

DEMOGRAPHIC ANALYSIS OF CUSTOMER PREFERENCE IN USING ONLINE FOOD APPLICATIONS

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Abstract: Online Food Applications such as Food Panda and Grab Food have become some of the most downloaded applications in the Philippines. They are well known for the convenience they offer and their user-friendly system. The researchers aim to determine the demographic study of customer preference in using online food applications. The study is qualitative and used snowball sampling and online food application users. The researchers have interviewed 20 participants; the results show that participants ages 19-22 years old use online food applications because of their convenience and accessibility. Also, most of them agreed that discounts affect customers' decision-making in ordering. The results indicate that online food applications have increased due to the pandemic compared to the variables used in the analysis. The most critical aspect that has a significant effect on online food applications is convenience and restaurant choice.

Keywords: Online Food Applications, Customer Perception, Customer Preference.

I. INTRODUCTION

The growth of advanced digital applications is enhancing, and online food delivery services are developing worldwide. Online food applications make it more convenient and easy for consumers to order their food. Technology has numerous innovations that contributed to the lifestyle that the present people are now having. Having this digital era, all consumers adapt to the changes and advancements of technology. The use of online food apps is widely spreading locally and globally. App developers continue to improve and enhance the mobile apps used by people regarding how they perceive the customer's preferences.

According to H. J. Long, et al. (2016) Customer satisfaction depends on the quality of offered products or services. Factors might affect a consumer's standards, just like when it comes to the speed of the service, which contributes to the result of having the consumer's emotions and personal sense of values. Jyotishman Das (2017) stated that consumers' perception differs depending on the circumstances. A factor that affects the customer's perception is the speed of processing, the order's preparation, and the influence of discounts and freebies that come along with the purchase.

Online food applications are known to be convenient, and it is a factor why consumers support this online platform. The in-demand use of online food apps is firmly increasing, and the customers' expectations also are growing. Gupta (2018) stated that the process of home deliveries or takeaways gained different types of customers depending on their locations. Applications such as Food Panda and Grab Food started in 2014 to deliver quality food. These platforms have a different tracking system for the consumer to update the delivery. Different modes of payment are; Credit Card, Gcash, or Cash on delivery. They aim to provide good quality and quantity of food and make ordering easier for customers. Also, the customer can explore a wide variety of menus and restaurants through this online platform with the convenience of not going outside.

The platform follows regulations such as aiming protection of consumer interest through fair practices in the food trade. An approval of the Department of Health (DOH), Food and Drug Administration of the Philippines (FDA), and Land Transportation Office (LTO) is needed whenever a partner restaurant uses the online food application for their deliveries. The Department of Health Office of the Secretary under Administrative Order No. 2016-0003 stated the subject of guidelines on the Unified Licensing Requirements and Procedures of the Food and Drug Administration.

The food delivery service of the online food application aims to provide good quality and quantity of food and deliver the product on time. Until then, the customer will be satisfied with the food and the service provided.

In this research, the study aims to focus on the demographic profile and preference of the customers whenever they use Online Food Applications. The research aims to analyze the significant relationship of the demographics of the customers in connection to their preference for online food apps. The customer's preferences can contribute to analyzing the data needed to determine what factors affect the customer's preferences. This paper can help food businesses and online food Applications for their innovations and satisfactory ratings. It can help develop and make future changes in the food and service industry.

Research Paradigm

As the demographic profile showcases the consumer's data, the consumer's perception can be linked to it to get their preferences. Knowing the consumer's demographics will lead to the customer perception of online food applications.

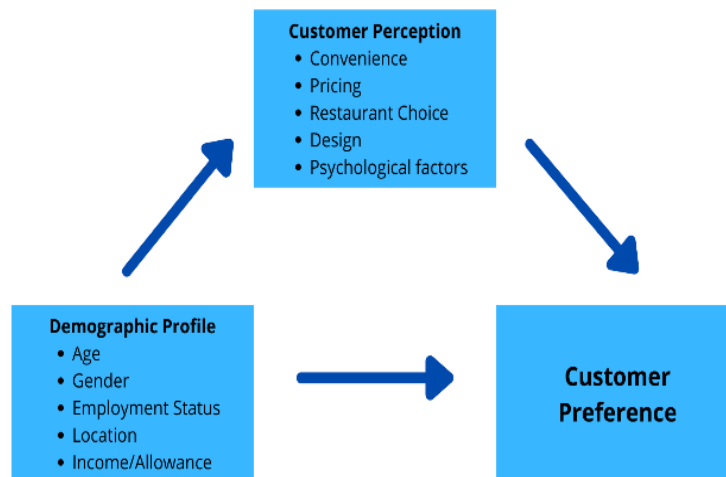


Fig. 1: Independent and Dependent Variable Diagram

Research Objectives

The technological advancement of today's 4th industrial revolution significantly impacted the production and service industry. As technology progresses, communication is now easy and convenient, especially when the internet is present. Online food applications aim to provide a convenient, reliable, and hassle-free ordering and delivery system, with a vast range of options, enabling customers to easily choose and order their desired meal.

The objective of this research is to discover the relationship of the demographic profile to the customer's preference. It also aims to evaluate the consumers' preferences in using online food applications. The demographic data consist of the independent variables that the researchers will gather are Age, Gender, Employment Status, Location, and Income/Allowance. The paper also aims to determine how the demographic profile of the participants affects the Customer Preference in using Online Food Applications in terms of the following variables: Convenience, Pricing, Restaurant choices, Design, and Psychological factors. The researchers found what customer preference strategies developed with the output.

Literature Review

Demographic information aims to better understand a particular background characteristic of a respondent, whether in age, gender, location, occupational status, ethnicity, income, marital status, etc. These will be essential factors for the

study in gathering the significant relationship of the customer's demographics and the consumer's preference. Willson, M. (2018) stated that some customers might negatively see other platforms. In addition, some of them may positively see other platforms. Consumers have different behavior and standards. Such factors can affect a particular perception of a service or a product.

Online food applications offer convenience, especially at this time. Technology nowadays is advanced and making everything convenient for us. According to (Euromonitor International, 2018), Due to the greater usage of mobile phones and tech devices, such as tablets and computers, the rise of technology has been established. Consumers use these latest technologies to converse and pursue physical services or to provide delivery service through apps. Also stated that it gives convenience and speed and gives satisfaction to the customers through its offer of promotion codes and discounts.

Even though it gives convenience and satisfaction, the participants still consider pricing in ordering for their budgeting purposes. According to Hew et al. (2015), the financial amount accrued when they use the service will also be considered by application users. The customer can use the program for a long time if the advantages are more significant than financial sacrifice. The customer will continue to use this application if they are satisfied with its pricing. With that, we can improve our customer loyalty. Bhattacharjee (2017) claimed that the "Continuance to use intention" and consumer "buy again" decision is identical since the first impression of using the system would impact the consumer's usage when they completely understand the system and the design of the chosen application.

