

**Project Dissertation Report on
Consumer Perception Towards Online Food
Ordering Platforms**

Submitted by

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CERTIFICATE

This is to certify that the work titled '**Consumer Perception Towards Online Food Ordering Platforms**' as part of the final year Major Research Project submitted by Vipin. P in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2022 is his original work and has not been submitted anywhere else for the award of any credits/ degree whatsoever.

The project is submitted to Delhi School of Management, Delhi Technological University in partial fulfilment of the requirement for the award of the degree of Master of Business Administration.

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DECLARATION

I hereby declare that the work titled '**Consumer Perception Towards Online Food Ordering Platforms**' as part of the final year Major Research Project submitted by me in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University, during January-May 2022 under the esteemed guidance of Assistant Professor Mr. Abhinav Chaudhary, is my original work and has not been submitted anywhere else.

The report has been drafted by me in my own words and is not copied from elsewhere. Anything that appears in this report which is not my original work has been duly and appropriately referred/ cited/ acknowledged.

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ACKNOWLEDGMENT

It is my great pleasure to acknowledge the kind of support and guidance I received during the research work. I would like to thank my faculty advisor Mr. Abhinav Chaudhary, who helped me to take up the topic '**Consumer Perception Towards Online Food Ordering Platforms**' and guided me to complete this project properly. The project furnished me with a great opportunity to explore the areas of Marketing.

I am highly indebted to Delhi School of Management, Delhi Technological University for providing me an opportunity to work on this project. Lastly, I would like to express my gratitude to all the honourable faculty members and the PhD Scholars for sharing their experience and expertise on this project. I have put all my efforts to ensure that the project is concluded in the best possible manner and also ensured that the project is error-free.

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EXECUTIVE SUMMARY

The world is changing minute by minute. New technologies are invented by people in every now and then. And these technologies are integrated into various devices and fields to help human life easier and convenient. Today if we have a smartphone and internet connection, we can do whatever we wish to do and we can buy whatever we see on the web. It could get delivered into our doorstep within a few days depending upon where it is coming from. This technological disruption has also happened in food market as well. When the e-commerce businesses started, we could buy any grocery items online and it could get delivered with in a week or few days. But today those businesses grown into such a wide network that they can deliver items people order online within a day and even with in few hours.

Online food delivery is based on this system. Where the food aggregator connects the consumer with the restaurants in their area. So, people can select the preferred food from their offered menu and the food will be delivered to the consumer's door step within an hour without losing the hotness of food. When this type of service was started there were only a few players in the market and the consumers had only a limited options available to choose from. But today there are number of food aggregators available namely Swiggy, Zomato, Food panda, Uber Eats, etc. and all of these players are different from each other in a way even though they provide the same service. Being different from your competitor is what helps them in standing out in the market.

Whenever it comes to ordering food online, consumers look for various convenient factors. They look for how easy to use their services in the smartphone, what all payment options do they provide and how fast they can deliver the food onto the preferred location. The variety of food options available on the menu, options to choose from different restaurants and the condition of the packaging, all these factors affect consumer preferences. The demographic factors also have impact on consumer behaviour towards online food ordering. The age group of the consumer, their family income, their area of residence, gender and marital status also affect the decision-making process. Through this research the researcher has considered and analysed all these factors which affects the consumer behaviour on buying food online and arrived at certain research findings.

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1. INTRODUCTION

Online food ordering is like ordering food from a local restaurant or food cooperative via a website or app. Just like ordering consumer goods online, many of these websites allow you to create an account for your customers to place recurring orders. Customers usually search for their favourite restaurants, filtered by food type, select from the available items, and choose delivery or pick-up. Payments can be made, among other things, by credit card or cash, and the restaurant will return a certain percentage to the online partner.

Two options are available from an independent online grocery ordering service. The first is a software solution that allows restaurants to manage their online orders by purchasing databases and account management software from the company. Another option is an internet-based business in which eateries enter into a contract with an online grocery ordering website that can handle orders from multiple restaurants in the area or across the country. The difference between the two systems is how to construct and update an online menu. Managed services do this over the phone or via email, but they demand you to do so. Some websites employ wizards to help them select the ideal menu for their visitors. The Food Cooperative also allows customers to order locally grown and produced items via the internet. Consumers place orders online based on the availability of the order cycle (month, week) and collect and pay charges in one central location. Many restaurants offer technology for ordering through the app and may offer discounts or bonus items when ordering. Websites that offer online food ordering services in India are Swiggy, Foodpanda, Zomato, JustEat and Uber Eats.

In the time of urbanization, thousands of millennials are moving to cities for work and education to be comfortable. As a result, it was challenging to cook for yourself or eat the same food served daily. Also, if you have a lifestyle change to cooking at home, suddenly have a guest in uniform, or want to hold a party, all these reasons and technological advances have developed the online food aggregator market. The online food aggregator market, especially in metropolitan areas, is growing daily. The reasons above are women's employment, busy schedules, disposable income, etc.

Modern restaurants are increasingly facing severe challenges, consisting of constant development, designs and new operating skills and strategies to cope with the varied demand of customers. With rapid technological changes, more pioneering retailers such as shopping malls, hypermarkets, and departmental stores are introducing new

ways of selling goods to consumers in the ever-changing markets. The strategies of restaurants are changing as a growing number of restaurants are shifting their focus from general brick and mortar restaurants to new formats such as electronic selling. Due to the swift augmentation of technology, online shopping has been a specific cause of excitement for consumers to explore. On the other hand, food shopping has also been regarded as a stressful and tedious task by those who are not very technology savvy and find it difficult to use technology devices.

The worldwide spread of the Internet has contributed significantly to the transformation of retail stores and retail stores. E-commerce broadly means purchasing and selling goods over the Internet and is commonly associated with online shopping. E-commerce has revolutionized the way businesses and customers trade with products and services. E-commerce-enabled businesses reach customers around the world. We have expanded its reach and scope by offering more choices and products and services at much more competitive prices. E-commerce uses regular technical maintenance to facilitate all features related to online store sites, monetary transactions, and product delivery and delivery.

Given the expanding popularity of online, mobile, and text food ordering, it's important to look into the industry's use of electronic orders as well as consumers' perceptions of the use of such channels. It discussed the benefits and drawbacks of the industry's usage of electronic ordering. This study will show the findings of a recent poll on consumers' impressions of online orders, as well as how and why they utilise them.

This study is titled " Consumer Perception Towards Online Food Ordering Platforms". A study among internet users and this study help to understand the perception of people toward online food ordering. Since this generation is more into the tech world, they spend most of their time online. It is necessary to understand this kind of online usage how far helping the marketers. The researcher used different factors to identify the perception.

1.1 BACKGROUND

Consumer purchasing habits are changing as a result of online shopping, apps, mobile proliferation, and delivery services. E-commerce has prompted evolutionary rather than revolutionary developments in the food industry. Nonetheless, e-commerce is outpacing brick-and-mortar retail in both developed and developing nations. Online food deliveries are a bright development light in an otherwise sluggish environment in developed economies such as the United Kingdom, France, and the United States. Meanwhile, expansion is being aided in emerging economies by rising internet access and smart phone use, as well as ongoing urbanisation trends.

Consumers' rising expectations for convenience and accessibility are driving growth in online food buying across all economies. As manufacturers and retailers struggle to meet this demand, a plethora of e-commerce forms and delivery systems have sprung up. Traditional merchants are attempting to connect their physical, internet, and mobile shopping offerings, understanding that today's buyers are multi-channel shoppers. Food manufacturers will need to continue fostering ties with existing consumers while keeping an eye on rapidly growing new distribution models in order to capitalise on the boom in food e-commerce. E-commerce in India has grown tremendously from a term to an actual reality, successfully transforming the way people transact. Ecommerce has been driven by ever-changing habits and rising disposable incomes, as well as increased aspiration levels, particularly among the demographically younger population. The rising reach and breadth of internet usage in India has been one of the primary accelerators for e-commerce.

People today can shop literally everywhere within minutes, be it their workstations or homes, and most importantly, at any time of the day at their leisure. The online market space in the country is burgeoning in terms of offerings ranging from travel, movies, hotel reservations and books to the likes of matrimonial services, electronic gadgets, fashion accessories and even food and groceries. The Indian internet food delivery market was valued 2.9 billion dollars in 2020. This was a reduction from the past year, when the industry was estimated to be worth roughly 4.2 billion dollars. The food ordering sector was predicted to be worth about 13 billion dollars by 2025. There are number of players present in the Indian food delivery market competing to each other to gain the customer satisfaction and thereby acquire the market share

1.2 PROBLEM STATEMENT

We live in a digital world where the penetration of the internet into the life of people is very high. Electronic commerce has become the most significant disruptive innovation that hit traditional retailing. There has been a rise in the number of food apps in our part of the country in recent days. Customers are more open to online purchases these days, thanks to aggressive promotion by online platforms such as Flipkart and Amazon. With the increase in demand comes competition, and it becomes imperative for marketers to keep updated about the customers' changing needs and perceptions. There has been an increase in the number of food apps in our part of the country in recent days. Customers are more open to online purchases these days, thanks to aggressive promotion by online platforms such as Flipkart and Amazon. With the increase in demand comes competition, and it becomes crucial for marketers to keep updated about the customers' changing needs and perceptions.

The impact of consumer demographic characteristics on willingness to order, frequency, awareness of terms and conditions, knowledge of available restaurants, and payment mode trust was investigated in this study. Thousands of millennials are migrating to cities for employment or school to improve their well-being in this era of urbanisation. This made it impossible for them to prepare meals independently or eat the same food daily. Also, changing lifestyles have led to the online food aggregator market development. People want to prepare food at home when they have an unexpected uniformed guest or want to organise a party. These factors have contributed to the growth of the online food aggregator business, which technology improvements have aided. The market for online food aggregators, particularly in metropolitan areas, is growing daily.

