# A STUDY ON CUSTOMER SATISFACTION TOWARDS ORDERING FOOD THROUGH MOBILE APP AT KANCHIPURAM

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## Abstract

Today, various types of businesses are setting up online stores owing to technological advancements. Socio-economic class needs to perform well in their organizations and technology is playing an important role in serving to them in achieving the same. There are various factors such as smartphone and internet data packs, people have started using more of mobile phone apps. The apps have made a lot of things convenient for users. The customer can order food from their favorite restaurants, their choice of cuisines, can decide whether to get it delivered to pick up from the restaurant and can choose to pay from various modes such as debit card, credit card, cash on delivery or any other mobile wallet. Online food delivery may be defining a method of delivery of food or take out from a restaurant or a local area food joint through an internet page or mobile App.

**Keywords:** Mobile App, Internet, e-payment, e-mode, online food App.

## Introduction

Online food ordering and delivery is a new type of business model in the present era of e-commerce which results in the starts-ups of many online businesses. Online food ordering and delivery plays a vital role in consumers, entrepreneurs, investors etc. Thus, food ordering system these days has one of the quickest growing market, although being a brand- new plan. Online Food ordering system is a process in which one will order numerous foods and beverages from some local restaurant and hotels through the use of internet, simply by sitting at home or any place. And therefore the order is delivered to the told location. Today most are having busy schedule whether it is urban area or rural. So in huge cities even wives are working women, so largely the tiny families manage to possess their food ordered from somewhere, as they lack time. Not only this is often the case, if we have a tendency to say the children in the modern era they like only fast food or something from the outside. However, they ignore eating homemade meals. The online food ordering system provides the menu online and also the customers will simply place the order by just clicking the mouse or by touching a button on their mobile phones. The payment can be made online or offline like pay-on-delivery system. The user's details are maintained confidential as a result of it maintains a separate account for every user. An ID and password is provided for every user.

## Review of Literature

H.S. Sethu & Bhavya Saini (2016), their plan was to research the student's perception, behavior and satisfaction of online food ordering and delivery applications. Their study shows that online food ordering apps secure their time thanks to simply accessibility. It's additionally found that visibility of their favorite food at any purpose of your time and forever access to web, free information are the most reasons for victimization the apps.

According to Leong Wai Hong (2016), the technological advancement in several industries has modified the business model to grow. economic systems will facilitate improve the productivity and gain of

an edifice. The utilization of online food delivery system is believed that it will lead the restaurants business grow from time to time and can facilitate the restaurants to facilitate major business online.

Ansar Z. & Jain S. (2016) such that the expansion within the ecommerce trade as divisor for the success of online food ordering and delivery services. Analysis has mentioned that quite four hundred food delivery apps are nurturing in Asian country with a funding of concerning $120 million from risk capital companies and different such investors. Considering the actual fact that a minimum three meals are consumed by every individual during a day the food trade is termed as a repetitive business trade that attracts the interest of investors and entrepreneurs towards this growing business phase.

Das (2018) created a comparative study of consumers' perception towards the net food ordering and delivery services, specifically Zomato, Swiggy, Uber Eats and Foodpanda.

**Objectives of the Study**

1. To study socio-economic factors determining the customers to order food through digital applications.
2. To study the satisfaction level in food ordering through online by the customers.
3. To find which application is used for food ordering and the reasons for order food through mobile application.

**Scope of the study**

The scope of the study is to analysis the consumers' preference, taste, their needs and wants on digital food order in kanchipuram.

**Limitations of the Study:**

• The study is made with the help of 150 customers which order food through food ordering Apps. Hence, the results obtained cannot be generalized to the population as an entire.

• Due to time and economic constraints of the research analysis, range of respondents has been restricted to 150.

• This study is restricted to Kanchipuram only.

**Methodology and tools used**

In the research study, both primary and secondary data were collected. For collecting primary data from the respondents directly by using questionnaire. The researcher selected 150 respondents in the study area by adopting convenience sampling method. Secondary data has been collected from published sources, such as various periodicals, articles, books and journals.
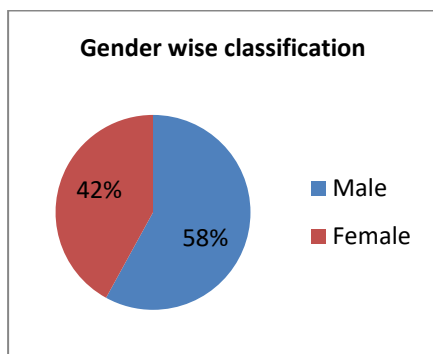
**Sample size:** The population is indefinite. For this research 150 sample size is collecting for the respondents using digital food ordering was selected.

