A Survey of analysing consumer behavior and experiences in online food ordering and delivery services

[1] Anshika Maheshwari, [2]Pankaj Kr. Chaurasia, [3]Huidrom Amarjit Singh

[1]Miss, [2]Mr, [3]Mr
[1]Mittal School of Business
[1]Lovely Professional University, Phagwara, India

Abstract:

Worldwide, people's lives have been profoundly affected by the introduction of the Internet and the proliferation of associated technology. One of the most noticeable effects for marketers is the rise of online marketplaces where goods and services may be purchased. There are no longer any physical or time constraints on when or where consumers can buy goods and services; the market is open around the clock, every day. In order to cater to their customers' ever-changing requirements and tastes, companies have shifted their focus from traditional business techniques to online marketing. Despite widespread agreement that internet marketing is essential, few studies have actually examined the most important criteria that consumers consider when making an online purchase. This project study intends to fill the gaps in the literature by investigating how consumers feel about meal delivery businesses that operate online. This study's primary objective is to examine and analyze data gathered from all users of online meal delivery services. Finding out how people feel about online food delivery services, what variables influence them, what they need, how they rank different web portals based on various features, and what factors influence their views are the main goals. We have gathered data from many sources and users to understand their perspective in order to fulfil the objectives.

I. INTRODUCTION

Internet meal ordering is fundamentally distinct from traditional methods of placing food orders since it facilitates constant two-way communication between consumers and businesses. The rise of online ordering as a primary method of meal delivery is largely attributable to technological advancements that have allowed the industry to adapt to customers' ever-shifting preferences. Among the many subsets of online retail, food delivery businesses are currently seeing explosive growth. What sets online food ordering apart from its more conventional counterpart is the level of engagement between buyer and vendor. As technology becomes more accessible, information becomes more readily available, and the capacity to engage over the Internet evolves, a huge number of people are gravitating towards using the Internet more intensively. The increasing reliance on technology among consumers has led them to do everything online, even ordering ready-made meals to be delivered to their door. This increased reliance on the internet has played a role in shaping consumer preferences.

Startups catering to the fast-paced lifestyle, as well as established worldwide giants in the food delivery industry, are raking in the dough and seeing their valuations soar. Online retailers have been booming for over a decade, satisfying consumers' every need. This is a promising new area for online meal delivery services in India. A decade ago, customers could get their fast food from internationally recognized chains like Papa John's, Pizza Hut, McDonald's, etc., delivered right to their door. However, with the proliferation of internet-connected businesses, many enterprising individuals saw an opportunity and began offering the same services online.

Two distinct kinds of food delivery services are available.
(a) Order food from a restaurant and have it delivered
(b) Pay for it online.

With online takeaway, you may order food in advance and have it delivered to your house by a third party. Online meal delivery services like meal Panda, Just Eat, Swiggy, etc., here own the delivery service. When a consumer orders food from a restaurant, the establishment itself will be responsible for delivering it. The business-to-consumer model encompasses food-on-demand services, in which customers use a website or mobile app to place orders, and aggregators, who are third-party meal delivery service providers, guarantee delivery to the customer's door. The importance of time cannot be overstated in this particular type of business model. The implementation of online meal ordering systems is complex and involves multiple moving parts. The internet, online portals or mobile applications, and the time it takes to provide are the most crucial aspects. The world has shrunk in size because of the internet. Internet of Things (IoT) is gaining traction as a concept. Simple and adaptable solutions are frequently sought after. Food delivery services are only one of several that have benefited from the expansion of the Internet. One more factor driving the growth of online meal delivery businesses is the improvement in internet speed and connectivity. On the other hand, the graphical user interface (GUI) of these meal delivery services' websites can be a game-changer.

Consumer Behavior:

The intriguing and ever-changing landscape of consumer behavior towards online meal ordering and delivery services is driven by a myriad of reasons. The ease of use is paramount. The ability to place an order without leaving the sofa, peruse extensive menus, and bypass long lines are all appealing features. Having access to a broader selection of restaurants and cuisines encourages trying new things, as contrasted to what's available locally. Online ordering is a great way for busy people to avoid cooking and get ready-to-eat meals fast. Online marketplaces provide appealing internet shopping becomes more appealing and affordable with sales, promo codes, and loyalty programs. Plus, placing an order with loved ones or coworkers may be a great way to spend quality time together while also saving money.

Decision-Making factors:

The decision-making process of consumers is influenced by various aspects, such as Opting for highly ranked and well-reviewed selections is significantly influenced by online restaurant ratings and reviews. Important factors include delivery costs and projected time of arrival; customers choose services that meet their needs in terms of price and speed. Digital wallets and online payments are two examples of safe and easy payment options that help make things run smoothly. Customers are more loyal to a company and more likely to place repeat orders if they receive fast and effective customer service in the event that their orders or deliveries are damaged.

Influencing Factors:

Considerations such as location, age, money, and lifestyle are involved. People in their twenties and thirties place more frequent orders, and these services are indispensable to professionals who lead hectic lives. App features like order monitoring and personalized recommendations, along with user-friendly interfaces, greatly improve the experience and impact behaviour. These platforms are influencing food choices because to the increasing demand for organic foods, specialized dietary needs, and healthy eating options. Sustainable packaging, ethical sourcing, and reducing one's carbon footprint are becoming more important as people become more conscious of the need to protect the environment.

