

Consumer Behaviour Towards Food Delivery Services: A Study of Consumers in Mysore City

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Abstract:

The emergence of digital technology has transformed the way customers go to stores for food, particularly in urban areas. Food delivery services give clients easy access to a wide choice of restaurants and cuisines through mobile apps and online platforms. Some of the elements that can affect consumers' decisions to use meal delivery services are convenience, time-saving, food quality, pricing, delivery time, discounts, hygiene and menu variety, digital payment facilities and customer reviews. These aspects should be understood to identify changes in customer preferences and purchase behaviour in the emerging digital food sector.

The present study aims to explore the behaviour, preferences and satisfaction of consumers toward food delivery services in Mysore City. The goal of the research is to determine the most important elements that influence the choice and usage of food delivery services by consumers, and to measure their satisfaction with the services received. The primary data is taken from 110 customers of Mysore city using structured questionnaire and secondary data is collected from books, journals, publications and relevant web sources. The study gives insights into the changing food purchasing behaviour of urban customers and stresses the significance of convenience, quality, price and service efficiency in food delivery.

Keywords: Consumer Behaviour, Food Delivery Services, Online Food Ordering, Consumer Preferences, Customer Satisfaction, Food Quality, Convenience, Delivery Time, Digital Payments, Mysore City.

1.1. INTRODUCTION

The rapid growth of digital technology, internet access and smart phone use has led to considerable shifts in the way customers buy food. Food delivery services have evolved as a significant component of the contemporary service industry. It enables customers to place orders for restaurant meals via online platforms and receive them at their doorsteps. The services offer convenience, save time and allow access to a wide array of restaurants, cuisines and culinary choices. Digital payments and promotional offers have transformed the traditional procedure of buying meals, consumers can also compare costs, peruse menus, check ratings and reviews.

Many aspects affect consumer behaviour toward food delivery services such as food quality, pricing, delivery time, convenience, hygiene, packaging, discounts, menu diversity, customer reviews and

service reliability. The satisfaction level of consumers may also affect the inclination to continue utilizing food delivery services. Mysore City being an important urban, educational, tourism and economic centre has witnessed the increased usage of digital services and online food ordering. Therefore, knowing the changing tastes and behaviour of consumers toward food delivery services is vital for the restaurants and food delivery platforms to improve their services satisfy the expectations of customers and retain the consumers. The present study aims to analyze the behaviour, preferences and satisfaction of consumers toward food delivery services in Mysore City.

1.2. REVIEW OF LITERATURE AND RESEARCH GAP

Online food delivery services have attracted growing research attention due to their increasing influence on consumer purchasing behaviour. Existing studies have examined factors such as convenience, food quality, price, delivery time and service quality. Researchers have also focused on promotional offers, payment security and customer satisfaction. These studies provide a useful foundation for understanding changing consumer preferences towards online food delivery services.

Vinish P., Pinto P., Hawaldar I. T. and Pinto S. (2021) examined the factors influencing consumers' intention to use online food delivery services in selected cities of Karnataka. The study considered different aspects of online food ordering and identified convenience, food quality, availability of food, restaurant reviews, promotional offers, discounts and faster delivery as important factors. The findings indicate that consumers' adoption of online food delivery is influenced by both service convenience and the benefits offered through delivery platforms.

Singh, Dash, Sachin and Adhikari (2023) studied consumers' preferences and willingness to pay for different attributes of online food delivery services in India. The study examined factors such as price, delivery time, restaurant ratings and packaging quality. The findings showed that consumers consider different service attributes when making food-delivery decisions, particularly food quality, convenience and packaging. The study highlights the importance of understanding consumer preferences for improving online food delivery services.

Khan and Maqbool (2024) investigated the factors affecting customer satisfaction with online food delivery services in India. The study examined customer service, delivery personnel behaviour and online payment security as important elements of the delivery experience. The findings showed that these factors influence customer satisfaction and consumers' intention to continue using online food delivery services. The study emphasises the importance of reliable service and secure transactions in creating a positive consumer experience.

1.2.1. RESEARCH GAP

Although previous studies have examined consumer behaviour towards online food delivery services, there is still a need for localised research focusing on consumers in Mysore City. Existing studies have mainly examined factors such as convenience, food quality, price, delivery time, service quality, promotional offers and payment security in different geographical settings. Comparatively less attention has been given to the combined influence of these factors on the food-ordering behaviour and satisfaction of consumers in Mysore City. Therefore, the present study attempts to address this gap by examining the behaviour, preferences and satisfaction of 110 consumers in Mysore City towards food delivery services.