Restaurant techniques are evolving as many restaurants change their attention away from traditional brick and mortar eateries and toward new formats such as electronic selling. People have been particularly interested in exploring online purchases due to the rapid growth of technology. On the other hand, food shopping has been viewed as a stressful and laborious process by those who are not very tech aware and find it difficult to use technology devices.

1.3 OBJECTIVES OF THE STUDY

- To investigate the factors that influence the choice of an online meal ordering app.
- To identify the elements that impact the choice of an online meal ordering app.
- To determine the most popular online food delivery app.
- To gain a better understanding of how customers feel about online meal ordering apps.

1.4 SCOPE OF THE STUDY

The scope of the study is limited to online purchasers from Kerala and Delhi only. The present study is limited to influence of demographic factors on the perception of customers towards online food ordering.

The beneficiaries of the study include the major players in ecommerce industry, the study can help them understand the perception of customers in Kerala and Delhi towards online food apps. The study can also be of help to restaurant owners, as it helps them to take decision regarding choosing the right platform. The study can also contribute to the literature in the area, for the benefit of researchers in the field of study.

2. LITERATURE REVIEW

STUDY ON ONLINE SHOPPING

Due to the increasing global growth of electronic commerce, businesses are attempting to gain a competitive advantage by leveraging e-commerce to engage with customers (e-commerce). (2007, Demangot.c). Online purchasing is a fast-growing trend nowadays. A growing number of people shop online to buy goods and services, get product information, or just to have fun. Online shopping environments are gaining traction in the overall connection between marketers and their customers (Koo, 2008). Consumption is primarily dependent on the product's presentation in cyberspace, such as photos, images, quality information, and video clips, rather than on actual experience (Brennan, 2008).

The process of selling and buying goods and services through the internet is known as online shopping. As (Forsythe, 2003) explains, "Most online shoppers, however, use information collected online to make purchases off-line, making internet shopping the fastest-growing usage of the internet.". While discussing the acceptance of online shopping (Karp, 2009, October 25) indicate that with the opportunity to easily compare shop, look for discounts, and make purchases with a few mouse clicks, online shopping may be a wise consumer's best friend. According to a report (AcNielsen., 2005) published on www.acnielsen.com, one-tenth of the world population is shopping online, till October 2005, 657 million people have done online shopping, and according to the same report, Germany and British are on the top of the list on online shopping. Additionally, a report (AcNielsen, 2005) published on www.acnielsen.com conforms those products most purchased online are Book on the top, followed by DVD/Video/Games and Plane Reservations, the payment method that is being used mostly is the credit card.

Consumers are occasionally dissatisfied with the way products and services are sold in the internet environment when purchasing online. Customers may not receive things ordered online within 24 hours of purchasing. Marketers' strategies have failed to appropriately meet evolving consumer demands in order to assure client happiness (Day, 2006). In order to operate successfully online, the marketing function restricts the scope of marketing initiatives. Customers around the world now have a wider range

of options because to new electronic communication channel factors. Many of the traditional 24 conceptions of marketing, trade, and power have been reformulated as a result of these shifts. Furthermore, many studies acknowledge and accept that customer pleasure is a universal metric of marketing success. (2001, Dubrovski).

Benedict et al. (2001), in their study on perceptions towards online shopping, reveal that External factors such as customer attributes, situational conditions, product characteristics, past online purchasing experiences, and trust in online shopping influence perceptions of online shopping and intention to shop online.

Bellman et al. (1999) looked into a number of factors that influence whether or not a person will make an online purchase. These researchers determined that demographic factors such as income, education, and age have just a minor impact on whether or not to shop online, with historical behaviour, such as previous online purchases, being the most important determinant of online purchasing.

Another crucial factor to consider is the demographics of online customers. (Kehoe, 1998) and (Hoffman, 1996) investigated demography in terms of age, gender, income, and education to see whether there are any differences in how individuals shop online, as well as disparities by age group, such as if online shopping attracts older or younger people. According to studies, internet consumers are primarily those with a higher level of education and money who work in the middle to senior management or as professionals. According to research in the Business Times and an online poll, the typical net shopper is mostly male, between the ages of 18 and 40, has completed at least secondary education, and comes from a family with an average income of at least \$5000. According to the online survey, cyber buyers were mostly Chinese between the ages of 36 and 36, with diplomas or degrees and a monthly salary of less than \$3500. According to another study (Miller, 1996), cyberspace is the province of teenagers. (2002, Koi) Gender and income were found to be the most discriminatory characteristics in states. (Miller, 1996) has concentrated on demographics in order to portray the profile of Internet users.

Consumers who are willing to try new things are more risk-tolerant than those who are more conservative. Because the risk of online purchasing is larger than that of traditional shopping in a physical store, practically all online shoppers have a disposition that is open to trying new things (M.G, 2008). Due to the increasing growth of Internet technology, consumers are able to buy online more and more efficiently,

providing them with a more and more advanced shopping platform. (Gefen, 2005) (Gefen, 2005) (Gefen, 2005) The simplicity of use and usefulness are two important aspects that influence an individual's attitude and intention to use new technology.

STUDY ON FACTORS INFLUENCE CONSUMERS TO SHOP ONLINE

There are various elements that influence a consumer's decision to order meals online, as listed below. Following a review of the literature in the subject, researchers identified four criteria that influence consumer satisfaction with online food purchasing, which are mentioned below.

1. Price (Heim, 2001)
2. Brand (Kotler, 2004)
3. Convenience (Darian, 2004)
4. Time savings (R.A, 2004)

1. Price

Price was a critical factor for online shopping (Heim, 2001). But the online shoppers were not the price-sensitive cause of these consumers. Price comparison among different e-retailers on each product was time-consuming, and the price difference was very small. Consumers remember a range of prices against which they compare the 16 current prices of a product. The upper price limit is the price at which a consumer perceives a product to be too expensive or to fall into a different category. The lower price limit, on the other hand, is the price below which the customer perceives the product to be of inadequate quality. The difference between the two price limitations is the allowable price range. The width of the acceptable price range is governed by the consumer's price consciousness, in addition to price uncertainty (Widrick, 1991). The above study suggests that occasional buyers have a wider range of acceptable prices as well as a higher midpoint than regular buyers. The degree to which consumers distinguish and react to price level and price changes is price sensitivity can work as an indicator of how much a consumer is willing to pay. Therefore, the price has an important effect on consumer purchase behaviour and, as a result, on sales and profit of the business

(Han, 2001). At the earlier stage of shopping online, consumers may be price sensitive, but an excited and competitive shopping journey may increase consumers' willingness to pay more for an attractive and better fashion product, and their price sensitivity for the final price will be increased (Hair, 2001). Since online stores offer customers a variety of products and services. It gives customers more chances to compare from different websites and find the product with lower prices than buying from local retailing stores (Lim, 2004)

2. Brand

The brand was defined as the quality related to the product or service. Often, the brand was referred to the seller's reputation, and the consumer's loyalty is associated with the seller (Haig, 2001). Building and managing client relationships has virtually become synonymous with brand management in the twenty-first century (Hess, 2010). Today, branding is the company's formal introduction. In the minds of customers, a brand is a promise or a set of principles about what the company will do (Kotler, 2004). To ensure that the brand sends the desired message to the consumer, consistency and commitment are required. Understanding and happiness are the foundations of branding (Higgins, 1999). Consumers feel that an online brand is capable of offering high-quality products and executing an online transaction safely. In other words, a consumer's purchasing intention is shaped by their assessment of a product or their perception of a brand. On an online website, loyalty refers to a customer's positive attitude toward an electronic business, which results in repeat purchases of products due to the brand's offerings. Consumer loyalty to an online brand can be built by maintaining a positive relationship with customers and providing them with a pleasurable online shopping experience (Pavlou, 2008).

3. Convenience

Online buying provides convenience and time savings, which are two motivating advantages for doing so. Consumers were mostly motivated to shop online because it was more convenient (Swaminathan, 1999). Customers can shop online around the clock, as opposed to traditional establishments, which are open 24 hours a day,

seven days a week (Hofacker, 2001). The convenience factor relates to how easy it is to browse or search information online, as well as search product catalogues, however if a consumer seeks for the same product or item in a traditional store manually, it is difficult and time consuming. Convenience has always been a major consideration in deciding whether or not to shop online. (Darian et al., 2004) It was mentioned that online shoppers have a number of advantages in terms of convenience, including less time consumption, flexibility, and minimal physical exertion. Ghose et al., 2004. One of the primary benefits of internet buying, according to the author, is convenience. According to (Robinson, 2007), the primary motive for making an online purchase is the convenience of being able to buy at any time and having a package with the item delivered to one's door.

4. Time Saving

Customers prefer internet purchasing because it saves them time. There is no need to go outside when buying online. Customers may acquire information immediately via rapid access. When you purchase online, you don't have to worry about your physical looks. Overall, online shopping is the most convenient method of purchasing goods. One probable cause, according to (R.A, 2004), is that internet buyers save time while purchasing goods and can reduce the time spent travelling to a traditional store. On the other hand, some respondents believe that the time spent for delivery of goods or services when purchasing online is also a factor.

Surprisingly, time savings is not a motivator for customers to shop online (J.J, 2001), because receiving and delivering goods requires time. However, time and cost savings can be measured in many ways, such as "a Florida resident can shop at Harold's in London in less time than it takes to visit the local Burdines department stores." (2000, Cude) We came to the conclusion that the primary reason given by those who have purchased food online is time savings. As a result, the value of time savings as a motivator for online shopping cannot be overlooked. Additionally (Goldsmith, 2000) emphasizes that there is discrimination between online shoppers and non-online shoppers. Online shoppers are more worried about convenience, time-saving and selection, whereas non-online shoppers are worried about security, privacy and on-time delivery.

