CONSUMER PERCEPTION TOWARDS ONLINE FOODORDERING AND DELIVERY SERVICES WITH SPECIAL REFERENCE TO ZOMATO, SWIGGY AND UBER EATS

PROJECT REPORT

Submitted To

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

In partial fulfilment of the nutrients for the award of the degree of

BACHELOR OF COMMERCE

Submitted by

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2017-2020

DECLARATION

We, **Jerrin Babu(reg. no. 170021063432), Jesteena Sophia (reg. no .170021063433) and Joe Dave Xavier(reg. no. 170021063434)**hereby declare that the project report entitled **"CONSUMER PERCEPTION TOWARDS ONLINE FOODORDERING AND DELIVERY SERVICES WITH SPECIAL REFERENCE TO ZOMATO, SWIGGY AND UBER EATS"** is a bonafide work done by us under the guidance and supervision of. Mr John Mathew, assistant professor, Department of Commerce, St. Paul's College, Kalamassery.

We also declare that this work has not been submitted by us fully or partially for the award of any other degree, fellowship, associateship or other similar title of any other university or board.

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CERTIFICATE

This is to certify that the project work entitled **"CONSUMER PERCEPTION TOWARDS ONLINE FOODORDERING AND DELIVERY SERVICES WITH SPECIAL REFERENCE TO ZOMATO, SWIGGY ANDUBER EATS"** is a bonafide piece of work done by JERRIN BABU (Reg. No. 170021063432), JESTEENA SOPHIA (Reg. No. 170021063436) and JIE DAVE XAVIER(Reg. No. 170021063437), in partial fulfilment of the requirements for the award of degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam, under my supervision and guidance and that no part thereof has been presented earlier for the award of any other fellowship, associateship etc.

Counter Signed by

Mr. John Mathew   **Mrs. Teresa Stephen**

Assistant professor   Head of the department

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Jerrin Babu

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INRODUCTION

1.1 INTRODUCTION

Technology has played a key role in revolutionizing the food delivery services. Convenience is the prime factor to consumer as to place an order is consumer to place an order is as simple as few clicks on any mobile devices have app facility. Technological dependency ,convince and less time taken for the food to be delivered aids as good reason for the consumer lo choose the services offered by the online food ordering and delivery service portals such as Zomato, Swiggy and Uber Eats.

The recent development of the Internet has boosted the extension of online food providers by enabling people to search, compare prices and conveniently access these services. As of 2016, approximately 95% of the United States population searched for online food provider's information at least once and while in 2015 more than one third of Asia-Pacific participants, especially in developing countries, answered that they looked for and ordered products via the Internet. Hence Online food trading is essential to managing and recommending further actions. Restricting dangers from food products purchased through an online trading platform is primarily relying on the Cautiousness of online purchasing behaviour customers. Existing literature indicated that one of the most requisite factors influencing food service selection was the reviews or suggestions of peers.

Mobile application is a combination of marketing acumen and technology uses the Internet as a medium to advertise and sell services and goods. Today, more people are getting connected through mobile application and they are ready to trade through it. It also affects the operation of companies and organizations. Companies have changed their traditional business Strategies into online marketing to suit customer needs and taste at any time. The popularity of online food ordering and delivery services is steadily growing; expectations of the users are also increasing. This research paper is aimed to investigate consumers view about the services they receive from different portals like Zomato, Swiggy and UberEats. This paper will help the service providers to understand the consumer perceptions, needs, and views on the basis of the result of the survey.

1.2 STATEMENT OF THE PROBLEM

Customers are the masters of their money and they have an enormous influence on the economic market change because they possess the ability to implement and coordinate their choice of spending or saving in the purchase decision. Customers are influenced by their attitude towards the product and therefore marketers need to implement their strategies and tactics frequently in order to achieve more customers Satisfaction and accurate targeting find out what customers are aware and their buying preferences and there by offering products according to this needs help the industry stake holders to enrich their customer experience and accelerate growth of the market.

My study is basically about perception of consumers of online food providers. The perception of consumers will depend upon the performance of online food providers. The purpose of conducting this research is to get an actual idea about the experience of online food ordering and delivery services.

1.3 SIGNIFICANCE OF THE STUDY

The online food ordering and delivery services was initiated in recent past and it is one of the most popular applications that provide services to the user to discover restaurants and variety of foods. In today's competitive scenario consumer perception towards the products and services offered by the business have greater impact. So, the customer satisfaction is the first priority. For this, business has to meet the expectations of the customers. The organization should am not only at satisfying the customer but also focus on delighting them. Thus, it has become essential for organizations to identify the factors that affect customer satisfaction level and consciously measure them so as to try and bring about the necessary change on the basis of customer perception and requirements.

To match up with the consumer expectations the online food ordering and delivery apps are providing increased facilities and services to the customers. Here as a commerce student trying to enquire about the "customer perception towards online food ordering and delivery services with special reference to Zomato. Swiggy and UberEats" and this study may be beneficial for the public as a whole for better understanding on this online food ordering system and to get more benefit.

1.4 SCOPE OF THE STUDY

The study is basically conducted to know how consumers perceive the online food delivery services. The perception of consumers may vary under different circumstances. From this study, we can have a better understanding of the online food delivery service market'. We will know about the consumer perception regarding the services they provide in Kakkanad and Edappally area and we will get to know the variables affecting their perception. Therefore these finding may help the service providers to work upon on these variables to fill up the gaps in the mind set of consumer.

1.5 OBJECTIVES OF THE STUDY

- To assess the consumer perception towards the online food ordering and delivery services.

- To evaluate the satisfaction level of customers towards online food ordering portals.

- To evaluate the factors that influences the consumer to choose online food delivery services.

- To analysis the factors that hinders consumers to use online food delivery services.

- To evaluate the performance of delivery boys those who works in online food ordering and delivery stores.

1.6 HYPOTHESIS OF THE STUDY

Ho: There is no significant difference between the satisfaction levels of consumers of different online food ordering portals.

H1: There is significant difference between the satisfaction levels of consumers of different online food ordering portals.

1.7 RESEARCH METHODOLOGY

The study is partially descriptive and analytical. This study is descriptive with respect of growth, development and players in online food delivery services. The study is analytical with the respect to the analysis of the data.

1) DATA COLLECTION

Both primary and secondary data were used for study. Primary data was collected by using questionnaire and secondary data was collected from magazines, internet and newspapers etc.

Sample size: 50 customers using online food delivery services from Kakkanad and Edappally area.
Sampling method: convenient sampling

2) DATA ANALYSIS

Appropriate statistical tools such as tables, graphs, percentages, mean score and chi-square test have been used for analysis.

1.8   LIMITATIONS OF THE STUDY

- Sample was selected through convenient sampling. Hence it may not be represent the entire population,

- The study is limited to Kakkanad and Edappally are so there is only limited scope

- Questionnaire was standardized so it was not possible to explain any points in the questions that participants might misinterpret.

- The advanced statistical tools have not been applied

1.9 CHAPTER SCHEME

The report of the study will organize into five chapters.

- Chapter 1: INTRODUCTION

- Chapter 2: REVIEW OF LITERATURE

- Chapter 3: THEORETICAL FRAMEWORK

- Chapter 4: DATA ANALYSIS AND COMPANY PROFILE

- Chapter 5: FINDINGS, SUGGESTIONS AND CONCLUSION

CHAPTER-2

REVIEW OF LITERATURE

LITERATURE REVIEW

1. Seema Gopichand, Haritamani (August 2017) Conducted a study on the topic "Consumer Perception about online shopping in India." Her major findings were that maximum number of internet users are aged below 25 and have income of 1500025000 And the factor for shopping online is the quality, ease of accessibility. customer care, website policy. The study also reveals that convenience, time savings and reasonable price also tends the consumers to buy through online.

2. S.Kamakshi (September 2016) Conducted a Study on the topic "Consumer Perception and behaviour towards fast food a study with reference to Chennai city. The major findings were that consumer of fast food are health conscious and they do not have emotional attachment for fast food products. And the consumers consume fast food not only because of the taste, price, offers, and discounts rather they consider the Quality health and hygiene factors of the fast food.

3. Kashyap. Radha (April 2017) has Conducted a study on the top "Consumer Perception towards online shopping for apparel through various websites.

Their findings were the shopping behaviour varies with respect to the age, gender, occupation, income, marital status. It also indicates that lack of information such as description of Product, return policy are major drawback for online shopping websites

4. Kalaiselvi.T. (October 2014) has conducted a study on the topic "Buying behaviour of consumer towards selected white goods. The major findings of her are the manufacturing to be successful, they have to concentrate more on Product, its attributes quality, their design, and the technology. They have to make sure that they are providing a good showroom ambience with courteous of employees and varieties of brands. And they also have to make sure that manufacturers and dealers work in a team for a successful brand in market

5. Murugupundian R (2015) has conducted a study on "Consumer satisfaction towards coke soft drinks in Nagapattinam district Tamil Nadu."

Its findings are that the royalty of brand is based on the demographic background of consumers. The royalty of Consumer purpose is high and so that their strength and expectation will be the maximum.

6. Shilpa Goyal (August 2014) has conducted a study on Comparative study on consumer behaviour of working women and homemakers for the ready to cat food products in Salem city. It is found out from the study that consumer preferring for a particular food product is obviously influenced by the product and the surrounding in which it is being manufactured and also the lifestyle of the consumers. When the consumer prefer for ready to cat food products they are expecting the best quality and this is also the main consideration for the manufacturers and marketers The marketer has to fulfil all the needs and wants of the consumers so in order to achieve this he would be conducting a detailed market research in order to bring some innovation in the product such that it catches the eyes of the consumer and thereby they can increase the demand for the product.

