International Journal of Business Management Insight & Transformations
Vol. 5, Issue 2 – 2021
ISSN: 2581-4176

A Study on Consumer Preference towards Food Delivery Brands

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Abstract

The recent development of the Internet has augmented the e-commerce industries in a country like India. E-commerce development has made online food ordering services seamless for people who want to get food delivered at their doorstep. Although consumers continue to go out for the meals, consumers feel very convenient to order food online since it frees the customer from personally visiting the restaurants. In this study, our main focus was to analyse the perception of consumer towards online food ordering services. In order to understand what factors have played a dominant role to attract consumer in the developing country like India towards them, we decided to study on the consumer perception on online food ordering. In this research paper, two objectives were set for study. The first one was to identify the factors which influence the consumer to order food online and the other one was to know the consumer preferences on online food ordering services provider. To achieve these objects survey was held to gather the information. Survey successfully helped to understand the behaviour and perception of people for online food ordering.

As an enormous amount of people are gravitating towards the more intensive use of the Internet as the accessibility of technology, the availability of information, and the ability to interact through the Internet increase and evolve. Consumers are now able to use the Internet for a variety of purposes such as research, communication, online banking, shopping, and even online food ordering. With such benefits, the Internet is promptly becoming the main method of communication and of conducting business effortlessly. The Internet has contributed to the changes in consumer preference as their dependence on technology has moved them to do everything on the internet including getting cooked meals delivered on their doorstep. Convenience is the biggest determinant to the consumers as the steps required to make an order is as simple as few clicks on mobile devices like smartphone, tablets, or laptops. In a nutshell, modern and young consumers may be labelled as ‘lazy’ for depending on technology and convenience.

From the business point of view, owners would grab opportunities which are seen as a new source of revenue generation. Consumer preference is the main stimulating factor for business owners to indulge in online delivery services as to further satiate customer demands and needs. Online food delivery is particularly

This study aimed to examine:

1. How the Internet has changed consumers food-buying behavior and identify its associated factors;
2. Consumers' concern about food safety information of online food products. A cross-sectional study was performed from October to December 2015 in Hanoi-a Vietnamese epicenter of food service. One thousand seven hundred and thirty-six (1736) customers were randomly chosen from food establishments of 176 communes. Data were collected through face-to-face interviews using structured questionnaires. The majority of participants reported using the Internet to search for food products (81.3%). The most crucial factors influencing food purchases through the Internet were convenience (69.1%) and price (59.3%). Only one-third of participants selected products based on accurate evidence about food safety certification or food origin. The majority of participants were concerned about the expiration date (51.6%), while brand (9.8%) and food licensing information (11.3%) were often neglected. People who were:(1) female, (2) highly influenced by online relationships, and (3) having difficulty in doing usual activities were more likely to look for online food products. These findings produce practical advice to consumers when purchasing their desired food products on the Internet, to online food retailers and to the Government of Vietnam to implement appropriate legislation regarding trading online food products.

Prescribed in countries that are still developing as technology and consumer preference are still modifying. According to the studies, 50.8% of people order food delivery service because they do not prefer to cook, as it allows customers to have food delivered straight to their home or office in less than an hour. Despite the burgeoning internet boom in the present scenario, some of the consumers are still not participating in the online transaction. For various people, there are still worries with security and passing personal data over the Internet.

Introduction

The business of delivering ready to eat foodstuffs from restaurants to home is undergoing a stupendous change as new online platforms enable food providers to capture markets and customers day by day. Worldwide, the food delivery market stands at 4 percent of food items sold through restaurants chains and fast-food outlets. This market has already matured in many countries with a growth rate estimated at 3.5 percent for five years down the line (McKinsey, 2016). The picture is not so different in our country as well. The conventional mode of food delivery wherein customers order food online through the websites of restaurants, or fast- food chains have now been replaced with the concept of 'aggregator business model.' Here the business player provides a 'single window system' enabling the customers to order food online from a wide variety of food providers registered on the portal. The 'aggregator' would charge a fixed margin of the order from the food provider and in turn, handles the delivery of the food item at the doorstep of the consumer. The focus has now shifted from technology to logistics, which is currently acting as the major cost drivers for the food industry. Despite escalating traveling and vehicle maintenance costs, these food delivery companies make profits by up to 30% (McKinney, 2016).

