

A Study on Customer's Satisfaction and Perception Towards Online Food Delivery Apps

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Abstract

The online food services are ordering a food through mobile app or restaurant app and delivery of ordering food to the customer point. This system is gathering a people through online easily by way of ordering food and access of desired food. It is one of the fast-paced developments in the E-Commerce space. Through those services the customer can access wide variety of food many anywhere at any time from the wide range of restaurant listed online; moreover, payment option for these services like internet banking, digital wallet and cash on delivery enhances the customer's categories easy way of payment and access of those services. In recent day's revolution in digital sector, mire Smart phone-based communication led to growth of online food services in majority of cities in the country.

INTRODUCTION

The online food services are ordering a food through mobile app or restaurant app and delivery of ordering food to the customer point. This system is gathering a people through online easily by way of ordering food and access of desired food. It is one of the fast-paced developments in the E-Commerce space. Through those services the customer can access wide variety of food many anywhere at any time from the wide range of restaurant listed online; moreover, payment option for these services like internet banking, digital wallet and cash on delivery enhances the customer's categories easy way of payment and access of those services. In recent day's revolution in digital sector, mire Smart phone-based communication led to growth of online food services in majority of cities in the country.

Consumer perception implies one's behaviour towards any product or service marketed, it is the marketing concept which surrounds a consumer's awareness 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.

Youths are showing more interested in using the apps because, from this they get ordered food to their houses within minutes. Interested users can download the app to their choice and they can create a account for the better location of delivery. And they are able to see the available list of restaurants of the particular app and can make choice among restaurants were the whole list along with the prices of dishes are being showed.

REVIEW OF LITERATURE

V. Krishna Kumari (2019)

Food is a major source of living. On line ordering system is a simple way for customers to purchase food online, without wasting the time in restaurant, this system enables the customer to ordered the food with

the help of website or applications, then the customer can have the food delivered to their doorstep and payments can be made online through debit cards, credit cards etc. This method is convenient, safe, reliable and is revolutionizing the present restaurant industry. This study concludes that the social media helps the online service provider of food by advertising in their media and websites.

Ayush Sing and Siddharth M. Nair (2020)

As we know food is a major component of living and online food delivery systems are most easy and available way of ordering food. The old way of dining out has become a thing of past now and people now are ordering food online than going out to dinner. Ordering food online is as easy as opening food delivery app and selecting which food you want, this change of people towards online food delivery system is the main aspect behind this study.

Munavver Azeem (2019)

With the advanced technology, restaurant business is improving day by day. Developments are taken place in this area. Recent development in online food delivery services where the ordered food items are going at the user's door step. Online food delivery services enabling in India provides home delivery through these online services indicating a tremendous growth in online food delivery space. This new business model is gaining importance and rapidly growing. It became a trend because of the busy life of human being. Every one prefers online food delivery services rather than cooking at home. Even though large members of population is wishing for online food delivery services, there is another large members of population who are not using these services. They are not even aware about these services.

Faten Mohamed Hussien and Naveen Mohamed Mansour (2020)

Abundant growth of technology and mobile devices nowadays is creating a great impact on the hospitality sector in general and in restaurants in particular especially in the form of ordering food. Although ordering food through mobile applications is considered an active role in the restaurant sector, little is known about customer feedback about using mobile food applications.

Dr. C. V. Ranjani (2022)

In today's rapidly growing economy people are occupied with a lot of work and do not have time to go to restaurants. With the development of the people's way of thinking, lifestyle, etc. has changed greatly. In such a case comes the need for an online app that can help them. With the usage of technology, every industry is changed and giving better services to meet its customer needs. In today's world, the increase in the use of the internet and smartphones has certainly went to an increased usage of the online food ordering system. It has seen rapid growth in recent times.

