Project Dissertation Report on

STUDY TO EXAMINE HOW THE LIFETIME VALUE AND BUYING BEHAVIOUR OF CUSTOMER IS AFFECTED BY THE HUGE DISCOUNTS OFFERED BY ONLINE FOOD DELIVERY

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<u>CERTIFICATE</u>

This is to certify that the Major Research project entitled, **"Study to examine how the Lifetime value and Buying behaviour of customer is affected by the huge discounts offered by online food delivery apps"** is a bonafide work carried out by Mr. Paras Thakural, Roll No.: 2K19/DMBA/063 under the guidance of Prof. G.C Maheshwari and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi in partial fulfillment of the requirement for the award of the post graduate degree of MASTER OF BUSINESS ADMINISTRATION (MBA).

<u>Signature of Guide:</u>   **<u>Signature of HoD:</u>**

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Place:

Date:

DECLARATION

I, hereby declare that I have worked on the project titled "**Study to examine how the Lifetime value and Buying behaviour of customer is affected by the huge discounts offered by online food delivery apps**", in partial fulfillment of the requirement for the Master of Business Administration Program and the report submitted is a record of original dissertation work done by me, under the guidance of Prof. G.S Maheshwari, Professor, Delhi School of Management, DTU.

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Date:

ABSTRACT

Purpose- The purpose of this study is to understand the effect of huge discounts offered by online delivery apps on the lifetime value and buying behaviour of customers. This study also aims to understand the perceptions of the customers towards these online food delivery apps. It also fulfils the understanding of how the services being provided by these companies has an impact on the customer lifetime value. Various important variables are taken to study their impact on the buying behaviour of the customer.

Approach/ Methodology- The methodology used for this research is Quantitative Research method. The study is done by collecting the primary data from the population. Google forms was used for the collection of data. Convenience sampling is used. A structured questionnaire is designed with both close ended and open-ended questions. The collected data is then recorded in excel and SPSS for the analysis.

Findings- It is found that there is a significant impact of huge discounts and services offered by the online food delivery apps on the lifetime value and buying behaviour of customers. There is a significant relationship between the discounts and cross-selling and upselling & between discounts and frequency of order by the customer. Thus, Discount affects the loyalty of the customers, profitability of the firm and referrals of the services by the firm. The study finds a significant relationship of referral with customization and membership. Thus, both discount and services have a positive effect on customer lifetime value.

Research limitations- The non-probability sampling method is used in data collection. Data is collected through a structured questionnaire which is given to people who are easily available and ready to fill the questionnaire. There is limited access to the respondents.

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CHAPTER 1

INTRODUCTION

In the purchase and sale of products, technological advancements have played a large role. Without going into shops, the digital revolution made it possible to shop. The technological and digital revolution is also influenced, like any other sector in the food industry. The ordering and delivery of food has changed. It also helped change the preferences of consumers. Technology dependence on customers has prompted them to do all in their power online, from food orders to snacks and food they like to send home, in offices or elsewhere. Today, you can conveniently order a meal using only a few things in the company's application or websites. The reasons behind the choice of services provided through the online food ordering and delivery services portals for customers are technological dependence, efficiency in the cost, comfort, flexibility and less time to deliver food. As the exposure and popularity of food supply apps increases, customer requirements and expectations often increase daily. Now customers can almost anywhere, 24 hours a day, 7 days a week order goods and services without worrying about shop closing times. The Internet has also provided marketers with new possibilities by offering them innovative ways of promoting, communicating and distributing products and information to their target consumers.

During the last decade e-commerce grew rapidly. The consumer's demands on products are changed for a wide variety of reasons, including technological exposure, digital transformation, consumer lifestyle changes, technological improvements, increased consumer incomes and education, and rapid global technological developments. The use of laptops and mobile phones for the Internet by consumers has increased impressively worldwide for the procurement of goods and services. Many marketers agree that, if properly implemented, online and offline sales of goods and services through internet will definitely increase customer expenditure, satisfaction and loyalty to both. Consequently, the company's income will be increased by shifting its business online over the long term.

The Indian consumer saw his life touched on almost every vertical by e-commerce with India's digital revolution and exposure to online services. Consumers in India visit today websites and applications for each product they wish to buy. Includes online shopping, hotel reservations, restaurant reservations, ticket reservations and healthcare. etc. to the food ordering.

In order to meet the increasing food demands of consumers online, various start-up food technology companies are growing in large numbers. In India the market size of food should rise to Rs. 200 lakh crores by 2025, according to BCG reports. The Indian food market currently amounts to about three hundred billion dollars. They create platforms to offer their customers the best and most innovative services. They are providing heavy discount and various new offers to order food online to improve their services and providing best services to the existing customers for customer satisfaction and retention. All these companies are providing many facilities like on-time delivery, live tracking, cash on delivery, cashbacks, customization etc. to target new customers and to earn loyalty of existing customers. Navratri offers that is food while you are on a fast, play and win during IPL matches, no cooking months etc are some of the new business models used by firms to attract the customers.

1.1 INDUSTRY PROFILE

1.1.1 Online Food Ordering

When a customer orders food of its choice by using internet with its mobile phone or laptop without directly visiting the restaurant, it is called online food ordering. A consumer has to download the app of the company or visit the website to make an order. On the websites or apps one can search for their favourite restaurant, meals and update their current location for the delivery. One can also register themselves on the apps/websites by making an account and providing the profile details. The customer can look for past orders and other previous transactions by making an account. Memberships and various payment options are other features of the food delivery apps or websites.

1.1.2 Advantages for Electronic Ordering

Order can be placed at any time and from any place. Various customization features are also available to the customers. They can look for most popular restaurants and dishes and also rate their experiences. They can also read the reviews of other customers. All these features can be used by just a simple click. Doorstep delivery, flexibility, ease of use, easy to pay and cost-effective are other advantages to the customer. The restaurants also have the advantage of serving various new customers and promote their business on the apps and websites. The restaurants can tie up with the apps and give a portion of their profit on food order to the apps.

1.1.3 Disadvantage for Electronic Ordering

One of the biggest disadvantages is less exposure of technology to people living in remote and rural areas. Uneducated people who do not use phones, mobiles and internet cannot use these services. Tampering with the orders are also reported. Customers cannot judge the quality and quantity of the food by merely looking at the images present on the websites/apps. Paid reviews and fake reviews are other problems faced by the customers. Payment security is another concern for them.

1.2 ORGANIZATION PROFILE

1.2.1 Zomato

It is one of the market leaders in online food service sector. It helps consumers by providing information about different places to eat and order food from restaurants. It is present in 24 countries. The headquarter is in Gurgaon.

Zomato app helps in searching restaurants to eat out. You can order from a large number of restaurants that are registered on Zomato platform and you will get the order delivered at your doorstep. It consists of various restaurants which have variety of cuisines and dishes from healthy to delicious snacks. After opening the app, you can see the front page where you can through various features provided by the app like the available restaurants, type of food, rating and reviews. User can also give their feedback.

