



# A Study on Consumer Perception & satisfaction towards online Food delivery Applications

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## Abstract

Online food ordering is processes that delivers food or take away, from local restaurant & other food organizations through using a mobile application or through online websites. The style of systematic food delivery is gaining acceptance with more and more people specially the younger generation turning to mobile food ordering apps, there by the buyer can generate an order with zero errors and have food delivery at his doorway. The food delivery industry started in India by 1890's around 125 years ago by Indian dabbawalla's, while under the British rule Indian dabbawallas meals delivery system in busy metropolitan areas such as Mumbai, now system is modernized using mails, SMS and online website etc. distributing thousands of employees successfully throughout Mumbai using local trains.

COVID-19 pandemic uplifted the food delivery sector and it's expected to reach about 21 billion by 2026, which have grown speedily ear to ear growth of 30% so even more delivery-oriented brands are looking for the occasions to open their service. The major two players of online food delivery apps in India are namely Zomato and Swiggy and other businesses lare existing in India. The objective of research is to analyze the factors influencing consumer perception towards online food delivery apps, to examine the consumer's perception regarding online food delivery apps in Bagalkot and to study satisfaction level of consumer towards online food ordering

applications. The research is conducted using descriptive research methodology. For the study data has been collected via structured questionnaire, with sample size of 100 respondents. The study concludes that, customer satisfaction is the important aspect in food and delivery industry, so satisfaction of customer should be handled with more care.

**Key Words:** App Function, Payment options, Availability restaurant, Delivery person behaviors, Availability, Offers and discounts, Quality of food

### **About online food delivery**

Ordering meals online is processes that provides food delivery from local restaurant & other food organizations by using a smart phone application or online websites. The kind of systematic delivery of food is gaining acceptance with an increased number of people specially the younger generation using mobile meal ordering applications, there by the buyer can generate an order with minimal errors and have food delivery at his doorway. The app displays entire menu by selecting restaurant window, the customer must choose using a button and access the menu However, buyers must download the app in their smart phones first and registered on the app by generating their simple profile which has their address & payment data. The payment is generally cashless over credit card, debit card & UPI apps or cash on delivery. The apps functionality will vary from one other in terms of offer, pricing, customer reviews, promotions etc. Food panda, Zomato and Swiggy are few of the most well-known mobile food delivery applications & other chains having own food delivery apps. The ordering process in the applications is very simple where they offer you to order for very low price in a single tab, the popup menu will be displayed and the first time and foremost search of your favorite restaurants cruise dishes from your local area or displayed and you can similarly search for a food openings based on rankings, delivery period, considering price or you can just put a filter of your liking food and from wild range of food offerings you should select your needs and want. then your marked location will be traced on the delivery as per the maps among provided your legal address manually with specified landmarks and your house numbers.

once your place is provided you can make a payment of your order where you have many options like debit card, credit card, UPI, net banking etc. The users are offered with a certain paybacks like promo codes offers and minor reductions in the grand total some cafeterias or food outlets offer good concessions once the payment is completed the order gets established and you will receive a approval notice by SMS.

Next the restaurants accept your orders and the projected time for the coming of food is notified to your personal number the estimated arrival time is intended based on time taken for cooking food and the distance traveled by the delivery person, These applications have become more time sensitive in nature, and they will have also features like Live tracking with GPS, customer get alerted when the food is ready then the delivery supervisory is allotted to pick up the order and deliver quickly at the doorsteps of consumer

### **History of online food delivery industry**

Before 20-25 years back in India companies like Papa John's, McDonald's, Pizza Hut etc. which were having universal existence and delivering food fast foods to the customers doors, initially people were using Internet to order food during lunch dinner hours instead of using traditional calling method before and now the Internet is replaced by personalized applications where customers are not needed to give information of contact and address every time it is automatically saved in the applications when they are registered. There is huge ability in this business which is already created a huge Employment Opportunity in large scale. Pizza Hut was the first company to deliver online food order off pizza in 1994, Wichita was the first town of Kansas state in united states to have delivery of pizza, where two brothers namely Danny Carney, Frank Carney borrowed \$600 from their mother and started the business and now the company has more than 18,000 restaurants worldwide and recognized as world's largest pizza chain by number of locations. Universally online food delivery market is estimated about \$113 billion in 2020 and which is one of the limited industries which is growing compound annual growth rate 30% year to year.

### **Overview of Indian online food industry**

The food delivery industry started in India by 1890's around 125 years ago by Indian dabbawalla's, while under the British rule Indian dabbawallas meals delivery system in busy metropolitan areas such as Mumbai which is a lifeline of Mumbai, the work of the dabbawalla's is to deliver meals directly to people at their place of work procuring from there from home and now system is modernized where they use and take advantage of services using text message emails website and distributing thousands of employees successfully throughout Mumbai using main transport off local trains and known as best delivery systems in the world

India's online food delivery market was esteemed at nearly \$5 billion in the year 2020, currently COVID-19 pandemic uplifted the food delivery sector and it's expected to reach about 21 billion by 2026 at a in the (compound annual growth rate) which have grown speedily ear to ear growth of 30% so even more delivery-oriented brands are looking for the occasions to open their service. The major two players of online food delivery apps in India are namely Zomato and Swiggy and other businesses like Faasos, Deliveroo, Grubhup, Pizza Hut, Eat fit,

Domino's, Dunzo, are existing in India.

