Customers' Preference and Satisfaction on Food Delivery Apps

Project Work

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SCHOOL OF MANAGEMENT

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1 INTRODUCTION

1.1 INDUSTRY PROFILE

The food delivery app industry is part of the broader online food ordering and delivery market. It bridges the gap between customers looking for convenient meal options and restaurants seeking to expand their reach beyond traditional dine-in services. These apps provide a digital platform where users can browse menus, place orders, track deliveries, and make payments seamlessly. The industry has experienced exponential growth, especially accelerated by the COVID-19 pandemic. Lockdowns and social distancing measures increased the reliance on food delivery services, leading to a surge in app usage and order volumes. The market size has grown significantly, and analysts project continued expansion as more consumers embrace digital food ordering and delivery.

Key Players: The industry is dominated by several major players, each with its unique strengths and market focus. For instance:

- Uber Eats, a subsidiary of Uber, leverages its extensive user base from ride-hailing services to offer food delivery.

- Door Dash is known for its strong presence in the United States and partnerships with a wide range of restaurants.

- Just Eat Takeaway operates globally, with a strong presence in Europe and partnerships with local restaurants.

- Regional players like Zomato and Swiggy in India have captured substantial market share in their respective countries.

Business Models: Food delivery apps typically operate on a commission-based model, where they charge restaurants a percentage of each order as a commission fee. They may also charge delivery fees to customers based on order value, distance, or peak times. Additionally, apps generate revenue through advertising, sponsored listings, and partnerships with food brands for promotions and exclusive deals.

Market Trends:

- Expansion and Market Penetration: Companies are aggressively expanding into new markets, both domestically and internationally, to capture a larger customer base.

- Diversification of Services: To increase revenue streams, apps are diversifying into adjacent services such as grocery delivery, alcohol delivery, and partnerships with convenience stores for essential items.

- Technology Integration: Investments in technology like artificial intelligence (AI) for personalized recommendations, machine learning for route optimization, and data analytics for customer insights are enhancing user experiences and operational efficiency.

- Sustainability Initiatives: With growing environmental concerns, apps are adopting sustainable practices such as eco-friendly packaging, electric vehicle fleets for deliveries, and supporting local and sustainable food sources to reduce carbon footprints.

- Competition and Consolidation: Intense competition has led to consolidation in the industry through mergers, acquisitions, and strategic partnerships. This consolidation aims to strengthen market positions, gain economies of scale, and improve profitability.

Challenges:

- Regulatory Complexity: Operating in multiple regions means apps must navigate diverse regulatory frameworks related to food safety standards, labor rights for delivery partners, pricing regulations, and data privacy laws.

- Profitability Pressures: Despite high demand, achieving profitability remains a challenge due to competitive pricing, high operational costs (including delivery logistics and technology infrastructure), and marketing expenses.

- Maintaining Quality and Reliability: Ensuring consistent service quality, timely deliveries, and positive customer experiences are critical for retaining users and building brand loyalty. This requires effective management of delivery fleets, driver partnerships, and restaurant relationships.

The food delivery app industry is poised for continued growth, driven by factors such as urbanization, changing consumer lifestyles, digital adoption across age groups, and the preference for on-demand services. However, companies must address challenges around sustainability, profitability, regulatory compliance, and customer satisfaction to sustain long-term success and meet evolving market demands. Innovations in technology, strategic partnerships, and customer-centric approaches will be key drivers of future growth and competitiveness in the industry.

1.2 PRODUCT PROFILE

A comprehensive product profile for a food delivery app akin to Zomato, Swiggy, Uber Eats, KFC, and Domino's involves integrating various features and functionalities to cater to the diverse needs of users and restaurant partners. The app aims to redefine the food delivery experience by offering a seamless and convenient platform for users to explore a wide range of cuisines and dishes while providing restaurants with a robust platform to showcase their offerings.

At the core of the app is a user-friendly interface designed to enhance the ordering process. Users can easily navigate through restaurant listings, menus, prices, and ratings to make informed choices. Advanced search and filter options allow users to refine their search based on cuisine preferences, price range, ratings, and delivery time, ensuring a tailored experience.

One of the key features of the app is real-time order tracking, providing users with updates on their order status from placement to delivery. Multiple secure payment options, including credit/debit cards, digital wallets, and cash on delivery, ensure smooth and secure transactions. User reviews and ratings for restaurants and dishes help users make decisions and provide valuable feedback to restaurants.

The app fosters partnerships with a diverse range of restaurants, from local favourites to well-known chains like KFC and Domino's, offering users a wide selection of cuisines and dining options. Seamless integration with partner restaurants ensures efficient order processing and timely deliveries. The delivery services leverage a network of reliable delivery partners and optimize delivery routes for prompt order fulfilment. Technologically, the app is built on robust infrastructure, including iOS and Android platforms for broad accessibility. Secure payment gateways, GPS, and mapping services are integrated to ensure a seamless user experience. Marketing strategies include digital marketing campaigns, partnerships with brands and influencers, and referral programs to attract and retain users.

Looking ahead, to expand the service coverage to new cities and regions, they can introduce innovative features such as AI-driven recommendations and eco-friendly packaging options, and continuously enhance the app based on user feedback and market trends. The competitive advantage lies in delivering a superior user experience, a vast network of restaurants, efficient delivery services, and a strong focus on customer satisfaction and retention.

1.3 ABOUT THE TOPIC

Understanding customers' preferences and satisfaction regarding food delivery apps is essential for optimizing services and enhancing user experiences. One of the primary preferences among customers is the variety of options available on the platform. Users appreciate food delivery apps that offer a diverse range of restaurants and cuisines to choose from. This diversity caters to different tastes and dietary preferences, ensuring a broader appeal and higher engagement levels.

Another crucial aspect is the ease of use of the app. Customers value a user-friendly interface and intuitive navigation that allows them to browse menus, place orders, track deliveries, and make payments seamlessly. A well-designed app enhances the overall user experience, leading to higher satisfaction levels and increased usage.

Order customization is also highly valued by customers. The ability to personalize orders, such as adding special instructions or modifying dishes based on dietary restrictions, enhances the sense of control and satisfaction among users. This feature is particularly important for customers seeking tailored dining experiences.

Prompt and reliable delivery services are paramount in customers' preferences. Timely deliveries with accurate tracking information and professional delivery personnel contribute significantly to customer satisfaction. Delays or issues in delivery can lead to dissatisfaction and negative reviews, highlighting the importance of efficient logistics and delivery operations.

Offering multiple payment options is another key preference among customers. Whether it's credit/debit cards, digital wallets, or cash on delivery, providing flexibility in payment methods enhances convenience and caters to customers' varying preferences. Discounts, promotions, and loyalty programs are also highly appreciated by customers. These offerings not only provide value and savings but also incentivize repeat purchases and foster loyalty among users. Customers often seek opportunities to save money and earn rewards through their orders.

In terms of satisfaction, timeliness is a critical factor. Customers are highly satisfied when their orders are delivered within the estimated time frame or earlier. Order accuracy is another essential

aspect, ensuring that orders are prepared correctly, with the right items, quantities, and any special instructions followed accurately. Customer support plays a crucial role in addressing issues and queries promptly. Responsive and helpful customer support services enhance overall satisfaction and contribute to a positive user experience. Clear and proactive communication regarding order status updates, delivery times, and any issues or delays also improves transparency and customer satisfaction.

A feedback mechanism where customers can rate their experiences, leave reviews, and offer suggestions is valuable for continuous improvement. Gathering feedback helps identify areas for enhancement and demonstrates a commitment to listening to customers' voices and improving services accordingly. Consistency is key to maintaining high levels of satisfaction. Customers expect consistent quality in food preparation, delivery standards, app performance, and overall service quality. Maintaining this consistency builds trust and loyalty among customers, driving positive word-of-mouth referrals and sustaining long-term success in the competitive food delivery market.

1.4 REVIEW OF LITERATURE

1. Mrs I.Karthika, Miss. A.Manojanaranjani (2018)

The study conducted by Mrs. I. Karthika and Miss A. Manojanaranjani delved into the intricate realm of consumer preferences within the realm of food ordering apps. Their research unearthed valuable insights, highlighting the paramount importance of variety, ease of use, customization, and delivery services in shaping consumer choices. They found that consumers gravitate towards platforms that offer a diverse array of restaurants and cuisines, facilitating a personalized dining experience that caters to individual tastes and preferences. Additionally, the study underscored the critical role of user-friendly interfaces and intuitive navigation, with apps that prioritize ease of use garnering higher user adoption and retention rates. Moreover, the ability to customize orders based on dietary requirements or preferences emerged as a significant factor contributing to customer satisfaction and loyalty. Timely deliveries, accurate order tracking mechanisms, and professional delivery personnel were identified as key elements that significantly impact consumer satisfaction levels. Furthermore, the availability of multiple payment options, including credit/debit cards, digital wallets, and cash on delivery, was found to enhance convenience and flexibility for users, thereby driving higher levels of satisfaction. Discounts, promotions, and loyalty programs emerged as effective strategies to incentivize repeat orders and foster customer loyalty. Consumers appreciated platforms that offered value-added benefits such as discounts, special promotions, and loyalty rewards, leading to increased engagement and customer retention. Moreover, factors such as order accuracy, responsive customer support, clear communication, and consistent service quality were highlighted as crucial components influencing overall customer satisfaction. The study emphasized the continuous need for food delivery apps to evolve and adapt based on consumer preferences and feedback. By understanding and addressing consumer expectations effectively, food delivery platforms can enhance user experiences, drive customer retention, and achieve sustained success in the competitive marketplace.

2. D. Ramesh Kumar, D. Gayathiry (July 2018)

The study by D. Ramesh Kumar and D. Gayathiry focused on consumer perception and satisfaction towards food delivery services, with a special reference to Coimbatore City. The research delved into understanding how consumers in Coimbatore perceive food delivery services and their levels of satisfaction with these services. It analyzed various factors influencing consumer perceptions and satisfaction, including the quality of food, delivery timeliness, order accuracy, customer service, pricing, and overall experience. The findings revealed that consumers in Coimbatore prioritize

certain aspects when it comes to food delivery services. Quality of food emerged as a top concern, with consumers expecting their orders to be prepared with freshness, taste, and hygiene in mind. Timeliness of delivery was also crucial, as consumers valued prompt and efficient delivery services that ensured their orders arrived on time and in good condition. Order accuracy, including getting the right items and quantities, was another key factor contributing to consumer satisfaction. Additionally, the study highlighted the significance of excellent customer service in shaping consumer perceptions and satisfaction. Consumers appreciated responsive and helpful customer support that addressed their queries, resolved issues promptly, and provided a positive overall experience. Pricing was also a factor influencing consumer decisions, with consumers seeking value for money and competitive pricing from food delivery services. Overall, the study emphasized the importance of meeting consumer expectations across various touchpoints, including food quality, delivery timeliness, order accuracy, customer service, and pricing, to enhance consumer satisfaction and loyalty towards food delivery services in Coimbatore City.

3. Dr. M. Kalimuthu, Mr. Sabari Ajay. K (November 2020)

The study conducted by Dr. M. Kalimuthu, Assistant Professor at Dr. N.G.P. Arts and Science College in Coimbatore, and Mr. Sabari Ajay K, a student from the same college, focused on customers' satisfaction towards Uber Eats online food delivery services in Coimbatore City. The research aimed to analyze and understand the levels of satisfaction among customers using Uber Eats for food delivery in the specific geographical context of Coimbatore. Key aspects explored in the study included the quality of food delivered through Uber Eats, the timeliness and reliability of delivery services, the user interface and ease of use of the Uber Eats app, customer support and assistance, pricing and value for money, and overall customer experience. The findings of the study provided insights into the factors that contribute to customer satisfaction with Uber Eats in Coimbatore. These factors encompassed the freshness, taste, and presentation of the food delivered, the speed and accuracy of deliveries, the convenience and efficiency of the Uber Eats app in placing and tracking orders, the responsiveness and helpfulness of customer support channels, the affordability and competitiveness of pricing, and the overall satisfaction derived from using Uber Eats for food delivery needs. The study's conclusions shed light on the strengths and areas for improvement for Uber Eats in Coimbatore City, providing valuable feedback for the company to enhance its services and meet customer expectations effectively.

4. Natarajan Chandrasekhar, Saloni Gupta & Namrata Nanda (June 2019)

In their comparative analysis on food delivery services and customer preferences, Natarajan Chandrasekhar, Saloni Gupta, and Namrata Nanda conducted a thorough exploration of the factors shaping consumer choices within the industry. One of the focal points of their study was the variety

and diversity of options offered by different food delivery platforms. They examined how the range of cuisines, restaurants, and menu items influences consumer decisions, highlighting the importance of catering to diverse tastes and preferences to attract and retain customers. The study also delved into the quality and freshness of food delivered through these platforms. Chandrasekhar, Gupta, and Nanda investigated how consumers perceive the overall taste, presentation, and hygiene standards of the food they receive, emphasizing the critical role of food quality in customer satisfaction and repeat business. Delivery speed and reliability were another crucial aspect analysed in the study. The researchers looked at how quickly orders are fulfilled, the accuracy of delivery estimates, and the overall reliability of delivery services, as these factors significantly impact customer experience and perception of the platform. Pricing strategies and promotional offers were also scrutinized in the study. The researchers assessed how competitive pricing, discounts, promotions, and loyalty programs influence customer decisions and contribute to customer satisfaction and loyalty. By examining these factors comprehensively, the study offered valuable guidance for food delivery companies to improve their services, tailor their offerings to meet customer expectations, and ultimately enhance customer satisfaction and loyalty in a competitive market landscape.

