERY PLATFORM**

**INTERPRETATION**

Table no 4.13 shows that 40% of the respondents agree that they look into food quality when choosing an online food delivery platform,20% variety of restaurant options, another 20% delivery speed and 10% user interface ease of ordering and 10 % promotions and discounts

**TABLE 4.14**

**LOYAL TO A SPECIFIC ONLINE FOOD DELIVERY PLATFORM, OR SWITCH BETWEEN PLATFORMS BASED ON DIFFERENT FACTORS**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| I AM LOYAL TO ONE PLATFORM. | 20 | 40 |
| I USE MULTIPLE PLATFORMS DEPENDING ON THE SITUATION | 16 | 32 |
| I DON'T HAVE A PREFERENCE. | 14 | 28 |
| **TOTAL** | **50** | **100** |

source: primary data

**FIGURE 4.14**

**LOYAL TO A SPECIFIC ONLINE FOOD DELIVERY PLATFORM, OR DO YOU SWITCH BETWEEN PLATFORMS BASED ON DIFFERENT FACTORS**

**INTERPRETATION**

Table No.4.14 shows that 40% of the respondents are loyal to one platform, 32% use multiple platforms depending on the situation and 28% don't have a preference.

**TABLE 4.15**

**RECOMMENDATIONS INFLUENCE CHOICE OF ONLINE FOOD DELIVERY PLATFORM**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONSES** | **PERCENTAGE** |
| VERY INFLUENTIAL | 20 | 40 |
| SOMEWHAT INFLUENTIAL | 15 | 30 |
| NEUTRAL | 13 | 26 |
| NOT VERY INFLUENTIAL | 2 | 4 |
| NOT INFLUENTIAL AT ALL | 0 | 0 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**FIGURE 4.15**

**RECOMMENDATIONS INFLUENCE CHOICE OF ONLINE FOOD DELIVERY PLATFORM**

**INTERPRETATION**

Table No.4.15 shows that 40% of the respondents says that they are very influenced by the recommendations from friends, family, or online influencers influence choice of online food delivery platform, 30% somewhat influential,26% neutral opinion ,and 4% not very influential

**TABLE 4.16**

**WILLING TO PAY SLIGHTLY HIGHER DELIVERY FEES FOR FASTER DELIVERY OR A WIDER SELECTION OF RESTAURANTS**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| YES | 26 | 52 |
| NO | 10 | 20 |
| **Total** | **50** | **100** |

 Source: Primary Data

**FIGURE 4.16**

**WILLING TO PAY SLIGHTLY HIGHER DELIVERY FEES FOR FASTER DELIVERY OR A WIDER SELECTION OF RESTAURANTS**

**INTERPRETATION**

Table No.4.16 shows that 52% of the respondents are willing to pay slightly higher delivery fees for faster delivery or a wider selection of restaurants and 20% not ready

**TABLE NO.4.17**

**PROVIDE FEEDBACK TO AN ONLINE FOOD DELIVERY PLATFORM ABOUT YOUR EXPERIENCE (E.G., FOOD QUALITY, DELIVERY TIME, CUSTOMER SERVICE)**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONSES** | **PERCENTAGE** |
| VERY LIKELY | 5 | 10 |
| SOMEWHAT LIKELY | 20 | 40 |
| NEUTRAL | 20 | 40 |
| NOT VERY LIKELY | 5 | 10 |
| NOT LIKELY AT ALL | 0 | 0 |
| **TOTAL** | **50** | **100** |

**FIGURE.4.17**

**PROVIDE FEEDBACK TO AN ONLINE FOOD DELIVERY PLATFORM ABOUT YOUR EXPERIENCE (E.G., FOOD QUALITY, DELIVERY TIME, CUSTOMER SERVICE)**

**INTERPRETATION**

Table no 4.17 shows that 40% of the respondents agree that they are somewhat likely to provide feedback to an online food delivery platform about your experience, 40% of the respondents have neutral opinion, 10% very likely and another 10% not very likely

**TABLE 4.18**

**FACTORS WHEN ORDERING FOOD ONLINE FOR DELIVERY**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| DELIVERY SPEED | 5 | 10 |
| FOOD QUALITY | 15 | 30 |
| MENU DIVERSITY | 10 | 20 |
| PRICE | 5 | 10 |
| CONVENIENCE OF ORDERING PROCESS | 15 | 30 |
| **TOTAL** | **50** | **100** |

source: primary data

**FIGURE 4.18**

**FACTORS WHEN ORDERING FOOD ONLINE FOR DELIVERY**

**INTERPRETATION**

Table No.4.18 shows that 30% of the respondents agree that look into food quality when ordering food online for delivery, 30% convenience of ordering process, 20% menu diversity, 10% delivery speed and another 10% price.

