

Impact of Marketing Mix on Food Delivery App: With Special Reference to Students of Osmania University

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ABSTRACT

In today's fast-moving economy people are occupied with a lot of work and do not have time to go to restaurants. With the development of the economy people's way of thinking, lifestyle, etc. has changed drastically. In such a situation comes the need for an online platform that can help them. With the usage of technology, every industry is reshaped and providing better services to meet its customer needs.

In today's world, the increase in the use of the internet and smartphones has certainly led to an increased usage of the online food ordering system. It has seen rapid growth in recent times.

This research paper aims to discuss the consumer's perception of the online food delivery app in Hyderabad. The survey was conducted by using convenient sampling method on 398 respondents. The study focused on the data collected from the students of Osmania university who are using online food delivery services. The purpose is to know the impact of marketing mix elements on customers using food delivery apps.

KEY WORDS: Food delivery apps, Marketing mix, Consumer

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I. INTRODUCTION

Technology has been playing a pivotal role in everyone's life these days. Technology has encouraged people to buy everything starting from clothes, utilities, groceries, durables to perishables, booking tickets, paying bills, and so on.

Customer's convenience and satisfaction has been the primary goal of every business. businesses spend huge amount to satisfy their customers. Now technology has made their work simple and cost-efficient. Technology has made customers feel convenient using mobile applications and buy anything and get it at their doorstep.

Technology has a huge impact on business and helped in its growth. One such industry is the food industry where customers are getting used to it very easily due to its user-friendly mobile applications.

Online food ordering is the process of ordering food from a website or other application. The product can be either ready-to-eat food or food that has not been specially prepared for direction consumption in other words it is a process of delivering food from local restaurants to its customers.

Online food delivery has provided various options to the customer like they can choose the restaurant, select their favorite cuisine, has the option of selecting a delivery point, and has different modes of making payment. Payment can be made through cash, online transfer using a debit card or credit cards, and even making digital payments.

Online food delivery apps have many advantages to:

Customers

- Reduces waiting time
- Availability of Discounts /coupons
- Door delivery
- Lower cost
- On-time delivery

Restaurants and hotels

- Increase in total sales
- Efficient customer and order management
- Free marketing
- Reduces various and unnecessary costs
- Exploring a wide market

Online food delivery apps not only benefit customers and restaurants but also help in generating employment for the people.

Marketing mix

According to Philip Kotler, “a set of controllable variables and their levels that the firm uses to influence the target market”

Marketing mix is a combination of 4P’s-product,place,price and promotion strategies which are designed to satisfy the customer. Marketing mix are very crucial for the success of any business,so these marketing mix strategies are carefully designed to satisfy the target customers.

Few more strategies are also considered under marketing mix along with 4P’s, they are process,people and physical evidence. Now the mix contains 7P’s which are needed to be blended with each other to have competitive advantage in the market.

Product-it include tangible physical goods or intangible services

Place-it is an area where product or services are accessed by customers.

Price-amount paid by customer to buy the product

Promotion-strategic tool used to inform, encourage to buy the product

People-human resource who are directly or indirectly involved in the business

Process-the series of actions involved in delivering the product to the customer

Physical evidence-physical environment which the customer experiences while decision making and buying process.

II. REVIEW OF LITERATURE

- According to Dr.S.C.B.SamuelAnbuselvan, Susan Anita Andrew (2019) customers are spending lesser time in food preparation due to various factors such as increase in income, less free time, and work pressure, there is a huge market for online food delivery system.And with the growing demand and competition service providers need to constantly examine and reexamine their operations and processes and be sensitive to opportunities.
- According to G Kannammal and Dr.M.Suvakkin (2019), the growth of the internet has provided many chances for the online foodservice industry to promote, communicate and distribute products and information to their target customers. The internet also helped in increasing the sales of the restaurants.
- According to Jyotishman das (2018), customers are encouraged to use the food delivery app are due to doorstep delivery, encouraged by the rewards and cashback offers, ease, and convenience.
- According to Arji Mariam Jacob, N.V.Sreedharan, Sreena. K (2019), youngsters are more inclined to online food delivery systems as compared to elder people. and also concluded that changing the lifestyle of the customers and expansion of online activity in India has transformed the trends in the online food ordering scenario.
- According to jack Collison (2020) online food delivery services have proliferated and rapidly changed the traditional brick and mortar industry. they have been rapidly growing and expanding since the decade. online channels can gain momentum by understanding consumer behavior.
- According to ampal (2019)7p’s of marketing mix as lot of impact on performance of restaurants.
- According to Dr.B.Thayumanavar and C.Giridaran (2021), food ordering services are mostly used by middle age group i.e,between 36 to 45.And the perception of consumers varies from individual to individual based on their personal opinion and the most influencing factor for using is offers provided by online food apps.
- According to Dr.Neha Parashar and Ms.SakinaGhadiyali,food delivery apps are thriving at a blistering pace.Offer provided by the delivery apps play a major role in making customers purchase. Also stated that social media is playing a vital role in development of the online food delivery systems and it has a very huge market to grow.

