

To Study the Factors Affecting Consumer Perception towards Online Food Ordering and Delivery Service

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Abstract: *The emergence of digital platforms for ordering and receiving meals has completely transformed the way customers obtain and utilise food services. In order to shed light on the variables impacting customers' happiness and preferences in this quickly changing business, this study intends to investigate how consumers perceive online meal ordering and delivery services in Indore City.*

Data was gathered through quantitative surveys from a diverse sample of customers in different geographic and demographic regions. In order to confirm and generalise the results and to evaluate several aspects of consumer perception, such as convenience, reliability, quality, price, and customer service, it was given to a bigger sample.

According to preliminary research, consumers' main reason for using online meal ordering and delivery services appears to be convenience. Customer happiness is heavily influenced by elements like choice, ease of use, and prompt delivery. Consumers continue to place a high value on issues like meal quality, delivery accuracy, and service responsiveness.

This study adds to the field of literature by giving a thorough understanding of how consumers feel about ordering and receiving meals online. It also provides useful information for researchers and practitioners in the food service sector. Businesses may improve customer satisfaction and loyalty by addressing the gaps and problems that have been highlighted. This will eventually promote the growth and sustainability of online food delivery platforms in a market that is becoming more and more competitive.

Keywords: Customer perception , Online food delivery , Customer satisfaction , Convenience, Reliability.