**TABLE 4.19**

**QUALITY OF THE FOOD INFLUENCE DECISION TO REORDER**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONSES** | **PERCENTAGE** |
| VERY INFLUENTIAL | 10 | 20 |
| SOMEWHAT INFLUENTIAL | 20 | 40 |
| NEUTRAL | 15 | 30 |
| NOT VERY INFLUENTIAL | 5 | 10 |
| NOT INFLUENTIAL AT ALL | 0 | 0 |
| **TOTAL** | **50** | **100** |

source: primary data

**FIGURE 4.19**

**QUALITY OF THE FOOD INFLUENCE DECISION TO REORDER**

**INTERPRETATION**

Table No.4.19 shows that 40% of the respondents are somewhat influential, 30% neutral opinion, 20% very influential and 10% not very influential.

**TABLE NO.4.20**

**MORE INCLINED TO USE AN ONLINE FOOD DELIVERY PLATFORM THAT OFFERS A WIDE RANGE OF CUISINE OPTIONS, EVEN IF IT MEANS LONGER DELIVERY TIMES**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| YES | 40 | 80 |
| NO | 10 | 20 |
| **TOTAL** | **50** | **100** |

**Figure.4.20**

**MORE INCLINED TO USE AN ONLINE FOOD DELIVERY PLATFORM THAT OFFERS A WIDE RANGE OF CUISINE OPTIONS, EVEN IF IT MEANS LONGER DELIVERY TIMES**

**INTERPRETATION**

Table no 4.20 shows that 80% of the respondents are more inclined to use an online food delivery platform that offers a wide range of cuisine options, even if it means longer delivery times while 20% not

**TABLE NO.4.21**

**PRICE OF FOOD AND DELIVERY FEES INFLUENCE CHOICE OF ONLINE FOOD DELIVERY PLATFORM**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONSES** | **PERCENTAGE** |
| VERY INFLUENTIAL | 35 | 70 |
| SOMEWHAT INFLUENTIAL | 10 | 20 |
| NEUTRAL | 5 | 10 |
| NOT VERY INFLUENTIAL | 0 | 0 |
| NOT INFLUENTIAL AT ALL | 0 | 0 |
| **TOTAL** | **50** | **100** |

 **Figure.4.21**

**PRICE OF FOOD AND DELIVERY FEES INFLUENCE CHOICE OF ONLINE FOOD DELIVERY PLATFORM**

**INTERPRETATION**

Table no 4.21 shows that 70% of the respondents are very influential about price of food and delivery fees influence choice of online food delivery platform, 20% somewhat influential and 10% have neutral opinion.

**Table 4.22**

**ONLINE FOOD DELIVERY SERVICE CONSISTENTLY DELIVERS ORDERS ACCURATELY AND ON TIME**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| EXTREMELY IMPORTANT | 10 | 20 |
| IMPORTANT | 20 | 40 |
| NEUTRAL | 20 | 40 |
| NOT VERY IMPORTANT | 0 | 0 |
| NOT IMPORTANT AT ALL | 0 | 0 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.22**

**ONLINE FOOD DELIVERY SERVICE CONSISTENTLY DELIVERS ORDERS ACCURATELY AND ON TIME**

**INTERPRETATION**

Table No.4.22 shows that 40% of the respondents opined that the it is important online food delivery service consistently delivers orders accurately and on time, 40% have neutral opinion and 20% extremely important

\

**TABLE NO.4.23**

**IMPORTANT TO RECEIVE TIMELY UPDATES AND COMMUNICATION REGARDING THE STATUS OF FOOD DELIVERY**

|  |  |  |
| --- | --- | --- |
| **RESPONSES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| EXTREMELY IMPORTANT | 20 | 40 |
| IMPORTANT | 10 | 20 |
| NEUTRAL | 20 | 40 |
| NOT VERY IMPORTANT | 0 | 0 |
| NOT IMPORTANT AT ALL | 0 | 0 |
| **TOTAL** | **50** | **100** |

**Figure.4.23**

**IMPORTANT TO RECEIVE TIMELY UPDATES AND COMMUNICATION REGARDING THE STATUS OF FOOD DELIVERY**

**INTERPRETATION**

Table no 4.2**3** shows that 40% of the respondents opinion it is extremely important to receive timely updates and communication regarding the status of food delivery, another 40% have neutral opinion and 20% important