According to Jyotishman Das (2017), Consumer perception can shift based on the circumstances. Through their research, they found that one of the main variables that affect the perception of the customer is: the speed of processing and preparing the order, how fast the delivery will occur, and the influence of discounts and freebies that comes along with the order.

II. METHODOLOGY

Research Design

Qualitative research is defined as research that collects non-numerical data. If the study is about human behavior, attitudes, experiences based on observation, Qualitative research must be used. In this study, we used this method because it talks about customer perception. The strength of this study is that it can give specific textual descriptions through this research design. Also, this research design is essential to describe variation and describe individual experiences clearly.

Research Locale

The study was conducted in Imus, Cavite. The researchers chose the area of location since Imus is one of the progressive cities in Cavite, and it has a large amount of online food application users. The researchers focused on the said area to gain an ample amount of response in gaining the data. The target respondents are 20, and all of them are users of different Online Food Applications. These respondents have given us relevant and significant information because they have personal experience ordering online food applications. The survey was conducted in the second semester of S.Y 2020-2021.

Participants of the Study and Research Sampling

The participants are the users of Online Food Applications. Twenty users were chosen as the participants; the researchers have come up with this number because these participants will provide factual data that the study needs. The researchers had chosen online food Application users so that the study is conclusive. The participants have received an invitation for the interview, and the researchers have used the Snowball method. Once the first interviewee has finished, the participant will be referring the researchers to another participant using the online food application, and the same process will take part until the researchers have reached the 20 participants.

Research Instrument & Data Gathering Procedures

The data instruments that the researcher used were online interviews. The researchers used a question guide and script. The question guide and script consist of questions about the dependent variables, their significance, and the customer's demographic data. The adviser has approved the question guide and script. The online interview was recorded and held via Facebook messenger, Microsoft teams, or zoom. After gathering the interviews, the researchers analyzed the data through participant observation and textual results.

Data Treatment and Analysis

The method of purposive sampling has been used by the researchers to select participants according to the study's needs. The focus is to find the demographic data and customer preference on the usage of online food applications. After gathering the data from the answers of the interview, the researcher analyzed and computed the data through the use of three methods: Coding, Clustering, and Data transcription. Codes can be useful for us to gather data because it will be easier for us to separate and evaluate statements and quotes. With the combined statements and related topics from the participant, the data can gather broad information ("Qualitative Coding," 2020). After combining it, it will be convenient to differentiate every statement. Clustering is also helpful in combining ideas, and the researchers used a clustering map to support the same statements or ideas connected by the participants (David Henry et al. 2016). According to Kalen M. A. Churcher (2017), Data transcription can be helpful to transcribe the interviews. Using software such as Scribe Project can be converted to mp3 format interviews to text so it can easily be compiled the interviews, after transcribing the audio. This data has been compiled to Microsoft word in text format. After compiling and interpreting the results, the researchers have used narrative data analysis to evaluate each participant's spoken context to find its significance and relevance to the research. Narrative data analysis is a method used to collect information through the stories of individuals participating in the research.

III. RESULTS AND DISCUSSIONS

The study suggests that most respondents are Generation Z (ages 19-22). This particular age group is modernized and updated with the trends. PennState Extension (2016) stated that Demographics: Generations were thought up as a means of categorizing a group of people that have similar ideas, problems, attitudes, etc. They find online food applications convenient since they do not need to go outside to buy or order food, and it is safer since they will stay in the comfort of home. Moreover, they are more fond of technology with this particular age group. In line with the pricing, this age group finds the pricing of online food applications fair due to its convenient service and reasonable delivery fees. Most of the participants stated that the availability of the restaurants in the online food application affects their restaurant choice with the restaurant choice. If the restaurant they want is not available in the food application, they will seek other restaurants.

In contrast, some of this age group prefer ordering in well-known brands because it is their usual choice. Generation Z finds the system and theme very easy and not complicated in line with the design. Even the technology illiterate customers can easily adjust to their design because the application has tutorials for first-time users. Also, most of the participants use the Online food applications twice a week.

The research has an equal number of gender, both ten females and males. Wherein food applications are convenient for both genders friendly for both males and females. Also, they find the pricing of the food applications fair and reasonable. When it comes to discounts, females are more persuaded by the discounts, while males stated that discounts, coupons, and vouchers do not affect their buying habits. In line with the restaurant choice, most of the genders stated that they are not affected by the availability of restaurants on their chosen food application. Also, both genders find online food applications easy to use when it comes to design since today's generation is tech-savvy. Also, more males order only once or thrice a week, while the females order more often.

Participants residing at Imus Cavite are fond of using online food applications because it is convenient. Convenient when it comes to ordering, the easy access to the orders, the responsive service of the riders, and it is safer and hassle-free. It mainly benefits all kinds of age groups, but most are students since they are tech-savvy. When it comes to pricing, all of the participants find the pricing fair and reasonable since all of the respondents are from Imus, Cavite, the rates of delivery fee is provincial. Participants who live in the inner parts of Imus for the restaurant choice stated that their choice affects the location of their chosen establishment because sometimes their chosen establishments are far from their location. At the same time, participants near the main roads stated that restaurant choice is not affected by the availability of restaurants on their chosen food application. In line with the design, all participants stated that the application is easy. For the psychological factors, the study reveals that the majority of users use online food apps once or a couple of times a week, enabling nearby restaurants to connect to customers through the application.

The study showed that most participants are students, and some are working students. This reveals that the majority of the participants see convenience in using online food applications. In line with pricing, most participants are satisfied with the delivery fee of Online Food Applications. The restaurant choice is not affected by the availability of restaurants on their chosen food application. They see the Online food application as easy to use and eye-catching for the design. In line with

the psychological factors, the participants use the application once or twice a week since most of them are students, they do not need to order always.

I. Customer Preferences in terms of Convenience

I.1 *Easy to use* - due to the Convenience it gives, the majority of the participants find online food applications easy to use. A factor that the consumers/users consider when using the application. According to H.S Sethu (2016) study shows that students find that with the use of the internet, it is easy to use and access.

I.2 *Availability* - The majority of the participants see availability as a factor to consider since using the application involves usage anywhere and anytime. Moreover, H.S Sethu (2016) also claims that their study shows that the reassurance of availability of their chosen food at any period and anywhere can be a prime reason for them to use the service.

I.3 *Responsive Service* - Food application users are most likely to be satisfied with the service whenever they are responsive and easy to communicate. Euromonitor International (2018) stated that the key to consider is the amount of service that the drivers/riders respond to the order. If the immediate action is slow or the order is inaccurate, has been canceled, it will be a significant factor for the consumer.