By providing a substantial benefit of two-way connection, which is different from traditional mass marketing communication, Internet Marketing generates a limitless market opportunity. Warrington and colleagues (2000). In less than five years, the Internet reached a critical mass of 50 million users. In comparison, it took 38 years for radio, 13 years for television, and ten years for cable television to reach almost the same number of viewers (Waldo 2000). Customer Satisfaction and Customer Behaviour in the Online Market The primary distinction between virtual and physical organisations is customer service.

Security, design, unwanted emails, newsletters, and other factors contribute to client discontent with online enterprises. Customers are irritated by these things. Other criteria include the speed with which client questions are resolved, on-time delivery, and quality or performance as promised. The Customer Satisfaction Index Has Changed Over Time Cumulative customer satisfaction aids in the prediction of future behaviour and corporate economic performance. Customers evaluate and make decisions not only based on one transaction, but also based on previous purchase and consumption experiences (Johnson, 2001).

The evolution of the CSI (Customer Satisfaction Index) and ASCI (American Customer Satisfaction Index), Swedish Customer Satisfaction Barometer (SCB), and ECSI (European Performance Satisfaction Index). The indices for assessing customer happiness include the EPSI, EFQM (European Foundation for Quality Management), EOQ (European Organization for Quality), and the academic network IFCF (International Foundation for Customer Focus). They are integrated systems that collect, evaluate, and disseminate information on what customers expect from the products and services they purchase in terms of quality, value, and so on. Customer expectation, customer satisfaction, perceived value, perceived quality, customer loyalty, Image, and product or service quality are the seven latent variables stipulated by the EPSI rating, which is a structural equation model (Eskildsen & Kristensen, 2007).

Customer retention and satisfaction are inextricably tied to a company's profitability (Best, 2005). Customer retention increases as a result of excellent customer service, which leads to higher profitability. A customer's loyalty may make it difficult for them to accept products from competitors. The American Customer Satisfaction Index (ACSI) and the European Customer Satisfaction Index (ESCI) have both found a

substantial correlation between customer satisfaction and profit performance. Because of the upfront acquisition costs, the business's profit will be negative while acquiring a new customer.

Retention of Customers It is very straightforward to keep consumers' expenses in less competitive marketplaces where there are few replacements and switching costs are high (Best, 2005). In the case of actual shopping, this may be true. Online clients, on the other hand, quickly switch to competitors if they are dissatisfied, because their options are numerous and switching costs are little. As a result, in internet company, customer retention is a challenge that necessitates better levels of customer satisfaction. Customer retention is challenging when dealing with customers through the internet. Customer pleasure leads to loyalty, and loyalty is the foundation of successful customer relationships, thus a study of e consumers is critical (Nigel & Jim, 2006).

A customer who recommends a product or service demonstrates his or her dedication to the brand or company. This is due to trust in the company's or brand's ability to develop and provide value (Best, 2005). **Customer Satisfaction** Customer loyalty, according to Best (2005), is a psychological commitment that a customer has to a specific brand or organisation. Customer loyalty can be quantified using the Customer Loyalty Index (CLI): $CLI = (\text{Customer Satisfaction}) \times (\text{Customer Retention}) \times (\text{Customer Retention}) \times (\text{Customer Retention}) \times (\text{Customer Retention}) \times (\text{Customer Retention}) \times (\text{Customer Retention}) \times (\text{Customer Recommendations})$. Customer loyalty is defined by customer satisfaction, client referrals, and customer retention (Best, 2005).

Greater customer satisfaction is driven by decreased customer complaints and increased customer loyalty (Johnson, 2001). When an online firm focuses on offering outstanding customer service and exceeding the customer's expectations, customer loyalty can be established. Customer retention will be aided by such superb customer service. Customers who have a personal shopping account with an online retailer, for example, receive unique discounts, promotional offers, and exclusive services. This is a type of site registration marketing in which the client believes he will receive more benefits if he registers as a favoured customer (Carroll & Broadhead, 2001). The internet business can boost client loyalty by improving customer service. This is one

approach for a company to promote its brand, market its products, and provide exclusive service to its clients all at the same time (Carroll & Broadhead, 2001).

STUDY ON FAST FOOD RESTAURANTS

A study was carried out by (BHATTACHARYA, 2012) The purpose of this study was to determine the importance of several factors influencing Indian young customers' choice of fast-food establishments. The study attempted to quantify the relevance of numerous factors influencing Indian young consumers' choice of fast-food establishments. Consumption patterns, the impact of hygiene, and nutritional values were also investigated. According to the findings of the above survey, the majority of fast-food eaters at the time were students.

According to (Dr C.G.E. Salami, Jan-2012), there are some characteristics that can help a management identify market trends and establish efficient marketing and operational strategies when analysing a fast-food restaurant. The qualities are food quality, cleanliness, consistency, and overall attitude. The cost of the products is low on the clients' value scale. Improving fast food's nutritional value will help to attract more customers and build faith that fast food can be a viable alternative to cooked meals.

Customers from Generation Y were analysed (H. KAVITHA, SOUJIG, & R. PRABHU, December 2011). Generation Y refers to people born between 1977 and 1994 and who are now between the ages of 16 and 33. In Malaysia, Generation Y accounts for 26.9% of the country's population. Generation Y has more disposable income and is a sophisticated shopper. Because of their eating habits and lifestyle, generation Y is the most important market segment in the foodservice business. Food preferences are influenced by intrinsic characteristics such as health, sensory appeal, and price, as well as external aspects such as mood, convenience, and familiarity, according to this study. Intrinsic influences, on the other hand, had a greater impact on generation Y's food preferences. This research will help a variety of industries have a better knowledge of generation Y and develop better social marketing tactics. This study will benefit sectors such as food producers, restaurateurs and health organizations.

(2014 Oni) Rural consumers selected the identified American franchise fast food store because of its cost, convenience, and accessibility, according to the poll. Time-saving, affordability, convenience of location; customer service; ability to return visits; value for money; and brand loyalty were also found as key factors influencing rural consumers' choice of the specified American fast food.

STUDY ON ONLINE FOOD ORDERING

The study was published in "Consumer Perception toward Electronic Food Ordering" (Kimes, 5-1-2011). An online poll of customers who purchased food for takeout or delivery in the previous year was conducted. Given that nearly half of the survey respondents had placed a restaurant order through an electronic channel, this study concluded that online, mobile, and text ordering is rather common among Internet users in the United States. For users, the perceived control and ease associated with computerised ordering were critical.

2016 (Ramalingam) According to a new survey on internet meal ordering, discounts and promotions win out over quality. When it comes to ordering meals online, young Indians are more price-conscious than their global counterparts, according to a Food Panda survey. 'Promotional offers and discounts,' according to nearly 40% of Indians polled, were more essential than food quality. In addition, for Indians, consumer reviews are a major deciding factor in their purchasing decisions. Ratings influence about 58 percent of Indians, whereas food quality influences only 23 percent. However, quality outperforms other factors such as reviews, discounts, and promotional offers as the most important buying influencer (51 percent).

A comparison of survey results in India and other countries reveals two key facts. First, Indian consumers are notoriously price-conscious, and second, there has been a noticeable shift in Indian consumers' online shopping habits.

According to (Serhat Murat Alagoza, 2012), as e-commerce became more widespread, the food business began to emerge as a new growth area. World In addition to TAM, the model includes Trust, Innovation, and External Influences as the primary elements that impact internet users' perspectives. It's also possible to look at the demographic distribution of items like gender, age, Internet usage, and online food ordering experience.

(Kitsikoglou 2009) Some characteristics that can influence someone not to buy food through an e-shop, according to their study, include a lack of safety feeling, a lack of product quality, a lack of choice, and a lack of information, based on the literature and personal conversation with technology professionals and customers. There were also five variables identified while purchasing online for food: great comfort, better access, low cost, better choice, and attitude. Another study (V. Panagiotopoulos, 2008) discovered that online grocery purchasing was reported in the research by middle-income, educated customers who have completed or are about to complete higher education, and the intention to utilise it was noticed at a greater level. The lack of trust, followed by a lack of choice, is the most major reason why consumers do not intend to buy food via the Internet. Consumers who plan to buy food through the Internet, on the other hand, will do so for a variety of reasons, the most important of which is the cheaper cost, followed by greater comfort and easier access that the Internet provides. Although these factors are crucial, none of them have been demonstrated to influence consumers' intentions to purchase for food online. The proposed simple model summarises the elements impacting the intention of using online grocery shopping, and it was based on the eleven hypotheses that were investigated in this study.

The proven hypotheses were that a lack of trust in online purchasing has a detrimental impact on the desire to use it. The higher convenience, easier access, and wider selection offered by internet buying all impact the intention to use it. The research was conducted by (Eugenia Papaioannou, 2015) The goal of this study is to look into topics including e-commerce potential in the fast-food industry, consumer acceptance of e-commerce alternatives, and business-customer collaboration. The goal of this research is to look at how different sectors use electronic ordering and their experiences with e-commerce technology deployment. Second, the current study looks into customers' perceptions of such distribution channels as well as the factors that influence their use. The goal of the paper is achieved by an empirical investigation of 767 students' attitudes and perception levels regarding online fast-food ordering, as well as 260 Greek fast-food enterprises' use of electronic ordering and their experiences. Cluster analysis was originally used in Greece to profile online users and categorise businesses based on their characteristics. Second, factor analysis was used to look at the essential aspects that influence students' decisions about purchasing fast food online, as well as the factors that drive industries' use of electronic ordering. The data suggest that Greek

consumers are more concerned with pricing difficulties and special offers, whereas Greek businesses are concerned with their reputation and the appeal of online orders.

(Leelayouthayotin, 2004) Consumers are more likely to buy nutritious goods online if they find the transaction convenient, according to one study. Due to the higher perceived risk of purchasing nutritious goods online, they prefer to utilise the Internet for information and pleasure rather than making a purchase. The findings have significant implications for businesses looking to offer nutritious meals over the internet.

