# Customer Perception Towords Food Delivery Apps

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**ABSTRACT:**

The rapid growth of digital technology has revolutionized the food service industry, particularly through the emergence of food delivery applications. This study explores customer perception towards food delivery apps, focusing on key factors such as user interface, pricing, delivery time, food quality, customer service, and overall satisfaction. A mixed-method approach was employed, combining quantitative surveys and qualitative interviews to gather data from a diverse demographic of app users. The findings reveal that convenience, ease of use, and promotional offers are major drivers of customer preference, while issues like delayed delivery and poor customer support negatively impact perception. Additionally, trust and reliability emerged as crucial determinants of long-term usage. The research contributes to understanding consumer behavior in the digital food marketplace and offers insights for app developers and food delivery companies to enhance user experience and retention.

**INTRODUCTION:**

Consumer perception implies once behavior towards any product or service marketed, it is that marketing concept which encompasses a consumer's acquaintance about offerings of any product or service of a particular company. Consumer perception plays a vital role in success of any marketed product or services as their attitude towards the particular product or service will decide the detainment of the product or service in the market. The factors that decide customer perception are Consistency of performance, Emotional connect, Marketing communications, Holistic marketing. It is very important for any marketing strategy to make sure whether consumer had perceived with the same intention with what the company has thought of as it's been observed that there always exists a difference between what the company tends to deliver to the consumer and the attitude with what consumer perceive it. In this era of technology, it's been very obvious to get things within a click in the screen of our smart gadgets. Everyone is in a race to cope up with the fifth-generation technology. India is rich in food culture which is being now marketed with the help of various food applications like Zomato, Swiggy, Uber eats etc. that provide services to the users to explore the tastes of various restaurants sitting at residence or even at workplace. Consumers even show keen interest with all the inventions to get into the trend and explore with new experiences with utmost convenience and transparency and expecting the same as of physically visiting any outlets. Without any doubt food is a necessity and getting food with the help of such applications has triggered ecommerce to a great extent, Consumer perception implies one's behavior towards any product or service marketed, it is that marketing concept which encompasses a consumer's acquaintance about offerings of any product or service of a particular company. Consumer perception plays a vital role in success of any marketed product or services as their attitude towards the particular product or service will decide the retainment of the product or service in the market. The factors that decide customer perception are Consistency of performance, Emotional connect, Marketing communications, Holistic marketing. It is very important for any marketing strategy to make sure whether consumer had perceived with the 1 same intention with what the company has thought of as it's been observed that there always exists a difference between what the company tends to deliver to the consumer and the attitude with what consumer perceive it. In this era of technology, it's been very obvious to get things within a click in the screen of our smart gadgets. Everyone is in a race to cope up with the fifth-generation technology. India is rich in food culture which is being now marketed with the help of various food applications like Zomato, Swiggy, Uber eats etc. that provide services to the users to explore the tastes of various restaurants sitting at residence or even at workplace. Then they would be able to see the registered list of the restaurants of that particular application and they can make a choice of their restaurants where the whole menu along with the prices of the dishes are being displayed. The mode of payment may be in cash on delivery or through net banking or through a debit or a credit card. A good number of food delivery applications can be seen entering the e-market which in turn giving a pace for more new restaurants and new dishes creating an opportunity for income that in a way

helps in socio economic development of an area. The most popular food delivery applications are Food Panda, Zomato, Swiggy, Dunzo, Dominos.

**OBJECTIVE OF THE STUDY:**
    1. To study about demographical status of the respondent.
    2. To analyses the awareness about food delivery apps
    3. To identify the various factors that influences the customer to choose food delivery services.
    4. To provide findings and suggestions given to the customers.

**RESEARCH MEDHODOLOGY:**

This study on customer perception towards food delivery apps is crucial due to the rapidly growing demand for food delivery services. Despite the increasing importance of food delivery apps, there is a lack of research on customer perception towards these platforms, making this study a valuable contribution to the existing literature. By understanding customer perception, food delivery apps can identify areas for improvement, optimize their services, and enhance customer satisfaction and loyalty.

