

# **SURVEY ON FOOD DELIVERY APP BEING USED BY PEOPLE**

A Community Service Project Report Submitted to  
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY, ANANTAPUR

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Project report submitted in partial fulfillment of the requirements

for the award of the degree of

**BACHELOR OF TECHNOLOGY**

**IN**

**COMPUTER SCIENCE AND ENGINEERING (AI&ML)**



DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING (AI&ML)

GEETHANJALI INSTITUTE OF SCIENCE AND TECHNOLOGY

A Unit of USHODAYA EDUCATIONAL SOCIETY

Approved by AICTE, New Delhi & Permanently Affiliated to JNTUA, Anantapur

NAAC 'A' Grade Accredited Institution, An ISO 9001:2015 certified Institution

Recognized under Sec. 2(f)&12(B) of UGC Act, 1956

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### BONAFIDE CERTIFICATE

This is to certify that the project work entitled “SURVEY ON FOOD DELIVERY APPS BEING USED BY PEOPLE” is a bona fide record done By CH. NIKHITHA (222U1A3320), G. HANEESHA (222U1A3340), M. THARUNYA (222U1A3360), E. HIMAPRIYA (222U1A3330) in the Department of Computer Science & Engineering (AI&ML), Geethanjali Institute of Science and Technology, Nellore and is submitted to Jawaharlal Nehru Technological University, Anantapur in the partial fulfillment for the award of B. Tech degree in Computer Science & Engineering (AI&ML). This work has been carried out under my supervision.

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Submitted for the Viva-Voce Examination held on

Internal Examiner

External Examiner

## DECLARATION

I, hereby declare that this Community Service Project report titled “SURVEY ON FOOD DELIVERY APPS BEING USED BY PEOPLE” has been done by me. The work carried out is original and has not been submitted to any other University or Institution for the award of any credits.

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## ACKNOWLEDGEMENTS

The satisfaction that accompanies the successful completion of the project would be incomplete without the people who made it possible. Their constant guidance and encouragement crowned the efforts with success.

We express our deepest sense of gratitude to **Mr. N. SUDHAKAR REDDY, BTech, Secretary and Correspondent**, Geethanjali Institute of Science and Technology, Nellore and other members of Management for providing all the facilities needed for this work.

We owe our gratitude to **Dr. K. SUNDEEP KUMAR, Ph.D., PRINCIPAL**, Geethanjali Institute of Science and Technology, Nellore, for his consistent help and valuable suggestions.

Our special thanks to **Dr. P. NAGENDRA KUMAR, M.Tech,PhD., Associate Professor & Head of the Department**, Department of Computer Science & Engineering (AI&ML), Geethanjali Institute of Science and Technology, Nellore, for his timely suggestions and help during the progress of project work in spite of his busy schedule.

Our special thanks to **Mr. SK.ASIFF, M.E, Associate Professor**, Department of Computer Science & Engineering (AI&ML), Geethanjali Institute of Science and Technology, Nellore, who is also our guide, for his timely suggestions and help during the progress of project work in spite of his busy schedule.

During the entire course of dissertation work, we received valuable academic inputs as well as moral support from other departments, general teaching and non-teaching faculty at **GEETHANJALAI INSTITUTE OF SCIENCE AND TECHNOLOGY**, Nellore. We were motivated by the uphold and moral encouragement given to us by our beloved parents. Finally, we wish to express our sincere thanks for all those who helped me directly or indirectly to complete the work.

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## ABSTRACT

The main objective of the project is to conduct a survey to identify the number of people using online food services in a particular area. The area selected for conducting is Pinakini Avenue, Ramji Nagar in SPSR Nellore District. The purpose of this research is to find consumer behaviour towards Food Delivery Apps. The study shows most preferred app used by consumer to order food online and factors leading to us consider it the most preferable app. There are many factors related to customer's ordering behaviour- like price, on time delivery, packaging, peer service provider behaviour, platform design etc. There is gradual shift in way people order food. The purpose of this research is to know what are factors that defines consumer's perception and to find most popular app in the food delivery industry. The mobile application era has thrown open a new pathway for today's marketing. The mobile application has made all traditional models of business outdated and generated amazing new possibilities in business. Mobile application is a combination of marketing acumen and technology – uses the Internet as a medium to advertise and sell services and goods. Today, more people are getting connected through mobile application and they are ready to trade through it. It also affects the operation of companies and organizations. Companies have changed their traditional business strategies into online marketing to suit customer needs and taste at any time. This research paper aims to discuss the consumer's perception towards the online food ordering and delivery services in Pune. The survey was conducted for a purposeful analysis of the study on around 153 respondents. The research is focused on the study and analysis of data collected from all those users who are already using the online food delivery services. The purpose is to know what are the influencing factors, their perceptions, needs, positioning of various attributes of different online portals in their 4mind and overall satisfaction towards online food delivery services. To achieve the objective, data from different areas of Pune have been collected and also visited restaurants to know their point of view. Four parameters are taken under consideration for analysis using positioning study

## INTRODUCTION

Consumer perception on food apps” where the objectives of this research is to examine the consumer perception on food apps and to analyse the factors that influences consumer perception towards food apps. To understand the research more deeper, a survey method was conducted where a questionnaire was sent to all segments of people like age, gender and income and the questionnaire was designed on the basis of TAM model. A T-Test analysis was also undertaken to give a better interpretation about this study and an overall conclusion is given regarding the learning from this research about how people perceived food apps, how could this research could be done better and what learnings did the researcher learned during this research project.

Key words :- Consumer Perception, Zomato, Swiggy, Food apps, Digital Payments, Consumer Buying Behavior, Business 1. Introduction Zomato is one of the leading online food delivery services, and recently, it acquired UberEATS for around \$350 million. This resulted in capturing nearly 50-55% of the market share in terms of numbers of orders, getting ahead of their closest competitor Swiggy (E Tech. 2020). Swiggy started in 2014, and made a late entry into a vast market, and the only competition was Zomato, which was the leader of the food tech industry. Within 4 years, Swiggy has joined an elite list of start-ups, and their competition with Zomato is so severe and intense at present that the latter is investing in hundreds of crores to catch up with Swiggy (Live mint, 2020).

Since the merger of Zomato and UberEATS, there is an expectation that the market share is going to reach between 50-55% on the basis of current numbers thus overtaking Swiggy. Overall, the competition between Swiggy and Zomato has been intense, but Swiggy is at the top with the highest repeat order rates, and it's the customer's favourite app to order from. According to a stat, about 90% of consumers choose only Swiggy (E Tech, 2020). The Indian online food industry is expected to grow up to \$12.3 billion by 2023. The global growth is 9.01%, the online food delivery market in India is growing at a rate of 15%. Swiggy has sales of \$1.5 billion, whereas Zomato is at sales of \$800 million. Jointly both the companies have 9 delivered 96 million orders from April 2017 to March 2018. (Visakhapatnam News, 2020). The diversity of applications including food apps, has become very important for the business to innovate and enthrall existing consumers. There is little evidence about how the internet and mobile technology has supported consumers in meeting their daily demands by using a display to order from their preferred restaurants. The importance of this research is that it defines consumers' attitudes towards the utilizing of food apps, and how these apps have built-in purchasing, planning, and socially enjoying meals and snacks (Levin, Heath, and LeVangie, 2015). The increase in income of the family members, changing lifestyle and eating patterns have to lead to an increase in market growth.



# Over view of food delivery apps

## 1. Zomato:

- Zomato is a popular online food ordering and restaurant discovery platform. It was founded in 2008 and is based in India. Zomato provides a range of services related to food, including restaurant search, discovery, ordering and delivery, and reviews and ratings.
- With Zomato, users can search for restaurants based on location, cuisine, ratings, and price range. They can also view menus, photos, and reviews of each restaurant to make informed decisions about where to dine. Users can also order food directly from the platform and track the delivery status in real-time.
- In addition to its consumer-facing services, Zomato also provides a range of tools and services for restaurants. These include online ordering systems, table reservations, and marketing tools to help restaurants reach a larger audience.
- Zomato has expanded globally and is now available in over 25 countries, including the United States, United Kingdom, Australia, and Canada. The company has also diversified into other areas, such as grocery delivery and online event booking

## 2. Swiggy:

- It is India's largest online food ordering and delivery platform. Founded in July 2014, Swiggy is based in Bangalore and operates in 500 Indian cities as of September 2021. Swiggy was founded by BITS Pilani graduates Nandan Reddy and Sriharsha Majety, who had the brilliant idea of changing the way India eats through hyperlocal food delivery.
- They saw an untapped gap between food ordering and delivery in India and decided to make an indelible mark there. Swiggy's business model is based on bridging that very gap. As revolutionary as this idea was, they wanted
- Swiggy is the apex of Bundle Technologies, the previous venture of these two geniuses. It's been quite a journey from an abstract idea to over 5 lakh mobile app installations for Swiggy.
- Now that we had discussed what is Swiggy and when and by whom it was founded, let's move to the next part of the story. Let us dive deep into how Swiggy works.