Features of the Zomato App:

- Different filters can be applied to limit the choices and choose the best restaurant.
- One can look menus, pictures, directions, reviews, and ratings to know about the meals or restaurant they want to visit.
- The user can give feedback through rating and reviews on the apps by making an account on the app.
- User can easily get the directions to their favourite restaurant by using the map features.
- One can follow other users to know their activity or where they are eating, their favourite places to dine etc.
- User also have an option to book a table through the app.
- Different modes of payment are also available for ease and flexibility.
- By making an account the user can look all the past transactions done through the app.

1.2.2 Swiggy

If any other online food delivery that comes at top of your mind, it will be definitely Swiggy. That's the market size and share of Swiggy. It consists of various restaurants which have variety of cuisines and dishes from healthy to delicious snacks. After opening the app, you can see the front page where you can through various features provided by the app like the available restaurants, type of food, rating and reviews. User can also give their feedback.

Features of the Swiggy App:

- **Food_per your mood**: One can find all the different restaurants and meals as per their mood. Huge variety of cuisines are available on this app. All this just through few clicks.
- **Long Distance Orders**: One can order food from anywhere either nearby or far places. Swiggy will deliver it to your doorstep.
- **Fast Delivery**: Either one order in day or in night, Swiggy will deliver anytime anywhere without taking much time.
- **Live Order Tracking**: After ordering your favourite food the user can track the order from pickup by the delivery boy from restaurant to delivering at home.
- **Freebies, Cashbacks, Offers, and Discounts**: Swiggy offer huge discount to their users by giving cashbacks, vouchers, discount on next orders etc. Partnership with various other parties like Paytm, Phone Pay etc. increase ease of payments and discounts too.
- **Pay instantly, on delivery, or later**: One can use different options and modes of payment for making an order. Cash on delivery, Debit cards, Mobile wallets etc. some of the payment modes while ordering through this app.

1.2.3 Faasos

Food ordering app, which was available in Bangalore, Chennai, Mumbai but now it is available in Gurugram and Delhi also.

Features of the App:

- **Customization:** Now vegetarian can customize their dishes according to their demands on this app. Faasos have variety of vegan restaurants available.
- **Delivery within few minutes:** Deliver food within few minutes, so that you can enjoy your order with your friends and family.
- **Refer and earn:** They will credit some money in your Faasos wallet once you refer the app to your friend and you can save money on your next order.
- **Payment options:** All the payment modes are available i.e. from COD (cash on delivery), to digital payment option like Paytm, UPI, Phonepe, Net banking and e-Wallets.

1.2.4 Food panda

It is also one of the best online food delivery platforms in India. You can order from a large number of restaurants that are registered on Food panda platform and you will get the order delivered at your doorstep. Food panda consists of restaurants which have variety of cuisines and dishes from healthy to delicious snacks.

Features of the App:

- **Reach is very large:** People from different cities can access this app because the connectivity is very large. People use this app because of the availability and strong presence on internet.
- **Search and order from the nearest restaurant:** Food Panda have almost all the nearest restaurant available which help their customer to enjoy different cuisines and meals by staying at home.
- **Simple Ordering:** Select a restaurant, add the dish of your choice in the cart. Just a click away!

- **Different Payment modes available:** All the payment modes are available i.e. from COD (cash on delivery), to digital payment option like Paytm, UPI, Phonepe, Net banking and e-Wallets.
- **Track your order:** A tracking device will help to know the real time location of your order.
- **Delivery in minutes:** Food will be delivered at your doorsteps in minutes. The deliverer will notify you once your order is near your doorstep.

1.3 CUSTOMER LIFETIME VALUE (CLV)

When we talk about Customer lifetime value in marketing, we calculate it by discounting the cash flows that we get from our customers at an average cost of capital of a customer over the time they spent as a customer of a company. It is said that CLV measure the lifetime value but generally it is three years. CLV helps in identifying the most valuable and profitable customer for firm and help in retaining them to bring more profits into the company. Company treats every customer differently based on the amount of profit they are bringing into the company.

1.3.1 Purpose of CLV

Customer Lifetime value is used to measure the profitability matrix of the firm. CLV indicates the customers which brings more profit to the company and on which the company should focus more. CLV tells about the customers which needs to be acquired and retain, and how to make customer loyal to a particular brand and prevent churn.

1.3.2 How to increase the customer lifetime value

These are some of the drivers which help in increasing customer lifetime value and these drivers are used by companies to increase the monetary value and profitability.

1.3.2.1 Base Revenue: Size of wallet

Size of wallet is the total amount of money customer can spend on a product category.

1.3.2.2. Cross-Sell & Up-Sell

Cross-selling and Up-selling are the techniques used by many of the companies. It is an effective way to increase the transaction amount. Cross-selling is a method in which company tries to sell an additional product with the existing product like if you went to Starbucks for coffee, they would ask whether you would like to have some bread or croissants with your coffee.

Up-selling is a method in which company tries to sell membership along with the products. They convince you to buy membership or loyalty cards for better experience and to have better offers/discounts. This will provide a boost in average transaction and help in retaining customers and maintaining loyalty of the customers.

1.3.2.3. Higher premium for customized products (Loyalty Programs)

Company provides loyalty cards and membership to their customers to retain their customer a little longer than usual which improves the CLV.

1.3.2.4. Offer Referral Programs

Referrals are used to increase the customer base for any company. Customers can refer and earn the application with their friends and family. This will increase the customer base and customers earn some money in their wallet, which can be used on their future orders.

1.3.2.5. Growing with customers

This can be done by keeping good online presence like timely updating the website, putting appropriate content and promoting the product or services. The more the customers know about your product more prospecting customers will lead to customers retention.

1.3.2.6. Share of Wallet

Share of wallet is the average amount customer is spending on a particular brand rather than competitors, it can also be represented as total amount spend on your products to the total amount spent on that category.

1.3.2.7. RFM

RFM model is Recency, Frequency & Monetary model. Recency will talk about the recency of the purchase of an individual. Frequency will talk about how many times the customer orders over a period of time. Monetary value will talk about how much a customer spends on ordering food.

1.4 CONSUMER BEHAVIOUR

We can define customer behaviour as how customers behave to a certain product or service to fulfil their needs. It shows how an individual or a group of people choose a particular brand based on the attributes provided. Consumers acts differently towards different brands and it is very important to study the behavior of the customers to maximize the revenue.

1.4.1 Factors that impact the online buying behaviour of customer.

1.4.1.1 Delivery Time

It is one of the important factors in online delivery platform. The less time to deliver the products, the more satisfied the customers are. Customers wants quick services for the money they are spending online to order food and they expect that they should get food delivered on time. Customers are more attracted and bound towards a certain time limit for the delivery of the orders

1.4.1.2. Convenience

Who doesn't like to stay home and get the things done? Online food ordering apps is doing the same for their customers. Customer can access the services without going out of their house which is very convenient for the customers. It is one of the factor that saves a lot of time of the customers and had a direct impact on the number of orders.

1.4.1.3. Easy Accessibility.

Now-a-days, everyone has access to smartphones having internet facilities, and apps like Zomato and Swiggy help people access and order food online within few clicks on their phones, Laptops etc. People can access these facilities on their mobile phones and even can browse on their personal computers and laptops. Company is providing compatibility on every platform for easy accessibility. It is the factor that helps the people who are technologically challenged. So, apps like this provides easy accessibility to these customers also.