I.4 *Accessibility* - another factor that is considered is the accessibility in online food applications since, according to the data gathered, the majority of the participants are using their mobile phones in using the online food application and can easily download it with the use of the internet. Furthermore, Euromonitor International (2018) stated that for the user to use the application/service, it was mentioned that it should be readily available at any moment.

I.5 *Time Saving & Hassle-Free* - Consumers claim that using online food applications saves time which majority of the participants are students and are most likely to be busy with their tasks to be done. Using the application lessens the participants' burden of cooking or going outside for food. H.S Sethu claims that online food ordering services aid students to manage their time. Das, J. (2018) stated that consumers' dependency on the technology motivated them to do everything online. Some of the participants claim that they can easily order with just a few clicks on their mobile phones and all they have to do is wait for it to be delivered to their homes.

I.6 *Easy access to restaurants* - Consumers want to see their chosen restaurant or easily choose whatever they want. Having easy access to the restaurants can contribute to the customer perception using the application. Euromonitor International (2018) claims that the variety of restaurants is also a factor since the participants most likely get bored when the choices of the restaurants are lacking. Participants benefit from the service, which is provided with a wide variety of different types of food. The more choices, the more significant customer satisfaction. If the restaurant that the consumer is not available on the application, the consumer will most likely choose an alternative or use another application.

II. Customer Preferences in terms of Pricing

II.1 *Reasonable* - The majority of the participants find the delivery fee and food prices in the online food applications reasonable. Euromonitor International (2018) states that the food delivery service is generated through the delivery fees, its fee should be reasonable compared to the benefits consumers receive from the food price. It is one of the major factors consumers consider in using the application. Since the participants look at the service fee of the rider in terms of their effort and transportation used, they claim that the delivery fee offered by the online food application is fair and reasonable.

II.2 *Discounts and Vouchers* – Anita Vinaik (2019) stated that one primary reason for the consumer to be attracted to the product is when these apps give them special offers such as discounts. Offering discounts and vouchers can encourage the consumers to use the application. This type of marketing can encourage the consumer to order again or order more in every transaction. This strategy can contribute to making the consumer use the application now and in the future.

II.3 *Secured payment methods* – Marianne Crowe (2016) stated that consumers' attributes relate to age, income, and education. Consumers claim different payment methods, depending on how they want to pay. The majority of the participants claim cash on delivery is what they prefer since they want to avoid scams. Moreover, the application offers such payment methods to make the consumer choose their desired payment method.

III. Customer Preferences in terms of Restaurant choice

III.1 *Variety of choices* - Consumers claims that having a wide variety of choices of the restaurants is a factor to consider since a participant stated that whenever their chosen restaurant isn't available, they could easily transfer to another choice,

which studies shows that the wider the choices, the better for the consumers since they can have a lot to choose from. Euromonitor International (2018) claims that the variety of restaurants is also a factor since the participants most likely get bored when the choices of the restaurants are lacking. Available restaurants affect the decision-making of some participants while others pick what is available on their chosen food application.

III.2 Quick service - The chosen restaurants have quick service because it can affect the delivery of the rider. Study shows that the consumers are most likely to be satisfied with the service if the delivery process is smooth and fast since the intention of purchase is the Convenience that the food application is offering. Julain Matyunina (2020) stated that unreliable delivery is a problem that commonly bothers customers. This type of problem is essential to consider since it can lead the consumer to leave the online ordering application.

III.3 Flexible restaurant locations - Most of the chosen restaurants have flexible locations, and it is because the system of online food applications gives the nearest location possible. Location affects users' decision-making because if the location is far, it also affects the quickness of delivery. Principle of Marketing stated that situational influences are temporary conditions that affect consumers' behavior. Consumers include physical factors such as the buying location.

IV. Customer Preferences in terms of Design

IV.1 User-friendly - most of the consumers see the overall theme, system and design of the food applications user friendly. The consumers claim that a user-friendly design or system can make them use the application. It has enough tutorials for new users and an easy-to-understand system.

IV.2 Simple - Most of its participants are satisfied with its simple design. Consumers prefer simple design since their top priority will be ordering. Furthermore, with its simplicity, they can easily understand and navigate the application. Euromonitor International (2018) Simplicity is one of the critical factors for a good application since it was stated in their study that the two oldest age groups find complex applications slightly hard to use.

IV.3 Organized - The study shows that the participants are into applications that are organized, starting with the ordering process up to the delivery of the products. The data shows that a system that is properly organized can contribute to the factor that the consumers consider in using. Kommand (2016) stated that a themed site is to attract visitors and maintain interest – which is one of the objectives of any business – the style and look should be pleasing and attractive to a user/visitor/consumer. It is one of the factors that can contribute to boosting the behavior of the consumer while using the application.

V. Customer Preferences in terms of Psychological factors

V.1 Branding - branding shows can affect the consumer's perception. The study shows that the majority of the participants are ordering in known brands of fast-food restaurants. The brand image affects the customer's subjective perception. Branding establishes loyalty, and if the brand is available in the online food application, then most likely that the consumer will order there and use the application. Taylor Brands (2020) mentioned that a logo should grab the consumer's attention, making a solid first impression since it will be the brand's foundation.

V.2 Exploring other establishments - A few participants stated that they are into trying restaurants that the online food application is in partnership with. Consumers that tend to explore other options of the restaurant choices can contribute to being a factor for the consumer to consider in using the application. Euromonitor International (2018) states that some consumers enjoy exploring new menus and treats from the application. These consumers go way beyond just ordering typical meals and are also willing to explore new restaurants and types of food to eat during their breaks.

V.3 Intention to use – Euromonitor International (2018) Stated that consumers find that the service provides Convenience in their everyday lives since most consumers do not cook often. They also tend to use the online delivery services during dinner, weekdays, and weekend family gatherings. Many of the users of online food applications intend to use the application when they are too busy, celebrating get together or birthdays, or just plain too lazy to cook. This factor affects the consumer's decision-making to purchase/use the online food application.