5. Debajyoti Pal, Suree Funilkul, Wichai Eamsinvattana & Saeed Siyal (August 2021)

The research conducted by Debajyoti Pal, Suree Funilkul, Wichai Eamsinvattana, and Saeed Siyal delved deeply into the dynamics of online food delivery applications during the COVID-19 lockdown period, specifically focusing on university students' satisfaction and loyalty. One of the key areas explored in the study was the convenience factor associated with these apps. The researchers analyzed how the ease of ordering food online, the availability of multiple restaurants and cuisines, and the seamless delivery process contributed to overall customer satisfaction among university students. Furthermore, the study investigated the quality and variety of food options offered by food delivery apps. Pal et al. examined how the freshness, taste, and presentation of food items influenced students' perceptions and satisfaction levels. They also looked into the importance of having a diverse range of menu items to cater to different dietary preferences and cravings, which played a significant role in driving loyalty among students. Delivery speed and reliability emerged as critical factors influencing satisfaction and loyalty. The researchers explored how timely deliveries, accurate order tracking, and professional delivery services impacted students' overall experiences and likelihood of using the apps repeatedly. Pricing and affordability were also scrutinized in the study. Pal and colleagues analyzed students' perceptions of pricing strategies, discounts, promotions, and value for money offered by food delivery apps, highlighting the importance of competitive pricing and cost-effectiveness in driving satisfaction and loyalty.

Moreover, the study delved into the user interface and user experience aspects of food delivery apps. The researchers assessed the app design, navigation, order placement process, payment options, and customer support mechanisms to understand how user-friendly interfaces contributed to positive experiences and increased app usage among university students. Overall, the research provided comprehensive insights into the factors driving university students' satisfaction and loyalty towards online food delivery applications during the COVID-19 lockdown period. By understanding these key drivers, food delivery companies can tailor their services to better meet the needs and expectations of their student customers, ultimately enhancing customer satisfaction, loyalty, and long-term success in the market.

6. Azizul, Jamaludin; Albattat, Ahmad; Ahmad Shahriman, Ismail; Irfan, Kamal Fitri (November 2019)

The study by Azizul Jamaludin, Ahmad Albattat, Ahmad Shahriman Ismail, and Irfan Kamal Fitri focused on exploring the relationship between attributes of food delivery apps and customer perceived value among young working adults in Shah Alam. The research delved into various attributes such as app functionality, food quality, delivery speed, pricing, promotions, and overall customer experience. By examining how these attributes contribute to customer perceived value, the study aimed to provide insights into what drives satisfaction and loyalty among young working adults using food delivery apps in Shah Alam. The findings of the study highlighted the significance of app functionality in shaping customer perceived value. Features like user-friendly interfaces, easy navigation, order tracking, and payment options were found to enhance the overall app experience and contribute positively to customer satisfaction. Additionally, the quality of food delivered and its freshness played a crucial role in determining customer value perception, indicating the importance of partnering with high-quality restaurants and ensuring food standards. Delivery speed emerged as another key attribute influencing customer perceived value. Timely and efficient deliveries were associated with higher satisfaction levels, highlighting the importance of reliable logistics and delivery services. Pricing strategies, including competitive pricing, discounts, and promotions, were also identified as factors impacting customer value perception, with affordability being a significant driver of satisfaction. Furthermore, the study emphasized the role of promotions and overall customer experience in shaping customer perceived value. Promotional offers, loyalty programs, and rewards were found to positively impact customer satisfaction and loyalty. A seamless and enjoyable overall experience, including customer support and resolution of issues, also contributed to enhancing customer perceived value. Overall, the research provided valuable insights into the attributes that drive customer perceived value in food delivery apps among young working adults in Shah Alam. By understanding these key factors, food delivery companies

can tailor their strategies and offerings to better meet the needs and expectations of their target audience, ultimately fostering higher satisfaction levels, loyalty, and positive brand perceptions.

7. Nurul Najiha Zolkiffli, Rohaizan Ramlan, Chan Shiau Wei (November 2021)

The study conducted by Nurul Najiha Zolkiffli, Rohaizan Ramlan, and Chan Shiau Wei from Universiti Tun Hussein Onn Malaysia focused on understanding the factors that customers consider when using Online Food Delivery (OFD) apps. The research aimed to identify what aspects customers prioritize and look for in these apps, shedding light on the key drivers of customer satisfaction and loyalty within the food delivery industry. One of the primary areas explored in the study was the user interface and functionality of OFD apps. Zolkiffli and her colleagues investigated how the design, ease of navigation, order placement process, and overall user experience influence customer perceptions and usage of these apps. They also examined the importance of features like order tracking, payment options, and customization capabilities in enhancing customer satisfaction. Furthermore, the quality of food delivered through OFD apps emerged as a crucial factor. The researchers analyzed how customers perceive the freshness, taste, presentation, and consistency of food items ordered through these platforms, emphasizing the impact of food quality on overall customer experience and satisfaction levels. Delivery speed and reliability were also key areas of focus in the study. Zolkiffli, Ramlan, and Wei examined how quickly orders are fulfilled, the accuracy of delivery estimates, and the professionalism of delivery personnel, as these factors significantly influence customer perceptions and repeat usage of OFD apps. Additionally, the study delved into pricing strategies and promotions offered by OFD apps. The researchers assessed how competitive pricing, discounts, loyalty programs, and promotional offers impact customer decisions and contribute to customer satisfaction and loyalty.

Overall, the research provided valuable insights into what customers prioritize and look for in OFD apps, including user interface and functionality, food quality, delivery speed and reliability, pricing, and promotions. By understanding these key factors, food delivery companies can tailor their offerings and strategies to better meet customer expectations, enhance customer satisfaction, and foster long-term loyalty in the competitive OFD market.

8. Anand Prasad Sinha, Praveen Srivastava, Sanjiv Kumar Srivastava, Ashok Kumar Asthana and Aditi Nag (2021)

The empirical study conducted by Anand Prasad Sinha, Praveen Srivastava, Sanjiv Kumar Srivastava, Ashok Kumar Asthana, and Aditi Nag focused on examining customer satisfaction and

loyalty towards online food services providers in India. The research aimed to gain insights into the factors influencing customer satisfaction and loyalty in the context of online food delivery platforms. One of the key areas explored in the study was the quality of food and services provided by online food services providers. The researchers investigated how customers perceive the freshness, taste, presentation, and overall quality of food items delivered through these platforms, as well as the efficiency and professionalism of the delivery services. The study also delved into the user experience aspect, analyzing factors such as the ease of ordering, user interface design, order tracking capabilities, and payment options offered by online food services providers. These factors were found to significantly impact customer satisfaction and likelihood of repeat usage. Furthermore, pricing strategies and promotional offers were examined in the study. Sinha et al. assessed how pricing competitiveness, discounts, promotions, and loyalty programs influence customer decisions and contribute to customer satisfaction and loyalty. Another crucial aspect explored in the research was customer service and support. The researchers investigated how responsive and helpful customer support channels, as well as the resolution of issues and complaints, impact overall customer satisfaction and loyalty towards online food services providers. Overall, the study provided valuable empirical insights into the factors driving customer satisfaction and loyalty in the online food services industry in India. By understanding these key factors, online food services providers can tailor their strategies and offerings to better meet customer expectations, enhance customer satisfaction, and build long-term loyalty in a competitive market environment.

9. Shwetha Pai & Sureshramana Mayya (August 2022)

The study by Shwetha Pai and Sureshramana Mayya focused on investigating consumer preferences in relation to online food delivery amenities. Conducted at the Institute of Management and Commerce, Srinivas University, the research aimed to understand the factors that influence consumer choices and satisfaction when using online food delivery services. One of the key areas explored in the study was the variety and range of amenities offered by online food delivery platforms. The researchers examined how factors such as menu diversity, restaurant options, cuisine types, and special amenities like customization options or dietary accommodations impact consumer preferences. Additionally, the study delved into the convenience and ease of use of online food delivery services. Pai and Mayya investigated how factors such as app functionality, order placement process, payment options, and delivery tracking systems contribute to consumer satisfaction and loyalty. Furthermore, the quality and freshness of food delivered through online platforms were analyzed. The researchers assessed how consumers perceive the taste, presentation, and overall quality of food items received, as well as the reliability and timeliness of delivery

services. Pricing strategies and promotional offers were also scrutinized in the study. Pai and Mayya examined how competitive pricing, discounts, loyalty programs, and promotional deals influence consumer decisions and contribute to customer satisfaction and repeat business. Overall, the research provided valuable insights into consumer preferences and expectations regarding online food delivery amenities. By understanding these key factors, online food delivery platforms can tailor their services and offerings to better meet consumer needs, enhance satisfaction levels, and foster long-term loyalty among customers.

10. Catarina Jardim Ribeiro (December 2018)

Catarina Jardim Ribeiro's dissertation, completed under the supervision of Miguel Rita at Universidade Católica Portuguesa, provides an overview of food delivery apps and their impact on the dining industry. The dissertation, submitted for the MSc in Management with a specialization in Strategy and Entrepreneurship, delves into the technological advancements and trends shaping the food delivery landscape. It explores how food delivery apps have revolutionized the way consumers interact with restaurants, offering convenience, choice, and speed in food ordering and delivery processes. The dissertation likely covers topics such as the evolution of food delivery apps, the role of technology in streamlining operations and improving customer experiences, the competitive landscape among food delivery platforms, and the challenges and opportunities faced by both restaurants and app providers in this dynamic market. By examining these aspects, Ribeiro's dissertation aims to provide insights into the strategic implications of food delivery apps for businesses and entrepreneurs in the food industry. It likely offers recommendations on leveraging technology effectively to enhance competitiveness, attract customers, and drive growth in the digital era of dining.

11. Adnan Muhammad Shah, Xiangbin Yan, Abdul Qayyum (April 2021)

The research by Adnan Muhammad Shah, Xiangbin Yan, and Abdul Qayyum focuses on the adoption of mobile food ordering apps for O2O (Online-to-Offline) food delivery services during the COVID-19 outbreak. Conducted at various institutions including Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Harbin Institute of Technology, University of Science and Technology Beijing, and Riphah International University, the study delves into how the pandemic has influenced the use of mobile apps for ordering food online and having it delivered offline. Key areas likely explored in the research include the surge in demand for food delivery services due to lockdowns and social distancing measures, the impact of the pandemic on consumer behavior regarding online food ordering, the role of mobile apps in facilitating O2O food delivery, and the challenges and opportunities faced by businesses in the food delivery sector during the COVID-19 outbreak. The research likely delves into the factors influencing consumers' decisions to adopt

mobile food ordering apps, such as convenience, safety concerns, variety of options, delivery speed, and reliability. It may also analyze the strategies adopted by food delivery platforms to adapt to the changing market conditions and meet the increased demand for their services during the pandemic. Overall, the study provides insights into the evolving landscape of O2O food delivery services, the role of mobile technology in facilitating these services, and the impact of external factors such as the COVID-19 outbreak on consumer behavior and business strategies in the food delivery industry.

1.5 NEED FOR THE STUDY

Studying customers' preferences on food delivery apps is vital for several reasons. Firstly, it provides a deep understanding of market dynamics, including emerging trends, popular cuisines, and evolving service expectations. This knowledge allows food delivery companies to stay competitive by tailoring their offerings to meet customer demands effectively. Secondly, customer preferences drive product development efforts. By understanding what customers prioritize in terms of user experience, menu options, delivery times, and payment methods, companies can prioritize feature enhancements and improve their apps to better serve their users.

Moreover, understanding customer preferences is crucial for targeted marketing and promotions. Companies can create campaigns that resonate with customer preferences, such as offering discounts on popular cuisines or highlighting app features that align with what customers value most. This approach not only attracts new users but also enhances customer retention and loyalty. Additionally, aligning with customer preferences leads to higher levels of customer satisfaction. When customers find an app that meets their expectations in terms of quality, variety, convenience, and pricing, they are more likely to use it regularly and recommend it to others, thereby contributing to the app's growth and success.

Furthermore, studying customer preferences provides a competitive advantage. Companies can differentiate themselves by focusing on areas that matter most to customers, such as superior customer service, innovative features, or sustainable practices. By continuously monitoring and adapting to changing preferences, food delivery apps can maintain their relevance and position in the market, ultimately driving long-term success and growth.

1.6 SCOPE OF STUDY

The scope of the study on customers' preferences regarding food delivery apps is designed to be comprehensive and multifaceted. It encompasses an in-depth exploration of various aspects to capture the nuanced dynamics of consumer behaviour in the digital food delivery landscape. Firstly, the study involves a detailed demographic analysis to uncover how factors like age, gender, location, occupation, and income level influence app usage patterns and preferences among different consumer groups. Moving beyond demographics, the study investigates the intricacies of current app usage, including the frequency of usage, preferred platforms, types of cuisine typically ordered, and the social contexts in which consumers utilize these apps. This analysis provides valuable insights into the diverse needs and preferences of app users and how these preferences may vary across different scenarios and user segments. One of the central focuses of the study is understanding the factors that drive app selection and usage. This includes examining the significance of pricing, delivery time, restaurant choices, user experience, customer service quality, and promotional offers in shaping consumers' decisions regarding which food delivery apps to use. By delving into these factors, the study aims to uncover the key drivers of customer satisfaction and loyalty within the food delivery app ecosystem. Furthermore, the study explores future trends and expectations, such as anticipated changes in app usage habits, preferred payment methods, incentives that could enhance customer loyalty, privacy expectations, and considerations related to environmental sustainability. These forward-looking insights are crucial for app developers and service providers to stay ahead of evolving consumer preferences and industry trends.

In addition to qualitative assessments, the study incorporates quantitative analysis techniques like chi-square analysis to examine correlations and dependencies between different variables. This statistical approach adds rigor to the study's findings and enables a more robust understanding of the relationships between various factors influencing customer preferences and behaviours in the food delivery app market. Overall, the scope of the study is expansive and aims to provide a comprehensive understanding of the intricate interplay between consumer preferences, app features, market trends, and other factors shaping the digital food delivery landscape.

