

**MAJOR PROJECT REPORT ON**  
**Analyzing Customer Behavior and Interest on**  
**Online Food Ordering Apps**

**SUBMITTED BY:**  
**MEENAKSHI SHARMA**  
**2K22/EMBA/12**

**UNDER THE GUIDANCE OF:**  
**PROF. DR. RAJAN YADAV**



**DELHI SCHOOL OF MANAGEMENT**  
**Delhi Technological University**  
**Bawana Road**  
**Delhi 110042**  
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## **CERTIFICATE**

This is to certify that **Miss. Meenakshi Sharma** has completed the project titled “**ANALYZING CUSTOMER BEHAVIOR AND INTEREST ON ONLINE FOOD ORDERING APPS**” under the guidance of **Dr. Rajan Yadav** as a part of the Master of Business Administration (MBA) curriculum of Delhi School of Management, New Delhi.

**DR. RAJAN YADAV**  
**PROFESSOR**

## **DECLARATION**

I, Meenakshi Sharma student of the MBA (Executive) 4th Semester 2022-24 batch declare that the project work entitled “**ANALYZING CUSTOMER BEHAVIOR AND INTEREST ON ONLINE FOOD ORDERING APPS**” being submitted to Delhi School of Management (DTU). This is an original work done solely by me and best of my knowledge and has not been submitted, in part or full, to any other university or institute for the award of any degree or diploma.

**Meenakshi Sharma**

## **ACKNOWLEDGEMENTS**

First, I thank my guide in college, Dr. Rajan Yadav, for his nonstop help and direction. Then, I might want to stretch out my true appreciation to my College Delhi School of Management, Delhi Technological University for their authentic help, accommodating thoughts, and kind reactions to my inquiries during the whole period of this proposal.

My sincere acknowledgment goes to my parents and my classmates who helped me in one way or another ensuring I successfully completed this thesis.

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**Meenakshi Sharma**

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# **INTRODUCTION**

## **A. Definition of Online Food Ordering Apps**

Online food ordering app, It is the new method of getting desired food delivered at door steps at our convenience time. It is a system automation of already existing manual system of home delivery feature from restaurant through call, which is now automated through apps.

## **B. Evolution and Growth**

In India, there were already a manual system existed in which we used to call to the nearby restaurants and used to order food and get it delivered within their range area.

But now since there is rise in mobile and internet era technology has risen and so the apps to perform various functions and it's usage has increased not online in India but worldwide.

So these food delivering apps have automated the existing manual system to automated system.

The covid19 pandemic time period has acted like catalyst to this growing market of online food delivering apps and automated methods of getting food at door steps whenever desired.

Food ordering apps diversified their services from ordering from restaurants to ordering groceries, cloud kitchens, and subscription services. Undoubtable it become an integral part of day to day life style for most of the new generation.

## **I. Key Components of Online Food Delivery Apps**

### **A. Digital Platforms**

#### **Websites:**

- **User Interface (UI):** food ordering companies focus on user-friendly interfaces, making it easy for customers to navigate, compare the food options available, and complete transactions.
- **Secure Transactions:** Encryption protocols ensure secure online transactions through secure payment gateways, providing a safe environment for users to order food and share sensitive information.

- **Emotional Content:** Websites often feature emotional content to attract users to order food they like from their favorite restaurant based on their mood, timing, occasion etc.

#### **Mobile Applications:**

- **User Experience (UX):** Mobile apps prioritize a seamless user experience, offering features such as easy navigation, quick policy issuance, and instant access to support services.
- **Push Notifications:** Apps may use push notifications to remind users to order more frequently, updates, or provide information on restaurants' offerings in your area and so on.
- **Safety precautions while making payment:** To enhance security, some apps incorporate biometric authentication features for logging in and accessing information. Payments are also done through secure gateways.

### **B. Online Order Tracking & Customization**

#### **Customer Portals:**

- **Order Tracking:** Food ordering apps provides an interesting feature of tracking your order in which you get to know when your order is accepted, preparing food, out for delivery and even where is exactly your delivery partner reached along with his contact details and expected time to arrive. So that you can be prepared accordingly.
- **Customization:** Online food ordering portals/apps allow users to make customize request for the dish they are ordering along with any additional item like disposable plates or spoons needs to be added to their orders. It eliminates the need for a physical visit or call.
- **Reminders:** Based on the orders you have made in past app suggest you the food items available for you. Apps keep on sending reminders on the basis of timing you order and suggested the dishes you like.

### **D. Communication Channels**

- **Chatbot for Instant Assistance:** Chatbots provide real-time assistance to users, answering queries related to order status, payment completion, and basic concepts.
- **Delivery partner contact details:** Customers can inquire about the status of their order by calling the delivery partner directly on the processing stages.

#### **Customer Support:**

- **Multi-Channel Support:** Apps offer customer support through various channels, including email, chat, and helpline numbers, ensuring a seamless experience for users with different preferences.
- **Knowledge Bases:** Online platforms often feature knowledge bases or FAQs to address common queries and guide users through the online-food ordering process.

These components collectively contribute to the digitization of the food ordering process in India, providing policyholders with a convenient and efficient means of managing their needs. The integration of advanced technologies and user-centric design further enhances the overall online food ordering experience.

