(Major Research Project)
On
Discounts offered by Food delivery Apps and Buying pattern of consumer

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CERTIFICATE

This is to certify that the Major Research project entitled, **"Discounts offered by food delivery Apps and Buying pattern of consumer"**, which is being submitted herewith is the result of the work completed by LAVESH RAJ of **MBA 2019-2021** batch under my supervision and guidance.

DECLARATION

I **Lavesh raj** students of DSM **, Delhi Technological University 2019-21** batch declare that every part of the Report, " **Discounts offered by food delivery Apps and Buying pattern of consumer."** that we have submitted is original.

I also declare that all the taken data has been acknowledged by us. I have put in efforts to complete this project successfully.
I was in regular contact with the nominated Mentor and have discussed contents of Project.

ACKNOWLEDGEMENT

I would like to extend my sincere thanks to Asst. Prof Dhiraj Pal, our mentor for his guidance and support throughout our project. His willingness to teach has been a great help in the successful completion of the project. The learning during the project has been immeasurable and working under him was a great experience.

I would also like to thank all the people who showed their support, through their constructive criticism or through their feedback. They helped me complete this project successfully.

Finally, I would like to say that the learning from the experience of project has been immense and would be cherished throughout my life. I sincerely render my heartfelt thanks to my parents for their unconditional support & patience. Their faith and conviction helped achieving my targets.

EXECUTIVE SUMMARY

The growth of e-commerce, Digital India initiatives and the changing urban lifestyle of the Indian consumers are the drivers for online food order services. The seamless delivery of food at the doorstep with few clicks influence the Indian Consumers to order their favourite cuisines online from the restaurant of their choices. Companies look ahead huge potential in e-food industry segment and came up with food aggregator apps. Restaurants aware of the changing culture of "dining out" to "eating in" transformed their business by tie-ups with food aggregator startups like Zomato and Swiggy, even setting up separate areas to cater order from these apps. In order to gain market share and to survive in the long term in the competitive environment these apps gives huge discounts and offers to their existing and new customers. The aim of this study is to determine the effect of huge discounts on LifeTime Value and buying behaviour of customers. The primary objective is to know the effect of discounts and services provided by the apps on the customer lifetime value. The secondary objective is to know the consumer perception towards different online food ordering apps and effect of discounts on buying behaviour of consumers. Quantitative research method is used in this research and the study is done by collecting primary data from the population. The data collection has been done via Google forms, and convenience sampling is used. The data has been recorded in excel and recoded into SPSS for analysis. Through this study, it is found that huge discounts and different services offered by the food delivery apps have a significant impact on the lifetime value and the buying behaviour of customers. **Cashbacks** are the most preferred form of offers for the consumers. Consumers prefer online mode of ordering food through the apps because of doorstep delivery followed by Ease & Convenience and 24/7 Availability. Zomato and Swiggy are preferred by maximum number of consumers. Late delivery of food, minimum order criteria and quality are the main factors of dissatisfaction(Hinderance). **Discount** is the major factor which will motivate **customers to switch** between different apps and consumers are delighted by the apps which gives maximum discount.

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INTRODUCTION

Technological advancement has played a major role in buying and selling of products. Digital revolution has made it possible to shop without going into the shops. Like any other sector of the industry food sector is also affected by the technological and digital revolution. It has changed the food ordering and delivering service. It has also contributed to the changes in consumer preferences. Customer dependency of technology has motivated them to do everything online from ordering of food to delivering their favourite snacks and meals to their homes, offices or some other places they want it to be. One of the factors for consumers to move online is the convenience. Today, placing an order for a meal can be easily done by simply clicking few items in the apps or websites provided by the company. Technological dependency, cost-effectiveness, convenience, flexibility and less time taken for the food to be delivered are the reasons for the consumers behind choosing the services offered by the online food ordering and delivery service portals. With the increasing exposure and the popularity of the food delivery apps the demands and expectations of the consumers are also increasing day by day. Now, consumers can order products and services virtually anywhere, 24 hours a day, 7 days a week without thinking about closing time of the shops. The Internet has also provided new opportunities for marketers by offering them innovative ways to promote, communicate, and distribute products and information to their target consumers as well as giving huge discounts to their customers for ordering online.

E-commerce has grown rapidly in the past decade. There is change in the way the consumer demands the products due to a number of reasons including exposure to technology, digital transformation, changes in consumer lifestyles, technological improvements, increases in consumer income and education, and rapid technological development throughout the world. The use of the laptops and mobile phones for buying the goods and services through the Internet by the consumers has been growing at an

impressive rate throughout the world. Many marketers agree that selling goods and services through internet will definitely increase **customer spending**, **satisfaction level** and **loyalty** to both online and offline products if it is executed properly. Therefore, there will an increase in the revenue of the company in the long term by shifting their business online.

With the digital revolution in India and exposure towards the online services the Indian consumer has seen his life being touched by e-commerce in almost every vertical. The consumers in India today visit websites and apps for every single product they want to purchase. It includes online shopping, hotel bookings, restaurant bookings, ticket bookings, healthcare, etc. to the food ordering. The **e-food industry is one of the vertical**, which has very efficiently utilized the e-commerce platform in the online food review and food ordering business.

With all the boom in digital industry across the globe, it had its impact on the Indian economy too. Various Food Technology start-ups are growing in large numbers to meet the increasing online food demands of the consumers. According to the reports of BCG, the **market size of food** in India is expected to reach **Rs. 40 lakh crore by 2022**. Presently, the Indian food market is around $300 billion. The companies are creating platforms for providing best and innovative services to their customers. They are providing heavy discount and various new offers to order food online so as to get majority of customers and increase their market share. Companies are trying to come up with new and innovative ideas in order to improve their services and providing best services to the existing customers for customer satisfaction and retention. This has also built room for a lot of new players, who are targeting specific groups of people. Various food delivery apps in the Indian market are FoodPanda, Zomato, Swiggy, Faasos, Ubereats etc. 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 thee new business models used by firms to attract the customers.Technology startups have already made their mark in the e-commerce, taxi & real estate sectors, now the Indian entrepreneurs are looking forward to this new opportunity of ordering food online. Food technology is a vast market and food delivery companies are just a part of it.

INDUSTRY PROFILE

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. Websites or apps who provide these services to the consumers are called online food ordering service providers. 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.

Advantages for Electronic Ordering

Like the e-commerce, there are many advantages for both the customer and for the restaurants who are involved in ordering food online. First, a customer can order 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.

Disadvantage for Electronic Ordering

One of the biggest disadvantage 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. Also, sometimes customer place an order, but never pick up the order which can lead to wastage of food and possibly a loss for the apps and restaurants.

ORGANIZATION PROFILE

Zomato

Zomato is an online platform which provides restaurant search and discovery service. It helps its customers 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. It also helps to order food from thousand of restaurants and get the order delivered at doorstep. It consists of various restaurants which have variety of cuisines and dishes from healthy to delicious snacks. One can go through restaurant menus, photos, user reviews and ratings to decide where you want to eat. 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, PhonePay 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.

Customer Lifetime Value

In marketing, Customer lifetime value is the sum of cumulative cash flows discounted using the average cost of capital of a customer over his or her entire lifetime with the 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 customers differently based on the amount of profit they are bringing into the company.

Purpose of customer lifetime value

Customer Lifetime value is used to assess 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.

Ways of increasing 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.

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.

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. Food delivery apps like Zomato and Swiggy offers Zomato Gold and Swiggy Super respectively as their loyalty programs.

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.

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.

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.

customer orders over a period of time. Monetary value will tell about how much a customer spends on ordering food.

Consumer Behaviour

Consumer behavior is the study of how customers behave to a certain product or service to fulfill their needs. It shows how an individual or a group of people choose a particular brands 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.

Identification of factors which influence the consumer to order food online

Time and delivery

On-time delivery is the one of the major factor for the customer to order online. 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 getting food within few minutes will show the relation of time and delivery of the order, Customers are more attracted and bound towards a certain time limit for the delivery of the orders

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. This factor will not only help save the time but it will also improve the number of frequency of orders.

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 platforms for easy accessibility. Ease of use is very important factor for the people who are technologically challenged. So apps like this provides easy accessibility to these customers also.

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 fulfill their desires. Compatibility on every device i.e. from mobile phones to laptops, payment option like cash on delivery also improves the the overall experience for the customers and improves the flexibility.