7. Kumaran M. (November 2017) has conducted a study on "Perception towards online shopping an Empirical study with respect to Indian buyers." This research deals with E-marketing researches concerning the factors which affects consumer perception towards online purchasing experiences, this research dealt with the perceived risks, web site role domain specific innovativeness, subjective norms. Attitude , perceived usefulness, perceived ease of use attitude, online shopping intention and online shopping behaviour. There are many reasons for people preferring online shopping but the major reason for a consumer backing out from online shopping is the security issues but the industry has given little concern to this issue. The ambience associated with the website is the most important factor that makes a consumer satisfied or dissatisfied The website efficiency and usability can improve the buying process and establish confidence in consumers towards online shopping.

8. Anita Goyal and NP Singh (2007) has done a study on "Consumer perception about fast food in India: an exploratory study." And the findings are:

The study shows that Indian youth are attracted towards fast food for fun and for a change in the daily routine of having homely food. The youngsters prefer for nutritious food followed by ambience and hygiene at the fast food outlets. They personally feel that nutritional value and hygiene conditions inside cooking area should be disclosed to them.

9. M.Manikamteswara Reddy and M Sree Ram Raju (2010) has done study on Consumer perception towards online shopping and the findings are:

E-Commerce is a growing industry and has a bright future where online shopping has become the life blood of the consumers in order to meet their daily needs E-Commerce is creating a new trend in conducting business for vendors and a new place for sellers and buyers to meet called online shopping. By just clicking with their hands the item is available to the person at their doorstep. Online shopping is playing a major part in the life of today's youngsters, thereby reducing the time that they have to spent at shops. The main reason for adopting online shopping is affordable price and time saving.

10. Farah Ayuni Shafie and Denise Rennie (November 2009) has done a study on "Consumer perception towards organic food and the findings are: - Organic consumers can be defined with determinants such as age, income and education. High price of organic food is one reason why the consumers hesitate to buy it Domestic supply of organic food should be promoted so that the farmers would be able to produce it at a lower rate and would be available to the consumers at a much lower rate there by reducing the price and increasing the demand for organic foods.

CHAPTER 3

THEORETICAL FRAMEWORK AND COMPANY PROFILE

INTRODUCTION

Online food providers have evolved over the years, College students, working couples and office goers are the key target audience of online food providers. More than 80% of the orders that come on these online food delivery platforms are from the top five Indian cities, out of the 20 where they are active. Higher disposable income, families with Double-Income-No-Kids (DINKS), a greater number of people with access to internet, and increased smart phone are some of the major factors that are leading to the growth of the online food delivery market in India. Uber Eats, Swiggy, and Zomato are currently among the top-rated online food providing aggregators operating in the Indian market. In addition to paying for the food, customers will often have to pay a delivery fee. The delivery fee will cover the cost of gas or other transportation costs, but usually does not go to the delivery person. For meal delivery, it is common to give the deliverer an optional tip upon paying for the order. Tipping for delivery is customary. Opinions on appropriate amounts vary widely.

Food Delivery is a courier service in which a restaurant, store, or independent food delivery company delivers food a customer. An order is typically either through a restaurant or grocer's website or phone, or through a food providing companies like Zomato, Swiggy& Uber Eats. The delivered items can include entrees, sides, drinks, desserts, or grocery items and are typically delivered in boxes or bags. The delivery person will normally drive a car, but in bigger cities where homes and restaurants are closer together, they may use bikes or motorized scooters. Customers can, depending on the delivery company, choose to pay online or in person, with cash or card. A flat rate delivery fee is often charged with what the customer has bought. Tips are often customary for food delivery service. Other aspects of food delivery include catering and wholesale food service deliveries to restaurants, cafeterias, health care facilities, and caterers by foodservice distributors.

Limitations of having to pick within a short period of time need to be remedied tallow for more flexibility to enable more deliveries to be more efficiently routed. Frozen and fresh food refrigeration units inside the store and the delivery vehicle, as well as lockable, consumer refrigeration boxes at the consumers home will be a solution that allows the groceries to be delivered at any time, further relieving delivery issues. This scenario will allow more local

grocers to delivery with employee's v/s outside delivery services. The present online food providers allow users to apply a single tap of their mobile phone to order from a wide array of restaurants.

The study has also identified 5 specific reasons for convenience choices

1. Decision convenience: people could review of restaurants, after than they will order from accordingly.

2. Access convenience people could eating time, since some online delivering application like hot meals may take 15 minutes to go into their location by spoon rocket.

3. Transaction convenience: people could selected payment way that they prefer like pay with or apple pay.

4. Benefit convenience: people could have more than one choice in selecting restaurants and get it straight to their location.

5. Post-benefit convenience: it will more save time, if people select the food in previous order details and select the place that they already add in.

In other study, they states that online food providers eliminates many problems in the tradition orders, for example the staff in the restaurant avoid unable to comprehend what the users order through phone may be different accents or background interfered, in contrast it is other significant demand for user to select online delivering food system.

PROVIDE CONVENIENCE FOR BOTH EMPLOYEES AND CONSUMERS

The system will provide an experience of convenience to the restaurant employees while they are on duty as well the consumer who dine-in at the restaurant. This system allow the staff to serve customers with minimum delay compared to the paper based order system, because what the staff need to do is just record down the food that the customer wish to order then the staff place an order via computer, the food order will be sent to the kitchen computer

simultaneously using the online system eliminate the minor sections of the order taking process. Besides it cons to enjoy their meals with in a process. It can let consumer short period of time and thus it can increase satisfaction and the turnover rate of the customers.

The business of delivering to the home is undergoing rapid change as new platforms race to capture markets and customers across the India. Although these new internet platforms are attracting considerable investment and high valuation recent development of the internet has augmented the e-commerce industries country like India. E-commerce development has made online food providers seamless for the people who want to get food delivered at their doorstep. Although consumers continue to go out for the meals, consumers feel very convenient to order food online since it frees the customers from personally visiting the restaurants. In this study our main focus is to evaluate the performance of employees of online providers with respect to Swiggy, Zomato& Uber Eats.

INDIAN FOOD PROVIDING APP

With the entire boom in digital industry across the global, it's had its impact on the Indian economy too. The online food providers have sprouted up in bulk. The market size of food in India is expected to reach Rs.42 lakh crore by 2020, reports .Presently Indian food market is around $350 billion. The space is coming up with a lot of innovation catering to their customer convenience, satisfaction and retention .This has also built room for a lot of new players, who are targeting specific groups of people. Many new players joining the segment with innovative business models such as delivering food for health conscious people, home cooked meals, etc.

After technology start-ups have made their mark in the e-commerce, taxi & real estate sectors, now the ever-hungry Indian entrepreneurs are looking to satiate the appetite of others. Food tech is a vast market and food delivery start-ups are just a part of it. It has evolved over the years. Earlier, it referred to food processing a technology used for its manufacturing. Now, it pertains to the online food delivery and ordering services. Adequate funding and investments

in this market space have enable companies to provide online that food delivery services have never been seen before The popularity of online food delivery service can be attribute to the several benefits

It provides, such as food delivered to the doorstep of the customer, various payment options, attractive discounts, reward and cash back offers. Restaurants and cafes also find it profitable to sell their food through online medium since it reduces a significant amount of operational overheads

PERCEPTION

Perception is the process by which individuals select, organise and interpret stimuli into a meaningful and coherent picture of the world. Perception has strategy implications for marketers because consumers make decision based on what they perceive rather than on the basis of objectivity.

CONSUMER PERCEPTION

Consumer perception is a marketing concept that tells us what customers think about a brand or a company or its offerings. It can be positive or negative feelings, perception, inhibitions, predisposition, expectations or experiences that a customer has. It is the most important factor that decides the success of a brand, product, or a company as a whole. How a particular brand or company positioned also plays a vital role in this. The characteristics if a brand and its personality ply a big role. Customer perception decides how much a product sells and how a company perceived.

PHASES OF CONSUMER PERCEPTION

Perception is how an individual gains awareness of the surroundings and how the individual interprets it. The consumer perception process is simply the

procedure of 3 steps that allow a buyer to be conscious about a company and its offering and how this impression affects the individual's buying behaviour. There are many factors that contribute to how one's perception is shaped and it correlates to how one move through each phase. For example, the environment one lives in can affect whether the person thinks an item is worth purchasing. A jacket in an area with cold weather may be much more attractive rather than buying a tank top. Altogether, a consumer will move through the 3 phases in order to determine whether they decide to buy a product or service, so it is critical for marketers to be knowledgeable about the process.

Phase 1- Sensing

Consumer sensing is a way to better understand a target market. Organisations use Consumer sensing as a way to accumulate customer knowledge. For instance, many organisations conduct focus groups to get customer feedback. It has become very important to fully understand how consumer sensing works in a harsh competitive market environment

Phase 2- Organising

Cognitive organisation is how a consumer ascertains what they perceive, how it makes sense to them and the value attained. Consumers interpret what is perceived so they can attain the value they want this can range from something personal, perishable or clothing. During this part of the process a consumer may ask whether a product makes us look professional, environmentally and stylish. This process generally follows these steps: Assimilation, Accommodation and contrast.

Assimilation: What a consumer perceives to be the best category for what is being seen.

Accommodation: When what is being seen does not easily fit into a category thus needing adjustment to fit that category.

Contrast: What we see is incomparable to a category that it is supposed to fit into.

