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Scientific Research

A study on customer perceptions of online food delivery apps in Chennai - INDIA, comparing restaurant and home-made options.

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ABSTRACT

This research digs into the environment of online meal delivery apps, looking at their influence, trends, and possible development opportunities. Data was obtained from a broad sample of 400 people in Chennai, Kancheepuram and Chengalpattu using an empirical research approach that included a questionnaire, in order to investigate user preferences, behaviours, and levels of satisfaction. First, demographic parameters such as age and gender have a direct association with consumer satisfaction or preferences, showing an individualised landscape of preferences. Swiggy ranks as the preferred platform among respondents, owing mostly to its safe and timely delivery alternatives. The research advocates including home-made food delivery, not just as a customer advantage, but also as a source of new job possibilities, especially for homemakers. This report gives a knowledge of the online meal delivery market, with practical insights for businesses to overcome hurdles, capitalise on new trends, and nurture long-term success in this dynamic and competitive sector.

1- Introduction

The rise and spread of online meal delivery apps has changed the culinary environment, profoundly changing how individuals perceive and receive food services. In India's dynamic climate, particularly in major metropolises like Chennai, Kancheepuram, Chengalpattu the use of platforms such as Swiggy, Zomato, and Uber Eats has increased dramatically in recent years. This spike is not only a result of technology developments, but it is also heavily influenced by cultural transformations, altering consumer behaviours, and the overall impact of the COVID-19 pandemic. As of the most recent available statistics in 2022, the worldwide online meal delivery business has exploded into a massive sector, valued at an amazing $150 billion, with a powerful compound annual growth rate (CAGR) of 10.5%.

. This industry dates back to 1995 in the United States, when World Wide Waiter pioneered the notion of restaurant-based meal delivery. Since then, the market has evolved, fueled by technological advancements, greater smartphone usage, and a never-ending search of convenience. In India, the rise of online meal delivery apps, most notably Swiggy and Zomato, represents not just a shift in consumer behaviours, but also an evolution in how people perceive and engage with food services.

The attraction of these platforms stems from the promise of different gastronomic alternatives delivered to one's home with a few clicks on a smartphone screen. The mere ease of having restaurant-quality meals delivered to one's house has sparked a cultural change, with these applications becoming an essential component of urban living. However, the story is more than just about technical ease; it is also about commercial potential for eateries, shifting dynamics among homemakers, and the unusual circumstances brought about by the worldwide health crisis.

The goal of this study stems from the transformational potential of online meal delivery services and the changing dynamics of consumer behaviour. These programmes have not only made food delivery easier, but they have also a crucial component of the urban fabric. This study aims to explore the intricacies of consumer perceptions and preferences in the bustling city of Chennai, Kancheepuram and Chengalpattu which is known for its varied population and rich culture.

Furthermore, the continuing global health crisis complicates these relationships. The COVID-19 epidemic has changed how people see safety, hygiene, and even the notion of "home-made" food. As consumers reevaluate their relationship with dining out, the role of online meal delivery services becomes even more important. In this setting, Chennai, Kancheepuram and Chengalpattu acts as a microcosm, capturing the many aspects of this societal transition.

Statement of purpose

In the ever-changing landscape of online food delivery services, the research seeks to unravel the complexities of consumer behaviour and perceptions, with a particular emphasis on the potential integration of home-made food deliveries on platforms such as Swiggy, Zomato, and Uber Eats in the vibrant city of Chennai, Kancheepuram and

Chengalpattu. This investigation sprang from a strong desire to understand the transformational influence of these technologies on cultural norms and economic landscapes.

The introduction of home-made food delivery is a watershed moment, not only broadening market dynamics but also providing a unique chance for homemakers to participate to the digital marketplace. Our research aims by analysing the ramifications of such a transition, we hope to gain significant insights into the socioeconomic fabric of urban life, particularly in Chennai, Kancheepuram, Chengalpattu.

As we navigate the difficulties of the COVID-19 age, consumer habits are changing in unexpected ways. Safety concerns, shifting views of hygiene, and a resurgent enthusiasm for homemade culinary offerings have reshaped the food delivery environment. Through this research, we hope to examine customers' developing tastes, navigating the delicate interaction of demographic variables, technology improvements, and culture that influence their decisions.

Chennai, Kancheepuram, Chengalpattu, with its unique demographic tapestry, makes an excellent canvas for this research.

By connecting with the local population, I want to get new insights that will not only add to scholarly debate but also have practical ramifications for players in the online food delivery ecosystem.

The article's research aims go beyond basic observation, with the goal of providing meaningful advice to industry actors, legislators, and entrepreneurs. My objective in interpreting the link between demographic characteristics and consumer happiness is to give insights that may drive strategic choices, stimulate innovation, and improve the overall consumer experience in the quickly changing world of online meal delivery services. Through my research, I hope to be a catalyst for good change, promoting a better knowledge of the symbiotic interaction between customers, technology, and the culinary environment.

Research Objectives

The research aims include the following:

(i) Conduct an analysis of homemakers' work opportunities and progress. The possible inclusion of home-made food delivery broadens not just the market for online platforms, but also provides a unique opportunity for homemakers to demonstrate their culinary abilities and contribute to household revenue.

(ii) Conduct a thorough investigation of all consumer views and attitudes regarding the existing service quality features of these online apps. Understanding the complex network of client preferences, satisfaction levels, and the variables affecting their decisions is critical for the long-term success of online meal delivery systems.

(iii) Determine the direct association between demographic parameters and client satisfaction or preference for buying through these online apps. Demographic factors like age, income,

and location have a considerable effect on customer choices. Understanding these linkages is critical for delivering targeted service improvements.

(iv) Determine which online app draws the bulk of the populace for doorstep meal delivery. Identifying the most popular platform gives significant insights into the competitive scene, as well as a roadmap for future service developments.

Literature Review

Over the last several years, there has been a substantial amount of study conducted on the quality and growth of food delivery applications, as well as their rising user base. Eswaran et al.'s study focuses on online meal ordering systems such restaurant websites, mobile applications, and multi-restaurant websites. The research, which included 400 respondents, stressed mobile applications as the most important medium for ordering meals. Zomato was the most popular app for ordering non-vegetarian cuisine, while Swiggy was chosen for large-scale lunch and supper orders. The study revealed that these applications have a significant influence on the variety of food products available and the prompt delivery of online purchases.

The survey found that three factors—internet penetration, increased smartphone usage, and businesses' increasing move to online delivery—have fuelled the rise of food mobile applications. This research also identified unfavourable consumer reviews and complaints, which produce poor publicity for organisations using these technologies, as the industry's most significant obstacle. Positive elements included a diverse selection of hotel alternatives, consumer ease, simple purchasing processes, and a number of payment options on the market. Another study examined the elements that influence client satisfaction with various meal delivery applications. The quality of food and service influences customer satisfaction in a good way. The primary negative element influencing customer happiness is the design of the apps.[2]

Another important consideration is the availability of a curated online menu for clients. These apps have grown over the last two years, with improved design and user comfort resulting in higher user satisfaction. The following study (Prajapati, Goswami, and Agrawal 2020) investigated smartphone penetration and its influence on the increase in online food orders. The influence of social media on app users was clear, implying that marketers should aggressively use social media as a promotional tool to attract more consumers. Another analysis examined the benefits and drawbacks for restaurants following the debut of online meal delivery. Major benefits for restaurants include wider customer variety, enhanced inventory management, and cost control, whereas the emphasised drawback is the issue of recruiting consumers owing to Increased competition and sustaining business margins following discounting. Similar research examined customer impressions of mobile delivery applications.[1] According to a study performed in Pune, Zomato was ranked as the most appealing app among respondents. Their offers, fast delivery, and lower prices in comparison to other market rivals were the most appealing factors.[2] Mane investigated the latest developments in internet delivery applications and their influence on informal dining.[3] These studies illustrate the changes in the exterior environment system of cafés, and how the current urban world expects convenience.

Dining offers good value. Parashar and Ghadiyali investigated the relationship between consumer behaviour and online meal delivery services, highlighting the shift in customer buying habits, needs, and preferences as a result of technology advancement.[1]

Li and Bremer investigated the sustainability impact of the internet delivery industry.[2] Following the COVID-19 effect, the industry experienced massive criticism about safety and concerns relating to inadequate delivery people. The positives were job possibilities generated by app-based delivery. Swiggy's e-payment system research provided the findings of a sample study done in Kolkata, which revealed favourable consumer outcomes. The study highlighted how business transformations, rising technology, and mobile usage have influenced the dynamics of the Swiggy web app.[2] Another large research examined the direct influence of technology on enhanced customer comfort throughout the world, weighing the advantages and disadvantages of online commerce.[3]

Positives include the ease of one-click doorstep food delivery, but a prominent downside is eateries' limited expansion potential. Nanaiah discussed the influence of these online delivery applications on college-level students in Bangalore, citing the apps' incentives and discounts as important draws. Around 25% of Bangalore's millennial population has profited from the availability of online ordering, which includes both those working in the developing tech clusters and college students.[1] Bajaj and Mehendale (2016) see the emergence of food technology as an exciting startup opportunity, stressing its ability to create value for both customers and restaurants while requiring less investment in establishing food delivery systems.[2]

The current article's authors intend to test the relationship between demographic factors and consumer preferences for these food apps; the impact of demographic factors on customer satisfaction; the viability of adding the new feature of home-made deliveries; and understanding customer preferences between restaurant food and home-made food deliveries.

