

**Customer Preference and Perception of Selected Online Food  
Delivery Apps**

By

**ANITHA.M**

**17PTA004**

Thesis Submitted To

**Avinashilingam Institute for Home Science and Higher Education for  
Women, Coimbatore – 641043**

In Partial Fulfillment of the Requirements For

**Master Degree**

**In**

**MASTER OF BUSINESS ADMINISTRATION  
(TOURISM AND TRAVEL MANAGEMENT)**

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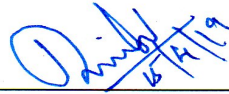
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## ACKNOWLEDGEMENT

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# **CHAPTER -1**

## **INTRODUCTION**

### **1.1 TOURISM**

Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveler's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes".

Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Tourism suffered as a result of a strong economic slowdown of the late-2000s recession, between the second half of 2008 and the end of 2009, and the outbreak of the H1N1 influenza virus ,but slowly recovered. International tourism receipts (the travel item in the balance of payments) grew to US\$1.03 trillion (€740 billion) in 2011, corresponding to an increase in real terms of 3.8% from 2010. International tourist arrivals surpassed the milestone of 1 billion tourists globally for the first time in 2012, emerging markets such as China, Russia, and Brazil had significantly increased their spending over the previous decade. The ITB Berlin is the world's leading tourism trade fair. Global tourism accounts for ca. 8% of global greenhouse gas emissions.

### **1.2 HOSPITALITY INDUSTRY**

According to a report by KPMG, the hospitality sector in India is expected to grow at 16.1 per cent CAGR to reach Rs 2,796.9 thousand core in 2022. The hospitality sector encompasses a wide variety of activities within the services sector and is a major job provider both direct and indirectly. The sector attracts the most FDI (Foreign Direct Investment) inflow and is the most important net foreign exchange earners for the country. It also contributes significantly to indirect tax revenue at the state and central level which includes revenues from VAT, Service Tax, and Luxury Tax etc.

The growth in the hospitality sector and its contributions to the GDP will continue to be substantially higher than other sectors of the economy on the back of huge tourism potential in the country. However, the hospitality sector is one of the most heavily taxed industries and is saddled with multiple layers of tax such as VAT, service tax, luxury tax, etc. ranging from 20 per cent - 30 per cent. This multiple taxation adds to operational costs and reduces profitability. While the operationalization of the much awaited GST regime is expected to rationalize the taxation structure, bring a positive outcome with streamlined taxes, enhance ease of doing business and lower cost for the consumers, there is an urgent need for lowering the tax levied, to incentivize and attract more investments to the sector.

Infrastructure development is the backbone and key to the growth of the hospitality sector. Taxes on real estate development for the hospitality sector must be lowered to boost investments as there is an acute shortage of good quality accommodation in the country. Secondly, the industry has been clamouring for industry status for over two decades. Providing industry status to the hospitality sector will go a long way in attracting investment and development of the sector. With India projected to be the fastest-growing nation in the wellness tourism sector in the next five years, at over 20 per cent gains annually through 2017 (SRI International), infrastructure development becomes critical in order to support this growth.

The government must also look at incentivizing investment in the development of luxury and ultra-luxury projects which will provide impetus to the hospitality and travel sector in India. The government should also provide service tax exemption for new developments and a longer tax holiday for new hotels and resorts that will help in attracting investments into the industry. Also, the tax rate for the sector needs to be lowered from the proposed 18% tax slab under consideration for the new GST regime.

The hospitality industry relies on a host of enabling the ecosystem to function and has a reciprocal relationship with several other sectors like transportation, entertainment, aviation etc. Strengthening these related sectors will lead to the growth and development of the hospitality sector. Therefore, single window clearance for real estate and hospitality projects and providing infrastructure status to the hospitality industry are much-needed steps for the growth of the industry.

The hospitality sector has the potential to be the main driving force behind the growth of the economy. It, however, will be possible only with the right amount of support and incentives from the government in all categories of hotels and not only limited to the luxury and ultra-luxury segment. I believe that the government must provide its full support in incentivizing the sector and the overall taxation on the hospitality sector should be reduced to stimulate its growth and make India competitive against other internationally renowned hospitality chains.

### **1.3 CATERING INDUSTRY**

The earliest account of major services being catered in the United States is a 1778 ball in Philadelphia catered by Caesar Cranshell to celebrate the departure of British General William Howe. Catering business began to form around 1820, centering in Philadelphia. Catering became a respectable and profitable business. The early catering industry was disproportionately founded by African-Americans.

The industry began to professionalize under the reigns of Robert Bogle who is recognized as "the originator of catering." By 1840, the second generation of Philadelphia black caterers formed, who began to combine their catering businesses with restaurants they owned. Common usage of the word "caterer" came about in the 1880s at which point local directories began listing numerous caterers. White businessmen eventually moved into the industry and by the 1930s, the black businesses had virtually disappeared.

In the 1930s, the Soviet Union, creating more simple menus, began developing state public catering establishments as part of its collectivization policies. A rationing system was implemented during World War II, and people became used to public catering. After the Second World War, many businessmen embraced catering as an alternative way of staying in business after the war. By the 1960s, the home-made food was overtaken by eating in public catering establishments.

By the 2000s, personal chef services started gaining popularity, with more women entering the workforce. People between 15 and 24 years of age spent as little as 11-17 minutes daily on food preparation and clean-up activities in 2006-2016, according to figures revealed by the American Time Use Survey conducted by the US Bureau of Labor Statistics.

## **1.4. TYPES OF CATERING**

- ✓ Mobile Catering
- ✓ Seat-Back Catering
- ✓ Ship board Catering
- ✓ Wedding Catering

### **1.4.1 Mobile Catering:**

A mobile caterer serves food directly from a vehicle, cart or truck which is designed for the purpose. Mobile catering is common at outdoor events (such as concerts), workplaces, and downtown business districts.

### **1.4.2 Seat-Back Catering:**

Seat-back catering was a service offered by some charter airlines in the United Kingdom (e.g., Court Line, which introduced the idea in the early 1970s, and Dan-Air) that involved embedding two meals in a single seat-back tray. "One helping was intended for each leg of a charter flight, but Alan Murray, of Viking Aviation, had earlier revealed that 'with the ingenious use of a nail file or coin, one could open the inbound meal and have seconds'. The intention of participating airlines was to "save money, reduce congestion in the cabin and give punters the chance to decide when to eat their meal". By requiring less galley space on board, the planes could offer more passenger seats.

### **1.4.3 Ship board Catering:**

Merchant ships – especially ferries, cruise liners, and large cargo ship - often carry Catering Officers. In fact, the term "catering" was in use in the world of the merchant marine long before it became established as a land-bound business.

### **1.4.4 Wedding Catering:**

A wedding caterer provides food to the wedding party. The wedding caterer can be hired independently or can be part of a package designed by the venue.

## **1.5 E- COMMERCE**

E-commerce is the activity of buying or selling of products on online services or over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems.

Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized/personalized online liquor store inventory services. There are three areas of e-commerce: online retailing, electric markets, and online auctions. E-commerce is supported by electronic business.

### **1.5.1 E-commerce businesses may also employ some or all of the followings:**

- Online shopping for retail sales direct to consumers via Web sites and mobile apps, and conversational commerce via live chat, chatbots, and voice assistants
- Providing or participating in online marketplaces, which process third-party business-to-consumer or consumer-to-consumer sales
- Business-to-business buying and selling;
- Gathering and using demographic data through web contacts and social media
- Business-to-business (B2B) electronic data interchange
- Marketing to prospective and established customers by e-mail or fax (for example, with newsletters)
- Engaging in pretail for launching new products and services
- Online financial exchanges for currency exchanges or trading purposes.

## **1.6 ELECTRONIC RETAILING**

Electronic retailing (E-tailing) is the sale of goods and services through the internet. Electronic retailing can include business-to-business (B2B) and business-to-consumer (B2C) sales of

products and services. E-tailing requires companies to tailor their business models to capture internet sales, which can include building out distribution channels.

Electronic retailing includes a broad range of companies and industries. However, there are similarities between most e-tailing companies that include:

- An engaging website
- Online marketing strategy
- Efficient distribution of products or services
- Customer data analytics

### **Business-To-Consumer (B2C) E-Tailing**

Business to consumer retailing is the most common of all e-commerce companies and the most familiar to most internet users. This group of retailers includes companies selling finished goods or products to consumers online directly through their websites. The products could be shipped and delivered from the company's warehouse or directly from the manufacturer. One of the primary requirements of a successful B2C retailer is maintaining good customer relations.

### **Business-To-Business (B2B) E-Tailing**

Business to business retailing involves companies that sell to other companies. Such retailers include consultants, software developers, freelancers, and wholesalers. Wholesalers sell their products in bulk from their manufacturing plants to businesses. These businesses, in turn, sell those products to consumers. In other words, a B2B company such as a wholesaler might sell products to a B2C company.

## **1.7 PAYMENT SYSTEM IN INDIA**

With the rise of e-commerce businesses globally, the Indian market has become impossible to resist by the big players in e-commerce. As per the recent information by World Pay, a leading payments company, India's e-commerce market is on its way to be worth 104\$ billion by 2021, that means, it will become the seventh biggest in the world. After the demonetization, a drastic change has been observed amongst the people opting for online payments, rather than using the conventional way of cash transactions. With this, a few popular

payment methods stand out from the rest due to their price, security, reliability and/or easy-to-use features.

### **1.7.1 Digital Payment Methods**

- Credit Card
- Debit Card
- PayPal
- Paytm

### **1.7.2 Offline Payment Methods**

- Cash On Delivery
- Cheque/ Draft

### **1.7.3 Emerging Payment Methods**

- Google Pay
- Phone Pe
- Samsung Pay

## **1.8 ONLINE SHOPPING**

**Online shopping** is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smart phones.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another business, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services,

view photos or images of the products, along with information about the product specifications, features and prices.

Online stores typically enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer typically sends the file to the customer over the Internet.

### **1.8.1 ADVANTAGES OF ONLINE SHOPPING**

- Saves time and efforts.
- Convenience of Shopping at home.
- Wide variety / range of products are available.
- Good discounts / lower prices.
- Get detailed information of the product.
- We can compare various models / brands.

### **1.8.2 DISADVANTAGES OF ONLINE SHOPPING**

- Delay in delivery
- Lack of significant discounts in online shops
- Lack of touch and feel of merchandise in online shopping
- Lack of interactivity in online shopping
- Frauds in online shopping

## **1.9 ONLINE FOOD ORDERING**

**Online food ordering** is the process of food delivery or takeout from a local restaurants or food cooperative through a web page or app. Much like ordering consumer goods online, many of these services allow customers to keep accounts with them in order to make frequent ordering convenient. A customer will search for a favorite restaurant, usually filtered via type of cuisine and choose from available items, and choose delivery or pick-up. Payment can be amongst others either by credit card, PayPal or cash, with the restaurant returning a percentage to the online food company.

In May 2015, Eric Kim, a contributing writer for TechCrunch and CEO of Rushorder, reported that "of the \$70 billion [takeout and delivery market], only about \$9 billion (roughly 13 percent) is online." However, in China, online food delivery services are the one of the fastest and most frequently used services, especially in tier 1 and 2 cities, growing 23% in 2017.

### **1.9.1 Restaurant-controlled**

The preexisting delivery infrastructure of these franchises was well suited for an online ordering system, so much so that, in 2008, Papa John's International announced that its online sales were growing on average more than 50 percent each year and neared \$400 million in 2007 alone.

Local companies have teamed up with e-commerce companies to make ordering quicker and more precise. Annie Maver, director of operations for The Original Pizza Pan, Inc. of Cleveland, Ohio comments that "the system is good for customers who don't speak English."

Some restaurants have adopted online ordering despite their lack of delivery systems, using it to manage pick-up orders or to take reservations.

## **1.10 ONLINE FOOD DELIVERY**

Online food delivery is a courier service in which a restaurant, store, or independent food delivery company delivers food to a customer. An order is typically made either through a restaurant or grocer's website or phone, or through a food ordering company, like Waiter.com, GrubHub, or Postmates.

The delivered items can include entrees, sides, drinks, desserts, or grocery items and are typically delivered in boxes or bags. The delivery person will normally drive a car, but in bigger cities where homes and restaurants are closer together, they may use bikes or motorized scooters.

Customers can, depending on the delivery company, choose to pay online or in person, with cash or card. A flat rate delivery fee is often charged with what the customer has bought. Tips are often customary for food delivery service.

Other aspects of food delivery include catering and wholesale food service deliveries to restaurants, cafeterias, health care facilities, and caterers by food service distributors.

### **1.11 NEED OF THE STUDY**

Coimbatore is the major commercial centre and has often referred as the Manchester of south India. Currently many manufacturing industries, trading industries, IT sectors are developing in this city. Now a days the application of technology in every possible aspect has become an indicator of development and food industry is an example of technology revolution. Hence, this study and analysis is based on the online food purchase is conducted in Coimbatore.

### **1.12 SCOPE OF THE STUDY**

The scope of the study is very far reaching and profound. The study aims to find the scope preference and perception of customers on selected food delivery apps in Coimbatore. There has not been deep rooted study on this field . Hence, this study identifies the importance and necessary development in the area of the Online food purchase in Coimbatore.

### **1.13 OBJECTIVES OF THE STUDY**

- To study the customer preference & perception of online food delivery apps.
- To find the relationship of demographic factors with customer perception.
- To rate the various online food delivery apps based on different dimension.
- To find the suitable online food delivery apps on different features.

### **1.14 LIMITATIONS OF THE STUDY**

- The research was carried out in a short span of time with limited sample size.
- Due to the confidentiality of some information, accurate result was not given by respondents
- Respondents had marked the questionnaires which may be socially incorrect irrespective of their actual feeling cannot be accurate. Hence, the survey is subjected to be biased of the respondents.

## **1.15 CHAPTERIZATION**

The following chapter and content analysis will be applicable to the research study.

### **Chapter 1-Introduction**

In this chapter a holistic perspective of the proposed research. The chapter provides brief introduction about Hospitality Industry, catering industry, E –commerce, Online shopping, online food delivery.

### **Chapter 2-Review of Literature**

In this chapter, review of literature is Customer satisfaction, Customer preference, Customer perception, Online shopping, Online food delivery.

### **Chapter 3-Research and Methodology**

This chapter, briefs on data collection, sample and various tools used in the analysis. It also gives a detailed account on location of the study area.