## **II. Advantages of Online Food Ordering Apps**

### **A. Convenience**

The convenience of ordering food with multiple options and ease of payment from the place you want whether it is office or home has been a major driver for adoption in India, especially among the tech-savvy younger generation.

### **B. Cost Savings (Deals & Discounts)**

So many promotional Offers are going on while ordering from these apps allows the customer to save additional money. And even in no discount situation, in most of the cases, the delivery charges are less than the money one needs to spend to go the restaurant in person.

### **C. Accessibility**

Digital platforms enhance the accessibility of restaurants, reaching a broader population in both urban and rural areas of India. No doubt it increases the accessibility to the wider group in terms of who can order and from where you can order.

### **D. Efficiency and Speed**

These Apps expedite the process of food ordering, and other transactions, providing faster service delivery compared to traditional methods. For example ordering food from the menu provided on apps are very simple and straightforward and the transaction time of paying money and accepting order is very low. Even the delivery time vs go to the restaurant and wait for the order and then after having food coming back to your



place will always get more time than the time taken by delivery partner so it's always a time saving process.

### **E. Wide Variety of Food Options**

Online food ordering apps provides number of choices available within your range to order. You can also compare and view rating before ordering.

### **F. Streamlined Operations**

Online food ordering apps have streamlined the process, which results in less manual intervention in handling the order, receiving the payment, noting down and communicating the customized request etc. Which results into overall efficiency of the restaurants

### **OBJECTIVE OF THE STUDY**

- Understand customer concerns areas while using online food ordering apps.
- Understand customer interest and frequency of using online food delivery apps.
- Enhance customer understanding of food delivery apps.

## **LITERATURE REVIEW**

Online food requesting is requesting food through the eatery's own site or portable application. The aim of this analysis is to look at the consumer insight on food applications and to dissect the variables that impacts customer acumen towards food applications. The worldwide development is 9.01%, the web food delivery apps market in India is developing at a pace of 15%. The variety of consumptions including food applications, has become vital for the business to develop and enchant existing consumers. . The importance of this research paper is that it characterizes consumers' perceptions towards the using of food applications, and the way these applications have implicit buying, arranging, and socially raise the value of dinners and bites (Levin, Heath, and LeVangie, 2015).

India holds the record for being probably the foremost youthful populace all throughout the globe with the traditional age remaining at 27 years. This has brought about indiscreet buying power on the grounds that the willingness to try out new food applications in India is high, further prompting the use of the same (Inc42 Media, 2020) (Business Insider, 2020)

The young crowd is more inclined towards food which is high in nutrition. Whereas, brand name plays a vital role in customer perception, which has high influence in to their purchasing behavior, Aaker (2000).

Muthumani et al. (2017) study reveals that it's as yet not pleased and safe for consumers while buying on the web. It expresses that web based shopping is famous among young people for satisfying their prerequisites.

According to Vincet et al., (2016) the principle aim of this study was to understand the fundamental correlation between convenience motivation, post-usage usefulness, price positioning, time consumed during the process, prior online purchase knowledge, consumer approach and behavioral towards OFD services.

With the growing popularity of various OFD apps and easy access to internet, the impact of the same was studied by S. Manju (2019) and also the impact of the OFD apps in our daily routines and factors contributing to the OFD services. In next few years market volume of online food delivery is of \$5.7 billion by 2022.

As per the study conducted by Preeta & Iswaraya (2019) to analyze perception towards online order and delivery application, considering demographic as a part of its study, young person are mostly likely to order online restaurant delivery, using one of these services.

According to Yota Pavlou, Consultant, CPRD stated that food consumption and shopping behavior shifted massively because of Covid-19. Since large number of people started ordering their groceries online, it was a challenge for retailers to satisfactorily complete orders. With restaurants being closed, it added a heavy toll on the online grocery ordering since there was an increase in ordering slots, individuals started turning to online food delivery services.

Covid-19 pandemic has posed a new threat to the business of food delivery, which could potentially affect the online food delivery services (OFDs; Keelery, 2020). Restaurants and related services, mainly OFD's are willing to supply food. However, the customers are hesitant to place order during this pandemic even though many OFD's have mandate their delivery partners to use personal protective gear while encouraging the customers to pay digitally to ensure contactless delivery.

Below table highlights the contribution by select researchers on the subject area:

Sr. No	Researchers	Year	Subject	Findings
1	Ninad Gawande, Gajanan Pachaghare, Ashish Deshmukh	2019	A study of customer perception about online food ordering services in Amravati city.	OFD services are still not very familiar and are quite new , therefore users specifically forty years and above are still not comfortable is using them. Whereas, the younger generation mostly consisting of students are more inclined towards such services.
2	Mrs. A. Mehathab Sherife, Dr. N. Shaikh Mohamed	2019	A study on consumer perception towards online food ordering with special reference to Tiruchirappalli.	This study highlights the very fact that youths are habitually poised towards usage of Online Food Ordering Services and also this study tries to point out that the product worth and promotional discounts provokes usage of OFD services.
3	Mr. Bhavik Shah, Dr. Ramakanta Prusty	2019	A study on factors affecting consumers' perception and attitude towards food apps service.	The study showcases the current scenario in India, where it tries to highlight the factors responsible for making OFD services as one of the fastest growing businesses across the country. Factors responsible for giving a boom to OFD services are, pocket friendly, user-friendly, variety of restaurants and on time delivery.

