



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

A STUDY ON ONLINE FOOD DELIVERY APP USAGE

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Abstract

The rapid advancement of digital technology and increasing use of smartphones have significantly transformed consumer behaviour in the food service industry. Online food delivery applications have emerged as a convenient solution that allows customers to order food from restaurants through mobile apps and receive it at their doorstep. This study titled "A Study on Online Food Delivery App Usage" aims to analyse the usage patterns, consumer preferences, and satisfaction levels related to online food delivery services. The research focuses on identifying the factors that influence consumers to use food delivery apps such as convenience, discounts, variety of food options, delivery speed, and secure payment methods.

Keyword: Online food delivery apps, consumer behavior, convenience, discounts and offers, customer satisfaction, digital payment methods.

Introduction

In recent years, the rapid development of digital technology and the widespread use of smartphones have significantly changed the way people access various services, including food. Online food delivery applications have become an important part of modern life, especially in urban areas where people often prefer convenient and time-saving solutions. Popular platforms such as Swiggy, Zomato, and other delivery services have transformed the traditional food service industry by connecting customers, restaurants, and delivery partners through a single digital platform. The growing popularity of online food delivery apps is mainly driven by factors



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such as convenience, wide food choices, attractive discounts, and secure digital payment options. Consumers can easily compare prices, read reviews, and select their preferred restaurants without physically visiting them.

Objectives

- To analyse the growth and popularity of online food delivery apps among consumers.
- To study consumer preferences and behaviour while using food delivery applications.
- To identify key factors influencing customer choice, such as discounts, convenience, delivery speed, and food quality.

Research Methodology

Research Design

This study adopts a descriptive research design to analyse the usage patterns, preferences, and satisfaction levels of consumers using online food delivery applications.

Sources of Data Primary Data

Primary data for this study was collected directly from 50 respondents using a structured questionnaire. The responses were gathered to understand the usage patterns,

preferences, and satisfaction levels of consumers using online food delivery apps.

Secondary Data

Secondary data for this study was collected from books, research journals, websites, newspapers, and online articles related to online food delivery services and consumer behavior. These sources helped in understanding the background and trends of food delivery app usage.

Sample Size

The sample size for this study consists of 50 respondents who use online food delivery applications.

Sampling Technique

This study uses the convenience sampling technique, where respondents were selected based on their easy availability and willingness to participate in the survey regarding online food delivery app usage.

Tools Used for Analysis

The data collected for this study was analyzed using percentage analysis and simple statistical methods. The results were presented with the help of tables, pie charts, and graphs for easy understanding and interpretation.

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Data Analysis

Table 1: Food Delivery App to Usage Regular

S.No	App Name	No. Of Respondents	Percentage
1	Swingy	25	50%
2	Zomato	15	30%
3	Door dash	3	6%
4	Other	7	14%
	Total	50	100%

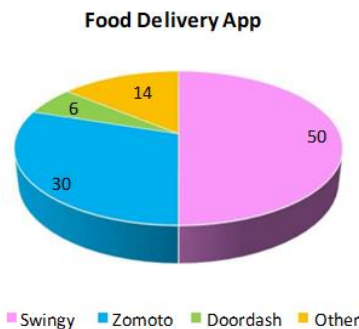


Fig 1: Decision Influence Factor

Interpretation

From the about figure and table 4.4 it can be food delivery app of respondent 50% percent belong to use swingy 30% percent belong to use Zomato 6% percent belong to use door dash 14% percent belong to use other app.

Findings

- Most of the respondents belong to the younger age group, showing that

young people frequently use online food delivery apps.

- The majority of respondents use food delivery apps 2-3 times a week, indicating regular usage.
- Swiggy and Zomato are the most preferred apps among users due to their popularity and easy interface.
- Discounts and offers are the main factors influencing customers to order food online.
- Fast food is the most commonly ordered food type through online delivery apps.
- A large number of respondents spend ₹200-₹500 per order, showing moderate spending habits.
- Most users are satisfied with the food quality and delivery service, but some still face issues like late delivery.

Suggestions and Recommendations

- Food delivery apps should improve delivery speed to avoid delays and increase customer satisfaction.
- Companies should reduce delivery charges and provide more affordable service options for users.
- Online platforms should offer more discounts and loyalty programs to attract and retain customers.
- Restaurants should maintain better food quality and hygiene standards to ensure customer trust.



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- Food delivery apps should improve customer support services to solve complaints quickly.
- Companies can introduce healthier food options and nutritional information to promote better food choices among customers.

Conclusion

The study titled “A Study on Online Food Delivery App Usage” highlights the growing importance of digital platforms in the food service industry. With the rapid advancement of technology, smartphones, and internet connectivity, online food delivery applications have become a convenient solution for people to access a wide variety of food options without visiting restaurants. These apps provide customers with the ability to browse menus, compare prices, read reviews, and place orders easily from the comfort of their homes. The findings of the study show that online food delivery apps are widely used, especially among younger consumers and students who prefer quick and convenient services. Most respondents use these apps frequently, mainly because of factors such as convenience, time-saving benefits, attractive discounts, and the availability of multiple restaurants and cuisines. Popular apps such as Swiggy and Zomato are commonly used due to their user-friendly interface, reliable delivery services, and various payment options. The study also

indicates that fast food is the most commonly ordered food item and that many customers prefer cash on delivery or digital payment methods.

Despite the advantages offered by online food delivery platforms, some challenges still exist. Issues such as delayed delivery, high delivery charges, incorrect orders, and occasional dissatisfaction with food quality were reported by some respondents. These problems indicate the need for continuous improvement in service quality, delivery efficiency, and customer support systems. Overall, online food delivery apps have significantly transformed consumer eating habits and the traditional restaurant business model.

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