

# A Study on App Based Food Delivery System: With Reference to Customer Feedback

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## Abstract:

In today's modern world, many needs are growing, and for this purpose, man is looking for a variety of ways to meet his needs. App Food Delivery is a new and innovative approach to meet the needs of the customer, bringing the food of their choice from the restaurants of their choice. With this system, we can get the food we want through a variety of online food delivery app with our smart phone device. Simply download any one online food delivery app (Like, Zomato, Swiggy and Uber Eats etc.) and install it on our smartphone, through which we can contact the restaurants in our area and get the food we want, with many offers and discounts. And when it comes to this payment, it is much easier to make money through the App based Food Delivery Mobile App and there are many ways to make payment like cash on delivery, debit card, and credit card payments. This approach helps to promote restaurants and hotels in every area. The customers are being choosy, given the number of options that are available for them in this segment. Initially there was some reluctance amongst the investors to invest in any food related business but this view has changed over sector. This study is helps to find the opportunities and expectations of restaurant market in the society through the customers feedback. Especially this study is targeting on the customers who are in Anantapurmu, district of Andhra Pradesh.

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## I INTRODUCTION

A client can decide to have the food conveyed or for pick-up. The procedure comprises of a client picking their preferred restaurant, filtering the menu things, picking a thing, lastly deciding for getting or delivery. Payment is then managed by paying with a Visa or check card through the app or site or in real money at the restaurant when going to pickup. The site and app illuminate the client regarding the food quality, length of food arrangement, and when the food is prepared to get or the measure of time it will take for delivery.

Online food requesting in India is on the ascent as an ever-increasing number of individuals are gaining admittance to the web. For some, individuals like me who live in metro urban communities and do not have the foggiest idea how to cook, different food delivery apps fill their gut when it is appetite time.

At this moment, Swiggy, Zomato, and UberEats are a portion of the top food delivery apps covering different urban areas in India. These food new businesses have figured out how to infiltrate Tier II and Tier III urban communities in India, which has added to their prosperity. Yet, numerous other food-requesting administrations can bring mouth-watering dinners directly on your doorstep at reasonable costs.

## II POPULAR FOOD DELIVERY APPS IN INDIA

### SWIGGY

Motivated by the thought process to convey food to the entire of India without any confinements on the base request and tie-ups with different nearby restaurants, Swiggy is one of the most famous food delivery apps in India with over

1M+ downloads on Google Play Store alone. Having its very own delivery work force hurrying to guarantee the clients get their food crisp, Swiggycentreson convenient conveyances.

### *ZOMATO*

The principal food delivery app to clear the entire nation by its then-select administrations, Zomato isn't elite to India any longer. It serves to different countries too, including Canada. Clients can get to all the data they need about a restaurant beginning from evaluations, costs, surveys, filtered menus, timings, and that's only the tip of the iceberg. Zomato likewise gives audits of restaurants, and you can look at genuine client surveys to know whether it's a spot worth going to.

### *UBER EATS*

The most prevalent worldwide on-request taxi administration app, Uber, has now begun conveying food to individuals' doorsteps and in a limited capacity to focus its dispatch, it has increased a ton of force. The food delivery app at present works in all the significant urban areas in India which incorporate Mumbai, Delhi, Pune, Hyderabad, Bangalore, Chennai, and that's only the tip of the iceberg.

### *FOODPANDA (ACQUIRED BY OLA)*

Beside highlight on the rundown is Foodpanda, the worldwide online food delivery stage with its base camp positioned in Berlin, Germany. Much the same as Zomato, Foodpanda likewise works in different nations. A year ago, Foodpanda was obtained by the ridesharing organization Ola for \$200 million of every an offer to handle the challenge in the food delivery advertise. Ola will be reemerging the business after the conclusion of their food delivery administration Ola Cafe.

## III REVIEW OF RELATED STUDIES

*Dr. S. PreethaI, S.Iswarya (2019)*

*Published by: The Mattingley Publishing Co., Inc.*

The innovation exceed alongside great help of data quality, administration quality and bolster quality has brought about the positive result of client's intension to utilize and arrange food utilizing Platform-to-buyer delivery app-The FOOD portable app. Clients are available to innovation selection in FOOD portable app as it spares their time and exertion.

*Dr. SonaliJadhav (2018)*

More than half of the food showcase is in the chaotic segment. Anyway this market is developing by a wide margin because of developing urbanization, expanding discretionary cashflow, working ladies and fast increment in the utilization of advanced mobile phones. While new restaurants are coming up and innovation being the need of great importance, India is ruling delivery market of the world. Financial specialists understand that food is naturally has rehash business esteem and the plans of action are profoundly versatile and capital productive.

*Dr. Neha Parashar, Ms. Sakina Ghadiyali (2017)*

With nonstop flood of experts in urban areas and quick urbanization of Indian scene, the food delivery and restaurant portion is presently flourishing at a rankling pace. Adding to this situation is an expanding number of cell phones and food delivery apps. Food delivery apps have now gotten a success with well informed people crosswise over India. There are a few food delivery apps in India that one can download on advanced mobile phones to arrange food in a hurry and from the solace of homes.