## **METHODOLOGY**

The specific procedures are applied to study the overall validity and reliability of the Questionnaire by applying a quantitative approach. Research design is a process that gives an appropriate framework to a study. A critical decision in research design is the right choice for conducting a research approach since it determines how to get useful information from a review.

### **Research Approach**

The deductive approach focuses on the development of a hypothesis from an existing theory and planning a research plan to check the explanation. The usefulness of the deductive approach is in business research during the following stages:

- Develop a hypothesis from a theory.
- Planning out the hypothesis in working terms and suggesting relationships between two variables by conducting chi square test for independence.
- Assessing the hypothesis with the help of various methods, which are quantitative methods like regression and correlation analysis.
- Studying the outcome, thus resulting in confirming or rejecting the theory.

### **Questionnaire Approach**

The questionnaire was designed to gain insight into people's different perspectives of using online food ordering apps. The questionnaire was prepared through a survey method designed online via Google Forms and sent across to people through social media platforms.

There are 6 questions on the demographics of the respondents, 2 are qualitative questions from the users to provide details reference, 6 questions on the ease of opting online food ordering apps, 3 questions on the different service level provided by these apps, 1 question on frequency and 4 on future preferences in terms of food ordering.

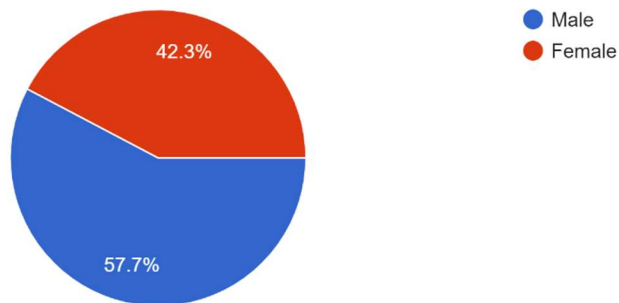
Therefore, for the concept of this questionnaire, the questions were designed based on multiple choices and Likert scale questions. In the multiple-choice, the respondents can answer all the questions or answer one based on their relevance, and in the Likert, scale questions, the rating scale ranges from 1-4 where 1 strongly agrees, and 4 strongly disagrees.

## DATA COLLECTION

### Survey on Consumer Behavior Toward Online Food Ordering Apps

#### Gender

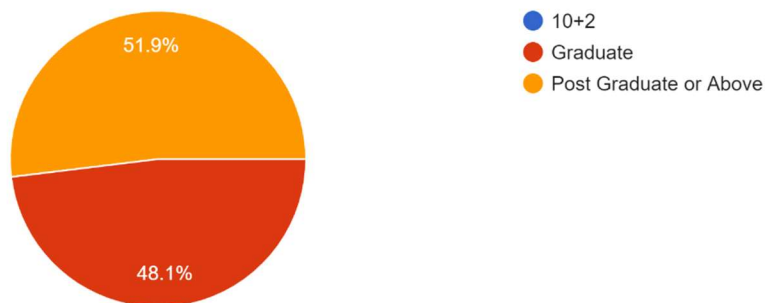
52 responses



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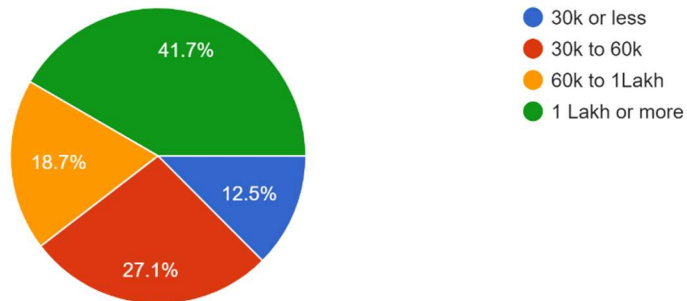
#### Educational Qualification

52 responses



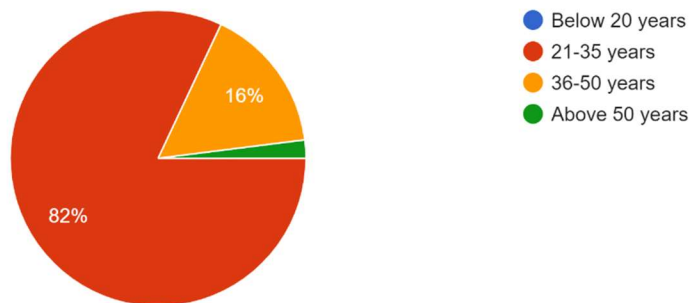
### What's your income level?

