

OPEN ACCESS

Manuscript ID:  
ASH-2023-11026606

Volume: 11

Issue: 2

Month: October

Year: 2023

P-ISSN: 2321-788X

E-ISSN: 2582-0397

Received: 13.07.2023

Accepted: 18.08.2023

Published: 01.10.2023

Citation:

Nedumaran, G., and  
M. Madhuritha. "Customer  
Attitude Towards Online  
Food Delivery Apps:  
An Practical Approach."  
*Shanlax International  
Journal of Arts, Science  
and Humanities*, vol. 11,  
no. 2, 2023, pp. 33–45.

DOI:

[https://doi.org/10.34293/  
sijash.v11i2.6606](https://doi.org/10.34293/sijash.v11i2.6606)



This work is licensed  
under a Creative Commons  
Attribution-ShareAlike 4.0  
International License

# Customer Attitude Towards Online Food Delivery Apps: An Practical Approach

**G. Nedumaran**

*Professor, Department of Commerce  
Alagappa University, Karaikudi, Tamil Nadu, India*

**M. Madhuritha**

*Research Scholar, Department of Commerce  
Alagappa University, Karaikudi, Tamil Nadu, India*

 <https://orcid.org/0000-0001-6347-1473>

## Abstract

*The ordering and delivery process for businesses and customers has been completely transformed by food delivery applications. Food delivery service that brings food to your door quickly and in the nicest packaging feasible. The researcher has mainly discussed about the popularity of OFD in current era, future predictions of OFD apps, and to analyse about the demographic profile of the respondents & positive attitude towards online food delivery apps towards customers. The methodology used in the study was Simple random sampling techniques and the sample population was 50 respondents. FDDS, Chi-square Analysis, Garrett Ranking, are the tools which have been used in this study. The majority of respondents are male, and the majority are not married, according to the study. The youngsters (21-30 years) mostly used the food delivery apps. Based on the Ranking the top most used factor which attracts the customer is Visual Appeal followed by Price Comparison Features to buy food through online. To conclude that these are the factors which helps the food aggregators to know about the customer preferences towards online food delivery and it helps them to increase the feature sources in future for the customers who are buying the food through online.*

**Keywords: Online Food Delivery, Positive Attitude, Omni Ordering, Drone Delivery, Predict Orders.**

## Introduction

After doing an online search for the restaurant, a customer is sent to its website or mobile app when placing an online food order. Customers typically have the option of picking up their meal in-store or having it delivered, and they can pay with cash or a credit card. Online ordering first emerged in the late 1990s, when the Internet was just getting started. The trend slowly gained momentum as big pizza chains began providing online ordering and delivery options in the early 2000s. With the rise of digital technologies like tablets and mobile applications over the past ten years, online ordering has just recently become an ordinary occurrence in our everyday lives. (Dublin) The Indian online food delivery market is anticipated to grow by 33% CAGR between 2022 and 2028, surpassing US\$ 29.33 billion from \$5.3 billion in 2022. The demand for apps-based Indian online meal ordering is being driven by the rising number of smartphone users and internet penetration. India's dietary patterns are drastically altering. Pizza and Chinese food constituted the majority of restaurant-quality food deliveries less than 20 years ago. Delivery of food that is ready to consume has grown significantly as a result of the creation of

attractive simple to operate apps, driver networks that are tech-enabled, and evolving customer expectations. Lockdowns and a demand for physical segregation early in the pandemic dramatically boosted the category, with delivery being a lifeline for the struggling restaurant industry. It is anticipated to continue to be a constant element of the dining scene. As consumers look for simplicity and convenience in today's fast-paced world, changes in nation-wide economy, society, and demographic factors have not had an impact on the food industry. Using an app to have delicious food dispatched to your doorstep in 30 minutes after a long day at work is no longer considered as a perk. The growth of the meal delivery industry in India is being fuelled by a number of factors, such as increasing financial resources, more work stress, the nuclear family form, quick access to the web and mobile devices. (Prabhu and Dongre) The present electronic food ordering industry enables customers to place orders from a wide variety of eateries with just a single tap on their smartphone. The industry of food delivery services has undergone significant change thanks in large part to technology. A direct business-to-consumer distribution strategy is one option, but we also have aggregators that focus only on the distribution of a wide range of restaurant products. Such food service businesses do away with the difficulty of reaching out to the market and distribution due to the constantly shifting wants of the customers. Additionally, they specialize in customer understanding, forming partnerships with restaurants, hiring delivery personnel, and performing all other operations required to deliver cooked meals to clients' doorsteps. Online ordering is becoming more and more popular across the country, with convenience being its most alluring feature in this door-delivery model.

### Review of Literature

(Shipman) her paper "Understanding Online Food Ordering: How the Process Results in Satisfaction of the Customers" have clearly pointed out that the survey was conducted based on the four different ways. The first part of the questionnaire which is based on the Service quality in the online food delivery, the second & third part of the questionnaire which tells about the customer satisfaction and

behavioural intentions. Finally, the fourth part is based on the demographical profile of the users. The Study analysed the customer's demographic profile using descriptive statistical methods. Web layout, accuracy of data, protection, transactions, drops, and the quality of food are the six factors that make up customer satisfaction. They have concluded that the most important factor influencing customer satisfaction in online food delivery were web design, food quality and delivery.

