A Study on Consumer Preferences with Reference to Online Food Delivery Amenities

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ABSTRACT

Purpose: *In a country like India, the advent of technology has magnified e- businesses. A person or a consumer who is hungry or craving food or lazy to cook or may not have time to go out and eat may now have food ordered online by getting a quick door delivery. Consumers continue to eat out, but they find ordering food online immensely convenient because it banishes the need to visit restaurants physically. The fundamental goal of the current study was to assess the consumer preferences and perceptions of online food ordering amenities.*

Objectives: *To probe customers' insights on online food delivery amenities and to recognize the several components that influence the end-user decisions. Another objective is to avail oneself of online food delivery amenities. Consumer's preferred online food delivery amenities portal was investigated. This study also intended to determine the elements that impact the consumer's decision to order food online. Due to the analysis of this study, it is helpful to understand better customer perceptions and preferences for online food ordering amenities.*

Design/Methodology/Approach: *The survey was conducted as an approach to obtain information about customer preferences on online food delivery amenities. Along with this multiple online sources such as journal Papers, websites and blogs that guide and review online food delivery were used to conduct this company analysis. Open questions were asked to people in general on ordering food online using different apps.*

Findings/Result: *The survey results were used better to understand people's insights on online food amenities. The study was based on Empirical Analysis. It demonstrates the swiftness in the consumers to discover the best restaurants or select their favorite dish from the menu as per their want with the feel of dining at home, with hot food on the Table with quick delivery at the door. Hence tools like NPS, Multidimensional scaling and factor analysis were engaged coupled with ABCD analysis.*

Originality/Value: *The survey found that many respondents utilize Swiggy or Zomato to order food online, using both primary and secondary data. The study helped to find out the preferred app for online food delivery wherein it found that a smaller percentage of respondents preferred to use Swiggy and Zomato.*

Paper Type: *A Case Study Analysis based paper on Consumer Preferences with reference to online food delivery amenities*

Keywords: Online Food, Consumer Perception, Consumer Preference, Online Food delivery services, Multidimensional, Net Promoters Score, Factor Analysis, ABCD Analysis.

1. INTRODUCTION :

Our country, India, maybe rise in the new Millennium. In this era of leading-edge technology and quantum leap, the country's young or spunky minds are succeeding. Today working-class people could excel in their jobs due to technology. The developments in Technology have built up an attitude among people about things that appeared to be impossible are now possible. The present technology has created a platform for numerous enterprises to start-up online stores. People have now begun to highly utilize mobile phone apps where the reasons could be smartphones and internet data plans provided at low

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costs. Now it is very convenient for users or buyers to purchase or order through online apps without putting much effort just by using a fingertip to use those apps. Online food delivery is the process of delivering food or parcel taken away from a restaurant or hotel or food outlets in and around that location via a web page or mobile app. Customers may order food from their favorite restaurants or outlets, select their favorite cuisines out of various choices, have it delivered or picked up, and pay using different options such as cash on delivery, debit card, credit card, or any other options other than the mobile wallet. Food ordering through the internet differs from previous methods as it encourages one-on-one connection between the seller and the client and constant customer support. Technology has played a fundamental role in transforming the food delivery sector from phone-based to online mode, propelling it to the top to meet consumers' inconsistent demands or wants.

E-commerce industries are a swiftly growing hub. The most prominent difference between traditional and online Food Ordering is the degree of interaction between the customer and the food seller or the restaurant. By using Helpline numbers and frequently asked questions known as FAQs, Consumer engagement is now lot easier and better because to e-commerce. Customers' inquiries about delivery, payment options, products, policy, and other issues can be swiftly and effectively addressed by using helpline numbers and frequently asked questions. In affluent nations, many frequent shoppers regularly used the ease of internet shopping; nevertheless, this practice is still in its infancy in developing nations. The study focused on the elements that led customers to order or make purchases online. The Theory of Planned Behavior (TPB) is applied in the e-commerce sector, with a broad focus on the Internet and online buying, to test its application, particularly its limitations. Social, technical, trust and affection are the major factors for customers in developing countries which were studied among the customers in Saudi Arabia in this research article [1].

Technology has become a more accessible tool for getting information to be more readily and rapidly available. The improved and evolving technology of the internet has given a platform for a growing number of individuals to lean towards intense use of the Internet. Consumers can now use the Internet for various activities, including research, communication, online banking, shopping, and even ordering food online. The online platform is the most prominent base of communication and business transaction with so many benefits. Consumer perceptions and preferences have changed due to the internet, as their tenacity on the technology lead to make business online, including ordering food to be delivered to their respective location or residence. Ease and comfort are the prime determinants to most people or consumers as the procedure enforced placing an order as simple as it could be with certain clicks with fingertips on mobile devices such as smartphones, tablets, or laptops. In a nutshell, contemporary and young consumers may be called 'lazy or Idle or indolent' depending on technology, convenience, and comfort [2].

Furthermore, when consumers do not have options for where or what to eat, the time it takes for food to be delivered at our location acts as a strong justification. The businessman would embrace changes that are perceived as a new provenance of income from a trading or business viewpoint. Consumers' preferences and perceptions are the pivotal motivating force for businesses to engage in online delivery amenities to fulfill their wants and needs [3]. Online food delivery amenities are mostly suggested in developing countries where technology, consumer tastes, preferences, and perceptions are expanding. A percentage of individuals utilize online food delivery amenities since they are not interested to cook or for other reasons such as on could be their busy work schedule or lifestyle. It delivers the food to the consumers in the quickest possible time at the mentioned location. With the rising internet boom, some consumers continue to reject conducting business online. For various reasons, individuals are still concerned about security and the transmission of personal data via the Internet [4].

The technology significantly impacted the food delivery industry, and it has shifted consumer expectations by encouraging people to do most of the transactions online, including cooked or prepared food delivered to their doors. Consumer value convenience and comfort are above all other factors, as such making purchases easy with little effort by clicking on the apps on any android mobile device [5].

2. SCOPE OF THE STUDY :

In this cut-throat, competitive, and digital era, having a presence in the virtual world has become a primary criterion for small business enterprises and entrepreneurs. In this regard, online food ordering websites and apps have become essential. The structured and unorganized sectors of the Indian hospitality business are unique. This includes not only restaurants or food joints but also the foodservice

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industry. Besides from the chain or franchises of joints or restaurants, most outlets of food served to the local requirements, generally on a micro-market scale. In this situation, it is challenging to build a loyal, faithful and trusted customer base, and professional marketing and sales personnel may not be required. Customers who use the online food ordering system become an essential alternative to the traditional system. The research is crucial for knowing the customers' perception of online food ordering Consumer opinion towards online food delivery varies from person to person. Awareness about online services changes individual preferences, especially the young generation addicted to ordering food of their choice. The wants and needs of the individual will be captured in this study, and it helps restaurants receive and update the orders. This work also improves the efficiency of monitoring and tracking customer orders.

3. OBJECTIVES :

(1) To learn the consumer preferences and perceptions of online food delivery amenities.
(2) To assess the numerous elements that impact the consumer's decisions to place an order for food online.
(3) To determine what obstacles prevent consumers from using online food delivery amenities.
(4) To ascertain the elements that sway a consumer's decision to order and buy food online.
(5) To gain a better insight into consumer perception of online food ordering amenities.

4. METHODOLOGY :

4.1 Sampling:
For the study, the researcher used an exploratory research design to use some effective methods from a survey. Data was collected directly from the respondents by administering a structured questionnaire in this method. The researcher personally contacted 168 respondents in and around Mangaluru.