STUDY ON ADOPTION OF SELF-SERVICE APPROACHES

Food ordering over the internet is fundamentally a self-service technology. Self-service ordering systems that are well-designed provide customers a lot of control over the pace of their transaction and allow them to restrict the amount of personal engagement they have if they want to. In most circumstances, having more control results in improved consumer satisfaction and a stronger desire to use or suggest the service. Increased control may not appeal to all clients, especially those who like human interaction. Because your consumers will most likely use the system without the presence of an employee, customer control is an important consideration when creating a self-service system. A self-service system's perceived convenience leads to a rise in both adoption and satisfaction. People with technology phobia and those who require human interaction suffer from the drawbacks of self-service technologies. According to Meuter, certain factors can influence self-service ordering adoption and satisfaction. Self-service ordering will not appeal to customers who judge service quality based on encounters with employees. Customers who are uneasy with technology may also be hesitant to use an electronic self-service site for fear of becoming entangled in the technology.

It is critical for SST (Self-service technologies) providers to understand how customers evaluate SSTs in order to enhance them, according to (Matthew L. Meuter). Managing SST delivery options effectively can be a great way to get a competitive advantage. This study is the first step toward a better understanding of SST evolution as a whole. SSTs now provide alternate service delivery channels, but further development could combine the advantages of technology-based interactions with the advantages of

interpersonal interactions, such as adaptability. Effective management of these channels may boost profitability and success in the increasingly competitive marketplace once these distribution possibilities are better understood.

STUDY ON TECHNOLOGY BASED FOOD ORDERING

The restaurant owner or manager will have the authority to log into the system and alter the menu based on the availability of the food, according to (Varsha Chavan, April-2015). The manager will also promote the day's special offerings. Different food categories will be dynamically added by the manager. After the customer enters the restaurant and picks the information and menu from the tablet, the order is sent to the system over a wireless network. The order status in the system can be updated by the restaurant owner. The customer can also check the status of his order and cancel it if necessary. On the tablet son the tables, the entire application will be installed and kept open.

THEORETICAL FRAMEWORK

Based on past research, the researcher identified four criteria. The researcher examines the four criteria that impact a consumer's decision to shop online in the figure: price, brand, convenience, and time savings. Consumers may be enticed to continue purchasing online as a result of these factors. As a result, it will raise awareness of technology-based food ordering and the different websites that provide these services. This demonstrates that consumers are willing to shop for food online.

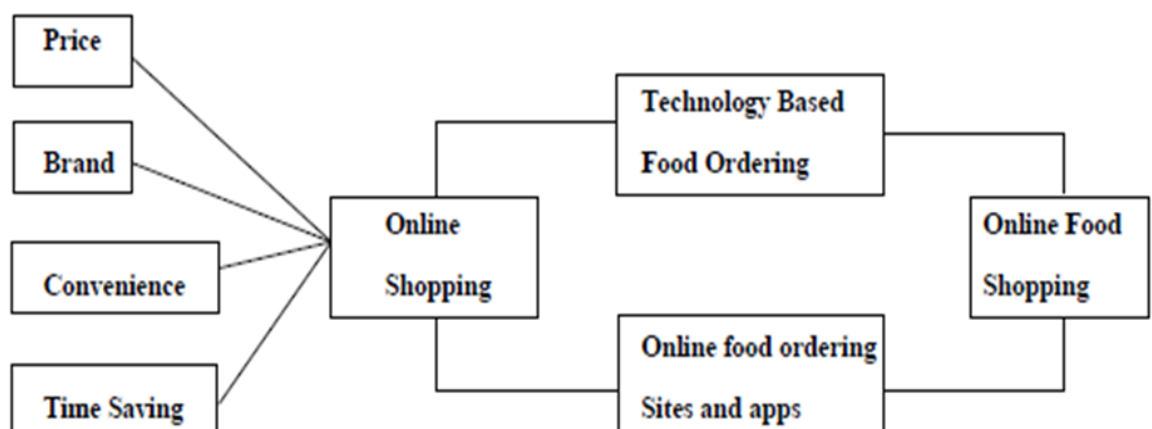


Figure 2.1 Shows Theoretical Framework

3. RESEARCH METHODOLOGY

The core framework that offers the research's guide lines is known as research methodology. It is a method of describing the research process in a systematic fashion. Research design, research approach, sample design, Questionnaire design, data collection, and statistical techniques used to analyse the acquired data can all be used to define the methodology utilised to perform the study.

In this case, the researcher is following a study that is based on primary data acquired through Google Form Surveys.

RESEARCH DESIGN

The research design specifies the method for data collection and analysis. It is a conceptual structure and outline of what researcher will do as strategy, the plan, and the structure of conducting a research project.

The researcher attempted a real portrayal of customers and their characteristics by data collection and further analysis by a thorough descriptive research.

RESEARCH APPROACH

Research approach refers to approach that is adopted to collect data for the research. Here survey method was used as it is best suited for descriptive research. Here the researcher tried to understand the perception of the customer by collecting their own responses with the help of a questionnaire. The present study follows sample survey approach.

DATA SOURCE

Data sources are information sources from which primary and secondary data for the study can be collected. This research used both primary and secondary data collection methods.

PRIMARY DATA

It is the qualitative and quantitative attributes of a variable or a set of variables that is collected by the investigator conducting the research for the first time to full fill the information requirement of the present study. Primary data for the current study has been collected from online shoppers in Kerala and Delhi.

SECONDARY DATA

Secondary data is information gathered from a source that has previously been published in some manner. It's frequently available. The availability of secondary data has become more easier since the introduction of electronic media and the internet. Secondary data was gathered from the internet as well as past studies on the subject. The researcher conducted a literature review by reading a number of research articles and publications on the issue of online meal delivery.

RESEARCH INSTRUMENT

The tool used to collect data for this study was questionnaire. Questionnaires were sent to the respondents online. A questionnaire is a research instrument consisting of series of questions and other prompts for the purpose of gathering information from respondents. The questionnaire aimed at collecting data to measure perception of customers towards online food apps was constructed by conducting literature review.

Factors affecting perception were identified through review of literature and statements were built based on these factors. The first part of the questionnaire carried questions related to personal details of customers, which was used as classification information. The prepared questionnaire was tested through a pilot study with few members of the sample population. It was meant for ensuring that the respondents are able to understand the real intension of the questions raised, the language used, the correctness of layout, the logical sequencing of the questions etc. A few changes were made according to the pilot study results. Excel sheet and Tableau software put in to ample use for the analysis.

SAMPLING PLAN

A sampling plan is a precise outline of which measurements will be collected when, how, and by whom, at what times, on what materials, and in what manner. Sampling plans should be created in such a way that the generated data contains a representative sample of the parameters of interest and allows all questions to be addressed, as indicated in the goals. The following are the two most significant features of the sampling strategy.

POPULATION

A population is a group of people, objects, or events from whom you intend to draw conclusions. Examining every member of a population is not always practical or possible.

Individuals who buy food online in Kerala and Delhi make up the study's population.

SAMPLE SIZE

The number of sampling units selected from the population for the current study is called size of the sample or sample size. The sample size should not be too small or too large. As the population size was unknown, the sample size is calculated on the basis of pilot study.

Hence the sample size for this study has been fixed as 120.

SAMPLING METHOD

Sampling method refers to the way that members of the sample are selected from a population to be in the sample for a sample survey.

In this study, convenience sampling was used. Convenience sampling, is a form of non-probability sampling technique. Non-probability sampling focuses on sampling methods that rely on the researcher's judgement. Convenience sampling is a sort of sampling in which the first available primary data source is used without any further constraints for the research. To put it another way, this sampling strategy entails gathering people wherever they can be found, which is usually wherever is most

convenient. Prior to subject selection, no inclusion criteria were determined in convenience sampling. All subjects are welcome to take part. The convenience sample may aid in the collection of relevant data and information that would not have been possible using probability sampling approaches, which necessitate more formal access to population lists.

SAMPLING PROCEDURE

The term "sampling procedure" refers to a wide set of scientific methods in which a sample of a larger matrix of data from a larger area is used to draw conclusions about the entire. The sampling procedure is a scientific method of selecting sampling units that will produce the appropriate estimates with related margins of error, as a result of investigating only parts of a problem rather than the entire problem. The researcher used a sampling approach in which he posted the questionnaire on social media sites such as Facebook, LinkedIn, and Google Plus, inviting people who regularly shop online to participate in the poll and share it on social media.

4. DATA ANALYSIS AND INTERPRETATION

The study was conducted to understand the “Consumer behaviour towards online food delivery platforms”. The sample for the study was taken through the internet users who do online shopping.

The data was collected from 120 respondents from around Kerala and Delhi who purchases from online portals. The questionnaire was used as the research tool, in order to get an idea on the composition of the sample selected for the study. The questionnaire was analysed using Microsoft Excel and Tableau. The researcher had divided the questionnaire into two parts. In the first part of the analysis is the responses for the classification questions is presented in the form of frequency that includes age, gender, educational qualification, etc. And second part of the analysis is related to measuring the perception of customers towards online food ordering.

TOOLS USED FOR DATA ANALYSIS AND INTERPRETATION

Here the researcher has used excel and Tableau for analysing and displaying the data in graphs and diagrams.

Tableau is a data visualisation and business intelligence application that can be used to report and analyse large amounts of data. It allows users to build various charts, graphs, maps, dashboards, and stories for the purpose of displaying and analysing data and aiding in business decision-making.