Indian consumers habituated to online shopping experience through digital apps and e-commerce websites with maximum convenience and transparency. Online food delivery market in India, comprising of aggregators and internet kitchens, showed a spectacular growth in recent years. The market in India is of the tune of 15 billion USD and is all set for an exponential growth phase. The sector is very competitive, and growth of online food ordering via digital platform made the businessmen and entrepreneurs awake and took notice. Some popular 'food aggregators' like Zomato, Swiggy, Food Panda, and UberEATS are feeding the Indian cities online and making decent profits. Various food delivery web portals and mobile apps offer the rational Indian customer a direct comparison between the prices and rating of different food outlets and restaurants serving the same dishes and to choose among the various options.

Technology has played a key role in revolutionizing the food delivery service, it has contributed to the changes in consumer preferences as the dependency of technology has motivated them to do everything online comprising getting cooked meals delivered to their doorstep. Convenience is the prime factor to the consumers, as to place an order is as simple as few clicks on any mobile devices. Technological dependency, convenience and less time taken for the food to be delivered aids as a good reason for the consumers to choose the services offered by the online food ordering and delivery service portals. The popularity of online food ordering and delivering services is steadily growing, expectations of the users are also increasing. This research paper is aimed to investigate consumers‟ views about the services they receive from different portals. This paper will help the service providers to understand the consumers‟ perception, needs and views on the basis of the result of a survey.

About the Industry

Indian online food delivery market is relentlessly getting development in spite of low enthusiasm of speculators and a few players who have diminished tasks and shut shops. RedSeer in its report of February this year uncovered that Indian online nourishment conveyance showcase got a development of 150 percent in 2016 with an expected gross product volume of USD 300 million. Almost certainly that the Indian online food delivery market is extending significantly. It has begun to pull in the brands like Uber; the worldwide taxi haling specialist organization-which propelled its food delivery application UberEats in 2014 and started its activities in India to convey online food delivery requests in Mumbai in May and as of late in Delhi-NCR in June, this year. However, UberEats may need to go far to turn into the pioneer in Indian online food delivery market, in light of the fact that a few players exist in this industry for very nearly 10 years and are truly doing stunningly well with winning the trust of clients by conveying the most ideal administrations.

Most popular online food delivery apps in India

Zomato: Propelled in 2008, Zomato is India's driving on the web nourishment conveyance application working with an immense database of cafés and nourishment outlets. Right now, Zomato gives its administrations in 23 nations including India, Australia and United States. The application is generally acknowledged for its least difficult user inter-face and normal upgrades to its client experience. Accessible on iOS, android and windows phone stages, Zomato additionally coordinates a system of nourishment darlings who contribute audits for eateries and their menus

Food panda: Propelled in 2012, Food panda offers the best of the limits and offers over online food orders - the key explanation which has made the brand prevalent in India. Clients can make profile in the application and spare their preferred eateries to get instant access.

Just Eat: In any case, Just Eat doesn't yet serve everywhere throughout the nation however in metros, it gives moderately comparative highlights and administrations for online food delivery as gave by pioneers. The application gives access to a huge number of menus and eateries just as acknowledges instalment through cards and furthermore the money down. It benefits in nine metros of India including Delhi, Mumbai, Chennai and Hyderabad among others.

Swiggy: Swiggy is likewise the market head in online food delivery in India, head quartered in Bangalore, the application covers urban populace of the nation and conveys nourishment with its very own armada of delivery people who pick orders from eateries and convey them to clients.