- Let us dwell deep into Swiggy's business model to understand better what is Swiggy and what model it is made to function.
- Apps Rhino offers the best Tech-driven solutions for Home services, Laundry delivery, Alcohol delivery, Grocery Delivery, On-demand Cannabis, and Taxi Services:

## QUESTIONNAIRE

### Survey on FOOD DELIVERY APPS AND THEIR SERVICE

Personal Information:

Name: \_\_\_\_\_

Age: \_\_\_\_\_

Mobile Number: \_\_\_\_\_

Food delivery app Information:

Which Food delivery app are you currently using?

- ☐ Zomato
- ☐ Swiggy
- ☐ Dominos
- ☐ Others

Service:

How would you rate the food delivery app service in your area?

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Bad

Most ordered food:

What is Most ordered food item for a week?

\_\_\_\_\_

Signature

Thank you for taking the time to complete this survey!

Your feedback is valuable and will contribute to our understanding of mobile connectivity experience

## SURVEY DATA

S.NO	NAME	MOBILE NUMBER	APP USED	DELIVERY SERVICE	MOST ORDERED ITEM
1.	M.Venkateswarulu	8985874434	Swiggy	Good	Biryani
2.	M.Sudhakar Rao	9502574246	Swiggy	Good	Biryani
3.	O.Arunamma	9441004133	Swiggy	Good	Biryani
4.	V.Penchala Reddy	8072573032	Swiggy	Good	Noodles
5.	N.Nirmala	9866921681	Swiggy	Bad	Biryani
6.	U.Siva	8374777080	Zomato	Good	Biryani
7.	K.Ravi	9160824233	Swiggy	Good	Biryani
8.	R.Srihari	7989291269	Zomato	Good	Friedrice
9.	P.Vinod	9959838901	Zomato	Bad	Friedrice
10.	G.Lavanya	6281824243	Zomato	Bad	Friedrice
12.	P.Thirivikram	9000592331	Swiggy	Good	Biryani
19.	M.Sharmi	9010467861	Zomato	Bad	Biryani
19.	S.Sridhar	9704969534	Zomato	Good	Noodles
14.	K.Ruthwik	7337327631	Zomato	Good	Noodles
15.	Y.Venuteja	9866678632	Zomato	Good	Dosa
16.	P.Meghana	8309474277	Swiggy	Good	Noodles
17.	K.Sameera	6304885393	Swiggy	Good	Noodles
18.	Y.Rajesh	8328443979	Zomato	Good	Biryani
19.	MD.Bahir	9966778123	Zomato	Bad	Biryani
20.	SK.Avesha	9490022770	Swiggy	Good	Biryani
21.	E.Himapriya	9346209194	Swiggy	Good	Dosa
22.	M.Tharunya	7989160440	Swiggy	Good	Biryani
23.	G.Haneesha	9949914099	Swiggy	Good	Dosa
24.	CH.Nikhitha	996323772	Swiggy	Good	Friedrice
25.	E.Bhavani	9347029209	Swiggy	Good	Dosa
26.	M.Suneetha	9957684040	Swiggy	Good	Noodles
27.	G.Sandhya	9030514558	Swiggy	Good	Biryani
28.	CH.Sreevani	9515302498	Zomato	Bad	Biryani
29.	E.Bhaskar	9912230618	Zomato	Good	Biryani
30.	M.Rambabu	8185857431	Zomato	Good	Biryani
31.	CH.Niranjan	6381140683	Zomato	Bad	Icecream
32.	G.Sureshkumar	6309518548	Swiggy	Good	Biryani
33.	CH.Rameswararao	9989773187	Zomato	Bad	Biryani



S.NO	NAME	MOBILE NUMBER	APP USED	DELIVERY SERVICE	MOST ORDERED ITEM
34.	P.Padma	9848584166	zomato	Bad	Icecream
35.	D.suresh	8712211118	Swiggy	Bad	Icecream
36.	S.sivakumar	8096730369	Swiggy	Good	Biryani
37.	C.Himakumari	9642654116	Swiggy	Good	Biryani
38.	P.Ajay	9492973075	Swiggy	Good	Dosa
39.	M.Kalpna	9848427941	Swiggy	Bad	Biryani
40.	KV.Karthik	9502243646	Zomato	Good	Icecream
41.	B.Bindhu	7013449913	Zomato	Good	Biryani
42.	N.Parmeela	9492774162	Swiggy	Good	Friedrice
43.	R.Padma	8074382815	Zomato	Good	Friedrice
44.	A.Morini	9440708314	Zomato	Bad	Friedrice
45.	G.Sheshu	8919954345	Zomato	Good	Biryani
46.	R.Nirmala	8688971959	Swiggy	Good	Biryani
47.	O.Arun	7993771944	Swiggy	Good	Noodles
48.	K.Radhika	9505726835	Swiggy	Good	Biryani
49.	T.Nirmala	9949156222	Swiggy	Bad	Icecream
50.	T.Vasodha.	8985222784	Swiggy	Good	Biryani



S.I. NO	NAME	MOBILE NUMBER	AADHAR NUMBER	ADDRESS	SIGNATURE
1.	M.Venkateswarulu	898574434	422776363389	Ramji Nagar, Swetha Sowdham	M. Venkates
2.	M.Sudhakar Rao	9502574246	555281838130	Ramji Nagar, Swetha Sowdham.	M. Sudhakar
3.	O.Arunamma	9441004133	249555309722	Ramji Nagar, Swetha Sowdham	O. Arunamma
4.	V.Penchala Reddy	8072573032	745400574859	Ramji Nagar, Swetha Sowdham	V. Penchala Reddy
5.	N.Nirmala	9866921681	854170092417	Ramji Nagar, Swetha Sowdham	N. Nirmala
6.	U.Siva	8374777080	804286871308	Ramji Nagar, Swetha Sowdham	U. Siva
7.	K.Ravi	9160824233	351833955439	Ramji Nagar, Swetha Sowdham	K. Ravi
8.	R.Srihari	7989291269	808051508911	Ramji Nagar, Swetha Sowdham	R. Srihari
9.	P.Vinod	9959838901	523354607005	Ramji Nagar, Swetha Sowdham	P. Vinod
10.	G.Lavanya	6281824243	711449845616	Ramji Nagar, Swetha Sowdham	G. Lavanya
11.	P.Thiruvikram	9000592331	527615477300	Ramji Nagar, Swetha Sowdham	P. Thiruvikram
12.	M.Shamli	9010467861	220167468240	Ramji Nagar, Swetha Sowdham	M. Shamli
13.	S.Sridhar	9704969534	901909153645	Ramji Nagar, Swetha Sowdham	S. Sridhar
14.	K.Ruthwik	7337327631	628334482280	Ramji Nagar, Swetha Sowdham	K. Ruthwik
15.	Y.Venuteja	9866678632	441042092943	Ramji Nagar, Swetha Sowdham.	Y. Venuteja
16.	P.Meghana	8309474277	283860677406	Ramji Nagar, Swetha Sowdham.	P. Meghana
17.	K.Sameera	6304885393	987611810021	Ramji Nagar, Swetha Sowdham.	K. Sameera
18.	Y.Rajesh	8328443979	993716823812	Ramji Nagar, Swetha Sowdham	Y. Rajesh
19.	MD.Bahir	9966778123	631658411437	Ramji Nagar, Swetha Sowdham	MD. Bahir
20.	SK.Avesh	9490022770	292566173970	Ramji Nagar, Swetha Sowdham	SK. Avesh
21.	E.Himapriya	9346209194	398631802988	Ramji Nagar, Swetha Sowdham.	E. Himapriya
22.	M.Tharunya	7989160440	436637112937	Ramji Nagar, Pavani Supreme Apartment	M. Tharunya
23.	G.Haneesha	9949914099	527864106144	Ramji Nagar, Pavani Supreme Apartment	G. Haneesha
24.	CH.Nikhitha	996323772	828338107211	Ramji Nagar, Pavani Supreme Apartments	CH. Nikhitha
25.	E.Bhavani	9347029209	422493604419	Ramji Nagar, Pavani Supreme Apartments	E. Bhavani
26.	M.Suneetha	9957684040	332287249807	Ramji Nagar, Pavani Supreme Apartments	M. Suneetha