Challenges and Concerns:

Customers are becoming more aware of the importance of online meal ordering services, which presents a number of issues, one of which is ensuring the food's quality and cleanliness throughout delivery. Surprisingly high delivery rates, surge pricing, and other extra expenses might leave customers feeling unsatisfied. Consumers are becoming more conscious of issues related to the treatment and working conditions of delivery persons, which is impacting their purchasing decisions. A combination of convenience, value, and changing preferences drives dynamic and complex consumer behavior in online food ordering. In order to personalize their offers, establish trust, and remain competitive in this industry, food delivery companies must understand these elements.

Consumer Perception:

There are several facets to consumers' impressions of online meal ordering and delivery services, which include their experiences and perspectives on these platforms.

Positive Perceptions:

Customers have a favorable impression of meal delivery services since they can place orders whenever and wherever they like and save time and effort compared to cooking or going out to restaurants. One of the best ways to encourage exploration and discovery is to provide a larger selection of restaurants and cuisines than what is available locally. Many families and individuals are too busy to go food shopping, cook, or clean up after themselves, so the convenience of online ordering is ideal. Thanks to online platforms' loyalty programs, discounts, and promo coupons, online ordering is both affordable and seen as a good value. Easy-to-use applications, order monitoring, and tailored suggestions improve the overall impression and experience. One easy and enjoyable method to spend time together over food is to place an order with loved ones.

Negative Perceptions:

On the other hand, many people worry that their food will not be delivered in good condition, particularly in terms of temperature, freshness, and cleanliness. Some customers may feel tricked or disappointed by unexpectedly high delivery fees, surge pricing, or other extra expenses. Customer frustration and negative brand perception might result from late deliveries, missing items, or wrong purchases. Perception can be even more severely affected by customer service that is inefficient or unresponsive when issues arise. Environmentalists may worry about the effects of these services due to things like packaging waste, delivery carbon footprints, and unsustainable practices.

Factors influencing perception:

Younger generations and working professionals tend to be more receptive and active users, while other characteristics such as geography, income, lifestyle, and age can also play a role. Food preferences, privacy concerns, and the rate of technological adoption are a few examples of cultural influences that could influence how people see things. Opinions are heavily influenced by first-hand encounters with particular platforms or orders. The convenience, variety, and value offered by online meal ordering and delivery services contribute to the usually positive opinion among consumers.

However, opinions can be skewed due to worries about unethical methods, hidden fees, poor service, or food quality. If platforms want to keep their users' good impressions and trust, they need to fix these issues and make transparency, quality control, and fair practices their top priorities. Keep in mind that fresh experiences, trends, and platform activities might cause consumer impression to change over time. By gaining a grasp of these factors, meal delivery platforms may better provide their services, resolve consumer complaints, and emerge victorious in this cutthroat industry.

Consumer Attitudes:

When it comes to online meal ordering and delivery services, consumers' views go deeper than surface impressions; they are influenced by beliefs, emotions, and intentions.

Positive Attitudes:

A lot of people have a good impression of online meal ordering because they think it's a fun, easy, and convenient way to save time. With enticing sales and discounts, consumers are more than happy to shell out cash for these services, thanks to their convenience and value. Loyalty to brands and repeat purchases can result from positive sentiments towards particular platforms that offer consistent quality, dependable delivery, and excellent customer service. Personalized recommendations, dietary options, and environmentally friendly packaging are just a few examples of the new features and capabilities that consumers are eager to try out on platforms. A more favourable social attitude is being fostered as online food ordering becomes more commonplace and even fashionable, particularly among the younger generations.

Negative Attitudes:

However, people can get negative attitudes and not use the services very often because of concerns about hidden costs, high delivery fees, and unfair pricing practices. Distrust and bad attitudes towards platforms might result from problems with food quality, cleanliness, and freshness during delivery. Negative attitudes based on ethical considerations can result from the exploitation of delivery personnel, a lack of transparency, and unsustainable practices. Some consumers, especially those of a more senior generation, may develop negative attitudes and unwillingness to use these services due to the difficulty of accessing apps, processing online payments, and relying on technology. Negative opinions can be shaped and influenced by seeing other groups spend a lot of money on internet food orders or having bad experiences with ordering.

Evolution of Attitudes:

As the industry evolves and user experiences improve, consumer opinions about online meal ordering are continuously altering. Changes in consumer priorities, new rules, evolving social media trends, and platform enhancements are all factors that might impact sentiments over time. Fast food delivery services can improve their tactics, allay customer fears, and earn customers' confidence by studying customer sentiment. It is possible to gain useful insights into prevalent views and opportunities for development by conducting surveys, assessing user input, and monitoring social media sentiment.

Convenience, affordability, and social acceptability are the primary motivating factors behind the generally good consumer sentiments towards online meal ordering and delivery services. Negative opinions can arise, nevertheless, due to worries about price, quality, ethical standards, and technology. For long-term success, platforms must continually adapt, address problems, and promote positive attitudes.

Consumer Experiences:

From perusing the menu to receiving their meal, customers' experiences with online meal ordering and delivery services cover the whole route. It's a complex experience affected by many things.

Positive Experiences:

Good experiences are the result of user-friendly platforms, straightforward menus, and easy payment methods. The availability of varied cuisines, places, and new foods encourages curiosity and adventure. Feeling in control and less anxious about wait times is made possible with real-time order tracking and updates. The experience is elevated by punctual deliveries made by polite and competent staff. Customers are more than satisfied when their food is delivered hot, fresh, and attractively presented. Personalized recommendations, exclusive incentives, and loyalty programs all work together to boost value and foster a good impression.