Faasos: With offering enormous cuisines particularly from Indian cooking styles, Faasos is another large name in Indian online nourishment industry. The application has

straightforward route with the element of customized orders. It offers the best limits and money backs on orders.

UberEats: Presently UberEats by Uber, the most well-known on-request taxi application, has additionally begun to pick up fame. It happened when the organization started to convey nourishments in every significant city in India, similar to Delhi, Mumbai, Pune, Hyderabad, Bangalore, Chennai, and that's just the beginning.

Literature Review

Prior research has mostly examined consumer attitudes toward online services/retailing in general and a few researchers have addressed consumer experiences with online food delivery (OFD) services. Dr. N. Sumathi, S. Josphin (2017)7, in their study enables online food ordering system is one of the largest services for fast food restaurants. This is made possible to use of easy electronic payments system, and also useful for making easy payments for credit card consumer. In this study saying about to reduce the long queues of consumer at the counter ordering for food and also reduce the workload of employees. (Mrs. I. Karthika, 2018) According to H.S. Sethu & Bhavya Saini (2016), their aim was to investigate the student's perception, behaviour and satisfaction of online food ordering and delivery services. Their study reveals that online food purchasing services help the students in managing their time better. It is also found that ease of availability of their desired food at any time and at the same time easy access to internet are the prime reasons for using the services. (das, 2018) According to Gloria food the advantage of online ordering and the reasons for the growth of food delivery app industry are Convenience, Simpler menu to manage, significant savings, no hassels etc. Food Panda is an introduction to the newest food sensation that's here to stay (Shiyin Chan, 2015) Food panda is a global online food delivery marketplace headquartered in Berlin, Germany. Fun fact - they're also known as hello food in other places in the world. (Dr. Neha Parashar, 2017) Brymer (1991) states that the hospitality industry is comprised of those businesses which practice the act of being hospitable; those businesses which are characterized by generosity and friendliness to guest. This business that comprises the major segments of the industry: food service, lodging, travel and recreation. (Chorneukar, 2014) Rekha Priyadarshini (2017)8, in her study examined about India fast food business is growing due to changing of consumer preferences and the largest 23 youth population. The Indian fast-food industry has 40% growth year after year. The most top chains are planning an aggressive expansion in semi urban areas and also most popular in tier2 & tier3 cities. The international fast-food chains have to change this business model completely, to adapt to Indian preferences. (Karthika, 2018) Vijayasarathy (2004), in his research used a sample of 281 consumers to test a model of consumer intention to use online shopping. The study discovered similarity, handiness, usability, and security to be noteworthy indicators of attitude towards online shopping, however protection was most certainly not. Another finding demonstrated that expectation to use online shopping was firmly influenced by attitude toward online shopping, standardizing convictions, and self-viability. (TRIVEDI, 2018)

According to Varsha Chavan, et al, (2015), the use of smart device-based interface for customers to view, order and navigate has helped the restaurants in managing orders from customers immediately. The capabilities of wireless communication and smart phone technology in fulfilling and improving business management and service delivery. Their analysis states that this system is convenient, effective and easy to use, which is expected to improve the overall restaurant business in coming times. (Das, 2018) systems towards their customers in order to provide them full satisfaction experience. Customer buying decision process using an online platform for online food ordering in India (Tier 1, Tier 2, Tier 3, Tier 4 Cities)- In this study it shows that the online platform has drastically changed the food delivery service industry. It has also helped to improve the customer experience with traditional food delivery service companies, such as major fast food restaurant chains, thereby impacting the consumer perception toward the food delivery service industry as a whole.

