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# UNDERSTANDING CUSTOMER'S PREFERENCE AND SATISFACTION TOWARDS DIFFERENT ONLINE HOME DELIVERY FOOD APPS IN INDIA

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## ABSTRACT

*The information and technology revolution has changed the social life of people. In last few years in India, the rise of social media and the startups has totally transformed the way marketers are doing their businesses. The numerous telecom operators have given unlimited access of Internet to the users which is adding fuel in transforming social life. The advent of easy online payment wallets and other payment options has turned most of the traditional methodologies of doing business outdated & old-fashioned. To all this digital revolution the Mobile Apps have acted as the required customized icing on the cakes, as they are getting the entire market on customers finger clicks and building amazing new opportunities for marketers to do their business easily from customers wallets.*

*The 'Startup India' initiative by Government has given a platform to young companies and budding entrepreneurs to develop and expand their ventures and grow on large scale with their innovative ideas using technology in their business. Now-a-days customers are using internet very frequently via different mobile apps to fulfill different buying needs like cab booking, buying electronic/ fashion items, groceries, movie tickets, books, flowers, gifts, furniture's and food & bakery items etc. The marketers understand it and know that it is essential to have a mobile app as vital element of business strategy to sustain the market competition and aptly meet the customer needs, wants and desires. This study is related to the understanding of customer preference and satisfaction towards different online home delivery food apps in India. It has been carried out in Varanasi city. It will also provide an insight about growing innovative technologies in the food industry and the drivers behind the growth of online food delivery sites. The study will find out the factors affecting the increasing preference and popularity of online booking and ordering of food in city of Varanasi, expectation of users and their satisfaction levels with different food delivery apps available.*

**Keywords:** Online Food Ordering, Digital Revolution, Mobile Apps, Startup, Social Media

## 1. INTRODUCTION

In today's fast moving world technology is progressively characterized as the ruling element of the world. In present competitive business environment it is very important for marketers to create new offering, framing strategies for not only retaining existing customers but for further growth and development of their businesses. It has always been vital to manage and learn about the customers, their needs, behavior to initiate and build a stronger relationship with them.

Modern marketing has moved far ahead of traditional approach with the use of technology and various different digital techniques which has resulted into a totally different level of market competition. Social media is the most talked thing these days that can either create brands or simply wipe off brands from the market place. Social media marketing has proved to be a very powerful medium for different types of businesses in reaching out existing customers as well as potential customers. Social platform has helped the companies to build a strong association

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