OBJECTIVES

- To study the impact of marketing mix on food delivery app.
- To study about Online food ordering system.
- To analyse consumer perception towards marketing mix.

III. RESEARCH METHODOLOGY

The survey has been conducted among students of Osmania university who are using online food delivery apps. For this study the number of students studying in the campus is considered as population and a total of 389 students are taken as a sample to draw inferences on the population.

Source of data: The present study is based on primary data which was collected using the Likert scale questionnaire. The questionnaire contains questions related to 7Ps of marketing mix.

Sample size: For preparing a research report the survey was conducted among the sample size of 389 respondents.

Statistical tools: Various statistical tools like correlation, descriptive statistics, Cronbachalpha, chi-square is used in analyzing data. Excel and R studio has been used to analyse the data collected.

Hypothesis:

1. Marketing mix elements and gender are independent of each other
2. Marketing mix elements and usage of particular delivery app are independent of each other
3. Marketing mix elements and age of the respondents are independent of each other
4. Marketing mix elements and education qualifications of the respondents are independent of each other

IV. DATA ANALYSIS AND INTERPRETATION

Table:1CRONBACH'S ALPHA

| MARKETING MIX ELEMENTS | ALPHA VALUE |
|------------------------|-------------|
| PRODUCT | .65 |
| PLACE | .54 |
| PRICE | .45 |
| PROMOTION | .52 |
| PEOPLE | .52 |
| PROCESS | .58 |
| PHYSICAL EVIDENCE | .45 |

Source: Compiled from Primary data

Above table shows the results obtained by using Cronbach's alpha method. This method is used to measure the internal consistency of the questionnaire and its value lies between 0 and 1. Value below 0.5 are unacceptable and values above 0.5 are considered reliable.

In the above table all values are more than 0.5, except price and physical evidence due to less number of questions based on that variable. But the difference is only 0.05 so, we can say all the values are under acceptable range and are reliable. So, the responses collected through the questionnaire has great internal reliability and can be used for further analysis.

Table:2DEMOGRAPHIC PROFILE

| CATEGORY | | NUMBER | PERCENTAGE |
|--------------------------|-------------------------|------------|-------------|
| GENDER | Male | 166 | 42.7% |
| | Female | 223 | 57.3% |
| | Total | 389 | 100% |
| | | | |
| AGE | Below 20 | 22 | 5.7% |
| | 20-30 | 312 | 80.2% |
| | Above 30 | 55 | 14.1% |
| | Total | 389 | 100% |
| | | | |
| QUALIFICATION | Under Graduation | 49 | 12.6% |
| | Post-Graduation | 275 | 70.7% |
| | Ph.D. | 37 | 9.5% |
| | Others | 28 | 7.2% |
| | Total | 289 | 100% |
| | | | |
| PREFERENCE OF APP | | | |
| | Swiggy | 136 | 35% |

| | | | |
|-----------------------------------|-----------------------------------|------------|-------------|
| | Zomato | 222 | 57.1% |
| | Uber Eats | 27 | 6.9% |
| | Food Panda | 3 | 0.8% |
| | Others | 1 | 0.2% |
| | Total | 389 | 100% |
| FREQUENCY OF PLACING ORDER | | | |
| | Daily | 0 | 0% |
| | Twice or Thrice a Week | 15 | 3.9% |
| | Once in a Week | 90 | 23.1% |
| | Twice or Thrice in a Month | 183 | 47% |
| | Once in a Month | 101 | 26% |
| | Total | 389 | 100% |

Source: Primary data

Above table shows 42.7% of the respondents are male and 57.3% are female respondents. Most of the respondents fall under the age group of 20-30. Nearly 57% of the respondents prefer Zomato for placing their orders followed by Swiggy, which is preferred by 35% and least preference is given to food panda and other food delivery apps. While looking at the frequency of placing the order through FDAs most of consumers place the order twice or thrice in a month while only 3.9% of the respondents use it twice or thrice in a week.