Phase 3- Reacting

After the consumer has gone through the sensing and organizing process of perception, they arrive at the reacting stage. This is where the perceptual process ends .In this stage, the consumer reacts to a certain stimulus and a response or behaviour occurs Reactions can be physical or mental and at times can be automatic reactions if the stimulus recognized successfully. Once a consumer's mind has recognised the organize object, the human brain begins to organize the sensed stimulus. The mind can and categorizes the stimulus in various forms and this affects how the consumer reacts.

FACTORS AFFECTING CONSUMER PERCEPTION

In general consumer perception can be influence by lot of factors. Some of the major factors are,

1. Pricing of a product or service

Pricing of a product has a key effect on consumer perception. Though a large majority of consumers appreciate and favour a low or reasonably priced item, there also cross sections of sophisticated and sceptical consumers who look down up a product that is considerably low priced than the other available

alternatives. Many such sophisticated consumers tag the product as cheap and not fit for use though the product may be of the same good quality. Hence pricing of a product or service should form the basis of a larger marketing plan. By doing so, even low priced products can be marketed as favourable ones with good quality.

2. Quality of a product

The importance of the quality of a product or service from the perception of consumer can never be undermined. Any feature of the product such as its use, durability and how reliable the product is in satisfying or disappointing the consumer can be described as its quality Marketing to a great extent helps in influencing the consumer perception about quality of product but even word of mouth communication about quality of a product is equally effective and travel fast.

3. Branding and packaging of a product

First impression is the best impression very aptly applies to consumer perception of a product especially at the time purchase. How a product is attractively packaged to exhibit the display quality by the manufacturer determines the perception of the product. Business regularly conducts a market research to obtain insight about consumer preferences and perceptions. This forms the basis to understand how and why consumers prefer some product over others. This further helps the business to provide and promote such product and services effectively that is in demand from customers.

4. History & Reputation

History and reputation of a company and its products and services plays an equally important role in the consumer perception. Age old businesses with strong reputation and history are always preferred by consumers whereas new

products are always tried with caution and based on public opinion and reviews. Any negative reviews and opinions online or by word of mouth can strongly affect the overall performance of any business. If any product has not performed well in the past or if any company has been alleged for any unscrupulous activity will strongly affects its performance for long period of time.

COMPANY PROFILE

ZOMATO

Zomato is an Indian restaurant search and discovery service founded in 2008 by Deepinder Goyal and Pankaj Chaddah. It currently operates in 24 countries. It provides information and reviews of restaurants, including Images of menus, including Images of menus where the restaurant does not have its own website and also online delivery services in some countries.

Type   : Private

Founded   : July 2008

Headquarters   : DLF Phase V, Gurugram, Haryana, India

Area served   :24 Countries: Australia, Brazil, Canada, Chile,

                Czech Republic, India, Indonesia, Ireland, Italy.

                Lebanon, Malaysia, New Zealand, Philippines,

                Poland, Portugal, Qatar, Singapore, Slovakia,

                UAE, South Africa, Sri Lanka, Turkey, United

                Kingdom, United States

Founders   : Deepinder Goyal, Pankaj Chaddah

Key People   : Deepinder Goyal (CEO), Gaurav Gupta (COO),

                Mohit Gupta (CEO- Food delivery business),

                Gunjan Patidar (CTO), Sameer Maheshwary (CFO)

Website   : www.zomato.com

HISTORY

The restaurant search and discovery platform began its operations under the name, Foodie bay. In November 2010, the bran was renamed as Zomato. By 2011. Zomato launched in Bengaluru, Pune, Chennai, Hyderabad and Ahmedabad. The company launched a print version of the website content named, "Citibank Zomato Restaurant Guide", in collaboration with City bank in May 2012, but it has since been discontinued. In September 2012, Zomato expanded overseas to the United Arab Emirates, Sri Lanka, Qatar, the United Kingdom, the Philippines, and South Africa. In 2013, the company launched in New Zealand, Turkey, Brazil and Indonesia with its website and apps available in Turkish, Brazilian Portuguese, Indonesian and English. In April 2014, Zomato launched its services in Portugal, followed by launches in Canada, Lebanon, and Ireland the same year. The acquisition of Seattle-based food portal urban spoon marked the firm's entry into the United States, Canada and Australia, and brought it into direct competition with yelp, Zagat and Open Table.

In February 2017, Zomato in a company's blog explained the concept of cloud kitchen. With its cloud kitchenette company will help the restaurants to expand their presence without incurring any fixed costs. In September 2017, Zomato claimed that the company had "turned profitable in the 24 countries it currently operates in. Furthermore, Zomato announced that the "zero commission model "is to be introduced for partner restaurants. Zomato narrowed down its losses by 34% to Rs.389 Cr for the financial year 2016-17, from Rs.590.1 Cr crore in the previous year 2015-16.

INVESTMENTS

Between 2010-13, Zomato raised approximately US$16.7 million from info Edge India, giving them a 57.9% stake in Zomato. In November 2013, it raised an additional US$37 million from Sequoia capital and Info Edge India. In November 2014 Zomato completed another round of funding of US$60 million at a post-money valuation of -US$660 million. This round of funding was being led jointly by Info Edge India and Vie capital, with participation from Sequoia Capital. In April 2015 Info Edge India, Vie Capital and Sequoia capital led another round of funding for US$50 million. This was followed by another US$60 funding led by Temasek, a

Singapore government-owned investment company. along with Vie capital in September. In October 2018, Zomato raised $210 million from Alibaba's payment affiliate Ant Financial. Ant Financial received an ownership stake of over 10% of the company is as part of the round which valued Zomato at a $2 billion. Zomato had also raised an additional $150 million also from Ant Financial earlier in 2018.

ZOMATO SECURITY BREACHES

On 4 June 2015, an Indian security researcher hacked the Zomato website and gained access to information about 62.5milion users. Using the vulnerability, he was able to access personal data of users such as telephone numbers, email addresses and Instagram private photos using their Instagram access token. Zomato fixed the issue within 48 hours of it becoming apparent. On 15 October 2015, Zomato changed business strategies from a full-stack market to an enterprise market this led Zomato to reduce of its workforce by 10%, or around 300 people. On 18 May 2017, a security blog called hack read claimed over 17 million accounts had been breached. "The database includes emails and password hashes of Zomato users, while the price was set for the whole package are $1,001.43(Bit coins 0.5587). The vendors also shared a trove of sample data to prove it is legit", the Hack read's post said. Hacker ad claimed details of 17 million users had meanwhile been sold on the dark web. Zomato encrypted passwords were taken from its database. The company reassured affected customers that no payment information or credit card details were stolen.

Zomato said the security measures it uses ensure the stolen passwords can't be converted back into normal text, but it still urged users who use the same password on other services to change them. It also logged the affected users out of the app and reset their passwords. "So far, it looks like an internal (human) security breach- some employee's development account got compromised", the company said in a blog post but later, when Zomato contacted the hacker, they discovered a loophole in their security. The hacker moved the stolen content from dark web asking for a healthy bug bounty programme.

CONTROVERSY

In November 2017, Zomato hail to apologize after the "MC BC" ad went viral. There were mixed reactions regarding this on social media found it very offensive which Zomato has to take the advertisement down immediately. It is said that it was one of their marketing strategies and though they pulled down the hoarding, it created a buzz that the brand needed. In December 2018, Zomato was caught in controversy after a leaked Twitter video showing one of its delivery executives eating out of customer's delivery box went viral. In the two minute video, the delivery boy was then seen resealing the packages and putting them back into the delivery bag. In January 2019, more than 500 small to medium sized restaurants filed an online petition to the Competition Commission of India (CC) and the Prime Ministers office (PMO), alleging that online food delivery companies such as Swiggy, Zomato, Uber Eats and Food Panda were misusing their dominant market position. The consortium of restaurants cited that the use of deep discounting, in-house kitchens and internal sourcing of orders were wiping out small restaurants. Unlike in Indian retail, FDI norms do not apply on the restaurant or food service aggregators.

SWIGGY

Swiggy is an online food ordering and delivering service based in Bengaluru. It was founded 2014 by Nandan Reddy, Sriharsha Majety, Rahul Jaimini. Swiggy is operated by Bundi Technologies Pvt.Ltd in over 25 cities in India. Its total valuation in the market is $1.3 billion and its total funding amount is $46.5 million.

Type   : Private

Industry   : Online food ordering

Founded   : 14th August, 2014

Founders   : Nandan Reddy, Sriharsha Majety, Rahul Jaimini.

Headquarters   : Bangalore, India

Area served   : India

Website   : www.swiggy.com

HISTORY

SWIGGY was founded in August, 2014 by Nandan Reddy and Sriharsha Majety, both alumni of Birla Institute of Technology and Science (BITS) Pilani, started as company called Bundi, which connected small and medium companies to courier service providers. After a year build an online hyperlocal logistics company in the restaurant industry. They approached Rahul Jaimini, an IIT Kharagpur alumnus, who was working as a software engineer for fashion retailer Myntra at that time and together, they rolled out Swiggy.

OPERATIONS

Swiggy operates in 25 cities in India. These include: Ahmedabad, Bangalore Chandigarh, Chennai, Coimbatore Dehradun, Delhi, Gurgaon, Guwahati, Hyderabad, Indore, Jaipur, Kochi, Kolkata, Lucknow Ludhiana, Mumbai, Mysore. Nagpur, Noida, Pondicherry, Pune, Surat, Vadodara, and Vizag

INVESTORS

The total funding amount for Swiggy is $465.5million. Collectively, Naspers and DST Global have invested $210 million. Other investors include Accel, Bessemer, Venture Partners, Norwest Venture Partners, SAIF Partners, Harmony Partners, Coatue Management, RB Investment, and Dianping.