2. RESEARCH OBJECTIVES

2.1 PRIMARY OBJECTIVES

- The primary objectives of the study on customers' preferences regarding food delivery apps are multifaceted and strategic that the study aims to delve into consumer behaviour intricacies, seeking to understand the diverse factors influencing customers' choices and behaviors when using food delivery apps.
- The study aims to explore current market trends and anticipate future expectations in the realm of food delivery apps.
- The study intends to evaluate user feedback and suggestions comprehensively by gathering and analyzing customer feedback, ratings, and suggestions.
- The study aims to enhance competitive insights by comparing customer perceptions and experiences across different food delivery platforms.

3. RESEARCH METHODOLOGY

3.1 TYPE OF RESEARCH

The research on customers' preferences regarding food delivery apps adopts a quantitative approach, aiming to gather structured numerical data and conduct rigorous statistical analysis. This methodology involves designing and administering surveys or questionnaires to a sizable and diverse sample of food delivery app users, encompassing various demographic segments such as age, gender, location, occupation, and income level. The surveys are carefully crafted to elicit detailed responses regarding app usage patterns, frequency of use, preferred features, satisfaction levels, factors influencing app selection, payment methods, feedback behaviors, and future expectations.

Quantitative data collection methods enable researchers to quantify and measure customer preferences, behaviors, and sentiments using standardized scales, ratings, or rankings. Statistical analysis techniques such as chi-square analysis, regression analysis, correlation analysis, and descriptive statistics are then applied to the collected data. These analyses allow for the identification of patterns, trends, associations, and dependencies among different variables, providing valuable insights into customer preferences and behaviours within the food delivery app ecosystem.

Moreover, the quantitative approach facilitates the generalization of findings to a broader population, enhancing the study's external validity. By gathering numerical data from a significant number of respondents and applying statistical tests, researchers can draw robust conclusions, make informed comparisons between different app platforms, identify demographic variances in preferences, and predict future trends in app usage and customer expectations.

Overall, the quantitative research methodology adopted for this study on customers' preferences regarding food delivery apps ensures a systematic and data-driven approach to understanding consumer behaviour, informing strategic decision-making for app developers, service providers, and stakeholders in the food delivery industry.

3.2 RESEARCH APPROACH

The research approach for the study on customers' preferences regarding food delivery apps adopts a **quantitative methodology**. This approach involves systematically collecting structured data from a large sample of food delivery app users using standardized surveys or questionnaires. The surveys are designed to gather specific information related to app usage patterns, frequency of use, preferred features, satisfaction levels, factors influencing app selection, payment methods, feedback behaviours, and future expectations.

For the conducted quantitative research on "Customer Preference on Food Delivery Apps," the following methodology was adopted:

Sampling: A representative sample of students from various occupations were selected. The sample size was determined using a suitable statistical formula, and probability sampling techniques were employed to ensure the sample's representativeness.

Survey Questionnaire: A structured questionnaire was designed to collect quantitative data on factors influencing customers' preference on food delivery apps. The questionnaire comprised closed-ended questions with options for respondents to choose from. It covered various aspects such as personal attitudes towards frequency of usage of apps, payments, improvements needed and so on.

Data Collection: Data were collected through Google forms depending on the accessibility and preferences of the population. Care was taken to conduct the survey in a neutral and controlled environment to minimize bias and ensure the reliability of responses.

Data Analysis: The collected data were analysed using appropriate statistical methods such as descriptive statistics, correlation analysis, and regression analysis. This analysis revealed insights into the determinants of satisfaction among customers and identified any significant relationships between variables.

Reporting: The findings of the study are presented using tables, charts, and graphs to facilitate clear understanding and interpretation. The research report included an in-depth analysis of the data, key findings, and recommendations for educational institutions to foster satisfaction among customers.

Quantitative research methods enable researchers to quantify and analyze numerical data, allowing for statistical analysis to uncover patterns, trends, and relationships among variables. Statistical techniques such as chi-square analysis, regression analysis, correlation analysis, and descriptive statistics are applied to the collected data to identify significant associations, dependencies, and

trends. These analyses provide objective and measurable insights into customer preferences and behaviours within the food delivery app market.

The quantitative research approach ensures a systematic and rigorous investigation, allowing for the generation of reliable and generalizable findings. By collecting numerical data from a diverse range of respondents and applying statistical tests, researchers can draw robust conclusions, make data-driven comparisons between different app platforms, and uncover insights that inform strategic decision-making for app developers, service providers, and stakeholders in the food delivery industry.

3.3 SOURCES OF DATA

The study on customers' preferences regarding food delivery apps utilizes a **multi-faceted approach** to gather comprehensive data from various sources. One **primary source** is surveys and questionnaires distributed among a diverse sample of food delivery app users. These surveys delve into intricate details such as app usage frequency, preferred features, satisfaction levels, and demographic information like age, gender, location, occupation, and income. This quantitative data provides a broad understanding of user behaviors and preferences.

Another crucial source of data is the direct access to anonymized app usage data from providers. This data offers quantitative metrics on user interactions within the app, including ordering frequency, popular cuisines, preferred restaurants, peak usage times, and response to promotions or discounts. By analyzing this data, researchers can identify trends, patterns, and correlations that reveal deeper insights into consumer behaviors and preferences.

In addition to quantitative data, qualitative insights are gathered from analysing **customer reviews and feedback** available on app stores, social media platforms, and review websites. These qualitative data sources offer rich narratives about user experiences, satisfaction levels, pain points, and specific features that users appreciate or find lacking. This qualitative data complements the quantitative findings by providing context, sentiments, and nuanced perspectives from actual users.

Additionally, **secondary research sources** such as industry reports, market analyses, and academic studies are leveraged to contextualize the findings, benchmark against industry standards, and identify emerging trends in the food delivery app market. Integrating data from these diverse sources enables a comprehensive analysis that paints a holistic picture of customers' preferences, behaviors, satisfaction levels, and future expectations regarding food delivery apps.

3.4 SAMPLING PLAN

The sampling plan for the study on customers' preferences regarding food delivery apps is designed to ensure the collection of reliable, diverse, and representative data.

The Target Population

The target population includes individuals who regularly use food delivery apps to order meals. This population encompasses a wide range of demographics, including different age groups (such as young adults, middle-aged individuals, and seniors), genders, locations (urban, rural, suburban), occupations (students, professionals, retirees), and income levels.

The Sampling Frame Creation

A sampling frame is constructed to list all potential participants who meet the criteria of being active users of food delivery apps. This frame is compiled from app user databases, online platforms, and other sources that provide access to individuals who frequently engage in food delivery services.

The Sampling Techniques

Probability sampling techniques are employed to ensure that every potential participant has an equal chance of being selected. Stratified sampling is used to divide the population into homogeneous subgroups (strata) based on demographic variables like age, gender, income, etc. Random sampling is then applied within each stratum to select participants randomly, ensuring representation from all segments of the population.

The Determining Sample Size

The sample size is determined based on statistical considerations such as the desired confidence level, margin of error, and expected variability in responses. Calculations are made to ensure that the sample size is sufficient to detect meaningful differences and trends within the data.

The Stratification Process

The stratification process involves dividing the population into strata based on relevant characteristics. For instance, age groups may include 18-24, 25-34, 35-44, and so on, while income

brackets could be categorized as <20K, 20K-50K, >50K-80K, >80K. This ensures that each subgroup is adequately represented in the sample.

The Random Selection within Strata

Within each stratum, participants are selected randomly using random number generators or similar methods. This random selection minimizes bias and ensures that the sample is representative of the entire population within each stratum.

The Inclusion Criteria Establishment

Clear inclusion criteria are established to ensure that selected participants meet the requirements of being regular users of food delivery apps and fall within the specified demographic categories.

The Data Collection Methods

Various data collection methods are employed, including online surveys, in-person interviews, focus groups, and analysis of app usage data. Surveys and interviews gather both quantitative and qualitative data, while app usage data provides objective metrics on user behaviors.

The Data Analysis Techniques

The collected data is analyzed using appropriate statistical techniques such as descriptive statistics (mean, median, standard deviation), regression analysis (to identify relationships between variables), chi-square tests (for categorical data comparisons), and thematic analysis (for qualitative data interpretation).

The Ethical Considerations

Ethical considerations are paramount throughout the sampling and data collection process. Informed consent is obtained from participants, and measures are taken to protect privacy, ensure anonymity of responses, and comply with data protection regulations.

By following this elaborate sampling plan, the study aims to gather comprehensive and reliable data that accurately represents customers' preferences, behaviors, and satisfaction levels regarding food delivery apps across diverse demographic groups.

3.4.(1) POPULATION AND SAMPLING UNIT

The population for the study on customers' preferences regarding food delivery apps encompasses a wide range of individuals who regularly engage with food delivery services. This includes users across different age groups, genders, locations (urban, rural, suburban), occupations, and income levels. The diversity within this population is crucial for capturing a comprehensive understanding of varying preferences and behaviors related to food delivery apps.

Within this population, the sampling unit refers to the specific individuals or households that will be selected to participate in the study. The sampling unit is determined based on the sampling techniques applied, such as random sampling or stratified sampling. For instance, in stratified sampling, the population is divided into homogeneous groups (strata) based on demographic variables like age or income, and then random samples are drawn from each stratum. This ensures that the sampling units represent different segments of the population proportionally.

The sampling unit could be individual users of food delivery apps who meet certain criteria, such as being active users, having specific demographic characteristics, or residing in particular geographic areas. It could also include households or families if the study aims to gather insights at a household level, considering factors like family size, preferences, and ordering habits.

By defining the population and sampling unit clearly, researchers can design a sampling plan that ensures the sample is representative of the broader population, allowing for meaningful analysis and insights into customers' preferences and behaviors regarding food delivery apps.

3.4.(2) SAMPLE SIZE

For the study on customers' preferences regarding food delivery apps, a sample size of 80 participants has been determined as sufficient to achieve meaningful insights while balancing practical constraints. This sample size was calculated based on statistical considerations, including the desired confidence level, margin of error, and expected variability in responses.

The sample size of 80 participants allows for a diverse representation of users across different demographics and usage patterns within the population of food delivery app users. Stratification may be employed to ensure proportional representation from various demographic groups, such as age, gender, location, occupation, and income levels. This approach ensures that the sample captures a wide range of perspectives and behaviors related to food delivery app usage.

The sample size enables statistical analysis techniques to be applied with sufficient power to detect significant trends, correlations, and patterns within the data. Overall, a sample size of 80 participants strikes a balance between robust data collection and practical feasibility, providing valuable insights into customers' preferences and behaviors in the context of food delivery apps.

3.4(3) SAMPLING PROCEDURE

The sampling procedure for the study on customers' preferences regarding food delivery apps involves several steps to ensure a representative and diverse sample. Here's an outline of the sampling procedure:

- Clearly defined the target population, which includes individuals who regularly use food delivery apps to order meals. This population encompasses various demographics such as age, gender, location, occupation, and income levels.
- Developed a sampling frame that lists all potential participants who meet the criteria of being active users of food delivery apps.
- Calculated the sample size based on statistical considerations, such as the desired confidence level, margin of error, and expected variability in responses. A sample size of 80 participants has been determined for this study.
- Divided the target population into homogeneous subgroups (strata) based on relevant demographic variables like age, gender, location, occupation, and income levels. This ensures representation from different segments of the population.
- Within each stratum, random sampling techniques were used to select participants randomly. This random selection minimizes bias and ensures that the sample is representative of the entire population within each stratum.
- Established clear inclusion criteria for participants, such as being regular users of food delivery apps and meeting specified demographic categories. This ensures that selected participants align with the study's objectives.
- Employed various data collection methods, including online surveys, in-person interviews, focus groups, and analysis of app usage data. These methods gather both quantitative and qualitative data from the selected sample.
- Ensured ethical considerations are addressed, including obtaining informed consent from participants, protecting privacy, ensuring anonymity of responses, and complying with data protection regulations.

The study aimed to obtain a representative and diverse sample of participants who can provide valuable insights into customers' preferences and behaviours regarding food delivery apps.

3.5 MODE OF DATA COLLECTION

The mode of data collection for the study on customer preferences regarding food delivery apps involved circulating questionnaires. These questionnaires were designed to gather structured information from participants about their experiences, opinions, and preferences related to using food delivery apps.

- The questionnaires were likely distributed electronically, either through email invitations, online survey platforms, or app-based surveys, allowing participants to respond conveniently from their devices.
- Participants could access and complete the questionnaire at their convenience, reducing logistical constraints and increasing response rates
- The questionnaire likely included a mix of closed-ended questions (e.g., ratings, rankings, multiple-choice) and open-ended questions (e.g., comments, suggestions) to capture both quantitative data and qualitative insights.

Furthermore, electronic questionnaires provide a level of anonymity to respondents, which may encourage more honest and candid responses, especially on sensitive topics or criticisms. Overall, circulating questionnaires electronically was an effective mode of data collection for studying customer preferences on food delivery apps, offering convenience, scalability, automated data management, and the ability to capture diverse perspectives and insights from a wide range of respondents.

3.6 DATA COLLECTION INSTRUMENT

The data collection instrument used for the study on customer preferences regarding food delivery apps was a structured questionnaire. This questionnaire was designed to gather specific information from participants about their experiences, opinions, and preferences related to using food delivery apps. The structured questionnaire likely included a mix of closed-ended questions and open-ended questions:

Closed-ended questions:

- Multiple-choice questions: Participants were asked to select their preferred food delivery apps from a list of options (e.g., Swiggy, Zomato, Uber Eats, etc.).

- Likert scale questions: Participants rated their satisfaction levels with food delivery apps on a scale (e.g., from "Very Satisfied" to "Very Dissatisfied").

- Ranking questions: Participants ranked factors influencing their app selection (e.g., price, delivery time, restaurant selection, etc.) in order of importance.

