"Factors Affecting Consumer Behaviour towards Online Food Delivery"

Applied multivariate data analysis

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By

STUDENT NAME: YASHWINI SHETTY Reg. No:232626008

: SOWMYA M KAMATH Reg. No:232626011

Under the Guidance of

Dr. Rita Rani

Department of Commerce, MAHE

Department of Commerce

Manipal Academy of Higher Education, Manipal-576 104

Factors Affecting Consumer Behaviour Towards Online Food Delivery

Abstract:

Various factors influence consumer behaviour towards online meal delivery services, including preferences, attitudes, and decision-making. This abstract captures the core of a research project aiming at investigating the numerous elements influencing how customers behave in the setting of online meal delivery.

This study aims to unravel the complexities of customer making choices in the online meal delivery market by conducting a thorough analysis of current research and empirical data. The abstract summarizes the study's aims, techniques, and significant findings, providing a concise overview of the findings. This research seeks to provide actionable advice for food delivery services and restaurants by combining findings from many sources, including research from academia, reports from the industry, and case studies.

This study intends to provide actionable advice for online meal delivery platforms and eateries who want to better understand and respond to their target audience's requirements and preferences. In doing so, it hopes to contribute to both research and practical insights, allowing stakeholders in the internet-based food delivery ecosystem to manage the complexity of customer behaviour without greater understanding and effectiveness.

1. INTRODUCTION:

Today, we live in a time of technological advancement, which has had an impact on practically every element of human existence and the environment. Previously, technological innovation was used for transmitting information via the Internet, but today, our daily lives are dependent on the World Wide Web. India has the second biggest online marketplace after China, with 560 million people using the internet, and it is expected to grow to over 650 million people by 2023. Information technology has a tremendous impact on every service sector, notably food delivery services.

Online Food Delivery Service Providers (OFDSPs) is a website that allows customers to purchase ready-to-eat food from a variety of selections made accessible online by nearby restaurant owners and have it delivered to their door with the click of a mouse on a computer or a touch on a smartphone or tablet. Numerous companies, such as Zomato, Swiggy, Uber Eats, Pizza Huts, Dominos, offer online food delivery services in Udupi, as well as a variety of discounts and payment options to attract, please, and retain customers.

Consumer behaviour is an investigation of how customers make purchasing decisions for goods and services based on their needs, wants, and desires. A consumer is an individual who purchases products and services for personal consumption. Several factors influence consumer behaviour, and it is critical to understand the characteristics that influence consumer behaviour toward online meal delivery services in Udupi.

2. REVIEW OF LITERATURE:

Parasharet al. (2017) investigated customers' attitudes and perceptions of online digital food apps and discovered a substantial connection between events considered important when selecting and ordering food from an app. It was also discovered that the facilities provided by food delivery companies play an important role when selecting a purchase from a smartphone app.

Sumathy (2017) researched the customer perception, behaviour, and satisfaction of the online Food Adjure app in Coimbatore, and discovered that almost all users feel safe making payments online and disagree with the fact that online businesses charge excessive delivery rates. Almost all users are comfortable paying online.

Das (2018) investigated how consumers think of the offerings offered by food delivery websites in the Pune area. The study concluded that Zomato, a got favourable evaluations from the majority of its consumers in comparison with other people, and has maintained the top spot due to its better timely shipment and discount facilities.

Koulet al. (2018) investigated customer expectations, satisfaction levels, and purchasing behaviour for popular food ordering online apps such as the ones from Food Panda, Swiggy, Zomato, Delivery Chef, and others in Pune city, and discovered a significant relationship between client desires and satisfaction via online food ordering portals.

Rathore and Chaudhary (2018) conducted an investigation into customer expectations, levels of satisfaction, and buying habits for popular food ordering online apps in Pune, including Food Panda, Swiggy, Zomato, Delivery Chef, and others, and discovered a significant relationship between customer preferences and happiness with online food ordering platforms.

Borgohain (2019) The study examined consumer perceptions of apps that deliver food in Dibrugarh Town, and the findings revealed a positive outcome of consumers' perceptions of food delivery apps in Dibrugarh is the city due to the simplicity and ease of app usage, as well as the discovery that electronic commerce has opened numerous possibilities for marketing food delivery services via the internet.

