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Improving the Usage of Mobile Food Applications with Special Reference to Cookr

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ABSTRACT

The rapid evolution of technology has reshaped user interactions with the food and beverage industry, positioning mobile food applications as vital tools for enhancing convenience and personalization in everyday culinary activities. This study investigates strategies to improve the usability and appeal of mobile food apps, with a focus on *Cookr*, an application that supports meal planning, grocery shopping, and recipe management. By analyzing user behaviour, preferences, and emerging technological trends, the research identifies key areas for innovation such as user interface design, AI integration, and social connectivity. It also addresses critical challenges including user retention, data privacy, and market competition. The study offers actionable recommendations to improve Cookr's functionality and user satisfaction, contributing broader insights to the mobile app development landscape in the food services sector.

Keywords: App personalization, AI in food tech, User interface design, Internet of Things (IoT), Food service innovation.

INTRODUCTION

The rapid advancement of technology has transformed the way people interact with food services, with mobile food applications emerging as a key player in the food and beverage industry. These applications have become essential for users seeking convenience, efficiency, and personalized experiences in their dining and cooking routines. However, as competition in this sector intensifies, businesses must continually innovate to enhance user engagement and satisfaction.

This study focuses on strategies to improve the usage of mobile food applications, with a special emphasis on **Cookr**, a popular app designed to simplify meal planning, grocery shopping, and recipe management. By examining user preferences, behavioural trends, and technological innovations, the research aims to identify actionable insights that can make Cookr more user-friendly and appealing.

The study explores areas such as user interface design, personalization, social features, and integration with emerging technologies like artificial intelligence and the Internet of Things (IoT). Additionally, it highlights the importance of addressing challenges like user retention, competition, and data privacy, which are critical for the sustained growth of mobile food applications.

REVIEW OF LITERATURE

- 1) **Bhavna Prajapati, Arijit Goswami, and Archa Agrawal (March 2020)** analyzes how population factors affect the consumption and marketing of online food delivery services, specifically the role of social media. Drawing on a survey of 179 consumers, the study finds that the majority of respondents are aware of and use food delivery apps frequently. It emphasizes the success of social media platforms, particularly Facebook, Twitter, and Instagram, in promoting these services. The paper seeks to determine the influence of demographics on app promotion, identify the most used social media platforms, and evaluate the strategies applied by food delivery apps, providing important insights into consumer behavior and digital marketing in the food delivery sector.
- 2) **M. Bhuvanesh Kumar, S. Soorya Prakash, V. Santosh Kumar, Dr. D. Divya Prabha, and Dr. V. B. Mathipuran (2022)**: The study looks into the sudden emergence and impact of Indian food delivery applications online, with reference to their increasing popularity based on convenience, tracking features, and offers. It places this trend in the context of more general technological and e-commerce developments, backed up by market predictions and statistical evidence. The aims center on investigating consumer demographics and attitudes. While content is sufficient to emphasize consumer advantages and market potential, it may do without less repetition and a more detailed exploration of disadvantages and methods. Overall, the study provides a solid foundation for investigating the changing dynamics of India's online food delivery market..

- 3) **Rachna Shah's** research examines the disruptive effect of online food delivery (OFD) based on Cookr's Bengaluru operations data. It examines how demographics, geography, and consumer tastes shape restaurant trends, with a focus on the contributions of online ordering behavior, regional cuisine selection, and chain vs. independent restaurant performance. The study highlights the significance of easy-to-use apps, technology-based delivery systems, and consumer dependence on reviews and ratings. With India's OFD market expected to reach \$257.7 billion by 2032 (24.32% CAGR), the report provides critical insights through a data-driven dashboard for restaurateurs and investors, highlighting the enduring impact of digitalization on contemporary dining.
- 4) **G. Nedumaran and M. Madhuritha (2023):**The research analyzes the increasing popularity of online food delivery (OFD) apps, with a focus on consumer behavior and demographic patterns. Based on data from 50 participants and analytical methods such as FDDS, Chi-square Analysis, and Garrett Ranking, the study finds that young, unmarried men (21–30 years old) are the main users. The most important drivers of adoption are visual attractiveness and price comparison functions. The research also highlights the key contribution of OFD apps toward fulfilling contemporary lifestyle demands through ease of delivery and payment. As the OFD market in India is projected to register a growth of 33% CAGR during 2022-2028, the research provides valuable insights into fostering greater customer satisfaction and innovation in the app space amidst an increasingly dynamic digital ecosystem.
- 5) **Satnam Kaur Ubeja, Anukool Manish Hyde, Arpit Loya, and Edwin Antony (2022):**The study examines the impact of price perception on consumer behavior on food ordering apps with reference to Indore, India. It establishes that self-esteem and perceived value have a considerable effect on buying behavior, with most consumers believing that a higher price is a sign of better quality and considering online ordering of food a status indicator. Contrary to this, discounts, cashback, and promotion continue to be the driving forces. Brand loyalty, social media consciousness, and marketing campaigns also have crucial roles to play. On the basis of a sample of 247 and exhaustive statistical analysis, the research provides strategic recommendations to marketers, albeit its geographic coverage may preclude wider applicability. It captures the fine line between consumers' aspiration for prestige and value-based incentives in the changing online food delivery space.