**Data Analysis and interpretation**

**Table 1: Gender Wise Classification**

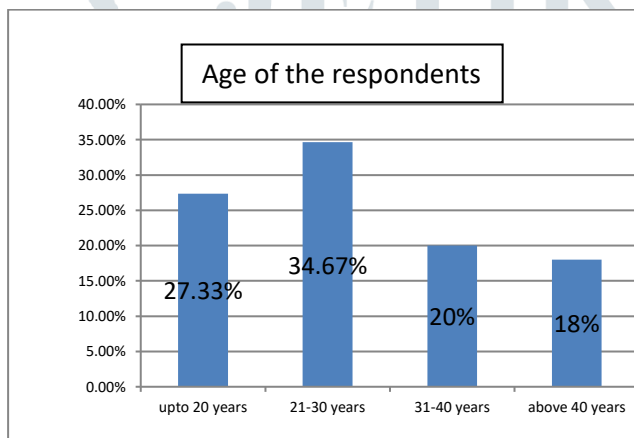| Sl.No. | Gender | Frequency | Percentage |
|--------|--------|-----------|------------|
| 1 | Male | 87 | 58 |
| 2 | Female | 63 | 42 |
| **Total** | | **150** | **100** |

**Source:** Primary data

The above table and chart indicates that majority of the respondents belongs to Male 58%.

**Table 2: Age of the respondents**

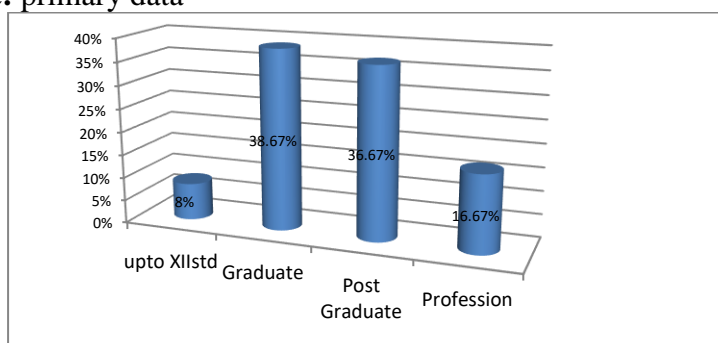| Sl.No. | Age | Frequency | Percentage |
|---|---|---|---|
| 1. | Upto 20 years | 41 | 27.33 |
| 2. | 21-30 years | 52 | 34.67 |
| 3. | 31-40 years | 30 | 20 |
| 4. | Above 40 years | 27 | 18 |
| | **Total** | **150** | **100** |

Source: primary data



The above table and chart shows that majority of the respondents falls under the age group between 21-30 years 34.67% who are the younger generation.

**Table 3: Educational Qualification of the respondents**

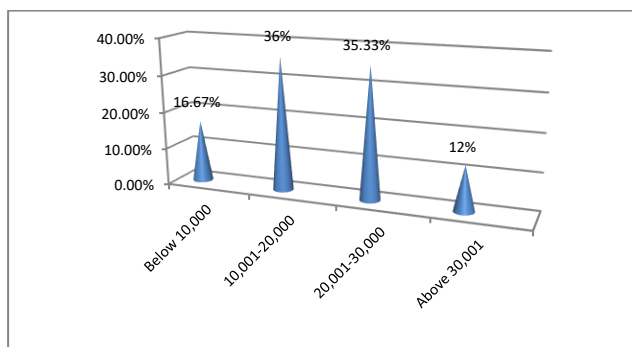| Sl.No. | Age | Frequency | Percentage |
|---|---|---|---|
| 1. | Upto XII std | 12 | 8 |
| 2. | Graduate | 58 | 38.67 |
| 3. | Post Graduate | 55 | 36.67 |
| 4. | Profession | 25 | 16.66 |
| | **Total** | **150** | **100** |

**Source:** primary data

The above table and chart shows that majority of the respondents belongs to Graduates 38.67%.

**Table 4: Income of the Respondents**

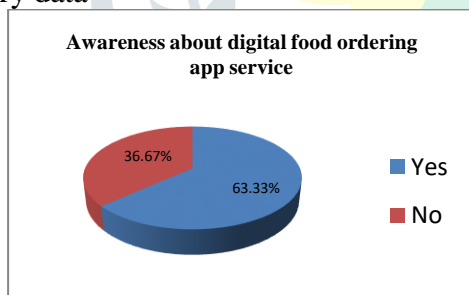| Sl.No. | Age | Frequency | Percentage |
|---|---|---|---|
| 1. | Below 10,000 | 25 | 16.67 |
| 2. | 10,001-20,000 | 54 | 36 |
| 3. | 20,001-30,000 | 53 | 35.33 |
| 4. | Above 30,001 | 18 | 12 |
| | **Total** | **150** | **100** |

**Source:** primary data



The above table and chart shows that majority of the respondents' income between 10,001 to 20,000(i.e.) 36%.

