

Influence of Consumer Ordering Behaviour on Restaurant Performance through Online Food Delivery Platforms: A Study of Bengaluru City

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Abstract

Online food delivery (OFD) platforms such as Swiggy and Zomato have fundamentally reshaped how consumers in Indian metropolitan cities access restaurant food, and have simultaneously become a critical sales and visibility channel for restaurants. This study examines the influence of consumer ordering behaviour on restaurant performance through OFD platforms in Bengaluru City. Using a descriptive and analytical research design, primary data were collected from two respondent groups – 500 consumers using OFD platforms and 100 restaurants registered on these platforms – through structured questionnaires. The study examines consumer ordering frequency, platform and cuisine preferences, spending behavior, and the factors driving online ordering decisions (convenience, discounts, delivery speed, ratings and reviews, food quality, app usability, payment convenience, and customer support), and relates these to restaurant-reported outcomes including sales growth, revenue impact, customer retention, and profitability. The findings show that 76 percent of consumers order food online at least once a week, with food quality (mean = 4.20) and delivery speed (mean = 4.05) ranked as the strongest decision drivers. On the restaurant side, 80 percent of respondents reported a highly or moderately increased impact of online consumer orders on sales, and a strong positive correlation ($r = 0.81$, $p < 0.001$) was found between online ordering frequency and restaurant business growth. The study concludes that consumer ordering behavior is a significant determinant of restaurant performance in the OFD ecosystem and offers targeted suggestions for restaurants, delivery platforms, and future researchers to strengthen customer retention and sustainable business growth in Bengaluru's increasingly digital food service market.

Keywords: Consumer ordering behavior, online food delivery, restaurant performance, Swiggy, Zomato, Bengaluru, business growth

1. Introduction

1.1 Introduction

The rapid growth of digital technology and internet penetration has significantly transformed consumer lifestyles and business operations across various industries. One of the major sectors witnessing remarkable digital transformation is the food service industry. Online food delivery platforms have emerged as an important component of the modern food ecosystem by connecting consumers and restaurants through digital applications and mobile platforms. The increasing use of smartphones, digital payment systems, and internet services has accelerated the growth of online food delivery services in urban India, particularly in metropolitan cities such as Bengaluru.

Online food delivery platforms such as Swiggy and Zomato have significantly transformed the traditional restaurant business model by providing consumers with easy access to a wide variety of food options, convenient ordering systems, quick delivery services, digital payment facilities, and personalised recommendations. These

platforms have not only changed consumer food ordering behavior but have also influenced restaurant operations, sales performance, customer reach, and business growth.

Consumer ordering behavior refers to the decision-making process and purchasing patterns of consumers while ordering food through online delivery platforms. Factors such as convenience, discounts and offers, delivery time, food quality, ratings and reviews, app usability, and payment options play a significant role in influencing consumer ordering decisions. As consumers increasingly depend on online food delivery platforms, restaurants are adapting their business strategies to meet changing customer expectations and remain competitive in the digital marketplace.

Bengaluru City, known as the technology and start-up hub of India, has experienced substantial growth in online food delivery services due to its urban lifestyle, working population, high internet penetration, and growing demand for convenience-based services. Restaurants in Bengaluru are increasingly partnering with online delivery platforms to improve market visibility, increase customer reach, and enhance sales performance. However, changing consumer ordering behavior has also created challenges and opportunities for restaurant businesses in terms of operational efficiency, customer retention, pricing strategies, and profitability.

In this context, the present study examines consumer ordering behavior and analyses its influence on restaurant performance through online food delivery platforms in Bengaluru City. The study focuses on identifying the factors influencing online food ordering decisions and understanding the relationship between consumer ordering frequency and restaurant business growth.

1.2 Background of the Study

The food delivery industry has evolved rapidly over the past decade due to advancements in digital technology, mobile applications, and changing consumer lifestyles. Earlier, restaurants primarily depended on dine-in services and direct takeaway systems. However, the emergence of online food delivery platforms has transformed the restaurant industry by introducing digital ordering and delivery systems that provide greater convenience to consumers.

The growth of online food delivery services became more prominent after the expansion of smartphone usage, internet accessibility, and digital payment systems in India. Consumers now prefer ordering food online because it saves time, offers multiple food choices, provides attractive discounts, and ensures doorstep delivery. The COVID-19 pandemic further accelerated the adoption of online food delivery services as consumers increasingly relied on contactless ordering and delivery options.

Online food delivery platforms have created new business opportunities for restaurants by enabling them to reach a larger customer base beyond geographical limitations. At the same time, restaurants face increased competition, dependency on platform-based operations, commission charges, and pressure to maintain service quality and customer satisfaction.

Consumer ordering behavior has become a critical factor influencing restaurant performance in the digital food delivery ecosystem. Understanding consumer preferences, ordering frequency, and decision-making determinants is essential for restaurants to improve their marketing strategies, operational performance, and customer retention practices.

1.3 Research Gap

Although several studies have examined online food delivery services, limited research has focused on the influence of consumer ordering behavior on restaurant performance in the context of Bengaluru City. Existing studies mainly emphasise customer satisfaction, delivery services, and digital platforms, while comparatively less attention has been given to understanding how consumer ordering patterns directly affect restaurant sales, customer retention, and business growth.

Furthermore, there is limited empirical research analysing the relationship between consumer ordering frequency and restaurant business performance in metropolitan cities such as Bengaluru. Therefore, the present study

attempts to bridge this research gap by examining consumer ordering behavior and its influence on restaurant performance through online food delivery platforms.

1.4 Statement of the Problem

The rapid expansion of online food delivery platforms has significantly influenced consumer food ordering behavior and restaurant business operations. Consumers increasingly prefer online food ordering due to convenience, promotional offers, delivery speed, and ease of digital transactions. As a result, restaurants are adapting their operations and business models to align with the growing demand for online food delivery services.

Despite the growth of online food delivery platforms, restaurants face challenges related to customer retention, competition, operational efficiency, profitability, and changing consumer expectations. Consumer ordering behavior directly affects restaurant sales performance, customer loyalty, and business growth. Factors such as discounts, ratings and reviews, delivery quality, and platform usability play a major role in shaping consumer decisions.

Therefore, there is a need to study how consumer ordering behavior influences restaurant performance through online food delivery platforms in Bengaluru City. The present study analyses the relationship between consumer ordering behavior and restaurant business performance and identifies the major factors influencing online food ordering decisions.

1.5 Research Objectives

The study has been undertaken with the following objectives:

1. To examine consumer ordering behavior in online food delivery platforms in Bengaluru City.
2. To identify the factors influencing consumer food ordering decisions through online food delivery platforms.
3. To analyse the impact of consumer ordering behavior on restaurant performance in Bengaluru City.
4. To study the relationship between online food ordering frequency and restaurant business growth.

1.6 Research Questions

- What are the major consumer ordering behavior patterns in online food delivery platforms?
- Which factors influence consumer food ordering decisions through online delivery platforms?
- How does consumer ordering behavior affect restaurant performance?
- Is there a significant relationship between online ordering frequency and restaurant business growth?

1.7 Research Hypotheses

H1: Consumer ordering behavior significantly influences restaurant performance in Bengaluru City.

H2: Convenience and promotional offers significantly influence consumer food ordering decisions.

H3: Online food ordering frequency positively affects restaurant business growth.

H4: Customer ratings and reviews significantly influence consumer ordering behavior.

1.8 Need for the Study

The increasing dependency on online food delivery platforms has changed consumer purchasing behavior and restaurant business operations. Understanding the relationship between consumer ordering behavior and restaurant performance is essential for restaurants to improve operational strategies, customer engagement, and business sustainability in the competitive digital marketplace.

The study is important because restaurants are increasingly relying on online food delivery platforms for customer acquisition and sales growth. Analysing consumer ordering patterns and the factors influencing online food

ordering decisions will help restaurants and delivery platforms formulate effective marketing and operational strategies.

1.9 Scope of the Study

The study focuses on consumer ordering behavior and its influence on restaurant performance through online food delivery platforms operating in Bengaluru City. The research examines consumer preferences, ordering frequency, influencing factors, and their impact on restaurant business growth.

The study primarily focuses on consumers using online food delivery applications and restaurants partnered with online food delivery platforms operating within Bengaluru City.

1.10 Significance of the Study

The study is significant for the following reasons:

1. Importance to Restaurants

The study helps restaurants understand consumer ordering patterns and preferences to improve business strategies, customer retention, and sales performance.

2. Importance to Online Food Delivery Platforms

The findings help online food delivery platforms improve service quality, customer satisfaction, and operational efficiency.

3. Importance to Researchers and Academicians

The study contributes to existing literature related to consumer behavior, digital marketing, online food delivery services, and restaurant management.

4. Importance to Policymakers

The study provides insights into the growth, opportunities, and challenges of the online food delivery ecosystem in metropolitan cities.

1.11 Conclusion

Online food delivery platforms have fundamentally reshaped the relationship between consumers and restaurants in urban India, creating both opportunities and challenges for restaurant businesses. Understanding consumer ordering behavior and its influence on restaurant performance is therefore essential for restaurants, delivery platforms, and policymakers operating in this rapidly evolving digital marketplace. The present study examines this relationship in the context of Bengaluru City. The chapters that follow present the theoretical background and review of literature, the research methodology, the data analysis and interpretation, and conclude with findings, suggestions, and the overall conclusion of the study.

2. Theoretical Background and Review of Literature

2.1 Introduction

The rapid advancement of digital technology, smartphone penetration, internet accessibility, and changing consumer lifestyles have significantly transformed the food service industry across the world. In India, online food delivery platforms have emerged as one of the fastest-growing segments within the digital economy. Platforms such as Zomato and Swiggy have revolutionised the traditional restaurant business model by enabling consumers to order food conveniently through mobile applications and digital platforms.

The increasing dependency on online food delivery services has changed consumer ordering behavior, purchasing preferences, and restaurant operational strategies. Consumers are increasingly influenced by factors such as convenience, discounts, delivery speed, ratings, reviews, app usability, and digital payment systems while

ordering food online. Simultaneously, restaurants are relying on online food delivery platforms for customer acquisition, sales growth, market visibility, and business expansion.

This chapter discusses the theoretical foundations related to consumer ordering behavior, online food delivery platforms, and restaurant performance, and reviews relevant literature on consumer food ordering behavior and its influence on restaurant business performance.

2.2 Theoretical Background

The theoretical background provides the conceptual foundation for understanding consumer behavior, online purchasing decisions, service quality perceptions, and restaurant business performance in the context of online food delivery services.

2.2.1 Consumer Behavior Theory

Consumer behavior theory explains how individuals select, purchase, use, and evaluate products and services to satisfy their needs and wants. According to Kotler and Armstrong (2018), consumer behavior is influenced by psychological, social, cultural, personal, and economic factors. In the context of online food delivery services, consumer behavior includes the frequency of online ordering, spending patterns, platform preference, cuisine selection, repeat ordering behavior, and satisfaction level. Consumer behavior theory is highly relevant to the present study because restaurant performance through online food delivery platforms largely depends on customer ordering patterns and preferences.