2-Research Methodology

The methodology portion of this study seeks to offer a complete description of the procedures and tactics used to collect, evaluate, and interpret data on customer views of present online meal delivery services as well as the possible inclusion of home-made food delivery alternatives. The study used an empirical research technique and a quantitative approach, utilising a structured questionnaire to collect information from a varied sample of 400 people living in Chennai, Kancheepuram, Chengalpattu.

Sampling Method

The choice of an appropriate sampling procedure was important to ensuring data representativeness and reliability. In this investigation, non-probability and random sampling techniques were used. This strategy made it easier to collect replies without using predefined criteria, which reduced the possibility of sampling bias. The objective was to achieve a diverse and inclusive depiction of Chennai, Kancheepuram, Chengalpattu's population, taking into account age and gender.

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Data Collection

The data gathering procedure was critical to the outcome of the study, and a rigorous approach was taken to assure the reliability and validity of the information acquired. This study's data gathering approach was an online survey conducted using Google Forms. This platform provides a user-friendly interface, accessibility, and simple response submission.

To reach a varied group of responders, the survey link was delivered via a variety of means, including email and popular social media sites like LinkedIn. This multi-channel approach intended to increase reach and participation across various age groups and professional backgrounds, resulting in a more complete dataset.

The use of an online survey not only expedited the data gathering process, but it also allowed for the inclusion of a variety of question kinds, such as multiple-choice questions, Likert scales, and open-ended questions. This variety of inquiries helped us to better understand participants' attitudes, preferences, and views of online meal delivery services, as well as the prospective inclusion of homemade choices.

Survey Design

The survey tool, created with Google Forms, contained several sections that delved into various elements of the participants' experiences and preferences about online meal delivery. The questionnaire was designed to capture demographic information, such as age and gender, to ensure a thorough overview of the broad respondent base.

Key topics of investigation were the participants' present online meal delivery application usage habits, variables impacting their happiness or discontent, and their willingness to provide home-made food delivery choices. The survey sought to capture the breadth of participant viewpoints by including both quantitative and qualitative questions.

Data Analysis

Following data collecting, the following phase entailed a thorough analysis to extract relevant insights from the accumulated material. Statistical methods, graphical representations, and thematic analysis were used to find patterns, correlations, and trends in the collection.

The quantitative data was submitted to statistical analysis, which included descriptive statistics to summarise the sample's essential features, inferential statistics to make population inferences, and correlation studies to investigate variable connections. Graphical representations, such as charts and graphs, were used to graphically communicate trends and patterns.

A thematic analysis was performed on the qualitative data collected through open-ended replies. This method entailed detecting common themes, patterns, and attitudes stated by participants. Through a comprehensive qualitative examination, the research hoped to provide insights that

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quantitative tools may be insufficient to capture.

Ethical considerations

The conduct of this study was heavily influenced by ethical issues. Prior to the survey distribution, participants were given explicit information about the study's goal, the voluntary nature of their participation, and the promise of data privacy. All participants were asked to provide informed permission, with the focus on their freedom to withdraw at any time without consequence.

In addition, efforts were made to safeguard participants' confidentiality. Personal identifiers were kept private, and the information gathered was utilised only for research reasons. The investigation followed the ethical criteria established in research guidelines and institutional protocols.

Limitations

While every attempt was made to develop a strong technique, it is critical to recognise any limits. The study's dependence on online survey distribution may introduce a bias towards persons with internet access, potentially leaving out those with restricted connectivity. Furthermore, the self-reported form of replies may include social desirability bias, in which individuals submit comments that are deemed socially acceptable rather than expressing true thoughts.

3-Conclusion

The study methodology described in this section aimed to give a disciplined and thorough approach to examining customer views of online meal delivery services, with a particular emphasis on the possible inclusion of homemade food delivery choices. By combining quantitative and qualitative methodologies, the study aimed to extract rich insights, contribute to the current body of knowledge, and provide practical consequences for Chennai, Kancheepuram, Chengalpattu's expanding online meal delivery industry.

Conceptual Framework (SEM)

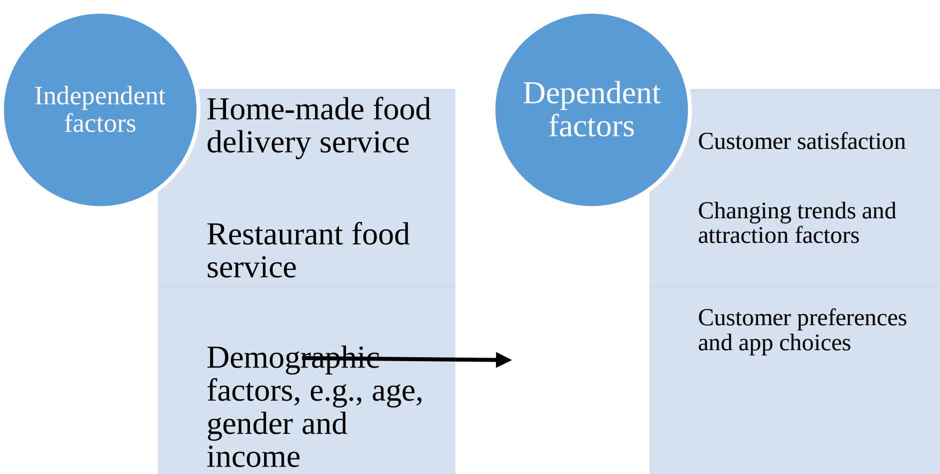

Figure 1. Independent and dependent factors in the study.

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Data Analysis

Graphical Analysis

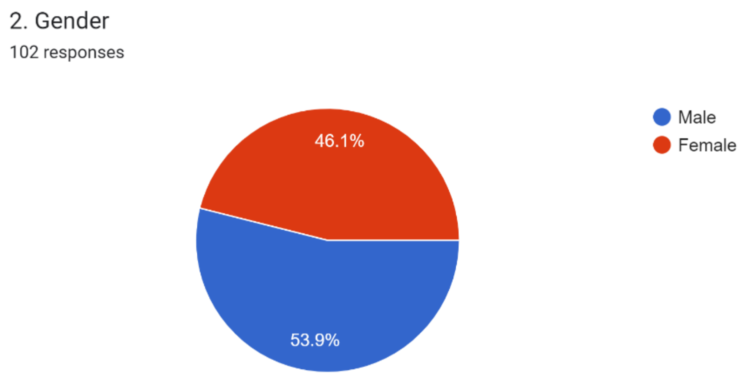

Figure 2. The respondents' gender.

The majority of respondents (54% male and 46% female) participated virtually equally, indicating that these applications were used by people of both genders.

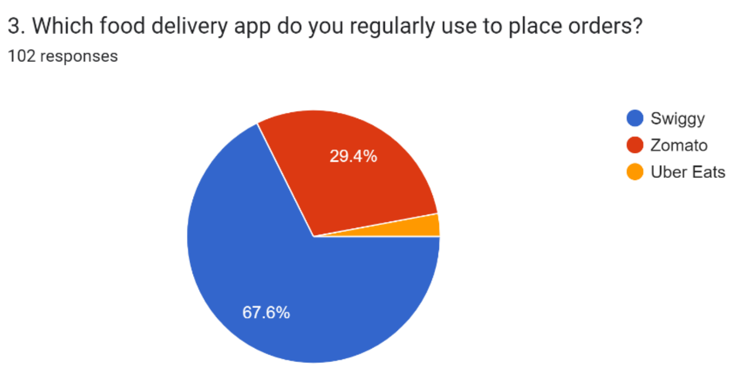

Figure 3. Food delivery apps used.

According to the findings, 68% of respondents ordered from Swiggy on a regular basis, 29% from Zomato, and only 3% via the Uber Eats app. Swiggy is the most popular application in Chennai, Kancheepuram, Chengalpattu. Zomato was the next programme utilised, and it had an identical user rate.

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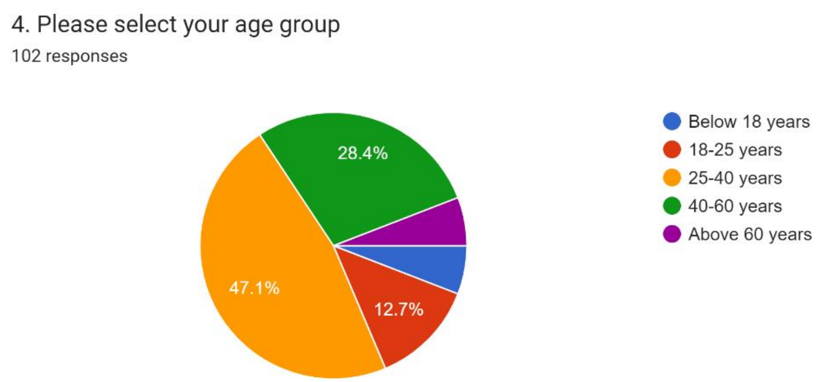

Figure 4. The respondents' age groups.