### **E-commerce**

Electronic business is occupational model that allows corporations and persons to buy and sell goods and services over the Net. it is directed over mainframes tablets smartphones and other smart devices. There are three types of E-commerce business to business B2B, business to clients B2C, customer to customer C2C where online food delivery apps fall under business to business and business to consumers group as their interlink between restaurants and consumers.

### **Evolution of E commerce in India**

The idea of E commerce what's mission came in 1991, which was a time even the Internet particularly did not exist in India. by late 90s, people were familiarized to Internet but for the greater number of people, it constant to be the same and luxury with especially was not in need and people came to know that they can do transaction using Internet. in the year 1999, K Venkateshwaran started fabmart.com which was first E-commerce company in India. it started selling books movie CDs watches and grocery between February and October 2000 later the ecommerce sector was grown greatly all over the world.

### **Major trend and impact of COVID-19**

Current scenario of pandemic, online food transport service business are booming sector and giving importance throughout the globe due to the norms and rules of COVID-19 like social distancing, lockdown and seal down as restaurants are being closed they found a new way to serve and earn profit by giving home delivery by using applications Internet telecommunications etc and are coming up with terms like no contact delivery for safety of customers, before COVID-19 internationally the consumers were avoiding to have a food which was delivered there was having belief of visiting restaurants, but when there was issue of shut down in the place delivery apps have become more important for business owners as well as the consumers who were initially avoiding to order the food and they were experienced of good vibes in online delivery end ordering of food the food delivery app saw the revenue of 3 billion collectively and mutually as coronavirus pandemic thare ware shatters lockdowns and restrictions in place and also many restaurants have integrated with online food conveyance apps due to the source of the income as there was no admission to restaurant in lock down, pandemic health and essential concern really impacted on the usage of technology mighty restaurants and adaptation by consumers where thousands of customers have experienced satisfactory results by use of online food delivery applications, where they have helped in difficult situations like hospitalized people, workers staff, and other people.

### **1.8 Consumer Perception**

Consumer awareness is significant factor of business relationship with the consumer, it indicates their behaviors towards the product or service. Satisfaction is a psychological state which grades from the consumer comparisons of expectations prior to purchase with performance perception after a purchase, it is a set of unconscious process that consumers undergo the sense of stimuli and sensation that they experience based on changed situations in the environment, which happens without having any intentions.

### **1.9 Consumer Satisfaction**

Customer satisfaction is a quantity that fixes how the customers are joyful with the firm products services and abilities customer satisfaction data they include service ratings, and they can help a company to regulate how to best recover or change in the product or service this applies for every group of industries like manufacturing firms, retailers, wholesalers, administration bodies, service companies, non-profit organizations and every subdivision within an association. It is important section of our business because it provides vital information with measures to improve the business and performance from the consumer, it also displays intentions and loyalty among customers provides initial signs whether the customer is happy or unhappy towards products or services.

## Literature review

**Dr. Mithali Gupta** (2019) In the article “A Study On Impact Of Online Food Delivery App On Restaurant Business Special Reference To Zomato & Swiggy” published in “International Journal Of Research & Analytical Reviews” This paper discusses the current progress of internet boosting extension of online food facilities & different requirement factors or reasons of online food ordering, The foremost objective of this study is to learn the effect of Zomato & Swiggy on restaurant business & research is created on secondary data from papers, magazines etc, here researchers have discussed a constructive and harmful effects of food delivery apps on restaurant. Helpful factors like using technology, which is easy, fast and comfortable. The outcome of food delivery applications on restaurant can benefit operatives to encourage customer loyalty, improve profitability & enlarge into new market segments. **Shantashree Dass & Debomalya Ghose** (2019) In the article “Influence Of Online Food Delivery Apps On Operations Of The Restaurant Business” published by “International Journal Of Scientific & Technology Research” In this research paper researcher describes the profits of integrating online food delivery apps inside restaurant business & impact of food delivery apps on inventory organisation of restaurant. The objective of study also leans the numerous problems faced by restaurant services & to recognise the position of third-party subcontracting logistics for food delivery. This study is exploratory, mutually quantitative & qualitative procedures are used for data collection the responses are calmed by restaurants by conducting survey sampling method to 125 sample size. The researcher found that the quality of food declines when carried in packets which is main issue faced by restaurants, and also found food delivery aggregators initially where charging low and reasonable commissions to restaurant but now they have increased the commission's up to high as 20-25% these prices are very difficult in modern days competitions of restaurants. **Preetha & Iishwarya**(2019) In article “Factors Influencing The Intention To Use Food Online Order & Delivery App Via Platforms Using TAM”(Technology Acceptance Model) published by “Blue Eyes Intelligence Engineering & Sciences Publications” This paper aims to estimate the aspects influencing the intentions of food online order & delivery applications, the objective of study is to know food app quality, intention & usage of applications, descriptive study is conducted using survey technique method. From the analysis researcher found that quality function & smooth run of application have resulted in more adoption of food apps. Customer adoption perception towards food apps is more influenced in terms of security, information, operating system, different features, etc.