*Ashish Rathod, AbhijeetKhadke, (2018)*  
Therefore, the requirement for online food requesting application is broke down and its favorable circumstances over the customary food requesting framework in restaurants are examined. The proposed online restaurant framework is timesaving and blunders free when contrasted

with the conventional framework. The proposed framework would pull in clients and furthermore includes the offers food thing so increment the restaurant showcase online too. The restaurant food requesting application can deal with the charging henceforth, it is the advanced method to grow up the business utilizing E-trade. Here execution of a propelled e-restaurant menu requesting framework utilizing the savvy android cell phone. The possibility of the propelled e-restaurant can likewise be reached out for future utilizing GPRS available module.

#### IV RESEARCH METHODOLOGY

##### *Research Design*

The research study is based on the descriptive research design. The purpose of this study is to describe a study on customer feedback on App based food delivery services in Ananthapuramu district of Andhra Pradesh.

##### *Data collection*

I have considered both the data is useful to my research work. So primary data and secondary data used to my research work.

##### *Primary data collection*

Primary data was collected through well-structured questionnaire. Questionnaire sent through different electronic methods.

##### *Secondary data*

Secondary data was collected through Journals, Textbooks, Newspapers and Magazines etc.

##### *Population*

The research study is based upon the people living in the Ananthapuramutown of Andhra Pradesh. The researcher used in his study 120 as sample size.

##### *Sample Technique*

In this research study, non-probability convenient based sampling has been adopted. As researcher, have little resources like time and financials. Therefore, they select the areas in the city and respondents on their convenient basis.

#### V OBJECTIVES OF THE STUDY

- To find out the awareness of customers on App based food delivery
- To get the response of customers after using the services of food delivery Apps
- To find the level of satisfaction in payment time

#### VI DATA COMPLETION AND ANALYSIS

The project presented followed by analysis and interpretation to reach certain conclusions. After the data has collected, that tabulated and findings.

Table

THE BELOW TABLE SHOWS THE RESULTS OF RESPONDENTS

No	APP Based Food Delivery	(Option) 1	(Option) 2	(Option) 3	(Option) 4
1	Gender of the Respondents	Male (62.5%)	Female (37.5%)	-	-
2	Age of the Respondents	Below 20Yrs (25.8%)	20 - 30 Yrs (20.0%)	30 - 40 Yrs (36.7%)	Above 40Yrs (17.5%)

3	Reasons For Choosing	Fast Delivery (10.0%)	Convenience (35.0%)	App Offers (49.2%)	Fresh Food (5.8%)
4.	Level of satisfaction in Payment time	Satisfied (62.5%)	Not Bad (18.3%)	Dissatisfied (19.2%)	-
5.	Overall Feedback For Choosing the APP based system	Satisfied (68.3%)	Not Bad (19.2%)	Dissatisfied (12.5%)	-

## VII DATA ANALYSIS AND INTERPRETATION

TABLE 1

THE TABLE SHOWING GENDER OF THE RESPONDENTS

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid Male</b>	75	62.5	62.5	62.5
<b>Female</b>	45	37.5	37.5	100.0
<b>Total</b>	120	100.0	100.0	

### Interpretation

According the above table-1 overwhelming majority (62.5%) of the respondents are male. They are showing much interest for responding.

TABLE 2

THE TABLE SHOWING AGE OF THE RESPONDENTS

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid Below 20 Years</b>	31	25.8	25.8	25.8
<b>20 - 30 Years</b>	24	20.0	20.0	45.8
<b>30 - 40 Years</b>	44	36.7	36.7	82.5
<b>Above 40 Years</b>	21	17.5	17.5	100.0
<b>Total</b>	120	100.0	100.0	

### Interpretation

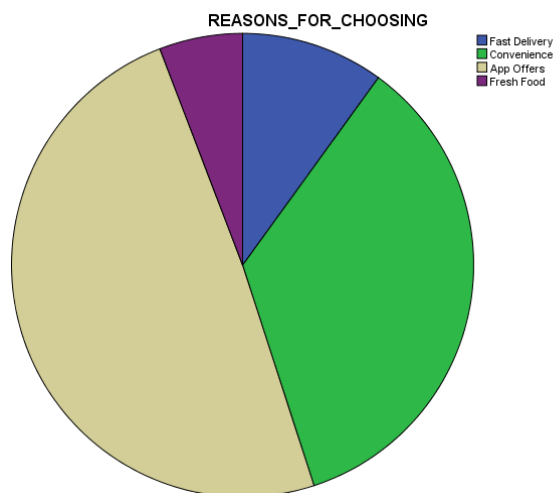
According the table-2 majority (36.7%) of the respondents are between the age of 30 to 40 years.

