



A study on customer satisfaction towards online food delivery service with special reference to Coimbatore city

B Dhanya¹, T Merlin Usha²

¹ VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India

² Head of the Department, Department of Commerce, VLB Janakiammal college of Arts and Science, Coimbatore, Tamil Nadu, India

Abstract

The online food delivery service overcomes the disadvantages of the queuing system. This system sets up a food menu online, and customers can order food easily and place the order. It also provides a feedback system in which customers can rate for food and also for delivery person. Customers can track their orders easily. The payment can be done through COD or online mode. In this study, an attempt has been made to analyze customer satisfaction with online food delivery services. 100 respondents were taken for the study. The data was collected from the respondents using a structured questionnaire. Various statistical tools were used to analyze the data collected and interpretations.

Keywords: Online food, software, delivery service

Introduction

Online food ordering services encompass websites and mobile applications that provide customers with interactive menus for ordering food from local restaurants and food cooperatives. Customers can select their preferred restaurants, order their food, and choose their payment method through these platforms, which fall within the B2B and B2C categories, acting as intermediaries between restaurants and consumers.

Objectives of the study

- To find out the demographic characteristics of the survey participants.
- To assess customer attitudes and perceptions regarding online food services.
- To understand customer preferences
- In the context of online food ordering.

Scope of the study

- This study encompasses a broad spectrum of consumers utilizing various food delivery apps.
- Furthermore, this research delves into the behaviours of customers placing online food orders, with a specific focus on the geographical scope of the Coimbatore district.
- While food is a fundamental necessity for everyone, the demands of a hectic lifestyle sometimes leave individuals with insufficient time for cooking, prompting them to opt for online food orders.

Limitations of the study

- Time of the study was limited.
- The number of the respondents was limited to 100 only.
- The study was conducted at Coimbatore city. So, it is applicable only to Coimbatore.

Statement of the problem

Customer satisfaction towards any service delivery depends on various factors like, service quality, on-time delivery,

after sales service etc., Online food ordering systems are an easy way to place orders whenever we need them. It sets up a food menu, and it is easy to order food. This study is basically conducted to know about the consumer perception of online food delivery service and to measure their satisfaction level. The objective of this research is to come up with a solution for people to order food online and get prompt delivery.

Review of literature

- According to S Rathore & M Chaudhary (2021) The consumer perception regarding online food delivery differs from person to person. Mostly young population is more attracted towards online food ordering system as compared to elder people. Also consumers are keen towards those food delivery services which provide heavy discounts and cash back offers.
- V Kanteti (2020) Due to fast moving life in urban cities, people do not have enough time to cook food at home, packaging cost is always a crucial part for low priced orders. Online food delivery firms have truly transformed the way restaurants are doing the business
- According to H.S. SETHU & BHAVYA SAINI (2019): The study revealed that the online food ordering services was used by 100% of the respondents and the buying decisions were largely influenced by opinions of friend's family and discussions on online forums.

Research Methodology

Research is a specific and systematic search for information on a specific topic. Research is an art of scientific investigation where research comprise defining and redefining problem formulation suggestion (or) solution and evaluating data.

Method of Data Collection

The data collected for this study is

Primary Data: The data have been collected with the help of a structured questionnaire, which included the information like age, sex, occupation and option about online food delivery service.

Secondary Data: Secondary data is collected from websites and records.

Area of Study: This study was conducted in Coimbatore city.

Sample size: Nearly 100 respondents from Coimbatore city were selected.

Tools used for analysis: Data analysis tools are

- Simple percentage.
- Chi-square test.

Simple percentage: Percentage base analysis helps to find which factors is significant among a number of factors.

Chi-square: A chi-square statistics is used to test the measures of expectation.

Analysis and Interpretation

Simple Percentage

Simple percentage formula

Number of respond / total number of respondent * 100

Demographic profile of the respondents

Table 1: Showing the demographic profile

S. No	Demographic	Particulars	No. of respondents	Percentage
1	Gender	Male	39	39%
		Female	61	61%
2	Age	Below 20	16	16.2%
		21-30	66	66.7%
		31-40	10	10.1%
		Above 40	8	7.1%
3	Marital status	Married	30	30%
		Single	70	70%
4	Occupation	Student	40	40%
		Business	17	17%
		Employee	38	38%

Interpretation: Table 1 clearly states the demographic profile of the sample respondents. Most of them are Female. Majority of them are at the age of 21-30. Majority of them are Unmarried. Most of them are Employees.

Table 2: Showing age of the respondents

Age	Percentage	Respondents
Below 20	16.2%	17
21-30	66.7%	66
31-40	10.1%	10
Above 40	7.1%	7

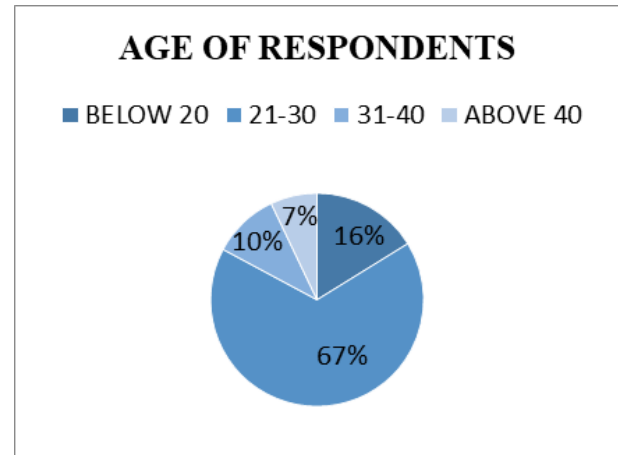


Fig 2: Chart showing the age of the consumers.

