

# A Study on Consumer Perception Towards Online Food Delivery Apps with Special Reference to Tirupur District

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## ABSTRACT

The rapid growth of online food delivery (OFD) apps has transformed the food industry, offering consumers convenience, variety, and ease of access to their favorite restaurants. This study explores consumer perception towards OFD apps in Tirupur district, focusing on factors influencing their adoption, satisfaction levels, and challenges faced. The research employs a survey-based approach, collecting data from a diverse group of respondents to analyze their preferences, behavior, and expectations. Key factors such as service quality, pricing, delivery efficiency, and app usability are examined to understand their impact on consumer satisfaction and loyalty. The findings provide insights into the strengths and limitations of existing OFD services in Tirupur, offering recommendations for service providers to enhance user experience and market reach. The study aims to contribute to the growing body of knowledge on digital consumer behavior in the food industry, helping businesses optimize their strategies to meet evolving consumer demands.

**Keywords:** Online food delivery, Consumer perception, Tirupur district, Service quality, Digital behavior, Customer satisfaction.

## INTRODUCTION

Online food ordering is the process of ordering food from a website or other application. The product can be either ready-to-eat food (e.g., direct from a restaurant or from certified home- kitchen). Each Smartphone application generates an online food menu. Customers can simply place orders using mobile applications such as Zomato, Swiggy, and others, which offer a wide variety of food from various neighboring restaurants. These mobile applications provide a tracking mechanism that allows clients to get more familiar with each stage of the delivery process. Customers can track their orders as they are placed in the appropriate restaurant. Payment can be made online or through a cash-on-delivery (COD) mechanism. These apps also have a feedback system where users can leave feedback and recommendations, as well as review food items and delivery methods. Customers like orders that come with a discount. Furthermore, it is more convenient, dependable, and trouble-free. Another appealing characteristic of online food apps is that they are more cost effective because they provide consumers with a wide range of convenience and preferences to choose from.

## STATEMENT OF THE PROBLEM

In this growing world of technology, online food delivery has become an important element of people's life. The concept of dine out system has changed and made people to order food at any time conveniently just by few clicks. This system is revolutionizing the present restaurant industry. Consumer preference is the main stimulating factor for business owners to indulge in online delivery services. With intensive urbanization large volumes of food move through the systems.

## OBJECTIVE OF THE STUDY

- To analyze the demographic characteristics of consumers using online food delivery apps in Tiruppur District.
- To examine the factors influencing the adoption and usage of online food delivery apps among consumers in Tiruppur District.
- To assess the level of satisfaction among consumers regarding the quality, service, and features provided by online food delivery apps.

## SCOPE OF THE STUDY

- The study is basically conducted to know how consumers perceive the online food delivery services. The perception of consumers may vary under different circumstances.
- From this study, we can have a better understanding of the Online Food Delivery Service Market“. We will know about the consumer perception regarding the services and will get to know the variables affecting their perception.
- Therefore, these findings may help the service providers to work upon on these variables to fill up the gaps in the mindset of consumers.

## RESEARCH METHODOLOGY DATA COLLECTION PRIMARY DATA

The primary data was collected directly from respondents through a survey questionnaire designed to understand their perceptions and preferences regarding online food delivery apps .

## SECONDARY DATA

Additional information was gathered from journals, websites, research papers and online sources to support the analysis. These sources provided background knowledge and existing trends related to online food delivery apps.

## RESEARCH DESIGN

This study follows a descriptive research design to understand youth perception regarding Online food delivery apps . To analyse the most preferred online food delivery service portal by consumer.

## SAMPLING STRATEGY

Descriptive research design is conducted for studying and analyzing consumer perception towards online food ordering apps among consumers around Tirupur city.

- The questionnaires shared through google form for the collection of data.
- The technique used to decide on sample size was convenient sampling technique.
- The total sample size consists of 100 respondents.

## TOOLS FOR ANALYSIS

- Chi-square test
- Ranking method

## REVIEW OF LITERATURE

### Kumar et al. (2024)

Kumar et al. (2024) studied the impact of artificial intelligence (AI) and machine learning on food delivery apps. Their findings suggested that AI-driven recommendations, dynamic pricing, and automated customer service significantly improved user experience and satisfaction.

### Sharma & Verma (2023)

Sharma & Verma (2023) explored how digital advancements like AI-powered recommendations, chatbot-assisted ordering, and predictive delivery times influenced consumer satisfaction. Their study highlighted that personalization and seamless app experiences increased customer loyalty.

## DATA ANALYSIS AND INTERPRETATION CHI-SQUARE ANALYSIS

HO: There is no significant relationship between marital status of the respondents and type of online food delivery apps.

H1: There is a significant relationship between marital status of the respondents and type of online food delivery apps.

S. No	Gender	Debit/ Credit	Net banking	UPI	Cash on delivery	Total	Percentage
1	Male	10	8	10	46	74	74%
2	Female	3	3	7	13	26	26%
	<b>TOTAL</b>	<b>13</b>	<b>11</b>	<b>17</b>	<b>59</b>	<b>100</b>	<b>100%</b>

Calculated chi square value	Table value	Degree of freedom	Result
2.584	7.815	3	Accepted

The calculated chi square value (2.58445) is lesser than the table value (7.815), Hence the null hypothesis is accepted at 5% level significance. It can be concluding that there is no Relationship between Gender of respondents and the payment option done in online food delivery apps.

### RANK THE FACTORS INFLUENCING ONLINE FOOD DELIVERY APPS

S.NO	FEATURES	I	II	III	IV	V	TOTAL	RANK
1	Delivery Speed	50	20	15	25	17	127	I
2	Food Quality	45	36	10	12	20	123	II
3	Discount and offers	40	30	15	5	21	111	III
4	Customer Support	27	7	12	15	21	83	VI
5	Price and value of money	39	4	10	31	15	99	IV
6	Delivery charges	24	15	5	7	27	81	VII
7	Hygiene & safety standards	35	22	18	9	1	85	V
8	Availablity of restaurents	19	3	13	16	10	61	VIII

### INTERPRETATION

The evident of the table, Delivery Speed getting the score of 127, Food Quality getting the score of 123, Discount and offers getting the score of 111, Price and value of money getting the score of 99, Hygiene & safety standards getting the score of 85, Customer Support getting the score of 83, Delivery charges getting the score of 81 and Availablity of restaurents getting the score of 61

### INFERENCE

Majority of the responders Satisfied (40%) with online food ordering.

### SUGGESTIONS

- They should provide more offers as customers are mainly using these apps to avail offers.
- Food app should improve their payment security so that consumers don't hesitate while making payment online.
- Increase the number of restaurants, which provide food delivery services through apps.
- Payment Option: Adding different payment option such as PayPal, Cash, Gift cards, etc., will also attract more customers.

## CONCLUSION

The purpose of this study was to look at how customers felt about online food delivery apps. Based on the findings, it can be stated that online food ordering offers both advantages and disadvantages. The convenience of computerized ordering is the primary reason for its use. According to the findings of this study, online food delivery applications assist clients in ordering food in a simple and timely manner. It provides every information of the customer's order, ensuring that the greatest customer care is provided. The users will benefit from the tracking system. The service provider can keep a database and improve the consumer experience by using an online meal ordering system. According to the report, young individuals are more likely than older people to use an online food delivery service. According to the report, the most influential aspect in online food delivery is time saving, ease and convenience.