(Amis et al.) his paper "A Comparative Study of Online Food Delivery Start-ups in the Food Industry" enumerated that, with a 15% increase in the past year and predicted growth in the years to come, online food ordering in India is growing quickly. There is also a tremendous potential growth for online aggregators in the Indian industry, particularly in the rural areas. The most popular apps, according to the analysis of Indian consumers' purchase and perception patterns towards online food ordering services, are Zomato, Swiggy, Food Panda, and Uber Eats. The factors impacting customers' attitudes about these applications were examined in the article, and it was discovered that males are more inclined to make purchases than females are, and students are the apps' most frequent users.

(Srivastava) his paper "Online Food Delivery: Study with Special Reference to Food Aggregators" emphasised Food aggregators have been a key factor in the billion-dollar success of the online food delivery market. The approach utilised in this study was based on primary data, and 175 out of 150 questionnaires with respondents were deemed to be accurate. In order to examine how customers, feel about online food aggregators, SPSS's frequency distribution and percentage tools were employed in this paper. They discovered that advances in technology have benefited the online food sector as well, and their research suggests that Zomato and Swiggy are the two top food ordering platforms on the internet. The study shows that most consumers prefer using food aggregators to place their meal orders since they are comfortable, convenient, offer a choice of payment ways, offer dependable delivery services, make ratings and reviews readily available, and most importantly, offer a large selection of food selections.

([Padmaja and Sri Devi](#)) her article “Loyalty of Customers Towards Online Food Aggregators with Reference to Coimbatore” have enumerated that Service quality is the most important strategic tool for the customer satisfaction level towards online food delivery. In this research, they examined how customers perceived the quality of the apps offered by online meal delivery businesses and how satisfied consumers were with those services. Primary data has been collected for this study based on questionnaire. Random Sampling Method have been used and 150 sample size have been taken for this study. Frequency Distribution Descriptive Statistics and One Way Analysis of Variance are the tools which have been used in this article. The factor which Customers are satisfied towards the taste, flavour, temperature, portion of size etc. They came to the opinion that the majority of users believed that individuals used online meal delivery services because there was less opportunity for human contact and that this had an influence on the conventional social dining experience.

([Sharma et al.](#)) his title “Food Delivery App: Trends, Features & Technologies used for App Development” mainly focused on the rising demand for food delivery app development, especially during the COVID-19 pandemic Situation. The report examines the level of competition in the market for food delivery apps and makes the case that new businesses can succeed by spotting gaps in existing offerings. Also, it was emphasised how crucial it is to comprehend consumer tastes and views in order to boost deals and expand the clientele.

([Pai and Mayya](#)) her article “A Study on Consumer Preferences with Reference to Online Food Delivery Amenities” has analysed that the majority of young people are likely to be addicted to ordering food online and prefer to do it on a weekly basis. Snacks are one of the top choices for customers, followed by dinner. According to this survey, the two most popular food delivery services are Swiggy and Zomato, with less people using Uber Eats, Food Panda, and other services. On the basis of a questionnaire, 168 respondents were collected for the study methodology. NPS, Multidimensional Scaling, Factor Analysis, and ABCD Analysis were the tools employed in the study.

([Somasundaram et al.](#)) her article “Changes in Customer perceptions towards online food ordering services through food apps (Swiggy & Zomato): An empirical study” discusses the elements that are influencing consumer perceptions of online food delivery and what motivates people to use online food delivery applications to get food. Convenience sampling was the sampling technique employed in this study, and the total sample count was 167. The testing of reliability, the Chi-square test analysis, the analysis of variance and correlation estimation were the statistical techniques applied in this study. The research analysed that the youngster is mostly attached to the food delivery app compared to the elder people. Youngster are mostly attracted and influenced by the online food delivery apps based on the factors such as Convenience, payment methods, delivery process, offers and discounts etc. Based on 66% of the respondents being older than 20 years old, there are a total of 167 respondents. 77% of respondents are currently enrolled in school, while 87% of respondents are single. The researcher came to the final conclusion that Zomato and Swiggy have a beneficial association that alters how customers interpret previous experiences, frequent public incidents, online evaluations, and customer complaints.

([Das](#)) his article “Consumer Perception Towards Online Food Ordering and Delivery Services” describes how customers view online food delivery services. Zomato is the preferred online food portal by consumers, according to 54% of respondents. Swiggy is the second most popular online food site. The customers least favourite is Uber Eats. Eighty percent of those polled who prefer Zomato do so because of the location, recommendations, and superior points and rebates they offer. The acquisition of primary data served as the foundation for the research approach followed in the work. There were roughly 153 respondents who participated in the study, which was done in various parts of Pune. In this investigation, non-probability sampling was employed. Students, independent contractors, stay-at-home moms, employees of private companies, and business owners from various areas of Pune make up the population. The study’s variables were of the 5-point Likert type.

