

A Study on Consumer Perception towards Food Delivery Apps with Special Reference in Kovilpatti Town

Dr. R. Selvaraj¹, B. Revathi², S. Venkateshwari³

Associate Professor, S. S. Duraisamy Nadar Mariammal Collage, Kovilpatti, India¹

Assistant Professor, Department Commerce, S. S. Duraisamy Nadar Mariammal Collage, Kovilpatti, India²

Student, II M.com, Department of Commerce, S. S. Duraisamy Nadar Mariammal Collage, Kovilpatti, India³

Abstract: *The current development of the internet has improved the e-commerce industries in a country like India. E-commerce expansion has made online food ordering services seamless for people who to get food delivered at their doorstep. The survey was conducted for a purposefull analysis of the study on around 120 respondents. The research is focused on the study and analysis of data collected from all those users who are already using the online food delivery services. The purpose is to know what are the influencing factors, their perceptions, needs, positioning of various attributes of different online portals in their overall satisfaction towards online food delivery services. To achieve the objective, data from different areas of pune have been collected and also visited restaurants to know their point of view. Four parameters ate taken under consideration for analysis using positioning study*

Keywords: Online food ordering, Mobile applications, ecommerce

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