The survey included respondents of various ages, with 48% falling between the ages of 25 and 40. The next biggest group consisted of 28% of respondents aged 40-60, followed by 12% aged 18-25. The remaining 6% of respondents were senior persons (over 60 years old) and under the age of 18.

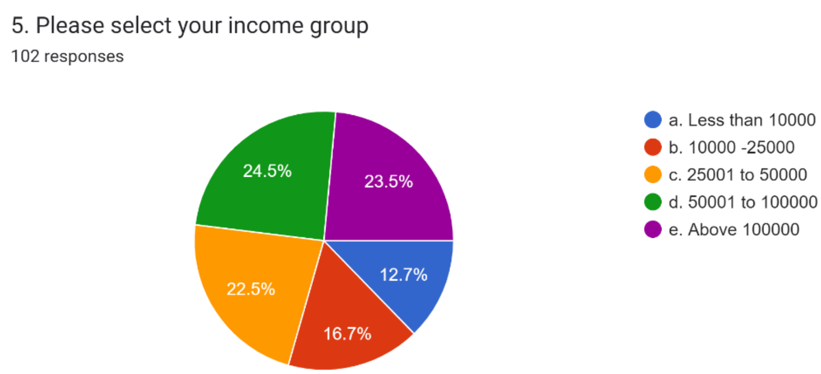

Figure 5. The respondents' income group.

Of the respondents, 24% reported a monthly income of INR 50,000 to 100,000. The next group (24%) made more than INR 100,000, while 23% earned between INR 25,000 and 50,000. The remaining responses (17%) ranged in income from INR 10,000 to 25,000, with 12% earning less than INR 10,000 per month.

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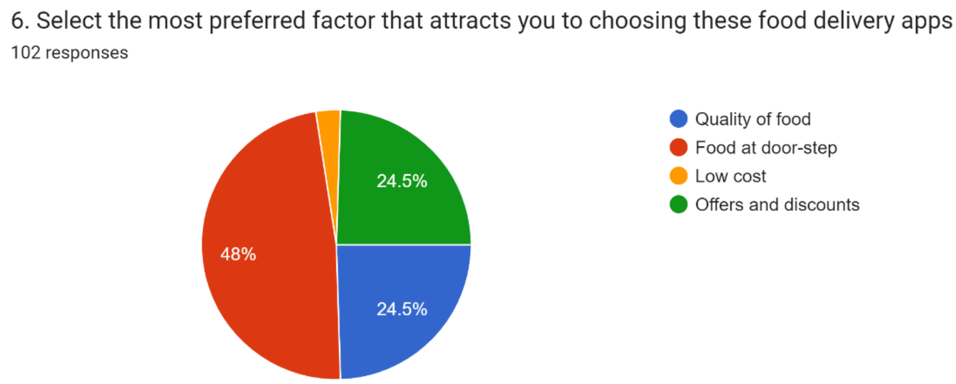

Figure 6. The most preferred factor.

The majority of respondents (47%) were drawn to doorstep meal delivery for its convenience, while about 50% were drawn to deals and discounts as well as the quality of food given by these restaurants. The smallest proportion, 3% of respondents, were drawn to the low-cost element.

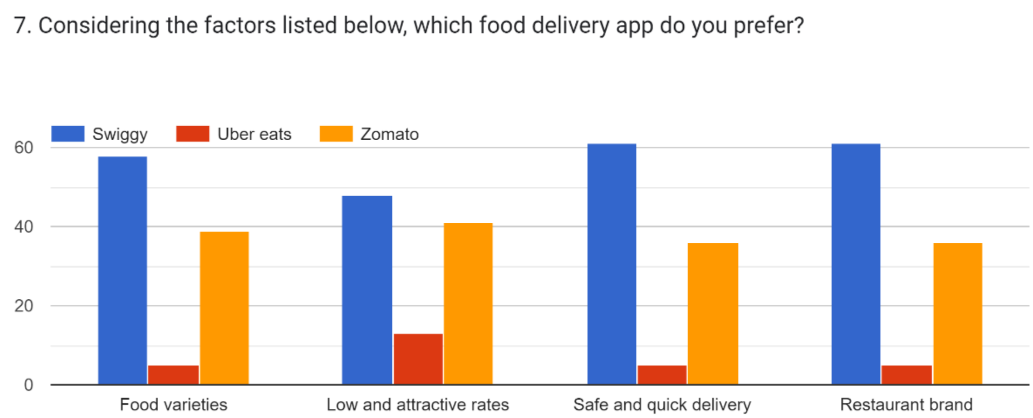

Figure 7. Factors that attract consumers.

This graphical analysis evaluates each meal delivery app's unique selling proposition (USP). Swiggy was selected by around 60 respondents for its safe and speedy delivery alternatives as well as trusted restaurant brands, while Zomato was preferred by 40 respondents for its inexpensive and appealing pricing. Uber Eats was the least favourite app across all parameters, with less than ten respondents choosing it.

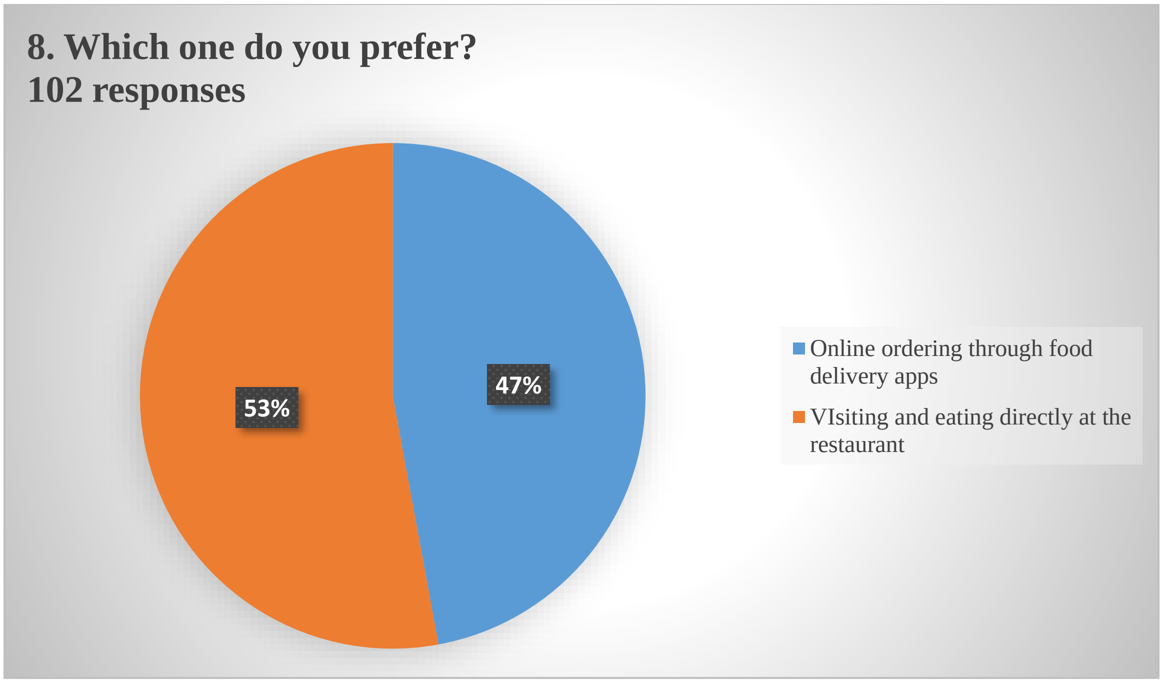

Figure 8. Online order vs restaurant experience.

The majority of respondents (53%) favoured eating at restaurants directly, although nearly 47% now prefer online meal ordering. This might be explained by eateries returning after a year-long closure.

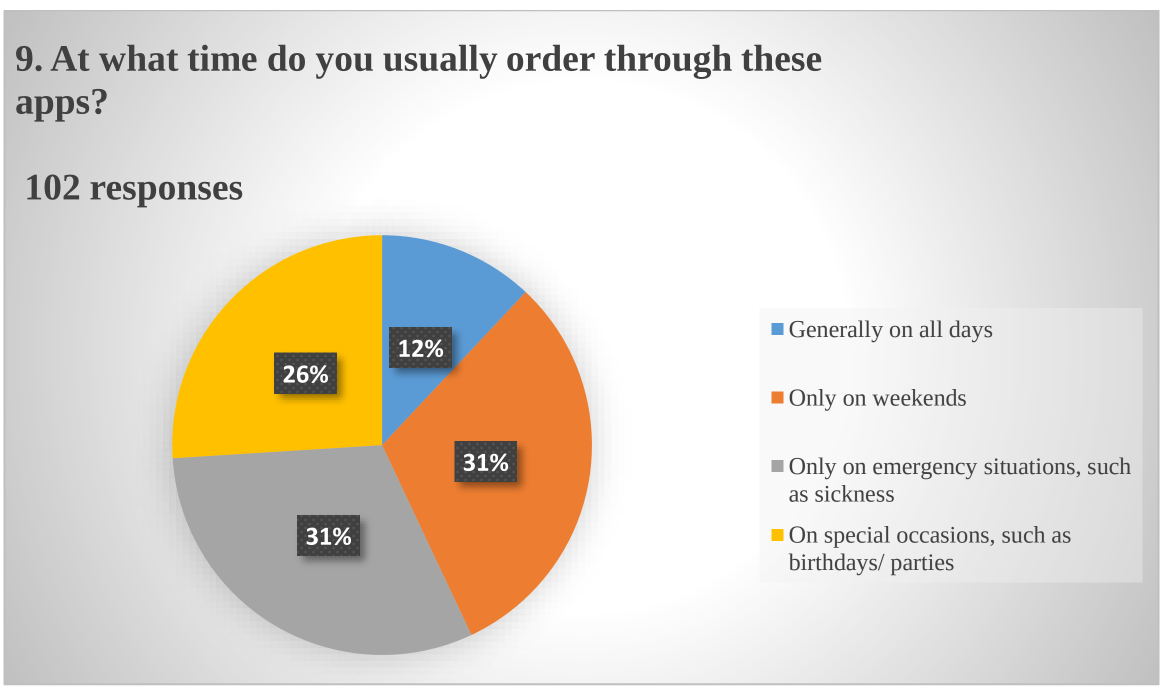

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Figure 9. Situations in which respondents opt for delivery.

