



To Study the Impact and use of Food Delivery Apps on Profit Margins of Local Restaurants in Ahmedabad City as Per Gen-Z Perceptions

Elango Mudaliar^{1*}, Bharadhan Mudaliyar², Jignesh Vidani³

L.J University

Corresponding Author: Elango Mudaliar, elangomudaliar11@gmail.com

ARTICLE INFO

Keywords: Online Food Delivery, Consumer Behaviour, Zomato, Gen Z, Restaurant Profitability

Received : 2, August

Revised : 20, September

Accepted: 28, October

©2025 Mudaliar, Mudaliyar, Vidani:
This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The present study investigates consumer preferences and perceptions toward food delivery applications in the digital era. Data were collected from 128 respondents using a structured questionnaire, and analysis was conducted using SPSS software. The demographic profile revealed that a majority of respondents were male (71.1%), aged between 18–25 years (85.2%), and mostly students (62.5%). Regarding income, 59.4% reported having no income, indicating that the sample primarily consists of young adults or students dependent on others. Zomato emerged as the most preferred food delivery app (69.5%), followed by Swiggy (30.5%). Descriptive statistics indicated that respondents moderately agreed that food delivery apps are convenient (Mean = 3.39), offer a wide variety of choices (Mean = 3.58), and save time and effort (Mean = 3.46). However, neutral responses were observed regarding food quality and packaging (Mean = 3.33) and the belief that such apps are essential for local restaurants (Mean = 3.29). The reliability test using Cronbach's Alpha ($\alpha = 0.866$) confirmed high internal consistency among the six attitudinal items, indicating that the scale used to measure user perceptions is statistically reliable. Overall, the findings suggest that convenience, variety, and time efficiency are key drivers of food delivery app usage among young consumers. The study contributes to understanding user behaviour in the growing digital food service sector and provides insights for app developers and marketers to enhance customer satisfaction

INTRODUCTION

Over the past ten years, the global restaurant sector has experienced significant change due to the rise of digital platforms that enable online food ordering and home delivery. Traditionally, restaurants depended on customers dining in or picking up food locally, with their income tied to their physical location, customer visits, and word-of-mouth marketing. However, the emergence of online food delivery platforms (OFDPs) like Zomato, Swiggy, and formerly Uber Eats in India, as well as international companies such as DoorDash and Deliveroo, has transformed how consumers and restaurants interact. These platforms act as intermediaries, linking users to a variety of restaurants and allowing easy browsing, ordering, and delivery directly to customers' homes via mobile apps (Vidani, 2015).

Although online food delivery platforms (OFDPs) have made it easier and more convenient for customers to order food, they have also challenged the conventional restaurant business model. While restaurants, especially small and local ones, benefit from increased exposure, they often experience lower profit margins because of platform fees, which typically range between 20% and 35% per order. As a result, there is ongoing discussion about whether OFDPs help or harm the long-term financial viability of local restaurants (Vidani & Solanki, 2015).

India is one of the fastest-growing markets for online food delivery, fueled by affordable internet access, widespread smartphone use, and a young, tech-savvy population. Valued at around USD 5 billion in 2021, the sector is largely led by Zomato and Swiggy, which have become well-known brands in both major metropolitan and tier-2 cities. In Ahmedabad, a rapidly growing urban center, food delivery apps are especially popular among college students and working professionals. For this group, ordering food online goes beyond convenience—it reflects their lifestyle, showcasing digital literacy, time-saving preferences, and a desire for variety (Solanki & Vidani, 2016).

Food delivery platforms generally use a commission-based system, where restaurants pay a percentage of each order to gain visibility and delivery services. While this approach increases exposure and order numbers, the high commissions can reduce profitability, particularly for smaller restaurants. Research (Van Veldhoven et al., 2021; Collison, 2020) suggests that although revenues may increase, net profits often decline due to high operating costs and the reduction of dine-in customers. This issue is especially significant in Ahmedabad, where many local eateries operate on slim profit margins and find it difficult to manage platform fees ranging from 25% to 30% (Bhatt, Patel, & Vidani, 2017).