Ease of Payment

Customers are very skeptical 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, Phonepe, Net banking, credit cards & debit cards facilities to their customers which improves the trust and loyalty for a particular brand.

Discounts

Who doesn't like things at discounted prices. Just like people like to shop during sales from brands like Zara, H&M, forever 21 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. Due to discounted prices more people are attracted to purchase food online.

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. They concluded that the different facilities such as discounts, on-time delivery etc. offered by the apps play an important role in purchase decision from an app. The most desired tool for marketing by firms should be Social media.COD is the most used payment technique and people are now adopting the other digital payment techniques . Firms must also make sure that the apps are comfortable and user friendly in order to increase their usage.

Harshleen Kaur Sethi (2017) studied the branding and marketing strategy of Zomato. According to her Zomato has an excellent Brand Equity. Most consumers can easily recall the brand and its logo. It was found that the firm is not using its social media platform properly. The Facebook page can be used in branding so that consumers can interact through it. Also, Zomato needs to keep innovating. New features like virtual tour of restaurants should be added to engage the audience. Live videos on social media platforms from restaurant cafes and pubs can be added if some famous band is performing over there. The brand should build on its most used features. It must ensure the authenticity of the reviews. Paid reviews should not be encouraged because it will affect the honest reviews as well.

According to **Aniruddha Deshpande (2016)**, users of Zomato are enjoying the services being offered to them compared to other apps. Zomato is meeting its purpose of ensuring that its users do not have to go hungry as well as providing variety of choices. It is guiding people to places to have food. Many users like and believe reviews on Zomato but there are some who question its authenticity. Many people are yet to hearand use the new facility provided by Zomato. People use it mainly to find a good place to eat and celebrate and it has a good overall customer satisfaction.

Jyotishman Das(2018) studied different food delivery apps and compared its features and facilities provided by the apps. According to him, Zomato is best in terms of providing "Better Discounts" and good in terms of providing "Better Choice of Restaurants". Its major competitor Swiggy is good in terms of providing "Better Discounts" as well but it lags in terms of providing "Better Choice of Restaurants". Another app FoodPanda is good in terms of both providing "Better Discounts" and "Better Choice of Restaurants". UberEATS is average in terms of providing "Better Discounts" and "Better Choice of Restaurants". However, due to location constraints., the consumers opt for other food delivery apps.

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H.S. Sethu & Bhavya Saini (2016) aim was to investigate the student's perception towards online food delivery services. Students' responses and behavior revealed that they are satisfied with the apps and can help manage their time better due to doorstep delivery of services. It was also found that ease of availability of their desired food at any time and easy access and availability of internet are the main reasons behind the increasing use of these services.

According to Leong Wai Hong (2016), there is advancement and improvement in the technology. This helps in the growth of industries and changes in the business models. By using new technology and installing efficient systems can help improve the productivity and profitability of restaurants. It is also believed that the use of online food delivery system can lead to the growth of restaurant business in the coming years and the restaurants will do major business online.

According to **Varsha Chavan, (2015),** the restaurants can serve customers instantly through growing smart devices and the digital environment. Use of smart device-based interface by customers to view, order and navigate has helped the restaurants in managing orders from customers immediately. The growing digital environment, wireless communication and the handheld smart devices has made possible to improve delivery services by the businesses. They concluded that online system is easy to use for the customers, time-saving and cost-effective. Therefore, it is expected to increase in the coming times and thereby improving restaurant revenues.

RESEARCH METHODOLOGY

OBJECTIVE OF THE STUDY

Primary Objective

- To determine the effect of huge discounts on LTV of customers.
- To determine the effect of customers services on CLV.

Secondary Objective

- To analyse what are the various factors that influence the customers to choose online food delivery services.
- To analyse what are the various factors that hinders the customers to choose online food delivery services.
- How 50% discounts affect the buying behaviour of customers.

Hypothesis for the Primary Objective

Hypothesis

- H_0:there is no significant relationship between the huge discount(50% discount) and CLV(Cross-sell,Up-sell) in online food ordering firms.
- **H1**: there is significant relationship between the huge discount(50% discount) and CLV(Cross-sell,Up-sell) in online food ordering firms.

Hypothesis for the Secondary Objective

Factors that influence the customers to

choose online food delivery services

- **H0** : there is no significant relationship between factors affecting usage & food delivery apps(Zomato & Swiggy).

H1: there is significant relationship between the factors affecting usage & food delivery apps(Zomato & Swiggy).

H2: there is significant relationship between heavy discounts & dissatisfaction with food delivery apps.

H3: there is significant relationship between 50% discounts & motivation to buy.

DATA COLLECTION AND ANALYSIS

Quantitative research method is used in this research and the study is done by collecting primary data from the population. A structured questionnaire was designed with close ended and open ended questions. The questionnaire was divided into several parts- Demographic Information, awareness and usage of apps, services provided by the apps, discounts and consumer behaviour towards the apps. The survey was conducted and around **156** responses were collected which consists of 5-point likert scale ranging from **Nil(1) to Very Large(5).**

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

Research Tools & Techniques: Non-probability sampling i.e. Convenience sampling was used.

Respondent's Profile

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
		Below 2.5 lakhs	5	3.2
		2.5-5 lakhs	19	12
		5-10 lakhs	12	7
		10 and above	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 Respondent demographic profile
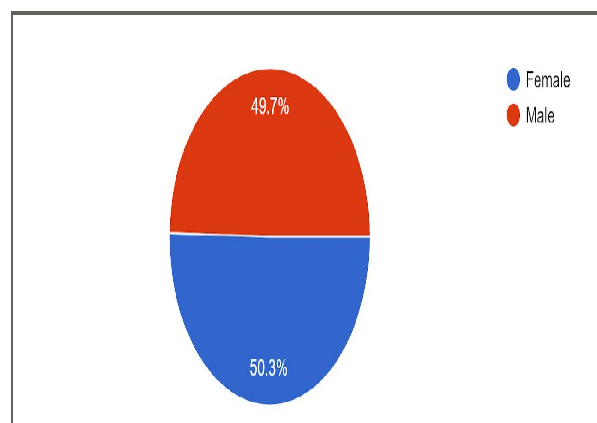
Gender

Fig 3.1. Gender of the respondents
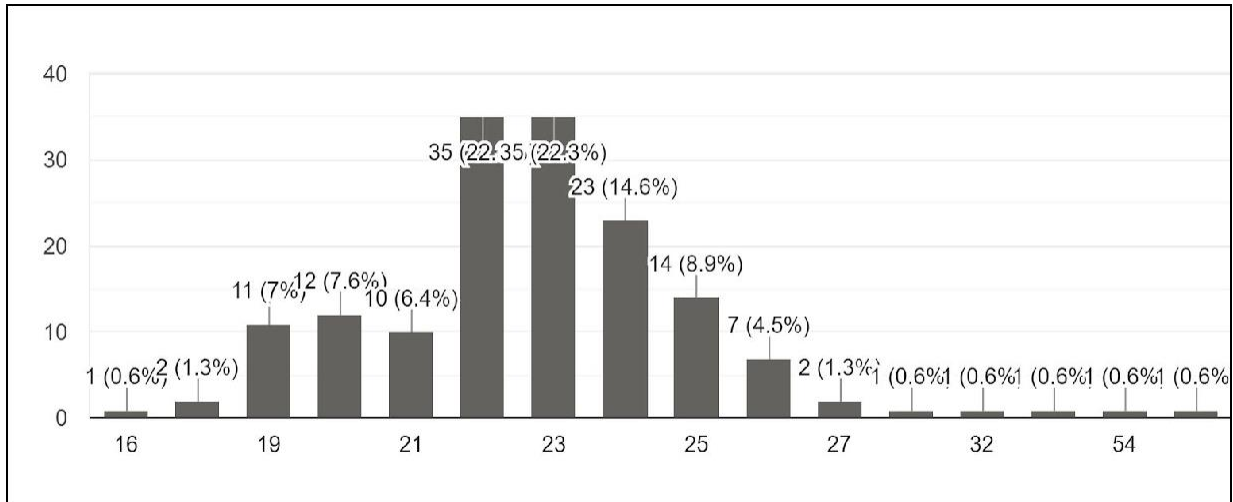
Age

Fig 3.2 Age of the respondent

Occupation
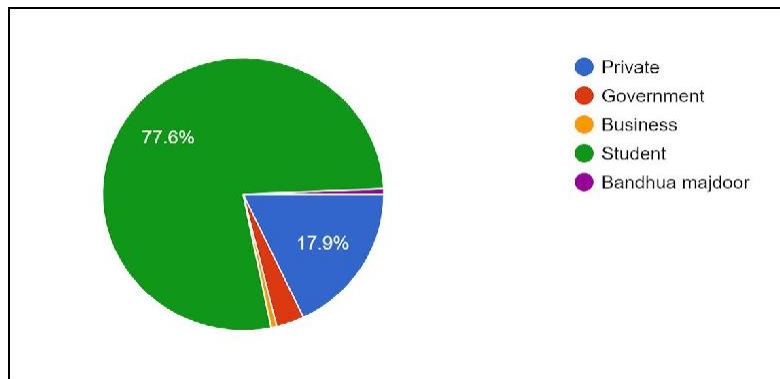
Fig 3.4. Occupation of the respondent