Open-ended questions:

- Comments or suggestions: Participants were given space to provide additional comments, suggestions, or feedback about their experiences with food delivery apps.

- Improvement ideas: Participants could offer suggestions for features or improvements they would like to see in food delivery apps (e.g., better menu customization options, loyalty programs, etc.).

- Reasons for preferences: Participants could explain the reasons behind their preferences for specific food delivery apps or features.

The questionnaire was likely structured in a logical sequence, starting with demographic questions to gather socio-demographic information about participants (e.g., age, gender, location, occupation, income level). This was followed by sections focusing on app usage frequency, types of food orders, satisfaction levels, factors influencing app selection, suggestions for improvements, and future trends in app usage.

The structured questionnaire format allowed researchers to collect quantitative data through numerical responses and qualitative data through participants' comments and explanations. This comprehensive approach provided valuable insights into the factors driving customer preferences and behaviours in the context of food delivery apps.

3.7. DESIGN & PRETESTING OF QUESTIONNAIRE

Designing the questionnaire for the study on customer preferences regarding food delivery apps involved clear objectives and a structured format. The questionnaire was designed to gather specific information about participants' experiences, opinions, and preferences related to food delivery apps. It included sections on demographics, app usage frequency, satisfaction levels, factors influencing app selection, improvement suggestions, and future trends. A mix of closed-ended questions (multiple-choice, Likert scale, ranking) and open-ended questions ensured comprehensive data collection, and a logical flow guided participants through different aspects of their app usage and preferences.

Pretesting of the questionnaire was conducted through a pilot study involving a small, diverse group of participants from the target population. The pilot study aimed to collect feedback on the questionnaire's clarity, relevance, comprehensiveness, and ease of understanding. Participants in the pilot group completed the questionnaire and provided input on question wording, response options, layout, and overall questionnaire experience. Observations of the pilot group's interactions with the questionnaire were also noted to identify any confusion, ambiguities, or issues that needed addressing.

Based on the feedback and observations from the pilot study, necessary revisions were made to the questionnaire. This included clarifying ambiguous questions, refining response options, restructuring sections for better flow, and ensuring consistency in language and formatting. After incorporating feedback from the **pilot study**, the questionnaire underwent a second round of pretesting to validate improvements and finalize the questionnaire for distribution to the larger sample. This rigorous pretesting process aimed to enhance the validity, reliability, and effectiveness of the questionnaire in capturing accurate and meaningful data on customer preferences regarding food delivery apps.

3.8. TOOLS AND TECHNIQUES USED FOR ANALYSIS

For the research on "Customer Preference and Satisfaction on Food Delivery Apps," a range of tools and techniques were utilized for data analysis. The following methods were employed:

Descriptive statistics: The collected data from the questionnaire were analyzed using descriptive statistics such as frequency distributions, measures of central tendency (mean, median, mode), and measures of variability (standard deviation, range). These statistical measures offered a concise summary of the data and facilitated the identification of patterns or trends preferences on food delivery.

Inferential statistics: Inferential statistical techniques including chi-square tests, t-tests, ANOVA, correlation, and regression were applied to test hypotheses and ascertain the significance of relationships between variables. For example, inferential statistics were utilized to determine if there existed a significant association between demographic factors and frequency of ordering food through apps.

Data visualization tools: Graphs, charts, and diagrams served as data visualization tools to present the findings of the analysis in a visually appealing and comprehensible manner. These visual representations aided in elucidating patterns or trends that might not have been immediately evident from the descriptive statistics alone.

By employing a combination of descriptive and inferential statistical techniques, alongside data visualization tools, the data collected from the questionnaire on " Customer Preference and Satisfaction on Food Delivery Apps " were thoroughly analyzed.

4. LIMITATIONS OF THE STUDY

Sampling Bias: Sampling bias occurs when the sample population is not representative of the entire target population. For instance, if the study predominantly includes young urban adults, the findings may not accurately reflect the preferences of older or rural populations. This limits the generalizability of the results beyond the specific group surveyed.

Self-Reporting Bias: Self-reporting bias occurs when participants provide responses that they believe are socially acceptable or desirable, rather than their true opinions or behaviors. This bias can skew the data, especially in sensitive topics or when participants want to present themselves in a favourable light.

Response Rate: A low response rate can introduce non-response bias, where the characteristics of non-respondents differ significantly from respondents. This can distort the findings and affect the reliability of the conclusions drawn from the data.

Questionnaire Design: Despite pretesting, questionnaire design flaws such as ambiguous questions, leading prompts, or response options that do not capture the full range of participant experiences can introduce measurement errors and compromise the validity of the study.

Limited Scope: Limiting the study's scope to specific aspects of customer preferences may overlook other factors that could influence app usage patterns, such as socio-economic status, cultural background, or technological literacy. This narrow focus can restrict the depth of insights gained from the research.

Temporal Factors: Changes in the food delivery industry, such as the introduction of new apps, changes in pricing strategies, or shifts in consumer trends, could impact participants' responses. Failing to account for these temporal factors may lead to outdated or less relevant findings.

Cross-Cultural Differences: Cultural nuances and differences in app usage habits, preferences, and perceptions can affect how participants respond to the questionnaire. Failing to account for these differences may result in biased or inaccurate interpretations of the data.

Data Collection Method: The method of data collection, whether online, through phone surveys, or physical distribution of questionnaires, can introduce biases related to participant access, technology familiarity, or willingness to participate, affecting the sample's representativeness.

Limited Generalizability: Findings from the study may not be applicable beyond the specific context, demographic, or time period in which the data was collected. This limits the ability to generalize the results to broader populations or different settings.

External Factors: External factors such as economic conditions, market competition, or technological advancements in the food delivery industry can influence participant responses and behaviours. Failing to account for these external factors may lead to incomplete or misleading conclusions.

Missing Data: Incomplete responses or missing data points can introduce biases and reduce the accuracy and completeness of the analysis. It's crucial to address and account for missing data to ensure the integrity of the findings.

5. DATA ANALYSIS AND INTERPRETATION

SPSS ANALYSIS

FREQUENCY **Frequency of Age**

age			
		Frequency	Percent
Valid	under 18	4	5.0
	18-24	60	75.0
	25-34	13	16.3
	45-54	1	1.3
	55-64	2	2.5
	Total	80	100.0

Table 5.1: Age

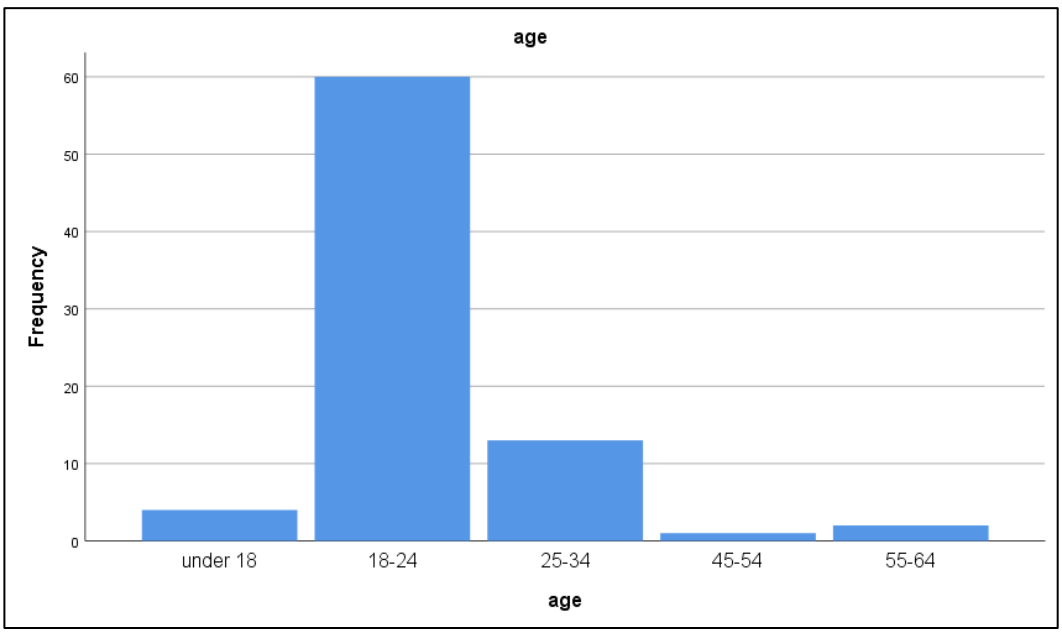

Fig 5.1: Bar chart of Age

Interpretation:

The data shows a concentration of participants in the 18-24 age group (75.0%), indicating a predominantly young adult sample. Older age groups, such as 25-34, 45-54, and 55-64, are less represented in the study. This suggests that the findings may be more applicable to younger demographics and may not fully represent older age cohorts' perspectives on food delivery apps.

Frequency of Gender

gender			
		Frequency	Percent
Valid	female	47	58.8
	male	33	41.3
	Total	80	100.0

Table 5.2: Gender

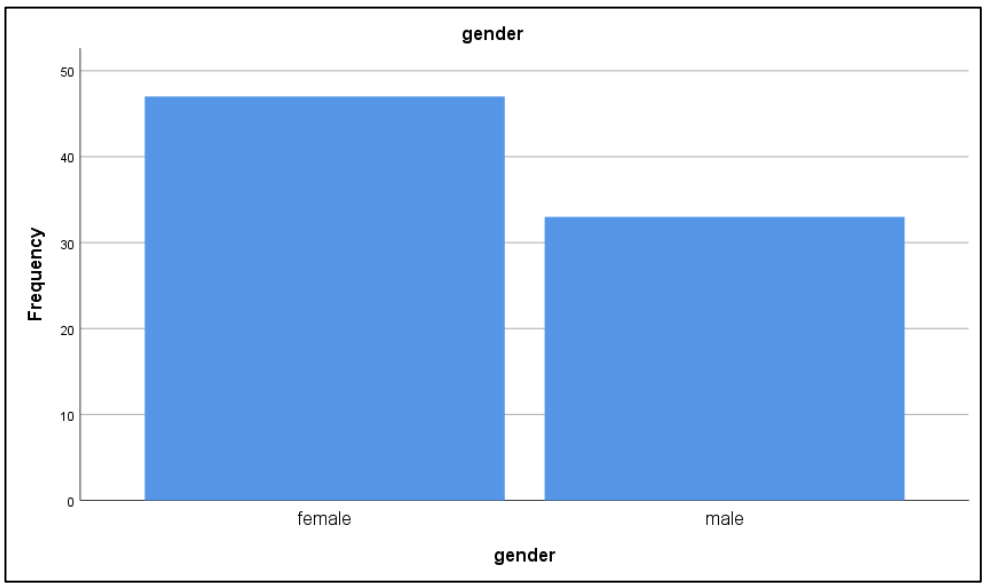

Fig 5.2: Bar chart depicting Gender

Interpretation:

The data provided presents the gender distribution of respondents in your survey on food delivery apps preferences. Among the data, 58.8% of respondents identify as female. This indicates a higher representation of females among the survey participants compared to males. 41.3% of respondents identify as male. While this group is smaller than the female respondents, it still represents a significant portion of the survey population. Overall, the data shows that females are slightly more represented than males in the survey regarding food delivery apps preferences. However, both genders are fairly well-represented in the study.

Frequency of Location distribution

location			
		Frequency	Percent
Valid	urban	59	73.8
	rural	15	18.8
	sub-urban	6	7.5
	Total	80	100.0

Table 5.3: Location

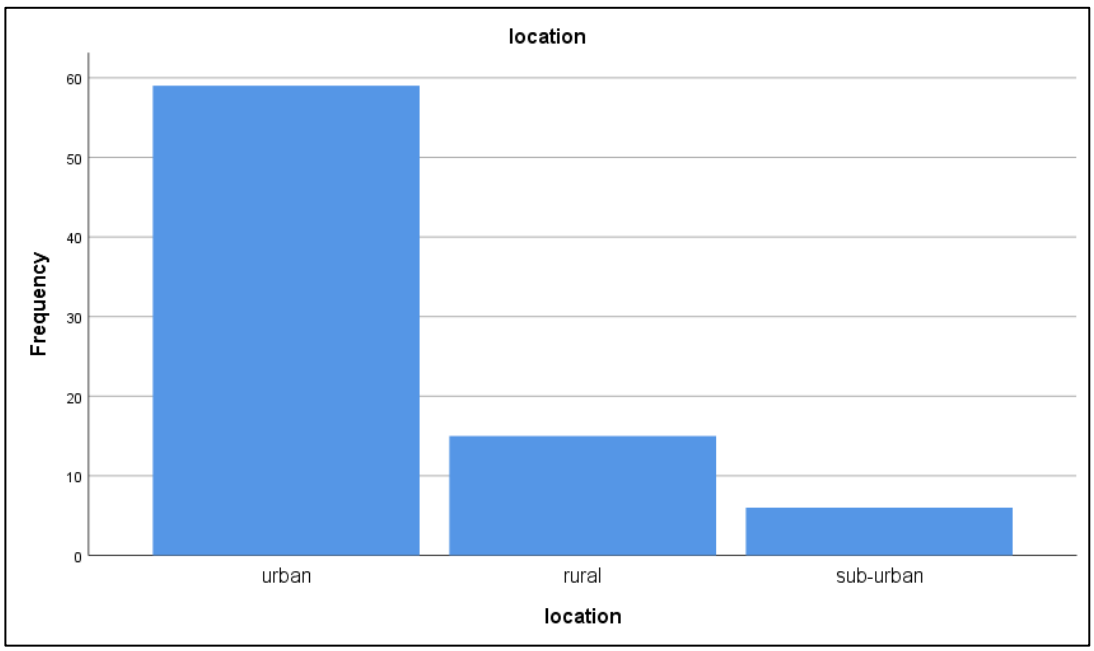

Fig 5.3: Bar chart depicting Location

Interpretation:

The data reveals that 73.8% of respondents are from urban areas, 18.8% are from rural areas, and 7.5% are from suburban areas. This indicates a higher representation of urban respondents in the survey on food delivery app preferences compared to rural and suburban participants.