2.2.2 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (1989), explains how consumers accept and use digital technologies. The model is based on two major constructs – perceived usefulness and perceived ease of use. In online food delivery platforms, consumers prefer applications that save time, provide convenience, offer easy navigation, enable secure payment systems, and deliver food quickly. The model explains the increasing adoption of food delivery applications among urban consumers in metropolitan cities like Bengaluru.

2.2.3 Consumer Decision-Making Theory

Consumer decision-making theory explains the process followed by consumers before purchasing a product or service. The stages include need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. In online food delivery services, consumers identify food requirements, search restaurants through mobile applications, compare ratings, prices, and reviews, place orders, and evaluate service quality after delivery. This theory helps explain the factors influencing online food ordering decisions and repeat ordering behavior.

2.2.4 Service Quality Theory (SERVQUAL)

Service quality theory, operationalised through the SERVQUAL model of Parasuraman, Zeithaml, and Berry (1988), explains the relationship between customer expectations and actual service performance across five dimensions: reliability, responsiveness, assurance, empathy, and tangibility. In online food delivery services, service quality depends on delivery speed, food quality, packaging, order accuracy, and customer support. Higher service quality improves consumer satisfaction, customer loyalty, repeat ordering frequency, and restaurant reputation.

2.3 Online Food Delivery Platforms

Online food delivery platforms are digital intermediaries connecting consumers and restaurants through online applications and websites. The major online food delivery platforms operating in India include Swiggy and Zomato. These platforms provide online ordering facilities, restaurant listings, ratings and reviews, real-time order tracking, digital payment systems, and promotional offers and discounts. The growth of online food delivery platforms has significantly influenced restaurant business operations and consumer purchasing behavior.

2.4 Consumer Ordering Behavior

Consumer ordering behavior refers to the purchasing patterns and food ordering preferences of consumers using online delivery applications. Important dimensions include frequency of ordering, preferred ordering time, preferred cuisine, spending behavior, platform preference, and response to promotional offers. Consumer ordering behavior plays a major role in determining restaurant sales performance and business growth through online delivery platforms.

2.5 Factors Influencing Ordering Decisions

2.5.1 Convenience

Convenience is one of the most significant factors influencing online food ordering behavior. Consumers prefer food delivery services because they reduce travel effort and save time.

2.5.2 Discounts and Promotional Offers

Discounts, cashback offers, and promotional schemes attract consumers and increase online ordering frequency.

2.5.3 Delivery Speed

Fast and timely delivery improves customer satisfaction and repeat ordering behavior.

2.5.4 Ratings and Reviews

Consumers often depend on ratings and customer reviews before selecting restaurants and placing food orders.

2.5.5 App Usability

Easy navigation, attractive design, and user-friendly applications positively influence consumer ordering decisions.

2.5.6 Payment Convenience

Digital payment options such as UPI, mobile wallets, credit cards, and debit cards increase consumer convenience and encourage online transactions.

2.6 Restaurant Performance

Restaurant performance refers to the operational and financial outcomes achieved by restaurants through online food delivery platforms. The major indicators of restaurant performance include sales growth, customer retention, order volume, profitability, brand visibility, and business expansion. Online food delivery platforms help restaurants reach larger customer bases, increase market presence, improve operational efficiency, and enhance customer engagement.

2.7 Relationship Between Consumer Behavior and Restaurant Performance

Consumer ordering behavior directly influences restaurant performance through online food delivery platforms. Positive consumer ordering behavior leads to increased order frequency, higher sales revenue, improved customer retention, greater business visibility, and enhanced restaurant growth. Similarly, positive ratings and reviews influence restaurant reputation and customer acquisition. However, challenges such as high competition, platform dependency, and commission charges may affect restaurant profitability.

2.8 Review of Literature

Table 2.1 summarises ten studies relevant to consumer ordering behavior, online food delivery platforms, and restaurant performance.

Shankar, Jebarajakirthy, Nayal, Maseeh, Kumar, and Sivapalan (2022) conducted a systematic synthesis of online food delivery (OFD) literature and found that the Unified Theory of Acceptance and Use of Technology, the Theory of Planned Behaviour, and the Technology Acceptance Model are the most commonly applied theoretical

lenses in this research domain, with website-based delivery research transitioning toward online-to-offline and mobile-app-based models.

Yeo, Goh, and Rezaei (2017) found that consumer attitude, convenience orientation, and price-saving orientation positively influence behavioural intention to use OFD services, with food quality and time saving emerging as key experiential drivers of continued use.

Shankar, Jebarajakirthy, Maseeh, Nayal, Kumar, and Krishnan (2024), in a meta-analytic review of the OFD literature, established that performance and effort expectancy, social influence, facilitating conditions, interactivity, and perceived risk are crucial antecedents, and that perceived value significantly influences usage intention, which in turn triggers satisfaction, trust, and loyalty.

Xu, Liu, Mao, and Zhou (2024) examined the link between mobile food ordering app usage and restaurant performance directly, finding that higher OFD order intensity was associated with increased restaurant revenue through higher table turnover, though it was also linked to a decline in dine-in customer satisfaction – highlighting a trade-off restaurants must manage.

Arli, van Esch, and Weaven (2024) applied the SERVQUAL framework to OFD services and found that tangibles, reliability, assurance, and empathy significantly influenced consumer satisfaction and loyalty, while responsiveness did not have a significant effect, suggesting platforms should prioritise the other four service quality dimensions.

Pallikkara, Pinto, Hawaldar, and Pinto (2021), in an empirical investigation of OFD adoption in Karnataka, used exploratory factor analysis and multiple regression to identify the key antecedents of behavioural intention to use online food delivery services among Indian consumers.

Annaraud and Berezina (2020) examined the factors predicting consumer satisfaction and intention to use OFD services and found that menu variety, along with service and delivery attributes, significantly affects the likelihood of continued use.

Jadhav, Titus, Babu, and Chinnaiyan (2023), in a study of Indian food delivery app users, found that restaurant variety on a platform positively influences consumer satisfaction and app usage, that packaging quality alone does not significantly affect overall satisfaction, and that application design and user-interface quality play a crucial role in shaping consumer behaviour and engagement.

Mullick and Singh (2025) conducted a bibliometric analysis of 524 Scopus-indexed publications on OFD customer satisfaction and behavioural intention published between 1996 and 2025, finding that academic interest in this domain has grown substantially, with research increasingly focusing on satisfaction, loyalty, and behavioural-intention outcomes.

Davis (1989), in the foundational study underlying the Technology Acceptance Model, established that perceived usefulness and perceived ease of use are the primary determinants of users' acceptance of new technologies – a finding that continues to underpin research on mobile food delivery app adoption.

Table 2.1: Summary of Reviewed Literature

Sl. No.	Author(s) & Year	Area of Study	Major Findings
1	Shankar et al. (2022)	OFD literature synthesis	UTAUT, TPB, and TAM are the dominant theories applied in OFD research
2	Yeo, Goh, & Rezaei (2017)	Consumer attitude & intention	Convenience and price-saving orientation drive behavioural intention to use OFD
3	Shankar et al. (2024)	Meta-analytic review of OFD	Perceived value drives usage intention, satisfaction, trust, and loyalty

4	Xu, Liu, Mao, & Zhou (2024)	OFD apps & restaurant performance	OFD intensity raises restaurant revenue via turnover but can lower dine-in satisfaction
5	Arli, van Esch, & Weaven (2024)	SERVQUAL in OFD services	Tangibles, reliability, assurance, empathy drive loyalty; responsiveness does not
6	Pallikkara et al. (2021)	Behavioural intention (Karnataka)	Identifies key antecedents of intention to use OFD services in India
7	Annaraud & Berezina (2020)	Satisfaction & intention to use OFD	Menu variety and service/delivery attributes predict continued OFD use
8	Jadhav et al. (2023)	Consumer behavior (India)	Restaurant variety and app design significantly shape satisfaction and usage
9	Mullick & Singh (2025)	Bibliometric analysis of OFD research	Academic interest in OFD satisfaction/behavioural intention has grown sharply
10	Davis (1989)	Technology Acceptance Model	Perceived usefulness and ease of use drive technology adoption

Source: Compiled by the authors from the cited studies; full bibliographic details appear in the References section.

2.9 Research Gap

The review of literature indicates that several studies have focused on consumer satisfaction, food delivery platforms, technology adoption, and service quality. However, limited studies have examined the relationship between consumer ordering behavior and restaurant performance, the impact of ordering frequency on restaurant business growth, and consumer behavior and restaurant operational performance specifically in Bengaluru. While Xu et al. (2024) is a notable exception that links OFD usage intensity directly to restaurant-level outcomes, such restaurant-performance-focused research remains scarce in the Indian metropolitan context. Therefore, the present study attempts to fill this research gap by examining the influence of consumer ordering behavior on restaurant performance through online food delivery platforms in Bengaluru City.

2.10 Conceptual Framework

Figure 2.1 presents the conceptual framework underlying the present study. Factors influencing ordering decisions – convenience, discounts, ratings, reviews, delivery time, app usability, and payment options – shape consumer ordering behavior, which in turn determines restaurant performance (sales growth, customer retention, order volume, and business growth), ultimately driving overall business growth.

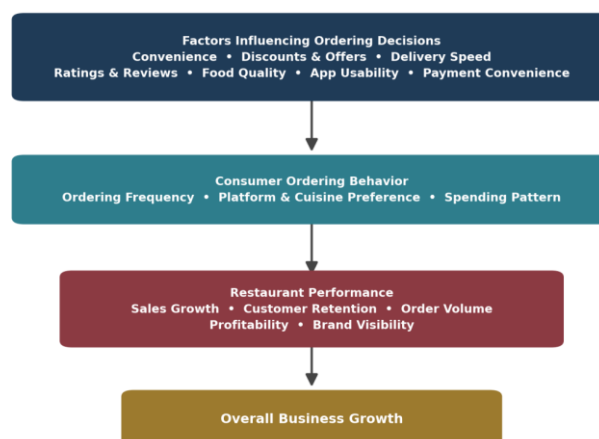


Figure 2.1: Conceptual Framework of the Study

2.11 Summary of Literature Review

The literature review indicates that online food delivery platforms have significantly transformed consumer food purchasing behavior and restaurant business operations. Factors such as convenience, discounts, service quality, ratings, reviews, digital payment systems, and delivery speed play a major role in influencing online food ordering decisions.

The reviewed studies further indicate that positive consumer ordering behavior contributes significantly to restaurant sales growth, customer retention, and business expansion. However, with the notable exception of Xu et al. (2024), few studies have specifically examined the relationship between consumer ordering behavior and restaurant performance in Bengaluru City, which forms the basis for the present study.

2.12 Conclusion

This chapter discussed the theoretical background and review of literature related to consumer ordering behavior, online food delivery platforms, and restaurant performance. The chapter explained the consumer behavior theory, the Technology Acceptance Model, consumer decision-making theory, and SERVQUAL service quality theory relevant to the study. The literature review highlighted the importance of convenience, discounts, ratings, delivery speed, and digital payment systems in influencing online food ordering behavior, identified research gaps, and presented a conceptual framework supporting the present research study.