Income
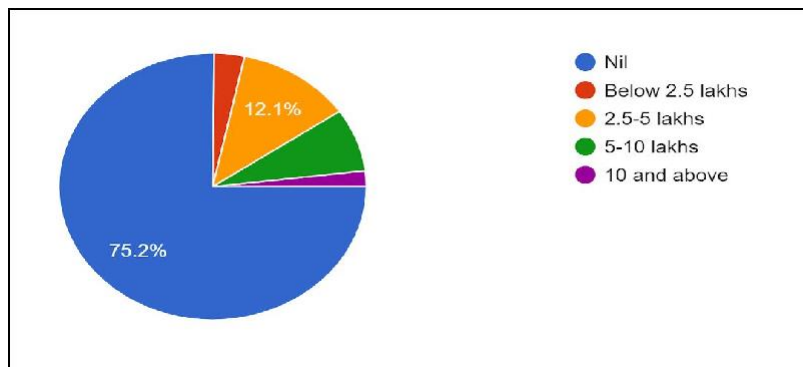
Fig 3.5. Occupation of the respondent

<u>CONSUMER AWARENESS & USAGE</u>

99.4% of the respondents are aware of the online food delivery apps. Most of them are more aware of Zomato and Swiggy as compared to Ubereats, faasos and foodpanda. Therefore, usage of Zomato and Swiggy is more as compared to other apps.
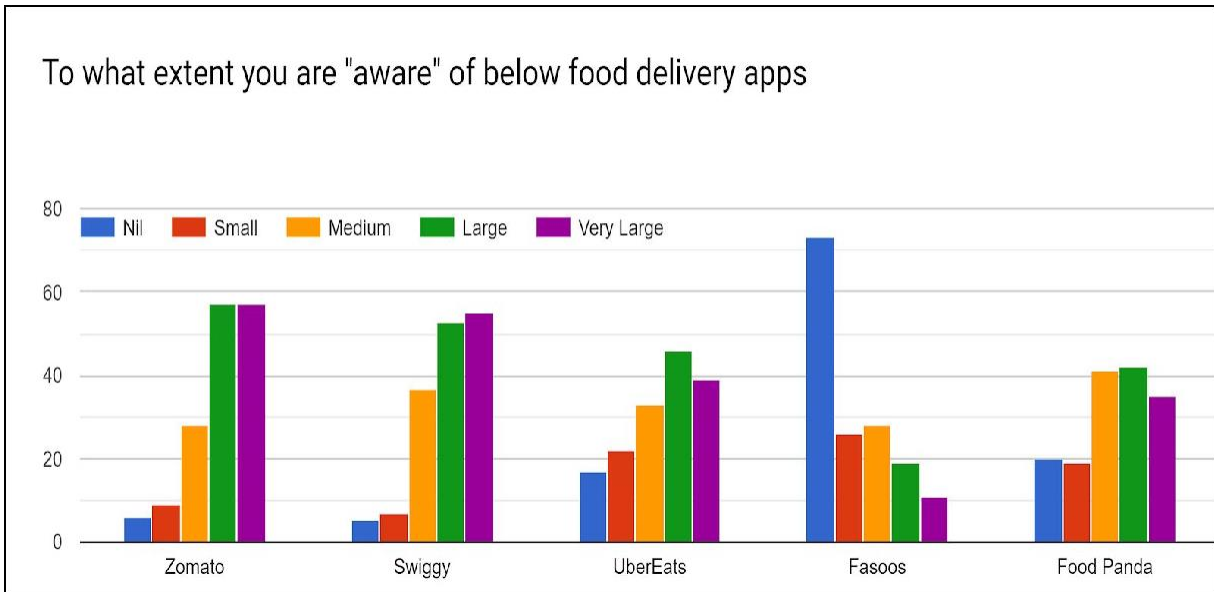
Fig 3.6. The awareness of Zomato and Swiggy is more as compared to other food delivery apps.

To what extent you are "using" the below food delivery apps

To what extent you are satisfied with following services of "Zomato" in terms of
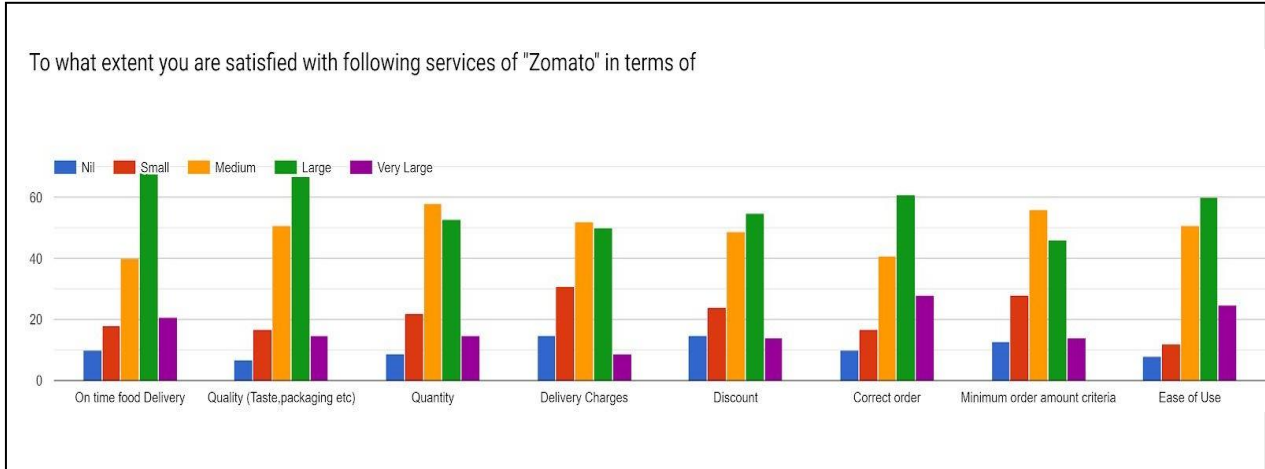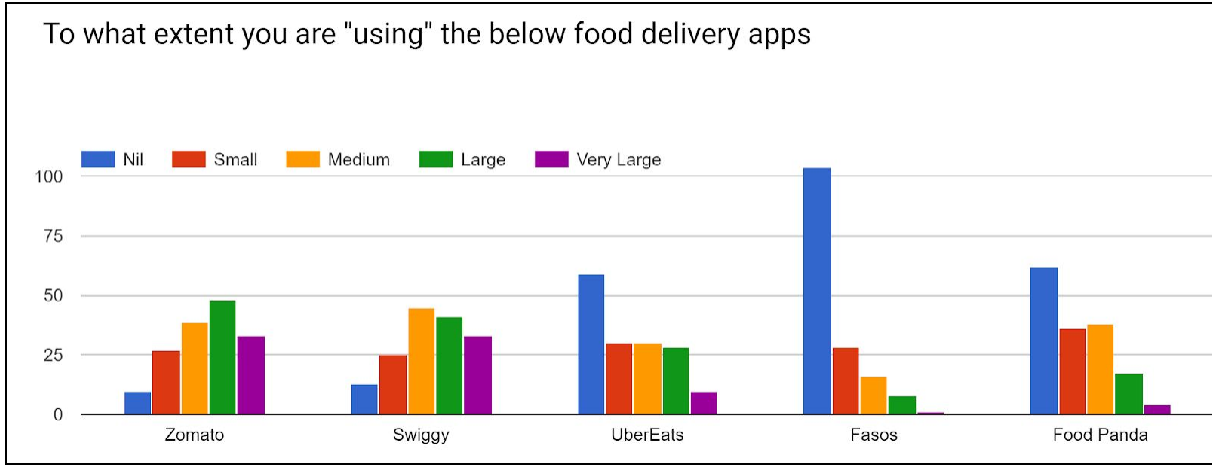
Fig 3.7. Consumers are using zomato & swiggy more as compared to other apps

Fig 3.8. Consumers are most satisfied with the On-time delivery followed by Quality of Zomato services.