1.3. OBJECTIVES OF THE STUDY

Following are the major objectives of the study:

- To analyse the purchasing behaviour of consumers towards online food delivery services in Mysore City.
- To determine the major factors influencing consumers' satisfaction with food delivery services in Mysore City.

1.4. HYPOTHESES OF THE STUDY

H₀ (Null Hypothesis): There is no significant association between the frequency of using food delivery services and consumers' satisfaction level.

H₁ (Alternative Hypothesis): There is a significant association between the frequency of using food delivery services and consumers' satisfaction level.

1.5. METHODOLOGY OF THE STUDY

The present study is based on both primary and secondary data. Primary data are collected from 110 consumers in Mysore City through a structured questionnaire. The questionnaire focuses on consumers' frequency of ordering, preferred ordering time, preferred food category, monthly spending on food delivery, choice of delivery platform, ordering convenience, delivery charges, promotional offers, app usability, delivery reliability and intention to reorder. These variables are selected to understand the purchasing pattern and usage behaviour of consumers towards food delivery services. Secondary data are collected from books, journals, research articles, reports and relevant websites. The collected data are systematically classified, tabulated and analysed using suitable descriptive and statistical techniques to examine the behaviour and preferences of consumers towards food delivery services.

1.6. TRENDS IN FOOD DELIVERY SERVICES IN INDIA

In India, the food delivery market comprises many different digital platforms connecting consumers and restaurants for doorstep delivery. Leading systems include Zomato and Swiggy provide features like restaurant discovery, menu selection, online ordering, digital payments and order tracking. Other new models like Eat Sure and ONDC have also widened the alternatives accessible to consumers. Multiple platforms have led to increased competition in the market, and have urged service providers to focus on delivery efficiency, pricing, promotional offers, platform usability and customer experience.

According to an Investec research report, the Indian food-service industry is undergoing a gradual shift towards organised formats. The organised segment increased its share from 36–41 percent in FY20 to 47–52 percent in FY25 and is projected to account for 60–65 percent by FY30. In monetary terms, the organised market was estimated at Rs 3.2–3.5 trillion in FY25 and is expected to expand to approximately Rs 6.6–7.8 trillion by FY30. The growth is being supported by the expansion of branded restaurant chains, cloud kitchens and delivery-oriented business models, which provide consumers with greater standardisation, convenience and accessibility. The report also points to a considerable gap in restaurant penetration per capita in India compared with major global markets, indicating considerable scope for further expansion of organised food-service and delivery formats.

1.6.1. KEY PLAYERS IN THE INDIAN ONLINE FOOD DELIVERY MARKET

The online food delivery market in India consists of several companies operating through different business models and service networks. Zomato Private Limited and Bundl Technologies Private Limited (Swiggy) are prominent online food delivery platforms connecting consumers with restaurants and facilitating doorstep delivery. Jubilant FoodWorks Limited operates major food-service brands, while Samast Technologies Private Limited and Foodpanda India Private Limited have also been associated with the online food-ordering ecosystem. Other players such as Pizza Hut, LLC, Yescom India Softech Private Limited, Dunzo Digital Private Limited, Uber India Technology Private Limited and Rebel Foods Private Limited have contributed to the development of India's digital food-service market. The presence of these companies has increased competition and expanded consumers' access to different food options, ordering channels and delivery services.

The online food-delivery industry is expected to maintain strong growth in the coming years. Its revenue is estimated at US\$61.76 billion in 2026 and is projected to increase to US\$98.11 billion by 2031, representing a 9.70 percent CAGR during 2026–2031. The grocery-delivery segment is also expected to expand, with its market value estimated at US\$45.70 billion in 2026 and revenue growth of 15.0 percent projected for 2027. Among individual countries, China is expected to generate the largest revenue, at US\$539.87 billion in 2026. The projected average revenue per user in grocery delivery is US\$220.32 in 2026. In the meal-delivery segment, the user base is expected to reach 369.8 million by 2031, while the estimated user penetration is 21.5 percent in 2026.

The present market data indicate that online food delivery is becoming a more and more important segment in India's food-service business. Organized food-service firms are growing, formats are shifting with an emphasis on delivery, more consumers are buying in and digital ordering is becoming more widely available – all of which are opening up new opportunities for the sector. The continuous expansion outside of metro areas also implies food delivery is reaching a wider set of consumers. These developments provide a good context for studying consumer behaviour, preferences and satisfaction regarding food delivery services in Mysore City.

1.7. DATA ANALYSIS AND INTERPRETATION

The present section analyses the primary data collected from 110 consumers in Mysore City regarding their use and preferences towards food delivery services. The responses obtained through the structured questionnaire are classified and presented in the form of tables to provide a systematic understanding of consumer behaviour. The analysis covers the demographic characteristics of respondents, frequency of food ordering, preferred ordering patterns, spending behaviour, platform preference, convenience, promotional offers, app usability, delivery reliability and intention to reorder.