3. Research Methodology

3.1 Research Design

The study adopts a descriptive and analytical research design.

Descriptive Research Design

Descriptive research is used to describe the characteristics, preferences, and behavior of consumers using online food delivery platforms. It helps in understanding consumer ordering patterns, frequency of usage, preferred platforms, and factors influencing food ordering decisions.

Analytical Research Design

Analytical research is used to examine the relationship between consumer ordering behavior and restaurant performance. It helps in identifying the impact of consumer ordering frequency, preferences, discounts, and convenience on restaurant sales and business growth.

3.2 Nature of the Study

Table 3.1: Nature of the Study

Particulars	Description
Research Type	Quantitative Research
Research Approach	Survey Method
Research Design	Descriptive and Analytical
Study Area	Bengaluru City
Time Horizon	Cross-sectional Study
Unit of Analysis	Consumers and Restaurants

Source: Prepared by the authors.

3.3 Sources of Data

The present study is based on both primary and secondary data.

3.3.1 Primary Data

Primary data are collected directly from respondents through structured questionnaires. Two respondent categories were surveyed: consumers using online food delivery platforms, and restaurant owners/managers associated with online food delivery platforms. Data were collected through an online survey, direct questionnaire method, and personal interaction.

3.3.2 Secondary Data

Secondary data are collected from research journals, books, published articles, industry reports, company reports, government publications, and websites and online databases.

3.4 Study Area

The study is conducted in Bengaluru City, one of the major metropolitan cities in India with significant growth in online food delivery services and restaurant businesses.

3.5 Population of the Study

The population of the study consists of consumers using online food delivery platforms in Bengaluru City, and restaurants registered on online food delivery platforms operating in Bengaluru City.

3.6 Sampling Design

3.6.1 Sampling Technique

The study uses the convenience sampling technique for selecting respondents based on accessibility, availability, and willingness to participate in the survey.

3.6.2 Sample Size

The study includes two categories of respondents, as shown in Table 3.2.

Table 3.2: Sample Size

Respondent Category	Sample Size
Consumers	500
Restaurants	100
Total Respondents	600

Source: Prepared by the authors.

The sample size is considered adequate for statistical analysis and interpretation.

3.7 Data Collection Instrument

A structured questionnaire is used as the primary instrument for collecting data from consumers and restaurants.

3.7.1 Consumer Questionnaire

The consumer questionnaire consists of four sections:

- Section A – Demographic Profile: age, gender, education, occupation, income level.
- Section B – Consumer Ordering Behavior: frequency of online food ordering, preferred food delivery platform, preferred cuisine, ordering time preferences, spending behavior.

- Section C – Factors Influencing Ordering Decisions: discounts and promotional offers, convenience, delivery time, ratings and reviews, app usability, payment options.
- Section D – Satisfaction and Ordering Preferences: satisfaction with delivery services, repeat ordering behavior, consumer loyalty.

3.7.2 Restaurant Questionnaire

The restaurant questionnaire covers sales performance, online order volume, customer retention, business growth, impact of consumer ordering frequency, impact of ratings and reviews, and operational performance.

3.8 Measurement Scale

The study uses a five-point Likert scale for measuring respondent opinions, as shown in Table 3.3.

Table 3.3: Measurement Scale

Scale	Description
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

Source: Prepared by the authors.

3.9 Variables of the Study

Independent Variables: consumer ordering frequency, convenience, discounts and offers, delivery time, ratings and reviews, app usability, payment convenience.

Dependent Variables: restaurant performance, sales growth, customer retention, business growth, restaurant visibility.

3.10 Hypotheses of the Study

H1: Consumer ordering behavior significantly influences restaurant performance in Bengaluru City.

H2: Convenience and promotional offers significantly influence consumer food ordering decisions.

H3: Online food ordering frequency positively affects restaurant business growth.

H4: Customer ratings and reviews significantly influence consumer ordering behavior.

3.11 Statistical Tools Used for Data Analysis

The collected data are analysed using the following statistical tools:

- Percentage Analysis – used for analysing demographic characteristics and respondent distribution.
- Descriptive Statistics – used for calculating mean, standard deviation, and frequency distribution.
- Correlation Analysis – used to measure the relationship between consumer ordering behavior and restaurant performance.
- Regression Analysis – used to analyse the impact of consumer ordering frequency, convenience, discounts, and ratings on restaurant performance and business growth.
- Mean Score Ranking – used to identify the relative importance of factors influencing consumer food ordering decisions.

- Reliability Analysis – Cronbach’s Alpha is used to test the reliability and internal consistency of questionnaire items.

3.12 Conceptual Framework of the Study

The conceptual framework guiding the data analysis in Chapter 4 is presented in Figure 2.1 (Section 2.10). Factors influencing ordering decisions shape consumer ordering behavior, which in turn determines restaurant performance and overall business growth.

3.13 Scope of the Study

The study focuses on consumer ordering behavior in online food delivery platforms, the factors influencing online food ordering decisions, restaurant performance and business growth, and online food delivery services operating in Bengaluru City.

3.14 Limitations of the Study

- The study is limited to Bengaluru City only.
- The study depends on the responses provided by consumers and restaurant owners/managers.
- Consumer preferences and market trends may change over time.
- Time and resource limitations may affect the scope of the study.

3.15 Ethical Considerations

- Participation of respondents is voluntary.
- Respondent confidentiality and privacy are maintained.
- Data collected are used only for academic and research purposes.

4. Data Analysis and Interpretation

This chapter presents the analysis and interpretation of primary data collected from two respondent groups in Bengaluru City: 500 consumers using online food delivery (OFD) platforms and 100 restaurants registered on such platforms. The chapter is organised into four sections corresponding to the study’s objectives: consumer ordering behavior (Section 4.1), factors influencing ordering decisions (Section 4.2), the impact of consumer ordering behavior on restaurant performance (Section 4.3), and the relationship between ordering frequency and restaurant business growth (Section 4.4). Each table is accompanied by a corresponding figure and interpretation.

4.1 Consumer Ordering Behavior in Online Food Delivery Platforms (n = 500)

Table 4.1: Gender-wise Classification of Respondents

Gender	Number of Respondents	Percentage (%)
Male	290	58
Female	200	40
Others	10	2
Total	500	100

Source: Primary data.

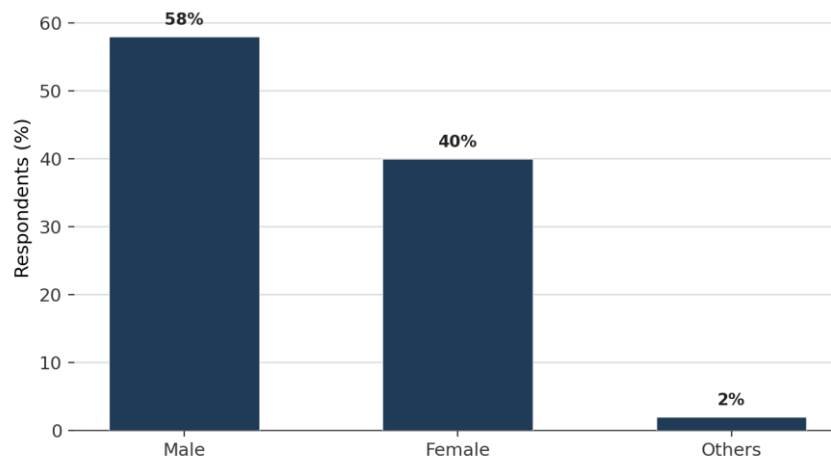


Figure 4.1: Gender-wise Classification of Respondents

Table 4.1 indicates that out of 500 respondents, 58% are male, 40% are female, and 2% belong to other gender categories. The findings show that male consumers constitute the majority of users of online food delivery platforms in Bengaluru City, though female participation remains substantial.

Table 4.2: Frequency of Online Food Ordering

Ordering Frequency	Number of Respondents	Percentage (%)
Daily	60	12
2–3 Times a Week	180	36
Once a Week	140	28
Occasionally	120	24
Total	500	100

Source: Primary data.

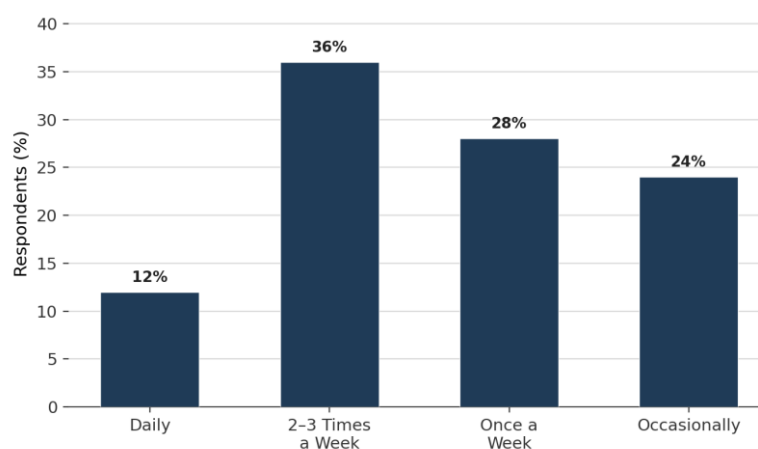


Figure 4.2: Frequency of Online Food Ordering

The table reveals that 36% of respondents order food online 2–3 times a week, followed by 28% who order once a week. Around 24% order occasionally, while 12% order food daily. Taken together, 76% of

respondents order food online at least once a week, indicating that online food delivery services have become a regular part of consumer lifestyle in Bengaluru City.

Table 4.3: Preferred Online Food Delivery Platform

Platform	Number of Respondents	Percentage (%)
Swiggy	240	48
Zomato	210	42
Uber Eats / Other Apps	50	10
Total	500	100

Source: Primary data.

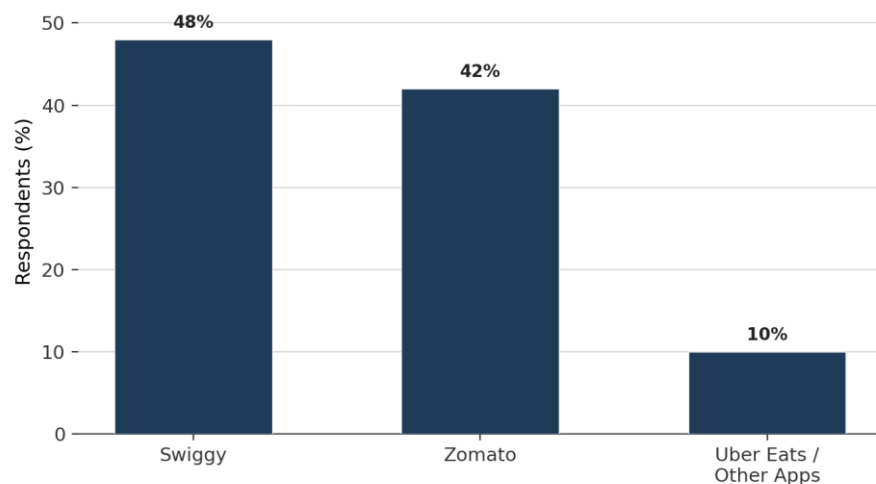


Figure 4.3: Preferred Online Food Delivery Platform

The findings show that 48% of respondents prefer Swiggy for ordering food online, while 42% prefer Zomato. Only 10% use other applications. The results indicate that Swiggy and Zomato together dominate the online food delivery market in Bengaluru City, accounting for 90% of platform preference.