Besides financial impacts, online food delivery platforms have changed how restaurants operate by increasing order frequency, requiring digital integration, and enforcing stricter quality standards. These platforms also offer valuable data analytics, marketing exposure, and customer insights. However, they raise concerns about sustainability, including excessive packaging waste, emissions from deliveries, and shifts in dietary habits. These social, environmental, and

economic trade-offs make the food delivery ecosystem both an opportunity and a challenge for urban economies (Niyati & Vidani, 2016).

Shifts in consumer behavior, particularly among Generation Z, are key drivers of food delivery app growth. This group, made up of digital natives, prioritizes speed, personalization, and affordability. Studies (Pal et al., 2021) show that during and after the COVID-19 pandemic, Gen Z consumers increasingly used online food delivery platforms for convenience and safety. In cities like Ahmedabad, their frequent usage significantly affects restaurant profitability and brand image (Pradhan, Tshogay, & Vidani, 2016).

Although there is extensive global research on online food delivery platforms, few studies focus on the localized economic and behavioral impacts in Indian cities. Even fewer explore how Gen Z's perceptions relate to restaurant profitability. This study seeks to address this gap by examining how food delivery apps influence the profit margins of local restaurants in Ahmedabad, while also analyzing Gen Z consumers' views on convenience, value, and service quality (Modi, Harkani, Radadiya, & Vidani, 2016).

The study offers theoretical contributions by enhancing understanding of digital platform economics and practical benefits by providing actionable insights for local restaurant owners, policymakers, and app developers. It highlights the importance of balanced relationships between platforms and restaurants, sustainable business practices, and consumer-focused innovations in India's rapidly changing food delivery market (Vidani, 2016).

Research Gap

The rise of food delivery apps such as Zomato and Swiggy has greatly transformed how consumers dine, but there are still notable gaps in research. Most prior studies concentrate on general convenience or urban users, often neglecting variations among different age groups, professions, and income brackets. There is limited investigation into how students, working professionals, and older adults differ in their app usage habits, satisfaction levels, and preferences. Additionally, while earlier research emphasizes behavioral factors like saving time and ease of ordering, it rarely delves into attitudinal elements such as perceptions of variety, quality, or trust in digital platforms. Grasping these perceptions is essential for consumer choices and the long-term viability of local eateries. Socio-economic factors, particularly the impact of monthly income on app choice and usage frequency, are also insufficiently studied. Many previous studies lack psychometric robustness, which may compromise the reliability of their findings. This research fills these gaps by using validated instruments (Cronbach's Alpha = 0.866) and examining demographic, behavioral, and attitudinal factors together (Sukhanandi, Tank, & Vidani, 2018).

Research Objectives

1. To study the convenience perception of Gen Z consumers regarding food delivery apps. (Objective achieved in Question 5 of questionnaire)
2. To analyze whether Gen Z consumers perceive food delivery apps as time-saving and effort-reducing tools. (Objective achieved in Question 6 of questionnaire)

3. To examine the influence of discounts, offers, and cashback on Gen Z consumers' purchasing decisions. (Objective achieved in Question 7 of questionnaire)
4. To explore Gen Z consumers' perception of variety and availability of restaurants and cuisines on food delivery apps. (Objective achieved in Question 8 of questionnaire)
5. To assess the affordability and cost-effectiveness of food delivery apps as perceived by Gen Z consumers. (Objective achieved in Question 9 of questionnaire).

LITERATURE REVIEW

Online Food Delivery Platforms

The restaurant sector has experienced a significant shift with the advent of Online Food Delivery Platforms (OFDPs). Traditionally, restaurants operated mainly through physical locations, serving dine-in customers and offering takeaway options. However, changes in consumer behaviour driven by digital technology have transformed the food service industry. Platforms like Zomato, Swiggy, and international companies such as Deliveroo and DoorDash serve as intermediaries, linking restaurants with customers through mobile apps. These platforms allow users to explore menus, place orders, and have food delivered conveniently to their doorstep (Singh, Vidani, & Nagoria, 2016).

The growth of OFDPs has been fuelled by greater internet access, widespread smartphone use, and shifting consumer demands for quick and convenient service. India, with its youthful population and rapid embrace of digital tools, has become a key market for these services. In cities like Ahmedabad, a rapidly developing urban centre in India, food delivery apps have gained significant popularity, especially among younger generations like Gen Z (Mala, Vidani, & Solanki, 2016).

