A
Project Report

on
"A Study on Consumers Perception towards Online Food Delivery Apps in Nagpur City''

Submitted to
G. S. College of Commerce & Economics, Nagpur

Affiliated to
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by
Vedika N Kawthalkar

Under the Guidance of
Prof. Leena Kapse

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23

<u>CERTIFICATE</u>

This is to certify that **"Vedika N Kawthalkar"** has submitted the project report titled **"A Study on Consumers Perception towards Online Food Delivery Apps in Nagpur City''**, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Prof. Leena Kapse   **Dr. Afsar Sheikh**
(Project Guide)   **(Co-ordinator)**

Place:
Date:

G.S. College of Commerce & Economics, Nagpur

Academic Year 2022 – 23

DECLARATION

I hereby declare that the project with the title "A Study on Consumers Perception towards online food delivery apps in Nagpur city'' has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Vedika N Kawthalkar

Place:

Date:

G.S. College of Commerce & Economics Nagpur

Academic Year 2022 – 23

<u>ACKNOWLEDGEMENT</u>

With immense pride and a sense of gratitude, I take this golden opportunity to express my sincere regards to Dr.Swati S Kathaley, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Leena Kapse for her guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr.Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions, and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Cooperation.
I would like to thank all those who helped me in making this project complete and successful.
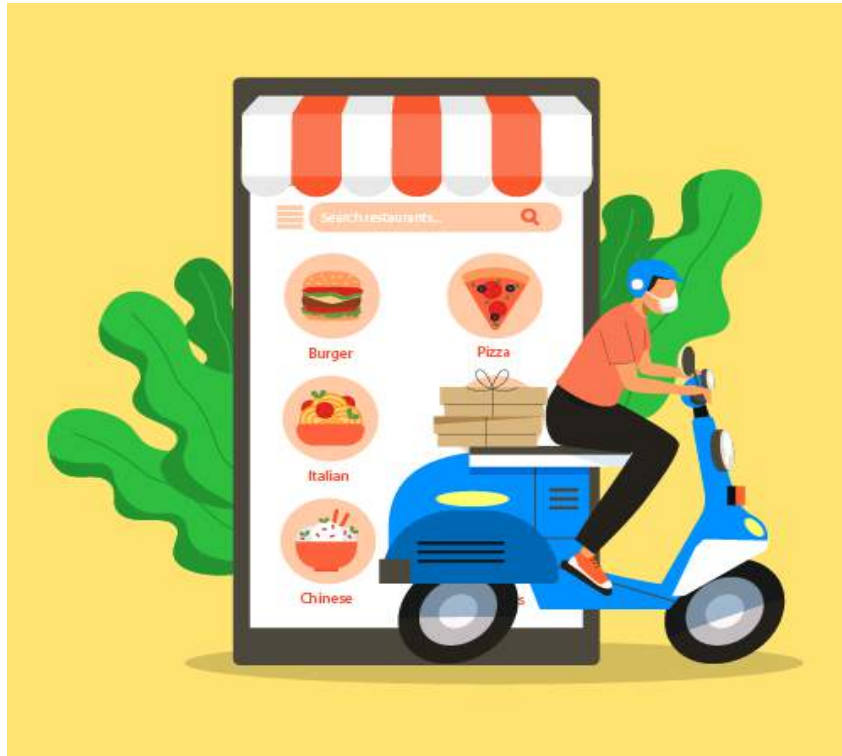
Vedika N Kawthalkar

Place:

Date:

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CHAPTER 01

INTRODUCTION

INTRODUCTION

The era of mobile applications has created a new route for modern marketing. All other conventional business methods were rendered obsolete by the smartphone application, which also opened up new business opportunities. Internet and technology are used by mobile applications to market and sell products and services. As more people use technology today, they are able to exchange through it, which has an ongoing impact on how businesses and firms operate. With technological advancement now almost, everything can be done online like communication, entertainment, education, and electronic trade.

As the population is increasing and more people are getting aware of the e-market and its features, usage of it is increasing day by day. Online markets whether it be shopping, or ordering online food all provide access to various companies, brands, restaurants, etc. without actually visiting the stores. Another main facility is

that the consumer's goods or products reach them at their doorsteps. Therefore, it can be said that the main difficulties of the customers while shopping or ordering is solved by the online market and its expansion and services.

One of the most fundamental human requirements is met by food. People must consume regardless of their living situation. All humans are required to consume every day, regardless of the food or the location. Because of this, the food business continues to expand along with the population. The food business has always been one of the main industries, with a large population of participants. Restaurants were becoming more and more numerous every day. Nowadays, there are restaurants, food carts, etc. on every street corner of the towns that serve food to the public. Therefore, the fundamental concept of eating cuisine from restaurants has never changed.

The food market in India is going rapidly. With help of technology now one can order cooked meals at their doorstep which means ordering food online through food portals or a variety of mobile applications as per one's choice. Online Food Ordering is kind of a new concept in the era of e-commerce. Online Food Ordering includes retailers or restaurants delivering their food to consumers at their doorstep through either their websites or mobile applications.

E-COMMERCE

Electronic business is a profession that enables businesses and individuals to transact products and services online. It is aimed at computers, tablets, smartphones, and other smart gadgets. Online food delivery services are included in the business-to-business and business-to-consumer groups of the three kinds of e-commerce, which are business-to-business (B2B), business-to-client (B2C), and customer-to-customer (C2C).

WHAT IS AN ONLINE FOOD DELIVERY SYSTEM OR APP?

Online food ordering or delivery system is software that lets restaurants, coffee shops, or bars accept orders online. It typically allows customers to choose and pay for food, then alerts the kitchen when an order is made. This happens without contact between the staff and the consumer.

Online Food Delivery Apps or Platforms can be said as online businesses that act as an intermediary between consumers and multiple food facilities to submit food orders from a consumer to a participating food facility, and to arrange for the delivery of the order from the food facility to the consumer. This kind of concept is easily spreading because of the increase in the hardworking young generation in major cities and the hectic work-life culture.

WHY ONLINE FOOD DELIVERY APPS ARE GETTING MORE POPULAR?

Working people's kitchens now have a new dimension owing to this technology. Nowadays, customers are more drawn to internet ordering services than they are to restaurant home delivery. Since there is no human involvement in the process of purchasing food online, it is more confidential. Numerous restaurants and chefs' kitchens are mentioned in apps along with their specific menus. Therefore, for subsequent orders, customers do not need to bring menus and brochures. The ability to quickly and easily order food is convenient. These apps are more accessible because they can be downloaded instantly to a smartphone.

There are different types of food delivery platforms that also provides a variety of options for restaurants, dining, and offers & discount, memberships, online payments, sending a gift, cash on delivery, tracking their order, etc. These apps also provide a feedback system where the users can provide feedback and recommendations, and rate the food item and mode of delivery. Online Food delivery apps that are most popular in India include Zomato & Swiggy. They are considered the major players in the Online Food Delivery Marketplace. They offer a comprehensive system for ordering and delivering food. It offers a single ordering window for a variety of restaurants and locations, and they have its own dedicated delivery vehicle and staff to pick up and deliver food to the customers. All these including many more factors tend to be the reason customer order more online through food delivery apps.

MAJOR PLAYERS IN ONLINE FOOD DELIVERY APPS AND THEIR MARKET SIZE

The two most widely used food delivery and ordering applications in Nagpur City are Zomato and Swiggy. These apps provide information, menus, and user reviews of restaurants as well as food delivery options from partner restaurants. Zomato has a network of around 390,000 restaurants and 32 million monthly active users and Swiggy has a network of around 128,000 restaurants across 500 Indian towns and cities with around 20 million monthly active users.

The online food delivery market in India has valued at INR 410.97 Bn in 2021. The market is expected to reach INR 1,845.76 Bn by the end of 2027, expanding at a CAGR of 30.00% during the 2022-2027 forecast period.

WHAT IS CONSUMER PERCEPTION?

In this research, we are going to study the customer's perception of online food delivery apps. So, to understand it better let us first focus on understanding what is consumers perception. Consumers' perception refers to the consumers' awareness, impressions, and opinions about the businesses, their brands, and the product and services provided by them. Customers choose the services provided by online food delivery service apps or websites for a variety of reasons, including their dependence on technology, convenience, and quick delivery time. Consumer expectations are increasing along with the development and popularity of online food delivery services. So it is very important to understand the customers perception to get maximum consumer satisfaction.

MODEL OF ONLINE FOOD ORDERING & DELIVERY PLATFORMS

Below is the model of online food ordering or delivery business. First of all, the customers have to visit the food portals on either mobile applications or the company's website. Then the customers have to search for the food which they want to have and they can also select the restaurant they desire to have food from according to the quantity they wish to order. After surfing the food with quantity, the customers just need to finalize the order. After selecting the food customers have to make the payment. It could be done via debit/credit card or else a cash-on-delivery option is also available for the customers so as to select as per their convenience. The marketplace owner cuts commission & routes orders to restaurants for delivery. The restaurant processes the order and prepares the food which is ordered. In the end, the food is prepared and delivered to the customers by the 3rd party services or restaurant services whichever is preferred by the consumer.
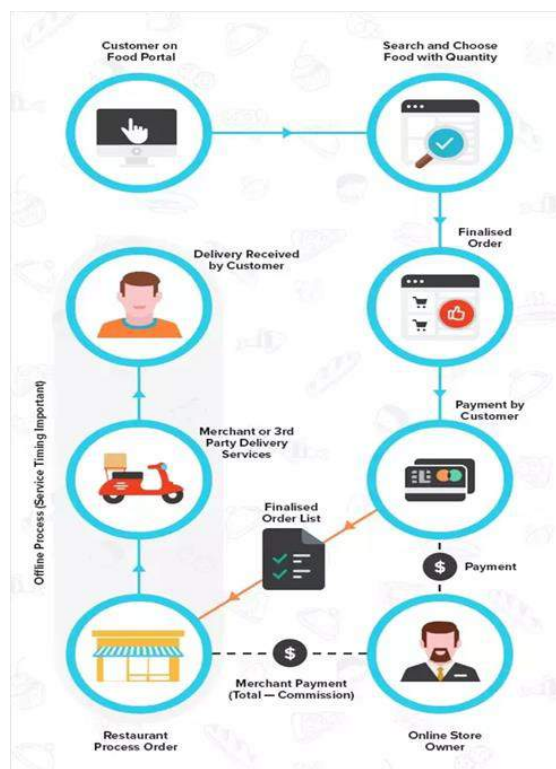
The tremendous growth of the online platform to consumers leads restaurants to rush to online food delivery platforms. This research paper is aimed to investigate consumers' perceptions of their expectations, needs, views, and problems with the services they receive.

This study primarily focuses on the variables that affect consumers' perceptions of online food delivery services, which will aid online food delivery apps or companies in understanding consumers' viewpoints and working to introduce or enhance more consumer-oriented products or services. It will also help us to understand what users believe about the major players since we are aware that zomato and swiggy are the two most popular food delivery apps in the city of Nagpur. It will also be useful in determining how knowledgeable Nagpur city residents are about online food delivery companies. Understanding what factors contribute to the same will become more important as the popularity of related applications and services grows. As we will be observing the factors or issues encountered by them, it will also assist the online food delivery apps in resolving the problems.

CHAPTER 02

COMPANY PROFILE

COMPANY PROFILE

- **ZOMATO**

Zomato is an Indian multinational restaurant aggregator and food delivery company founded by Deepinder Goyal and Pankaj Chaddah in 2008. Zomato is a leading platform for restaurant search & discovery, online food ordering, and restaurant table reservations. Zomato provides information, menus, and user reviews of restaurants as well as food delivery options from partner restaurants in select cities.

Zomato was launched in 2010, this technology platform connects customers, restaurant partners, and delivery partners, serving their multiple needs. Customers use Zomato to search and discover restaurants, read and write customer-generated reviews and view and upload photos, order food delivery, book a table and make payments while dining out at restaurants. On the other hand, it also provides restaurant partners with industry-specific marketing tools which enable them to engage and acquire customers to grow their business while also providing a reliable and efficient last-mile delivery service. It provides its delivery partners with transparent and flexible earning opportunities.

