

The Study of Interest of Consumers In Mobile Food Ordering Apps

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Abstract: *Because of busy life style Mobile food Apps have emerged as a trend. Every other person prefers to order food online rather than cooking at home. Technology has played a major role in introduction and advancement of mobile food Apps. Apps such as Zomato, Swiggy, Foodpanda, UberEats, Fasoos, etc. are the most commonly and frequently used apps by the consumers. Mobile food Apps have tie-ups with many restaurants and act as a link between restaurants and people. There are many factors which leads to increase in their sales such as convenient to use, easy payment methods, variety of food and restaurants, delivery time, customer services, etc. In this paper, a survey is conducted to understand the interest of consumers in mobile food Apps which will further help us to understand the consumers awareness of mobile food Apps, viable factors considered by the consumers while ordering food from a particular app, expectations of the consumers while ordering from a new app and various methods and factors on the basis of which food apps can be compared. It was found that majority of the respondents are aware and use these apps, avail the benefits of these apps, order food on a regular basis, certain factors which they consider most important in an app, what challenges they face while ordering food from an app and what additions and changes they want in a new food app. This study was useful in understanding the role that apps play in today's world and how it has changes the food service industry.*

Index Terms : *Technology, consumer awareness in mobile food apps, viable factors, expectations of the consumers, methods and factors, challenges*

I. INTRODUCTION

With the emergence of 21st century, we could see India at a rising pace. Young minds of the country are exceptionally excelling in the era of latest technology and innovations. Working class wants to perform well in their organizations and technology is playing a vital role in helping them in achieving the same. The things which seemed to be impossible are now becoming possible because of the technological advancements. Today, various kinds of businesses are setting up online stores because of technology. Various factors such as cheaper smartphones and cheaper internet data packs, people have started using more of mobile phone apps. The apps have made a lot of things convenient for the users. Online food delivery can be defines a process of delivery of food or take out from a restaurant or a local food joint through a web page or mobile App.

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The customers can order food from their favorite restaurants, their choice of cuisines, can decide whether to get it delivered to pick up from the restaurant and can choose to pay from various modes such as cash on delivery, debit card, credit card, or any other mobile wallet.

II. LITERATURE REVIEW

According to **D'Incau D. and B. Anckar (2002)**, Mobile commerce has been emerging as one of the important aspects of every person's life. Mobile commerce has also, in a way, given freedom to most of the people.

Scharl and Dickenger (2005) stated that One of the most important key factor in mobile marketing communication is through sending text messages. Factors such as time, location-sensitive and personalized information to promote goods and services helps in promoting mobile marketing.

According to **Tsang and Liang(2004)**, This study focuses on the attitude of the consumers towards advertising, internet advertising and mobile marketing. In 1970s, consumers had a very negative impact on the consumer.

Persuad and Azhar(2012) stated that Mobile phones have become a very integral part of every human being's life. Though humans adopt mobile phones to improve their social, professional and private lives, it also helps the marketers in marketing their product. To deliver mobile marketing campaigns, the marketers should concentrate on the mobile marketing chains including technology, people, processes and costs. For participating in mobile marketing, brand loyalty is the basis for it.

Kimes(2011) said that The amount of increase in online food ordering is because of convenience and control. Almost half of the populations has ordered food online. Personal interaction with restaurant employees, satisfaction level of consumers after ordering food online and changed behavior of the consumers regarding food mobile ordering Apps shows the perception of consumers for mobile food ordering apps.

Parashar and Ghadiyali(2002) stated that A huge rise in digital technologies have given rise to the industry because of which Zomato has become one of the most popular online food ordering service. With the boom in the digital industry, market size of food is expected to reach 42 lac crore by 2020. These apps should also be trustworthy. One more major reason for the customers getting attracted towards these apps are the special offers given to them. The best way for the marketer to promote these apps is through social media.

J. Das(2018) has studied, analyzed and compared the top 4 food delivery apps namely, Zomato, Swiggy, Foodpanda and UberEats. Providing better discounts" and "better choices of restaurants", Zomato is positioned at the top by the customers.

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Zomato is also positioned at the top by the customers while considering on delivery on time and good customers service. In both the situations, customers ranked Ubereats at the last position.

According to Sethu and Saini(2016), The online food ordering apps were analyzed by the researcher on the basis of certain characteristics. Majority of the consumers were aware about purchasing on the internet and found that it is very convenient to use internet.