### **Chapter 4-Analysis and interpretation of results**

In this chapter, data is analysed detail and interpreted in terms of primary theme of the dissertation. The result of the analysis and its discussions are given disclose the proposed research problem.

### **Chapter 5-Findings, Suggestion and Conclusion**

In this chapter contains summary of findings, suggestion and conclusion.

## CHAPTER-2

### REVIEW OF LITERATURE

#### 2.1 TOURISM

**Ahmed (1991)** has mentioned Tourism and tourists in a way where Holiday makers of the 21st century will be looking for places with a trendy image. A strong and clear image can increase consumer confidence in its attractions and consumer predisposition to purchase them.

**Chon (1991)** Health & Wall (1991) views Tourism to be an industry that it has a strong consensus that 'image' is a pivotal aspect of a marketing strategy for a destination and numerous authors have investigated the use of image in brand formulations for destinations and for the growth.

**Ashworth( 2000)** believes Tourism industry is constantly in search of new products to satisfy a demand that is increasingly selective very fickle which is highly fashion prone and sophisticated in nature.

**Sekhar (2003)** has viewed Tourism as an industry which is a very environmental friendly way to revitalize distressed rural communities and economies. He has also believed that it develops the economic value and growth of the place.

**Shane & Leiza( 2003)** states that Cultural Heritage Tourism in dynamic in this global Tourism environment , also they are in need of clear identity or 'brand' based reality. They are also one of the core strength and personality for Tourism products.

**Bhatia A.K( 2003)** states that from 70 million international tourists movements in the year 1960, WTO forecasts that international Tourism arrivals WorldWide would reach 1.5 billion by the year 2020.

**Raghavan( 2005)** has put down his theory of Tourism being a major element of many countries service exports, it has the power to deliver significant international earnings that can be utilized for alleviating poverty.

**Charles Goeldner & Brent Ritchie (2006)** have explained that Tourism is alive with dynamic growth with new activities which brought new destinations, new technology, new markets and rapid changes which supports the growth of the Tourism industry.

**Gupta (2011)** has mentioned that his point of view in leisure related activities have started to become increasingly commoditized, reflecting a global “culture of consumption”.

## **2.2 CUSTOMER SATISFACTION:**

**Zeithaml et al (1988)** In order to implement the satisfaction programs, there is the need to focus on the involvement of the customer. The interaction between customers and service providers is an important determinant of perceptions of service quality.

**Ford (1990)** suggests, customers will and can only be expected to participate in a relationship if they anticipate benefits from that relationship. Generally, the quality of the interaction between the supplier and buyer and the degree of customer participation in the relationship has been identified as possible antecedents of customer satisfaction.

**Anderson, Fornell, and Rust (1997)** further argued that, productivity within the company will be damaged because of the cost and the search after customer satisfaction. Furthermore, in addition to higher cost, the company must add more effort in improving product attributes or overall product design to keep satisfaction at desired level.

**Anderson (1998)** found that extremely dissatisfied customers engage in greater word of mouth than high-satisfaction customers. His findings also indicates that although dissatisfied customers do engage in greater word of mouth than satisfied ones, common suppositions concerning this the size of this difference appears to be exaggerated.

**Athanassopoulos's (1999)** findings indicate that when customers assess customer satisfaction to be high, Tourism brings direct and indirect. decide to stay with the existing service provider and subdue their negative behavioural intentions.

**Herrmann, Huber and Braunstein (2000)** argue that whether or not a customer considers their purchase to live up to their expectations, i.e. whether the customer is satisfied or not, is dependent on the perceived quality.

**Torbica & Stroh (2000)** One major challenge that, the companies are facing how to improve customer satisfaction and continue keeping their customers satisfied, which becomes a way for companies to differentiate themselves from their competitors.

**Rust and Oliver (2000)** say that a customer satisfied with a product or service will raise their repurchase frequency and future expectations. Due to the customers higher expectations it will become more difficult for the firm to satisfy the customers in the next purchase cycle

**Cronin (2000)** suggests the empirical verification that service quality, service value, and satisfaction may all be directly related to behavioral intentions when all of these variables are considered collectively. He further suggest that the indirect effects of the service quality and value constructs enhanced their impact on behavioral intentions.

### **2.3 CUSTOMER PERCEPTION**

According to **Sheth and Parvatiyar (1995)**, evaluation of various factors related to the consumer perception and behavior allows the business firms to strengthen the relationship between business and consumers.

**Kauffman (1996)** observes that it is really very difficult to provide an adequate concept of consumer perception. It has been observed by the various researchers that the success or failure of the product or service is directly related to the human psyche and their preference .

**Foxall (1998)**, Consumer buying behavior is the study of intrinsic qualities of consumers, such as, motivators, perceptions, personality and learning patterns.

**Brown et al. (2000)** reported that the need for educating young generation specially those who are in their adolescence are noticeably increasing, given their regular food eating habits and

behaviour, children who are in their teenage prefer food with respect to food nutritious as well as three factors plays very important role, home environment, school and social gatherings .

**Aaker (2000)** assess that brand awareness plays a vital role in consumer perception especially when their buying pattern is not defined. Branded items gives the feeling of familiarity especially in low involvement products, for example soaps and other day to day usage items, media and advertisement are effective tools for awareness.

**Gwin and Gwin (2003)** proposed the attributes model which posits that consumer preference of product is based on maximizing utility from the product features subject to financial shortage. Choice theory defines that consumer preference based on product features.

**Vanniarajan and Kubendran (2005)** describe that consumer perception and usage of any product can be changed due to change in food eating habits. If income and urbanization increases in among consumers then the percentage of income spent on consumption Increases. The urban consumer mostly like branded products as compared to rural consumers.

According to **Byron McCann (2011)**, correlation between behavior, experience and perception of consumer can help an organization to understand in real time what customers really think, experience and do.

## **2.4 CUSTOMER PREFERENCE**

**Hansemark and Albinson (2004)** “Customer preference is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some needs, goals or desire”. Customer loyalty on the other hand refers to a deeply held commitment to re-buy a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behavior.

**Throstenposselt, Eitangerstner (2005)** Influence the two factors of consumer intention and e-preference namely customer satisfaction & service ending and customer preference & order effects. The study is purely based on both primary and secondary data. The statistical tools namely regression analysis originated that in online purchase customer preference & service ending are playing a lively role to impact of repurchase intention and overall satisfaction.

**Ray Algar and Neil Burton(2007)** have revealed that consumers have come to realize that price is not always an indicator of quality, as premium-priced products may be mediocre and low-priced ones may not be inferior in quality. The internet has made it easier for people to compare and find the best bargains. Self-service is increasingly attractive, offering convenience, accuracy, speed, satisfaction and privacy. Low-cost operators are meeting these trends, by offering basic high quality while eliminating the inessentials.

**Tung-Hsuan Liu (2012)** identified the two predominant factors of customers repurchase intention namely E-service quality and online customer preference. The study is based on both primary and secondary data. The subsequent application correlation followed by factor analysis, reliability analysis and regression derived that in online repurchase in E- service quality are playing a vital role to attract the customers.

**Huaiqin Li &Jinhwan Hong (2013)** identified the four important factors of customers online repurchase behavior namely customer perceived value, customer preference, switching barriers and repurchase intention. The study is based on both primary and secondary data. The statistical tools applied namely testing model derived that in online repurchase perceived value and customer preference are playing an important role to attract the online repurchase behavior.

**Tze Lin (2013)** identified the four predominant factors of customers preference for namely web site quality, service quality, product review and customer trust. The study is based on both primary and secondary data. The subsequent application correlation followed by regression finalized that in online purchase website quality and service quality are playing a vital role to attract the customers for repurchase intention.

## **2.5 ONLINE PURCHASE**

According to **Gummesson (1994)** customers do not buy goods or services, but rather purchase offering that renders services, which create value. The offering and the value consist of many components, some of them being activities (services), some being things (goods). He emphasized services from a customer perspective.

**Korper & Ellis (2001)** mention about E-commerce will remain as a medium to sell products, services and content over the internet. An individuals can buy or sell anything, at any time, from anywhere through online shopping income, Europe is an important market for e-businesses.

**Deaton & Muellbauer (2008)** states about for commercial activities, analyzing customer behaviors is crucial and since there is no face interaction in online businesses, it becomes more important to understand key features of customer behaviors.

**Akamavi,UK (2009)** through a comparison research, the authors recognized the three significant factors of customers repurchase intention namely trust, attitudes and repurchase intention. The study is based on both primary and secondary data. They applied tools like cross cultural research followed by confirmatory factor analysis and casual equation model modified that in online purchase attitudes are playing a lively role to attract the customers for repurchase intention in electronic shopping.

**Katawetawaraks and Cheng (2011)** Iterate that the data accessing facility are a major concern in online shopping. Online buyers thought that the lack of physical touch and hear and feel the real product in online has to be considered as a problem when making a purchase online. Hence online sellers should provide enormous information which helps the users can use and make a purchase in online. It is observed from the study that when then consumers have a thorough knowledge of product information while building the trust on internet transactions.

**Internet Retailer(2011)** Demonstrate that E-commerce is taking a bigger slice of the overall retail sales pie and is growing far faster than retail sales. In UK e-commerce take 10% total sales and globally electronic retailing reaches 15% to 20% of total sales.

**Turan (2011)** Explains about the internet business have created more competitive environment, understanding features of online shopping behaviors have been more important. Moreover, it should be analyzed by online sellers that why some still prefer not to buy online and consequently analyzing behaviors of online consumers have carried a crucial part for marketing science.

**Kotler & Armstrong (2011)** Explains about the way of the perception of the buyers, how they interpret and receive the stimuli from advertisement & the decisions of consumers are influenced by several characteristics and these characteristics are linked with the needs of the consumers.

**Keisidou et. al., (2011)**, content that product types in online shopping have a positive impact on the personal innovativeness of the information technology, inasmuch as buyer's decision making efforts depends on the personality traits as the knowledge of the internet.

**Liu and Wang (2012)**, explored that online folk has gathered information of products through instant message tools, exchange options with peer and social network sites. The geographical difference, peer pressure, symbolic capital, face value significantly influences the factors influencing e-shopping.

**Kotler & Armstrong (2012)** Explains about the Internet has fundamentally changed customer's notions of convenience, speed, price, product information and service. As a result, it has given marketers a whole new way to create value for customers and build relationship with them.

**Rogan (2007) & Nazir (2012)** Indicates about the importance of the relationship between the marketing strategy and the behavior of customer. He illustrates that the strategy is about increasing the probability and frequency of buyer behavior and requirements for succeeding in doing this are to know the customer and understand the consumer's needs and wants.

**Sema Sakarya and Nagehansoyer (2013)**, noted that the major factor influencing online shopping is ease of search product information, order, and entertainment. The study enlightens that, the frequency of purchase through the internet does not differ between the utilitarian and hedonic consumers while shopping in online.

**Mahabir Narwal and Geeta Sachdeva (2013)**, illustrated that the consumers are fascinated by online shopping with the sufficient information of the product is always available when shopping. Consumers are feeling more convenience with online payment mode and they are aware of the interesting discounts, offer provided by the online retailers as well as order book is the easiest way of online shopping.

**Floyd et. al., (2014)**, examined that the reason for increase the sales on the internet as concerned as product reviews, which increase the awareness about the product features among consumers. This study concluded that half of the respondents are rated that customer reviews in online play a predominant role in making the purchase decision through the internet.

**Shiv Prasad, Amit Manne and Veena kumara (2014)**, examined that from the analysis buyers in online are highly satisfied with online shopping for the reason of easy availability of product information as well as they are getting awareness about the product features and price comparison availability in online.

**Mahbubur Rahaman (2014)**, explained that four types of elements as timesaving, security, convenient and easiness of the system operation dispensable as a ground to online affairs.

## **2.6 ONLINE FOOD DELIVERY**

**Dabholkar (1995)**, stated online well-designed ordering systems provide customers substantial control over the choice and amount of transaction which helps them to limit the amount of personal interaction they experience.

**Vijayasathy (2004)**, in his research used a sample of 281 consumers to test a model of consumer intention to use online shopping. The study discovered similarity, handiness, usability, and security to be noteworthy indicators of attitude towards online shopping, however protection was most certainly not. Another finding demonstrated that expectation to use online shopping was firmly influenced by attitude toward online shopping, standardizing convictions, and self-viability.

**Ritesh Dwivedy, founder of JustEat (2006)**, with a mere 15 restaurants on board, as India's first online food ordering portal and now he is India's largest online food ordering with over 2500 restaurants, 52 cuisines and 3 lakh dishes to choose from. The entire journey from being the pioneers to the premiers of the food ordering industry has been a tremendous task. The campaign has been extremely amusing both from his point of view and of the consumers.

**Sharma, (2007)** designed with professionals looking with search engine optimize capability and available 24hours. The system should also have a secure payment gateway to protect their customers' credit.

**A.Slatewala (2007)** reports that most of the Americans hate waiting for an order. Therefore, they prefer self-service technology, which can be in form of text messaging, the internet and kiosk. Usually, the customer prefers self-service because of speed and convenience in making order and transaction while minimize the miscommunication. He also mentioned that self-activated terminals are more likely to serve as ordering innovation in the future. The implementation of alternative ordering can increase check size, free up counter staff that need to serve customers and take money handling out of service equation.

**According to gloria (2008)** the advantage of online ordering and the reasons for the growth of food delivery app industry are Convenience, Simpler menu to manage, significant savings, no hassles etc.

**Ajay Kakra, Associate Director- Agri and Natural Resources, PwC India(2008)**, said that the format of the food market largely consists of unorganized sectors who do not monitor high food quality standards and operate primarily in the down market areas or streets. It is noticeable that there is a considerable count of food start ups which are pleasing the dynamic lifestyle of the metropolitan population. The need for tastier food with other benefits such as accessibility, health, service promptness and cost are catered by these outlets. Nonetheless, these eateries sometimes fail to attain a national presence.

**Khairunnisa K., (2009)** mentioned that there are several aspects that should be included in a good online food ordering system. System should be simple to navigate, not clustered and easy to make an order.

**According to Deepinder Goyal (2009)** told TechCrunch that he expects to reach 10,000 restaurants in India in a few months. “We have a sales team of around 300 in India and 5,000-odd advertisers... these partners know the volume we bring to them so it is quite easy for us to launch this new service.”

**De Leon(2011)** said that there are distinct aspects that should be included in a good online food ordering portal or website. It should be simple to navigate, not clustered and easy to make an order.

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

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

**According to Bhargave et al., (2013)** ordering system will not only ease out customer operations and attract them but also will increase efficiency in restaurant’s operation of taking orders and billing and the maintenance of it.