Zomato has been a pioneer in food ordering and restaurant discovery in India, which has benefitted both restaurants and customers. Zomato allows foodies to find the best meals and restaurants in their neighborhood. A notable aspect of Zomato is that it is among the few companies that have gone global after starting operations in India. Zomato currently features more than 1 million restaurants globally on its platform.

Type	Public
Traded as	BSE: 543320 NSE: ZOMATO
ISIN	INE758T01015
Industry	Online food ordering
Founded	July 2008; 14 years ago
Founders	Deepinder Goyal Pankaj Chaddah
Headquarters	Gurgaon, Haryana, India
Area served	Worldwide
Key people	Deepinder Goyal (CEO & MD)
Services	Food delivery Table reservation
Revenue	▲ ₹4,687 crore (US$590 million) (2022)[1]
Operating income	▲ ₹−1,220 crore (US$−150 million) (2022) [1]
Net income	▲ ₹−1,222 crore (US$−150 million)

	(2022)[1]
Total assets	▲ ₹16,505 crore (US$2.1 billion) (2022)[1]
Total equity	▲ ₹17,327 crore (US$2.2 billion) (2022)[1]
Owner	Info Edge (15.17%) Alipay Singapore (7.1%) Antfin Singapore (7%)[2]
Number of employees	5,000+ [3]
Subsidiaries	Blinkit
Website	zomato.com

ZOMATO'S MARKETING STRATEGY

ZOMATO both buys the rivals and offers good features and an easy-to-use website. Around the world, people can use the ZOMATO mobile software, putting an emphasis on digital marketing channels for prospective and target customers. In order to grow into the United States, Canada, and Australia, Zomato acquired urban spoon for $52 million. An easy-to-use review and ranking system do seem to be Zomato.

- **SWIGGY**

Swiggy is an Indian online food ordering and delivery platform. Founded in July 2014, Swiggy is based in Bangalore and operates in 500 Indian cities. Besides food delivery, Swiggy also provides on-demand grocery deliveries under the name Instamart, and a same-day package delivery service called Swiggy Genie. Swiggy was founded by Sriharsha Majety, Nandan Reddy, and Rahul Jaimini. Sriharsha Majety is an alumnus of Indian Institute of Management, Calcutta and he currently serves as the Chief Executive Officer (CEO) at Swiggy. Co-founder Nandan Reddy is an alumnus of Birla Institute of Technology and Science and he heads operations at Swiggy.

Swiggy is a leading food ordering and delivery startup in India. The company started operations in 2014 and is headquartered in Bengaluru. Swiggy works by acting as a bridge between customers and restaurants. It utilizes an innovative technology platform that allows customers to order food from nearby restaurants and get it delivered at their doorstep. With Swiggy, customers do not have to keep the contact numbers of various restaurants and eateries in their locality. Swiggy works as a single point of contact for ordering food from all restaurants that may be there at a particular location. Swiggy has its own team of delivery professionals who pickup orders from restaurants and deliver it at the customer's doorstep. This has made the task of ordering food a lot easier for customers. Restaurants also gain by getting more orders and avoiding costs and efforts associated with maintaining their own delivery personnel.

SWIGGY

Type	Private
Industry	Online food ordering
Founded	July 2014; 8 years ago
Founder	Sriharsha Majety
	Nandan Reddy
	Rahul Jaimini
Headquarters	Bangalore, Karnataka, India
Area served	300+ cities across India
Key people	Sriharsha Majety (CEO)
	Rahul Bothra (CFO)
	Dale Vaz (CTO)
Services	Food delivery
	Online grocery
	Courier
Revenue	▲ ₹5,705 crore (US$710 million) (FY22)[1]
Net income	▼ ₹−3,629 crore (US$−450 million) (FY22)[1]
Owner	Prosus (33%)[2]
Parent	Bundl Technologies Private Limited[3]
Subsidiaries	SuprDaily
	Dineout
Website	swiggy.in

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SWIGGY'S MARKETING STRATEGY

The marketing plan of SWIGGY includes both online and offline marketing initiatives. It promotes its advertising efforts on Facebook, Twitter, YouTube, Pinterest, and Instagram. Just a few of its marketing initiatives include Diwali GharAayi, Sing with Swiggy, the Learn Your Food photo series, and local culinary excursions. The company has effectively increased brand recognition and engaged with its customers through these promotional channels. Their Facebook profile is comparatively active, receiving one post per day on average. In addition to using it for activism, SWIGGY uses social media to interact with its customers, respond to their concerns, and get their feedback.

CHAPTER 03

RESEARCH STUDY

RELEVANCE OF THE STUDY

Consumers and online food delivery apps would stand to gain the most from the study. As more people buy food online these days, there are a variety of issues relating to services being delivered, different factors influencing consumers ordering, and difficulties faced by food delivery apps that are being discussed on various social media platform. Thus, this study will aid in understanding how consumers certainly feel about online food delivery apps and the challenges they both confront.
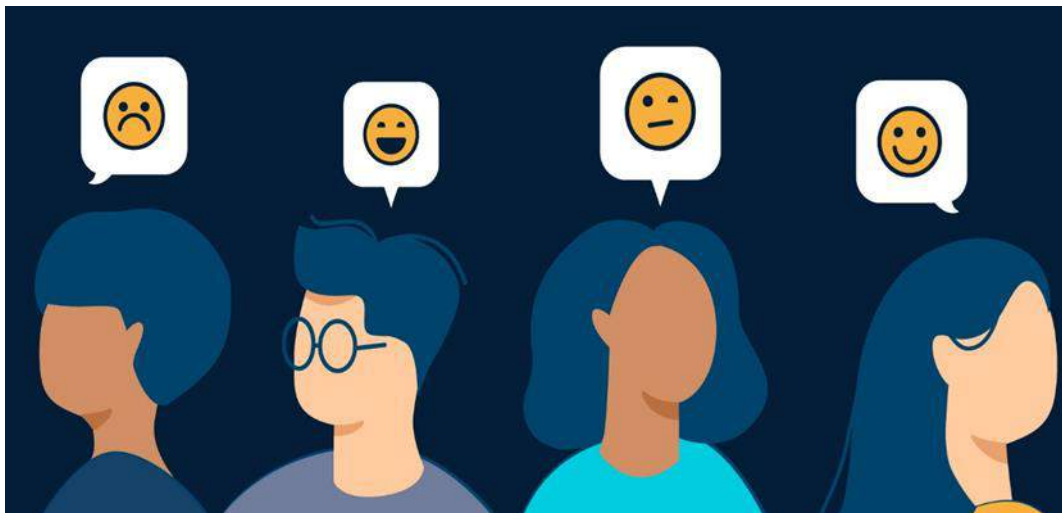
The research will be used as data to discuss the factors that drive people to use online food delivery apps to place their orders, as well as the issues those apps and companies face and what led to their growth. Additionally, it will be useful in determining how well-informed customers are about two major competitors Zomato and Swiggy in the online food delivery app market.

Online food ordering is the practice of placing a food order from a nearby restaurant or food company using a website or mobile application. Many of these enable customers to maintain accounts with them in order to make frequent ordering convenient, much like ordering consumer goods online. A customer will look for their preferred restaurant, typically filtering by cuisine type, choosing from the menu items, and selecting

whether they want delivery or pick-up. Payment options include using a credit card or cash, and the restaurant will give the online food business a percentage of the total amount. This research will be most helpful when services are improved by adding consumer-focused goods or services.

One noteworthy aspect of the study is that it will help the public understand their role in the market for online food delivery apps and raise awareness of it by soliciting their feedback. It will result in enhancements to online food delivery services and apps, as well as improved customer understanding. It will facilitate the delivery of improved food and services. It will also assist in determining whether online food delivery apps are beneficial for the consumers and the factors influencing their decisions.

Any marketer will find it challenging to comprehend the thoughts and emotions of customers. This study will assist in determining the real emotions and reasons why customers choose specific online food delivery service. to draw in new clients Not only is it crucial to comprehend consumer perception, but it is also crucial to keep on preserving current customers. This research will aid in understanding current consumer trends, such as their preference for convenience and food quality, along with many other things.

It will aid consumers and online food delivery apps in understanding their present needs and wants as well as which services and kind of foods are more favored by society. Customers will benefit from having a better grasp of their preferences and suggestions for needed improvements. Knowing which factors, among food quality, price, convenience, etc., are most valued would then help in understanding how strongly these things influence customer perception.

Additionally, it will assist restaurant owners in better understanding prospective customers, including their l

likelihood of placing an order and their expectations. It will assist restaurant owners in comprehending the impact and simplicity of using online food delivery apps to reach every potential customer.

This research will aid consumers in comparing the elements that influence their ordering decisions and in better comprehending the features, data, and overall procedure. All of this will assist online food delivery services in better understanding consumer tastes and offering them better services, which will increase consumer happiness. However, this study will help them understand their real needs and wants and ratings towards online food delivery services. As we all know, consumers typically purchase goods or services based on their knowledge or reviews information posted online or from good referrals. Also, it will encourage them to purchase the goods or services based on their present circumstances or other factors.

Basically, with the help of this research study, we will learn more about how consumers in Nagpur City perceive the services and goods offered by online food delivery sites and apps, as well as the factors influencing their perception. As a result, the results of this study and its conclusions may be used by service providers to address these factors and close any gaps in consumer mindset. They may also be used by consumers to better understand their preferences and enable them to purchase the goods and services they require. Simply, this study will help us understand consumers even better in general, as well as why people prefer to buy food online through apps like Zomato and Swiggy, how popular these apps are, how aware people are of these services, and how consumers in Nagpur City actually perceive them.

NEED OF THE STUDY

Online food ordering is a relatively new phenomenon in the worldwide marketplace. Growth & accessibility of the internet, along with people's hectic schedules of work have pushed businesses to respond to new customer demand: food delivery to their doorsteps. Understanding the consumers perception better would aid in realizing the e-commerce platforms full potential which in turn will shape people's quality of life. This study will help to understand their perspective by understanding whether online ordering is beneficial or whether they are facing any kind of issues while ordering due to many factors.
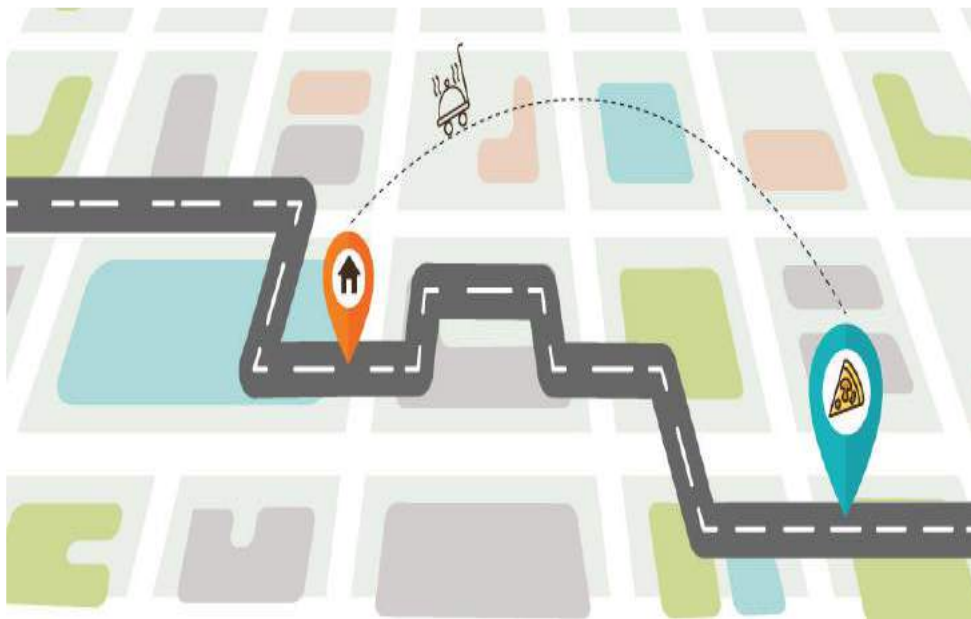
This research will help us understand the factors that contributed to the growth of online food delivery services and why customers choose them over more conventional methods of trying to order takeout. Food delivery applications are one of the services we can access online owing to the e-commerce sector's ongoing growth.