([Frederick and Bhat](#)) his paper “Review on Customer Perception Towards Online Food Delivery Services” have explained that the factors which influences the consumer perception towards online food delivery service are price, time delivery, prior experience, convenience, food quality, and e-service quality. This study tells that the consumers intention is not only buy through online for their convenience, but also because of the wide range of options such as great access to information and lower costs.

([Saranya and Sreerekha](#)) her study “Preference and Comparative Analysis Towards Online Food Delivery Applications” have stated that the Swiggy is the most preferred app among the selected food delivery applications, with faster delivery and discounts being the most influencing factor. The online food ordering system maintains a database to enhance the customer experience, and users after place orders on a monthly and weekend basis. It also highlights that youngsters are most inclined to online food delivery system. In this study they used the survey-based research methodology to analyse the preference and Comparative analysis towards online food delivery applications. They used percentage analysis and chi-square test for this study. 96% of the respondents who participated in the survey are ordering food through online.

([Jadhav](#)) his paper “Food Ordering Mobile Applications-A new wave in Food Entrepreneurship” ensures that in the most recent years, the online meal delivery market experienced a 150% growth rate. The two characteristics of the growth factors are the increasing use of smartphones and the penetration of the internet. The survey found that customers expect a wide selection of restaurants, ease of ordering, the convenience of having food delivered to their doorsteps, and lower costs from online meal delivery apps. In order to conduct primary research for this work, two questionnaires: one completed by restaurants and the other random customers who order a takeaway or neat out were used.

([Thakur](#)) his paper “Customers Attitude and Preference towards Digital Food Apps Services” have claimed that our nation’s use of online food ordering services is rapidly expanding. Convenience is the reason that drives customers to order food through online food delivery services since they prefer to do

so from the comfort of their homes. They found that 80% of consumers preferred to shop at Swiggy due to their deals, prompt delivery, affordable rates, and other factors. Cash on delivery is the most popular form of payment, and young people are more likely to use OFD apps.

([Kumar et al.](#)) his title “Online Food Delivery App Foodie” had improved the primary objectives of comprehending consumer attitudes and behaviour regarding online food services. The use of mobile applications, the internet of things, and cloud computing for many purposes, including food delivery, was covered in the literature reviews for this research. Future work recommendations included the usage of chatbots for customer care, the integration of augmented reality for a better user experience, and the inclusion of blockchain technology to assure secure transactions.

([Ariffin et al.](#)) her study “Continuous Intention to Use Technology of Online Food Delivery Services Among Young Adults” has discussed the variables that continue to affect a young persons’ intentions to use meal delivery apps in Malaysia. The adoption of online meal delivery as a practical tool to enhance quality of life is based on the modified technology acceptance model (TAM). The survey was done using a simple random sampling procedure, with a sample size of 384 respondents, according to the questionnaire-based methodology described in this research. The study’s conclusion was that social influence had the greatest impact on users’ intentions to continue using meal delivery applications.

([Ravindran et al.](#)) his article “Consumer Attitude towards ‘Online Food Ordering’: An Empirical Study” this paper discussed about how the Chennai residents people feels about the online food delivery apps and their delivery service. The main goal is to analysed and investigate the users of various OFD apps like Zomato, Swiggy, Domino’s, KFC, and Pizza Hut, etc. Methodology: This research paper is descriptive in nature and the sample size is 118 respondents. To test the factors MCDM ARAS methodology was used in this study. They concluded that Zomato is ranked first, followed by Swiggy and Domino’s is ranked the bottom line. Finally, the Zomato is bulkily preferred by male and female users of online food delivery apps.

([Sharma et al.](#)) his paper “Garrett’s ranking analysis of constraints influencing off season vegetable growers in District Mohali” The goal of the current study was to identify the obstacles affecting vegetable producers’ off-seasons in two Mohali district blocks. The Garrett’s ranking techniques was used to analyse the constraints of vegetable farmers. In the ranking basis the high cost of inputs like seeds, fertilizers, sarkanda grass factor which ranked 1st in the Majri block and the same factor which ranked 1st in kharar block with increase of 78.40 mean score value compared to majri block.

([Maheswari and Philip](#)) her paper “Satisfaction Towards Online Food Shopping” talks about the attitude and satisfaction of the customers who are using the online food aggregators apps. The objectives of the study are to find out why the respondents are buying food and using the online food delivery apps and to find out the satisfaction levels towards the online food delivery apps users while in shopping. Convenience sampling method was used and the statistical tools used in the study was one way ANOVA. The satisfaction factors are quality, price, food delivery, service of the employees, offers and discounts, customer care and the packaging etc. Finally, they have concluded that the age group of 17-21 are highly satisfied followed by 22-25 of age group of people. Compared to male respondent’s female respondents are mostly using the online food shopping.