Although these platforms provide benefits such as reaching a wider customer base, increased visibility, and higher order volumes, they also bring up important concerns regarding the profitability, sustainability, and financial stability of local restaurants (Dhere, Vidani, & Solanki, 2016).

Business Models of Food Delivery Platforms

Grasping how food delivery platforms operate is essential for evaluating their effects on restaurants. According to Oh, Glasser, and Sue (2023), these platforms create demand online and deliver meals to customers, charging commissions usually based on a percentage of the order amount. Restaurants that pay higher commissions often gain better visibility through featured placements and benefit from reduced delivery charges for customers, which in turn boosts demand (Singh & Vidani, 2016).

Nonetheless, this approach leads to inefficiencies. Platforms frequently promote restaurants that are located farther away from customers, resulting in increased delivery expenses that restaurants do not have to cover. To gain visibility, restaurants might accept steep commissions, which diminish their profit margins. Moreover, platforms impose high delivery fees on consumers while maintaining limited delivery areas, since they cover delivery costs but only receive a fraction of the order value (Vidani & Plaha, 2016).

To address these issues, Oh et al. (2023) suggest sharing delivery costs between platforms and restaurants. Their research indicates that such collaborative agreements can reduce commission rates by more than 30%, cut delivery fees by 40%, and increase restaurant profits by 25%. These findings highlight the critical role of contract design in achieving shared profitability and long-term sustainability within the food delivery ecosystem (Solanki & Vidani, 2016).

Conflicts Between Platforms and Restaurants

The relationship between food delivery platforms and restaurants is both mutually beneficial and prone to conflict. Feldman, Frazelle, and Swinney (2021) refer to this as a coordination challenge. Although platforms help restaurants reach more customers, the common commission-based contracts do not consider the impact on dine-in sales. As customers shift to delivery, restaurants may see a drop in dine-in revenue, which can reduce overall profitability (Vidani, Chack, & Rathod, 2017).

The authors point out that typical solutions like setting commission limits or allowing restaurants to establish minimum prices on platforms only partially solve the problem. Their study indicates that contracts combining a percentage of revenue with fixed fees better protect restaurant profit margins. These agreements guarantee a minimum income per delivery order while providing flexibility in how revenue is shared between platforms and restaurants (Vidani, 2018).

This tension highlights a key research focus: although food delivery apps can boost sales volume, their effect on profitability is complicated and often negative when commissions and operational demands are high. Small, independent restaurants, such as many in Ahmedabad, face these difficulties more severely because they usually lack the negotiating power of larger chains (Biharani & Vidani, 2018).

Financial Impact on Restaurants

Multiple empirical studies have investigated the financial impact of using food delivery platforms. Van Veldhoven, Aerts, and Ausloos (2021) analyzed 49 Belgian restaurants that partnered with Deliveroo and observed notable improvements in liquidity, but only modest gains in profitability and solvency. Their data showed that although revenues grew, the extra expenses from commissions and delivery services diminished profit margins, raising concerns about long-term viability (Odedra, Rabadiya, & Vidani, 2018).

In a similar vein, Collison (2020) demonstrated the crowding-out effect associated with food delivery services. Employing a difference-in-differences approach, the research revealed that 30–50% of delivery sales were truly additional, while the rest replaced traditional dine-in or takeaway sales. Despite an increase in total revenues, profitability fell because fixed costs and commissions consumed a large portion of the extra income (Vasveliyya & Vidani, 2019).

These insights are especially pertinent for local restaurants in Ahmedabad, where most businesses operate with slim profit margins and depend heavily on steady dine-in customers. Transitioning to online delivery might boost order

numbers but could lower net profits due to high commission fees, delivery discounts, and operational difficulties (Sachaniya, Vora, & Vidani, 2019).

Operational and Technological Transformations

The incorporation of food delivery applications into restaurant workflows has brought about notable operational changes. According to Das and Ghose (2019), advancements in technology have transformed the restaurant sector, allowing customers to conveniently order food, compare prices, and explore a wide range of options via mobile apps. From a business standpoint, online food delivery platforms (OFDPs) have increased visibility and customer reach but have also introduced challenges such as unpredictable demand, strain on kitchen processes, and complicated inventory management (Vidani, 2019).