**Bhandge et al., (2015)** proposed an automated food ordering system which will not only enable used to give order without any personal interfacing but also will keep track of orders smartly.

Digital ordering system was developed by means of android application. For Tablet and PCs this system was implemented. The front end was developed using JAVA (Khairunnisa et al., 2009).

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

**According to Chavan et al., (2015)**, digital restaurant uses smart phones to take customer orders. PDA interface was replaced with smart phones to provide customer user interface to view menu or track their orders. With secured login system, customers have the facility to view menu, place orders, track their orders, receive real time updates and make online payment and collect receipts from smart phone itself increasing customer comfort.

**Bhavna Singh (2015)** said that Foodpanda has been present in the Indian market since May 2012. Foodpanda first major move was acquisition of Tasty Khana, which was launched in the city of Pune in 2007. Together with TastyKhana and JUST EAT, it is now present in over 200 cities and partners with over 12,000 restaurants.

**Hirschberg (2016)** And the team need to focus on the efficient and simply functional demands for user to make them more convenience, and it could play the most important way to decide the successful system maintenance .

According to **H.S. Sethu & Bhavya Saini (2016)**, their aim was to investigate the student's perception, behavior and satisfaction of online food ordering and delivery services. Their study reveals that online food purchasing services help the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time easy access to internet are the prime reasons for using the services.

According to **Hong Lan, et al, (2016)**, online food delivery market is immature yet; there are some obvious problems that can be seen from consumers' negative comments. In order to solve these problems, we can neither rely merely on the self-discipline of online food delivery restaurants nor the supervision and management of online food delivery platforms. Only by taking laws as the criterion, with the joined efforts of the online food delivery platforms and restaurants, the government departments concerned, consumers and all parties in the society, can these problems be solved and a good online take away environment can be created.

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

**According to M. Hyde et al., (2017)**, consumers are served with assorted platter of goods along with increasing amount of decision relevant information which influence them in purchasing. It also shows the effect of demographic variables on the buying behavior of consumers.

**Mishra (2017)** state that online ordering process eliminates many problems in the tradition orders, for example, the staff in the restaurant avoid unable comprehend what the user orders through phone, maybe difference accents or background interfered, in contrast , it is other significant demand for user to select online delivering food system.

## **CHAPTER-3**

### **RESEARCH METHODOLOGY**

#### **3.1. INTRODUCTION**

Research methodology is the way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It involves various data collection technique, the methods of analysis of data, their interruption and final summarization. This chapter deals with the Research methodology, which consist of certain scientific steps for successful exhibition of the research. This chapter explains the steps and techniques adopted for achieving of the study. It includes the overall research design, the sampling procedure, data collection method and analysis procedure.

The first process is topic selection. The knowledge, observation and interest on a topic help to finalize the topic. After that theories and literatures have been searched to support the research. Next, the problem and the research question have been developed and research methods have been selected. The next step is to collect data with using the methods planned. After the data is collected, we analyze the data with selected theories. At last, the conclusion is drawn.

#### **3.2. RESEARCH DESIGN**

Research design is the arrangement of conditions for collections and analysis of data in manner that aims to combine relevance to the research purpose without deviating from scientific procedure , the research design is the conceptual structure within which research is conducted; measurement and analysis of data. Descriptive research design is used for this study where the questionnaire was given to the respondents to gather information systematically. For a better understanding, concerning the behavioral styles of the respondents, analytical research was also utilized for the study where hypothetical relation between the variables could be established.

### **3.2.1. TYPE OF RESEARCH METHOD**

In this research, descriptive study research method has been done in order to find a study about customer preference and perception of selected online food delivery apps.

### **3.2.2. DESCRIPTIVE STUDY**

Descriptive research includes surveys and fact-finding enquiries of different kinds. It tries to discover answers to the questions who, what, when and sometimes how. Here the researcher attempts to describe or define a subject, often by creating a profile of a group of problems, people, or events. The major purpose of descriptive research is description of the state of affairs as it exists at present.

### **3.3. SAMPLING DESIGN**

**Strategy:** In order to address the research aim the participants were selected using a non-profitability sampling method.

**Types of universe:** For the purpose of the study, on Customer preference in food delivery apps in Coimbatore were selected as population.

**Sampling unit:** Sampling unit is consisted of the beneficiaries from the above mentioned population.

**Population:** Polit and Hungler (1999) refer to the population as a aggregate or totality of all the objects, subjects or members that conform to a set of specification. Population is the aggregate of all the units with specific characteristics on which the samples are drawn. All the items in any field of enquiry constitute a universe or population. Population is finite and number of items is certain. The population taken into consideration for the study consists of all people using the online food delivery in Coimbatore city.

**Sample size:** The sample size refers to the number of items to be selected from the universe to constitute a sample. The sample size of the study is 250 from local communities in and around Coimbatore.

**Sampling procedure:** The sampling procedure used is stratified random sampling. Stratified sampling is a method of sampling from a population. Stratification is the process of dividing

members of the population into homogeneous subgroups before sampling. In computational statistics, Stratified sampling is a method of variance reduction is used to estimate population statistics from known population.

### **3.4. SOURCE OF DATA**

#### **3.4.1. Primary data**

The primary data those which is collected are fresh for the first time and thus happen to be original in characters. The questionnaire is considered as the heart at the survey opinion. Thus the primary data has been collected through a structured questionnaire and multiple choice questions. It covers the local communities in and around Coimbatore.

#### **3.4.2. Secondary data:**

The secondary sources are those which have already been collected by someone else and which have already been passed through the statistical process such as articles, journals internet and published survey reports.

### **3.5. DATA COLLECTION**

#### **3.5.1. Questionnaire**

A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of form. The respondents filled the multiple choice questions and Likert's rating scale questions.

#### **3.5.2. Questionnaire design**

The structured questionnaire consists of mainly two kinds of questions:

- Multiple choice questions
- Likert's scale questions
- Ranking questions

##### **3.5.2.1 LIKERT SCALE**

Likert scales are developed for utilizing the item analysis approach wherein a particular item is evaluate on the basis of how it discriminates between those persons whose total score is high and those score is low. In a Likert scale, the respondents are asked to respond each of the statement

in terms of several degrees, usually 5 degrees of agreement or disagreement. The questionnaire was administered in the following way;

<b>SCALES</b>	<b>SCORE</b>
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

### **3.6. TOOLS FOR ANALYSIS**

Primary data was collected through questionnaire. Questionnaire used as the primary research instrument where distributed to respondents for their feedback. From the collected questionnaire coding and analysis was done for each question to reach up to the finding suggestion and thus come into a conclusion for the study. The scale techniques used in the research method for the questionnaire were five point likert-scale. It consisted of points like Strongly agree, Agree, Neutral, Disagree, Strongly disagree. The statistical analysis was done through SPSS 16.0 version.

- Frequencies
- Descriptive statics
- ANOVA
- Garrett's Ranking

#### **3.6.1. Frequencies**

A frequency is a distribution generally a frequencies issued for looking at detailed information on nominal (category) data and describing the results. It is used to obtain counts on a single variable values.

#### **3.6.2. Descriptive Statics**

Mean, also known as arithmetic average is the most common measure of central tendency and may be defined as the value which we get by dividing the total of the values of the various given items in a series by the total number of items can be worked out as:

$$\text{Mean}(or\ x)^* = \frac{\sum Xi}{N} + \frac{X1+X2+\dots+Xn}{n}$$

Where  $\bar{X}$  = the symbol we use for mean (pronounced as Z bar)

$\Sigma$  = symbol of summation

$X_i$  = value of the  $i^{\text{th}}$  item  $X, i=1,2,\dots,n$

$N$  = total number of items

Mean is the simplest measurement of central tendency and is a widely used measure. Its chief use consists in summarizing the essential feature of a series and in enabling data to be compared. It is amenable to algebraic treatment and is used in further statistical calculations. It is a relatively stable measure of central tendency.

### 3.6.3 ANOVA

Analysis of variance (abbreviated as ANOVA) is an extremely useful technique concerning researches in the fields of economics, biology, education, psychology, sociology, and business/industry and in researches of several other disciplines. This technique is used when multiple sample cases are involved. The ANOVA technique is important in the context of all those situations where one can compare more than two populations. ANOVA is essentially a procedure for testing the difference among groups of data for homogeneity. There may be variation between samples and also within sample items. The basic principle is to test for differences among the means of the populations by examining the amount of variation within each of these samples, relative to the amount of variation between samples.

#### 3.6.3.1 One Way ANOVA:

To obtain the each mean of each sample  $X_1, X_2, X_3, \dots, X_k$  when there are  $K$  samples

Work out the mean of sample mean as follows:

$$\bar{X} = \frac{X_1 + X_2 + X_3 + \dots + X_k}{k}$$

No. Of samples ( $k$ )

1. To find out the sum of squares for variation between the samples (SS)

$$SS = n_1(X_1 - \bar{X})^2 + n_2(X_2 - \bar{X})^2 + \dots + n_k(X_k - \bar{X})^2$$

2. To find Mean Square (MS)

$$MS = \frac{SS \text{ between}}{k-1}$$

$$(k-1)$$

3. So sum of squares within groups can be written as:

$$SS \text{ within} = \sum (x_{1i}-X_1)^2 + \sum (x_{2i}-X_2)^2 \dots\dots + \sum (X_{ki}-X_k)^2$$

Where I = 1,2,3.....

4. Mean square within sample:

$$MS \text{ within} = \frac{SS \text{ within}}{(n-k)}$$

(n-k)

5. Sum of squares for total variance:

$$SS \text{ for total variance} = \sum (X_{ij}-X)$$

Where I = 1,2,3.... K = 1,2,3....

$$SS \text{ for total variance} = SS \text{ between} + SS \text{ within}$$

6. F ratio worked out as

$$F \text{ ratio} = \frac{MS \text{ between}}{MS \text{ within}}$$

### 3.6.4 Garrett's Ranking

Garrett's ranking techniques was used to rank the preference indicated by the respondents different factors. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula

$$\text{Percent Position} = 100(R_{ij}-0.5)/N_j$$

Where

$R_{ij}$  = Rank given for the  $i^{\text{th}}$  variables by  $j^{\text{th}}$  respondents

$N_j$  = Number of variables ranked by  $j^{\text{th}}$  respondents

With the help of Garrett's table, the percent position estimated is converted into score. Then for each factor, the source of each individual are added and then total value of source and mean values of score is calculated. The factors having highest mean value is considered to be the most important factor.

## **3.7 AREA OF STUDY**

### **3.7.1 COIMBATORE**

Coimbatore District is a district in Kongu Nadu region, located in the state of Tamil Nadu. Coimbatore is the administrative headquarters of the district. It is one of the most industrialized districts and a major textile, industrial, commercial, educational, information technology, healthcare and manufacturing hub of Tamil Nadu. The region is bounded by Tirupur district in the east, Nilgiri district in the north, Erode district in the north-east, Palghat district and Idukki district of neighbouring state of Kerala in the west and south respectively. As of 2011, Coimbatore district had a population of 3,458,045 with a sex-ratio of 1,000 and literacy rate of 84%. Coimbatore district was part of the historical Kongu Nadu and was ruled by the Cheras as it served as the eastern entrance to the Palakkad Gap, the principal trade route between the west coast and Tamil Nadu. Coimbatore was in the middle of the Roman trade route that extended from Muziris to Arikamedu in South India.

The medieval Cholas conquered the Kongu Nadu in the 10th century CE. The region was ruled by Vijayanagara Empire in the 15th century followed by the Nayaks who introduced the Palayakkara system under which Kongu Nadu region was divided into 24 Palayams. In the later part of the 18th century, the Coimbatore region came under the Kingdom of Mysore and following the defeat of Tipu Sultan in the Anglo-Mysore Wars, the British East India Company annexed Coimbatore to the Madras Presidency in 1799. The Coimbatore region played a prominent role in the Second Poligar War (1801) when it was the area of operations of Dheeran Chinnamalai. In 1804, Coimbatore was established as the capital of the newly formed Coimbatore district. The district experienced a textile boom in the early 19th century due to the decline of the cotton industry in Mumbai. Post-independence, the district has seen rapid growth due to industrialisation.

### **3.7.2 ONLINE FOOD DELIVERY APPS IN COIMBATORE**

- Swiggy
- Zomato Order
- Uber Eats
- Foodpanda

### **3.7.1.1 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.

#### **History:**

The idea for Swiggy came in 2014, when the founders realized that there was a huge gap in the food ordering and delivery space. Restaurants often faced manpower problems and their delivery personnel were also not trained to deliver food in time. Swiggy started as a small setup in August 2014, with a team of six delivery personnel and covering 25 restaurants. However, the idea soon became a huge hit among customers and restaurants alike. Swiggy now has operations in 8 cities and more than 10,000 restaurants on its platform.

#### **Funding:**

Swiggy has received investments worth USD 155.5 million via six rounds of funding. Investors include SAIF Partners, Harmony Partners, Naspers, Norwest Venture Partners, Bessemer Venture Partners, and Accel Partners.

#### **Acquisitions:**

Swiggy had acquired gourmet food startup '48East' in December 2017. The acquisition of 48East has helped Swiggy to strengthen its service offerings and add additional capabilities as well. The deal was done for an undisclosed amount.

#### **Competition:**

Swiggy competes with other players in the food ordering and delivery space such as Zomato, Box8, Holachef, Dineout, etc.

### 3.7.1.2 ZOMATO

Zomato is an online food ordering application that has gained immense popularity in a relatively short period of time. It was founded in 2008 by two Indian entrepreneurs Deepinder Goyal and Pankaj Chaddah. Zomato has provided numerous benefits to the customers who want to have the ease of ordering food through online medium and hence Zomato became a common name specifically with food lovers.

Zomato makes the whole ordering process very easy for the customers. Zomato helps the customers to discover the restaurants and eateries nearby to their location due to which the customers get ample number of options to choose from. Since Zomato provides the menu of the individual restaurants along with the reviews of the customers who have already visited the restaurants and the actual pictures of the food served, customers have the convenience to browse through all the elements of the restaurant online and order as per their convenience by looking at all the options available. In this way, Zomato helps the customers to make an informed choice (Varshney, 2017). Zomato is not just restricted to making online orders but it also helps the customers in the reservation of table which is again a highly beneficial feature for the diners who would like to go out to the restaurant and dine there. In this way, Zomato makes the dining process smoother for the customers.