CONSUMER RESPONSES TOWARDS MARKETING MIX

Table:3 PRODUCT

| | STRONGLY AGREE | AGREE | NEUTRAL | DISAGREE | STRONGLY DISAGREE |
|---|----------------|-------|---------|----------|-------------------|
| Satisfied with content available while ordering through online portal | 17 | 198 | 133 | 27 | 14 |
| | 4.4% | 50.9% | 34.2% | 6.8% | 3.7% |
| Customized menus offered by FDAs provide a sense of satisfaction | 89 | 137 | 117 | 34 | 12 |
| | 22.9% | 35.2% | 30.1% | 8.7% | 3.1% |
| FDAs ensure safety of your order while in the transit | 52 | 203 | 99 | 28 | 7 |
| | 13.4% | 52.2% | 25.4% | 7.2% | 1.8% |
| FDAs strictly follows Covid protocols while delivering food | 79 | 158 | 117 | 28 | 7 |
| | 20.3% | 40.6% | 30.1% | 7.2% | 1.8% |
| FDAs provide security towards your personal information | 69 | 177 | 110 | 26 | 7 |
| | 17.7% | 45.5% | 28.3% | 6.9% | 1.8% |

Source: Primary data

Above table shows 50.9% of the respondents agree that they are satisfied with content available on online portal. Nearly 65% of the respondents agree that FDAs ensure safety of one's order in the transit and provide security towards one's personal information while 30% of the respondents have neutral opinion. At large more than 50%-60% have given positive responses.

Table:4PLACE

| | STRONGLY AGREE | AGREE | NEUTRAL | DISAGREE | STRONGLY DISAGREE |
|---|----------------|-------|---------|----------|-------------------|
| The adoption towards online delivery apps has curtailed the dine in options | 34 | 194 | 134 | 20 | 7 |
| | 8.7% | 49.9% | 34.4% | 5.1% | 1.8% |
| Online ordering culture making individual lazy | 74 | 170 | 109 | 29 | 7 |
| | 19% | 43.7% | 28% | 7.5% | 1.8% |
| Able to place order from any place | 57 | 187 | 111 | 25 | 9 |
| | 14.7% | 48.1% | 28.5% | 6.4% | 2.3% |

Source: Primary data

Above table shows more than 50% of the respondents agree that online delivery apps have curtailed the dine in options and making individuals lazy. Above 60% of the respondents feel that FDAs helps them to place order from any place while nearly 8% of the respondents disagree with it and remaining 28.5% have neutral opinion.

Table:5 PRICE

| | STRONGLY AGREE | AGREE | NEUTRAL | DISAGREE | STRONGLY DISAGREE |
|--|----------------|-------|---------|----------|-------------------|
| On time delivery service provides value for money | 25 | 194 | 130 | 31 | 9 |
| | 6.4% | 49.9% | 33.4% | 8% | 2.3% |
| Amount charged for delivery justify the service they provide | 37 | 199 | 112 | 31 | 10 |
| | 9.5% | 51.2% | 28.8% | 8% | 2.6% |

Source: Primary data

Only 56% - 60% of the respondents agree that value is added to their money and amount charged is justified by the services provided by them. While nearly 30% of the respondents have neutral opinion followed by the respondents of about 10% disagree with it.

