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## Customers' Perceptions Of Digital Food Delivery Services With Reference To NCR

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DOI- 10.5281/zenodo.7427487

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### Abstract

In recent years, a technology for restaurants has emerged. Each company is currently changing its operations to satisfy the needs of its customers due to technological improvements. Businesses that regularly upgrade to meet changing customer expectations will thrive in the long run. In addition to embracing new technology, the restaurant industry now provides online meal delivery services to better serve its customers. The origins of the online food industry can be traced back to 1994, when the first online food order was a pizza from Pizza Hut. This study is a subjective investigation into use pattern, user well disposed, enjoyed and detested highlights of food delivery applications, and the convictions related with them. It was essential to explore the impact of social effect on the preference to utilize food delivery applications considering the dispersion of development.

### Keywords

Food delivery apps, Customer Intentions, Factors for adoption, Convenience, Social influence, Contactless delivery services

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### 1. Introduction

The restaurant business is perhaps of the quickest developing area in the Indian economy, with revenues increasing year after year as food delivery apps gain popularity. Food-delivery apps bridge the gap between hotels and customers. Meal delivery applications are a sort of media wherein clients request food and have it conveyed to their entrance way without the requirement for human intercession. Because of the fast-paced work culture and rapid adoption of technology, this school of thought is rapidly spreading. Dining in with food delivery apps has largely taken the place of dining out with family. Apps include a variety of restaurants, and chefs include their menus in the app so that customers are more likely to explore all of their menu options. Ordering food with the click of a button is more convenient. Food delivery apps can help in a variety of ways:

It is very convenient for customers because of the growing population who does not have

time to cook or because of tight time schedules.

Apps can be easily downloaded from the Google Play store, making them more accessible to customers with limited technological knowledge. These mobile applications offer a tracking system that allows customers to become more acquainted with each stage of delivery.

Applications acknowledge different payment strategies, for example, MasterCard, , net banking, pay on delivery, UPI ID'S and so on, allowing customers to enjoy restaurant-style cuisines in the comfort of their own homes or workplaces.

Contactless delivery is ensured by food delivery apps. Contactless delivery ensures that food reaches the customer without being handled with bare hands and is delivered safely with proper social distancing measures.

The present research seeks to investigate the motivations and barriers of adoption of food delivery apps through qualitative

research. as well as consumer concerns about their adoption. This research will aid in identifying the factors that influence customers to use food delivery apps such as

## **2. Review of Literature**

### **2.1 Customer Intention**

As internet food delivery services become more popular, Customers are keener to learn more about and attempting to use the electronic order delivery system. This is known as behavioural intention. Behavioural intention refers to a person's tendency to behave or a user's tendency to subscribe to the program in the future (Brown and Venkatesh; Dwivedi, 2005). Based on previous research by Olorunniwo et al. et al. (2006) discovered a link between behavioural intention and customer experience. Customers will be more willing to use online food delivery if their experience was positive.

#### **Ease of use**

According to Consult (2002) the ability of respondents to experiment with innovative technology and readily evaluate its advantages is described as perceived ease of use. It has been recognized as an important element in influencing customer attitudes and behaviour in addition to obtaining customer approval of technology adoption (Cho & Sagynov, 2015). Food apps' popularity in India can be ascribed to user-friendly technology as well as the variety and alternatives given to users while ordering online.

#### **Time saving**

The most important factor influencing customers' motivation to employ technology-based self-service is time-saving attitude. When a person lacks time owing to regular activities such as work and leisure activities, the person will look for ways to save time (Bashir et al 2015, Settle & Alreck, 1991). According to the research 'Customer Perception and Satisfaction on Ordering Food via Internet,' online food purchasing helps students properly manage their time. It saves students time by allowing them to go to their preferred restaurant at any time, while also providing a channel for their preferred food to reach home (TRIVEDI, 2018).

#### **Convenience**

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ZOMATO and SWIGGY. This study is being conducted in the National Capital Region. NCR's most active players are ZOMATO and SWIGGY.