TABLE 3

THE TABLE SHOWING THE REASONS FOR CHOOSING APP BASED FOOD DELIVERY

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid Fast Delivery</b>	12	10.0	10.0	10.0

Convenience	42	35.0	35.0	45.0
App Offers	59	49.2	49.2	94.2
Fresh Food	7	5.8	5.8	100.0
Total	120	100.0	100.0	



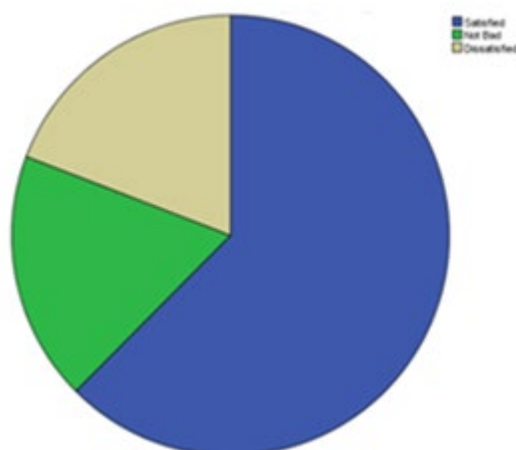
### Interpretation

From the above table-3 showing majority (49.2%) of respondents are accepting this app based food delivery system is because of offers provided by the apps.

TABLE 4

THE TABLE SHOWING THE LEVEL OF SATISFACTION IN PAYMENT

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Satisfied	75	62.5	62.5	62.5
Not Bad	22	18.3	18.3	80.8
Dissatisfied	23	19.2	19.2	100.0
Total	120	100.0	100.0	



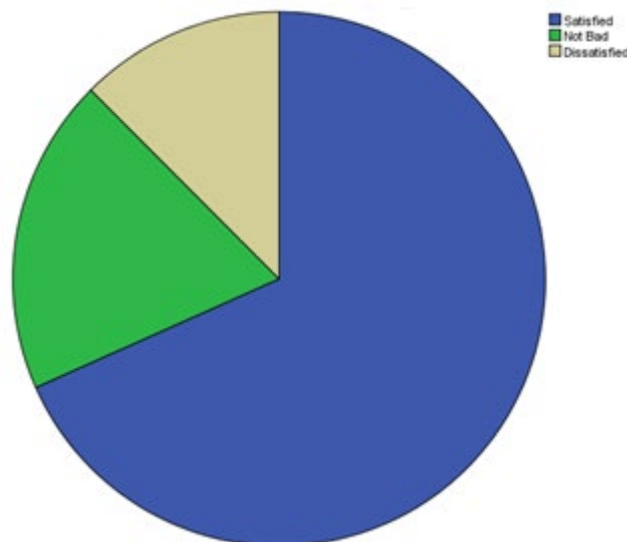
### Interpretation

From the table-4, the overwhelming majority (62.5%) of respondents are satisfied with the payment time risks for delivering their food through app based food delivery system.

TABLE 5

THE TABLE SHOWING THE OVERALL FEEDBACK FOR CHOOSING APP BASED FOOD DELIVERY

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid Satisfied</b>	82	68.3	68.3	68.3
<b>Not Bad</b>	23	19.2	19.2	87.5
<b>Dissatisfied</b>	15	12.5	12.5	100.0
<b>Total</b>	120	100.0	100.0	



### Interpretation

From the table-5, the overwhelming majority (68.3%) of respondents are satisfied with the overall services provided by the App based food delivery system in their region.

### VIII FINDINGS

1. It is observed that overwhelming majority (62.5%) of the respondents are male. They are showing much interest for responding.
2. It is observed that majority (36.7%) of the respondents are between the age of 30 to 40 years.

3. It is observed that majority (49.2%) of respondents are accepting this app based food delivery system is because of offers provided by the apps.
4. It is observed that overwhelming majority (62.5%) of respondents are satisfied with the payment time risks for delivering their food through app based food delivery system.
5. It is observed that overwhelming majority (68.3%) of respondents are satisfied with the overall services provided by the App based food delivery system in their region.



## IX SUGGESTIONS

1. It is suggest that App based food delivery system can enhance the reputation of regional restaurants. So it's better to keep stand with this new way of delivery system.
2. It is suggest that the App providers and related start-ups have good future with this food delivery system. So, keep on understanding of customer expectations and build fast delivery system with reliable performance.
3. It is suggest that offers are the biggest motivators of this delivery system. So, keep on target that even it is the best commercial weapon of your compotators.
4. It is suggest that customers are the key for this app based food delivery system. So, maintaining of positive interdependence between Restaurants and Food delivery app providers much needed.
5. It is suggested that both the restaurant owners and App providers never compromise with the quality in services.

## X CONCLUSION

In today's modern age, the help of marketing is very important for the consumer to choose. Consumers are keen to buy online in today's time according to their needs alsoa variety of service providers are coming up to offer a variety of online or mobile app services in the market. What I am studying is delivery of food items through mobile apps. By this study, I come to know that most of the respondents are accepting this type of service to their life is a best choice. The app based food delivery system is more helpful for the people who are expecting food out of their routine life and busy in preparation of their diet. Even it suggested for the start-up and restaurants in regional areas. Maintaining of proper promotional activities can enhance the reputation of restaurant owners and hoteliers. The App based food delivery is having good future in regional areas like Anantapur and cities in India.

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