A STUDY ON CONSUMER PREFERENCES TOWARDS ONLINE FOOD DELIVERY APP WITH REFERENCES TO COIMBATORE CITY.

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ABTRACT

The advent of online food delivery apps has revolutionized the way consumers order and enjoy food. This study aims to investigate the factors influencing consumer preferences towards online food delivery apps. A mixed-method approach was employed, including surveys and data analysis, to gather insights from a sample of 123 consumers. The results indicate that the most significant factors influencing consumer preferences are pricing, food quality, delivery time, and app interface. Consumers prioritize convenience and variety when choosing a food delivery app, with a strong preference for apps that offer fast delivery and a user-friendly interface. Furthermore, the study found that consumers are increasingly concerned about food safety and hygiene, with many expressing a preference for apps that prioritize these aspects. The findings suggest that food delivery companies can enhance their services by focusing on these key factors and tailoring their offerings to meet consumer expectations. Overall, this study provides valuable insights into consumer preferences towards online food delivery apps, offering practical implications for businesses looking to improve their market position. By understanding what drives consumer preferences, companies can develop strategies to attract and retain customers in this competitive landscape.

KEYWORDS: Food delivery app, customer preference, Zomato, swiggy

INTRODUCTION

In recent years, the food delivery industry has experienced exponential growth, driven largely by the proliferation of online food delivery apps. These platforms have transformed the way consumer's access and enjoy food, offering convenience, variety, and accessibility like never before. As the market continues to evolve, understanding consumer preferences becomes crucial for businesses to tailor their services and stay competitive. This study aims to investigate the factors influencing consumer preferences towards online food delivery apps. By examining aspects such as pricing, food quality, delivery time, and app interface, we seek to identify key drivers that influence consumer decision-making in this rapidly expanding market. Through surveys and data analysis, we hope to provide valuable insights for food delivery companies to enhance their

services and better cater to the needs of their customers. The findings of this study are expected to contribute to the existing body of knowledge on consumer behaviour in the food delivery industry and offer practical implications for businesses looking to improve their market position. By understanding what drives consumer preferences, companies can develop strategies to attract and retain customers in this competitive landscape.

STATEMENT OF THE PROBLEM

The online food ordering system sets up a food menu online and customers can easily place the order as per they like. Also, the online customers can easily track their orders. The management maintains customer's database, and improve food delivery service. This system also provides a feedback system in which user can rate the food items also, the proposed system can recommend hotels, food based on ratings given by the user. The payment can be made online or cash or pay-on-delivery system. For more secured ordering separate accounts are maintained for each user by providing them an ID and a password.

OBJECTIVES OF STUDY

> ➤ To know the awareness of food delivery app
> ➤ To evaluate the preferences towards online food ordering application
> ➤ To analyze the services provided through online app delivery
> ➤ To identify the problems faced by the consumer while using online applications

REVIEW OF LITERATURE

Mr. M. Ramesh Kannan, Mrs. S.V. Anitha (2022), A CONSUMER PERCEPTION TOWARDS ONLINE FOOD DELIVERY APPS WITH REFERENCE TO COIMBATORE CITY

The study says that Technology has played a key role in revolutionizing the food delivery service, it has contributed to the changes in consumer preferences as their dependency of technology has motivated them to do everything online comprising getting cooked meals delivered to their doorstep. Convenience is the prime factor to the consumers, as to place an order is as simple as few clicks on any mobile devices. Technological dependency, convenience and less time taken for the food to be delivered aids as a good reason for the consumers to choose the services offered by the online food ordering and delivery service portals. Sample size are 20 respondents, tools used for the research are percentage analysis and chi-square. Adding to this scenario is an increasing number of smartphones and food delivery apps. Food delivery apps have now become a big hit with tech savvy individuals across India. There are several food delivery apps in India that one can download on smart phones to order food on the go and from the comfort of homes. The present study found a significant relationship between factors considered important while selecting a food delivery app.