([Vinaik et al.](#)) his article “The study of interest of consumers in mobile food ordering apps” study focused on the customer awareness towards mobile food apps, and expectations of the customers while ordering through new food applications websites. They identified that majority of them are aware about the online food delivery apps. Most of them are order food from food apps & Zomato is most widely preferred by the customers followed by Swiggy, Food panda, Uber eats, and Fasso’s. The customers who are using the food apps are last 1-2 years only. Finally, they have observed that convenience, easy mode of payment, offers & discounts which are attracted the customers to use the OFD apps. Digital payments transactions had lots of payment issues so the people are preferred to choose the cash on delivery option mode.

([Parashar and Ghadiyali](#)) her paper “A study on consumer’s Attitude and perception towards Digital Food Apps Services” the researcher has analysed that factors affecting attitude towards customer through online food apps and to find out the top most popular digital food apps & to identify the relationship between the digital food apps. Methodology used in the study was the research design is descriptive in nature, the sample population is 129 respondents. The research techniques applied in this paper is Cronbach alpha, chi square, weighted average and descriptive analysis. The researcher has founded that there is relationship between factors affecting attitude and the usage of digital food apps, by testing through chi square analysis there is association between popular of food apps and awareness. They have concluded that cash on delivery, user-friendly interface, and time savings which is more convenience for the customers to use the online food delivery app services.

([Jacob et al.](#)) his article “Consumer perception of online food delivery apps in Kochi” the researcher has identified that nowadays online food ordering apps is boom all over the country. Online food ordering system set up the food categories menu log with the help of food aggregators apps like Zomato, Swiggy, food panda, uber eats, and fasso’s. The study mainly focused on the perceptions of customer towards online food apps. Objectives of the study talks about the how the youth are influenced to use the ofd apps. The study disclosed that youngsters are mostly used the food apps compared to the elder one. Convenience and ease are the most influenced factor which attract the customer towards perceptions in online food apps.

([Panigrahi et al.](#)) her paper “A case study on Zomato-The online Food king of India” have highlighted details about the background of Zomato, a website for discovering restaurants and food delivery, as well as information about its digital marketing approach. They discussed the values, market share, investments, successes, feeding India, swot analysis, revenue models, and business models of Zomato based on the case study.

([Rathore and Chaudhary](#)) Delivering food is currently one of the e-commerce businesses with the greatest growth. The primary distinction between

traditional and online meal ordering is the level of interaction between the buyer and the seller. Many individuals are gravitating toward utilizing the Internet more regularly as technology becomes more generally accessible, information becomes more easily available, and online engagement becomes more and more feasible. Consumers can now use the Internet for a variety of tasks, such as research, communication, online banking, shopping, and even placing food orders. Convenience is the primary consideration for customers because placing an order only needs a few clicks on mobile devices such as smartphones, tablets, or laptops. The wait for the food to be delivered is an acceptable justification for users of meal delivery apps not having plans for where or what to eat.

(Helter) A successful internet food delivery service depends on technology. It is required at numerous times throughout the order and delivery procedure. Companies have the option of building their own internal platform for food delivery or using a third-party provider. As businesses resort to technology to battle inflation and improve efficiency, food tech is reshaping the food industry by using the most recent technology to govern production, distribution, and consumption. The US Department of Agriculture estimates that the food industry contributes more than 1 trillion to US GDP. Such a large company has many challenges, including food sustainability. Food technology is transforming the global food business.

(Gururaj) The technological revolution has had a significant impact on the food industry. One of the largest advantages currently available to businesses in the food sector is the use of technology. By 2025, it is anticipated that the global food processing market will be worth 535 billion USD. Since the post-pandemic era, people's ideas and habits have evolved. People today aim to adopt a healthy lifestyle and are more aware of what they eat. Leading companies in the food sector are always improving and modifying their production techniques to cater to consumer demands. Technology helps businesses during every step of the food manufacturing process, from choosing the raw materials to delivering them. As part of the shift, digitization intends to provide clients with wholesome food. In order to improve

performance, every step of the food production process is being enhanced, from the source to the packing to the manufacture to the transportation.

(Li et al.) his article "Review of Online Food Delivery Platforms and their Impacts on Sustainability" have discussed the global expansion of e-commerce and the rise of online to offline (O2O) commerce which is a form of e-commerce where consumers are attracted to the product or services online and complete the transactions offline and it mainly focused on the sustainability impact of one area of O2O commerce which is the use of online food delivery platforms. It reviews the impact of online food delivery on sustainability using the three pillars of sustainability as a lens. It presents both positive and negative impact of online FD on the economy, society and the environment. This article suggested that the future research should explore the online food delivery in non- Chinese contexts to understand the sustainability impacts on online FD globally.

### **Objectives of the Study**

- To Study the Popularity of online ordering apps in current decade.
- To Know the future predictions of Online Food Delivery apps.
- To study the demographic Profile of the Respondents.
- To analyse the customer attitude towards online food delivery apps.