INTRODUCTION TO TOPIC

Over the past few years, the rise of online food delivery applications has drastically changed how individuals dine, providing unparalleled convenience and a variety of options right at their fingertips. These services have transformed the food sector by digitalizing the ordering procedure, enabling patrons to effortlessly peruse menus, make orders, and monitor deliveries. With the fast-paced nature of contemporary living, people are turning to these platforms more and more to fulfil their food cravings and culinary requirements. The rise of online food delivery apps has changed how people order food, showing a preference for convenience and speed. Users can easily browse through various restaurants and cuisines with a few taps on their phones, cutting out the hassle of making phone calls or going to restaurants in person. The COVID-19 pandemic has also played a role in the popularity of these apps, with more people turning to contactless delivery options due to social distancing and lockdowns.

"Even though online food delivery apps are very popular, they do come with their fair share of challenges. Issues such as order accuracy, timeliness, food quality, and customer service can all impact how satisfied customers are with these platforms. It's important for app developers, restaurant owners, and policymakers to recognize these factors in order to improve service quality and make user experiences better in a competitive market." The key to the popularity of online food delivery apps is making customers happy. Happy customers not only tend to stick around and use the app regularly, but they also help promote the brand by telling others about their positive experiences. On the other hand, unhappy customers can damage a platform's reputation and drive away potential users. This highlights the need to provide top-notch service and address customer issues quickly and efficiently.

The purpose of this research is to better understand how customers feel about online food delivery apps and what factors impact their experiences. We will look at things like the quality of the food, how quickly it is delivered, the design of the app, the prices, and the level of customer service. The goal is to provide useful advice for developers, restaurant owners, and policymakers to enhance service, improve user experience, and increase customer satisfaction in the evolving world of online food delivery.

Recently, the way people eat has changed a lot thanks to the popularity of food delivery apps. These apps are now a big part of how we all eat out, giving us tons of options and making it so easy to get food delivered right to our door. Just by tapping on our phones, we can see all sorts of restaurant menus, order food, and keep an eye on the delivery status, all without having to step foot outside. The rise of online food delivery apps is driven by technological progress, the widespread use of smartphones, and shifting consumer tastes. In our modern society, where time is valuable, many people choose the ease of ordering food online instead of preparing meals at home or going out to eat. Additionally, the COVID-19 crisis has hastened this shift, with lockdowns and social distancing measures prompting a greater dependence on delivery services for meals.

The purpose of this research is to explore how customers feel about using online food delivery apps, with a focus on understanding what factors affect their overall satisfaction and opinions. We will analyse different aspects such as the quality of the food, how quickly deliveries are made, the design of the app, pricing, and how responsive customer service is. Through this study, we hope to gain a better understanding of what makes customers happy or unhappy when using these apps.

After thoroughly examining the data, this study seeks to provide practical advice for app developers, restaurant owners, and policymakers to improve service quality, enhance user experiences, and boost customer satisfaction in the ever-changing world of online food delivery. These platforms are now essential for people looking for quick and easy ways to enjoy delicious meals. By connecting restaurants and customers through a user-friendly interface, these apps offer a wide range of dining choices right at our fingertips, transforming how we order food.

The rapid rise in popularity of online food delivery apps can be linked to a number of reasons. To start, the widespread availability of smartphones and fast internet connections has made it incredibly convenient to use these services. The rise of on-demand services and instant gratification has led to a surge in popularity for online food delivery apps. In our fast-paced world, people are relying more and more on digital platforms to meet their daily needs, including ordering food. The ease of ordering meals with a few taps on a smartphone is particularly appealing to those with busy schedules and hectic lifestyles.

The COVID-19 pandemic led to a surge in online food delivery services as people turned to apps for safe dining options during lockdowns and social distancing. Additionally, the competitive landscape is always

changing, with new competitors entering the market and existing ones trying to stand out through innovation and exceptional service.

RESEARCH METHODOLOGY

RESEARCH GAP

Previous studies have explained about the consumers awareness about the online food delivery app and its importance. However, there is a limited information regarding the perception and satisfaction of the consumers response towards the online food delivery apps. This study aims about the satisfaction and a little bit information on perception about food delivery apps.

NEED OF THE STUDY

To know about the consumer perception on food apps. To know about the consumer perception about the services provided by the food delivery apps. To know about the consumers satisfaction towards the online food delivery apps. To know the factors that led to the success of online food delivery apps in India. Therefore, these findings may help the service providers to work upon on these variables to fill up the gaps in the mindset of consumers. For information to know about the study.