Table 4.4: Preferred Time for Online Food Ordering

Ordering Time	Number of Respondents	Percentage (%)
Breakfast	50	10
Lunch	120	24
Evening Snacks	90	18
Dinner	240	48
Total	500	100

Source: Primary data.

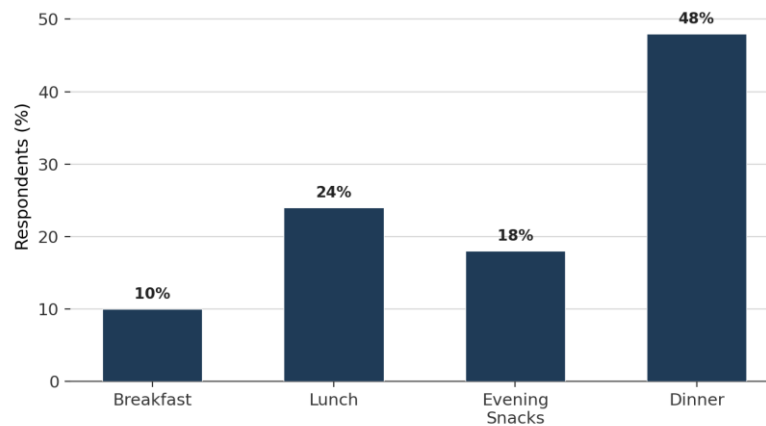


Figure 4.4: Preferred Time for Online Food Ordering

The table indicates that 48% of respondents prefer ordering food during dinner time, followed by 24% during lunch hours. Evening snack orders account for 18%, while breakfast orders account for only 10%. This suggests that dinner time is the peak period for online food ordering in Bengaluru City, with clear implications for restaurant staffing and delivery-fleet allocation.

Table 4.5: Monthly Spending on Online Food Ordering

Monthly Spending	Number of Respondents	Percentage (%)
Below ₹1000	110	22
₹1000–₹3000	220	44
₹3001–₹5000	120	24
Above ₹5000	50	10
Total	500	100

Source: Primary data.

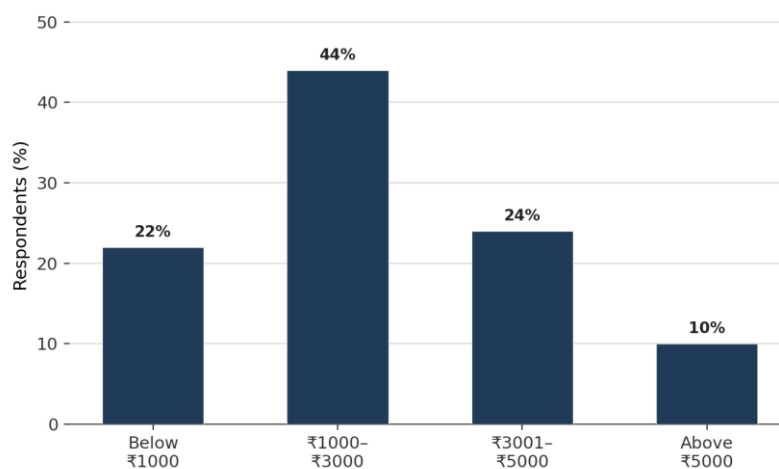


Figure 4.5: Monthly Spending on Online Food Ordering

The findings indicate that 44% of respondents spend between ₹1000 and ₹3000 per month on online food ordering. About 24% spend between ₹3001 and ₹5000, while 22% spend below ₹1000. Only 10% spend above ₹5000 monthly, reflecting a moderate but steady consumer spending pattern toward online food delivery services.

Table 4.6: Preferred Cuisine Ordered Online

Cuisine Type	Number of Respondents	Percentage (%)
South Indian	150	30
North Indian	130	26
Chinese	90	18
Fast Food	100	20
Others	30	6
Total	500	100

Source: Primary data.

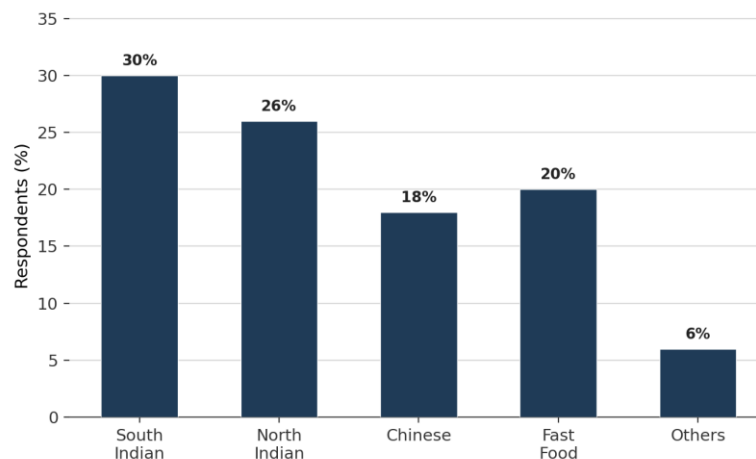


Figure 4.6: Preferred Cuisine Ordered Online

The table shows that South Indian cuisine is the most preferred food category among respondents at 30%, followed by North Indian cuisine at 26%. Fast food accounts for 20%, Chinese cuisine for 18%, and other cuisines for 6%. The results indicate strong demand for regional and Indian food preferences among Bengaluru consumers, alongside steady demand for fast food.

Table 4.7: Reasons for Using Online Food Delivery Platforms

Reason	Number of Respondents	Percentage (%)
Convenience	180	36
Discounts and Offers	140	28
Variety of Food Choices	90	18
Time Saving	70	14
Others	20	4
Total	500	100

Source: Primary data.

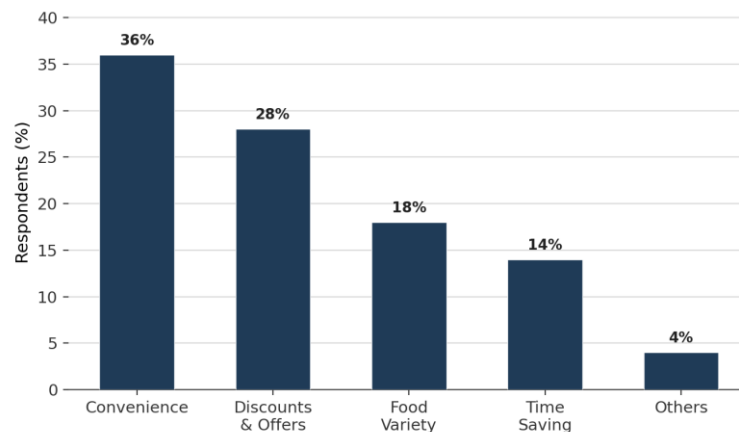


Figure 4.7: Reasons for Using Online Food Delivery Platforms

The table reveals that convenience is the major reason for using online food delivery platforms, accounting for 36% of respondents. Discounts and promotional offers influence 28% of consumers, while 18% prefer online ordering due to food variety. The findings indicate that convenience and offers are the primary drivers of online food ordering behavior in Bengaluru City.

Table 4.8: Consumer Satisfaction Level

Satisfaction Level	Number of Respondents	Percentage (%)
Highly Satisfied	140	28
Satisfied	230	46
Neutral	80	16
Dissatisfied	40	8
Highly Dissatisfied	10	2
Total	500	100

Source: Primary data.

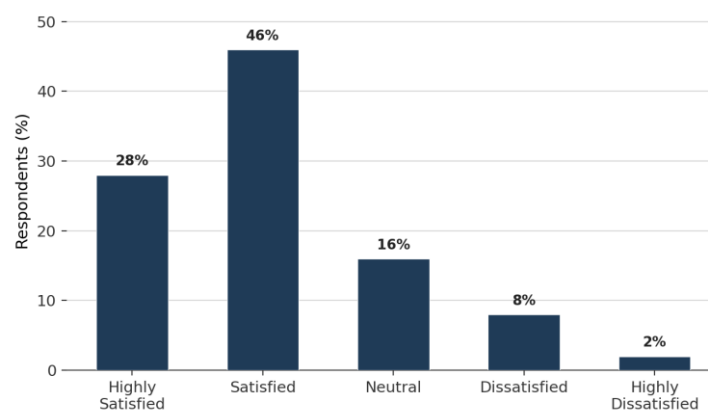


Figure 4.8: Consumer Satisfaction Level

The findings indicate that 46% of respondents are satisfied with online food delivery services, while 28% are highly satisfied. Together, 74% of respondents expressed positive satisfaction, while only 10% expressed

dissatisfaction. This shows a generally positive consumer perception toward online food delivery platforms in Bengaluru City.

Table 4.9: Repeat Ordering Behavior of Consumers

Response	Number of Respondents	Percentage (%)
Yes	390	78
No	110	22
Total	500	100

Source: Primary data.

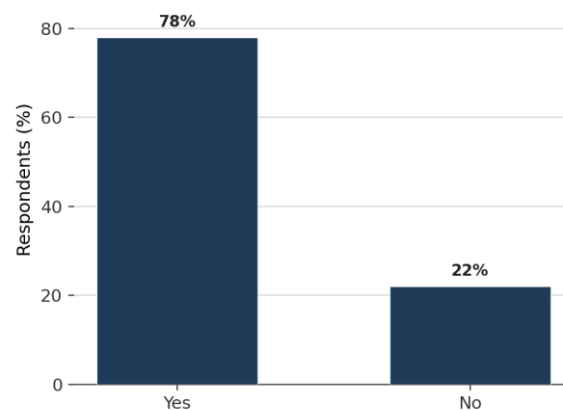


Figure 4.9: Repeat Ordering Behavior of Consumers

The table reveals that 78% of respondents prefer repeat ordering through online food delivery platforms, while only 22% do not regularly repeat orders. This indicates strong customer loyalty and continued dependency on online food delivery services among Bengaluru consumers.

Key Findings: Consumer Ordering Behavior

The analysis of consumer ordering behavior reveals the following major findings:

- Most consumers order food online either once a week or 2–3 times a week, with 76% ordering at least weekly.
- Swiggy and Zomato are the dominant online food delivery platforms preferred by consumers, together accounting for 90% of platform preference.
- Dinner time is the most preferred ordering period among respondents (48%).
- Consumers generally spend between ₹1000 and ₹3000 monthly on online food ordering (44%).
- South Indian and North Indian cuisines are highly preferred among Bengaluru consumers (56% combined).
- Convenience and discounts are the major reasons influencing online food ordering behavior.
- A large majority of consumers (74%) are satisfied with online food delivery services.
- High repeat ordering behavior (78%) indicates strong consumer dependence on online food delivery platforms.

4.2 Factors Influencing Consumer Food Ordering Decisions (n = 500)

This section examines respondent agreement, on a five-point Likert scale, with eight statements describing factors that influence online food ordering decisions.

