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Project Dissertation Report On

INVESTIGATION OF CUSTOMER SATISFACTION
AND CONTINUED INTENTION OF USING FOOD
ORDERING APPS

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EXECUTIVE SUMMARY

Study Overview

The research attempts to find out the factors affecting satisfaction & their effects on intentions of customers to continue using food ordering apps in India, especially in relation to Zomato and Swiggy – the two major apps which together control more than 90 percent of the organized food delivery market in India. In 2025, the Indian food delivery app market reached around USD 7.5 billion with a growth rate of 18–20%, reaching USD 15–20 billion in 2028 (RedSeer Consulting, 2025). The rapid development and fierce competition in this sector have made customer retention, instead of customer acquisition, the main focus of businesses for sustainable success. This study attempts to fill a gap in the current literature in India by providing empirical evidence on the quantitative relationship between Satisfaction and continued usage intention among Indians.

Research Objectives

The objectives of the study were threefold: (1) to find out if demographic factors – gender, age, and location – affect customers' preferences for Zomato and Swiggy; (2) to identify the effects of age and location on the level of consumer satisfaction; (3) to empirically test and quantify the relationship between Satisfaction and continued usage intention.

Research Methodology

A descriptive research design was used for the study. Primary data was collected from a sample size of 131 valid respondents located in Delhi and Uttar Pradesh via the use of an online questionnaire created using Google forms, based on the principle of non-probability sampling. Variables collected included demographic data (age, gender, location), application preference, satisfaction (Q8: 5-point Likert scale) and usage intention (Q9: 5-point Likert scale). Theory for the research framework was drawn from two established theories namely; TAM by Davis (1989) and ECM by Bhattacharjee (2001). IBM SPSS was used to perform statistical calculations. Five tests of independence using Chi-Square test were executed with a significance level of $\alpha=0.05$. A reliability test done using Cronbach's Alpha ($\alpha = 0.836$) proved sufficient validity of the measurement instrument.

Key Findings

Test	Variables	χ^2 Value	p-value	Decision	Key Insight	Result
1	Gender - App Preference	2.917	0.233	H ₀ Accepted	Gender does not influence app choice	Not Sig.
2	Location - App Preference	1.245	0.264	H ₀ Accepted	Location does not influence app choice	Not Sig.
3	Age Group – Satisfaction	95.964	< 0.001	H₁ Accepted	Age significantly affects satisfaction	Significant
4	Location - Satisfaction	1.940	0.380	H ₀ Accepted	Location does not affect satisfaction	Not Sig.
5	Satisfaction - Continued Usage	232.303	< 0.001	H₁ Accepted	Satisfaction strongly predicts retention	Significant

The three most significant findings of the study are as follows:

Finding 1 - Satisfaction Fuels Retention (Test 5, $p < 0.001$): The most important finding in the paper concerns the statistically significant and highly positively correlated relation between consumers' Satisfaction and willingness to retain usage. Among consumers who had satisfaction score equal to 5 (Very Satisfied), 77.3% said they were Very Likely to keep using the apps. On the contrary, the consumers with low satisfaction score (1-2) showed nearly zero intention for retention. This finding serves the first quantified proof that there is a correlation between Satisfaction and retention in the Indian market, where the correlation coefficient equals 0.666.

Finding 2 - Age Segments Matter Most (Test 3, $p < 0.001$): Age became the only demographic characteristic having an impact on satisfaction scores of respondents. The generation aged from 18 to 24 years (making up 69.5% of all respondents) tended to show high satisfaction scores, as predicted by the TAM and UTAUT2 frameworks owing to the digital nativity of this age group. The older generations (35+ years) had comparatively lower satisfaction scores.

Finding 3 - Gender and Location are Non-Differentiating Variables (Tests 1, 2 & 4): No statistically significant association was found between gender or geographic location and either app preference or satisfaction levels. This indicates that both Zomato and Swiggy have achieved gender-neutral and geographically standardized brand experiences - a finding that validates centralized, undifferentiated national marketing strategies over costly hyper-localized or gender-segmented approaches.

Reliability of the Instrument

Since the Cronbach's Alpha is 0.836 for the Satisfaction-Retention Scale (Q8+Q9), which is considered to be a very high value of reliability (Hair et al., 2019), we can say that the inter-item correlation between the items is at a very high level and equals to $r = 0.720$, meaning that both items are measuring the same underlying variable.

Strategic Implications

- **Experience over Promotions:** The statistical significance established for Satisfaction shows that a better ROI can be gained from investing in services rather than promotions since the former provides for retention. Services are the delivery accuracy, app interface, packaging, and responsiveness.
- **Age-Specific Segmentation:** Only age is a statistically relevant factor, which allows platforms to design two types of customer experience strategies. There should be an enriched user interface designed for young adults between 18-24 years and a simpler one for older generations.
- **National Standardization Strategy:** As there are no effects related to either gender or location, a universal standard national marketing strategy may be implemented.

Chapter 1

Introduction and Brief Background

The swift evolution of India towards digitization, facilitated through the implementation of schemes like "Start-Up India" and extensive internet coverage across the country, has led to changes in customer behavior and thus resulted in the emergence of the vibrant digital market for service-based industries. The online food ordering application industry constitutes one of the most competitive sectors within the market. In this segment, major companies are Zomato and Swiggy. In light of the similarity of the basic services offered, competition amongst the above companies takes place based on their digital offering to customers.

1.1. Market Context & Statistics

As per a report by RedSeer Consulting (2023), the online food delivery industry in India is expected to have a value of around USD 7.5 billion in 2023 and to reach a size of USD 15-20 billion by 2028 with a CAGR of around 18-20%. The factors contributing to this growth include increased penetration of smartphones, rising disposable incomes of urban millennials, and the adoption of on-demand digital services in Tier-1 and Tier-2 cities.

In 2023, the market for online food delivery in India consists of around 90% market share held by two players – Zomato and Swiggy. These platforms deal in millions of transactions and have more than 50 million active users per month. This makes these platforms the perfect subjects for any research that is being conducted on consumer behavior in the online food delivery ecosystem.

1.2. Theoretical Framework

This research will be based on two theoretical models which have been well established in the fields of information systems and consumer behavior:

Technology Acceptance Model (TAM) - Davis (1989)

The Technology Acceptance Model (TAM) suggested by Davis (1989) argues that an individual's intention to use and keep using any particular technology depends mostly on the perception that he/she

holds about the usefulness and ease of use of that technology. In the case of apps for food ordering, the dimension of usefulness of such technology encompasses the following features: timely delivery, tracking service and number of restaurants offering their services on the website - all of which render it useful. On the other hand, perceived ease of use of the technology refers to the ease of using the technology and its user-friendly nature.

