



# A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY

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## Abstract

Online food ordering system is mainly designed primarily function for use in the food delivery industry. This system will allow hotels and restaurants to increase online food ordering such type of business. The customers can be selected food menu items just few minutes. In the modern food industries allows to quickly and easily delivery on customer place. Restaurant employees then use these orders through an easy to delivery on customer place easy find out navigate graphical interface for efficient processing.

The food delivery landscape has been undergoing significant change in the last few years. As the world becomes more and more interconnected, technology has begun to be considered as a convenient and useful tool for communication. In fact, technology has, among other things, provided the type of social interaction that has, indeed, bridged the gap between customers and sellers. Food delivery technology allows consumers to plan ahead or order on the go, adapting to the changing habits. Convenience is the prime factor to the consumers, as to place order is as simple as few clicks on any mobile devices. The online portals now act as the key source for any kind of restaurant business. The popularity of online food ordering and delivery services is steadily growing; expectations of the users are also increasing.

**KEYWORDS:** Online food delivery service, consumer perception, consumer preferences, current customer feedback, expectations of consumers, mobile applications.

## Introduction

In today's modern world industry of service sector engaged with 70% in Gross Domestic Product. Many online food servicing applications provides the better usage of facilities provided by the restaurants. The number of customers is accustomed to ordering the food for breakfast, lunch and dinner are rapidly increasing in the metropolitan cities in the country for their maximum convenience and transparency. To constrain up with the customer's need, the persons involved in online food servicing business providing increased facilities and services to the customers. Being with the updated knowledge of customer's expectations which helps the firm to retain the to the greater extent. Consumer perception implies one,s behavior towards any product or service marketed, it is that marketing concept which encompasses a consumer's acquaintance about offerings of any product or service of a particular company. the factors that decide customer perception are consistency of performance, emotional connect, marketing communications, holistic marketing.

Now it is very easy to get things within a click in our smartphones. Everyone is in a race to cope up with the fifth generation technology. India is rich in food culture which is being now marketed with the help of various restaurants sitting at homes or even at workplace. Youths are more interested using the apps because, from this they get ordered food on their doorsteps within minutes. Interested users can download the applications at their choice and they can create a profile for the convenience of delivery. And they are able to see the registered list of restaurants of the particular applications and can make choice among restaurants where the whole menu along with the prices of dishes are being displayed. The mode of payment can be in cash on delivery or through debit or 2 credit card or through net banking. In E-market more and more food delivery applications are entering and it gives chances to more restaurants and dishes too. It helps in creating an opportunity to earn income and also helps in socio economic development of a society. The most popular food delivery applications are Food panda, Zomato, Swiggy & Uber Eats. During Covid 19, restaurants and associated services were negatively affected encouraging the Indian government to grade the food and related services under essential services. So, hotels, restaurants and delivery services are now start their operations because at least 20% of Indian population including students paying guests and young professionals. The customers are hesitant to place orders during the pandemic. The critical issues for the hesitant of using food apps are the health of individuals to deliver the foods and the sanitary condition of the restaurant. These issues forced the existing customers to reconsider their future purchase decisions. With the new advent of technology, the world is experiencing many advantages. Now there is many mobile applications has emerged for the people. Among them the new user-friendly initiative is online food ordering system. An online food delivery application helps to order food from the preferred restaurant through some mobile applications such as Zomato, Swiggy, Uber Eats etc. using internet. The popularity of these online food delivery applications is increasing day-by-day. The customer's need not be starving when they are not able to cook food, they can order foods from online food delivery applications. The customers can order food at their preference from the preferred restaurant and the food will reach at our doorsteps. We get all things anytime anywhere through one click at our smartphones. The research is about a study on the customer perception towards food delivery applications during Covid-19. This will help to know about the factors influencing customer perception.

## Review of Literature

The study on consumers' perceptions of and satisfaction with the city of Coimbatore's online meal delivery system is built on the literature review. The main factors that affect client satisfaction levels are highlighted, including service quality, convenience, dependability, cost, and customization choices. By filling a research gap, the study aims to offer insightful analysis of the variables influencing customers' perceptions of and satisfaction with Coimbatore's online food delivery platforms, as well as suggestions on how to raise customer satisfaction and promote the success of the city's online food delivery services.