Due to their busy schedules and some of them not being able to prepare, people order more

food through online delivery services, as it is also normal practice today. Because there is

such a large market for online food delivery and because consumers uses it more frequently,

this analysis will aid in understanding the broader factors.

OBJECTIVES OF THE STUDY

The objectives of the research paper are as follows:

- To understand what users, think of Zomato and Swiggy, two popular online food ordering and delivery services.

- To understand the awareness about food delivery portals.

- To know the different factor influencing the perception of consumers.

- To understand the factors leading to the boom of online delivering apps.

- To understand the issues faced by online food delivering apps.

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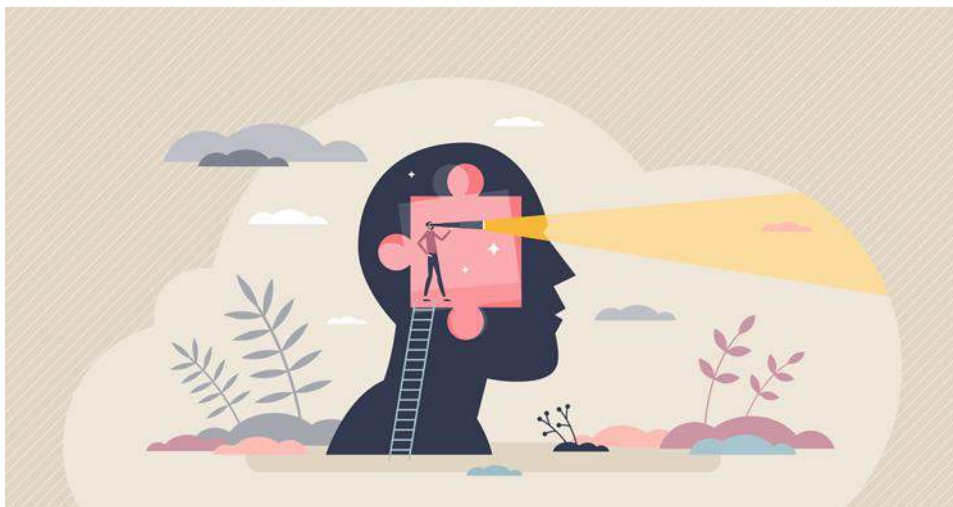
Online food delivery apps are working to satisfy customers' expectations because, as it is well known, the Indian food business is expanding quickly and modernizing to satisfy consumer's needs. The ordering procedure has been simplified with the help of online food delivery apps. The factors that influence consumers perception vary according to the circumstances. The purpose of the research is to better comprehend consumers attitude towards online food delivery apps and the factors that influence both the consumers preferences and services provided by online food delivery apps.
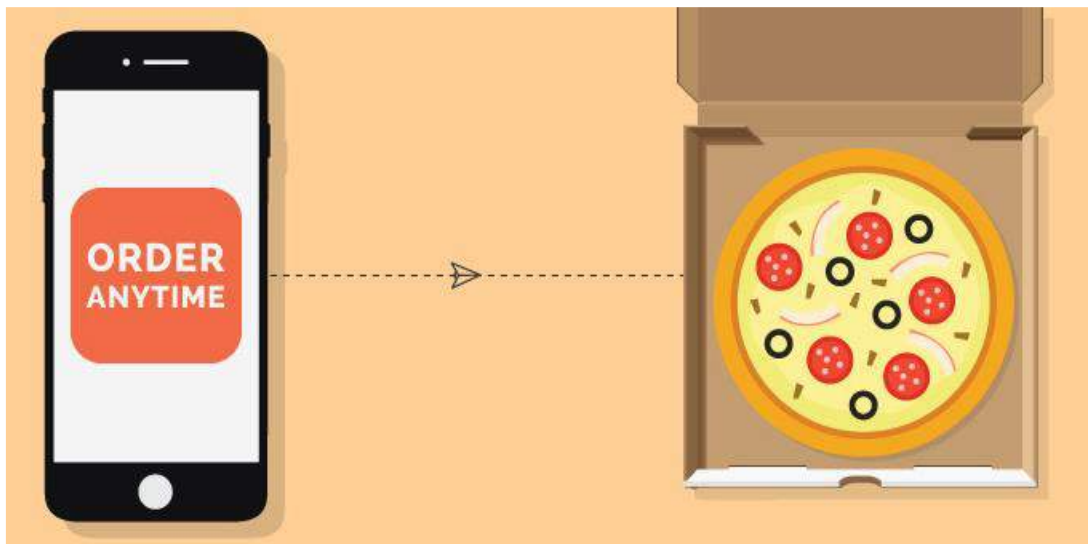
The objectives are designed to help comprehend the consumers or users of the online food delivery services in Nagpur. This objective will contribute by benefiting consumers and making them aware of their needs and perspective through better food and service quality.

RESEARCH DESIGN

- ## RESEARCH METHOD:

For the purpose of gathering data and analysing it, a combination of quantitative and qualitative research method is used in this study. In the quantitative approach, information is gathered using a survey by distributing questionnaires to various consumer groups of online food delivery app users in Nagpur city. A review of secondary literature, news articles, and articles on various mobile apps for online food delivery are analysed in the qualitative method. The primary goal of the study is to comprehend how online food delivery services affect their customers. The first round of user surveys for online food delivery services includes questions about the various variables that have contributed to their growth and success.

The study aims to determine whether there are any psychological reasons why people prefer online food delivery services because they don't require any human interaction, as opposed to the more traditional method of going to a restaurant, asking about a particular cuisine or food item, and placing an order to eat there or have it delivered. The questionnaire also outlines the barriers or contraints that prevent people from using these apps for purchasing food. In the qualitative method, articles, published journals, and news articles pertinent to the topic of the study are analysed. This research centres on a thorough analysis of how consumers feel about mobile applications that deliver food and online food delivery services.

- **RESEARCH TECHNIQUES:**

In order to understand the perception of consumers specifically of Nagpur city towards online food delivery apps, an authentic survey form was created for primary data. For secondary data, research papers were briefed and to search for projects of similar taste keywords like Zomato, Swiggy, Online food delivery platforms, e-commerce, Food portals etc were used. Number of citations were considered as one of the parameters for finalizing on the research papers. After thorough understanding of the topic using the research papers, questionnaire was formed. Questions in the survey covers multiple aspects of the study like awareness about the food delivery apps, consumers perception, issues faced by the primary stakeholders, and consumer priority between the two major food delivery apps.

- **DATA COLLECTION:**

Primary data:

Through structured survey & interaction with online food delivery apps consumers. Questionnaire involves 19 questions.

Secondary data:

It is collected from research papers, articles, websites etc.

Sampling plan:

Simple random sampling is used, Nagpur city is chosen as the sample frame, Customers who order food online are chosen as the sample unit, contains sample size of 113 respondents

Data collection tool:

Questionnaire Tool for Analysis: Excel

Area of the study:

Nagpur City

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HYPOTHESIS

A research hypothesis is a statement of expectation or prediction that will be tested by research. To constitute a quality hypothesis, the statement needs to have three attributes – specificity, clarity, testability.

H1 – The People of Nagpur city have a positive perception towards Online Food Delivery Apps.

H0 – The People of Nagpur city do not have any significant perception towards Online Food Delivery Apps.

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CHAPTER 04

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

In research the two words that make up the word are 're' and 'search'. "Search" means carefully scrutinizing something or going over it to find it, whereas "Re" suggests a repeating or iterative process.

The two kinds of data are primary data and secondary data. Research where data about a specific subject is gathered for the first time, is referred to as primary data.

On the other hand, secondary data refers to a type of study that uses facts that have already been discovered through primary research.

PRIMARY DATA –

The primary data used in this research was gathered through an online survey that was designed to record consumer responses. The questionnaire was split into two sections, the first of which asked questions about demographics (such as age, gender, etc.) and the second of which focused on the actual topic of the research. Responses were recorded using a Likert scale of 1 through 5, with 1 being strongly disagree and 5 being strongly agree and multiple-choice responses. Google Form was used to generate an online link for the survey, which was then distributed via WhatsApp. Since the research dealt with online food ordering, an online survey was also used to collect responses.

SECONDARY DATA –

The secondary data used in this study was gathered by reviewing publicly accessible data on web pages. For this research, previously published articles, websites of actual delivery apps like Zomato and Swiggy and a variety of research papers were utilized as well, and they were identified using keywords like online food, food delivery apps, etc.

LIMITATIONS OF THE STUDY

- The research was conducted in multiple areas of Nagpur with a small sample size of 113 respondents, so the results might not be applicable to other regions of the nation due to social and cultural differences.

- The opinion of the sampled group cannot be regarded as representative of the entire population. Due to the fact that data primarily relies on respondent's views, it may or may not be biased.

- The study was restricted to consumers' perceptions of online food ordering, while the marketer or merchandiser perception was not examined in these studies because the food delivery apps are only available in developed urban areas, which restricts the study to only people living in those areas.

- Another restriction was time, and few researches relied on secondary data that was based on earlier studies. There was a time limit, with only up to 40 days allotted for the research assignment.

CHAPTER 05

DATA ANALYSIS & INTERPRETATION

DATA ANALYSIS & INTERPRETATION

PRIMARY DATA ANALYSIS AND INTERPRETATION

To collect the primary data a questionnaire with pertinent questions was created on google docs and sent to collect responses.

Age Group
113 responses
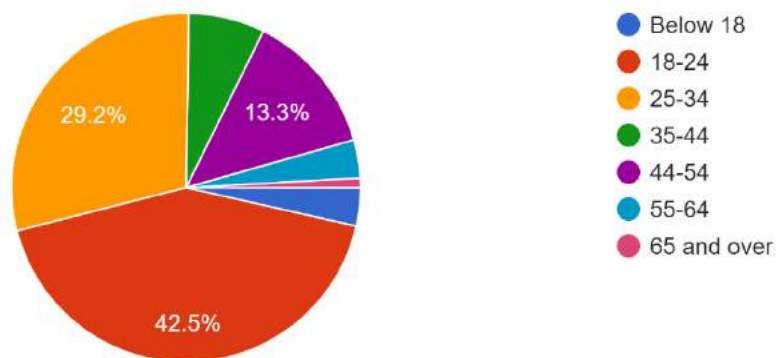
Interpretation:

Analysis of the pie chart above reveals that, out of 100% of consumers i.e. 113, 42.5% (48) of the people belongs to the age group 18-24 which includes majority of the people, 29.2% (33) belongs to the age group 25-34, 13.3% (15) belongs to the age group 44-54, 7.1% (8) belongs to the age group 35-44, 3.5% (4) people belong to the age group of below 18, 3.5% (4) people belong to the age group 55-64 and remaining 0.9% (1) belongs to the age group 65 & over.