Restaurants need to adjust to managing quick digital orders, preserving food quality during delivery, and ensuring accurate order fulfillment, all while dealing with tighter profit margins. For local businesses in Ahmedabad, which often lack sophisticated technological infrastructure, these operational difficulties can intensify financial pressures (Vidani, Jacob, & Patel, 2019).

Simultaneously, these platforms offer benefits by providing analytics, marketing tools, and access to customer data. Restaurants that effectively utilize these resources can mitigate some challenges by better aligning their operations with consumer demand (Vidani J. N., 2016).

Hypothesis

1. H1 : There is a significant association between Gender and the perception that food delivery apps make it more convenient to order food compared to dining in or takeaways.
2. H2 : There is a significant association between Gender and the perception that food delivery apps allow users to explore a greater variety of restaurants and cuisines.
3. H3 : There is a significant association between Gender and the perception that food delivery apps save time and effort.
4. H4 : There is a significant association between Gender and the perception that food delivery apps meet users’ expectations in terms of food quality and packaging.

Table 1. Validation of Questionnaire

All Statements with scale	
Food delivery apps make it more convenient for me to order food compared to dining in or takeaways.	(Vidani, 2015)
Food delivery apps allow me to explore a greater variety of restaurants and cuisines.	Vidani & Solanki, 2015)
I prefer food delivery apps because they save time and effort.	Vidani, 2015)
The quality of food and packaging received through delivery apps generally meets my expectations.	(Vidani, 2015)

I believe food delivery apps are essential for the survival of local restaurants in the current digital era.	Solanki & Vidani, 2016
--	------------------------

Source: Author's Compilation

METHODOLOGY

Table 2. Research Methodology

Particulars	Details
Research Design	Descriptive Research Design
Sampling Method	Non-Probability - Convenient Sampling Method
Data Collection Method	Primary Data Collection
Instrument Used	Structured Questionnaire
Type of Questions	Close-ended (Likert Scale and Multiple Choice Questions)
Mode of Data Collection	Online Survey through Google Form
Data Analysis Methods	Descriptive Statistics, Cross-tabulation, and Reliability Analysis
Data Analysis Tools	SPSS and Microsoft Excel
Sample Size	128 Respondents
Survey Area	Various locations across India
Sampling Unit	Students, Private and Government Employees, Businesspersons, Homemakers, and Professionals (e.g., CA, Doctors, etc.)

Source: Author's Compilation

Demographic Summary

The demographic profile of the respondents (N = 128) is summarized below:

- Gender:** Out of 128 respondents, 71.1% were male and 28.9% were female. This indicates a higher male participation in the survey.
- Age Group:** The majority of respondents (85.2%) belonged to the 18–25 years age group, followed by 9.4% in the 26–32 years group, 1.6% in the 33–40 years, and 3.9% aged 40 years and above. This suggests that the study sample primarily represents young adults and Gen Z consumers.
- Occupation:** Most respondents were students (62.5%), followed by employed individuals (26.6%), professionals such as CA and doctors (6.3%), businesspersons (1.6%), and others (3.1%). The results highlight that students form the dominant respondent group, reflecting the app usage trend among youth.
- Monthly Income:** A large portion of respondents (59.4%) reported no income, consistent with the high student proportion. 18.0% earned between ₹20,000 – ₹30,000, 13.3% earned between ₹10,000 – ₹20,000, and 9.4% earned between ₹30,000 – ₹40,000 per month.

5. **Preferred Food Delivery App:** Among all respondents, 69.5% preferred Zomato, while 30.5% preferred Swiggy. This shows Zomato’s stronger market presence among young consumers in the sample

Cronbach Alpha

A Cronbach's Alpha of 0.866 indicates high internal consistency among the six items in your scale. This suggests that the items reliably measure the same underlying construct, making your scale statistically sound for further analysis or reporting.

Table 3. Results of Hypothesis Testing.