4.2 Tools used for the study:
A questionnaire was designed keeping in view the parameters related to consumer experience towards online food. Data was collected directly from the respondents by administering a structured questionnaire in this method. Questions are formed in a closed-ended as well as open end format. The initial part of the questionnaire contains personal information of the respondents like age group, occupation, etc., and the rest of the questions formed to explore the views and experiences of consumers like how frequent they order food, how many times in a week, how much they spend, etc.

Primary and secondary sources are utilized to assemble the data. For primary data collection, the sample size was 168 respondents. A questionnaire is used to obtain data from primary sources. Users of online food applications provide essential data. Secondary data is gathered from books, journals, and various websites like Shodha Ganga, Academia, Research gate, Google scholar, and cross-reference. The objective was to analyze how consumer's preferences on online food ordering delivery amenities. The data was collected by framing two sets of structured questionnaires. The literature on online food ordering was used to operationalize all variables. The initial part of the questionnaire highlighted the variables which led customers to place an order for food online. The other half of the questionnaire contained a series of questions designed to learn about the consumer's preferences and perceptions for which online food delivery brand services they prefer to utilize and which kind of amenities they found more convenient.

4.3 Statistical Techniques used in Research:
Multidimensional scaling along with factor analysis in IBM SPSS software was used to analyze the data collected through the prepared questionnaire.Net Promoters score was also used to calculate and also to understand the choice of brands that customers prefer.

5. LITERATURE REVIEW :

Customer preferences for online buying and intent to buy online are jammed by exogenous factors such as consumer traits, situational factors, product qualities, past online shopping experiences, and online buying trust. Indian youth are fascinated to fast food for choice and an exodus from their systematic pattern of eating home meals [6]. At fast-food establishments, the young prefer nutritious food, followed by ambiance and hygiene. They believe that the dietetic content of the food and the hygienic conditions

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in the cooking should be communicated to them. Consumer Sensitivity of Organic Food, and the following are the results: - Bases such as age, income, and education can be used to categorize organic customers. The high cost of organic food is one of the factors why customers are hesitant to obtain it. Domestic organic food production should be encouraged so that farmers may produce it at a reduced cost and make it available to customers at a lower cost, lowering the price and rising demand for organic food. E-commerce is a growing business with a promising future, with customers turning to online purchasing to meet their everyday necessities. E-commerce is ushering in a new era of business for vendors and a new meeting place for merchants and buyers known as online shopping. The item is available at the person's doorstep by simply clicking their hands together. A wireless food ordering framework was planned and implemented alongside client feedback for a restaurant. It enables restaurant operators to swiftly change menu presentations and set up a Wireless internet environment. Modern mobile phones have been integrated into the adaptable wireless meal ordering system requesting framework with continual client critique execution to encourage continued communication between restaurant proprietors and patrons. Global e-commerce is expanding quickly, and the food sector is also constantly expanding. The acceptance of an online meal ordering system was investigated in this research article using the Technology Adoption Model (TAM). Their findings showed that people's attitudes toward purchasing meals online differed based on the process's convenience and utility, as well as their information technology innovation, their trust in online shops, and countless other external circumstances [7]. Salem city conducted a comparative study on the purchasing habits of working women and stay-at-home moms for prepared food products. And according to the study's findings, the product, the environment in which it is produced, and the consumers' lifestyle all have an impact on consumer preference for a particular food product [8]. The PDA-based food ordering system, which had some drawbacks in the era of advanced technology, was accepted by restaurant owners. As a result, a low-cost touchscreen-based restaurant management system employing an Android smartphone or tablet was created [9].

E-Business systems should focus on methods and marketing features to make the food ordering website different to connect the gap between the consumers and restaurants. The finding of this study helps to understand the model of online food delivery in engaging with the restaurants in serving the customers at their convenience Online shopping is becoming increasingly important in the lives of today's youth, as it allows them to spend less time in stores [10]. The main motivation for switching to internet shopping is the lower cost and time savings. Online meal ordering services were viewed as being in control and convenient by both users and non-users, which were crucial elements. When it comes to using the services, non-users who require more private connections have a higher level of technology phobia. When consumers choose ready-to-eat food goods, they demand the highest quality, and manufacturers and marketers also take this into account. The marketer must meet all of the demands and desires of the consumers, and in order to do so, he will perform extensive market research to include some innovation into the product that will catch the consumer's attention and increase demand for the product. Customers may browse, order, and navigate using a smart device-based interface, which has aided restaurants in quickly managing customer orders. Wireless communication and smartphone technology enable business management and service delivery to be fulfilled and improved. As per their discovery, the online food delivery amenity process is easy to handle as per the consumer convenience, is highly effective, and is anticipated to magnify the overall food and restaurant industry in the near future [11]. A system to have a better performance of the hotels associated in the food court of the shopping mall focused on effective design save customer's time by using the mobile app. The process proposed in this work makes use of the mobile application and wireless communication technology to enable communication between restaurants and their target consumers for order management and billing, promoting continuous and better customer relationship management [12]. Consumers are satisfied with using online services as it is very convenient for them to have their food instantly. Technology innovation has affected the business paradigm in several industries. A restaurant's production and profitability can both benefit from efficient methods. The use of an online meal delivery system is thought to assist restaurants to grow their business over time and facilitate important business transactions online [13]. While the online food delivery industry is still in its early stage, there are some significant flaws as seen by customer complaints. We cannot rely on the self-control of internet-based or online meal delivery businesses or the oversight and management of online food delivery platforms to handle these concerns. Government agencies concerned, consumers, and other societal parties can

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address these issues and provide a proper internet takeaway environment by using lawmaking as a standard and merging the endeavor of online food delivery manifesto and restaurants [14]. The food sector has become increasingly important thanks to the development of online food delivery services, which has had a significant impact on how internet users feel about ordering food online, particularly among students. The acceptance of using the Web environment for food ordering was studied using the Technology Acceptance Model (TAM) (Davis) as a theoretical foundation, according to the study. The three key components that have the most influence on internet users' views are trust, innovation, and external influences, and this paradigm is known as TAM [15]. The various factors were analyzed which influenced consumers to dine out and was found that majority of them preferred eating out once a month. The customers would prefer dining out with friends or family members on holidays or special occasions [16].

Related Works:

Table 1: Contributions by different Scholarly Authors

S. No.	Field of research	Focus	Outcome	Reference
1	Food and City	The establishment of friendly public spaces and the public life of cities are directly impacted by the production and consumption of food.	The study looked at how the food court at the mall and the city's food-focused environment related to one another.	Mand, H. N., & Cilliers, S. (2013). [17]
2	Digital smart system using wireless technology	Connecting food courts in Malls- a challenge and a necessity to improve business	The article aimed at developing android application for ordering food digitally with the facilities of E-Billing, Customer feedback, fast parking services, customers satisfaction and profitability for the restaurants.	Gundle, K. P., et al. (2016). [18]
3	Internet based Food ordering system	Utilizing the internet to make sure that the right food is delivered to the right customer at the right time.	The outcome of the study was positive impact on the behavior and perceptions of consumer towards Online food amenities.	Sethu, H. S. & Bhavya Saini (2016). [19]
4	Process of ordering food online	On line food ordering system	The research helped to overcome the limitations of the traditional restaurant services with long ques by introducing online food delivery amenities by making it easy and convenient to the customers.	Adithya, R., et al. (2017). [20]
5	Customer satisfaction	Customer preferences and Satisfaction on online food delivery services.	The findings of the study was to dine out choices for promoting the restaurant business	Ali, J., & Nath, T. (2013). [21]
6	Customer satisfaction and retention	Customer preferences and choices to eat and dine out in India	The quality of the food and the services provided have a positive impact on consumer satisfaction and retention.	Al-Tit, A. A. (2015). [22]