PURPOSE OF THE STUDY

The study intends to know about the Consumers satisfaction towards the online food delivery app, weather the satisfaction is in favourable or not in favourable and its impacts.

PROBLEM STATEMENT

Even after the introducing the online food delivery app without good marketing there will be no consumers who will be using the app without any consideration. There will be many obstacles with the new method to be developed immediately that will take much time with the implementing the new methods with the apps to be recognised. 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.

OBJECTIVES OF THE STUDY

1. To understand the concept of consumers satisfaction towards online delivery app
2. To find out the consumers satisfaction regarding the online delivery app impact on the consumers

RESEARCH DESIGN

Research design will employ a mixed approach, combining both qualitative and quantitative methodologies to completely look into the consumers perception towards online food delivery apps. Data collection will involve a combination of survey, interviews and financial analysis. By using comprehensive approach, we will get a deeper understanding of this relationship and provide valuable findings regarding the consumers satisfaction towards online food delivery apps.

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Primary Data: Primary data will be gathered through surveys, interviews and case study observations. Here the survey conducted by questionnaire to gather opinions and insights from the consumers regarding

the online food delivery apps.

Secondary Data: Secondary data refers to data that has already been collected by someone else for a various purpose. It can be from various sourced like book, articles, reports or online databases.

Population: 70

Sample Size: 30

Sample Unit: JNTU

Questionnaire:

A well-structured questionnaire with straight forward questions is employed for data gathering and multiple-choice items are all included in the survey.

Tools Used: Google forms, Bar graphs, Percentages, Chi-square.

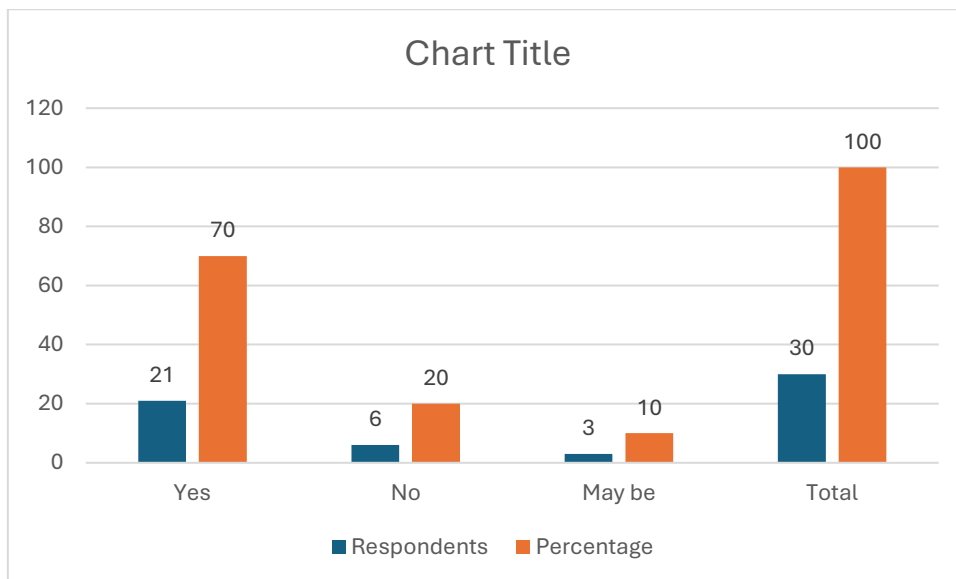
Hypothesis:

H0: There is no special impact of online delivery app on consumers.

H1: There is special impact of online delivery app on consumers.