Sr. No.	Alternate Hypothesis (H ₁)	Result (p-value)	p = > / < 0.05	Accept/ Reject Null Hypothesis (H ₀)	R Value (if applicable)	Relationship
H1	There is a significant association between Gender and the perception that food delivery apps make it more convenient to order food compared to dining in or takeaways.	0.407	>	H ₀ Accepted	–	No significant relationship
H2	There is a significant association between Gender and the perception that food delivery apps allow users to explore a greater variety of restaurants and cuisines.	0.113	>	H ₀ Accepted	–	No significant relationship
H3	There is a significant association between Gender and the perception that food delivery apps save time and effort.	0.739	>	H ₀ Accepted	–	No significant relationship
H4	There is a significant association between Gender and the perception that the quality of food and	0.336	>	H ₀ Accepted	–	No significant relationship

	packaging meets expectations.					
H5	There is a significant association between Gender and the belief that food delivery apps are essential for the survival of local restaurants.	0.142	>	H ₀ Accepted	–	No significant relationship
H6	There is a significant association between Age and the perception that food delivery apps make ordering food more convenient.	0.661	>	H ₀ Accepted	–	No significant relationship
H7	There is a significant association between Occupation and the perception that food delivery apps make ordering food more convenient.	0.540	>	H ₀ Accepted	–	No significant relationship
H8	There is a significant association between Monthly Income and the perception that food delivery apps make ordering food more convenient.	0.224	>	H ₀ Accepted	–	No significant relationship
H9	There is a significant association between Preferred Food Delivery App and the perception that food delivery apps make ordering food more convenient.	0.013	<	H₀ Rejected	–	Significant relationship exists
H10	There is a significant association between Preferred Food Delivery App and	0.219	>	H ₀ Accepted	–	No significant relationship

	the perception that food delivery apps allow exploration of more restaurant options.					
--	--	--	--	--	--	--

Source: Author’s Compilation

RESULTS AND DISCUSSION

The research explored how demographic factors relate to perceptions of food delivery apps using SPSS. The findings revealed no significant links between most demographic characteristics and users’ views, suggesting that food delivery apps are broadly accepted regardless of age, gender, or income. However, a notable connection was identified between the chosen delivery app and the perceived convenience ($p = 0.013$), indicating that specific features of each platform affect user satisfaction. Overall, the results emphasize that factors such as user experience, service quality, and app efficiency have a stronger impact on customer perceptions than demographic differences, highlighting the importance of ongoing enhancements in app usability and service performance (Vidani & Singh, 2017).

Theoretical Implications

The study enhances the understanding of consumer behavior regarding food delivery apps by showing that views on convenience, variety, and service quality are largely unaffected by demographic variables. This aligns with current digital consumer behavior theories, indicating that technology adoption and satisfaction are influenced more by user experience than by individual traits. The strong connection between the chosen app and the perception of convenience highlights the importance of platform design and service dependability in influencing user opinions. These results reinforce the theoretical basis that perceived usefulness and ease of use are key factors driving consumer satisfaction in digital service platforms (Vidani J. N., 2020).

Practical Implications

The research provides important insights for food delivery services such as Zomato and Swiggy. Because views on service quality and convenience are similar across different demographic groups, marketing strategies can prioritize enhancing the overall user experience instead of focusing on specific segments. The strong connection between the preferred app and perceived convenience indicates that companies should work on improving app usability, delivery speed, and promotional deals to boost customer loyalty. Ongoing innovation in service, improved customer support, and consistent food quality can also raise customer satisfaction. These findings can help businesses develop strategies to increase user engagement and retention in the competitive digital food delivery industry (Vidani J. N., 2018).

CONCLUSIONS

The study sought to examine consumer perceptions and attitudes toward food delivery apps like Zomato and Swiggy using SPSS analysis. The results showed that most demographic variables—such as gender, age, occupation, and

income – did not have a significant impact on how consumers view food delivery services. This suggests that the adoption and acceptance of these apps are widespread across various social and economic groups. However, a notable connection was identified between the choice of delivery app and the perception of convenience, indicating that app-specific features like user-friendliness, delivery speed, promotions, and customer support are crucial in influencing user satisfaction (Vidani & Dholakia, 2020).