TABLE NO –1.7.1. DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Sl. No.	Demographic Variable	Category	Frequency	Percentage (%)
1	GENDER	Male	57	51.82
		Female	53	48.18
		Total	110	100

2	AGE	Below 20 years	12	10.91
		21–30 years	48	43.64
		31–40 years	25	22.73
		41–50 years	16	14.55
		Above 50 years	9	8.18
		Total	110	100
3	EDUCATIONAL QUALIFICATION	PUC/12th	14	12.73
		Undergraduate	35	31.82
		Postgraduate	43	39.09
		Other	18	16.36
		Total	110	100
4	OCCUPATION	Government Employee	19	17.27
		Private Employee	36	32.73
		Business/Self-employed	20	18.18
		Homemaker	12	10.91
		Student	18	16.36
		Other	5	4.55
		Total	110	100
5	MONTHLY INCOME	Below ₹20,000	25	22.73
		₹20,001–₹40,000	31	28.18
		₹40,001–₹60,000	24	21.82
		₹60,001–₹100,000	18	16.36
		Above ₹100,000	12	10.91
		Total	110	100

The demographic profile indicates that 51.82 percent of the respondents are male, while 48.18 percent are female, showing a relatively balanced representation of both genders. In terms of age, the largest proportion of respondents (43.64 percent) belongs to the 21–30 years category, followed by 22.73 percent in the 31–40 years group. Regarding educational qualification, 39.09 percent of respondents are postgraduates, representing the largest educational group. With respect to occupation, 32.73 percent are private employees, followed by 18.18 percent who are business/self-employed. In terms of monthly income, the highest proportion of respondents (28.18 percent) earns between ₹20,001 and ₹40,000,

followed by 22.73 percent earning below ₹20,000. Overall, the respondents represent different demographic and socio-economic groups, providing a varied basis for examining consumer behaviour towards food delivery services in Mysore City.

1.7.2. FREQUENCY OF ORDERING FOOD THROUGH DELIVERY SERVICES

Sl. No.	Frequency of Ordering	Frequency	Percentage (percent)
1	Daily	8	7.27
2	2–3 times a week	24	21.82
3	Once a week	31	28.18
4	2–3 times a month	29	26.36
5	Rarely	18	16.36
Total		110	100

The table shows that 28.18 percent of respondents order food through delivery services once a week, representing the largest group. This is followed by 26.36 percent who order 2–3 times a month and 21.82 percent who order 2–3 times a week. Only 7.27 percent of respondents order food through delivery services daily, while 16.36 percent use such services rarely.

1.7.3. PREFERRED FOOD DELIVERY PLATFORM

Sl. No.	Food Delivery Platform	Frequency	Percentage (percent)
1	Swiggy	46	41.82
2	Zomato	42	38.18
3	Zepto Café	12	10.91
4	Other Platforms	10	9.09
Total		110	100

The table indicates that 41.82 percent of the respondents prefer Swiggy, making it the most preferred platform among the respondents. Zomato is preferred by 38.18 percent of respondents, showing a relatively close preference compared with Swiggy. Zepto Café is preferred by 10.91 percent, while 9.09 percent of respondents use other platforms. Overall, Swiggy and Zomato account for the largest share of platform preferences among the respondents in Mysore City.

1.7.4. PREFERRED TIME FOR ORDERING FOOD THROUGH DELIVERY SERVICES

Sl. No.	Preferred Ordering Time	Frequency	Percentage (percent)
1	Breakfast	8	7.27
2	Lunch	24	21.82
3	Evening Snacks	29	26.36
4	Dinner	41	37.27
5	Late Night	8	7.27
Total		110	100

The table shows that 37.27 percent of respondents prefer ordering food during dinner, making it the most preferred ordering time. This is followed by 26.36 percent who prefer ordering during evening snack time and 21.82 percent who order during lunch. Breakfast and late-night orders each account for 7.27 percent of respondents. The findings indicate that dinner and evening periods are the most preferred times for using food delivery services among the respondents.