Dr. B. Thayumanavar (2021), A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE FOOD DELIVERING SERVICES IN COIMBATORE

People are using food delivery services for a variety of reasons in which the most common reason is to meet the need for quick and convenient meals during or after a busy work day. The various food delivery services that are readily available take the hassle away from consumers to think about and plan meals, regardless of whether the consumer is preparing the meal himself, going to the restaurant and dining in or going to the restaurant and buying food to bring back to the office or home. Food delivery services have changed consumer behaviour so much, especially urban consumers that using the online food ordering services have become normal and routine. 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 used Swiggy for ordering food through online. In this fastest growing economy, as both men and women are the bread winners, online food delivery services saves time of working people

D. Ramesh Kumar, D. Gayathiry(2020), Consumer Perception and Satisfaction towards Food Delivery Service (with Special Reference to Coimbatore City)

The online food services are ordering a food through mobile app or restaurant app and delivering of ordering food to the customer point. This system is connecting a people through online easily by way of ordering food and access of preferred food. It is one of the fast paced developments in the E-Commerce Space. Through these services the customer can access wide variety of food menu anywhere at any time from the wide range of restaurant listed online. The area taken for study is Coimbatore City. Coimbatore also known as Kovai and Koyamuthur is a major city in the Indian state of Tamil Nadu. The collected questionnaire is tabulated and analysed using following tools such as Simple percentage, Chi-square, Friedman rank test, Average score analysis. Online foods services are one of the changing environment of the traditional food preparation. In day to day busy world and increasing employment opportunities for men and women, they are preferring a prepared food. Most of the respondent is getting swiggy online services to order a food.

Mrs.R.Shiji, Dr.S.M.Yamuna(2020), A STUDY ON CUSTOMER PERCEPTION TOWARDS ONLINE FOOD ORDERING SERVICES WITH SPECIAL REFERENCE TO COIMBATORE CITY

In the modern era, each and every one are busy with their work schedule and commitments and no one have time to spend in the kitchen. So as to make their life comfortable these food ordering Service came into exist. Online food ordering Service is the system. Advantages are It helps the customer to make the ordering process easier., Efficient customer and order management, Monitor your expenses incurred in real time, Free and cheap marketing, Better customer's data, The convenience of mobile ordering and disadvantages Potential delays, Additional labour costs, Food quality can be compromised, Expensive Delivery Charges The tools used for the study is Percentage analysis and CHI-SQUARE analysis. It can be concluding that youngsters are further apt to online food ordering service as compared to elder people. The study focus that many of the respondents are female and many of them are aware of promo code, offers etc.

Jeneefa H, Rajalakshmy(2019), "A STUDY ON CONSUMER SATISFACTION AND PREFERENCE TOWARDS ONLINE FOOD ORDERING APPLICATIONS"

This study about the mobile application era has thrown open a new pathway for today's marketing. The mobile application has made all traditional modes of business outdated and generated amazing new possibilities in business. It also affects the operation of companies and organizations. Companies have changed their traditional business strategies into online marketing to suit customer needs and taste at any time. This research paper aims to discuss the consumer's perception towards the online food ordering and delivery services in Pune. The survey was conducted for a purposeful analysis of the study on around 153 respondents. The research is focused on the study and analysis of data collected from all those users who are already using the online food delivery services. Tools used for this research are Simple percentage analysis method, Rank analysis, Chi-square analysis. The online food ordering app system will be helpful for the hotels and restaurants to increase the scope of the business by helping users to give order through online. This study was to find the awareness level, preference and satisfaction derived by the consumer and also to find which factor influence customers to buy food through online from food ordering app. The purpose of this online food ordering system is basically to save the time of the customers especially when he/she has to invite people for any occasion.

RESEARCH METHODOLOGY

Source of the data

- **Primary data** – The primary data is collected from people through questionnaire
- **Secondary data** – The secondary data is collected from article

Sample size

This survey responses are taken through the google form as questionnaire. No. of. Repsonses-123 responses.

Tools of the study

- Percentage analysis.
- Chi-square analysis.
- Rank analysis.

Percentage Analysis:

Particulars	Variables	Respondents	Percentage
Gender	Male	80	65
	Female	43	35
	Total	**123**	**100**
occupation	Student	26	46.3
	Professional	69	8.1
	Home maker	21	4.9
	employee	49	39.8
	Un employee	1	0.8
	Total	**123**	**100**
Age	Below 18	78	16.3
	19-25	30	65
	26-45	10	17.9
	More than 45	7	0.8
	Total	**123**	**100**
Marital status	Married	31	25.4
	Unmarried	91	74.6
	Total	**123**	**100**
Area	Rural	25	33.3
	Urban	71	35.8
	Semi urban	29	30.9
	Total	**123**	**100**
monthly income	Less than 20000	33	26.8
	20000-40000	65	52.8
	40000-60000	19	15.4
	Above 60000	6	4.9
	Total	**123**	**100**
Education qualified	High school	11	8.9
	Diploma	15	12.2
	Ug degree	82	66.7
	Pg degree	11	8.9
	doctorate	4	3.3
	Total	**123**	**100**
Family members	Below 2	6	4.9
	3-5	107	87
	Above 5	10	8.1
	Total	**123**	**100**