### **Need for the Study**

The study related to customers positive attitude towards online food delivery apps is driven by several key factors such as pre-ordering, one-click reorder, visual appeal, saved destinations, delivery customizations, price comparison features. Understanding the factors that influence customers positive attitudes is crucial for businesses to stay competitive and meet customer expectations. Positive attitudes are closely linked to customer satisfaction and loyalty, making it essential to identify the elements that contribute to such favourable perceptions. Moreover, consumer behaviour is continually evolving, particularly in the digital age. As online food delivery apps become an integral part of daily life, studying customers attitudes provide insights into changing preferences and expectations.

Identifying the key factors that drive positive attitudes can help companies differentiate themselves from competitors and develop unique selling propositions.

### Methodology

- **Research Design:** The nature of this study is descriptive.
- **Primary Source:** For this study, which is based on a questionnaire from the respondents, primary data have been gathered.
- **Secondary Source:** For this study, secondary data were also gathered from academic research findings as well as journal publications, newspapers, and magazines.
- **Sampling Method:** The study is based on Analytical; the Simple random sampling method was used in this study. Since, the population of the study is to be infinite.
- **Sample Size:** 50 respondents have been taken for this study.
- **Statistical Tools used for this Study:** Frequency Distribution Descriptive Statistics, Chi-Square Analysis and Garrett Ranking are used to analyse the positive attitude factors towards customers through online food delivery apps.

### Theoretical Framework

#### Popularity of Online Ordering Apps in Current Decade

We need to think about how modern consumers engage in order to comprehend the success of online ordering. The simplicity that this method provides to users is largely responsible for its popularity. Because of our hectic lifestyles and longer workweeks, we are lured towards technologies that can help us save time and energy. ([Foodstom: The Rise of Online Food Ordering](#)) Online ordering has never been simpler thanks to smartphones and tablets; therefore, many businesses have created responsive websites and mobile apps that can be downloaded right to devices. Convenience has advanced even further with the introduction of aggregator businesses like Uber Eats and Menu Log, which offer access to multiple dining options through an individual digital platform. Customers now have the additional ability to identify nearby eateries wherever they may be, compare menus and prices, and read reviews from other customers.

Online ordering helps companies as well. For example, through a larger audience, a directory platform like Menu log can increase visitors to businesses, which can raise profits and brand recognition. Businesses also have the ability to boost client loyalty. By personalizing the ordering process by preserving customer information such as names, credit cards, and regular orders, customers are able to preserve every single time they place an order.

For instance, Domino's asks customers to create an "A slice of pizza Profile" where they can enter their personal information and desired pizza order so they can purchase their preferred pizza using images.

#### Future Predictions of Online Food Delivery Apps

**Outsourcing Delivery Services:** As was already indicated, the popularity of online ordering prompted the development of platform websites like Uber Eats and Menu log. However, this has been taken a step further with the introduction of new delivery services like Door Dash Inc. and Deliveroo, Inc since they allow customers to review restaurants, place orders online or through an app, and have their food delivered from establishments that do not traditionally offer delivery services. The way it works is that the restaurant uses a little flat fee that is charged to the consumer to pay the delivery services. As the market matures and becomes more competitive, new delivery services are now in direct competition with aggregator websites, offering both online ordering capabilities and delivery service from one app or website.

**Omni Ordering:** It is projected that this trend toward enabling customers to order and pay from anywhere will continue to expand even if computer-based ordering systems have already made way for more mobile-friendly solutions including smartphone-friendly websites and specialized food ordering apps. The earliest indications of this came with the launch of food ordering services on social networking sites. Customers will unquestionably appreciate how easy it is to place orders, make payments for them, book a seat, glance over options, and read reviews from one spot and on any device. Customers can place orders through your website, mobile app, platform apps, and social media pages to do this.

**Predicting Orders:** Businesses will use the data obtained from online ordering more and more to find repeat customers. Restaurants may in the future use algorithms in their online ordering platforms to forecast a customer's subsequent purchase based on previous purchases. Along with the food kind and quantity requested, this information also provides the order's duration, every day, and locality.

**Online Ordering will Overtake Phone Orders:** There is a chance that a restaurant will take a customer's phone order wrong because of linguistic difficulties, bad line interactions, or background noise. Online ordering gets rid of it and can shorten wait times. The usage of online ordering systems by more enterprises will mostly replace phone ordering.

**Driverless and Drone Delivery:** Since the food industry has been quick to adapt new technology thus far, we might see it continue to do so after 2021 as new and superior technologies are created. Google has been developing a self-driving automobile for a very long time. Although the purpose of autonomous cars is to increase road safety, as they spread, we might see driverless cars delivering food to cut labour costs for businesses. As drone technology becomes more widely used, Amazon wants to use drones to deliver things to customers in less than 30 minutes. If this idea is successful, drones could eventually be employed to deliver food as well.