1.4.1.4. Flexibility

Customers can order online at any time and at any place. Customers have access to customize the products according to the need and to fulfil their desires. Compatibility on every device i.e., from mobile phones to laptops, payment option like cash on delivery also improves the overall experience for the customers and improves the flexibility.

1.4.1.5. Ease of Payment

Customers are very sceptical about the online payment option since it lacks security and people are worried to enter their bank details on online platforms. But applications like these provides 100% safe transaction to their customers by providing secured payment gateways for transactions. Applications like this provides cash on delivery, online digital platforms like Paytm, UPI, Phone pay, Net banking, credit cards & debit cards facilities to their customers which improves the trust and loyalty for a particular brand.

1.4.1.6 Discounts

Who doesn't like things at discounted prices? Just like people like to shop during sales from brands like Zara, H&M, forever21 people who are foodie order from online food delivery apps. Everyone wants better quality at low prices, and the FDA apps provides 40-50% off on the food keeping the quality, quantity same for better experience for their valuable customers. They keep on promoting their sales discounts to their customers.

CHAPTER 2
LITERATURE REVIEW

Neha Parashar & Sakina Ghadiyali (2017) studied the relationship between the facilities provided by the food delivery apps and consumer behaviour towards purchasing from the apps. The study concluded that the various facilities offered by applications, for instance discounts, on-time delivery, etc., play an important role in buying an app. If talking about corporate marketing, social media is the desired tool for that purpose. COD is the most widely employed payment technique and the other digital payment techniques are now adopted. Comfortability and user friendliness should be kept in mind by the companies to increase their usage.

Harshleen Kaur Sethi (2017) studied the marketing tools and strategy of company Zomato. Zomato has a great equity brand. The brand and its logo can be easily remembered by most consumers. It has been found that the company does not properly use its social media platform. In order for consumers to interact with it, the Facebook page can be used in branding. Zomato must also continue to innovate. New features should be added to engage the public, such as a virtual tour of restaurants. If some famous band performs there, it is possible to add live videos to social media platforms from the restaurant cafes and pubs. Its most used features should build on the brand. It must make sure the reviews are authentic. Paid reviews are not to be promoted, as they also affect honest reviews.

According to **Aniruddha Deshpande (2016)**, In comparison with other apps, users of Zomato benefit from the services offered to them. Zomato fulfils its aim to make sure its users don't go hungry and offer a range of choices. It leads people to food places. Many users like and believe Zomato reviews, but some people wonder whether they are true. The new facility provided by Zomato is still open to many people. It is mainly used to find a place for eating and celebrating and has a good overall satisfaction with customers.

Jyotishman Das (2018) The different food supply apps were studied and its apps compared features and facilities. Swiggy's main competitive player is also good at offering "best discounts," but lags behind in offering "best choice of restaurants."

An additional Food Panda app is good for "Better Discounts" and "Better Restaurant Choice." "Better Discounts" and "Better Restaurant Choice" are average in UberEATS. But consumers opt for other food supply apps because of the location restrictions.

Berger and Nasr (1998) quote **Kotler and Armstrong (1996)** Define a profitable customer as a client that increases overtime profits. They call this excess income a lifetime value for customers (CLV). Another group of **Kumar, Ramani and Bohling (2004)** investigators focuses and does not consider the costs of the customer's cash flows, but Berger and Nasr (1998). CLV models concentrate only on the part of the revenue. The models don't take the network advantages into account. In developing these models, the next step in assessing a customer must take into account various factors such as the effect of networking and the choice of words for communication.

Arvin Lucy Onditi (2014) studied the customer service impacts on customer lifetime value. Their study measured the satisfaction of tourists and evaluated how the Kenya's tourist value is affected by the customer service. Customer services including destination facilities, access to destinations and attractions affect the total tourism value of Lifetime. The study confirmed that a positive relationship exists in the tourism sector between customer service and customer life. Increased customer service will therefore lead to an increase in tourists' CLV.

Venkatesan and Kumar (2004) In the proposed methods for measuring it, studies have revealed that the context of CLV measures plays a vital role. The context here refers to customer-company relations. The context defines the information available for the modelling estimation of a CLV model. However, managers or educators are not well aware of the importance of the customer-based relationship in modelling the customer's life-time value which is apparent in the use and teaching of the customer's lifetime value.

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According to **Suryadev Singh Rathore and Mahik Chaudhary (2018)**, Every person has different perspective towards online food delivery apps. They perceive different values from different platforms. The availability of food ordering services and the accessibility affect their usage. Many consumers have no knowledge of online services for food delivery. The key reasons behind the increased use of these services were the accessibility of these apps, convenience of using these apps.

The younger generation is exposed to various food delivery apps and services. Lot of use is of technology mainly. The study also shows the most influential factor when ordering food online is the prices of the service and products, special offers and the discounts that are provided by the companies. Other factors include delivery on time, quality, quantity, flexibility, method of payment, etc. The study also showed that majority of consumers uses Zomato to order their food online.

H.S. Sethu & Bhavya Saini (2016) This paper studied what is the perception and thought process of students towards the online food services and their platform. The response and behaviour of students showed that they are satisfied with the applications and can help better manage their time by providing services at the door. The key reasons behind the increased use of these services were the accessibility of these apps, convenience of using these apps.

According to Leong Wai Hong (2016), Technology is being advanced and improved. This contributes to the development of the business models and industries. The use of new technology and the installation of efficient systems can help restaurants to increase their efficiency and profitability. It has also been anticipated that the online food delivery platform will boost the restaurant industry's growth in the next few years.

According to **Varsha Chavan, et al, (2015),** The restaurant's growing intelligent devices and a digital environment can serve customers instantly. Using customers' insights restaurants have immediately helped them handle order from clients. The growing digital environment, wireless communication and intelligent handheld devices have made it possible for companies to improve delivery services. Their conclusion was that the online system is customer-friendly, time-saving and economically viable. Consequently, restaurant revenues are expected to increase in the coming times.

According to **Hong Lan, et al, (2016)**, There is no complete development of the online food delivery market. Customers comment on a lot of negative things. It shows that in this environment there is some problem. This problem can be solved by managing the online food supply platforms and restaurants. The online food delivery restaurant also requires self-discipline, supervision and self-control. Furthermore, the restaurants should follow laws, strict rules and regulations. In order to create a better online food supply platform, the State, all the involved departments, society and consumers must make joint efforts.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 OBJECTIVE OF THE STUDY

Primary Objective

- To study the relationship between customer lifetime value and discounts provided by online food delivery apps.

- To study the relationship between customers service and customer lifetime value.

Secondary Objective

- To study the important key indicators that has an impact on the customer's choice of choosing the online food delivery platform and their services.
- To study the important key indicators that stops customers from using the online food delivery platform and their services.
- How 50% discounts affect the buying behaviour of customers.

3.2 DATA COLLECTION AND ANALYSIS

Talking about the methodology that has been applied for this research is Quantitative Research Method. The method that has been used to collect data was primary. So, the data used for this study is primary data. So, google form has been used to collect data from the sample. The sampling that is used in this study is convenience sampling. First of all, a well-structured questionnaire was designed. Both open-ended as well as close-ended, types of questions are included. To understand and collect data in a proper and organised manner the division of questionnaire was done on the basis of demography, awareness and usage of apps, services provided by the apps, discounts and consumer behaviour towards the apps. The total number of responses that are collected are 156. The response

of the answer was collected in the form of 5-point Likert scale where **(1)** represent **Nil** and **(5)** represent **Very Large**.