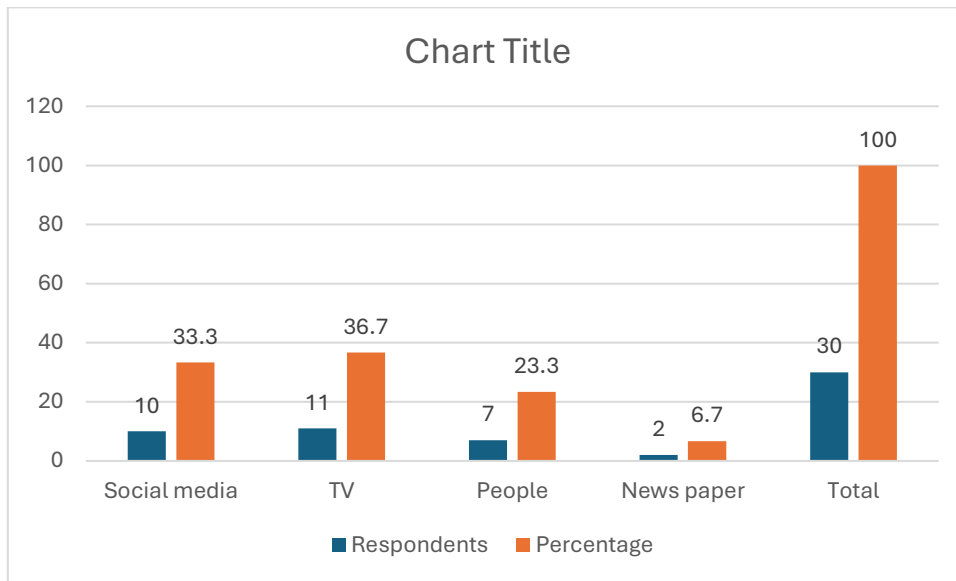
DATA ANALYSIS

| Did you find food delivery app flexible to use | Yes | No | May be | Total |
|--|-----------|-----------|-----------|-------------|
| Respondents | 21 | 6 | 3 | 3070 |
| Percentage | 70 | 20 | 10 | 100 |



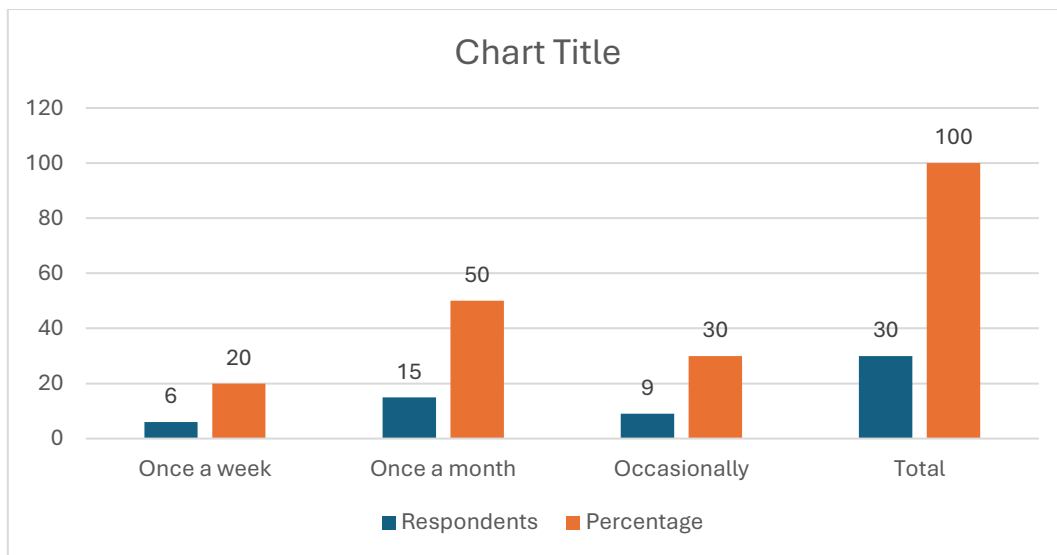
Interpretation: The respondents feel that the online food delivery app is flexible to use with 70%.

| How did you know about the online food delivery app | Social media | TV | People | News paper | Total |
|---|--------------|-------------|-------------|------------|------------|
| Respondents | 10 | 11 | 7 | 2 | 30 |
| Percentage | 33.3 | 36.7 | 23.3 | 6.7 | 100 |