Zomato is always willing to reinvent so that it does not stagnate its position among the online food ordering portals. It keeps on adding features that attract the diners to their website and that the diners do find beneficial. Zomato started with a feature called Zomato Treats where the subscribers get to have a free dessert with every meal that they order online with the participating restaurants. Though this feature is made available only in India and UAE currently, Zomato Treats garnered to achieve 10,000 paid subscribers with the involvement of 2,500 partner restaurants in multiple cities only in a period of 4 months. Zomato Treats received positive feedback from the customers and it again managed to cross 21,500 subscriptions from the launch of Zomato Treats in a period of 4 months (Varshney, 2017).

Zomato offers a good number of benefits to the customers who become a paid member of the website. The benefits depend on the package that is bought by the individual customer but all paid members are entitled for some or other benefits which are as follows:

- Just like a Facebook page, the paid members get to have their own landing/customized profile page where the user can even add a cover photo that describes his/her food personality.
- You can show your Facebook feed, movement occurring on your Facebook fan page on the right hand side of the profile page to build client engagement.
- Paid members have an alternative to promote services of their restaurant on the right hand side of their Zomato account. The standard advertisement in the red shading stays all the time regardless of where the user scrolls which along these lines gets greatest attention.
- Paid members have a chance to track the points of interest of their calls steered through the Zomato framework. They can tune in and comprehend what sort of customer services are being given by their staff. The calls can be followed for quality purposes.
- Organizations can put a banner advertisement on Zomato in the event that they wish to. Generally, new organizations use this alternative to get noticed among target audience of customers. Established organizations likewise use this option to create more deals and offers.

### **3.7.1.3 UBER EATS**

Uber Eats is an online food ordering app that was launched first in Los Angeles, USA in the year 2014. The company originally started as Uber Fresh and later changed its name to Uber Eats. Uber, which is a well-known ride sharing app based company decided to try their hand in delivering food as well because they believed it would be a good opportunity for them to diversify the brand into a different venture.

Uber did not want to restrict itself in the terms of only mobilizing humans with its fleet of cabs but it also wanted to go ahead with the idea of mobilizing fresh food. Initially, Uber Eats started with delivering meals only during the lunch time but with time they decided to change it as an app that delivers fresh food both during lunch and dinner times. When a customer orders food through Uber Eats, a well-trained Uber driver will deliver the ordered food in special lunch bags which keeps the food items as either very hot or very cold depending upon the food item.

Uber Eats introduced a special feature in the app which is called instant delivery option. Under this feature, the customers can order food through the app that would reach them within a time span of 10 minutes. However, this option was only available for lunch hours between 11am till 2pm during the weekdays. For incorporating this feature into the app, Uber had to make special arrangements with the partnered restaurants for the scheduled pick up at the restaurants before 11am (Alba, 2016). There's additionally a different driver base taking care of Uber Eats conveyances, which is not part of the group of normal Uber drivers who pick up individual customers in their cabs. Drivers can switch between modes openly, by signing into and out of the application (Alba, 2016).

In today's market dynamic, Uber Eats appreciates an upper hand that others don't have: Uber's driver (or biker in a few sections of Asia) network. Since it can use its current system of drivers to give conveyance, it can give conveyances from eateries that for the most part don't deliver, and can even give a superior client encounter by indicating precisely where the food is. Basically, due to Uber's foundation, Uber Eats can use that coordination's system to give quick and proficient conveyance benefit at a lower cost. Uber's image name and monetary record likewise give another preferred standpoint in promoting and giving rebate coupons to pull in more clients (Bae, 2018).

Uber Eats expanded in India by first setting up their base in Mumbai. Though the giants such as Zomato and another online food ordering app called Swiggy already made their mark in India, Uber Eats believed that such apps had created a market that never existed earlier in India and for this reason Uber Eats found the opportunity perfect in India to popularize their app (Kashyap, 2017).

#### **3.7.1.4 FOOD PANDA**

Food panda is a German mobile food delivery marketplace headquartered in Berlin, Germany, operating in 40 countries and territories. The service allows users to select from local restaurants and place orders via its mobile applications as well as its websites. The company has partnered with over 27,095 restaurants in 193 cities and works with over 15,733 delivery riders. The firm was acquired by Delivery Hero in early December 2016.

Food panda's business in India was acquired by Indian cab-aggregator Ola on 29 December 2017 for an undisclosed amount.

The Food panda group was founded by Ralf Wenzel, Rohit Chadda, Ben Bauer, Felix Plog in 2012. Food panda's Singapore business was launched by Lukas Nagel and Rico Wyder. In February 2014, Food panda acquired its main rival in Pakistan Eat Oye!.

In November 2016 the company sold its Delivery Club business in Russia to mail.ru for \$100 million. In December 2016, the Food panda group was acquired by the German competitor Delivery Hero. Food panda's business in India was acquired by Ola for all share deal on 11 December 2017.

Food panda processes and sends orders directly to partner restaurants, which then deliver to their customers. The service is available via its websites and mobile applications. Customers order food by entering their postcodes on the site and browsing for food from a list of restaurants. They can create meals by browsing restaurant menus and selecting items they want to order before entering an address and proceeding to the checkout. Restaurants receive these orders and then deliver to customers. Food panda sends out an SMS to confirm orders and their estimated delivery time.

Food panda accepts orders via its websites and mobile applications. It connects customers with restaurants that offer food delivery in their area and lets them choose, order and pay online. Food panda also has a review section on restaurant pages, where customers can comment on sales process, delivery, taste and overall impression of restaurants.

## **CHAPTER-4**

### **ANALYSIS AND INTERPRETATION**

The chapter deals with the analysis of data that has been collected from the respondents by administering questionnaire. The researcher analysed and tabulated the database on demographic profile of the respondent. Based on the analysis, interpretation has been given.

Analysis of the data includes studying the tabulation material in order to determine the inherent factor. It is a process down the complex factor into simple form and putting new arrangement for the purpose of interpretation. Interpretation is the search of the process to find meaning for the research. The analysis is to summaries the collected data and researches a way that they provide answer to the question. The analysis is to study be relationship among the various items in detail and interpretation will be given for the explanation of real fact in the study.

Analysis is the systematic procedure for problem solving. It refers to the computation of certain measure alone as well as relationship that exists among the data collected. It involves the identification of purpose, fact the statement of defensible assumption and formulation of conclusion.

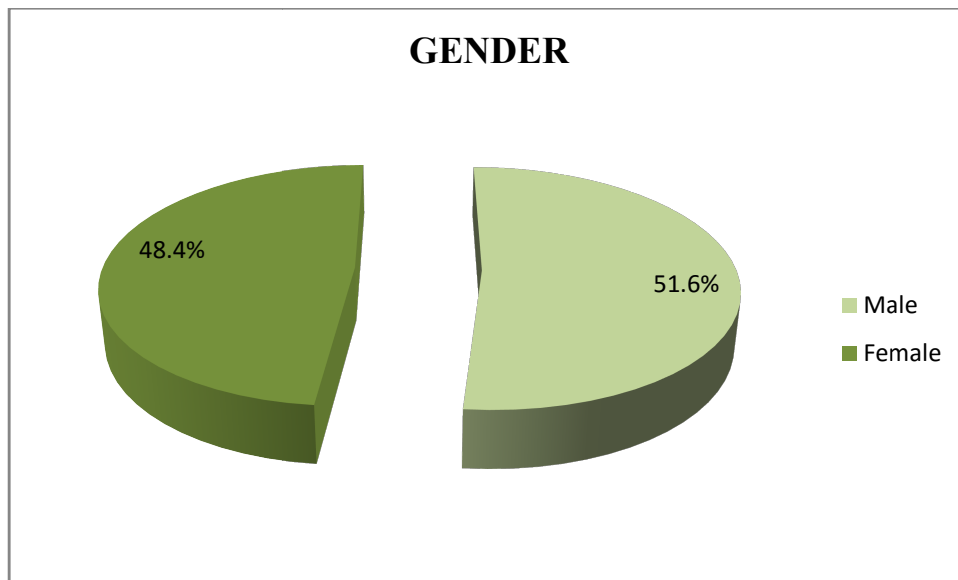
## 4.1 DEMOGRAPHIC DETAILS (FREQUENCIES)

Table 4.1.1

### GENDER

Gender	Frequency	Percent
Male	129	51.6
Female	121	48.4
Total	250	100.0

Figure 4.1.1



From the above table (4.1.1), It shows that 51.6% of respondents are male and 48.4% of respondents are female respondents.

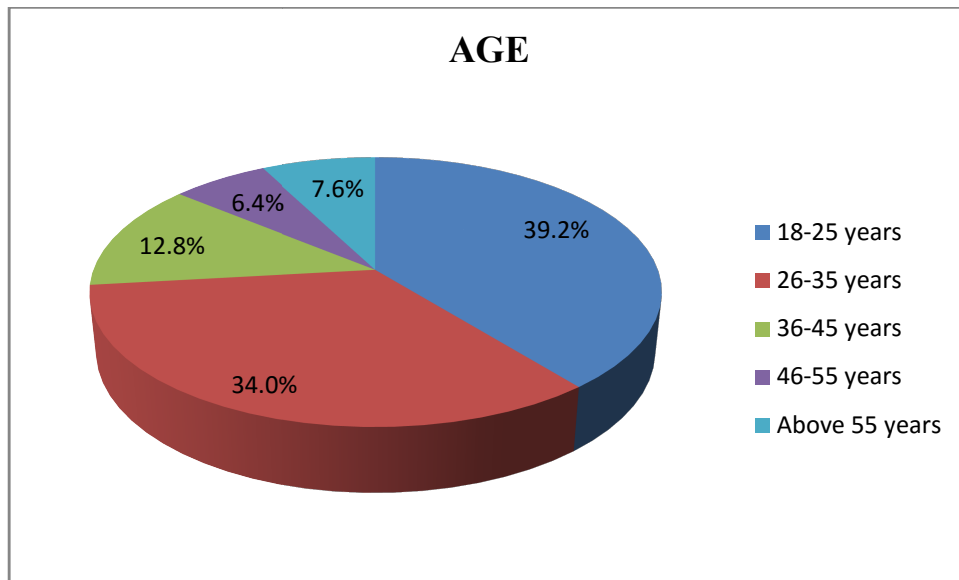
Hence the majority of the respondents are male respondents.

Table 4.1.2

**AGE**

Age	Frequency	Percent
18-25 years	98	39.2
26-35 years	85	34.0
36-45 years	32	12.8
46-55 years	16	6.4
Above 55 years	19	7.6
Total	250	100.0

Figure 4.1.2



From the above table (4.1.2), It shows that 39.2% of respondents are in the age group 18-25 years, 34% of respondents are in the age group 26-35 years, 12.8% of respondents are in the age group of 36-45 years, 7.6%of respondents are in the age group 46-55years, and 6.4% of respondents are in the age group of above 55years.

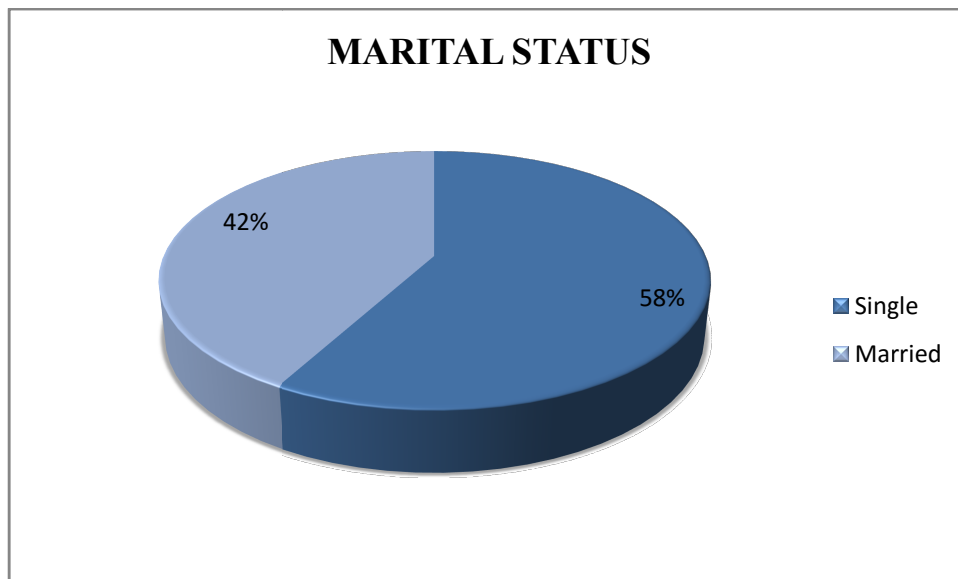
Hence the majority of the respondents are in the age group are 18-25 years.

Table 4.1.3

### MARITAL STATUS

Marital Status	Frequency	Percent
Single	145	58.0
Married	105	42.0
Total	250	100.0

Figure 4.1.3



From the above table (4.1.3), It shows that 58% of the respondents are single, and 42% of the respondents are married.

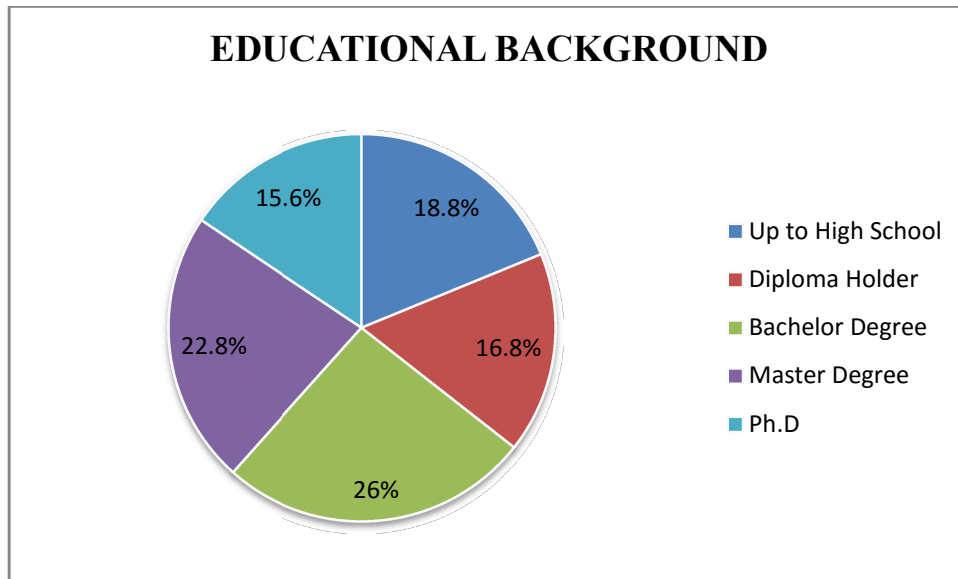
Hence the majority of respondents are single.