Sample Size: Total sample size was 156 respondent and major portions was from the age group of 15-30.

3.2.1 Profile of the respondent's

S.NO	Characteristics	Description	Distribution	Percentage (%)
1.	Gender	Female	78	50
		Male	78	50
2.	Age	15-30	152	97
		31-45	1	0.64
		46-60	3	1.92
3.	Income	Nil	117	75
		Less than 2.5 lakhs	5	3.2
		2.5-5 lakhs	19	12
		5-10 lakhs	12	7
		Above 10 lakhs	3	1.9
4.	Occupation	Private	28	18
		Govt.	5	3
		Business	1	0.6
		Student	120	77
5.	Residence	Rural	9	5.8
		Urban	147	94

TABLE 3.1 Respondents demographic profile

3.2.2 Consumer behaviour

The important factors that have an impact on consumer's behaviour of buying through online food delivery apps:

- Conveniency and Ease
- Easy payment modes
- Full time Availability
- Doorstep Delivery
- Restaurant choice
- Effectiveness of cost
- Food reviews

Out of the total respondents, 82% like to order food online due to the first class delivery at doorstep, (74%) because of Conveniency and Ease and (69%) due to the full time availability. Thus, Doorstep delivery is an important parameter for using these apps.

Around 40% of the population prefer to order food 2-3 times a month on an average. More than 85% people spends more than 100 and above on an average on ordering food. Customization is an enhancer for any service business. It is the factor by which satisfaction of the consumers can be increased. Around 90% of the consumers are satisfied with this facility. Also, it can be improved further for better customer experience satisfaction.

If the customer has a high satisfaction rating, cross-selling and up-selling can also be increased by giving discounts in the form of cashbacks/vouchers on related products or on more quantity ordered. Around 95% of the population will refer these apps to their friends and family. Majority of the consumers will stop ordering food online, if the company stops providing offers/discounts to them in future. So, it is quite clear that the main reason that has most impact on the customer motivation to switch between apps is, Discount.

3.3 FRAMEWORK USED FOR THE STUDY

Customer Services and Discounts are the two independent variables that are used in this study. The dependent variable that has been used is Customer Lifetime Value. Customer service was measured by the facilities provided by the food delivery apps to their customers. These facilities included Membership programs, Doorstep delivery and Customization of the orders.

Discounts is the second independent variable which was measured by the "50% discount" provided by the food delivery apps to their customers, cross-selling and up-selling and RFM. When customers are satisfied with the services they are getting, this will lead to increase in the frequency of orders and the monetary(spending) value and eventually lead to profitability of the firm. All these will affect the dependent variable which is the Customer lifetime value. The dependent variable is measured by loyalty, profitability and referrals.

If the customers are satisfied with the services (membership programs, customizations, doorstep delivery) they are getting then they would refer these services to their friends and family which will affect the customer lifetime value. If the services level is high, the customers will not switch to the alternatives. If the customers are getting huge discounts on their orders, they will be ready to buy extra products along with the existing orders which is "Cross-selling & Upselling". It is noticed that the customer spending increase on every purchase and there will be increase in the frequency of the orders which will lead to profitability of the firm.
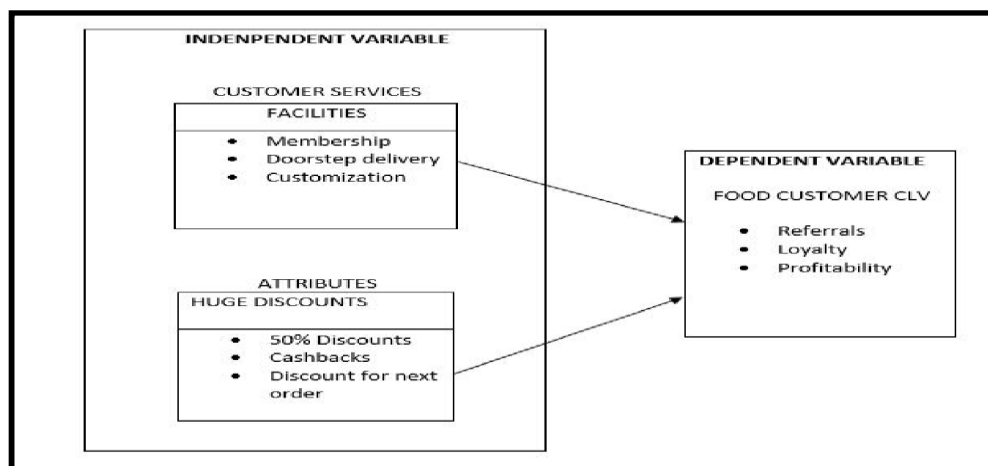
Fig 3.1 Framework used for the study

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Primary Objective

- To study the relationship between customer lifetime value and discounts provided by online food delivery apps.

- To study the relationship between customers service and customer lifetime value.

It has been noticed that the discounts provide by online food delivery apps change the buying behaviour of customers. Discount affects the loyalty of the customers, profitability of the firm and referrals of the services by the firm. The profitability, loyalty and referrals do have a significant impact on the customers lifetime value. Also, If the customers are giving high satisfaction ratings to the services, they are getting such as membership programs, customizations, doorstep delivery etc. then they would refer these services to their friends and family as well which will affect the customer lifetime value. Thus, both discount and facilities/services have an effect on CLV. The primary objective is to study the relationship between huge discounts, services and CLV.

Hypothesis for the Primary Objective

Hypothesis 1(a).

- **H0**: No significant relationship exists between the huge discount (50% discount) and CLV (Cross-sell, Up-sell) in online food ordering firms.
- **H1**: Significant relationship exists between the huge discount (50% discount) and CLV (Cross-sell, Up-sell) in online food ordering firms.

Offered 50% Discount to the customers		
Activity	**Correlation Coefficient**	**Remarks**
Cross-Sell	0.534	Significant
Up-Sell	0.440	Significant

Table 3.2. Output for H1(a)

Table shows that 50% discount offered to the customers have a significant relationship between cross-selling & upselling because correlation coefficient is 0.534 &
0.440 respectively.

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Fig 3.2 SPSS output for H1

<u>Null Hypothesis- Rejected, Alternate Hypothesis- Accepted.</u>

Hypothesis 1(b).

- **H0**: No Significant relationship exists between the huge discount (50% discount) and CLV (RFM) in online food ordering firms.
- **H1**: Significant relationship exists between the huge discount (50% discount) and CLV (RFM) in online food ordering firms.

Offered 50% Discount to the customers		
Activity	**Correlation Coefficient**	**Remarks**
Frequency	0.475	Significant
Monetary	0.106	Insignificant

Table 3.3 Output for H1(b)

Table shows that 50% discount offered to the customers have a significant relationship with frequency of ordering food online i.e., correlation coefficient is 0.475.