27.	G. Sandhya	9030514 558	455251904958	Ramji Nagar, Pavani Supreme Apartments	G. Sandhya
28.	CH. Sreevani	9515302498	985815485979	Ramji Nagar, Pavani Supreme Apartments	Ch. Sreevani
29.	E. Bhaskar	9912230618	788750759796	Ramji Nagar, Pavani Supreme Apartments	E. Bhaskar
30.	M. Rambabu	8185857431	409573931246	Ramji Nagar, Pavani Supreme Apartments	M. Rambabu
31.	CH. Niranjan	6381140683	308042534505	Ramji Nagar, Pavani Supreme Apartments	CH. Niranjan
32.	G. Sureshkumar	6309518548	930640341444	Ramji Nagar, Pavani Supreme Apartments	G. Suresh
33.	CH. Rameswararao	9989773187	555281838130	Ramji Nagar, Pavani Supreme Apartments	Ch. Rameswararao
34.	P. Padma	9848584166	804286871308	Ramji Nagar, Pavani Supreme Apartments	P. Padma
35.	D. Suresh	8712211118	351833955439	Ramji Nagar, Pavani Supreme Apartments	D. Suresh
36.	S. Sivakumar	8096730369	808051508911	Ramji Nagar, Pavani Supreme Apartments	S. Siva
37.	C. Himakumari	9642654116	441042092943	Ramji Nagar, Pavani Supreme Apartments	C. Himakumari
38.	P. Ajay	9492973075	283860677406	Ramji Nagar, Pavani Supreme Apartments	P. Ajay
39.	M. Kalpana	9848427941	987611810021	Ramji Nagar, Pavani Supreme Apartments	M. Kalpana
40.	KV. Karthik	9502243646	993716823812	Ramji Nagar, Pavani Supreme Apartment	K.V. Karthik
41.	B. Bindhu	7013449913	828344107214	Ramji Nagar, Pavani Supreme Apartments	B. Bindhu
42.	N. Parmeela	9492724162	315363292041	Ramji Nagar, Pavani Supreme Apartment	N. Parmeela
43.	R. Padma	8074382815	936014444034	Ramji Nagar, Pavani Supreme Apartments	R. Padma
44.	A. Harini	9440708314	641052786144	Ramji Nagar, Pavani Supreme Apartments	A. Harini
45.	G. Sheshu	8919954345	808767460683	Ramji Nagar, Pavani Supreme Apartments	G. Sheshu
46.	R. Nirmala	8688971959	407959312646	Ramji Nagar, Pavani Supreme Apartments	R. Nirmala
47.	O. Arun	7993771944	637143662937	Ramji Nagar, Pavani Supreme Apartments	O. Arun
48.	K. Radhika	9505726835	396318088986	Ramji Nagar, Pavani Supreme Apartments	K. Radhika
49.	T. Nirmala	9949156222	422449603414	Ramji Nagar, Pavani Supreme Apartments	T. Nirmala
50.	T. Yasodha	8985222784	441062244083	Ramji Nagar, Pavani Supreme Apartments	T. Yasodha



## **INFERENCE FROM SURVEY DATA**

- Total number of people participated in the survey :50

### **Online food delivery apps:**

- Total number of people using Swiggy: 29
- Total number of people using Zomato: 21

### **Delivery Service:**

- No. of people opinion is good: 37
- No. of people opinion is bad: 13

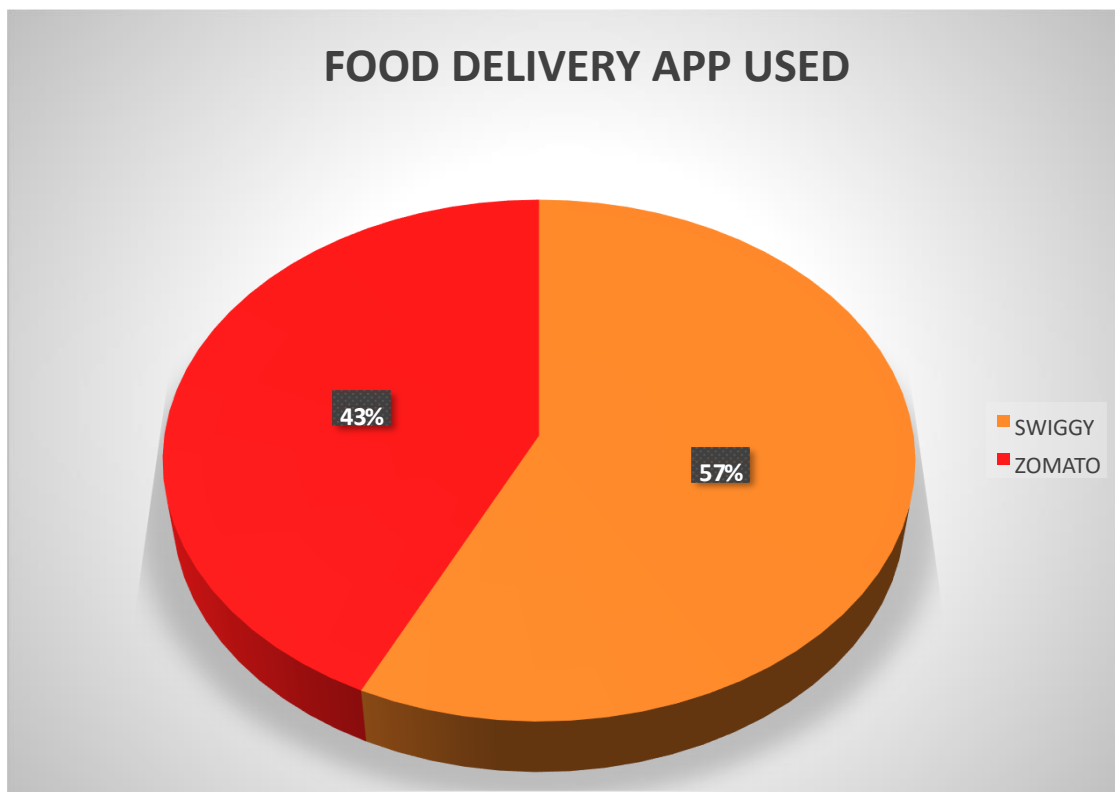
### **Most ordered food:**

- No. of people ordered biryani: 26
- No. of people ordered dosa: 5
- No. of people ordered fried rice: 7
- No. of people ordered ice cream: 5
- No. of people ordered noodles: 7

## GRAPHS

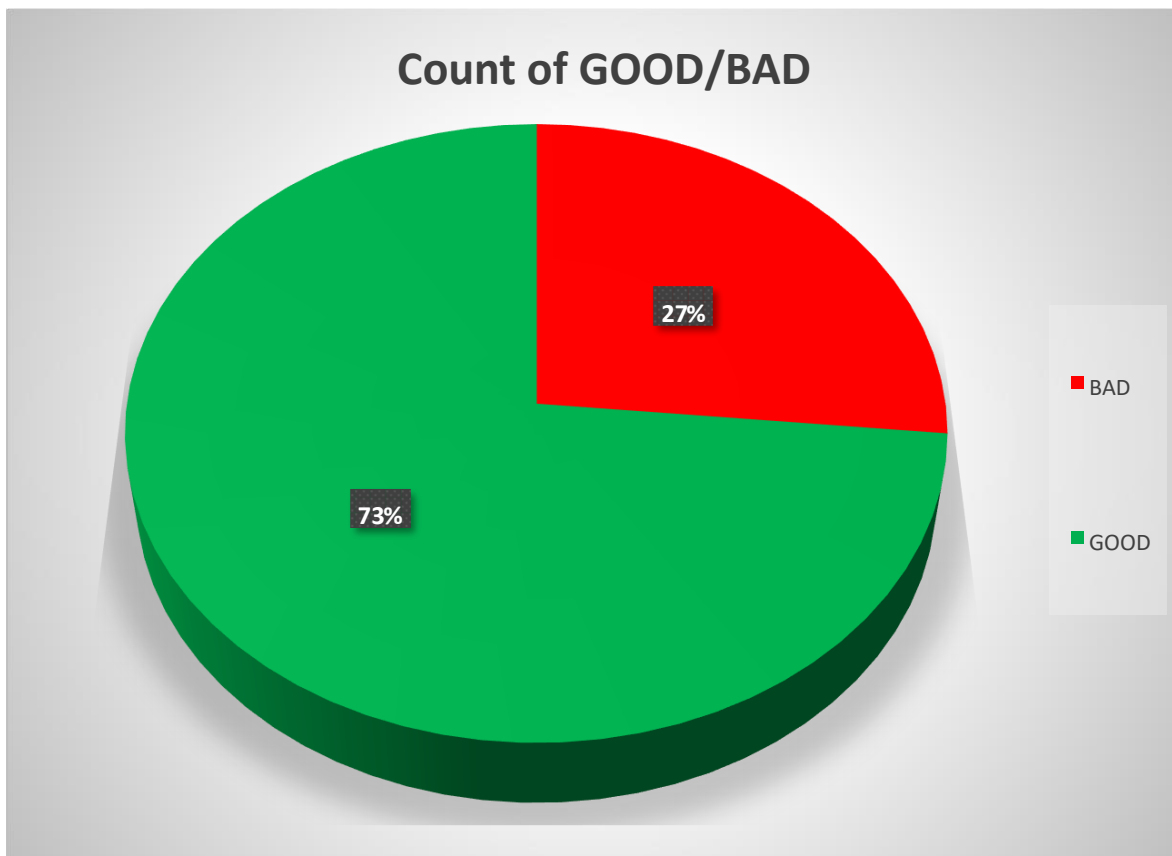
### ONLINE FOOD DELIVERY APPS

S.NO	Options	No. of Respondents	Percentages
1.	Swiggy	29	57%
2.	Zomato	21	43%
	TOTAL	50	100%