Table:6 PROMOTION

| | STRONGLY AGREE | AGREE | NEUTRAL | DISAGREE | STRONGLY DISAGREE |
|---|----------------|-------|---------|----------|-------------------|
| Discounts induces towards using a particular app over another | 75 | 176 | 109 | 22 | 7 |
| | 19.3% | 45.2% | 28% | 5.7% | 1.8% |
| Coupons induces towards using a particular app over another | 77 | 197 | 90 | 17 | 8 |
| | 19.8% | 50.6% | 23.1% | 4.4% | 2.1% |
| Cashback offers induces towards using a particular app over another | 69 | 207 | 87 | 18 | 8 |
| | 17.7% | 53.2% | 22.4% | 4.6% | 2.1% |

Source: Primary data

Above table shows that nearly 65% -70% of the respondents are induced to use a particular food delivery app because of the discounts, coupons and cashback offers. While only 7% of the total respondents do not get induced by its promotional activities.

Table:7 PEOPLE

| | STRONGLY AGREE | AGREE | NEUTRAL | DISAGREE | STRONGLY DISAGREE |
|---|----------------|-------|---------|----------|-------------------|
| Behaviour of the delivery valet towards customer plays an important role in the success of a delivery app | 35 | 178 | 147 | 22 | 7 |
| | 9% | 45.8% | 37.8% | 5.7% | 1.8% |
| The rate at which these apps resolve customer responses is within the acceptable range | 49 | 198 | 118 | 16 | 8 |
| | 12.6% | 50.9% | 30.3% | 4.1% | 2.1% |
| Using FDAs helps you to gain social approval | 46 | 196 | 122 | 20 | 5 |
| | 11.8% | 50.4% | 31.4% | 5.1% | 1.3% |

Source: Primary data

Above table shows that nearly 60% of the respondents agree that behaviour of the delivery valet and other related personnel has important role and have powerful impact on customers followed by nearly 30% - 37% of the respondents have taken neutral stand. And almost 60% of respondents feel that FDAs helps them in gaining social approval.

Table:8 PROCESS

| | STRONGLY AGREE | AGREE | NEUTRAL | DISAGREE | STRONGLY DISAGREE |
|--|----------------|-------|---------|----------|-------------------|
| The ease in user interface induces customer to choose a particular delivery app over other | 34 | 186 | 137 | 25 | 7 |
| | 8.7% | 47.8% | 35.2% | 6.4% | 1.8% |
| Using your demographic details, and suggesting food for you is justifiable | 50 | 170 | 142 | 21 | 6 |
| | 12.9% | 43.7% | 36.5% | 5.4% | 1.5% |

| | | | | | |
|---|-------|-------|-------|------|------|
| Protection of your data by the FDAs is the need of hour | 43 | 190 | 129 | 20 | 7 |
| | 11.1% | 48.8% | 33.2% | 5.1% | 1.8% |
| The overall process of using FDAs is pleasant | 38 | 198 | 126 | 20 | 7 |
| | 9.8% | 50.9% | 32.4% | 5.1% | 1.8% |

Source: Primary data

Above table shows that nearly 56% of the respondents agree that suggesting food using demographic details is justifiable while 36% have neutral opinion and nearly 8% of the respondents feel it's not justifiable. And more than 50% of the respondents feels that there is a need for protection of one's data.

Table:9 PHYSICAL EVIDENCE

| | STRONGLY AGREE | AGREE | NEUTRAL | DISAGREE | STRONGLY DISAGREE |
|---|----------------|-------|---------|----------|-------------------|
| Tracking delivery and transparency in service induce towards using the particular FDA | 22 | 181 | 151 | 24 | 11 |
| | 5.7% | 46.5% | 38.8% | 6.2% | 2.8% |
| Interacting with FDAs does not require much mental efforts | 25 | 182 | 156 | 16 | 10 |
| | 6.4% | 46.8% | 40.1% | 4.1% | 2.6% |

Source: Primary data

Above table shows that more than 50% of the respondents feel that interacting with FDAs and using its various services induce them to use a particular app and does not require much mental efforts while nearly 6% - 8% disagree with it.