	Mean	Std. Deviation	N
50% discount	3.89	1.184	156
Spending	2.64	.819	156
Frequency	4.16	1.327	156

Correlations

		50% discount	Spending	Frequency
50% discount	Pearson Correlation	1	.106	.475
	Sig. (2-tailed)		.189	.000
	N	156	156	156
Spending	Pearson Correlation	.106	1	.125
	Sig. (2-tailed)	.189		.121
	N	156	156	156

Fig 3.3 SPSS output for H1(b)

Null Hypothesis- Rejected, Alternate Hypothesis- Accepted.

Hypothesis 2(a).

- **H0**: No significant relationship exists between the facilities (Membership) provided by apps and CLV(Referrals) in online food ordering firms.
- **H1**: Significant relationship exists between the facilities (Membership) provided by apps and CLV(Referrals) in online food ordering firms.

Services such as memberships				
Activity	**Correlation Coefficient**		**Remarks**	
	Zomato gold	**Swiggy Super**	**Zomato gold**	**Swiggy Super**
Referrals	0.644	0.313	significant	significant

TABLE 3.4. Output for H2(a)

Table shows that Service such as membership offered to the customers have a significant relationship with referrals. The customer will refer membership program of Zomato "Zomato Gold" to their friends and family. The correlation coefficient is 0.644.

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	Mean	Std. Deviation	N
Zomato GOLD	1.37	.485	156
Swiggy SUPER	1.19	.395	156
Referral	1.51	.501	156

Correlations

		Zomato GOLD	Swiggy SUPER	Referral
Zomato GOLD	Pearson Correlation	1	.298	.644
	Sig. (2-tailed)		.000	.000
	N		156	156
Swiggy SUPER	Pearson Correlation	.298	1	.313
	Sig. (2-tailed)	.000		.000
	N	156	156	156

Fig 3.4 SPSS output for H2(a)

Null Hypothesis- Rejected, Alternate Hypothesis- Accepted.

Hypothesis 2(b).

- **H0**: No significant relationship exists between the facilities (Customization) provided by apps and CLV(Referrals) in online food ordering firms.
- **H1**: Significant relationship exists between the facilities (Customization) provided by apps and CLV(Referrals) in online food ordering firms.

Service such as customization facility		
Activity	**Correlation Coefficient**	**Remarks**
Referrals	0.604	Significant

Table 3.5. Output for H2(b)

Table shows that customization facility provided to the customers have a significant relationship with referrals. i.e., correlation coefficient is 0.604.

Descriptive Statistics

	Mean	Std. Deviation	N
customization	3.06	.859	156
Referral	3.28	.900	156

Correlations

		customization	Referral
customization	Pearson Correlation	1	.604
	Sig. (2-tailed)		.000
	N	156	156
Referral	Pearson Correlation	.604	1
	Sig. (2-tailed)	.000	
	N	156	156

Fig 3.5 SPSS output for H2(b)

Null Hypothesis- Rejected, Alternate Hypothesis- Accepted.

Secondary Objective

- To study the important key indicators that has an impact on the customer's choice of choosing the online food delivery platform and their services.
- To study the important key indicators that stops customers from using the online food delivery platform and their services.
- How 50% discounts affect the buying behaviour of customers.

Hypothesis for the secondary objectives.

Hypothesis 3:

- **Factors that impact the online buying behaviour of customer.**
- **H0**: No significant relationship exists between the factors that impact usage & food delivery apps (Zomato & Swiggy).

  H1: Significant relationship exists between the factors that impact usage & food delivery apps (Zomato & Swiggy).

Factors that impact the online buying behaviour of customer. (ZOMATO & SWIGGY)				
Factors	**Correlation Coefficient**		**Remark**	
	Zomato	**Swiggy**	**Zomato**	**Swiggy**
On-Time delivery	0.621	0.596	significant	Significant
Quality	0.590	0.589	significant	significant
Quantity	0.512	0.539	significant	significant
Delivery charges	0.345	0.662	significant	significant
Discounts	0.734	0.694	Significant	Significant
Correct Order	0.530	0.583	significant	significant
Minimum order criteria	0.430	0.579	significant	significant
Ease of use	0.509	0.553	Significant	Significant

TABLE 3.6 Output for H3

Table shows that factors that influence customer to order online have a significant relationship with usage of different apps like Zomato & Swiggy.

For Zomato, factors like Discounts (0.734) & on-time delivery (0.621) are the main reason behind usage of app. For Swiggy, factors like Delivery charges (0.662), Discounts (0.694) & on-time delivery (0.596) are the main reason behind usage of app.

Descriptive Statistics

	Mean	Std. Deviation	N
Zomato Usage	3.42	1.186	156
On time food Delivery	3.46	1.068	156
Quality	3.42	.964	156
Quantity	3.27	1.012	156
Delivery Charges	3.04	1.065	156
Discount	3.18	1.104	156
Correct order	3.51	1.104	156
Minimum order amount criteria	3.12	1.074	156
Ease of Use	3.53	1.019	156

Fig 3.6

Descriptive Statistics

	Mean	Std. Deviation	N
Swiggy Usage	3.35	1.211	156
On time food Delivery	3.29	1.130	156
Quality	3.14	1.080	156
Quantity	3.13	1.088	156
Delivery Charges	2.92	1.047	156
Discount	3.02	1.086	156
Correct order	3.21	1.123	156
Minimum order amount criteria	3.06	1.103	156
Ease of Use	3.33	1.080	156

Fig 3.7

Correlations

		Zomato Usage	On time food Delivery	Quality	Quantity	Delivery Charges	Discount	Correct order	Minimum order amount criteria	Ease of Use
Zomato Usage	Pearson Correlation	1	.621	.590	.512	345	.734	.530	.430	.509
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	156	156	156	156	156	156	156	156	156

Fig 3.8

Correlations

		Swiggy Usage	On time food Delivery	Quality	Quantity	Delivery Charges	Discount	Correct order	Minimum order amount criteria	Ease of Use
Swiggy Usage	Pearson Correlation	1	.596	.589	.539	.662	.694	.583	.579	.553
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	156	156	156	156	156	156	156	156	156

Fig 3.9

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Hypothesis 4:

- **Key factors that resists the customers to choose online platform for food delivery.**

  H0: No significant relationship exists between heavy discounts & dissatisfaction with online food delivery platforms.

  H1: Significant relationship exists between heavy discounts & dissatisfaction with online food delivery platforms.

Factors leading to dissatisfaction due heavy discounts (Hinderance).		
Factors	**Correlation Coefficient**	**Remark**
Bad Service	0.264	significant
Quality	**0.455**	Significant
Quantity	0.151	significant
Packaging	0.241	significant
Taste	0.229	significant
Late delivery of orders	**0.581**	Significant
Privacy issues	0.129	Insignificant
Minimum order criteria	**0.418**	Significant
Bad experience in Past	0.152	Insignificant

Table 3.7 Output of H4

Table shows that factors leading to dissatisfaction (Hinderance) have a significant relationship with Huge discounts. From table above, Late delivery of orders (0.581), minimum limit of order (0.418) and Quality of the order (0.455) are the main reason behind dissatisfaction.

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Fig 3.10 Descriptive Statistics of H4

Fig 3.11 SPSS output of H4

Null Hypothesis- Rejected, Alternate Hypothesis- Accepted.

Hypothesis 5:

●How 50% discounts affect the buying behaviour of customers.