1.3. Expectation-Confirmation Model (ECM) - Bhattacharjee (2001)

Whereas TAM is used to explain the process of adoption, the Expectation-Confirmation Model (ECM), suggested by Bhattacharjee (2001), can be considered particularly relevant in explaining the phenomenon of continued usage, which serves as the main theme of this study. ECM claims that the user's satisfaction level and the intention of further continued use of a certain technology depend on the level of confirmation or surpassing of user expectations in terms of the performance level of the system. In the case of the food ordering app, the more the app fulfills the expectations of the customer (accuracy of orders, prompt delivery and support), the more it confirms expectations and the higher the level of Satisfaction and continued usage become. It is evident that ECM helps us test the main hypothesis of this paper – the existence of the significant impact of satisfaction on continued usage intention.

Therefore, both TAM and ECM serve as the basis for the theoretical framework underlying this research project and linking different service quality factors measured through the questionnaire to the two major outcome variables, namely satisfaction and continued usage intention.

In today's competitive market, the expenses required for obtaining a new client are fairly high.

It should be noted that the main problem for companies functioning in this industry is the ability to identify the factors that will affect the customers' intention to keep using food ordering apps. As far as short-term motivation such as discounts may serve the goal, the longer term usage depends greatly on customer Satisfaction.

Thus, the current research is not intended to address this broader topic but is aimed at analyzing such specific issues as the effect that dimensions of customers' digital experience have on their Satisfaction and the way their Satisfaction influences intention to use food ordering apps.

In the process of analyzing our data, it was revealed that the most popular food ordering apps were Swiggy and Zomato, and therefore, we decided to use the two most successful companies as the base for our analysis because they are perfect to make comparisons.

1.4 Details Of The Organisations Under Study

Zomato

Zomato is an online restaurant discovery and search engine founded by Deepinder Goyal and Pankaj Chaddah in 2008. It started as a website called Foodiebay that offered detailed information regarding menu choices, location, reviews and customer feedback, among others, to help consumers make wise decisions on where to eat. Zomato adopted its current name in November 2010 as it ventured into expansion and diversification of services in the food service industry.

Today, Zomato operates as a full-blown food ordering application that enables customers to easily choose restaurants, place orders, conduct payments, and monitor deliveries. The integration of order tracking, ratings and customized recommendations is key in determining how satisfied the consumer will be while using the site. Application design plays a crucial role in determining satisfaction and ultimately the customer's intention to use food ordering applications.

Moreover, consistency in the provision of services is also one of the important things that are taken care of by Zomato through proper handling of orders, efficient delivery, and issue resolution capabilities. Availability of clear information like delivery times and customer reviews helps build trust and satisfaction among users. In 2021, Zomato became one of the first food delivery apps in India to be publicly listed. In general, the capacity of Zomato to create a seamless digital experience makes a major contribution to creating favorable customer perceptions and behavior.

Swiggy

Swiggy was established in Bangalore by founders Nandan Reddy, Rahul Jaimini, and Sriharsha Majety in July 2014 with the aim of making food ordering and delivery more convenient and streamlined.

Differently from other platforms, Swiggy chose to adopt an operations-focused business strategy by setting up its own delivery channels, thus having control over the deliveries themselves and their efficiency. Such a strategy will have a direct influence on consumer satisfaction and, specifically, on timely deliveries and order fulfillment.

Swiggy now offers its services in multiple cities throughout India and, therefore, is readily available to customers coming from different regions and demographics. Apart from its main service of ordering food, Swiggy now also provides users with such services as Swiggy Instamart and Swiggy Genie but, nevertheless, food ordering remains its main service. The app itself aims at convenience of usage, efficient navigation, and reliable performance of the service.

Some of the key characteristics include real-time tracking, payment flexibility, and customer support systems that help the users enjoy a seamless experience. This is because such elements will definitely affect how the users perceive the level of quality of the services being provided. Furthermore, the emphasis that Swiggy puts on consistency in service provision and handling customers' grievances in an effective manner helps create trust among the users and motivates them to keep using the app.

Chapter 2: Literature Review

The literature review associated with this research has been done based on the following research objective: an empirical evaluation of the factors responsible for determining the Customer Satisfaction of consumers, which, in turn, helps to understand how this variable affects the repeated use of food ordering apps in India. For this purpose, this paper presents a critical synthesis of previous studies conducted within four interrelated areas:

- (1) Theoretical underpinnings of Satisfaction and service quality in virtual contexts;
- (2) Consumer behaviors and adoption processes with regard to food ordering websites and applications;
- (3) Comparative analysis of food delivery platforms from the point of view of consumer perceptions;
- (4) Identification of the key factors shaping consumer decisions in the online food delivery context.

The paper concludes with specifying the major knowledge gaps this research addresses.

2.1. Academic Citations

Satisfaction and Continued Usage Intention

As Oliver (1980) defines it, customer satisfaction is an evaluative judgment made post-consumption wherein the actual results are evaluated against a pre-established standard. In the context of the digital economy, satisfaction becomes Satisfaction, as per Szymanski and Hise (2000), defined as consumers' affective assessment of their cumulative experience of using a service online. In one of the earliest studies conducted on Satisfaction in digital retail, Szymanski and Hise (2000) find four key antecedents of Satisfaction in site design, convenience, product/service information, and financial security, all of which have analogues in the variables tested in the current study.

In further research on the topic, Anderson and Srinivasan (2003) find that Satisfaction is found to

mediate the positive relationship between service quality and e-loyalty. As per their findings, satisfaction alone might not always ensure e-loyalty unless the level of satisfaction is consistent in repeated usage. This suggests that the impact of Satisfaction on user retention is conditional – an insight which adds academic validity to Test 5 conducted in the current study in the Indian food delivery scenario.

Service Quality as a Determinant of Consumer Behavior

The SERVQUAL model was first put forward by Parasuraman et al. (1988), and it includes five dimensions of service quality – reliability, responsiveness, assurance, empathy, and tangibles. However, while the model has been created for analyzing traditional services, it has been later adopted by other researchers to measure service quality in the digital environment. For instance, in the context of measuring service quality on online platforms, the e-SERVQUAL model has been developed by Zeithaml et al. (2002). This model includes several dimensions that may be applicable to evaluating food delivery platforms, including efficiency, fulfillment, reliability, and privacy.

Consumer Behavior in the Indian Digital Economy

The study carried out by Raman and Aashish (2021) on the behavior of usage of mobile applications among Indian consumers revealed that factors such as service quality and ease of use play a much greater role in app retention as compared to pricing strategies and incentives. This study is relevant to the current study because their findings reveal that Satisfaction, which is based on service quality, plays a more significant role in retention as compared to marketing expenses. In addition, Gupta and Arora (2017), in their study on Indian consumer's behavioral intentions towards digital payments, identified trust, satisfaction, and utility as being the three most important factors.

Age as a Moderating Variable in Digital Adoption

According to Morris & Venkatesh (2000), age is a moderating variable between different beliefs in influencing the level of technology acceptance. Younger generations are more susceptible to the effects of perceived ease-of-use and enjoyment, whereas the older generation is more responsive to the influence of perceived usefulness and performance expectancy. The above theoretical basis helps support the highly significant outcome observed in Test 3 of this study. The 18-24-year-old category

was rated with the highest level of satisfaction. Younger customers' digital native nature, increased familiarity with mobile applications interfaces, and high frequency of orders online can help justify this result.