Boyer and Hult(2005) said that the Behavioral Scoring Model which says that the companies analyzes the feedback surveys of the customers, studies their purchasing behavior and patterns and predict the future purchasing behaviors of the customers. This research model comprises of few elements which helps the company to achieve good results.

According to G. See-Kwong(2017), The food delivery system in India has been growing at a larger pace due to technology. From making orders on call to ordering online and satisfying all the needs of the customers and making changes according to the changing needs of the customers. Now everything can be delivered to the customers at their doorstep.

According to Adithya R., Singh, Pathan and Kanade(2017), A food menu is set in the online food ordering system so that the customers can place their orders successfully and with this they can also track their orders. Also, various facilities are also provided by these apps for making its access convenient for the customers.

Donkoh and Quainoo(2012) stated that the Customers perceptions about food and services are very important for the food and service industry because it helps them to identify the needs and preferences of the customers and satisfy them. In this study the perception of the customer were judged on various factors.

Dang and Tran(2018) said that Internet has played a major role in increasing the awareness of the online food delivery apps. Through internet, people can search about foods and restaurants, compare their prices and their services and have easy access to them. Internet has made all these things convenient for the customers.

Kanteti(2018) stated that Startups have become the trend setters in India and are ruling the economy since past few years. These companies are started by tech savvy young individuals. These young individuals having fresh brains and mew and innovative ideas starts different kinds of businesses with the help of technology.

According to Hossain(2000), With the changes in attitude of the consumers, technology and demographics in our society, there needs to be changes in food delivery systems in order to serve the customers well.

Yang Fan(2014) stated that Web App and Android Apps have been developed in recent years after the development of information technology. As compared with the desktop App, the advantages of web App are that there is no need of updating or installation and browsers can be easily visited. The advantages of android App are the development of powerful framework, convenience, wide market place for app distribution.

Leong Wai Hong(2016) stated that People have managed their task easily and efficiently because of technological advancements. Management system helps in reducing human manpower task, helps in reducing the time, and further helps in generating report for management purpose by fully utilizing the system.

III. RESEARCH METHODOLOGY

- The objectives of this study can be summarized as follows:
- To understand the consumers awareness regarding the mobile food Apps.
 - To understand the viable factors considered by the consumers while using food Apps.
 - To find out the expectations of the customers while ordering food from a new food App.
 - To understand the various methods of comparing online food Apps.

IV. RESEARCH FINDINGS AND ANALYSIS

A. Objective 1- To understand the consumers' awareness of mobile food applications

Observations: In terms of gender, from the total of 134 male respondents who were surveyed, 125 were aware about the online food app and had knowledge about the food apps and from the total of 166 female respondents, 160 of them were aware about the online food app and had knowledge about the food apps. This means that the awareness and knowledge about the food apps is gender neutral.

are you aware about the online food app * monthly average expenditure on online food apps Crosstabulation

		monthly average expenditure on online food apps						Total	
		less than 500	500-1000	1000-1500	1500-2000	2000-2500	more than 2500		
are you aware about the online food app	yes	Count	23	73	123	33	12	19	283
		Expected Count	31.6	70.8	117.6	32.5	12.4	18.2	283.0
		% of Total	7.8%	24.7%	41.6%	11.1%	4.1%	6.4%	95.6%
no	Count	10	1	0	1	1	0	13	13
		Expected Count	1.4	3.3	5.4	1.5	.6	.8	13.0
		% of Total	3.4%	0.3%	0.0%	0.3%	0.3%	0.0%	4.4%
Total		Count	33	74	123	34	13	19	296
		Expected Count	33.0	74.0	123.0	34.0	13.0	19.0	296.0
		% of Total	11.1%	25.0%	41.6%	11.5%	4.4%	6.4%	100.0%

Observations: In terms of monthly expenditure, out of 283 respondents, Rs.1000-1500 is the amount which is spent by maximum number of respondents (123) while ordering food from mobile app.

are you aware about the online food app * occupation Crosstabulation

		occupation					Total	
		student	professional	business	home maker	others		
are you aware about the online food app	yes	Count	201	60	13	12	0	286
		Expected Count	196.7	60.8	14.3	13.3	1.0	286.0
		% of Total	68.8%	19.9%	4.3%	4.0%	0.0%	95.0%
no	Count	6	4	2	2	1	15	15
		Expected Count	10.3	3.2	.7	.7	.0	15.0
		% of Total	2.0%	1.3%	0.7%	0.7%	0.3%	5.0%
Total		Count	207	64	15	14	1	301
		Expected Count	207.0	64.0	15.0	14.0	1.0	301.0
		% of Total	68.8%	21.3%	5.0%	4.7%	0.3%	100.0%

Observations: In terms of occupation, out of 286 respondents, maximum number of respondents who ordered food from online app are students (201) followed by professionals (60).