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7	Restaurant like home and family	Choice of Menu for an individual and for the entire family by creating a homely environment with convenience at restaurants.	The restaurants appeared to have variety of functions to an individual and family as a whole with the homely environment and customization of food as per their requirements.	Pettersson, A., & Fjellström, C. (2007). [23]
8	Food preferences and acceptance	Cultural differences in terms of taste and preferences of Children to eat food and to accept the genetic determinants of food.	The children's were exposed to accept the food genetically and culturally as it would add nutrition in their food intake.	Harris, G. (2008). [24]
9	Theoretical and practical implication of food styling	Taste and repeat of an order, vision and taste in food through advertising increase the frequency of ordering the food.	The food styling with the repetitive advertisements influences their	Lee, J., & Lim, H. (2022). [25]
10	Poverty and Food	The growing levels of food poverty in UK and the increasing awareness of food bank has introduced modern technology of the food cloud App to donate it to the poor.	The outcome of the study is introduction of food cloud app and the partnership between the likes of Tesco and Fareshare made it simple and easy by creating a win-Win situation.	Caplan, P. (2017). [26]
11	Mobile app attribute	Timely delivery and impact of the same on the repeat order through mobile apps	According to the study, there is a beneficial relationship between the features of mobile apps and online food aggregators when it comes to influencing customer purchasing decisions.	Kapoor, A. P., & Vij, M. (2018). [27]
12	Online food App Zomato and Swiggy	With reference to Zomato and Swiggy, the effect of online meal delivery apps on the restaurant food industry	The online food delivery app Zomato was more preferred by the customers due to their timely delivery and qualitative services and Swiggy was second preferred app.	Gupta, M. (2019). [28]
13	Customer Perception	A study on in-store customer perception	The study focused in understanding the in store perception of customers in the Indian retail market.	Amin, V. S., & Kumar, A. (2022). [29]
14	Conceptual Model	The development of a conceptual model and customer perception of online meal delivery services	The study illustrated the variables affecting consumers' opinions of online meal delivery services and created a conceptual framework based on several consumer theories.	Frederick, D. P., & Bhat, G. (2022). [30]

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6. ONLINE FOOD INDUSTRY OVERVIEW :

A service or an amenity delivering food to a consumer via the restaurant's website or on the app is known as online food delivery. As ordering food online becomes increasingly common across the country, many restaurants see an increase in their business. Each smartphone application generates an online food menu. Customers can simply place orders using mobile apps such as Zomato, Swiggy, and Uber Eats, which provide a wide variety of dishes from various eateries in our location. These mobile applications provide a tracking mechanism that lets clients get more amicable at each stage of the delivery process. Customers can track their orders as they are placed in the appropriate restaurant. Payment can be made online mode or through a cash-on-delivery (COD) method. These apps also have a feedback system in which the consumers can give their feedback and recommendations with the review and give a rating to the delivery services and the ordered food, restaurants.

6.1 Encouraging Demographics:
With the increasing population in India which is indisputably one of the world's biggest consumer markets. A partial part of the population i.e.; youth of this country prefer more of convenient lifestyle in a smart way who prefer to buy online .One of the key requirements in the food and beverage sector is to feed the hunger of younger citizens.

6.2 Promising Income and Consumption Levels:
An increasing number of youngsters in India find work in gainful fields like Informational technology services, their living standards have improved, and their wallets have grown fatter. The social climate in Modern India is commuting, powering the development of fast food outlets in India. Higher disposable income is also a prominent factor for other food product subcategories.

6.3 Favorable Lifestyle Changes:
In urban India, where households are becoming more popular, both parents bring home the cash, drastically altering people's routines, lives, and eating habits. The desire for food that is available immediately and at a fair price is growing.

6.4 Increase in the Number of Working Women:
According to the previous argument, the number of working women has dramatically increased. Working women rarely have enough time at home to prepare complete meals on their own because they spend the majority of their working hours travelling to and from work. Working women commonly eat out or buy takeaway with a sizable percentage of their disposable cash. Another significant demand-creating factor for the food and beverage sector in India is this.

6.5 Expanding Variety of Cuisines:
The growing number of restaurants serving international cuisines has had a tremendous impact on the food business. Customers' favorite dishes include chicken biryani, burgers, butter chicken, pizza, and Hakka noodles. North Indian cuisine is the most popular, but Chinese, Italian, and South Indian cuisine and 'healthy food' are also quite popular. The eagerly Indians in metropolitan cities are to try out new cuisines, the higher the frequency of dining out will increase.

6.6 Upgrading of Retail Formats:
A slay in the multinational food companies and restaurants setting up their outlet in popular malls appeared to be the ideal location for attracting more mall shoppers. In turn, there are more customers visiting mall food courts and restaurants.

6.7 Rising of Contract Cultivation:
Contract farming is an enforceable legal arrangement that guarantees farmers' purchases from large multinational businesses in exchange for providing the companies with their preferred crops. For instance, McDonald's employs 400 farmers in Gujarat who cultivate potatoes on more than 2000 acres of farmland.

6.8 Emerging of Logistics Providers:

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It is not simply true in the burgeoning e-commerce market, where couriers and delivery services are highly demanded. Some of the logistic suppliers for the food business, like Radhakrishna Foodland, a local partner who provides logistical services to global giants like McDonald's and Pizza Hut in India.

6.8.1 SWIGGY:

One of India's most renowned and well-known online food ordering and delivery services, SWIGGY was established in 2014. Bangalore serves as the company's administrative center. SWIGGY serves as a conduit to link customers with restaurants. It uses a state-of-the-art technology platform that enables customers to purchase meals from nearby restaurants and have it delivered right to their door. With SWIGGY, customers do not need to remember the phone numbers of several cafes and restaurants in their neighborhood. It acts as a central point of contact for placing meal orders from any of the restaurants found at a particular area. A delivery crew from SWIGGY picks up orders from restaurants and brings them right to the customers' doors. This has made it much simpler for customer to order meals. More customers mean more orders for restaurants, and not having to pay for and maintain a delivery staff saves them money and manpower.

6.8.2 SWIGGY Business Model:

The SWIGGY's significant revenue comes from commissions
*   It receives from restaurants for lead generation and serves as a delivery partner.
*   SWIGGY also charges a small delivery fee for its consumers on orders placed under a certain threshold amount of Rs.200 in most cities.

6.8.3 SWIGGY Marketing Strategies

Both online and offline marketing efforts are part of SWIGGY's marketing strategy. It utilizes Facebook, Twitter, YouTube, Pinterest, and Instagram to promote its advertising campaigns. Second to mom, Diwali GhayAayi, Sing with Swiggy, and the Learn Your Food series of photos and food tours in a local area are just a few of its promotional activities. Through these promotional platforms, the business has successfully raised brand recognition and engaged with its customers. With an average of one post daily, their Facebook page is comparatively active. SWIGGY uses social media to communicate with its clients, address concerns, and solicit input in addition to using it for advocacy.