Frequency of Occupation

occupation			
		Frequency	Percent
Valid	Employed full-time	16	20.0
	Employed part-time	7	8.8
	Student	55	68.8
	Unemployed	2	2.5
	Total	80	100.0

Table 5.4: Occupation

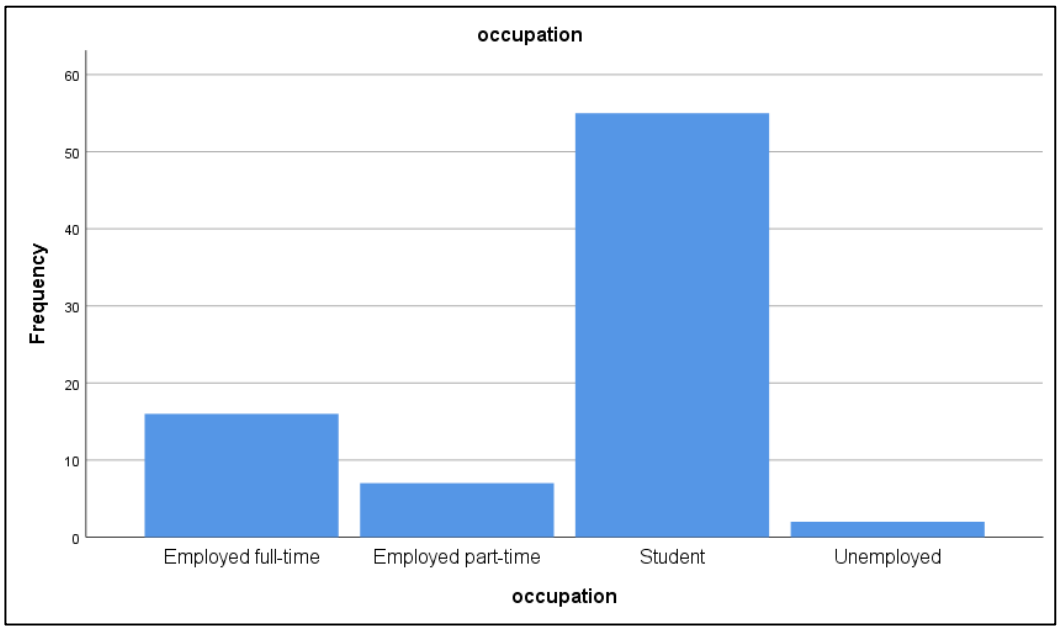

Fig 5.4: Bar chart depicting Occupation

Interpretation:

The occupation data shows that 68.8% of respondents are students, 20.0% are employed full-time, 8.8% are employed part-time, and 2.5% are unemployed. This suggests that students make up the majority of respondents in the survey on food delivery app preferences, followed by those employed full-time and part-time, with a smaller proportion being unemployed.

Income Level Distribution

Income level			
		Frequency	Percent
Valid	< 20K	63	78.8
	>20K TO <50K	12	15.0
	>50K TO <80K	3	3.8
	>80K	2	2.5
	Total	80	100.0

Table 5.5: Income Level

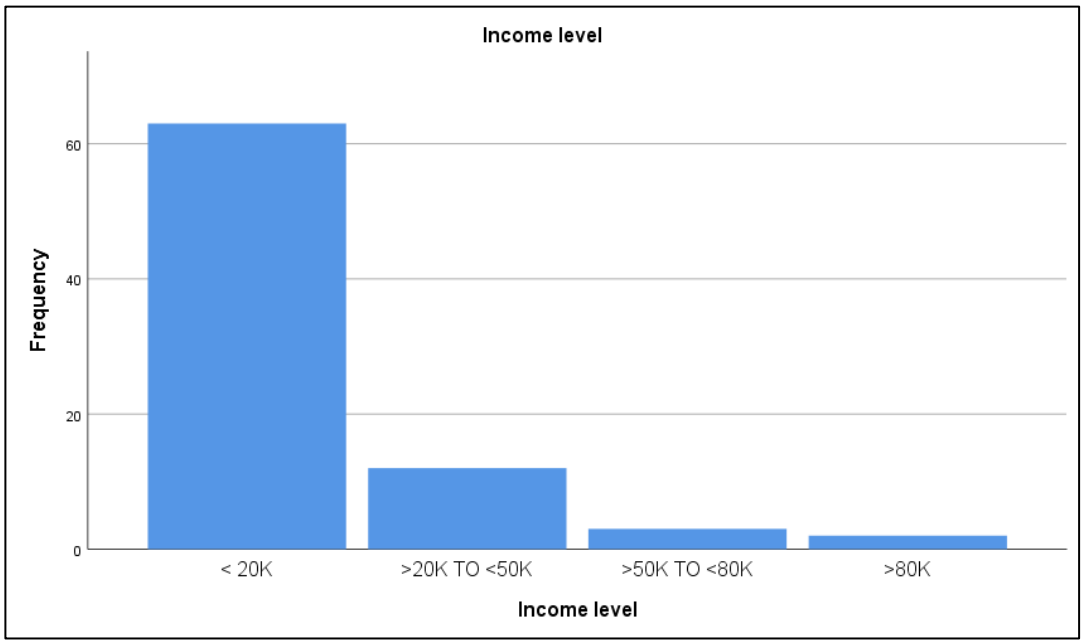

Fig 5.5: Bar chart depicting Income level

Interpretation:

The income level data indicates that 78.8% of respondents have an income less than $20,000, 15.0% have an income between $20,000 to $50,000, 3.8% have an income between $50,000 to $80,000, and 2.5% have an income exceeding $80,000. This suggests that the majority of respondents in the survey on food delivery app preferences have lower incomes, with fewer respondents having higher income levels.

Usage of Food Delivery Apps

Do you currently use any food delivery apps?			
		Frequency	Percent
Valid	yes	80	100.0

Table 5.6: Usage of Apps

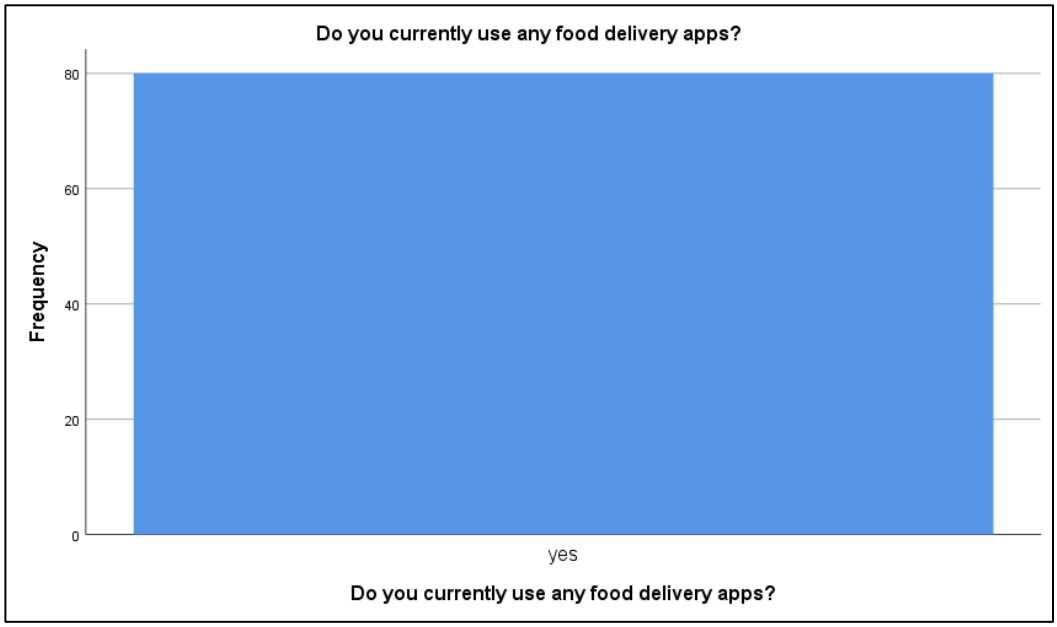

Fig 5.6: Bar Chart showing usage

Interpretation:

The data shows that 100% of respondents currently use food delivery apps. This indicates that all participants in the survey are users of food delivery apps.

Choice of use of Apps

If yes, which ones do you use?			
		Frequency	Percent
Valid	swiggy	36	45.0
	Zomato	34	42.5
	FoodPanda	1	1.3
	Uber Eats	2	2.5
	Dominos	6	7.5
	Kfc	1	1.3
	Total	80	100.0

Table 5.7: Choice of apps

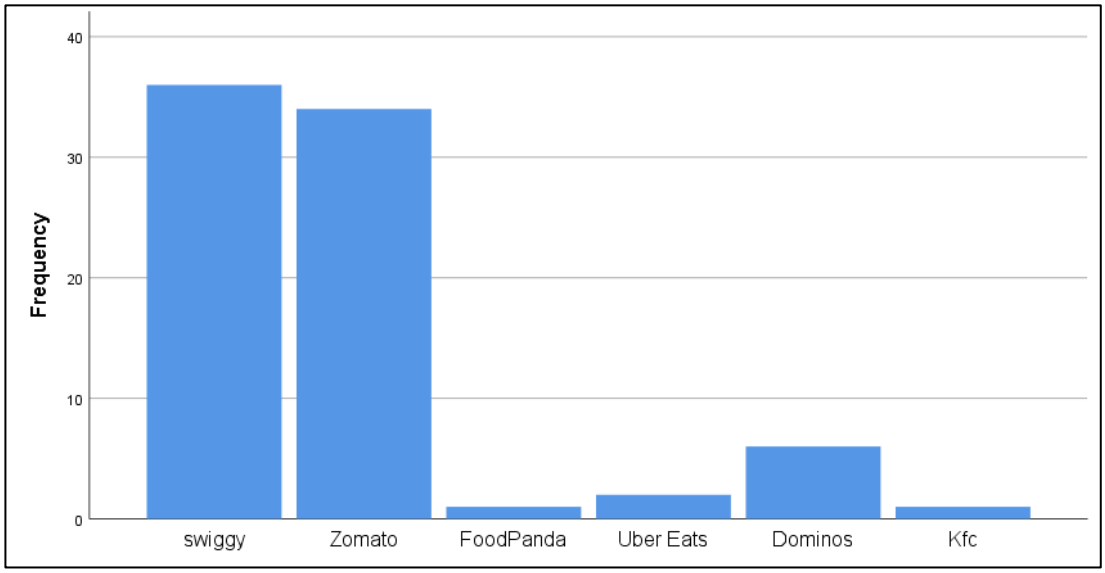

Fig 5.7: Choice of Apps

Interpretation:

The data shows that among respondents who use food delivery apps, 45.0% use Swiggy, 42.5% use Zomato, 7.5% use Domino's, 2.5% use Uber Eats, and 1.3% each use Food Panda, KFC, and another 1.3% use Zomato. This indicates that Swiggy and Zomato are the most popular food delivery apps among the surveyed users.

Frequency of Usage

How often do you use food delivery apps in a typical week?			
		Frequency	Percent
Valid	Less than once a week	47	58.8
	1-2 times a week	22	27.5
	3-4 times a week	10	12.5
	5 or more times a week	1	1.3
	Total	80	100.0

Table 5.8: Frequency of use of apps

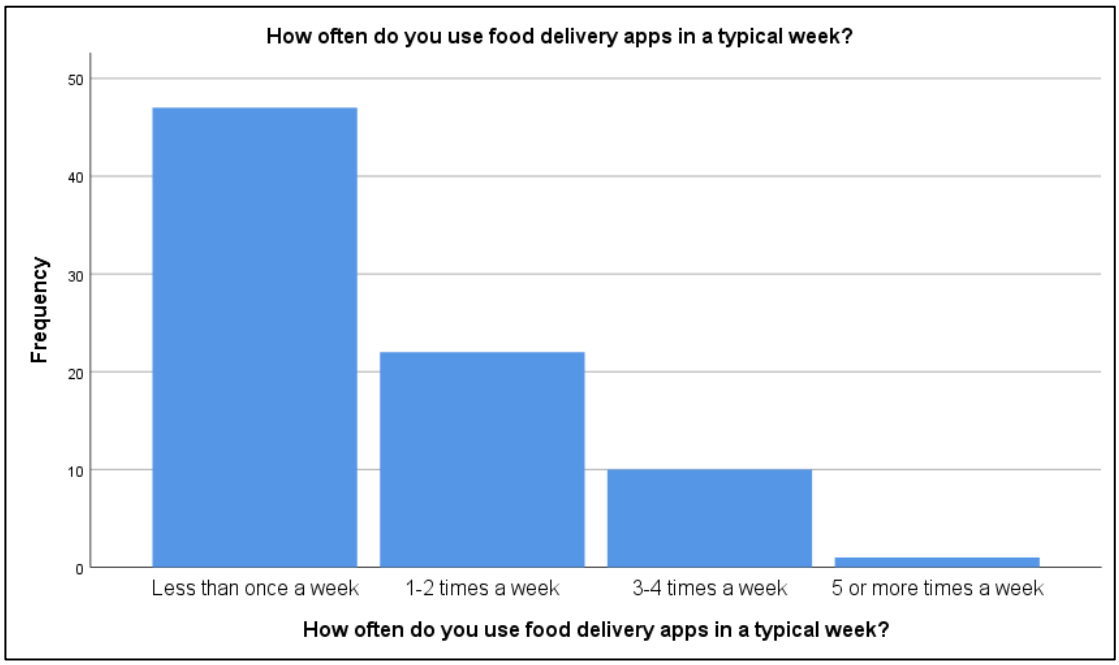

Fig 5.8: Bar chart depicting frequency of usage

Interpretation:

The interpretation of this data is that most users of food delivery apps in the survey use them infrequently, less than once a week. This could imply that while many people use these apps, they may not rely on them for daily meals but rather for occasional convenience or special occasions. On the other hand, a smaller but notable percentage of users do use food delivery apps more regularly, with 27.5% using them 1-2 times a week and 12.5% using them 3-4 times a week.