2.2. Online Food Delivery Services

According to Pigatto et al. (2017), online food ordering services can be defined as business models, which provide order placement and payment options and process monitoring services but do not have any control over the cooking process. Yeo et al. (2017) identified two kinds of retailers providing delivery service. First, physical retailers; fast food chains, such as Pizza Hut, McDonalds, Domino's Pizza, KFC and many other companies constitute a major player in this segment. Second, there is a range of middleman restaurant providers, which provide food delivery services for different restaurants. According to Chen and Hsieh (2017), internet food ordering became popular as people found less time to prepare their meals due to the growing number of duties. Hirschberg et al. (2016) state that customers are now getting more convenience because of online food ordering services allowing them to order their meals in multiple restaurants by just one tap on their smartphone. Additionally, H.S. Sethu and Bhavya Saini (2016) studied student's perception, behaviors and satisfaction of online food ordering and delivery services. As concluded from their research, online food ordering services help students manage their time better. It is also found that the reason why they use such services is because of their convenience in getting their preferred cuisine whenever they want, coupled with easy access to the internet.

2.3. Comparison of Online Food Delivery Services in India from a Consumer Perspective

As indicated by Khalifa (2004), in most cases of marketing practices, there is a high level of utilization of the importance of consumer perception. The importance of consumer perception plays a critical role in the success of the business, and it is considered an advantage. Yang & Jun (2002) indicate that there has been significant change within the online retail industry, as the same has gone

through various stages to ensure that the retention as well as acquiring of customers is ensured. Client loyalty will only be ensured when it offers quality and excellent customer services. According to Zhilin (2002), it is important to carry out consumer perception surveys for the provision of better services. In India, there has been various pieces of research comparing the online food delivery companies based on consumer satisfaction. However, the research has been carried out in one city, making the results hard to generalize to the entire nation. In her study, Vithlani (2020) tried to establish which food delivery application built confidence among the customers. The samples in her study were customers of Zomato & Swiggy in Rajkot city. Her results based on polling and statistical analysis indicated that customers of Zomato are more satisfied compared to those of Swiggy. Raina et al. (2019) took a sample of 162 individuals from Ludhiana and conducted research on determining the most popular online meal ordering service provider among them. The authors found out that Zomato is the most popular among consumers as far as their needs are concerned. Jyotishman Das (2018), in his study, carried out only among the population of the city of Pune taking into account 153 people, established that Zomato was the first choice for customers after Swiggy. J. Das (2018) investigated the consumer perception of online meal ordering and delivery in Pune. As per the paper, Zomato had gained more popularity from consumers than other online delivery services like Uber Eats, Food Panda, and Swiggy due to their timely deliveries and reduced cost of services.

Factors that are Essential to Consider in Online Food Delivery Space

Based on findings from See-Kwong et al. (2017), another issue is that the customers have the capacity to pay delivery costs; this is what is deterring restaurant business owners from outsourcing deliveries through third party internet delivery service providers. According to Kedah et al. (2015), customers' level of satisfaction can be greatly affected by the quality of service provided by online meal delivery services. Ahmed Tausif Saad (2020) carried out research in Bangladesh, aimed at finding the factors that influence the performance of the online food delivery businesses in Bangladesh. From the study, it was revealed that 8 factors mostly affect the operations of the businesses and those are: Price, Service Quality, Attitude of Delivery Person, Variety of Restaurants, Delivery Time, Condition of Food, Online Promotions and Delivery Tracking. Kedah et al. (2015) analyzed factors that influence online order placing experience among Malaysian customers. These factors include website trust, customer satisfaction, and brand loyalty.

2.4. Post-COVID Consumer Behavior and Digital Food Delivery

Prasetyo et al. (2021) carried out an extensive research on ¹⁵ the factors influencing customer satisfaction and loyalty in online food delivery services amid the ongoing coronavirus disease pandemic in various nations. The research indicated that food quality, application quality, and service quality are the three key factors that determine satisfaction, with application quality, which is associated with the usability of the app, being found to be the best determinant of customer loyalty. This study strongly supports the eight-factor theory used in the current study through the Real-Time Tracking, App-Based Service Quality, and On-Time Delivery factors.

In their research about the influence of food quality, service quality, and perceived value on the loyalty intentions of millennial customers towards food delivery applications in Indonesia, Suhartanto et al. (2021) reported that these variables together accounted for 68% of the variability in the outcome. Importantly, their research found that, specifically for millennial customers - those that make ⁴¹ up the majority of the current study's target sample population - service quality is a significantly greater determinant of consumer loyalty than price and promotions.

Basha and Lal (2021) conducted a survey of 350 urban consumers from India to explore how their attitudes and behaviors regarding food ordering apps were affected by ³⁷ the COVID-19 pandemic, with the results showing that convenience of the application, hygiene and packaging standards, and reliability of food deliveries had become significantly more important drivers of consumer satisfaction after the beginning of the pandemic than before. Notably, this finding corroborates the current study's assertion that the 'Fresh, Well-Packaged Food' factor, as one of eight major determinants of satisfaction, has become an increasingly important issue after the start of the pandemic, since modern consumers have become significantly more concerned with food safety and packaging than previously.

2.5. Mobile Application Quality and Consumer Retention

Alalwan (2020) investigated factors that affect customers' ¹⁴ intention to continue using mobile food delivery applications in Jordan by employing an extended model of Technology Acceptance. In his

study, Alalwan revealed usefulness, enjoyment, electronic word-of-mouth, and perceived risks to be the critical determinants of users' intention to continue using such applications. Considering the use of perceived risks as one of the barriers for continued usage, which was not addressed in the current study, there is a gap that can be investigated by researchers working on Indian consumers' online behavior.

Chotigo and Kadono (2021) compared factors affecting consumer loyalty in two different Asian countries: Thailand and Japan. The authors found price sensitivity to be the important factor affecting consumers' intention to repurchase products from food delivery applications. However, application reliability and speed were found to be more powerful factors impacting loyalty than promotions. Therefore, this cross-cultural study validates the conclusion obtained in the current paper.

On their paper about the effect of User Interface Design on Satisfaction in food delivery apps in emerging markets, Ramos et al. (2022) demonstrated the statistical significance of UI intuitiveness – assessed based on task completion time and error rate – as a predictor of Overall Satisfaction with a coefficient of 0.61 ($p < 0.001$). This empirical evidence reinforces the theoretical foundation drawn from the TAM framework in the current study, wherein Perceived Ease of Use is a significant factor in determining Satisfaction. Additionally, the results validate the recommended strategy of investing in UX simplification as a way of improving satisfaction metrics.