Negative Experiences:

Inconveniences such as platform crashes, muddled user interfaces, and payment issues can upset customers and delay their orders. Unreasonable minimum order amounts, surprise shipping surcharges, and surge pricing can lead to dissatisfaction and distrust. Customers could get dissatisfied and annoyed when their purchases are incorrect, goods are missing, or modifications are made without prior discussion. Inaccurate time estimates, unresponsive customer service, and delayed deliveries can all be annoying and hurt the reputation of the company. The pleasure is ruined when the meal is cold, stale, or undercooked because of delivery delays or bad handling. When delivery people act rudely, impolitely, or carelessly, it can ruin the whole experience.

Factors Influencing Experiences:

The experience is also greatly affected by other elements, such as how easy it is to use, the features the app offers, and how well it is navigated. The overall experience is heavily influenced by the variety, reputation, and consistent quality of partner restaurants. Customer satisfaction is greatly affected by prompt deliveries, precise tracking, and polite staff. When prices, fees, and promotions are clearly communicated, it helps to establish confidence and prevents unpleasant surprises. Productivity and efficiency in customer service: Resolving concerns quickly and efficiently improves the experience and builds trust.

When it comes to online meal ordering and delivery services, customers' experiences might vary greatly. In order to generate positive experiences that lead to customer loyalty and repeat business, platforms should prioritize a smooth ordering process, reliable delivery, high-quality food, and responsive customer service.

Individuals engage in the process of receiving, selecting, organizing, and interpreting information as stated by Kotler (2005). Restaurants need to know their local customers, their culture, and how to use business techniques to compete in this competitive

industry. A major factor fueling the expansion of the online meal ordering market is the meteoric rise in consumer purchasing power over the past four to five years.

Zomato, the first food tech business, entered the market in 2008 with the goal of developing a novel and interactive service that would provide users with information about restaurants and hotels through their website. Reviews and feedback from customers of all kinds of restaurants were compiled by Zomato. In its database, Zomato has practically every major city and hotel. When the company expanded its operations to 23 nations, including the United States, Australia, and a portion of Europe, it became more well-known. Subsequently, they launched a food delivery service, but they failed to capitalize on the opportunity because other local competitors had already cornered the industry. With the rise of multinational fast-food chains like McDonald's and Pizza Hut, customers now have the convenience of ordering from their own websites and having their food delivered right to their doorstep.

Zomato recently paid about $350 million to acquire UberEATS, making it one of the most prominent online food delivery services. This allowed them to surpass their closest competitor, Swiggy, and capture almost 50-55% of the market share in terms of number of orders (ETtech.2020).

Current projections indicate that, with the merging of Zomato and UberEATS, the combined company's market share will surpass Swiggy by 50–55 percent. Swiggy has the greatest repeater rates and is the customer's favorite app to order from, but Zomato has been a fierce competitor. As per a statistic, about 90% of customers exclusively use Swiggy (ET-tech, 2020).

By 2023, experts predict that the online food sector in India would reach a value of $12.3 billion. While the industry as a whole is expanding at a pace of 9.01%, the online meal delivery business in India is booming at a whopping 15%. Zomato has 800 million dollars in sales, while Swiggy has 1.5 billion. From April 2017 through March 2018, the combined orders of the two companies reached 96 million. (Bangalore News, 2020).

It is crucial for businesses to innovate and captivate existing consumers through a diverse range of applications, including culinary apps. Using a display to place orders from their favorite restaurants has helped consumers meet their daily expectations, but there is little information about how the internet and mobile technology have contributed to this. Levin, Heath, and LeVangie (2015) state that customers' views about using food apps are defined by the research. The applications contain built-in features for purchasing, planning, and socially enjoying meals and snacks.

An increase in market growth should be expected as a result of changes in lifestyle and eating patterns, as well as an increase in family income. A combination of rising demand and more inexpensive pricing has propelled the company to new heights. Bloomberg BusinessWeek, 2020. The average age of India's population is 27 years old, making it one of the youngest countries in the world. The desire for modern platforms, such as culinary applications, has grown due to a youthful population and disposable wealth. The high level of readiness to try new items or services has led to impulsive purchasing power, which in turn has increased the need for food.businessinsider.com, appsinindia.com, Inc42Media, 2020.

Overarchingly, the author has discussed the expansion of food apps in India, the origins and evolution of Swiggy and Zomato, and the consumers perceptions completely.

Review of Literature

Title: An Analysis of User Convenience towards Food Online Order and Delivery Application
Authors: S. Preetha, D. and Iswarya, S. (2019)

The way customers feel about utilizing food apps to buy food online reflects how comfortable they are with the service. They base their choice of perspective on user feedback, even when it comes to mobile food apps. With the smart system in place, waiters no longer need to fill out paper orders; instead, they can use technology to have their meals delivered at any moment. These new ordering-based technologies have become an issue when it comes to healthy eating in hindsight. A nutritious diet, in conjunction with individualized meal plans, is possible with this.

Title: A study on the Growth of Online Food Service Industry in India.
Authors: Kannammal, G., and M. Suvakkin, D. (2019)

The proliferation of meal ordering apps in India can be attributed to the abundance of options and user-friendly technologies that cater to customers' preferences. The increased use of food apps is also attributable to a more affluent demographic, whose higher incomes have allowed them to improve their living conditions and cultural norms. There is a direct correlation between people's increasing use of meal delivery apps and their frantic work schedules. Young people with disposable income tend to be the biggest internet users. Red Seer Consulting found that the daily order volume for online meal delivery services in India has been steadily increasing. In 2018, it has been steadily expanding at a pace of 15% per quarter. Many businesses are putting money on delivery sourcing, such as Zomato and Swiggy. A whopping 56% of all orders received by India's online foodservice business in the third quarter of 2018 were for door-deliveries. In the fourth quarter of 2016, home deliveries were 46%.