## Analysis and Interpretation

**Table 1 Demographical Profile of the Customers**

Demographical Variables	Particulars	Frequency	%
Gender	Female	24	48
	Male	26	52
Age	Below 20 years	8	16
	21-30 years	23	46
	31-40 years	12	24
	Above 40 years	7	14
Marital Status	Married	12	24
	Unmarried	38	76
Educational Qualification	Bachelor Degree	28	56

Educational Qualification	Master Degree	8	16
	Professional	5	10
	Others	9	18
Monthly Income	Below 30k	32	64
	31-50k	7	14
	51k-70k	6	12
	Above 70k	5	10
Occupation	Private Employees	27	54
	Govt Employees	4	8
	Business	13	26
	Others	6	12
Frequency of Usage	Daily	28	56
	2-3 times a week	8	16
	Once a week	9	18
	2-3 times a month	3	6
	Rarely/ Never	2	4
Prefer to Order	Breakfast	3	6
	Brunch	1	2
	Lunch	9	18
	Dinner	32	64
	Snacks& Others	5	10
Types of Family	Joint Family	41	82
	Nuclear Family	9	18

**Source:** Primary Data

## Interpretation

The Respondents gender is almost evenly distributed, with 48% female and 52% male. 46% of responders are aged between 21 and 30 years, while 24% are between 31 and 40 years old. The data shows that 76% of respondents are unmarried, while 24% are married. The highest proportion of respondents 56% hold a bachelor's degree, followed by 18% with other qualifications. The majority of respondents 64% have a monthly income below 30,000 respectively. The most common occupation



among respondents is Business 26%, followed by private employees 54% and the data shows that 56% of respondents use online food delivery apps daily, followed by 18% using it 2-3 times a week. The highest preference for ordering is for dinner 64% and Lunch 18%. Finally, the majority of respondents 82% belong to nuclear families, while 18% are part of joint families.

In current scenario, OFD apps are playing a vital role in the society. It is such a sensitive platform which is fully depends on the customers' needs and preferences. As there are various factors which effects the attitude of OFD app customer positively as well as negatively. This paper here the researcher gives a try to demonstrate the positive factors which influence their attitude on OFD apps.

**Table 2 Analyse the Customer Attitude Towards Online Food Delivery Apps**

<b>Positive Attitude Factors</b>
<p><b>Pre-Ordering</b></p> <ul style="list-style-type: none"> <li>• I find it extremely convenient and time-saving, especially for planning meals or events.</li> <li>• It enhances my overall experience with the app, knowing I can place orders in advance.</li> <li>• Pre-ordering gives me more control over delivery times and ensures timely meals.</li> <li>• It positively influences my decision to use the app more frequently.</li> </ul>
<p><b>One- Click Reorder</b></p> <ul style="list-style-type: none"> <li>• I find it extremely comfort and time-saving for reordering my favourite dishes.</li> <li>• Having the One-click reorder feature enhances my overall experience with the app.</li> <li>• It encourages me to use the app more frequently, knowing I can quickly reorder without searching for items again.</li> </ul>
<p><b>Visual Appeal</b></p> <ul style="list-style-type: none"> <li>• I believe a visually attractive app enhances the overall user experiences.</li> <li>• A visually appealing app creates a positive first impression and reflects professionalism.</li> <li>• It reflects the apps attention to detail and quality, making me trust the service.</li> </ul>

**Comparison Features**

- I find it convenient to see the price differences for similar dishes across various restaurants.
- I appreciate the ability to compare prices and select options that fit my budget.
- It helps me make cost-effective choices and find the best deals among different restaurants.

**Saved Destinations**

- It allows me to easily access my frequently ordered delivery addresses, saving time during checkout.
- I find it more efficient to have a list of my favourite delivery locations for quick order.
- It gives me the flexibility to order food to different addresses without having to enter them repeatedly.

**Delivery Customizations**

- It allows me to personalize my orders according to specific preferences or dietary restrictions.
- Delivery customizations enhance my overall satisfaction with the food delivery service.
- I appreciate the flexibility to add special instructions or requests for the delivery driver.

**Garrett Ranking**

The factor ordering can be changed into numerical scores using Garrett Methods. The benefit of this methodology is that the elements are ranked according to respondents' perceptions of their seriousness. According to this method, respondents were asked to rank the variables and use the following formula to translate their rankings into a score value.

$$\text{Percent position} = 100(R_{ij} - 0.5) / N_j$$

**Table 3**

Rank	Percentage Position	Garrett Table	
1	100(1-0.5)/5	10	75
2	100(2-0.5)/5	30	60
3	100(3-0.5)/5	50	50
4	100(4-0.5)/5	70	40
5	100(5-0.5)/5	90	24

**Table 4 Ranking Constraints Associated with Positive Attitude Factors  
Towards Online Food Delivery Apps**

Factors	Rank					Total number of respondents	Total Score	Total mean	Rank
	1	2	3	4	5				
Pre-Ordering	0	4	12	14	20	50	1880	37.06	IV
One-click Reorder	17	0	6	12	15	50	2415	48.03	III
Visual Appeal	23	16	6	3	2	50	3153	63.06	I
Price Comparison Features	13	10	6	14	7	50	2603	52.06	II
Saved Destinations	0	0	16	10	24	50	1776	35.52	V

**Source:** Primary Data

### Interpretation

Visual appeal secured the prime spot with an impressive mean score of 63.06. This factor garnered praise from respondents, reflecting its significant influence on their preferences. Following closely price comparison features secured the second position with a commendable mean score of 52.06. The Third spot is occupied by One-click Reorder with a noteworthy mean score of 48.03. While slightly trailing behind the top two factors, it remains a noteworthy aspect that respondents value for its

efficiency in streamlining the ordering process.