In summary, the findings indicate that food delivery apps have become a vital part of contemporary consumer lifestyles, appreciated for their convenience, variety, and efficiency. The study highlights the need for ongoing enhancements in service quality, food packaging, and app functionality to satisfy increasing customer demands. For businesses, prioritizing improvements in user experience and maintaining dependable service standards can foster greater customer loyalty and provide a competitive edge. The research concludes that the success of food delivery apps relies more heavily on technological advancements and service effectiveness than on demographic differences among users (Vidani & Das, 2021).

RECOMMENDATIONS

Future studies can broaden this research by involving a larger and more varied sample from different cities and regions to improve the applicability of the findings. Researchers might also investigate additional factors such as customer loyalty, satisfaction, trust, and behaviors after purchase to gain a deeper understanding of consumer attitudes toward food delivery apps. Comparative analyses of various food delivery platforms could help identify key elements that influence user preferences. Additionally, qualitative approaches like interviews or focus groups could offer more detailed insights into customer experiences and challenges. Future research could also explore the effects of new technologies, including AI-driven recommendations, drone deliveries, and sustainability efforts, on consumer perceptions and satisfaction (Vidani, Das, Meghrajani, & Singh, 2023).

REFERENCES

- Bansal, A., Pophalkar, S., & Vidani, C. (2023). A Review of Ed-Tech Sector in India. *International Journal of Management Analytics (IJMA)*, 1(1), 63-84.
- Bhatt, V., Patel, S., & Vidani, J. N. (2017, February). Start-Up India: A Rough Diamond to be Polished. *National Conference on Startup India: Boosting Entrepreneurship* (pp. 61-67). Pune: D.Y. Patil University Press.
- Biharani, S., & Vidani, J. N. (2018). Entrepreneurship: Career Opportunity Has No Gender Discrimination. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 101-104). Pune: D. Y Patil University Press.

- Chaudhary, N., Patel, V., & Vidani, C. J. (2023). A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies. *International Journal of Management Analytics (IJMA)*, 1(1), 85-110.
- Dhere, S., Vidani, J. N., & Solanki, H. V. (2016, November). A Survey on the Towards Satisfaction Level of the Customer Shopping Mall's: An Analytical Study. *International Multidisciplinary Journal Think Different*, 3(24), 45-50.
- Kapoor, A., & Vij, M. (2022). Consumer perception and satisfaction towards online food delivery services in India. *International Journal of Management and Commerce Innovations*, 10(2), 45-53.
- Mahajan, H., & Vidani, J. (2023). Packaging strategies: Outlook on consumer buying behaviour for FMCG products. *Journal of Management and Entrepreneurship*, 17(4), October - December 2023.
- Mala, Vidani, J. N., & Solanki, H. V. (2016, November). Green Marketing-A New Way of Marketing: A Review Approach. *International Multidisciplinary Journal Think Different*, 3(24), 40-44.
- Mehta, R., & Sharma, P. (2023). Impact of digitalization on consumer behavior: A study of food delivery applications. *Journal of Business and Social Science Research*, 8(1), 60-72.
- Modi, R., Harkani, N., Radadiya, G., & Vidani, J. N. (2016, August). Startup India: Even Diamonds start as Coal. *International Journal For Innovative Research In Multidisciplinary Field*, 2(8), 111-116.
- Niyati, B., & Vidani, J. N. (2016, July). Next Generation Children: Smarter or Faster. *International Journal For Innovative Research In Multidisciplinary Field*, 2(7), 110-114.
- Odedra, K., Rabadiya, B., & Vidani, J. (2018). An Analysis of Identifying the Business Opportunity in Agro and Chemical Sector - With Special Reference to African Country Uganda. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 96-100). Pune: D.Y Patil University Press.
- Patel, V., Chaudhary, N., & Vidani, C. J. (2023). A Study on Awareness of Various Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 111-132.
- Pathak, K. N., & Vidani, J. N. (2016). A Survey on the Awareness Satisfaction as Well Asto Know the Level of the Online Shopping Among the People of Ahmadabad City. *Governance in E-commerce: Contemporary Issues &*

Challenges (pp. 261-275). Ahmedabad: GTU.