6.8.4 ZOMATO:

ZOMATO, established in 2008, is a top platform for finding restaurants, doing online ordering, and making appointments at tables. The Gurgaon-based business's founders are Deepinder Goyal and Pankaj Chaddah. (Formerly Gurugram) In India, ZOMATO was a pioneer in the fields of online meal ordering and restaurant discovery, helping both companies and consumers.
ZOMATO's comprehensive ranking system allows foodies to find the top restaurants around and in their general area. Being one of the few Indian businesses to go international makes ZOMATO noteworthy. Over 1 million businesses are currently available on ZOMATO's platform.
By 2010, Kolkata, Mumbai, Bangalore, and Pune were just a few of the key regions of India that the website has grown to cover due to its popularity. Apart from providing services in India, Zomato.com has expanded to the Philippines, New Zealand, Qatar, South Africa, Sri Lanka, the United Arab Emirates, and the United Kingdom. Zomato.com has expanded outside India to include the Philippines, New Zealand, Qatar, South Africa, Sri Lanka, the United Arab Emirates, and the United Kingdom. The website has a directory of over 120,000 restaurants in these regions, serving over 15 million people globally. Zomato.com, which has its headquarters in New Delhi, employs approximately 350 people worldwide [28].

6.9 Success Factor:

(1) Competitive edge.
(2) Strong, intense content platform
(3) Effective and efficient staff.
(4) A social platform with a good rating mechanism.
(5) Financial Funding from a reputed source.

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6.9.1 The Strategy of ZOMATO:

ZOMATO is keenly focused on various strategies to achieve its goal.
(1) Financial strategy: To enhance their sources of funds and income.
(2) Marketing strategy: To reach out to customers all over the Globe.
(3) Growth strategy: To continue their growth and increase their customers and page traffic.

6.9.2 Globalization strategy:

To expand as a top online food service provider all over the world
(1) Fast mover advantage
(2) Robust and intense content platform
(3) Efficient and effective employees
(4) A social platform with suitable rating mechanisms.
(5) Funding from an experienced and reputed source.

6.9.3 Marketing Strategy:

(1) Acquire the competitors
(2) Well featured and user-friendly website
(3) The mobile app can be used across the globe.
(4) Focusing on digital marketing mediums for potential and target consumers. Zomato purchased urban spoon for $52 million to expand into the United States, Canada, and Australia.
(5) It is a user-friendly review and rating system

6.9.4 FOODPANDA:

FOODPANDA is a mobile food delivery platform based in Berlin, Germany that operates in over 40 countries and territories. Users can order food from a list of nearby eateries using the service's mobile apps and websites. Over 27,095 restaurants in 193 cities have joined the company, employing 15,733 delivery riders. Delivery Hero bought the company in early December. FOODPANDA is India's famous online food ordering service. It brings people together with the best restaurants. FOODPANDA has a larger reach in India, delivering to Delhi, Bangalore, Mumbai, Hyderabad, and many more cities. For FOODPANDA, food delivery without internet is too difficult. Digital Marketing Strategies have played a significant role in its development as a brand.

6.9.5 Approaches and Strategies adopted by Foodpanda:

(1) EMAIL marketing

Email marketing is one of the influencing and practical strategies to re-target clients who are doing well. They constantly have something new for the customer by offering large brands, fantastic deals, and cuisine festivals. They make sure that a customer's initial impression is positive and memorable. Customers were targeted with enticing offers like these, which was a smart approach for keeping them connected.

(2) Social Media Marketing

a. By using Face book they use to promote
b. The nature of the company
c. One can order from a diverse variety of delicious online cuisines with just a few clicks.
d. B2C service restaurant menus, patron reviews, and 4,000 restaurants spread across 40 cities.
e. Almost everybody with an Android phone is the target audience.

6.9.6 The food and e-commerce industries:

UBER EATS

UBER EATS was launched in 2014 by its parent business, UBER. UBER Technologies, or UBER, is an American multinational ride-hailing firm that provides various services to help people go from one point to another. UBER EATS was launched in India in 2017, and before the end of the year, it was in talks with SWIGGY to take over UBER EATS. Allowing UberEats to go would allow UBER to recover some of its market losses. UBER has been reported to be in talks with other organizations to take over its loss-making business in another country. In India, UBER EATS came in third place among meal

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delivery applications. SWIGGY was and continues to be a major market rival. While SWIGGY receives 1.4 million orders per day, ZOMATO receives 1.2 million, while UBER EATS receives only 4 lakh orders per day. If this transaction is completed successfully, ZOMATO's market share will increase to 50-55 percent. In addition, while UBER EATS did not have a large share of the northern market, it did have a 30 percent share of the southern market. Experts predict that 90 percent of UBER EATS clients will migrate to ZOMATO as a result of this partnership, with a larger possibility of migrating to SWIGGY.
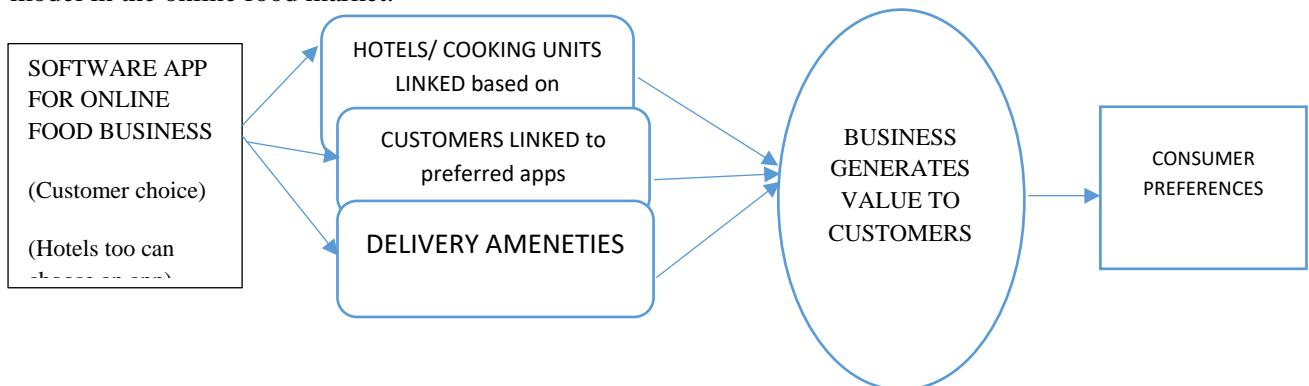
6.9.7. A MARKETING PLAN:

(1) Employ a Restaurant Manager to create, update and track your offer.
(2) Make your offer exclusive to new clients or to all users in your area who have downloaded the UBER EATS app.
(3) Get personalized budget advice based on your region and previous orders.
(4) In your performance dashboard, look at the stats for the promotion you're running.

Using an online food ordering system, a restaurant's and kitchen's menu may be created, and customers can easily place orders. You can easily track orders, maintain tabs on your clients, and enhance your food delivery service with an online menu. The main advantages are for the comfort and convenience of the customers. On the other hand, employing a digital food ordering system enables a restaurant owner to grab clients' attention by letting them see the whole detailed food menu with dish name, image, specialty, and price. As a result, the eating establishment and food supply industries will grow.

7. CONCEPTUAL MODEL FOR ANALYZING THE ONLINE FOOD INDUSTRY :

The online food delivery model works on two models namely: the aggregator model and the inventory model. The aggregator framework enables several hotels or hotels to register in a comparable meal delivery platform and aggregates the services provided by these restaurants into a single main site. Between customers and restaurants, the platform acts as a middleman. Since both the administrator and the restaurant may handle delivery, the inventory model is the most flexible and practical business model in the online food market.

Fig 1: A Conceptual Model of Consumer Preference of Online food delivery Amenities.

Source: Compiled by the Researcher

The inventory model is a flexible and most convenient business model in the online food industry as delivery can be managed by both admin and restaurant [31]

Based on the above two models the below model was developed by the primary author. The model encompasses concepts that are as follows:

1. The food delivery apps installed in the mobile handsets of customers and hotels
2. Mobile Applications act as the mediator of value creation
3. Delivery process and agreements with the hotels is a tie-up written and signed agreement
4. This creates greater value generation to both seller and buyer
5. Profits of hotels increase by delivering food to the customer in the fastest and the easiest way creating a customer delight experience.