Methodology of the Study

The research is descriptive in nature. Primary data were collected through structured questionnaire from 80 customers using food delivery apps in Tier 1, Tier 2, Tier 3 cities of India. Convenience sampling method was used in this study. The study is explorative as well as corresponding in nature. It intends to explore the consumer's perception on online food ordering. The data for the study 10 was gathered through structured sets of questionnaires. An online survey was used to collect the data for this study. All variables were operationalized using the literature on online food ordering. The first part of the questionnaire included questions about the factors which make the consumers order food online. The second part consisted of a variety of questions to know the preferences of the consumer on which company's services they like to use the most and what type of services of the particular company they find more convenient. The third part consisted of a type of food which consumer likes the most to order online

Research Design

The selection of statistical tools was based upon the nature of data used and objectives. The applied statistical analysis is Percent analysis, Ranking method and Chi-Square Analysis.

The selection of statistical tools was based upon the nature of data used and objectives. The applied statistical analysis is Percent analysis, Ranking method and Chi-Square Analysis.

Objective of the Study

1. To find out the most preferred online food delivery application by the consumers.
2. To understand the factors which influence people more towards online food delivery applications.
3. To know the frequency of using online food delivery apps by the consumers.

- Online food delivery services have impacted youth and are recognized among students of college specially who are living in hostels and have also benefited the working class.
- The ease of ordering food online is the reason for attracting more customers towards it.
- Any one bad experience has affected consumers frequency of ordering food online

Hypothesis 1

Null Hypothesis (Ho): There is no relationship between gender and satisfaction level of using an app.

Alternate Hypothesis (H1): There is relationship between gender and satisfaction level of using an app.

Hypothesis 2

Null Hypothesis (H0): There is no relationship between age and the satisfaction level of using an app

Alternate Hypothesis (H1): there is relationship between age and the satisfaction level of using an app.

Data Collection

Research Type: Empirical in nature.

Population: Customers who pay the money through e payment to order food from different Food Delivery Service in INDIA

Research Design: The study has been partly descriptive and partly analytical. The study is based on primary data

Primary Data Collection: Primary data was collected through a well-structured closed ended questionnaire based on 5 Point Likert Scale consisting of 18 questions from customers who were ordering food through FOOD SERVICES and uses e-payment.

Sampling Frame: Selected Customer list from DIFFERENT FOOD SERVICES Database

Sample Units: E-payment Users of Food Services

Sample Size: 80

Sampling Method: Multistage sampling technique.

Data analysis

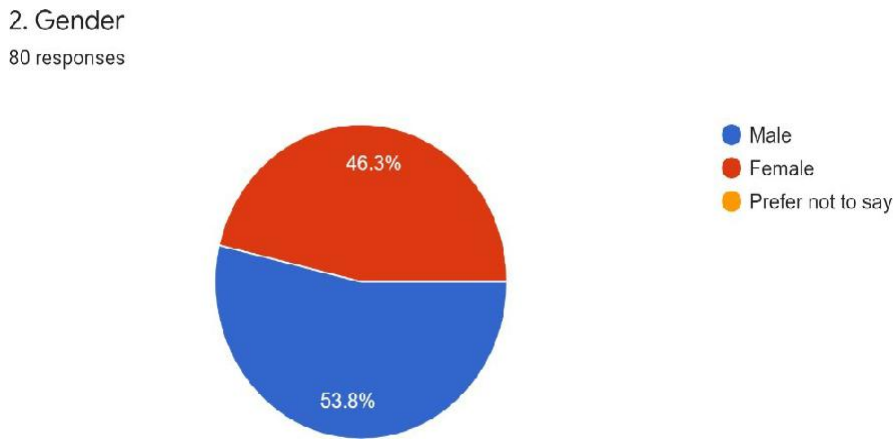
This section shows the analysis and interpretation of data used for the study.

International Journal of Business Management Insight & Transformations
Vol. 5, Issue 2 – 2021
ISSN: 2581-4176

Table 1.Gender of respondents

Gender	No. of respondents	Percent
Male	43	53.8%
Female	37	46.3%
Total	**80**	**100%**

Source: Primary data



The above data infers that 54 percent of the respondents are male and remaining 46 percent of the respondents are female.