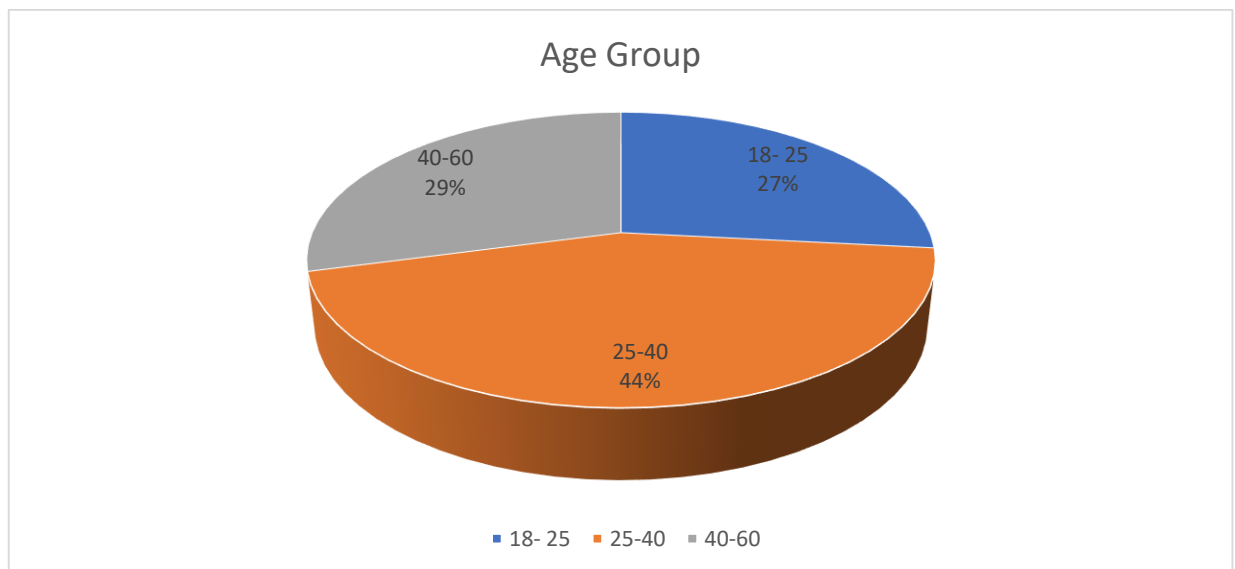
1)Frequency Distribution Showing the Age of Respondents

Table 4.1 Table showing age of respondents

Age	Frequency	Percentage
18- 25	32	26.67%
25-40	53	44.17%
40-60	35	29.17%

People in different age group tend to show different characteristics and behaviour towards things around them. So, it is important to understand the age group while conducting a survey.

Figure 4.1 Graph showing Age of Respondents



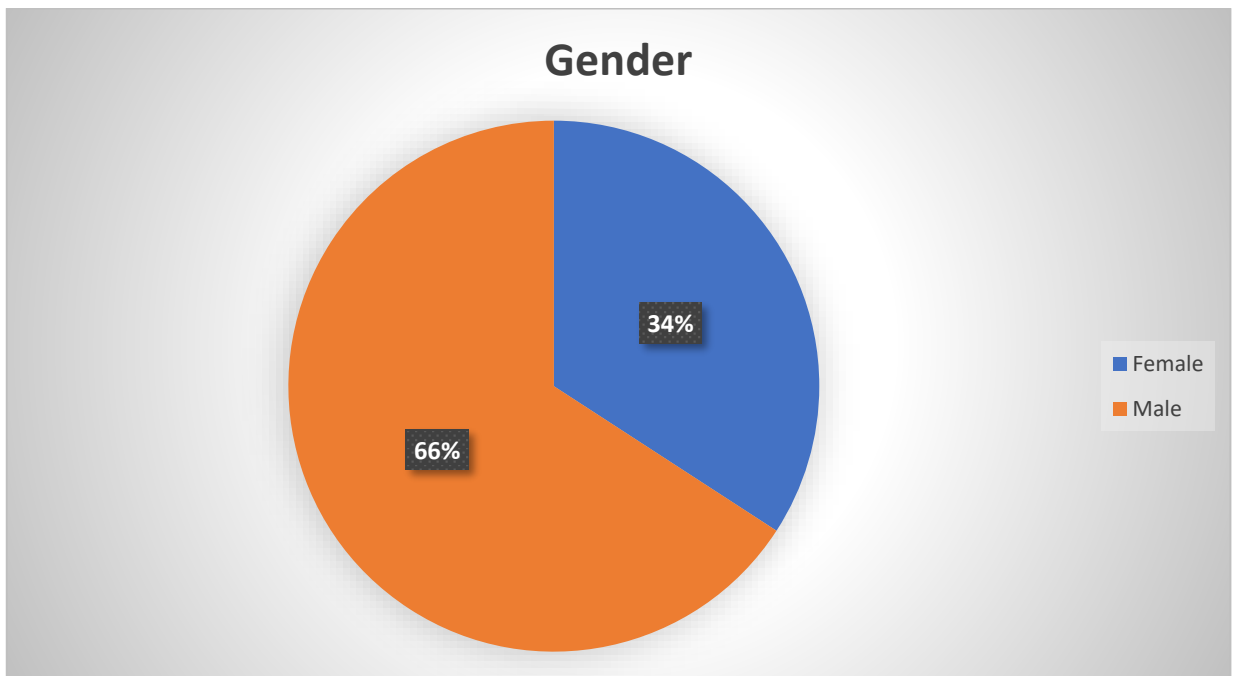
- Most of the participants in this survey belongs to 25-40 age group which is 44.17%.
- People comes under the age group 40-60 29%.
- Respondents in the age group of 40-60 contribute 27% of the sample that have been taken for the survey.

2)Frequency Distribution Showing the Gender of Respondents

Table 4.2 Table showing Gender of respondents

Gender	Frequency	Percentage
Female	41	34.17%
Male	79	65.83%

Figure 4.2 Graph showing Gender of Respondents



- Most of the people who participated in this survey are Males.
- Around 66% of the people who participated in the survey are Males. It is 79 out of 120.
- 34% are females, that is 41 out of 120.

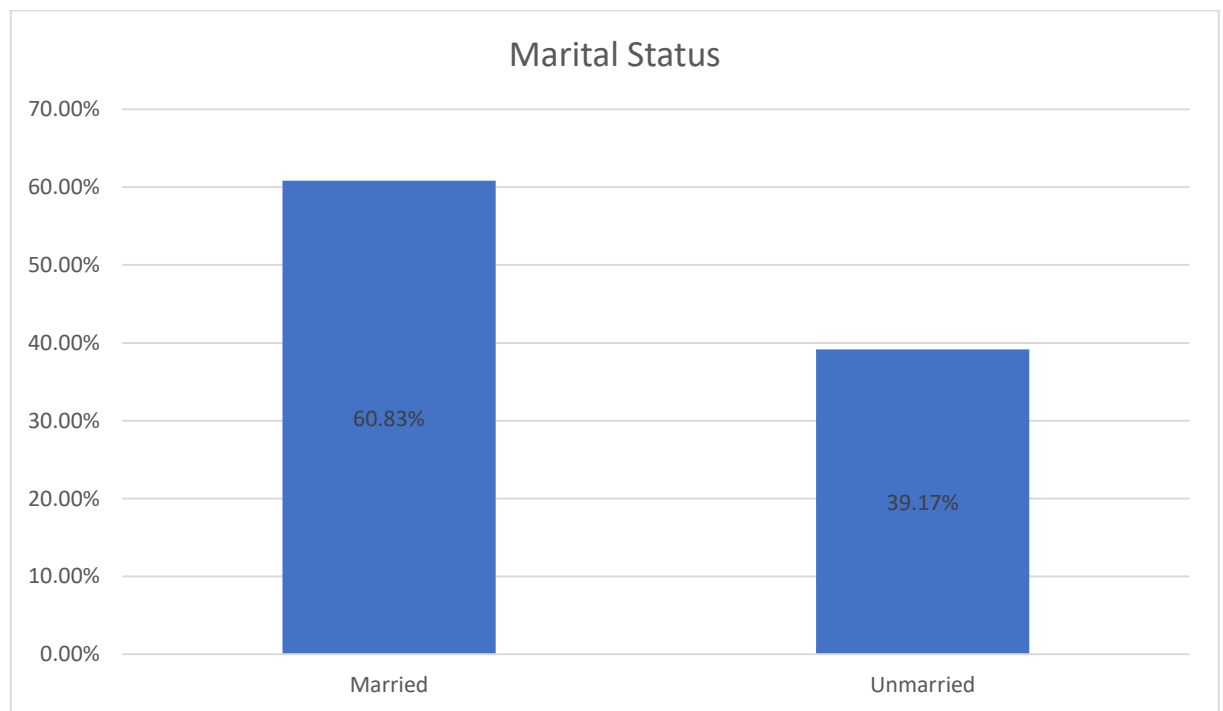
3) Frequency Distribution showing Marital status of Respondents

Table 4.3 Table showing Marital Status of Respondents

Marital Status	Frequency	Percentage
Married	73	60.83%
Unmarried	47	39.17%

Marital status of the people also affects the purchase decisions of the people.