IV. CONCLUSION

The researchers found out that the majority of the participants that use online food applications are Generation Y, aged 19-22 years old, and solely use online food applications for their convenience, accessibility, and its "simple and easy to use design." The availability and time-saving properties of the food application have been a factor for food applications

consumers because, as stated by most, "you do not have to go outside to buy or order food' and "With just one click, you can order." The study also reveals that the responsive service of a food application can be a factor for consumer preference because most consumers are satisfied with service whenever they are responsive and easy to communicate. However, the study also shows that if a rider is not responsive enough, the customer will cancel the order or use another application. Since most participants use mobile phones, accessibility has been a factor for food application users as stated by most participants; "easy to use" and "can be easily downloaded through your phone." As one of the variables considered, pricing has been a factor for consumer preference. As shown in the study, the majority of the participants find the delivery fee and food prices in the online food applications reasonable and affordable. The concept of Discounts and vouchers also influences the participants; it encourages them to use the app again in their future orders. With the different kinds of payment methods, consumers gave more options for paying. The design and system of the food application can also be a factor for the customer's preference because this shows how the food application interacts with the user. The consumers claim that a user-friendly design or system can make them use the application. It has enough tutorials for new users, and it is easy to understand the system. Consumers also prefer simple design because they think ordering is more important than the theme itself. The availability of a restaurant on an online food application can contribute to the customer's preference because this affects a consumer's decision-making. A factor to consider is the wide variety of restaurants a food application has. This factor can be considered since some of the participants stated that they could quickly transfer to another choice whenever their chosen restaurant is not available. Studies show that the wider the choices, the better for the consumers since they can have a lot to choose from. A restaurant's location has been a factor for it also affects the consumer's decision; as stated by some of the participants, the system of the food application gives the nearest location of a restaurant. Another variable to consider is how the online food application affects psychological factors. A factor to be considered is how the branding of a restaurant affects the influence of a consumer. The study shows that most of the participants are ordering in known brands of fast-food restaurants. Since brand image affects the customer's subjective perception, this establishes loyalty. If the brand is available in the online food application, then most likely that the consumer will order there and use the application. Another factor that can affect the purpose of using an online food application is that the majority of the users of online food applications intend to use the application when they are too busy, celebrating get together or birthdays, or just plainly "too lazy to cook."

V. RECOMMENDATION

Therefore, the researchers recommend that the online food application system should be able to accommodate every age group since most of the users are from Gen Y. The applications should address and serve different ages so that everyone can benefit from their convenience. They could also offer discounts and freebies for student users since it would encourage them to order. The applications should add more drivers to improve their responsiveness in accepting numerous users of the application that can be answered and accommodated according to their needs and wants. The top priority will be the customer's request and orders. The satisfaction will depend on the speed of the ordering process up to the delivery of the item. With this, the number of online food application users can increase in terms of the convention itself offered. In addition, the study suggests that the more choices the consumer can see with the variety of restaurants, the more they prefer using the application. In terms of pricing, findings show that the application should maintain its pricing since the participants aim to use applications that offer reasonable prices, discounts, and a trusted payment method. Also, participants mentioned that the companies must increase the salary and insurance of their drivers. If the employees were offered a reasonable salary, the better service they could offer. The application could also improve their system for persons with disabilities and Senior citizens. Such as putting voice recognition when ordering and adding more instructions, since the study revealed that if the application is user-friendly, simple, and organized, most likely that a user and non-user can easily understand and use the application.

Appendices:

TABLE 1: QUESTION GUIDE AND SCRIPT

Demographic Profile	
1. What is your age? <ul style="list-style-type: none"> ○ 25 and below ○ 26 and above 	4. What is your Job? 5. What is your estimated income level? <ul style="list-style-type: none"> ○ 10,000 – 15,000 ○ 15,000 – above ○ Student
2. What is your gender? <ul style="list-style-type: none"> ○ Female ○ Male 	

3. Where is your location?	
Convenience	
Q1. How are online food applications convenient for you? Q2. How does the responsiveness of the online food application affect your decision-making? (Ex. Rider booking and preparation for the delivery) Q3. Why do you think this particular age group benefits most from online food applications? (Ex. Senior citizens, students, disabled people) why?	Q4. How accessible is it to use online food applications? a. Do you use the internet or data? Q5. What difference does it make in ordering online rather than going to the restaurant?
Pricing	
Q6. Can you explain your thoughts on the delivery fee of the online food application? Q7. How do discounts encourage you to order online? Q8. How much do you spend whenever you use an online food application? Compared to the traditional dine-in order.	Q9. Why is it essential to consider pricing? Q10. What is the most convenient mode of payment for you?
Restaurant Choice	
Q11. How does the availability of the restaurants in the chosen online food applications affect your restaurant choice? Q12. What restaurant do you mostly order? Q13. Express how branding affects your restaurant choice? (Ex. Do you prefer ordering in a specific establishment because it is well-known)	Q14. How does the location of the chosen restaurant affect the restaurant choice? (Ex. Is it because it is near your location?) Q15. Does the availability of the restaurants match the location?
Design	
Q16. Do the theme and the system contribute to being a factor for using it? Q17. Describe how the theme attracts you as a user? Q18. What part of the application do you enjoy the most? Q19. What difficulties have you encountered in using your chosen online food application?	Q20. What comes to mind when you see the logo of your chosen food application (Food panda, grabfood or etc.)? Q21. What difference does it make when you order on your mobile phone or through the web application? (Desktop or laptop) Q22. Do the overall theme and system help you learn to use the application?
Psychological Factors	
Q23. How often do you use online food applications? Q24. On what occasions do you usually use it?	Q25. For how many people do you usually order? Q26. What online food applications do you use?
COMMENTS AND SUGGESTIONS:	

TABLE 2: DEMOGRAPHIC PROFILE – INTERVIEW ANALYSIS

	Common answer	Interpretation	Citation
D1	The participants range from 14-22.	The study reveals that the participants are in ages from 14-22 but the most number of participants are in ages 20 years old.	-PennState Extension (2016) stated that Demographics: Generations – generations were created as a way of classifying a cluster of people that have the same views, problems, attitudes, etc. -Anita Vinaik (2019) stated that with the changes in the consumers' attitude, technology, and demographics, there are exact needs that change in food delivery systems that serve the customers well.
D2	All of the Participants lives at Imus Cavite	The study reveals that all of the participants live at Imus Cavite and using online food applications.	
D3	All of the participants have an equal number in gender, 10 male and 10 female.	The study reveals that using snowball theory for the interview, the result comes up with an equal number of online food application users which is 10 female and 10 male.	
D4	All of the participants are students	The study shows that all of the participants that are using online food applications are students that live in Imus Cavite.	