To what extent you are satisfied with following services of "Swiggy" in terms of
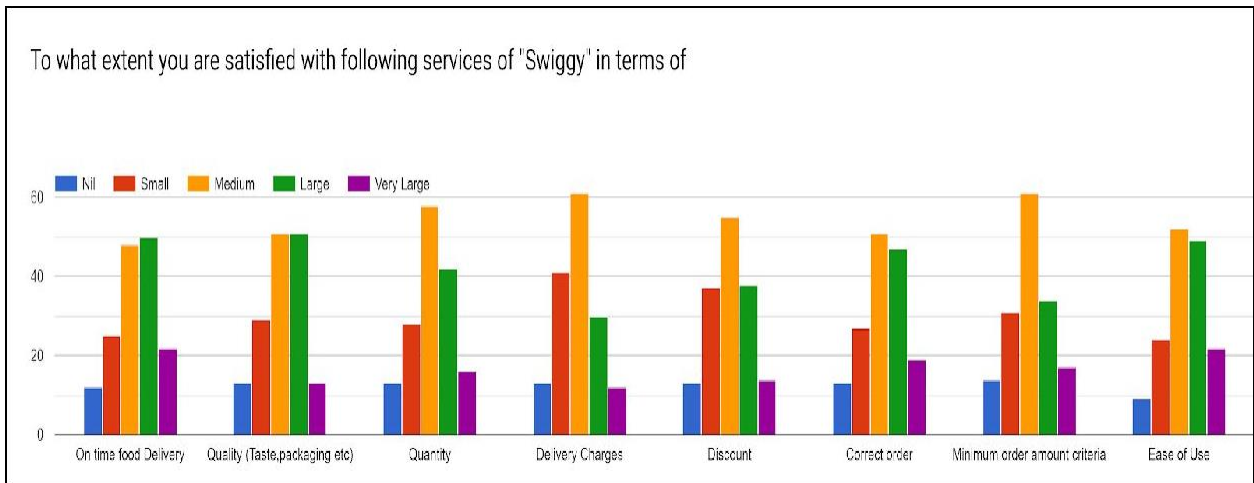
Fig 3.9. Customers are most satisfied with the delivery charges followed by Minimum order criteria of Swiggy

Awareness and usage of Services/facilities provided byfood delivery apps

The services provided by Zomato are Piggy Bank, Self pickup, Zomato Easy, Book a Table, Corporate discounts, Free Meals(Share & Earn), Events and Express Delivery. Services like Piggy Bank, Zomato Easy, Events of Zomato are lesser known to the respondents. Book a Table service is known to consumers to a larger extent. The services provided by Swiggy are Swiggy POP, Self Pickup, Express Delivery and Free Delivery, Swiggy POP. Among these services, Swiggy POP is not known to most of the consumers. Most of the consumers are familiar with Self-pickup service. The services provided by Ubereats are Pock Eats and Deliver with uber. Bolt and Party order are the two services provided by Faasos. Much like the apps, services of the Ubereats and Fasoos are unpopular amongst the consumers.

One-third of the consumers are using Self pickup, Book a Table and Express Delivery services of Zomato. Majority of the consumers who use Swiggy app are using Self Pickup, Express Delivery and Free Delivery services of Swiggy in ordering food online. 66% of the consumers are not using any services of Faasos and Ubereats.

More than 30% of the consumers are using the occasional offers provided by the apps. Some of the occasional offers given by Zomato are Zomato Premier League during IPL matches and Navratri Offer during the Navratri Fast. Swiggy also provides its users similar offers with the names "Match Day Mania" and Navratri Offer. UberEats provide "Fast & Falahari" during the Navratri.

"**Zomato Gold**" is a membership provided by Zomato. **31%** of the consumers have already availed this membership whereas 29% of the app users are planning to use the membership provided by the app in the future. "**Swiggy SUPER**" is the membership provided by Swiggy. Only **19%** of the consumers have taken this membership and 18% are planning to take this in future. Less than 1% of the consumers use "**Faasos ELITE**"- the membership of Faasos. 85% of the respondents will refer the "Membership" provided by food ordering apps to their friends/family.

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

To what extent you are "aware" of the services provided by Swiggy.
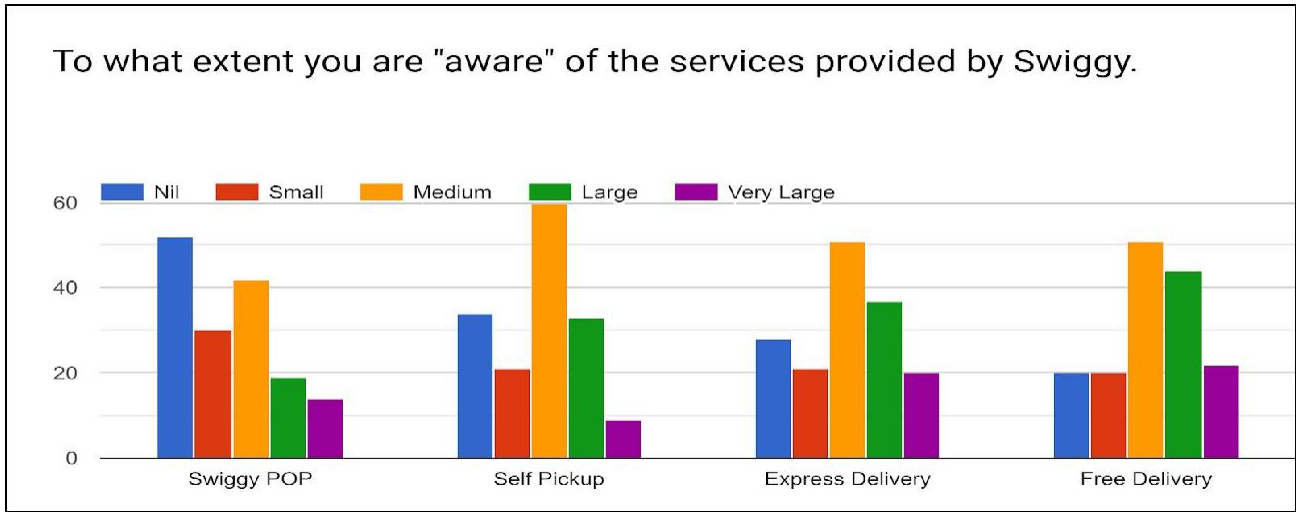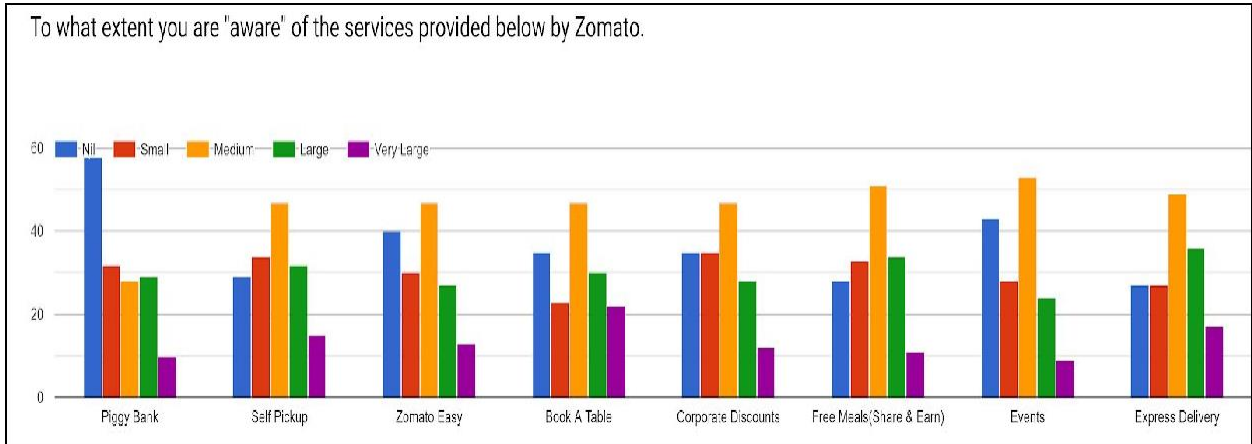
Fig 3.10. Customers are well known about services like Book-a-table,express delivery, self Pick up provided by Zomato.