48 responses



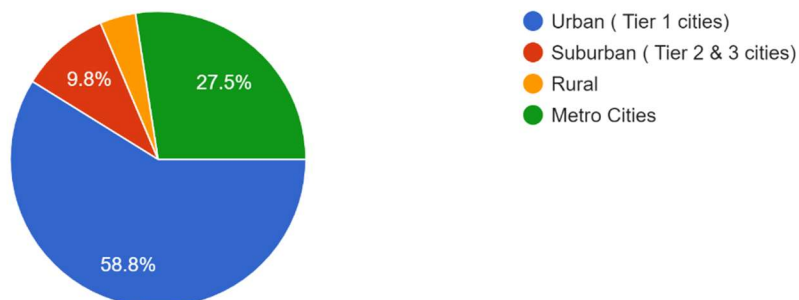
### What is your age group?

50 responses



### What type of area do you live in?

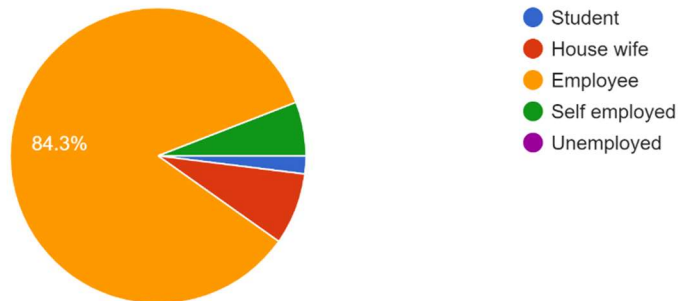
51 responses





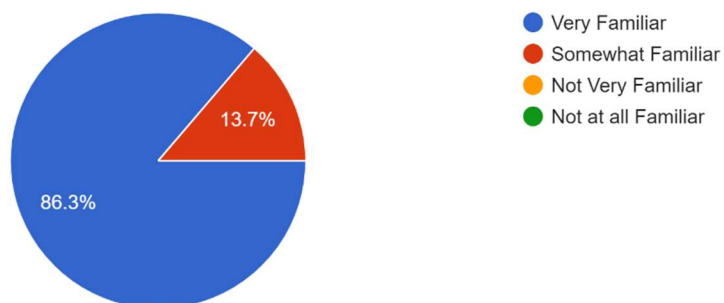
### What is your occupation?

51 responses



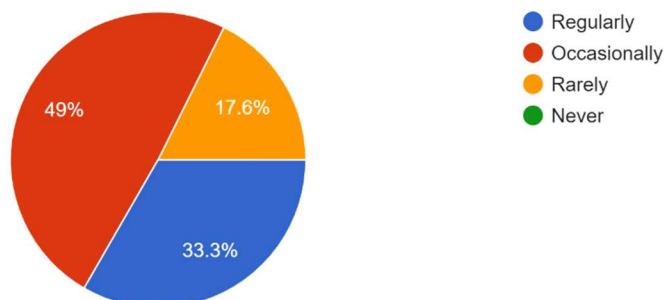
### How familiar you are with Food Ordering apps

51 responses



### How frequently have you used the online food ordering app?

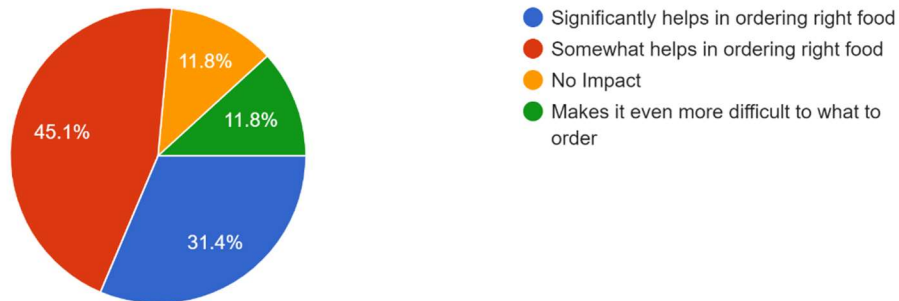
51 responses



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Does food options provided on the apps help you to decide what to eat?

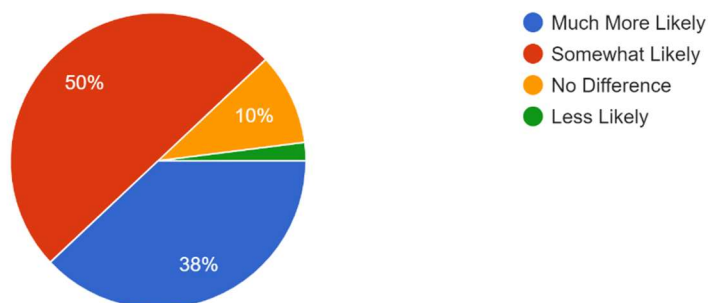
51 responses



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Would you be more likely or less likely to order food given that online food ordering facility is there?