TABLE 3: CUSTOMER PERCEPTION – INTERVIEW ANALYSIS

Convenience			
	Common Answer	Interpretation	Citation
Q1	P (a). <i>“malaking tulong ang online food application dahil hindi na kailangan lumabas pag may gustong bilhin.”</i> (a great help since you won't have to go outside if you want to buy	The study reveals that the majority of the participants see convenience in using Online food applications. Participant M., N., O., S., D., E., I., J., A., B., and L quoted that 'you don't have to go outside to buy or order food'. Some of the participants also claim that	According to G. See-Kwong (2017), with the help of technology, ordering from on-call to ordering online and aiming to satisfy the needs of the consumers and willing to do changes according to the changes that the

	<p>something.”</p> <p>P (b). <i>“mas madali siya”</i> (It’s much easier)</p> <p>P (c). <i>“With just one click, I can satisfy my cravings any time of the day.”</i></p> <p>P (g). <i>“It’s hassle free and makes ordering processing easier.”</i></p> <p>P (h). <i>“Easy to use and not time consuming.”</i></p> <p>P (i). <i>“You can still order anytime.”</i></p>	<p>you can easily do things, ‘With just one click you can order’.</p>	<p>consumers expect. Everything can just be delivered to the consumer’s doorstep with that now.</p> <p>-(Euromonitor International, 2018) stated that consumers continue to look for convenient and straightforward services that can help them save time, and mobile technology opened up a new platform/channel.</p>
Q2	<p>P (b). <i>“Normally it’s easy except when it’s midnight, but in terms of delivery I’m fine with it.”</i></p> <p>P (c). <i>“Whenever the apps are too long to find a nearby driver I change my mind and cancel the transaction.”</i></p> <p>P (j). <i>“Kapag matagal mag hanap ng rider, di nako tumutuloy. So nakaka affect siya”</i>(if the rider is too long to find, I cancel my order so it affects me)</p> <p>P (p). <i>“Depende kasi siya kasi may ibang app na nag rerespond na mabilis”</i>(It depends because some applications has a faster service)</p>	<p>The study reveals that responsiveness affects decision making but most participants are satisfied with the responsiveness of the online food application’s riders. Participants N, O, P, Q, A, E, G, I, and L quoted that “Orders arrive fast/ Rider is responsive”. While some of the participants stated that ‘If the rider takes too long to respond, I cancel my order.</p>	<p>-Euromonitor International, 2018) stated that the vital consideration is the amount of service the drivers/riders respond to the order. If the response is slow or the order is canceled, it will be a substantial factor for the consumer.</p> <p>-Euromonitor International, 2018 claims that one of the factors that consumers consider is Accessibility. For the user to use the application/service, it was mentioned that it should be readily available for them to use at any moment.</p> <p>-Euromonitor International, 2018 also states that another factor to consider has Reliable Service. The users/consumers want a most reliable service, starting from the service platform, the ordering process, the speed of the full service, the purchase method, and getting the correct order. The entire process has to be smooth with no errors.</p>
Q3	<p>P (a). <i>“Students, dahil ngayong pandemic nahiligan nila ang bumili online”</i> (Students because tis pandemic. Teenagers likes to order online)</p> <p>P (d). <i>“Senior citizen, kasi sila prone ngayong pandemic at merong senior na walang kasama sa bahay.”</i>(Senior Citizen because they are the one who is prone in this pandemic and some seniors live alone)</p> <p>P (g). <i>“I think students because they are very techy”</i></p> <p>P (q). <i>“All of them because it’s easier to order food at home rather than going out to the restaurant.”</i></p> <p>P (r). <i>“From what I think all of</i></p>	<p>The study reveals that the majority of the participants see that everyone (Student, Disabled, Senior Citizen) will benefit with Online food applications. Participants C, E, H, M,N,P, Q, R, S stated that ‘All age groups can benefit from Online food application because it is created for all despite any age, disability, etc.’ While participants A,B,G,T,O,L think that students will benefit more because students are more Technology smart unlike other age groups.</p>	<p>-H.S. Sethu & Bhavya Saini (2016) claims that online food purchasing services help students manage their time. The study found that the ease of availability of their desired food at any time and its ease of access to the internet are the prime reasons for using the services.</p>

	<i>them benefit from food apps because it offers convenience”</i>		
Q4	<p>P (b). <i>“Madali siya gamitin eh and I use the Internet.”</i>(It is easy to use and I use the Internet.)</p> <p>P (d). <i>“It is very accessible because you can download it on your phone and I use the Internet.”</i></p> <p>P (f). <i>“I think it is accessible because you can use this app wherever you are and I use the Internet.”</i></p> <p>P (i). <i>“Sobrang dali kasi one click lang sa phone and I use the Internet.”</i>(It is easy because it is just one click on your phone and I use the Internet.)</p> <p>P (p). <i>“It’s super accessible because most of the time there is internet anywhere. I use both data and internet in ordering”</i></p>	<p>The study reveals that the majority of the participant’s see accessibility in Online Food Applications because it is easy to use. Participant M, N, S, T, B, C, H, I, K, L stated that Online food applications are easy to use while participant R,D, F, O, Q quoted that ‘Online food applications are accessible because you can download it on your phone’.</p> <p>The study reveals that most participants use the Internet. Participants O, S, T, K, L, M, N, E, F, H, I, A, B, C, D said that they use data, While participants G, P, Q, R stated that they use both mobile data and internet and participant J stated that she uses Mobile data mostly.</p>	<p>-Bhavna Singh (2015) claims that ordering online lets the consumers place an order more conveniently. Not having the pressure of wrapping up their orders, customers are more inclined to explore all of the menu’s options and even end up spending more than they would when ordering over the phone or in person. With no line behind them, the pressure for guests to make speedy orders is gone, and they will be more inclined to get that extra item.</p> <p>-Sethu and Saini (2016) stated that the majority of the consumers are aware of purchasing on the internet and found that it is very convenient to use the internet.</p>
Q5	<p>P (a). <i>“Pag nag order online mas safe at hindi time consuming”</i>(if I order online, it is safe and not time consuming)</p> <p>P (d). <i>“Less Hassle”</i></p> <p>P (k). <i>“First your convenience of not going outside, especially of the pandemic happening.”</i></p> <p>P (l). <i>“You don’t need to fall in line online, you just need to wait”</i></p> <p>P (p). <i>“The difference is the time of commute you take when you do traditional ordering”</i></p>	<p>The study reveals that the majority of participants see Online food Applications as safer and more time saver than going to the restaurant, stated by Participants A, D, E, I, K, L. While participant F, O, P stated that online food applications are more convenient that going to restaurants.</p>	<p>-Das, J. (2018) stated that consumer preferences as their dependency on technology have motivated them to do everything online, including getting cooked meals delivered to their homes.</p> <p>-Euromonitor International (2018) claims that another significant factor seen in the majority of the users is that they are more likely to have a busy lifestyle, less time for leisure, and a fixed schedule. They find the online food delivery service more beneficial for achieving their daily tasks.</p>
Pricing			
	Common Answer	Interpretation	Citation
Q6	<p>P (d). <i>“Sakto lang kasi sakto na yun sa effort at gas ng delivery rider”</i>(It is fair imagining the effort and gas of the rider)</p> <p>P (f). <i>“Justified delivery fee sa nakikita ko, since mahirap yung biyahe and di madali ang delivery nag work”</i> (Justified delivery fee, since efforts are hard. It is fair for me worth it and it is convenient)</p> <p>P (l). <i>“Very affordable if you</i></p>	<p>The study reveals that the majority of participants are satisfied with the delivery fee of Online Food Applications. Participant A,B,C,D,E,G,I,J,N,M ,O,P,T,R Quoted that ‘The Delivery fee of Online food applications is fair and reasonable’ While Participant F,Q,S,K,L stated that ‘The delivery fee of online food applications is just and reasonable’ while participant H claims that ‘The delivery fee is expensive’.</p>	<p>-Euromonitor International (2018) claims that price plays a crucial role in all marketing schemes which directly affect a consumer’s behavior. So if it is affordable, then customers will be satisfied and willing to purchase the product again and again in the future. As the food delivery service monetizes from delivery fees, the fee should be reasonable by the benefit the consumers get from the food price.</p>

