







Customer Preference towards Online Food Delivery with Respect to Major Delivery Platforms in Madanapalle, Annamayya District

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Abstract

This essay has demonstrated how important it is to understand the consumer's decision-making process. Finding out how much customers preferred meal delivery apps namely Swiggy and Zomato was the aim of the study. Primary data were used only in the research. Four sections of the structured questionnaire were prepared: preferences, trustworthiness, consistency, and preference choice. There were 200 people in the sample. There was a 100% response

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rate. In order to interpret the data acquired, the method of data analysis employed the fundamental spss tools. The findings indicated that customers mostly value originality when it comes to cost, caliber, and delivery. Not a single online meal delivery service, including Zomato and Swiggy, received the top ranking. This study has provided an overview of consumer perceptions, uncertainties they face, and whether or not the service is dependable. It has provided comprehensive details regarding the issues that customers are having and potential solutions. From a managerial standpoint, the article broadens our understanding of the consumers. This research has added innovation by investigating different factors connected to customers, such as preference, reliability, like, etc., through the analysis of consumer preference.

Keywords: Customer touchpoints. Customer satisfaction. Mass customization. Printing industry.

1 Introduction

Innovation has been crucial in transforming the dinner delivery industry. It has also contributed to changes in consumer choices, as their time constraints have forced them to handle the complete parcel online process, including arranging for prepared suppliers to deliver right to their door. Customers prioritize comfort over all other factors, since making a request only requires a few taps on a mobile device. Customers' preference for the services offered by web suppliers who request and convey administrative entries can be attributed to factors such as mechanical dependability, comfort, and shorter preparation times for dinners (Mittal, 2020b). Online dinners' requests for and delivery of contributions are being acknowledged step by step, and customer demands are also being growing. The purpose of this assessment is to find out what the clients think about the contributions they receive from explicit entries.

To start this conversation, have a look at the relevant material, particularly the part about web vendors seeking and submitting contributions Mittal, 2020a. The study's findings, followed by strategies for research and an analysis of how customers perceive the services, could help online meal delivery service providers develop more advanced strategies for effectively marketing their cell programs. Studying buyer perception is important for both personal and corporate development. Understanding the demands, preferences, and inclinations of buyers is aided by it. By increasing the brand's attractiveness, it leads to the association giving a particular brand a personality and motivation. The best way to describe it is as a process of providing incentives to the customers, especially those who are younger. It includes all that customers feel, know, and have experienced about the company. After taking the realities into account, a brand was created. "Food truck" was the brand name, and "nourishment on wheels" was the tagline. It was a service that delivered food online. It provided online food management to people in India.

It has been compared and contrasted with other brands. Various natural lifestyle options were available, such as Swiggy and Zomato. The brands in question have been considered in order to determine what aspects they lacked and how the new brand might differ from those that were observed by consumers. This process has assisted in creating a distinctive brand identity and cultivating positive perceptions for the company that these brands genuinely represent. Depending on these actions, the brand may grow over time, remain stagnant, or fade. The new feeding application, called the nutrition truck, was going to pose a threat to the existing feeding applications. When creating the app, consideration was given to the advantages and disadvantages of popular meal delivery services like Swiggy, Zomato, and others. The youthful Indian buyers have an incredible energy to visit inexpensive food outlets. Food trucks bought up the tastes of many locations across the country. The application was linked to many cafés through the real taste of its food and observation of the orderliness and sanitation of the establishments. In order to maintain track of the quality of the food, there had also been an evaluation of the cafés. The consumers can get in touch with us at any time if there are any difficulties linked to hygiene. The administration's customer service was available around-the-clock. The company made every effort to resolve any problems and maintain customer satisfaction. It was effective in retaining customer loyalty and acknowledged the customer as the ultimate authority.

The introduction of the internet food delivery service was contingent upon recognition, development, and oversight. There was an underlying rumor of 2-3 crores. The website was user-friendly, allowing even those with no mechanical knowledge to use the application. The company hired delivery personnel merely by providing them with appropriate training. Online food ordering is the process of placing a food order via a restriction's website, mobile application, or several restrictions' websites or applications. there is no unique requirement or decision that can make one web based asking programming not quite the same as another. The authors of the study have experienced spending lot of time online looking for eateries that are currently open. The idea that restaurants should have this kind of system that allows online restaurant requests. The reason for the significant growth in this sector can be attributed to the achievement of massive new businesses like Swiggy and Zomato, which have increased worker profitability.