Do you use online food

do you use online food apps * gender Crosstabulation

		gender			Total	
		male	female	other		
do you use online food apps	yes	Count	121	143	0	264
		Expected Count	115.4	147.7	.9	264.0
		% of Total	42.3%	50.0%	0.0%	92.3%
no	Count	4	17	1	22	22
		Expected Count	9.6	12.3	.1	22.0
		% of Total	1.4%	5.9%	0.3%	7.7%
Total		Count	125	160	1	286
		Expected Count	125.0	160.0	1.0	286.0
		% of Total	43.7%	55.9%	0.3%	100.0%

Observations: From the total of 264 respondents, who use online food apps, 121 were males and 143 are females. The proportion of male and female users of mobile food apps is almost equal.

do you use online food apps * age Crosstabulation

		age				Total
		less than 18 years	18-28 years	29-40 years	41-50 years	
do you use online food apps	yes	Count	211	45	6	264
		Expected Count	3.7	209.5	44.3	6.5
		% of Total	0.7%	73.8%	15.7%	2.1%
no	Count	2	16	3	1	22
		Expected Count	.3	17.5	3.7	.5
		% of Total	0.7%	5.6%	1.0%	0.3%
Total	Count	4	227	48	7	286
		Expected Count	4.0	227.0	48.0	7.0
		% of Total	1.4%	79.4%	16.8%	2.4%

Observations: From the total of 264 respondents, who use online food apps, maximum number of people who use food apps (211) lies in the age bracket of 18-28 years followed by the age bracket of 29-40 years (45).

do you use online food apps * monthly average expenditure on online food apps Crosstabulation

		monthly average expenditure on online food apps					Total	
		less than 500	500-1000	1000-1500	1500-2000	2000-2500		more than 2500
do you use online food apps	yes	Count	69	121	33	11	19	263
		Expected Count	21.4	67.8	114.3	30.7	11.2	17.7
		% of Total	3.5%	24.4%	42.6%	11.7%	3.9%	6.7%
no	Count	13	4	2	0	1	0	20
		Expected Count	1.6	5.2	8.7	2.3	.8	1.3
		% of Total	4.6%	1.4%	0.7%	0.0%	0.4%	0.0%
Total	Count	23	73	123	33	12	19	283
		Expected Count	23.0	73.0	123.0	33.0	12.0	19.0
		% of Total	8.1%	25.8%	43.5%	11.7%	4.2%	6.7%

Observations: From the total of 263 respondents, who use online food apps, majority of the respondents (121) spend Rs.1000-1500 on monthly basis on ordering food from mobile apps followed by Rs. 500-1000 spent by 69 respondents.

do you use online food apps * occupation Crosstabulation

		occupation				Total	
		student	professional	business	home maker		
do you use online food apps	yes	Count	184	58	13	9	264
		Expected Count	185.5	55.4	12.0	11.1	
		% of Total	64.3%	20.3%	4.5%	3.1%	
no	Count	17	2	0	3	22	
		Expected Count	15.5	4.6	1.0	.9	
		% of Total	5.9%	0.7%	0.0%	1.0%	
Total	Count	201	60	13	12	286	
		Expected Count	201.0	60.0	13.0	12.0	
		% of Total	70.3%	21.0%	4.5%	4.2%	

Observations: From the total of 264 respondents, who use online food apps, maximum number of respondents who use food apps are students (184) followed by professional (58).

Awareness of different food apps: Awareness of Foodpanda on gender

Awareness of the following food app- Foodpanda * gender Crosstabulation

		gender			Total	
		male	female	other		
Awareness of the following food app- Foodpanda	yes	Count	95	125	0	220
		Expected Count	96.8	122.4	.8	
		% of Total	33.5%	44.0%	0.0%	
no	Count	30	33	1	64	
		Expected Count	28.2	35.6	.2	
		% of Total	10.6%	11.6%	0.4%	
Total	Count	125	158	1	284	
		Expected Count	125.0	158.0	1.0	
		% of Total	44.0%	55.6%	0.4%	

Observations: Out of 44% of males, 33.5% were aware about the Foodpanda app and out of 55.6% females, 44% of them were aware about Foodpanda. This shows that the awareness among females is a little higher as compared to males.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.837 ^a	2	.147
Likelihood Ratio	3.382	2	.184
Linear-by-Linear Association	.089	1	.766
N of Valid Cases	284		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .23.