Bonny (2019) The study examined customer satisfaction with online food delivery services in Kerala's Ernakulam District and discovered that factors such as home delivery efficiency, supporting factors, availability, and customer relationship management have a significant influence on customer satisfaction, but there is no significant relationship between gender and satisfaction with online food ordering.

Gawande*et al.* (2019) The study examined customer perceptions of OFDs in Amravati City and determined that OFDs are something new in Amravati, and users over the age of 40 are unfamiliar with the system; nevertheless, students prefer ordering meals online rather than going out for lunch because it saves them time.

Angelin and Poulose (2019A study was conducted on consumer views of online food order apps such as Zomato and Swiggy in Chennai. The survey indicated that Swiggy App

garnered the most positive response from consumers in Chennai as opposed to different apps owing to the number of alternatives provided

3. PURPOSE OF THE STUDY

1. Analyse consumer demographics for food delivery service providers.
2. Identify factors influencing consumer behaviour towards online meal delivery service providers

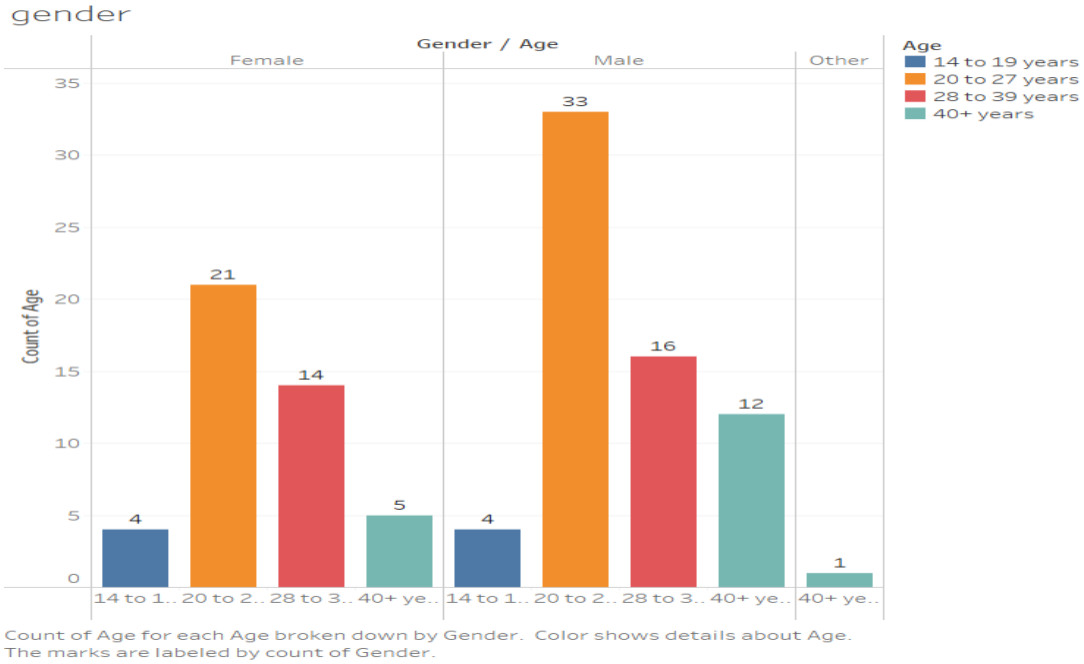
4. RESEARCH METHODOLOGY:

The data for the study is gathered from primary sources. The study area is Udupi and Mangalore, and 110 samples were gathered online via a standardized questionnaire with closed-ended questions. Principal Component Analysis is used to analyse the elements influencing consumer behaviour toward online meal delivery service providers, a structured questionnaire with 17 factors employed a Likert Scale with points that ranged from highly agree (5), agree (4), neutral (3), disagree (2), and severely dislike (1). The data gathered from the main sources was analysed using SPSS employed as a statistical technique. Tableau is used for data visualization for better understanding and interpretation of the data.

5. DATA ANALYSIS AND INTERPRETATION:

By leveraging **Tableau and SPSS**, we expanded our analytical capabilities and visualization options, enriching our understanding of the data. Tableau's dynamic visualization, while SPSS provided robust statistical analysis tools for quantitative research. Together, these applications elevated the quality and depth of our analytical processes.