HOW IT WORKS

Swiggy operates through its website and mobile application. Users can read the menu and place the order on its website or its Android or iOS application. Once the order is placed, a delivery person is assigned for that order that collects the food from the restaurant and delivers it to the location decided by the customer. Payment can be made through cash on delivery, net banking, credit and debit cards and digital wallets.

RECOGNITIONS

In 2016, outlook magazine recognized Swiggy as the start-up of the year. Swiggy was named the start-up of the year at the economic times start-up of the year awards 2017. In 2018 Swiggy bagged the start-up of the year awards at start-up awards and star re-imagine awards. Its co-founders Rahul Jaimini and Nandan Reddy were listed in Forbes 30 under 30.

Uber Eats

Uber Eats (previously stylized as UberEats) is an American online food ordering and delivery platform launched by Uber in 2014 and based in San Francisco, California.

Type   : Subsidiary

Industry   : Online food ordering

Founded   : August 2014: 4 years ago

Founders   : Travis Kalanick (CEO), Garrett camp

Headquarters   : San Francisco, California, United states

Area served   : Worldwide

Key People   : Dara Khosrowshahi (CEO),

Thuan Pham (CTO),

Ryan Graves (COO)

Website   : www.ubereats.com

HISTORY

Uber was founded in 2000 by Garret Camp (also the founder of Stumbleupon), and Travis Kalanick. The company made its foray into food delivery in August 2014 with the launch of the UberFRESH service in Santa Monica, California. In 2015 the platform was renamed to UberEats. And the ordering software was released as its own application, separate from their app for Uber rides. At the same time, they expanded the platform to include Barcelona, Chicago, New York City. UberEATS continued to expand throughout the second half of 2015. As of 2018, the service is at "..a $6 billion booking run rate, growing over 200 per cent ". UberEATS is now located in 250 cities with over 300 more locations needed to be equal to Uber. Thuan Pham (CTO).

MISSION

Uber Eats on a mission to make eating well effortless for everyone, everywhere. Their service connects customers to Uber-speed delivery from restaurants in 80 cities around the world. They help restaurants reach more customers and build their business.

OPERATION

Users can read the menu, order, and pay for food from participating restaurants using their device using an application on the iOS or Android platforms or through a web browser. Users additionally have the option of giving a tip for delivery. The app detects the user's location and displays restaurants open at the time separately from those that are closed. Payment is charged to a credit/Debit Cards on file with Uber. Meals are delivered by couriers using cars,

bike, or on foot. Upon ordering, the customer is notified of the total price combining delivery fee and meal price. Customers can track the delivery status after the order is placed. As of August 2018, Uber Eats changed its flat $4.99 delivery fee rate to varying fee according to the distances. The fee ranges from $2 to $8 as the minimum and maximum rate varying according to the distance covered by delivery services.

The platform occasionally features food from local celebrity chefs wishing to increase their public visibility, including some who do not have physical restaurants. Depending on the city, people can sign up to deliver food orders for Uber Eats using their car, bike, scooter, or on foot. Delivery partners earn money for each delivery trip based on number of trips and the distance between the restaurant and the drop off location. In most cities, partners must be 19 years of age or older in order to participate. Uber drivers who currently provide rides for Uber are also able to sign up to do delivery.

CHAPTER 4
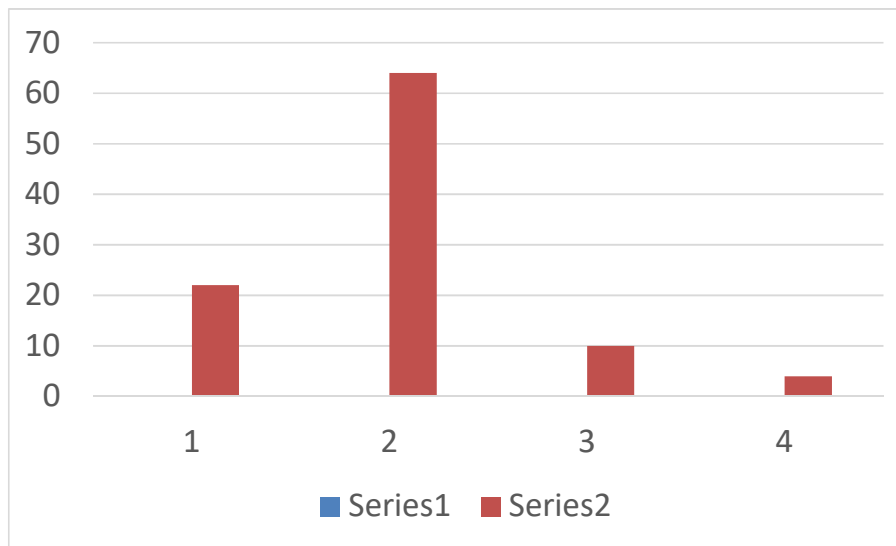# DATA ANALYSIS AND
INTERPRETATION

AGE

Table 4.1

Age	Frequency	Percentage
15<20	11	22
21<25	32	64
26<30	5	10
31 above	2	4
total	50	100

Source: Primary data

Figure 4.1

INTERPRETATION

Table 4.1& Figure 4.1 show the age group of people those who use food providing apps. From the table 22% of the respondents are between 15 and 20 years, 64% of the respondents are between 20 and 25 years, 10% of the respondents are between 25 and30 years and remaining 4% falls in above 30 years. The study mainly focuses on the youngsters.

AWARENESS ABOUT ONLINE FOOD APPS

Table 4.2

Particulars	Frequency	Percentage
Yes	43	86
No	7	14
Total	50	100

Source: Primary data

Figure 4.2
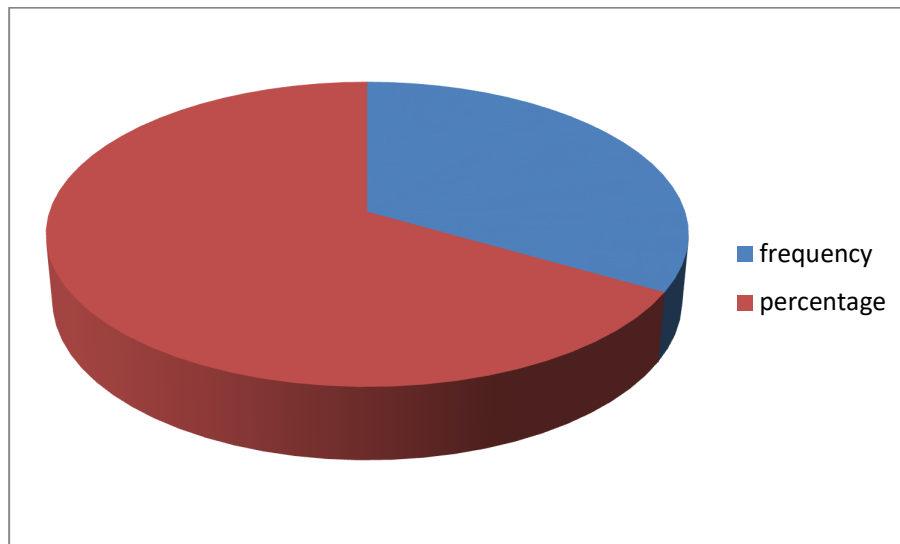
INTERPRETATION

From the survey conducted, 86% the respondents are aware about the online food ordering and delivery apps.
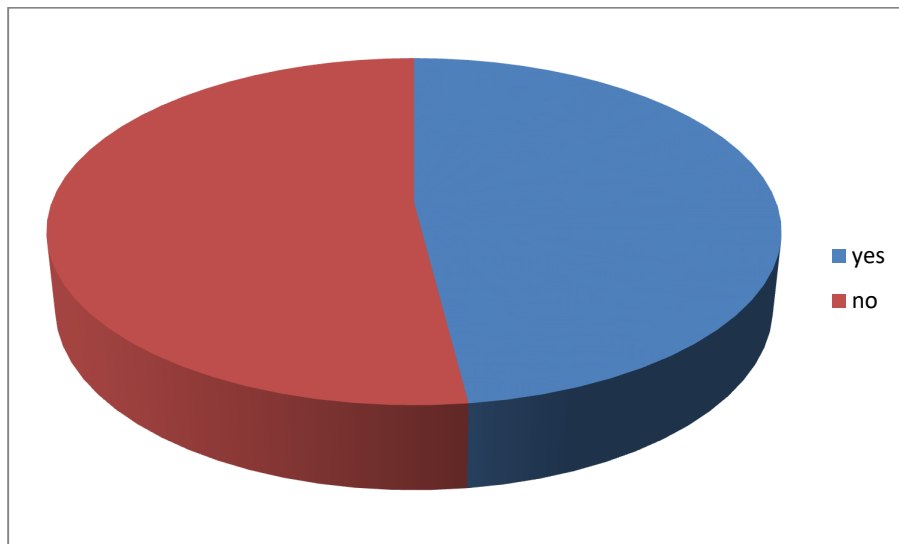
REGULAR USAGE OF APPS