H0: No significant relationship exists between 50% discounts & motivation to buy.

H1: Significant relationship exists between 50% discounts & motivation to buy.

Offered 50% Discount to the customers		
Activity	Correlation Coefficient	Remarks
Motivation to Order food online	0.454	Significant

Table 3.8 Output for H5

Table shows that 50% discounts offered to the customers have a significant relationship with motivation to order food online. i.e., correlation coefficient is 0.454 and p-value is 0.000 which is less than 0.05.

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
50% discount	3.81	1.238	156
Motivation to buy	3.38	1.080	156

Correlations

		50% discount	Motivation to buy
50% discount	Pearson Correlation	1	.454**
	Sig. (2-tailed)		.000
	N	156	156
Motivation to buy	Pearson Correlation	.454**	1
	Sig. (2-tailed)	.000	
	N	156	156

**. Correlation is significant at the 0.01 level (2-tailed).

Fig 3.12 SPSS output of H5

Null Hypothesis- Rejected, Alternate Hypothesis- Accepted.

CHAPTER 4

RESULTS

Out of the total sample size of 156 respondents, 49.7% were male and 50.3% were female. The major population is of the people of age group 15-30 years i.e., 97% where as 1% are from age group 31-45 years and 2% are from age group 45-60. Major population is of Students being 77% followed by Private employee 18%. Others included Government employee, businessman etc. 99.4% of the respondents know about the online food delivery apps and their platforms. It is observed that more people are aware of Zomato & Swiggy as compared to UberEATS, Faasos and Food Panda. Therefore, usage of Zomato and Swiggy for ordering food is more as compared to other apps.

As compared to females, males were more familiar with the online food delivery apps.

Females are more aware of specific apps like Zomato and Swiggy but are using it less. The usage of Zomato and Swiggy was found to be more by the males.

Out of all the services provided by Zomato, Book-a-table is known to consumers to a large extent and Zomato events is lesser known. For Swiggy, Self-pickup is known to consumers out of all the services. 66% of the consumers are not using any services of Faasos and UberEATS.

"Zomato Gold" membership programs provided by Zomato is used by 31% of the consumers and 29% are planning to use the membership provided by the Zomato in future. "Swiggy Super" is the membership provided by Swiggy is used by 19% of the population and 18% are planning to use the membership provided by the Swiggy in future. Most of the users believe that Zomato & Swiggy offers maximum discounts on orders which is one of the factors responsible for high popularity and usage of these apps.

89% of the people visit restaurant less frequently because they can order their favourite meals online at a lesser price due to discounts offered by food delivery apps. 86% will switch an app due to better discounts by other apps for ordering a dish. Thus, discount will affect the loyalty of consumers for different apps. Most of the users of the apps will repurchase from the same app if their current order provides discounts on the next orders.

Late delivery of food, minimum delivery amount and bad past experience are the main reasons for consumer dissatisfaction with the food delivery apps. Males and females were equally sensitive to discounts and it is the most important factor for both to switch between apps.

Doorstep delivery is an important parameter for using these apps. Around 40% of the population prefer to order food 2-3 times a month on an average. More than 85% people spends more than 100 and above on an average on ordering food. Around 90% of the consumers are satisfied with customization facility. It can be improved further for better customer experience satisfaction.

Customers services like membership, customization, doorstep delivery will affect the lifetime value of the customer. If the customer is satisfied with the services they are getting, they would suggest and refer these to their friends and family and motivate others to use these services. Prospect customers will become active users and there will be additions of new customers which will lead to profitability of the firm.

Huge discount on orders offered to the customers will motivate them to buy and spend more. Customers will be willing to add extra item in their cart along with the existing item which will lead to cross-selling. When customers are getting more than expected, they would become loyal to the brand and they will not bother to spend on services like membership programs. Membership programs will ensure that customer is actively participating for a period of time which will improve the frequency of the orders and monetary value for the firm. With cross-selling, up-selling & RFM (recency, frequency, monetary) increasing, the lifetime value of customer will have a positive relationship with huge discounts and customer services.

- From the study, cross-sell & upsell will have significant relationship with discounts on food order. Since the correlation coefficient of cross-sell and upsell are 0.534 and 0.440 respectively, therefore, if huge discounts in the form of 50% discounts or cashbacks are offered to the customers, the lifetime value will increase.
- The frequency of orders has a significant relationship with discounts offered since the correlation coefficient is 0.475. Therefore, with change in the discounts offered

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on orders will have a linear change in the frequency of orders. With the increase in the frequency of orders, more users are encouraged to participate which will lead to increased CLV.

- Customers services/facilities like Membership, customisations have a positive relationship with the referral. The correlation coefficient for Zomato Gold membership and Swiggy Super are 0.644 and 0.313 respectively. The more people are satisfied with the services they are getting, the more they would refer to their friends and family. Referrals is one of the drivers for CLV. Since from our study, people are willing to refer the membership programs to their friends and family, CLV is increased.

- The correlation coefficient of customisations with reference to the referral is 0.604. Therefore, customisation and referral will have a positive relationship which will lead to increase in CLV.

- Discounts (0.734), on-time delivery (0.621), and quality (0.590) are the main factors, why consumers use Zomato to order food.

- Discounts (0.694), delivery charges (0.662), and on time delivery (0.596) are the main factors, why consumers use Swiggy to order food.

- Not delivering food on time (0.581), minimum amount of food (0.418) and the quality of the food (0.455) are the main factors of dissatisfaction (Hinderance).

- 50% discounts have a positive relationship with motivation to buy. From the study, the correlation coefficient for motivation to buy with respect to 50% discount offered is 0.454 which shows that customers are more motivated to buy more when they are offered more discounts.

Hypotheses are evaluated and they conclude the following:

S.No.	HYPOTHESIS DESCRIPTION	RESULTS
H1(a)	Huge discount (50% discount) on CLV (Cross-sell, Up-sell) in online food ordering firms.	Accepted
H1(b)	Huge discount (50% discount) on CLV(RFM) in online food ordering firms.	Accepted
H2(a)	Facilities (Membership) provided by apps on CLV(Referrals) in online food ordering firms.	Accepted
H2(b)	Facilities (Customization) provided by apps and CLV (Referrals) in online food ordering firms.	Accepted
H3	Factors affecting usage on food delivery apps (Zomato & Swiggy).	Accepted
H4	Heavy discounts on dissatisfaction with food delivery apps.	Accepted
H5	50% discounts on motivation to buy.	Accepted

TABLE 4.1 Evaluation of hypothesis

CHAPTER 5

FINDING AND RECOMMENDATIONS

Currently food supply applications provide the existing customers with huge offers and discounts to increase their experience in ordered food online and to appeal to and retain new customers. The offer and discounts are ranging from cashbacks, coupons and 10-50% off. Through this study it is shown to be significant for the value of life and the buying behaviour of customers with these huge discounts and different services provided by food service applications. The relationship between discounts and sales and upselling and discounts and customer order frequency is significant. Discount thus affects customer loyalty, company profitability and company references. Profitability, loyalty and references directly affect the customers' lifetime value. If customers provide services with the highest level of satisfaction, like membership programmes, customizations, portal delivery, etc, then these services would also be referred to their friends, their family and their customers who will influence the value of their lifetime. The study found an important link between personalization and membership Services and discounts have a positive impact on CLV. The maximum number of consumers is preferred for Zomato and Swiggy. Consumers prefer to order food online via the app as 82 per cent like to order food online, followed by comfort (74 per cent) and availability 24/7 (69 percent). The main dissatisfaction factors include late supply of food (0.581), minimum order criteria (0.418) and quality (0.455) (Hinderance). More than 85% of people spend on food ordering more than 100% on average. Roughly 90% of consumers are happy with customization. Discount is the main factor that motivates customers to switch between different apps, and the app provides the greatest discount. Customers sometimes receive less value for discounted products so the company should provide customers with better quality services alongside discounts.