Table 2.Age of respondents

Age group	No of respondents	Percentage
15-25	68	85%
25-35	10	12.5%
35-45	0	0
45-65	2	2%
Total	**80**	**100%**

Source: Primary data

The above data infers that 85% of the respondents belong to 15 to 25 age group, 12.5% of respondents belong to 25 to 35 age group and 2% of the respondents belong to 45 to 65 of the age group.

Table 3.Category of the city

Category	No of respondents	Percentage
Tier 1	42	52.5%
Tier 2	30	37.5%
Tier 3	6	7.5%
Village	2	2.5%
Total	**80**	**100%**

Source: Primary data

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Vol. 5, Issue 2 – 2021
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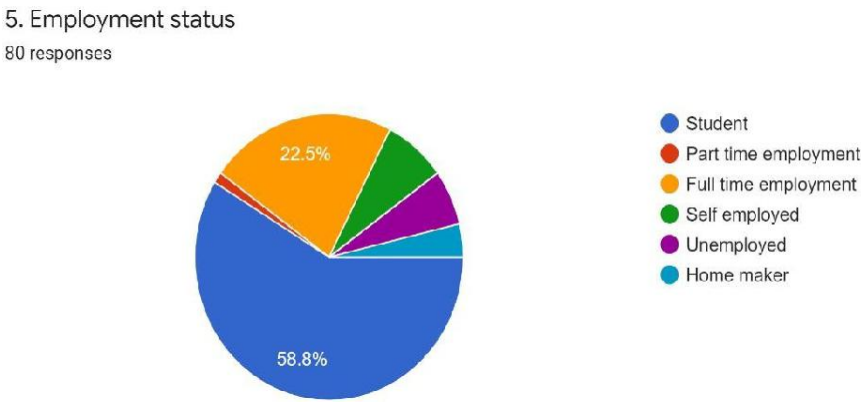
The above data infers that 52.5% of the respondents belong to Tier 1 city, 37.5% of the respondents belong to Tier 2 city, 7.5% of the respondents belong to Tier 3 city and 2.5% of the respondents belong to village.

Table 4.Employment status

Employment status	No of respondents	Percentage
Student	47	58.8%
Part time employment	1	1.2%
Full time employment	18	22.5%
Self-employment	6	7.5%
Unemployed	5	6.3%
Home maker	3	3.7%
Total	**80**	**100%**

Source: Primary data



The above data infers that 58.8% of the respondents are students, 1.2% of the respondents are having part time employment, 22.5% of the respondents are having full time employment, 7.5% of the respondents are self-employed and 3.7% of the respondents are homemakers.

Table 5.Restaurant visit

Restaurant visit	No of respondents	Percentage
Daily	5	6.3%
Weekend	23	28.7%
Monthly once	16	20%
Random	36	45%
Total	**80**	**100%**

Source: Primary data

The above data infers that 6.3% of the respondents visit daily, 28.7% of the respondents make weekend visits, 20% of the respondents visit the restaurant monthly once and 45% of the respondents make random visit to restaurant.

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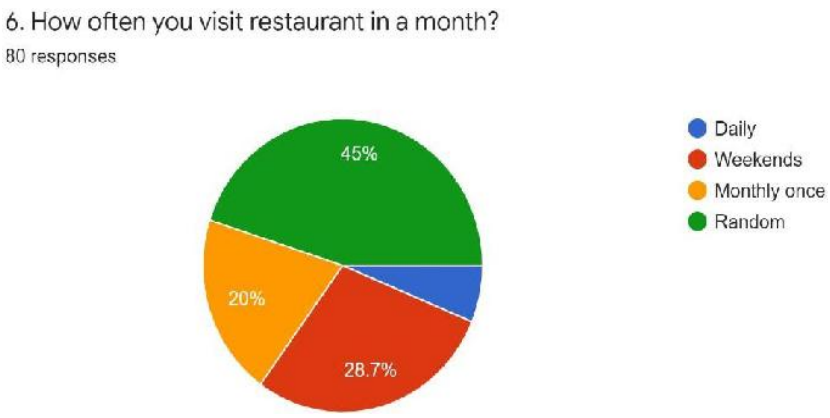