Occupation
113 responses
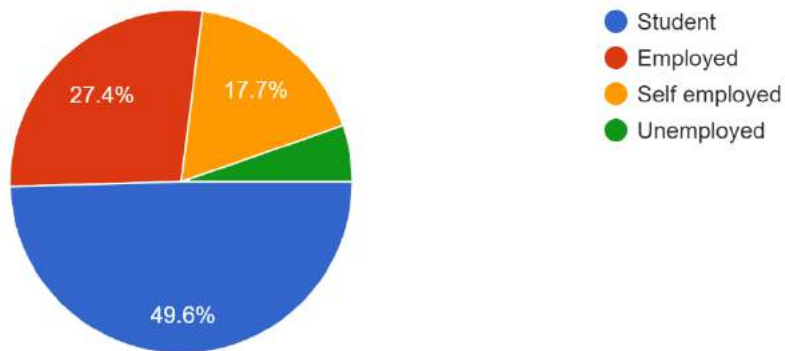
Interpretation:

According to the above pie chart, majority of the people i.e. 49.6% out of 100% are students while the remaining 27.4% people are employed, 17.7% are self-employed and 5.3% people are unemployed.
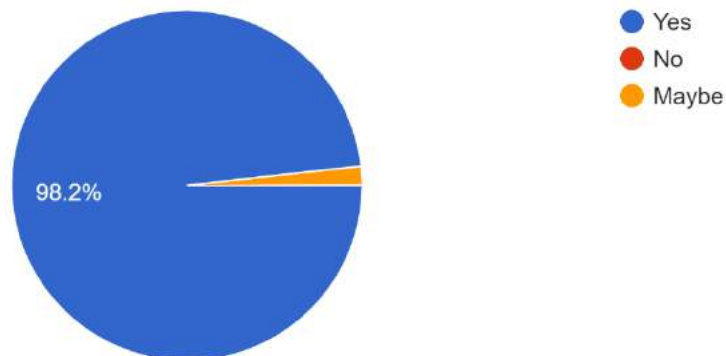
Gender

113 responses

- Male
- Female
- Others

55.8%

43.4%
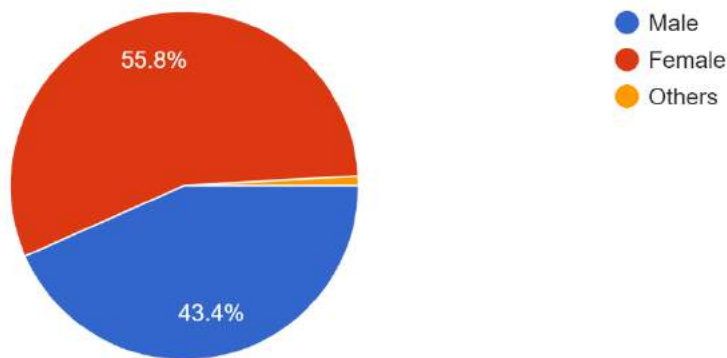
Interpretation:

The above pie chart shows that, 55.8% respondents are females and 43.4% are male while 0.9% falls into category of others.

Do you know about online food delivery apps?
113 responses

Interpretation:

From the above pie chart, it can be analyzed that out of 100% respondents, 98.2% respondents agreed that they were aware about online food delivery apps while 1.8% respondents are not sure if they were familiar with online food delivery apps.

How did you come to know about online food delivery apps?
113 responses
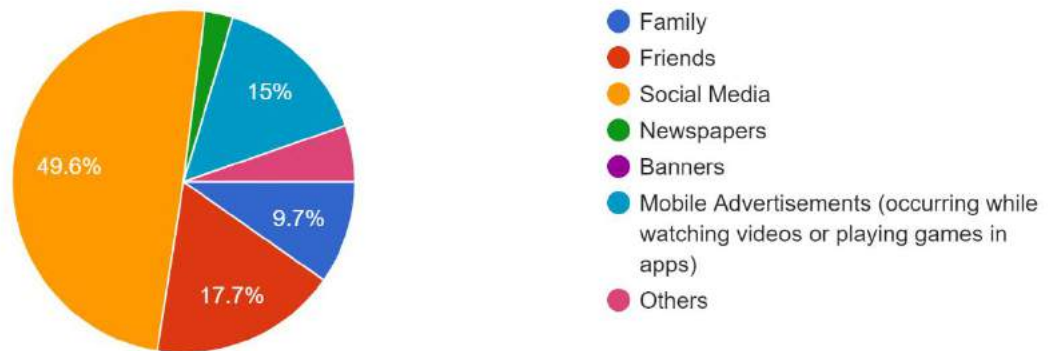
Interpretation:

The above pie chart shows the awareness source of respondents. Among 100% respondents' maximum number of respondents were impacted by social media i.e. 49.6% respondents, about 17.7% respondents through friends, 15% respondents through family, 9.7% respondents by mobile advertisements, 5.3% by others and remaining 2.7% by newspapers.

Which app do you prefer ?
113 responses
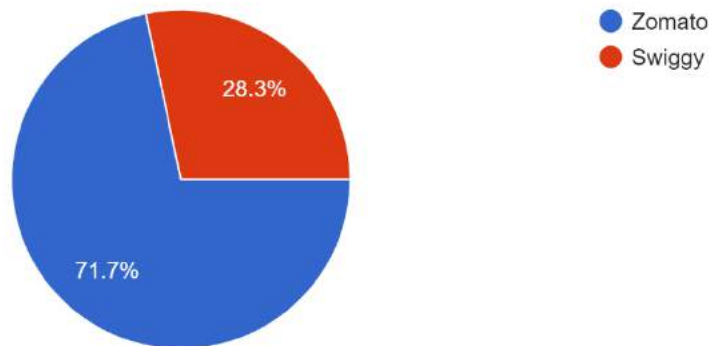
● Zomato
● Swiggy

Interpretation:

Analysis of the above pie chart reveals the most preferred online food delivery app where out of 100% respondent's majority of respondents i.e. 71.7% prefer Zomato while remaining 28.3% respondents prefer Swiggy.

Vedika N Kawthalkar, BBA 3rd Year

What is the most preferred mode of payment of the consumers?
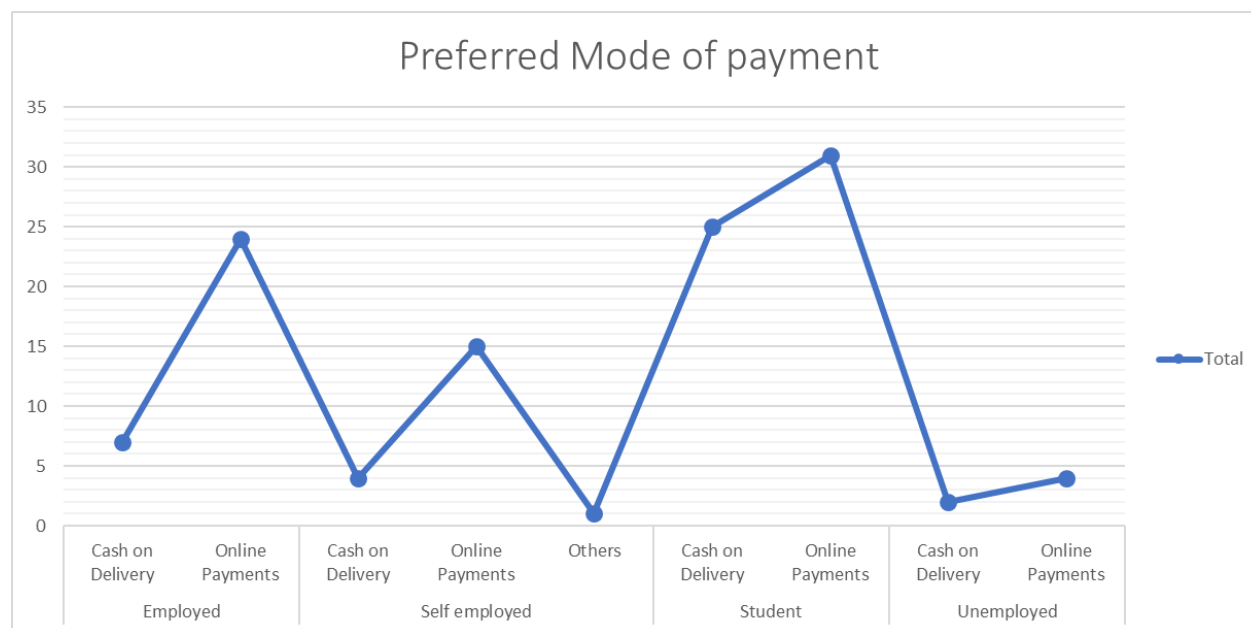
Interpretation:

In general, 65.5% of respondents chose online payment, 33.6% chose cash on delivery, and 0.9% selected another choice, according to the aforementioned graph. According to the respondents' occupations, the payment choices category was divided into two groups. The most favored payment method is online payments among the employed, self-employed, students, and unemployed occupations.

Which factors influence consumers purchase on online food delivery apps?
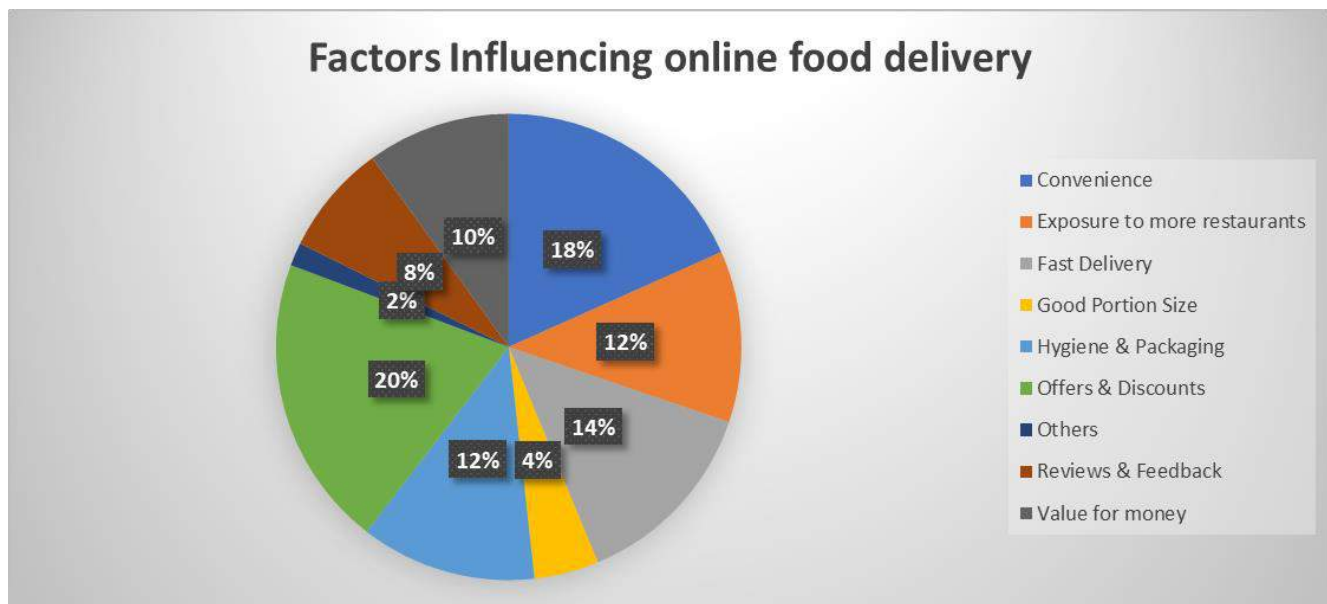
Interpretation:

According to the aforementioned pie chart, out of all respondents, 20% chose offers and discounts as the most significant factor, 18% chose convenience, 14% chose fast delivery, while 12% and 12% chose hygiene & packaging and exposure to more restaurants, respectively. Value for money was mentioned by 10% of respondents, reviews and feedback were mentioned by 8% of respondents, good portion sizes were mentioned by 4% of respondents, and other factors were mentioned by 2% of respondents as they are the factors that have less of an impact on consumers who order food online through the analysis of the data.