Fig 3.11. Customers are well known about services like Free delivery & self pickup provided by Swiggy.


To what extent you are "using" the services provided by Zomato.
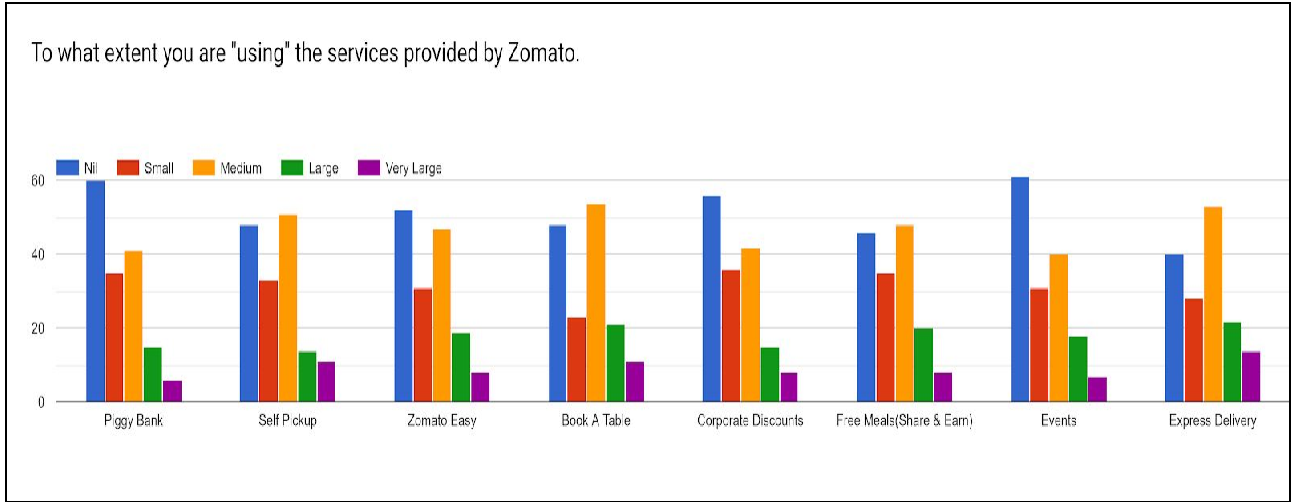
Fig 3.12. Customers are using services like Book-a-table,express delivery, self Pick up provided by Zomato.
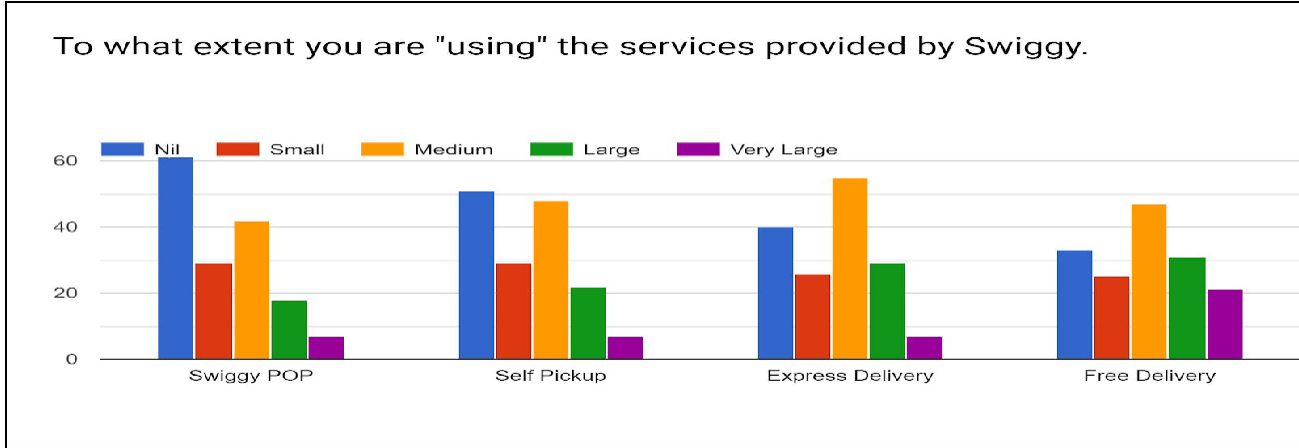
Fig 3.13. Customers are using services like free delivery, self Pick up provided by Swiggy.
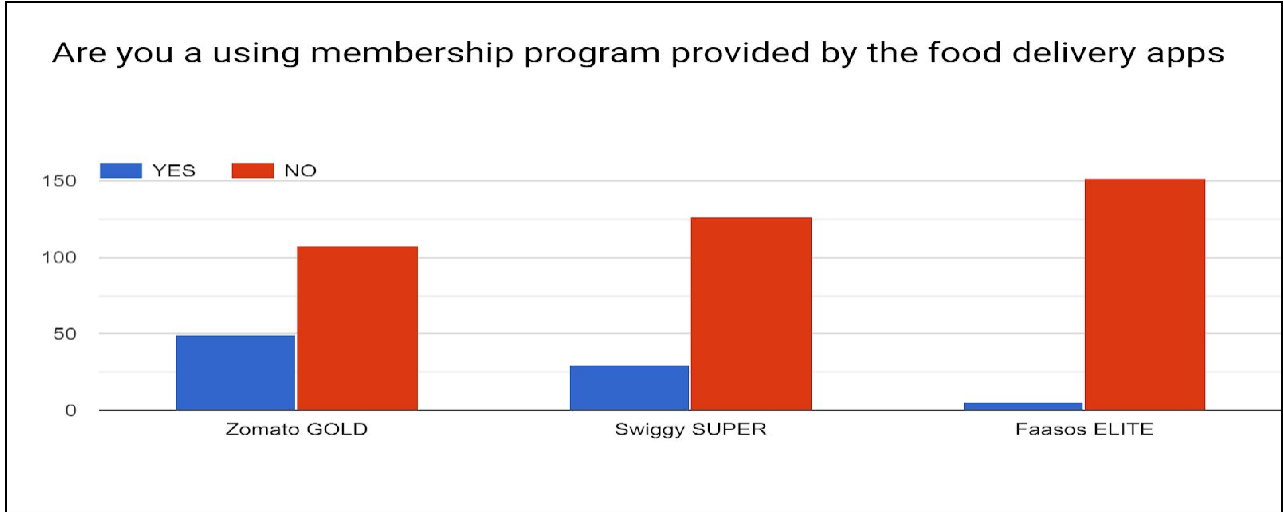
Fig 3.14. Zomato Gold is most preferred membership program and used by many as compared to other services.

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

157 responses

- Nil
- Small
- Medium
- Large
- Very Large

38.9%

18.5%

15.3%

22.3%
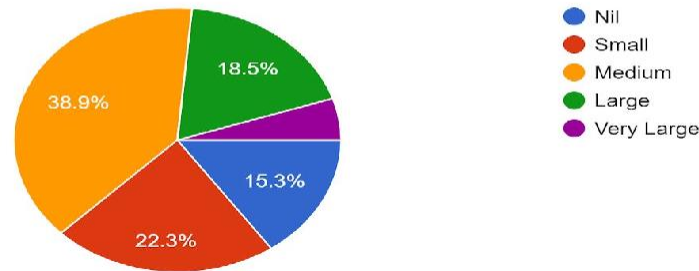
Fig 3.15. All the people who are using membership program around 85% will refer the membership to their friends and family.

Discount and food delivery apps

Discount is one the factors that encourages a customer to buy products. Although 90% of consumers have ordered food online "without any discount", 94% of them agreed that "discount" motivate them to order food online. But the more loyal consumers will be unaffected by the discounts. 50% discounts largely motivate people to buy online. 50% , 40% and 30% discounts motivate customers more as compared to other discounts to order online.