Figure 4.3 Graph showing Marital status of Respondents



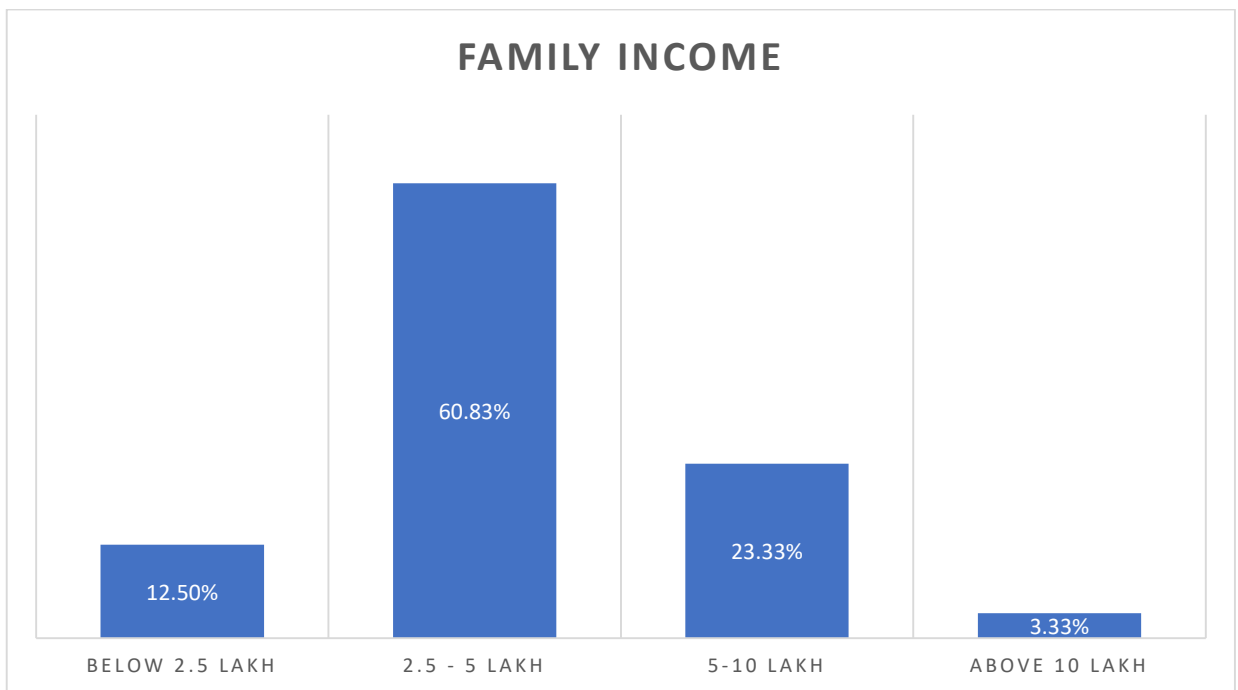
- 73 of the 120 participants are married and they contribute to 60.83% of the sample size
- Only 47 are unmarried which is 39.17%.

4) Frequency Distribution showing Family income of Respondents

Table 4.4 Table showing Family income of Respondents

Family Income	Frequency	Percentage
Below 2.5 lakh	15	12.50%
2.5 - 5 Lakh	73	60.83%
5-10 Lakh	28	23.33%
Above 10 Lakh	4	3.33%

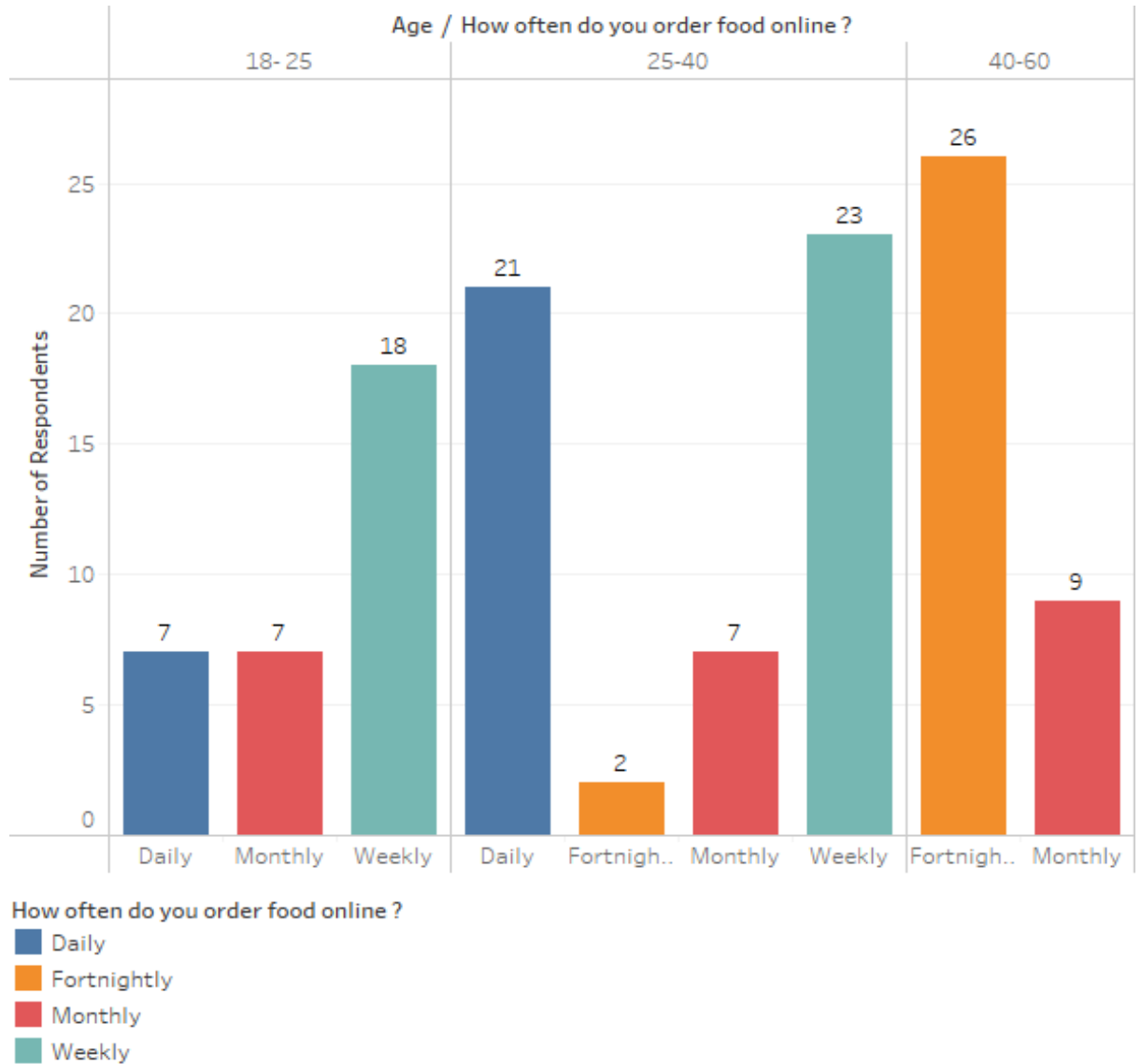
Figure 4.4 Graph showing Family income of Respondents



- Majority of the respondents belongs to families with a combined income of 2.5 lakh to 5 lakh. Which is 73 out of 120, and 60.83% of sample size.
- Then comes people with 5-10 lakh of family income. There are 28 respondents belonging to this category
- 12.5% of the respondents fall into families with below 2.5 lakh income.
- Only 4 out of 120 respondents are in income group of above 10 lakhs. Which is only 3.33% of the sample population.

5) Frequency Distribution showing age of respondent Vs how often they order food online

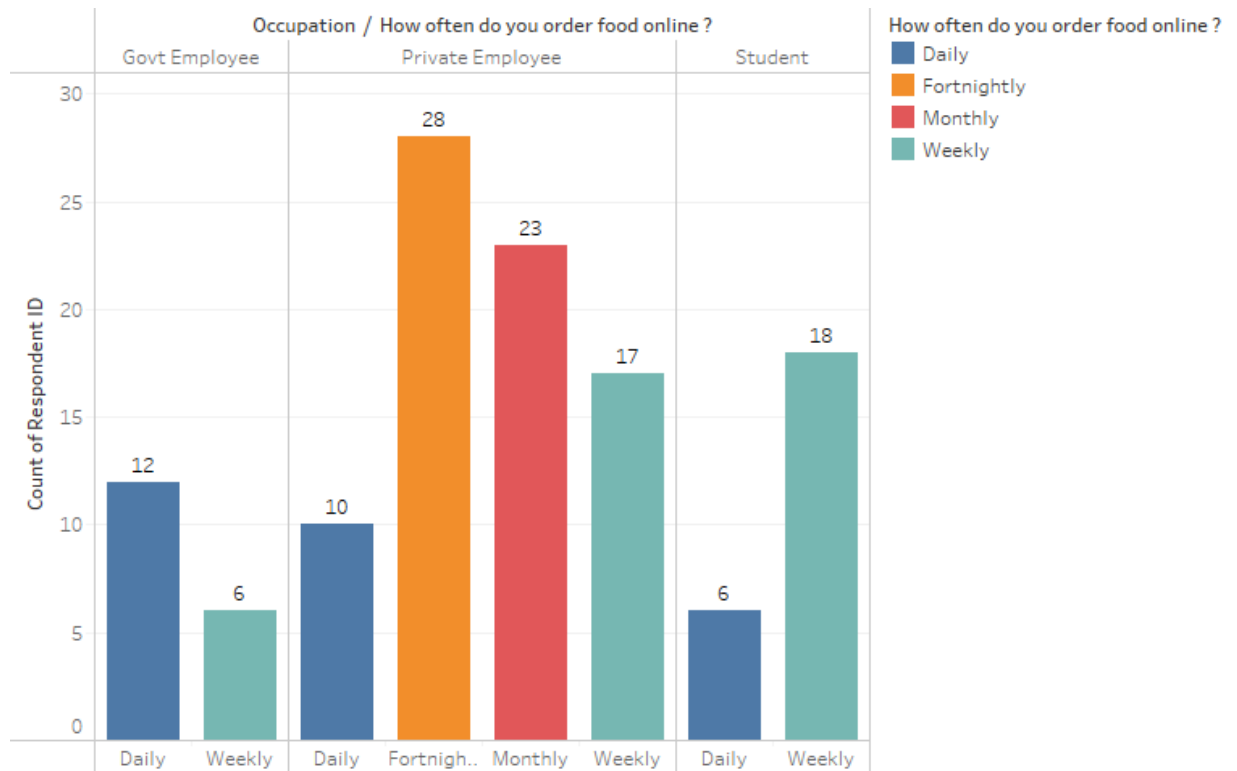
Figure 4.5 Graph based on age of respondent Vs how often they order food online



- Only people belonging to age group of 18-25 and 25-40 order on a regular basis. And in that, people from the age group of 25-40 order more frequently.
- People from the age group of 40-60 order food online less frequently only.
- In general people wish to order food to their home on once in a week.