Restaurants began to develop new business models by providing food at the client's door in order to satisfy customer desires and increase business sales. In the context of online food delivery services, convenience is defined as the perceived time, value, and effort necessary to make use of an online food delivery system. According to research, convenience is viewed as a continuous barrier that influences future intention (Seiders et al, 2005). This means that the system needs to achieve a certain desired level of convenience before it could encourage future intention. The more individuals are preoccupied with their jobs, the more they will use meal delivery apps, which are becoming more popular each day. The majority of internet users are young people with high incomes. According to a Red Seer Consulting research, India's online food market has seen a tremendous increase in the number of orders placed each day. In 2018, it is expanding at a regular rate of 15% on a quarterly basis. Swiggy and Zomato, for example, are investing in in-house delivery. Door-delivery orders increased by 56% in the September quarter of 2018, accounting for 56% of total orders received by India's online foodservice sector. In the fourth quarter of 2016, home deliveries were at 46% (Kannammal and M. Suvakkin, 2019).

#### **Privacy**

Many customers avoid making online purchases due to privacy concerns, non-delivery service, credit card fraud, post-purchase service, and other problems. According to Zulkarnain et al. customers' intentions to buy things online will be influenced by their level of trust. He discovered that privacy and security has become the primary problem. Many websites are concerned about customer privacy and cyber security, thus they have implemented various types of privacy rules (Ranganathan and Ganapathy, 2002).

#### **Objectives**

This study will look into the factors that drive customers to use food delivery apps.

It makes an attempt to analysis the factors that influence food delivery app adoption.

It aims to research consumer attitudes toward food delivery apps.

It tries to figure out how people use food delivery apps like ZOMATO and SWIGGY.

The purpose of this study is to investigate customer attitudes toward online food delivery services in NCR.

**Rationale of study**

The literature review and research on food delivery applications in NCR are limited. As a result, research is needed to learn about the attitudes of individuals in the NCR regarding food delivery applications. The study's implications for managers include the fact that the adoption of food delivery applications is based on emphasising the potential benefits and designing an interface that individuals are able to comprehend and use. This study assists managers in identifying the benefits perceived by their customers and the risks they perceive. The restaurant industry can readily expand by

identifying customer attitudes towards online food delivery.

**Methodology**

A cross-sectional survey, in-depth interviews, and focus group discussions were employed to collect data from NCR for this study, which took a quantitative approach.

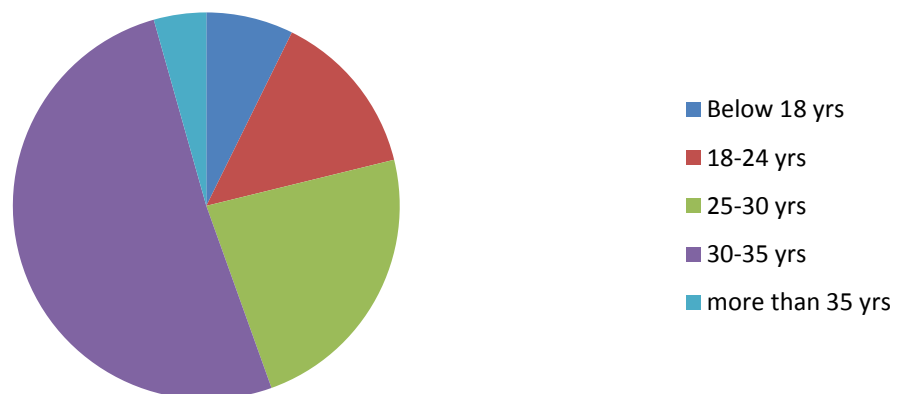
In-depth interviews were performed in the privacy of respondents' homes or workplaces to guarantee that interviewees may respond freely without fear of being criticised by others. Because the investigation's core was clear, the objective of the study was to reveal respondents' sentiments. A semi-structured approach was used, in which questions were asked in any sequence, and additional questions were added to gain clarification and deeper insights. The convenience sampling method was used to select a sample of 50 respondents.