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The above points are structured in a conceptual model shown below in a diagrammatic way. The model helps one to understand the industry in general for creating and developing faster and low cost delivery process. The outcome of the model is to understand how value is delivered in the entire chain. Micheal porters value chain analysis speaks only about value generation to the manufacturer or the organization that delivers tangible or intangible products, whereas the below mentioned model tries to cover both customer and seller value creation simultaneously.

The conceptual model of consumer preference of online food delivery amenities is based on three key factors hotels/cooking Units linked based on consumer preference, Customers linked to preferred apps, and delivery amenities. The success of the model is based on the values that the customers perceive. The entire delivery model is based on the software app which triggers the buying process of the three aspects such as hotel/cooking unit, App stored in a specified handset (capacity) coupled with a choice of customer's selection in terms of delivery point based on the delivery amenities available. The invisible factor is the internet on which the model is based for generating greater customer value. The model indicates higher the value generation greater the consumer preference and the higher the revisit to the same app.

The food business model as shown above encompasses hotels, cooking businesses, cloud kitchens as well as customers connected with delivery and logistics organizations. Together they generate greater value for customers and there by generating profit for online food companies. This results in profits and a good return for their investment.

8. RESEARCH GAP:

Indeed there is a scope for new entrants and the potential is largely due to the population of our nation. People, in general, are on the move and the following areas have been identified for the same:
(1) Potential opportunities to penetrate into the rural areas.
(2) Economies of scale can be worked out with cloud kitchens and add-on facilities.
(3) Scope for creativity in food menu and potential for business that is superior in scale.
(4) The advantages of making many people connected with chefs who have never been identified as artists.
(5) Food is unlimited in terms of demand and it is ever-growing; hence we need to make sure that further research happens in this area.

9. RESEARCH AGENDA :

The research agenda is to study the vast scope and potential terms of the business that can be created. People have great cooking skills and others are in need of food. Food when scaled has the scope of making big in life. The potential is huge and can make a difference; hence the research agenda is to find out the current situation and the future potential for making it big for new entrants. This study gives us a scope to understand an overall outcome potential that is possible.

10. DATA METHODOLOGY :

The data were analyzed using IBM SPSS 22.0 based on the Focus group interviews to know the behavior of people toward online food delivery amenities. Three groups ranged in the size of eight students, eight housewives, and eight employees all in the age group of 21 to 40years. The discussion lasted approximately 45 to 50 minutes and was recorded using mobile phones for audio as well as videos. After summarizing the focus group information the questionnaire was developed and items were identified based on the frequency of ordering food.

Based on Hertzog's (2008) criteria for establishing the sample size of the pilot study to assess the relevance of the questionnaire, the study was done with 30 respondents. According to the study, taking into account just 10% of the sample size needed for the entire study may not be adequate for determining whether the apparatus is suitable or for providing statistical estimations for a study with larger sample size. The sample size required can be estimated using the intervals that have been created around a desired or anticipated value. The ability of samples with sizes between 10 and 40 to provide estimates accurate enough to satisfy a range of potential goals is assessed. The results were identified accordingly and a modified questionnaire was printed and circulated to 168 respondents in the city [32].

The prepared questionnaire was circulated to different respondents from May 28th to June 25^{th,}

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2022 through a physical distribution method using convenience sampling. The respondents were selected from the following three categories: (1) Students, (2) Employees, (3) Housewife. The preference of selecting the three groups was primarily understood as most often purchase categories of online food customers. The questionnaire has been divided into 2 sections:

(1) The first part of the questionnaire was primary data collection which included personal information as well as online food ordering apps.

(2) The next section had a few open-ended questions which were included to understand the preferences on the online food delivery amenities. Among the questions, a few questions were asked related to brand awareness of online food delivery services and familiarity using a Likert scale of one as least preferred and 10 as most preferred.

11. DATA ANALYSIS AND INTERPRETATION :

11.1 Finding customer loyalty and satisfaction through net promoter score (NPS):

Customer loyalty and satisfaction are integral for revisiting walk-ins in a retail or an online sales platform. Brand Loyalty is the buying behavior of the customer with that specific brand over time again and again. Brand association is the perceived interpretation of the brand as per the customer's memory or experience. When the brand is able to provide better quality service or product beyond the customer's expectations, it will lead to a positive behavior of a customer to be loyal and prefer the same product or service. Thus, it becomes crucial for businesses to keep their current clients while also making more of an effort to develop techniques that will turn potential customers into loyalists.

It is critical to identify which parameters customers find compelling to come, hence Net Promoter score is a metric that identifies whether a customer is satisfied and will he or she be loyal in terms due to the service rendered. Customers are said to be satisfied when their needs or wants are fulfilled by the product or service offered by a Brand which can be calculated by using the method of NPS.

The term "Net Promoter Score" refers to a single customer metric that you require. Which will be determined by the responses of customers to a simple question about their loyalty and satisfaction. The study assesses the NPS strategy's positive and negative outcomes. The NPS score generally ranges from -100 to + 100. This Metric has been designed by Fisher and Kordupleksi giving due credit to these authors this metric is being deployed to know which of the four organizations under study have the highest score. The categories under this metric are Detractors, Passives, and Promoters. The detractors' respondents respond with a score of 0-6, passives would rate between 7-8 and the promoters, in general, would rank between the ranges of 9-10.

The Promoters have loyalty towards the brand and when they respond within a range of 9-10 it means that they are very likely to recommend the brand to their family and friends. An organization under the test should ideally have a score above 50 and should be ideally in the range of 70 to 80 to have the best promoter's score. We find the NPS score by subtracting the amount of percentage of detractors from the percentage amount of promoters.

The study compared the potential of people who had previously used the brand but stopped (defectors) with those who had never purchased the brand from the standpoint of brand equity. Both groups appear to have a similar propensity to think about the brand when making future purchases. The fundamental causes of these tendencies vary, though. Both favorable and negative information about the prior brand is held by defectors. People who have never purchased the brand, however, generally have neutral opinions. The findings suggest that managers should think about handling these two groups differently since they need various acquisition tactics [33] [34].

Results:

The main findings of the study interpreted from the data collected from the 168 respondents through the questionnaire is shared in the below table no.2

As per the demographics, 41.6% of respondents are in the age group of 21 to 26 years, 10.1% are in the age group of 27 to 29 the remaining respondents are above 29 years of age with the male being 51.7% and female dominance of 54.1% active in using online food amenities. It included 34% of the students, 52.3% of employees, and 19.6% of housewives.

Table 2: Demographics of the Respondents

Items	Category	Percentage

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Age	21-26	41.6%
	27-29	10.1%
	>29	48.2%
Gender	Male	51.7%
	Female	54.1%
Occupation	Student	34%
	Employed	52.3%
	Housewife	19.6%

The findings were further segregated into three distinct studies, which are the possibility of word-of-mouth promotions that were aligned to the NPS of the online food delivery amenities.

The NPS is the quantification of the likelihood of probability of a customer recommending the product or service to their known circle of friends, family, relatives etc. The higher the score, the greater the chance for the specific service to be promoted through word-of-mouth. The respondents who are neutral are categorized as Passive respondents. The respondents who convey satisfaction are promoters and the ones who are dissatisfied are known as Detractors.