Title: A Logistic Regression Model of Customer Satisfaction for Online Food Delivery Services
Authors: Modak, D. and Sinha, D. (2019)

The online platform faces a crucial problem in client retention, which requires a high level of consumer satisfaction. Keeping clients happy in the long run in this competitive market is no easy feat.

Title: A study on Online Food Delivery Companies in India
Authors: Dr. Vijaya Lakshmi Kanteti (2018)

When it comes to meal delivery services, home-cooked meals are the unexplored market. Here is the real chance to succeed. The rise of online meal delivery services has revolutionized the restaurant industry. Regardless, packaging cost is an essential component of affordable food that is consumed on a daily basis can be ordered online and delivered. People in urban areas, especially those with nuclear families, sometimes don't have enough time to prepare their own meals at home, which presents a great opportunity.

Title: Consumer's Perception on Online Food Ordering

Authors: Rathore Suryadev Singh, Chaudhary Mahik (2018)

People have different opinions when it comes to internet food delivery. Opinion is also the foundation of the perception. When compared to older generations, younger individuals are more drawn to online food ordering services. A lack of knowledge about technology (mobile apps) is to blame for this. Customers also show a lot of interest in meal delivery businesses that provide substantial discounts and cash back deals. Proper segmentation may help businesses target clients in a more appropriate way by identifying the real behavior of consumers across a big geographical area.

Title: Outsourcing to Online Food Delivery Services: Perspective of F&B Business Owners.

Authors: Ng Soo-Ryue, Wong Shiun-YI, Chong Lily, and Goh See-Kwong (2017)

The owner of a restaurant should be mindful of a number of things because of technology understanding, there may be a scenario where clients encounter an issue. People could be hesitant to place food orders using applications or websites. Customer perception may be directly affected by these factors. Restaurants also had some beneficial effects in terms of revenue growth, consumer exposure and reach, convenience, and other metrics. Many problems with aggregators were brought up during interviews with restaurant owners. Due to high traffic and the fact that every citizen, with the exception of certain emergency services, is required to adhere to traffic laws, the order is not delivered on time. The meal delivery companies have supplied every restaurant owner with an order tracking equipment. Machine breakdowns or malfunctions also cause issues. If the restaurant owner is unable to trace the customer's order, there is a possibility of late delivery. The restaurant owner further stated that the food delivery companies have to fix or replace the machine without delay. One of the main reasons why customers perceive food delivery as expensive is because of the high cost. Since food delivery services are responsible for bringing customers' meals, it might be confusing for customers to know if the problem is with the delivery service or the restaurant owner's tardiness. One delivery kid is assigned a large number of orders because of the paucity of staff. The result is that customers have a negative impression of online meal ordering and delivery services due to late deliveries.

Title: A Study on Customer's Attitude and Perception towards Digital Food App Services

Authors: Dr. Neha Parashar, Ms. Sakina Ghadiyali (2017)

Various hospitality services are examples of intangible things because they cannot be sold, cannot be transferred of ownership, and come into being at the time of consumption or purchase. Apps for delivery, pointing systems, in-house app ordering, etc., were the focus of the study, which was open to both aggregators and restaurants. The study of how people and businesses seek for, evaluate, acquire, utilize, and eventually let go of products and services in order to fulfil their wants and requirements is known as consumer behavior. Consumer behavior and the reasons behind it in the marketplace are what this term alludes to. How consumers' habits have changed due to technological advancements and how various apps have helped them maintain a high level of happiness are both covered in the study.

Title: Customer Perception and Satisfaction on Ordering Food via Internet

Authors: H.S. Saini, Bhavya Saini (2016)

People in India frequently use the Internet to research food service, and the study highlighted the crucial role that online interpersonal influence plays in this process. When it came to making online food product purchases, a large percentage of consumers didn't care about reliable evidence of safety. The four conclusions conclude with some useful recommendations for online food shoppers, online food merchants, and the Indian government on how to regulate the sale of food products on the internet. Customers typically look for three website merits—system quality, information quality, and service quality—to enhance their online experiences among all these elements.

Title: To Study the Inclination of Consumers in Baner Area in Relation to the Online Food Ordering

Authors: Girish Deorel, Pranav Shete (2016)

The vast majority of eateries that provide delivery services have begun accepting online orders. Online meal ordering consumers have been effusive in their praise of the service, stating that it lives up to their expectations. Managing customer relationships more effectively, increasing yield, and reducing order uncertainty are all benefits of online ordering. For the majority of eateries, this will likely mitigate the risks and expenses. Efficiency and ease of use. According to the survey, there are a lot of elements that influence a consumer's decision to buy food online. Time savings and convenience are the two most important elements that have been discovered. Prior to making a final decision on a dish, customers research pricing on various online food delivery websites and apps and read reviews and ratings. Restaurants need to make sure they're doing everything right to boost customer trust by soliciting feedback, promoting review sharing, and drawing attention to their online food delivery website, app, or portal.

Title: Growth of Food Tech: A Comparative Study of Aggregator Food Delivery Services in India

Authors: Mustafa Abbas Bhotvawala, Harsh Balihallimath, Nishant Bidichandani and M. P. Khond. (2016)

A platform allowing consumers to navigate among various restaurant listings on their websites, discover restaurants, and place orders manually is generated by aggregator delivery services, as opposed to restaurants and service providers. The research relied on comparing the expansion and operational tactics of four such businesses functioning in the thriving Indian market: Swiggy, Zomato, Food Panda, and TinyOwl. With more disposable cash coming from a wealthier middle class (who also has long and unpredictable work hours), the market is predicted to increase by 40% every year. A more health-conscious middle class has emerged as a result of

rising incomes, and this demographic is looking for food options that may replace the nutritious benefits of home-cooked meals. In other parts of the food service sector, aggressive expansion plans have not produced the desired results. Nevertheless, things are looking positive for the online food sector in the future as India catches up to industrialized economies, where online food orders account for more than 30% of the market.