Observations: From the above we can see that out of 284 respondents 220 were aware about the Foodpanda app which is a good number. As we had 5 or more than 5 respondents in each category, we went for chi-square analysis to see whether gender has an impact on the awareness level of Foodpanda. When we see the Phi value, it comes out to be .147 which is greater than 0.05, we'll accept null hypothesis and reject alternate hypothesis. Thus, it means that there is no significant difference about the awareness about Foodpanda app between males and females.

Sources you come to know about the online food apps- Internet * age Crosstabulation

		age				Total
		less than 18 years	18-28 years	29-40 years	41-50 years	
Sources you come to know about the online food apps-Internet	less than 1 year	Count	172	38	5	216
		Expected Count	1.6	172.6	36.8	4.9
		% of Total	0.4%	65.2%	14.4%	1.9%
1-2 years	Count	4	39	7	1	48
		Expected Count	.4	38.4	8.2	1.1
		% of Total	0.4%	14.8%	2.7%	0.4%
Total	Count	2	211	45	6	264
		Expected Count	2.0	211.0	45.0	6.0
		% of Total	0.8%	79.9%	17.0%	2.3%

Observations: Out of the majority, the age bracket which came to know more or which gets more information about the food apps through internet is 18-28 years (65.2%) followed by age bracket of 29-40 years (14.4%). This shows that people from 18-28 years uses internet most of the time for getting any knowledge or information about the food

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	t (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper	95% Confidence Interval of the Difference
price and convenience of using food apps good customer service	.046	.831	1.000	77	.320	.304	.304	-.281	.789	
price and convenience of using food apps convenient to use	3.657	.060	2.669	77	.009	.591	.591	.148	1.015	
price and convenience of using food apps easy payment method	28.189	.000	3.126	77	.002	.593	.593	.189	.915	
price and convenience of using food apps higher delivery charges	.578	.450	1.795	77	.078	.484	.484	-.271	1.024	
price and convenience of using food apps long delivery time	.691	.479	2.076	77	.045	.784	.784	-.281	1.307	
price and convenience of using food apps offer food discounts	.369	.551	-.288	77	.774	.572	.572	-.429	.574	
price and convenience of using food apps receiving the expected order	.939	.336	2.169	77	.033	.530	.530	.245	.843	
price and convenience of using food apps high minimum order amount	1.384	.243	-.915	77	.363	-.248	.248	-.783	.280	
price and convenience of using food apps lesser restaurants	.451	.504	.577	77	.566	.191	.191	-.332	.469	

B. Objective 2: To understand the viable factors considered by consumers while using food applications

Mark the following statements according to your perspective of what are the pros and cons of using the online food apps-

Hypothesis:
H0: There is no significant difference between the dependent variables (factors) and independent variable (monthly expenditure). (p>0.05)

H1: There is a significant difference between the dependent variables (factors) and independent variable (monthly expenditure). (p<0.05)

We can conclude that statement 2,3,5 and 7 are significant with respect to monthly expenditure on food apps which means that these factors affect the monthly expenditure whereas statement 1,4,6,8 and 9 are insignificant with respect to monthly expenditure on food apps which means that these factors have no effect on monthly expenditure of people on food apps.



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		Descriptives				95% Confidence Interval for Mean		Minimum	Maximum
	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound			
pros and cons of using food apps- poor customer service	less than 18 years	2	1.50	.707	.500	-4.85	7.85	1	2
	18-28 years	211	1.47	.758	.052	1.37	1.58	1	5
	29-40 years	45	1.09	.288	.043	1.00	1.18	1	2
	41-50 years	6	1.33	.516	.211	.79	1.89	1	2
Total	264	1.41	.707	.044	1.32	1.49	1	5	
pros and cons of using food apps- convenient to use	less than 18 years	2	1.00	.000	.000	1.00	1.00	1	1
	18-28 years	211	1.37	.814	.042	1.29	1.45	1	4
	29-40 years	45	1.13	.405	.060	1.01	1.25	1	3
	41-50 years	6	1.17	.408	.167	.74	1.60	1	2
Total	264	1.32	.584	.036	1.25	1.39	1	4	
pros and cons of using food apps-easy payment method	less than 18 years	2	1.00	.000	.000	1.00	1.00	1	1
	18-28 years	211	1.56	.559	.039	1.48	1.64	1	3
	29-40 years	45	1.98	.593	.087	1.40	2.57	1	3
	41-50 years	6	1.50	.548	.224	.93	2.07	1	2
Total	264	1.56	.559	.035	1.49	1.63	1	3	
pros and cons of using food apps- higher delivery charges	less than 18 years	2	2.00	1.414	1.000	-10.71	14.71	1	3
	18-28 years	211	2.12	.880	.061	2.00	2.24	1	5
	29-40 years	45	1.82	.716	.107	1.61	2.04	1	4
	41-50 years	6	1.67	.816	.333	.81	2.52	1	3
Total	264	2.06	.861	.053	1.96	2.16	1	5	
pros and cons of using food apps- long delivery time	less than 18 years	2	1.50	.707	.500	-4.85	7.85	1	2
	18-28 years	211	2.16	.931	.064	2.03	2.29	1	5
	29-40 years	45	1.93	.809	.121	1.69	2.18	1	5
	41-50 years	6	2.00	.832	.269	1.34	2.66	1	4
Total	264	2.11	.906	.056	2.00	2.22	1	5	