### Hypothesis of the Study

For testing the hypothesis study the researcher has framed two set of hypotheses to check the association between the two different variables.

H0: There is no association between Gender and Positive Attitude Factors

H1: There is an association between Gender and Positive Attitude Factors

### Chi-Square Test Chi-square for Gender and Positive Attitude Factors

		Positive Attitude Factors						
		Pre-Ordering	One-Click Reorder	Visual Appeal	Price Comparison Features	Saved Destinations	Total	
Gender of Respondents	Female	Count	13	4	4	3	0	24
		Expected Count	10.6	3.8	3.4	1.9	4.3	24.0
		% Within Gender of Respondents	54.2%	16.7%	16.7%	12.5%	0.0%	26
	Male	Count	9	4	3	1	9	26
		Expected Count	11.4	4.2	3.6	2.1	4.7	26.0
		% Within Gender of Respondents	34.6%	15.4%	11.5%	3.8%	34.6%	100.0%
Total	Count	22	8	7	4	9	50	
	Expected Count	22.0	8.0	7.0	4.0	9.0	50.0	
	% Within Gender of Respondents	44.0%	16.0%	14.0%	8.0%	18.0%	100.0%	

**Source:** SPSS Software

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-Sided)
Pearson Chi-Square	10.807*	4	.029
Likelihood Ratio	14.318	4	.006
Linear-by-Linear Association	5.283	1	.022
N of Valid Cases	50		

a. 8 cells (80.0%) have expected count less than 5. The minimum expected count is 1.92.

- **Significance Value** is 0.05
- **X<sup>2</sup> Tabular Value** is 10.807
- **X<sup>2</sup> Calculated Value** is 0.029
- **DF** is 4

### Interpretation

With 4 degrees of freedom, the Pearson Chi-square value is 10.807 (decimal). 0.029 is the corresponding determined value. At the 0.05 significance level, this p-value shows that there is a statistically significant correlation between the two category variables. Therefore, embrace the alternative hypothesis while rejecting the null hypothesis.

H1: There is association between the Gender and Positive attitude factors.

### Findings

- 52% of respondents are male.
- The bulk of respondents, 46%, are between the ages of 21 and 30.
- 76% of respondents are unmarried.
- 56% of the respondents hold a bachelor's degree.
- 64% of respondents have a monthly income below 30,000.
- The most common occupation among respondents is business 26% followed by private employees 54%.
- 56% of respondents use online food delivery apps daily, and 18% use them 2-3 times a week.
- The top preference for ordering through online food delivery apps is dinner 64% followed by lunch 18%.
- 82% of respondents belong to nuclear families.
- As per the chi-square test there is an association between gender and positive attitude factors.

- Visual Appeal has been ranked in 1st position, price comparison feature & One-click reorder has been ranked in 2nd & 3rd position.

### Research Gap

While previous research has extensively explored customer perception, satisfaction, factors influencing behaviour, and intention towards online food delivery apps, my study focuses on identifying and examining the unique factors contributing to customers positive attitudes towards these platforms.

### Conclusion

In conclusion, the study sheds light on the various factors influencing customers attitudes towards online food delivery apps. Through an in-depth analysis, we identified specific positive attitude factors that significantly impact customers satisfaction and intention to use these platforms. Understanding these factors is crucial for app developers and service providers to enhance customer experience and loyalty, ultimately leading to the continued growth and success of online food delivery services. As the industry evolves, continuous research and adaptation to meet customers preferences will be key to maintaining a competitive edge and ensuring customer satisfaction in the ever-changing landscape of online food delivery apps.

### References

- Amis, Aparajita, et al. "A Comparative Study of Online Food Delivery Start-Ups in the Food Industry." *International Journal of Current Research*, vol. 13, no. 5, 2021.
- Ariffin, Shahira, et al. "Continuous Intention to Use Technology of Online Food Delivery Services among Young Adults." *Advances in Business Research International Journal*, vol. 7, no. 1, 2021, pp. 56-64.
- Das, Jyotishman. "Consumer Perception towards Online Food Ordering and Delivery Services: An Empirical Study." *Journal of Management*, vol. 5, no. 5, 2018, pp. 155-63.
- Dublin. "India Online Food Delivery Market Forecast Report 2023: A \$29.33 Billion Industry by 2028 Featuring Zomato, Swiggy, Jubilant FoodWorks, Uber Eats, Dominos, & McDonald's." *PR Newswire*, 2023.