SIDE-BY-SIDE BARS SHOWING AGE AND GENDER



Summary of Age and Gender Distribution of Users

Categories on X-Axis:

- The chart categorizes users into three gender categories: **Female**, **Male**, and **Other**.
- Each gender category is further divided into four age groups: 14 to 19 years (blue), 20 to 27 years (orange), 28 to 39 years (red), and 40+ years (green).

Y-Axis:

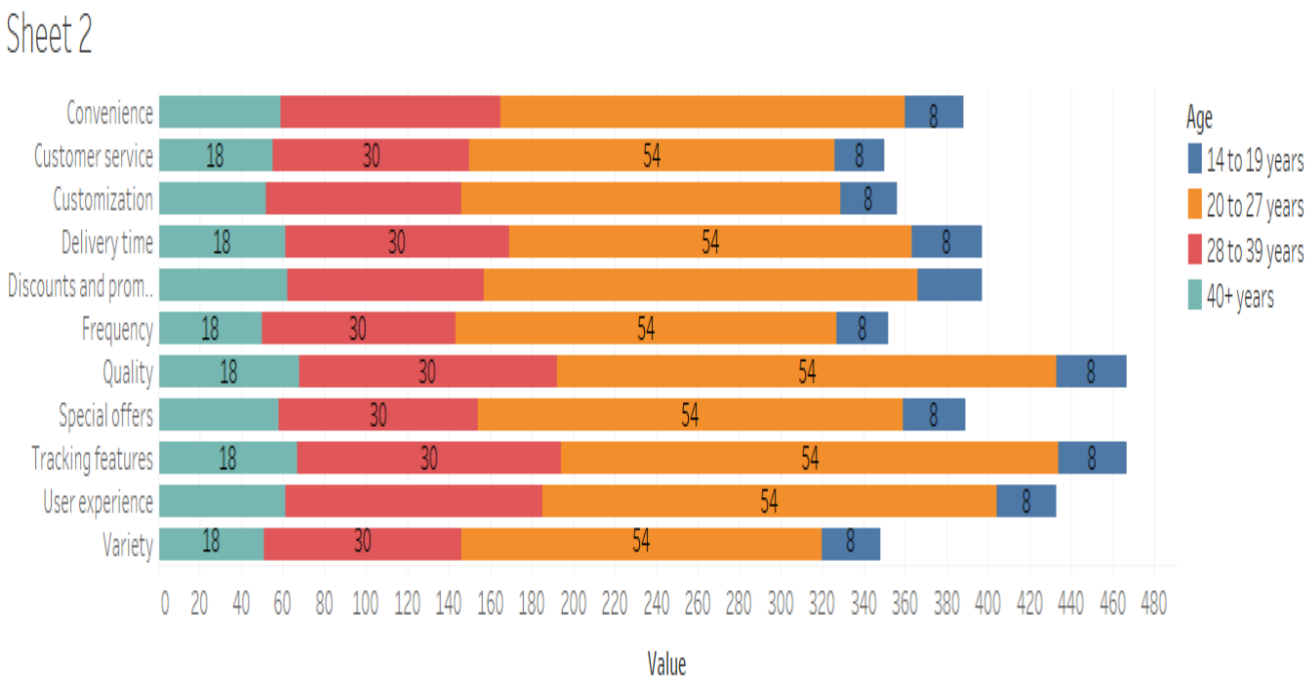
- The Y-axis represents the count of users within each gender and age group.

Key Observations:

- The **20 to 27 years age group** is the most represented across all genders, with **male users** in this age bracket being the largest single category, totalling **33 users**.
- There is a notable decrease in user count in the **40+ years age group** across all genders, particularly evident in the **"Other"** gender category.
- The **14 to 19 years age group** has the lowest representation among both male and female users.
- Overall, the chart illustrates the predominance of **young adult males** in the **20 to 27 years age range**.

This visual representation effectively highlights the distribution of users by age and gender, emphasizing the dominance of young adult males in online engagement within the specified age brackets.

VERTICAL BAR GRAPH SHOWING FREQUENCY OF ALL THE FACTORS WITH GENDER



Convenience, Customer service, Customization, Delivery time, Discounts and promotion, Frequency, Quality, Special offers, Tracking features, User experience and Variety. Color shows details about Age. The marks are labeled by count of Age.