Table 4.1.4

### EDUCATIONAL QUALIFICATION

Educational Qualification	Frequency	Percent
Up to High School	47	18.8
Diploma Holder	42	16.8
Bachelor Degree	65	26.0
Master Degree	57	22.8
Ph.D	39	15.6
Total	250	100.0

Figure 4.1.4



From the above table (4.1.4), it shows that 18.8% of the respondents are Up to High School, 16.8% of the respondents Diploma Degree, 26% of the respondents are Bachelor Degree, 22.8% of the respondents are Master Degree, and 15.6% of the respondents are Ph.D.

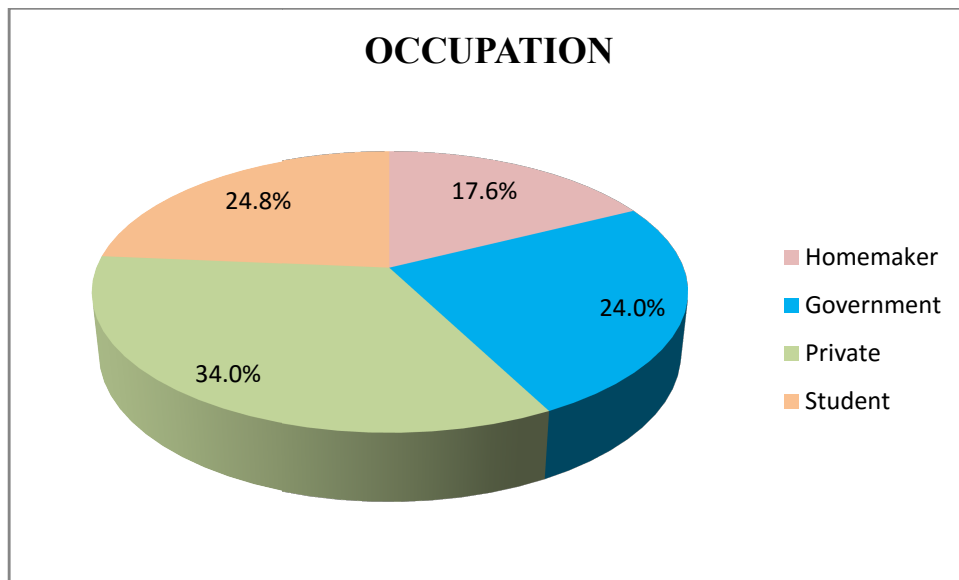
Hence the majority of the respondents are Bachelor Degree.

Table 4.1.5

**OCCUPATION**

<b>Occupation</b>	<b>Frequency</b>	<b>Percent</b>
Homemaker	44	17.6
Government	62	24.8
Private	85	34.0
Student	59	23.6
Total	250	100.0

Figure 4.1.5



From the above table (4.1.5), it shows that 17.6% of the respondents are Homemaker, 24.0% of the respondents are Government Employed, 34.0% of the respondents are Private Employed, and 24.8% of the respondents are Students.

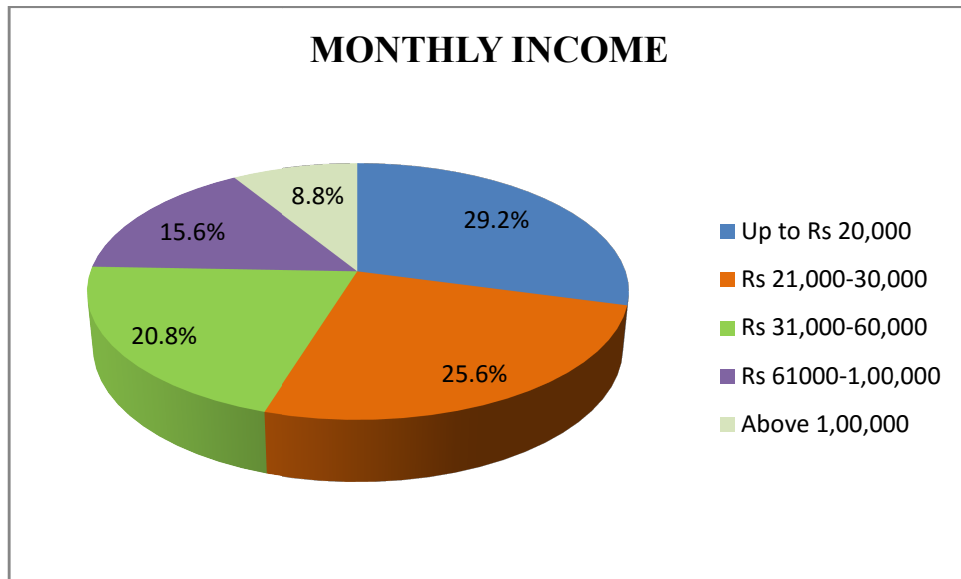
Hence the majority of the respondents are Private Employed.

Table 4.1.6

**MONTHLY INCOME**

Monthly Income	Frequency	Percent
Up to Rs 20,000	73	29.2
Rs 21,000-30,000	64	25.6
Rs 31,000-60,000	52	20.8
Rs 61000-1,00,000	39	15.6
Above 1,00,000	22	8.8
Total	250	100.0

Figure 4.1.6



From the above table (4.1.6), it shows that 29.2% of the respondents are earn Up to Rs.20,000, 25.6% of the respondents are earn Rs.21,000-30000, 20.8% of the respondents are earn Rs.31,000-60,000, 15.6% of the respondents are earn Rs.61,000-1,00,000, and 8.8% of the respondents are earn Above 1,00,000.

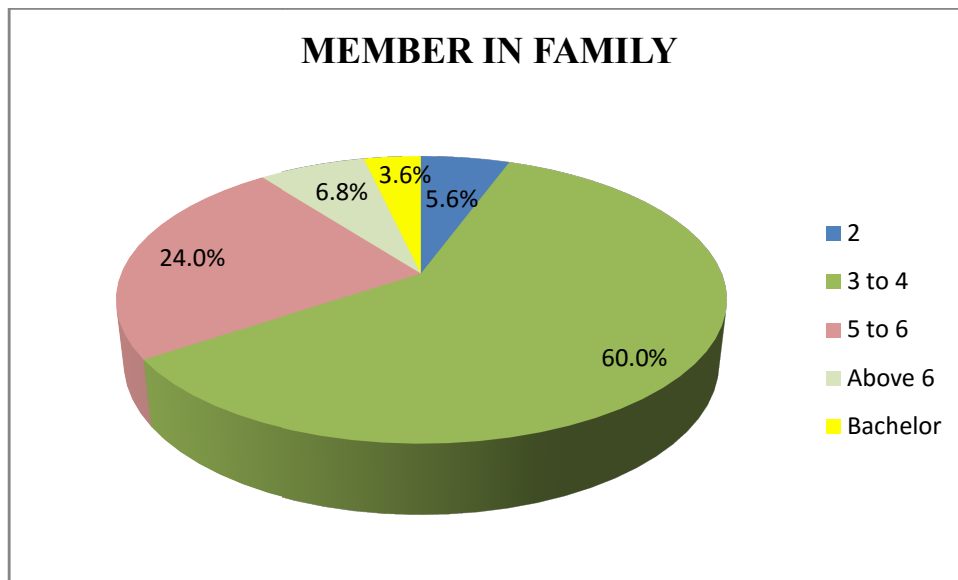
Hence the majority of the respondents earn Up to Rs 20,000.

Table 4.1.7

**MEMBERS IN FAMILY**

<b>Members in Family</b>	<b>Frequency</b>	<b>Percent</b>
2	14	5.6
3 to 4	150	60.0
5 to 6	60	24.0
Above 6	17	6.8
Bachelor	9	3.6
Total	250	100.0

Figure 4.1.7



From the above table (4.1.7), it shows that 5.6% of the respondents are 2 in members of the family, 60.0% of the respondents are 3-4 in members of the family, 24.0% of the respondents are 5-6 in members of the family, 6.8% of the respondents are above 6 in members in the family, and 3.6% of the respondents are Bachelor in members of the family.

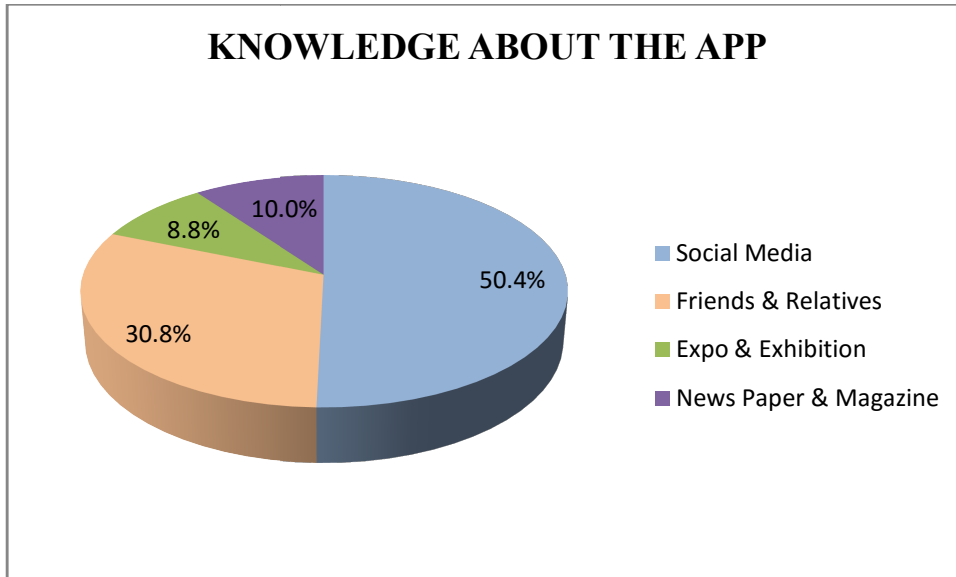
Hence the majority of the respondents are 3-4 in members of the family.

Table 4.1.8

**KNOWLEDGE ABOUT THE APP**

<b>Knowledge about the app</b>	<b>Frequency</b>	<b>Percent</b>
Social Media	126	50.4
Friends & Relatives	77	30.8
Expo & Exhibition	22	8.8
News Paper & Magazine	25	10.0
Total	250	100.0

Figure 4.1.8



From the above table (4.1.8), it shows that 50.4% of the respondents has knowledge about the app through Social Media, 30.8% of the respondents has knowledge about the app through Friends & Relatives, 8.8% of the respondents has knowledge about the app through Expo & Exhibition, 10.0% of the respondents has knowledge about the app through News Paper & Magazine.

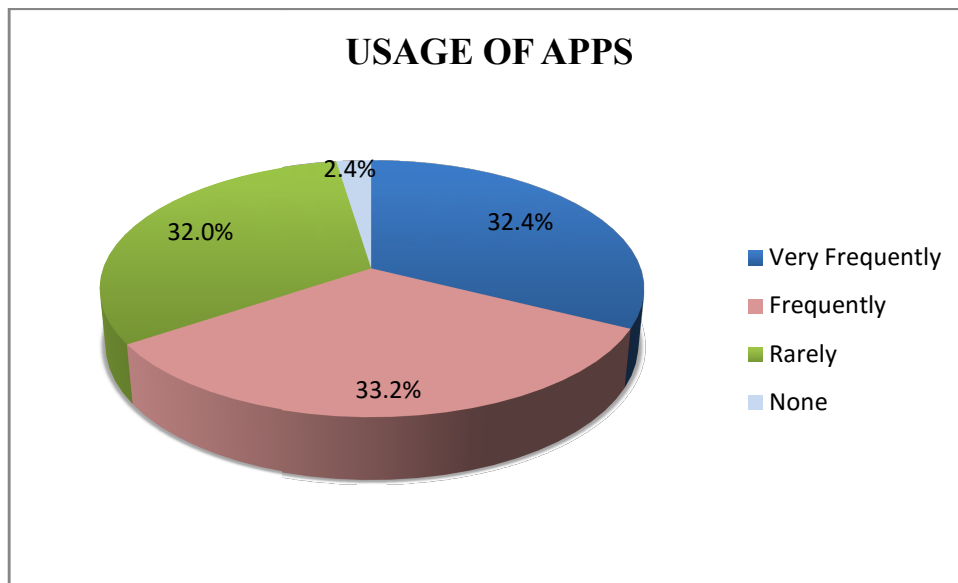
Hence the majority of the respondents has knowledge about the app through Social Media.

Table 4.1.9

**APPS USED FOR ORDERING FOOD**

Usage of apps	Frequency	Percent
Very Frequently	81	32.4
Frequently	83	33.2
Rarely	80	32.0
None	6	2.4
Total	250	100.0

Figure 4.1.9



From the above table (4.1.9), it shows that 32.4% of the respondents Use these app Very Frequently, 33.2% of the respondents Use these app frequently, 32.0% of the respondents Use these app rarely, 2.4% of the respondents Doesn't use app.

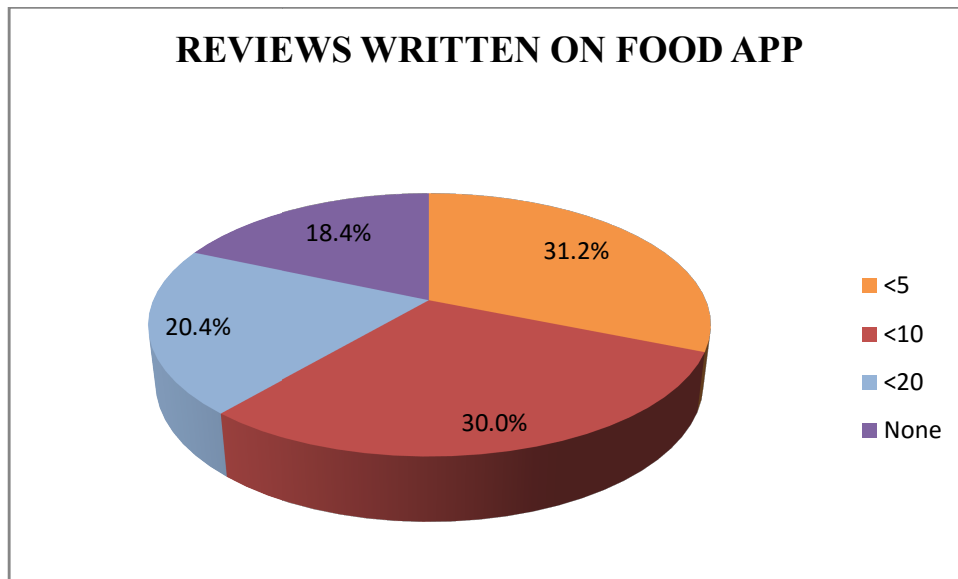
Hence the majority of the respondents Use these app frequently.