Evaluating the expectations of and contentment of customers with online meal ordering platforms. The research's conclusions shed light on the variables that affect customer satisfaction and make useful suggestions for enhancing platforms for ordering food online. Although there are The Study of customer satisfaction in online food portal with special reference to Chennai region Section A-Research paper Eur. Chem. Bull. 2023,12(Special Issue 1, Part-B), 3354-3360 3356 certain restrictions, overall, the study advances our knowledge of consumer perceptions in this vital yet developing sector of the food industry.

The study "A Conceptual Study on Opportunities and Challenges of Online Food Services Market in India" provides an insightful analysis of the Indian online food services market. It offers a solid conceptual foundation, a

thorough literature evaluation, and perceptive analysis of the prospects and difficulties in this field. To guarantee the relevance and currency of the information supplied, the paper could benefit from primary research and a date of publication. In conclusion, this study is a valuable resource for anyone trying to understand the dynamics of the Indian industry for online food services.

The corona pandemics has infected in all people lifestyle including the consumption of food around the world. Moreover, in food sector not the only the food consumption has change but also the situation has affected somehow the food suppliers and their distribution channels to reach their consumers (Eftimov, Popovski, Petković, Seljak, Kocev.2020).

According to Melih Madanoğlu (2008), service based industries such as hotels and restaurants are spending a huge amount of money and a tremendous effort to measure and develop the service quality of their business in order to gain the satisfaction of the customers. Service quality can be considered as one of the key factors in achieving competitive advantage in the restaurant industry since the competition in this sector is very tough and intense. Therefore, high service quality results in increased customer satisfaction.

According to Nebojša Vasić, Milorad Kilibarda, Tanja Kaurin (2019); the traditional behavior of purchase has become inadequate for some of the individuals due to the technological innovation. Nowadays people prefer the simplest behaviors for acquiring brands and reaching stores in which the internet has greatly infused the consumers' ideas on price, speed and. In consequence, a new approach was found by the vendors to create value for customers and build relationships with them.

Food delivery apps (FDAs) have been widely used by catering firms and clients as a new online-to-offline mobile technology. Particularly because they have offered two-way advantageous catering delivery services in rescuing catering businesses and meeting clients' technical and mental exceptions under the COVID19 worldwide pandemic situation. This study offers a complete model combining UTAUT, ECM, and TTF with the trust factor and evaluates the continued desire of 532 legitimate FDA users to use FDAs during the COVID19 pandemic era in China.

The article Review of Online Food Delivery Platforms and their Impacts on Sustainability, written by Charlene le, Miranda Miroso and Phil Bremer (2021). Food delivery companies are the new trend nowadays where they became service organizations that people use in a daily basis. People with no transport, disabilities and in work have made their life much easier by using those app or platforms where food can reach to their door step with minimal charge. In the other hand food delivery companies sometimes affect the restaurants as the food after delivery gets cold and sales revenue goes down because of the bad experience of the customer.

Suryadev Singh Rathore (2018) discovered that in order to provide their customers with a complete satisfaction experience, online food ordering companies must pay attention to the quality of information, mobile application and website design, security and privacy for payment systems. It also finds that the system values merchandise price, ease of payment, special offers, and discounts.

Sheryl E. Kimes (2011) found that both users and non-users valued perceived control and convenience associated with online food ordering services. Non-users want more personal interaction and have a greater level of technology anxiety when it comes to using the services. (Das, 2018)

According to Varsha Chavan (2015), Customers can view, order, and navigate using a smart device-based interface, which has aided restaurants in quickly managing customer orders. Wireless communication and smart phone technology's skills in meeting and expanding company management and service delivery. Their findings, this system is convenient, efficient, and simple to use, and it is expected to increase the overall restaurant industry in the future. (Das, 2018)

## Objectives

- 1.) To identify the factors that influence customer satisfaction with online food delivery portals in the Chennai region
- 2.) To examine the relationship between customer satisfaction and loyalty towards online food delivery portals
- 3.) To determine the level of customer satisfaction with online food delivery portals in the Coimbatore region