**Analysis**

Results of Descriptive Statics of Customers' Behaviour

Table 5.1: Age What is your Age?	Below 18 years of age	18-24 years of age	25-30 years of age	30-35 years of age	More than 35 years of age
Percentage of the respondents	5%	9.5%	16%	3.5%	3%
Number of respondents	10	19	8	7	6

**AGE**



**Analysis** - From the above data table 1, out of 50 respondent's 5% of them are below 18 years of age, 9.5% of them are between 18-24 years of age, 16% of them are between 25-30 years of age, 3.5% of them are between 30-35 years of age, 3% of them are 35 years of age and above.

Table 5.2: What do you prefer to order food from food delivery apps	Chinese meal	Italian meal	Homemade meal	South Indian meal	North Indian meal	Other meal
Percentage of the respondents	30%	10%	10%	20%	20%	10%
Number of respondents	15	05	05	10	10	05

**Analysis** - According to the data table2, out of 50 respondents, 30% prefer to order Chinese meal, 10% prefer to order Italian meal.10% prefer to order homemade meal from food delivery apps, 20% prefer to order south Indian food, and 20% prefer to order north Indian meal, and 10% prefer to order other meals from food delivery apps.

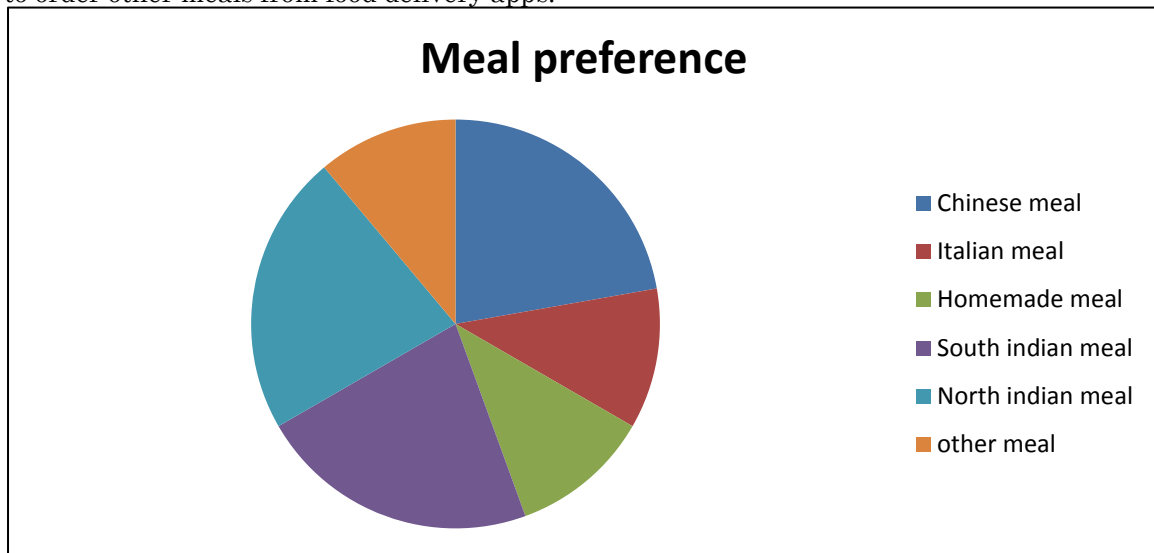


Table 5.3: From where do you prefer to order food	Zomato	Swiggy	Other
Percentage of the respondents	50%	40%	10%
Number of respondents	25	20	5

**Analysis** - From the above data table3, out of 50 respondents 50% respondents' order food from Zomato, 40% of them order food through Swiggy, 10% of them order food

from other Apps that means the popularity of zomato is higher than other food delivery apps.

