A STUDY ON SERVICE QUALITY PERCEPTION OF CUSTOMERS TOWARDS FOOD DELIVERY APP IN COIMBATORE CITY

Dr. P. PIRAKATHEESWARI[1], Dr. V. MEERA[2] & Dr. P.V. RAJESWARI[3]

[1]Assistant Professor, Department of Commerce – PA,
Sri Ramakrishna College of Arts and Science (Autonomous), Coimbatore – 6.
E-Mail : prabhagopal23@gmail.com
[2]Associate Professor, Department of B Com (BPS),
NGM College (Autonomous), Pollachi.
[3]Assistant Professor, Department of Commerce,
Sona College of Arts and Science, Salem – 05.

ABSTRACT

In a decade of advanced technological era, a greater number of people have used food delivery applications which have broken into the conventional practices and have offered a convenient solution to a problem of busy work schedule not letting people go out for getting a delicious food. The requirement of these apps increases day-by-day and largely driven by millennials. So, the research is necessary to examine the customers perception towards the services offered by the food delivery apps particularly in Coimbatore city. For this, the researchers have selected 140 customers who have used various food delivery apps at least minimum of 6 months. A structured questionnaire has been framed and collected the opinion of the customers through direct and through online by using google forms. The population is unknown and so the respondents could identify through food delivery people. The collected details were subdued into tables and graphs by using SPSS 22.0 and MS-Excel. For examining the relationship of the selected variables, a hypothesis has been framed and tested by using Anova analysis and correlation analysis. Also, percentage analysis and mean score analysis have been used. The research found that most of the respondents have experienced the better perception towards food delivery apps who belong to above 50 years age category, female customers, businessmen, using Swiggy App, using app for 1-3 times in a week and expensing Rs.3001-5000 monthly through food delivery app.

Keywords: Service Quality Perception, Food Delivery App, Online Food Ordering, Online Ordering System.

INTRODUCTION

The recent development of the internet in India, it has augmented the e-commerce industries. E-commerce development has made online food ordering services seamless for 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 customer from personally visiting the restaurants. In today's world service sector contributes 64.80% in GDP. Zomato, Swiggy, Ubar Eats, etc., are the most popular applications that provide services to the user to discover restaurants. The rise of digital technology is reshaping the industries. With the increased use of technology, the number of people engaging into the digital sector are rapidly increasing. Even Consumers are accustomed to shopping or even ordering online through apps or websites, with maximum convenience and transparency, expecting the same experience that they would get from the outlet itself. To match up with the consumer's expectations apps are providing increased facilities and services to the customers. This scenario doesn't exist only in one country but all across the globe. Being up to date with the customers' expectations helps firm retain customers to a greater extent.

REVIEW OF LITERATURE

In this research, the researchers are coated solely some relevant studies for reviewing the past literature.

According to Aditya Tribhuvan (2020) showed that a most of people use food apps as it's the best way to save time and convenient. Also, the most of participants preferred food app was Swiggy and cash on delivery was the safest and most secure form of payment. Moreover, the results obtained that all age and income groups used food apps and they were happy with the service quality, hygiene and packaging system, which made people order from food apps. The author Merry Borgohain (2019) indicated that the main influencing factors of highest respondent were found to be ease and convenience of using the food applications and ordering food sitting at home followed by the influencing factor to be time saving. In

addition, the most preferred mode of payment as Cash on delivery while the issues faced by the respondents while ordering food through applications was mostly regarding non-availability of food items/dishes they wish for. They confirmed that the overall satisfaction regarding services of the food application were responded as they were satisfied with the service provided followed by neutral responds too. Result from Gawande et al. (2019) explored that online food ordering system was new method and many of the users specifically above 40 years of age were not familiar with the ease of ordering food online. Further, mostly students preferred to order food online instead of going out for lunch and they felt ease of placing orders and time efficiency as main reason to prefer it. The study of Aparna Anib et al. (2019) divulged that there was significant relationship between usage and satisfaction of services of Swiggy, there was significant relationship between usage and preference over other food ordering apps. Also, there was no association between age and frequent usage of Swiggy app whereas there was no association between gender and convenience of Swiggy app.