Table 4.3

Particulars	Frequency	Percentage
Yes	24	48
No	26	52
Total	50	100

Source: Primary Data

Figure 4.3

INTERPRETATION

Out of the customers surveyed, 48% of the customers are regular users of the online food ordering and delivery apps and 52% of the customers are occasionally using the online food ordering app sources.
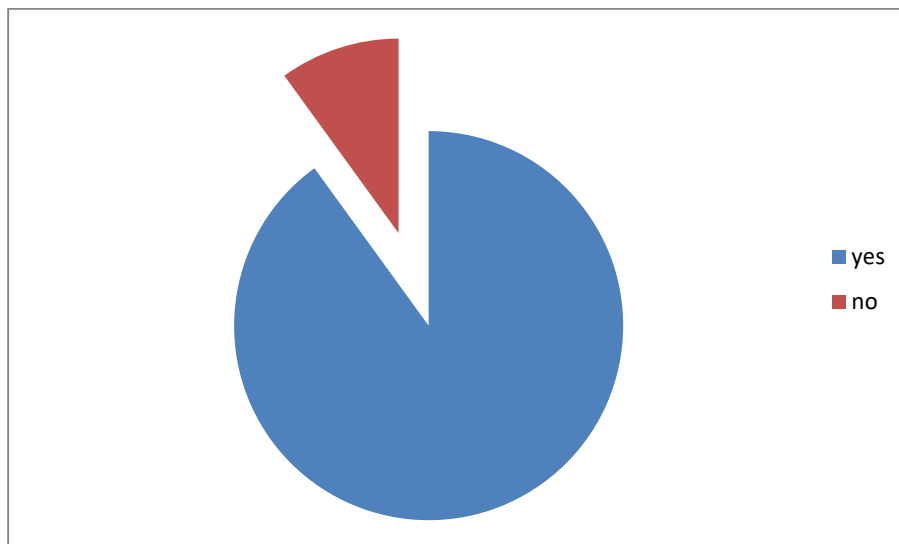
EASE AND CONVENIENCE OF APPS

Table 4.4

Particulars	Frequency	Percentage
Yes	45	90
No	5	10
Total	50	100

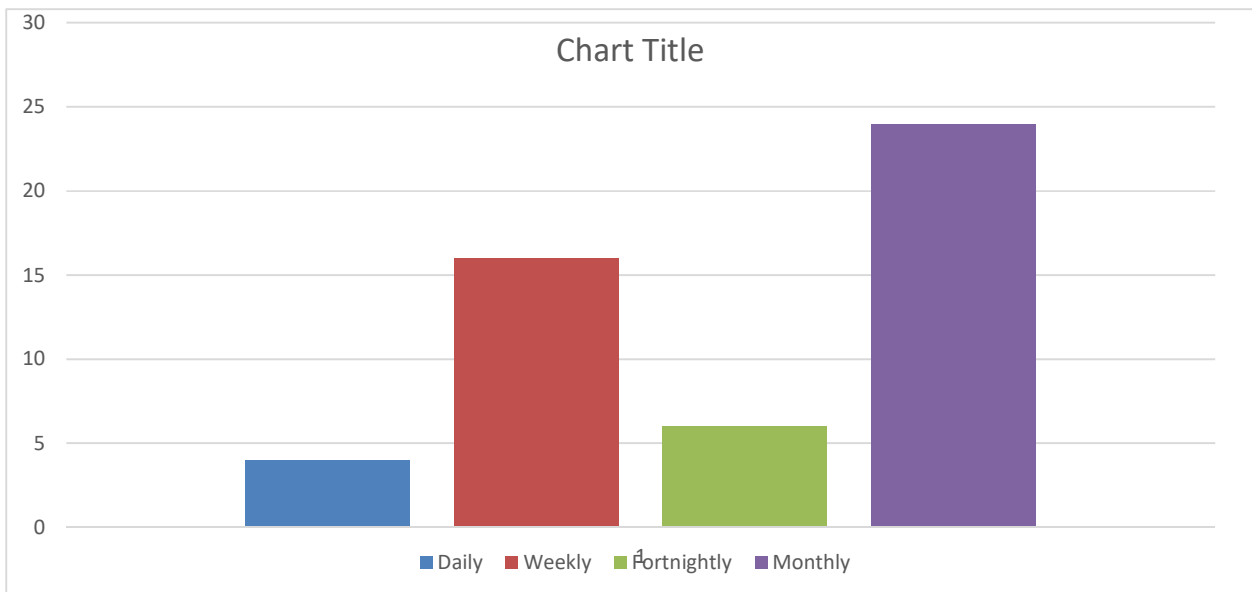Source: Primary source

Figure 4.4

INTERPRETATION

From the above table and figure 90% of respondents were finding easy and convenient to use the online food ordering and delivery apps and remaining 10% were not.

BASIS OF UASAGE OF APPS

Table 4.5

Particulate	Frequency	Percentage
Daily	4	8
Weekly	16	32
Fortnightly	6	12
Monthly	24	48
Total	50	100

Source: Primary data

INTERPRETATION

Table 4.5 & Figure 4.5 shows the basic usage of apps is mostly on monthly basis. It was 32% and followed by weekly basis. Only 8% of the customers of the survey were use the app on daily basis.
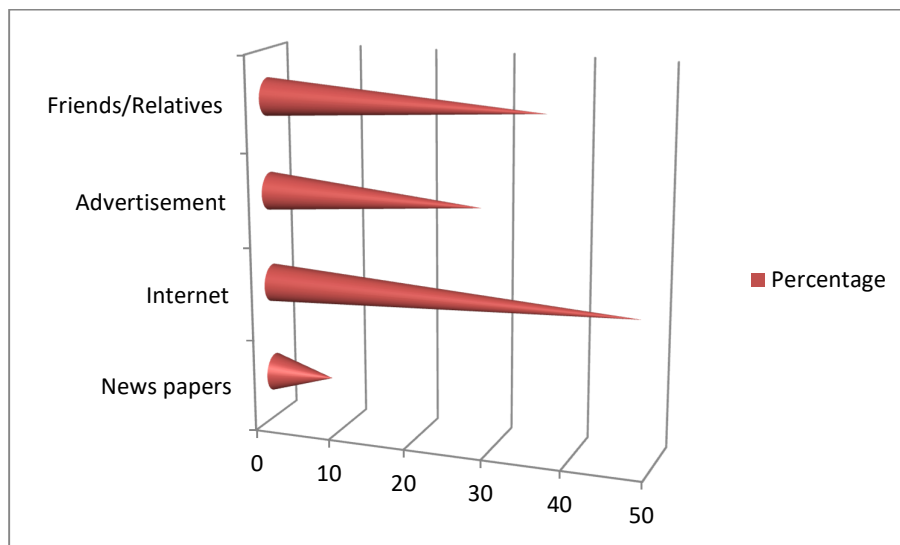
INTODUCTION OF APPS TO CUSTOMERS

Table 4.6

Particulars	Frequency	Percentage
News Papers	4	8
Internet	24	48
Advertisement	14	28
Friends/Relatives	18	36
Total	50	100

Source: Primary data

Figure 4.6

INTERPRETATION

In the survey conducted, 48% of customers were introduced online food ordering apps through internet and 36% through friends and relatives. A lesser 28 % got introduced to online food ordering apps through advertisements and only 8% come to know about the app through newspapers.
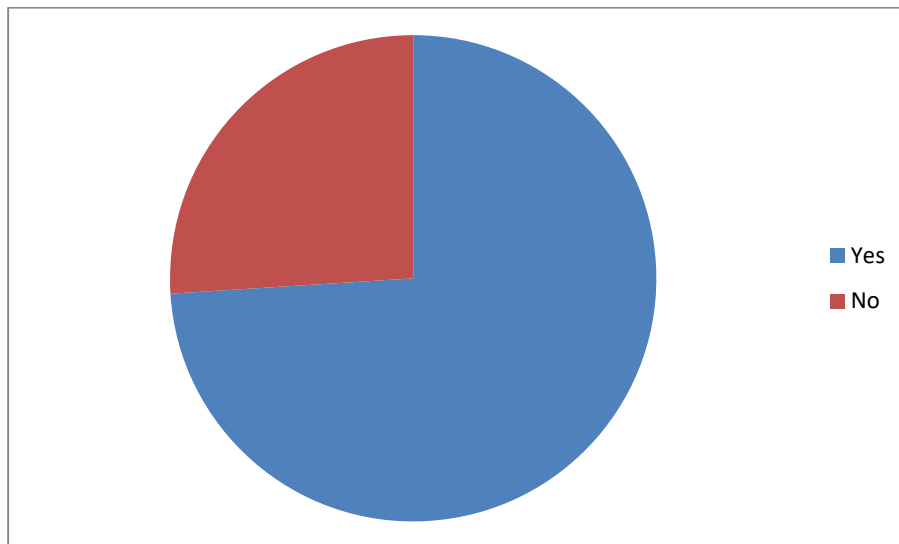
SATISFACTION WITH THE SECURITY OF APPS

Table 4.7

Particulars	Frequency	Percentage
Yes	37	74
No	13	26
Total	50	100

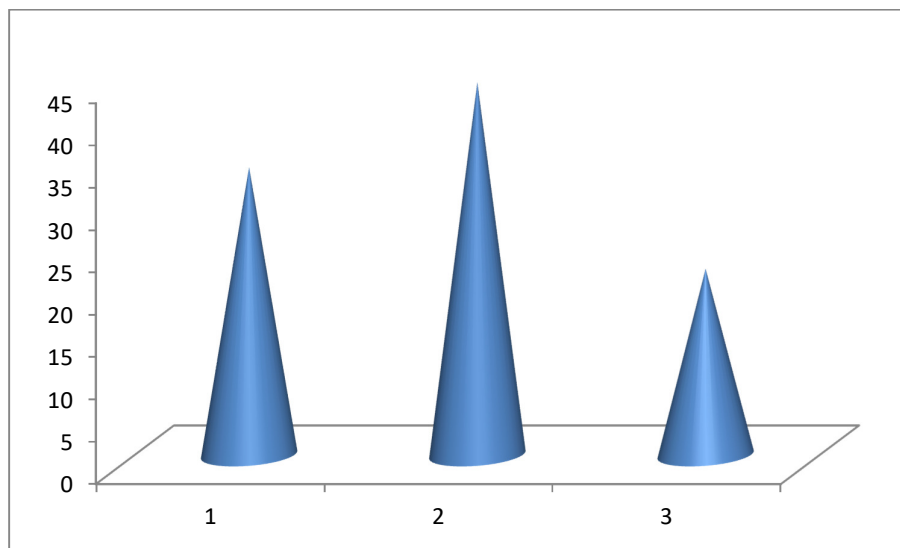Source: Primary data

Figure 4.7

INTERPRETATION

From the study 74% respondents are find online food ordering and delivery apps secured and 26% were not find the app secured.