### PREFERENCE OF FOOD APPS

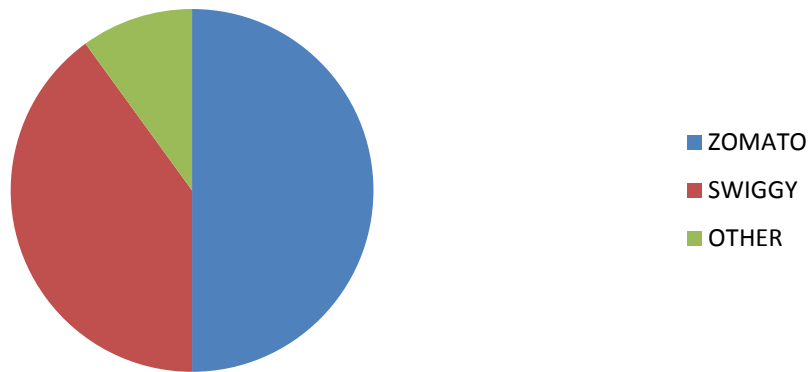


Table 5.4: Why do you Use Food Delivery Apps?	Accessibility to apps	Time Saving	Convenience	Quality food delivered	Lower prices compared to go to restaurants.	Contact less delivery	Easy Accessible to different Restaurants	Fast delivery	Order from different restaurants and pay on one platform	Privacy
Percentage of the respondents	10%	16%	10%	14%	03%	16%	16%	02%	02%	02%
Number of respondents	05	08	05	07	06	08	08	01	01	01

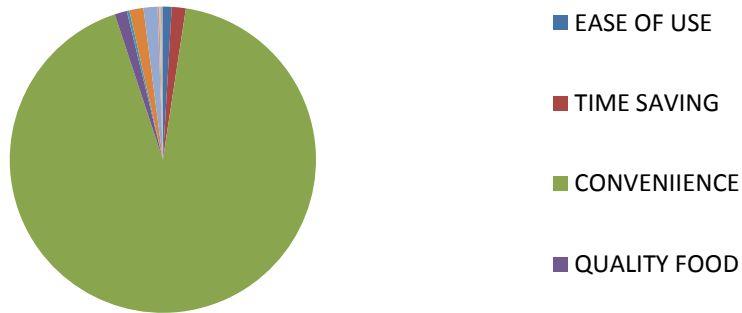
**Analysis** - From the above data table 4, out of 50 respondents 10% of them order Food online because of effortlessly use food delivery apps, 16% of them order food online for time saving, 10% feel it is Convenient, 14% of them feel that quality food delivered, 03% of them order food online because they get low price as comparison to go to

restaurant, 16% of respondents prefer order food online because of contact less delivery at home, 16% of respondents find easy accessible to different restaurants, 2% prefer due to fast delivery, 02% of them use food delivery apps due to differentiation and pay on one platform, 02% of them get privacy to use food delivery apps.

Table 5.5: Does any factor from the following effect your purchase decision?	Vouchers	Pay backs	Discounts	Fast Delivery	Free Delivery	Add-ons
Percentage of the respondents	06%	40%	10%	20%	20%	04%
Number of respondents	03	20	05	10	10	02

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## FACTOR AFFECTING USAGE OF FOOD DELIVERY APPS



**Analysis** - According to data table 5, out of 50 respondents, 6% have an effect on their purchase decision because of vouchers offered, 40% have an effect on their purchase decision because of Pay backs , 10% have an effect on their purchase behaviour because of discounts, and 20%

have an effect on their purchase behaviour because of fast food delivery, 20% have an effect on free delivery, and 4% have an effect on their purchase behaviour because restaurants send cutlery and special dishes as add-ons in the customer order.