The NPS is calculated by subtracting the sum total percentage of detractors from the sum total percentage of promoters. According to the table shown below, Zomato has the greatest NPS with 52.93% with 56.5% of Promoters, 39.8% of Neutrals, and 3.575 of Detractors as per the NPS calculations.

Table 3: Net Promoter Score of all four Brands

Zomato	% of Respondents	NPS
1. Detractors	3.57%	52.93%
2. Neutral	39.8%	
3. Promoters	56.5%	
Swiggy		43.45
1. Detractors	5.35%	
2. Neutral	45.83%	
3. Promoters	48.8%	
Uber Eats		
1. Detractors	72%	-68%
2. Neutral	24%	
3. Promoters	4&	
Food Panda		
1. Detractors	80.9%	-64.9%
2. Neutral	19.0%	
3. Promoters	16.0%	
Others		
1. Detractors	80.95%	-77.33%
2. Neutral	16.0%	
3. Promoters	3.57%	

Source: Compiled by the Researcher

Findings: The NPS score of Zomato is (positive) 52.93%, Swiggy (positive) 43.45%, UberEsts (negative) -68%, followed by foodpanda (negatrive) -64.9% and others (negative) -77.33%.

It means that Zomato will be highly recommended by the respondents to their friends and family members. Similarly Swiggy too would be recommended to their friends and family members slightly lesser than Zomato. Ubereats, foodpanda and others are unlikely to be recommended.

11.2: Finding customer Loyalty and Satisfaction through MDS:

Multidimensional scaling (MDS) is a set of procedures for representing the perceptions and preferences of respondents. The MDS technique was used to measure the positioning of online food apps Zomato, Swiggy, Uber Eats, Food Panda and others in the consumer's mind. The online food delivery amenities

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apps were mapped to two dimensions to know their exact position and similarity with each other. The highest correlation matrix is developed in SPSS after the data from the questionnaire is exposed to the PROXSCAL method from MDS computation because the data is in metric.

The results of the MDS technique along with the observations from the spatial map that is the output, which helps in observing the placement of the four online food delivery amenities platforms.

Findings: The main findings of this study are done through perpetual mapping using Multidimensional scaling coupled with Net promoter scores using a questionnaire. 168 respondents were contacted in the city of Mangalore to identify the objectives in terms of a most preferred brand that people have in their mind as well as the most preferred brand that they would recommend to their friends and relatives.

The MDS uses a stress versus dimensionality plot. A proper dimensionality is indicated by the location of a sharp curve. Based on the stress vs. dimensionality plot presented in the figure below, as well as the spatial map's interpretability and convenience of use, it was chosen to keep the two-dimensional solution displayed in the spatial map below. The higher Correlation matrix is constructed in SPSS after the data from the questionnaire. Since there were four online food platforms Multidimensional scaling (MDS) was carried out by taking the average of the ratings and running the statistical technique using the PROXSCAL method (due to the data obtained being metric) using IBM SPSS. MDS allows us to get an idea of the perpetual preference of the respondents in terms of the online food platforms. This is then represented in a plane known as the Cartesian plane, where every axis may be used for representing certain dimensions and is merely used to represent the overall position in the consumer's mind.

Finally, the Spatial Map also known as Perceptual Map shown below represents the location of brands in a Cartesian coordinate system. The coordinates on the axes impart an idea about the positive and negative dimensions, as per the questionnaire, and is similar to a normal Cartesian coordinate system. The spatial map gives us a fair ides as to where the online food delivery amenities lie in this coordinate system and which one is highly preferred with reference to aforesaid dimensions visibility and positioning in the X axis and customer preferences in Y axis [35].

Goodness of Fit

Table 4: Stress and Fit Measures
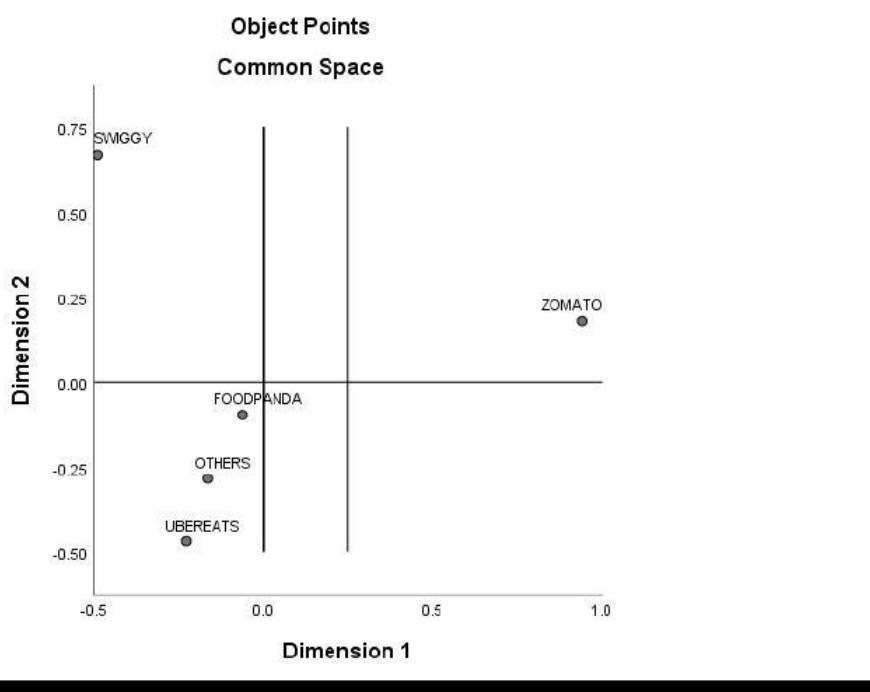
Normalized Raw Stress	.00007
Stress-I	.00835[a]
Stress-II	.01881[a]
S-Stress	.00014[b]
Dispersion Accounted For (D.A.F.)	.99993
Tucker's Coefficient of Congruence	.99997

PROXSCAL minimizes Normalized Raw Stress.
a. Optimal scaling factor = 1.000.
b. Optimal scaling factor = 1.000.

Table 5: Final Coordinates

	Dimension	
	1	2
ZOMATO	.942	.180
SWIGGY	-.490	.670
UBEREATS	-.227	-.469
FOODPANDA	-.061	-.096
OTHERS	-.165	-.284

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Fig. 2: Perceptual Map of consumer Preferences on Online food Delivery Amenities

As per the observation from the Spatial Map, Another category is the best in both dimensions. In the above figure, Swiggy (0.75) and Zomato (0.25) lies in the first upper quadrants having both visibility and positioning dimension at X axis as well as customer preference in Y axis has positive values. In Contrast Foodpanda, Ubereats and others are having negative values along the X and Y axis respectively. Due to the fact that both the dimensions are observed to be positive for Swiggy and Zomato, it can be inferred that it holds positive perception in the mind of the customers.

11.3: Finding Customer Loyalty and Satisfaction through Factor Analysis:
Exploratory factor analysis, often known as factor analysis, is a class of methods mostly used for data summary and reduction. It allows us to examine sets of variables that frequently correlate with one another and to pinpoint the underlying dimensions that underlie these correlations in market research. The underlying factors are combined linearly to represent each variable in each expression. Similar to how the elements themselves can be written, the observed variables can be combined linearly. The components are taken out so that the first one explains the most variance in the data, the second one the next highest, and so on.

Two key factors were taken and analysed from question number 6 of the questionnaire which had 10 sub-questions. The analysis is captured below for understanding in depth the factors that play a major role in choosing a particular brand.

Findings: The two brands that are important in the customer's brand choice decision were found out as Zomato and Swiggy. Though the interdependence among the brands of choice in the minds of the customer is recorded in the below descriptive statistics.