**Sherath Murath Algaz & Huluk Hekimoglu** (2012) In the article “A study on TAM: analysis of customer attitudes in online food ordering system” published by “Elsiver Procidia social and behavioural sciences” The researcher have used TAM Technology Acceptance Model in this paper to study buyer acceptance of ordering online food, this paper says that the consumer attitude varies according to easy & suitable of ordering food online also consistency of retailers & many exterior influencers. **Mr. Mathews Joao** (2012) In the article “Customer Perception Of Electronic Food Ordering” published by “Pondicherry University Of Distance Education” In this article the intention of researcher is to benefit restaurant workers for improved plan their electronic ordering networks, The objective of study is to provide easy access in placing the orders & payments, to know the pro's-con's of electric food ordering. To find customer perception and knowledge of electronic ordering that influences



their buying decision, and to analyze which channel is used more frequently in electronic food ordering, The researcher have collected data by both primary & secondary data mainly sampling by non-probability sampling method of 100 sample size, the outcome of study describes that respondent feel secured with electronic food ordering & has more demand for cash on delivery. **N. Thmaraiselvan, G. R. Jayadevan, K. S. Chandrashekar**(2019) In the article “ Digital Food Delivery Apps Revolutionizing Food Products Marketing In India” published in “ International Journal Of Recent Technology Engineering” In this paper researchers have chiefly examined the growing & importance of digital apps in food delivery arrangements run by the food provider mainly fast food complies for sustainable business in future days, this paper is purely analytical based on secondary data was discovered identify & clarify variables that drive the suitability of food aggregator, new trends & future markets & outcome says that technology is potential tool for food providers to offer great cost & productivity improvements for food providers as well as customer. **Gopi Mistry, Palashver Vansant, Abhisheak Malwal, Nimish Kothari & Assta Chopra** (2020) In article “Consumer Behaviour Towards Food Delivery” published by “Global Scientific Journals” The purpose of researchers is to discovery buyer behaviour concerning food delivery apps, the study shows maximum favoured app use by costumer to order food online & factors foremost to which can be considered as most preferable apps. The main objective of research is to discover consumer behaviour that influence choice of online food delivery app, to determine factors influencing selection of online food ordering app, To find out main preferred food delivering app understand customers towards rating of service Qualitative research is used in this research with structured questionnaire tool. Researcher found that zomato ranks as highest in most of the aspects like on time delivery; payment options & behaviour of service provider but Uber eats are more affordable. **H. S. Setu** (2016) in article “Customer Perception & Satisfaction on Ordering Food via Internet a Case of Food Zone.Com in Manipal” published by “seventh Asia pacific conference on global business, economics, finance & sciences” The aim of study is to examine the scholar insight behaviour & satisfaction of online food spending & offer answers to online sellers grounded on outcome of research. This study is created on non-probability convenience sampling method, data is composed from 212 student respondents of Manipal University. The outcome of a student response that online food delivery apps has are very innovative and saving the time As per their convenience in day to day life, Research reviles that customer buying gets affected by personnel& experience of friends, family decisions on online forms & felt safe of online payments. **Shamsher Sing & Ravesh Rana**(2017) In the article “study of consumer perception of digital payment mode” published by “Journal of internet banking & commerce” This paper discusses growing use of internet, mobile penetration, government initiation of digital India & different modes of electronic transition made POS point of sale. The researchers have discussed facilities like online wallets prepaid credit cards, debit cards different UPIapps, The objective of study is to discovery perception & influence of demographic aspects on acceptance of digital mode payment. The structured questionnaire is used as research tool for 150 sample size & ANNOVA analysis is used. Researcher found that consumer perception of digital payment has important & helpful impact on adoption of digital payment. **Dr. R. Santhi & Dr. Desti Kannaiah** (2015) In the article “consumer perception on online shopping” published by “Journal of marketing & consumer research” The objective of researcher is to know the kind of product bought by consumer through online shopping & aspects influencing to buy online. The study is purely exploratory it was only done on Madras

university at Christian college students, structured questionnaire is used as research tool, most of respondent's were youths. The findings were respondents are buying books in more numbers and other items like clothes, shoes, electronics, gadgets etc. The study reveals that majority of respondents buy clothes from Flipcart.com which is one of leading online shopping websites in India.

### **Problem statement**

As per the literature review most of the researchers have conducted their study on impact on business, delivery applications, Influence, Operations of Restaurant Business, customer attitudes, system & Behaviour in online food ordering, but the perception & satisfaction effects have not been studied and no similar research has been conducted in Bagalkot. Hence the research has been titled as "A Study on Consumer Perception & satisfaction towards online Food delivery Applications"

### **Objectives of the study**

- To analyse factors influencing consumer perception towards online food delivery apps.
- To study the consumer's perception concerning online food delivery apps in Bagalkot.
- To study satisfaction level of consumer towards online food ordering applications.

### **Research Methodology**

#### **Research Design:**

The study is descriptive research as it allows identifying whether customers are willing to purchase online, and the problem statement is already known in this study.

#### **Data collection:**

- **Primary data:** Through structured survey & interaction with online food delivery app employees
- **Secondary data:** It is collected from research papers, articles, websites etc.

