UNDERSTANDING CONSUMER PERSPECTIVES AND INTENTIONS REGARDING ONLINE FOOD DELIVERY PLATFORMS IN NORTHERN INDIA

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Abstract

This study explores consumer perception and behavior towards online food delivery apps in Tier-2 cities of Northern India, based on data collected in 2023-2024 from 100 respondents [1]. Primary data was gathered through questionnaires and personal interviews, while secondary data was derived from existing literature. The analysis, employing descriptive statistics, percentage analysis, and the Garrett ranking technique, reveals that Zomato is the most preferred app, favored by 57% of consumers. Key factors influencing consumer behavior include external influences, perceived ease of use, and trust. The study identifies time-saving and faster delivery as the primary motivations for using online food delivery services. However, technical issues, limited delivery reach, and lack of internet connectivity were highlighted as significant barriers. Payment preferences showed that most respondents favored cash on delivery, although many felt secure using online payment methods. Despite these challenges, the online food delivery market in Northern India is growing rapidly [2]. The study suggests that improvements in technical infrastructure, expansion of delivery areas, and addressing user concerns can further enhance the consumer experience. Additionally, educating users about digital payments and promoting faster, more reliable services can drive market expansion and increase user adoption in the region.

Keywords: *usage patterns, payment preferences, trust, time-saving, technical challenges, market expansion.*

1. Introduction

The rise of online food delivery services has transformed consumer behavior in India, especially in urban and semi-urban areas. With increasing internet penetration and the growing adoption of smart phones, food delivery apps have gained significant popularity, even in Tier-2 cities [3]. This study aims to explore the consumer perception and behavior towards online food delivery apps in Northern India's Tier-2 cities, focusing on factors influencing their preferences and usage patterns. Conducted between 2023 and 2024, the research utilized both primary data, collected through questionnaires and personal interviews, and secondary data sourced from existing literature. A sample of 100 respondents provided insights into their experiences with food delivery platforms. The findings highlight that Zomato is the most favored app, with 57% of consumers preferring it. The study identifies key factors that shape consumer decisions, including perceived ease of use, trust, and external influences. Time-saving and faster delivery are major motivators for using these services, while technical issues, limited delivery reach, and internet unavailability are recognized as significant challenges [4]. Additionally, the preference for cash on delivery remains high, although many users feel secure with online payment methods. This study contributes valuable insights into the growing online food delivery market, offering recommendations for enhancing user experience and expanding market reach.

2. Methodology

The research methodology, conducted in India from 2023-2024, focused on a sample of 100 consumers using both primary and secondary data. Primary data were collected through questionnaires and personal interviews, while secondary data were sourced from literature and records. Data analysis included descriptive statistics and percentage analysis, calculated using $\frac{x}{y} \times 100$ to determine response proportions. Garrett's Ranking Technique was applied to rank factors based on respondents' preferences, assigning values to each rank to derive average scores and identify the most significant factors.

3. Result & Discussion

1. **Demographic Details of Respondents:** The study presents the demographic details of the respondents in the context of *Consumer Perception and Intentions Towards Online Food Delivery Apps in Northern India's Tier-2 Cities*, as shown in Table 1. Out of 100 respondents, 32 (32.00%) were male, while 68 (68.00%) were female. Regarding age groups, 15 respondents (15.00%) were below 18 years, 50 respondents (50.00%) were between 18-25 years, 20 respondents (20.00%) were between 25-40 years, and 15 respondents (15.00%) were 40 years or older [8]. In terms of educational qualification, 20 respondents (20.00%) were undergraduates, 50 respondents (50.00%) were graduates, 15 respondents (15.00%) were postgraduates, and 15 respondents (15.00%) held a doctorate. Regarding marital status, 10 respondents (10.00%) were married, while 90 respondents (90.00%) were unmarried. The occupational distribution revealed that 50 respondents (50.00%) were students, 20 respondents (20.00%) were employed, and 10 respondents (10.00%) were unemployed.

Table 1 Demographic details of the respondent.