**Table 5: Aware about the Digital Food Ordering App Service**

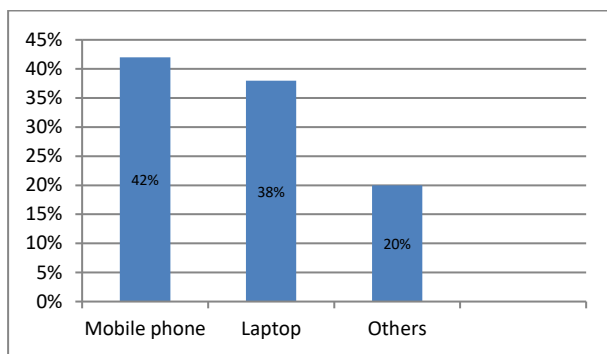| Sl.No. | Awareness | Frequency | Percentage |
|---|---|---|---|
| 1. | Yes | 95 | 63.33 |
| 2. | No | 55 | 36.67 |
| | **Total** | **150** | **100** |

**Source:** primary data



The above table and chart shows that majority 63.33% of the respondents having Awareness about Ordering food App Service.

**Table 6: Gadget Preferring for Food Ordering Service**

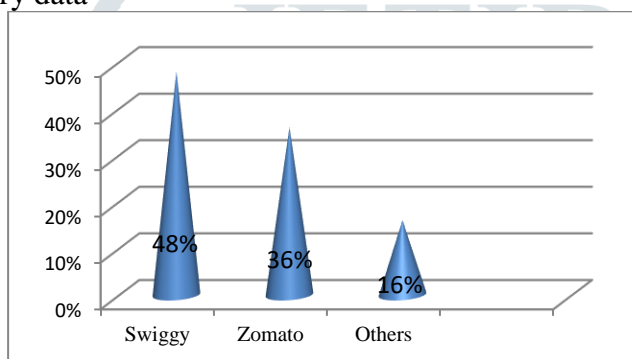| Sl.No. | Gadget | Frequency | Percentage |
|---|---|---|---|
| 1. | Mobile phone | 63 | 42 |
| 2. | Laptop | 57 | 38 |
| 3. | Others | 30 | 20 |
| | **Total** | **150** | **100** |

**Source:** primary data

The above table and chart shows that majority of the respondents are used their Mobile phone for ordering food 42%.

**Table 7: Most Used App for Food Ordering**

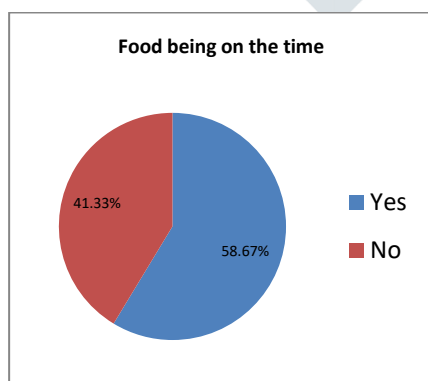| Sl.No. | App | Frequency | Percentage |
|--------|-----|-----------|------------|
| 1. | Swiggy | 72 | 48 |
| 2. | Zomato | 54 | 36 |
| 3. | Others | 24 | 16 |
| | **Total** | **150** | **100** |

**Source:** primary data



The above table and chart shows that majority of the respondents are used Swiggy App for ordering food 48%.

**Table 8: Food Being on the Time**

| Sl.No. | Food being on the time | Frequency | Percentage |
|--------|------------------------|-----------|------------|
| 1. | Yes | 88 | 58.67 |
| 2. | No | 62 | 41.33 |
| | **Total** | **150** | **100** |

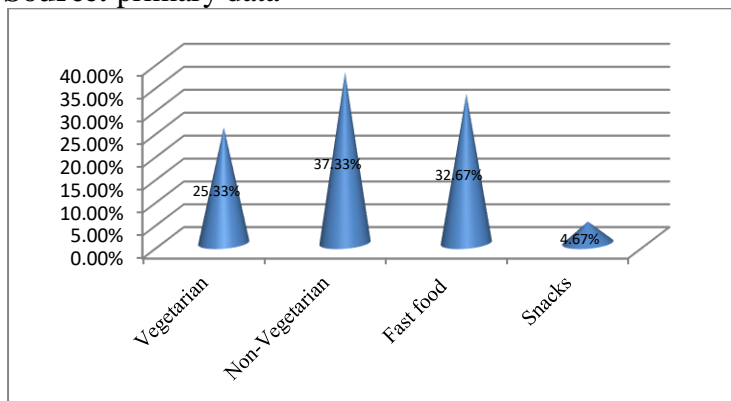**Source:** primary data



Food being on the time

The above table and chart shows that majority 58.67% of the respondents say yes for food being on the time.

