

A STUDY OF CONSUMER BEHAVIOUR WITH RESPECT TO THE FOOD DELIVERY APPS - TO UNDERSTAND THE PROGRESS OF FOOD DELIVERY APPS AND ASSESS THE PREFERENCE OF THE CONSUMER

Zulekha Khatri¹

¹PG Student, H.R College of Commerce and Economics Vidyasagar Principal K.M. Kundnani Chowk, 123, Dinshaw 1 Vacha Rd, Churchgate, Mumbai, Maharashtra 400020

ABSTRACT

This study explores consumer behavior related to food delivery apps, focusing on trends and preferences across major platforms such as Swiggy, Zomato, Food Panda, and Uber Eats. With the rapid growth in usage, these platforms are becoming integral to the modern dining experience. This research examines key factors influencing customer choices, including satisfaction, service quality, offers, and promotions. Additionally, it analyses consumer habits, such as how frequently they order, average spending, and motivations for using these services. The findings offer insights into how food delivery apps can continuously evolve to meet the changing needs and expectations of their users, ultimately enhancing their brand image.

Keywords: Consumer behavior, food delivery apps, Swiggy, Zomato, Uber Eats, Food Panda, customer satisfaction, service quality, offers, promotions, online food ordering, spending habits, customer preferences, market trends, brand image, digital food services, mobile app usage, competitive analysis, evolving consumer demands, customer experience, continuous improvement.

1. INTRODUCTION

In recent years, the nature of dining and cooking has transformed with the emergence and widespread adoption of food delivery applications. These digital platforms have become embedded in consumers' daily routines, providing convenience and variety in food consumption options. This study is grounded in the significant impact that food delivery applications have had on the traditional food service industry. With the rapid advancement of technology and the accelerated pace of modern life, consumers increasingly value the convenience and effectiveness of these platforms to meet their dietary requirements. Thus, understanding the complexities of consumer behavior in this context is critical, not only for companies within the food delivery sector but also for policymakers who aim to foster a competitive market that prioritizes consumer satisfaction.

This research focuses on four prominent platforms: Swiggy, Zomato, Food Panda, and Uber Eats. Zomato, which originated as a restaurant discovery service, has developed into a comprehensive food delivery provider, extending its services beyond India to various countries and diversifying into grocery delivery and cloud kitchen operations. Swiggy, initially a food delivery platform, has similarly expanded into grocery and essential goods delivery, with further investment in cloud kitchens and technology-driven logistics enhancements. Food Panda has undergone strategic shifts, transitioning from an aggregator model to establishing its own food delivery network to remain competitive in the industry. Lastly, Uber Eats, as an extension of the Uber ride-sharing platform, has entered the food delivery market globally, offering consumers a platform to order from local restaurants.

2. REVIEW OF LITERATURE

J. Das (2018) analysed and compared the development of popular food delivery apps, particularly Swiggy, Zomato, Food Panda, and Uber Eats. His study looked at factors such as discounts and the variety of restaurant options available on each platform. He found that many factors influence consumer behavior and encourage people to order food online. According to Das's findings, Zomato ranked highest in consumer preference due to its faster delivery times and superior customer service. His research also highlighted the importance of customer perception and satisfaction, noting that all surveyed respondents had used these apps, and many were influenced by opinions from friends, family, and each company's marketing strategies.

In 2019, research by RedSeer, a research firm, reported that online food ordering and delivery had grown by approximately 150% compared to previous years, with an estimated gross volume of \$300 million. Major competitors in the food delivery market are increasingly focused on improving operational efficiency and profitability instead of expanding into new cities. With various options like Swiggy, Zomato, Food Panda, and Uber Eats, consumers now have the flexibility to choose from a wide range of options. It has become easier for them to compare different apps, check discounts, and evaluate their preferences before making a choice.

Varsha Chavan (2017) examined the role of smart technology in the growth of food delivery apps and the management of these businesses. She concluded that these platforms support restaurants in managing orders and ensuring timely

delivery to the correct location. Chavan noted that consumers often prefer online food delivery due to its convenience, user-friendly design, and time and cost efficiency.

Objectives of the Research:

- To analyse consumer behavior in relation to various online food delivery apps.
- To identify customer preferences when ordering food online.
- To understand the frequency of online food ordering and average monthly spending by customers.
- To compare Swiggy, Zomato, Uber Eats, and Food Panda to determine which app is most frequently used and recommended by customers.