- Accurate order fulfillment;
- Business growth;
- Database construction skills;
- Robust analysis.

The food and diet patterns of the various urban population strata deserve greater attention than they have received thus far, not only for their advice on nutrition and agricultural planning but also for choosing therapeutic initiatives and preventative measures. The

main goal of the investigation is to learn how consumers perceive the online meal delivery services. Customers' preferences can change for a variety of reasons. We can better understand the e-commerce food delivery market thanks to this analysis. We will consider the customer's inclination toward the services they provide in metropolitan areas and learn more about the elements that shape their inclination. As a result, these findings might aid specialized cooperatives in improving these aspects in order to fill in the gaps in consumers' attitudes. Go to websites that request food online. These websites have expanded primarily for the convenience of its users. However, they do present small foundations with several opportunities to grow their business. For a while now, ordering food online has been considered a global marvel. While there have been many kinds that have gained popularity in India at different times, success has been uncommon. One such early enterprises involved the online meal delivery services like Swiggy and Zomato, which launched over 30 eateries in cities to serve patrons and create an online ordering system. Alagoz and Hekimoglu's (2012) state that internet commerce is growing quickly throughout the world and that the food business is also showing consistent growth. This study report examines whether or not to acknowledge the online meal ordering system using the Technology Acceptance Model. According to their data analysis, consumers' opinions about ordering food online differ depending on a range of factors, such as how straightforward and easy the process of ordering food online is, how innovative their data is, whether or not they trust merchants, and other outside factors. The objective of Sethu and Saini's (2016) was to evaluate students' comprehension, conduct, and fulfillment of internet-based meal purchase and distribution services. Their data indicates that online meal delivery services help students better manage their time.

It is also found that the main justifications for using the services are the ease with which their ideal food can be accessed whenever needed and the ease with which they can access the internet. According to Kimes's (2011), the results of his investigation showed that perceived control and perceived comfort with the online meal ordering services were important for both clients and non-clients. In addition to having more innovation stress, non-clients require a closer-to-home connection in order to use the services. Leong Wai Hong and Tunku Abdul Rahman's (2016) asserts that the development approach has changed in many firms due to creative breakthroughs. Increased brand mindfulness has a significant effect on its parent or core brand image, and good frameworks can help with this. This in turn affects the buyer's score-brand disposition and purchasing objective. However, consumer observation has a big impact on parent-brand sentiment. Purchase decisions made by customers are greatly impacted by this Wu and Lo's (2009). One of the most important aspects of consumer recognition is character recognition. Character is influenced by a buyer's actions, growth, media preferences, item preferences, risk tolerance, and initiative.

It is acknowledged that the use of internet food delivery systems can occasionally drive restaurant business development and help the establishments facilitate substantial online sales. According to Chavan et al.'s (2015), cafés are able to handle customer orders more quickly because to the use of smart device-based interfaces that allow customers to examine, arrange, and explore. The powers of remote communication and enhanced cell innovation in gratifying and enhancing business executive management and administration conveyance. Their research indicates that the proposed framework is useful, persuasive, and easy to use, and that it will be used to enhance the whole café industry in the near future. Just as consumers base their judgments of the quality of the food in the house while preparing dinner, they often make inferences about value when making purchases. Buyer knowledge is based on perceived quality and item development that is organized by the client (Grunert, Bredahl, & Brunsø, 2004). The importance of consumer observation is frequently used in different advertising procedures. It is seen as a benefit and crucial to the success of any association. It is necessary to create an integrative configuration. Three models are included in the configuration: client esteem aspects, customer repute expansion, and client repute in return (Kahlifa, 2008). Directors see risk in different ways, and their perceptions are influenced by many factors. Risk-reducing practices are viewed by administrators as an important component of the hierarchical structure (Kahlifa, 2008). A successful internet company site depends on factors like customer loyalty, client security, and client quality. Customer loyalty and exchange prices are impacted by client interfaces and perceived quality, which in turn fosters client steadiness (Chang & Chen, 2009).