Which reasons according to the consumers affects the usage of online food delivery apps?
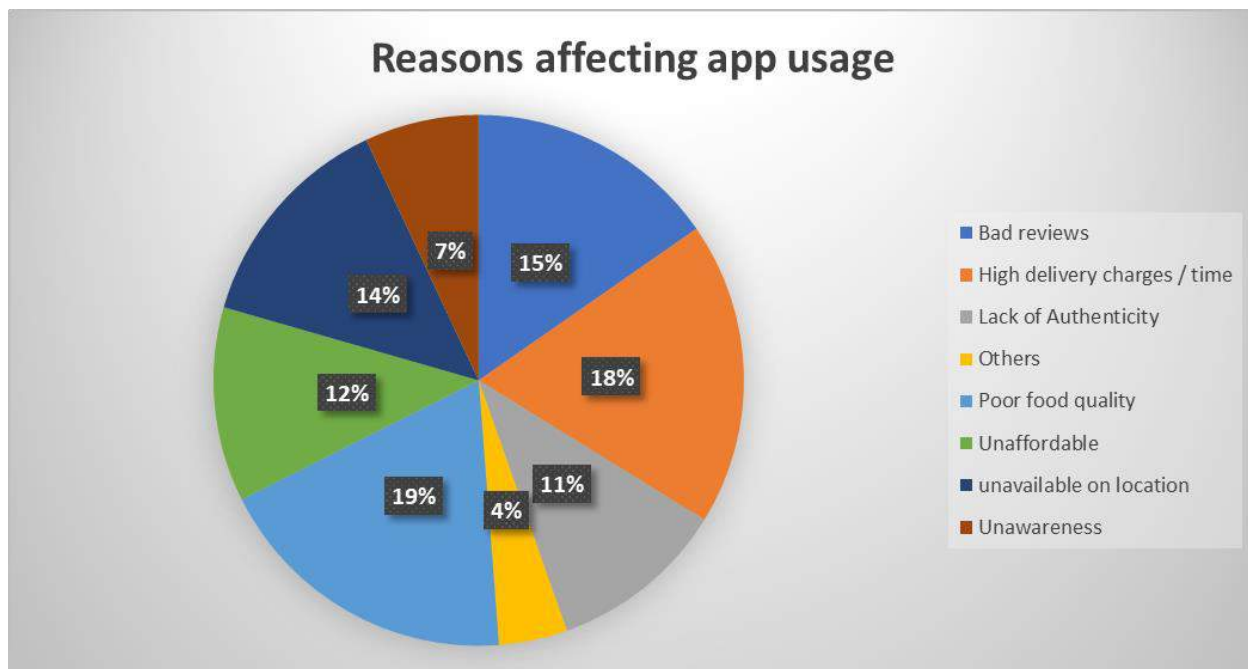
Interpretation:

According to the pie chart above, the reason that affects the usage of app and has a great impact is poor food quality being selected by highest percentage of respondents being 19%, high delivery charges and time selected by 18% respondents, bad reviews selected by 15% respondents, unavailable on location being selected by 14% respondents while the reasons which affects less and got minimum respondents includes unaffordable selected by 12% respondents, lack of authenticity selected by 11% respondents, unawareness by 7% respondents and others by 4% respondents.

How much restaurant exposure does apps like Zomato & Swiggy provides according to the consumers?
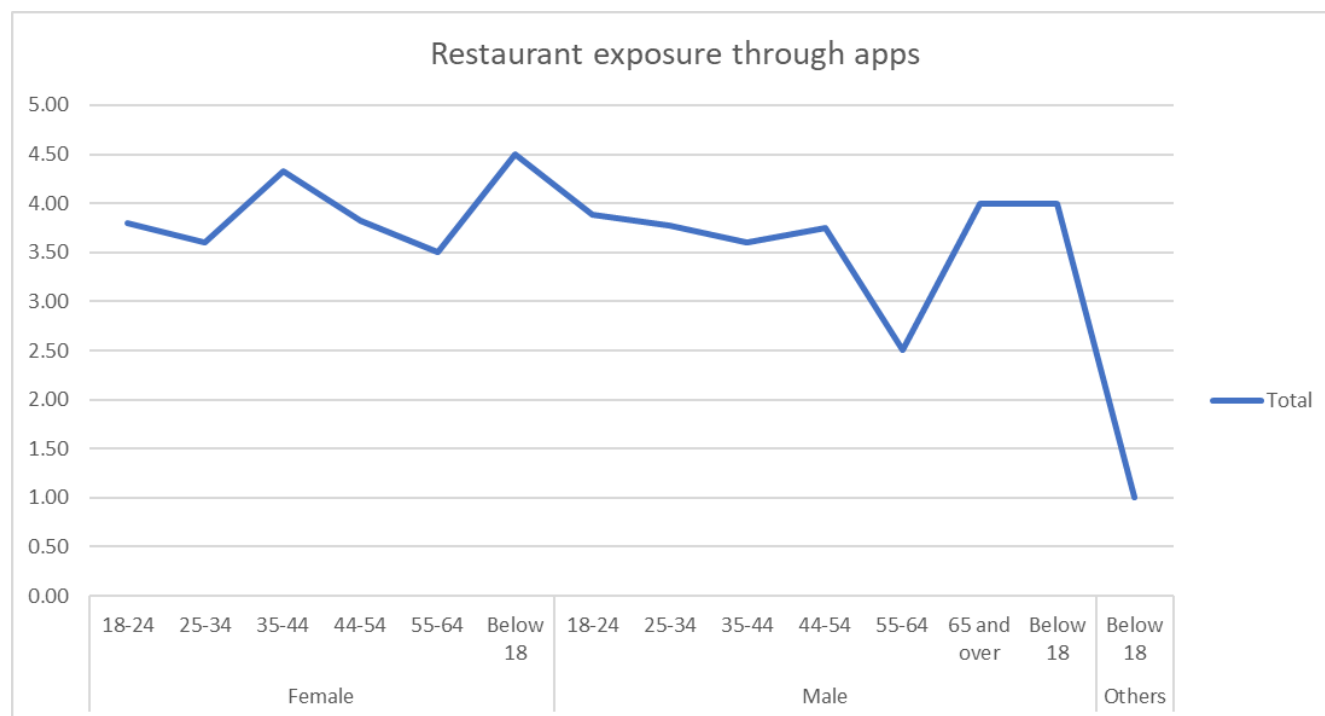
Interpretation:

The Likert scale was used to evaluate restaurant exposure by apps, and gender and age groups were taken into account when dividing the results. The age group under 18 among females chose a rating that is higher than average and represents a very high exposure, while the other age groups for females chose a rating that is higher than average and represents a high exposure or very high exposure, as shown by the graph above. Similarly, among males, the age groups below 18 and 65 and over chose high or very high exposure to restaurants, while the other age groups offered ratings above average, with the exception of the 55 to 64 age group, which chose ratings below average. In others of gender the only age group included by respondents was below 18 which provided ratings that were below average, which may indicate low or very low exposure by apps for restaurants.

How likely is that the meal will arrive quickly via food delivery apps as per consumers?
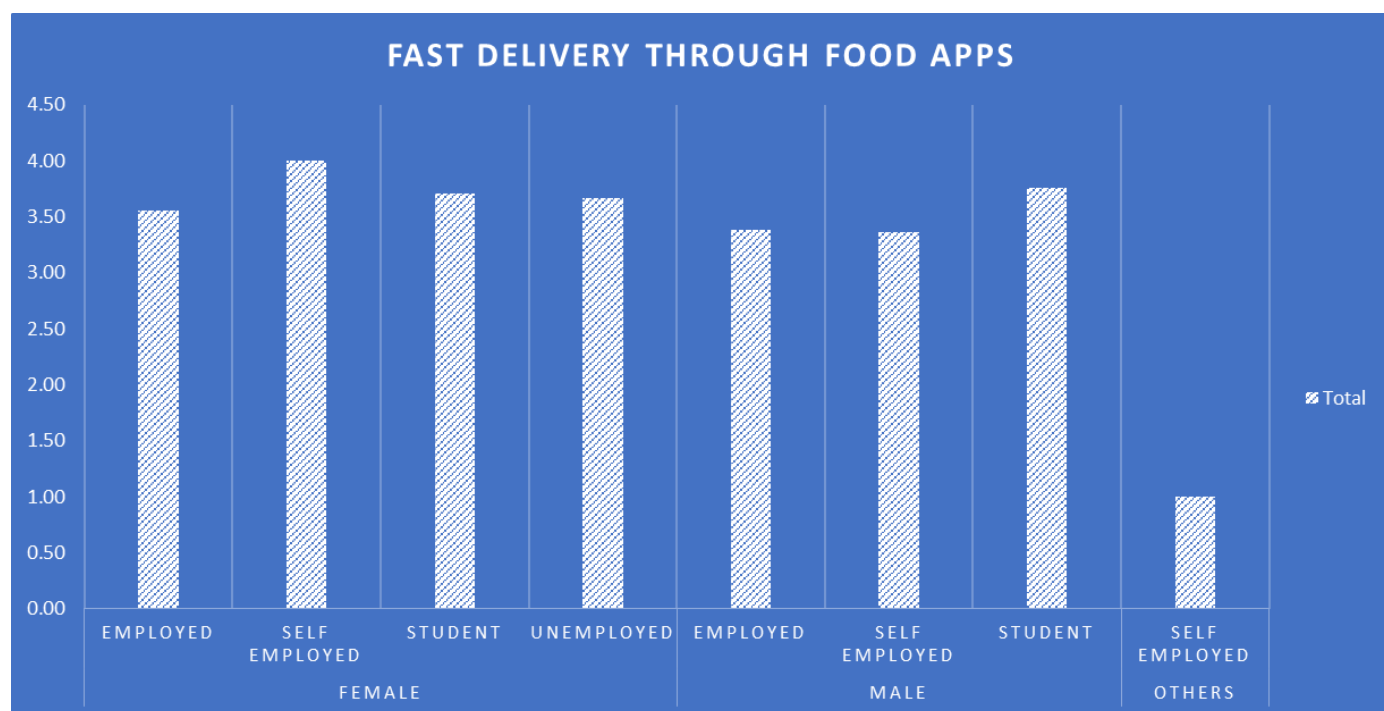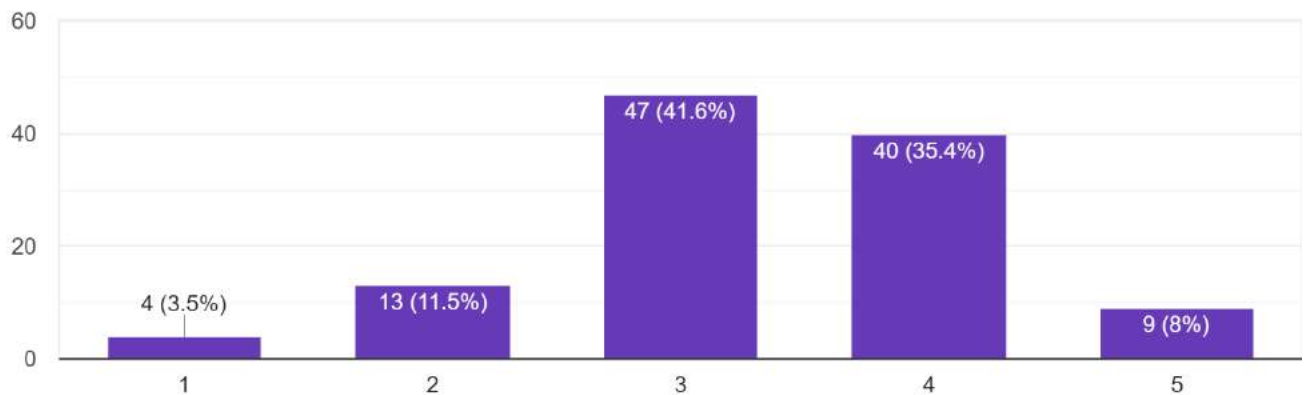

Interpretation:

The responses were collected using a Likert scale, and the results were divided by respondents' gender and occupation to determine how fast food is delivered using food delivery apps. From the above graph it can noticed that female respondents identified in the occupation of self-employed selected more than average rating which indicates very likely chances of receiving their food quickly through apps compared to female respondents in other occupations like employed, student and unemployed that selected more than average rating which may indicate likely to get the food delivered quickly. Similarly, among males in occupation, students selected highest rating which may indicate very likely chances to get food delivered quickly while males from the other occupations selected more than average rating which may indicate likely to get food delivered quickly through apps. Others from gender has only few respondents whose occupations are self-employed which gave less than average rating which may indicate unlikely or highly unlikely chances to get food delivered quickly.