3. RESEARCH METHODOLOGY

This research paper examines consumer behavior toward popular food delivery apps like Zomato, Swiggy, Uber Eats, and Food Panda. It aims to understand the growth of these platforms over the years and identify which features consumers prefer most.

The research design is descriptive, using both primary and secondary sources. Data was collected through a survey conducted via Google Forms, where a questionnaire was distributed to gather insights on the most preferred food delivery app among the target audience. The Google Form survey was shared to reach various food delivery app users within the target demographic.

A random sampling technique was used, focusing on demographic factors like age, location, and app usage frequency. The sample size consisted of 100 responses, with mostly multiple-choice questions to simplify data collection. The collected data was organized into tables and pie charts to allow for easy comparison, analysis, and interpretation of consumer preferences across the different food delivery platforms.

Data Analysis and Interpretation:

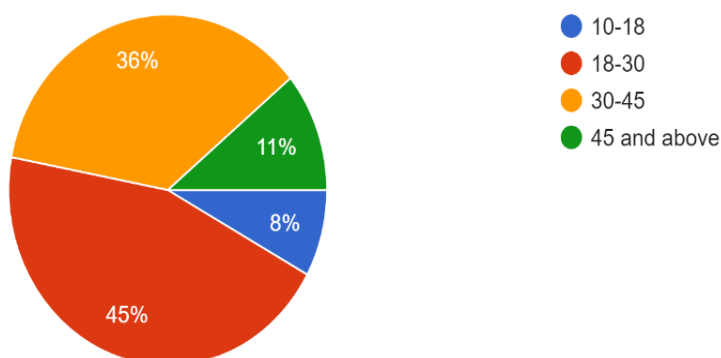
In order to conduct research, I have made a google form based on the choices of the customers with regards to the most used online food delivery app. I have collected 100 samples and following are the analysis and responses of the survey.

1. Age

Age	No of responders	% of responders
10-18	8	8
18-30	45	45
30-45	36	36
45 and above	11	11

Age :

100 responses



Analysis

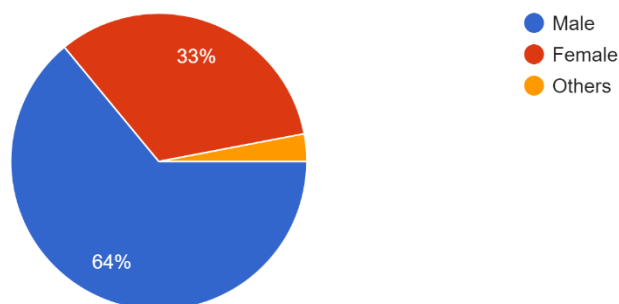
From the Chart 1 it can be concluded that people belonging to the gap of 18-30 years use online food delivery apps the most followed by people belonging to the age bracket of 20-45 years. Very few customers are between the age bracket of 10-18 years and 45 and above years. It can be seen that 8 customers are of the age 10-18 years, 45 customers are of 18-30 years, 36 between 30-45 and 11 are 40 and above.

2. Gender

Gender	No of responders	% of responders
Male	64	63
Female	33	33
Others	3	3

Gender:

100 responses



Analysis

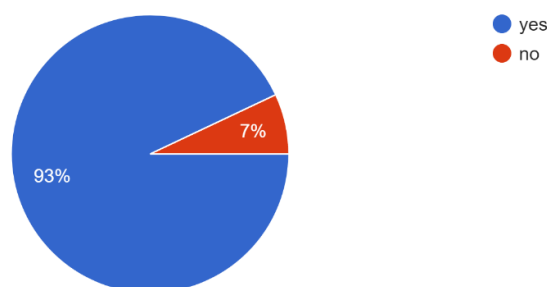
It is observed that out of 100 responders, 64% responders are male and 33% responders are female and the rest 3% belong to other gender. The reason for the same can be numerous depending on various factors that may include cooking preference, likability to cook, work pressure and lack of time.

3. Do you order food online?

Options	No of responders	% of responders
yes	93	93
no	7	7

Do you order food online ?

100 responses



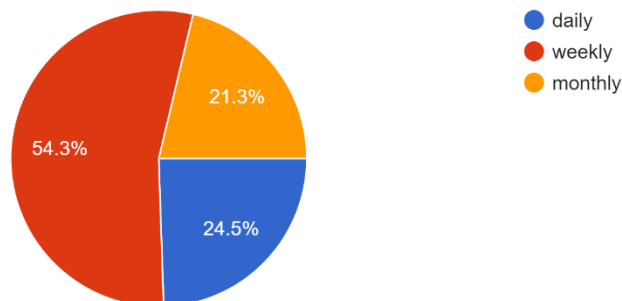
From the above pie chart, it can be observed that out of the 100 customers, 93 customers order food online through various food delivery apps and prefer ordering online and 7 customers do not order food online using any of the food delivery apps.