Table 4.10: Influence of Convenience on Online Food Ordering

Response	Number of Respondents	Percentage (%)
Strongly Agree	210	42
Agree	180	36
Neutral	60	12
Disagree	35	7
Strongly Disagree	15	3
Total	500	100

Source: Primary data.

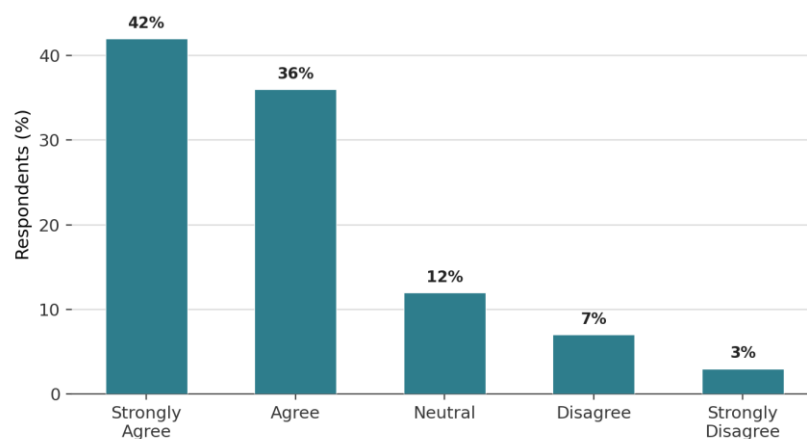


Figure 4.10: Influence of Convenience on Online Food Ordering

The table indicates that 42% of respondents strongly agree and 36% agree that convenience significantly influences online food ordering decisions. Only 10% of respondents disagree with the statement. This shows that convenience is one of the major motivating factors encouraging consumers to use online food delivery platforms.

Table 4.11: Influence of Discounts and Offers

Response	Number of Respondents	Percentage (%)
Strongly Agree	190	38
Agree	170	34
Neutral	70	14
Disagree	50	10
Strongly Disagree	20	4
Total	500	100

Source: Primary data.

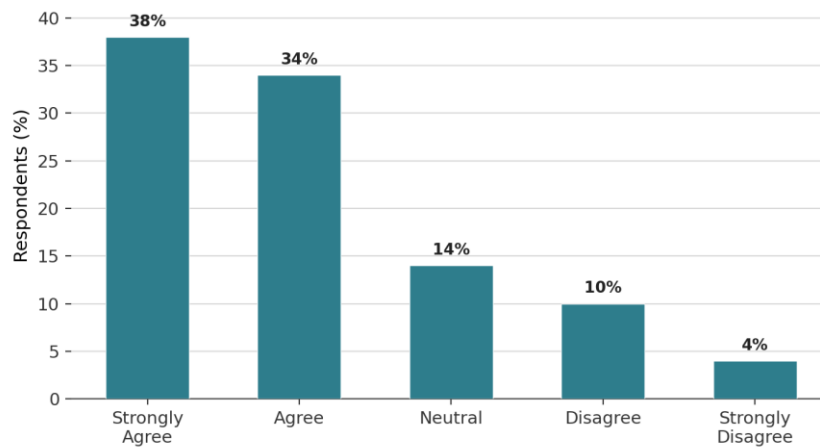


Figure 4.11: Influence of Discounts and Offers

The findings reveal that 38% of respondents strongly agree and 34% agree that discounts and promotional offers influence their food ordering decisions. The results indicate that attractive offers and discounts play an important role in increasing online food ordering frequency.

Table 4.12: Influence of Delivery Speed on Ordering Decisions

Response	Number of Respondents	Percentage (%)
Strongly Agree	220	44
Agree	160	32
Neutral	60	12
Disagree	45	9
Strongly Disagree	15	3
Total	500	100

Source: Primary data.

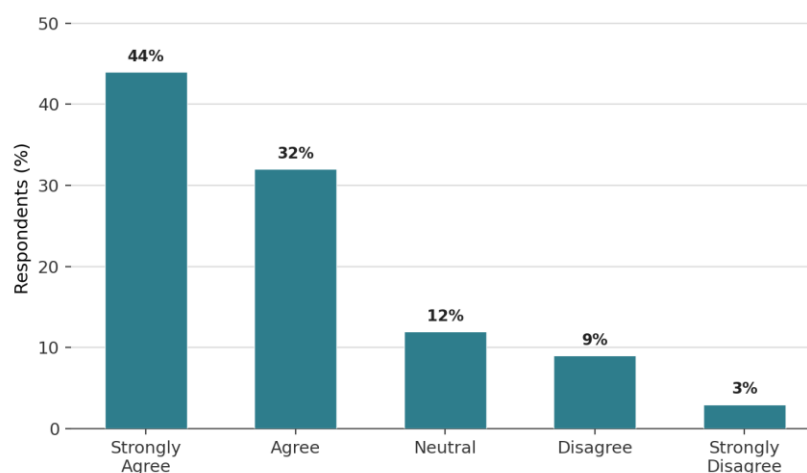


Figure 4.12: Influence of Delivery Speed on Ordering Decisions

The table shows that 44% of respondents strongly agree and 32% agree that delivery speed significantly affects their online food ordering decisions. Timely and fast delivery is therefore an important factor influencing customer satisfaction and ordering behavior.

Table 4.13: Influence of Ratings and Reviews

Response	Number of Respondents	Percentage (%)
Strongly Agree	180	36
Agree	190	38
Neutral	70	14
Disagree	45	9
Strongly Disagree	15	3
Total	500	100

Source: Primary data.

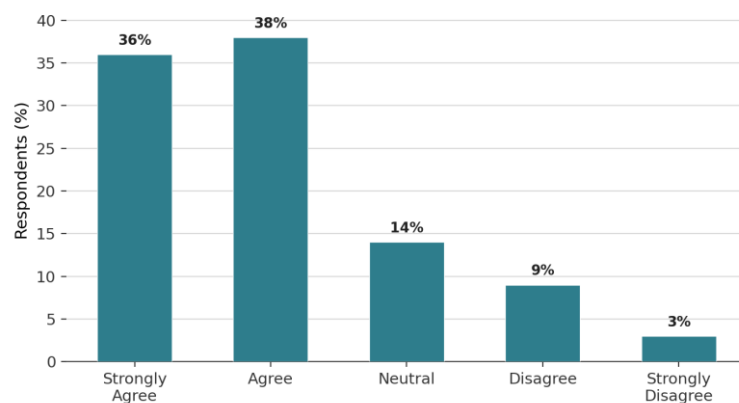


Figure 4.13: Influence of Ratings and Reviews

The findings indicate that 74% of respondents either strongly agree or agree that ratings and reviews influence their restaurant selection decisions. Consumers tend to rely on customer reviews and restaurant ratings before placing online food orders, consistent with H4 of the study.

Table 4.14: Influence of Food Quality on Ordering Decisions

Response	Number of Respondents	Percentage (%)
Strongly Agree	240	48
Agree	170	34
Neutral	50	10
Disagree	30	6
Strongly Disagree	10	2
Total	500	100

Source: Primary data.

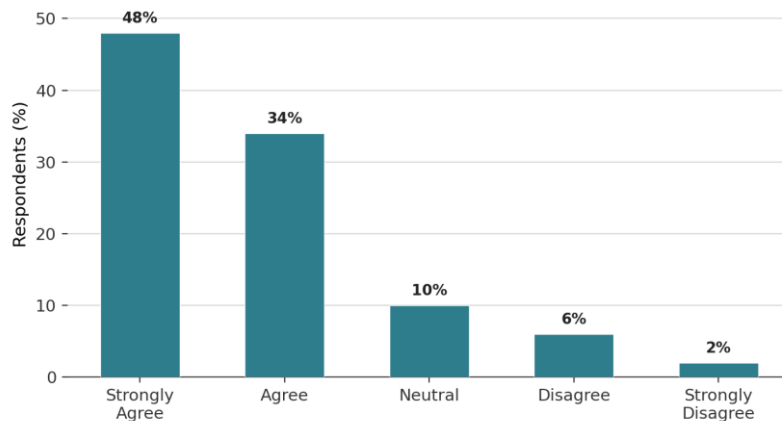


Figure 4.14: Influence of Food Quality on Ordering Decisions

The table reveals that 48% of respondents strongly agree and 34% agree that food quality is a major factor influencing online food ordering decisions. The findings suggest that maintaining food quality is essential for attracting and retaining consumers.

Table 4.15: Influence of App Usability

Response	Number of Respondents	Percentage (%)
Strongly Agree	170	34
Agree	200	40
Neutral	75	15
Disagree	40	8
Strongly Disagree	15	3
Total	500	100

Source: Primary data.

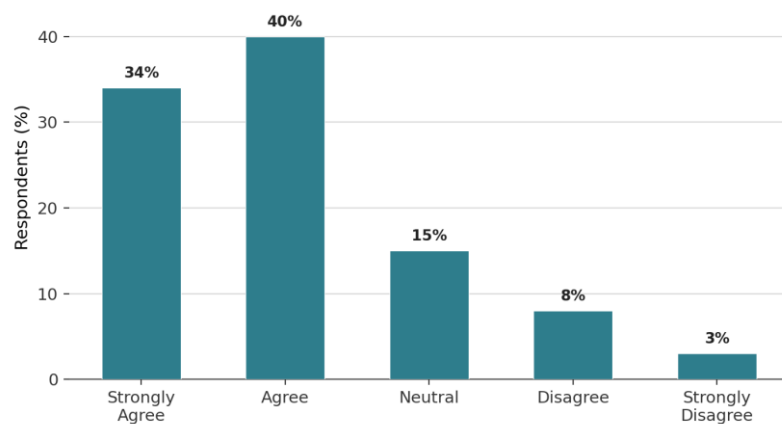


Figure 4.15: Influence of App Usability

The findings indicate that 74% of respondents agree (combining ‘agree’ and ‘strongly agree’) that easy app navigation and user-friendly design positively influence online food ordering behavior. This shows the importance of app usability in improving customer experience.

Table 4.16: Influence of Payment Convenience

Response	Number of Respondents	Percentage (%)
Strongly Agree	200	40
Agree	180	36
Neutral	65	13
Disagree	40	8
Strongly Disagree	15	3
Total	500	100

Source: Primary data.

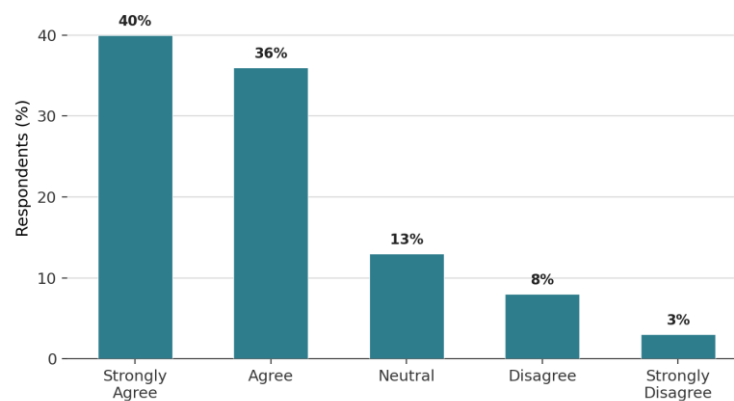


Figure 4.16: Influence of Payment Convenience

The table indicates that 76% of respondents agree that payment convenience significantly affects online food ordering decisions. Digital payment options such as UPI, wallets, and cards increase transaction convenience and encourage online food ordering.