Title: Food Portals – The Growth Engine, "Do You Have an Appetite?"
Authors: Ansari, Zamarrud & Jain, Surabhi. (2016)

These online meal delivery firms saw a need and filled it with the help of technology, thanks to more women in professional roles and widespread smartphone use. Compared to retail purchasing, the frequency of food ordering is higher, according to some researchers. For a variety of reasons, restaurants are raking in the dough from this online meal ordering and delivery services. Since most orders are placed through internet portals, it helps restaurants eliminate local competition. Also, it's helpful for managing food so that it doesn't go to waste and for avoiding long lines during busy times. Research rarely takes into account the actions of the employee, in this case the delivery boy, who brings the food to the customer's door.

Title: Key Success Factors of Online Food Ordering Services
Authors: Kedah, Zulkarnain & Ismail, Yusof & Ahasanul, A & Ahmed, Selim. (2015).

He found that there is a significant positive relationship between website quality and website trust but also a significant positive relationship between service quality and customer satisfaction. Furthermore, significant positive relationships are also found not only between website trust and customer satisfaction but also between customer satisfaction and loyalty. One important finding came across while research was conducted that there is direct link between service quality and loyalty. Research also provides valuable insights for operating online food ordering services. Loyalty also plays a vital role in any firm's success which leads to high profits and long-term growth.

Title: A Study on Consumer Perception towards Online Shopping
Authors: Vaghela, Pratiksinh. (2014)

Customers have internet access at their homes and offices. The majority of consumers are making accessory purchases online. Customers had to provide payment card information and couldn't see the merchandise, which was the most important part of internet purchasing. Consumers believe that buying food and other items online is more costly, takes longer to receive the things, and is fraught with issues. Nowadays, shopping online is a regular part of most people's lives. Customers still think internet buying is pricey and has long delivery delays, even though the survey found that online shopping is better than manual shopping. Problems like as unclear websites, inefficient customer service, and product returns due to erroneous or defective items are encountered by the majority of customers. One of the most concerning things for customers when shopping online is the lack of personalization options and security measures for online payments. People in the food delivery industry are also dealing with similar issues.

Title: Consumer Preference and Spending Pattern in Indian Fast-Food industry
Authors: Y Prabhavathi, N T Krishna Kishore, M. Ramesh Kumar (2014)

Affordability, social impact, a healthy cuisine, and service quality were some of the elements revealed in consumer preferences and spending patterns. Restaurants contribute to gratification by enhancing the flavour of food and providing a social setting where one may unwind with friends, both of which are important components of a healthy lifestyle. Although one's way of living may have a role in determining how much food they eat, this delivery service isn't just for fast food. Food delivery services provide a wide variety of foods and drinks. Even if the food's flavour is paramount, the owner of the business has no idea who will receive his order when he uses an online food ordering and delivery service. Restaurant ambiance is not seen as a crucial feature in food delivery services because the customer's order will be delivered to their doorstep.

RESEARCH METHODOLOGY

This study aims to analyse the elements affecting customers' impression of online meal ordering and delivery services, making it an exploratory research project. Taking into account a number of demographic variables, this study offered a comprehensive theoretical framework of elements impacting customers' perceptions. Finding out what makes people buy from online meal delivery services is the main goal of this research. Another goal is to uncover the challenges that customers have when using online meal ordering and delivery services by studying the relationship between various characteristics and consumers' perceptions of these services. There are many steps involved in consumer perception, including stimulus, behavior, performance, and satisfaction. To find out what factors influence each stage, we will use regression analysis, a powerful statistical method for studying the relationship between independent variables and dependent variables.

RESEARCH OBJECTIVES

The objectives of this research study are as follows –

• To determine the factors affecting consumer attitude towards online food delivery apps.

• To study the level of consumers' awareness towards online food ordering services and to analyse which application is used more frequently for ordering food online.

• To identify the problems faced by the consumers while using online food ordering and delivery services.

RESEARCH QUESTIONS

1. When it comes to online food ordering and delivery services, what is the consumer's perspective?

2. To what extent do customers' attitudes and actions influence their use of online food ordering and delivery services?

3. What is the most popular online food ordering application among customers, and why do they use it?

NEED OF THE STUDY

Customers have a lot of questions and doubts about online meal ordering because of the overwhelming quantity of restaurants listed on food-tech websites. Online meal ordering is more popular among working-class and teenage demographics, according to demographic characteristics. Customer loyalty towards food tech firms can be influenced by various reasons. Time of delivery, packing, user interface (UI) and user experience (UX) of websites and mobile apps, etc., are a few considerations.

Firms generate value through customer engagement. Food tech firms put a lot of work into customer engagement. Traditional methods include newspaper ads, television ads, and radio ads. In the market, you may find a plethora of meal delivery services. People who shop online are usually looking for sales and deals. Customers can be kept from going elsewhere if the proper deal is given at the right moment. Just as delivery timing plays a crucial part in building customer loyalty, it also influences the freshness and purity of food throughout delivery. To succeed, one must be innovative and creative. Consumers should anticipate new, inventive, and imaginative ways to be pleased by a plethora of new offerings in this developing area.