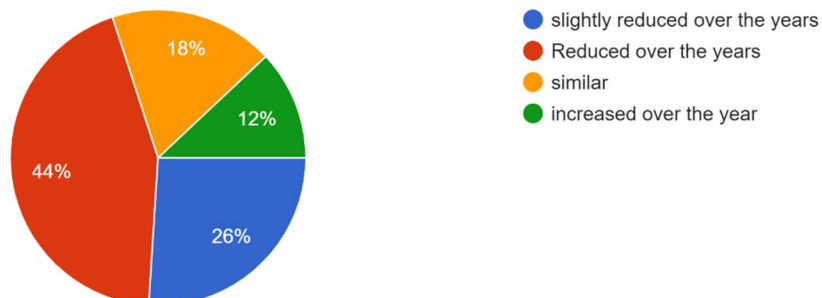
50 responses



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According to you delivery time is

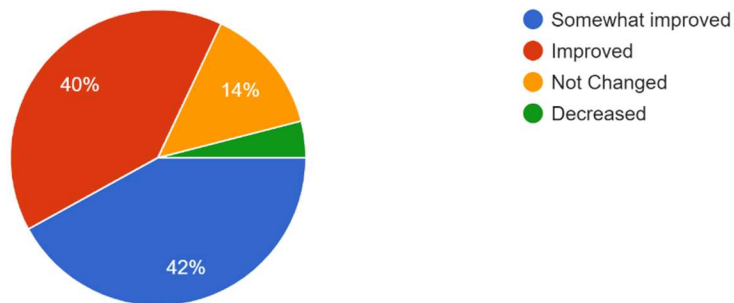
50 responses



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According to you the level of services from food ordering apps has been

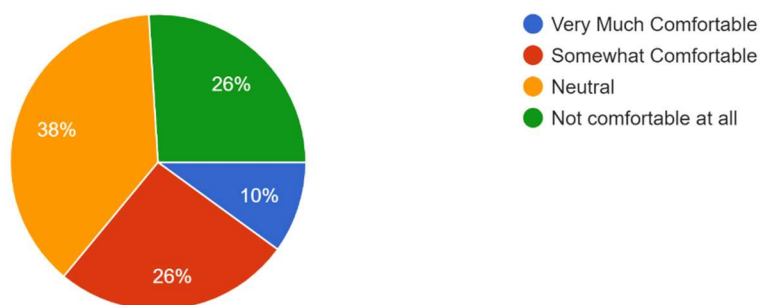
50 responses



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How comfortable are you in paying the additional cost charged by food ordering apps as compared to charged by in-person dine out restaurants?

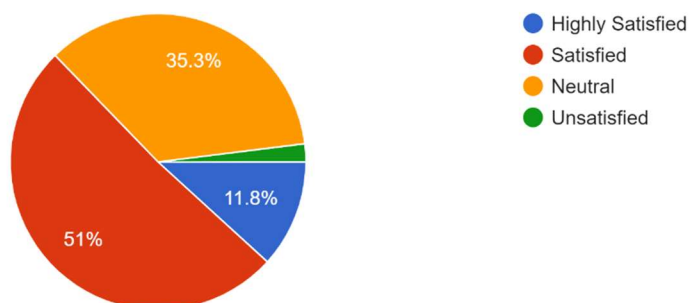
50 responses



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How satisfied are you with the food ordering app services you have observed in the past?

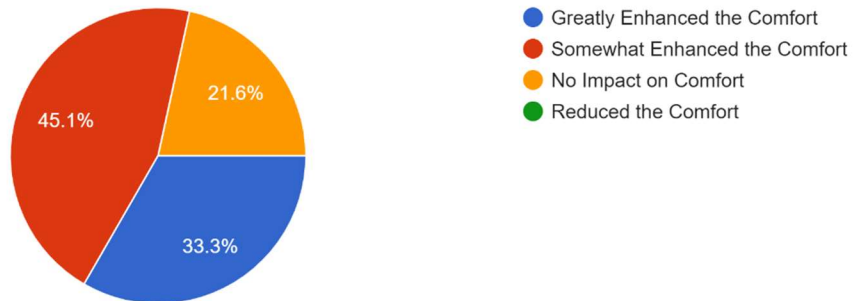
51 responses



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### How has the use of food ordering apps affected your comfort?

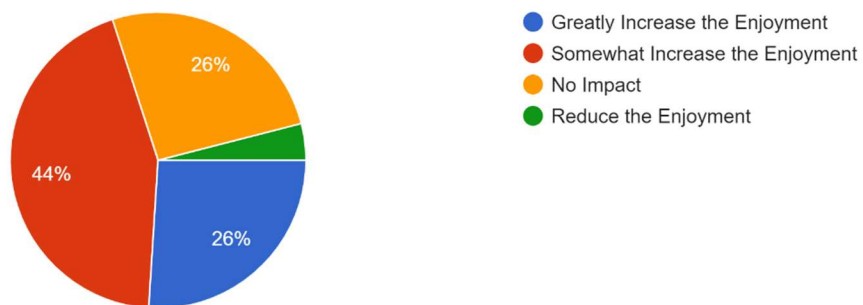
51 responses



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### How has the use of online food ordering apps services affected your enjoyment or ordering experience?