CHAPTER 6

LIMITATIONS OF THE STUDY

- In this study, a total of 156 respondents. Therefore, the sample size of this study is very small (156 participants). A small part of the population is involved in the research, and results in social and cultural differences. Thus, cannot be applied to all other parts of the country.

- The sampling method that is used in data collection is non-probability method. The data is collected from the questionnaire that was structured and was made available to people who are ready to fill the survey. The respondents have limited access. The survey should be concluded in a short time.
  Therefore, the study only involved a certain group of people.

- Furthermore, it cannot generalise the conclusions drawn from the study. Only the trend in online command behaviour can be identified, but on the basis of this study we cannot develop rules for online buying.

CHAPTER 7

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- Zomato app

- Swiggy app

- UberEATS app

- Food panda app

- Faasos app

CHAPTER 8

ANNEXURE: QUESIONNAIRE OF THE SURVEY

Demographic Information

1. **Name** *

_____

2. **Gender** *
   Mark only one oval.

   ⬭ Female

   ⬭ Male

   ⬭ Other: _____

3. **Age(in years)** *

_____

4. **Occupation** *
   Mark only one oval.

   ⬭ Private

   ⬭ Government

   ⬭ Business

   ⬭ Student

   ⬭ Other: _____

5. **Income** *
   Mark only one oval.

   ⬭ Nil

   ⬭ Below 2.5 lakhs

   ⬭ 2.5-5 lakhs

   ⬭ 5-10 lakhs

   ⬭ 10 and above

6. **Residential area** *
   Mark only one oval.

   ⬭ Rural

   ⬭ Urban

Awareness

7. **To what extent you are aware of the food delivery apps** *
Mark only one oval.

- ( ) Nil
- ( ) Small
- ( ) Medium
- ( ) Large
- ( ) Very Large

8. **To what extent you are "aware" of below food delivery apps** *
Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
Zomato	( )	( )	( )	( )	( )
Swiggy	( )	( )	( )	( )	( )
UberEats	( )	( )	( )	( )	( )
Fasoos	( )	( )	( )	( )	( )
Food Panda	( )	( )	( )	( )	( )

9. **To what extent you are "using" the below food delivery apps** *
Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
Zomato	( )	( )	( )	( )	( )
Swiggy	( )	( )	( )	( )	( )
UberEats	( )	( )	( )	( )	( )
Fasos	( )	( )	( )	( )	( )
Food Panda	( )	( )	( )	( )	( )

10. **To what extent you are satisfied with following services of "Zomato" in terms of** *
Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
On time food Delivery	( )	( )	( )	( )	( )
Quality (Taste,packaging etc)	( )	( )	( )	( )	( )
Quantity	( )	( )	( )	( )	( )
Delivery Charges	( )	( )	( )	( )	( )
Discount	( )	( )	( )	( )	( )
Correct order	( )	( )	( )	( )	( )
Minimum order amount criteria	( )	( )	( )	( )	( )
Ease of Use	( )	( )	( )	( )	( )

11. **To what extent you are satisfied with following services of "Swiggy" in terms of** *
Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
On time food Delivery	( )	( )	( )	( )	( )
Quality (Taste,packaging etc)	( )	( )	( )	( )	( )
Quantity	( )	( )	( )	( )	( )
Delivery Charges	( )	( )	( )	( )	( )
Discount	( )	( )	( )	( )	( )
Correct order	( )	( )	( )	( )	( )
Minimum order amount criteria	( )	( )	( )	( )	( )

12. **To what extent you are satisfied with following services of "Uber Eats" in terms of** *

Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
On time food Delivery	◯	◯	◯	◯	◯
Quality (Taste,packaging etc)	◯	◯	◯	◯	◯
Quantity	◯	◯	◯	◯	◯
Delivery Charges	◯	◯	◯	◯	◯
Discount	◯	◯	◯	◯	◯
Correct order	◯	◯	◯	◯	◯
Minimum order amount criteria	◯	◯	◯	◯	◯
Ease of Use	◯	◯	◯	◯	◯

13. **To what extent you are satisfied with following services of "Faasos" in terms of** *

Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
On time food Delivery	◯	◯	◯	◯	◯
Quality (Taste,packaging etc)	◯	◯	◯	◯	◯
Quantity	◯	◯	◯	◯	◯
Delivery Charges	◯	◯	◯	◯	◯
Discount	◯	◯	◯	◯	◯
Correct order	◯	◯	◯	◯	◯
Minimum order amount criteria	◯	◯	◯	◯	◯
Ease of Use	◯	◯	◯	◯	◯

14. **To what extent you are satisfied with following services of "FoodPanda" in terms of** *

Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
On time food Delivery	◯	◯	◯	◯	◯
Quality (Taste,packaging etc)	◯	◯	◯	◯	◯
Quantity	◯	◯	◯	◯	◯
Delivery Charges	◯	◯	◯	◯	◯
Discount	◯	◯	◯	◯	◯
Correct order	◯	◯	◯	◯	◯
Minimum order amount criteria	◯	◯	◯	◯	◯
Ease of Use	◯	◯	◯	◯	◯

Services Provided by Food Delivery apps.

15. **To what extent you are "aware" of the services provided below by Zomato.** *

Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
Piggy Bank	◯	◯	◯	◯	◯
Self Pickup	◯	◯	◯	◯	◯
Zomato Easy	◯	◯	◯	◯	◯
Book A Table	◯	◯	◯	◯	◯
Corporate Discounts	◯	◯	◯	◯	◯
Free Meals(Share & Earn)	◯	◯	◯	◯	◯
Events	◯	◯	◯	◯	◯
Express Delivery	◯	◯	◯	◯	◯

16. To what extent you are "aware" of the services provided by Swiggy. *

Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
Swiggy POP					
Self Pickup					
Express Delivery					
Free Delivery					

17. To what extent you are "aware" of the services provided by Uber Eats. *

Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
Pock Eats					
Deliver with uber					

18. To what extent you are "aware" of the services provided by Faasos. *

Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
Bolt					
Party Order					

19. To what extent you are "using" the services provided by Zomato. *

Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
Piggy Bank					
Self Pickup					
Zomato Easy					
Book A Table					
Corporate Discounts					
Free Meals(Share & Earn)					
Events					
Express Delivery					

20. To what extent you are "using" the services provided by Swiggy. *

Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
Swiggy POP					
Self Pickup					
Express Delivery					
Free Delivery					

21. To what extent you are "using" the services provided by Uber Eats. *

Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
Pock Eats					
Deliver with uber					

22. To what extent you are "using" the services provided by Faasos. *

Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
Bolt	⬭	⬭	⬭	⬭	⬭
Party Order	⬭	⬭	⬭	⬭	⬭

23. To what extent you are "using" the occasional offers provided by Zomato. *

Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
Zomato Premier League	⬭	⬭	⬭	⬭	⬭
Navratri Offer	⬭	⬭	⬭	⬭	⬭

24. To what extent you are "using" the occasional offers provided by Swiggy. *

Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
Match Day Mania	⬭	⬭	⬭	⬭	⬭
Navratri Offer	⬭	⬭	⬭	⬭	⬭

25. To what extent you are "using" the occasional offers provided by Uber Eats. *

Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
Fast & Falahari	⬭	⬭	⬭	⬭	⬭

26. To what extent you are "using" the occasional offers provided by Faasos. *

Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
Cheers	⬭	⬭	⬭	⬭	⬭

Membership Provided by food delivery Apps

27. Are you a using membership program provided by the food delivery apps *

Mark only one oval per row.