2 Objectives

- To differentiate between the various quality, administrative, and delivery characteristics.
- To evaluate and compare various brands, such as Swiggy and Zomato.
- To examine consumer behavior about food purchases made online.
- To create the most recognizable brand and win over customers through loyalty.

3 Research Methodology

The customer preferences survey is related to understanding the expected behavior of the buyers. It encompasses a variety of methods by which a customer chooses, assesses, and finally determines which brand to purchase. Consequently, the partnership creates an identity that will draw clients. The primary objective of any organization is to establish a powerful brand in order to contend with competing brands in the industry. An online meal delivery company was established by considering a number of variables, including consumer desire, usage, and observation, in order to better comprehend it.

The shopper observation research provided the brand with an incentive in addition to aiding in the knowledge of customer experiences. The variety of crucial data is what drives the study. The present study employed a quantitative investigate strategy to scrutinize and monitor the collected data through the use of quantifiable, scientific, and computational techniques. A well-structured survey comprised both closed-ended and open-ended items. Everything about the way it was designed ensures that every study area is cooked. The overview was conducted in a number of urban areas, and about 200 responses were obtained. Since the population was small and uniform, the likelihood of each edge subset is the same. The accommodation examination method was applied. Understudies, self-employed workers, stay-at-home moms, privately held company representatives, and business owners from different metropolitan areas make up the populace. Multi-thing scales (5-point, Liker type) ranging from strongly agree (5) to unquestionably deviate (1) are used for all factors used in the assessment.

The study was conducted using primary data. First-hand data, which haven't been included in earlier studies, are crucial information. A organized survey was created and contained addresses linked to online meal delivery services. There were four sections to the survey. Four questions made up the first section, which focused on preference. There were two questions in the next section, which focused on reliability. Three questions made up the third section, which focused on liking. There was only one question on the inclination option in the continuation section. There were 200 individuals in the sample. The entire number of observations that were used to analyze the data is known as the sample size. It had produced more accurate and dependable outcomes. There was a 100% response rate. The ratio was actually the overall number of respondents to the survey scaled by the overall sample size. The majority of the responders were housewives, company owners, officers, and students. However, students made up over 70% of the responses, and they were the individuals who would perform the work. The primary explanation for this was because these individuals were the ones that ordered food online the most frequently. Therefore, they were primarily taken into account in order to acquire the best outcome. The responders were city dwellers.

4 T-test analysis

To find a significant difference in consumer choice between Swiggy and Zomato for online delivery based on gender, an independent T-test was employed in this study (see figure 1). The group statistics and T-test results have been presented in table 1 and table 2.

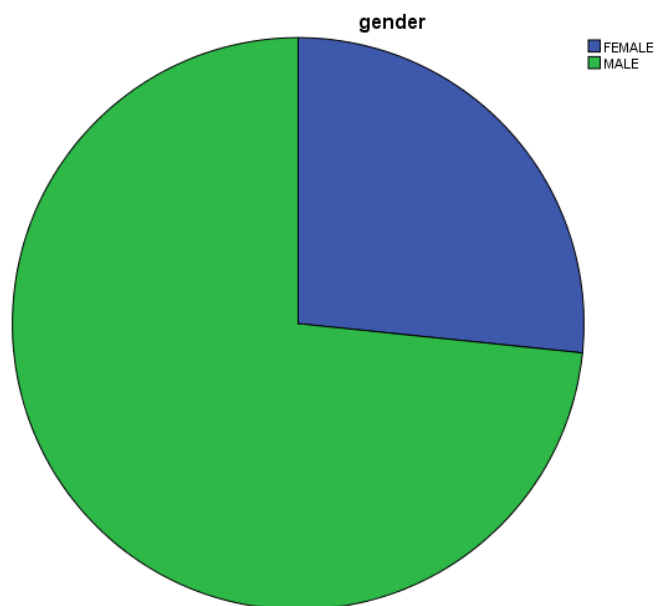


Figure 1. T-test

Table 1. Group Statistics

Gender	N	Mean	Std. Deviation	Std. Error
Preferences 1	53	1.64	0.522	0.072
Preferences 2	146	1.42	0.510	0.042