#### **Sampling plan:**

Simple random sampling is used, Bagalkot city is chosen as the sample frame, Customers who order food online are chosen as the sample unit, contains sample size of 100 respondents

**Data collection tool:** Questionnaire

**Tool for Analysis:** SPSS, Excel

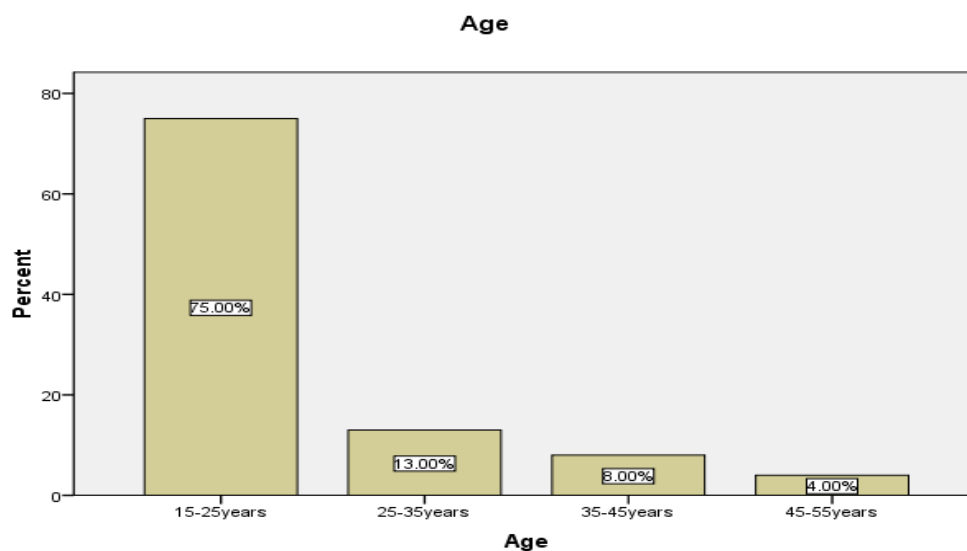
#### **scope of study**

The geographical scope of study which helps local restaurants and businesses in up gradation to online platform or delivery, evaluate the pros-cons, customer demand aspects and reveals further improvements need to be made in the food delivery application

## Limitations of study

- The study is restricted only to users of online food applications.
- The study is conducted only in Bagalkot.

## Data Analysis and Interpretation



### Analysis:

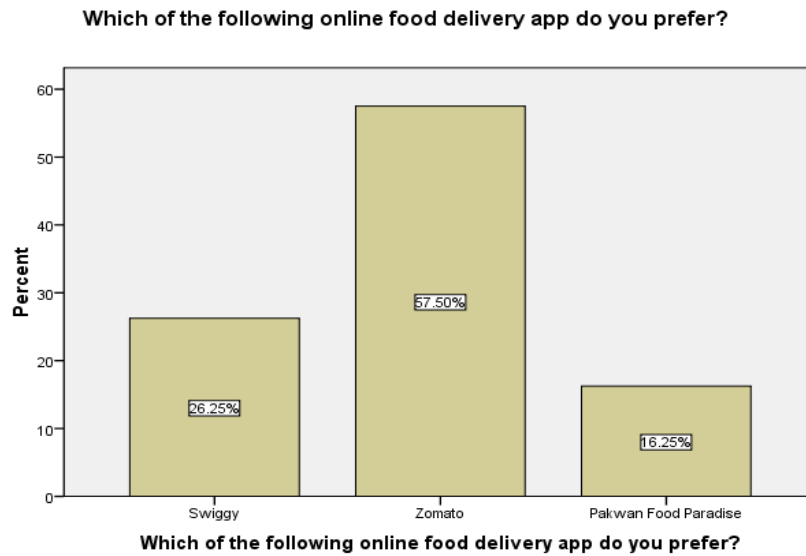
The above chart reveals that among 100 respondents, maximum numbers of respondents are in age group of 15-25 i.e., about 75 % of respondents, followed by 13 % of respondents are in category of 25-35. About 8 % of respondents are in group of 35-45 and 4 % are from 45-55 age group.



### Analysis:

From the above graph it can be analysed that out of 100 respondents, 80 % of the respondents have agreed as they are users of online food delivery application, and 20 % respondents are not using as they are non-users.





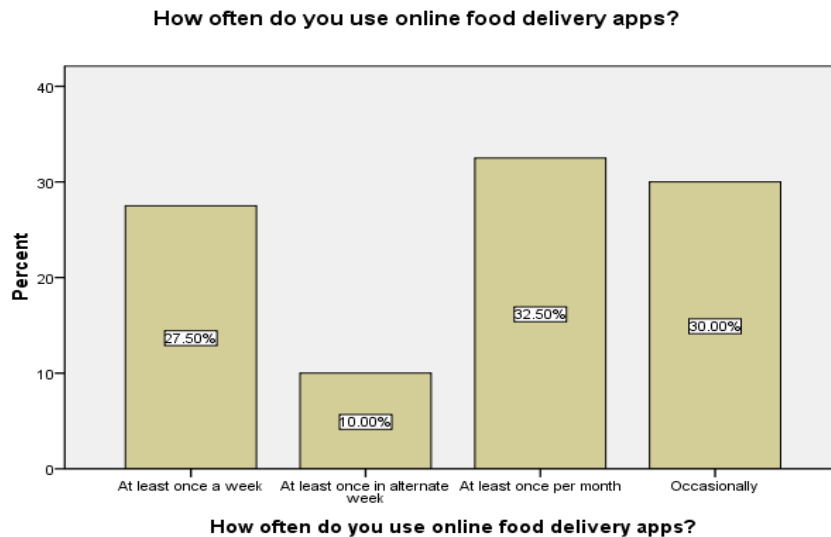
**Analysis:**

The above chart shows the most preferred application, among 80 respondents' Maximum respondents i.e., 57.50% are using Zomato, 26.25 % of respondents are users of Swiggy. and 16.25% respondents are users of Pakwan food paradise.