Vedika N Kawthalkar, BBA 3rd Year

How satisfied are you with the offers & promotions provided by apps like Zomato & Swiggy? (1-Very Unsatisfied, 2-Unsatisfied, 3-Neutral, 4-Satisfied, 5-Very Satisfied)

113 responses

Interpretation:

The responses were recorded using a Likert scale. The graph above is used to infer the respondent's degree of satisfaction with the offers & promotions provided by online food delivery apps. Out of 100% respondents, 35.4% are satisfied with it, 8% are very satisfied, and 41.6% are neutral i.e. have no exact opinion as such. The remaining respondents, of whom 11.5% and 3.5% selected unsatisfied and very unsatisfied respectively, may have been less satisfied with the offers & promotions provided by apps like Zomato & Swiggy.

Vedika N Kawthalkar, BBA 3rd Year

How satisfied are you with the customer service experience of online food delivery apps? (1-Very Unsatisfied, 2-Unsatisfied, 3-Neutral, 4-Satisfied, 5-Very Satisfied)

113 responses
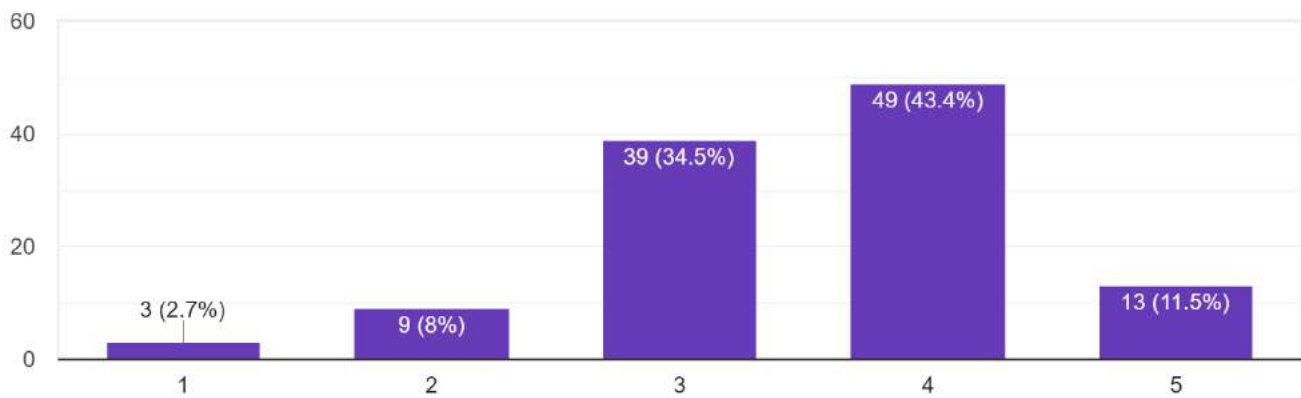
Interpretation:

The degree of consumer satisfaction with the customer service offered by online food delivery apps can be determined from the graph above. Of the total respondents, 43.4% and 11.5% are satisfied and extremely satisfied with the customer service they received, while 34.5% chose neutral, which may indicate that they are unsure of their precise opinions. The remaining 8% and 2.7% of respondents chose unsatisfied and very unsatisfied, which may be a sign that they didn't receive the customer service upto the mark.

How satisfied consumers are with the online food delivery services of apps like Zomato & Swiggy? Rating is based on overall experience of a consumer on an average.
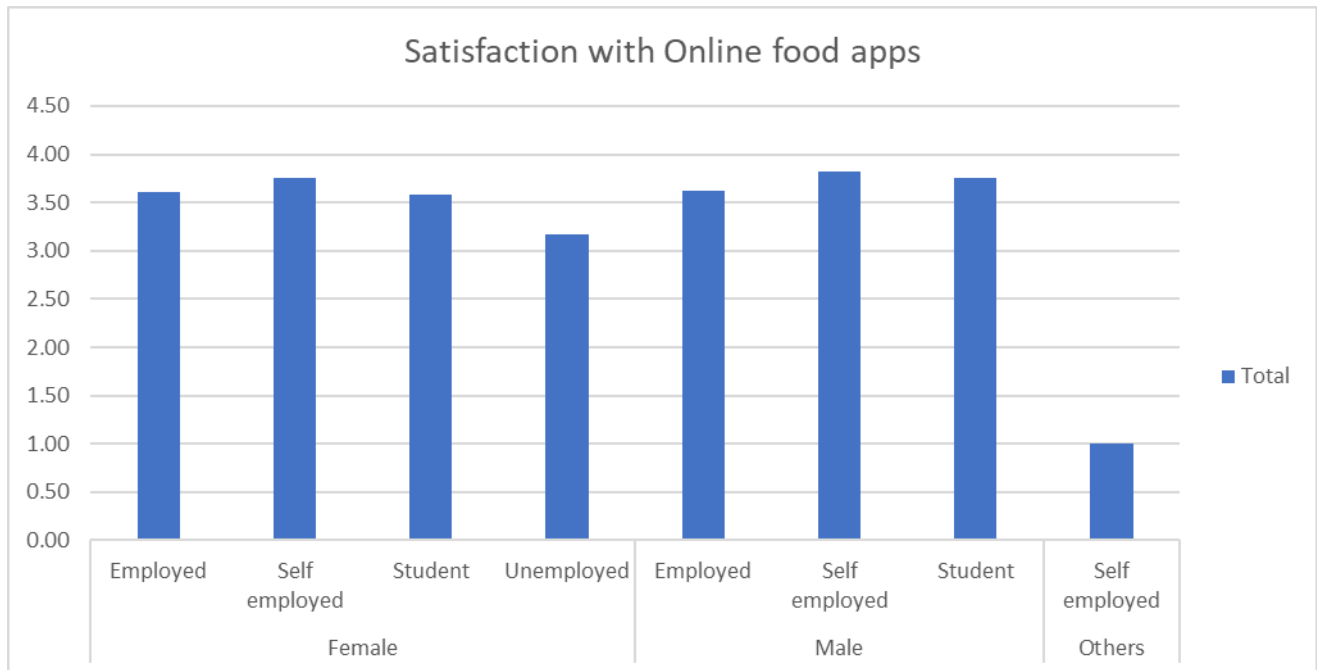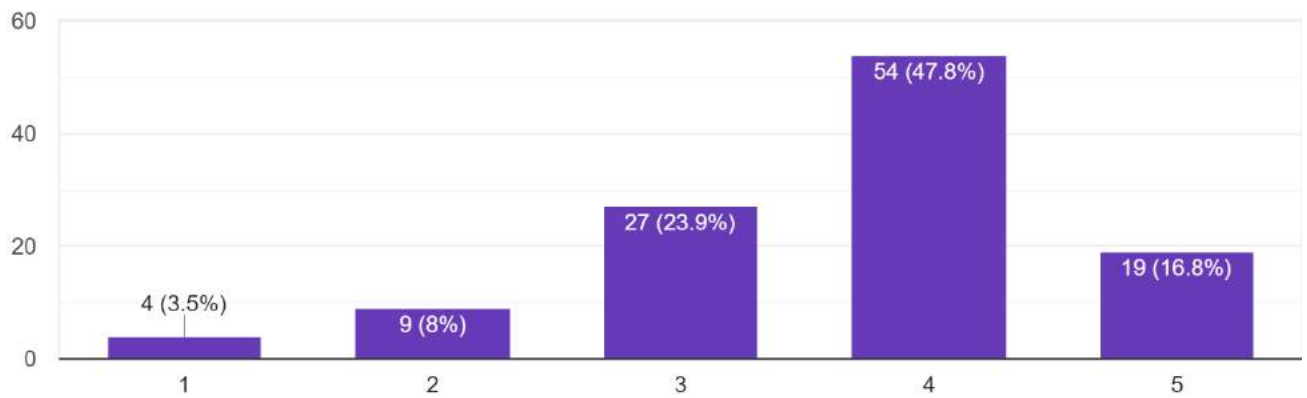

Interpretation:

The satisfaction of customers with their total experience using online food delivery services provided by apps can be seen in the above graph. The satisfaction is measured using a Likert scale, and the findings are divided up by the respondent's occupation and gender. Among females, as all of the ratings are higher than average ratings, which is neutral, all females who are employed, self-employed, students and unemployed may indicate that they are satisfied with the overall services being provided by the apps Similarly, among males, males who identify as employed, self-employed or students are satisfied as their rating are above average ratings. Others in the self-employed and gender group are very dissatisfied with the overall services being provided by the apps as their rating is below average rating.

How likely are you to suggest online food delivery apps to others? (1 - Highly Unlikely, 2 - Unlikely, 3 - Neutral, 4 - Likely, 5 - Highly Likely)

113 responses

Interpretation:

The graph higher up demonstrates how likely is it for consumers to refer other people to Online food delivery apps. Regarding the same, out of 100% respondents, 47.8% and 16.8% chose likely and highly likely, suggesting that they may recommend online food delivery apps, while 23.9% selected neutral, indicating that they had no strong opinions. As the remaining 8% and 3.5% selected the ratings below average, they indicate a low propensity to share online food delivery apps recommendations.

Which features of Zomato & Swiggy do consumers consider the most valuable?
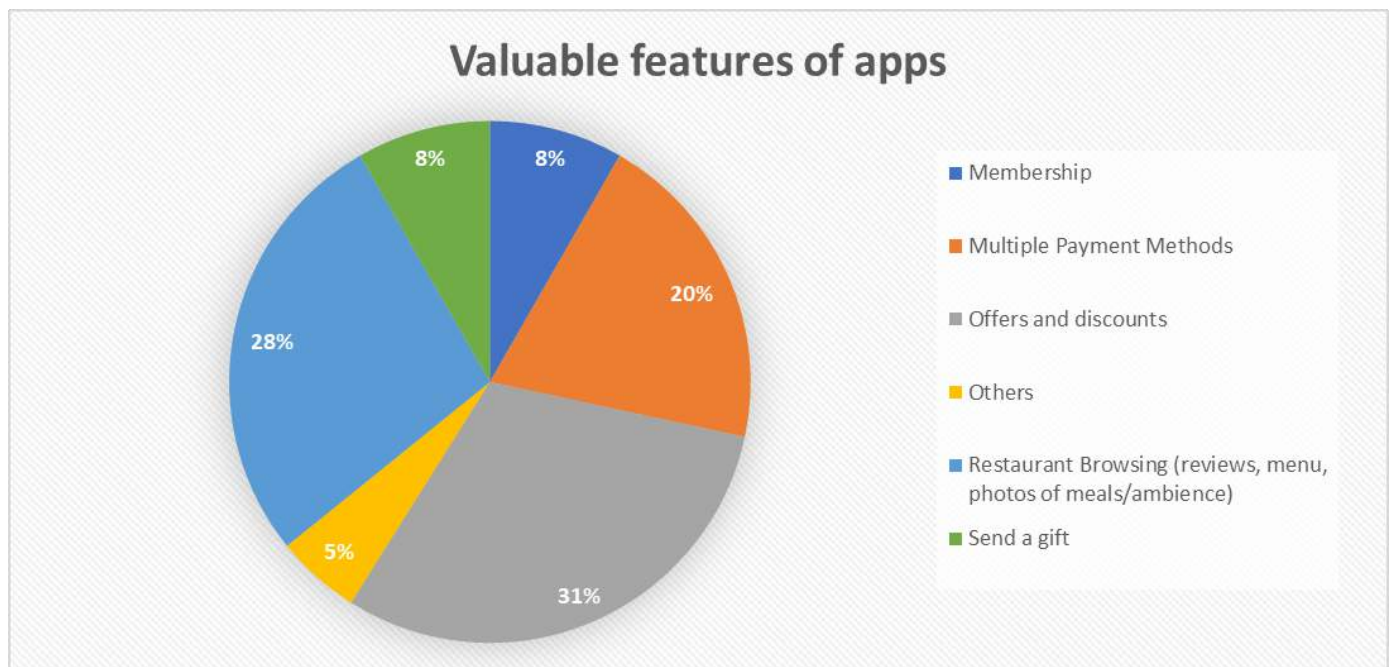
Interpretation:

The aforementioned pie chart shows which features of online food delivery apps like Zomato and Swiggy are most valued by consumers. Offers & discounts received the highest number of votes from respondents i.e. 31%, followed by restaurant browsing selected by 28% respondents, and then numerous payment methods selected by 20% respondents. According to the pie chart, consumers place a lower value on the remaining features, which include membership, send a gift, and others, which were chosen by 8%, 8% and 5% of respondents, respectively.