Table 6.Preference

Preference	No of respondents	Percentage
Dinner out	43	53.8%
Order online	30	37.5%
Take away	7	8.8%
Total	**80**	**100%**

Source: Primary data

The above data infers 53.8% of respondents prefer dinner in a restaurant, 37.5% of the respondents prefer to order online and 7% of the respondents prefer to take

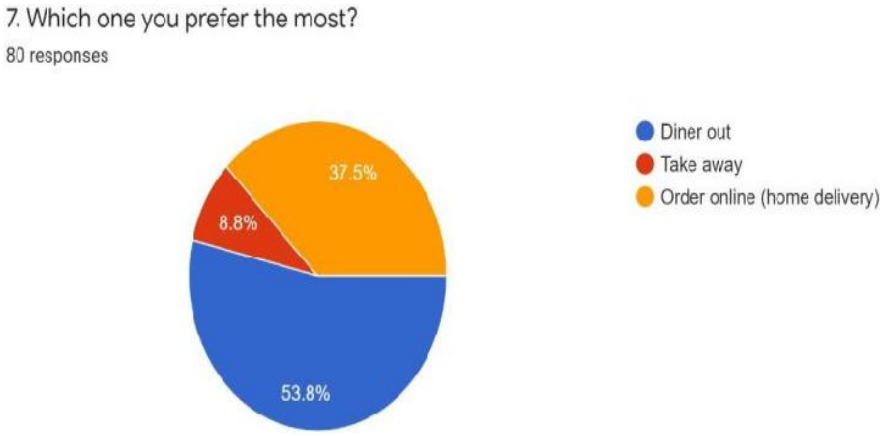

Table 7.Mode of placing a order

Mode	No of respondents	Percentage
Mobile app	76	95%
Direct call	3	3.8%
Restaurant website	1	1.3%
Total	**80**	**100%**

Source: Primary data

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ISSN: 2581-4176

The above data infers that 95% of the respondents prefer to use mobile app for placing an order, 3.8% of the respondents prefer to make direct call to the restaurant for placing an order and 1.3% of the respondent use restaurants website for placing an order.

Table 8.Preferred food delivery app

Food delivery app	No of respondents	Percentage
Zomato	31	38.8%
Uber eats	5	6.3%
Swiggy	43	53.8%
Zaaroz	1	1.2%
Total	**80**	**100%**

Source: Primary data

The above data infers that 38.8% of the respondents use Zomato for placing an order, 6.3% of the respondents use uber eats, 53.8% of the respondents use swiggy and 1.2% of the respondents use zaaroz for placing an order.

Table 09.reasons for using apps for ordering food (rank 1 to 5)

Particulars	I	II	III	IV	V	Total	Cumulative score	Mean score	Rank
Easy and faster	29	11	5	18	17	80	257	3.21	1
quality	24	13	12	11	20	80	250	3.13	3
Taste	9	15	15	23	18	80	214	2.68	4
More Restaurant option	16	23	15	10	16	80	253	3.16	2
Offers and discounts	15	7	9	11	28	80	190	2.38	5

The given analysis Table 16 encloses with reasons for using this online food delivery app services. The above table of reason for using food delivery app ranked as follows:

1. Easy and faster,
2. More restaurant option,
3. Quality,
4. Taste,
5. Offers and discounts

Chi Square Test

Table 17.Satisfaction level of the respondents

Mean	Standard deviation	High level	Medium level	Low level
32.3875	6.03259868	Up to 26	27-32	Above 33

High Level = Mean + Standard Deviation = 32.3875+6.0325 = 38.4201 Low Level = Mean-Standard Deviation = 32.3875 - 6.0325 = 26.3549

Hypothesis 1

Null Hypothesis (Ho): There is no relationship between gender and satisfaction level of using an app.