The researcher Ardhana M Prabhash (2020) found in this attempt that most youngsters were well aware about online services on online food delivery system. Also, the most influencing factor was offers provided by online food apps and fast food was fancied by most respondents in their choice of cuisines. Moreover, the results indicated that a major proportion of respondents utilized Swiggy and least uses Potafo. In case of Jeganathan Gomathi Sankar and Naveenkumar (2020) noted that the main concerns of the customers were the safe food delivery and customer safety in this pandemic condition. Thus, factor affecting customer perception in online food delivery were delivery problem, preventive and secure, safety service. It was observed that safety service factors were major influenced the customer perception at the time of covid among the factors. The research from Mehathab sheriff and Shaik Mohamed (2019) assessed those youngsters were mostly poised to use online food ordering services and also

price of the product, discounts and special Offers had the most influencing factor on online food ordering. Further, the second most influencing factor was the convenience, followed by On-time Delivery. Moreover, a major proportion of respondents used both Uber Eats and Swiggy to order their food online. The results obtained that there was significant relationship between monthly family income of the respondents and their level of satisfaction towards online food ordering services. It could be observed from Jeneefa and Rajalakshmy (2019) that perceived control and convenience were keys to customer use of online ordering which led to higher satisfaction. Also, young customers were more likely to use online, mobile or text ordering whereas young customers placed a greater value on convenience and speed than older users do. Besides, almost all users felt safe paying online and the Service rendered by the food ordering app was the major factor behind its success.

STATEMENT OF THE PROBLEM

The popularity of online food ordering and delivering services is steadily growing and the expectations of the users are also increasing. In this connection, the perception of the customers about Online Food Ordering and about the services of the Online Food Ordering companies gains significance. In this fast-changing tech landscape, when more and more diners are migrating online, restaurants have realized that if they fail to provide a robust, seamless and efficient online ordering platform, they will quickly be left out of the race. Now-a-days, the customers have faced number of problems while using food delivery apps like selection of restaurants, payment methods, delay in delivery, quality and quantity of food, packaging issues and unpleasant behaviour of delivery persons. Owing to these problems, the customers have faced numerous problems and frequently changed the food delivery app. So, all the food delivery apps companies have not able to maintain loyal customers. Based on the discussion, the researchers have raised a question that how the food delivery apps companies have given proper service to their customers and what extend the customers

have experienced the service quality of the food delivery apps in Coimbatore city. For finding the solution of the questions, the researchers have planned to conduct the study.

OBJECTIVES OF THE STUDY

- To identify the demographic profile and purchase behaviour of the customers of food delivery apps in Coimbatore city.
- To examine the service quality perception of customers towards services offered by the food delivery apps.
- To evaluate the degree of relationship of the service quality of food delivery apps with their customers.

HYPOTHESIS OF THE STUDY

- There is a significant mean difference in perception on service quality of food delivery app with regard to age of the customers.
- There is no significant mean difference in perception on service quality of food delivery app with regard to gender of the customers.
- There is no significant mean difference in perception on service quality of food delivery app with regard to using food delivery app of the customers.
- There is no significant mean difference in perception on service quality of food delivery app with regard to frequency of using food delivery app.
- There is no significant mean difference in perception on service quality of food delivery app with regard to monthly expenses through food delivery app.
- There is no significant mean difference in perception on service quality of food delivery app with regard to mode of payment.
- There is no significant mean difference in perception on service

quality of food delivery app with regard to period of using.
- There is a positive association on service quality perception of food delivery app among the selected variables.

RESEARCH METHODOLOGY

In nature, this study is descriptive research design. The researcher has aimed to collect the necessary sample data or immediate survey regarding service quality perception of customers towards food delivery app in Coimbatore city. For this, the researchers have selected 140 customers who have used various food delivery apps at least minimum of 6 months. A structured questionnaire has been framed and collected the opinion of the customers through direct and through online by using google forms. The population is unknown and so the respondents could identify through food delivery people. The structured questionnaire has included customer profile and their service quality perception on food deliver app. This research has been performed in Coimbatore, Tamilnadu. For analysis of this study, the statistical techniques namely percentage analysis, mean score analysis, Standard deviation, Anova and Correlation analysis have been carried out. The details of analysis have been furnished in the following table.

RESULTS AND DISCUSSION

An online food delivery app enables a customer to order their food requirements from any preferred providers located locally through some mobile applications using the internet. The socio-economic profile of the participants has been evaluated in detail in this section and also analysis has been divided into two segments. Further, this section examined that the relationship between the variables viz. age, working department, designation, period of experience and dependent variable influence of transactional leadership on employee performance.