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Table 6: Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Q.6A	6.121	1.3334	165
6B	4.515	1.8166	165
6C	3.903	2.2010	165
6D	4.376	1.8946	165
6E	4.103	2.0971	165
6F	3.745	2.2487	165
6G	4.091	1.9872	165
6H	2.067	1.4903	165
6I	1.976	1.4183	165
6J	1.842	1.3478	165

The KMO bartlett's test evaluate all available data together. The KMO value over 0.5 is recorded as 0.768 which suggests that there is substantial correlation in the data. And the Bartlett's test below is recorded as 0.00 is substantial to understand each single variable is correlated with other variables.

Table 7: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.768
Bartlett's Test of Sphericity	Approx. Chi-Square	1466.839
	df	45
	Sig.	.000

Table 8: Communalities

	Initial	Extraction
Q.6A	1.000	.267
6B	1.000	.726
6C	1.000	.842
6D	1.000	.713
6E	1.000	.802
6F	1.000	.835
6G	1.000	.738
6H	1.000	.676
6I	1.000	.857
6J	1.000	.846
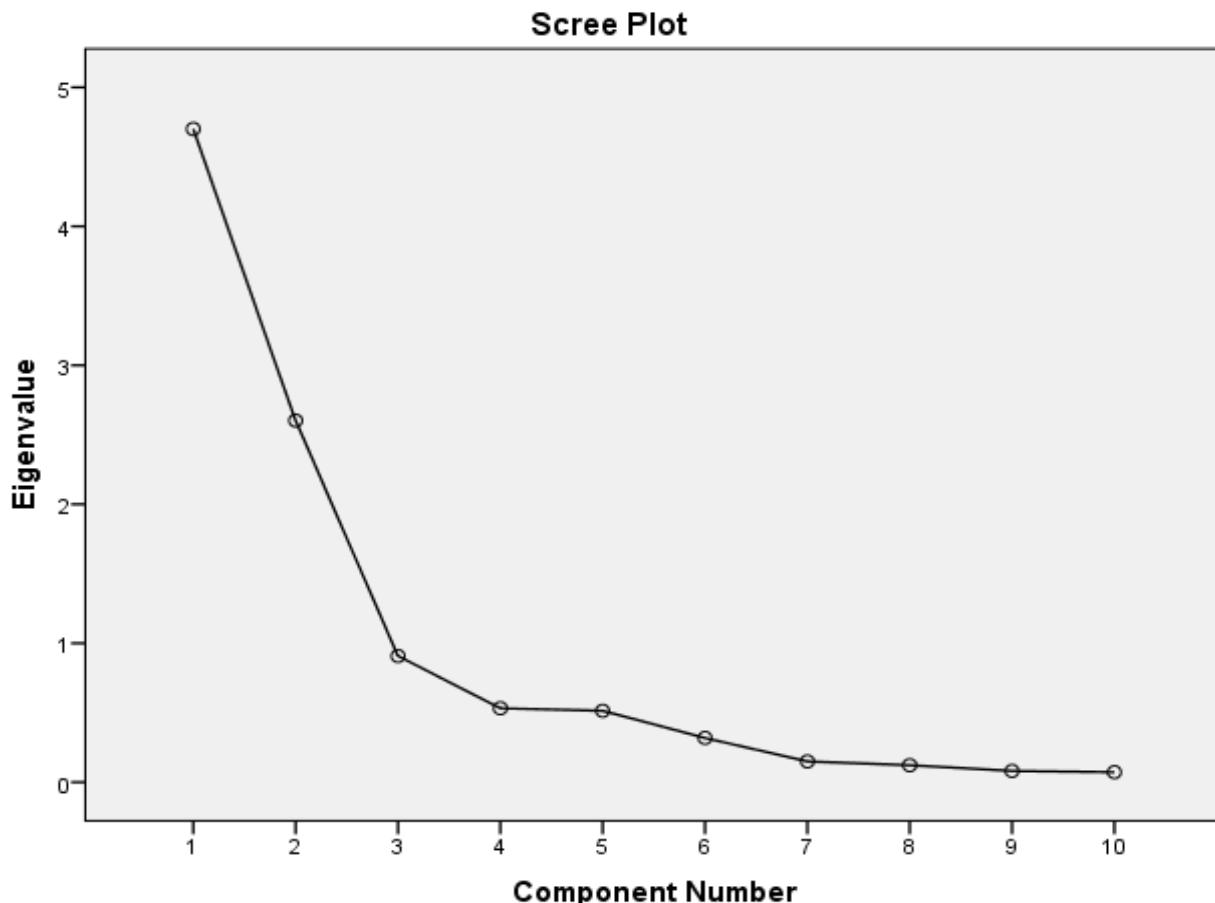
Extraction Method: Principal Component Analysis.

Table 9: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.700	47.003	47.003	4.700	47.003	47.003	4.598	45.983	45.983
2	2.602	26.022	73.025	2.602	26.022	73.025	2.704	27.042	73.025
3	.908	9.082	82.107						
4	.532	5.322	87.429						
5	.514	5.137	92.566						
6	.318	3.182	95.748						
7	.150	1.497	97.244						
8	.123	1.226	98.471						
9	.081	.809	99.279						
10	.072	.721	100.000						

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Extraction Method: Principal Component Analysis.

As per the Scree Plot shown in the figure 3, we can infer that there are two dimensions that are responsible for the Dispersion Accounted For (DAF), it is .99993 shown above in table no 4, implying that approximately 99%. The data can be accounted for with the implementation of the two dimensions. We should subtract the value from 1, we get 0.00007 which is approximately the Normalized Raw stress value. It is ideal to have low normalized raw stress value and a higher dispersion factor as observed in table no. 4.

Fig. 3: Scree Plot

Source: Compiled by the Researcher

12. ANALYSIS OF BRAND LIKING AND RECOMMENDATIONS :

Based on the three statistical tools which are used in the analysis the following table has been established and we realize that consumer preference is higher to the two brands Zomato and Swiggy in terms of online food delivery amenities.

Table 10: Analysis of the consumer preference from online food delivery ameneties.

Sl. No.	NPS %	MDS Perpetual map	Factor Analysis Scree Plot
Brand most likely accepted	1) Zomato 2) Swiggy	1) Swiggy 2) Zomato	1) Zomato 2) Swiggy
Brand theat would be recent	1) Zomato 2) Swiggy	1) Swiggy 2) Zomato	1) Zomato 2) Swiggy
Success & Profitability	1) Zomato 2) Swiggy	1) Swiggy 2) Zomato	1) Zomato 2) Swiggy

Source: Compiled by the Researcher

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13. SUGGESTIONS :

The majority of respondents thought shipping fees were excessively high. One of the reasons people purchase food online is the high cost. As a result, food delivery apps can contemplate and lower their delivery fees. Online food ordering applications must update their restaurant websites and menus to satisfy their customers.

(1) As the 'cashless economy' began to take hold, the internet online food sector saw a boom in its growth.

(2) Why do Customers demand delectable delicacies from restaurants that offer food delivery to their doorstep? This has the added benefit of increasing revenue, sales, and profit margin.

(3) The digital culture for ordering food is growing, and it is drastically revolutionized the way restaurants deliver food.

(4) Popular online food delivery platforms like SWIGGY, ZOMATO, UBEREATS, and FOODPANDA have outstretched the crest of success as their consumers trust them completely.

(5) Accept orders via mobile food applications.

(6) Clear communication while ordering the food.

(7) Ordering food over the Telephone is still in use, but online food ordering has become more frequent.

(8) Well-designed and structured app for online menu

(9) Assign Orders and Tracking Deliveries.