**RESEARCH PROCESS**

The research process for studying customer perception towards food delivery apps begins with problem definition, where the research problem and objectives are identified. This is followed by a comprehensive literature review of existing research on customer perception, food delivery apps, and related topics.

**RESEARCH DESIGN**

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is 'Descriptive Research'.

**TYPES OF RESEARCH**

Descriptive Research: Descriptive research aims to accurately describe and summarize customer perception towards food delivery apps.

**LITERATURE OF REVIEW**

Chang, Y., & Lee, D. 20221 This paper examines the role of technology and innovation in fostering consumer loyalty in food delivery services. The study found that the introduction of new features, such as AI-based recommendations and personalized offers, significantly increased consumer satisfaction and loyalty. The authors recommend that food delivery companies focus on continuous technological improvements and innovate in areas like delivery tracking and customer service features to retain customers in a competitive market. Patel, S.,

Desai, R. 20222 This paper explores the impact of customer experience on usage frequency of food delivery apps. Using a quantitative approach with a sample size of 500 users, it was found that positive customer experiences, such as ease of ordering, delivery time, and customer service, directly influence repeat usage. The research emphasizes that food delivery apps must focus on creating consistent, personalized experiences to retain customers in a highly competitive market.

Robinson, K., & Baker, M. 20213 This paper analyses the role of online reviews in influencing consumer decisions when choosing food delivery services. Using data from multiple review platforms, the authors found that positive reviews significantly boosted consumer confidence and likelihood of using a service. Negative reviews, on the other hand, were found to have a deterrent effect, especially regarding food quality and customer service 9 issues. The research emphasizes the power of word-of-mouth and the importance of maintaining positive customer experiences to build a strong online reputation.

Anderson, P., & Hughes, J. 20214 This study explores how different dimensions of delivery service quality—such as accuracy, punctuality, and the condition of the food—affect overall customer satisfaction in food delivery services. The research shows that accurate delivery, on-time arrival, and high food quality

were the top determinants of satisfaction, highlighting the importance of operational efficiency in food delivery companies.

**TABLE SHOWING THE DISTRUBUTION BASED ON THE EMPLOYEE ENGAGEMENT:**

| S.NO | FACTORS | STRONGLY AGREE | AGREE | NEUTRAL | DISAGREE | STRONGLY DISAGREE | TOTAL |
|---|---|---|---|---|---|---|---|
| 1 | Price and discount | 26 (25%) | 24 (23.1%) | 20 (19.2%) | 19 (18.3%) | 15 (14.4%) | 104 |
| 2 | Faster and more reliable deliveries | 35 (33.7%) | 29 (27.9%) | 16 (15.4%) | 13 (12.5%) | 11 (10.6%) | 104 |
| 3 | Better customer services. | 29 (27.9%) | 23 (22.1%) | 19 (18.3%) | 18 (17.3%) | 15 (14.4%) | 104 |
| 4 | improve app design | 26 (25%) | 24 (23.1%) | 19 (18.3%) | 18 (17.3%) | 17 (16.3%) | 104 |
| 5 | More variety in restore and cuisines | 23 (22%) | 22 (21.2%) | 19 (18.3%) | 18 (17.3%) | 1 (1%) | 104 |

INFERENCE:
The above table shows that 25% of the respondents are strongly agree that price and discount, followed by 23.1% of the respondents are agree that, followed by 19.2% of the respondents are neutral that, followed by 18.3% of the respondents are disagree, followed by 14.4% of the respondents are strongly disagree.

The above table shows that 33.7 of the respondents are strongly agree that faster and more reliable deliveries, followed by 27.9% of the respondents are agree that, followed by 15.4% of the respondents are neutral that, followed by 12.5% of the respondents are disagree that, followed by 10.6% of the respondents are strongly disagree.

The above table shows that 27.9% of the respondents are strongly agree that better customer service that, followed by 22.1% of the respondents are agree that, followed by 18.3% of the respondents are neutral that, followed by 17.3% of the respondents are disagree that, followed by 14.4% of the respondents are strongly disagree.