**Analysis:**

The above graph shows the awareness source of respondents. Among 80 respondent's maximum no of respondents are influenced by social media i.e., 56.25 %. about 18.75 % of respondents by Television & 18.75 % by word of mouth, 5 % by newspapers and 1.25 % of respondent by other source



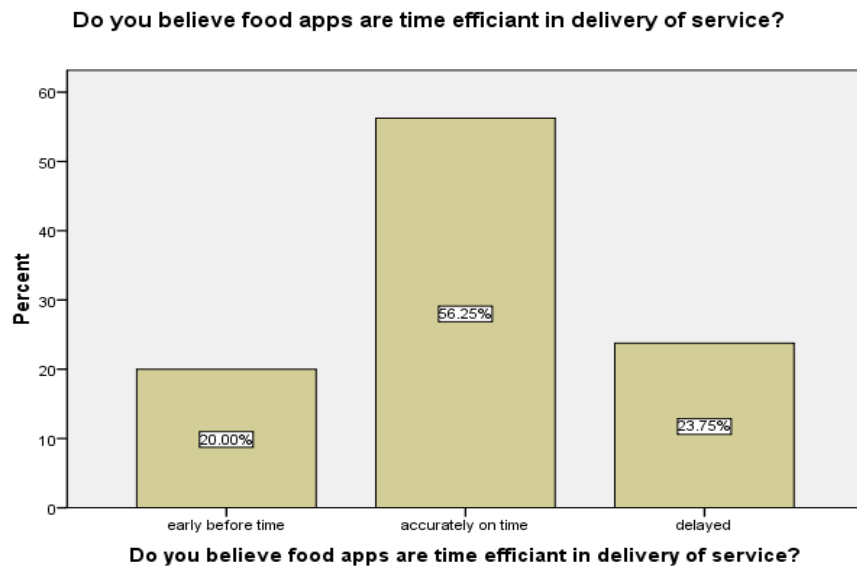
**Analysis:**The above graph indicates usage of application by users, among 80 respondents 32.50 % of respondents are using application once per month, 30 % respondents using occasionally, 27.50 % respondents are using at least once in a week and 10% of respondents are using once in alternate week.

**At what time would you mostly prefer ordering through food delivery apps?**



**Analysis:**

The above data is of time preference ordering through food delivery applications, among 80 respondents' maximum numbers of respondents are preferred to order at night for dinner i.e., 61%, 30 % prefer at evening snacks, 8.75 % of respondents prefer for afternoon lunch



**Analysis:**

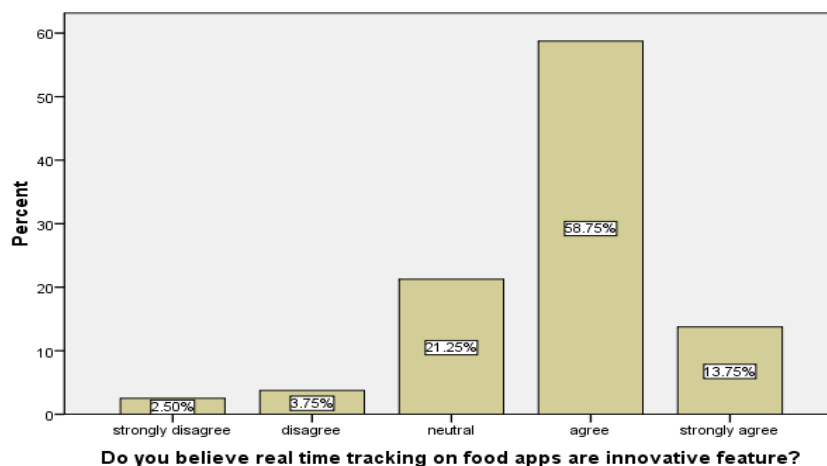
The above graph describes the time efficiency of food delivery, among 80 respondents maximum number of respondents have got their delivery accurately on time i.e., 56.25%, 23.75 % of respondents have got delayed service deliveries and 20 % of respondents have got the service delivery early before time.



**Analysis:**

The above graph discloses influenced offers on customer, among 80 respondents' maximum number of respondents insist that they are influenced by offers to use the application i.e., 47.50 % of respondents are agreeing, 32.50 % of respondents are neutral about it, 10 % of respondents are agreeing strongly, 7.50 % of respondents are disagreeing, 2% of respondents are strongly disagreed view of influencing offers.

Do you believe real time tracking on food apps are innovative feature?

**Analysis:**

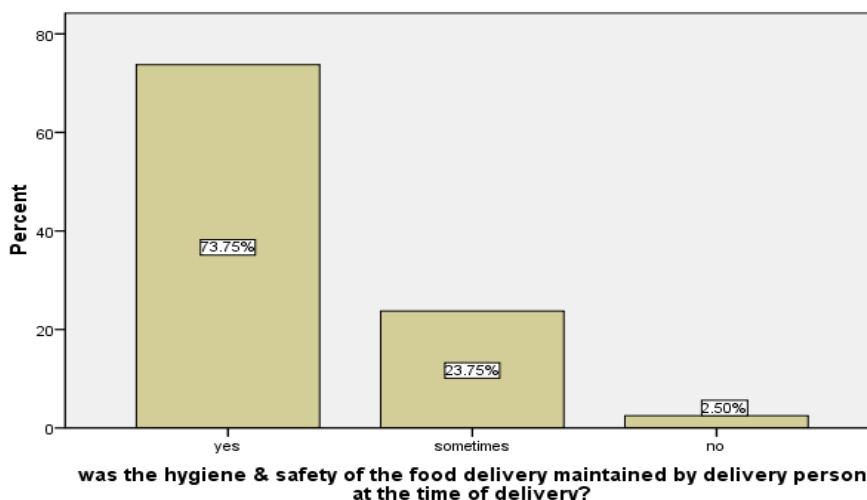
The above graph discloses the views of innovative feature in application, among 80 users 58.75 % of respondents are agreeing the innovative function of feature, 21.25 % of respondents are saying their views are neutral, 13.75 % of respondents have strongly agreed the innovative feature, 3.75 % are disagreeing and 2.50 % of respondent are strongly disagree the feature

Quality level of food when it was delivered.