pros and cons of using food apps-offer food discounts	less than 18 years	2	1.00	.000	.000	1.00	1.00	1	1
	18-28 years	211	1.94	.741	.051	1.84	2.04	1	5
	29-40 years	45	1.96	.538	.095	1.76	2.15	1	4
	41-50 years	6	1.67	.516	.211	1.12	2.21	1	2
Total	264	1.93	.721	.044	1.84	2.02	1	5	
pros and cons of using food apps- receiving the expected order	less than 18 years	2	1.50	.707	.500	-4.85	7.85	1	2
	18-28 years	211	1.98	.739	.051	1.88	2.08	1	5
	29-40 years	45	1.73	.580	.086	1.56	1.91	1	3
	41-50 years	6	1.17	.489	.187	.74	1.60	1	2
Total	264	1.80	.695	.044	1.81	1.98	1	5	
pros and cons of using food apps- high minimum order amount	less than 18 years	2	2.00	1.414	1.000	-10.71	14.71	1	3
	18-28 years	211	2.29	.909	.063	2.17	2.41	1	5
	29-40 years	45	2.09	.668	.100	1.89	2.29	1	4
	41-50 years	6	2.17	1.169	.477	.94	3.39	1	4
Total	264	2.25	.895	.054	2.14	2.36	1	5	
pros and cons of using food apps- lesser restaurants	less than 18 years	2	1.00	.000	.000	1.00	1.00	1	1
	18-28 years	211	2.55	.877	.067	2.41	2.68	1	5
	29-40 years	45	2.11	.775	.119	1.89	2.34	1	4
	41-50 years	6	2.17	1.169	.477	.94	3.39	1	4
Total	264	2.45	.866	.059	2.33	2.57	1	5	

C. Objective 3: To find out the expectations of the customers while ordering food from new food applications

		ANOVA					
		Sum of Squares	df	Mean Square	F	Sig.	
challenges faced while ordering food through online food app- incorrect orders	Between Groups	6.204	5	1.241	6.225	.000	
	Within Groups	51.428	258	.199			
	Total	57.633	263				
challenges faced while ordering food through online food app- poor customer service	Between Groups	8.541	5	1.708	8.198	.000	
	Within Groups	53.965	259	.208			
	Total	62.506	264				
challenges faced while ordering food through online food app- higher prices	Between Groups	8.947	5	1.789	11.165	.000	
	Within Groups	41.669	260	.160			
	Total	50.617	265				
challenges faced while ordering food through online food app-longer delivery time	Between Groups	2.413	5	.483	1.959	.085	
	Within Groups	64.528	262	.246			
	Total	66.940	267				
challenges faced while ordering food through online food app- others	Between Groups	3.169	5	.634	9.920	.000	
	Within Groups	17.058	267	.064			
	Total	20.227	272				

Hypothesis:

H0: There is no significant difference between means of different monthly expenditure groups ($\mu_1=\mu_2=\mu_3=... \mu_k$).

H1: There is a significant difference between means of different monthly expenditure groups. (at least one μ is different)

We can conclude that each factor stated above, except Longer delivery time, is significant towards monthly expenditure of the respondents. Longer delivery time does not have any impact on monthly expenditures of the respondents.



Observations: The respondents were asked to choose from the above factors on the basis of what challenges do they face while ordering food from online app.

After calculating the mean of the ranks, Higher prices got the lowest rank of 1.25, which means that it is the most challenging factor that people consider while ordering food from an app.