Most of the users believe that **Zomato and Swiggy** offer their users **maximum**

discounts on orders which is one of the factor responsible for high popularity and usage of these apps. Huge number of payment options are provided by the apps for ordering and paying. Some of them are Paytm, PhonePe, Debit/Credit Cards, Net Banking, UPI, etc. Amongst these Paytm, PhonePe and payment through debit/credit cards motivate users to order because of the vouchers and additional discounts provided by these during payments. **Cashbacks** are the most preferred form of offers for the consumers. Cashbacks, Discounts and coupons received by the consumers results in using various digital payment modes while paying for an order and thus motivate them to order online.

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.
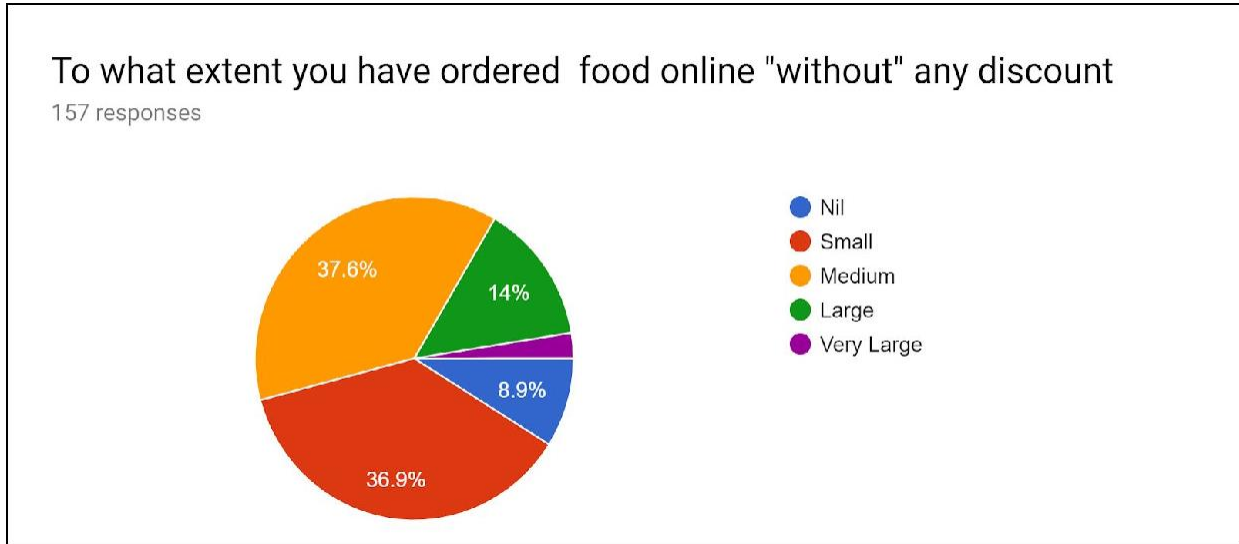
Fig 3.16. More than 80% people are motivated to order online because of the discount given by apps, but the more loyal people will be unaffected by the discount.
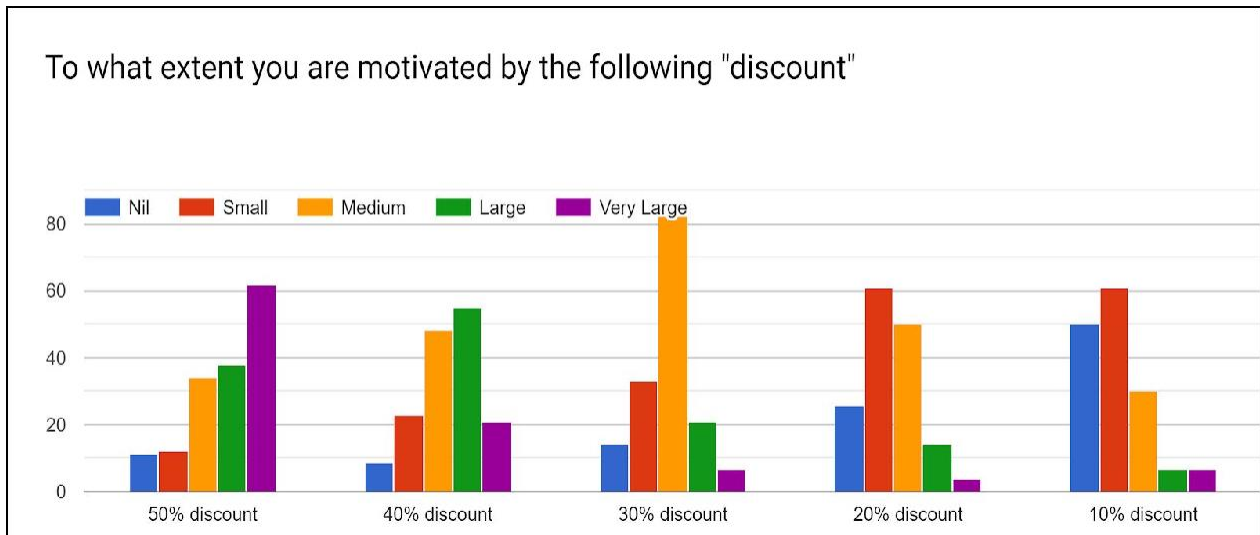
Fig 3.17. 50% , 40% and 30% discounts motivate customers more as compared to other discounts to order online.
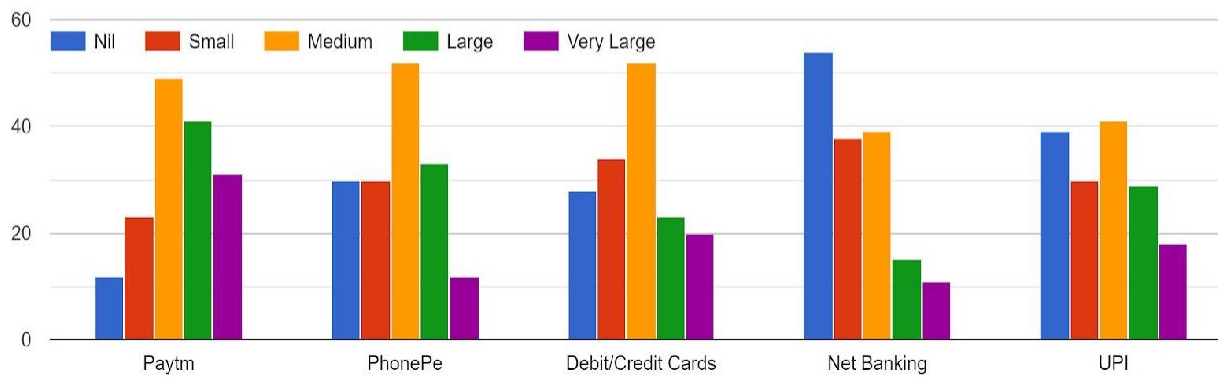
Fig 3.18. Paytm, Debit and credit cards, UPI are most preferred payment option and motivate people to order more

Fig 3.19. Cashback and discounts motivates people to use digital payment apps for ordering food online

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

157 responses

- Nil
- Small
- Medium
- Large
- Very Large

17.8%
44.6%
10.8%
22.9%
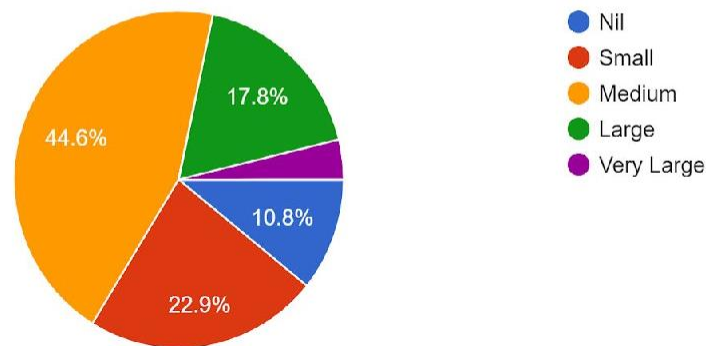
Fig 3.20. 80% of people stopped visiting restaurant frequently because of discounts provided by food delivery apps