Demographics		Frequency	Percentage
Gender	Male	32	32
	Female	68	68
Age	Up to18	15	15
	18-25	50	50
	25-40	20	20
	40and above	15	15
Education	Undergraduate	20	20
	Graduate	50	50
	Post Graduate	15	15
	Doctorate	15	15
Marital Status	Married	10	10
	Unmarried	90	90
	Divorced/widowed	0	0
Occupation	Student	50	50
	Employed	20	20
	Unemployed	10	10
	Own business	20	10

2. **Usage of Internet in Consumers' Daily Life:** Table 2 depict the usage of the internet in consumers' daily lives. Out of 100 respondents, 40 (40.00%) reported using the internet for more than 4 hours per day, followed by 35 respondents (35.00%) who use it for 3-4 hours per day [9]. Additionally, 20 respondents (20.00%) stated they use the internet for 2-3 hours per day, while 5 respondents (5.00%) reported using the internet for less than 1 hour per day.

Table 2 Usage of internet in consumer's daily life

Usage of internet in consumers daily life	Frequency	Percentage
less than 1hour/day	5	5
2-3hours/day	20	20
3-4hours/day	35	35
More than 4 hours/day	40	40

3. **Most Preferred Online Food Delivery Service Portal:** Table 3 illustrate the respondents' most preferred online food delivery service portals. Among the 100 respondents, 57 (57.00%) indicated a preference for the Zomato app, followed by 22 respondents (22.00%) who preferred Domino's, 17 respondents (17.00%) who preferred Swiggy, and 4 respondents (4.00%) who preferred Pizza Hut [10].

Table 3 Most Preferred

Application	Frequency	Percentage
Zomato	57	57
Swiggy	17	17
Pizza hut	4	4
Dominos	22	22

Online Food Delivery Service Portal

4. **Mode of Advertisement Influencing Consumers for Food Delivery Apps:** Table 5.4 depict the modes of advertisement that influenced consumers to use food delivery apps. Among the 100 respondents, 50 (50.00%) stated that the internet influenced their decision, followed by 23 respondents (23.00%) who were influenced by mobile advertisements. Additionally, 10 respondents (10.00%) cited television as an influencing factor, another 10 respondents (10.00%) mentioned radio, 5 respondents (5.00%) referred to word of mouth, and 2 respondents (2.00%) stated that newspapers influenced their choice of food delivery apps.

Table 4 Mode of advertisement influenced the consumers for food delivery app

Application	Frequency	Percentage
Radio	10	10
Newspaper	2	2
Internet	50	50

5. **Most Preferred Meal Ordered from Online Food Delivery Services in Tier-2 Cities of Northern India:** Table 5 illustrate the most preferred meals ordered by consumers from online food delivery apps [11]. Among the 100 respondents, 69 (69.00%) preferred snacks, followed by 19 respondents (19.00%) who preferred dinner, 10 respondents (10.00%) who preferred lunch, and 2 respondents (2.00%) who preferred breakfast.

Table 5 Most preferred meal from online food delivery service

Meal prefer	Frequency	Percentage
Breakfast	2	2
Lunch	10	10
Dinner	19	19
Snacks	69	69
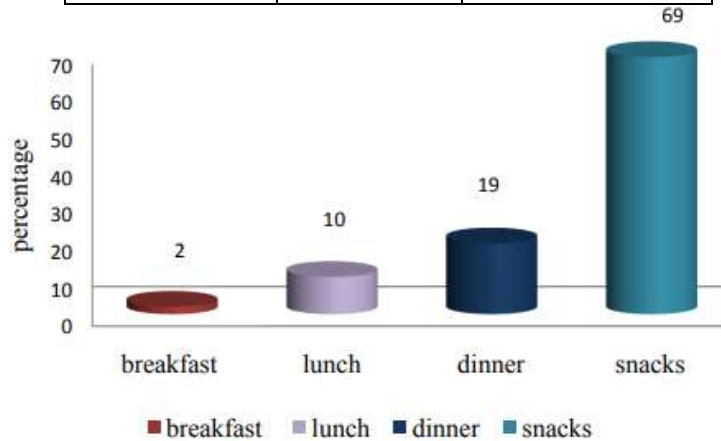
Figure 5 Most preferred meal from online food deli very service.