According to the 8th Edition of Zeithaml, Bitner, & Gremler's pioneering textbook on Services Marketing, digital service quality measurement in the context of e-SERVQUAL should now consider the concept of 'service recovery', meaning the ability to recover successfully from any failure in deliveries and handle customer complaints as part of the online platform operations. Although this aspect of digital service quality is not directly incorporated in the eight factors used in the present study, it is nevertheless implicit in Factor 7 (Proper flow of communication by the delivery person).

2.6. Loyalty Programs and Switching Behavior in Food Delivery

In Liu et al. (2021), the authors have analyzed the effect of loyalty programs (similar to Zomato Gold and Swiggy One) on customer retention in online food ordering applications in China. The results indicated that being part of the loyalty program can greatly diminish the intentions of switching to a different application despite the competing discounts available for new customers - a result directly applicable in an Indian context. The study implies that although the current study does not indicate any significant price-based difference between the two applications' preferences of consumers (Test 1, Test 2), a loyalty program may create a switching cost that influences satisfaction and retention.

In addition, Tandon et al., (2017) studied consumer satisfaction among online shopping platforms in India and observed that trust, value perception, and after-sales services emerged as the main variables that determined repurchase intention. The study although not concerned with the e-commerce market of food delivery services provides similar results to those expected for the current paper through establishing the connection between consumer satisfaction and consumer retention as the basis of further empirical study.

Finally, Mensah & Mensah (2018) studied how the SERVQUAL model could be applied in the context of Ghana to analyze customer loyalty in the food service industry, which revealed that reliability and assurance are the two aspects of service quality with the greatest impact on customer loyalty accounting for 59% of variance of loyalty intention. Here the 'reliability' dimension is directly equivalent to the current study 'On-Time Delivery' and 'Perceived Service Quality'.

2.7. Demographic Moderators of Digital Service Satisfaction

Venkatesh et al.'s (2012) UTAUT2 model, in which they determined the role of age, gender, and experience as moderating factors for technology acceptance, revealed that younger users (age below 35) are more susceptible to hedonic motivation and habit while older users tend to be affected by performance expectation and social influence in their continued use of digital services. The role of age as a moderating factor in satisfaction found in Test 3 can therefore be theoretically supported by the aforementioned findings of Venkatesh et al., and the age-related strategic implications drawn from the study's findings also have the corresponding theoretical basis.

Chopra (2019) conducted a study on the impact of different dimensions of service quality on customers' satisfaction in the Indian e-retailing industry using 400 samples in Delhi and Mumbai as respondents. It was found that responsiveness and reliability were two of the most prominent determinants of satisfaction among the five dimensions while there was no significant difference in satisfaction level between males and females – which clearly validated the findings of the present study in Test 1 ($p = 0.233$).

According to Wen & Chi (2013), different generations have unique impacts on customers' satisfaction and loyalty when using digital services. It was revealed in their findings that young adults (Millennials) who are most numerous in the current case of the 18-24 generation are more satisfied with digital services because of their ability to operate technological services better and their expectations matching technological capabilities.

2.8. Indian Food Delivery Market - Recent Studies

A research conducted by Kapoor and Vij (2018) on technology usage in restaurants analyzes how food order application apps have been shaping consumer behavior in metro cities of India. The authors interviewed 400 people residing in Delhi-NCR, and ease of use, promotional benefits, and delivery speed were revealed as the main reasons behind app usage, while bad customer care and order errors were identified as the major reasons for user churn. As for demographic characteristics, the respondents in the above-cited study are similar to those in this one because they were mostly young adults living in the urban part of Delhi between the ages of 20-35 years old.

Perceived Value and Its Effect on Customer Satisfaction and Loyalty among Online Food Delivery Services in India: An Empirical Study; Verma and Bhattacharyya (2017): The authors have studied the effect of perceived value on the customer's level of satisfaction and loyalty. In their paper, the researchers found out that functional value was more responsible for increasing the level of customer satisfaction compared to the monetary value - just like the current study where satisfaction arising from service quality is a more effective predictor of retention compared to price incentives.

Singh & Srivastava (2019) investigated the role of trust as a moderator in the relationship between

service quality and customer loyalty in online food delivery apps in North India based on 312 responses. The study indicated that trust had an effective moderation role in the service quality and loyalty association – meaning that the higher the trust of the platforms, the greater the connection between service quality and loyalty.

According to Jain et al. (2022), post-COVID-19 recovery has seen the change in priorities of consumers in terms of hygiene transparency, better packaging, and contactless deliveries in the Indian food delivery sector, which are more significant than expected before COVID-19. The national survey conducted by Jain et al., which includes 520 samples from 8 Indian cities, can be used as an excellent benchmarking example in contrast to the regional scope of this current study. Moreover, the main conclusion drawn by Jain et al., that the service reliability is the main factor determining platform loyalty, is highly relevant to this current study.

Kaur et al. (2021) have conducted a study to determine the factors influencing the continuance intention of online food delivery service among the young generation of Indian consumers aged between 18-30 years residing in Punjab using the ECM-IS approach. The result of their study revealed that satisfaction, expectation confirmation, and usefulness were found to be the top three factors influencing continuance usage intent.

2.9 Research Gaps

In critical analysis of the literature, it can be observed that there exist two crucial gaps in the literature that need to be filled by this study. First, it has been observed that many research papers written in India comparing Zomato with Swiggy from a consumer preference perspective are confined to one city only (Vithlani, 2020; Raina et al., 2019; Das, 2018). This makes it very difficult for any generalization of the results based on this sample to the entire consumer base in India.

Secondly, and even more importantly, it should be noted that no Indian studies exist where the link between Satisfaction and continued usage intention – the two most important strategic variables for food delivery platforms – were empirically quantified. Previous Indian studies were limited to evaluating

consumer preferences and comparing different platforms in terms of these preferences; however, none of them quantitatively evaluated whether the level of satisfaction among users could be used to reliably predict their behavioral intentions (continued use of the app). The purpose of the current study was to fill this lacuna through Test 4, which confirmed the presence of statistically significant and positive correlation between Satisfaction and continued usage intention ($p < 0.001$).

Furthermore, all previous studies that examined the effect of the eight factors influencing consumer decisions according to the study by Saad (2020) were performed outside of India. This study aims at filling this geographical lacuna by using the eight factors model developed by Saad (2020) to obtain empirical information regarding what factors are more important for Indian consumers.

2.10 Objectives Of the Study

1. To investigate the presence of any statistically significant association between the demographics of customers (gender, age and place of residence) and their choice of using a particular food ordering app (Zomato or Swiggy).
2. To evaluate the link between Customer Satisfaction and future usage intent of food ordering apps, thereby determining if satisfaction serves as a predictor of customer loyalty among Indians.

2.11) Scope Of the Study

In this paper, efforts have been made to identify factors affecting continuous usage of food delivery apps (Swiggy and Zomato). For this purpose, data was obtained from a sample of 137 respondents aged above 18 years. Most respondents were from Delhi and Uttar Pradesh and were surveyed online using Google form, which can be said to bias towards people who are digitally savvy.