		ANOVA					
		Sum of Squares	df	Mean Square	F	Sig.	
features for improvement in mobile food apps-24*7 availability	Between Groups	1.300	3	.433	3.823	.010	
	Within Groups	30.722	271	.113			
	Total	32.022	274				
features for improvement in mobile food apps-Delivery from more than one customer by combining orders	Between Groups	.585	3	.195	1.380	.249	
	Within Groups	37.578	266	.141			
	Total	38.163	269				
features for improvement in mobile food apps-home cooked food	Between Groups	4.165	3	1.388	6.090	.001	
	Within Groups	59.955	263	.228			
	Total	64.120	266				
features for improvement in mobile food apps-include small outlets	Between Groups	2.375	3	.792	3.470	.017	
	Within Groups	60.451	265	.228			
	Total	62.825	268				
features for improvement in mobile food apps-loyalty points	Between Groups	.797	3	.266	1.060	.367	
	Within Groups	65.669	262	.251			
	Total	66.466	265				
features for improvement in mobile food apps-membership	Between Groups	.092	3	.031	.293	.830	
	Within Groups	27.282	261	.105			
	Total	27.374	264				
features for improvement in mobile food apps-others	Between Groups	.315	3	.105	5.988	.001	
	Within Groups	4.591	262	.018			
	Total	4.906	265				

Hypothesis:

H0: There is no significant difference between means of different monthly expenditure groups ($\mu_1=\mu_2=\mu_3=... \mu_k$).

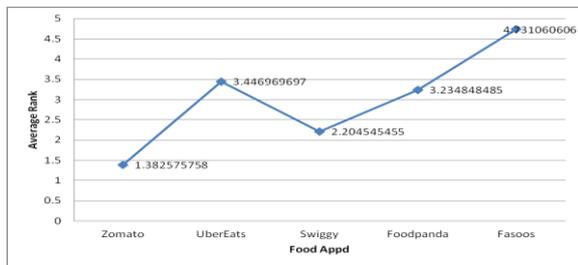
H1: There is a significant difference between means of different monthly expenditure groups. (at least one μ is different)

We can conclude that factors such as 24*7 Availability, Home cooked food and Include small outlets are significant with respect to age. This means that these factors have a direct impact on different age brackets.

Observations: The respondents were asked to choose from the above factors of what new features a customer would want in a new mobile app. After calculating the mean of the ranks, 24*7 Availability got the lowest rank of 1.13, which means that it is the most wanted factor that people would want from a new app. After 24*7 Availability, other factors in order of preferences of the customers in newly launched app are Delivery from more than one restaurant by combining orders, Home cooked food, Include small outlets, Loyalty points, Membership and others. From this we can analyze that customers want the food apps to provide them with food and restaurant of their choice 24*7. They do not want to compromise in their choice of food. Also, providing 24 hour service will be profitable for the food apps as well as the restaurants because people now-a-days are living a hectic life so they will prefer to order food rather cooking at any time of the day.

D. Objective 4: To understand the various methods for comparing different food applications

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
rank on the basis of waiting time-zomato	264	1	5	1.35	.859
rank on the basis of waiting time-ubereats	264	1	5	3.38	1.032
rank on the basis of waiting time-swigg	264	1	5	2.27	.804
rank on the basis of waiting time-foodpanda	264	1	5	3.35	.714
rank on the basis of waiting time-Fasooos	264	1	5	4.64	.912
Valid N (listwise)	264				



V. CONCLUSION

After doing the analysis, it was found that majority of the respondents were aware about the food apps. Also, majority of them used food apps for ordering food. Zomato is the most known and used food app followed by Swiggy, Foodpanda, UberEats and Fasoos. Majority of the respondents are using the food app from last 1-2 years. After doing the factor analysis, factors which are considered most important by the respondents with respect to their monthly expenditure are convenient to use, easy payment method, longer delivery time and receiving the expected order and with respect to age are good customer service, receiving the expected order and lesser restaurants. There is a difference in perceptions of respondents regarding monthly expenditure and different age groups.

Few of the major finding according to this study are:

- There are still a lot of people who do not use any kind of digital payment method.
- There are a lot of scope in the future for cashless society.
- People are mostly influenced by convenience and offers provided for switching to cashless modes of payments.
- There is still a lot to be done to digitalise India.
- People don't feel safe sharing their financial and personal information over the internet.
- People face various problems while using digital payment methods.

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The Study of Interest of Consumers in Mobile Food Ordering Apps



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