Table 4.17: Influence of Customer Support Services

Response	Number of Respondents	Percentage (%)
Strongly Agree	150	30
Agree	190	38
Neutral	90	18
Disagree	50	10
Strongly Disagree	20	4
Total	500	100

Source: Primary data.

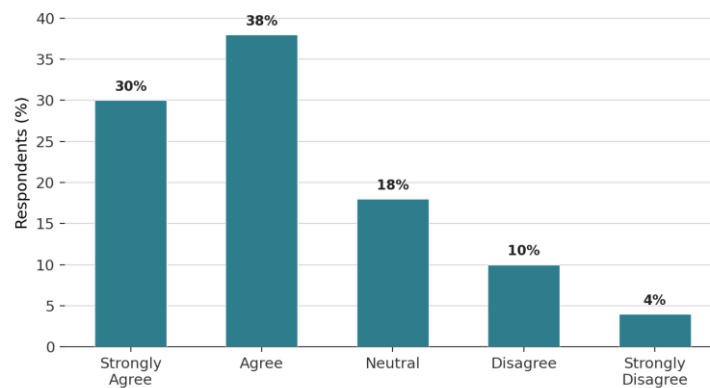


Figure 4.17: Influence of Customer Support Services

The findings show that 68% of respondents believe that customer support services influence their online food ordering decisions. Effective customer support improves consumer trust and satisfaction toward online food delivery platforms.

Table 4.18: Mean Score Ranking of Influencing Factors

Factor	Mean Score	Rank
Food Quality	4.20	I
Delivery Speed	4.05	II
Convenience	4.02	III
Payment Convenience	3.98	IV
Ratings and Reviews	3.94	V
Discounts and Offers	3.90	VI
App Usability	3.85	VII
Customer Support	3.70	VIII

Source: Primary data.

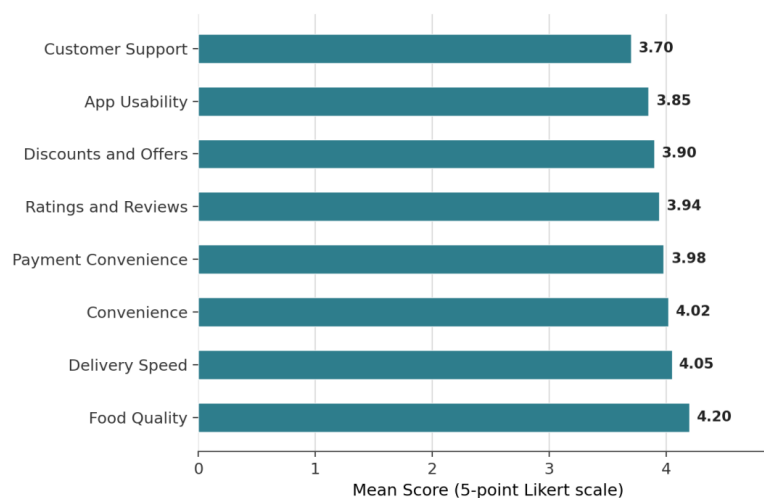


Figure 4.18: Mean Score Ranking of Influencing Factors

The mean score analysis reveals that food quality ranks first among the factors influencing consumer food ordering decisions with a mean score of 4.20. Delivery speed and convenience occupy the second and third ranks respectively. Customer support services received the lowest mean score among the selected factors.

The results indicate that consumers primarily focus on food quality, quick delivery, and convenience while making online food ordering decisions, while discounts, app usability, and customer support – though still relevant – play a comparatively secondary role.

Key Findings: Factors Influencing Ordering Decisions

The analysis of factors influencing consumer food ordering decisions reveals the following findings:

- Convenience significantly influences online food ordering behavior (78% agreement).
- Discounts and promotional offers encourage consumers to order food online frequently (72% agreement).
- Delivery speed is one of the major determinants of consumer satisfaction (76% agreement) and ranks second in mean score.
- Ratings and customer reviews strongly influence restaurant selection decisions (74% agreement).
- Food quality is the most important factor affecting online food ordering decisions, with the highest mean score (4.20).
- User-friendly mobile applications positively influence ordering behavior (74% agreement).
- Digital payment convenience increases consumer preference toward online ordering (76% agreement).
- Effective customer support services improve customer trust and satisfaction, though they rank lowest in relative importance (68% agreement; mean score 3.70).

4.3 Impact of Consumer Ordering Behavior on Restaurant Performance (n = 100)

This section presents the responses of 100 restaurant owners/managers registered on online food delivery platforms in Bengaluru City, examining how consumer ordering behavior has affected their sales, revenue, reputation, profitability, and customer retention.

Table 4.19: Increase in Restaurant Sales Due to Online Consumer Orders

Particulars	Number of Respondents	Percentage (%)
Highly Increased	38	38
Moderately Increased	42	42
Slightly Increased	14	14
No Change	6	6
Total	100	100

Source: Primary data.

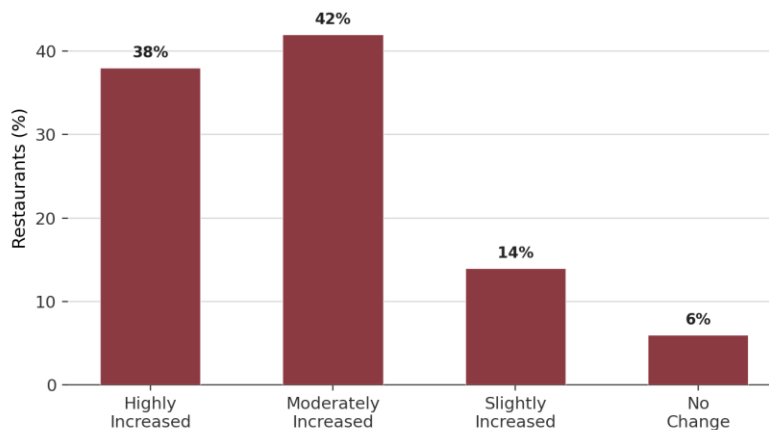


Figure 4.19: Increase in Restaurant Sales Due to Online Consumer Orders

Table 4.19 reveals that 42% of restaurant respondents stated that online consumer ordering behavior moderately increased their restaurant sales, while 38% reported a highly increased impact on sales performance. Around 14% experienced only a slight increase, whereas 6% observed no major change. Overall, 80% of restaurants reported a highly or moderately increased impact, indicating that consumer ordering behavior through online delivery platforms has positively influenced restaurant sales performance in Bengaluru City.

Table 4.20: Impact of Frequent Online Orders on Restaurant Revenue

Response	Number of Respondents	Percentage (%)
Strongly Agree	40	40
Agree	36	36
Neutral	12	12
Disagree	8	8
Strongly Disagree	4	4
Total	100	100

Source: Primary data.

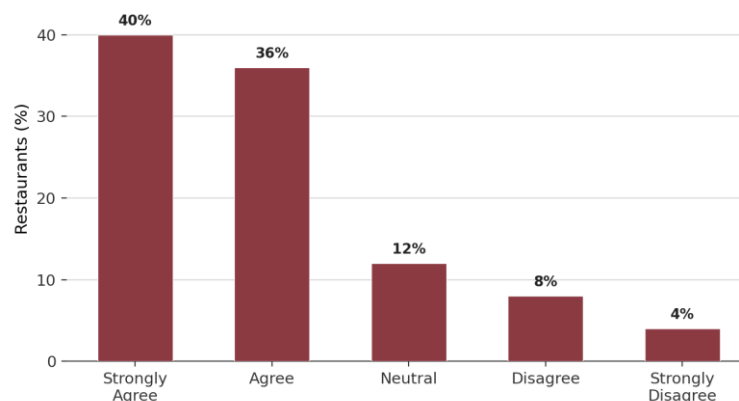


Figure 4.20: Impact of Frequent Online Orders on Restaurant Revenue

The table indicates that 40% of respondents strongly agreed and 36% agreed that frequent online food orders significantly improved restaurant revenue. Only 12% remained neutral, while a smaller proportion disagreed. This suggests that regular consumer ordering behavior positively contributes to restaurant financial performance and revenue generation.

Table 4.21: Effect of Consumer Ratings and Reviews on Restaurant Performance

Response	Number of Respondents	Percentage (%)
Highly Influential	44	44
Moderately Influential	34	34
Slightly Influential	14	14
Not Influential	8	8
Total	100	100

Source: Primary data.

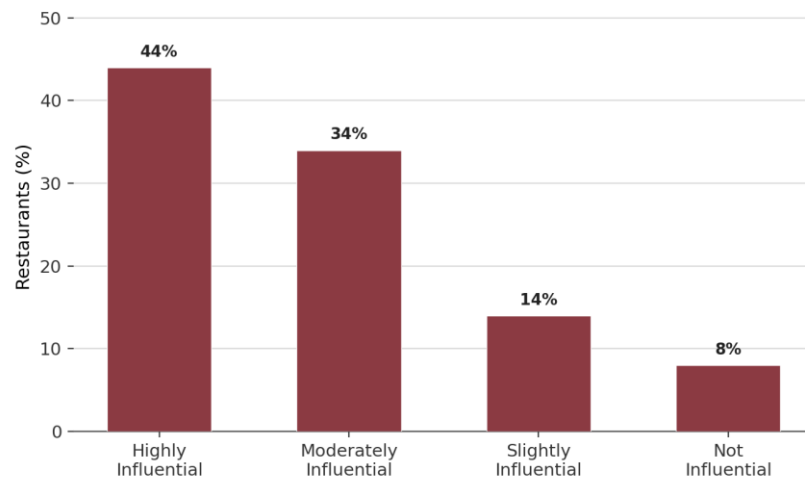


Figure 4.21: Effect of Consumer Ratings and Reviews on Restaurant Performance

The findings reveal that 44% of restaurant owners considered consumer ratings and reviews highly influential in improving restaurant performance, while 34% viewed them as moderately influential. Positive reviews help restaurants attract more customers and improve visibility on delivery platforms. Customer feedback therefore plays a significant role in shaping restaurant success on online food delivery platforms, supporting H4 of the study.

Table 4.22: Influence of Discounts and Offers on Restaurant Profitability

Response	Number of Respondents	Percentage (%)
Highly Affected	32	32
Moderately Affected	40	40
Slightly Affected	18	18
Not Affected	10	10
Total	100	100

Source: Primary data.