Alternate Hypothesis (H1): There is relationship between gender and satisfaction level of using an app

Gender	Level of satisfaction			Total
	Low	Medium	high	
Male	17	20	6	**43**
Female	25	8	4	**37**
Total	**42**	**28**	**10**	**80**

Degree of Freedom = (Row-1) X (Coloumn-1) = (3 -1) X (2-1) = 2

O	E	O-E	$(O-E)^2$	$(O-E)^2$ / E
17	22.58	-5.58	31.1364	1.378937
25	19.43	-5.57	31.0249	1.596752
20	15.05	-4.95	24.5025	1.628073
8	12.95	-4.95	24.5025	1.892085
6	5.38	-0.62	0.3844	0.07145
4	4.635	-.0625	0.390625	0.084459
		Total		**6.651757**

Degree of Freedom	5% significant value	Calculated value
2	5.991	6.6517

Calculated value 6.6517 is higher than the 5 percent significant value (5.991) so the null hypothesis is rejected. So there is a relationship between the gender and their satisfaction.

Hypothesis 2

Null Hypothesis (H0): There is no relationship between age and the satisfaction level of using an app

Alternate Hypothesis (H1): there is relationship between age and the satisfaction level of using an app

Age	Level of satisfaction			Total
	High	Medium	low	
15-25	25	20	23	**68**
25-35	4	4	2	**10**
45-65	1	0	1	**2**
Total	30	24	26	**80**
0	**E**	**(O-E)**	$(O-E)^2$	$(O-E)^2/E$
25	25.5	-0.5	0.25	0.009803922
4	3.75	0.25	0.625	0.166666667
1	0.75	0.25	0.625	0.833333333
20	20.4	-0.4	0.16	0.007843137
4	3	1	1	0.333333333
0	0.6	-0.6	0.36	0.6
23	22.1	0.9	0.81	0.036651584
2	3.25	-1.25	1.56	0.48
1	0.65	0.35	0.122	0.187692308
		Total		**2.655324284**

Degree of freedom	5 per significant value	Calculated value
(3-1)*(2-1)=2	5.991	2.655

Calculated value 2.655 is less than the 5 percent significant value (5.991) so the null hypothesis is accepted. So, there is an no relationship between the age and their satisfaction.

Findings

Our study highlights the necessity for consumers to carefully discern online food product information instead of mainly relying on subjective assessment. It is critical for consumers to consider the origin of food, food processing, and appropriate certification granted by relevant authorities prior to purchasing online food products. Besides, in order to increase consumer's trust, food retailers should also proactively provide accurate and sufficient information about their food products online. To help customers to gain precise information about online food products, the Government should require the online food retailer to register their business and provide information related to food safety. All the information will be entered into a database system which should be regulated by the Government. This system already proved to be a successful strategy in China [10]. Consumers can refer to this system to select online food services and report violations if they have complaints about food safety standards. Our findings also indicate that strategies should focus on the online community due to the high interaction between online customers. The enforcement of potential interventions through online campaigns is necessary to raise awareness about food hygiene and safety. Our study suggests that interventions should target on women who are primarily responsible for planning family meals as well as those who have difficulty in performing daily activities, in order to provide proper safety information of online food services.

Strengths and Limitations

The strength of this study was the large sample size across several levels of food services in 29 rural and urban districts in Hanoi–a center of diverse food services in Vietnam. Nonetheless, several limitations need to be considered. First, the data were based on self-reports, which may lead to recall bias. Second, the causal relations between routine Internet usage and level of online interpersonal interactions influence could not be investigated due to the nature of cross-sectional study. We cannot conduct more appropriate research due to limited funding. In addition, there is very little literature related to this topic. Thus, our findings could be used as foundation for future studies. Third, we only recruited participants in Hanoi; hence, the sample were not representative of general population and limiting the generalizability of study. Finally, this study did not include other variables such as history of food poisoning after using online food services and how consumers verify the accuracy of food services information. Future studies should examine association between utilization of food services online and foodborne illnesses.