6) Frequency Distribution showing Job of respondent Vs how often they order food online

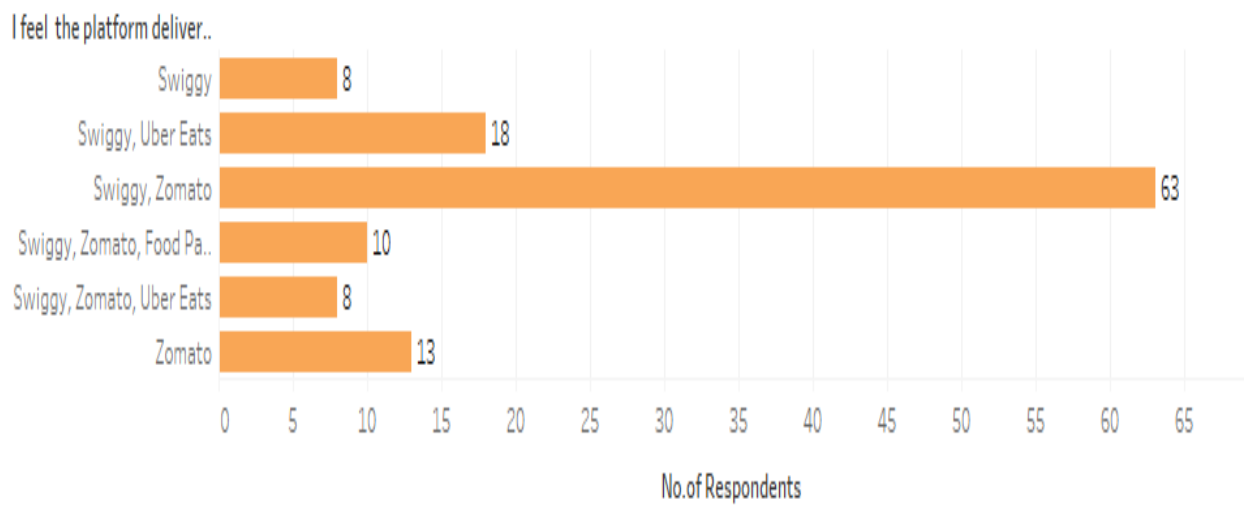
Figure 4.6 Graph based on Job of respondent Vs how often they order food online



- Only 15% of the people work in the government sector which amounts to 18.
- Around 67% of the people work in government sector tend to order food online on regularly.
- 65% of the respondents work in private organisation and only 12% of them order food online on daily basis.
- 24 out of 120 respondents are students and 25% of them buy food online on daily basis.
- Most of the consumers prefer to order food on weekly basis only.

7)Frequency Distribution showing which app delivers on time

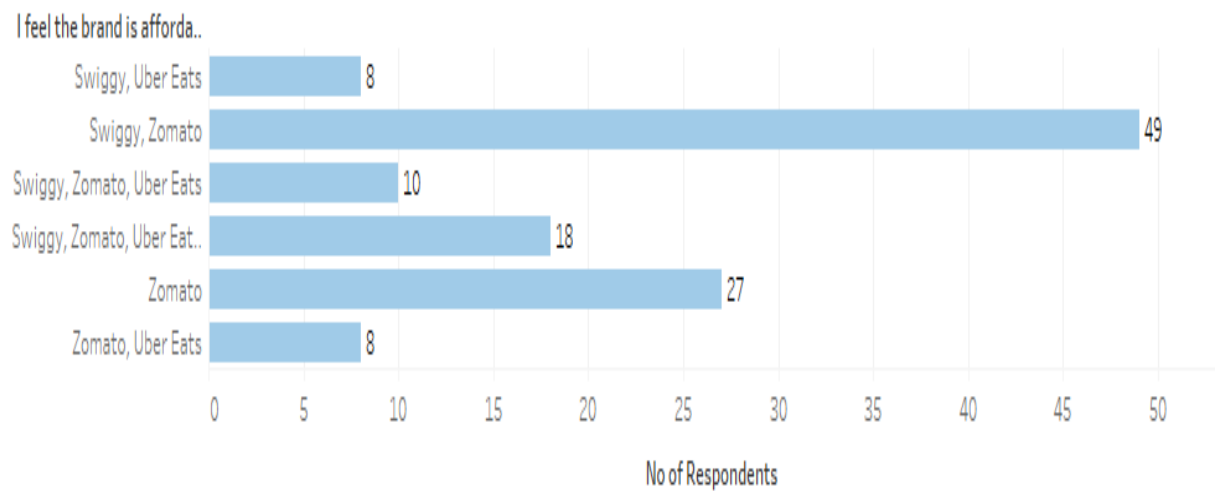
Figure 4.7 Graph Showing which app delivers on time



- 52.5% of the respondents said that both Swiggy and Zomato delivers food on time. Which is 63 people out of 120.
- 18 people opined that swiggy and Uber Eats delivers on time.
- And 8 people said that swiggy, Zomato and Food panda together delivers food on time.
- 13 people alone said only swiggy delivers the order on time based on their previous experience from the food aggregator.

8) Frequency Distribution showing Affordability of services

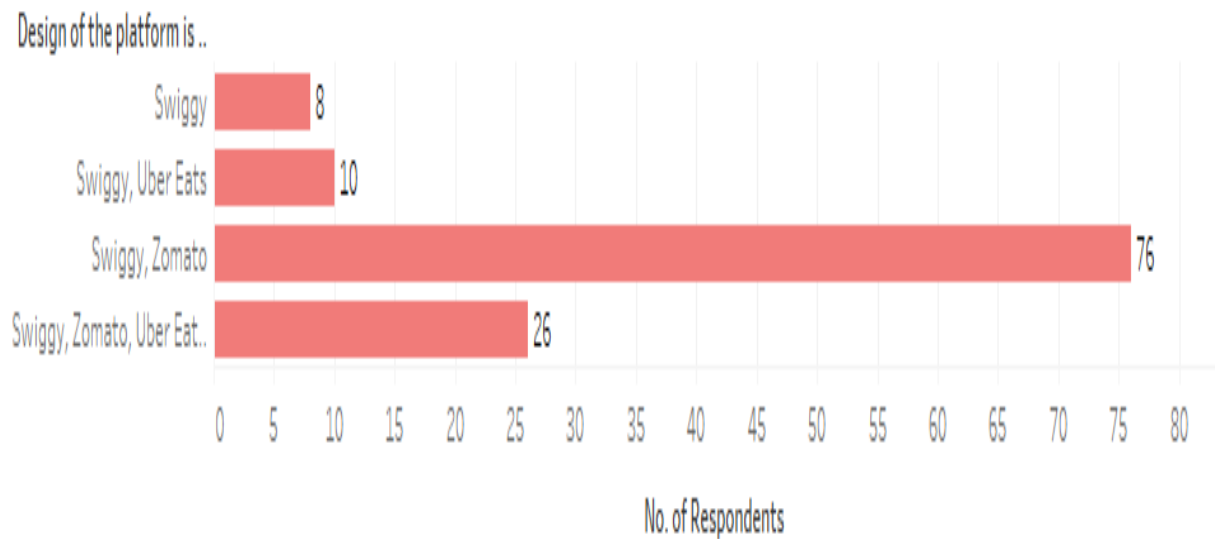
Figure 4.8 Graph based on Affordability of services



- 49 out of the respondents said that both Swiggy and Zomato offers affordable food menu. It amounts to almost 41% of the sample size.
- 27 out of 120, that is 24% of the respondents said Zomato alone is the most affordable online food delivery provider.
- 18 people opined that all the 4 platforms, namely Swiggy, Zomato, Uber eats and Food panda are affordable when it comes to ordering food online.

9)Frequency Distribution showing which app have better Design

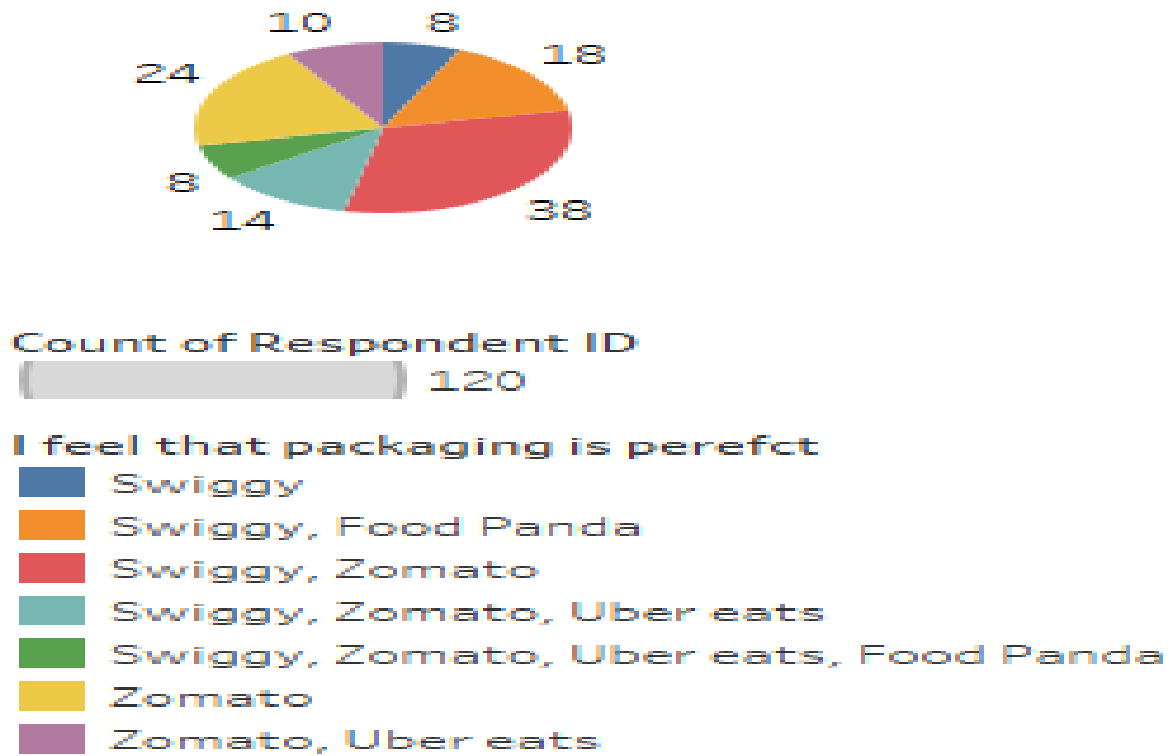
Figure 4.9 Graph based on which app have better Design



- 76 out of 120 people, that is around 64% of the people choose that Swiggy and Zomato have a better designed application for food ordering.
- 26 people out of 120, around 22% opined that swiggy, Zomato and Uber eats have a better designed application.
- People always prefer the easiest tools. The simple an application is to go through more people will prefer to use it.