Table 1: Customers' Profile and their Opinion towards Service Quality Perception on Food Delivery App

S.No.	Variables	No. of Respondents	Percentage	Mean Score
	Age (Years)			
1	Below 30	33	23.6	3.84
2	30 – 40	41	29.3	3.86
3	41 – 50	49	35.0	3.52
4	Above 50	17	12.1	3.89
	Total	**140**	**100.0**	
	Gender			
1	Male	89	63.6	3.67
2	Female	51	36.4	3.86
	Total	**140**	**100.0**	
	Occupational Status			
1	Private Employee	28	20.0	3.67
2	Government Employee	41	29.3	3.82
3	Business	44	31.4	3.84
4	Professional	13	9.3	3.54
5	Others (Housewife, Student, Retired, etc.)	14	10.0	3.71
	Total	**140**	**100.0**	
	Using Food Delivery App			
1	Swiggy	7	5.0	3.97
2	Zomato	11	7.9	3.94
3	Ubar Eats	26	18.6	3.78
4	Foodpanda	14	10.0	3.73
5	Domino's	18	12.9	3.44
6	Pizza Hut	24	17.1	3.87
7	JustEat	15	10.7	3.72
8	Faaso's	5	3.6	3.30
9	Tasty Khana	12	8.5	3.88
10	Food Mingo	8	5.7	3.46
	Total	**140**	**100.0**	
	Frequency of Using Food Delivery App			
1	1-3 times in a week	42	30.0	3.82
2	1-5 times in a fortnight	57	40.7	3.79
3	1-10 times in a month	25	17.9	3.49
4	Occasionally	16	11.4	3.74
	Total	**140**	**100.0**	
	Monthly Expenses through Food Delivery App			
1	Upto Rs.1000	26	18.6	3.66
2	Rs.1001-3000	33	23.5	3.42
3	Rs.3001-5000	49	35.0	3.89
4	Above Rs.5000	32	22.9	3.90
	Total	**140**	**100.0**	
	Mode of Payment			
1	Credit Card	46	32.9	3.79
2	Debit Card	23	16.4	3.34

S.No.	Variables	No. of Respondents	Percentage	Mean Score
3	Cash on Delivery	15	10.7	3.98
4	Online Payment Channels	56	40.0	3.79
	Total	**140**	**100.0**	
	Period of Using the Food Delivery App			
1	Less than a Year	15	10.7	3.63
2	1-2 Years	35	25.0	3.89
3	2-3 Years	23	16.4	3.77
4	Above 3 Years	67	47.9	3.68
	Total	**140**	**100.0**	

- From the above analysis, it is indicated that 23.6% of the customers belong to below 30 years of age segment, 29.3% of the customers came into age group of 30-40 years, 35.0% of the customers belong to 41-50 years and 12.1% of the customers belong to above 50 years of age group.
- The analysis found that 63.6% of the customers are male and 36.4% of the customers are female.
- From the analysis, it is explored that 20.0% of the customers are private employees, 29.3% of the customers are government employees, 31.4% of the customers are businessmen, 9.3% of the customers are professional and 10.0% of the customers are belong to others like housewives, students, retired persons, etc.
- From the analysis, it is assessed that 5.0% of the customers are using Swiggyapp for food delivery, 7.9% of the customers are utilizing Zomato, 18.6% of the customers as Ubar Eats, 10.0% of the customers as Foodpanda, 12.9% of the customers as Domino's, 17.1% of the customers as Pizza Hut, 10.7% of the customers as JustEat, 3.6% of the customers as Faaso's, 8.5% of the customers as TastyKhana and 5.7% of the customers are utilizing FoodMingo for food deliver.
- It is determined that 30.0% of the customers are using food delivery app for 1-3 times in a week, 40.7% of the customers are utilizing for 1-5 times in a fornight, 17.9% of the customers as 1-10 times in a month and 11.4% of the customers are using food delivery app occasionally.
- It is explored that 18.6% of the customers are expensing upto Rs.1000 monthly through food delivery app, 23.5% of the customers are spending Rs.1001-3000 for food delivery, 35.0% of the customers are expensing Rs.3001-5000 and 22.9% of the customers are spending above Rs.5000 monthly.
- It is surmised that 32.9% of the customers are using credit card for payment of food delivery app, 16.4% of the customers are utilizing debit card, 10.7% of the customers are making payment as cash on delivery and 40.0% of the customers performing online payment channels for payment of food delivery app.