## FACTOR AFFECTING PURCHASE DECISION

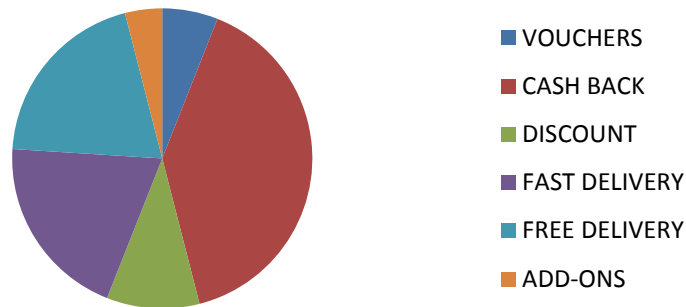


Table5.6: What is your Satisfaction level to use food delivery apps?	Highly Satisfied	Satisfied	Good	Dissatisfied	Highly Dissatisfied
Percentage of the respondents	24%	20%	40%	10%	06%
Number of respondents	12	10	20	5	03

**Analysis** - From the above data table 6, out of 50 respondents ,24% of them are very satisfied from the services offered by Food Delivery apps,20% of them are Satisfied, **Monika· Dr. Aparna Bhardwaj**

40% of them considered good and 10% of them are dissatisfied and only 06% of the respondents does not like to order food online.

### SATISFACTION LEVEL FOR USING FOOD DELIVERY APPS

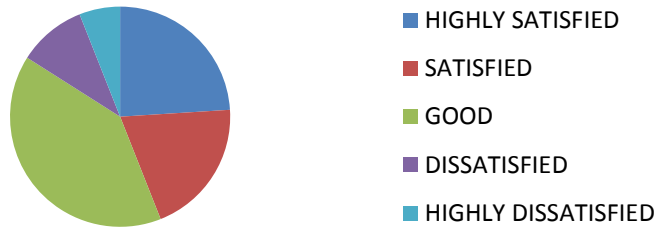


Table5.7: What is your Satisfaction level of finding menus at different restaurants?	Highly Satisfied	Satisfied	Good	Dissatisfied	Highly Dissatisfied
Percentage of the respondents	40%	20%	24%	10%	06%
Number of respondents	20	10	12	5	03

**Analysis** - From the above data table7, out of 50 respondents ,40 % of them are very satisfied from the menu of different restaurants available on Food Delivery

apps,20% of them are Satisfied, 24% of them considered good and 10% of them are dissatisfied and only 06% of the respondents does not like to order food online

### SATISFACTION LEVEL OF FINDING MENUS OF DIFFERENT RESTAURANTS

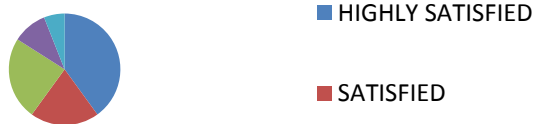


Table5.8: What is your Satisfaction level of payment services offered by food delivery apps?	Highly Satisfied	Satisfied	Good	Dissatisfied	Highly Dissatisfied
Percentage of the respondents	40%	24%	20%	10%	06%

Number of respondents	20	12	10	5	03
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**Analysis** - From the above data table8, out of 50 respondents ,40% of them are very satisfied from the payment services offered by Food Delivery apps,24% of them are

Satisfied, 20% of them considered good and 10% of them are dissatisfied and only 06% of the respondents does not like to order food online.

### SATISFACTION LEVEL OF PAYMENT SERVICES OFFERED BY APPS

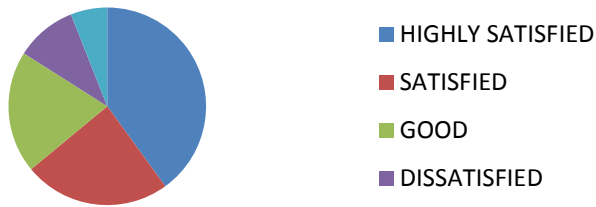


Table5.9: What do you feel about food delivery apps?	Affordable	Expensive
Percentage of the respondents	60%	40%
Number of respondents	30	20

**Analysis** - From the above data table9, out of 50 respondents, 60% of the respondents find food delivery apps affordable to their

pocket and 40% of them find it expensive as compared to offline restaurants.