**TABLE NO.4.24**

**PREFER TO ORDER FROM ONLINE FOOD DELIVERY PLATFORMS THAT PRIORITIZE AND COMMUNICATE THEIR ADHERENCE TO HEALTH AND SAFETY STANDARDS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| YES | 20 | 40 |
| SOMEWHAT | 30 | 60 |
| NO | 0 | 0 |
| **TOTAL** | **50** | **100** |

**Figure.4.24**

**PREFER TO ORDER FROM ONLINE FOOD DELIVERY PLATFORMS THAT PRIORITIZE AND COMMUNICATE THEIR ADHERENCE TO HEALTH AND SAFETY STANDARDS**

**INTERPRETATION**

Table no 4.24 shows that 60% of the respondents somewhat prefer to order from online food delivery platforms that prioritize and communicate their adherence to health and safety standards and 40% prefer

**TABLE NO.4.25**

**PROVIDE FEEDBACK**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| VERY LIKELY | 30 | 60 |
| SOMEWHAT  | 5 | 10 |
| NEUTRAL | 15 | 30 |
| NOT VERY LIKELY | 0 | 0 |
| NOT LIKELY AT ALL | 0 | 0 |
| **TOTAL** | **50** | **100** |

**Figure.4.25**

**PROVIDE FEEDBACK**

**INTERPRETATION**

Table no 4.25 shows that 60% of the respondents very likely provide feedback to an online food delivery platform about your experience regarding factors such as delivery speed, food quality, and menu diversity, 30% neutral and 10% somewhat

**CHAPTER 5**

**FINDINGS, SUGGESTION AND CONCLUSION**

**5.1 FINDINGS**

* 90% of the respondents are aware about online food delivery apps
* 80% of the respondents find online food ordering is secured
* 54% of the respondents mode of payment preferred is online payment
* that 44% of the respondents monthly budget for food delivery is 500-1000
* 56% of the respondents opinion about price of food is high
* 56% of the respondents prefer pizza hut
* 40% of the respondents rarely order food online for delivery
* 24% of the respondents agree that they look into features like variety of restaurants while using an online food delivery service
* 50% of the respondents says that they have neutral opinion that online reviews and ratings influence decision when choosing a food delivery service
* 40% of the respondents opined exclusive deals for regular customers likely to remain loyal to a specific food delivery service
* 36% of the respondents opined that limited restaurant options
* 40% of the respondents agree that they look into food quality when choosing an online food delivery platform
* 40% of the respondents are loyal to one platform
* 40% of the respondents says that they are very influenced by the recommendations from friends, family, or online influencers influence choice of online food delivery platform
* 52% of the respondents are willing to pay slightly higher delivery fees for faster delivery or a wider selection of restaurants
* 40% of the respondents agree that they are somewhat likely to provide feedback to an online food delivery platform about your experience
* 30% of the respondents agree that look into food quality when ordering food online for delivery
* 40% of the respondents are somewhat influential quality of the food influence decision to reorder
* 80% of the respondents are more inclined to use an online food delivery platform that offers a wide range of cuisine options, even if it means longer delivery times while 20% not
* 70% of the respondents are very influential about price of food and delivery fees influence choice of online food delivery platform
* 40% of the respondents opined that the it is important online food delivery service consistently delivers orders accurately and on time
* 90% of the respondents appreciate online food delivery platforms that offer customization options for orders
* 40% of the respondents opinion it is extremely important to receive timely updates and communication regarding the status of food delivery
* 60% of the respondents somewhat prefer to order from online food delivery platforms that prioritize and communicate their adherence to health and safety standards
* 60% of the respondents very likely provide feedback to an online food delivery platform about your experience regarding factors such as delivery speed, food quality, and menu diversity

**5.2 SUGGESTIONS**

* Food app should improve their payment security so that consumers don’t hesitate while making payment online
* They should provide more offers as customers are mainly using these apps to avail offers
* They should increase their reach to local vendors because consumers prefers it more.
* They should properly categorize the food.
* Digital service portal should create awareness among the elderly people
* The service quality of food delivery apps needs to improve much more.
* They must want take a look on hygiene factor of food delivery apps.
* Quantity of food-on-food delivery apps has to be increased.
* Food delivery apps must want to make easier to use.
* The online payments make more safe and secure.
* Need an improvement in delivery time.