How likely are consumers to consider that the quality of food of online food delivery services / apps are restaurant dependent?
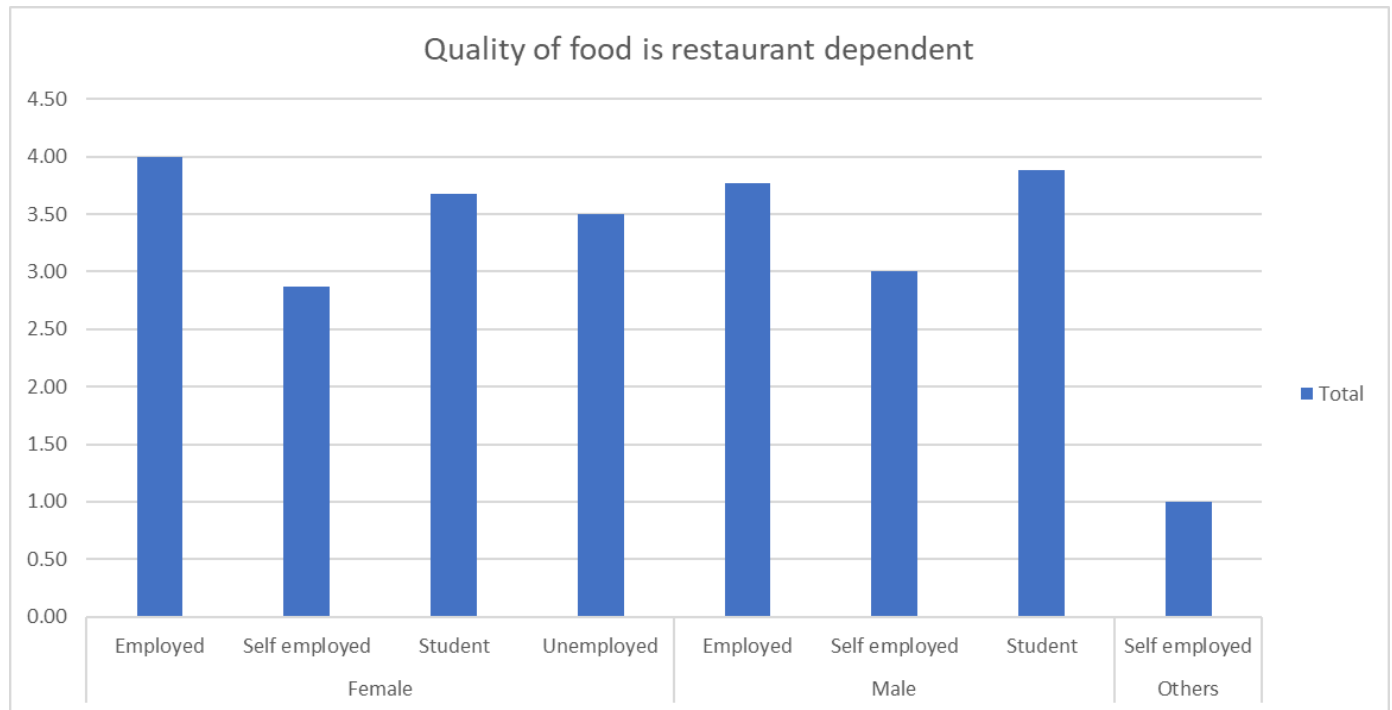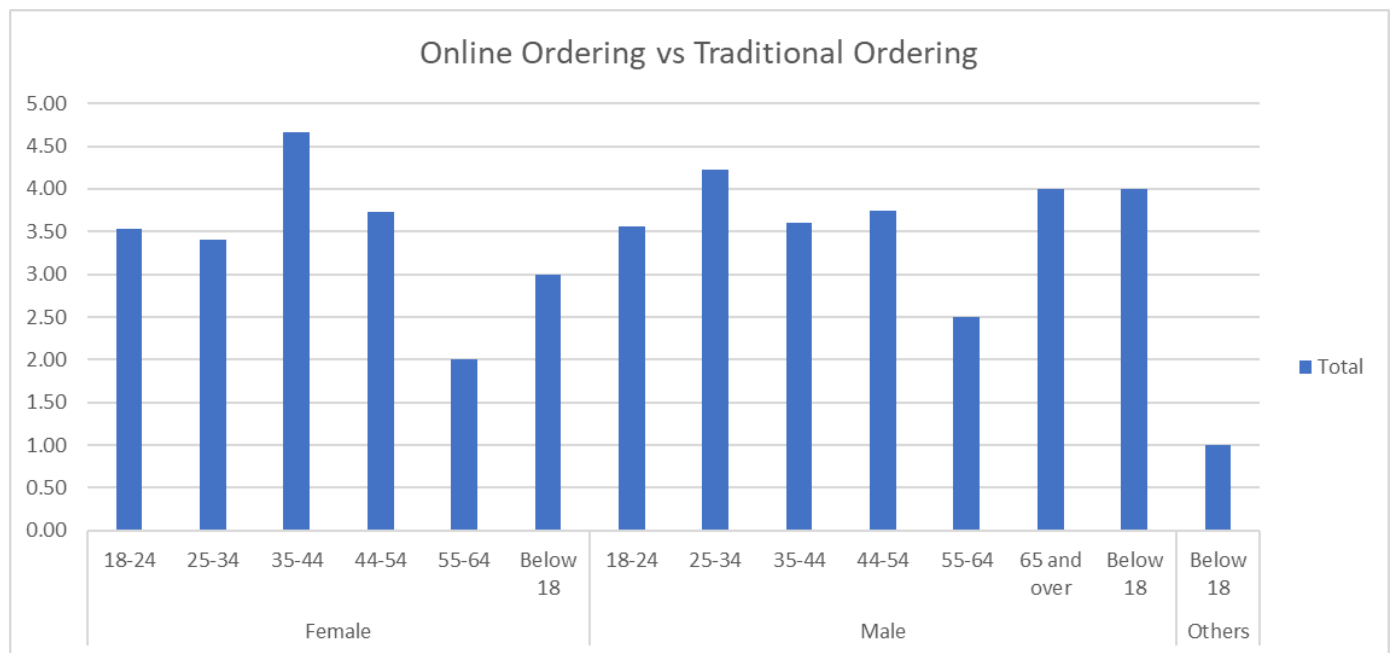

Interpretation:

The aforementioned graph illustrates how likely is it for consumers to believe that the food quality of online food delivery services is restaurant dependent. The responses were divided according to the respondent's gender and occupation and were based on a Likert scale. Females whose occupation is employed, student, and unemployed were likely or highly likely to consider that the food quality of online food delivery services is restaurant dependent, while females whose occupation was self-employed are unlikely to consider that the food quality of online food delivery services is restaurant dependent as they gave ratings that are below average. In the same way, among males, those who are employed and students are more likely to believe that the food quality is restaurant dependent than those who are in self-employed. Since in others gender, they gave ratings that were below average, self-employed people were highly unlikely to think that the food quality of online food delivery services is restaurant dependent.

Vedika N Kawthalkar, BBA 3rd Year

How likely consumer's prefer ordering food online through Zomato & Swiggy VS Traditional method of collecting order from restaurants?

Interpretation:

Based on the Likert scale the responses were recorded and the findings were divided as per respondent's age and gender. According to the analysis of the aforementioned graph, females in the age groups of 18 to 24, 25 to 34, 35 to 44, and 44 to 54 were likely or highly likely to prefer ordering food online through delivery apps like Zomato & Swiggy because of their higher than average ratings responses. Females under the age of 18 were neutral about it, while those between the ages of 55 and 64 are unlikely, which may suggest that they favor the traditional method given their responses are rated below average. According to their responses, males in the age groups of 18 to 24, 25 to 34, 35 to 44, 44 to 54, 65 and older, and those under 18 are extremely likely to prefer ordering food online, while men in the age group of 55 to 64 are unlikely to do so because their provided ratings are below average. Responses of the other gender, those under the age of 18 tend to favor traditional methods over ordering food online or through apps as per their responses.

SECONDARY DATA ANALYSIS AND INTERPRETATION

ACCORDING TO DR. B THAYUMANAVAR AND C. GIRIDARAN:

"The present study results show that online food ordering services using mobile Apps are popular among relatively middle age people (36 - 45 years). 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."

ACCORDING TO MR. M RAMESH KANNAN AND MRS. S.V ANITHA:

"Adding to this scenario is an increasing number of smartphones and food delivery apps. Food delivery apps have now become big hit with techsavvy individuals across India. There are several food delivery apps in India that one can download on smartphones to order food on the go and from comfort of homes. The present study found a significant relationship between factors considered important while selecting a food delivery app."

ACCORDING TO DSOUZA PRIMA FREDRICK, GANESH BHAT S:

"With the rise in internet usage and change in lifestyle of people, online ordering of food delivery systems has become an emerging sector. Consumers are driven to buy online not only because of the convenience but also because of the wide range of options such as greater access to precise information, and lower costs. This study is noteworthy since it provides a comprehensive assessment of the literature on consumer perception towards online food delivery services. The study made a systematic review of different scholarly papers which focused on exploring the driving forces for consumer perception towards online food delivery services. Many key variables associated with customer perception were studied but they require further in-depth analysis. The literature review confirmed that this paper has a theoretical basis and that it contributes to the existing body of knowledge and current research. Future studies can help online food delivery service providers to focus on the aforementioned factors to break into the untapped e- market."

ACCORDING TO MS. ARDHANA M PRABHASH:

"The young population of India is significantly interested in online food ordering. The slowing trend of dine out system is due to the shift towards online ordering of food and the cause for it is the easy availability of internet at low cost and more use of electronic devices around people. The consumer's perception on online food ordering varies from individual to individual based on their personal opinions. The study reveals that most youngsters are well aware about online services. 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 swiggy and least uses potafo. In this fastest growing economy, as both men and women are the bread winners, online food delivery services save time of working people. Convenience, ease of payment are the other advantages enjoyed by people. On the other hand, unawareness, 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 to the expansion and innovations in online activity."

CHAPTER 06

FINDINGS & SUGGESTIONS

FINDINGS OF THE STUDY

Responses were collected from various sets of people having different age group, gender as well as occupation from Nagpur City.

The findings indicated that 98.2% of respondents in the city of Nagpur were among those who knew the most about online food delivery services, while the remaining respondents had no idea what these services were. Most of them learned about online food delivery apps from social media, their friends, and mobile ads, while a small number learned about them from their families, newspapers, and other sources.

The two main players in the online food delivery market have been Zomato and Swiggy. Out of all respondents, Zomato received 71.7% of the votes, while the remaining respondents chose Swiggy.

The findings were divided according to the consumers' occupations because the mode of operation can vary depending on one's line of work. Online payments as opposed to offline payments, online payments were the most preferred. The most favoured reason could be fast payment without worrying about change of cash. The main reason could be that online payments offer a variety of options like credit or debit cards, google pay, etc. because of which one can get offers and discounts as well as cashbacks, etc.