3.2.5. Consumer Dissatisfaction with apps

There are many factors which affect the satisfaction of the consumers for the online service of food delivery. Bad service, Quality, Quantity, Packaging, Taste, Late delivery of food, Privacy issues, Minimum Delivery amount, Bad past experience etc. are some of them. **Late delivery of food, minimum delivery amount** and **bad past experience** are the main reasons for consumer dissatisfaction with the food delivery apps. Quality, quantity and taste are less significant for the consumers. This is because most of the apps deliver food of the same quality and quantity. Also, quantity, late delivery of food, minimum order criteria are the main reasons for dissatisfaction with app when there are huge discounts offered by the apps. This may be due to the fact that consumers think that they are getting discounts by sacrificing with the quantity and speed of delivery.
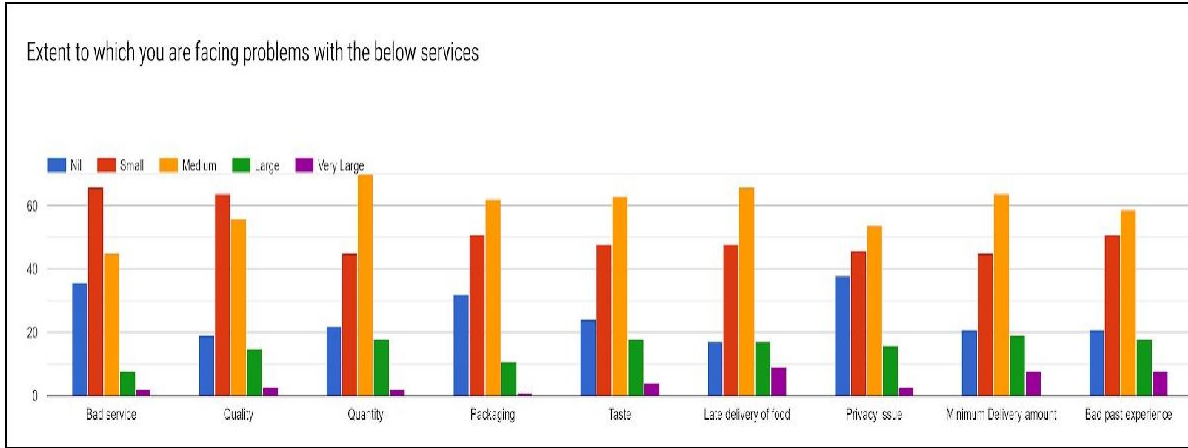
Fig 3.21. Late delivery of food, minimum order criteria are the main reasons for dissatisfaction with app.
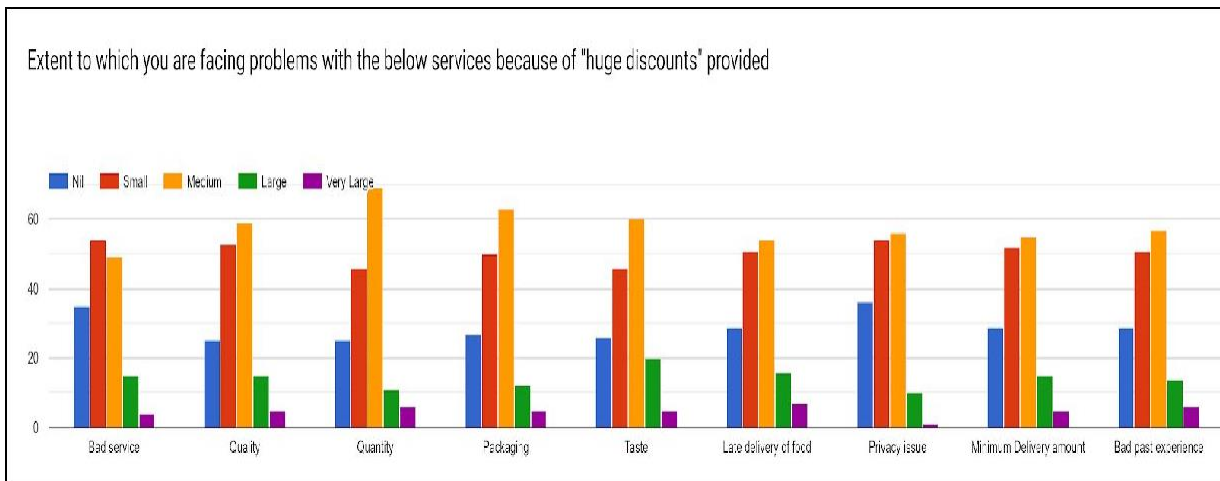
Fig 3.22. Due to huge Discounts, Quantity, Late delivery of food, minimum order criteria are the main reason for dissatisfaction with app.

CONSUMER BEHAVIOUR

Consumers prefer online mode of ordering food through the apps because of the following factors:

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

Out of the total respondents, 82% like to order food online due to doorstep delivery followed by Ease & Convenience(74%) and 24/7 Availability(69%). 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. **Discount** is the major factor which will motivate **customers to switch** between different apps.

What do you like most about the online food ordering apps
157 responses

Factor	Responses
Ease & Convenience	116 (73.9%)
Cost Effectiveness	72 (45.9%)
24/7 Availability	109 (69.4%)
Doorstep Delivery	129 (82.2%)
Choices of Restaurants at home	85 (54.1%)
Easy Mode of Payment	81 (51.6%)
Food reviews	58 (36.9%)
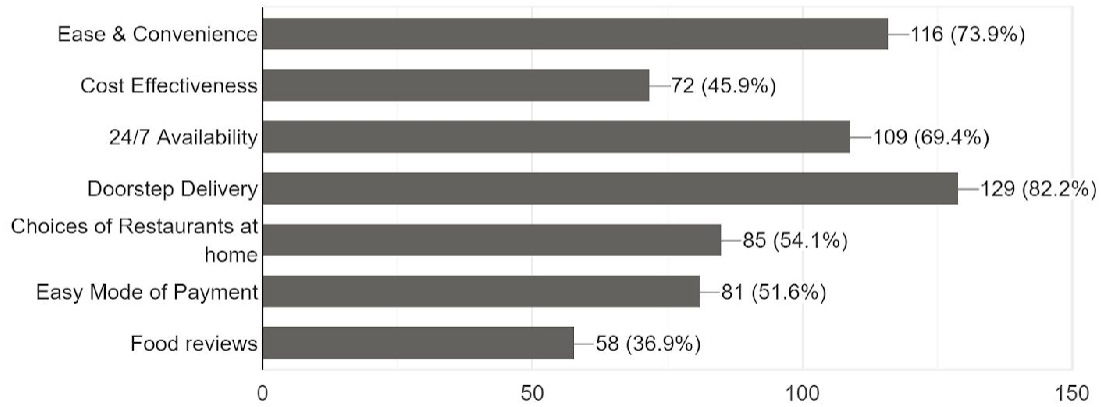
Fig 3.23. Doorstep delivery, Ease & convenience, and 24/7 availability are the factors which encourage more people to order online.

How many times do you order online food
157 responses

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

Pie chart values: 36.3%, 14%, 15.3%, 15.3%, 13.4%
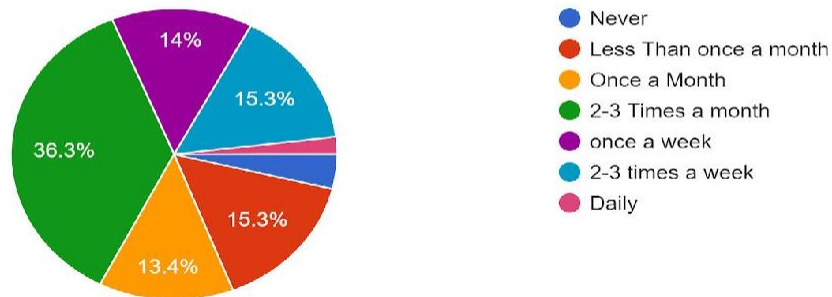
Fig 3.24. Around 40% of the population prefer to order food 2-3 times a month on an average

How much do you spend on an average on ordering food
157 responses

- less than 100
- 100-300
- 300-500
- 500 and above

41.4%
13.4%
38.9%
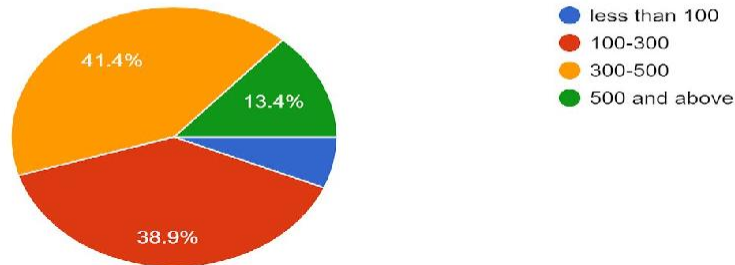
Fig 3.25. More than 85% people spends more than 100 and above on an average on ordering food