### SATISFACTION LEVEL TOWARDS COST

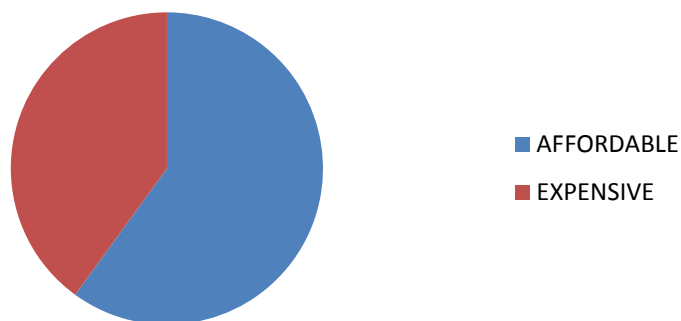


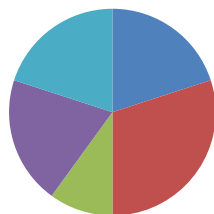


Table5.10: Is social influence influencing the consumer's decision to purchase food online?	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Percentage of the respondents	20%	30%	10%	20%	20%
Number of respondents	10	15	5	10	10

**Analysis** - From the above data table10, out of 50 respondents, 20% of the respondents strongly agree to use food delivery apps due to social influence and 20% of the respondents agree to use food delivery apps

due to social influence, 10% of the respondents are neutral, 20% of the respondents disagree on social influence and 20%of them neglect the social influence.

### SOCIAL INFLUENCE



- STRONGLY AGREE
- AGREE
- NEUTRAL
- DISAGREE
- STRONGLY DISAGREE

#### Conclusion

Mobile apps were used for convenience, entertainment, socialising, staying informed, staying technologically updated, and saving a lot of time. Mobile apps were popular among users because they were convenient to use and could be accessed 24 hours a day, seven days a week. Food delivery apps are one type of mobile app that is user-friendly and allows customers to fulfil their needs using their phones.

Users prefer food delivery apps like Zomato and Swiggy for time savings because they provide fast and contactless delivery. Customers believe that these apps are less expensive than going to restaurants because they offer vouchers or gifts to entice them to order food online.

Investigating the social influence factor, customers agree that they were influenced to order food online. Customers find various types of cuisines from various restaurants and pay at one platform, which is the beauty of these apps, which rapidly grows the company's business.

#### Acknowledgement

The author is grateful to anonymous referees of the journal for their extremely useful suggestions to improve the quality of the article. Usual disclaimers apply.

#### Funding

There was no financial support provided to the author for the research, authorship, or publication of this article.

#### Appendix

##### Questionnaire

- Accessible applications
- Easy access to different restaurants
- quality food delivered
- Delivery speed
- Contactless Delivery
- Time saving
- Order from multiple restaurants and pay on one platform.

1. Have you used any food delivery apps in the last few months? Yes No
2. Which food delivery apps have you used in the last month? Zomato, Swiggy, and others

3. What motivates you to use food delivery apps? Convenient
4. What did you think of the food delivery app you used? Technologically Upgraded Time saving Convenient Easy accessible
5. Are you comfortable using food delivery apps?
6. Have you encountered any issues?
7. Which feature of food delivery apps do you prefer?
8. Which aspect of food delivery apps irritates you the most?
9. Does your peer or friend group influence your decision to use a food delivery app?
10. Do you find it easy to find your favourite restaurants on the app you use?
11. Can you quickly access the menus of other restaurants using the app you used?
12. Can you easily locate your favourite cuisine?
13. What meals do you order from food delivery apps?
14. Does your order get accepted easily by the restaurants?
15. Do you prefer a contactless delivery method?
16. Are you satisfied with their delivery service?
17. Are you satisfied with their payment service?
18. Do you like the deals in the payment section?
19. Do you have a variety of payment alternatives on the app you use?
20. Do you feel secure when using a meal delivery app? what do you feel about the apps? Affordable Expensive
21. What gender are you? Male Female
22. How old are you? 18-20 20-30 30-40 Above 40
23. What is your education level? Metric Graduate Post Graduate

24. What is your marital status? Married Unmarried
25. What is your monthly income? <50000 Rupees Rs. 50000-100000 >100000 Rupees

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