4. How often do you order food online?

Options	No of responders	% of responders
Daily	23	23
weekly	51	51
Monthly	20	20

How often do you order food online ?

94 responses



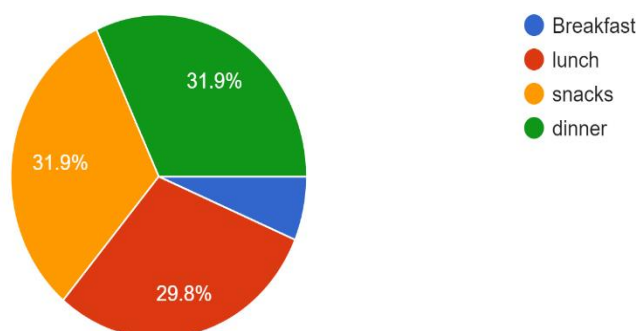
From the above chart it can be concluded that most majority of the customers tend to order their food weekly and the least number of customers order their food daily and there are a moderate number of people monthly. 23% customers order food through various online food delivery apps on a daily basis where as 51% order weekly and 20% customers order food online on a monthly basis.

5. Which meal you typically order online?

Options	No of responders	% of responders
Breakfast	6	6
Lunch	28	28
Snacks	30	30
Dinner	30	30

Which meal you typically order online ?

94 responses



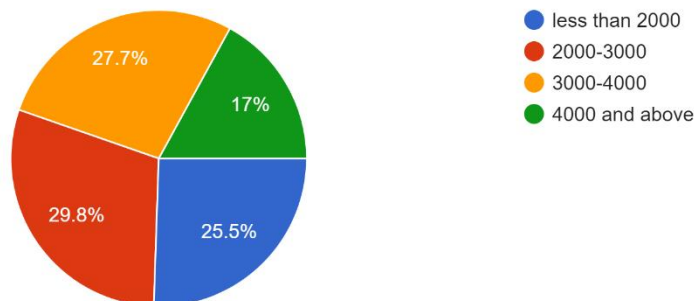
5 Another important respect of carrying out this research is to know which meals do the customers often tend to order online. From the above pie chart, it can be clearly indicated that the greatest number of customers order food through various online food delivery apps at the time of snacks as well as dinner and the number of customers that order their food for breakfast and very few for Breakfast.

6. What approximate money do you spend on ordering food online per month?

options	No of responders	% of responders
Less than 2000	24	24
2000-3000	28	28
3000-4000	26	26
4000 and above	16	16

What approximate money do you spend on ordering food online per month ?

94 responses



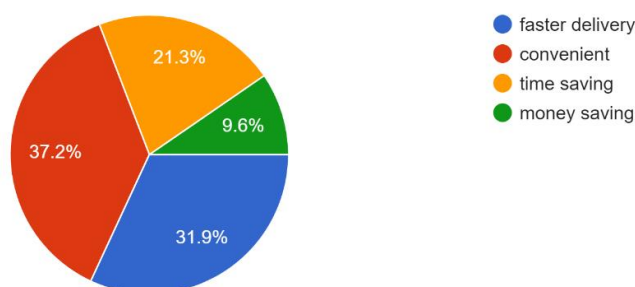
From the above pie chart, it can be concluded that the greatest number of customers spend around 2000 to 3000 rupees monthly for ordering their food online on various apps like Swiggy, Zomato, uber eat and Food Panda. It can be seen that 29.8% customers spend around 2000 to 3000 rupees monthly on ordering food online and 27.7% customers spend around 3000 to 4000 rupees monthly and also it can be observed at 17% of the customers spend around 4000 and above and 25.5% spend less than 2000.

7. Why do you prefer ordering food online?

options	No of responders	% of responders
Faster delivery	30	30
Convenient	35	35
Time saving	20	20
Money saving	9	9

Why do you prefer online food delivery?