In this poll, around 62% of respondents ordered on weekends or in the event of an emergency, such as illness, while 26% preferred ordering on special occasions such as birthdays or celebrations. The remaining 12% typically orders on any day of the week.

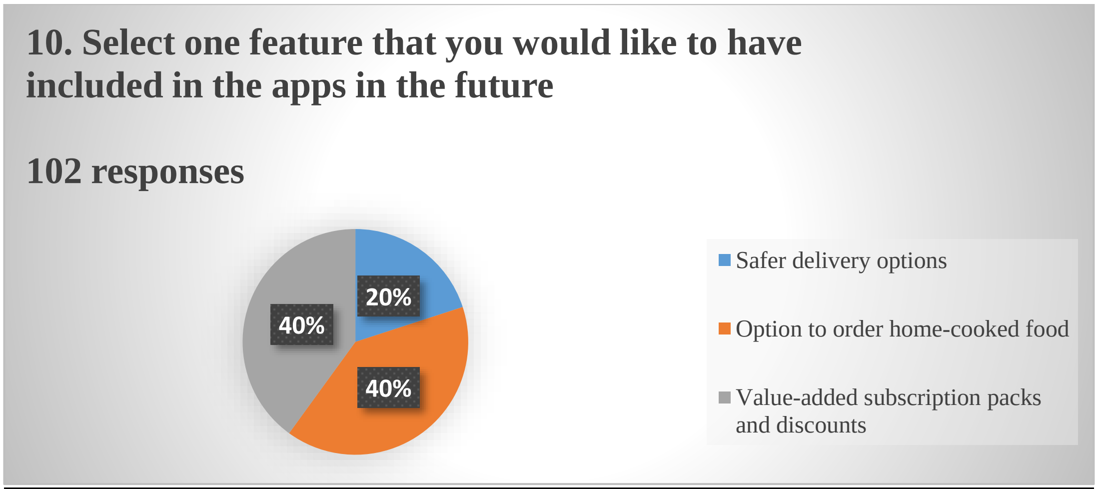

Figure 10. Preferred features.

Around 40% of respondents anticipated the convenience of home cooking to be added to these applications, 40% desired more value-added subscription packs to save money on their purchases, and the other 20% sought more secure delivery.

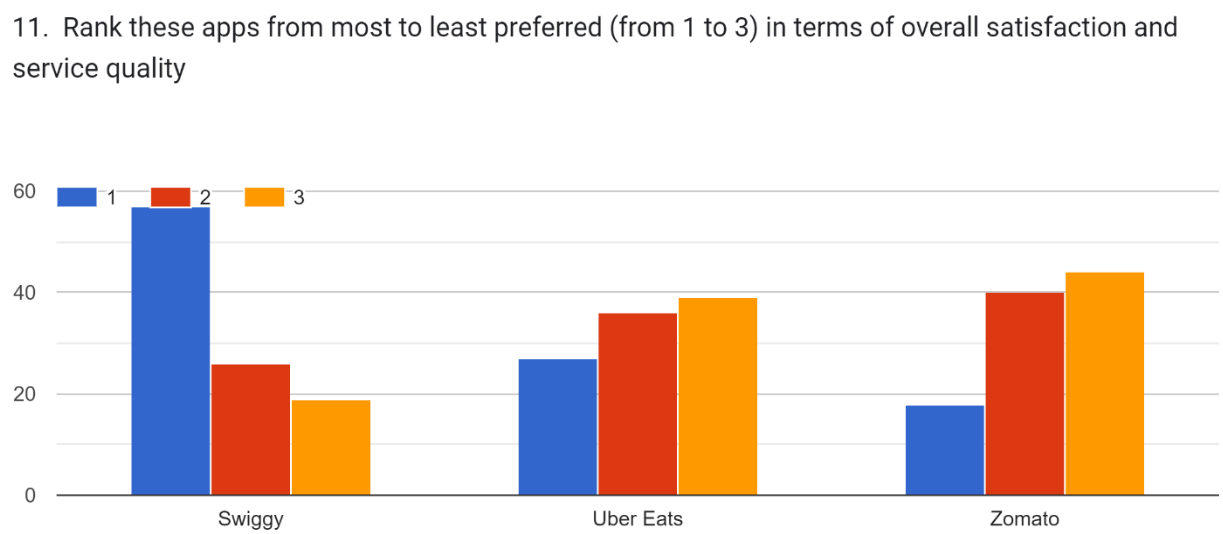

Figure 11. Satisfaction rating of each app.

Around 60 respondents chose Swiggy as the highest-ranking app, while less than 40 put Uber Eats third, and 40 ranked Zomato second, based on happiness and service quality.

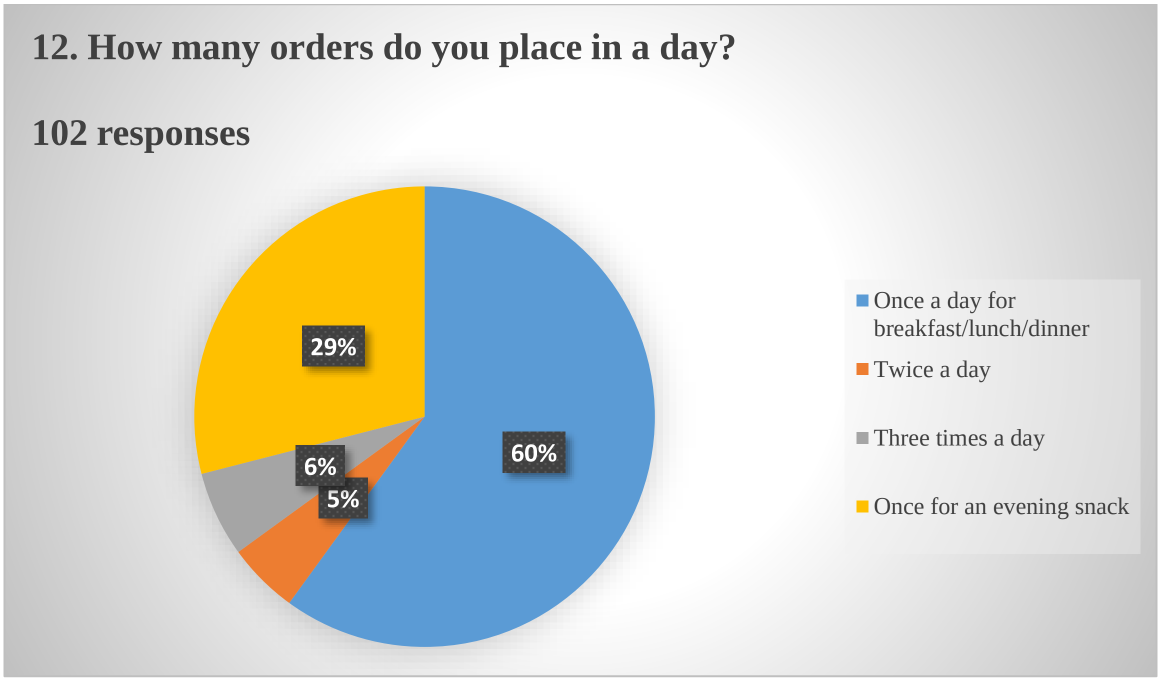

Figure 12. Ordering frequency.

According to the report, over 60% of these app users order only once a day, while 29% prefer to get nighttime snacks and conversation items. The remaining 11% put more than two or three orders every day, depending on their condition and needs.