Pradhan, U., Tshogay, C., & Vidani, J. N. (2016, July). Short Messages: Its Effect on Teenager's Literacy and Communication. *International Journal For Innovative Research In Multidisciplinary Field*, 2(7), 115-120.

Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022, December). Influencer Marketing: A New Marketing Communication Trend. *Shodhsamhita*, VIII(12(II)), 155-167.

Sachaniya, C., Vora, H., & Vidani, J. (2019). A Study on Identifying the Gap between Expected service and Actual Service with Special Reference to Suk Sagar Gir Resort, Sasan. In P. Rijwani, S. Shome, & D. Danak (Ed.), *Business, Economy And Environment: Corporate Perspectives* (pp. 162-169). Ahmedabad: Himalaya Publishing House Pvt. Ltd.

Saxena, M., & Vidani, J. N. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternatives* (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.

Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Co-Relation with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 193-212.

Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Regression with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(2), 213-234.

Singh, K., & Gupta, S. (2021). An analysis of customer preferences for online food delivery apps with reference to Zomato and Swiggy. *International Journal of Research in Marketing*, 9(3), 112-120.

Singh, P. K., & Vidani, J. N. (2016, November). Problems and Prospects of Agriculture Marketing in India. *International Multidisciplinary Journal Think Different*, 3(22), 9-16.

Singh, P. K., Vidani, J. N., & Nagoria, V. S. (2016, July-September). Waste Management: Inspire Today for A Better Tomorrow. *Journal of Basic and Applied Engineering Research*, 3(10), 921-926.

Solanki, H. V., & Vidani, J. N. (2016, November). A New Era of E-Vyapar In 21st Century: A Review Approach. *International Journal of Multidisciplinary Educational Research*, 5(11(2)), 61-77.

- Solanki, N., & Vidani, J. N. (2016, January). The Study Legal Aspects of Trade in Ethiopia. *Zenith International Journal of Multidisciplinary Research*, 6(1), 226-284.
- Sukhanandi, S., Tank, D., & Vidani, J. N. (2018). Analysis of the Impact of Work Life Balance on Working Women Leader in India. *National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 77-80). Pune: D.Y.Patil University Press.
- Thomas, J., & Nair, S. (2020). Factors influencing consumer adoption of online food delivery platforms in the urban Indian market. *Asian Journal of Management*, 11(4), 450-458.
- Vasveliyan, M., & Vidani, J. (2019). A Study on Analyzing Gap between Expected and Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. In P. Rijwani, S. Shome, & D. Danak (Ed.), *Business, Economy and Environment: Corporate Perspectives* (pp. 79-85). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Verma, P., & Arora, R. (2024). Technology acceptance and user experience in food delivery apps: Evidence from Indian consumers. *International Review of Business and Economics*, 12(1), 25-39.
- Vidani, J. N. (2015, December). The Study of Investment Pattern of the People of Bhavnagar District. *The Indian Writer's e - Journal*, 1(1), 1-26.
- Vidani, J. N. (2015, December). "The Study of the Concepts of Personality Traits, Values, Skills and Perception of Dr.Manmohansingh. *The Indian Writer' s e - Journal*, 1(1), 1-14.
- Vidani, J. N. (2015, December). The Study of Pestle Analysis in Kerala State. *Zenith International Journal of Multidisciplinary Research*, 5(12), 33-50.
- Vidani, J. N. (2015, November). Self Aid Group - A Preeminent way for Bucolic Female Empowerment. *International Journal of Advance Engineering and Research Development*, 2(11), 351-360.
- Vidani, J. N. (2016). Is Entrepreneurship a Gender Blind (PART II). *Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC-2016*, 25-33.
- Vidani, J. N. (2016, December). Roles of a Bhartiya Nari Vyapari: A Case study review Approach. *International Journal of Management, IT & Engineering*, 6(12), 328-341.