Particulars	Variables	Respondents	Percentage
What is your level of awareness about order food	low	28	22.8
	medium	85	85
	high	10	8.1
	Total	123	100

Particulars	Variables	Respondents	Percentage
How frequently do you order food online	Once in a week	8	6.5
	Twice in a week	21	17.1
	Once in 15 days	45	36.6
	Once in a month	49	39.8
	Total	123	100

Particulars	Variables	Respondents	Percentage
Which online food delivery platforms do you use	Swiggy	36	29.3
	Zomato	41	33.3
	uber eats	36	29.3
	food panda	10	8.1
	Total	123	100

Particulars	Variables	Respondents	Percentage
In general how do you prefer to food	Over the mobile app	86	69.9%
	Over the web browser	37	30.1%

Particulars	Variables	Respondents	Percentage
What are the challenges do you face when ordering food online	Delivery delay	16	13%
	Quality of food	26	21.1%
	Technical issues with the app	46	37.4%
	Limited restaurant options	29	23.6%
	Inaccurate orders	6	4.9%

Particulars	Variables	Respondents	Percentage
Which services provided attracted you the most	Exploring menus	13	10.6%
	Planning orders	33	26.8%
	Choosing delivery/pick up	45	36.6%
	Payment	24	19.5%
	Notification system	8	6.5%

Particulars	Variables	Respondents	Percentage
Option for how important is it for you to support local business through online food delivery	Very Important	13	10.6%
	Important	47	38.2%
	Neutral	49	39.8%
	Not very important	13	10.6%
	Not Important all	1	0.8%

INTERPRETATION

- Gender: The majority of the respondents were male (65%) compared to female respondents (35%).

- Occupation: Most respondents were professionals (56.1%) or students (21.1%), indicating that these groups are more likely to use online food delivery apps.

- Age: The largest age group of respondents was below 18 (16.3%), followed by 19-25 (65%), indicating that younger individuals are more likely to use online food delivery apps.

- Marital Status: The majority of respondents were unmarried (74.6%) compared to married respondents (25.4%).

- Area: Respondents from urban areas (35.8%) and semi-urban areas (30.9%) were more likely to use online food delivery apps compared to rural areas (33.3%).

- Monthly Income: Most respondents had a monthly income between 20,000 and 40,000 (52.8%), followed by less than 20,000 (26.8%), indicating that individuals with lower to moderate incomes are more likely to use online food delivery apps.

- Education Qualified: Most respondents had an undergraduate degree (66.7%), followed by diploma holders (12.2%), indicating that individuals with higher education levels are more likely to use online food delivery apps.

- Family Members: Most respondents had 3-5 family members (87%), indicating that individuals with medium-sized families are more likely to use online food delivery apps.

- Awareness about Order Food: The majority of respondents had medium awareness (69.1%) about ordering food online, indicating a moderate level of familiarity with the concept.

- Frequency of Ordering Food Online: Most respondents ordered food once in 15 days (36.6%), followed by once a month (39.8%), indicating that they use online food delivery apps regularly but not excessively.

- Preferred Online Food Delivery Platforms: Zomato (33.3%), Swiggy (29.3%), and Uber Eats (29.3%) were the most popular platforms among respondents, indicating a relatively even distribution of users across these platforms.

- Preference for Ordering Food: Most respondents preferred ordering food over the mobile app (69.9%) compared to the web browser (30.1%).

- Challenges Faced When Ordering Food Online: The main challenges faced by respondents were technical issues with the app (37.4%), followed by limited restaurant options (23.6%) and quality of food (21.1%).

- Services Provided that Attracted Respondents the Most: Choosing delivery/pickup (36.6%) was the most attractive service, followed by planning orders (26.8%), indicating that convenience and ease of use are key factors for users.

- Importance of Supporting Local Businesses: Most respondents considered it important (38.2%) or very important (10.6%) to support local businesses through online food delivery, indicating a positive attitude towards supporting local businesses.