**Analysis:**

The above graph indicates the quality level of food when it was delivered, the most of respondent have insisted that they have got good quality of food when it was delivered i.e., 75%, 13.75 % of them are neutral about quality, 10 % of respondents have insisted that they got best quality of food and 1.25 % of them are saying the quality was worst.

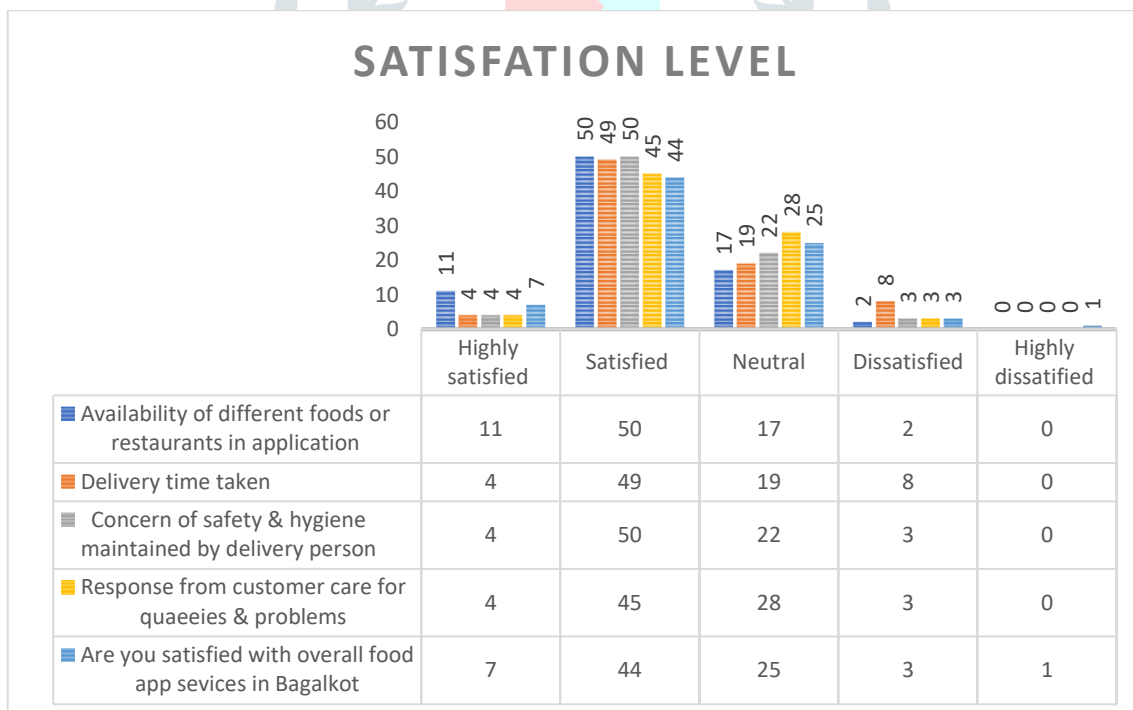
was the hygiene & safety of the food delivery maintained by delivery person at the time of delivery?



**Analysis:**

The above graph shows the hygiene and safety concern by delivery person, maximum numbers of respondents have insisted agreed that the hygiene and safety was maintained on the time of delivery i.e., 73.75 %, 23.75 % of respondents are saying sometimes, and 2.50 % of respondents are saying no.

**Rate your satisfaction level among the factors**



**Analysis:**

A) Availability of different food in application,

From the above graph it can be analysed that among 80 respondents, most of the are satisfied towards availability i.e., 62.5% of respondents, 21.2% of respondents are having neutral views, 13.8% of respondents are highly satisfied and 2.5% respondents distasted.



## B) Delivery time taken

From the above graph it can be described that among 80 respondents, maximum number of respondents have willingly satisfied with delivery time taken to deliver the food i.e., 61% of respondents, 24% of respondents are saying the neutral, 10 % of respondents are dissatisfied with delivery services, % 5 of them are saying they are highly satisfied towards delivery of food.

## C) Concern of hygiene maintained by delivery person.

From the above chart it can be said that among 80 respondents, most of the respondents have satisfied and insisted that the concern of safety and hygiene was well maintained by delivery person i.e., 63% of respondents, 28% of respondents are neutral about their decision, 5% of respondents are highly satisfied with hygiene concern of delivery person, 4% of respondents are dissatisfied, 1% respondent is highly dissatisfied.

## D) Response from the customer care for quarries and problems.

From the above graph it can be analysed that among 80 respondents, most of the respondents are satisfied with customer care in concern of solving quarries and problems i.e., 56% Of the respondents, 35% of the respondents are neutral about the decision, 5% of the respondents are highly satisfied with customer care and 4% of respondents are dissatisfied with concern to customer care.