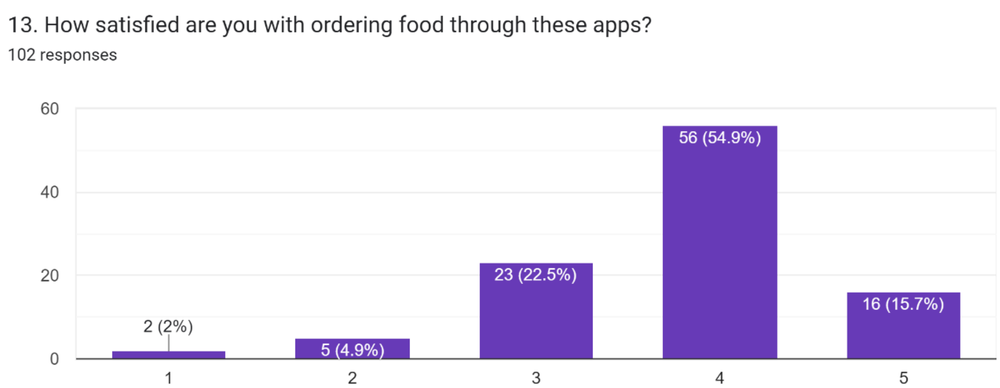

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Figure 13. Overall satisfaction rating.

On a 5-point scale, around 56% of respondents reported good satisfaction, 15% were extremely happy, 22% were somewhat satisfied, and the remainder were less satisfied. Overall, the data shows an overall high level of customer satisfaction, meaning that people are pleased with online delivery via these apps.

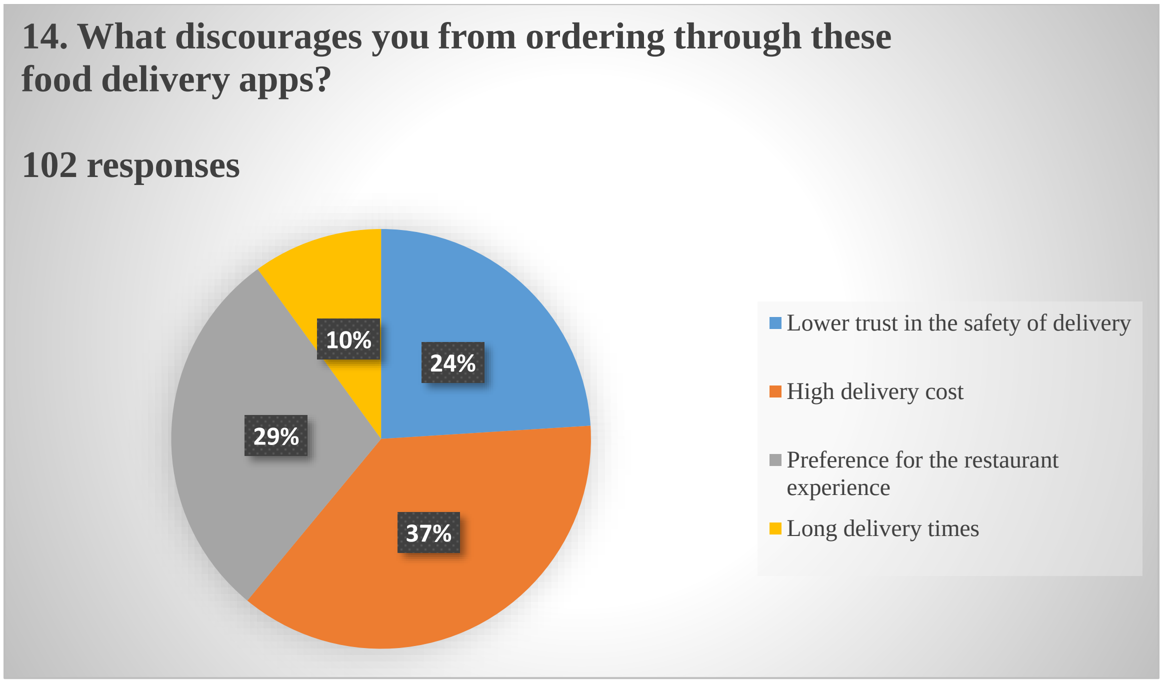

Figure 14. Disadvantages of online ordering.

The main drawback found was the high shipping cost in these applications, which 37% of respondents cited as a reason for not ordering. Another 29% preferred to dine directly at the restaurant, while 24% were concerned about trust and safety. The remaining 10% saw extended delivery times as a negative.

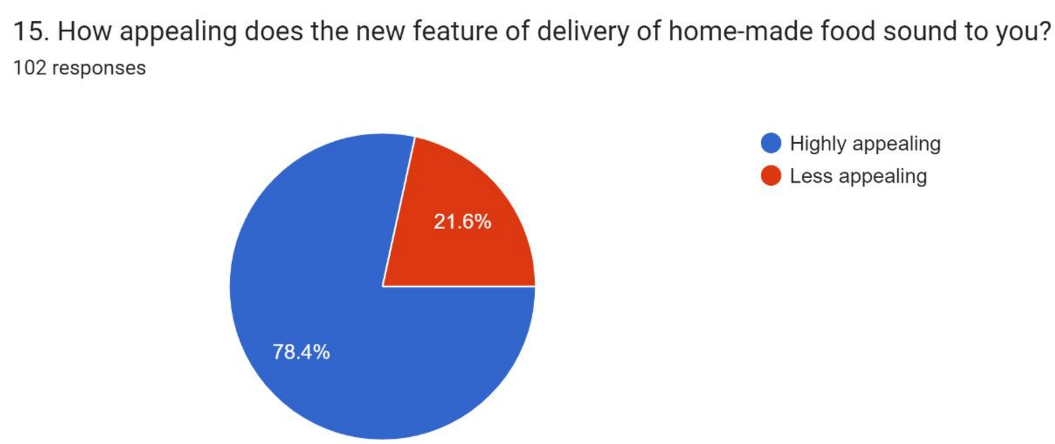

Figure 15. The appeal of home-made food delivery.

The majority of respondents, almost 78%, appreciated the new concept of homemade meal delivery, finding it extremely desirable in these online delivery applications. This demonstrates the general enthusiasm among customers in trying out homemade meal delivery.

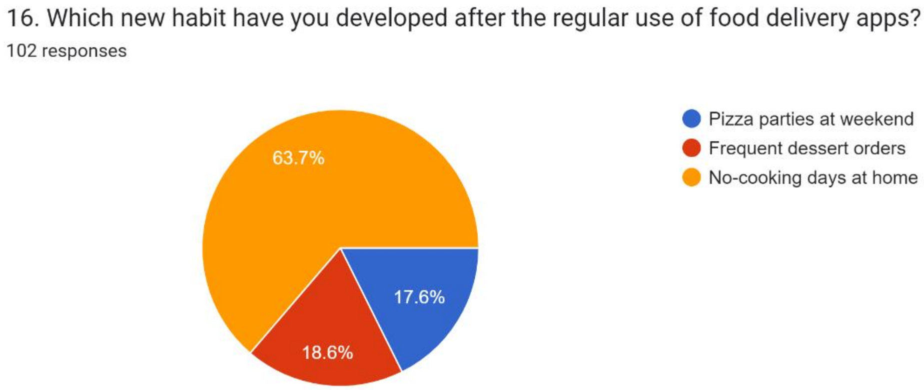

Figure 16. New trending habits.

Many respondents agreed that as their usage of these applications expanded, they established new behaviours. The majority (63%) agreed on the practice of having no-cook days; 19% disclosed a newly acquired habit of ordering regular dessert orders; and 18% had begun hosting family pizza parties on weekends.

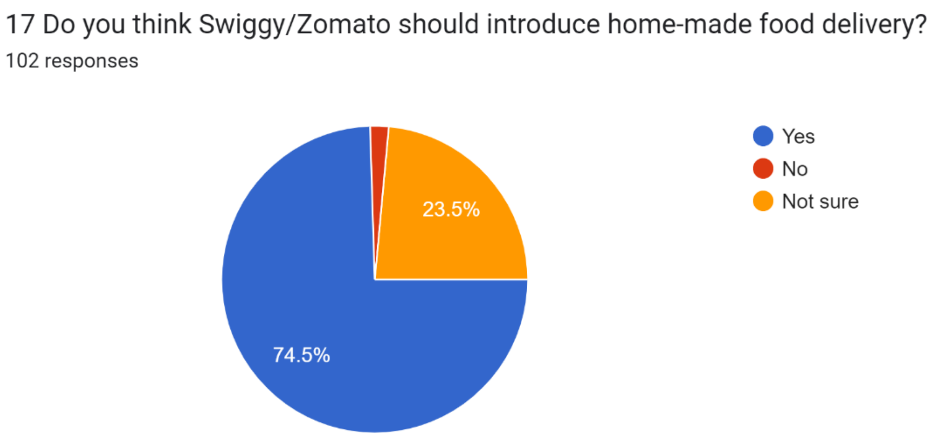

Figure 17. Apps introducing home-made food delivery.

Another encouraging trend was that around 74% of respondents felt that the Swiggy and Zomato apps should include home-made meal delivery. This might be a compelling element for organisations to consider implementing this option in the future.