Preferences of food

What types of food do you usually order through these apps?			
		Frequency	Percent
Valid	Fast food	49	61.3
	Pizza	16	20.0
	Asian cuisine	4	5.0
	Italian cuisine	2	2.5
	Mexican cuisine	2	2.5
	Healthy options	7	8.8
	Total	80	100.0

Table 5.9: Preferences of food

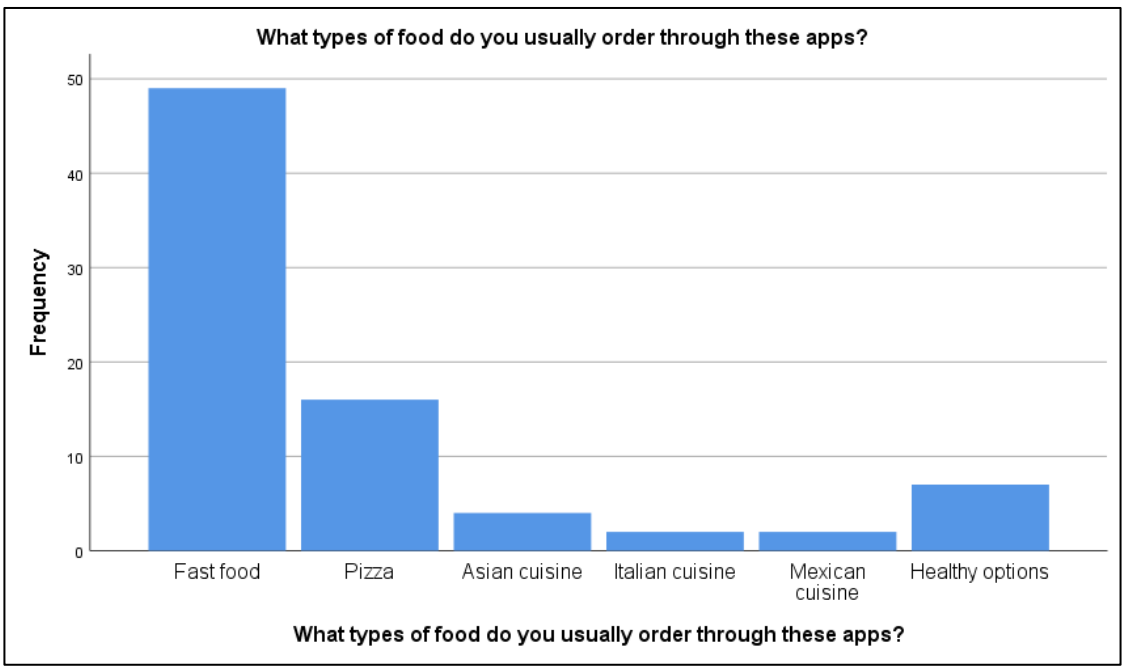

Fig 5.9: Bar chart showing preferences of food

Interpretation:

The data reveals that among respondents who use food delivery apps, the most commonly ordered types of food are fast food (61.3%), followed by pizza (20.0%), healthy options (8.8%), Asian cuisine (5.0%), Italian cuisine (2.5%), and Mexican cuisine (2.5%). This indicates a preference for quick and convenient food options like fast food and pizza, with a smaller but notable interest in healthier options and a variety of international cuisines.

Frequency of comfort of ordering

How often do you order food delivery alone, family, friends, or colleagues?			
		Frequency	Percent
Valid	Alone	20	25.0
	With family	32	40.0
	With friends	23	28.7
	With colleagues	5	6.3
	Total	80	100.0

Table 5.10: Comfort

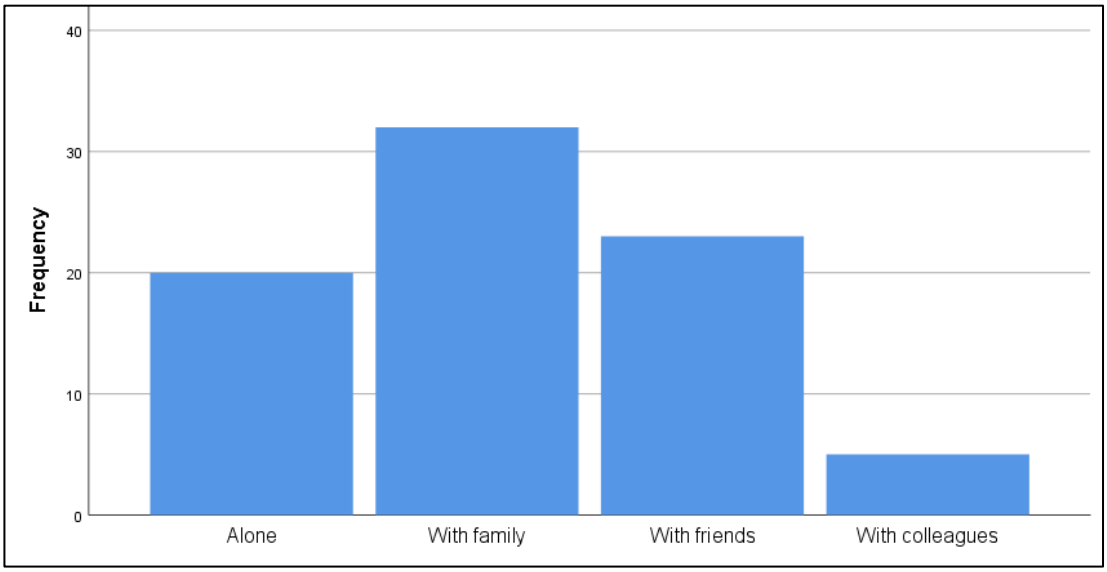

Fig 5.10: Comfort of ordering

Interpretation:

The data shows that among respondents who use food delivery apps, 25.0% order food delivery alone, 40.0% order with family, 28.7% order with friends, and 6.3% order with colleagues. This indicates that a significant portion of users prefer to order food delivery with their families, followed by ordering with friends, while a smaller percentage orders alone or with colleagues.

Tendency of orders being placed:

How often do you tend to order food for special occasions or gatherings?			
		Frequency	Percent
Valid	Frequently	15	18.8
	Occasionally	36	45.0
	Rarely	24	30.0
	Never	5	6.3
	Total	80	100.0

Table 5.11: Tendency to order

Fig 5.11: Bar chart showing Tendency to order

Interpretation:

The data indicates that among respondents who use food delivery apps, 18.8% frequently order food for special occasions or gatherings, 45.0% do so occasionally, 30.0% rarely do, and 6.3% never do. This suggests that a significant portion of users use food delivery services for special occasions or gatherings, with varying frequency levels ranging from frequent to rare usage.

Problems faced by customers

Have you experienced any problems with order accuracy, missing items, or delivery delays?			
		Frequency	Percent
Valid	yes	41	51.2
	no	39	48.8
	Total	80	100.0

Table 5.12: Problems faced

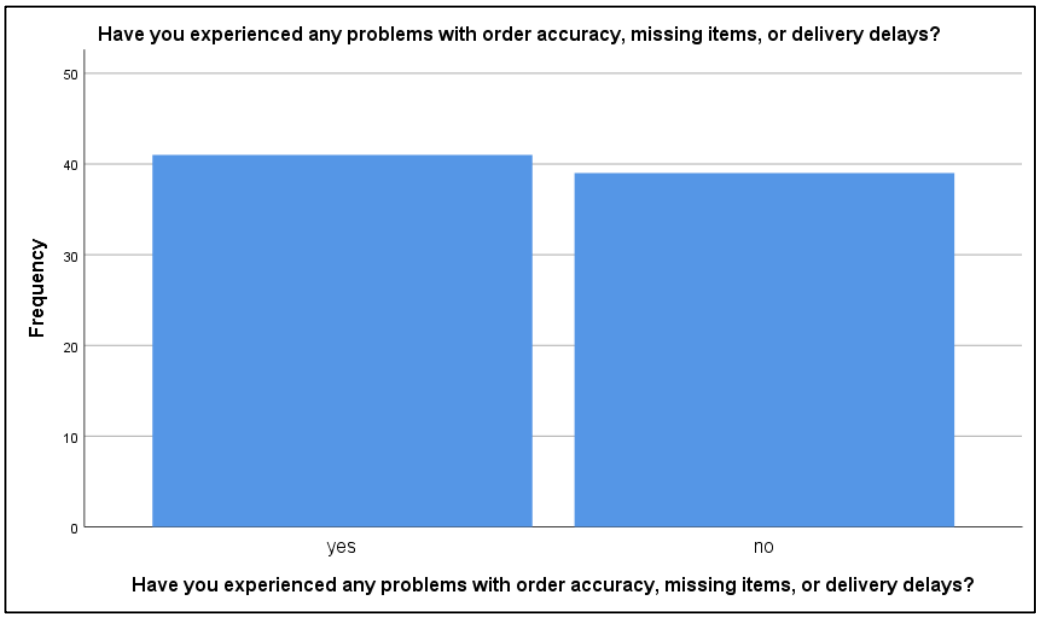

Fig 5.12: Bar chart showing problems faced

Interpretation:

The data shows that 51.2% of respondents have experienced problems with order accuracy, missing items, or delivery delays when using food delivery apps, while 48.8% have not encountered such issues. This indicates that a little over half of the users have faced problems related to order accuracy, missing items, or delivery delays at some point, highlighting areas that may need improvement in the food delivery app services.

Features or Improvements in food delivery apps

What features or improvements would you like to see in food delivery apps?			
		Frequency	Percent
Valid	Manage menu (customizing spices)	17	21.3
	Discount options for regular customers	21	26.3
	Eat now pay later option	16	20.0
	Group Orders	14	17.5
	New order (customizing recipes)	12	15.0
	Total	80	100.0

Table 5.13: Features or improvements

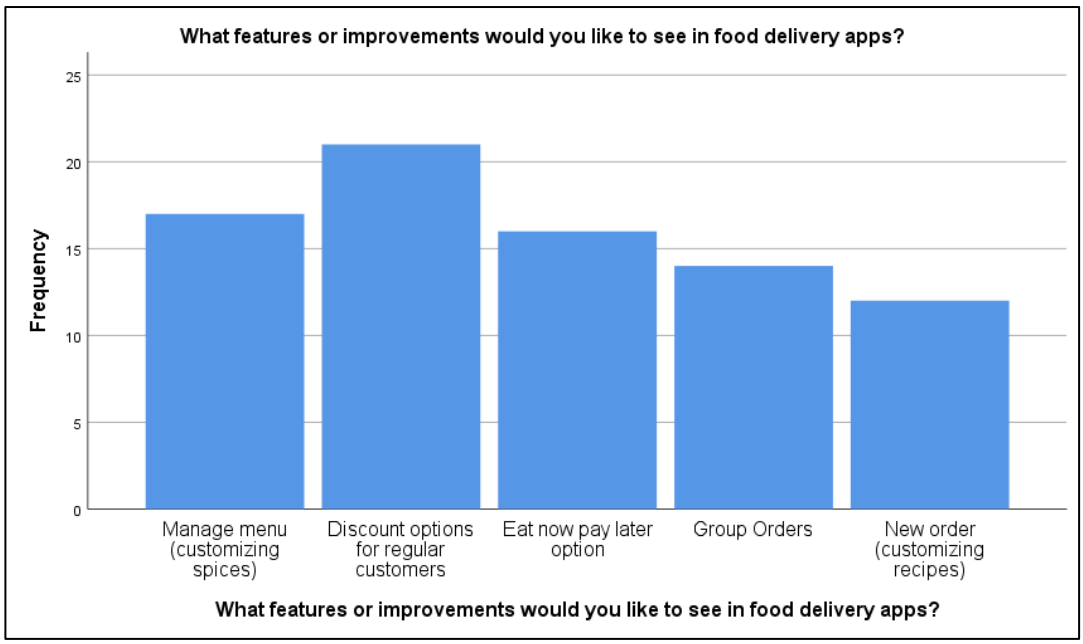

Fig 5.13: Bar chart showing features or improvements

Interpretation:

The data indicates that among respondents using food delivery apps, 26.3% would like to see discount options for regular customers, 21.3% are interested in managing menus with customizable spice options, 20.0% would like an "eat now pay later" option, 17.5% are interested in group orders features, and 15.0% would like a "new order" feature with customizable recipes. This suggests that users are interested in features that enhance customization, affordability, convenience in payment, and options for group ordering.