- These interpretations provide insights into the demographics, preferences, and behaviors of consumers using online food delivery apps, which can be valuable for businesses in this industry.

Chi-square analysis:

Null hypothesis:

    H0= There is no significant relationship between age & factor.

Alternative hypothesis:

    H1= There is significant relationship between age & factor.

1) This hypothesis is an analysis between customer's satisfaction with advertisement and age factors.

Particulars	x²	df	P-value
Chi-test	8.691951	9	0.466182

INTERPRETATION:

The chi-square value is 8.691951 and the p-value or calculated value is 0.466182, which is greater than table value (0.05). It is a null hypothesis. Hence there is no significant relationship between age & factor.

RANK ANALYSIS

Factors	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	Total score	Weighted score	rank
	10	9	8	7	6	5	4	3	2	1			
User interface	62	16	21	12	2	1	1	2	1	5	123		
	620	144	168	84	12	5	4	6	2	5	1050	8.537	1
Delivery time	14	53	23	15	6	2	0	4	4	2	123		
	140	477	184	105	12	10	0	12	8	2	950	7.724	3
Restaurant selection	16	24	52	15	5	3	1	4	1	2	123		
	160	216	416	105	30	15	4	12	2	2	962	7.821	2
Offer and discount	18	29	24	33	7	2	2	3	2	3	123		
	180	261	192	231	42	10	8	9	4	3	940	7.642	4
Customers review and ratings	17	27	24	14	27	7	0	2	2	3	123		
	170	243	192	98	162	35	0	6	4	3	913	7.423	5
Variety of restaurants	13	25	30	15	13	20	0	2	1	4	123		
	130	225	240	105	78	100	0	6	2	4	890	7.236	6
Secure payments options	10	24	22	29	14	3	15	3	1	2	123		
	100	216	176	203	84	15	60	18	2	2	876	7.122	7
Menu display	18	26	23	14	13	9	0	16	2	2	123		
	180	234	184	98	78	45	0	48	4	2	873	7.098	8
Real time order tracking	13	25	30	20	11	3	2	2	14	3	123		
	130	225	240	140	66	15	8	6	28	3	861	7	9
User profile and ordering	12	34	26	14	12	4	2	2	1	16	123		
	120	306	208	98	72	20	8	6	2	16	856	6.959	10

Motives	1st	2nd	3rd	4th	5th	6th	Total score	Weighted score	Rank
	6	5	4	3	2	1			
Convenience	79	19	16	3	2	4	123	5.284	1
	474	95	64	9	4	4	650		
Variety of choices	17	56	33	8	4	5	123	4.504	2
	102	280	132	27	8	5	554		
Time sharing	28	28	39	14	9	5	123	4.301	3
	168	140	156	42	18	5	529		
Discount and promotions	17	35	27	27	9	8	123	4	5
	102	175	108	81	18	8	492		
Special deals	20	33	31	13	21	5	123	4.170	4
	120	165	124	57	42	5	513		
Busy schedule	26	26	25	12	11	23	123	3.796	6
	156	130	100	36	22	23	467		

Factors	Highly satisfied	satisfied	Neutral	Dis satisfied	Highly dissatisfied	Total score	Weighted score	Rank
	5	4	3	2	1			
Service given by company	62	23	26	10	2	123		
	310	92	78	20	2	502	4.081	1
Rate of item	25	47	30	15	6	123		
	125	188	90	30	6	454	3.691	2
Time of food	23	36	40	19	5	123		
	115	144	120	38	5	422	3.430	3
Taste of food	28	30	36	24	5	123		
	140	120	108	48	5	421	3.422	4
Package of food	22	34	35	20	12	123		
	110	136	105	40	12	403	3.276	6
Menu of the company	35	22	27	22	17	123		
	175	88	81	44	17	405	3.280	5

Factors	Highly satisfied	satisfied	neutral	Dissatisfied	Highly dissatisfied	Total score	Weighted score	Rank
	5	4	3	2	1			
1 star	60	24	21	14	4	123	3.992	1
	300	96	63	28	4	491		
2 stars	20	42	38	19	4	123	3.480	3
	100	168	114	38	4	428		
3 stars	29	32	41	17	4	123	3.528	2
	145	128	123	34	4	434		
4 stars	26	25	38	30	4	123	3.317	4
	130	100	114	60	4	408		
5 stars	29	24	27	31	12	123	3.220	5
	145	96	81	62	12	396		

INTERPRETATION

Factors Influencing Consumer Preferences:

1. User Interface is the top-ranking factor, indicating that consumers prioritize a user-friendly interface when choosing online food delivery apps.