Some companies are making a ton of money from online food ordering and delivery services.

However, customers are unwittingly turning traitorous at the same time. There might be a number of variables at play, such as the timeliness of delivery, the quality and safety of the food, the ease of use of online platforms, competitive pricing, etc. Businesses should put more effort into studying customer sentiment and opinion. Engaging with consumers is crucial for keeping them informed. A lot of food tech companies use social media platforms like Facebook, Instagram, Pinterest, YouTube, etc. to keep customers updated on new offerings. Customers are confused since it doesn't seem like these marketing and promotional tactics have the same effect on them. Because these are the platforms where orders are placed, the user interface of mobile and websites also plays a key role.

RESEARCH GAP

A study gap about online food ordering and delivery services is brought to light in this passage. It doesn't go into areas where more research is required, even if it recognizes the need of knowing user perspective. These are the missing item:

Restricted User Perception: The focus of the study is on consumers who currently use online meal delivery services. This does not include prospective users who have not yet embraced the service. It could be helpful to understand why they aren't using it.

Focus on perception, not behavior: The emphasis of the passage is on how consumers view online meal delivery services. Nevertheless, research on how these views affect their ordering behavior is lacking. Does a user's happiness with an app, for instance, affect how often they use it or how much they order?

Absence of Comparative Analysis: It appears that the study is centered around a single online meal delivery service or a small number of them. Including contrasts between various platforms and user experiences on them may provide insightful information.

Finding Unsatisfactory Points: Examining user behavior might highlight situations in which reality differs from perception. Users may find an App to be user-friendly, for instance, but find the ordering process to be cumbersome or slow

Platform Preferences: Do people have significant inclinations towards particular platforms? In what way does this make sense? A deeper comprehension of users' decision-making processes when selecting between online meal delivery services is made possible through comparative analysis.

SCOPE OF THE STUDY

Finding out how people feel about online meal delivery services is the main reason for this study. Consumers' perceptions can change depending on the situation. We can learn more about the "Online Food Delivery Service Market" thanks to this research. We will learn how customers in Coimbatore feel about the services they offer and what factors influence their opinion. Consequently, service providers may find these findings useful in focusing on these characteristics to address customer gaps in understanding.

These days, even mom-and-pop shops and entrepreneurs can't afford to ignore the importance of having a strong online presence. The alternatives are basically what you'd expect from online meal ordering services. The partition that exists in the Indian hospitality business between its organized and unorganized parts. The food service industry is also a part of this. Most restaurants, aside from organized chain restaurants, cater to local requirements and frequently operate at a micro market level. In this case, building a loyal customer base is easy, and you might not even need a specialized sales and marketing team.

TYPES & METHODOLIGIES OF EXPLORATORY RESEARCH –

There are two ways in which research can be conducted in this study –

1. Primary Research –

In this type of research information will be gathered directly from the subject. This type of research is specifically carried out to explore a certain problem which requires an in-depth study. There are several ways in which primary research can be done:

- Surveys
- Interviews
- Questionnaire
- Observations

In this method of research data will be collected, in above mentioned ways, from customers to know their perception, level of awareness and problems they are facing in using online food ordering and delivery services. It will also help us to know what the customers are needs and preferences and what changes are required, as per their recommendations and suggestions, to improve the quality of online food ordering and delivery services.

2. Secondary Research –

In this type of research information will be gathered from previously published primary research. In this method, sources like magazines, published articles, blogs, reviews, etc. is used to collect information on any specific topic. There are several ways in which secondary research can be done:

- Online Research
- Literature Research

In this method of research data will be collected, in above mentioned ways, to comprehend the perception of consumers towards different factors affecting their behavior in using online food ordering and delivery services. It will also help us to know consumers' tastes and preferences in a better way as secondary research provides broader results than primary research which offers more detailed and targeted data specific to research objectives.

The data collected from these research methods will be Quantitative in nature which will help us to understand the consumers' perception towards online food ordering and delivery services in a better way as quantitative research aims to give answers to questions like who, what, when, how many, etc.

Quantitative research is the process of collecting and analysing numerical data. It can also be used to find patterns and averages, make predictions, and generalise results to wider populations. Since they use close-ended questions, the results of quantitative research can easily be transformed into numbers, stats, graphs, and charts which helps to understand about customers' perception in a more effective way and conclusions can be drawn easily using the data obtained.

RESULTS AND DISCUSSIONS

Gender

Gender	Count
Male	50
Female	50

The respondents are evenly distributed between male and female, with 50 respondents in each category.

Age

Age Group	Count
18-24	15
25-34	35
35-44	25
45+	25

The age group varies, with a significant portion falling between 25-35 years old.

Occupation

Occupation	Count
Student	20
Professional	40
Homemaker	20
Other	20

The respondents come from various occupations, including students, professionals, homemakers, and others.

Awareness and Usage

Awareness	Count
Yes	90
No	10

Usage	Count
Yes	90
No	10

Most respondents are aware of and use online food ordering apps, with Swiggy and Zomato being the preferred choices.

Frequency of Use

Frequency	Count
Daily	40
Weekly	30
Occasionally	20
Rarely	10

Daily or weekly usage is common among respondents.

Source of Information

Source	Count
Social Media	30
Word of Mouth	40
Advertisement	20
Online Search	10

Social media and word of mouth are significant sources of information for online food ordering services.

Preferred Time and Occasions

Preferred Time	Count
Breakfast	10
Lunch	20
Dinner	60
Anytime	10

Dinner is the preferred time, and ordering for everyday meals is common.

Need for Service

Need	Count
Yes	80
No	20

The majority feel the need for online food ordering services due to convenience and variety.