- Vidani, J. N. (2016, November). Fake Opportunities and Real Challenges of an Indian Women Entrepreneurs: A Review Approach. *International Journal of Multidisciplinary Educational Research*, 5(11(3)), 224-237.
- Vidani, J. N. (2016, September). Rural Women Entrepreneurship: "Nari Bani Vyapari". *International Journal of Management and Research*, 1, 208-213.
- Vidani, J. N. (2018). *Export and Import Procedures (Vol. 1)*. Online: Educreation Publishing .
- Vidani, J. N. (2018). Merger and Aquisitions: A Case From Indian Telecom Sector Vodafone & Idea. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 105-108). Pune: D.Y Patil University Press.
- Vidani, J. N. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Prenrural Products in the Markets of Saurashtra Region. In B. UNNY, D. N. BHATT, & D. S. BHATT (Ed.), *Transformation Through Strategic and Technological Interventions* (pp. 159-167). Ahmedabad: McGraw Hill Education (India) Private Limited.
- Vidani, J. N. (2019). Influencer Marketing: A New Trend. *Nafional Conferenee on "Multidisciplinary Research in Socelal Seienes & Management Studies*. 6, pp. 344-353. Pune: D.Y Patil Institute of Management Studies.
- Vidani, J. N. (2020). Role of Women in Agriculture Sector of India. in P. (. Mateen, *Women Empowerment and Economic Development* (pp. 32-47). Kanpur: International Publications.
- Vidani, J. N. (2022). *Digital Marketing for Business in #hashtag era (Vol. 1)*. Delhi, India: Publishing Expert.
- Vidani, J. N., & Das, D. S. (2021, August). A Review on Evolution of Social Media Influencer Marketing: Reflection on Consumer Behaviour and Consumer's Decision-Making Process. *Turkish Online Journal of Qualitative Inquiry (TOJQI)*.
- Vidani, J. N., & Dholakia, A. (2020). An Introspective Study on Retail Sector The Current Scenario in Gujarat and India. In R. B. Chauhan, *Management and Innovation: Research Study* (pp. 1-15). Kanyakumari: Cape Comorin Publisher.
- Vidani, J. N., & Pathak, K. N. (2016). A Survey on Awareness and Satisfaction Level of the Consumers of Online Gifting with Special Reference to Ahmadabad City. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 121-135). Ahmedabad: GTU.

- Vidani, J. N., & Plaha, N. G. (2016, November). Swachh Bharat: Csr Initiative by Indian Corporates. *International Multidisciplinary Journal Think Different*, 3(22), 44-50.
- Vidani, J. N., & Plaha, N. G. (2017). Agripreneurship: A Reincarnation of Indian Agricultural Sector. *Proceedings of the International Conference on Enhancing Economic Productivity and Competitiveness through Financial and Monetary Reforms* (pp. 154-159). Ahmedabad: GTU.
- Vidani, J. N., & Singh, P. K. (2017). To study the effect of marketing on awareness and the use of contraceptive pills in the rural areas with special Reference to Ahmedabad District. *Services in Emerging Markets* (pp. 254-265). Ahmedabad: Emerald.
- Vidani, J. N., & Solanki, N. (2015, December). The Study of Fundamental Concepts of Management Focusing on Posdcorb Analysis - Parle India Pvt. Ltd. *Excel International Journal of Multidisciplinary Management Studies*, 5(12), 45-56.
- Vidani, J. N., Chack, P. K., & Rathod, D. N. (2017, February). Startup India: A Challenging Way of Thrones. *National Conference on startup India: Boosting Entrepreneurship* (pp. 111-118). Pune: D. Y. Patil University Press.
- Vidani, J. N., Das, S., Meghrajani, I., & Singh, G. (2023, August). Influencer Marketing and Gendered Consumer Behavior: An Analysis of Clothing Purchases across Different Fashion Categories. *Sodhsamhita*, 137-157.
- Vidani, J. N., Meghrajani, I., & Siddarth, D. (2023, May). Unleashing the Power of Influencer Marketing: A Study on Millennial Consumer Behaviour and its Key Antecedents. *Journal of Education: Rabindra Bharati University*, XXV(6), 99-117.
- Vidani, J., Das, S., Meghrajani, I., & Chaudasi, C. (2023). Unveiling the Influencer Appeal: A Gender-Centric Exploration of Social Media Follower Motivations. *Rabindra Bharati Journal of Philosophy*, 182-203.
- Vidani, J., Jacob, S., & Patel, M. (2019, July - September). Mental Health Start-Up: Moodcafe. *Economic Challenger: An International Journal*, 21(84), 35-42.