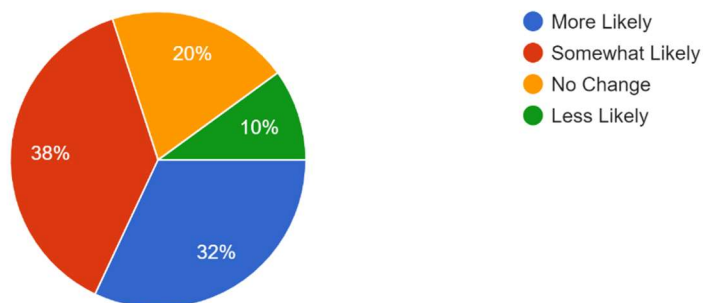
50 responses



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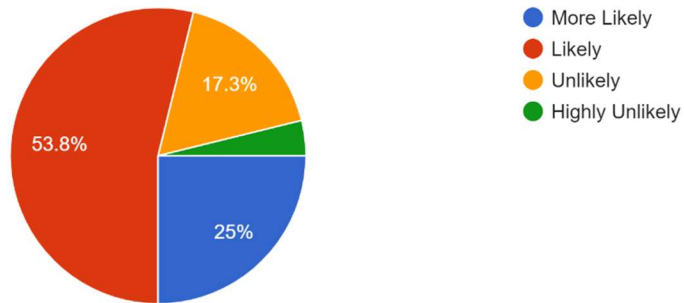
### How would you describe your likelihood to return to offline mode of eating outside food?

50 responses



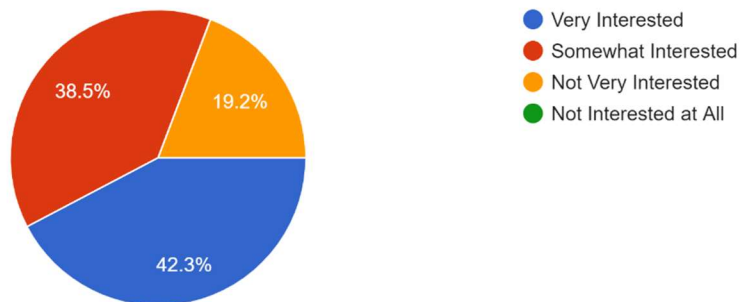
### Willingness to recommend online food ordering apps to Others (Family & Friends)?

52 responses



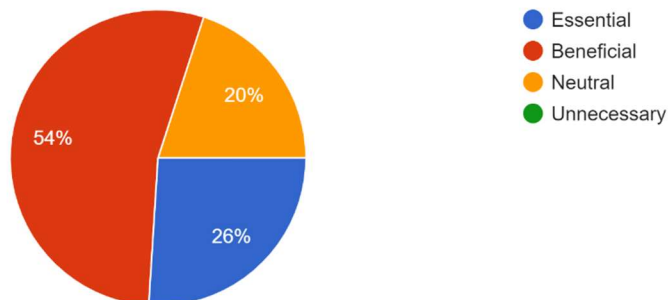
### Your Interest in Future use of food ordering apps?

52 responses



### Perception of online food ordering apps as future?

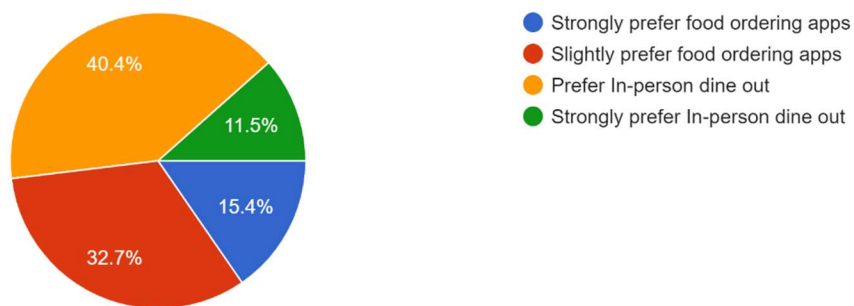
50 responses



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### Your preference for In-person dine out or ordering food online?

52 responses



## **HYPOTHESES ANALYSIS**

**The level of Significance is defined at 5% or 0.05.**

**if p-value > 0.05 then accept the null hypothesis stating no significant association.**

**if p-value < 0.05 then accept the alternative hypothesis stating significant association.**

We have used the Chi square test to check the independence of variable. The below analysis is for the factors which are correlated/dependent on each other. Where we have rejected the null hypothesis stating there is significant association between two factors.

### **a. The influence of Income Level on respondents' Satisfaction Level for the online Food Ordering Apps options.**

The below result shows the chi-square analysis conducted to determine the influence of Income Level on selecting the online Food Ordering Apps.

<b>p value</b>	0.00026883
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**if p value > 0.05 then accept the null hypothesis**

**if p value < 0.05 then reject the null hypothesis and accept the alternate Hypothesis**

**As the p value is < 0.05 we are rejecting the Null Hypothesis (Ho)  
that**

**There is significant association b/w Income Level of respondents' and  
Satisfaction Level**

Satisfaction level from food ordering app is related/dependent with Income Level of the customer. The people with monthly 30k or more are more likely to be satisfied with food ordering apps, given that they have propensity to spend and value their time and comfort over money spend. Whereas people below 30k monthly income are not significantly appreciating the improvement in satisfaction level as they have no interest in paying higher amount for any additional service.

**b. The influence of age on respondents' Satisfaction Level for the online Food Ordering Apps options.**

The below result shows the chi-square analysis conducted to determine the influence of age on Satisfaction level on selecting the online Food Ordering Apps.