2. Restaurant Selection follows closely, suggesting that the variety and quality of restaurants available are crucial for consumers.

3. Delivery Time is also important, indicating that fast and reliable delivery services are valued by consumers.

4. Offer and Discount play a significant role, suggesting that promotional offers and discounts attract consumers.

5. Customers Review and Ratings are influential, indicating that consumers value the opinions and experiences of other users.

6. Variety of Restaurants is important, suggesting that having a wide selection of restaurants is key for consumer satisfaction.

7. Secure Payment Options are valued, indicating that consumers prioritize apps that offer secure and reliable payment methods.

8. Menu Display is important for consumers, suggesting that an attractive and easy-to-navigate menu display is crucial.

9. Real-Time Order Tracking is appreciated by consumers, indicating that the ability to track orders in real-time is a desirable feature.

10. User Profile and Ordering features are less critical compared to other factors, suggesting that customization options are less prioritized.

Motives for Using Online Food Delivery Apps:

1. Convenience is the primary motive, indicating that consumers value the convenience of ordering food online.

2. Variety of Choices is also important, suggesting that having a wide range of food options is a motivating factor.

3. Time Sharing is a significant factor, indicating that consumers value the time-saving aspect of ordering food online.

4. Discounts and Promotions play a role in consumer decisions, suggesting that consumers are attracted to deals and discounts.

5. Special Deals are also attractive to consumers, indicating that promotional offers influence their choices.

Satisfaction with Online Food Delivery Services:

1. Service Given by Company is the top-ranking satisfaction factor, indicating that consumers are highly satisfied with the service provided by online food delivery companies.

2. Rate of Item satisfaction follows, suggesting that consumers are generally satisfied with the pricing of items.

3. Time of Food satisfaction is also high, indicating that consumers are satisfied with the delivery times of their orders.

4. Taste of Food satisfaction is moderate, suggesting that there is room for improvement in food quality.

5. Package of Food satisfaction is also moderate, indicating that packaging could be an area for improvement.

Rating Satisfaction with Online Food Delivery Services:

1. 1 Star ratings are the most common, indicating that there is room for improvement in certain aspects of online food delivery services.

2. 2 Star ratings are the second most common, suggesting that overall satisfaction is moderate.

3. 3 Star ratings are less common, indicating that there are areas where improvement is needed but overall satisfaction is moderate.

4. 4 Star ratings are less common, indicating that there are some areas where consumers are dissatisfied.

5. 5 Star ratings are the least common, indicating that there are significant areas where improvement is needed.

SUGGESTION

- User Interface: Focus on improving the user interface to make it more intuitive, responsive, and visually appealing. Provide easy navigation and quick access to key features.
- Restaurant Selection: Continue to expand and diversify the range of restaurants available on the platform. Consider partnering with popular and local eateries to offer a wide variety of choices to consumers.
- Delivery Time: Enhance the delivery services to ensure fast and reliable delivery. Optimize delivery routes and implement real-time tracking to keep consumers informed about the status of their orders.
- Offer and Discount: Continue to offer attractive promotions and discounts to attract and retain customers. Consider personalized offers based on consumer preferences and ordering history.
- Customers Review and Ratings: Encourage more customers to leave reviews and ratings by offering incentives or discounts for feedback. Use this feedback to improve service quality and address any issues raised by consumers.
- Variety of Restaurants: Maintain a diverse selection of restaurants catering to different cuisines and preferences. Consider adding new restaurants regularly to keep the options fresh and exciting for consumers.

CONCLUSION

In conclusion, the analysis of factors influencing consumer preferences, motives for using online food delivery apps, and satisfaction with online food delivery services provides valuable insights for online food delivery app providers. The study highlights the importance of factors such as user interface, restaurant selection, and delivery time in influencing consumer choices. Consumers value convenience, variety, and reliability when using online food delivery apps, indicating a need for providers to focus on improving these aspects of their services. Additionally, the study identifies areas for improvement, such as menu display, real-time order tracking, and user profile customization, where providers can enhance the user experience and meet consumer expectations.

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