Service Quality Perception of Customers towards Food Delivery App

There are several food delivery apps in India that one can download on customers' smart phone to deliver food services on the go and from the comfort of homes. For this study objective, the researcher has developed ten statements with the help of 5 points Likert's scaling method for collecting the service quality perception of customers towards food delivery app in the study area. The following table has given the mean score and SD of the statements are given.

Table 2: Service Quality Perception of Customers towards Food Delivery App

No.	Statement	Mean	SD

1	The app is user friendly	3.89	1.13
2	Prices of goods are updated	3.78	1.29
3	Prompt acknowledgement to customer's transactions	3.78	1.16
4	App respond to the customer's requests is quick	3.84	1.22
5	It has appropriate design	3.59	1.25
6	It is understood by all types of customers	3.75	1.13
7	The app makescustomers' feel safe and secured	3.39	1.41
8	The information displayed in the app are trust worthy	4.02	1.27
9	The app gets personal attention to their customers	3.83	1.22
10	The app is able to communicate effectively with customers	3.53	1.19

It is indicated from the analysis that the employees opined that the information displayed in the app are trust worthy with the mean score and standard deviation of 4.02 and 1.27 respectively following by the food deliver app is user friendly with the mean score and standard deviation of 3.89 and 1.13 respectively amongst the ten categories of service quality perception.

Relationship between Age and Service Quality Perception on Food Delivery App

H_0 :   There is no significant mean difference in perception on service quality of food delivery app with regard to age of the customers.

Table 3: Age and Service Quality Perception on Food Delivery App

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	3.539	3	1.180	4.120	0.008*
Within Groups	38.937	136	0.286		
Total	42.476	139			

Note: * - Significant at 1% level

It is observed from the table that the null hypothesis is rejected since the 'p' value is lesser than 0.05. Hence, there is a significant mean difference in perception on service quality of food delivery app with regard to age of the customers.

Relationship between Gender and Service Quality Perception on Food Delivery App

H_0 :   There is no significant mean difference in perception on service quality of food delivery app with regard to gender of the customers.

Table 4: Gender and Service Quality Perception on Food Delivery App

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	1.170	1	1.170	3.910	0.050**
Within Groups	41.306	138	0.299		
Total	42.476	139			

Note: * - Significant at 1% level

It is assessed from the table that the null hypothesis is rejected since the 'p' value is lesser than 0.05. Consequently, there is a significant mean difference in perception on service quality of food delivery app with regard to gender of the customers.

Relationship between Using Food Delivery Appand its Service Quality Perception

H_0 :   There is no significant mean difference in perception on service quality of food delivery app with regard to using food delivery app of the customers.

Table 5: Using Food Delivery App and its

Service Quality Perception

	Sum of Squares	Df	Mean Square	F	'p' value
Between Groups	4.675	9	0.519	1.786	0.077 NS
Within Groups	37.801	130	0.291		
Total	42.476	139			

Note: * - Significant at 1% level

It is measured from the table that the null hypothesis is accepted since the 'p' value is greater than 0.05. Hence, there is no significant mean difference in perception on service quality of food delivery app with regard to using food delivery app of the customers.

Relationship between Frequency of Using Food Delivery App and its Service Quality Perception

H_0 : There is no significant mean difference in perception on service quality of food delivery app with regard to frequency of using food delivery app.

Table 6: Frequency of Using Food Delivery App and its Service Quality Perception

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	1.956	3	0.652	2.188	0.092 NS
Within Groups	40.520	136	0.298		
Total	42.476	139			

Note: NS - Not Significant

It is noted from the table that the null hypothesis is accepted because the 'p' value is greater than 0.05. Therefore, there is no significant mean difference in perception on

service quality of food delivery app with regard to frequency of using food delivery app by the customers.

Relationship between Monthly Expenses through Food Delivery App and its Service Quality Perception

H_0 : There is no significant mean difference in perception on service quality of food delivery app with regard to monthly expenses through food delivery app.

Table 7: Monthly Expenses through Food Delivery App and its Service Quality Perception

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	5.372	3	1.791	6.563	0.000 *
Within Groups	37.104	136	0.273		
Total	42.476	139			

Note: * - Significant at 1% level

It is confirmed from the table that the null hypothesis is rejected since the 'p' value is lesser than 0.05. Hence, there is a significant mean difference in perception on service quality of food delivery app with regard to monthly expenses for online food delivery of the customers.