**p value** 0.00000014

**if p value > 0.05 then accept the null hypothesis**

**if p value < 0.05 then reject the null hypothesis and accept the alternate Hypothesis**

**As the p value is < 0.05 we are rejecting the Null Hypothesis (Ho)  
that**

**There is significant association b/w Age Group of respondents' and  
Satisfaction Level**

Satisfaction level from food ordering app is related/dependent with Age of the customer.

People up to age 35 years are more likely to satisfy from online food ordering apps, as they appreciate the changes or improvement made by apps over the years. They are the main operators of the apps, whereas other age groups are more likely to enjoy the food ordered by these age group.

**c. The influence of age on respondents' level of services from online Food Ordering Apps.**

The below result shows the chi-square analysis conducted to determine the influence of age on level of services of online Food Ordering Apps.

**p value** 0.0000172

**if p value > 0.05 then accept the null hypothesis**

**if p value < 0.05 then reject the null hypothesis and accept the alternate Hypothesis**

**As the p value is < 0.05 we are rejecting the Null Hypothesis (Ho)**



**that**

**There is significant association b/w Age Group of respondents' and Improvement in level of services**

Level of Service provided by food ordering app is related/dependent with Age of the customer. People up to Age 35 years feels that level of service improved over the year. Whereas other feels it's not significantly improved. It could be due the reason that young people observe more in terms of minute details of improvement like additional feature or facility provided by apps but senior people won't pay much attention to that. They are good to go with basic details.

**d. The influence of income level on respondents' level of service from online Food Ordering Apps.**

The below result shows the chi-square analysis conducted to determine the influence of income level on level of service from online Food Ordering Apps.

**p value**

0.03039580

**if p value > 0.05 then accept the null hypothesis**

**if p value < 0.05 then reject the null hypothesis and accept the alternate Hypothesis**

**As the p value is < 0.05 we are rejecting the Null Hypothesis (Ho)**

**that**

**There is significant association b/w Income Level of respondents' and Improvement in level of services**

Level of Service provided by food ordering app is related/dependent with Level of Income of the customer. The people with monthly income of 30k or more are more likely to be appreciate the improvement in level of services with food ordering apps, given that they value the comfort provided. Whereas people below 30k monthly salary are indifferent with improvement as they have no interest in paying higher amount for any additional service.

**e. The influence of Income Level on delivery time taken by online Food Ordering App**

The below result shows the chi-square analysis conducted to determine the influence of Income level on delivery time taken by online Food Ordering Apps.

**p value** 0.00466262

**if p value > 0.05 then accept the null hypothesis**

**if p value < 0.05 then reject the null hypothesis and accept the alternate Hypothesis**

**As the p value is < 0.05 we are rejecting the Null Hypothesis (Ho)  
that**

**There is significant association b/w Income Level of respondents' and Impact on Delivery Time over the period**

Delivery time taken by food ordering app is related/dependent with Level of Income of the customer. The people with monthly income up to Rs. 1 lakh are more likely to be appreciate that delivery time has been reduced over the years , whereas people above Rs. 1 lakh feels it's not significantly reduced, given that expectations of very high income level is also high from delivery apps. They can come up with some premium delivery option with extra charge as grocery delivery apps has done could be a possibility.

**f. The influence of Type of City on delivery time taken by online Food Ordering Apps.**

The below result shows the chi-square analysis conducted to determine the influence of type of city on delivery time taken by online Food Ordering Apps.

**p value** 0.00258775

**if p value > 0.05 then accept the null hypothesis**

**if p value < 0.05 then reject the null hypothesis and accept the alternate Hypothesis**

**As the p value is < 0.05 we are rejecting the Null Hypothesis (Ho)  
that**

**There is significant association b/w Type of City do you live in respondents' Impact on Delivery Time over the period**

Delivery time taken by food ordering app is related/dependent with Level of Income of the customer. People lives in rural or suburban cities strongly believes that delivery time has been reduced over the year, whereas people from metro and urban cities feels that it's not significantly improves, some people from metro and urban cities also feels that it increased over the years. The possible reasons could be:- 1) the scope of improvement was higher in rural/suburban areas which apps has been done better interms of operational management. 2)Whereas for metro cities volume of orders increased traffic is an increasing issue which leads to less scope for reducing time significantly as mentioned and it could be higher for some areas in particular.

**g. The influence of age on respondents' preferences for In-person Dine-out vs Ordering through online Food Ordering Apps plan**

The below result shows the chi-square analysis conducted to determine the influence of age on preference for In- person Dine out or ordering through online Food Ordering Apps.

**p value** 0.008929015

**if p value > 0.05 then accept the null hypothesis**

**if p value < 0.05 then reject the null hypothesis and accept the alternate Hypothesis**

**As the p value is < 0.05 we are rejecting the Null Hypothesis (Ho)  
that**

**There is significant association b/w Age Group of respondents' and their preference for ordering food online Vs In-person Dine-Out**

Preference for in person dine out is related/dependent with Age of the customer. People do have preference for in-person dine out option especially young crowd, but at the same time when it comes to implement they ended up with ordering online. So it's a like of wish/preference but not the actual thing in all circumstances. For special occasions yes in-person dine out is the first choice like birthday celebration, anniversaries, official meets, in-person meeting while lunch and dinner and so on. But for regular days still people order online.