Table 4.1.10

**REVIEWS WRITTEN ON FOOD APP**

Reviews Written	Frequency	Percent
<5	78	31.2
<10	75	30.0
<20	51	20.4
None	46	18.4
Total	250	100.0

Figure 4.1.10



From the above table (4.1.10), it shows that 31.2% of the respondents have written <5 reviews, 30.0% of the respondents have written <10 reviews, 20.4% of the respondents have written <20 reviews, 18.4% of the respondents have not written any reviews.

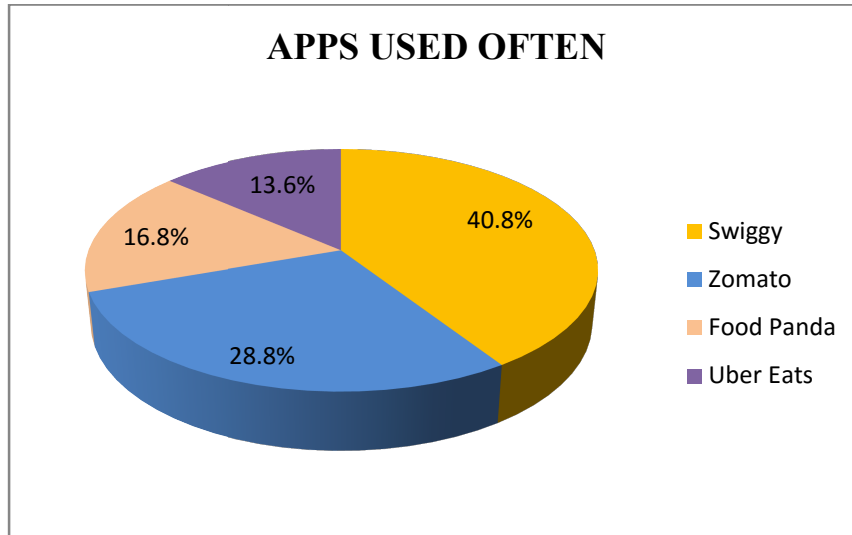
Hence the majority of the respondents have written <5 reviews.

Table 4.1.11

**APPS USED OFTEN**

<b>Apps Used Often</b>	<b>Frequency</b>	<b>Percent</b>
Swiggy	102	40.8
Zomato	72	28.8
Food Panda	42	16.8
Uber Eats	34	13.6
Total	250	100.0

Figure 4.1.11



From the above table (4.1.11), it shows that 40.8% of the respondents often used Swiggy to order food, 28.8% of the respondents have used Zomato to order food, 16.8% of the respondents have used Food Panda to order food and 13.6% of the respondents used Uber Eats to order food.

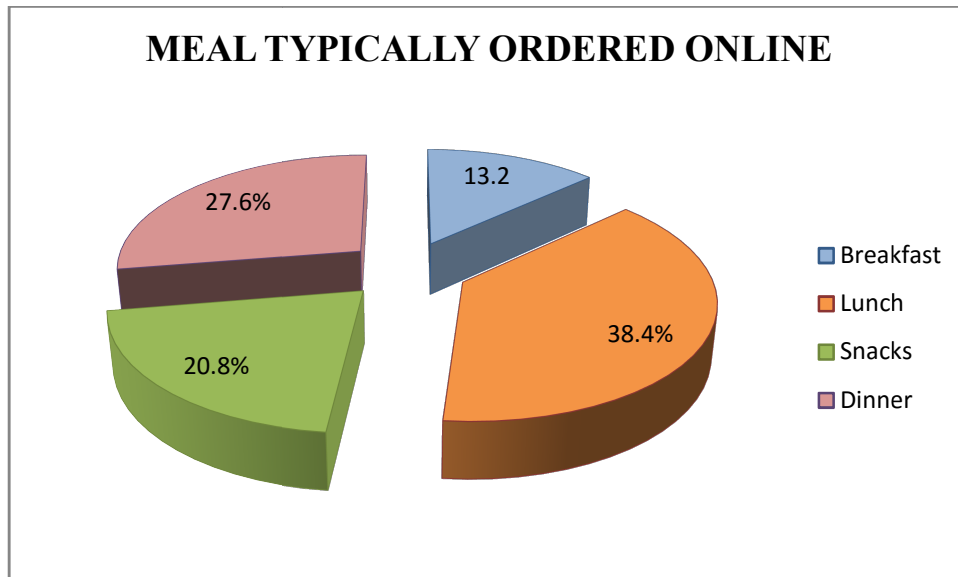
Hence the majority of the respondents often used Swiggy to order food.

Table 4.1.12

**MEAL TYPICALLY ORDERED ONLINE**

<b>Meal Typically Ordered Online</b>	<b>Frequency</b>	<b>Percent</b>
Breakfast	33	13.2
Lunch	96	38.4
Snacks	52	20.8
Dinner	69	27.6
Total	250	100.0

Figure 4.1.12



From the above table (4.1.12), it shows that 13.2% of the respondents Meal Typically Ordered Online Breakfast , 38.4% of the respondents Meal Typically Ordered Online Lunch, 20.8% of the respondents Meal Typically Ordered Online Snacks, 27.6% of the respondents Meal Typically Ordered Online Dinner.

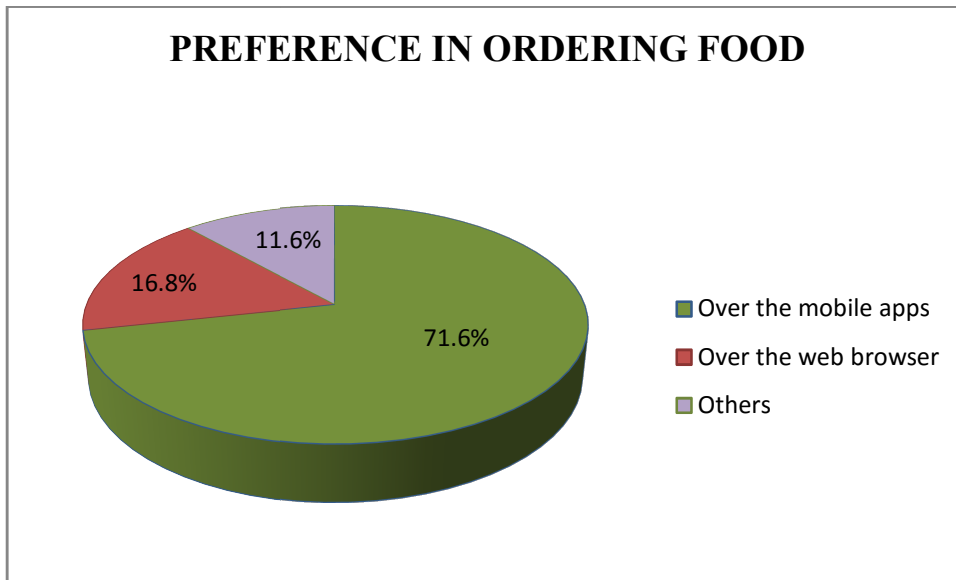
Hence the majority of the respondents Meal Typically Ordered Online Lunch.

Table 4.1.13

**PREFERENCE IN ORDERING FOOD**

<b>Preference in Ordering</b>	<b>Frequency</b>	<b>Percent</b>
Over the mobile apps	179	71.6
Over the web browser	42	16.8
Others	29	11.6
Total	250	100.0

Figure 4.1.13



From the above table (4.1.13), it shows that 71.6% of the respondents order food over the mobile apps, 16.8% of the respondents order food over the web browsers and 11.6% of the respondents order food in other sources.

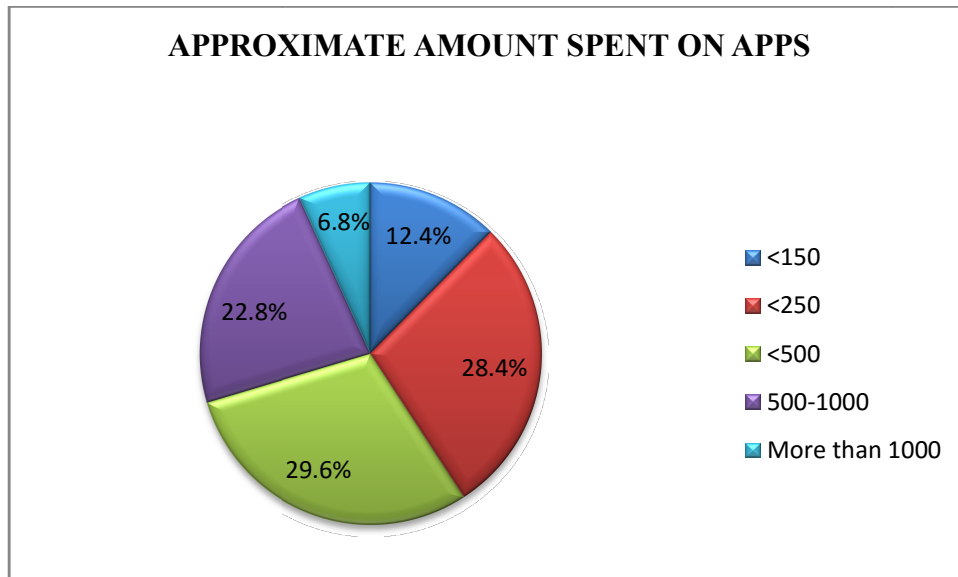
Hence the majority of the respondents order food over the mobile apps.

Table 4.1.14

**APPROXIMATE AMOUNT SPENT ON APPS**

<b>Approximate Amount</b>	<b>Frequency</b>	<b>Percent</b>
<150	31	12.4
<250	71	28.4
<500	74	29.6
500-1000	57	22.8
More than 1000	17	6.8
Total	250	100.0

Figure 4.1.14



From the above table (4.1.14), it shows that 12.4% of the respondents spent an amount <150, 28.4% of the respondents spent an amount <250, 29.6% of the respondents spent an amount <500, 22.8% of the respondents spent an amount 500-1000 and 6.8% of the respondents spent an amount more than 1000 .

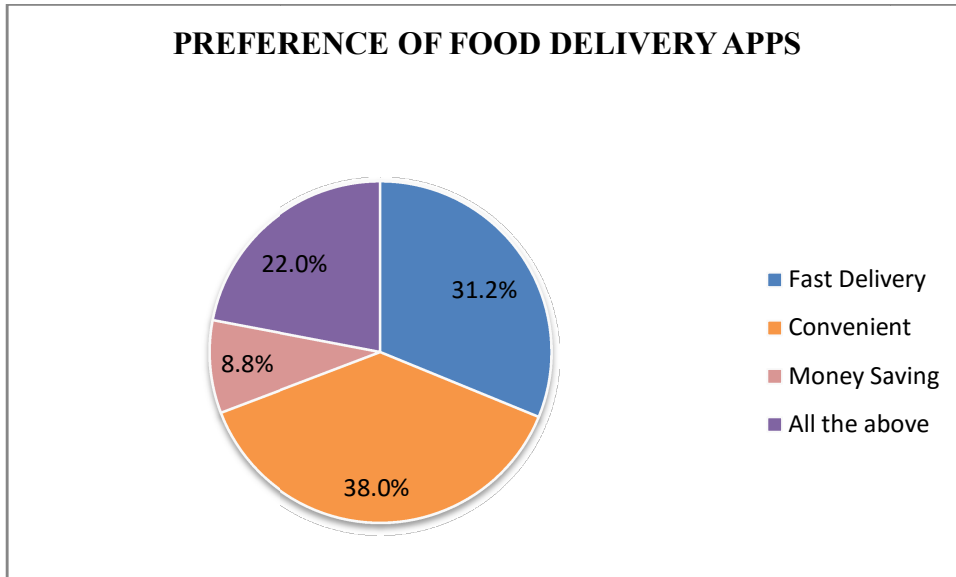
Hence the majority of the respondents 29.6% of the respondents spent an amount <500

Table 4.1.15

**PREFERENCE OF FOOD DELIVERY APPS**

<b>Preference of Food</b>	<b>Frequency</b>	<b>Percent</b>
Fast Delivery	78	31.2
Convenient	95	38.0
Money Saving	22	8.8
All the above	55	22.0
Total	250	100.0

Figure 4.1.15



From the above table (4.1.13), it shows that 31.2% of the respondents prefer food online because of fast delivery, 38.0% of the respondents prefer food online because of convenient, 8.8% of the respondents prefer food online because of money saving and 22.0% of the respondents prefer food online because of all the above factors (fast delivery, convenient, money saving)

Hence the majority of the respondents prefer food online because of convenient.

## 4.2 DESCRIPTIVE STATISTICS

Table 4.2.1

	<b>Mean</b>
OFD enables me to shop quickly	4.4560
OFD makes shopping easy	4.0840
OFD enables to shop from far locations	4.2000
OFD helps in saving money	3.6680
Easy on internet to compare price	4.0320
Buy things whenever I want	4.4120
Purchase variety of product online	4.0360
Prefer because of anytime anywhere purchase	4.0200
Ordering process is easy and quick	4.0800
Trust the security of online payment method	3.6200
Bargaining is not possible	4.0600
Don't have time to shop in hotels	3.6560
Food items are Hygienic & neatly packed	3.7040
Refund of cash is possible	3.6320
Speed of food apps is good	3.7880
Easy to cancel orders	4.0160
Easy to compare similar products	3.7240

Internet offers wider product selection	3.7720
Understand the needs of customers	3.6840
Continue to visit food apps in future	4.0240
Always rate my experience on apps	3.5840
I do not prefer apps due to online frauds	3.6400
Real hassle to return products in online	3.8600

From the above table (4.2.1) it is inferred that the respondents highly agree with the customer preference statements with a mean value ranging from 3.5 to 4.0 . The statement Online food purchase enables them shop quickly is having high mean value of 4.4 followed by the statements I can buy things whenever I want with a mean value of 4.4, ordering process is easy and quick with a mean value of 4.0 and the respondents agree the least for the statement Refund of cash is possible with a mean value of 3.6

Hence the majority of the respondents highly agree with a statement online shopping enables them shop quickly with a mean value of 4.4.