Table 2. Levene’s Test and t-test Results

Preference	Levene’s Test		t-test for Equality			CI Interval of the Difference			
	F	Sig.	t	Df	Sig.	Mean Diff	Std. Error	Lower	Upper
Equal variances assumed	0.218	0.641	2.636	197	0.009	0.217	0.082	0.055	0.379
Equal variances not assumed			2.605	90.291	0.011	0.217	0.083	0.052	0.382

The results of the T-test show that there is a substantial difference in the choices made by males and females when it comes to online meal ordering through Swiggy or Zomato. where it is discovered that men are more likely than women to use the online meal delivery services Swiggy and Zomato. descriptive statistics: In an investigation, statistical techniques are used to characterize the fundamental features of the data. The mean, median, and mode—measures of center—are the most well-known categories of descriptive statistics.

Table 3. Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
FEMALE	53	26.6	26.6	26.6
MALE	146	73.4	73.4	100.0
Total	199	100.0	100.0	

Table 4. Age

	Frequency	Percent	Valid Percent	Cumulative Percent
1	17	8.5	8.5	8.5
2	132	66.3	66.3	74.9
3	38	19.1	19.1	94.0
4	12	6.0	6.0	100.0
Total	199	100.0	100.0	

Table 5. Education

	Frequency	Percent	Valid Percent	Cumulative Percent
1	13	6.5	6.5	6.5
2	15	7.5	7.5	14.1
3	32	16.1	16.1	30.2
4	131	65.8	65.8	96.0
5	8	4.0	4.0	100.0
Total	199	100.0	100.0	

Of the 199 respondents, 146 are men, and 53 are women. These represent the bulk of the respondents (see table 3). The bulk of the 199 respondents are between the ages of 21 and 30, with the next age categories being over 40, 31 to 40, and 14 to 20 (see table 4).

Table 5 demonstrate Of the 199 respondents, PG students made up the majority with 131 responses, followed by 10th, intermediate, and UG students. Among the 199 respondents, 156 (or more) of them are single, and they are more drawn to online meal ordering than are the remaining 41 (or less) that is further shown in table 6. Of the 199 respondents in all, the majority have monthly incomes between \$30,000 and \$40,000 (74 responses), followed by \$ 10,000 and under (23 responses), \$10,000 to \$20,000 (8 responses), and \$ 40,000 and above (52 responses) as observed in table 7.

Table 6. Marital status

	Frequency	Percent	Valid Percent	Cumulative Percent
1	156	78.4	79.2	79.2
2	41	20.6	20.8	100.0
Total	197	99.0	100.0	
Missing System	2	1.0		
Total	199	100.0		

Table 7. Income

	Frequency	Percent	Valid Percent	Cumulative Percent
1	23	11.6	11.6	11.6
2	8	4.0	4.0	15.6
3	42	21.1	21.1	36.7
4	74	37.2	37.2	73.9
5	52	26.1	26.1	100.0
Total	199	100.0	100.0	

Table 8 shows 129 said that private employees are the group most drawn to ordering food online, followed by students (32) and housewives (21), government employees (63) and businesses (8). Of the 199 respondents, more respondents (196 responses) said they preferred to order food through online food delivery applications (see table 9). Of the 199 respondents, the majority choose the Swiggy online delivery app (105 responses) over the Zomato app (92 responses) for placing online food orders (see table 10).

Table 8. Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
1	32	16.1	16.2	16.2
2	21	10.6	10.7	26.9
3	129	64.8	65.5	92.4
4	6	3.0	3.0	95.4
5	8	4.0	4.1	99.5
6	1	0.5	0.5	100.0
Total	197	99.0	100.0	
Missing System	2	1.0		
Total	199	100.0		

Table 9. Order

	Frequency	Percent	Valid Percent	Cumulative Percent
1	195	98.0	99.0	99.0
2	2	1.0	1.0	100.0
Total	197	99.0	100.0	
Missing System	2	1.0		
Total	199	100.0		

Table 11 The majority (67 responses) say they order food online for less than 500 rupees, followed by <150 (38 responses), <250 (47 responses), and compared to 500 (44 responses).As observed in 12 the bulk are placing their orders for dinner (97 responses), breakfast (58 responses), lunch (16 responses), and snacks (26 responses).When compared to Zomato, the majority of the respondents think that Swiggy’s customer service is superior (see table 13).The meal isordered are online as shown in table 14 and table 15. Offline customers are decreasing as people have started ordering online (see table 16).