DEMAND FOR DIFFERENT APPS

Table 4.8

Particulars	Frequency	Percentage
Zomato	17	34
Swiggy	22	44
Uber Eats	11	22
Total	50	100

Figure 4.8

INTERPRETATION

Table 4.8 & Figure 4.8 present the demand for the different online food apps. 44% of the respondents preferred Swiggy for order food in online and 34% preferred Zomato. Only 22% were demanding Uber Eats to order food in online.
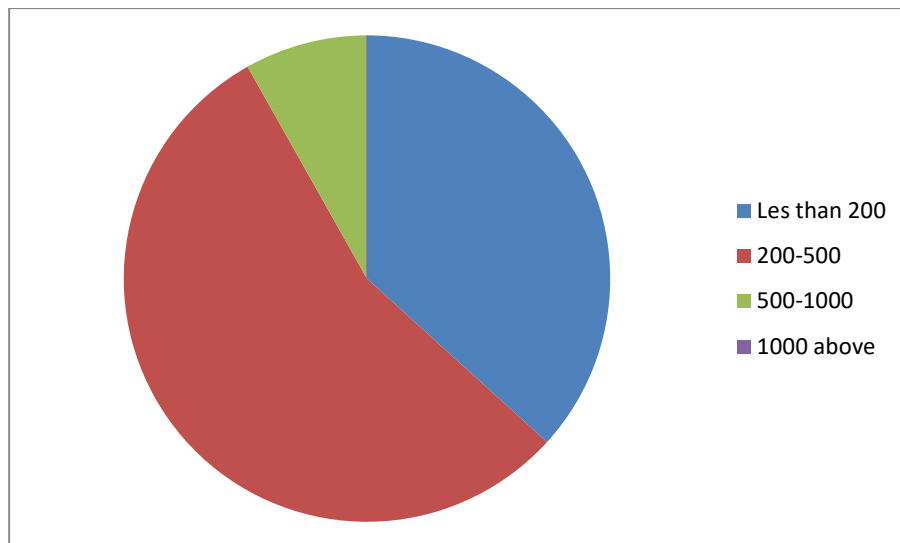
AMOUNT SPENT FOR ODERING

Table 4.9

Particulars	Frequency	Percentage
Less than 200	18	36
200-500	28	54
500-1000	4	8
1000 above	0	0
Total	50	100

Source: Primary data
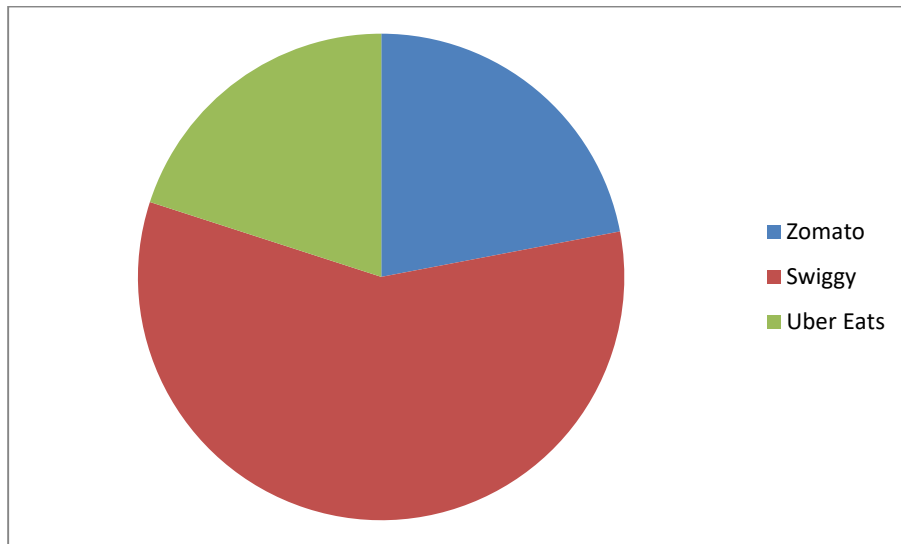
Figure 4.9

INTERPRETATION

Table 4.9 shows that how much amount spent for ordering food per time. More people prefer to make orders in between Rs.200 and Rs.500 and it is 54% and no one prefer more than Rs.1000.

USER FRIENDLY NATURE OF APPS

Table 4.10

| Particulars	Frequency	Percentage
Zomato	11	22
Swiggy	29	58
Uber Eats	10	20
Total	50	100

Figure 4.10

INTERPRETATION

The above table and figure represent the nature of user friendly apps and people considered Swiggy is the most user friendly app and followed by Zomato and Uber Eats respectively.

MODE OF PAYMENT

Table 4.11

Particulars	Frequency	Percentage
Online payment	14	28
Cash on delivery	30	60
Debit/Credit card	6	12
Total	50	100

Figure 4.11
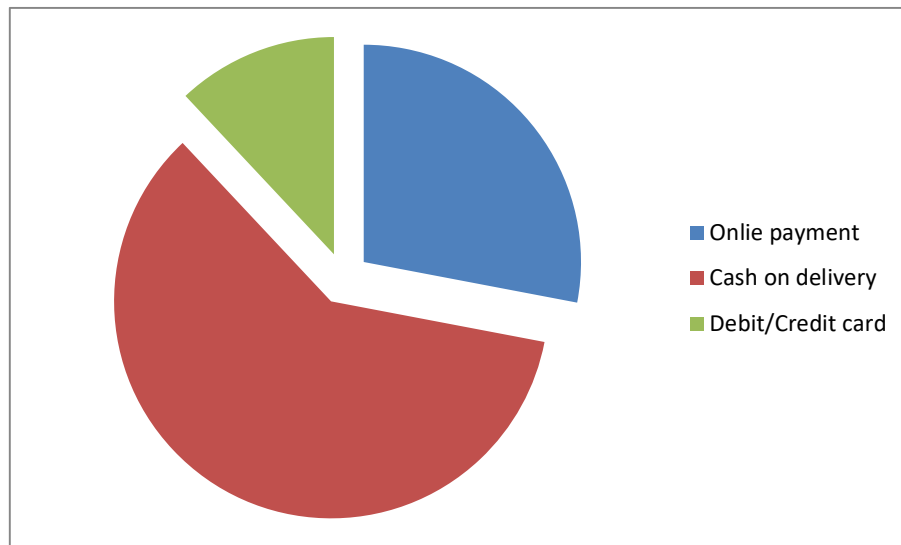
INTERPRETATION

Table 4.11 shows the various modes through which the users make payment for ordering food online. 60% of respondents choose cash payments because the users are most comfortable with making payment in cash. 28% respondents are made online payment and only 12% are using Debit or Credit card for payment.
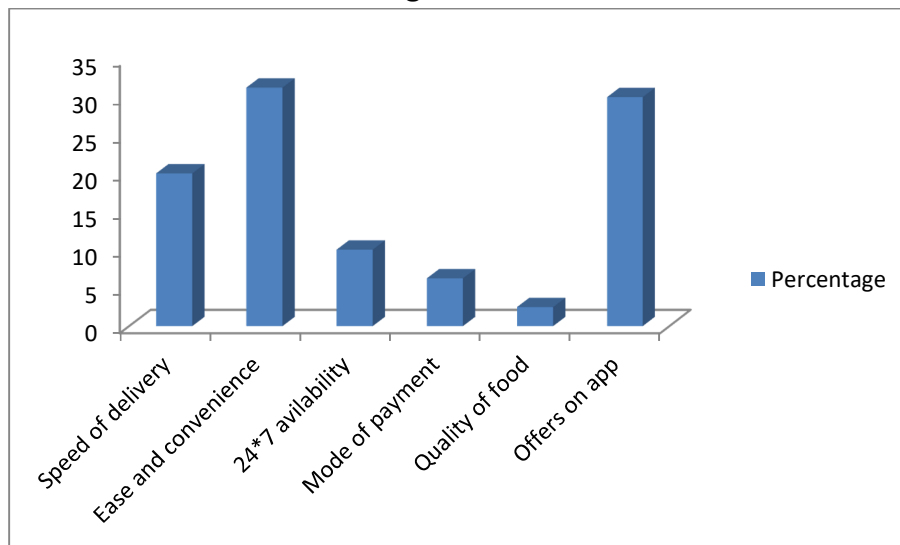
REASON FOR CHOOSING ONLINE FOOD APPS

(Multiple options)

Table 4.12

Particulars	Frequency	Percentage
Speed of delivery	16	20
Ease and convenience	25	31.25
24*7 availability	8	10
Mode of payment	5	6.25
Quality of food	2	2.5
Offers on app	24	30
Total	80	100