- **All age groups prioritize**: convenience, customer service, customization, delivery time, discounts and promotions, frequency, quality, special offers, tracking features, user experience, and variety.
- **The 28 to 39 years** age group demonstrates the **highest importance** for these factors.
- **The 14 to 19 years** and **40+ years** age groups exhibit **lower engagement**, recording the lowest values.
- These insights can guide online meal delivery services in **tailoring their marketing and service strategies** to cater to the most engaged age groups while finding ways to **enhance appeal** to the younger and older demographics.

PRINCIPAL COMPONENT ANALYSIS

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Frequency	3.20	1.326	110
Convenience	3.53	1.073	110
Variety	3.16	1.253	110
Delivery time	3.61	.836	110
Reliability	3.50	.965	110
Discounts and promotion	3.61	1.110	110
Online reviews	2.63	1.347	110
Quality	4.25	.921	110
User experience	3.94	.979	110
Ease of payment	3.54	1.046	110
Customization	3.24	1.270	110
Customer service	3.18	.859	110
Environmental factors	4.17	.994	110
Explore new food options	3.44	1.260	110
Tracking features	4.25	.969	110
Switch to another	3.56	1.080	110
Special offers	3.54	1.123	110

Insights from Descriptive Statistics:

- **Descriptive statistics provide valuable insights** into the factors impacting consumer behaviour towards online food delivery services.
- **Overall positive perceptions**: Respondents generally view these services positively, especially in terms of convenience, reliability, quality, and environmental considerations.
- **Moderate usage frequency**: Indicates a significant market for online food delivery services.
- **Areas for improvement**: Factors like delivery time, ease of payment, online reviews, and customer service show room for enhancement.
- **Strategic approaches**: Offering attractive discounts, improving online review platforms, and enhancing customer service experiences could engage and retain customers effectively.
- **Focus on variety and customization**: Emphasizing these aspects while maintaining competitive pricing and reliability could strengthen consumer perceptions and drive growth in the online food delivery market.