Relationship between Mode of Payment and Service Quality Perception on Food Delivery App

H_0 : There is no significant mean difference in perception on service quality of food delivery app with regard to mode of payment.

Table 8: Mode of Payment and Service Quality Perception on Food Delivery App

	Sum of Squar	df	Mean Square	F	'p' value

	es				
Between Groups	1.261	3	0.420	1.387	0.249 NS
Within Groups	41.215	136	0.303		
Total	42.476	139			

Note: * - Significant at 1% level

It is examined from the table that the null hypothesis is accepted as the 'p' value is greater than 0.05. So, there is no significant mean difference in perception on service quality of food delivery app with regard to mode of payment of the customers.

Relationship between Period of Using the Food Delivery App and Its Service Quality Perception

H_0 : There is no significant mean difference in perception on service quality of food delivery app with regard to period of using.

Table 9: Period of Using the Food Delivery App and Its Service Quality Perception

	Sum of Squares	df	Mean Square	F	'p' value
Between Groups	4.779	3	1.593	5.747	0.001 *
Within Groups	37.697	136	0.277		
Total	42.476	139			

Note: * - Significant at 1% level

From the analysis, it is found that the null hypothesis is rejected since the 'p' value is lesser than 0.05. Consequently, there is no significant mean difference in perception on service quality of food delivery app with regard to period of usingfood delivery app by the customers.

Degree of Relationship between selected variables and Service Quality Perception

on Food Delivery App

To examine the relationship between the selected variables and the dependent variable service quality perception on food delivery app with the help of null hypothesis, Correlation analysis has been employed in the following table. For this objective, the variables have been selected namely age, frequency of using food delivery app, monthly expenses through food delivery app and period of using food delivery app.

H_0 : There is a positive association on service quality perception of food delivery app among the selected variables.

Table 10: Degree of Relationship between selected variables and Service Quality Perception on Food Delivery App

No.	Independent Variables	'r' value	'p' value
1	Age	0.413	0.000*
2	Frequency of Using Food Delivery App	-0.131	0.123 NS
3	Monthly Expenses through Food Delivery App	0.248	0.003*
4	Period of using Food Delivery App	0.377	0.000*

Note: * - Significant at 1% level; NS - Not Significant

It is revealed from correlation analysis that among the four selected variables, three variables like age, monthly expenses through food delivery app and period of using food delivery app are having positive correlation with the service quality perception on food delivery app. On the other hand, the variable frequency of using food delivery app is not associated with service quality perception on food delivery app in the study area. The analysis concluded that whenever age, monthly expenses through food delivery app and period of using food delivery app increases their service quality perception on food delivery app also positively increases.

FINDINGS

- It observed from the analysis that majority of the customers are belong to age group of 41-50 years. In addition, high level of service quality perception on food delivery app is perceived by the customers came into above 50 years age category.
- It is showed from the analysis that most of the respondents are male customers. Also, maximum level of service quality perception on food delivery app is perceived by female customers.
- From the analysis, it is determined that most of the customers are businessmen. Moreover, maximum level of service quality perception on food delivery app is perceived by businessmen.
- It is inferred that most of the customers are using Ubar Eats app for food deliver. Further, high level of service quality perception on food delivery app is perceived by customers using Swiggy.
- The analysis found that majority of the customers are utilizing food delivery app for 1-5 times in a fortnight. Also, maximum level of service quality perception on food delivery app is perceived by customers who utilizing food delivery app for 1-3 times in a week.
- From the analysis, it is divulged that most of the customers are spending Rs.3001-5000 monthly through food delivery app. Further, high level of service quality perception on food delivery app is perceived by customers who expensing Rs.3001-5000 monthly for food delivery.
- From the analysis, it is found that most of the customers are using online payment channels for online food delivery. In addition, high level of service quality perception on food delivery app is perceived by customers who making payment as cash on delivery for food delivery.
- It is examined from the mean score analysis that the employees opined that

the information displayed in the app are trust worthy with the mean score of 4.02 followed by the food deliver app is user friendly with the mean score of 3.89.
- It is found from Anova that there is a significant mean difference in perception on service quality of food delivery app with regard to age of the customers.
- The Anova analysis observed that there is a significant mean difference in perception on service quality of food delivery app with regard to gender of the customers.
- From the Anova, it is explored that there is no significant mean difference in perception on service quality of food delivery app with regard to using food delivery app of the customers.
- It is divulged from Anova that there is no significant mean difference in perception on service quality of food delivery app with regard to frequency of using food delivery app by the customers.
- The result from Anova that there is a significant mean difference in perception on service quality of food delivery app with regard to monthly expenses through food delivery app of the customers.
- The Anova test showed that there is no significant mean difference in perception on service quality of food delivery app with regard to mode of payment of the customers.
- It is identified from Anova that there is no significant mean difference in perception on service quality of food delivery app with regard to period of using food delivery app by the customers.
- It is confirmed from Correlation analysis that whenever age, monthly expenses through food delivery app and period of using food delivery app increases their service quality perception on food delivery app also positively increases.