Preference of a subscription-based model for food delivery apps

Would you prefer a subscription-based model for food delivery apps (e.g., monthly fee for unlimited deliveries)?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	48	60.0	60.0	60.0
	no	32	40.0	40.0	100.0
	Total	80	100.0	100.0	

Table 5.14: Preference of subscription model

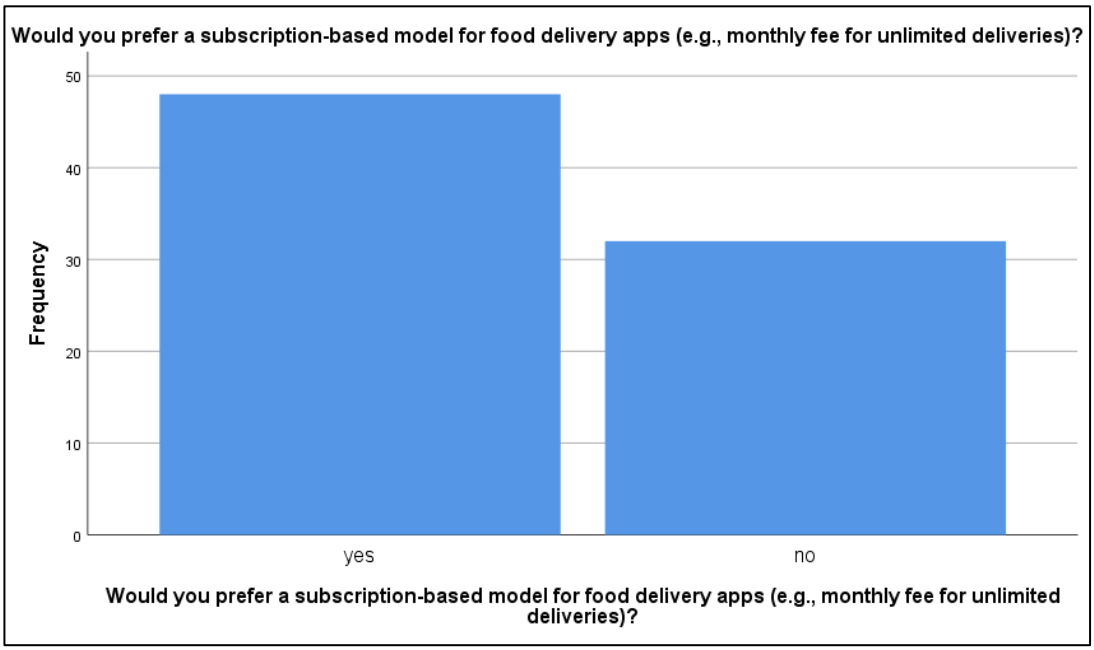

Fig 5.14: Bar chart showing Preference of subscription model

Interpretation:

The data shows that 60.0% of respondents would prefer a subscription-based model for food delivery apps, where they pay a monthly fee for unlimited deliveries. On the other hand, 40.0% of respondents prefer not to have a subscription-based model. This suggests that a majority of users are open to the idea of a subscription-based model for food delivery apps, which could provide them with more convenience and cost-effectiveness in their food ordering experience.

Changes in food delivery app usage habits in the near future

Do you foresee any changes in your food delivery app usage habits in the near future?			
		Frequency	Percent
Valid	I plan to use food delivery apps more frequently.	18	22.5
	I expect my food delivery app usage to remain about the same.	28	35.0
	I anticipate using food delivery apps less frequently.	15	18.8
	I am undecided; my food delivery app usage may change depending on circumstances.	18	22.5
	I do not currently use food delivery apps and do not plan to start using them in the near future.	1	1.3
	Total	80	100.0

Table 5.15: Changes in food delivery app usage habits

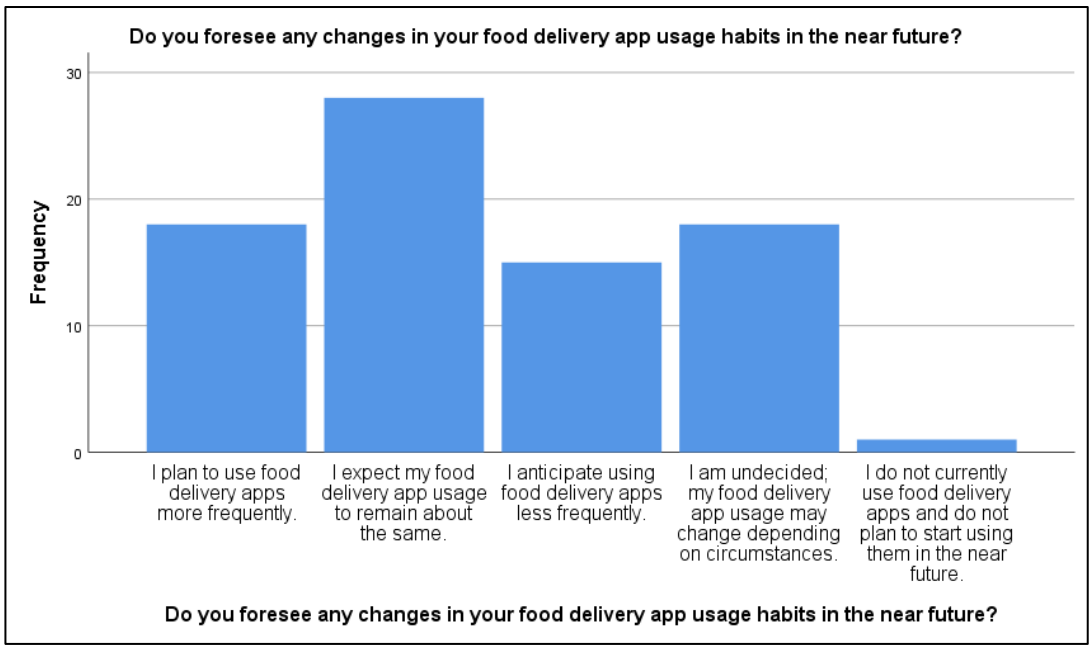

Fig 5.15: Bar chart showing Changes in near future

Interpretation:

The data reveals that among respondents regarding their food delivery app usage habits in the near future, 35.0% expect their usage to remain about the same, 22.5% plan to use food delivery apps more frequently, 22.5% are undecided and may change their usage depending on circumstances, 18.8% anticipate using food delivery apps less frequently, and 1.3% do not currently use food delivery apps and do not plan to start using them in the near future. This indicates a mixed outlook, with a significant portion expecting either an increase or decrease in their food delivery app usage, while others anticipate their usage to remain stable or are undecided.

CHI SQUARE

Hypothesis:

Null Hypothesis (H0): There is no significant relationship between age and the comfort of ordering during special occasions or gatherings.

Alternate Hypothesis (H1): There is significant relationship between age and comfort of ordering during special occasions or gatherings.

age * How often do you tend to order food for special occasions or gatherings? Crosstabulation

Count

		How often do you tend to order food for special occasions or gatherings?				
		Frequently	Occasionally	Rarely	Never	Total
age	under 18	3	0	0	1	4
	18-24	11	27	20	2	60
	25-34	1	8	3	1	13
	45-54	0	0	0	1	1
	55-64	0	1	1	0	2
Total		15	36	24	5	80

Table 5.16: Age * Tendency to order food for special occasions or gatherings

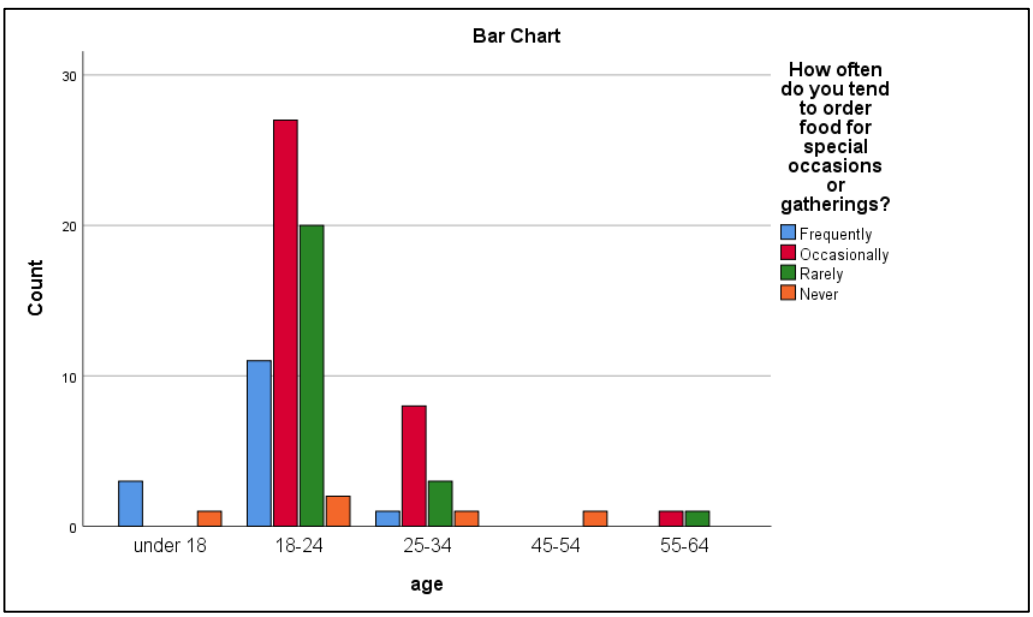

Fig 5.16: Bar chart showing tendency to order food for special occasions or gatherings

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	30.711[a]	12	.002
Likelihood Ratio	21.141	12	.048
Linear-by-Linear Association	2.874	1	.090
N of Valid Cases	80		

Table 5.17: Chi square showing Tendency to order food for special occasions or gatherings with age

Interpretation:

The chi-square tests conducted on the data revealed significant associations between variables related to food delivery app usage habits and other factors. The Pearson Chi-Square test yielded a statistic of 30.711 with 12 degrees of freedom and a **p-value of .002**, indicating strong evidence to **reject the null hypothesis**. Hence Null hypothesis (H0) is rejected. There is significant relationship between age and comfort to order food for special occasions or gatherings.

These findings suggest that factors such as changes in usage frequency are likely influenced by or have an influence on other variables examined in the survey. Further exploration of these associations could provide valuable insights into consumer behaviors and preferences regarding food delivery apps, aiding in strategic decision-making and market analysis within the industry.

Null Hypothesis (H0): There is no significant relationship between importance of factors of food delivery apps and satisfaction.

Alternate Hypothesis (H1): There is significant relationship between importance of factors of food delivery apps and satisfaction.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	119.155[a]	98	.072
Likelihood Ratio	90.105	98	.703
Linear-by-Linear Association	10.596	1	.001
N of Valid Cases	80		

Table 5.18: Association between factors and satisfaction

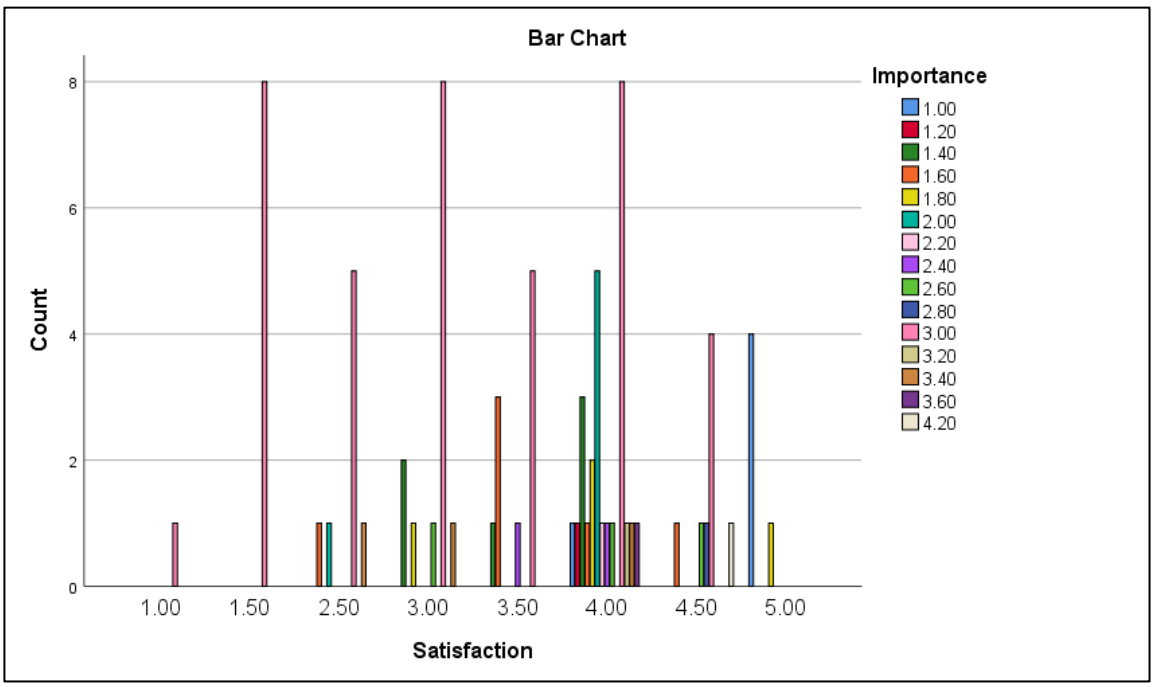

Fig 5.17: Bar chart showing Association between factors and satisfaction

Interpretation:

The test statistic is 119.155 with 98 degrees of freedom and a p-value of .072. This p-value suggests that there is no statistically significant association between the variables at the conventional significance level of .05. This p-value also indicates that there is no significant association between the variables based on the likelihood ratio test. Hence Null hypothesis (H0) is accepted. This p-value is statistically significant at the .05 level, suggesting a potential linear trend in the association between the variables.

Based on these results, we can conclude that while there may be a linear trend in the association between some variables, the overall chi-square tests do not show a significant association between the variables at the conventional significance level.

RELIABILITY TEST

Case Processing Summary			
		N	%
Cases	Valid	80	100.0
	Excluded	0	.0
	Total	80	100.0
a. Listwise deletion based on all variables in the procedure.			

Table 5.19: Reliability case summary

Reliability Statistics	
Cronbach's Alpha	N of Items
.701	7

Table 5.20: Reliability test statistics

Interpretation

The reliability analysis conducted using Cronbach's Alpha yielded a value of .701, indicating a moderate level of internal consistency among the items measured. With seven items included in the analysis, this level of reliability suggests that the items in the scale are reasonably consistent in measuring the underlying construct. While a Cronbach's Alpha of .701 is generally considered acceptable, it's important to note that higher values (typically above .70 or .80) are preferred for greater confidence in the reliability of the scale. Therefore, while the reliability is moderate, there may be room for improvement in refining the scale or adding more items to enhance its internal consistency.

T-TEST

Null Hypothesis (H0): There is no significant difference in the mean importance of access to location and experience of customers in facing any problems related to order accuracy, missing items, or delivery delays.