**h. The influence of type of city do you live in on respondents' preferences for In-person Dine-out vs Ordering through online Food Ordering App**

The below result shows the chi-square analysis conducted to determine the influence of type of city do you live in on preference for in-person Dine out Vs. ordering through online Food Ordering Apps.

**p value** 0.00000050

**if p value > 0.05 then accept the null hypothesis**

**if p value < 0.05 then reject the null hypothesis and accept the alternate Hypothesis**

**As the p value is < 0.05 we are rejecting the Null Hypothesis (Ho)  
that**

**There is significant association b/w Type of City do you live in respondents' preference  
for ordering food online Vs In-person Dine-Out**

Preference for in person dine out is related/dependent with Age of the customer. People in metro cities do not prefer in-person dine out, whereas other cities do have preference for in-person dine out rather than online ordering food. The reason could be higher waiting time and travelling time increased the preference for online food ordering.

**i. The influence of age on respondents' decision making with multiple options available on online Food Ordering Apps plan**

The below result shows the chi-square analysis conducted to determine the influence of age on decision making with multiple options available on online Food Ordering Apps.

**p value** 0.00023555

**if p value > 0.05 then accept the null hypothesis**

**if p value < 0.05 then reject the null hypothesis and accept the alternate Hypothesis**

**As the p value is < 0.05 we are rejecting the Null Hypothesis (Ho)  
that**

**There is significant association b/w Age Group of respondents' and Multiple Option Vs Decision making**

Decision making with multiple options available is related/dependent with Age of the customer. People up to age 35 years feels that multiple options provided helps them to order the right food. Whereas people from older age are indifferent with options provided. The possible reason could be that young generation prefer to order or try multiple options which they easily find out on online portal whereas older people stick to the menu of their choice.

**j. The influence of type of city do you live in on respondents' decision making with multiple options available on online Food Ordering App**

The below result shows the chi-square analysis conducted to determine the influence of type of city do you live in on decision making with multiple options available on online Food Ordering Apps.

**p value** 0.00000034

**if p value > 0.05 then accept the null hypothesis**

**if p value < 0.05 then reject the null hypothesis and accept the alternate Hypothesis**

**As the p value is < 0.05 we are rejecting the Null Hypothesis (Ho)  
that**

**There is significant association b/w Type of City do you live in respondents' Multiple Option Vs Decision making**

Decision making with multiple options available is related/dependent with Type of the city customer lives in. People from metro and urban cities believes that online portal provide multiple choice and helps in ordering right food, whereas people from rural and suburban cities doesn't feel significant difference in making choice with multiple options. The reason could be they might not even have that much choices which make them to think.

## **CONCLUSION**

The project helped to understand the customer behavior, perception and interest in using online food delivery apps to improvise its processes. New insights were drawn from the outcome of the study. Few of the outcomes which might help the company are discussed below:

- The study helped a lot to understand the influencing factors in using food delivery apps.
- It helped to understand the role of awareness and trust in the online food delivery apps.
- It was found that males and females react differently to certain factors like attractive advertisements and inclination towards online food delivery apps.
- It helps in understanding users' interest and area where they want changes or improvement to increase usage of online food delivery apps.
- This study helped the researcher explore the customers concerns and expectations and interest in online food delivery apps in a systematic manner. Thus, this study will help to increase awareness, trust and improve process and make them more attractive, secure and customer friendly.

## **LIMITATIONS**

- The survey of consumers was based on a random basis, so the results might not come true.
- Complete internal information was not shared completely due to which few parameters could not be studied.
- Due to the paucity of time, the study could not be done extensively. So, any extrapolation of the inferences should be done with extra caution.
- Some respondents were reluctant while filling the survey. It was felt very often that the respondents do not express their true feelings. In such cases, accurate judgment and evaluation is difficult.
- The survey was limited to a few cities due to paucity of time and resources.

## **RECOMMENDATIONS**

The survey helped the researcher gain knowledge about the prevailing processes and realized the fact of adopting various techniques in order to change the current scenario. A few of the suggestions that the researcher intends to give are mentioned below:

- Given the sensitive nature of personal information shared by user like address or current location phone number, cyber security is a critical concern. Service providers in India must invest in robust cybersecurity measures to protect customer information.
- Balancing the convenience of online food delivery apps with privacy concerns is vital. Ensuring compliance with data protection regulations is a priority for the industry.
- Challenges related to digital literacy and access to technology persist, particularly in remote areas. Addressing these barriers is essential for inclusive food delivery apps adoption.
- While the younger population readily adopts online food delivery method, reaching and convincing the older demographic remains a challenge.
- A better focus should be given to the under developed areas to enhance the customer base.
- Extensive promotion through social media like Facebook Page, Groups, etc. might help the service provider to grab the attention of the mass market present online.
- The service providers tie up with restaurants and cafes with high charges is major concern of users, which can be a major reason to avoid using food delivery apps many times. It should try reducing delivery charges or food handling charges like cost above food price to enhance services and promote usage of food delivery apps.

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4. Tutorial Youtube link on Chi-Square test of Independence

[Perform Chi-Square Test Of Independence In Excel](#)