## Scope of study

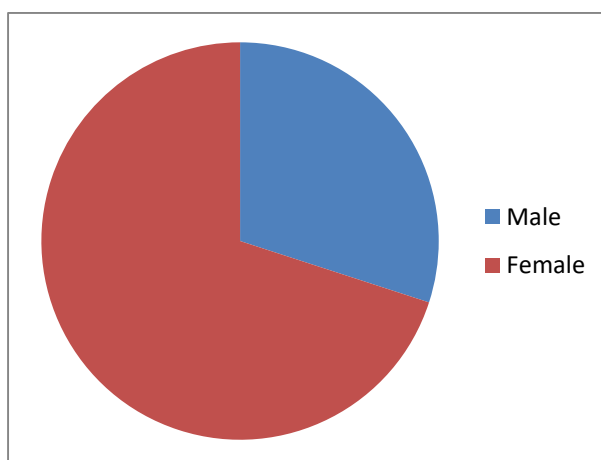
The study should clearly define the research objectives, which may include determining the factors that affect customer satisfaction, identifying the most preferred online food delivery portals, and exploring the relationship between customer satisfaction and loyalty and aim to find out how consumers feel about online food distribution services and how satisfied they are with them. As a result of this paper, the researcher would have a better understanding of online food delivery services. The researcher will discover consumer preferences, such as whether they prefer Zomato or Swiggy etc., as well as the variables that influence a customer's choice of one app over another. The researcher will also learn about customer satisfaction levels in terms of price, quality, and other factors. As a result, the findings will help service providers concentrate on these factors in order to close consumer mentality gaps.

## Limitations of the study

1. A small sample size of 100 respondents has been taken.
2. The data has been collected within Coimbatore city.
3. The interpretation is completely based on collected data and statistical analysis. The results might differ if someone else conducts the same study

## Percentage Analysis:

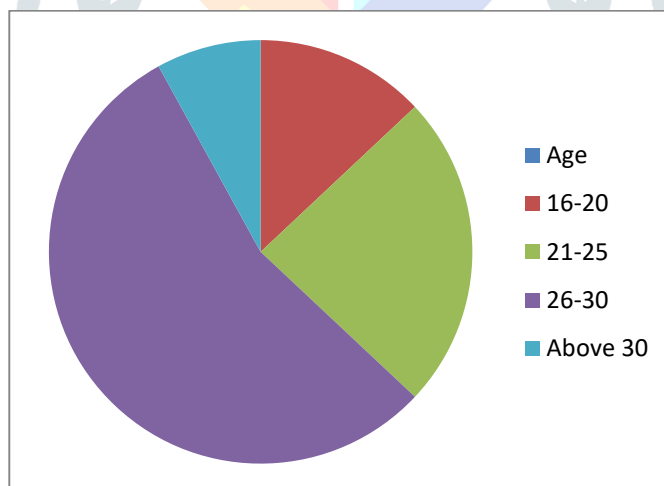
### Gender of Respondents



### Interpretation

From the above table, it can be inferred that 70% of respondents are male and 30% are female. It means the majority of the respondents belong to the male category.

### Age of Respondents



### Interpretation

The above table and graph analysis shows that 13% of respondents belong to the age group of 16-20. 54% of respondents belong to the age group of 21-25. 25% of respondents are from the age group of 26-30. 8% of respondents aged more than 30 years. The majority of the respondents who participated in the survey belonged to the age group of 21-25.

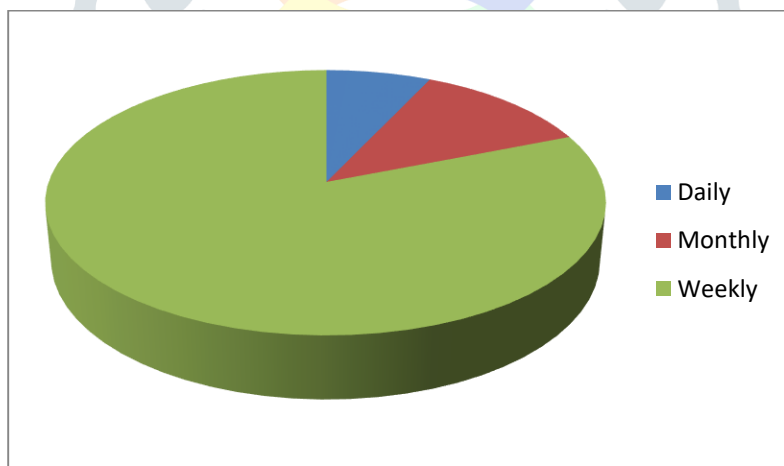
### Occupation of Respondents

Designation	No. of respondents	Percentage
Professional	6	6%
Businessmen	11	11%
Govt. employees	4	4%
Student	66	66%
Others	13	13%
Total	100	100%

### Interpretation

The above analysis shows that 6% of the respondents are professionals, 11% of the the respondents are businessmen, 4% of the respondents are government employees, 66% are students, 13% of respondents are others. It can be said that the majority of the respondents who participated in the survey are students.