Table:10 DESCRIPTIVE ANALYSIS

| MARKETING MIX ELEMENTS | MEAN | MEDIAN | STANDARD DEVIATION | STANDARD ERROR | SKEWNESS | KURTOSIS |
|------------------------|------|--------|--------------------|----------------|----------|----------|
| PRODUCT | 3.64 | 3.80 | 0.69 | 0.04 | -0.98 | 1.01 |
| PLACE | 3.65 | 3.67 | 0.74 | 0.04 | -0.88 | 1.05 |
| PRICE | 3.54 | 4.00 | 0.81 | 0.04 | -0.84 | 0.77 |
| PROMOTION | 3.79 | 3.67 | 0.73 | 0.04 | -1.20 | 2.30 |
| PEOPLE | 3.63 | 3.67 | 0.67 | 0.03 | -1.05 | 1.99 |
| PROCESS | 3.60 | 3.50 | 0.63 | 0.03 | -0.95 | 1.86 |
| PHYSICAL EVIDENCE | 3.48 | 3.50 | 0.76 | 0.04 | -0.78 | 1.44 |

Source: Compiled from Primary data

Above table shows the mean of all variables which lies between 3.48 and 3.79 with standard deviations ranging between 0.63 and 0.81. The standard deviations are very less which shows that the data points are closer to mean and are relatively consistent. The standard error of all variables is very less or negligible so it is clear that the sample mean is closely distributed around the population. The skewness of the variable's product, place, price, process and physical evidence are between the range of -1 and -0.5. so, it is clear that the distribution is moderately skewed. And the skewness of variables promotion and people are less than -1 so they are highly skewed. And the kurtosis value of all the variables is less than 3 and the distribution of data when compared to normal distribution have shorter and thinner tails with lower and broader central peak.

Table:11 CORRELATION ANALYSIS

| Marketing Elements | Mix | Product | Place | Price | Promotion | People | Process | Physical Evidence |
|--------------------|-----|---------|-------|-------|-----------|--------|---------|-------------------|
| PRODUCT | | 1 | | | | | | |
| PLACE | | .675 | 1 | | | | | |
| PRICE | | .680 | .582 | 1 | | | | |
| PROMOTION | | .563 | .583 | .561 | 1 | | | |
| PEOPLE | | .674 | .685 | .584 | .586 | 1 | | |
| PROCESS | | .583 | .637 | .569 | .618 | .597 | 1 | |
| PHYSICAL EVIDENCE | | .560 | .641 | .479 | .553 | .599 | .566 | 1 |

Source: Compiled from Primary data

The table shows the correlation of each variable with other variables. Highest correlation can be seen between product and price by 0.675 and least correlation is seen between promotion and physical evidence by 0.553. Range of correlation values of all variables lies between 0.553 to 0.675. Hence, all the variables are positively

correlated to each other.

Hypothesis I

Ho= Marketing mix elements and gender are independent of each other

H1= Marketing mix elements and gender are not independent of each other

Table:12 Chi-Square analysis

| Variables | Chi-square | df | P value | Accept or Reject Ho |
|-----------|------------|----|---------|---------------------|
| Price | 1.4048 | 2 | 0.4954 | Accept |
| Place | 2.2305 | 2 | 0.3278 | Accept |
| Product | 1.3175 | 2 | 0.5175 | Accept |
| Promotion | 0.51604 | 2 | 0.7726 | Accept |
| Process | 0.69311 | 2 | 0.7071 | Accept |
| Ph | 0.5492 | 2 | 0.7599 | Accept |
| People | 0.50178 | 2 | 0.7781 | Accept |

Source: Compiled from Primary data

The chi-square test between marketing mix elements and gender has been conducted to find whether the variables are independent of each other or not. The above results show the values of chi-square, df and p values of all the variables. Here with the level of significance is assumed as 0.05 and df is equal to 2, so the critical value of chi-square is 5.9915. Here the calculated values of all variables are less than the critical values so we accept null hypothesis. It clearly shows that gender and marketing mix elements are independent of each other

Hypothesis II

Ho= Marketing mix elements and usage of particular delivery app are independent of each other

H1=Marketing mix elements and usage of particular delivery app are not independent of each other

Table:13 Chi-Square analysis

| variables | Chi-square | df | P value | Accept or Reject Ho |
|-----------|------------|----|---------|---------------------|
| Price | 3.9585 | 6 | 0.6823 | Accept |
| Place | 10.259 | 6 | 0.1142 | Accept |
| Product | 3.9219 | 6 | 0.6872 | Accept |
| Promotion | 3.7616 | 6 | 0.7089 | Accept |
| Process | 2.4676 | 6 | 0.8721 | Accept |
| Ph | 3.2912 | 6 | 0.7715 | Accept |
| People | 67.093 | 6 | 0.0000 | Reject |

Source: Compiled from Primary data

The above table shows the values of chi-square, df and p values of all the variables. Here with the level of significance is assumed as 0.05 and df is equal to 6 so the critical value chi-square is 12. 5916. Here the calculated values of all variables except people, are less than the critical values so we accept null hypothesis and we reject null hypothesis in case of people. It clearly shows that app and all marketing mix elements are independent of each other except people. So, we can conclude that behavior of people and selection of app are not independent of each other.