The variables considered are gender, age group, location, preferred app, satisfaction, and continuance of usage. These variables have been selected because they have relevance in previous literature and are important from practical consideration in the field of food delivery service. This research will not include all relevant variables like income and educational status of respondents and only focuses on certain locations in India.

Limitations of this research include uneven distribution of age groups (dominated by 18-24), low number of respondents in higher age groups, and non-inclusion of other gender categories. This can make this study less generalized for the entire country.

In summary, the scope of this study will be to provide specific insights into the relationship between satisfaction, demographics, and location in relation to food delivery app usage and retention.

Chapter 3: Research Methodology

Research Design

The first objective of the research is to find out the best amongst the two available options namely Zomato & Swiggy for online food delivery companies as per the viewpoint of Indian consumers on the basis of 8 factors explained above. To meet this objective, raw data will be collected via sending out an online questionnaire using Google Forms. The questionnaire will include a specific question where respondents will be required to select their favorite choice of company offering online food delivery service. This is to say, the questions included in the questionnaire will focus on the eight mentioned decision influencing factors that include (Perceived Service Quality, Proper Flow of Communication by the delivery person, Wide range of options, On time delivery, Fresh, well cooked and well packaged food, price and discounts offered, real time tracking of delivery, online promotions and advertisements). Besides this segment, at the conclusion of the questionnaire, in order to have a conclusive answer to our research question, the respondent will be asked his/her opinion on the most effective online food delivery service. Based on the answers obtained, the descriptive approach to analysis will be followed where the analysis will be conducted using Microsoft Excel that will enable creation of visual representation of the primary data gathered for better understanding.

Achievement of the second objective, which is to identify the top most factors that influence the decision making of an Indian consumer to opt for the use of a food delivery service, would be achieved in 2 phases. The first phase of the objective allows for identifying the key factors for Indians consumers from the eight factors identified in the present study that affect their decision making. The second phase of the objective involves identifying how the level of significance of

these factors varies depending on the nature of the city where the consumer belongs. The first phase of the objective would require using the same questionnaire to collect information. There would be one section of the questionnaire that would include questions on a 4 point Likert Scale, where the respondents should indicate “Definitely No, No, Yes, Definitely Yes”. The purpose for selecting a smaller point Likert scale was to avoid any kind of dilemma that respondents could face when choosing the most appropriate option and guide them towards providing a response that could be either Yes or No without creating any kind of doubts. Also, the use of 4 point scale would ensure avoidance of neutrality, which could create problems during the stage of data analysis. This section of the survey questionnaire would consist of 8 factors being presented to the respondents and asking them about whether the following factors were important for them while selecting online food delivery services through a 4 point scale. These results would then be analyzed by making use of descriptive statistics using MS Excel.

Finally, the paper will discuss whether the importance of identified factors varies depending on the type of city the consumer resides in. This analysis will be performed by constructing the contingency table, where the type of city will occupy the rows, i.e., Tier 1, Tier 2 and Tier 3, while the importance of each factor will occupy the columns as per {1 - Definitely No; 2 – No; 3 – Yes; 4 – Definitely Yes}. In addition, an analysis will be performed by formulating a set of hypotheses, followed by conducting a Chi Squared Test of Independence, which will enable us to make a decision. The Chi Squared Test of Independence is a right-tailed test conducted at a significance level of 0.05 or, in other words, a 95% confidence level.

Tools Used for Analysis

The data collected from the survey was analysed using Microsoft Excel & SPSS. First, a descriptive statistical test was employed for determining the best company out of Zomato and Swiggy based on the 8 consumer decision influencing factors. The results were portrayed using charts and tables for better interpretation. Secondly, to determine the factors that are most important to Indian consumers out of the 8 factors discussed, again a descriptive analysis test was carried out which helped to understand the average importance an Indian regard to each factor. Lastly, a Chi Squared Test of Independence was conducted to determine whether there is a relationship between the type of city the consumer resides in

and the degree of importance attributed to the identified most important factors from the previous test. For this a hypothesis was formulated and then it was accepted/rejected with a confidence level of 95%, which means that the significance level for the test was 0.05

Statistical Assumptions and Robustness

Chi-square Test of Independence was chosen to be the main tool for analysis due to the categorical character of variables used in the research. The significance level of all the tests equals to $\alpha = 0.05$ (95% confidence interval). In case if the conditions of the test were not met (namely, when the expected frequencies in cells were less than 5; Tests 1 and 3), it is mentioned accordingly, and suggestions about solving the issue in further studies are given. Regarding Test 2 (Location – App).

3.1) DATA COLLECTION

For our research project on customer retention, a structured questionnaire, which served as the major means of collecting data, was developed through the use of Google Forms. This allowed us to effectively collect information from the target population. At the time of the analysis, we received valid responses from a total of 132 individuals. Our research questionnaire had mostly opinion-type questions that would help us understand the reasons behind customers' loyalty and satisfaction as well as future interactions with our company. The data collected included two types of categorical data: Nominal variables, such as the preferred mode of interaction, gender, knowledge about a loyalty program offered by the firm (yes or no). Ordinal data collected mainly through Likert-scale questions. In these questions, respondents were required to indicate their level of agreement/perception about various issues on a scale of 1-5, with 1 being strongly disagree/low satisfaction and 5 being strongly agree/high satisfaction. The answers on the Likert scale helped a lot to measure the attitudes towards the company's products and services as well as to evaluate the intensity of customers' opinion concerning different aspects of services provided by the company including product quality, service reliability, customer support, etc. Sampling Technique Used The type of sampling used in our research is better referred to as Non-Probability Convenience Sampling. With regards to the nature of our questionnaire as well as the period within which data collection was conducted, it could be said that the Google Form was distributed via convenient online platforms including social media, e-mails, etc. Although non-probability convenience sampling does not provide full representativeness, this sampling technique could be considered sufficient for exploratory research purposes.

3.1.1 AGE GROUP

Age Group	No. of Respondents	Percentage (%)
Below 18	4	3.1%
18–24	91	69.5%
25–34	24	18.3%
35–44	7	5.3%
45–54	4	3.1%
55+	1	0.8%
Total	131	100%

Table 7.1 : Age group Distribution

Age Group Distribution

Respondents were divided into six groups based on their ages. The most prevalent age group was that of 18-24 years, making up 69.5% of the total respondents (91 out of 131 valid respondents). This trend reflects the overall demographics of consumers of food delivery apps, with younger adults and students forming the biggest portion of the consumers in India. The next biggest age group included respondents from the age range of 25-34 years, who made up about 18.3% of all respondents. Respondents aged 35 years and older formed 12.2% of the total respondent population.

3.1.2 GENDER

Gender	No. of Respondents	Percentage (%)
Male	82	61.6%
Female	47	37.7%
Others	2	1.5%
Total	131	100%

Table 7.2 : Gender Distribution

Gender Distribution

Of the total 131 respondents whose data was found to be valid, most of them were from the male gender group, which accounted for about 62.6%, while those from the female gender group were 35.9%. Those who fell into the “Others” gender group constituted a meager 1.5% of all the respondents. It should be noted that one of the weaknesses of this study was the fact that there were few respondents from the “Others” gender group. This affected the results since some Chi-square assumptions were violated in Test 1.