Numerous factors affect customer decisions when using online food delivery services. The primary reason why people use online food delivery apps as per research is because of the offers and discounts they can get.

The apps typically offer deals like buy one get one free, a free appetizer, 50% off your first five orders, and other incentives that draw people in. Other factors that influence consumer choice include convenience and quick delivery which also lead to the boom of online food delivery apps.

In the same way that there are factors and causes that influence how consumers view online food delivery services, there are causes and factors that influence how consumers use such services i.e. usage of apps. One of the primary causes as per the responses was the poor food quality that the majority of consumers chose. Poor food quality also raises hygiene and health concerns, which has an impact on app utilization since the majority of customers tend to refrain from placing orders as a result. Thus, it shows that the apps tend to face variety of problems as well.

Due to factors like delivery delays, high delivery fees even when the restaurant is near to the customer's home, etc., the time it takes and the cost associated with delivery have an impact on how often people use the apps. Nowadays, customers prefer to buy food from well-known restaurants; as a result, customer reviews of restaurants influence both customer ordering and app usage. Customers frequently place larger orders at restaurants with positive evaluations. Thus, customer reviews of restaurants have a direct impact on how customers use apps. Bad reviews might discourage customers from placing an order as reviews tell about the overall hygiene and working.

The exposure to restaurants differs depending on the app. Consequently, the research aids in understanding how consumers feel about the restaurant exposure offered by the apps. According to the research, opinions differ according to gender and age groups. It demonstrates that customers believe apps have a high level of visibility for restaurants.The study helped determine the probability that the meal will be delivered quickly. Thus, the results were divided according to gender and occupation. It demonstrates that, women who are self-employed tend to believe that online food delivery apps deliver food promptly. Among males, those who are students prefer to believe that the food is delivered quickly.

The research also revealed that Swiggy and Zomato's offers and promotions are not especially appealing and may or may not have an impact on consumers' purchasing decisions. The research helped determine how happy customers are with the customer service offered by online food delivery apps. According to the research, 62 out of 113 respondents, or the highest number of respondents, are satisfied with Zomato & Swiggy's customer service.

The research also aided in determining how satisfied consumers were with the general online food delivery services offered by the apps. 66 out of 113 respondents, according to the findings, are generally satisfied with online food delivery services, which may be a result of positive interactions, wholesome food, the convenience of the apps, etc.

The research helped determine how likely it is for users to recommend other people to use online food delivery services. The findings showed that 73 respondents—who typically rank best in the group for suggesting other people about online food delivery apps—had responded. This means that customers had positive interactions, proper service delivery, and proper food and service quality from online meal delivery apps.

According to the research, these are the aspects of online food delivery services that customers like and value the most. Thus, it was determined that offers and discounts were the most valuable feature because they allowed customers to purchase more food while paying less for it. The applications also allow users to search for restaurants and choose from a variety of payment options, which encourages customers to place orders at a variety of restaurants and pay however is most convenient for them. The research helped determine whether restaurants determine the quality of the food or whether apps are to blame. Out of 113 respondents, it was discovered that 64 of them tended to believe that restaurants serve cuisine of better quality than other establishments.The study found that, out of 113 respondents, 67 respondents preferred online food ordering over the more conventional way of picking up orders from restaurants.

SUGGESTIONS

- The product can be promoted using more effective and creative promotional strategies due to the intense rivalry among all food ordering services. This will increase customer satisfaction and boost the reputation of all food delivery businesses.

- The research demonstrates that a wide range of factors affect consumers' decisions to buy from online food delivery apps. As a result, the online food applications should work to increase food portion size in accordance with price, food quality in accordance with price, etc. They should also work to increase reviews and comments by resolving customer issues.

- According to the survey, few people were unaware of online food delivery services. Thus, the apps can attempt to promote themselves more and raise awareness of the services and how they operate.

- It was observed that customers' opinions of the discounts and offers are unfavourable. The online food delivery services may attempt to draw customers by offering a selection of alluring coupons,

offers, and discounts.

- The most popular aspects, such as membership and gift-sending, which tend to give users satisfaction, can also be improved by the apps.

- By maintaining the apps on a regular basis and making delivery accessible in most places, these online services can be improved. All this will tend to attract more people towards online food delivery apps and will also provide high level of consumers satisfaction.

CHAPTER 07

CONCLUSION

CONCLUSION

Customer perception is a critical component of every type of business and contributes to the growth of the organization's profitability. Satisfied customer relationships foster a bond that fosters repeat business, brand loyalty, and positive word-of-mouth. It is also a crucial part of business because it provides owners and marketers with important data that can help them improve their operations from the perspective of their customers. Through Consumers perception, we can also derive how satisfied consumers are.

The goal of the research was to ascertain how Nagpur city residents perceived online food delivery services, and survey data were used to gather this information. According to the research, there will be a huge market for online food delivery services and apps in the near future. According to the research, consumer opinions and responses differ from person to person depending on personal preferences and choices, and perceptions may also change depending on a person's gender, occupation, and age. The majority of users were young individuals between the ages of 18 and 24 and students. The majority of those surveyed knew about and could operate online meal delivery apps, according to the study. Social media played a crucial role in

spreading awareness about the online food delivery apps. As per the study, Zomato is the most widely used apps among online food delivery applications, followed by Swiggy.

Consumer perception is influenced by a variety of factors, including offers and discounts, convenience and fast delivery that encourage customers to make larger purchases. Poor food quality, expensive transport times and fees, and negative reviews are factors that discourage customers from using online food delivery apps and that the apps themselves frequently encounter the problems like same about consumers. All of these have an impact on how often consumers use these online food delivery apps. In this industry, food quality is crucial, and late deliveries and negative customer reviews tend to stress both consumers and apps.

According to the study, all of the apps' food delivery services are up to par, with the exception of their offers and promotions, which could be improved. Offers and discounts are frequently the most valued features of online food delivery apps, followed by restaurant browsing, which includes images of the food, reviews, ambience and other information as well as convenience. The research found that the quality of food is restaurant dependent and the apps provides exposure to various restaurants. Instead of using traditional method of collecting the food from restaurants, majority of people tend to use the online i.e. ordering food online through delivery apps.

From the study, it can be inferred that the majority of Nagpur city residents use internet food delivery services and have a favourable opinion of them. Zomato is the most popular app for online meal delivery, and the online food delivery apps were found to have both advantages and disadvantages, which frequently encourage consumers to use these services while occasionally discouraging them. According to the study, offers and discounts and multiple payment methods are important elements that has a big impact on how satisfied consumers are and how much they buy. According to the study, customer satisfaction is a crucial factor in the food and online food delivery industries. As a result, customer satisfaction should be handled

with greater care because happy customers spread the word about their positive experiences, whereas unhappy customers have a huge negative impact on other potential customers.

Numerous issues are encountered by both consumers and online food delivery apps, and these issues can be resolved by taking the appropriate action because consumers are frequently swayed by positive evaluations and other factors, which will also boost the popularity of the online food delivery apps.
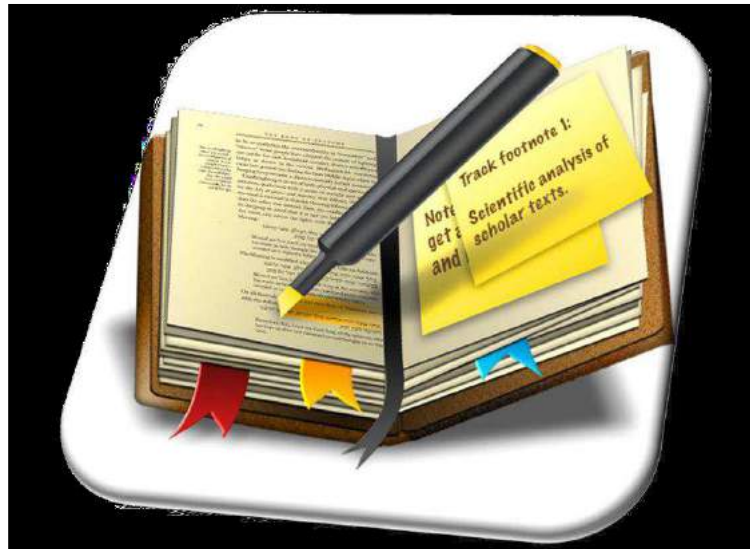
After conducting adequate research, it was discovered that the hypothesis and goals had been met. The factors that most strongly affect consumers had been identified, along with the issues they face, and opinion had been measured. The suggestions were made so as to help the food delivery apps to understand consumers and for consumers to get maximum satisfaction. The conclusion was that consumers had favourable perceptions of internet food delivery services and apps.

To sum up, changes in food trends are happening as a result of customer lifestyle changes as well as the growth and innovations of online food delivery app activities. It can be said that researching the elements that influence how customers view online food delivery services may help businesses better comprehend their clients and offer them services that will draw in more clients and increase revenue. The male and female have same level of perception towards online food delivery apps and it is quite popular in the Nagpur city.

CHAPTER 08

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BIBLIOGRAPHY

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CHAPTER 09

ANNEXURE

ANNEXURE

Research - Consumers Perception towards online food delivery apps.

I am a student of G.S College of Nagpur and I am conducting this survey to study Consumers Perception towards Online Food Delivering Apps in Nagpur City.

This research is solely for academic purposes. All information gathered will be kept confidential.

1. Name

2. Age groups
   - 18-24
   - 25-34
   - 35-44
   - 45-54
   - 55-64
   - 65 and over

3. Occupation / Profession
   - student
   - employed
   - self employed
   - unemployed

4. Gender
   - Male
   - Female
   - Others

5. Did you know about online food delivery apps?
   - Yes
   - No

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6. How did you come to know about online food delivery apps?

- Family

- Friends

- Social media

- Newspapers

- Banners

- Mobile advertisements (while watching videos or in apps)

- Others

7. Which app do you prefer?

- Zomato

- Swiggy

8. What is the most preferred mode of payment of yours?

- Online payments

- Cash on delivery

9. Which factors influence your purchase on online food delivery apps?

- Convenience

- Fast delivery

- exposure to more restaurants

- popularity

- less efforts

- good portion size

- offers & discounts

- reviews & feedback

- hygiene and packaging

- value for money

- others

10. Which reasons will affect the usage of Online food delivery apps?

- Unawareness
- Unaffordable
- Bad reviews
- Lack of authenticity
- High delivery charges
- High delivery time
- Not available on location
- Poor food quality issues
- Others

11. How much restaurant exposure do apps like Zomato & swiggy provides?

- Very low
- low
- Neutral
- High
- Very High

12. How likely is it that the meal will arrive quickly via delivery apps?

- Very Unlikely
- Unlikely
- Neutral
- Likely
- Very Likely

13. How satisfied are you with the offers & promotions provided by apps like Zomato & Swiggy?

- Very Unsatisfied
- Unsatisfied
- Neutral
- Satisfied
- Very Satisfied

14. How satisfied are you with the customer service experience of online food delivery apps?

- Very Unsatisfied
- Unsatisfied
- Neutral
- Satisfied
- Very Satisfied

15. How satisfied are you with the online food delivery services of apps like Zomato & Swiggy? Rate your overall experience on an average.

- Very Unsatisfied
- Unsatisfied
- Neutral
- Satisfied
- Very Satisfied

16. How likely are you to suggest online food delivery apps to others?

- Very Unlikely
- Unlikely
- Neutral
- Likely
- Very Likely

17. Which features of Zomato / Swiggy do you consider the most valuable?

- Multiple Payment Modes
- Send a gift
- Offers
- Membership
- Restaurants Browsing (reviews, menu, photos)
- others

18. How likely are you to consider that the quality of food of the online food delivery services are restaurant dependent?

- Very Unlikely
- Unlikely
- Neutral
- Likely
- Very Likely

19.How likely you prefer ordering online through Zomato & Swiggy VS Traditional method of collecting order from restaurants?

- Very Unlikely
- Unlikely
- Neutral
- Likely
- Very Likely