	<p><i>compare your expense in commuting, it's the same"</i></p> <p>P (m). <i>"For me it is reasonable because it is the base per kilometer. As long as the food is delivered and safe, it's okay."</i></p>		
Q7	<p>P (a). <i>"Mas lalong nakaka enganyo bumili ng marami pag discounted."</i>(It is more encouraging to buy many)</p> <p>P(h). <i>"malaking tulong sa pag titipid"</i>(its big help when you are saving)</p> <p>P (q). <i>"It's a big influence on me because I won't buy a product if it doesn't have a discount."</i></p>	<p>The study reveals that the majority of the participants find discounts encouraging, according to participant A, B C,D, E, J, K, L, M, O, Q, S,. While participant Q and P stated that 'Discounts and vouchers make us order more' also Participant H and R stated that discounts helps them save money. While Participant I, T and N said that they do not use discounts.</p>	<p>-Anita Vinaik, Richa Goel, Seema Sahai & Vikas Garg (2019) stated that these applications should be trustworthy. One primary reason for the consumer to be attracted to the product is when these apps give them special offers such as discounts, etc.</p>
Q8	<p>P (a). <i>"300-500"</i></p> <p>P (b). <i>"500-1000"</i></p>	<p>Participants A, D, E, H, K, I, L, M, O, R, S mostly spend P300-P500 in ordering while participants F, C, Q spend P100-P300. Participant J and N spend P500-P700 while Participant G, P and T spend more than P1000.</p>	<p>-Euromonitor International (2018) claims that consumers still consider having a lower service fee.</p> <p>Euromonitor International (2018) also stated that the price of the item/product on the menu could significantly influence the consumer since pricing has the capability of attracting or repelling the consumer, mainly since the price functions as an indicator of quality.</p>
Q9	<p>P (b). <i>"Para macheck yung gagastusin at para mabudget."</i>(So we can check the expense and we can budget)</p> <p>P (c). <i>"Because you can determine what you buy according to your budget."</i></p> <p>P(d). <i>"nakadepende talaga sa budget ang ilalabas na pera."</i>(it is for budgeting purposes)</p> <p>P (n). <i>"It is important to know our limitations in ordering"</i></p> <p>P (o). <i>"It is important so you can know the limitations of your budget"</i></p>	<p>The study reveals that majority of the participants need to consider pricing because they need to know their budget, it is according to Participant B, C, D, E, F, G, H, I, K, L, M, P, Q, R, S, T. While participant N and O quoted 'we need to consider pricing so we can know our limitations. Also participant J and T quoted that 'we need to consider pricing so we can pay exact.</p>	
Q10	<p>P (a). <i>"Cash on Delivery, to prevent scams."</i></p> <p>P (f). <i>"COD, dahil mas maganda sa personal na Makita ang product bago mag bayad"</i> (Cash on delivery because I prefer to see the products first before payment)</p> <p>P (g). <i>"Cash on delivery, it is ok if you receive the item first before you pay"</i></p> <p>P (q). <i>"Gcash because it's user-friendly."</i></p>	<p>Participants A, B, C, E, F, G, H, I, J, K, L, M, N, P, Q, R, T quoted that 'Cash on Delivery is the most convenient mode of payment'. The reason behind it is that 'Cash on delivery prevents scams' Quoted by Participant A, B, D, H, M, P, T While participant D, O, Q, S quoted that 'Gcash is the most convenient mode payment'. The reason behind it is that 'you are safe from covid' quoted by Participant D and O.</p>	<p>-Marianne Crowe, Scott Schuh, and Joanna Stavins (2006) stated that the decision on how to pay begins with choosing between current and future consumption. Which payment instruments to carry and which one to use. The consumer's attributes relate to age, income, and education.</p>

Restaurant Choice			
	Common Answer	Interpretation	Citation
Q11	<p>P (a). <i>“Kung anong available restaurant that time dun nalang ako bumibili”</i> (“Whatever restaurant that is available at that time, that’s where I buy”)</p> <p>P (b). <i>“minsan pag di available ang gusto naming di na kami umoorder.”</i> (“Sometimes the restaurant that we want isn’t available, we don’t proceed in ordering.”)</p> <p>P (t). <i>“For example, I want pizza, and my preferred establishment is closed, because of that i will not order, so it affects my restaurant choice”</i></p>	<p>The study reveals most of the participant’s restaurant choice is not affected by the availability of restaurants on their chosen food application. Participants: A, C, D, E, F, G, N, P quoted that “they choose anything available that is on the app”. While participants: B, H, J, Q, R, T claim that “it affects them to the point of whether to push their order or not”. While some participants are forced to pick other options if their desired choice is not on their food app.</p>	<p>Euromonitor International (2018) claims that the measurement creates a different belief between the consumer perception and the consumer’s expectation based on five generic dimensions: tangibles, reliability, responsiveness, assurance, and empathy. So if the order chosen restaurant is not available, most likely the consumer will withdraw using the application or choose another restaurant or use another application.</p> <p>-Euromonitor International (2018) stated that accessibility is essential for most consumers. To use the service, they should be readily available for them to use at any moment.</p> <p>-The variety of choices is also essential. The majority of the respondents share the main benefit of the service provided of different types of foods or the restaurant choice—the more variety, the more remarkable.</p>
Q12	<p>P (b). <i>“KFC, Mcdo. Mostly fastfood.”</i></p> <p>P (d). <i>“Milktea shops, wings and tea.”</i></p> <p>P (l). <i>“Jollibee, Mcdo, I love Milktea.”</i></p>	<p>The study reveals that the majority of the participants order from Fast-food chain restaurants such as Jollibee, McDonald’s, and KFC, though some participants order from other local restaurants or milk tea shops.</p>	<p>-Majority of the participants most likely use the online food application to order in fast food restaurants. According to Se-Hak Chun and Ariunzaya Nyam-Ochir (2020), the continuous growth of international and local restaurant chains is trying to satisfy customers' demand for a variety of products and services. The majority of the consumers prefer to use fast-food restaurants for convenience and to save time.</p> <p>-Some of the participants enjoy exploring other restaurants. Euromonitor International (2018) states that some consumers enjoy exploring new menus and treats from the application. These consumers go way beyond just ordering everyday meals and are also willing to explore new restaurants and types of food to eat during their breaks.</p>
Q13	<p>P (p). <i>“we get curious if the brand is famous and when we haven’t tried it yet”</i></p> <p>P (q). <i>“Some brands are expensive, but the quality of their food is bad.”</i></p> <p>P (s). <i>“my choice will be the one practically known for its food”</i></p>	<p>The study reveals the majority of the participants chooses well-known brands or brands that they have already tried. Some participants. While participants: I, J, M, Q, S quoted that “they pick what they are craving regardless of the brand”. And participants: B, D, G, H, P are inclined to try other local brands.</p>	<p>-Sungpo Yi, Jinlin Zhao, and Hyun-Woo Joung (2018) stated that the perception of a brand is also an essential concept in restaurant-related research since brand image affects the customer’s subjective perceptions, which influences purchase intention, satisfaction, and loyalty. A positive brand image plays a significant role in stimulating positive emotions in customers concerning the restaurant, which can lead to customer satisfaction and loyalty. A positively perceived</p>