**Table 9: Food Preferred by the Respondents**

| Sl.No. | Food | Frequency | Percentage |
|--------|------|-----------|------------|
| 1. | Vegetarian | 38 | 25.33 |
| 2. | Non –vegetarian | 56 | 37.33 |
| 3. | Fast Food | 49 | 32.67 |
| 4. | Snacks | 7 | 4.67 |
| | **Total** | **150** | **100** |

**Source:** primary data



The above table and chart shows that majority 37.33% of the respondents preferred Non-vegetarian food.

**Table 10: Mode of Payment**

| Sl.No. | Mode of payment | Frequency | Percentage |
|--------|-----------------|-----------|------------|
| 1. | Cash on Delivery | 86 | 57.33 |
| 2. | Online Payment | 64 | 42.67 |
| | **Total** | **150** | **100** |

**Source:** primary data
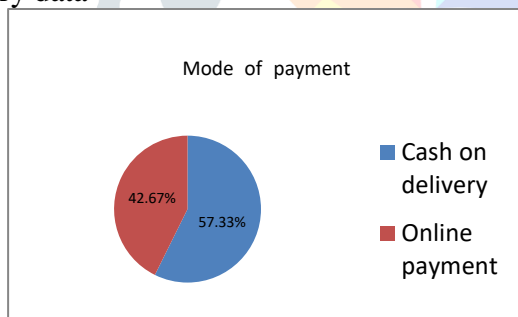


The above table and chart shows that 57.33% of the respondents used to pay cash on delivery.

**Table no.11: Percentage Analysis for Rate of Satisfaction Level for the Factors by the Respondents**

| Sl.No. | Factors | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--------|---------|----------------|-------|---------|----------|-------------------|
| 1. | Quality | 30(20) | 63(42) | 25(16.67) | 25(16.67) | 7(4.66) |
| 2. | Quantity | 41(27.33) | 52(34.66) | 16(10.67) | 25(16.67) | 16(10.67) |
| 3. | Price | 55(36.67) | 55(36.67) | 18(12) | 18(12) | 4(2.66) |
| 4. | Time Saving | 55(36.67) | 52(34.66) | 25(16.67) | 18(12) | 0 |
| 5. | Various Payment Option | 41(27.33) | 60(40) | 30(20) | 10(6.67) | 9(6) |
| 6. | Various offers | 38(25.33) | 60(40) | 18(12) | 25(16.67) | 9(6) |
| 7. | Friendly Staff | 52(34.67) | 64(42.67) | 30(20) | 4(2.66) | 0 |
| 8. | Easy to Access | 55(36.67) | 60(40) | 16(10.67) | 12(8) | 7(4.66) |

The above table shows that majority of the respondents were Agree with the Quality, Quantity, Price, Payment Option, Various Offers, Easy to Access and majority are Strongly Agree with the Time Savings.

**Suggestion**

Nowadays, so many reasons to ordering the food in mobile Apps. As professionals lack time to make food and since they have to get back on their busy lives, online food ordering should be made accessible for them using various gadgets. As utmost of the customers use telephone and mobile phone to order food online, restaurant operators should encourage them by responding effectively to telephone calls that provide human interaction. Customers face a lot of challenges as the delivery time is more. Therefore, the restaurant operators must know some ways to place the order snappily and effectively. During the lockdown a lot of consumer used the online while order foods, grocery, and medicines in the house. Customers face a lot of challenges while opening the site and place the order in phone.

**Conclusion**

Currently, most of the young generation is probably going ordering food through online. Because variety of foods ordered by home. After studied on consumer satisfaction of the digital food ordering services, it is concluded that every system has its strengths and weakness. The purpose of this online food ordering system is principally to save the time of the customers especially when he/she has to invite people for any occasion. The chief reason of online ordering is convenience and quickly reach the ordering food to the consumer. The single most important trait of online ordering is delicacy. Young customers square measure a lot of doubtless to use online, mobile or text ordering. Young customers place a bigger value on convenience and speed than older users do. To conclude customers can appreciate not having to stay, and other staying customers may be motivated to try online food ordering.

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