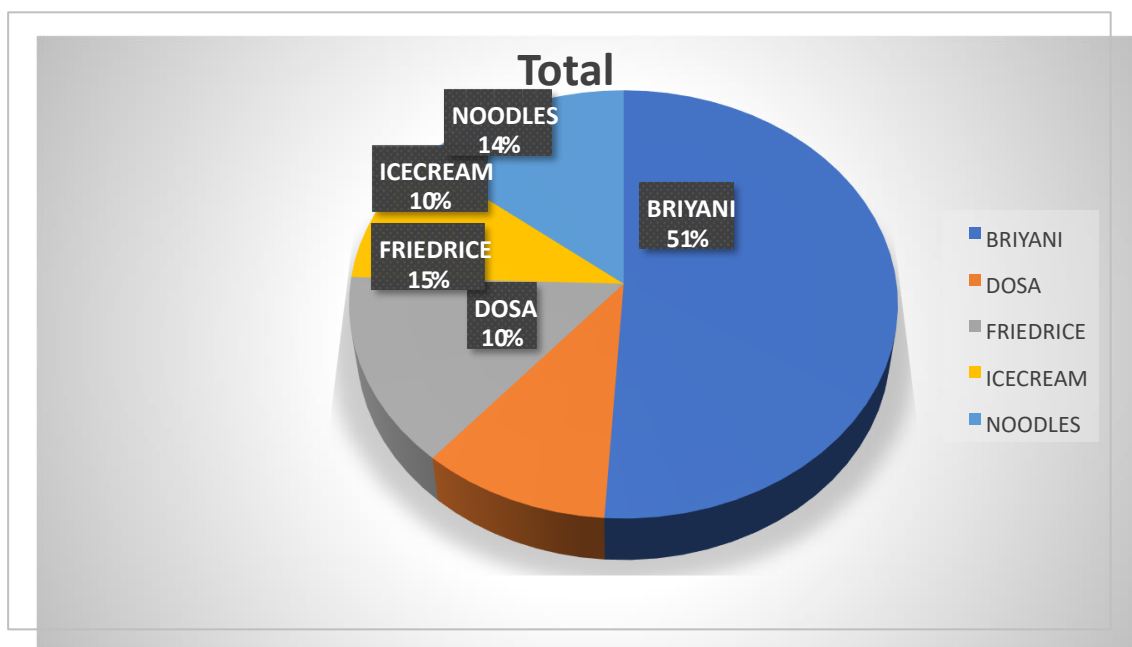
## DELIVERY SERVICES

S.NO	Options	No. of Respondents	Percentage
1.	Good	37	73%
2.	Bad	13	27%
	TOTAL	50	100%



## MOST ORDERED FOOD

s.no	options	No. of Respondents	Percentage
1	Biryani	26	51%
2	Dosa	5	10%
3	Fried Rice	7	14%
4	Ice cream	5	10%
5	Noodles	7	14%
	TOTAL	50	100%