Factors Affecting Perception

Factors	Count
Convenience	80
Affordability	70
Variety	60

Convenience, affordability, and variety are the key factors influencing consumer perception.

Reasons for Usage

Reasons	Count
Convenience	80
Variety	70
Cost	50
Time-saving	40
Others	20

Convenience and variety are the primary reasons for using online food ordering services.

Flexibility

Flexibility	Count
Yes	90
No	10

Most respondents find online food ordering apps flexible to use.

Variety of Food

Satisfaction	Count
Yes	80
No	20

The majority are satisfied with the variety of food available.

Satisfaction with Information

Satisfaction	Count
Yes	70
No	30

Respondents are generally satisfied with the information provided about restaurants and menus.

Affordability

Perception	Count
Yes	60
No	40

There's a positive perception regarding the cost of food in relation to its quality and quantity.

Convenience

Perception	Count
Yes	80
No	20

Online food ordering services are perceived as convenient and time-efficient.

Influence of Discounts

Influence	Count
Yes	70
No	30

Discounts and cashback offers influence consumer behavior.

Concerns about Pricing

Concerns	Count
Yes	60
No	40

Pricing concerns, including delivery charges and taxes, are significant for consumers.

Service Quality Influence

Influence	Count
Yes	70
No	30

Service quality influences consumer perception towards online food ordering.

Real-Time Tracking

Perception	Count
Yes	80
No	20

Real-time tracking is considered innovative and helpful.

Satisfaction with Procedure

Satisfaction	Count
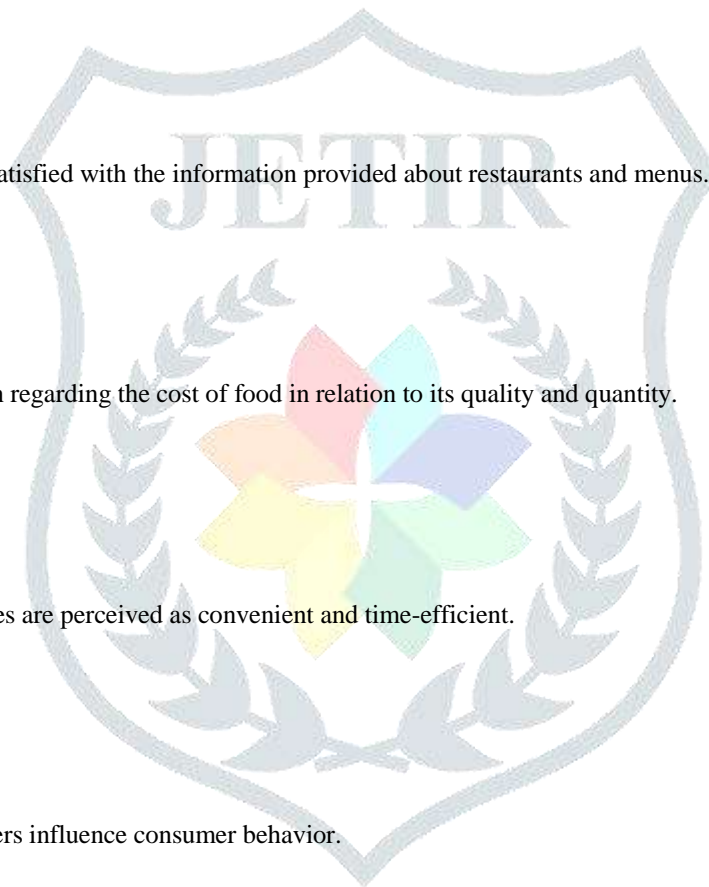
Yes　80
No　20

Overall, respondents are satisfied with the procedure regarding food order delivery.

Discrepancy in Order
Experience　　Count
Yes　30
No　70

Some respondents have experienced differences between the ordered food and its representation online.

Factors　　　　Count
Convenience　70
Cost　60
Variety　　　　50
Others　　　　20
Importance of Factors

Convenience and cost are the most important factors for ordering food online.
Helpful Reviews and Ratings

Perception　　Count
Yes　80
No　20

Customer reviews and ratings are considered helpful in decision-making.

Challenges Faced
Challenges　　Count
Delivery　　　40
Food Quality　30
Pricing　　　　20
Others　　　　10

Delivery concerns and food quality are the primary challenges faced by consumers.

Satisfaction with Customer Service
Satisfaction　　Count
Yes　90
No　10

There's generally high satisfaction with the responsiveness and professionalism of customer service.
Secondary Research Analysis
The secondary research analysis provides insights into the broader context surrounding online food ordering and delivery services.
Market Growth
The online food sector in India is projected to reach a value of $12.3 billion by 2023. The industry is expanding at a rate of 15%, outpacing the overall food industry growth of 9.01%.

Key Players
Zomato and Swiggy are the dominant players in the Indian market, with Zomato acquiring UberEATS to strengthen its position. Zomato and Swiggy collectively hold a significant market share, with Swiggy having higher repeater rates.
Consumer Demographics
India has a young population, with the average age being 27 years old. The youth demographic, along with increased disposable income, drives the demand for online food ordering services.
Consumer Behavior
Convenience, affordability, and variety are primary factors influencing consumer perception and usage of online food ordering services. Discounts, real-time tracking, and customer reviews play significant roles in influencing consumer decisions. Pricing concerns, service quality, and delivery issues are among the main challenges faced by consumers.
Technological Adoption
The rise of mobile and internet technology has facilitated the growth of online food delivery platforms. Innovations such as real-time tracking and user-friendly interfaces enhance the user experience.
Business Strategies

To succeed in the competitive market, businesses need to focus on customer engagement, marketing strategies, and service quality. Innovations, such as culinary apps and value-added services, are essential for attracting and retaining customers.