	YES	NO
Zomato GOLD	⬭	⬭
Swiggy SUPER	⬭	⬭
Faasos ELITE	⬭	⬭

28. If not, are you planning to use the membership provided by these apps *

Mark only one oval per row.

	YES	NO	MAY BE
Zomato GOLD	⬭	⬭	⬭
Swiggy SUPER	⬭	⬭	⬭
Faasos ELITE	⬭	⬭	⬭

29. **To what extent you would refer the "Membership" provided by food ordering apps to your friends/family** *

Mark only one oval.

- ○ Nil
- ○ Small
- ○ Medium
- ○ Large
- ○ Very Large

Discount/Offers

30. **What do you like most about the online food ordering apps** *

Check all that apply.

- ☐ Ease & Convenience
- ☐ Cost Effectiveness
- ☐ 24/7 Availability
- ☐ Doorstep Delivery
- ☐ Choices of Restaurants at home
- ☐ Easy Mode of Payment
- ☐ Food reviews

31. **How many times do you order online food** *

Mark only one oval.

- ○ Never
- ○ Less Than once a month
- ○ Once a Month
- ○ 2-3 Times a month
- ○ once a week
- ○ 2-3 times a week
- ○ Daily

32. **To what extent you have ordered food online "without" any discount** *

Mark only one oval.

- ○ Nil
- ○ Small
- ○ Medium
- ○ Large
- ○ Very Large

33. To what extent "discount" motivate you to order food online. *
Mark only one oval.

- ◯ Nil
- ◯ Small
- ◯ Medium
- ◯ Large
- ◯ Very Large

34. To what extent you are motivated by the following "discount" *
Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
50% discount	◯	◯	◯	◯	◯
40% discount	◯	◯	◯	◯	◯
30% discount	◯	◯	◯	◯	◯
20% discount	◯	◯	◯	◯	◯
10% discount	◯	◯	◯	◯	◯

35. According to you, which of the online food delivery app gives maximum "discounts" to their users *
Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
Zomato	◯	◯	◯	◯	◯
Swiggy	◯	◯	◯	◯	◯
UberEats	◯	◯	◯	◯	◯
Faasos	◯	◯	◯	◯	◯
FoodPanda	◯	◯	◯	◯	◯

36. To what extent the following "payment options" motivate you to order food. *
Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
Paytm	◯	◯	◯	◯	◯
PhonePe	◯	◯	◯	◯	◯
Debit/Credit Cards	◯	◯	◯	◯	◯
Net Banking	◯	◯	◯	◯	◯
UPI	◯	◯	◯	◯	◯

37. To what extent "payment options" motivate you to order food in terms of *
Check all that apply.

	Cashbacks	Coupons	Vouchers	Discounts
Paytm	☐	☐	☐	☐
PhonePe	☐	☐	☐	☐
Debit/Credit Cards	☐	☐	☐	☐
Net Banking	☐	☐	☐	☐
UPI	☐	☐	☐	☐

38. To what extent discount offered by food delivery apps decreased the frequency of your restaurant visit *

Mark only one oval.

○ Nil

○ Small

○ Medium

○ Large

○ Very Large

39. To what extent for a same dish you would switch an app due to better discount by other app. *

Mark only one oval.

○ Nil

○ Small

○ Medium

○ Large

○ Very Large

40. Would you repurchase, if the current order provide offers on your next orders. *

Mark only one oval.

○ Nil

○ Small

○ Medium

○ Large

○ Very Large

Hindrance in ordering experience

41. To what extent you are dissatisfied with the services provided by online food ordering app *

Mark only one oval.

○ Nil

○ Small

○ Medium

○ Large

○ Very Large

42. Extent to which you are facing problems with the below services *

Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
Bad service	◯	◯	◯	◯	◯
Quality	◯	◯	◯	◯	◯
Quantity	◯	◯	◯	◯	◯
Packaging	◯	◯	◯	◯	◯
Taste	◯	◯	◯	◯	◯
Late delivery of food	◯	◯	◯	◯	◯
Privacy issue	◯	◯	◯	◯	◯
Minimum Delivery amount	◯	◯	◯	◯	◯
Bad past experience	◯	◯	◯	◯	◯

43. Extent to which you are facing problems with the below services because of "huge discounts" provided *

Mark only one oval per row.

	Nil	Small	Medium	Large	Very Large
Bad service	◯	◯	◯	◯	◯
Quality	◯	◯	◯	◯	◯
Quantity	◯	◯	◯	◯	◯
Packaging	◯	◯	◯	◯	◯
Taste	◯	◯	◯	◯	◯
Late delivery of food	◯	◯	◯	◯	◯
Privacy issue	◯	◯	◯	◯	◯
Minimum Delivery amount	◯	◯	◯	◯	◯
Bad past experience	◯	◯	◯	◯	◯

Customer Behavior

44. How much do you spend on an average on ordering food *

Mark only one oval.

◯ less than 100

◯ 100-300

◯ 300-500

◯ 500 and above

45. To what extent you are satisfied with the customization facility available on food delivery apps. *

Mark only one oval.

◯ Nil

◯ Small

◯ Medium

◯ Large

◯ Very Large

46. To what extent you would refer the food ordering apps to friends/family *

Mark only one oval.

- ( ) Nil
- ( ) Small
- ( ) Medium
- ( ) Large
- ( ) Very Large

47. To what extent, would you continue to order food if the company stops providing offers/discounts to you in future *

Mark only one oval.

- ( ) Nil
- ( ) Small
- ( ) Medium
- ( ) Large
- ( ) Very Large

48. To what extent, you would order complimentary products like coke or choco-lava cake with pizza when suggested by apps? *

Mark only one oval.

- ( ) Nil
- ( ) Small
- ( ) Medium
- ( ) Large
- ( ) Very Large

49. To what extent would you increase the items in your cart if it has a restriction of min order amount. *

Mark only one oval.

- ( ) Nil
- ( ) Small
- ( ) Medium
- ( ) Large
- ( ) Very Large

50. Which of the factors largely motivate you to switch between apps *

Mark only one oval.

- ( ) Discounts
- ( ) Price
- ( ) Delivery Charges
- ( ) Delivery Time
- ( ) Payment Option
- ( ) Available restaurant