			brand directly contributes to the customer's decision-making more than any other consumer value.
Q14	P (s). <i>"it is more preferably for them to choose a restaurant that is closer"</i>	The study reveals that the majority of the participants' choices are affected by location of the restaurant that they choose, Participants: A, H, J, N, O, R, S quoted that "they choose restaurants that are nearby". Though some participants aren't affected by how far the location of the restaurant is, some are willing to wait.	-The principle of Marketing states that situational influences are temporary conditions that affect how consumers behave. Consumers include physical factors such as the buying location, layout, music, lighting, and even scent. Companies try to make the factors favorable to the consumers. Moreover, the consumer's social situation, time factors, the reason for purchase, and mood affect their buying behavior.
Q15	P (a). <i>"Most of the stores that I order in are available in my location."</i> P (p). <i>"Yes, all of the restaurant that we like are close to our location"</i> P (s). <i>"Yes, most of the locations are accurate."</i>	The study reveals that the majority of the participants stated that all of the available restaurants in their chosen food app matches their location, though 3 participants stated that it's not.	
Design			
Q16	P (m). <i>"I prefer simple theme"</i> P(q). <i>karamihan basic system lang siya kaya madali lang siya gamitin</i> ("most of the apps have basic systems that makes it easier to use.")	The study reveals that most of the participants see the theme and system as a big factor for the satisfaction of its users. Participant a stated 'the application is easy to use for a first time user' together with participant e claimed 'kapag first time users meron naming tutorial so nakakatulong' (if you're a first time user, there are tutorials that could really help) While participants b, c ,j ,k ,m ,p ,q and t stated that it is not a factor because what is important for them is the ordering part and some of them are minimalists, they want a simple theme and design.	-Kommand (2016) stated that a themed site is to attract visitors and maintain interest – which is one of the objectives of any enterprise – the style and look should be pleasing and attractive to a user/visitor/consumer. It is one of the factors that can contribute to boosting the behavior of the consumer while using the application.
Q17	P (a). <i>"Theme is simple but attractive"</i> P (c). <i>"When it is Easy to use, I use it more."</i> P (e). <i>"Eye catchy"</i> P (r). <i>"mas pleasing sa mata kaya masmaganda gamitin"</i> ("apps can be pleasing for the eyes so it's better to use it.")	The study reveals that the majority of the participants see the theme of the online food application as 'eye catchy' which was claimed by participant e.	-Euromonitor International (2018). Simplicity is one of the critical factors of having a good application since complex applications are slightly hard to use.
Q18	P (b). <i>"Pag pili ng bibilhin."</i> (When it's time to choose what we're going to order.) P (n). <i>"I enjoy the part where I choose what to order because it has many choices."</i>	The study reveals that the users are enjoying the part in which they have to choose their order, participant n claimed that 'I enjoy the part where I choose what to order because it has many choices' which was also claimed by some of the other participants.	-Greg Petro (2019) claims that consumers are more inclined to browse online than they are to get in their cars, drive to a store and walk around. However, they are not entirely adding items on the physical cart, just like in stores. -Consumers are most likely to enjoy different parts of the online food application, ordering, selecting, and discounts. Euromonitor International (2018) mentioned that ordering online provides speed and convenience, other

			than the taste and price of the food; this new experience is also a key contributor to growth in that aspect.
Q19	<p>P (a). <i>“The address is not exact and delays the delivery.”</i></p> <p>P (b). <i>“mahirap kumuha ng rider pag gabi.”</i> (“It’s hard to book a rider in the evening.”)</p> <p>P (e). <i>“Pag nag cacancel bigla yung mga delivery boy”</i> - (“if the delivery boy would just cancel.”)</p> <p>P (k). <i>“The rider gives our order to another customer.”</i></p> <p>P (s). <i>“When the restaurant that I want is too far from our location and when they do not accept another payment method.”</i></p>	The study reveals that the participants have different difficulties encountered while using the food applications. Participants B, E, K, L, P and T encountered having problems in finding a rider or having problems with the rider itself, while participants A, H, I and S are having problems with the location or the address or the rider itself couldn’t properly locate the address, the others are having miscommunication with the rider, having long waiting time and the others haven’t encountered any difficulties at all.	-Restolabs stated that when it comes to issues in delivery, it involves quality and quantity of food, packaging, and unpleasant behavior of the delivery persons. When it comes to issues with delivery, dissatisfaction with the product or queries about payments and refunds, or general questions or complaints, consumers mainly want to get in touch with or want to be heard. Providing different communication channels like live chats, social media, and phone calls, always use positive language when communicating with a consumer. Having an effective online food ordering system that can meet the expectations of the consumer can lead to customer satisfaction.
Q20	<p>P (a). <i>“Attractive to and tempts me to buy.”</i></p> <p>P (c). <i>“Food”</i></p> <p>P (d). <i>“Affordable”</i></p> <p>P (e). <i>“Proven and tested safe delivery”</i></p> <p>P (h). <i>“Gastos na naman”</i> - (“will buy again”)</p> <p>P (l). <i>“Delivery, Convenience, Food”</i></p> <p>P (t). <i>“Expense”</i></p>	The study reveals that upon seeing the logo of the food application, the participants have different impressions of it. Participants B, C, F, J, K, O, P and S sees the logo as ‘Food’, while participants M, R, and T, sees the logo as ‘Gastos nanaman’ (will certainly spend money again), and the others sees the logo as convenience, affordable, tempting, proven and tested.	Taylor Brands (2020) mentioned that a logo should grab the consumer’s attention, making a solid first impression since it will be the foundation of the brand.
Q21	<p>P (a). <i>“nawawala ang mga inorder pag mobile app”</i> (“my orders will disappear if I use the mobile app”)</p> <p>P (g). <i>“same process.”</i></p> <p>P (h). <i>“mas madali sa cellphone kasi kahit naka upo ka makaka order ka”</i> (“it’s easier with cellphone because even though you’re just seating, you can easily order.”)</p> <p>P (l). <i>“in desktop or laptop, you need to open your laptop to find the website.”</i></p> <p>P (m). <i>“I barely use desktop, only in ordering kfc.”</i></p>	The study reveals that majority of the participants uses Mobile phone in ordering, Participants A, H, I, K, L, P, Q, S, T quoted that ‘ordering on Mobile phone is easier than using web application’. While participants M, N, O, R quoted that ‘I don’t use web application’ and participant F, G, J stated that it is just the same.	<p>· Anita Vinaik (2019) stated that the role of mobile phones had become an integral part of every human’s life. Adopting mobile phones has helped humans improve their social, professional, and private lives and helps marketers market their products.</p> <p>· Anita Vinaik (2019) stated that compared with the desktop app, the advantages of the web app are there is no need for updating or installation, and browsers can be easily visited. The advantages of the Android app are the development of the robust framework, convenience, vast marketplace for app distributors.</p> <p>Moreover, Das J. (2018) mentioned the consumer preference dependency on technology that motivates consumers to use mobile phones.</p>