Recommendations

Businesses should prioritize customer engagement and address concerns related to pricing, service quality, and delivery. Continuous innovation and adaptation to changing consumer preferences are critical for long-term success.

The secondary research analysis provides valuable insights into industry trends, consumer behavior, and key factors influencing the online food ordering and delivery market. Understanding these insights can guide businesses in developing effective strategies, enhancing service offerings, and addressing consumer needs and concerns.

DISCUSSION

The talk covers all the complicated relationships and effects that come from the primary and secondary study on services that let you order and get food delivered online.

Primary Research Insights

The primary study looked into the complex feelings and actions of people who use online food ordering services. Notably, the results showed that most of the people who responded knew about and used these services. This shows how much digital platforms have changed the way people eat these days. Both Swiggy and Zomato became big players in the market, which shows that users believe and recognize their brands. The fact that these platforms are mostly used daily or once a week shows how important they are to meeting people's cooking needs. Also, the fact that people prefer to order food at dinnertime shows that online food delivery services are convenient for people who don't want to have to worry about making meals after a long day. The information sources, mostly social media and word of mouth, show how important digital and interpersonal channels are in shaping consumer choices. They also show how important good marketing strategies and positive customer experiences are in getting people to interact with your brand.

Secondary Research Insights

The secondary research adds to the primary research by giving a bigger picture of the market and the main trends that are affecting the online food delivery business. The huge rise in demand for these services, caused by things like ease of use, low cost, and better technology, is shown by the exponential growth predictions. Key players like Zomato and Swiggy's power show how competitive the market is and how important mergers and acquisitions are for consolidating market share. Also, the fact that consumer preferences found in primary research and key success factors identified in secondary research are similar shows that factors like ease of use, variety, and price play a big role in shaping consumer views and market growth.

Integration of Findings

When you combine the results of the primary and secondary research, it's clear that consumers' actions when they buy food online are greatly affected by a number of factors, such as ease of use, cost, variety, and new technology. The fact that user preferences and industry trends tend to go hand in hand shows how important it is for businesses to make sure their strategies are in line with changing market dynamics and customer demands. Companies can improve user experiences, deal with new problems, and take advantage of growth possibilities in the competitive online food delivery market by using information from both first-hand and second-hand sources.

CONCLUSION AND FUTURE SCOPE

CONCLUSION

The research findings illuminate the complicated environment of online meal delivery services by examining primary and secondary sources. Swiggy and Zomato were the most popular, according to the main survey, which indicated customers knew and utilized them. Further insights on consumption behaviour, information sources, and preferences showed how digital influence and ease of use shape customer actions. Beyond these findings, the secondary analysis illuminated the industry's competitive dynamics, crucial success drivers, and exponential growth trajectory. The major research's customer preferences and industry trends showed the relevance of accessibility, affordability, and technical advancement in market growth. For the whole online meal delivery market, primary and secondary research illustrate how consumer behaviour and industry dynamics are interrelated. Businesses may utilize these data to improve customer experiences, sharpen strategies, and seize new chances to stay competitive in this ever-changing industry. Online meal ordering and delivery services must adapt to shifting market trends and consumer preferences to succeed.

FUTURE SCOPE AND PERSPECTIVE

Researchers, politicians, and people who have a stake in the business can all benefit from looking into how people use online food delivery and ordering services. This will help them understand new problems and trends better and deal with them.

Online food delivery services could be the next thing that researchers look at to see how blockchain, AI, and ML change the business world. Part of this work is to look into how these technologies might be able to improve the user experience, make delivery and logistics more efficient, and make ads more relevant to each customer.

More and more people are worried about the environment and sustainability. In the future, scientists can look into how online food delivery services hurt the environment and how to make them less harmful by reducing carbon emissions and packaging waste

and encouraging eco-friendly actions all along the supply chain. Carbon offset programmes, electric delivery trucks, and eco-friendly packaging options are some of the projects that need to be looked at to see if they can work.

As the interest in health and fitness grows, more research can be done on how people feel and act when they use online meal ordering systems to choose healthy foods. Food buying decisions are affected by dietary restrictions and preferences, the need for healthier menu options, and how open nutritional information is are all examples of this type of study. Online food delivery services can also help with public health problems like obesity and long-term illnesses by getting people to eat better, which can be studied further.

Because food cultures are becoming more global, future research can look into how online meal delivery services handle different cultural tastes and eating habits. As part of this research, the pros and cons of using localisation and cross-cultural marketing strategies are being looked at, along with how customers rate the authenticity, ethnicity, and fusion of food choices. It is also possible to look into how globalisation has changed regional tastes in transport services and the balance between standardising menus and making them more personal.

In the future, researchers can look at the rules that govern online meal delivery services to see how well they protect workers' rights, keep the market competitive, and keep customers safe. This is important because the company is growing and changing all the time. The processes and business models of online meal delivery services will be looked at in light of changes made by the government, such as price caps, data privacy laws, and changes to the gig economy. Ethical business practices, fair treatment of workers, and customer interests in the digital market can all be addressed by studying new ways to make rules and policies.

The future holds a lot of different things, including new technologies, attempts to be more environmentally friendly, different cultures, better health and nutrition, regulatory challenges, and a study of how people use online meal delivery services. In a world that is more digital and connected, researchers and people in the food delivery business can help it grow and thrive by addressing these new issues and trends, all while making sure that customers are happy and healthy.

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