CORRELATION MATRIX

Correlation Matrix

		Frequency	Convenience	Variety	Delivery time	Reliability	Discounts and promotion	Online reviews	Quality	User experience	Ease of payment	Customization	Customer service	Environmental factors	Explore new food options	Tracking features	Switch to another	Special offers
Correlation	Frequency	1.000	.248	.455	.162	.366	.210	.438	.027	.187	.127	.353	.024	.092	.167	.161	.055	.365
	Convenience	.248	1.000	.440	.375	.390	.298	-.041	.397	.006	.424	.042	-.215	.103	.120	.219	.177	.129
	Variety	.455	.440	1.000	.193	.387	.165	.259	.044	.113	.149	.246	-.002	.124	.228	.239	.108	.198
	Delivery time	.162	.375	.193	1.000	.176	.358	.016	.376	.070	.336	.105	-.092	.049	.233	.120	.226	.167
	Reliability	.366	.390	.387	.176	1.000	.381	.208	.315	.393	.350	.404	.133	.454	.219	.535	.035	.335
	Discounts and promotion	.210	.298	.165	.358	.381	1.000	.080	.409	.019	.309	.248	-.069	.053	.372	.107	.224	.339
	Online reviews	.438	-.041	.259	.016	.208	.080	1.000	-.081	.010	-.039	.492	-.131	-.034	.162	.071	.039	.158
	Quality	.027	.397	.044	.376	.315	.409	-.081	1.000	.343	.453	.060	-.150	.424	.199	.518	.229	.209
	User experience	.187	.006	.113	.070	.393	.019	.010	.343	1.000	.204	.167	.210	.473	.209	.529	.190	.223
	Ease of payment	.127	.424	.149	.336	.350	.309	-.039	.453	.204	1.000	.069	-.089	.148	.315	.204	.396	.182
	Customization	.353	.042	.246	.105	.404	.248	.492	.060	.167	.069	1.000	-.023	.156	.359	.191	.029	.226
	Customer service	.024	-.215	-.002	-.092	.133	-.069	-.131	-.150	.210	-.089	-.023	1.000	.038	-.142	.133	-.201	.069
	Environmental factors	.092	.103	.124	.049	.454	.053	-.034	.424	.473	.148	.156	.038	1.000	.020	.594	.062	.163
	Explore new food options	.167	.120	.228	.233	.219	.372	.162	.199	.209	.315	.359	-.142	.020	1.000	.069	.431	.073
	Tracking features	.161	.219	.239	.120	.535	.107	.071	.518	.529	.204	.191	.133	.594	.069	1.000	.051	.359
	Switch to another	.055	.177	.108	.226	.035	.224	.039	.229	.190	.396	.029	-.201	.062	.431	.051	1.000	.028
	Special offers	.365	.129	.198	.167	.335	.339	.158	.209	.223	.182	.226	.069	.163	.073	.359	.028	1.000
Sig. (1-tailed)	Frequency		.005	<.001	.045	<.001	.014	<.001	.390	.026	.093	<.001	.401	.170	.041	.046	.284	<.001
	Convenience	.005		.000	.000	.000	.001	.337	.000	.475	.000	.330	.012	.142	.106	.011	.032	.090
	Variety	.000	.000		.022	.000	.042	.003	.323	.119	.060	.005	.490	.098	.008	.006	.132	.019
	Delivery time	.045	.000	.022		.033	.000	.434	.000	.233	.000	.137	.170	.306	.007	.107	.009	.041
	Reliability	.000	.000	.000	.033		.000	.015	.000	.000	.000	.000	.083	.000	.011	.000	.357	.000
	Discounts and promotion	.014	.001	.042	.000	.000		.204	.000	.421	.001	.004	.236	.290	.000	.133	.009	.000
	Online reviews	.000	.337	.003	.434	.015	.204		.200	.460	.342	.000	.086	.363	.046	.231	.345	.050
	Quality	.390	.000	.323	.000	.000	.000	.200		.000	.000	.268	.059	.000	.018	.000	.008	.014
	User experience	.026	.475	.119	.233	.000	.421	.460	.000		.016	.041	.014	.000	.014	.000	.023	.010
	Ease of payment	.093	.000	.060	.000	.000	.001	.342	.000	.016		.236	.177	.061	.000	.016	.000	.028
	Customization	.000	.330	.005	.137	.000	.004	.000	.268	.041	.236		.406	.052	.000	.023	.382	.009
	Customer service	.401	.012	.490	.170	.083	.236	.086	.059	.014	.177	.406		.346	.070	.083	.018	.236
	Environmental factors	.170	.142	.098	.306	.000	.290	.363	.000	.000	.061	.052	.346		.418	.000	.259	.045
	Explore new food options	.041	.106	.008	.007	.011	.000	.046	.018	.014	.000	.000	.070	.418		.236	.000	.224
	Tracking features	.046	.011	.006	.107	.000	.133	.231	.000	.000	.016	.023	.083	.000	.236		.299	.000
	Switch to another	.284	.032	.132	.009	.357	.009	.345	.008	.023	.000	.382	.018	.259	.000	.299		.384
	Special offers	.000	.090	.019	.041	.000	.000	.050	.014	.010	.028	.009	.236	.045	.224	.000	.384	

Insights from the correlation matrix:

- **Moderate positive correlations**: Frequency and convenience are positively correlated, indicating that as convenience increases, usage frequency also tends to increase.
- **Significant positive associations**: Factors like variety, reliability, and quality are positively correlated, suggesting that higher perceived variety tends to correspond with higher perceptions of reliability and quality.
- **Impact of discounts and promotions**: These incentives show positive correlations with convenience and reliability, suggesting they may enhance consumer perceptions in these areas.
- **Weak correlations for some factors**: Variables like online reviews and customer service display weaker correlations with other factors, implying that improvements in these areas may not directly translate to improvements in other aspects of the service.

Overall implications: The correlation matrix offers insights into the relationships between different factors, pointing towards potential areas for strategic interventions to improve consumer satisfaction and loyalty in the online food delivery industry

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.730
Bartlett's Test of Sphericity	Approx. Chi-Square	615.371
	df	136
	Sig.	<.001

KMO Value: 0.730

The KMO measure assesses how suited our data is for factor analysis.
Interpretation: With a KMO value of 0.730, our data is adequate for factor analysis, suggesting that there are enough correlations among the variables to proceed with PCA

Bartlett's Test of Sphericity
Approx. Chi-Square: 615.371
Degrees of Freedom (df): 136
Significance (Sig.): 0.000

Interpretation: The test result is highly significant (p-value = 0.000), meaning that the correlations between variables are sufficient to justify the use of PCA

Overall significance: These tests confirm that our data is appropriate for PCA, allowing us to extract meaningful components that simplify and clarify the relationships within our dataset. This helps in effectively analysing consumer demographics and understanding the primary factors influencing consumer behaviour in the context of online meal delivery services.