The above table shows that 25% of the respondents are strongly agree that improve app design that. Followed by 23.1% of the respondents are agree that, followed by 18.3% of the respondents are neutral that, followed by 17.3% of the respondents are disagree that, followed by 16.3% of the respondents are strongly disagree.

The above table shows that 22% of the respondents are strongly agree that more variety in restore and cuisines that, followed by 21.2% of the respondents are agree that, followed by 18.3% of the

respondents are neutral that, followed by 17.3% of the respondents are disagree that, followed by 1% of the respondents are strongly disagree.

## ANOVA TABLE SHOWS THE DIFFERENCE BETWEEN GENDER AND PREFERRING FOOD DELIVERY APP DURING

### Descriptives

**2.Gender**

|  | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean Lower Bound | Upper Bound | Minimum | Maximum |
|---|---|---|---|---|---|---|---|---|
| Breakfast | 17 | 1.35 | .493 | .119 | 1.10 | 1.61 | 1 | 2 |
| Lunch | 38 | 1.55 | .504 | .082 | 1.39 | 1.72 | 1 | 2 |
| Leisure | 12 | 1.42 | .515 | .149 | 1.09 | 1.74 | 1 | 2 |
| Dinner | 37 | 1.51 | .507 | .083 | 1.34 | 1.68 | 1 | 2 |
| Total | 104 | 1.49 | .502 | .049 | 1.39 | 1.59 | 1 | 2 |

### 2. Gender

|  | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Between Groups | .553 | 3 | .184 | .725 | .539 |
| Within Groups | 25.437 | 100 | .254 |  |  |
| Total | 25.990 | 103 |  |  |  |

### ANOVA Effect Sizes

|  |  | Point Estimate | 95% Confidence Interval Lower | Upper |
|---|---|---|---|---|
| 2. Gender | Eta-squared | .021 | .000 | .077 |
|  | Epsilon-squared | -.008 | -.030 | .050 |
|  | Omega-squared Fixed-effect | -.008 | -.030 | .049 |
|  | Omega-squared Random-effect | -.003 | -.010 | .017 |

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

**INFERENCE:**

- Significance value (p – value) = 0.539
- F statistic = 0.725

Interpreting the p – value (0.539)

- Since p = 0.539, which is grater then 0.05, we fail to reject the null hypothesis.
- This means there is no significant difference between the group means.

Conclusion: There is no statistically significant difference between the gender and preferring food delivery app during

**FINDINGS:**

LIKERT SCALE

- (25.0%) of the respondents are Strongly agree that Price and discount.
- (33.7%) of the respondents are Strongly agree that Faster and more reliable deliveries.
- (27.9%) of the respondents are Neutral that better customer services.
- (25.0%) of the respondents are Agree that Improve app design. Most (25.0%) of the respondents are Neutral that Improve app design.
- (22.1%) of the respondents are Agree that More variety in restaurants.

ANOVA

There is no statistically significant difference between the gender and preferring food delivery app during

**SUGGESTION**

- The service quality of food delivery apps needs to improve much more.
- They must want take a look on hygiene factor of food delivery apps.
- Quantity of food-on-food delivery apps has to be increased.
- Food delivery apps must want to make easier to use.
- The online payments make more safe and secure.
- Need an improvement in delivery time.

**CONCLUSION**

After studied the customer's perception toward online food apps, it is concluded that every system has its strengths and weakness. The purpose of this online food ordering system is basically to save the time of the customers. The chief reason of electronic ordering is convenience. Nearly young customers are more likely to use online, mobile ordering. Customers between 20-25 years of age ordered more online food. The factors which influence the customer's choice of food delivery applications are quality of food, price of food, offers available, packing of food, delivery service etc. Most of the consumers have same level of perception on food delivery applications to conclude this research on customer's perception of food apps,

it is thus inferred that a majority of people use food apps as it's the best way to save time and is convenient. Furthermore, ordering via food apps is a precise operation. Among the respondents, the most preferred food app is Swiggy, and cash on delivery is the safest and most secure form of payment.

## REFERENCE

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