Interpretation

It is interpreted that it was found that majority (66.7%) of the respondents are in the age group of 21-30.

Table 3: Showing sources of awareness of the respondents

Factors	Percentage	Respondents
Advertisement	29%	29
Friends	51%	51
Relatives	20%	20

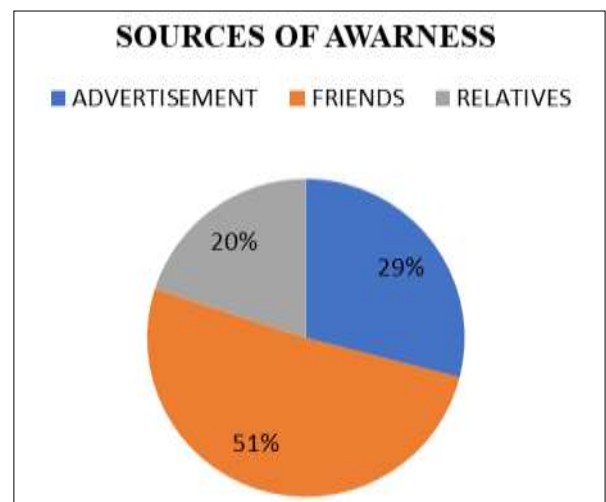


Fig 3: Chart showing the sources of awareness of the respondents.

Interpretation

It is interpreted that most (51%) of the respondents aware about food delivery service by friends.

Chi-square analysis formula: $\chi^2 = \sum (O_i - E_i)^2 / E_i$

Degree of freedom: (r-1) (c-1)

H₀: There is no relationship between the independent variable and dependent variable.

H₁: There is a relationship between the independent variable and the dependent variable.

Table 4: Chi-square analysis

Variable	Degree of freedom	Level of significance	Table value	Calculated value	Accepted/Rejected
Marital status and frequency of ordering food online	3	5%	7.815	2.18	Accepted

Source: Primary data

Significance level= 0.05

Result

Calculated chi-square value is (2.18) less than (7.815) table value. Hence the hypothesis is accepted (H_1).

Findings

- Majority (61%) of the respondents are Female.
- Majority (66.7%) of the respondents belong to age group of 21-30 years.
- Majority (70%) of the respondents are Single.
- (40%) of the respondents are Students.
- Majority (43.4%) of the respondent family income is Rs.10000-15000.
- Majority (51%) of the respondents are aware of online food delivery process through Friends.
- Majority (95%) of the respondents order food from online.
- Majority (57%) of the respondents order food from online Monthly.
- Majority (53%) of the respondents order food through the swiggy application.
- Majority (34%) of the respondents prefer online food delivery during weekends.
- Majority (68%) of the respondents spends Rs.1000 for ordering food per occasion.
- Majority (33%) of the respondents opine that b ordering food online is Convenient.
- Majority (58.6%) of the respondents prefer Cash on delivery.
- Majority (44.4%) of the respondents order food by viewing delivery time.
- Majority (99%) of the respondents receive their order confirmation message and mail along with tracker details as soon as the online food order is placed.
- Majority (29%) of the respondents face service charges as a problem while ordering food online.
- Majority (87%) of the respondents suggest food delivery application to their friends and family.
- It was found that there is a significant relationship between the marital status and frequency of ordering food in online.

Suggestions

Restaurant operators should consider expanding their reach by introducing additional online ordering channels to draw in more customers. Offering enticing deals and promotions is essential, given that many customers primarily use these apps to take advantage of such offers. To enhance the customer experience, addressing issues like slow website performance is crucial, prompting restaurant operators to adopt efficient order placement techniques.

Conclusion

Implementing an online food ordering app system can significantly expand the horizons for hotels and restaurants by enabling users to conveniently place orders online. This research aimed to assess customer awareness, preferences, and satisfaction levels, while also identifying the factors that drive customers to choose food ordering apps for online purchases. The findings of this study reveal that food apps have made a substantial impact on the Indian economy, as they have become nearly ubiquitous, with a significant portion of the population utilizing them.

References

1. Dr. Mitali Gupta- DAIMSR “A Study on impact of online food delivery app on restaurant business special reference to zomato and swiggydtd., 16thjan, 6, 2019. ISSN (E):2348-2348.
2. Megha Gera. “Operations research in food delivery” international journal of advance research and development (IJA RnD),2018:3(10):73-78.
3. En.wikipedia.org/wiki/onlinefood ordering applications in India
4. www.ijariie.com
5. <https://en.wikipedia.org/wiki/customer>.