94 responses



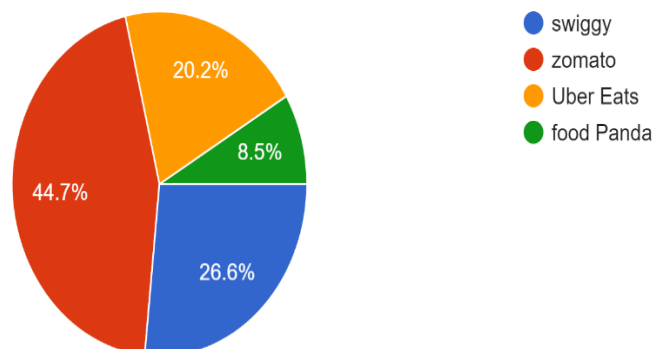
There are a number of factors that motivate the customers to order food online through various food delivery apps. In the above pie chart, it can be observed that most of the customer's order food online because of the convenience factors. It can be seen the 37.2% customers order their food online for convenience factor, 21.3% customers order because it is time consuming, 31.9% customers order their food online because of the faster delivery and 9.6 % of customer because ordering food can be money saving.

8. Which company services are good in terms of good quality?

options	No of responders	% of responders
Swiggy	25	25
zomato	42	42
Uber eats	19	19
Food Panda	8	8

Which company service is good in quality ?

94 responses



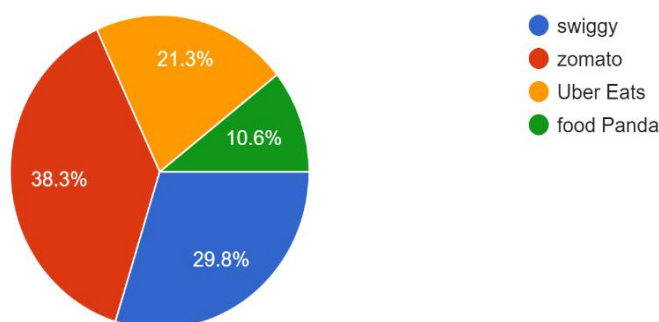
Quality plays an important role in the success of the company and can be one of the most important driving factors for these apps. From the above pie chart, it can be concluded that the greatest number of customers (42%) find the services of Zomato to be the best one in terms of its quality followed by swiggy (25%), Uber eats (19%) and food panda (8%)

9. Which Company service is good in time?

Options	No of responders	% of responders
Swiggy	28	28
Zomato	36	36
Uber eats	20	20
Food Panda	10	10

Which company service is good in time ?

94 responses



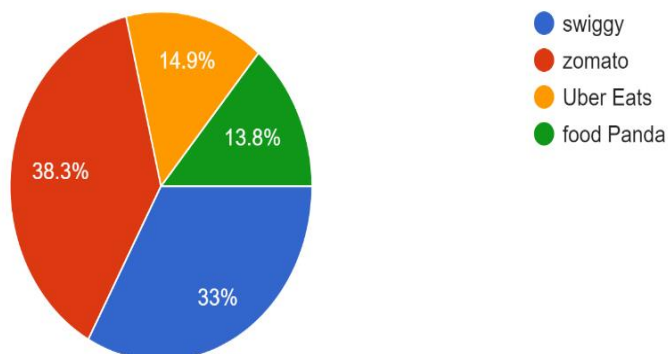
Most customers prefer food delivery apps having the fastest delivery time. From the above pie chart, it can be concluded that. When it comes to the time factor most customers have their trust build in for Zomato i.e. 38.3%, 29.8% prefer Swiggy, 21.3% prefer Uber Eats and 10.6% prefer Food Panda.

10. Which app or website has easy accessibility to food?

Options	No of responders	% of responders
Swiggy	31	31
Zomato	36	36
Uber Eats	14	14
Food Panda	13	13

Which website or app has easy accessibility to order food ?

94 responses



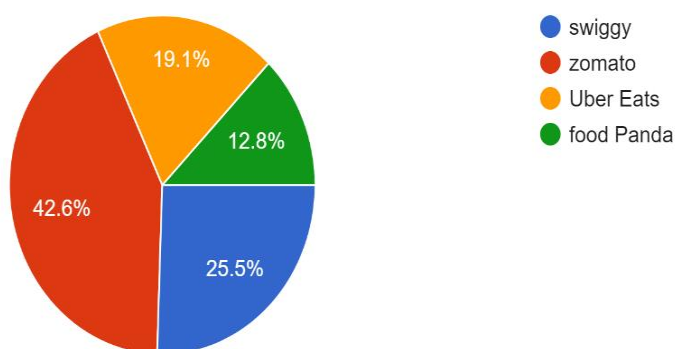
From the above chart it can be observed that Most number of customers (38.3) find Zomato to be the most easily accessible app, swiggy being the second one (33%), followed by Uber Eats (14.9%) and Food Panda (13.8%).