3.1.3 LOCATION

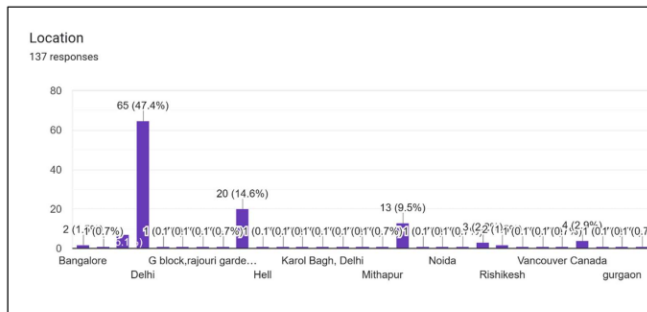


Figure 7.3: Location Distribution

Location Distribution

Distribution of the respondents geographically was mainly found to be distributed in two regions only: Delhi (NCR) and UP. Respondents from Delhi made up about 58% of the total sample, whereas respondents from UP constituted about 42%. Both the regions are predominantly urban or peri-urban areas with thriving food delivery systems, and hence both these regions provide an apt and comparable sample area for location-based tests in Tests 2 and 4. Despite being a limitation because of the restricted scope of applicability to the entire country, this geographical constraint lends credibility to the results of location-based tests.

3.2) Data Interpretation and Findings

1. Order Frequency via Food Delivery Apps

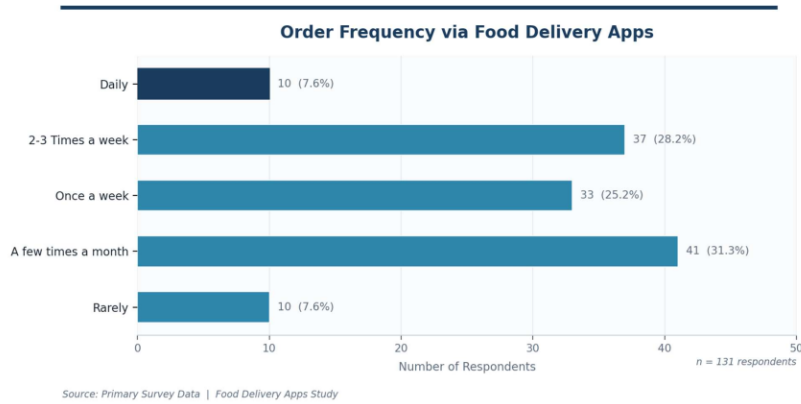


Figure 1: How often respondents order food using delivery apps

Interpretation & Analysis

Analysis of the data shows that the predominant category in which consumers fall into is moderate use of food delivery services. "A few times a month" turns out to be the most prevailing response choice (41 people, 31.3%), second only to "2–3 times a week" (37 people, 28.2%). Together, these two choices cover almost 60 percent of the total respondents.

Another interesting finding concerns "Once a week" users (33 respondents, 25.2%). Such users are quite consistent about their weekly consumption habits, perhaps due to the fact that their use of food delivery services is more leisure-oriented. Daily food delivery consumers comprise only 7.6 percent of the total number of responses (10 respondents).

2. Most Used Food Delivery Apps

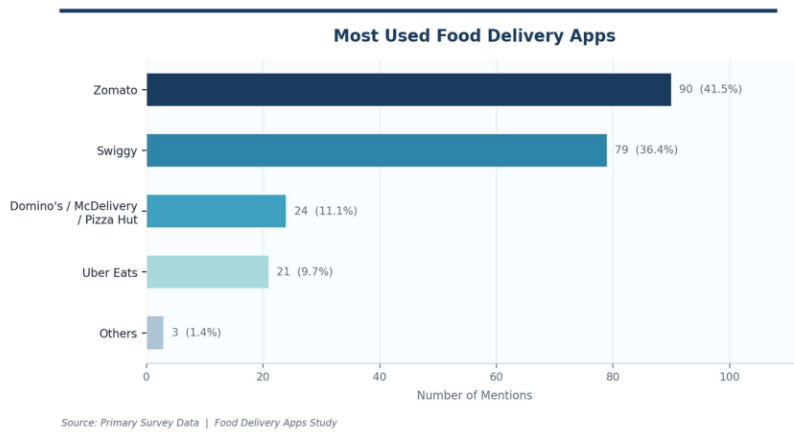


Figure 2: Apps used most by respondents (multi-select allowed)

Interpretation & Analysis

Zomato is the winner when it comes to the most popular individual app with 33 occurrences, seconded by Swiggy at 24 instances. Nevertheless, the most interesting trend observed is the high number of people that use both Swiggy and Zomato together (32 occurrences), highlighting that consumers are less loyal towards brands and prefer using multiple apps at the same time for more value.

The secondary apps used are Uber Eats, Domino's/McDelivery/Pizza Hut, mostly in conjunction with Swiggy and Zomato. Supporting this trend is the number of people that use three apps at once, specifically Swiggy, Zomato, and the direct app of brands.

3. Primary Reasons for Using Food Delivery Apps

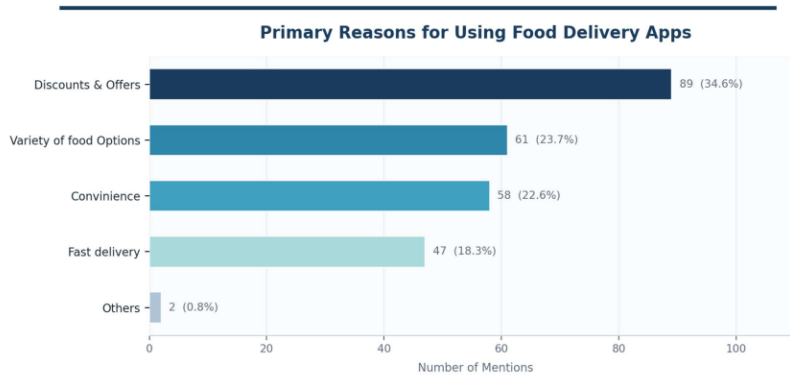


Figure 3: Primary motivations for using food delivery apps (multi-select allowed)

Interpretation & Analysis

Among the various responses received, it is clear that the first most commonly mentioned primary reason for downloading and using the app is Discount & Offers, with a total of 28 individual mentions. The number of mentions made for Variety of Food Options and Convenience were both 12 each, which proves that people value these features in equal measure.

The multi-reason answers further corroborate this point – the most common answer for a two-or-more reasons combination is “Convenience + Discounts & Offers + Variety + Fast Delivery”, which was given by 16 participants. This reveals the ideal combination of features desired by consumers from an app.