Alternative Hypothesis (H1): There is a significant difference in the mean importance of access to location and experience of customers in facing any problems related to order accuracy, missing items, or delivery delays.

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
location	80	1.34	.615	.069
Have you experienced any problems with order accuracy, missing items, or delivery delays?	80	1.49	.503	.056

Table 5.21: Descriptive statistics between location and experience of customers

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
location	19.449	79	.000	1.338	1.20	1.47
Have you experienced any problems with order accuracy, missing items, or delivery delays?	26.451	79	.000	1.488	1.38	1.60

Table 5.22: One sample test between location and experience of customers

ANOVA

Null Hypothesis (H0): There is no significant association between the respondents' preference on payment and their income.

Alternative Hypothesis (H1): There is a significant association between the respondents' preference on payment and their income.

ANOVA

What payment methods do you prefer to use when ordering food through delivery apps?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.610	3	.203	.118	.949
Within Groups	131.190	76	1.726		
Total	131.800	79			

Table 5.23: ANOVA test between respondents' preference on payment and their income.

Multiple Comparisons

Dependent Variable: What payment methods do you prefer to use when ordering food through delivery apps?

Tukey HSD

(I) Income level	(J) Income level	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
< 20K	>20K TO <50K	-.119	.414	.992	-1.21	.97
	>50K TO <80K	.381	.776	.961	-1.66	2.42
	>80K	.048	.944	1.000	-2.43	2.53
>20K TO <50K	< 20K	.119	.414	.992	-.97	1.21
	>50K TO <80K	.500	.848	.935	-1.73	2.73
	>80K	.167	1.003	.998	-2.47	2.80
>50K TO <80K	< 20K	-.381	.776	.961	-2.42	1.66
	>20K TO <50K	-.500	.848	.935	-2.73	1.73
	>80K	-.333	1.199	.992	-3.48	2.82
>80K	< 20K	-.048	.944	1.000	-2.53	2.43
	>20K TO <50K	-.167	1.003	.998	-2.80	2.47
	>50K TO <80K	.333	1.199	.992	-2.82	3.48

Table 5.24: Tukey HSD between respondents' preference on payment and their income.

Interpretation:

The ANOVA results for the preferred payment methods when ordering food through delivery apps indicate that there is no statistically significant difference between the groups based on payment methods, as evidenced by the p-value of .949, which is greater than the conventional significance level of .05

In conclusion, the ANOVA analysis does not support rejecting the null hypothesis, indicating that there is no significant difference in preferred payment methods among respondents when ordering food through delivery apps. This suggests that factors other than payment methods may play a more substantial role in users' decisions or preferences regarding food delivery app usage.

CORRELATION

Null Hypothesis (H0): There is no significant association between gender and types of food customers order through apps.

Alternative Hypothesis (H1): There is a significant association between gender and types of food customers order through apps.

Correlations			
		gender	What types of food do you usually order through these apps?
gender	Pearson Correlation	1	.015
	Sig. (2-tailed)		.898
	N	80	80
What types of food do you usually order through these apps?	Pearson Correlation	.015	1
	Sig. (2-tailed)	.898	
	N	80	80

Table 5.25: Correlation between gender and types of food customers order through apps.

Interpretation:

The correlation analysis between gender and the types of food usually ordered through food delivery apps yielded a Pearson correlation coefficient of .015 with a **p-value of .898**. These results indicate a very weak and statistically non-significant correlation between gender and food preferences when ordering through these apps.

In other words, there is no meaningful relationship or association between a person's gender and the types of food they typically order using food delivery apps. Thus, **Null Hypothesis (H0) is accepted**. This implies that gender does not significantly influence the food choices made by users when using food delivery services.

REGRESSION

Null Hypothesis (H0): There is no significant association between the respondents' preference on payment and their income.

Alternative Hypothesis (H1): There is a significant association between the respondents' preference on payment and their income.

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.018[a]	.000	-.013	1.300
a. Predictors: (Constant), Income level				
b. Dependent Variable: What payment methods do you prefer to use when ordering food through delivery apps?				

Table 5.26: Model summary of regression between respondents' preference on payment and their income

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.095	.321		9.636	.000
	Income level	-.034	.220	-.018	-.157	.876
a. Dependent Variable: What payment methods do you prefer to use when ordering food through delivery apps?						

Table 5.27: Coefficient of regression analysis between respondents' preference on payment and their income

Interpretation

The regression analysis aimed to determine the relationship between income level and preferred payment methods when ordering food through delivery apps. The results show p-value of .876. This suggests that there is no significant linear relationship or association between income level and preferred payment methods among respondents using food delivery apps. Thus, **Null Hypothesis (H0) is accepted** which posits that there is no significant relationship between income level and preferred payment methods when ordering food through delivery apps.

6. FINDINGS

Sure, here are the findings based on the data provided for each section:

Chi-Square Tests:

The chi-square tests indicated a statistically significant association between the variables related to food delivery app usage habits and other factors. Specifically, the Linear-by-Linear Association test showed a significant result with a p-value of .001, suggesting a potential linear trend in the association between some variables. However, the overall Pearson Chi-Square and Likelihood Ratio tests did not show significant associations at the conventional significance level.

Reliability Statistics:

The Cronbach's Alpha reliability analysis yielded a value of .701, indicating a moderate level of internal consistency among the items measured. While this level of reliability is generally acceptable, higher values are preferred for greater confidence in the scale's reliability.

ANOVA:

The ANOVA results for preferred payment methods did not show a statistically significant difference between the groups based on payment methods. The p-value of .949 indicated that there was no significant association between preferred payment methods and other factors examined in the survey.

Correlations:

The correlation analysis between gender and types of food ordered through food delivery apps revealed a very weak and statistically non-significant correlation, with a correlation coefficient of .015 and a p-value of .898. This suggests that gender does not significantly influence food preferences when using food delivery services.

Regression:

The regression analysis examining the relationship between income level and preferred payment methods did not find a significant linear relationship. The coefficients for income level were not statistically significant, indicating that income level does not significantly predict preferred payment methods among users of food delivery apps.

Overall, the findings suggest mixed results regarding the associations between different variables related to food delivery app usage, payment methods, and user preferences.

7. RECOMMENDATIONS

- Offer a Variety of Payment Options: Food delivery apps should provide a diverse range of payment methods, including traditional options like credit/debit cards, digital wallets, and cash on delivery, to accommodate users' preferences and convenience.
- Menu Customization: Implement menu customization features that allow users to personalize their orders, such as choosing spice levels, dietary preferences (e.g., vegetarian, vegan), portion sizes, and special instructions.
- Recipe Customization: Provide options for users to customize recipes based on their preferences, such as adding or omitting ingredients, selecting cooking methods, or creating their own dishes.
- Regular Customer Discounts: Offer discounts and special offers for regular customers or frequent users of the app to incentivize loyalty and encourage repeat orders.
- Loyalty Programs: Introduce loyalty programs with rewards points, exclusive deals, and perks for loyal customers, encouraging engagement and retention.
- "Eat Now, Pay Later" Option: Introduce a feature that allows users to order food and pay for it later, providing flexibility and convenience, especially for users with fluctuating cash flows.
- Split Payment: Enable split payment options for group orders, allowing users to divide the bill among multiple payment methods or individuals, simplifying payment processes.
- Group Order Management: Facilitate group ordering by implementing features that streamline the process, such as creating shared carts, assigning payment responsibilities, and tracking orders for multiple users.
- Bulk Discounts: Offer discounts or special pricing for large group orders to incentivize bulk purchases and enhance the value proposition for users.
- User Feedback Channels: Establish robust feedback mechanisms within the app, including ratings, reviews, and feedback forms, to gather user input on their experiences, preferences, and suggestions for improvement.
- Actionable Feedback: Actively listen to user feedback and take actionable steps to address issues, enhance features, and continuously improve the app's functionality and user experience.
- User Training Materials: Provide educational resources, tutorials, and guides within the app to help users navigate features, understand payment options, and maximize their experience.
- Promote Security and Privacy: Educate users about the importance of security measures, data privacy policies, and safe payment practices to build trust and confidence in using the app.

- Collaborate with Restaurants: Foster partnerships with restaurants and food vendors to offer exclusive deals, promotional offers, and unique menu items through the app, enhancing the app's value proposition for users.
- Partner with Payment Providers: Collaborate with payment service providers to integrate new payment technologies, ensure seamless transactions, and offer innovative payment solutions to users.

Implementing these recommendations can help food delivery apps enhance user satisfaction, increase engagement and retention, and stay competitive in the dynamic food delivery market.

8. CONCLUSION

Based on the findings from the research and the recommendations provided, a comprehensive conclusion can be drawn regarding the current state and potential improvements for food delivery apps. The research findings indicated several key insights into user behaviors, preferences, and challenges related to food delivery app usage, payment methods, and customization features. The chi-square tests revealed significant associations in certain areas, such as linear trends in user habits, while correlations and regression analyses highlighted negligible relationships between variables like gender, income level, and preferred payment methods. Additionally, the reliability analysis underscored the importance of refining measurement scales for greater internal consistency, and ANOVA tests emphasized the need for diversified payment options to cater to user preferences.

In light of these findings, several actionable recommendations have been proposed to enhance the functionality and user experience of food delivery apps. These recommendations include diversifying payment methods to accommodate user preferences, implementing customization features for menu and recipe personalization, offering discounts and loyalty programs to incentivize user engagement, and establishing robust feedback mechanisms for continuous improvement. Furthermore, the suggestions encompass educational resources, collaboration with industry stakeholders, and the integration of innovative technologies to enhance security, privacy, and overall user satisfaction.

By implementing these recommendations, food delivery apps can not only address current user needs and preferences but also stay ahead of market trends, foster customer loyalty, and drive sustainable growth. The combination of data-driven insights, strategic improvements, and user-centric approaches is crucial for food delivery apps to thrive in a competitive landscape and deliver exceptional value to users across diverse demographics and preferences.

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ANNEXURE

QUESTIONNAIRE

I. SOCIO DEMOGRAPHIC INFORMATION

1. Age:

Under 18 18-24 25-34 35-44 45-54 55-64 65 or above

2.Gender:

Female Male Other

3.Location:

Urban Rural Sub-Urban

4.Occupation:

- Employed full-time
- Employed part-time
- Student
- Unemployed
- Retired
- Others

5.Income level

- < 20K
- >20K TO <50K
- >50K TO <80K
- >80K

6.Do you currently use any food delivery apps?

- Yes
- No

7.If yes, which ones do you use?

- Swiggy
- Zomato
- Food Panda
- Uber Eats
- Dominos
- Door Dash
- Others

8.How often do you use food delivery apps in a typical week?

- Less than once a week
- 1-2 times a week
- 3-4 times a month
- 5 or more times a week

9.What types of food do you usually order through these apps?

- Fast food
- Pizza

- Asian cuisine
- Italian cuisine
- Mexican cuisine
- Healthy options
- Others

10.How often do you order food delivery alone, with family, friends, or colleagues?

- Alone
- With family
- With friends
- With colleagues
- Others

11.How often do you tend to order food for special occasions or gatherings?

- Yes, frequently
- Occasionally
- Rarely
- Never

12.Have you experienced any problems with order accuracy, missing items, or delivery delays?

- Yes
- No

13.Rank the following factors in order of importance when choosing a food delivery. (Extremely Likely, Moderately Likely, Neutral, Slightly Likely, Not Likely At All)

- Price
- Delivery Time
- Restaurant Selection
- User Experience
- Customer service
- Promotions/Discounts

14.How satisfied are you with the food delivery apps you currently use?

Not satisfied at all
1
2
3
4
5
Pretty satisfied

15.Rate your satisfaction with the user interface and ease of navigation on the food delivery apps you use.

1
2
3
4
5

16.What features or improvements would you like to see in food delivery apps?

- Manage menu (customizing spices)
- Discount options for regular customers
- Eat now pay later option
- Group Orders
- New order (customizing recipes)
- Others

17.Would you prefer a subscription-based model for food delivery apps (e.g., monthly fee for unlimited deliveries)?

- Yes
- No

18.How likely are you to try a new food delivery app based on recommendations or promotions?

Very Likely
1
2
3
4
5
Unlikely

19.Do you foresee any changes in your food delivery app usage habits in the near future?

- I plan to use food delivery apps more frequently.
- I expect my food delivery app usage to remain about the same.
- I anticipate using food delivery apps less frequently.
- I am undecided; my food delivery app usage may change depending on circumstances.
- I do not currently use food delivery apps and do not plan to start using them in the near future.

20.How does your experience with one food delivery app compare to others you have used?

- Better user interface and ease of navigation.
- Wider selection of restaurants and cuisines.
- More frequent promotions or discounts.
- Lower delivery fees
- Consistency in food quality and freshness.
- Others

21.What payment methods do you prefer to use when ordering food through delivery apps?

- Credit/Debit card
- Cash on Delivery
- Net banking
- UPI
- Wallets
- Pay Later
- Others

22.What incentives would encourage you to become more loyal to a particular app?

- Special promotions or discounts
- Priority customer service support
- Membership tiers with increasing benefits
- Loyalty rewards program
- Donation matching for charitable causes with every order

23.What measures do you expect food delivery apps to take to protect your data?

- Secure storage of user data
- Compliance with data protection regulations
- Option to opt-out of targeted advertising
- Clear and transparent privacy policies
- Others

24.Would you be more likely to use a food delivery app that promotes environmentally friendly practices, such as using biodegradable packaging?

- Yes
- No

25.How often do you provide feedback or ratings for your food delivery orders?

- Always
- Sometimes
- Rarely
- Never

26.What factors influence your decision to provide feedback or ratings for a food delivery order?

- Order accuracy
- Delivery experience
- Food quality
- Timeliness of delivery
- Customer service
- Others