Figure 4.12

INTERPRETATION

Out of the total, 31.25% of customers choose online food ordering apps because of ease and convenience and 30% of customers preferred it due to the offers on app. Also 20% of customers choose the app due to speed of delivery and 10% customers adopt online food ordering due to 24*7 availability. Very few customers choose online food ordering app because of quality of food and ease mode of payment.
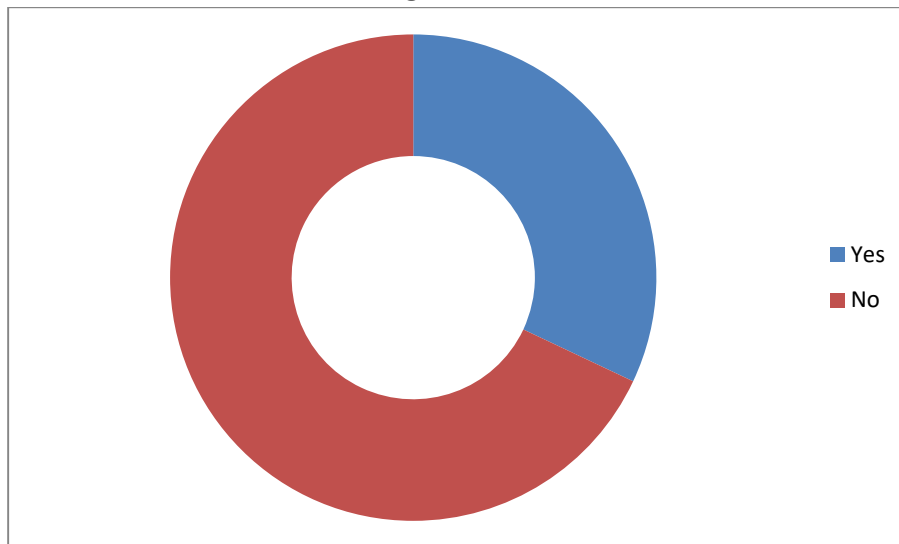
BULK ORDERS THROUGH ONLINE FOOD APPS

Table 4.13

Particulars	Frequency	Percentage
Yes	16	32
No	34	68
Total	50	100

Source: Primary data

Figure 4.13

INTERPRETATION

The largest segment of the customer surveyed, 68% not opt online food delivery apps for bulk orders, while a minority of 32% use online food delivery app for bulk orders.
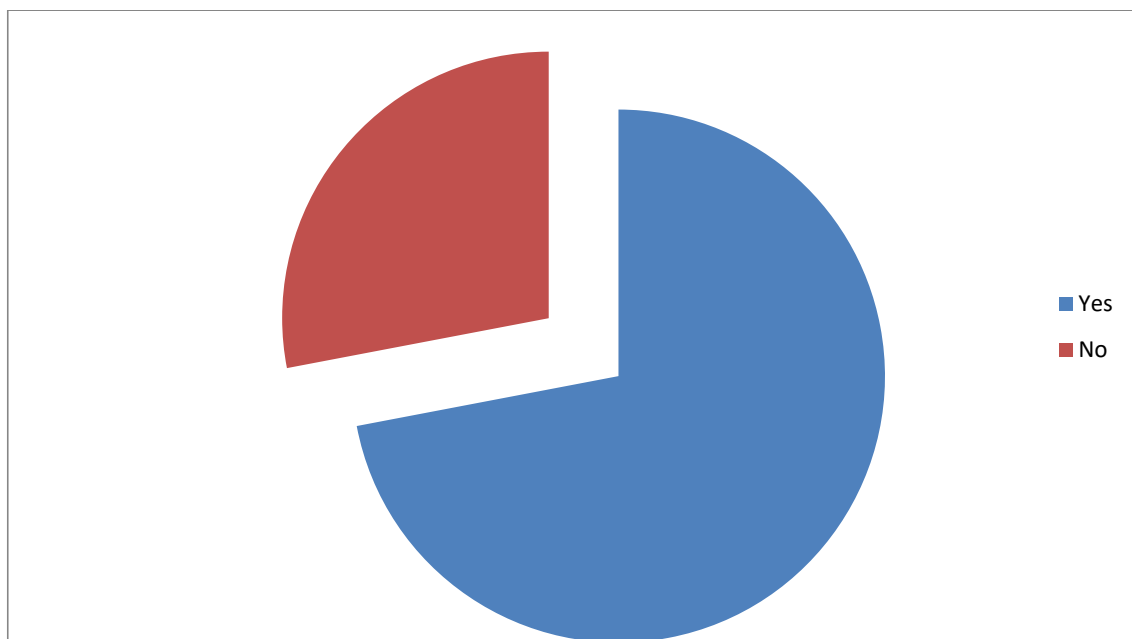
SATISFACTION WITH THE QUALITY OF FOODS

Table 4.14

Particulars	Frequency	Percentage
Yes	36	72
No	14	28
Total	50	100

Source: Primary Data

Figure 4.14

INTERPRETATION

Table 4.14 & Figure 4.14 represents the quality of food delivered by the online food providers. From the graph, 72% customers satisfy with the quality of food and 28% customers not satisfied with the quality of food delivered by the online food providers.
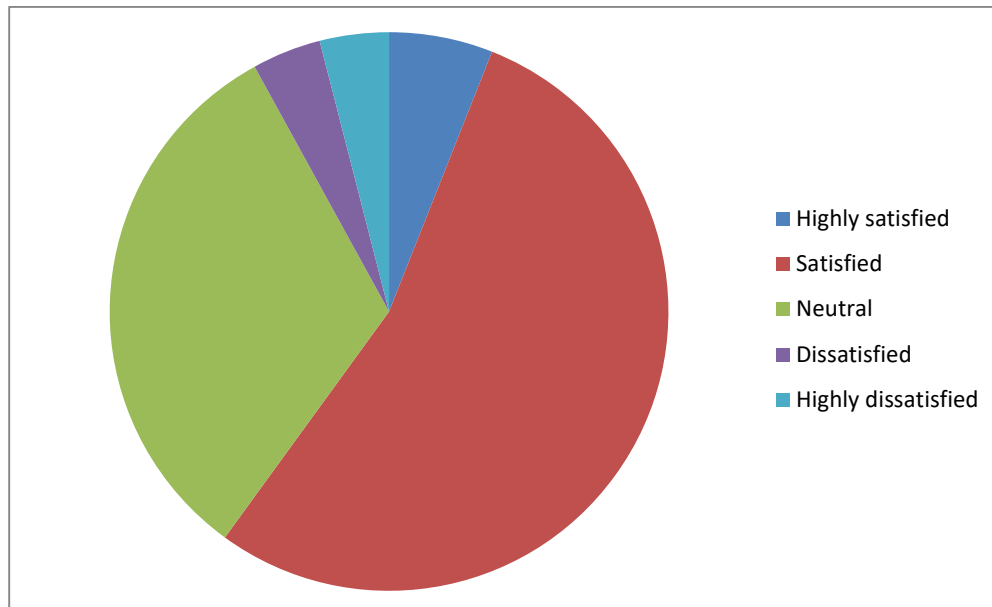
SATISACTION WITH THE PRICING OF FOODS

Table 4.15

Particulars	Frequency	Percentage
Highly satisfied	3	6
Satisfied	27	54
Neutral	16	32
Dissatisfied	2	4
Highly dissatisfied	2	4
Total	50	100

Source: Primary data

Figure 4.15

INTERPRETATION

From the survey conducted, 6% of customers highly satisfied with the pricing of food delivered in online food delivery apps, while 4% dissatisfied with the pricing of food. Majority of customers satisfied with pricing of food and it is 54%. And 32% customers neither satisfied or nor dissatisfied with the pricing of food.
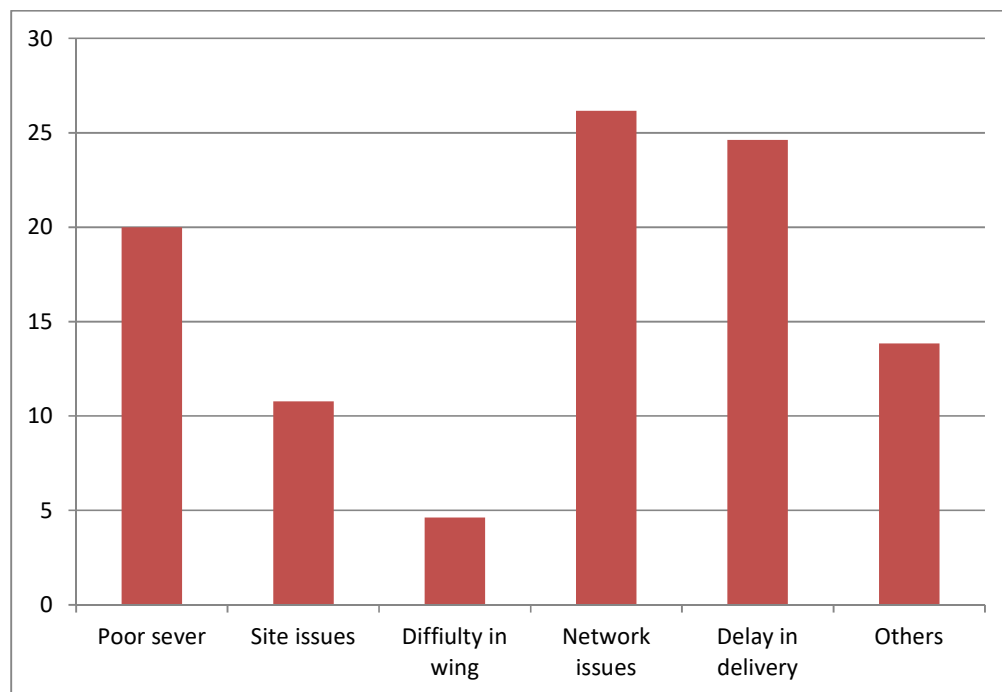
CHALLENGES OF ONLINE FOOD APPS