SUGGESTIONS

- It could be noted that high level of service quality perception on food

delivery app is perceived by the customers came into above 50 years age category. So, the restaurant should

perform more efficient service personnel to look into the problem of delay in delivery.

- From the study, it is indicated that maximum level of service quality perception on food delivery app is perceived by businessmen. Hence, the food delivery apps should discover the not available locations as even today there are many places that do not have sufficient access to food deliver services.

- This study revealed that high level of service quality perception on food delivery app is perceived by customers using Swiggy because their quality of servicing food in time. So, all online food suppliers should come forward to provide good service but quality & quantity services should be maintained correctly.

- The findings showed that maximum level of service quality perception on food delivery app is perceived by customers who expensing Rs.3001-5000 through food delivery app due to they spend more monthly. Hence, the restaurant should consider the cost of food because reasonable price or low price of food supplied by app will be convenient for all customers to increase the service quality perception.

- The food suppliers though app build a customer helpdesk and service follow up to resolve any issue on side of the customers' service quality perception.

CONCLUSION

This study has aimed to explore the service quality perception of customers towards food delivery app in Coimbatore city. Approach of food delivery has its impact with a wave among the youngers and tremendously increase has been seen in restaurant business with various strategies. From the results, it is confirmed that majority of customers use food delivery apps as it's the best way to save time and is convenient whereas reflect as an essential operation. Among the selected customers, although the most using food deliver app is Ubar Eats app, high level of service quality perception on food delivery is perceived through Swiggy because safest and delivery of food in time. This study focused has given an overview of the consumer service quality perception on the food delivery app which has quite positive output. Hence, it is stated that restaurants should focus on giving their customers the best quality and various options on choosing the variety of food stuff more and more customers should be encouraged to order food online through food deliver app.

REFERENCES

1. Aditya Tribhuvan, (2020). A study on consumers perception on food apps. IJARIIE, 6(4), 208-243.
2. Aparna Anib, Gayathri.A., Shabu K.R. (2019). Consumer Perception towards Swiggy Digital Food Application Service: A Analytical Study with Special Reference to Ernakulam City. International Journal of Innovative Technology and Exploring Engineering, 8(6S), 791-797.
3. Ardhana M Prabhash, (2020). The consumer perception on online food delivery system among youth in Kerala. EPRA International Journal of Multidisciplinary Research, 6(2), 96-100.
4. Ayush Singh, 7 Siddharth M. Nair, (2020). Consumer Perception and Attitude Towards Online Food Ordering. International Journal of Research in Engineering, Science and Management, 3(5), 119-122.
5. Gawande, N., Pachaghare, G., & Deshmukh, A. (2019). A Study of Customer Perception about Online Food Ordering Services in Amravati City. International Journal of Latest Technology in Engineering, Management & Applied Science, VIII(IV), 114-116.
6. https://yourstory.com/mystory/top-ten-food-ordering-apps-india/amp
7. JeganathanGomathi Sankar, &Naveenkumar, S. (2020). Customer

perception about innovative safety food delivery during lockdown. Journal of Contemporary Issues in Business and Government, 26(2), 657-660.

8. Jeneefa, H., &Rajalakshmy, MH. (2019). A study on consumer satisfaction and preference towards online food ordering applications. Journal of Emerging Technologies and Innovative Research, 6(3), 132-138.

9. Mehathab sheriff, A., & Shaik Mohamed, N. (2019). A study on customer perception towards online food ordering with special reference to Tiruchirappalli. A Journal of Composition Theory, XII(IX), 1507-1515.

10. Merry Borgohain, (2019). Consumer Perception towards Food Delivery Applications with Special Reference to Dibrugarh Town. International Journal of Recent Technology and Engineering, 8(4), 10137-10141.

11. www.vertabelo.com/blog/a-restaurant-delivery-data-model/