## IMPLEMENTATION

```
<!DOCTYPE html>
<html>
  <body>
<style>
body, html {
  height: 100%;
  margin: 0;
  font-family: Arial;
}

.tablink {
  background-color: #555;
  color: white;
  float: left;
  border: none;
  outline: none;
  cursor: pointer;
  padding: 14px 16px;
  font-size: 17px;
  width: 25%;
}

.tablink:hover {
  background-color: #777;
}

.tabcontent {
  color: whitesmoke;
  display: none;
  padding : 100px 20px;
  height: 100%;
}
h1 {
  text-align: center;
  color: black;
}
#Home {background-color:orange;}
#Introduction {background-color: green;}
#Abstract {background-color: rgb(97, 7, 7);}
#data {background-color: white;}
#Graphs {background-color:whitesmoke;}
```

```

#queries {background-color: orange;}
#usage {background-color: orange;}
#Contact {background-color: tomato;}

.centerImage{
  display: block;
  margin-left: auto;
  margin-right: auto;
}
</style>
<script>
function openPage(pageName, elmnt, color) {
  // Hide all elements with class="tabcontent" by default */
  var i, tabcontent, tablinks;
  tabcontent = document.getElementsByClassName("tabcontent");
  for (i = 0; i < tabcontent.length; i++) {
    tabcontent[i].style.display = "none";
  }

  // Remove the background color of all tablinks/buttons
  tablinks = document.getElementsByClassName("tablink");
  for (i = 0; i < tablinks.length; i++) {
    tablinks[i].style.backgroundColor = "";
  }

  // Show the specific tab content
  document.getElementById(pageName).style.display = "block";
  document.getElementById("myBtn").style.height = "50px";

  // Add the specific color to the button used to open the tab content
  elmnt.style.backgroundColor = color;
}

// Get the element with id="defaultOpen" and click on it
document.getElementById("defaultOpen").click();

</script>

<html>
<body>
  
  <u> <b><h1>GEETHANJALI INSTITUTE OF SCIENCE AND
TECHNOLOGY</h1><br/><br/><br/></b></u>

  <button class="tablink" onclick="openPage('Home', this, 'orange')">Home</button>

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<button class="tablink" onclick="openPage('Introduction', this, 'green')"
id="defaultOpen">Introduction</button>
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<button class="tablink" onclick="openPage('data', this, 'white')">data</button>
<button class="tablink" onclick="openPage('Graphs', this, 'orange')">Graphs</button>
<button class="tablink" onclick="openPage('queries', this, 'orange')">queries</button>
<button class="tablink" onclick="openPage('usage', this, 'orange')">usage</button>
<button class="tablink" onclick="openPage('Contact', this, 'tomato')">Contact</button>

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<div id="Home" class="tabcontent">

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    <i><h1 text-align="center"> ... SURVEY ON FOOD DELIVERY APPS BEING USED
    BY PEOPLE...</h1></i>

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    <h2> <p>welcome to our community service project. This is the project regarding on online food services
    where this the survey tells us about how many people are using these online food services.As being the students
    of 2 nd btech from GEETHANJALI INSTITUTE OF SCIENCE AND TECHNOLOGY</p></h2></div></div>

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</div>

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<div id="Introduction" class="tabcontent">

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    <u><h2>Introduction</h2></u>

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    <h3><p>Consumer perception on food apps” where the objectives of this research is to examine the consumer
    perception on food apps and to analyse the factors that influences consumer perception towards food apps. To
    understand the research more deeper, a survey method was conducted where a questionnaire was sent to all
    segments of people like age, gender and income and the questionnaire was designed on the basis of TAM model.
    A T-Test analysis was also undertaken to give a better interpretation about this study and an overall conclusion is
    given regarding the learning from this research about how people perceived food apps, how could this research
    could be done better and what learnings did the researcher learned during this research project.

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    Key words :- Consumer Perception, Zomato, Swiggy, Food apps, Digital Payments, Consumer Buying Behavior,
    Business Introduction Zomato is one of the leading online food delivery services, and recently, it acquired
    UberEATS for around $350 million. This resulted in capturing nearly 50-55% of the market share in terms of
    numbers of orders, getting ahead of their closest competitor Swiggy (E Tech. 2020). Swiggy started in 2014, and
    made a late entry into a vast market, and the only competition was Zomato, which was the leader of
    the food tech industry. Within 4 years, Swiggy has joined an elite list of start-ups, and their competition with
    Zomato is so severe and intense at present that the latter is investing in hundreds of crores to catch up with
    Swiggy (Live mint, 2020).

