



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 CONSUMER PERCEPTION OF ONLINE PURCHASE OF FOOD DELIVERY SERVICE

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Abstract

The rapid growth of digital technology and smart phones has transformed the food service industry, leading to the widespread adoption of online food delivery services. These platforms allow consumers to order food from restaurants through mobile applications and websites, offering convenience and accessibility. The purpose of this study is to analyze consumer perception toward the online purchase of food delivery services and identify the factors influencing customer satisfaction and purchasing behavior. The research highlights aspects such as convenience, price, service quality, delivery time, and promotional offers. Online food delivery applications have become an essential part of modern lifestyles, particularly among urban populations and young consumers. The study concludes that convenience and time-saving are the most influential factors that motivate consumers to use online food delivery platforms. However, concerns regarding food quality, service

reliability, and delivery delays still influence consumer perception. The findings of the study provide insights for service providers to improve customer satisfaction and enhance their service quality.

Keywords: Consumer perception, online food delivery, consumer behavior, digital platforms, food ordering services.

1. Introduction

The advancement of internet technology and smart phone usage has significantly changed consumer purchasing behavior. Online food delivery services have emerged as one of the fastest-growing segments in the e-commerce industry. Consumers can now browse menus, compare prices, and place food orders from various restaurants through digital platforms. This transformation has increased convenience and accessibility for customers while also providing new opportunities for restaurants and service providers.



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Online food delivery services act as intermediaries between restaurants and consumers by providing platforms where customers can order food through mobile applications or websites. These services offer various benefits such as doorstep delivery, real-time order tracking, digital payment options, and promotional discounts.

The growth of online food delivery platforms is largely driven by urbanization, busy lifestyles, and technological advancements. Consumers increasingly prefer ordering food online rather than visiting restaurants due to the convenience and time-saving benefits. Studies have shown that convenience, price discounts, and wide restaurant choices are key factors influencing consumers to adopt online food delivery services.

Consumer perception plays a significant role in determining the success of online food delivery platforms. Positive perceptions regarding service quality, reliability, and user-friendly applications encourage consumers to repeatedly use these services. However, negative experiences such as delayed delivery, poor food quality, or technical issues can affect customer satisfaction and loyalty.

2. Literature Review

Several studies have explored consumer behavior and perception regarding online food delivery services.

According to Das (2018), consumer perception towards online food ordering services is influenced by factors such as convenience, service quality, price, and availability of restaurants. The study found that mobile applications have transformed traditional food purchasing patterns by allowing customers to order food anytime and anywhere.

Another study conducted on online food delivery services revealed that consumer preference is largely influenced by price, quality, and reliability of the service. The research indicated that consumers evaluate different food delivery platforms based on their service performance and delivery efficiency.

Research on consumer perception among students also highlighted that online food delivery services are widely accepted due to their ability to save time and provide quick service. Many respondents reported that these services have become a daily necessity in modern lifestyles.

Further studies have identified service quality as an important determinant of customer satisfaction and loyalty in online food delivery services. Reliability, assurance, empathy, and tangibility are significant factors influencing consumer satisfaction and repeated usage of such platforms.

Recent research on food delivery applications in India also found that the user interface of the application, variety of



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restaurants, and ease of ordering significantly influence consumer behavior and satisfaction.

These studies collectively indicate that consumer perception towards online food delivery services is influenced by technological convenience, service quality, and price benefits.

3. Objectives of the Study

The main objectives of this study are:

- To analyze consumer perception towards online food delivery services.
- To identify the factors influencing consumers to purchase food online.
- To examine the level of customer satisfaction with online food delivery services.
- To identify the challenges faced by consumers while using online food delivery platforms.

4. Research Methodology

The study is based on both primary and secondary data.

Primary Data

Primary data can be collected through structured questionnaires distributed among consumers who frequently use online food delivery services. The questionnaire includes questions related to consumer preferences, satisfaction levels, frequency of usage, and factors influencing their purchasing decisions.

Secondary Data

Secondary data is collected from journals, research papers, articles, and online sources related to online food delivery services and consumer behavior.

Sample Size

A sample of respondents who regularly use online food delivery applications is selected to collect the required data.

Data Analysis Tools

Simple statistical tools such as percentage analysis, charts, and tables can be used to interpret the data collected.

5. Factors Influencing Consumer Perception

Several factors influence consumer perception towards online food delivery services.

5.1 Convenience

Convenience is one of the primary reasons consumers prefer online food delivery services. Consumers can easily order food from their homes or workplaces without visiting restaurants. This feature is particularly attractive to individuals with busy schedules.

5.2 Time Saving

Online food delivery services reduce the time required to purchase food. Customers



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can order food within minutes and receive it at their doorstep, making it an efficient solution for people with limited time.

5.3 Price and Discounts

Promotional offers, discount coupons, and cashback schemes significantly influence consumer purchasing behavior. Many consumers are attracted to online platforms because they offer lower prices compared to traditional dining.

5.4 Variety of Restaurants

Online food delivery platforms provide access to a wide range of restaurants and cuisines. Consumers can explore different food options and compare prices before placing an order.

5.5 Service Quality

Service quality includes delivery time, packaging quality, and food freshness. Maintaining consistent service quality is essential to ensure customer satisfaction.

5.6 Application Usability

The design and usability of mobile applications also influence consumer perception. Easy navigation, simple ordering processes, and real-time order tracking enhance the overall customer experience.

6. Consumer Satisfaction

Customer satisfaction is a key factor determining the success of online food delivery services. Consumers are satisfied when their expectations regarding food quality, delivery speed, and service reliability are met.

Studies show that food quality remains one of the most important aspects influencing customer satisfaction in food delivery services. Many consumers evaluate their experience based on taste, freshness, and presentation of food received.

Positive customer experiences lead to repeat purchases and customer loyalty. On the other hand, issues such as delayed delivery, incorrect orders, or poor packaging can lead to dissatisfaction and negative perceptions.

7. Challenges in Online Food Delivery Services

Despite the growing popularity of online food delivery services, several challenges still exist.

- Delayed Delivery: Traffic congestion and high demand can cause delivery delays.
- Food Quality Issues: Food may lose freshness or temperature during delivery.
- Technical Issues: Application errors or payment failures may create inconvenience for consumers.



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- Service Reliability: Inconsistent service quality may affect customer trust.

Addressing these challenges is essential for improving customer satisfaction and maintaining a competitive advantage in the market.

8. Conclusion

Online food delivery services have revolutionized the food industry by providing consumers with a convenient and efficient way to order food. The study highlights that consumer perception towards online food delivery services is largely influenced by factors such as convenience, time-saving, price discounts, service quality, and variety of food options.

Consumers prefer online food delivery platforms because they simplify the food purchasing process and provide quick access to multiple restaurants. However, service providers must focus on improving delivery efficiency, food quality, and application performance to enhance customer satisfaction. In conclusion, online food delivery services will continue to grow as technology advances and consumer lifestyles become increasingly busy. Businesses that focus on improving service quality and customer experience will be more successful in attracting and retaining customers.

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