**5.3 CONCLUSION**

Online food delivery services have shown no signs of slowing down in their rapid growth and expansion in the past decade. Understanding consumer behavior becomes of greater importance as these online channels gain momentum. The consumer’s perception on online food ordering varies from individual to individual based on their personal opinions. The most influencing factor is offers provided by online food apps. Fast food was fancied by most respondents in their choice of cuisines. The study also revealed that a major proportion of respondents uses Zomato. In this fastest growing economy, as both men and women are the bread winners, online food delivery services saves time of working people. Convenience, ease of payment are the other advantages enjoyed by people. On the other hand, unawareness, bad past experience, fear of online payment and fear to disclose personal information are some factors which hinders people to order food online. To conclude, transformation in the trends of food ordering is occurring because of the changing lifestyle of the consumers and due the expansion and innovations in online activity.

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* [www.swiggy.com](https://www.swiggy.com/terms-and-conditions)
* www.foodpanda.com
* www.gloriafood.com

**QUESTIONNAIRE**

1. Name
2. Age
3. Gender
4. Are you aware about online food delivery apps
5. Yes
6. No
7. Do you find online food ordering is secured
8. Yes
9. No
10. What mode of payment do you prefer most
11. Online payment
12. Cash on delivery
13. Credit/Debit card
14. What is your monthly budget for food delivery
15. Below 500
16. 500 - 1000
17. Above 1000
18. What is your opinion about price of food
19. High
20. Low
21. Acceptable
22. Which app do you prefer most
23. Swiggy
24. Zomato
25. Pizza hut
26. Other
27. Apart from this, do you use the app for anything else?

a. yes

b. No

1. How often do you order food online for delivery?
2. Daily
3. Several times a week
4. Once a week
5. Occasionally
6. Rarely
7. What features are most important to you when using an online food delivery service?
8. Variety of restaurants
9. Fast delivery time
10. User-friendly app
11. Deals and discounts offered
12. Quality of food
13. How much do online reviews and ratings influence your decision when choosing a food delivery service?
14. Very influential
15. Somewhat influential
16. Neutral
17. Not very influential
18. Not influential at all
19. What would make you more likely to remain loyal to a specific food delivery service?
20. Loyalty rewards program
21. Consistently good service
22. Lower delivery fees
23. Exclusive deals for regular customers
24. Other
25. What factors would deter you from using an online food delivery service?
26. High delivery fees
27. Long delivery times
28. Limited restaurant options
29. Poor past experiences
30. Other
31. What factors are most important to you when choosing an online food delivery platform?
	1. Variety of restaurant options
	2. Delivery speed
	3. User interface and ease of ordering
	4. Promotions and discounts
	5. Food quality
32. Are you loyal to a specific online food delivery platform, or do you switch between platforms based on different factors?
	1. I am loyal to one platform.
	2. I use multiple platforms depending on the situation.
	3. I don't have a preference.
33. How much do recommendations from friends, family, or online influencers influence your choice of online food delivery platform?
	1. Very influential
	2. Somewhat influential
	3. Neutral
	4. Not very influential
	5. Not influential at all
34. How likely are you to provide feedback to an online food delivery platform about your experience (e.g., food quality, delivery time, customer service)?
	1. Very likely
	2. Somewhat likely
	3. Neutral
	4. Not very likely
	5. Not likely at all
35. How important are the following factors to you when ordering food online for delivery?
	1. Delivery speed
	2. Food quality
	3. Menu diversity
	4. Price
	5. Convenience of ordering process
36. How much does the quality of the food influence your decision to reorder from a particular restaurant through an online food delivery platform?
	1. Very influential
	2. Somewhat influential
	3. Neutral
	4. Not very influential
	5. Not influential at all
37. Would you be more inclined to use an online food delivery platform that offers a wide range of cuisine options, even if it means longer delivery times?
	1. Yes
	2. No
38. How much does the price of food and delivery fees influence your choice of online food delivery platform?
	1. Very influential
	2. Somewhat influential
	3. Neutral
	4. Not very influential
	5. Not influential at all
39. How important is it for you that the online food delivery service consistently delivers orders accurately and on time?
	1. Extremely important
	2. Important
	3. Neutral
	4. Not very important
	5. Not important at all
40. How important is it for you to receive timely updates and communication regarding the status of your food delivery (e.g., estimated time of arrival, order confirmation)?
	1. Very important
	2. Important
	3. Neutral
	4. Not very important
	5. Not important at all
41. Would you prefer to order from online food delivery platforms that prioritize and communicate their adherence to health and safety standards?
	1. Yes
	2. Somewhat
	3. No
42. How likely are you to provide feedback to an online food delivery platform about your experience regarding factors such as delivery speed, food quality, and menu diversity?
	1. Very likely
	2. Somewhat likely
	3. Neutral
	4. Not very likely
	5. Not likely at all