From the above graph it can be described that among 80 respondents, maximum number of respondents have overall satisfaction among food delivery application i.e., 55% of respondents, 31 % of respondents are saying neutral, 8% of respondents are highly satisfied, 3% pf respondents are dissatisfied of the service given by food delivery application and 1% of respondent is highly dissatisfied of application service in Bagalkot.

**Hypothesis:**

A) H0: There is significant relationship between gender and satisfaction.

H1: There is no significant relationship between gender and satisfaction.

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .003 <sup>a</sup> | .000     | -.013             | .40616                     |

a. Predictors: (Constant), Gender

b. Dependent Variable: satisfaction

**ANOVA**

| Model        | Sum of Squares | df | Mean Square | F    | Sig.              |
|--------------|----------------|----|-------------|------|-------------------|
| 1 Regression | .000           | 1  | .000        | .001 | .978 <sup>a</sup> |
| Residual     | 12.867         | 78 | .165        |      |                   |
| Total        | 12.867         | 79 |             |      |                   |

a. Predictors: (Constant), Gender

b. Dependent Variable: satisfaction

**Coefficients**

| Model        | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|--------------|-----------------------------|------------|---------------------------|--------|------|
|              | B                           | Std. Error | Beta                      |        |      |
| 1 (Constant) | 3.684                       | .140       |                           | 26.327 | .000 |
| Gender       | .003                        | .091       | .003                      | .028   | .978 |

a. Dependent Variable: satisfaction

Here  $p > 0.05$ , (significance value is 0.978)

The P value is identified as 0.978 for regression test and it is more than the significance level of 0.05. hence the null hypothesis is rejected, and it can be specified that there is no significant relation between gender and satisfaction, so customer satisfaction is not dependent on gender.

B) H0: There is significant relationship between occupation and satisfaction.

H1: There is no significant relationship between occupation and satisfaction.

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .022 <sup>a</sup> | .000     | -.012             | .40606                     |

a. Predictors: (Constant), Occupation

b. Dependent Variable: satisfaction

**ANOVA**

| Model        | Sum of Squares | df | Mean Square | F    | Sig.              |
|--------------|----------------|----|-------------|------|-------------------|
| 1 Regression | .006           | 1  | .006        | .038 | .846 <sup>a</sup> |
| Residual     | 12.861         | 78 | .165        |      |                   |
| Total        | 12.867         | 79 |             |      |                   |

a. Predictors: (Constant), Occupation

b. Dependent Variable: satisfaction

**Coefficients**

| Model        | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|--------------|-----------------------------|------------|---------------------------|--------|------|
|              | B                           | Std. Error | Beta                      |        |      |
| 1 (Constant) | 3.701                       | .083       |                           | 44.395 | .000 |
| Occupation   | -.010                       | .049       | -.022                     | -.195  | .846 |

a. Dependent Variable: satisfaction

Here  $p > 0.05$ , (significance value is 0.846)

The P value is identified as 0.846 for regression test and it is more than the significance level of 0.05. hence the null hypothesis is rejected, and it can be specified that there is no significant relation between occupation and satisfaction, so customer satisfaction is not dependent on occupation.

C) H<sub>0</sub>: There is significant relationship between occupation and satisfaction.

H<sub>1</sub>: There is no significant relationship between occupation and satisfaction.

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .008 <sup>a</sup> | .000     | -.013             | .40615                     |

a. Predictors: (Constant), Age

b. Dependent Variable: satisfaction

## ANOVA

| Model |            | Sum of Squares | df | Mean Square | F    | Sig.              |
|-------|------------|----------------|----|-------------|------|-------------------|
| 1     | Regression | .001           | 1  | .001        | .005 | .945 <sup>a</sup> |
|       | Residual   | 12.867         | 78 | .165        |      |                   |
|       | Total      | 12.867         | 79 |             |      |                   |

a. Predictors: (Constant), Age

b. Dependent Variable: satisfaction

## Coefficients

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | 3.694                       | .105       |                           | 35.301 | .000 |
|       | Age        | -.005                       | .075       | -.008                     | -.069  | .945 |

a. Dependent Variable: satisfaction

Here  $p > 0.05$ , (significance value is 0.945)

The P value is identified as 0.945 for regression test and it is more than the significance level of 0.05. hence the null hypothesis is rejected, and it can be specified that there is no significant relation between age and satisfaction, so customer satisfaction is not dependent on age.

## Findings

- Among 100 respondents, 80 % of the respondents have agreed as they are users of online food delivery application, and 20 % respondents are not using as they are non-users.
- Among 80 respondents' Maximum respondents i.e., 57.50% are using Zomato, 26.25 % are users of Swiggy. and 16.25% respondents are users of Pakwan food paradise for online food ordering.
- It has been found that among 80 respondent's maximum no of respondents are influenced by social media i.e., 56.25 %. about 18.75 % of respondents by Television & 18.75 % by word of mouth, 5 % by newspapers and 1.25 % of respondent by other source.
- Among 80 respondents 32.50 % of respondents are using application once per month, 30 % respondents using occasionally, 27.50 % respondents are using at least once in a week and 10% of respondents are using once in alternate week
- Among 80 respondents' maximum numbers of respondents are preferred to order at night for dinner i.e., 61%, 30 % prefer at evening snacks, 8.75 % of respondents prefer for afternoon lunch.