- According to the study out of the total respondents 54 percent are male.
- It is found that 51 percent of the respondents know swiggy by the offers.
- From the study it was found that 54 percent of the respondents use swiggy.
- Majority of (64 percent) the respondents spend less than Rs.500 in swiggy transaction.
- This study reveals that 55percent of the respondents use swiggy app for dinner.
- According to the study 64 percent of the respondents have neutral trust worthiness feel regarding hygiene information of online food products
- Reason for using the swiggy app 1st rank given to the easy and faster
- There is a relationship between the gender of the respondents and their satisfaction level of using swiggy app
- There is relationship between the age of the respondents and their satisfaction level of using swiggy app
- In many arears swiggy delivery time is based on the restaurant or hotel working time there is an no 24 x 7 usage so the restaurant can extend their time duration.
- Customers expect offers and discounts so that swiggy can improve their offers and discount schemes.
- Customers are facing site slow problem so swiggy can make a step to improve their site.

Conclusion

On the basis of the study, it can be concluded that Swiggy has gained positive opinion of majority of the consumers in comparison to other service providers. It is mainly because of their better timely delivery and offers like discounts and freebees. Swiggy has been in the top position in online food delivery service providers and if it improves further, it can remain in the top difference between Swiggy and other food delivery start-ups is the fact that they have their own delivery fleet and serve from neighborhood restaurants. The boys are equipped with smartphones powered by routing algorithms which enables them to deliver food in the most efficient way possible. Swiggy is taking giant steps at revolutionizing the payments market in India. In conclusion, our study emphasized that using the Internet in seeking food service information was a common practice among people living in Hanoi, Vietnam and online interpersonal influences took a fundamental part. A high percentage of consumers were unconcerned about accurate evidence regarding food safety in selecting food products on the Internet. The conclusion of our findings produces practical pieces of advice to consumers buying online food, to food retailers selling food over the Internet and to the Government of Vietnam to implement appropriate legislation regarding online food product information

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Questionnaire

1. Name: _____

2. Gender
a. Male
b. Female
c. Prefer not to say

3. Age
a. 15-25
b. 25-35
c. 35-45
d. 45-65

4. Category of the city
a. Tier 1
b. Tier 2
c. Tier 3
d. Tier 4

5. Employment status
a. Student
b. Part time employment
c. Full time employment
d. Self employed
e. Un employed
f. Home maker
g. Other

6. How often you visit restaurant in a month?
a. Daily
b. Weekly
c. Monthly once’
d. Random

7. Which one you prefer the most?
a. Dinner out
b. Take away
c. Order online (home delivery)

8. What’s your preferred mode of choice in ordering food online?
a. Direct call to restaurant
b. Using restaurant portal
c. Mobile app
d. Other

9. Which online food delivery app you use most?
a. Swiggy
b. Zomato
c. Uber eats
d. Food panda

10. Which of the following factor you consider while placing an order in a food delivering app?
a. Offers
b. Speed of delivery
c. Customer service
d. User friendly
e. Other

11. Which meal do you typically order the most through online app?
a. Snacks
b. Breakfast
c. Lunch
d. Dinner

12. Do you order food in weekend?
a. Yes
b. No
c. May be

13. How often you see your preferred food delivery app's advertisement?
a. Daily
b. Random
c. Weekends
d. Rare
e. Not sure

14. How much money do you spend monthly to order food online?
a. Less than Rs. 500
b. More than Rs. 500
c. Depends on the occasion

15. What makes you to choose a particular restaurant?
a. Price
b. Quality
c. Service
d. Past experience
e. Advertisement
f. Other

16. How did you come to know about the particular app which your using?
a. Recommended by friends
b. Advertisement
c. Other

17. Do you consider the online reviews before placing an order?
a. Yes
b. No
c. May be

18. Do you recommend your friends and family members to use food delivering apps?
a. Yes
b. No
c. May be