### 4.3 ONE WAY ANOVA

#### 4.3.1 AGE V/S CUSTOMER PREFERENCE

Table 4.3.1

Ho: There is no significant relationship between Age Group and Customer Preference in online food delivery apps.

Factors	Age Groups	Sum Of Squares	Mean Square	F	Sig.	Null Hypothesis
OFD enables me to shop quickly	Between Groups	8.430	2.108	4.467	.002	Rejected**
	Within Groups	115.586	.472			
	Total	124.016				
OFD makes shopping easy	Between Groups	9.383	2.346	4.640	.001	Rejected**
	Within Groups	123.853	.506			
	Total	133.236				
OFD enables to shop from far locations	Between Groups	1.143	.286	.435	.783	Accepted
	Within Groups	160.857	.657			
	Total	162.000				
OFD helps in saving money	Between Groups	5.995	1.499	1.472	.211	Accepted
	Within Groups	249.449	1.018			
	Total	255.444				
Easy on internet to compare price	Between Groups	.172	.043	.045	.996	Accepted
	Within Groups	235.572	.962			
	Total	235.744				
Buy things whenever I want	Between Groups	.310	.077	.146	.965	Accepted
	Within Groups	130.254	.532			
	Total	130.564				
Purchase variety of product online	Between Groups	.778	.194	.236	.918	Accepted
	Within Groups	201.898	.824			
	Total	202.676				
Prefer because of anytime anywhere purchase	Between Groups	2.442	.611	.725	.576	Accepted
	Within Groups	206.458	.843			
	Total	208.900				
Ordering process is easy and quick	Between Groups	4.560	1.140	1.357	.250	Accepted
	Within Groups	205.840	.840			
	Total	210.400				

Trust the security of online payment method	Between Groups	8.530	2.132	1.651	.162	Accepted
	Within Groups	316.370	1.291			
	Total	324.900				
Bargaining is not possible	Between Groups	1.492	.373	.377	.825	Accepted
	Within Groups	242.608	.990			
	Total	244.100				
Don't have time to shop in hotels	Between Groups	6.770	1.692	1.702	.150	Accepted
	Within Groups	243.646	.994			
	Total	250.416				
Food items are Hygienic & neatly packed	Between Groups	4.367	1.092	.811	.519	Accepted
	Within Groups	329.729	1.346			
	Total	334.096				
Refund of cash is possible	Between Groups	2.772	.693	.535	.710	Accepted
	Within Groups	317.372	1.295			
	Total	320.144				
Speed of food apps is good	Between Groups	7.384	1.846	1.836	.123	Accepted
	Within Groups	246.380	1.006			
	Total	253.764				
Easy to cancel orders	Between Groups	3.752	.938	.904	.462	Accepted
	Within Groups	254.184	1.037			
	Total	257.936				
Easy to compare similar products	Between Groups	1.654	.414	.398	.810	Accepted
	Within Groups	254.302	1.038			
	Total	255.956				
Internet offers wider product	Between Groups	18.279	4.570	4.519	.002	Rejected**
	Within Groups	247.725	1.011			
	Total	266.004				
Continue to visit food apps in future	Between Groups	11.820	2.955	3.414	.010	Rejected**
	Within Groups	212.036	.865			
	Total	223.856				
Always rate my experience on apps	Between Groups	2.318	.579	.469	.758	Accepted
	Within Groups	302.418	1.234			
	Total	304.736				
I do not prefer apps due to online frauds	Between Groups	9.392	2.348	2.194	.070	Accepted
	Within Groups	262.208	1.070			
	Total	271.600				
Real hassle to return products in online	Between Groups	.774	.193	.193	.942	Accepted
	Within Groups	245.326	1.001			
	Total	246.100				

From the above table (4.3.1) it is inferred that there is significant difference exists among the age group of the respondent with factors of *OFD enables to shop quickly, OFD makes shopping easy, Internet offers wider product and Continue to visit food apps in future.*

Hence the null hypothesis is rejected for the factors, *OFD enables me to shop quickly, OFD makes shopping easy, Internet offers wider product and Continue to visit food apps in future.*

But, there is no significant difference in opinion exists among the age groups of the respondents for the factors of *OFD enables to shop from far locations, OFD helps in saving money, Easy on internet to compare price, Buy things whenever I want, Purchase variety of product online, Prefer because of anytime anywhere purchase, Trust the security of online payment method, Bargaining is not possible, Don't have time to shop in hotels, Food items are Hygienic & neatly packed, Refund of cash is possible, Speed of food apps is good, Easy to cancel orders, Easy to compare similar products, Always rate my experience on apps, I do not prefer apps due to online frauds and Real hassle to return products in online.*

### 4.3.2 EDUCATIONAL V/S CUSTOMER PREFERENCE

Table 4.3.2

Ho: There is no significant relationship between Educational Background and Customer Preference in online food delivery apps.

Factors	Age Groups	Sum Of Squares	Mean Square	F	Sig.	Null Hypothesis
OFD enables me to shop quickly	Between Groups	5.089	1.272	2.621	.036	Rejected**
	Within Groups	118.927	.485			
	Total	124.016				
OFD makes shopping easy	Between Groups	2.141	.535	1.001	.408	Accepted
	Within Groups	131.095	.535			
	Total	133.236				
OFD enables to shop from far locations	Between Groups	2.058	.514	.788	.534	Accepted
	Within Groups	159.942	.653			
	Total	162.000				
OFD helps in saving money	Between Groups	2.931	.733	.711	.585	Accepted
	Within Groups	252.513	1.031			
	Total	255.444				
Easy on internet to compare price	Between Groups	5.170	1.293	1.373	.244	Accepted
	Within Groups	230.574	.941			
	Total	235.744				
Buy things whenever I want	Between Groups	1.951	.488	.929	.448	Accepted
	Within Groups	128.613	.525			
	Total	130.564				
Purchase variety of product online	Between Groups	1.522	.380	.463	.763	Accepted
	Within Groups	201.154	.821			
	Total	202.676				
Prefer because of anytime anywhere purchase	Between Groups	1.558	.389	.460	.765	Accepted
	Within Groups	207.342	.846			
	Total	208.900				
Ordering process is easy and quick	Between Groups	1.051	.263	.308	.873	Accepted
	Within Groups	209.349	.854			
	Total	210.400				

Trust the security of online payment method	Between Groups	7.699	1.925	1.487	.207	Accepted
	Within Groups	317.201	1.295			
	Total	324.900				
Bargaining is not possible	Between Groups	1.223	.306	.308	.872	Accepted
	Within Groups	242.877	.991			
	Total	244.100				
Don't have time to shop in hotels	Between Groups	2.295	.574	.566	.687	Accepted
	Within Groups	248.121	1.013			
	Total	250.416				
Food items are Hygienic & neatly packed	Between Groups	16.052	4.013	3.091	.017	Rejected**
	Within Groups	318.044	1.298			
	Total	334.096				
Refund of cash is possible	Between Groups	6.020	1.505	1.174	.323	Accepted
	Within Groups	314.124	1.282			
	Total	320.144				
Speed of food apps is good	Between Groups	3.693	.923	.904	.462	Accepted
	Within Groups	250.071	1.021			
	Total	253.764				
Easy to cancel orders	Between Groups	3.289	.822	.791	.532	Accepted
	Within Groups	254.647	1.039			
	Total	257.936				
Easy to compare similar products	Between Groups	2.382	.595	.575	.681	Accepted
	Within Groups	253.574	1.035			
	Total	255.956				
Internet offers wider product	Between Groups	6.792	1.698	1.605	.174	Accepted
	Within Groups	259.212	1.058			
	Total	266.004				
Continue to visit food apps in future	Between Groups	2.000	.500	.552	.698	Accepted
	Within Groups	221.856	.906			
	Total	223.856				
Always rate my experience on apps	Between Groups	11.623	2.906	2.429	.048	Rejected**
	Within Groups	293.113	1.196			
	Total	304.736				
I do not prefer apps due to online frauds	Between Groups	4.265	1.066	.977	.421	Accepted
	Within Groups	267.335	1.091			
	Total	271.600				
Real hassle to return products in online	Between Groups	6.561	1.640	1.678	.156	Accepted
	Within Groups	239.539	.978			
	Total	246.100				

From the above table (4.3.2) it is inferred that there is significant difference exists among the age group of the respondent with factors of *OFD enables me to shop quickly, Food items are Hygienic & neatly packed and Always rate my experience on apps.*

Hence the null hypothesis is rejected for the factors *OFD enables me to shop quickly, Food items are Hygienic & neatly packed and always rate my experience on apps.*

But, there is no significant difference in opinion exists among the age groups of the respondents for the factors of *OFD enables to shop from far locations, OFD makes shopping easy, OFD helps in saving money, Easy on internet to compare price, Buy things whenever I want, Purchase variety of product online, Prefer because of anytime anywhere purchase, Trust the security of online payment method, Bargaining is not possible, Don't have time to shop in hotels, Refund of cash is possible, Speed of food apps is good, Easy to cancel orders, Easy to compare similar products, Internet offers wider product, Continue to visit food apps in future, I do not prefer apps due to online frauds and Real hassle to return products in online.*

### 4.3.3 OCCUPATION V/S CUSTOMER PREFERENCE

Table 4.3.3

Ho: There is no significant relationship between Occupation and Customer Preference in online food delivery apps.

Factors	Age Groups	Sum Of Squares	Mean Square	F	Sig.	Null Hypothesis
OFD enables me to shop quickly	Between Groups	3.573	1.191	2.433	.066	Accepted
	Within Groups	120.443	.490			
	Total	124.016				
OFD makes shopping easy	Between Groups	2.140	.713	1.338	.262	Accepted
	Within Groups	131.096	.533			
	Total	133.236				
OFD enables to shop from far locations	Between Groups	3.017	1.006	1.556	.201	Accepted
	Within Groups	158.983	.646			
	Total	162.000				
OFD helps in saving money	Between Groups	2.639	.880	.856	.465	Accepted
	Within Groups	252.805	1.028			
	Total	255.444				
Easy on internet to compare price	Between Groups	2.451	.817	.862	.462	Accepted
	Within Groups	233.293	.948			
	Total	235.744				
Buy things whenever I want	Between Groups	4.932	1.644	3.219	.023	Rejected**
	Within Groups	125.632	.511			
	Total	130.564				
Purchase variety of product online	Between Groups	1.922	.641	.785	.503	Accepted
	Within Groups	200.754	.816			
	Total	202.676				
Prefer because of anytime anywhere purchase	Between Groups	1.870	.623	.741	.529	Accepted
	Within Groups	207.030	.842			
	Total	208.900				
Ordering process is easy and quick	Between Groups	1.489	.496	.584	.626	Accepted
	Within Groups	208.911	.849			
	Total	210.400				

Trust the security of online payment method	Between Groups	3.753	1.251	.958	.413	Accepted
	Within Groups	321.147	1.305			
	Total	324.900				
Bargaining is not possible	Between Groups	3.809	1.270	1.300	.275	Accepted
	Within Groups	240.291	.977			
	Total	244.100				
Don't have time to shop in hotels	Between Groups	6.385	2.128	2.145	.095	Accepted
	Within Groups	244.031	.992			
	Total	250.416				
Food items are Hygienic & neatly packed	Between Groups	11.546	3.849	2.935	.034	Rejected**
	Within Groups	322.550	1.311			
	Total	334.096				
Refund of cash is possible	Between Groups	7.525	2.508	1.974	.118	Accepted
	Within Groups	312.619	1.271			
	Total	320.144				
Speed of food apps is good	Between Groups	.452	.151	.146	.932	Accepted
	Within Groups	253.312	1.030			
	Total	253.764				
Easy to cancel orders	Between Groups	3.920	1.307	1.265	.287	Accepted
	Within Groups	254.016	1.033			
	Total	257.936				
Easy to compare similar products	Between Groups	1.068	.356	.344	.794	Accepted
	Within Groups	254.888	1.036			
	Total	255.956				
Internet offers wider product	Between Groups	10.290	3.430	3.300	.021	Rejected**
	Within Groups	255.714	1.039			
	Total	266.004				
Continue to visit food apps in future	Between Groups	7.129	2.376	2.697	.046	Rejected**
	Within Groups	216.727	.881			
	Total	223.856				
Always rate my experience on apps	Between Groups	2.235	.745	.606	.612	Accepted
	Within Groups	302.501	1.230			
	Total	304.736				
I do not prefer apps due to online frauds	Between Groups	10.337	3.446	3.244	.023	Rejected**
	Within Groups	261.263	1.062			
	Total	271.600				
Real hassle to return products in online	Between Groups	4.562	1.521	1.549	.202	Accepted
	Within Groups	241.538	.982			
	Total	246.100				

From the above table (4.3.3) it is inferred that there is significant difference exists among the age group of the respondent with factors of *Buy things whenever I want, Food items are Hygienic & neatly packed and Internet offers wider product, Continue to visit food apps in future, I do not prefer apps due to online frauds.*

Hence the null hypothesis is rejected for the factors *Buy things whenever I want, Food items are Hygienic & neatly packed and Internet offers wider product, Continue to visit food apps in future, I do not prefer apps due to online frauds.*

But, there is no significant difference in opinion exists among the age groups of the respondents for the factors of *OFD enables me to shop quickly, OFD enables to shop from far locations, OFD makes shopping easy, OFD helps in saving money, Easy on internet to compare price, , Purchase variety of product online, Prefer because of anytime anywhere purchase, Trust the security of online payment method, Bargaining is not possible, Don't have time to shop in hotels, Refund of cash is possible, Speed of food apps is good, Easy to cancel orders, Easy to compare similar products, Always rate my experience on apps, and Real hassle to return products in online.*

### 4.3.4 KNOWLEDGE ON APP V/S CUSTOMER PREFERENCE

Table 4.3.4

Ho: There is no significant relationship between Knowledge on app and Customer Preference in online food delivery apps.

