

## Recent Trends in Online Food Ordering Through Apps

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### Abstract

*Technological development is changing human life style. E-commerce industry is growing very fast becoming a part of daily needs. Through smart phone service sector is now launching different services to the customers same as online food ordering apps are leading and stepping towards success. Apps like Zomato, Swiggy, Food Panda, UberEats, Faaso's, GrubHub, Just Eat, Seamless, etc. are attracting the Indian youth through prompt food delivery services. Convenience, faster delivery and more eateries options are major factors responsible for the success of online food ordering apps.*

*For this research study researchers have used primary and secondary data. Primary data has been collected through sample survey of 50 youth of Kolhapur city in the age group between 20-25 years. More than 80 percent surveyed youth use food ordering apps in Kolhapur. Zomato and Swiggy are most preferred apps in Kolhapur. More than 50 percent respondents order food online at least once in a week.*

**Keywords**\_ Consumer Perception, online food ordering, human interaction, door step service, tracking system, apps, issues of consumer. trendy, eateries etc.

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