Communalities

	Initial	Extraction
Frequency	1.000	.610
Convenience	1.000	.798
Variety	1.000	.593
Delivery time	1.000	.479
Reliability	1.000	.666
Discounts and promotion	1.000	.665
Online reviews	1.000	.665
Quality	1.000	.678
User experience	1.000	.671
Ease of payment	1.000	.541
Customization	1.000	.622
Customer service	1.000	.601
Environmental factors	1.000	.705
Explore new food options	1.000	.685
Tracking features	1.000	.752
Switch to another	1.000	.606
Special offers	1.000	.515

Extraction Method: Principal Component Analysis.

Understanding communalities in PCA:

- **Measure of original variance**: Communalities indicate how much of each variable's original variability is captured by the extracted components.
- **Retained variability**: After PCA, variables maintain a significant portion of their original variance, with communalities ranging from .479 to .798.
- **Representation of dataset diversity**: The extracted components effectively represent the diversity of the dataset, indicating that the principal components capture a wide range of original variability.
- **Variable influence**: Variables such as convenience, quality, user experience, environmental factors, and explore new food options strongly contribute to the extracted components.
- **Varying impact**: Some variables like delivery time, ease of payment, and special offers have slightly less impact on the extracted components.

Overall significance: Communalities provide insights into how well variables fit into the principal components, shedding light on their respective contributions to consumer behaviour in the online food delivery context.

Total Variance Explained

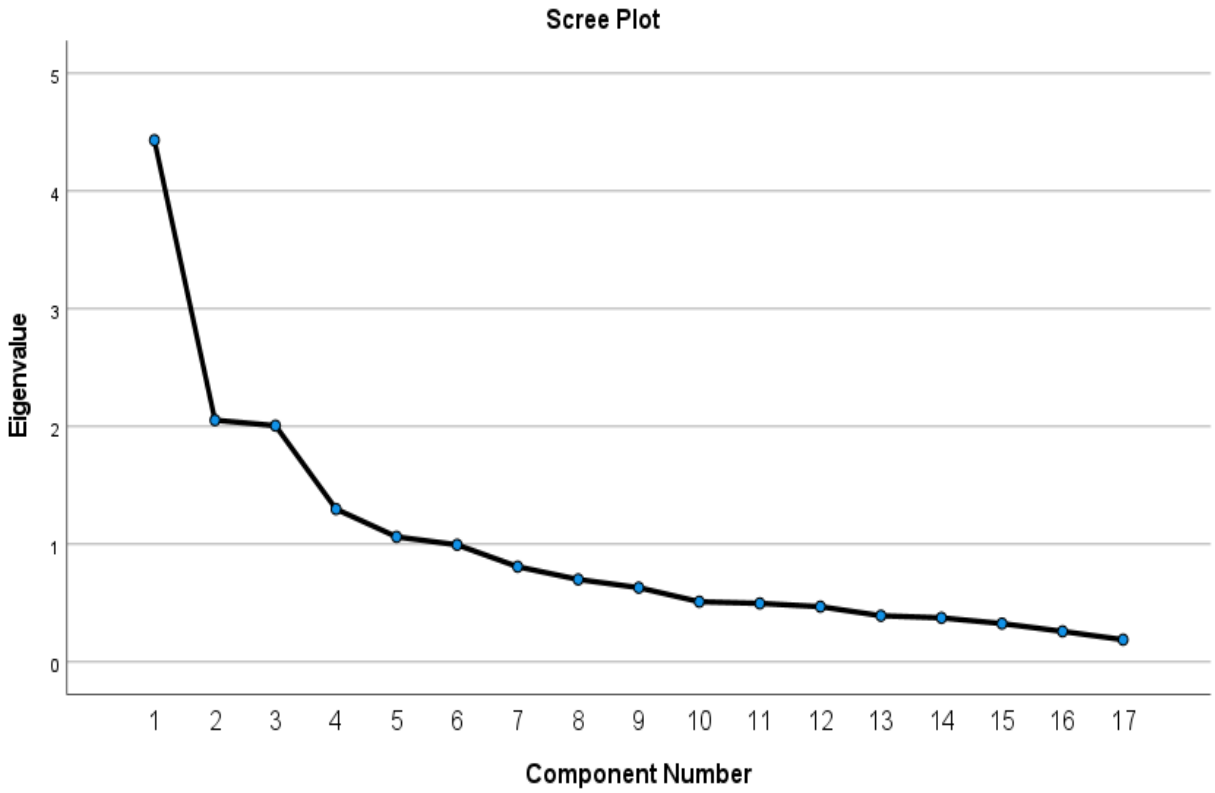
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.432	26.069	26.069	4.432	26.069	26.069	2.710	15.940	15.940
2	2.053	12.078	38.147	2.053	12.078	38.147	2.615	15.383	31.323
3	2.007	11.804	49.951	2.007	11.804	49.951	2.478	14.578	45.901
4	1.298	7.636	57.587	1.298	7.636	57.587	1.786	10.506	56.407
5	1.062	6.247	63.834	1.062	6.247	63.834	1.263	7.427	63.834
6	.995	5.850	69.684						
7	.808	4.755	74.439						
8	.700	4.119	78.558						
9	.630	3.709	82.266						
10	.511	3.005	85.271						
11	.497	2.922	88.193						
12	.469	2.759	90.951						
13	.392	2.306	93.257						
14	.374	2.199	95.456						
15	.325	1.913	97.370						
16	.259	1.523	98.892						
17	.188	1.108	100.000						