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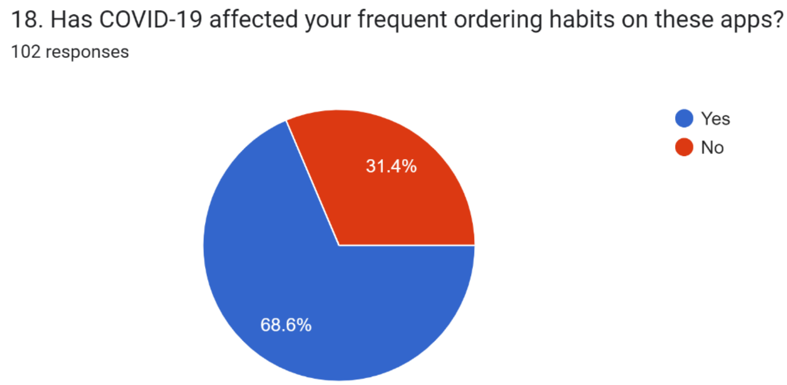

Figure 18. Impact of COVID-19 on frequent ordering.

Approximately 68% of respondents reported a decrease in ordering owing to COVID-19, while 32% had no major impact and continued to place regular orders. This conclusion might be reconsidered in light of appropriate marketing strategies.

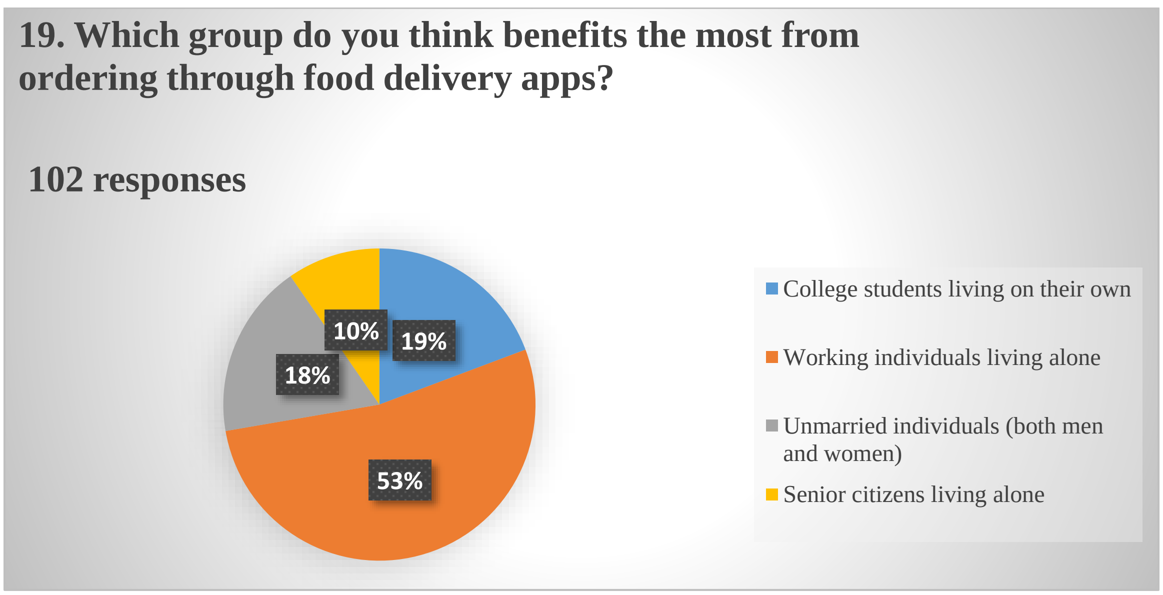

Figure 19. Benefitting market segments.

According to the survey, 44% of the beneficiaries were working individuals living alone, 17% were unmarried or single, and 16% were college students. 15% of the respondents were married or working couples, and the remaining 8% were older persons living alone.

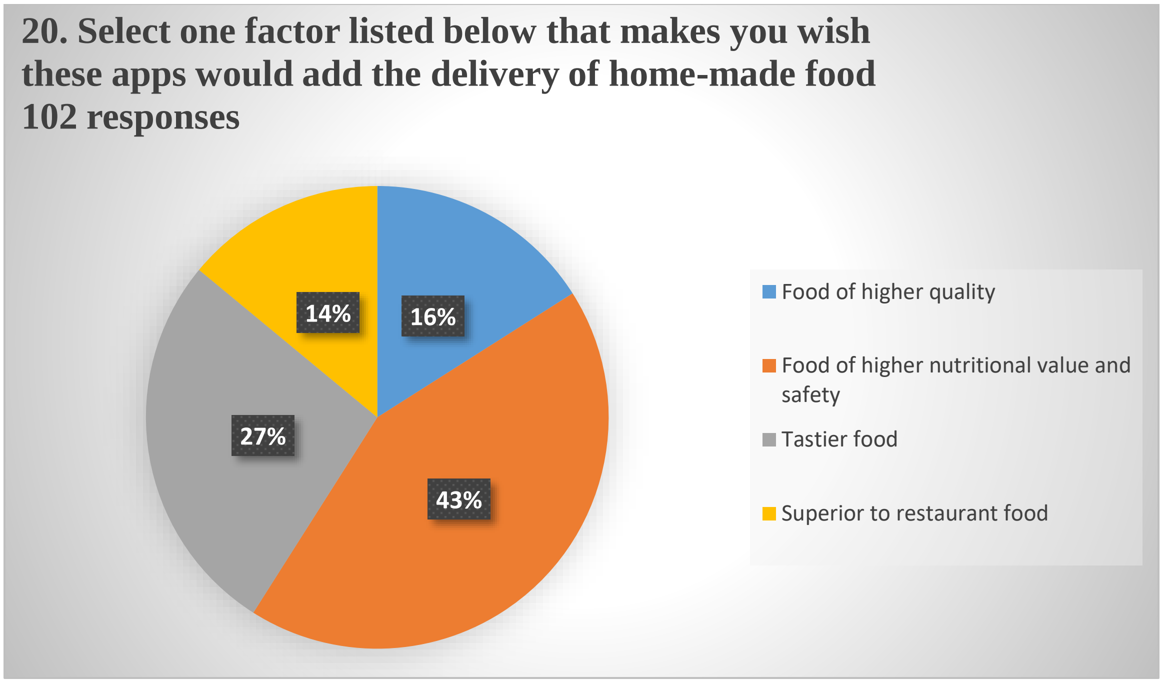

Figure 20. Attraction factors to include home-made food.

Around 43% of respondents chose home-made food delivery because of the nutritional content and safety of the food, 27% appreciated the home-like feel and comfort, and 16% desired high-quality cuisine that resembled homemade meals. The remaining 14% chose the choice over restaurant cuisine based on taste preferences.

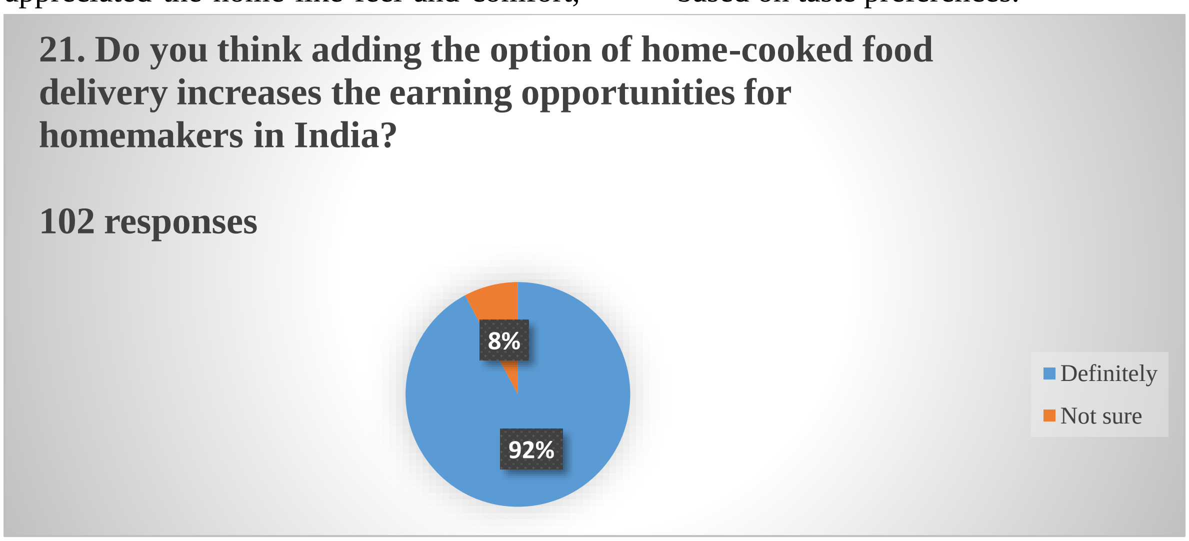

Figure 21. Employment opportunities.

Approximately 92% of respondents agreed that incorporating home-made food delivery choices into these programmes will expand job prospects for Indian homemakers.