(10) Provide exceptional good service.

(11) Ensure that the food delivered is hot.

(12) Assuring that Package food is safely delivered.

(13) Give attention to the add-ons.

(14) Use the correct address for delivery.

(15) Use consistent and compatible delivery procedures.

(16) Allot specific delivery responsibilities to the kitchen staff and delivery drivers too.

(17) There must be the fastest and quickest delivery.

(18) Minimum offers should be provided to the clients.

The overall suggestions are here mentioned above and we understand that online food delivery amenities are the most preferred platform for ordering food. This is evident from the sales that are generated for hotels. The pandemic has taught us to find out an alternative source of finding food. Food is an essential component of one's life and indeed online ordering of food is a boon to people who are on the go or people who are busy.

14. LIMITATIONS OF THE STUDY :

The limitations of the study are:

(1) The consumer's preference toward online food delivery amenities vary from individual to individual based on their need or requirement or a want or may be a desire.

(2) The data analysis is done purely on the basis of the response given by respondents.

(3) The respective study is done in and around Mangalore city.

(4) The customer preference towards online food are not the same as they are not comfortable using android phones.

(5) The major drawback found in this study are Time constraint, Quality of food not as per their expectation, Payment issues like server down of the vendor bank or the customer bank, lack of Customers trustworthiness or brand loyalty and satisfaction.

(6) The word of mouth was more effective than advertisements.

15. ABCD QUALITATIVE ANALYSIS :

ABCD framework analysis is engaged here to analyze customer preference towards online food delivery amenities which will help to understand the effectiveness of the different online food delivery amenities platforms discussed in the study.

15.1 Advantages:

(1) The study will mainly focus on customer preference on different brands of online food delivery amenities Zomato, Swiggy, Ubereats, Foodpanda, and others.

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(2) The study will make us know the various factors that lead to their food ordering decision such as timely delivery, quality food, quick service, order tracking system, variety of menu, food from multiple restaurants, discounts, easy online payments, cashless payments, proper packing, feedback and reviews, customer care service, convenience to order, free digital app downloading on android devices.

(3) The study will make us understand about customer preference, satisfaction and perception of online food delivery amenities.

(4) The research survey questionnaire concentrated on the most frequently preferred online food delivery amenities app by the customer.

(5) The study will also cover the customer's loyalty and satisfaction towards a particular brand of online food delivery amenities by using NPS which divided the customers into three categories of Detractors, Neutrals, and Promoters.

(6) The analysis of the data collected through questionnaire was calculated and interpreted using a Multidimensional scale and factor analysis method which helped us to find the most preferred online delivery amenities brand by the different sectors of customers which included Students, employees, and housewives.

15.2 Benefits:

(1) The study will give us an idea about what pain points to be avoided in the future during the process of making a decision to order food online from the customers

(2) The benefits of the study would help restaurant owners forecast demand.

(3) The study will help to retain customers by upgrading the online food delivery amenities apps to increase sales and revenue by providing qualitative services.

(4) The urban restaurants reach out to remote regions within the city limits to deliver food online.

(5) The customers have more choices with regard to hotels, services, menu, delivery person, and applications.

(6) The Indian cultural challenges like festivals, seasons, functions, ceremonies, and large gatherings have their own advantages and benefits in terms of the scale, and this requires a different skill to cook for a large number of people hence the online food delivery amenities are a boon.

15.3 Constraints:

(1) Time is one of the constraints covering a vast range of the market as companies can not cater to outskirts customers.

(2) Age and gender purchase choice of food study is also a constraint in a given space as children and senior citizens at home may not be as versatile with the food ordering system online.

(3) Range of food choices that people have also is one of the constraints as requirements change during the day.

(4) Choices keep changing for breakfast, lunch, and dinner and the same cannot be captured in this study

(5) Group and individual choice of ordering also keep changing and hence this is also not studied. Organizations have people working in teams and they too have food challenges that are not observed in the study

(6) The senior citizens who really need care and support for nutritional food are deprived due to non-user-friendly apps as observed in the study.

15.4 Disadvantages:

(1) Preferences of a customer could change as per the change in the services provided by the online food delivery platforms.

(2) The study shows if there is any technical glitch or network issues the customer will not be able to place an order.

(3) There would be a payment issue if in case the customer has already made the payment and then cancel the order requesting for refund which might be delayed.

(4) A customer should compulsorily have an Android smart mobile phone which has electricity and currency recharge to use the internet and the device to place an order online.

(5) The mobile network connectivity is an essential component just in case if the signal is weak due to environmental challenges like rain, high winds, etc [36].

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16. CONCLUSION :

Individual consumer perceptions and preferences of online food delivery vary, and perceptions are constrained to a degree by the obtainability of proper connectivity and being vulnerable to online food amenities. The consumer's insight changes based on personal preferences, tastes, lifestyle, similarities, and various other dissimilarities. According to the findings, most young people are addicted to online food ordering, so older individuals utilize these amenities less frequently than young adults. The study reveals that the younger generation or adults are more frequently using online food ordering amenities than older people. The study also suggests that the cost of the products and the discounts available are all factors to consider. According to the findings, respondents prefer to order food weekly, with snacks being one of the most popular choices, followed by dinner. In terms of cuisine preference, the majority of respondents preferred fast food. According to the research, many respondents utilize Zomato or Swiggy to get food online. Uber Eats and Food Panda were also discovered to be used by a lower percentage of respondents. In summary, this survey indicated that most students are mindful of online food ordering amenities and that the majority of those have utilized online food ordering amenities, indicating that online food ordering is gaining popularity among the youth. The changing lifestyles of Indian customers and the growth of internet accessibility are causing changes in food ordering trends. As a result, the conclusion is based on the needs and wants of the end-users, and it is user-centered. The system was created with all issues pertaining to all users included in the system in mind. If you are aware of the operations of Android smartphones, you can utilize it. Administering them with a full-fledged system would resolve various Mess/Tiffin Service concerns. In order to help and solve one of the major problems individuals have, an online food ordering system is being implemented. Based on the information obtained throughout this investigation, it is feasible to draw the following conclusions: It makes it easier for clients to place orders. It gives clients the details they require in order to place an order.

The Food Website Application for Restaurants can help managers manage the complete food chain as well as helping restaurants receive orders and update their data. An online food ordering system can be used to create a restaurant or hotel menu, and customers can rapidly place their orders. You can track orders very fast, maintain track of your customers, and improve your food delivery amenity with an online food menu. Restaurants and other companies may easily customize and submit images to their online restaurant menus. Customers may rapidly browse a restaurant's menu online and place orders whenever it's convenient for them. As a result, a wireless communication system and an automated meal ordering system are introduced. A brand-new topic of research in the field of business is customer behavior, which is influenced by a variety of factors. The study compares consumers' perceptions of ordering food online vs. dining out. Although Internet food delivery is a developing industry in India, many still favor the classic restaurant dining experience. Restaurants are places where people sit and relax while eating their favorite foods with their families. Most customers prefer restaurants that have a pleasant ambiance and serve hygienic meals. The majority of customers do have online food delivery apps on their phones, but they only order once in a while. We learned from this study that consumers do not prefer online food delivery amenities because of a lack of confidence in the service. Consumers are concerned about the convenience and ease in ordering food with qualitative packaged food services and also saving the time of visiting a restaurant with the variety of menus from their favorite restaurants making them very much satisfied by using these online food delivery amenities. Thus online food aggregators must gain their trust, loyalty, integrity, and retention of customers giving them the best and fastest services to reach out to many more consumers to grow their business and make it their most preferred service too.

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