	<p>P (o). <i>"I don't order at laptop"</i></p> <p>P (s). <i>"It is more accessible when ordering on phone"</i></p>		
Q22	<p>P (a). <i>"Easy to use." "madali siya gamitin at nakakatulong ang tutorials"</i> ("it's easier to use and the tutorials are helpful as well.")</p> <p>P (d). <i>"Yes, meron namang mga tutorial"</i> - ("Yes, there are tutorials.")</p> <p>P (i). <i>"Di naman na kailangan ng tutorial intuitive naman na basta marunong kalang magbasa"</i> - ("No need for tutorials, as long as you're intuitive and you know how to read.")</p> <p>P (j). <i>"I did not take any tutorial because it is easy to us"</i></p>	<p>The study reveals that majority of the participants is satisfied with the theme and system, Participants A,B,C,D,E,F,G,H,K,L,M,N,O,P,Q,R,S,T quoted 'yes, it has helped me'. Participants stated that the application have enough guide and tutorials for new application users. While 2 of the participants, I and J stated that they do not need tutorials because the application is easy to understand.</p>	<p>Varsha Chavan et al. (2015) Claims using a smartphone process for customers to view, order, and navigate aided the restaurant in immediately managing customers ' orders. These wireless communication and data transfer capabilities thru smartphones has been effective and improving not just the business management service delivery but also the usage of online food application of the consumers..</p>
Psychological Factors			
Q23	<p><i>"Once or twice a week."</i></p>	<p>The study reveals that majority of the participant's uses online food applications once or twice a week. Participants a, b, c, d, I, j, l, o, p, q and s stated that they order once or twice a week.</p>	<p>Statista (Survey time period 2020) reveals that 23 percent of states in the Philippines order food from these online food delivery apps use the application once or twice a week.</p>
Q24	<p>P (a). <i>"Madaming ginagawa" (too busy)</i></p> <p>P (b). <i>"Get together"</i></p> <p><i>"Family day and cravings"</i></p> <p>P (m). <i>"If I don't want to cook"</i></p> <p>P (i). <i>"Pag tinatamad" (If I'm too lazy)</i></p>	<p>The data gathered shows that food application users commonly engage in using the application during special events such as <i>get togethers, family reunions or birthdays</i> which was stated by participant b, c, g, h, m, p, p, s, and t. Some of the users also consider using the application whenever they are craving for snacks or food and if they are just too lazy to cook at home.</p>	<ul style="list-style-type: none"> Stated that consumers find that the service provides convenience in their everyday lives since most consumers do not cook often. They also tend to use the online delivery services during dinner, weekdays, and weekend family gatherings. Another factor to consider is the consumer's intention to purchase, which is motivated by hunger or cravings for a treat. So if they desire light meal snacks or treats, one's purchase intent is higher.
Q25	<p><i>"For me only" or "2 and more people"</i></p>	<p>The study reveals that the common number of persons that the user usually orders ranges from 3-15 persons, since they consider that the more people or orders that they buy, the lesser the delivery fee is. But participants a, d, e, f, j, l, and s stated that they order for themselves.</p>	<p>When consumers are home alone, extremely hungry, or preoccupied with more important activities, they prefer to use the online delivery service. This type of service is a way for people to make it more convenient for their customers.</p> <ul style="list-style-type: none"> Since most of the users are students, H.S Sethu & Bhavya Saini (2016) stated in According to their research, online food purchasing services help students manage their time.

Q26	<p>“Grab food”</p> <p>“Food panda”</p> <p>“both Grab food and Food panda”</p>	<p>The data gathered shows that food application users commonly uses both food panda and grab food which participant r stated that “we use food panda but sometimes grab food”. Which reveals that whenever that a certain restaurant isn’t available at the application, they usually use the other.</p>	<ul style="list-style-type: none"> • Euromonitor International (2018) stated that Food panda has a reputation for simple service, easy-to-use system, focuses on prominent restaurants (not street vendors), and focuses on a variety of delicacies. • While Grab food concentrates on early finished food, focusing on food within 5 kilometers of the user's location to ensure the food is in the user's hand within 30-35 minutes. (Positioning, 2018)
Comments and Suggestions			
	<ul style="list-style-type: none"> · Add more establishments · Orders are sometimes delayed · Improve responsiveness - Adding more instructions for Senior Citizens 	<p>The study reveals that the participant’s feedback with the existing online food applications mainly focuses on adding more partner establishment, delayed orders, improving the responsiveness of the service and adding more instructions for the elderly to properly understand the application.</p>	<ul style="list-style-type: none"> • Euromonitor International (2018), the critical consideration is the responsiveness of the rider to the order. If the rider's response time is slow, the order will likely be canceled. • Euromonitor International (2018) the variety of restaurants is also a factor since the participants most likely get bored when the choices of the restaurants are lacking. Participants benefit from the service, which is provided with a wide variety of different types of food. The more choices, the more significant customer satisfaction. • Euromonitor International (2018) has a reliable service from the ordering process up to the speed of the delivery. The participants want a reliable service with a smooth process with no errors. • Anita Vinaik (2019) also stated that customers’ perception about food and service is essential for the food and service industry since it helps them identify the needs and preferences of the customers and satisfy them and in this perception of the customer, were judged on various factors.

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