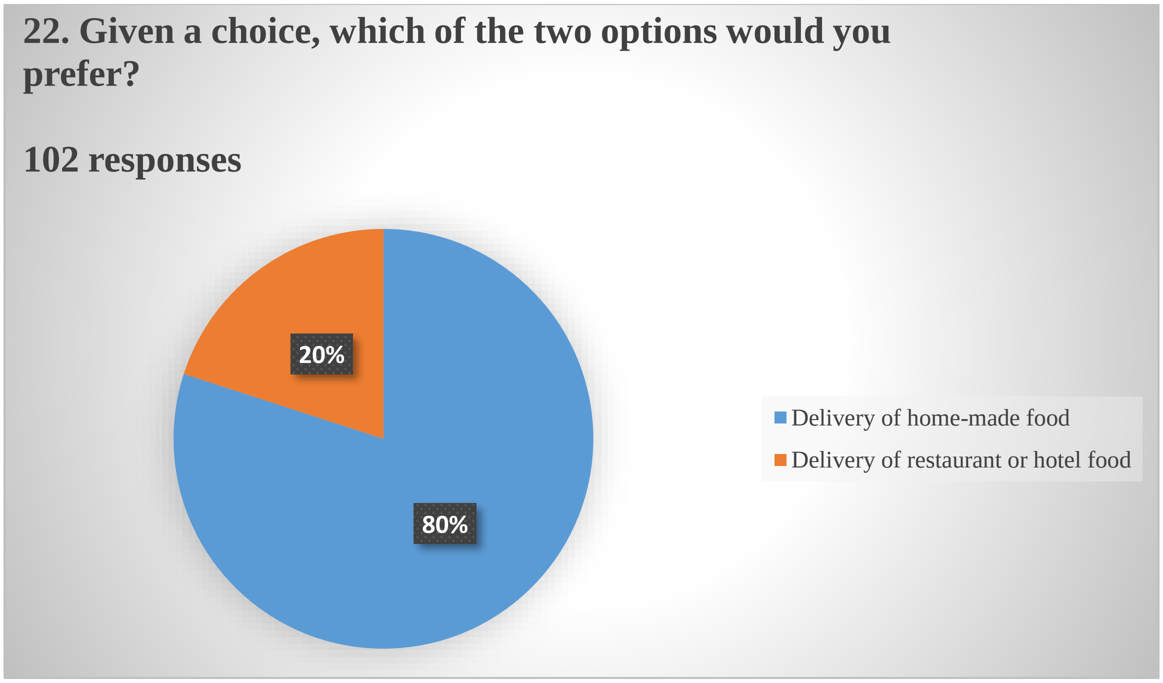

Figure 22. Preference of food delivery by customers.

In these applications, almost 80% of respondents would prefer homemade meal delivery over restaurant food delivery, citing the perceived greater nutritional value and flavour of home-cooked food.

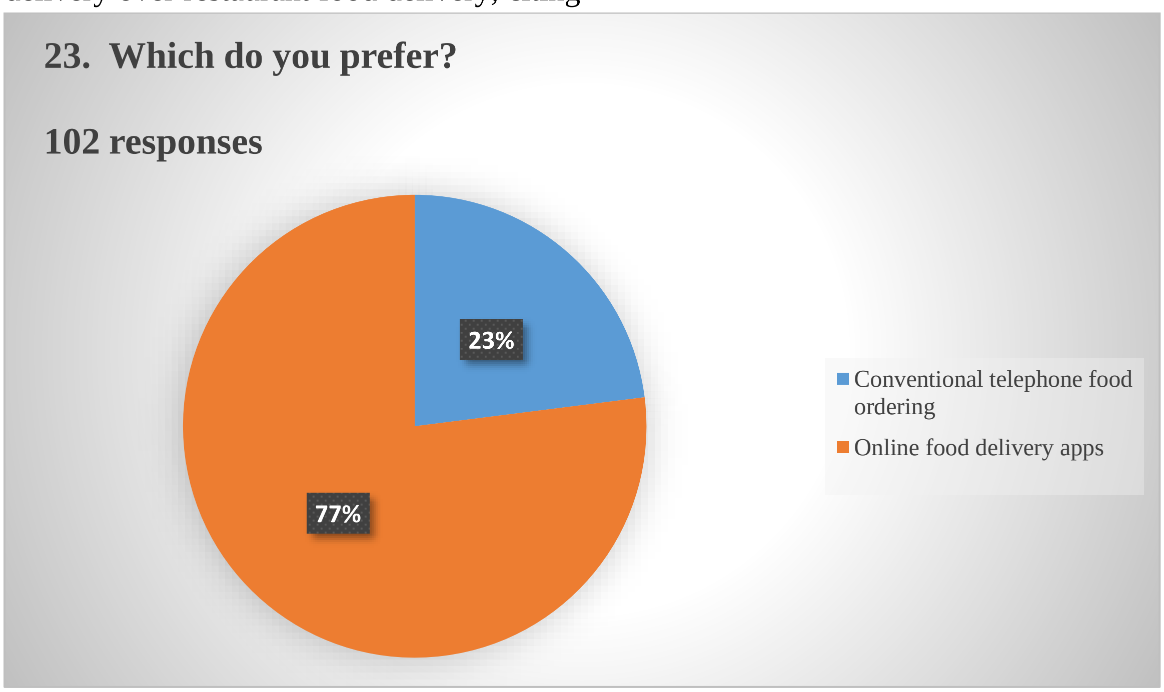

Figure 23. Online orders versus telephone orders.

The majority of respondents (about 77%) chose to place online meal delivery orders by smartphone, with the remaining 23% preferring traditional phone ordering.

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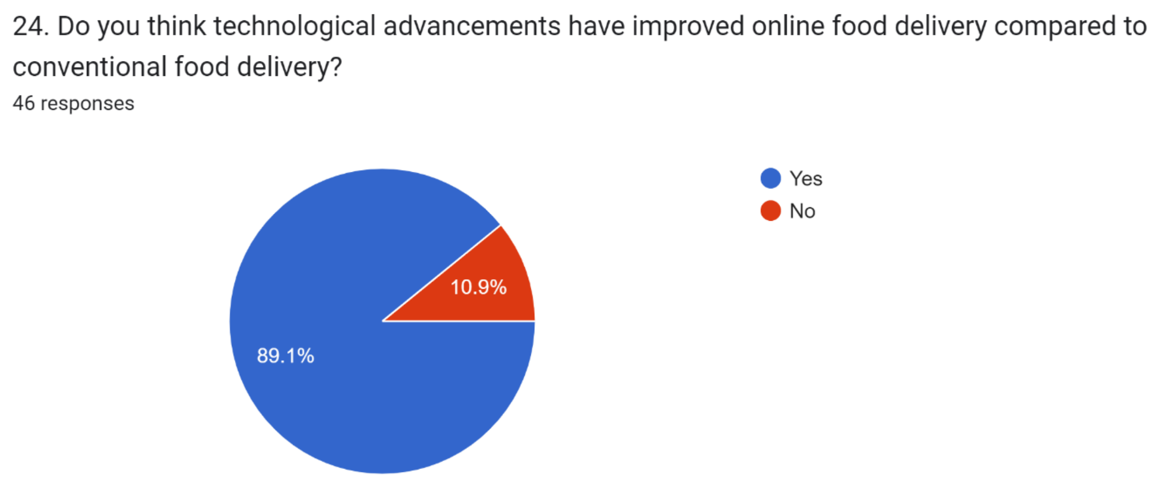

Figure 24. Technological advances in online food ordering.

Around 89% of respondents agreed that technological improvements had led them to prefer ordering food online using these applications over traditional phone ordering methods.

Statistical Analysis

Correlation Analysis

Correlation analysis

Variables	Home-made food delivery service	Restaurant food service	Demographic factors	Customer satisfaction	Changing trends and attraction factors	Customer preferences and app choices
Home-made food delivery service	1	0.2	0.25	0.25	0.55	0.4
Restaurant food service	0.2	1	0.3	0.35	0.4	0.55
Demographic factors	0.25	0.3	1	0.4	0.5	0.45

Customer satisfaction	0.25	0.35	0.4	1		0.21
Changing trends and attraction factors	0.5	0.4	0.5	0.33	1	0.11
Customer preferences and app choices	0.4	0.55	0.45	0.21	0.11	1

Homemade meal delivery services show a modest positive connection (0.55) with shifting trends and appeal elements. This suggests that, while respondents express a preference for homemade meal delivery, there is a parallel desire to explore innovative and appealing components in the food service business. A considerable positive connection (0.55) exists between a preference for restaurant meal service and strong consumer preferences in app selection. This means that those who like restaurant eating are more likely to have different preferences when it comes to using food delivery applications. Demographic parameters such as age, gender, and wealth have a somewhat favourable connection (0.50) with shifting trends and attraction factors. This shows that individuals' qualities are partially connected to their interest in

Accepting innovative and enticing trends in the food delivery market. There is a slight positive association (0.21) between consumer satisfaction and the popularity of emerging trends. While the association is minor, it suggests that when customer happiness rises, there is a little predisposition to be interested in emerging developments in the food delivery industry. Similarly, a modest positive association (0.11) exists between consumer preferences, app selection, and the attraction of shifting trends. This shows that customers who have specific app feature preferences are also interested in keeping up with the changing trends in the food delivery industry.