6. **Frequency of Using Food Delivery Apps in Tier-2 Cities of Northern India:** Table 6 represent the frequency of food delivery app usage among consumers. The data shows that, out of 100 respondents, 85 (85.00%) stated that they use food delivery apps occasionally, followed by 12 respondents (12.00%) who use them regularly, and 3 respondents (3.00%) who never use food delivery apps [12].

Table 6 Frequency for using food apps

How often use the application	Frequency	Percentage
Sometimes	85	85
Regular	12	12
Never	3	3

7. **Range of Spending on Ordering Food Items Through Online Food Delivery Apps:** Table 7 illustrate the spending range for ordering food items through online food delivery apps. Out of 100 respondents, 40 (40.00%) reported spending between Rs. 100-300 on food orders, followed by 26 respondents (26.00%) who spent between Rs. 300-500. Additionally, 21 respondents (21.00%) said they spent between Rs. 500-1000, 11 respondents (11.00%) spent less than Rs. 100, and 2 respondents (2.00%) spent above Rs. 1000 on food orders.

Table 7 Range of ordering food items

Order range(INR)	Frequency	Percentage
Below100	11	11
100-300	40	40
300-500	26	26

| 500-1000 | 21 | 21 |
| Above1000 | 2 | 2 |

8. **Payment Methods Preferred by Respondents:** Table 8 illustrate the preferred payment methods of respondents for food delivery apps. Out of 100 respondents, 62 (62.00%) preferred Cash on Delivery, followed by 19 respondents (19.00%) who preferred net banking, and 19 respondents (19.00%) who opted for other payment portals [13].

Table 8 Method of Payment of Respondents

Mode of payment	Frequency	Percentage
Cash on delivery	62	62
Net banking	19	19
Payment portals	19	19

9. Perception of Safety and Security in Food Delivery Applications: Table 9 and Figure 9 illustrate respondents' views on the safety and security of food delivery applications. Among the 100 respondents, 73 (73.00%) indicated that they feel secure while using online food delivery apps, followed by 24 respondents (24.00%) who were uncertain, and 3 respondents (3.00%) who stated that they do not feel secure while using these services.

Table 9 Food delivery applications are safe and secure.

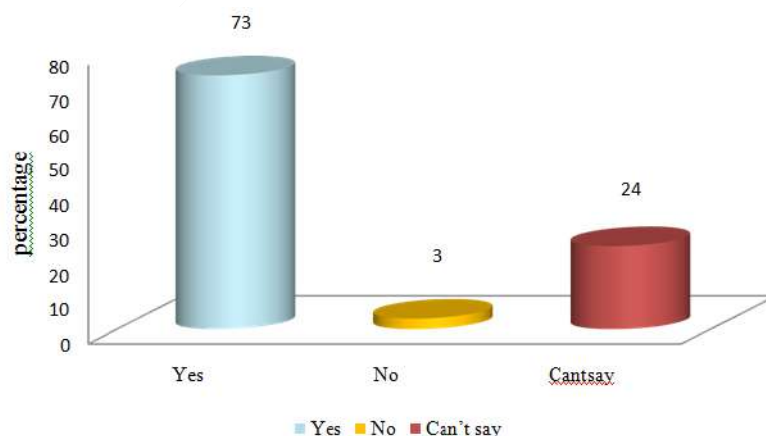| Applications are safe and secure	Frequency	Percentage
Yes	73	73
No	3	3
Can't say	24	24

Figure 9 Food delivery applications are safe and secure.

10. Ranking of Factors Influencing Consumer Buying Behavior Towards Online Food Delivery Services: Table 10 represent the ranking of factors related to consumer buying behavior towards online food delivery services. Using the Garrett ranking technique, external influence was ranked first, followed by perceived

usefulness, trust, innovativeness, perceived ease of use, and religious/cultural beliefs and values, which were ranked second through sixth, respectively.

Table 10 Factors related to the attitude of the consumer buying behavior towards online food delivery services.

Factors	Total	Average score	Rank
External influence	6359	63.59	I
Perceived ease of use	6100	61.00	II
Trust	6073	60.73	III
Innovativeness	6015	60.15	IV
Perceived usefulness	5873	58.73	V
Religious/cultural beliefs and values	5613	56.13	VI

9. **Ranking of Factors Attracting Consumers to Online Food Delivery Services:** Table 11 show the ranking of factors that attract consumers to online food delivery services. Using the Garrett ranking technique, time-saving was ranked first, followed by faster delivery, food discounts, food reviews and ratings, and money-saving, which were ranked second through fifth, respectively.