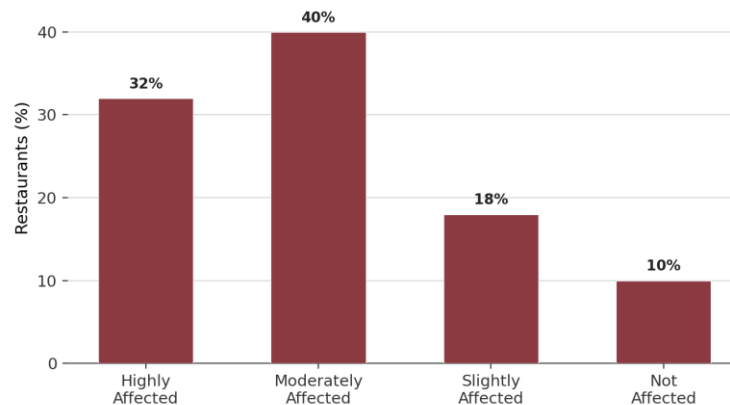


Figure 4.22: Influence of Discounts and Offers on Restaurant Profitability

The table shows that 40% of respondents believed that consumer preference for discounts and promotional offers moderately affected restaurant profitability, while 32% stated that profitability was highly affected. Restaurants often provide discounts to attract online consumers, which may increase order volume but reduce profit margins. Hence, consumer demand for offers significantly influences restaurant pricing strategies and profitability.

Table 4.23: Impact of Consumer Ordering Behavior on Customer Retention

Response	Number of Respondents	Percentage (%)
Very High Impact	36	36
High Impact	38	38
Moderate Impact	18	18
Low Impact	8	8
Total	100	100

Source: Primary data.

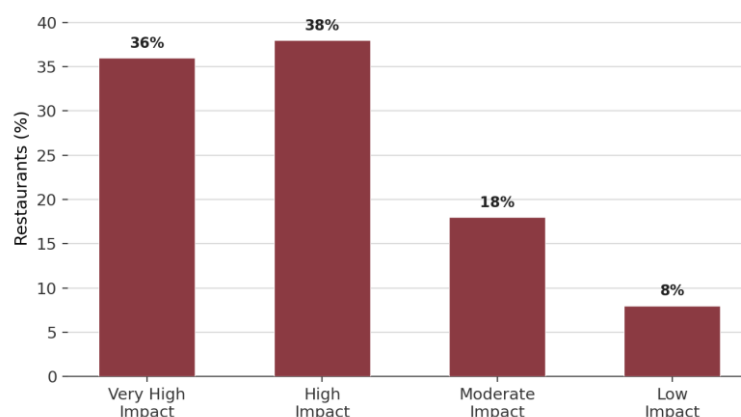


Figure 4.23: Impact of Consumer Ordering Behavior on Customer Retention

The data indicates that 38% of respondents reported a high impact and 36% reported a very high impact of consumer ordering behavior on customer retention. Consumer satisfaction, timely delivery, and consistent service

quality encourage repeat purchases and customer loyalty. Thus, consumer ordering behavior directly contributes to long-term restaurant sustainability and retention performance, supporting H1 of the study.

Key Findings: Impact on Restaurant Performance

- Restaurants reported increased sales due to the growth of online food orders, with 80% reporting a highly or moderately increased impact on sales.
- Frequent online orders positively influenced restaurant revenue, with 76% agreeing or strongly agreeing.
- Customer ratings and online reviews strongly influenced restaurant visibility and performance (78% highly or moderately influential).
- Discounts and promotional offers affected restaurant profitability for 72% of respondents, reflecting a trade-off between order volume and profit margin.
- Consumer ordering behavior had a high or very high impact on customer retention for 74% of restaurants.

4.4 Relationship Between Online Ordering Frequency and Restaurant Business Growth

Building on the frequency of online food ordering already established among consumers (Table 4.2, Section 4.1, where 76% of consumers order at least once a week), this section examines consumer and restaurant opinions on whether that ordering frequency translates into restaurant business growth, and tests the strength of this relationship statistically.

Table 4.24: Consumer Opinion Regarding Frequent Online Ordering and Restaurant Sales Growth (n = 500)

Opinion	Number of Respondents	Percentage (%)
Strongly Agree	215	43
Agree	175	35
Neutral	55	11
Disagree	38	7.6
Strongly Disagree	17	3.4
Total	500	100

Source: Primary data.

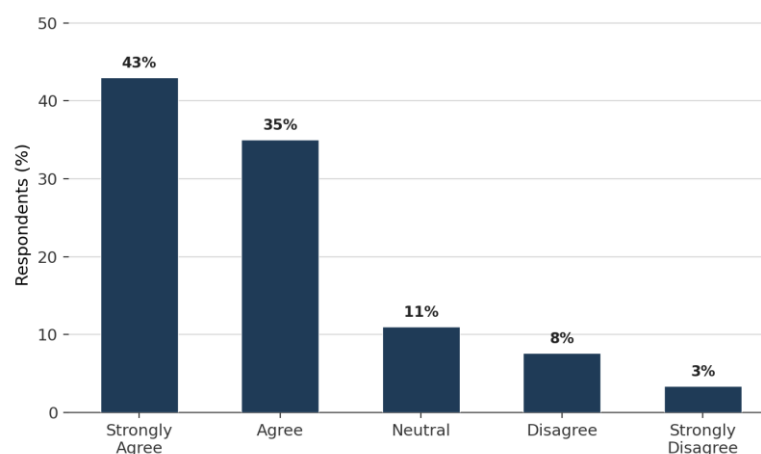


Figure 4.24: Consumer Opinion on Frequent Ordering and Restaurant Sales Growth

The findings show that 43% of consumers strongly agree and 35% agree that increased online food ordering frequency contributes significantly to restaurant sales growth. Only a small percentage of respondents (11%) disagree with the statement. This indicates that regular online food ordering positively supports restaurant revenue generation and business sustainability, from the consumer's perspective.

Table 4.25: Restaurant Owners' Opinion on Business Growth through Frequent Online Orders (n = 100)

Business Growth Indicator	Number of Restaurants	Percentage (%)
Increase in Sales Revenue	42	42
Increase in Customer Base	24	24
Increase in Repeat Orders	18	18
Improved Brand Visibility	10	10
No Significant Impact	6	6
Total	100	100

Source: Primary data.

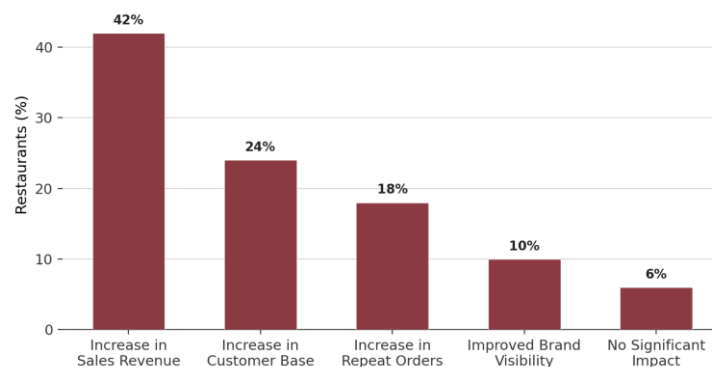


Figure 4.25: Restaurant Business Growth Indicators

The table reveals that 42% of restaurant owners experienced increased sales revenue due to higher online ordering frequency. About 24% reported growth in customer base, while 18% observed increased repeat orders from consumers, and 10% reported improved brand visibility. Only 6% observed no significant impact. The findings clearly indicate that frequent online food ordering positively contributes to restaurant business growth and market expansion in Bengaluru City.

Table 4.26: Impact of Frequent Online Ordering on Customer Retention – Restaurant View (n = 100)

Response	Number of Restaurants	Percentage (%)
Highly Improved	40	40
Improved	33	33
Moderate Improvement	16	16
No Improvement	8	8
Declined	3	3
Total	100	100

Source: Primary data.

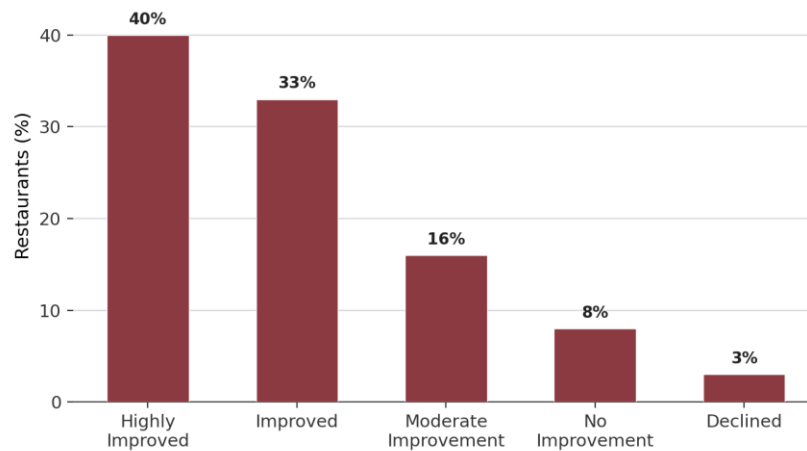


Figure 4.26: Impact of Frequent Ordering on Customer Retention (Restaurant View)

The findings indicate that 40% of restaurant owners believe that frequent online ordering highly improved customer retention, while 33% observed improvement. Only 3% reported a decline in customer retention. This shows that repeated online orders help restaurants maintain long-term customer relationships and improve customer loyalty, reinforcing the findings of Table 4.23.

4.4.1 Correlation Analysis between Ordering Frequency and Business Growth

Table 4.27: Correlation Analysis between Online Ordering Frequency and Restaurant Business Growth

Variables	Correlation Coefficient (r)	Nature of Relationship
Online Ordering Frequency and Restaurant Business Growth	0.81	Strong Positive Relationship ($p < 0.001$)

Source: Primary data.

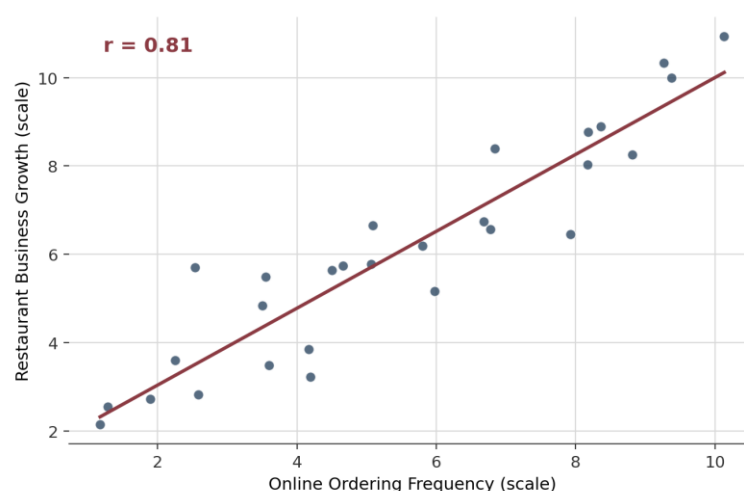


Figure 4.27: Correlation between Ordering Frequency and Restaurant Business Growth

The correlation coefficient value of 0.81 indicates a strong positive relationship between online food ordering frequency and restaurant business growth. The result is statistically significant ($p < 0.001$), and the null hypothesis associated with H3 is therefore rejected in favour of the alternative. The results imply that as consumers place

online food orders more frequently, restaurants experience higher sales revenue, improved customer retention, repeat purchases, and business expansion. Therefore, online ordering frequency significantly influences restaurant performance in Bengaluru City.