### Online Food Ordering Frequency

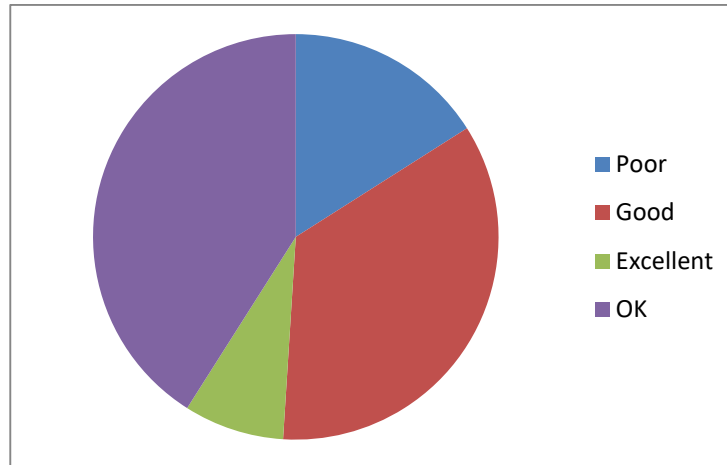


### Interpretation

The above figure exhibits that 7% of the respondents order food online daily, 81% of the respondents order food online weekly, 12% of the respondents order food monthly. It can be inferred that the majority of respondents order food online weekly.



### Respondent's rating on the Service Quality of online Food Delivery



#### Interpretation

The above graph shows that 0% of the respondents rate the quality service offered by online food service as 1 on a scale of (1-5).17% of the respondents rate the quality service offered by online food service as 2 on a scale of (1-5).41% % of the respondents rate the quality service offered by online food service as 3 on a scale of (1-5).35% % of the respondents rate the quality service offered by online food service as 4 on a scale of (1-5).7% % of the respondents rate the quality service offered by online food service as 5 on a scale of (1-5). The majority % of the respondents rate the quality service offered by Zomato as 3 on a scale of (1-5).

#### Findings

- In the gender-wise classification, it was found that 70% of the respondents were males and 54% of the respondents belonged to the age group from 21-25 years.
- Even though most of the respondents were students (66%) out of which 30% were females, there were differences in their satisfaction levels with the online food preferences.
- It was found that females were more satisfied with the quality of food rather than packaging as they preferred quality over a presentation.
- Males were more concerned with the overall satisfaction of the Food delivery app which included packaging, customer service and food quality as it can be analyzed that most of them were students and were more concerned with getting their food delivered in whatever time they had in a short span to quell their hunger pangs.
- Most of the respondents tried using other apps but only 34% found them better than Zomato, Swiggy etc.,
- When it came to the overall satisfaction of online food services only 15% found it outstanding and almost 50% of them found it to be ok which means that they had been using these services frequently, almost weekly as a resort to finding convenient means of satisfying their hunger.

- As mentioned earlier, most of the respondents were students and hence the frequency of ordering food was the highest among them and most of them were satisfied with the food packaging but when the quality of service was in question, they found it okay.
- online food Delivery was found to be a hit among the students due to ease of access, reach, and delivery. However, if given cheaper options with better quality most of them could switch their preferences to other food delivery .
- It can be said that even though other food delivery apps were there in the market, Zomato, Swiggy was still a hit among most of the respondents.

## Suggestions

Based on the above analysis and personal interviews held with the various restaurant business people, food delivery boys, the following suggestions are made to augment the quality of services by Food Services:

- Advertising not only plays a very important role in popularizing online food services but also influences customers to place orders online.
- The company should devise strategies targeting the age group of 21-25 years as their most of the customers belong to this category.

The company should focus on giving better quality products as most customers were very brand loyal and were generally satisfied with the product.

- The company should focus on promotional schemes as it influenced customers .
- The company should look after its service as many customers have rated (3) on (1-5) scale, as the customers expect good service from the company.
- Overall the company is providing good customer service as the satisfaction level rated by the customer is satisfied.

## Conclusion

Online food ordering services now a days has become very popular in India. People do not find adequate time to dine out or take away food due to fast pace of life. The internet has become a major source in the digital era where online food ordering has gained immense favour not only among the entrepreneurs but also among the consumers. Online food ordering is at the fingertips of the consumer. It gives the consumer a different but enjoyable experience as he/she gets used to it. Integration of a web food ordering system is no doubt the simplest, cheapest and helpful call for an eating place business owner. With a constant deluge of experts in urban areas and fast urbanization of the Indian scene, the food delivery and eatery portion is currently flourishing at a raging pace.



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