Table 10. Preference

	Frequency	Percent	Valid Percent	Cumulative Percent
SWIGGY	105	52.8	52.8	52.8
ZOMATO	92	46.2	46.2	99.0
3	2	1.0	1.0	100.0
Total	199	100.0	100.0	

Table 11. Money

	Frequency	Percent	Valid Percent	Cumulative Percent
1	38	19.1	19.4	19.4
2	47	23.6	24.0	43.4
3	67	33.7	34.2	77.6
4	44	22.1	22.4	100.0
Total	196	98.5	100.0	
System Miss- ing	3	1.5		
Total	199	100.0		

Table 12. Meal

	Frequency	Percent	Valid Percent	Cumulative Percent
1	58	29.1	29.4	29.4
2	16	8.0	8.1	37.6
3	26	13.1	13.2	50.8
4	97	48.7	49.2	100.0
Total	197	99.0	100.0	
Missing Sys- tem	2	1.0		
Total	199	100.0		

Table 13. Which Company's customer service is good

	Frequency	Percent	Valid Percent	Cumulative Percent
1	94	47.2	47.5	47.5
2	102	51.3	51.5	99.0
3	2	1.0	1.0	100.0
Total	198	99.5	100.0	
Missing System	1	0.5		
Total	199	100.0		

Table 14. Quality

	Frequency	Percent	Valid Percent	Cumulative Percent
4.00	11	5.5	5.6	5.6
5.00	74	37.2	37.8	43.4
6.00	79	39.7	40.3	83.7
7.00	32	16.1	16.3	100.0
Total	196	98.5	100.0	
Missing System	3	1.5		
Total	199	100.0		

Table 15. Service

	Frequency	Percent	Valid Percent	Cumulative Percent
3.00	1	0.5	0.5	0.5
3.33	71	35.7	36.2	36.7
3.67	30	15.1	15.3	52.0
4.33	10	5.0	5.1	57.1
5.00	2	1.0	1.0	58.2
5.33	66	33.2	33.7	91.8
5.67	14	7.0	7.1	99.0
7.00	1	0.5	0.5	99.5
7.67	1	0.5	0.5	100.0
Total	196	98.5	100.0	
Missing System	3	1.5		
Total	199	100.0		

Table 16. Often You Order

	Frequency	Percent	Valid Percent	Cumulative Percent
1	120	60.3	60.9	60.9
2	57	28.6	28.9	89.8
3	11	5.5	5.6	95.4
4	9	4.5	4.6	100.0
Total	197	99.0	100.0	
Missing System	2	1.0		
Total	199	100.0		

5 Findings

The study found that users generally indicated a strong preference for web-based meal ordering, with nearly 90% of respondents confirming they had used electronic food services. There was a growing sense of satisfaction among consumers with online food ordering, particularly among men employed in IT organizations, who were more likely than women to use or recommend these services. Despite the convenience of online ordering, many respondents still preferred to communicate via phone when finalizing their orders. The study also noted an increase in the number of consumers opting to order food online, with cash on delivery emerging as a highly popular payment method. The most influential factor driving consumer decisions was location, closely followed by rewards and cashback offers.

6 Conclusion

Understanding consumer preferences plays a pivotal role in maintaining a store's image, upholding brand quality, and ensuring the overall success of a business. By researching consumer preferences, businesses gain valuable insights into customer behavior, including their preferences, likes, purchasing intentions, and buying patterns. This information not only helps in understanding the current market demands but also enables businesses to anticipate future trends. In a competitive market where consumers are continuously seeking unique and innovative products, the ability to cater to these evolving desires becomes the foundation of a company's competitive advantage. Ultimately, aligning business strategies with consumer preferences is key to fostering brand loyalty, driving growth, and sustaining long-term success.

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