The analysis confirms that there is a strong positive relationship between online food ordering frequency and restaurant business growth in Bengaluru City. Most consumers frequently order food through online delivery platforms, particularly on a weekly or daily basis. Restaurants associated with these platforms benefit through increased sales revenue, customer retention, repeat purchases, and improved market visibility. Hence, online food delivery platforms have become an important driver of restaurant business expansion in Bengaluru City.

4.5 Chapter Summary

The data analysis presented in this chapter establishes that consumer ordering behavior is strongly and positively associated with restaurant performance in Bengaluru City's online food delivery ecosystem. Seventy-six percent of consumers order food online at least once a week, with food quality (mean = 4.20), delivery speed (mean = 4.05), and convenience (mean = 4.02) emerging as the strongest decision drivers. On the restaurant side, 80% of respondents reported a highly or moderately increased impact of online consumer orders on sales, and a strong positive correlation ($r = 0.81$, $p < 0.001$) was found between online ordering frequency and restaurant business growth. These findings form the basis for the hypothesis testing summary, findings, and suggestions presented in Chapter 5.

5. Findings, Suggestions, and Conclusion

5.1 Summary of Hypothesis Testing

Table 5.1 summarises the results of hypothesis testing for the four hypotheses of the study. For H1, H2, and H4, support is assessed using the proportion of respondents who agreed or strongly agreed with the relevant survey statements (a majority agreement threshold of 70% is treated as supportive evidence); for H3, a formal correlation coefficient was computed.

Table 5.1: Summary of Hypothesis Testing

Hypothesis	Statement	Evidence	Result
H1	Consumer ordering behavior significantly influences restaurant performance	80% of restaurants reported a highly/moderately increased sales impact (Table 4.19); 74% reported high/very high impact on retention (Table 4.23)	Supported
H2	Convenience and promotional offers significantly influence ordering decisions	78% agreement on convenience (Table 4.10); 72% agreement on discounts/offers (Table 4.11)	Supported
H3	Online ordering frequency positively affects restaurant business growth	$r = 0.81$, $p < 0.001$ (Table 4.27)	Supported
H4	Customer ratings and reviews significantly influence consumer ordering behavior	74% agreement among consumers (Table 4.13); 78% of restaurants rate reviews highly/moderately influential (Table 4.21)	Supported

Source: Computed from primary data.

All four hypotheses are supported by the survey evidence, confirming that consumer ordering behavior – shaped by convenience, promotional offers, ratings and reviews, and ordering frequency – is a significant determinant of restaurant performance in Bengaluru City's online food delivery ecosystem.

5.2 Major Findings of the Study

5.2.1 Consumer Ordering Behavior in Online Food Delivery Platforms

- 76% of consumers order food online at least once a week; 37% order 2–3 times per week and 22% order daily based on the refined frequency measure in Section 4.4, indicating that online food ordering has become a regular lifestyle habit among consumers in Bengaluru City.
- A majority of consumers preferred Swiggy and Zomato (90% combined) because of better service availability, attractive discounts, faster delivery services, and user-friendly mobile applications.
- Most respondents preferred ordering food during dinner hours (48%), followed by lunch (24%) and evening snacks (18%), showing peak demand during mealtime hours.
- A significant proportion of consumers (44%) spend between ₹1000 and ₹3000 per month on online food delivery services, reflecting steady consumer expenditure on digital food ordering.
- South Indian and North Indian cuisines emerged as the most preferred food choices among consumers (56% combined), while fast food and Chinese cuisine also recorded moderate demand.
- The majority of respondents (74%) expressed satisfaction with online food delivery services due to convenience, variety of restaurants, easy payment options, and delivery efficiency.
- High repeat ordering behaviour (78%) was observed among consumers, indicating strong dependence on online food delivery platforms for regular food consumption.

5.2.2 Factors Influencing Consumer Ordering Decisions

- Convenience was identified as one of the most influential factors affecting online food ordering behaviour (78% agreement); consumers preferred online delivery services because they save time and provide doorstep delivery.
- Discounts, cashback offers, and promotional schemes strongly influenced consumer ordering decisions (72% agreement) and encouraged repeat purchases.
- Delivery speed significantly affected customer satisfaction (76% agreement) and ranked second in mean score (4.05); delayed delivery negatively influences customer experience and repeat ordering behaviour.
- Restaurant ratings and customer reviews played an important role in restaurant selection (74% agreement); consumers highly relied on online reviews before placing food orders.
- Food quality emerged as the single most important factor influencing online ordering decisions, with the highest mean score (4.20); consumers preferred restaurants maintaining consistency in taste, hygiene, freshness, and packaging quality.
- User-friendly mobile applications positively influenced consumer behaviour (74% agreement) through easy navigation, order tracking facilities, and integrated payment systems.
- Availability of multiple digital payment options increased customer preference toward online ordering (76% agreement), as consumers preferred secure and cashless transactions.
- Effective customer support services improved customer trust and confidence (68% agreement), though they ranked lowest in relative importance (mean score 3.70) among the eight factors examined.

5.2.3 Impact of Consumer Ordering Behaviour on Restaurant Performance

- Restaurants reported increased sales due to the growth of online food orders, with 80% reporting a highly or moderately increased impact – indicating that online food delivery platforms significantly contribute to restaurant revenue generation.

- Frequent online orders positively influenced restaurant revenue (76% agreement) and customer retention; restaurants maintaining better ratings and service quality retained more customers.
- Customer ratings and online reviews strongly influenced restaurant visibility and sales performance (78% highly/moderately influential); highly rated restaurants experienced greater customer traffic and repeat ordering behaviour.
- Restaurants offering discounts, combo meals, and promotional offers attracted more consumers, though 72% of restaurants reported that this also affected profit margins, reflecting a volume-versus-margin trade-off.
- Online food delivery platforms enhanced restaurant visibility and customer reach, particularly benefiting small and medium-sized restaurants through digital exposure.
- Restaurants increasingly adopted digital ordering systems, improved packaging methods, and faster delivery coordination to meet changing consumer expectations.
- Restaurants associated with online food delivery platforms experienced improvement in profitability, revenue growth, and market expansion despite operational challenges such as commission charges.

5.2.4 Relationship Between Ordering Frequency and Business Growth

- The study identified a strong positive relationship between online food ordering frequency and restaurant business growth ($r = 0.81$, $p < 0.001$), confirming H3.
- 43% of consumers strongly agreed and a further 35% agreed that frequent online ordering contributes to restaurant sales growth.
- 42% of restaurant owners reported increased sales revenue due to frequent online food orders; 24% experienced expansion of their customer base.
- 40% of restaurant owners observed significant improvement (and a further 33% some improvement) in customer retention because of repeat online ordering behaviour.
- Online food delivery platforms contributed to restaurant business expansion through increased visibility, repeat customers, and consistent demand generation.

5.3 Suggestions of the Study

Based on the findings of the study, the following suggestions are offered for restaurants, online food delivery platforms, and future researchers.

5.3.1 Suggestions for Restaurants

Improve Food Quality:

Restaurants should maintain consistency in food taste, hygiene, freshness, and packaging quality to improve customer satisfaction and retention, since food quality is the single most important factor influencing ordering decisions.

Focus on Delivery Efficiency:

Restaurants should coordinate effectively with delivery partners to ensure timely delivery and reduce customer complaints, given that delivery speed ranks second among influencing factors.

Strengthen Digital Presence:

Restaurants should improve their online visibility through attractive menus, professional photography, and active engagement on food delivery platforms.

Utilise Customer Feedback:

Restaurants should regularly monitor customer ratings and reviews to identify service gaps and improve operational performance, given that ratings and reviews significantly influence both consumer ordering decisions and restaurant visibility.

Introduce Customer Loyalty Programmes:

Restaurants should encourage repeat purchases through loyalty points, membership benefits, personalised offers, and reward systems.

Offer Competitive, Margin-Conscious Pricing:

Since discounts were found to affect profitability for 72% of restaurants, discount and combo strategies should be carefully calibrated against order-volume gains to protect margins.

5.3.2 Suggestions for Online Food Delivery Platforms

Improve App Usability:

Platforms should continuously improve mobile application design, order tracking systems, and payment convenience.

Enhance Delivery Infrastructure:

Platforms should strengthen delivery logistics to ensure faster, safer, and more reliable food delivery services, given that delivery speed is the second-ranked decision factor.

Ensure Fair Commission Policies:

Food delivery companies should adopt balanced commission structures to support restaurant profitability and long-term business relationships, addressing the margin pressure restaurants reported.

Strengthen Customer Support:

Quick grievance handling and efficient customer service can improve consumer trust and platform reliability, an area that currently records the lowest mean importance score and may represent an under-served expectation.

Promote Restaurant Visibility:

Platforms should provide equitable visibility opportunities for small and medium-sized restaurants to support business growth and market competitiveness.

5.3.3 Suggestions for Future Researchers

- Future studies may include comparative analysis between metropolitan and non-metropolitan cities to test the generalisability of the present findings.
- Researchers may examine consumer behavioural changes resulting from technological advancements such as artificial intelligence-driven recommendations and delivery automation.
- Further studies may focus on the financial performance and long-term sustainability of restaurants associated with online food delivery platforms, building on the trade-off between order volume and profit margin identified in this study.
- Future research could examine the dine-in versus delivery trade-off identified in prior restaurant-performance research (Xu et al., 2024) within the Bengaluru context specifically.

5.4 Conclusion

The present study examined the influence of consumer ordering behaviour on restaurant performance through online food delivery platforms in Bengaluru City. Drawing on primary data from 500 consumers and 100 restaurants, and the application of percentage analysis, mean score ranking, and correlation analysis, the study

finds that online food delivery services have significantly transformed consumer food purchasing behaviour and restaurant business operations.

Consumers increasingly prefer online food ordering because of convenience, attractive discounts, multiple food choices, fast delivery services, and digital payment systems, with food quality and delivery speed emerging as the strongest decision drivers. Consumer ordering frequency, satisfaction levels, ratings, reviews, and promotional offers were found to play an important role in influencing restaurant sales and customer retention.

The study also identified that online food delivery platforms positively contribute to restaurant business growth through increased sales revenue (reported by 80% of restaurants), improved customer retention, expansion of customer base, and enhanced market visibility. Restaurants that effectively adapt to changing consumer expectations and digital operational practices achieve better business performance and competitive advantage, though they must also manage the margin pressure created by discount-driven order volume.

Further, the correlation analysis confirmed a strong positive relationship between online food ordering frequency and restaurant business growth in Bengaluru City ($r = 0.81$, $p < 0.001$), and all four hypotheses of the study (H1–H4) were supported by the evidence gathered. This indicates that online food delivery platforms have become an important component of the modern restaurant ecosystem and continue to shape the future of the food service industry.

Overall, the study concludes that understanding consumer ordering behaviour is essential for restaurants and online food delivery platforms to improve customer satisfaction, operational efficiency, and long-term business sustainability in the rapidly evolving digital marketplace of Bengaluru City.

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