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    Since the merger of Zomato and UberEATS, there is an expectation that the market share is going to reach
    between 50-55% on the basis of current numbers thus overtaking Swiggy. Overall, the competition between
    Swiggy and Zomato has been intense, but Swiggy is at the top with the highest repeat order rates, and it's the
    customer's favourite app to order from. According to a stat, about 90% of consumers choose only Swiggy (E
    Tech, 2020). The Indian online food industry is expected to grow up to $12.3 billion by 2023. The global growth
    is 9.01%, the online food delivery market in India is growing at a rate of 15%. Swiggy has sales of $1.5 billion,
    whereas Zomato is at sales of $800 million. Jointly both the companies have 9 delivered 96 million orders from
    April 2017 to March 2018. (Visakhapatnam News, 2020). The diversity of applications including food apps, has
    become very important for the business to innovate and enthrall existing consumers. There is little evidence
    about how the internet and mobile technology has supported consumers in meeting their daily demands by using
    a display to order from their preferred restaurants. The importance of this research is that it defines consumers'
    attitudes towards the utilizing of food apps, and how these apps have built-in purchasing, planning, and socially

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enjoying meals and snacks (Levin, Heath, and LeVangie, 2015). The increase in income of the family members, changing lifestyle and eating patterns have led to an increase in market growth.

Overview of food delivery apps

#### 1. Zomato:

- Zomato is a popular online food ordering and restaurant discovery platform. It was founded in 2008 and is based in India. Zomato provides a range of services related to food, including restaurant search, discovery, ordering and delivery, and reviews and ratings.
- With Zomato, users can search for restaurants based on location, cuisine, ratings, and price range. They can also view menus, photos, and reviews of each restaurant to make informed decisions about where to dine. Users can also order food directly from the platform and track the delivery status in real-time.
- In addition to its consumer-facing services, Zomato also provides a range of tools and services for restaurants. These include online ordering systems, table reservations, and marketing tools to help restaurants reach a larger audience.
- Zomato has expanded globally and is now available in over 25 countries, including the United States, United Kingdom, Australia, and Canada. The company has also diversified into other areas, such as grocery delivery and online event booking

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#### 2. Swiggy:

- It is India's largest online food ordering and delivery platform. Founded in July 2014, Swiggy is based in Bangalore and operates in 500 Indian cities as of September 2021. Swiggy was founded by BITS Pilani graduates Nandan Reddy and Sriharsha Majety, who had the brilliant idea of changing the way India eats through hyperlocal food delivery.
- They saw an untapped gap between food ordering and delivery in India and decided to make an indelible mark there. Swiggy's business model is based on bridging that very gap. As revolutionary as this idea was, they wanted
- Swiggy is the apex of Bundle Technologies, the previous venture of these two geniuses. It's been quite a journey from an abstract idea to over 5 lakh mobile app installations for Swiggy.
- Now that we have discussed what is Swiggy and when and by whom it was founded, let's move to the next part of the story. Let us dive deep into how Swiggy works.
- Let us dwell deep into Swiggy's business model to understand better what is Swiggy and what model it is made to function.



></p></h3>  
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<div id="Abstract" class="tabcontent">

<u> <h2>Abstract</h2></u>

<h3><p> .The main objective of the project is to conduct a survey to identify the number of people using online food services in a particular area. The area selected for conducting is Pinakini Avenue, Ramji Nagar in SPSR Nellore District. The purpose of this research is to find consumer behaviour towards Food Delivery Apps. The study shows most preferred app used by consumer to order food online and factors leading to us consider it the most preferable app. There are many factors related to customer's ordering behaviour- like price, on time delivery, packaging, peer service provider behaviour, platform design etc. There is gradual shift in way people order food. The purpose of this research is to know what are factors that defines consumer's perception and to find most popular app in the food delivery industry. The mobile application era has thrown open a new pathway for today's marketing. The mobile application has made all traditional models of business outdated and generated amazing new possibilities in business. Mobile application is a combination of marketing acumen and technology – uses the Internet as a medium to advertise and sell services and goods. Today, more people are