- Among 80 respondents, 47.50 % of respondents have insisted that they have experienced easy to operate the application, 21.25 % of them found moderate, 17.50 % of are saying flexible, 10 % of them are saying slight easy and 3.75 % of them are saying that application is slight difficult to use.
- Among 80 respondents, maximum number of respondents have got their delivery accurately on time i.e., 56.25%, 23.75 % of respondents have got delayed service deliveries and 20 % of respondents have got the service delivery early before time.
- Among 80 respondents, maximum number of respondents insist that they are influenced by offers to use the application i.e., 47.50 % of respondents are agreeing, 32.50 % of respondents are neutral about it, 10 % of respondents are agreeing strongly, 7.50 % of respondents are disagreeing, 2% of respondents are strongly disagreed view of influencing offers.
- Among 80 respondents 58.75 % of respondents are agreeing the innovative function of feature, 21.25 % of respondents are saying their views are neutral, 13.75 % of respondents have strongly agreed the innovative feature, 3.75 % are disagreeing and 2.50 % of respondent are strongly disagree the feature.
- Among 80 respondents most of the respondents are preferring to have cash on delivery on doorstep i.e., 55 %, 36.25 % of respondents are opting different UPI applications online, 7.50 % of respondents using debit or credit creds to order food via apps and 1.23 % of respondents have given response of internet banking.
- Among 80 respondents most of the respondents have insisted that packaging was found good i.e., 63.75 %, 20 % of respondents have got best packaging of food while delivery, 15 % of respondents got neutral views on it and 1.25 % have experienced bad packaging of food.
- Among 80 respondents 55 % of respondents are saying ordered food was delivered fresh and hot every time, followed by 43.75 % of respondents have sometimes got delivery of food fresh and hot and 1.25 % of respondent was not delivered fresh and hot food.
- Among 80 respondents most of respondent have insisted that they have got good quality of food when it was delivered i.e., 75 %, 13.75 % of them are neutral about quality, 10 % of respondents have insisted that they got best quality of food and 1.25 % of them are saying the quality was worst.
- Among 80 respondents' maximum numbers of respondents have insisted agreed that the hygiene and safety was maintained on the time of delivery i.e., 73.75 %, 23.75 % of respondents are saying sometimes, and 2.50 % of respondents are saying no.
- Among 80 respondents 56.25 % of respondents are saying the price charged for delivery is affordable, 27.50 % of the respondents got the delivery free of cost and 16.26 % are saying the delivery charged high.
- Among 80 respondents, most of the are satisfied towards availability i.e., 62.5% of respondents, 21.2% of respondents are having neutral views, 13.8% of respondents are highly satisfied and 2.5% respondents distasted.
- Among 80 respondents, maximum number of respondents have willingly satisfied with delivery time taken to deliver the food i.e., 61% of respondents, 24% of respondents are saying the neutral, 10 % of



respondents are dissatisfied with delivery services, % 5 of them are saying they are highly satisfied towards delivery of food.

- Among 80 respondents, most of the respondents have satisfied and insisted that the concern of safety and hygiene was well maintained by delivery person i.e., 63% of respondents, 28% of respondents are neutral about their decision, 5% of respondents are highly satisfied with hygiene concern of delivery person, 4% of respondents are dissatisfied, 1% respondent is highly dissatisfied.
- Among 80 respondents, most of the respondents are satisfied with customer care in concern of solving quarries and problems i.e., 56% Of the respondents, 35% of the respondents are neutral about the decision, 5% of the respondents are highly satisfied with customer care and 4% of respondents are dissatisfied with concern to customer care
- Among 80 respondents, maximum number of respondents have overall satisfaction among food delivery application i.e., 55% of respondents, 31 % of respondents are saying neutral, 8% of respondents are highly satisfied, 3% pf respondents are dissatisfied of the service given by food delivery application and 1% of respondent is highly dissatisfied of application service in Bagalkot.

### Suggestions

- The local food application Pakwan food paradise can be popularised using proper positioning strategies as it is unique and has no limitations due to self-owned application which gives advantage in major customisation as compared to competitors.
- The regular hygiene and behavioural trainings should be provided to delivery representative for more systematic and smooth delivery which can decrease negative reviews and satisfy more numbers of customers.
- The delayed food delivery services should be given some concisions in prices as the freshness and quality of food depreciates due to delay which can manage the dissatisfaction rate among customers.

### Conclusion

Customer satisfaction is an important aspect for every type of a business and it gives positive growth towards organisations profitability, satisfied customer relationship builds the bonding of repeated purchase, brand loyalty, and word of mouth in positive sense, it is important component of business because it gives an significant information to marketers and owners which can help them in improvement of business performance from consumer perspective, in another way it can give initial warning signs that customers are un happy with product or service which helps in further improvements in business.

The analysis was done on based on the information collected by the survey forms filled by respondents, from the above findings it can be concluded that customers are satisfied with overall facilities provided by online food delivery applications i.e., Zomato, Swiggy and Pakwan food paradise, like they are satisfied towards availability

of different restaurants in applications, in time delivery, user friendly application, quality of food, hygiene and safety concern of delivery person, packaging of food and there is no significant relation of age, occupation and gender towards satisfaction. Also, the food delivery applications should provide training to delivery representative for smooth and satisfactory service.

Therefore, customer satisfaction is the important aspect in food and delivery industry, so satisfaction of customer should be handled with more care because satisfied customers share their experience bunch of the people, but dissatisfied customer can destroy other potential customers in huge numbers.

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