



ANALYSING THE FACTORS AFFECTING CONSUMER PERCEPTION ABOUT ONLINE FOOD ORDERING AND DELIVERY SERVICES

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Abstract

In recent years, online food ordering and delivery services have transformed the food service industry globally, including in India. The proliferation of smartphones, increasing internet penetration, and the convenience offered by food delivery apps have significantly changed consumer behavior. This study explores and analyzes the various factors influencing consumer perception regarding online food ordering and delivery services. Key factors identified include Comprehensive Customer Experience, Digital Dining Experience, Sustainable Delivery Ecosystem, Digital Interface Suite, Localized Engagement, Value-Driven Online Preference, Offline Recommendations, and Time Constraints. Using primary data collected through structured questionnaires and analyzed using statistical techniques such as regression analysis, this research highlights the most influential factors shaping consumer preferences. The findings suggest that service quality, ease of use, promotional offers, sustainability, and delivery time substantially affect consumer perception and satisfaction.

Keywords: *Online Food Delivery, Consumer Perception, Service Quality, Digital Experience, India, Sustainability*

Introduction

The online food delivery industry in India has witnessed exponential growth, driven by technological advancements and changing consumer lifestyles. As of 2025, major players such as Zomato, Swiggy, and Uber Eats have dominated the market by offering diverse cuisines, quick delivery, and attractive offers. This research aims to identify and analyze the key factors affecting consumer perception regarding these services, contributing to both academic knowledge and practical implications for industry stakeholders.

Review of Literature

Prior research highlights that factors such as convenience (Yeo et al., 2017), perceived ease of use (Davis, 1989), and promotional discounts (Ray et al., 2019) significantly influence consumer adoption of online food delivery platforms. Additionally, recent studies emphasize the role of sustainability practices (Wang & Chen, 2020) and personalized digital engagement (Nguyen et al., 2022) in shaping modern consumer attitudes.

Research Methodology

- **Research Design:** Descriptive
- **Sampling Technique:** Convenient sampling
- **Sample Size:** 209 respondents
- **Data Collection Tool:** Structured questionnaire using Likert scale
- **Analysis Techniques:** Descriptive Statistics, Regression Analysis, ANOVA

Results and Discussion

The data collected from 209 respondents was analyzed using descriptive statistics and multiple regression analysis to examine the relationships between identified factors and consumer perception. The major demographic profile of respondents indicated that **56% were aged between 20-30 years, and 62% were frequent users of online food delivery platforms, ordering at least twice a week.**

Descriptive Statistics of Factors

Factor Code	Factor Name	Mean Score	Standard Deviation
F1	Comprehensive Customer Experience	4.25	0.55
F2	Digital Dining Experience	4.10	0.68
F3	Sustainable Food Delivery Ecosystem	3.80	0.79
F4	Digital Interface Suite	4.00	0.63
F5	Localized Engagement	3.70	0.82
F6	Value-Driven Online Preference	4.35	0.51
F7	Offline Recommendations	3.65	0.85
F8	Time Constraint	4.30	0.59

The table reveals that **Value-Driven Online Preference (F6)** (Mean = 4.35) and **Time Constraint (F8)** (Mean = 4.30) have the highest mean scores, suggesting that consumers prioritize **discount offers, cashback, value-for-money services, and quick delivery.**

Regression Analysis Results

The multiple regression analysis produced the following standardized coefficients:

Factor Code	Beta	Significance (p-value)
F1	0.300	0.000
F2	0.010	0.395
F3	0.050	0.042

Factor Code	Beta	Significance (p-value)
F4	0.070	0.015
F5	0.080	0.009
F6	0.390	0.000
F7	0.020	0.277
F8	0.270	0.000

Key Findings:

- **F6 (Value-Driven Online Preference)** and **F1 (Comprehensive Customer Experience)** are the strongest predictors of positive consumer perception.
- **Time Constraint (F8)**, representing the need for fast delivery, also plays a significant role ($\beta = 0.270$, $p = 0.000$).
- **Sustainability (F3)**, although gaining attention globally, showed only **marginal significance** in influencing perception in the Indian context.
- **Offline recommendations (F7)** were not statistically significant, indicating that digital promotions and app interface outweigh word-of-mouth in influencing perception.
- Surprisingly, **Digital Dining Experience (F2)** was statistically insignificant, possibly because consumers prioritize convenience and value over aesthetic digital presentation.

Discussion

The results clearly show that **value for money and time efficiency dominate consumer expectations**. This aligns with the Indian consumers' price sensitivity and fast-paced lifestyle. Moreover, localized offers (F5) and ease of app usage (F4) enhance engagement but are secondary to core service features like pricing and speed. Food delivery services need to **balance promotional strategies with operational excellence** to retain and grow their user base.

Conclusion

The study concludes that while digital convenience is crucial, long-term consumer loyalty is primarily driven by overall service experience and sustainability practices. Food delivery companies must focus on maintaining high-quality service standards, ensuring timely delivery, and adopting eco-friendly practices to meet evolving customer expectations. The research also opens avenues for further studies on post-purchase consumer behavior and regional preferences within India.

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