STATEMENT OF THE PROBLEM

Mobile food apps have increased in popularity by providing convenience in meal planning, recipe access, grocery shopping, and food delivery. Many, including Cookr, however, suffer from low user retention, minimal personalization, and inadequate integration with upcoming technologies. Though strong in recipe management, Cookr lacks the ability to retain users in a competitive market full of apps providing sophisticated features. This research investigates user behaviour and preferences to determine approaches that can improve Cookr's usability, engagement, and overall competitiveness.

OBJECTIVES OF THE STUDY

- Analyze current user trends in mobile food applications.
- Identify challenges faced by users of Cookr.
- Propose strategies to enhance user engagement and satisfaction.

LIMITATIONS OF THE STUDY

- The study is conducted on the basis of responses collected from the respondents.
- The reliability of the results of the study depends on the data which were given by the respondents.

RESEARCH METHODOLOGY

SAMPLING DESIGN

The study is both exploratory and descriptive in nature. This was done in two phases. First Phase of the research was exploratory in nature while the rest was descriptive in nature.

SAMPLING SIZE

Data was collected from 75 respondents from people

DATA COLLECTION

PRIMARY DATA

The data collected for this study was based on primary data which was collected by Framing the structured questionnaire given to the people.

SECONDARY DATA

The secondary data was collected from various journals, books, website.

TOOLS FOR THE STUDY

- Simple percentage Analysis
- Likert scale Analysis

SIMPLE PERCENTAGE ANALYSIS

TABLE SHOWING MOTIVATES TO USE MOBILE FOOD APPS RESPONDANTS

MOTIVATES TO USE	NO.OF RESPONDENTS	PERCENTAGE
Convenience	21	27
Healthy eating	24	32.4
Finding new recipes	21	28.4
Social interaction	9	12.2
TOTAL	75	100

(Source: Primary data)

INFERENCE

Majority 32.4%(24) of the respondents are a Healthy eating.

LIKERT SCALE ANALYSIS

TABLE SHOWING THE CONTINUING USRES OF THE RESPONDANTS

USER GENERATED	NO.OF RESPONDENTS	PERCENTAGE
Very likely	14	18.7
Somewhat likely	37	49.3
Neutral	23	30.7
Not very likely	1	1.3
TOTAL	75	100

(Source: Primary data)

INFERENCE

Majority 48%(36) of the respondents are Yes.

FINDINGS

- Majority [74.7% (56)] of the respondents comes under the age of 18 – 25 years.
- Majority [68% (51)] of the respondents are student.
- Majority 68% (51) of the respondents are urban.
- Majority 43.2%(32) of the respondents are a few times users in a week.
- Majority 29.7%(22) of the respondents are a Yummy users.
- Majority 41.3%(31) of the respondents are a Meal planning.
- Majority 32.4%(24) of the respondents are a Healthy eating.
- Majority 49.3%(37) of the respondents are a Food delivery apps.
- Majority 36%(27) of the respondents are Some what important.
- Majority 65.8% (50) of the respondents are yes .

- Majority 43.2%(32) of the respondents are friends and family.
- Majority 40.5%(30) of the respondents are Limited recipe options.
- Majority 38.7%(30) of the respondents are Shopping list integration.
- Majority 37.3%(28) of the respondents are Neutral.
- Majority 35.1%(26) of the respondents are Very likely.
- Majority 42.7%(32) of the respondents are Very important.
- Majority 49.3%(37) of the respondents are Yes.
- Majority 41.3%(31) of the respondents are Somewhat likely.
- Majority 41.3%(31) of the respondents are Somewhat likely.
- Majority 41.3%(31) of the respondents are Somewhat likely.
- Majority 48%(36) of the respondents are Yes.
- Majority 48%(36) of the respondents are Yes.
- Likert Scale value 0.3 is not equal to middle value (3), so the respondents give negative impact to the user friendly interface that is easy to navigate
- Likert Scale value 3.06 is equal to middle value (3), so the respondents give positive impact to the design and layout of Cookr enhance my overall experience.
- Likert Scale value 2.706 is equal to middle value (3), so the respondents give positive impact to the app loads quickly without delays or glitches
- Likert Scale value 2.85 is equal to middle value (3), so the respondents give positive impact to the easy to search for recipes or food options in Cookr .
- Likert Scale value 2.41 is Not equal to middle value (3), so the respondents give negative impact to the app provides a seamless ordering process.

SUGGESTION

- Intuitive navigation for easy browsing and ordering.
- Advanced search filters for better meal selection
- Interaction with food influencers to boost community engagement
- Support local food businesses and sustainable food practices
- Adapt to technological advancements to stay competitive

CONCLUSION

To enhance the usage of mobile food applications like Cookr, the focus should be on improving user experience, optimizing app performance, and offering personalized features. Integrating innovative technology like AI-driven recommendations, seamless payment options, and real-time order tracking can significantly boost user engagement. Additionally, incorporating sustainability measures and fostering a community-based approach will help Cookr differentiate itself from competitors. By consistently updating the app based on user feedback and technological advancements, Cookr can maintain a strong presence in the digital food industry.