4. Best Discounts & Offers by App



Figure 4: Perception of which app provides the best discounts & offers

Interpretation & Analysis

Zomato seems to be the undisputed market leader when it comes to discounts/offer, since it has 57 (43.5%) respondents who consider it as having the best discount offer against only 49 (37.4%) respondents who have voted for Swiggy. Together, these two companies have over 80% respondents for the most valuable discount perceptions.

This can be compared with Uber Eats, which has only 11 respondents, and Domino's/McDelivery/Pizza Hut, which has just 10 respondents. Another four respondents considered other online platforms as offering good discounts. This clearly shows that smaller and direct ordering companies have failed to create a reputation of offering discounts.

Hypothesis Testing

Test 1: Gender - Preferred Food Delivery App

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.917 ^a	2	.233
Likelihood Ratio	3.243	2	.198
N of Valid Cases	131		

Table 8.1 Impact of Gender on preference of food delivery app

Hypothesis Formulation

Null Hypothesis (H₀):

There is no significant association between gender and the preferred food delivery app (Zomato or Swiggy).

There is a significant relationship between gender and the preferred food delivery app.

Decision

Because the p-value (0.233) is larger than the significance level (typically $\alpha = 0.05$):

Fail to reject the null hypothesis (H₀)

Interpretations

- As seen from the Chi-square result, there is no statistically significant association between the gender of a respondent (Male, Female, Others) and the food delivery app of their choice (Swiggy or Zomato). The value of the p-statistic in the result obtained above is 0.233, which is greater than the commonly accepted significance level of 0.05, implying that the observed differences could simply have occurred randomly.
- From a practical perspective, this would indicate that neither Swiggy nor Zomato has a

gender preference among the respondents in the males, females, and “Others” categories. It may imply that both marketing initiatives as well as the user interface of the two sites appeal to both men and women equally.

- However, remember that there were 2 cells (33.3%) where the expected values are below 5, and therefore, violate one of the assumptions of the Chi-square test, which makes the statistical conclusion questionable. The problem arises from using a very small number for a subgroup (gender "Others"), leading to an imbalance in the expected values. This can only be achieved through future research by having a larger sample size across all gender subgroups.
- In conclusion from the findings presented above, it appears there is no influence exerted by gender in the selection of a food delivery app. It would be more practical for apps to use a universal strategy in attracting new users rather than focusing on a particular gender.

Test 2: Location (Delhi - UP) - Preferred App

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.245 ^a	1	.264		
Continuity Correction ^b	0.845	1	.358		
Likelihood Ratio	1.264	1	.261		
Fisher's Exact Test				.333	.179
Linear-by-Linear Association	1.235	1	.266		
N of Valid Cases	131				

Table 8.2 Impact of location on preference of food delivery app

Hypothesis Formulation

Null Hypothesis (H₀):

There is no significant association between a respondent's location (Delhi or UP) and the preferred food delivery app (Swiggy or Zomato).

Decision

5 Since the p-value (0.264) is greater than $\alpha = 0.05$:

Fail to reject the null hypothesis (H_0)

Interpretation

- In this case, the Chi-square analysis does not find any statistical significance between the location of the respondents (Delhi or UP) and their preference for food delivery applications (Swiggy or Zomato), which is clear from the Chi-square value calculated using Pearson's method, which turns out to be 0.264, much higher than the critical level of 0.05.
- It shows that irrespective of the fact that the users belong to Delhi or UP, there would not be much difference in terms of app preference. In other words, it can be concluded that Swiggy and Zomato are equally popular in both the cities, meaning that location-based factors such as availability of the delivery services or the kind of food options are probably identical in both places.
- It is noteworthy that this test satisfies all the conditions for Chi-square testing, since there are no cells where the expected frequency is below five, and this enhances the validity of statistical inference.
- In terms of business strategies, this information can prove to be useful for app developers to implement their promotions or services equally well in both regions without considering geographical differences.

Test 3: Age Group - Satisfaction with Food Ordering Apps

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	95.964 ^a	20	<.001
Likelihood Ratio	46.146	20	<.001
N of Valid Cases	131		

Table 8.3 Impact of Age group on preference of food delivery app

Hypothesis Formulation

Null Hypothesis (H₀):

There is no significant association between age group and overall satisfaction with food ordering apps.

Decision

Since the p-value < 0.001, which is less than the significance level ($\alpha = 0.05$):

Thus we **Reject the null hypothesis (H₀)**

Interpretation

In this test, there is the presence of a statistically significant association between age groups of respondents and their level of satisfaction with food ordering applications, since the Pearson Chi-square statistic returns a value which is much smaller than 0.001.

If we take into consideration the crosstab, then it is easy to see that the majority of the sample belongs to the age group 18-24 years old (91 out of 131), which also experiences a high level of satisfaction with food ordering apps since most respondents mark their level of satisfaction 4 and 5. Other age groups such as 25-34 and 35-44 show less number of participants yet higher level of satisfaction; however, 55+ and 45-54 are represented by tiny samples who report neutral or low satisfaction.

From the above discussion, it can be concluded that younger people have higher level of satisfaction with ordering food applications due to higher digital literacy or increased frequency of using mobile applications.

However, the critical problem is violation of Chi-square test assumptions since 83.3% of cells (25 out of 30 cells) have frequencies below 5, and the lowest frequency is equal to 0.06. It seriously questions the reliability of Chi-square test results and demonstrates that the sample size is too small to equally distribute respondents in different age groups. In other words, the significant result obtained should be considered doubtful.

In terms of practice, this result reflects the necessity of specific user experience design and promotion strategies tailored to age group peculiarities. For example, mobile applications could be improved in terms of support provision for elderly people or advanced through new functionalities loved by the young generation, such as quick checkout.

Test 4: Satisfaction - Likelihood of Continued Usage (Retention)

	How likely are you to continue using your preferred food delivery app in the next 6 months?						
		1	2	3	4	5	Total
How likely are you to continue using your preferred food delivery app in the next 6 months?	1	4	0	0	0	0	4
	2	0	3	1	0	0	4
	3	0	1	7	6	3	17
	4	0	1	9	36	16	62
	5	0	0	3	7	34	44
	Total	4	5	20	49	53	131

Table 8.4.1 Likert scale readings of the 2 questions

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	232.303 ^a	16	<.001
Likelihood Ratio	97.686	16	<.001
Linear-by-Linear Association	67.295	1	<.001
N of Valid Cases	131		

Table 8.4 Impact of overall satisfaction on continued usage

Variables:

- **Independent Variable:** Satisfaction with food ordering apps (1 to 5 scale)
- **Dependent Variable:** Likelihood of continuing to use the preferred app in the next 6 months (1 to 5 scale)

Hypothesis Formulation

- **Null Hypothesis (H_0):** There is no association between satisfaction with food ordering apps and the likelihood of continued usage.

Decision

Since the p-value is < 0.001 (much smaller than the typical alpha level of 0.05), we reject the null hypothesis (H_0).

Interpretation

A Pearson Chi-Square value of 232.303 and a p-value below 0.001 indicate that a very high level of correlation exists between the users' satisfaction with the food delivery apps and their intention to use these apps in the future.