Hypothesis III

Ho=Marketing mix elements and age of the respondents are independent of each other

H1=Marketing mix elements and age of the respondents are not independent of each other

Table:14 Chi-Square analysis

| variables | Chi-square | df | P value | Accept or Reject Ho |
|-----------|------------|----|---------|---------------------|
| Price | 14.475 | 4 | 0.0059 | Reject |
| Place | 8.1788 | 4 | 0.0852 | Reject |
| Product | 20.48 | 4 | 0.0004 | Reject |
| Promotion | 5.502 | 4 | 0.2396 | Accept |
| Process | 1.88 | 4 | 0.7578 | Accept |
| Ph | 9.5643 | 4 | 0.0484 | Reject |
| People | 13.955 | 4 | 0.0074 | Reject |

Source: Compiled from Primary data

The above results show the values of chi-square, df and p values of all the variables. Here with the level of significance is assumed as 0.05 and df is equal to 4, so the critical value chi-square is 7.8147. Here the calculated values of all variables except promotion and process are more than the critical values so we reject null hypothesis and accept null hypothesis in case of promotion and process. It clearly shows that age and marketing mix like promotion and process are independent of each other.

Hypothesis IV

Ho=Marketing mix elements and education qualifications of the respondents are independent of each other

H1= Marketing mix elements and education qualifications of the respondents are not independent of each other

Table:15 Chi-Square analysis

| Variables | Chi-square | df | P value | Accept or Reject Ho |
|-----------|------------|----|---------|---------------------|
| Price | 18.423 | 6 | 0.0052 | Reject |
| Place | 15.361 | 6 | 0.0176 | Reject |
| Product | 22.594 | 6 | 0.0009 | Reject |
| Promotion | 10.187 | 6 | 0.117 | Accept |
| Process | 8.8008 | 6 | 0.1851 | Accept |
| Ph | 26.611 | 6 | 0.0001 | Reject |
| People | 28.403 | 6 | 0.0000 | Reject |

Source: Compiled from Primary data

Above results show the values of chi-square, df and p values of all the variables. Here with the level of significance is assumed as 0.05 and df is equal to 6, so the critical value chi-square is 12. 5916. Here the calculated values of all variables except promotion or process are more than the critical values so we reject null hypothesis and accept null hypothesis in case of promotion and process. It clearly shows that education qualification and marketing mix like promotion and process are independent of each other.

V. FINDINGS& CONCLUSIONS

The purpose of the study is to find out the impact of 7P's of marketing mix on perception of consumer behavior. The analysis of the study shows that there is significant impact of marketing mix on consumer behavior with special reference to students which constitute of huge market at present and future.

All the elements of marketing mix are interrelated to one another. So, decision related these elements are to be taken very cautiously. From the study it is found that selection of app is based on the element – people. So, the people who are directly or indirectly are in contact with customer plays a vital role in customers behavior. So, behaviour of the delivery persons, customer care personnel, has a direct and long-lasting impact on consumers.

When analyzing age, education qualification of respondents and the elements of marketing mix it is found that most of the elements are not independent of the age and educational qualification. As students have knowledge about marketing strategies, market situations and conditions so while taking any decisions, marketing mix elements like price, people, product, place are to be given more importance. And strategies are to be formulated in a more strategic way to win students trust and confidence.

From the study I conclude that students will continue to use e-commerce platform because of convenience. So, FDAs has a huge market for expansion and that growth is purely based on how marketing mix strategies are made to serve its customers.

LIMITATIONS OF THE STUDY

The responses are collected from the students who are studying in the Osmania campus only so, views of other sectors of the society like employees, restaurants, etc. are not considered.

The responses are collected through questionnaire which are circulated online so, there can be individual bias.

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