1.7.6. FACTORS INFLUENCING CONSUMERS' USE OF FOOD DELIVERY SERVICES

Sl. No.	Factor	Highly Important	Important	Neutral	Less Important	Not Important	Total
1	Convenience of Ordering	48 (43.64%)	39 (35.45%)	14 (12.73%)	6 (5.45%)	3 (2.73%)	110 (100%)
2	Promotional Offers	42 (38.18%)	43 (39.09%)	13 (11.82%)	8 (7.27%)	4 (3.64%)	110 (100%)
3	Delivery Time	45 (40.91%)	41 (37.27%)	14 (12.73%)	7 (6.36%)	3 (2.73%)	110 (100%)
4	Food Quality	47 (42.73%)	40 (36.36%)	13 (11.82%)	7 (6.36%)	3 (2.73%)	110 (100%)
5	Delivery Charges	35 (31.82%)	44 (40.00%)	17 (15.45%)	9 (8.18%)	5 (4.55%)	110 (100%)
6	App Usability	38 (34.55%)	42 (38.18%)	18 (16.36%)	8 (7.27%)	4 (3.64%)	110 (100%)
7	Variety of Food Choices	34 (30.91%)	43 (39.09%)	20 (18.18%)	9 (8.18%)	4 (3.64%)	110 (100%)
8	Delivery Reliability	39 (35.45%)	41 (37.27%)	17 (15.45%)	9 (8.18%)	4 (3.64%)	110 (100%)

The table shows that convenience of ordering is considered highly important by 43.64 percent of respondents, followed by food quality at 42.73 percent and delivery time at 40.91 percent. Promotional offers are considered important by 39.09 percent of respondents, while delivery charges are considered important by 40.00 percent. App usability is considered important by 38.18 percent, whereas 39.09 percent consider variety of food choices important. Regarding delivery reliability, 37.27 percent of respondents consider it important. Overall, the responses indicate that convenience, food quality, delivery time and promotional offers are important considerations for consumers while using food delivery services.

1.7.7. ASSOCIATION BETWEEN FREQUENCY OF ORDERING AND SATISFACTION LEVEL

H₀₁: There is no significant association between the frequency of using food delivery services and consumers' satisfaction level.

H₁₁: There is a significant association between the frequency of using food delivery services and consumers' satisfaction level.

Frequency of Ordering	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	Total
Daily	0	0	1	4	3	8
2–3 times a week	0	1	3	11	9	24
Once a week	0	2	5	14	10	31
2–3 times a month	1	3	8	12	5	29
Rarely	3	6	8	1	0	18
Total	4	12	25	42	27	110

Statistic	Value
Pearson Chi-square (χ^2)	41.684
Degrees of freedom	16
p-value	0.0004
Significance level	0.05

There is a statistically significant association between frequency of ordering food through delivery services and consumers' satisfaction level. The null hypothesis (H_{01}) is rejected.

1.8. CONCLUSION AND MAJOR FINDINGS

The analysis of data collected from 110 respondents provides a clear understanding of consumer behaviour towards food delivery services in Mysore City. The findings show that consumers use food delivery services with varying frequency and demonstrate different preferences regarding platforms, ordering time and monthly expenditure. Convenience of ordering, food quality, delivery time and promotional offers emerge as important considerations for consumers. The overall satisfaction levels are also favourable, indicating that food delivery services have gained considerable acceptance among the respondents. The analysis therefore provides a useful basis for understanding the purchasing behaviour and satisfaction of consumers towards food delivery services in Mysore City.

1.8.1. MAJOR FINDINGS

- The demographic profile shows a relatively balanced representation of male and female respondents, with 51.82 percent male and 48.18 percent female respondents.
- The 21–30 years age group constitutes the largest share of respondents, accounting for 43.64 percent.
- Once-a-week ordering is the most common food-delivery usage pattern, reported by 28.18 percent of respondents.
- Swiggy is the most preferred food-delivery platform among the respondents, with 41.82 percent indicating it as their preferred platform.
- Dinner is the most preferred time for ordering food, accounting for 37.27 percent of respondents.
- The largest proportion of respondents, 30.91 percent, spends between ₹501 and ₹1,000 per month on food delivery services.
- Among the factors influencing food-delivery usage, convenience of ordering receives the highest proportion of “Highly Important” responses at 43.64 percent.

- Food quality and delivery time are also considered highly important by substantial proportions of respondents, at 42.73 percent and 40.91 percent, respectively.
- Regarding overall satisfaction, 38.18 percent of respondents are satisfied and 24.55 percent are highly satisfied with food delivery services.
- The cross-tabulation indicates that respondents who use food delivery services more frequently generally report higher satisfaction levels than those who use them rarely.

The study concludes that food delivery services have gained considerable acceptance among consumers in Mysore City. Convenience of ordering, food quality, delivery time and promotional offers are important factors influencing consumers' use of these services. The findings also indicate that Swiggy and Zomato are the most preferred platforms, while dinner is the most common time for placing food delivery orders. A substantial proportion of respondents are satisfied or highly satisfied with food delivery services, indicating a generally favourable consumer response. Therefore, improving service reliability, maintaining food quality, offering reasonable delivery charges and providing attractive promotional benefits can help food delivery platforms enhance consumer satisfaction and encourage continued usage.

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