Factors	Age Groups	Sum Of Squares	Mean Square	F	Sig.	Null Hypothesis
OFD enables me to shop quickly	Between Groups	3.890	1.297	2.655	.049	Rejected**
	Within Groups	120.126	.488			
	Total	124.016				
OFD makes shopping easy	Between Groups	.831	.277	.515	.673	Accepted
	Within Groups	132.405	.538			
	Total	133.236				
OFD enables to shop from far locations	Between Groups	1.663	.554	.851	.467	Accepted
	Within Groups	160.337	.652			
	Total	162.000				
OFD helps in saving money	Between Groups	3.067	1.022	.996	.395	Accepted
	Within Groups	252.377	1.026			
	Total	255.444				
Easy on internet to compare price	Between Groups	9.017	3.006	3.261	.022	Rejected**
	Within Groups	226.727	.922			
	Total	235.744				
Buy things whenever I want	Between Groups	1.817	.606	1.157	.327	Accepted
	Within Groups	128.747	.523			
	Total	130.564				
Purchase variety of product online	Between Groups	8.382	2.794	3.538	.015	Rejected**
	Within Groups	194.294	.790			
	Total	202.676				
Prefer because of anytime anywhere purchase	Between Groups	.901	.300	.355	.785	Accepted
	Within Groups	207.999	.846			
	Total	208.900				
Ordering process is easy and quick	Between Groups	.194	.065	.076	.973	Accepted
	Within Groups	210.206	.854			
	Total	210.400				

Trust the security of online payment method	Between Groups	11.332	3.777	2.963	.033	Rejected**
	Within Groups	313.568	1.275			
	Total	324.900				
Bargaining is not possible	Between Groups	4.579	1.526	1.568	.198	Accepted
	Within Groups	239.521	.974			
	Total	244.100				
Don't have time to shop in hotels	Between Groups	2.166	.722	.716	.544	Accepted
	Within Groups	248.250	1.009			
	Total	250.416				
Food items are Hygienic & neatly packed	Between Groups	10.638	3.546	2.697	.047	Rejected**
	Within Groups	323.458	1.315			
	Total	334.096				
Refund of cash is possible	Between Groups	4.999	1.666	1.301	.275	Accepted
	Within Groups	315.145	1.281			
	Total	320.144				
Speed of food apps is good	Between Groups	.896	.299	.291	.832	Accepted
	Within Groups	252.868	1.028			
	Total	253.764				
Easy to cancel orders	Between Groups	5.213	1.738	1.692	.169	Accepted
	Within Groups	252.723	1.027			
	Total	257.936				
Easy to compare similar products	Between Groups	9.038	3.013	3.001	.031	Rejected**
	Within Groups	246.918	1.004			
	Total	255.956				
Internet offers wider product	Between Groups	4.526	1.509	1.419	.238	Accepted
	Within Groups	261.478	1.063			
	Total	266.004				
Continue to visit food apps in future	Between Groups	.836	.279	.308	.820	Accepted
	Within Groups	223.020	.907			
	Total	223.856				
Always rate my experience on apps	Between Groups	7.948	2.649	2.196	.089	Accepted
	Within Groups	296.788	1.206			
	Total	304.736				
I do not prefer apps due to online frauds	Between Groups	2.145	.715	.653	.582	Accepted
	Within Groups	269.455	1.095			
	Total	271.600				
Real hassle to return products in online	Between Groups	1.238	.413	.415	.743	Accepted
	Within Groups	244.862	.995			
	Total	246.100				

From the above table (4.3.4) it is inferred that there is significant difference exists among the age group of the respondent with factors of *OFD enables me to shop quickly, Easy on internet to compare price, Purchase variety of product online, Trust the security of online payment method, Food items are Hygienic & neatly packed and Easy to compare similar products.*

Hence the null hypothesis is rejected for the factors *OFD enables me to shop quickly, Easy on internet to compare price, Purchase variety of product online, Trust the security of online payment method, Food items are Hygienic & neatly packed and Easy to compare similar products.*

But, there is no significant difference in opinion exists among the age groups of the respondents for the factors of *OFD enables to shop from far locations, OFD makes shopping easy, OFD helps in saving money, Buy things whenever I want, Prefer because of anytime anywhere purchase, Bargaining is not possible, Don't have time to shop in hotels, Refund of cash is possible, Speed of food apps is good, Easy to cancel orders, , Internet offers wider product, Continue to visit food apps in future, Always rate my experience on apps, I do not prefer apps due to online frauds and Real hassle to return products in online.*

## 4.4 Garrett's Ranking

Table 4.4.1

<b>FOOD APPS</b>	<b>EXCELLENT</b>	<b>VERY GOOD</b>	<b>GOOD</b>	<b>FAIR</b>	<b>POOR</b>
Score	75	60	50	40	24
Swiggy	96	57	42	44	11
Food panda	24	73	78	53	22
Uber eats	36	66	77	50	21
Zomato	47	47	42	94	20

The source are obtained by the Garrett's ranking table. The analysis can be done by multiplying the number of respondents on each box with the Garrett's score. The maximum total after multiplying gives us the final , most preferred as food apps for the respondents. The last total gives the least preferred food apps for the respondents.

## Garrett's Scale Ranking Method for Selected Online Food Delivery Apps

Table 4.4.2

<b>FOOD APPS</b>	<b>EXCELLENT</b>	<b>VERY GOOD</b>	<b>GOOD</b>	<b>FAIR</b>	<b>POOR</b>	<b>TOTAL</b>
Swiggy	7200	3420	2100	1760	264	14744
Food panda	1800	4380	3900	2120	528	12728
Uber eats	2700	3960	3850	2000	504	13014
Zomato	3525	2820	2100	3760	480	12685

From the above table 4.4.2 it is inferred that customers are completely satisfied with the food app swiggy provided to the respondents which is of value 14744 followed by food panda which is of value 12.728 and followed by uber eats which is of value 13014, but followed with the food app zomato which is of the value 12685.

## CHAPTER- 5

### FINDINGS, SUGGESTION AND CONCLUSION

#### 5.1. FINDINGS

From the data collected following findings were made:

- The socio demographic profile of respondents shows that, 51.6 percent of respondents are male, and the majority of the age of the respondents was 18 to 25 years. 26.0 percent of the respondents have completed under graduation. 29.2 percent of the respondents earn an income up to Rs 20000 per month. 34.0 percent of the respondents are private sector as their occupation.
- Among the respondents, it is known that 50.4 percent of respondents gain the knowledge about the app from social media. It is also known that 33.2 percent of respondents use the app frequently. It is also known that 40.8 percent of the respondent use the app swiggy.
- From the given data it is known that 38.4 percent of the respondent use the food app frequently to order lunch meal. It is also known that 71.6 percent of the respondent order the food from mobile phones. It is known that 38.0 percent of the respondent preferred there food apps based on convenience.
- From the descriptive analysis it is found that respondents highly agree with the customer preference statements with a mean value ranging from 3.5 to 4.0 . The statement Online food purchase enables them shop quickly is having high mean value of 4.4 followed by the statements I can buy things whenever I want with a mean value of 4.4, ordering process is easy and quick with a mean value of 4.0 and the respondents agree the least for the statement Refund of cash is possible with a mean value of 3.6.
- By using ANOVA, it is found that there is no significant difference between the age group for the factors enables to shop quickly, OFD makes shopping easy, Internet offers wider product and Continue to visit food apps in future.
- By using ANOVA, it is found that there is no significant difference between the educational backgrounds for the factors enables me to shop quickly, Food items are Hygienic & neatly packed and Always rate my experience on apps.

- By using ANOVA, it is found that there is no significant difference between the occupational groups for the factors of Buy things whenever I want, Food items are Hygienic & neatly packed and Internet offers wider product, Continue to visit food apps in future, I do not prefer apps due to online frauds.
- By using ANOVA, it is found that there is no significant difference between the knowledge about the app for the factors of enables me to shop quickly, Easy on internet to compare price, Purchase variety of product online, Trust the security of online payment method, Food items are Hygienic & neatly packed and Easy to compare similar products.
- By using Garrett's Ranking Technique it is inferred that customers are completely satisfied with the food app swiggy provided to the respondents which is of value 14744 followed by food panda which is of value 12728 and followed by uber eats which is of value 13014, but followed with the food app zomato which is of the value 12685.

## 5.2 SUGGESTION

- The major number of customers falls under 18-25 of age group, employed in private sector and also their annual income is up to 20000. So apart from them, online food purchase apps also has to target all age groups and even with less income households.
- To gain more profit online food purchase may also give offers, deals, sales which are worthy to buy even by less income households and all age groups.
- Awareness programs regarding the easy procedure of online food purchase should be conducted frequently.
- Online food app can response immediately or as soon as possible to the customers enquiry. It will make website more responsive which lead to good impression among customers about that particular online food delivery apps.
- Apps can ensure more security for the customer surfing on their apps.
- The risk factor and dissatisfaction factor such as delivery time exceeds more than the accurate time said, not provided enough information about the cancellation refund terms with food details, delivery fees is going beyond the worth. Since these factors are the

main reason for customer shifting their preferences from one app to other. So online food purchase app have to be focused and positively improve above mentioned obstacles.

- Having a good communication system with customers tend to be one of the major benefit for online food delivery apps to gain more loyal customers.
- Apps can work towards eliminating online frauds which is one major reason for customers not preferring online purchases.

### **5.3 CONCLUSION**

Coimbatore is an educational hub and at the same time it is also an industrial area making the city busy all the time. E commerce has pervaded the lives of the customers in an overwhelming manner. On line food purchasing helps the working personnel's in managing their time better. It relieves the employees and other professionals from spending time to go to their desirable food joint at any point of time, but at the same time providing an avenue where their favored food reaches them.

It is found from the study that almost all the respondents use their mobile apps to order food, a major percentage of the respondents buy their food frequently. Most of the respondents spend an amount of rupees 500 every time on their purchase. Most of the respondents agree to the fact that online food delivery apps are preferred because they are convenient to use. All respondents are aware about food swiggy. Almost all customers feel safe in their payment method. Customers buying decision change because there is no proper refund of money. Finally the study concludes that swiggy is the most preferred food delivery app while comparing the other apps. Hence, the other apps can take-up the business strategies of swiggy or frame new strategies to survive in the market.

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**Dear Respondent,**

I am Anitha.M, as part of my Master of Business Administration (MBA) in Tourism & Travel Management, I need to complete a project. I am doing a project on **Customer Preference and Perception of Selected Online Food Delivery Apps**. I will be happy if you provide the appropriate information. The information provided will be used only for research and academic purpose. I assure that your responses will be kept confidential.

**PART A**

**(Kindly fill in)**

**General Information about the respondent**

**Please make a Tick (✓) in the appropriate box**

1. Gender:	a)Male [ ]      b) Female [ ]
2. Age Group:	a)18-25 [ ]    b) 26-35 [ ]    c) 36-45 [ ] d)46-55 [ ]    e) Above 55 [ ]
3. Marital status:	a)Married [ ]      b. Unmarried [ ]
4. Educational Background:	a)Up to High school [ ]    b) Diploma Holder [ ] c)Bachelor Degree[ ]      d) Master Degree [ ] e) Ph.D [ ]
5. Your Occupation	a) Homemaker [ ]    b)Government [ ] c) Private [ ]      d)Student [ ]
6. Average monthly family Income	a) Up to Rs20,000 [ ]    b)Rs.20,000-40,000 [ ] c) Rs.41,000-60,000 [ ]    d) 61,000-1,00,000 [ ] e) above 1,00,000[ ]
7. Number of members in the family	a) 2 [ ]    b) 3-4 [ ]    c) 5-6 [ ]    d) above 6 [ ] e) Bachelor
8. How did you come to know about this app?	a)Social Media [ ]    b) Friends & Relatives [ ]    c) Expo & Exhibition [ ] d) News paper & Magazine [ ]

## PART – B

Please make a Tick (√) in the appropriate box

B1 .How often do you use online apps for ordering foods?

- a) Very Frequently [ ] b) Frequently [ ] c) Rarely[ ] d) None [ ]

B2. How many restaurant reviews have you written on food app?

- a) <5 [ ] b) <10 [ ] c) < 20[ ] d) None [ ]

B3. Which app do you use to search for place to have food/order food?

- a) Swiggy [ ] b) Zomato [ ] c) Food panda [ ] d) Uber eats [ ]

B4. Which meal you typically order food online?

- a) Breakfast [ ] b) Lunch [ ] c) Snacks [ ] d) Dinner [ ]

B5. How do you prefer ordering food?

- a) Over the mobile apps [ ] b) Over the web browser [ ] c) Others [ ]

B6. What is the approximate rate money you spend on online food per time?

- a) <150 [ ] b) < 250 [ ] c) <500 [ ] d) 500-1000 [ ] e) More than 1000 [ ]

B7. Why do you prefer online food delivery apps?

- a) Fast delivery [ ] b) Convenient [ ] c) Money saving [ ] d) All the above [ ]

## PART – C

All the questions are scored on a Five point Likert's scale (Strongly Agree (SA); Agree (A); Neutral (N); Disagree (DA); Strongly Disagree (SDA))

S.NO	FACTORS	SA	A	N	DA	SDA
C1	Online shopping enables me to shop quickly					
C2	Online shopping makes shopping easy					
C3	Online shopping enables me to shop from far off locations					

C4	Online shopping helps in saving my money.					
C5	I can compare price easily via internet					
C6	I can buy things whenever I want.					
C7	I can get variety of products online.					
C8	I prefer online shopping because of anytime anywhere purchase					
C9	Ordering process is easy and quick					
C10	I trust the security of online payment methods such as credit card/debit card					
C11	Bargaining is not possible through online shopping					
C12	I usually do not have time to shop in hotels					
C13	Online delivery food items are Hygienic & neatly packed					
C14	Refund of cash if any, through food apps is possible					
C15	The speed of these food delivery apps is good					
C16	It is easier to cancel orders through online shopping					
C17	It is easier to compare similar products with different features					
C18	The internet offers wider product selection than local stores					
C19	These apps understand the needs of customer					
C20	I intend to continue to visit online food delivery apps in the future					
C21	I always rate my experience for food delivery apps					
C22	I do not prefer online shopping due to increasing number of online frauds					
C23	It is a real hassle to return products bought online					

**PART – D**

**Please give your responses about various food delivery apps and rank them on the following variables (Rank 1 for Excellent, 2- Very Good, 3- Good, 4-Fair, 5- Poor)**

<b>S.NO</b>	<b>COMFORTABILITY</b>	<b>Swiggy</b>	<b>Food panda</b>	<b>Uber eats</b>	<b>Zomato</b>
D1	Packing of the food is good with				
D2	Quality of service good in which food delivery apps				
D3	Time delivery is fast in which food delivery apps				
D4	Which app has easy accessibility to order food?				
D5	According to you which company provide more offers and promotion				
D6	Which company customer service is good?				
D7	would you suggest others to buy online food, If Yes, which company				
D8	According to you which company below has more tie ups with most restaurants?				
D9	Which app is more user friendly?				
D10	Overall I am highly satisfied with the performance of which food delivery apps				

**THANK YOU FOR YOUR VALUABLE TIME**