11. Which company provides more offers and promotions?

Options	No of responders	% of responders
Swiggy	24	24
Zomato	40	40
Uber Eats	18	18
Food Panda	6	6

Which company provides more offers and promotions?

94 responses



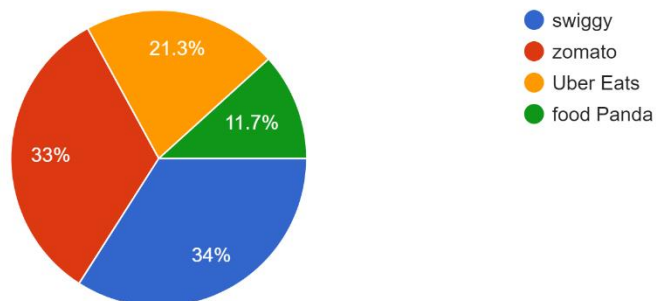
From the above chart it is observed that Zomato provides the greatest number of offers and promotions (40%) 24% customers believe that swiggy offers goof offers and promotions, 19.1% have selected Uber eats and 12.8% Food Panda.

12. Which company services are the best in customer services?

Options	No of responders	% of responders
Swiggy	32	32
Zomato	31	31
Uber Eats	20	20
Food Panda	11	11

Which company service is good in customer services ?

94 responses



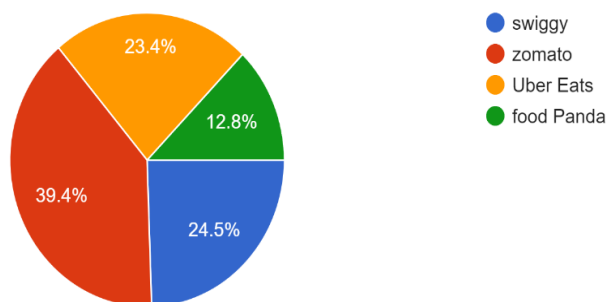
From the above pie chart, it can be concluded that according to the customers Swiggy has the best customer services followed by Zomato, Uber Eats and food panda. 34% have filled in for swiggy, 33% have filled in for Zomato 21.3% for Uber eats and 11.7% for food panda.

12. Would you suggest others to buy food online? If yes which company?

Options	No of responders	% of responders
Swiggy	23	23
Zomato	37	37
Uber Eats	22	22
Food Panda	12	12

Would you suggest others to buy food online ? If yes , which company ?

94 responses



From the above pie chart, I can conclude that the greatest number of customers would lie to recommend Zomato to others, followed by Swiggy, Uber eats and Food Panda.

4. FINDINGS AND SUGGESTIONS:

5. FINDINGS

The research paper analyses data collected from users of online food delivery apps, including Zomato, Swiggy, Food Panda, and Uber Eats.

Most customers who order food online are aged 18 to 30, indicating that these apps are popular among the youth. Many prefer ordering online due to their busy lifestyles, with most customers ordering food weekly and spending around 200 to 4000 rupees per month. Convenience is key, as customers appreciate real-time menus showing item availability and restaurant hours.

Zomato stands out with a strong corporate image, offering quality service, quick delivery, and an easy-to-use app, making it one of the most preferred apps alongside Swiggy. Conversely, Uber Eats and Food Panda face challenges in meeting customer expectations and need to adopt strategic changes to improve their market presence.

6. SUGGESTIONS

To enhance their market position, Uber Eats and Food Panda should consider several changes. They can improve real-time tracking features for users to monitor their delivery status. Implementing dynamic pricing based on distance and demand could also increase efficiency for drivers. Additionally, introducing a loyalty program with rewards for repeat customers could encourage more frequent orders. Lastly, partnering with restaurants to promote eco-friendly packaging would help address environmental concerns, making their services more attractive to consumers.

7. CONCLUSION

This research shows that people in different cities prefer ordering food online using various food delivery apps. The main reason for this trend is their busy lifestyles. According to the survey results, Zomato and Swiggy are the most popular apps, with Zomato leading the way. In contrast, Food Panda and Uber Eats rank lower in popularity. The reasons why customers prefer Zomato include its great discounts, promotion codes, timely food delivery, excellent customer service, and easy access to the website and delivery personnel. Swiggy has also done well in the market for similar reasons, making it the second most popular option. On the other hand, Uber Eats and Food Panda need to make changes to their policies and operations to improve their competitiveness and create a better image in the minds of consumers.

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