Table 11 Factors related to the features which attract the consumer towards online food delivery services.

Factors	Total	Average score	Rank
Time saving	6021	60.21	I
Faster delivery	6017	60.17	II
Discount of food	5891	58.91	III
Food review sand rating	5707	57.07	IV
Moneysaving	5498	54.98	V

10. **Ranking of Factors Influencing Consumer Perception in Selecting Online Food Delivery Service Mediums:** Figure 5 represent the ranking of factors that influence consumer perception in selecting a

medium for online food delivery services. According to the Garrett ranking technique, time-saving was ranked first, followed by variety of products, quality of services, ease of payment, quality of food, money-saving, convenience and ease of use, flexibility, delivery charges, product images, and promotions, which were ranked second through eleventh, respectively [14].
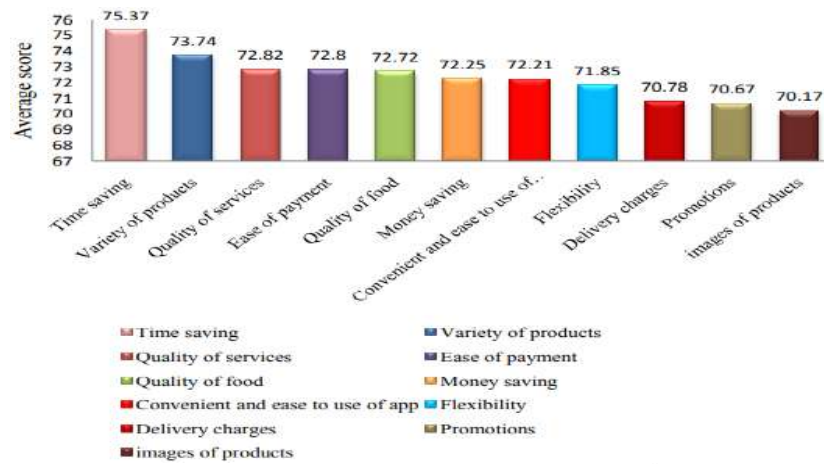

Figure 12 Factors that in flounced consumer perception for selecting medium for online food delivery services.

11. **Ranking of Constraints When Using Online Food Delivery Service Applications:** Table 13 represent the ranking of constraints faced by consumers when using online food delivery service applications. Using the Garrett ranking technique, technical issues were ranked first, followed by delivery reach, unavailability of internet, bad past experiences, unawareness, influence from friends/family/other social groups, and affordability, which were ranked second through seventh, respectively.

Table 13 Factors which act as constraints while using the online food delivery services application.

Factors	Total	Average score	Rank
Technical issues	5279	5279	I
Reach of delivery	5266	5266	II
Unavailability of internet	5192	5192	III
Bad past experience	5051	5051	IV
Unawareness	4991	4991	V
Influence from friends/family/other social groups	4512	4512	VI

4. Conclusion

In conclusion, this study provides valuable insights into consumer perception and behavior towards online food delivery apps in Tier-2 cities of Northern India. The research, conducted in 2023-2024 with a sample size of 100 respondents, utilized both primary and secondary data collection methods. Primary data was collected through questionnaires and personal interviews, while secondary data was sourced from existing literature. The study employed descriptive statistics, percentage analysis, and the Garrett ranking technique to analyze the data. The findings reveal that Zomato is the most preferred food delivery app among respondents, with 57% of consumers favoring it. Factors such as external influence, perceived ease of use, and trust were found to significantly influence consumer buying behavior. The study also highlights time-saving and faster delivery as the primary factors that attract consumers to these services. However, technical issues, delivery reach, and unavailability of internet were identified as major constraints faced by users. Additionally, the majority of respondents preferred cash on delivery as the payment method, and most felt secure using online food delivery services. The research suggests that while the online food delivery market in Northern India is growing, improving technical infrastructure and addressing consumer concerns can further enhance the user experience and expand the market reach.

5. Reference

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