- Foodstorm. "The Rise of Online Food Ordering." *Foodstrom*, 2023, <https://www.foodstorm.com/blog/rise-of-online-food-ordering>
- Frederick, Dsouza Prima, and Ganesh S. Bhat. "Review on Customer Perception towards Online Food Delivery Services." *International Journal of Creative Research Thoughts*, vol. 9, no. 7, 2021.
- Gururaj, Apoorva. "Food and Tech Revolution Trends in Year 2022." *The Times of India*, 2022.
- Helter, Amanda. "The Future of the Food Industry: Food Tech Explained." *Tech Target*, 2022.
- Jacob, Arji Mariam, et al. "Consumer Perception of Online Food Delivery Apps in Kochi." *International Journal of Innovative Technology and Exploring Engineering*, vol. 8, no. 7, 2019, pp. 302-05.
- Jadhav, Sonali. "Food Ordering Mobile Applications - A New Wave in Food Entrepreneurship." *International Journal of Latest Technology in Engineering*, vol. 7, no. 4, 2018.
- Kumar, Hemant, et al. "Online Food Delivery App Foodie." *Journal of University of Shanghai for Science and Technology*, vol. 23, no. 8, 2021, pp. 761-71.
- Li, Charlene, et al. "Review of Online Food Delivery Platforms and their Impacts on Sustainability." *Sustainability*, vol. 12, 2020.
- Maheswari, G., and Justin Thomas Philip. "Satisfaction towards Online Food Shopping." *Journal of Emerging Technologies and Innovative Research*, vol. 5, no. 5, 2018, pp. 356-59.
- Padmaja, D.V., and R. Sri Devi. "Loyalty of Customers towards Online Food Aggregators with Refernece to Coimbatore." *Wesleyan Journal of Research*, vol. 13, no. 70, 2021, pp. 20-31.
- Pai, Shwetha, and Sureshramana Mayya. "A Study on Consumer Preferences with Reference to Online Food Delivery Amenities." *International Journal of Management, Technology, and Social Sciences*, vol. 7, no. 2, 2022.
- Panigrahi, Ashok, et al. "A Case Study on Zomato – The Online Foodking of India." *Journal of Management Research and Analysis*, vol. 7, no. 1, 2020, pp. 25-33.
- Parashar, Neha, and Sakina Ghadiyali. "A Study on Customer's Attitude and Perception towards Digital Food App Services." *Amity Journal of Management*, 2017.
- Prabhu, Arati, and Rina Dongre. "Analysis of Customer Attitude towards Electronic Food Ordering." *KIMI Hospitality Research Journal*, vol. 3, no. 1, 2018.
- Rathore, Suryadev Singh, and Mahik Chaudhary. "Consumer's Perception on Online Food Ordering." *International Journal of Management & Business Studies*, vol. 8, no. 4, 2018, pp. 12-17.
- Ravindran, D., et al. "Consumer Attitude towards 'Online Food Ordering': An Empirical Study." *REST Journal on Data Analytics and Artificial Intelligence*, vol. 1, no. 3, 2022, pp. 19-26.
- Saranya, R., and T. Sreerekha. "Preference and Comparative Analysis towards Online Food Delivery Application." *Journal of Emerging Technologies and Innovative Research*, vol. 8, no. 6, 2021, pp. 838-48.
- Sharma, Abhishek, et al. "Food Delivery App: Trends, Features & Technologies used for App Development." *Interantional Journal of Scientific Research in Engineering and Management*, vol. 6, no. 4, 2022.
- Sharma, Munish, et al. "Garrett's Ranking Analysis of Constraints Influencing off Season Vegetable Growers in District Mohali." *Journal of Pharmacognosy and Phytochemistry*, vol. 9, no. 2, 2020, pp. 46-49.
- Shipman, Zehra Dilistan. "Understanding Online Food Ordering: How the Process Results in Satisfaction of the Customers." *Beykoz Academy Journal*, vol. 7, no. 2, 2020, pp. 81-90.
- Somasundaram, T., et al. "Changes in Customer Perceptions towards Online Food Ordering Services through Food Apps (Swiggy & Zomato): An Empirical Study." *AIP Conference Proceedings*, 2022.
- Srivastava, Manish Kumar, and Atul Kumar Srivastava. "Online Food Delivery: Study with Special Reference to Food Aggregators."

- 
- International Journal of Multidisciplinary Research and Analysis*, vol. 4, no. 3, 2021.
- Thakur, Kavitha. "Customers' Attitude and Preference towards Digital Food Apps Services." *International Journal of Recent Technology and Engineering*, vol. 8, no. 5, 2020, pp. 631-38.
- Vinaik, Anita, et al. "The Study of Interest of Consumers in Mobile Food Ordering Apps." *International Journal of Recent Technology and Engineering*, vol. 8, no. 1, 2019.

#### **Author Details**

**G. Nedumaran**, Professor, Department of Commerce, Alagappa University, Karaikudi, Tamil Nadu, India

**M. Madhuritha**, Research Scholar, Department of Commerce, Alagappa University, Karaikudi, Tamil Nadu, India,  
*Email ID: madhuritha13@gmail.com*