Extraction Method: Principal Component Analysis.

Interpreting explained variance in PCA:

- **Explanation of behaviour**: The table illustrates how much each group of factors, known as "components," accounts for people's behaviour when ordering food online.
- **Incremental explanation**: As we move from the first to the fifth group of factors, there is a gradual increase in the proportion of explained variance.
- **Significance of initial components**: The first group of factors explains approximately 26% of why people choose certain foods online, indicating its importance in understanding consumer behaviour.
- **Cumulative understanding**: By the fifth group, around 64% of the variance in people's choices is explained, demonstrating the cumulative effect of considering multiple factors.

Diminishing returns: Subsequent groups of factors contribute less and less to the overall explanation, suggesting that the initial components are the most influential in understanding consumers' online food ordering behaviour



Elbow Point: Retain Three Components: Based on the screen plot, we should retain the first three components for further analysis.

Focus on Key Factors: These components will help us understand the main demographic and behavioural factors affecting consumers, allowing for a more targeted approach in analysing and improving food delivery services.

This approach simplifies our analysis, ensuring that we focus on the most influential factors derived from our PCA.

This plot shows a clear elbow at Component 3. This suggests that the first three components explain most of the variance in the data.

Retain Three Components: Based on the screen plot, we should retain the first three components for further analysis.

Focus on Key Factors: These components will help us understand the main demographic and behavioural factors affecting consumers, allowing for a more targeted approach in analysing and improving food delivery services.

Component Matrix[a]

	Component				
	1	2	3	4	5
Reliability	.750	.283		-.128	
Tracking features	.635	.508	-.269		-.136
Quality	.630		-.523		
Ease of payment	.572	-.350	-.297		
Discounts and promotion	.557	-.352			.477
Convenience	.546	-.353	-.121	-.542	-.258
Variety	.512		.379	-.331	-.279
User experience	.509	.469	-.247	.362	
Special offers	.501	.190	.153	-.167	.421
Environmental factors	.497	.496	-.345	.105	-.287
Delivery time	.470	-.409	-.123	-.189	.198
Online reviews	.264		.721	.188	-.195
Frequency	.504		.562	-.180	
Customization	.467	.113	.550	.296	
Explore new food options	.472	-.379	.148	.538	
Switch to another	.355	-.469	-.168	.470	-.105
Customer service		.531			.558

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Interpreting the component matrix:

- **Representation of variables**: Each row in the matrix corresponds to a factor or variable measured in the study, while each column represents a different extracted component.
- **Strength of relationships**: The numbers in the matrix indicate the strength and direction of the relationship between each factor and component.
- **Example association**: For instance, a value of 0.750 for "Reliability" in the first component suggests a strong association, implying that changes in reliability are well reflected in changes in the first component.
- **Identification of groupings**: By analyzing these associations, we can discern which factors tend to cluster together in influencing consumer behaviour towards online food delivery.
- **Understanding data structure**: This analysis helps in understanding the underlying structure of the data and identifies the most influential factors driving consumer behaviour in this context.

Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
Environmental factors	.836				
Tracking features	.826	.173	.144		.123
User experience	.754			.242	.185
Reliability	.540	.346	.447		.233
Convenience	.122	.808	.193	-.136	-.273
Delivery time		.645		.225	.101
Ease of payment	.226	.588		.377	
Discounts and promotion		.573	.158	.387	.399
Quality	.536	.550	-.164	.248	
Online reviews		-.185	.770	.171	
Frequency		.204	.737		.139
Customization	.141		.675	.333	.163
Variety	.131	.367	.632	-.142	-.147
Explore new food options		.141	.251	.775	
Switch to another		.219		.698	-.244
Customer service	.142	-.198		-.226	.695
Special offers	.189	.293	.310		.545

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 14 iterations.

Interpreting the rotated component matrix:

- **Representation of relationships**: Each row in the matrix corresponds to a factor or variable, while each column represents a rotated component resulting from varimax rotation.
- **Strength and direction of associations**: The values in the matrix indicate the strength and direction of the relationship between each factor and component.
- **Example association**: For instance, a value of 0.836 for "Environmental factors" in the first component suggests a strong association, implying that changes in environmental factors align closely with variations in the first component.
- **Identification of groupings**: Analyzing these associations helps in identifying which factors tend to cluster together, influencing consumer behaviour towards online food delivery.
- **Impact of varimax rotation**: Varimax rotation maximizes the differences between factor loadings, making the interpretation of the components clearer and more straightforward.

Component Transformation Matrix

Component	1	2	3	4	5
1	.567	.585	.459	.325	.143
2	.618	-.515	.110	-.464	.354
3	-.434	-.262	.857	-.018	.085
4	.174	-.559	-.063	.807	-.039
5	-.279	.108	-.196	.164	.919

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Understanding the component transformation matrix:

- **Representation of transformations**: Each row corresponds to an original factor, and each column represents a derived component resulting from PCA and varimax rotation.
- **Indication of contributions**: Values in the matrix show how much each original factor contributes to each component. High positive values signify strong positive associations, while high negative values indicate strong negative associations.
- **Significance of associations**: These associations reveal how the original factors are linked to the derived components, providing insight into the underlying structure of the data.
- **Analogy to a recipe**: The matrix serves as a "recipe" for creating components from the original factors, simplifying the dataset's complexity and uncovering patterns or themes that explain variation.

6. FINDINGS AND CONCLUSIONS:

Through Principal Component Analysis (PCA) and Varimax rotation, this study unveils pivotal insights into the determinants of consumer behaviour in online food delivery. Five primary components emerged, each representing distinct facets of consumer preferences: **Reliability and Trustworthiness**, **Convenience and Accessibility**, **Product Quality and Variety**, **Service Efficiency and Timeliness**, and **Promotional Offers and Discounts**. These components encapsulate the dimensions steering consumers' choices in the online food delivery sphere.

Within these components, specific factors wield significant influence. Elements like **Reliability**, **Tracking Features**, and **Customer Service** emerge as crucial for fostering trust and satisfaction. **Convenience**, **Ease of Payment**, and **Delivery Time** stand out as pivotal considerations for consumers prioritizing seamless service.

Moreover, the study underscores the significance of **Product Quality**, **Variety**, and **Customization** in shaping consumer preferences. Consumers value not only taste but also the range of options and the ability to personalize orders.

Furthermore, **Discounts** and **Special Offers** emerged as potent tools for attracting and retaining customers, underscoring the importance of pricing incentives in shaping behaviour.

In summary, this research illuminates the multifaceted nature of consumer decision-making in online food delivery. By discerning the core factors driving behaviour, platforms can tailor services and strategies to meet consumer needs effectively, thus fostering satisfaction and loyalty in this dynamic market landscape.

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