Findings

The complete investigation of Chennai, Kancheepuram, Chengalpattu's online meal delivery service found a broad user profile, resulting in a representative sample across age groups and genders. The nearly equal involvement of male (54%) and female (46%) respondents demonstrates the widespread use of online meal delivery services, highlighting the inclusive character of these platforms that cater to a diverse range of customers. Swiggy emerges as the main player, with 68% of respondents consistently utilising the platform, followed by Zomato (29%), and Uber Eats (3%). The findings reveal a significant commitment to individual platforms, implying that once consumers find a service that meets their needs, they tend to continue with it. This devotion is critical for app providers as they attempt to maintain and develop their preferences and tend to stick to them. This loyalty is critical for app developers as they try to keep and grow their user base in a competitive market. The descriptive results offer insight on the elements that influence consumer preferences in online meal delivery. The convenience of doorstep delivery is a big draw for 47% of respondents, demonstrating the emphasis on simplicity and accessibility. Simultaneously, an equal number is influenced by offers and discounts, as well as meal quality, demonstrating that both economic and culinary considerations are considered equally.

Analysing app-specific preferences exposes Swiggy and Zomato's unique strengths. Swiggy gaining popularity for emphasising safe and speedy delivery, with 60% of respondents preferring this feature. In contrast, Zomato, succeeds at competitive price and attracts 40% of consumers. This distinction emphasises the significance of recognising and responding to individual customer demands, as different platforms carve out distinct niches in the market.

The study investigates the changing dynamics between traditional dining out and the expanding trend of online food ordering. While 53% of respondents continue to choose direct restaurant eating, the remaining 47% prefer internet ordering. The trend reflects shifting consumer patterns, which may be impacted by convenience, safety concerns, and the impact of the COVID-19 pandemic.The descriptive findings reveal the users' problems and challenges within the online meal delivery ecosystem. High shipping costs are a big impediment, with 37% of respondents rating them as a serious negative. Furthermore, 29% prefer a restaurant eating experience, highlighting the difficulty for delivery companies in replicating the ambiance and experience of dining out. One striking finding is that respondents (78%) strongly support the introduction of homemade meal delivery services. This creates a unique opportunity for platforms to capitalise on the desire for healthy, home-cooked meals. According to the report, implementing such a feature might not only suit customer expectations but also provide the industry with a new income source.

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The positive association (0.55) between restaurant meal service and app selections implies that people who favour restaurant dining have specific preferences while utilising food delivery applications. This information is useful for app providers that want to personalise their services to certain user segments depending on their dining habits.
The findings, which show a modest positive correlation (0.50) between demographic characteristics and shifting patterns, imply that age, gender, and wealth all play a role in defining preferences for emerging trends in the food delivery sector. This highlights the importance of platforms taking demographics into account when developing their strategy and products. The synthesis emphasises the dynamic character of the online meal delivery market, where consumer preferences are always changing the positive association between customer satisfaction and evolving trends (0.21) shows that happy users are more likely to embrace new trends. This study urges platforms to focus on customer pleasure as a key driver of future innovation and adaptation. The findings provide a vivid picture of Chennai, Kancheepuram, Chengalpattu's online meal delivery ecosystem. The sector is distinguished by a broad user base with unique interests, representing both Service providers face obstacles as well as opportunities. The connection between numerous parameters reveals the complicated linkages that influence user decisions and alludes to possible areas for innovation. The attractiveness of homemade food delivery adds a new dimension, implying that platforms might improve their offers by catering to the need for healthy, individualised culinary experiences. As the industry evolves, stakeholders must comprehend and respond to these discoveries in order to stay ahead in this dynamic and competitive market.
There does not appear to be a direct association between demographic parameters like age and gender and consumer satisfaction or preferences when ordering from online meal delivery applications. Individual client preferences tend to vary greatly across demographic origins. Swiggy is the favoured pick among poll respondents, outperforming other online meal delivery applications. The availability of food at the door stands out as the most

appealing element, attracting the attention of a sizable percentage of the community a noteworthy development is Zomato's acquisition of Uber Eats in 2020 for a large sum of $350 million.[1] Despite this acquisition, the paper examines all three main applications and determines their unique selling points (USPs). The data shows a clear trend in order frequency. Approximately 62% of the sample population orders solely on weekends or in crises, with 60% ordering just once per day. Following the COVID-19 shutdown, a change in ordering preferences was noted. While 68% of respondents believe there has been an impact, 53% now choose to dine directly at restaurants. This psychological shift may be due to the good internal transformation that consumers experience as they resume dining out.[1] However, the report anticipates that this tendency will slow following the normalisation phase, with online food orders likely to recover prominence. Several downsides are mentioned, including greater delivery prices, security concerns during the epidemic, and new trendsetters such as "no-cooking days," with 63% of respondents expressing a readiness to adopt such trends. This tendency, which is overwhelmingly supported by female respondents, reflects shifting consumer behaviours and preferences.

The conversation delves further into the viability of homemade meal delivery. The results show a very favourable reception, with 78% of the sample group considering the proposal intriguing. Furthermore, 74% of respondents want food apps to offer homemade meal delivery services. A sizable proportion of people (79%) want to sample home-made cuisine rather than restaurant-made food delivery. This implies a possible shift in customer preferences towards more customised and home-cooked meal options.

4-Conclusion

The study shed light on a number of current pros and pitfalls of online meal delivery apps. The steady and rising demand for doorstep delivery creates a long-term potential for these platforms to survive and develop in the marketplace. The possibility of additional channels, such as home-made meal delivery, increases the chances for market expansion in this business.

This new tendency also calls into question established eateries, prompting concerns about a potential decline in direct eating visits. The continuing transition to the virtual world,

Where activities such as shopping, work, and study are carried out remotely, it provides an atmosphere suitable to the growth of online meal delivery applications.

The industrial landscape is becoming more competitive, with internet titans such as Google joining the market to allow direct meal orders and delivery via its maps. This increase in competitiveness highlights the market's dynamic character and the importance of continual innovation to remain relevant.

The future of internet meal delivery promises technological breakthroughs such as robotics, wristwatch ordering, and integration with virtual assistants. These trends point to a smarter, more technologically focused future for the sector.

However, despite technical breakthroughs, the primary focus remains on the industry's players who have the potential to provide consumers with high-quality, nutritious food in an AI-dominated environment. As the sector advances, finding a balance between technical innovation and the supply of healthy, high-quality food will be critical to long-term success.

5-Implications

The significance of the research findings are strengthened by identifying particular benefits and advantages related with the presence of homemade food alternatives in online delivery services.
One of the most significant benefits highlighted in the paper is the good influence on work chances, particularly for homemakers. According to the findings, a remarkable 92% of respondents support the introduction of additional career options for homemakers. This not only coincides with the greater social purpose of empowering and engaging homemakers, but it also provides a practical benefit for the economic well-being of this population.
From the customer's standpoint, the addition of homemade food alternatives provides various benefits. Notably, around 42% of respondents choose more healthy home-prepared meals. This demonstrates an increasing awareness among consumers about the necessity of healthy food choices, which contributes to a favourable shift in consumption patterns.
Furthermore, around 27% of respondents highlight the importance of the homely atmosphere and comfort associated with eating homemade meals. This psychological advantage adds a layer of emotional joy to the culinary experience, which may influence consumer loyalty and continued use of online delivery applications.
The research also offers light on the potential benefits for working folks in metropolitan areas, who comprise a substantial component of the user base Services: internet delivery applications. With 44% of the working population recognised as significant consumers, introducing homemade food alternatives can respond to their tastes while also contributing to a more broad and customised selection of services. The ramifications of including homemade food delivery choices go beyond economic concerns and include elements of health, well-being, and customer happiness. These findings highlight the numerous benefits of such additions, making a strong case for stakeholders in the online meal delivery sector to actively explore and adopt these alternatives in order to comply with changing customer expectations.

6-Limitations and Future Research

The paper admits several limitations and recommends options for further research, giving significant insights and recommendations to online meal delivery service providers.

The key advice coming from the data emphasises the need of incorporating homemade meal delivery within these organisations' offerings. Recognising the potential benefits for both customers and homemakers, the research urges for quick deployment of this feature. While noting the potential impact on restaurant food demand, the introduction of home-made choices is

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viewed as a smart step to balance nutritious content and reach a larger consumer base. The analysis finds an important possibility to improve the frequency of orders, notably among the working group. Currently, just 10% of consumers order more than twice each day. The advent of home-made delivery is predicted to dramatically enhance demand, especially among the working population, therefore offering a profitable market for these businesses.

To increase customer involvement and adapt to unique interests, the study suggests tailored offers and features based on market segment. For example, offering free ice cream vouchers for purchases over a particular amount or providing free Amazon or supermarket website coupons for homemakers who place more than 20 monthly orders might appeal to specific demographics. Furthermore, establishing a "Weekend Bonanza" with free delivery for the third consecutive purchase for the working group and implementing an extra phone order function for elderly residents are proposed measures to improve consumer happiness.

Recognising new patterns and customer preferences, the research promotes value-added subscription packs and plans.[1] Approximately 41% of respondents expressed a desire for such subscription bundles. Furthermore, the study suggests the implementation of a transparent and secure delivery monitoring solution that uses AI technology to improve live tracking features and decrease safety risks during epidemic periods.

The survey also recommends businesses to keep current on forthcoming developments in the online delivery app market. Monthly subscriptions, discounts, and subscription boxes that include a variety of cuisines have proven effective for several industry titans. Embracing these trends and creating a subscription box for homemade breakfast will help generate regular revenue and boost customer happiness.

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