getting connected through mobile application and they are ready to trade through it. It also affects the operation of companies and organizations. Companies have changed their traditional business strategies into online marketing to suit customer needs and taste at any time. This research paper aims to discuss the consumer's perception towards the online food ordering and delivery services in Pune. The survey was conducted for a purposeful analysis of the study on around 153 respondents. The research is focused on the study and analysis of data collected from all those users who are already using the online food delivery services. The purpose is to know what are the influencing factors, their perceptions, needs, positioning of various attributes of different online portals in their 4mind and overall satisfaction towards online food delivery services. To achieve the objective, data from different areas of Pune have been collected and also visited restaurants to know their point of view. Four parameters are taken under consideration for analysis using positioning study.</p></h3>  
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<table border="1"> <tr> <td>8096730369</td> </tr> <tr> <td>804286871308</td> </tr> </table>	8096730369	804286871308
8096730369		
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Ramji Nagar, swetha Sowdham		

<table border="1"> <tr> <td>36</td> <td>C. Himakumari</td> <td>9642654116</td> <td>351833955439</td> </tr> </table>	36	C. Himakumari	9642654116	351833955439	Ramji Nagar, swetha Sowdham
36	C. Himakumari	9642654116	351833955439		

<table border="1"> <tr> <td>37</td> <td>P. Ajay</td> <td>9492973075</td> <td>808051508911</td> </tr> </table>	37	P. Ajay	9492973075	808051508911	Ramji Nagar, swetha Sowdham
37	P. Ajay	9492973075	808051508911		

<table border="1"> <tr> <td>38</td> <td>M.Καίραπα</td> <td>9848427941</td> <td>441042092943</td> </tr> </table>	38	M.Καίραπα	9848427941	441042092943	Ramji Nagar, swetha Sowdham
38	M.Καίραπα	9848427941	441042092943		

<table border="1"> <tr> <td>38</td> <td>KV-Karthik</td> <td>9502243646</td> <td>441042092943</td> </tr> </table>	38	KV-Karthik	9502243646	441042092943	Ramji Nagar, swetha Sowdham
38	KV-Karthik	9502243646	441042092943		

<table border="1"> <tr> <td>39</td> <td>B. Bindhu</td> </tr> </table>	39	B. Bindhu
39	B. Bindhu	

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7013449913								
283860677406								
Ramji Nagar, swetha Sowdham								
<table border="1"> <tr> <td>40</td> <td>N.Parmeela</td> <td>8115449913</td> <td>987611810021</td> </tr> <tr> <td colspan="4">Ramji Nagar, swetha Sowdham</td> </tr> </table>	40	N.Parmeela	8115449913	987611810021	Ramji Nagar, swetha Sowdham			
40	N.Parmeela	8115449913	987611810021					
Ramji Nagar, swetha Sowdham								
<table border="1"> <tr> <td>41</td> <td>R.Padma</td> <td>9015447713</td> <td>993716823812</td> </tr> <tr> <td colspan="4">Ramji Nagar, swetha Sowdham</td> </tr> </table>	41	R.Padma	9015447713	993716823812	Ramji Nagar, swetha Sowdham			
41	R.Padma	9015447713	993716823812					
Ramji Nagar, swetha Sowdham								
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42	A.Harini	9440708314	828344107214					
Ramji Nagar, swetha Sowdham								
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43	G.Sheshu	8919954345	315363292041					
Ramji Nagar, swetha Sowdham								

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</div>
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      <input type="name"/>
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      Mobile no:
      <input type="name"/>

      <br/><br/>
      AGE:
      <input type="number"/>
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      <h2><button class="login">Login</button></h2>
    </h2>
  </forms>
  <forms>
    <h1>what is your most favourite food?</h1>

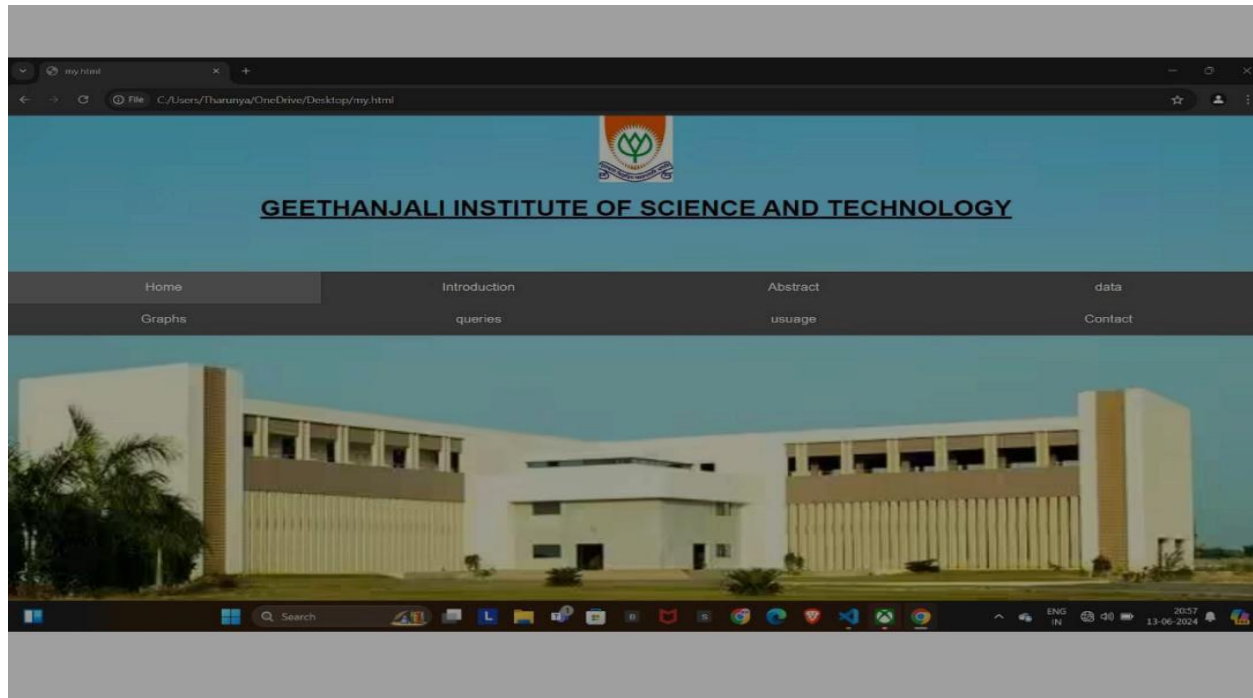
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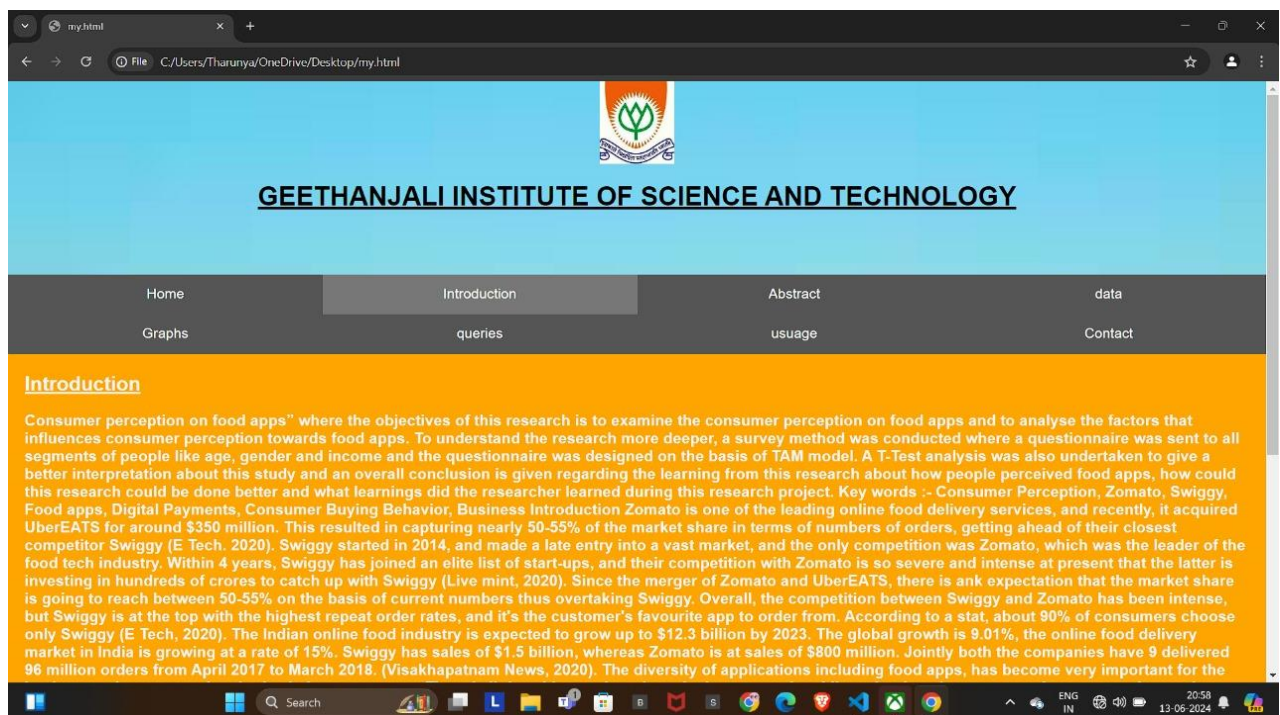
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      <th width="100">percentages</th>
    </tr>
    <tr>
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    <tr>
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  </table>
</div>
<div id="Contact" class="tabcontent">
  <h1>...THIS IS ABOUT US...</h1><br/>
  <h1>WELCOME TO OUR PROJECT</h1>
</div>

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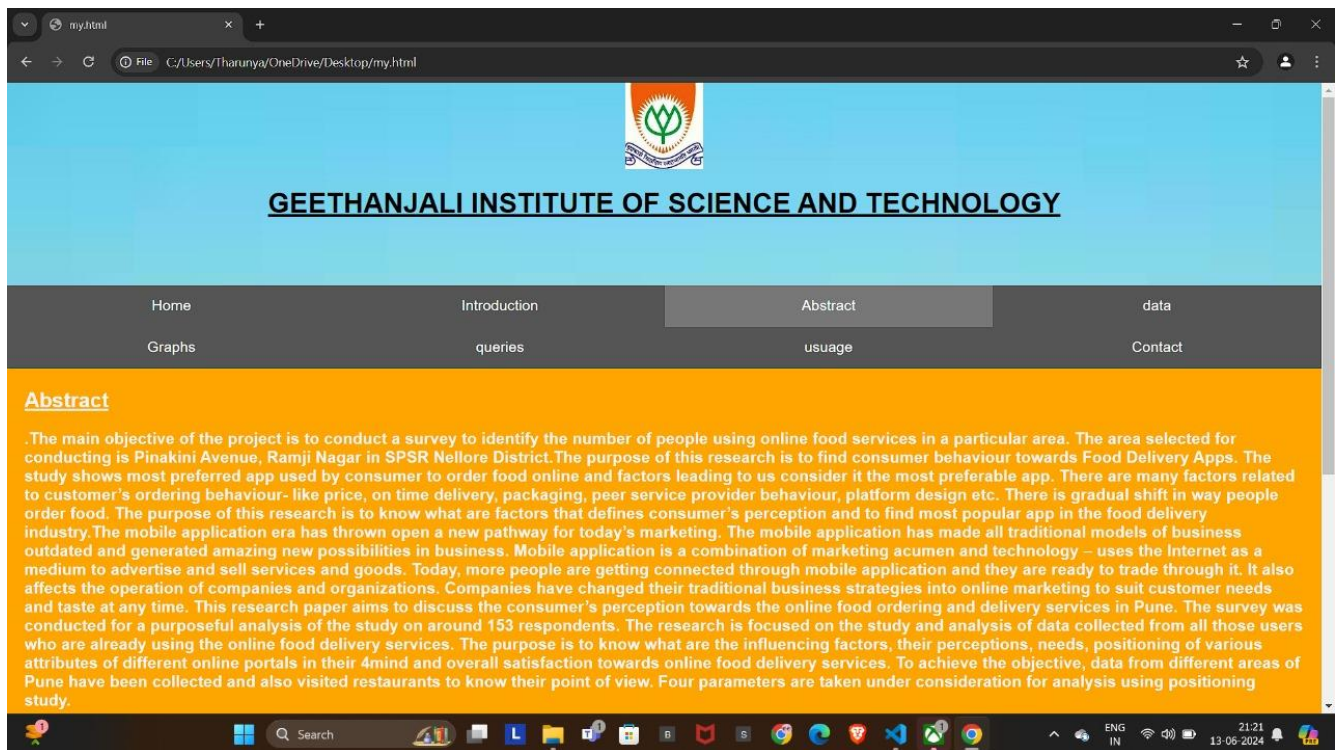
## WEBSITE PHOTOS



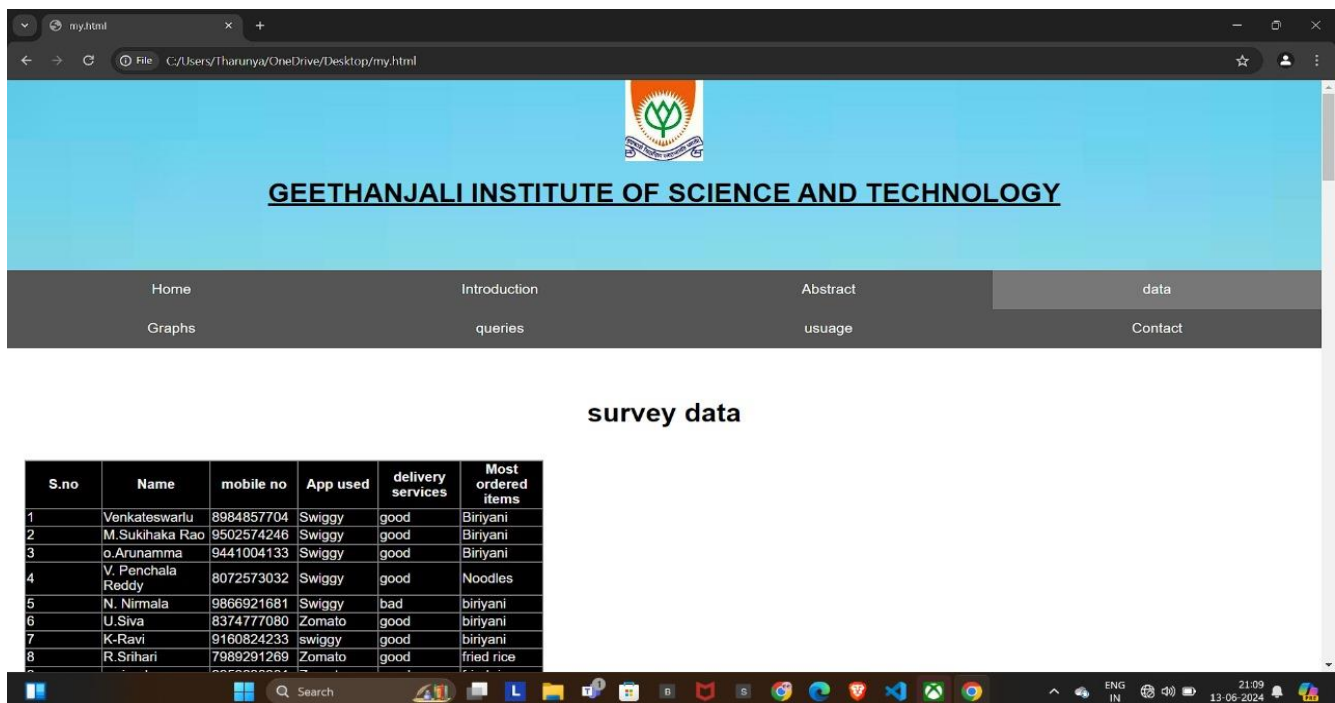
➤ It shows the Home page of the website.



➤ In this introduction page it contains the information about the online food delivery apps.

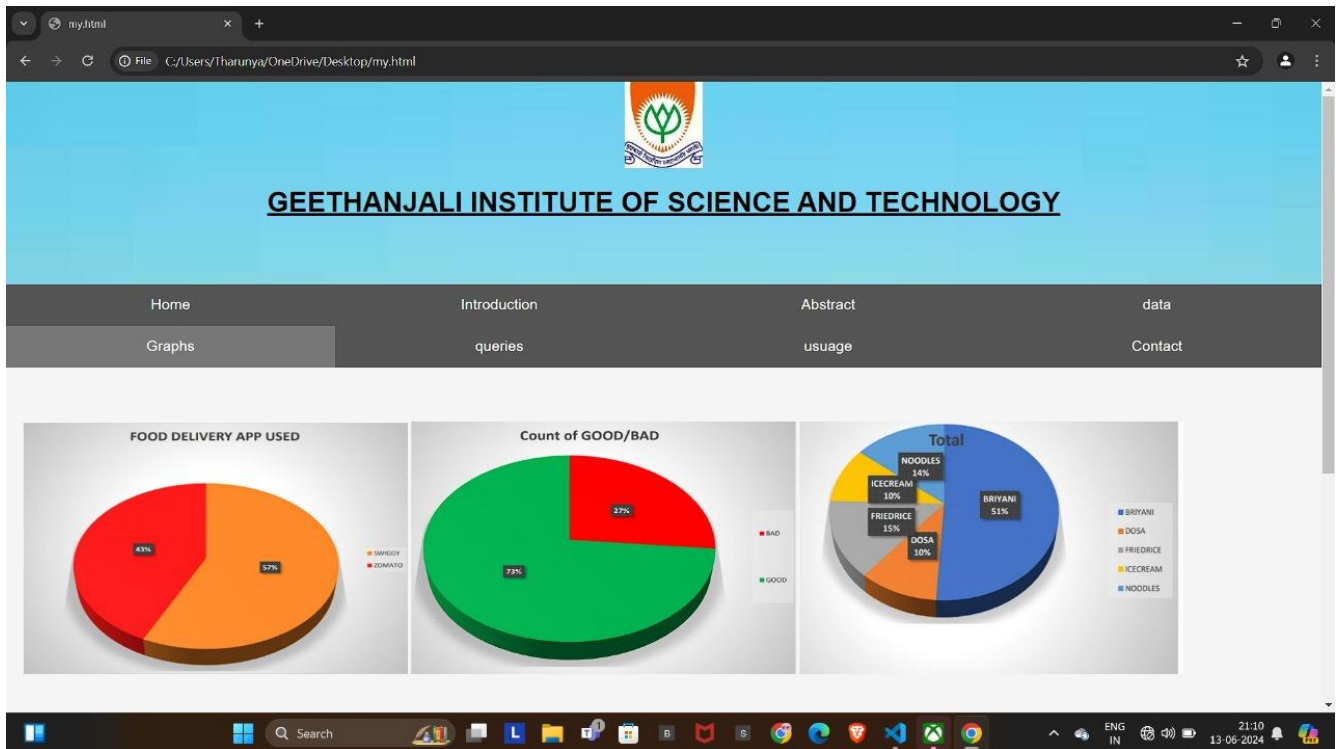


- This page contains the abstract of the project.



- This page contains the survey data in the ramji nagar, Nellore.





- Graphical representation of reviews on different delivery apps.
- Swiggy app is used more by the people when compared to Zomato.

The screenshot displays a web application interface for Geethanjali Institute of Science and Technology. The navigation bar includes links for Home, Introduction, Abstract, data, Graphs, queries, usage, and Contact. The main content area features a login form and a survey question:

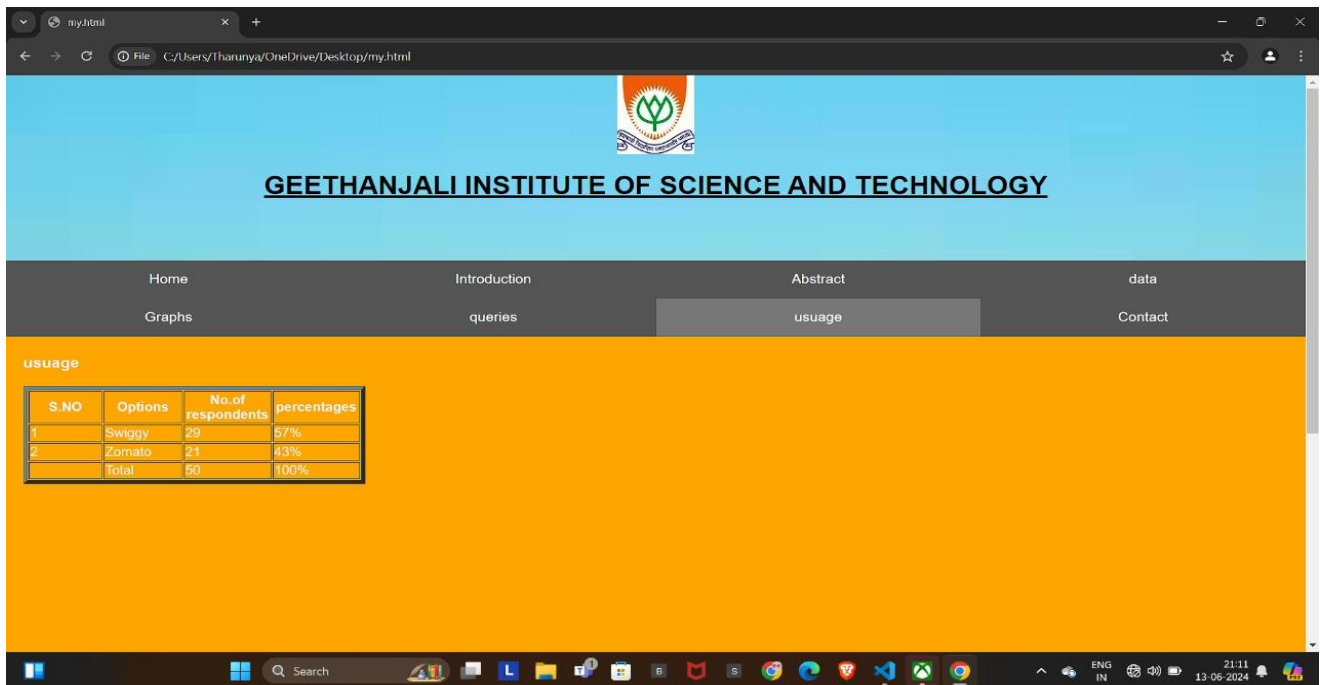
**.Name :**

**Mobile no:**

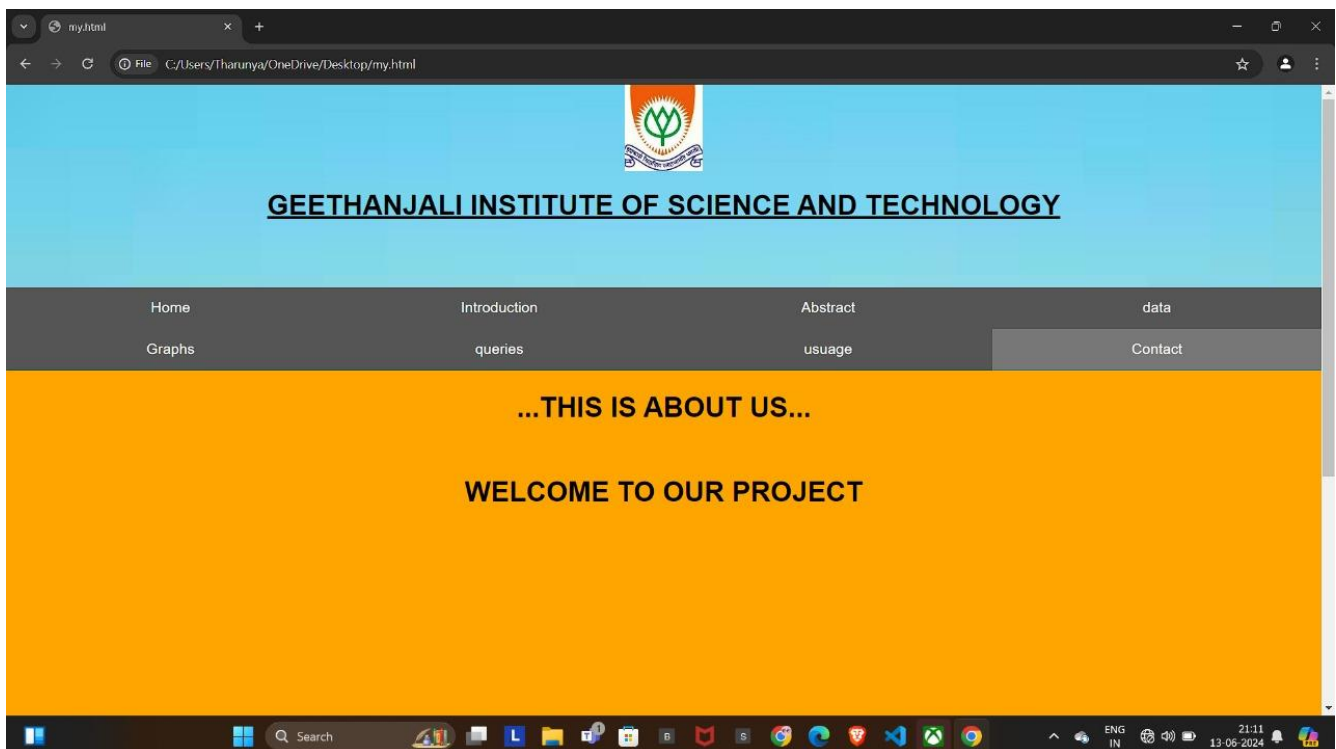
**AGE:**

**what is your most favourite food?**

- These are the queries asked to the people about the delivery apps.
- The details of the person like name, mobile no, are present here.



- It shows the total number of people using different delivery apps.
- 29 people uses swiggy, 21 people uses Zomato.



## CONCLUSION

### **1.Food Delivery App Preference**

Swiggy emerges as the most preferred delivery app among the listed people with majority of them ordered biryani. This could be attributed to factors such as on-time delivery, food quality, food taste and payment options.

### **2.Food items**

People have ordered for various food items based on their food taste and budget constraints. While some have chosen biryani, fried rice, others have ordered for icecream, noodles

### **3.Food Delivery Service**

Delivery service is generally reported as GOOD or BAD, suggesting reliable delivery service and food service quality provided by the respective food services in the customer locations. This indicates the consumer perception towards food delivery apps.

### **4.Disparate in customer choices**

While swiggy is the dominant food service provider, there is also disparate in choice of food service providers, where few customers ordering for biryani, icecream, dosa, noodles and fried rice. This reflects the availability of multiple options in the food and the customer preferences based on food quality, number of restaurants, hygiene, food taste and service

## ACTIVITY LOG

WEEK	ACTIVITY
WEEK-1	Problem identification and discussion
WEEK – 2	Conducting Survey
WEEK - 3	Preparation of Documentation and PPT
WEEK - 4	Learning required Technology
WEEK-5	Learning required Technology
WEEK - 6	Implementation of Project
WEEK – 7	Implementation of Project
WEEK - 8	Preparation of Complete Documentation

Signature of the Student

Signature of the Project Guide

## DETAILED REPORT

### WEEK – 1

#### Problem Identification and Discussion

DAY	ACTIVITY
DAY-1	Problem identification and discussion
DAY – 2	Selection of area and preparing questionnaire
DAY - 3	Conducting survey and collecting authentic data
DAY - 4	Collecting data and taking signatures of people
DAY-5	Taking Geotagged photos while during the Survey
DAY - 6	Obtaining Grama Sachivalayam letter

Signature of the Student

Signature of the Project Guide

WEEK - 2:  
Conducting the Survey

DAY	ACTIVITY
DAY -1	Entering the surveyed data in the form of table in the document.
DAY -2	Drawing inference from the data collected.
DAY -3	Preparing PowerPoint presentation, adding geotagged pictures and inference drawn from surveyed data .
DAY -4	Learning technology to implement our project
DAY -5	Implementation of our project
DAY -6	Finalizing the website and checking documents

Signature of the Student

Signature of the Project Guide

WEEK – 3:

Preparation of Documentation and PPT

DAY	ACTIVITY
DAY-1	Creation of Title page, Certificate page and Declaration by Student.
DAY – 2	Creation of Acknowledgement page and Table of Contents page.
DAY - 3	Creation of Abstract page and Introduction page.
DAY - 4	Entering Surveyed data and adding Inference from surveyed data to document.
DAY-5	Adding Graphs from inference and implementation page to document.
DAY - 6	Adding Geotagged photos.

Signature of the Student

Signature of the Project Guide

WEEK – 4:  
Learning Technology

DAY	ACTIVITY
DAY-1	Learning HTML – Opening and Closing Tags
DAY – 2	Learning Basic Tags in HTML
DAY - 3	Learning Formatting Tags in HTML – Bold , Underline, Emphasis, Strong, etc..
DAY - 4	Learning Image tag to insert images into Website using HTML
DAY-5	Learning Required Table tags – TABLE, TR, TD, THEAD, etc..
DAY - 6	Learning Frames in HTML – Frames, Frame set, Horizontal Frame, Vertical Frame, Mixed Frame, etc...

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## WEEK – 5

### Learning Technology

DAY	ACTIVITY
DAY-1	Learning User Interface Components in HTML – Label, Text Field, Button
DAY – 2	Learning User Interface Components in HTML – Checkbox, List
DAY - 3	Learning User Interface Components in HTML – Dropdown list, Text Area
DAY - 4	Learning about Submit button and Refresh button in HTML
DAY-5	Learning User Interface Components in HTML – Form Method, Post method, Get method
DAY - 6	Learning and Understanding Basics of JavaScript, Variables, Data Types, Functions, etc..

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WEEK – 6:

Implementation of Project

DAY	ACTIVITY
DAY-1	Implementation of Project (Creation of a website using HTML)
DAY – 2	
DAY - 3	
DAY - 4	
DAY-5	
DAY - 6	

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WEEK – 7:

Implementation of Project

DAY	ACTIVITY
DAY-1	Implementation of Project (Creation of a website using HTML)
DAY – 2	
DAY - 3	
DAY - 4	
DAY-5	
DAY - 6	

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WEEK – 8:

Documentation

DAY	ACTIVITY
DAY-1	Preparation of complete documentation And Hard binding of the report
DAY – 2	
DAY - 3	
DAY - 4	
DAY-5	
DAY - 6	

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## GEO TAGGED PHOTOS