10) Frequency Distribution showing which aggregator provide better packaging

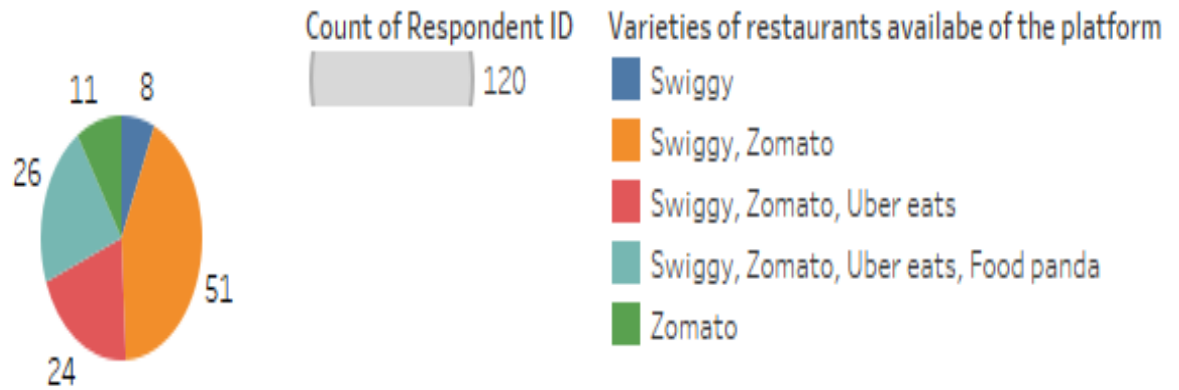
Figure 4.10 Graph based on which aggregator provide better packaging



- Packaging is very important when someone delivers the food. The food should be delivered in a way that it does not lose its freshness and hygiene.
- Majority of the respondents choose Zomato and Swiggy on food delivery app with better packaging. 32% of respondents felt that both Swiggy and Zomato have better packaging while delivering the food onto customers' preferred location.
- 20% alone choose Zomato for better packaging, which 24 people out of 120.
- 15% of the people choose swiggy and Food panda have better food packaging.

11) Frequency Distribution showing which platform has varieties of restaurants available

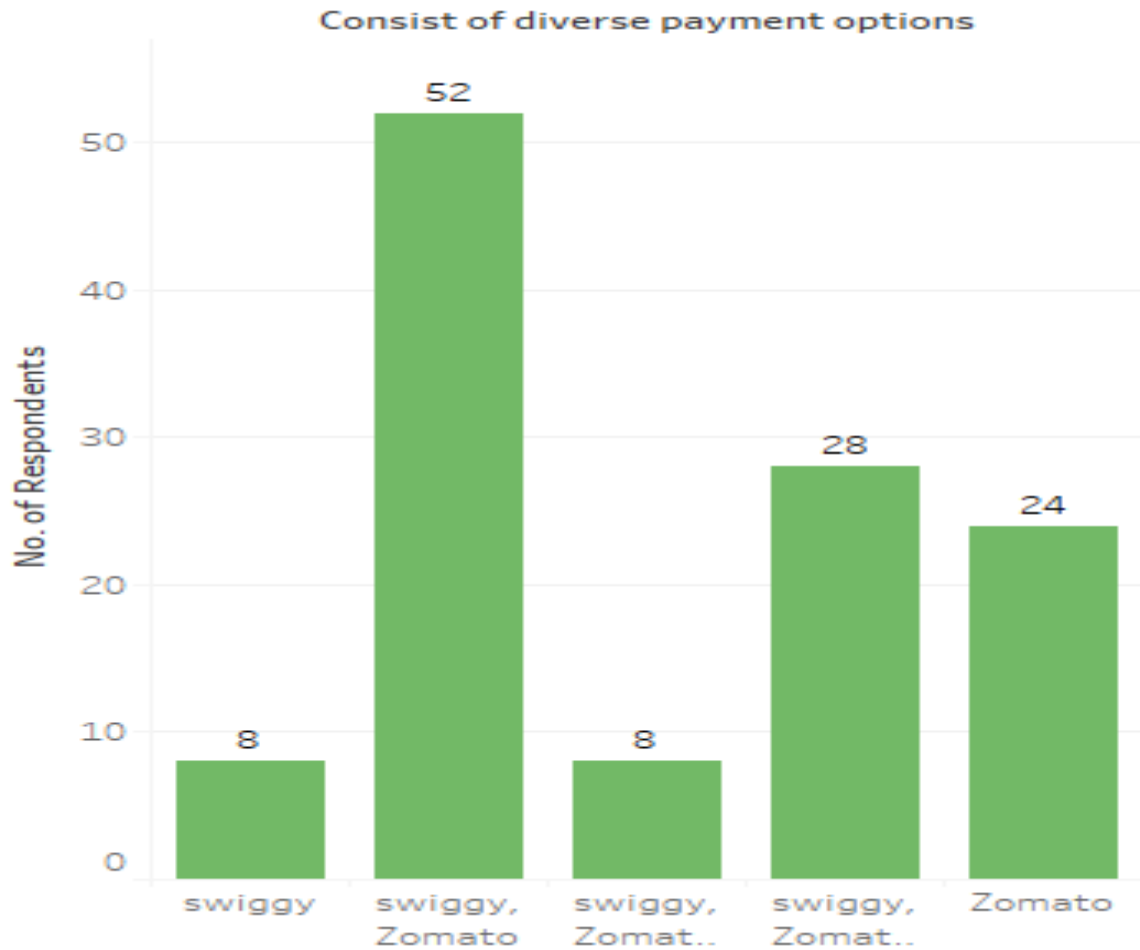
Figure 4.11 Graph based on which platform has varieties of restaurants available



- 42.5% of the respondents felt that Swiggy and Zomato gives the customers with the options of choosing and ordering food from more restaurants.
- 20% said that swiggy, Zomato and Uber Eats provides the options to choose from more restaurants and hotels.
- 22% of the respondents opined that all the 4 platforms, that is Swiggy, Zomato, Uber Eats and food Panda offers number of restaurants for customers to order food from.

12) Frequency Distribution showing which platform provides diverse payment options

Figure 4.12 Graph based on which platform provide diverse payment options



- 43% of the respondents said that both Swiggy and Zomato offers diverse payments options for its customers.
- 23% opined that all 4 platforms provide multiple payments options for the customers while paying for the order.
- 20% felt that Zomato alone provides diverse payment options for customers.

4.1 FINDINGS AND LIMITATIONS

FINDINGS OF THE STUDY

- Most of the respondents are male in this survey
- Swiggy and Zomato are more popular than Uber Eats and Food Panda.
- According to the research, most young people are attracted to online meal ordering.
- Most of the respondents opined that Zomato is the most affordable food delivery platform.
- older individuals do not utilise these online services as much as younger people.
- The study highlights that most of the respondents often prefer to order food on weekly basis.
- Most of the respondents belong to the income group of 2.5-5 lakhs

LIMITATIONS OF THE STUDY

- Some of the respondents are not daily users of online food shopping, the respondents may not be fully aware of their reasons for any given answer because of lack of memory on the subject.
- Respondents may not feel comfortable providing answers in an unfavourable manner.
- Some respondents could be negligent towards the survey and answer hastily concealing certain details.
- The quality of information totally depends on respondent's knowledge

5. CONCLUSION

- Consumer perceptions of online meal ordering vary, and they are influenced to some part by the availability of adequate connectivity and the ability to pay for it.
- The consumer's perspective changes depending on different similarities and differences based on their particular preferences.
- In this study the primary objective was to identify the perception of customers towards food aggregators. Now a day's most of the people prefer to order food online because of the changing life style. Most of the youngsters have a habit of ordering food frequently than other aged categories.
- The study reveals that young people are more likely to use online meal ordering services. The survey also found that product prices and on-time delivery are most influential aspect.
- Study also shows that variety of food and payment option along are other influencing factors for ordering food from online food delivery apps.

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Questionnaire

1. Name

2. Gender

Male

Female

3. Age

18-25

25-40

40-60

Above 60

4. Education

Matriculation

12th

Graduation

Post-graduation

5. Occupation

Student

Govt. Employee

Private Employee

Unemployed

6. Marital status

Married

Unmarried

7. Annual family income

Below 2.5 lakh

2.5-5 lakh 5-10 lakh

Above 10 lakhs

8. Place of residence

Rural

Semi-urban

Urban

9. How often do you order food online?

Daily

Weekly

Fortnightly

Monthly

10. Which of the following app do you use?

Swiggy

Zomato

Uber Eats

Food Panda

11. Which brand is affordable according to you?

Swiggy

Zomato

Uber Eats

Food Panda

12. which platform delivers food on time

Swiggy

Zomato

Uber Eats
Food Panda

13. Which aggregator has the best packaging?

Swiggy
Zomato
Uber Eats
Food Panda

14. Which Company offers diverse payment options?

Swiggy
Zomato
Uber Eats
Food Panda

15. Which platform has the best Design?

Swiggy
Zomato
Uber Eats
Food Panda

16. Which platforms offers Varieties of restaurants to order food from?

Swiggy
Zomato
Uber Eats
Food Panda