(Multiple option)

Table 4.16

Particulars	Frequency	Percentage
Poor sever	13	20
Site issues	7	10.7692308
Difficulty in wing	3	4.61538462
Network issues	17	26.1538462
Delay in delivery	16	24.6153846
Others	9	13.8461538
Total	65	100

Source: Primary data

Figure 4.16

INTERPRETATION

Table 4.16 & Figure 4.16 shows that main challenges faced by the online food delivery apps are poor server and network issue and it is 20 % & 26.15% respectively. Also 24.61% customers said that delay in delivery is the challenges faced by them while ordering online.
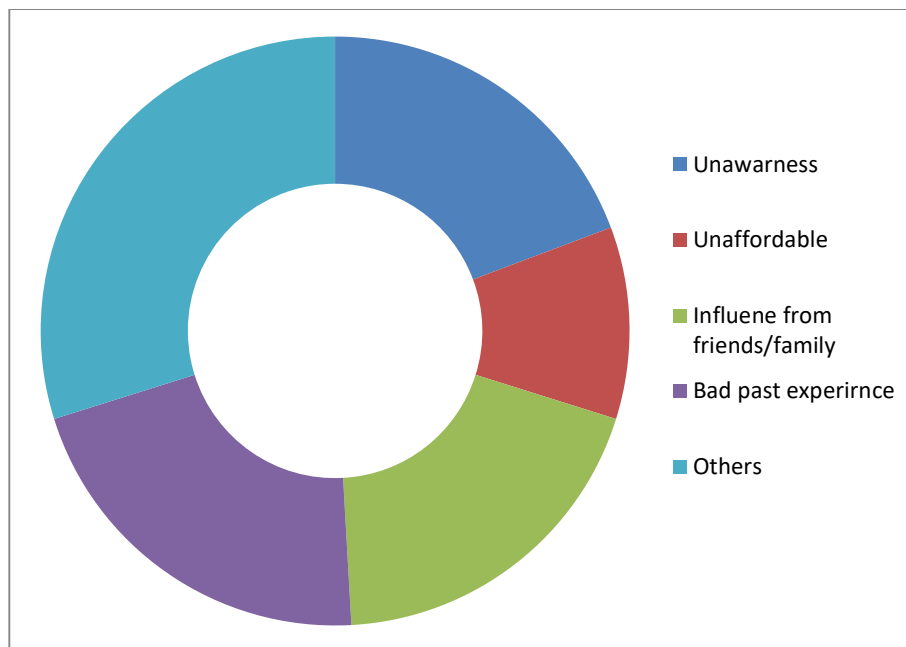
BARRIERS PREVENTING FROM USING APPS

(Multiple Options)

Table 4.17

Particulars	Frequency	Percentage
Unawareness	11	19.2982456
Unaffordable	6	10.5263158
Influence from friends/family	11	19.2982456
Bad past experience	12	21.0526316
Others	17	29.8245614
Total	57	100

Source: Primary data

Figure 4.17

INTERPRETATION

The table and graph shows the factors preventing the customers from using the online delivery apps. 10.52% of customers felt that the app is unaffordable. 19.29% customers are negatively influenced by friends and family for the usage of app. 19.29% customers are unaware about the app. 21.82% considered the bad past experience as a hindering factor for using the app.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

The data collected from 100 respondents through structured questionnaire and schedules were tabulated and analysed From the analysis some findings are pointing in this chapter

1. It has been found that majority of respondents were of the age group in between of 20 to 25 that is, youngsters.
2. 86% of respondents are aware about the online food ordering and delivery apps.
3. It has been found that 48% of respondents see regularly using food delivery apps.
4. Majority of respondents feel that online food ordering and delivery app is easy to use and convenient.
5. 48% of the respondents were using online delivery app on monthly basis. Very few customers use the app in daily basis and it is 8%.
6. It was found that respondents were introduced to online food delivery app through internet and their friends or family.
7. 74% of the respondents found that online food delivery apps were secured.
8. Majority of respondents are using the food delivery app Swiggy (44%) and Uber eats (34%).
9. Most of the respondents spend for ordering food for less than Rs 500.
10. The most user friendly app is Swiggy.
11. The survey reveals that there is significant different between the satisfaction level of customers on various food ordering and delivery apps and Swiggy the most favourite online food delivery app.
12. Most of the respondents were using cash on delivery (COD) method.
13. The major reason for choosing online food delivery apps are offers on app, speed of delivery and convenient.
14. 68% of respondents are not opting bulk orders.
15. 72% of respondents are satisfied with the quality of food delivered by the app.

16. The most of the respondents are satisfied with the pricing of food in food delivery app.
17. The major challenge faced by the respondents while ordering food online is network issue (26.15%) and delay in delivery (24.6%).
18. The survey reveals that unaffordable is a barrier to customers to use the app. The negative influence from friends and family also prevent them from using the delivery apps.

CONCLUSION

The topic "CONSUMER PERCEPTION TOWARDS ONLINE FOOD ORDERING AND DELIVERY SERVICES WITH SPECIAL REFERENCE TO ZOMATO, SWIGGY AND UBER EATS" gives an idea about the online food ordering apps and the extent of satisfaction of customers. Online food ordering app nowadays become fast moving, people do not find adequate time to go for ordering food, because of fast pace of life. The internet has become a major source in the digital era where online food ordering has gained significance not only by the entrepreneurs but also among the customers. Online food ordering is in the fingertip of customers. It helps the customer in making order easily.

From the study conducted, it can conclude that Swiggy has gained positive opinion of majority of the customers in comparison to other service providers such as Zomato and Uber Eats. It is mainly because their better on time delivery, better discounts and offers. Swiggy has been in the first position in online food delivery service provider and if it includes the minor improvements it will sustain its upper hand in forthcoming future. The controversy occurred during the time (the unhygienic behaviour of the delivery boy) becomes one of the reason of Zomato for losing its customers. In the opinion respondent delivery boys of Swiggy is more efficient.

To be concluded, the online food ordering and delivery systems are developed in considering all issues related to all users which are included in the system Wide range people can use this if they know how to operate an android smart phone. Various issues related to Mess/Tiffin service will be solved by providing them a full fledged system. Hence the customers are positively perceived towards the online food ordering and delivery services.

SUGGESTIONS

- Improves the restaurant sites and menus to satisfy the customers in a better way

- Reduce the delivery charges and attract more customers

- Encourage the working of delivery boys about customer seasonal food orderings

- Formulation of suitable policies to improve the efficiency and willingness of delivery boys.

- Train the workers about the behaviour, politeness, method, rules, and procedures to be followed by conducting effective training programs.

- Provide attractive offers and discounts to capture the attention of people in order to increase the profit of online providers.

- Strengthen the security of payment system of online food apps.

- Create plans and policies to ensure food delivery to isolated areas

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APPENDIX

CONSUMER PERCEPTION TOWARDS ONLINE FOOD ORDERING AND DELIVERY SERVICES WITH SPECIAL REFERENCE TO ZOMATO, SWIGGY AND UBER EATS

QUESTIONNAIRE

Respected sir/madam,

I am student of B.com 6th semester of St Paul's College Kalamassery, doing a project in partial fulfillment of my post graduate program under Mahatma Gandhi University, Kottayam.

I therefore request you to spare a few minutes with me to fill up this questionnaire. Any information collected during course of the survey will be kept confidential

1. Name:

2. Age:

☐ 15<20

☐ 20<25

☐ 25<30

☐ 30 above

3. Are you aware about online food ordering and delivery services?

☐ Yes   ☐ No

4. Are you a regular user of food delivery apps?

☐ Yes   ☐ No

5. Do you find online food ordering easy and convenient?

[ ] Yes   [ ] No

6. How often you order food online?

[ ] Daily   [ ] Fortnightly

[ ] Weekly   [ ] Monthly

7. How did you come to know How did you come to know about the online food ordering services?

[ ] Newspaper   [ ] Advertisement

[ ] Internet   [ ] Friends/Relatives

8. Do you find online food ordering secured?

[ ] Yes   [ ] No

9. Which online food ordering and delivery app. do you prefer the most?

[ ] Zomato   [ ] Uber Eats

[ ] Swiggy

10. What is the approximate money you spent on ordering food per time?

☐ 0-200   ☐ 200-500

☐ 500-1000   ☐ 1000 above

11. Which is the most user friendly app?

☐ Zomato   ☐ Uber Eats

☐ Swiggy

12. What mode of payment do you prefer the most?

☐ Online Payment   ☐ Debit/credit card payment

☐ Cash on Delivery

13. The reason for choosing online food delivery app

☐ Speed of delivery

☐ Ease and convenience

☐ 24*7 Availability

☐ Mode of payment

☐ Quality of food

☐ Offers on app

14. Did you make bulk orders by using food ordering and delivery app?

☐ Yes   ☐ No

15. Are you satisfied by the quality of food provided by online food providers?

☐ Yes   ☐ No

16. How rich you are satisfied with the pricing of food in online delivery apps?

☐ Highly satisfied   ☐ Satisfied

☐ Neutral   ☐ Dissatisfied

☐ Highly dissatisfied

17. What are the challenges faced while ordering food online?

☐ Site slow

☐ Poor server

☐ Difficulty in wing

☐ Network issue

☐ Delay in delivery

☐ Others

18. What are the barriers preventing you from using online food delivery app?

☐ Unawareness

☐ Unaffordable

☐ Influence from friends/family

☐ Bad past experience

☐ Others