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

- Nil
- Small
- Medium
- Large
- Very Large

23.6%
47.8%
21%
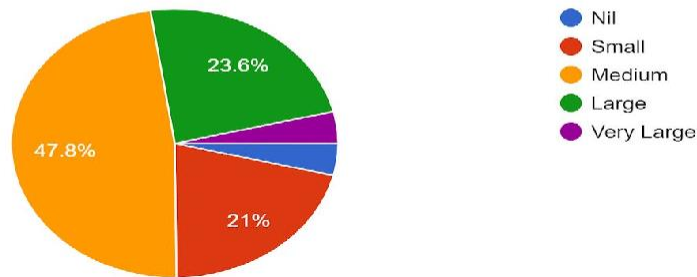
Fig 3.26. Customization is the factor with which an individual desire can be fulfilled. Around 90% are satisfied with this facility and it can be improved for better customer satisfaction.

To what extent you would refer the food ordering apps to friends/family
157 responses

- Nil
- Small
- Medium
- Large
- Very Large

31.8%
45.2%
12.7%
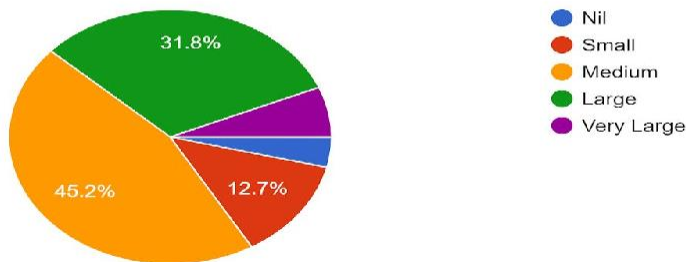
Fig 3.27. Around 95% of the population will refer these apps to their friends and family

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

- Nil
- Small
- Medium
- Large
- Very Large

38.2% 15.9% 36.3%
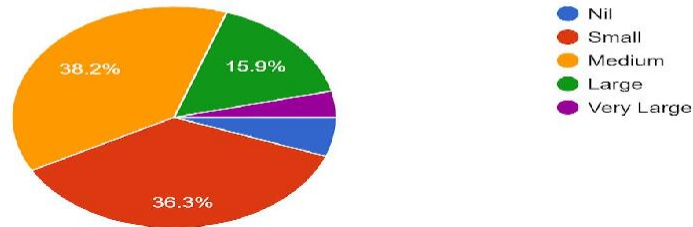
Fig 3.28. Around 60% of the population will stop ordering food online, if the company stops providing offers/discounts to them in future.

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

- Nil
- Small
- Medium
- Large
- Very Large

18.5% 42.7% 10.2% 24.2%
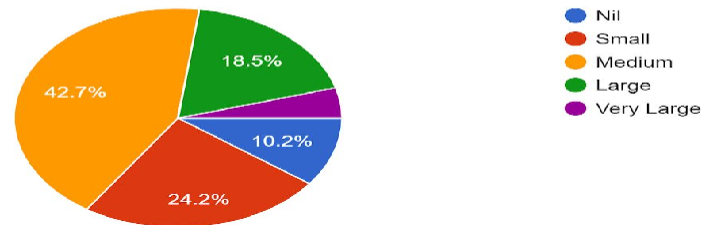
Fig 3.29. Cross-selling

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

- Nil
- Small
- Medium
- Large
- Very Large

47.8% 19.1% 26.1%
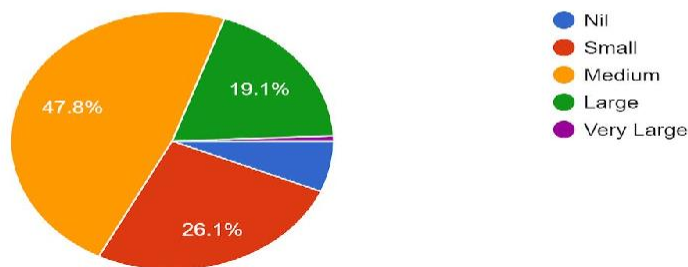
Fig 3.30. Up-selling

Which of the factors largely motivate you to switch between apps
157 responses

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

37.6%
19.7%
14.6%
16.6%
8.3%
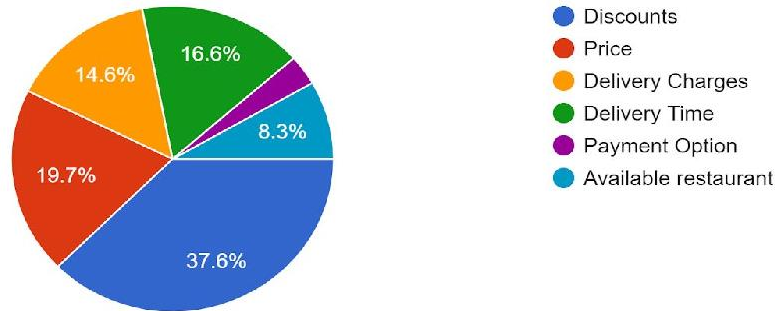
Fig 3.31. Discount is the major factor which will motivate customers to switch between different apps.

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. being 4%.

99.4% of the respondents are aware of the online food delivery apps. Most of them are more 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.

Cashbacks are the most preferred form of offers for the consumers. 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.

Consumers prefer online mode of ordering food through the apps because 82% like to order food online due to doorstep delivery followed by Ease & Convenience(74%) and 24/7

Availability(69%). 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. Around 90% of the consumers are satisfied with customization facility. It can be improved further for better customer experience satisfaction. **Discount** is the major factor which will motivate **customers to switch** between different apps.

Customers services like membership, customization, doorstep delivery will affect the lifetime value of the customer. If the customer are 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 have a significant relationship with discounts offered since the correlation coefficient is 0.475. Therefore with change in the discounts offered 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 driver 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.

- Late delivery of food(0.581), minimum order criteria(0.418) and quality(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.

LIMITATIONS OF THE STUDY

● The total number of respondents for this study is 156. Thus, the sample size (156 respondents) of this study is very small. The study is carried out in Delhi-NCR. The research covers a small part of the population and findings may not be applied to the other parts of the country because of social and cultural differences.

● 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. The survey was supposed to be completed in short period of time. Thus, only a specific group of people participated in the study.

● The opinion of the whole population was not taken into account. It may lead to disproportionate opinions in the sample. The study is vulnerable to selection bias and may result in sampling error.

● Also, the conclusions drawn from the study cannot be generalized. We can only identify the trends in online food ordering behavior but we cannot formulate rules in online buying behaviour based on this study.

FINDING AND RECOMMENDATIONS

At present food delivery apps provides huge offers and discounts to the existing customers to enhance their experience of online ordering of food and to attract new customers and retain them. The offer and discounts vary from cashbacks, vouchers, coupons, to 10-50% discounts.Through this study, it is found that these huge discounts and different services offered by the food delivery apps have a significant impact on the lifetime value and the 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 profitability, loyalty and referrals have a direct impact on the lifetime value of the customers. 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. The study finds a significant relationship of referral with customization and membership Thus, both discount and facilities/services have a positive effect on CLV. Zomato and Swiggy are preferred by maximum number of consumers. Consumers prefer online mode of ordering food through the apps because 82% like to order food online due to doorstep delivery followed by Ease & Convenience(74%) and 24/7 Availability(69%). Late delivery of food(0.581), minimum order criteria(0.418) and quality(0.455) are the main factors of dissatisfaction(Hinderance). 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. **Discount** is the major factor which will motivate **customers to switch** between different apps and consumers are delighted by the apps gives maximum discount. Sometimes customers perceives less value to discounted products so the firm should provide better quality services to their customers along with discounts.

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WEBSITES
- www.zomato.com
- www.swiggy.com
- www.ubereats.com
- www.foodpanda.in
- https://order.faasos.io
- Zomato app
- Swiggy app
- Ubereats app
- Foodpanda app
- Faasos app

ANNEXURE: SURVEY QUESTIONNAIRE

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