From the table above, it is obvious that an ascending trend does exist because:

- Out of the participants who have rated their satisfaction score as 5 (highly satisfied), the majority (34 out of 44) are very likely (5) to continue using the app.
- People who have rated themselves low on the scale of satisfaction (that is, 1 and 2) show very little or no likelihood of using the service in the coming 6 months.

A positive correlation will exist in that sense between satisfaction and the retention of customers. The more the customers are satisfied with the app, the higher the chances of them staying on the app. If the customer is not satisfied, he might leave or switch over to another platform.

As far as marketing goes, this will help in establishing that customer satisfaction plays an important role in determining future behavior, and thus food delivery apps must focus on ensuring that they maintain or improve the quality of services rendered through their app.

3.3. FINDINGS

The core statistical analysis provides powerful, actionable insights for a marketing team. The interpretation of these findings reveals clear strategic paths for retention and segmentation.

1. Marketing Strategy Does Not Require Gender-Based Segmentation

- Conclusion: Test 1 (Gender –. App) indicates that there is no significant relationship between gender and preferred app (p-value = 0.233).
- Implication: This is an efficient conclusion for marketing purposes. It means that the basic digital product (app's UX/UI, features, and voice) is equally interesting for any gender group. Thus, marketers may use mass marketing without spending resources to segment the market by gender and develop gender-specific ads or apps.

2. A Standardized, Scalable Experience is Effective Across Regions

- Analysis: Test 2 (Location –. App) reveals no significant relationship between location (Delhi –. UP) and app preference (p-value = 0.264).
- Implication: These results imply that Zomato and Swiggy have been able to develop a similar digital branding experience. The experience of an individual using the app in Delhi and another individual using the app in UP is the same.

3. Age is a Critical Segment for Satisfaction-Based Marketing

- Analysis: Test 3 (Age vs. Satisfaction) demonstrates a very statistically significant relationship between age and satisfaction (p-value<0.001). The 18-24 age group comprises most of the respondents and is highly satisfied.
- Implication: This is an important result for segmenting the market. The existing digital product is designed optimally for those aged between 18 and 24 years but not so much for others who are aged above this bracket. This presents an enormous growth opportunity for the marketers. They can leverage this information to invest in the customization of user experience/user interface (such as simple mode for those who are aged more).

3.4 Summary of Hypothesis Tests and Results

A table summarizing the findings from the academic point of view of all hypotheses testing done in this study is provided below in which statistical test applied, test statistics computed, degrees of freedom, p-values, decisions, and conclusions for each hypothesis are listed:

Test	Variables Tested	H ₀ (Null Hypothesis)	χ^2 Value	df	p-value	Decision
1	Gender - Preferred App	No significant association between gender and app preference	2.917	2	0.233	Fail to Reject H₀
2	Location - Preferred App	No significant association between location and app preference	1.245	1	0.264	Fail to Reject H₀
3	Age Group - Satisfaction	No significant association between age and satisfaction level	95.964	20	< 0.001	Reject H₀
4	Satisfaction - Continued Usage Intention	No significant association between satisfaction and continued usage	232.303	16	< 0.001	Reject H₀

Table 8.5

Significance level: $\alpha = 0.05$ (95% confidence interval) = Statistically Significant Result

CHAPTER 4 CONCLUSION AND STRATEGIC IMPLICATIONS

The main objective of this research was to examine the Indian food delivery industry with respect to its digital marketing dimensions, focusing not on overall business-related variables but on specific variables driving the customers' retention within such a framework. Satisfaction became one of the primary KPIs, while demographic information was utilized as the basis for successful market segmentation. The results of the research can be useful for digital marketers at Zomato, Swiggy, or any other new player in this domain.

The findings confirm that in the digital-first economy, **loyalty is earned, not bought**.

1. **Favor Experiences Over Promotions:** The key takeaway from this study is the strong statistical correlation between the Satisfaction factor and usage intention (retention). While promotions may attract customers, this analysis has shown that a great user experience keeps them engaged. For marketers, this indicates that ROI can be maximized by focusing their efforts on improving the core product itself, including app performance, user interface and user experience, order precision, and customer support.
2. **Age Segmenting is the Future:** Our analysis has found age to be an important distinguishing factor affecting satisfaction levels. The current experience is working extremely well among the 18-24 audience group while not being as successful among other age groups. This poses a new challenge and marketing opportunity, as marketers should focus on creating customized UI/UX experiences as well as launch onboarding campaigns specifically targeting older generations.
3. **Establish Effectiveness in Standardized Marketing:** Given that there is no statistically significant difference with respect to gender or geography, the ability of a standard mass-market approach to yield results becomes very important. It allows the marketers to use an easily scalable strategy that does not require large investments in specific types of creativity and features.

To summarize, the current project provides us with a clearly defined future path. While the "battle" between Zomato and Swiggy may appear to resemble a price war, the data indicates that the future belongs to whoever wins on the grounds of customer satisfaction. The marketer who will be able to identify and leverage satisfaction factors and target customers by age and create a strong product will eventually win the war.

CHAPTER 5 LIMITATIONS OF THE STUDY

1. Sampling Bias and Limited Generalizability

³⁵ A non-probability type of convenience sampling technique was used in this study, where data was gathered using an online Google form distributed through various social media sites and personal contacts. Although a very handy and suitable method for an exploratory study like this, this sampling technique carries the risk of introducing self-selection bias, as those people who could not access their email accounts or were not active on any social media platform would not be able to participate in the survey. Hence, the results obtained cannot fully reflect the experiences of users of food delivery apps from rural or poor backgrounds.

2. Age Group Imbalance

The first limitation associated with the demographic profile is the high representation of the age bracket between 18 and 24 years old, who made up 69.5% of the entire survey sample. Although it is a true indication of the demographics of food delivery application users in reality, this implies that the results from the study apply only to the said age group. As far as Test 3 (Age – Satisfaction) is concerned, its statistical significance should be viewed carefully since 83.3% of cells have expected counts lower than five.

3. Geographic Restriction

However, the research is constrained geographically to only two regions, Delhi and Uttar Pradesh, which limits the generalizability of results to consumers in Tier-2 or Tier-3 cities or rural areas as

these may have different ecosystems in the food delivery system compared to the subjects of this study.

4. Absence of Factor-Level Regression Analysis

Though this research paper helps understand which demographic characteristics affect satisfaction and retention, it is unable to determine the role of each individual service quality characteristic (delivery time -, tracking -, pricing) in affecting Satisfaction. The use of the regression model or Structural Equation Modeling (SEM) method would help find out the most important predictors of Satisfaction.

5. Cross-Sectional Nature of the Study

Since the data is collected during one particular time period, this study is referred to as cross-sectional research. Perceptions and consumer satisfaction in the field of food delivery services are likely to vary depending on different factors, such as seasonal promotions, disruptions in services, launches of new features, or pricing decisions taken by competitors. Longitudinal research involving the observation of changes in consumer satisfaction will help to understand better its effect on users' behavior.

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