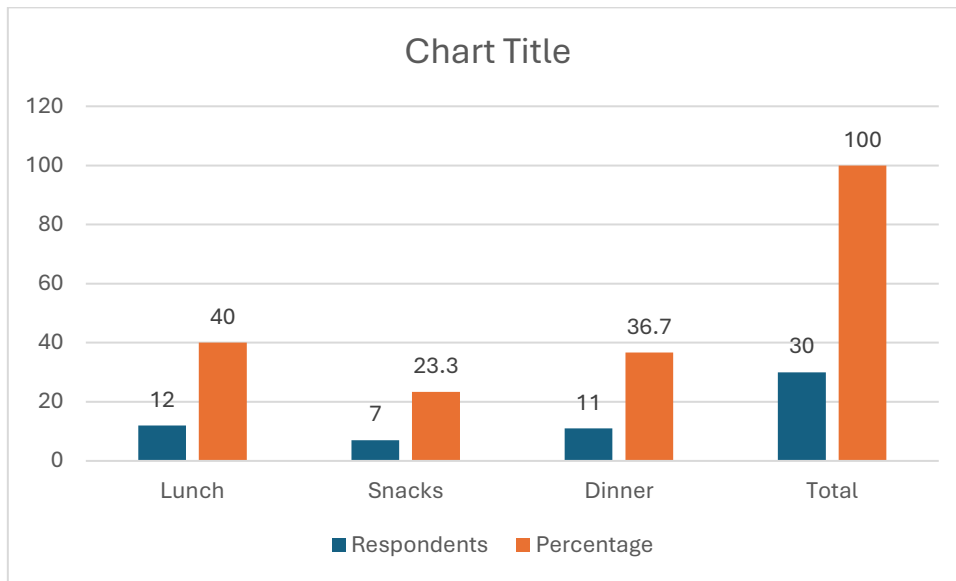
Interpretation: Nearly 37% respondents know about online food delivery app through TV while 34% through Social media, 24% through people.

| How often do you use online food delivery app | Once a week | Once a month | Occasionally | Total |
|---|-------------|--------------|--------------|------------|
| Respondents | 6 | 15 | 9 | 30 |
| Percentage | 20 | 50 | 30 | 100 |



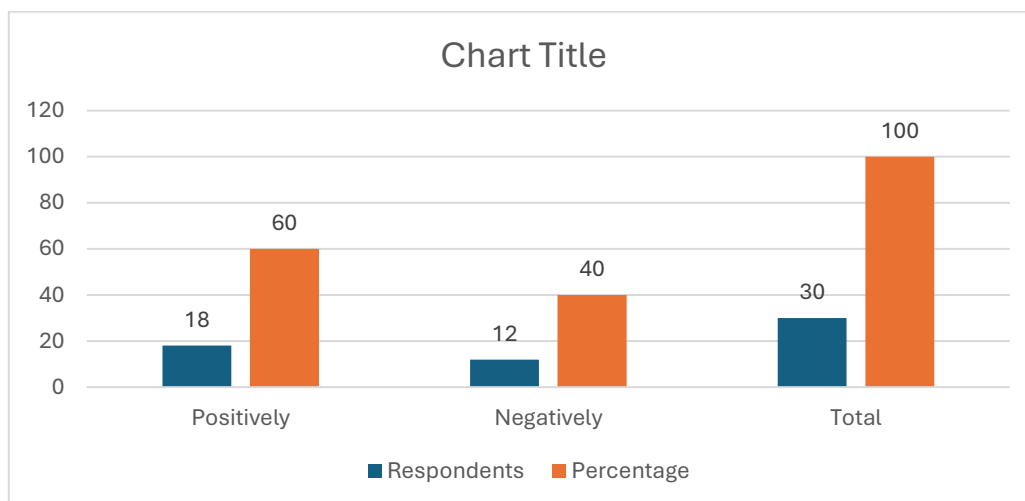
Interpretation: Half of the respondents use online delivery app once a month with 50% and 30% use occasionally.

| At what time do you prefer using food delivery app | Lunch | Snacks | Dinner | Total |
|--|-----------|-------------|-------------|------------|
| Respondents | 12 | 7 | 11 | 30 |
| Percentage | 40 | 23.3 | 36.7 | 100 |



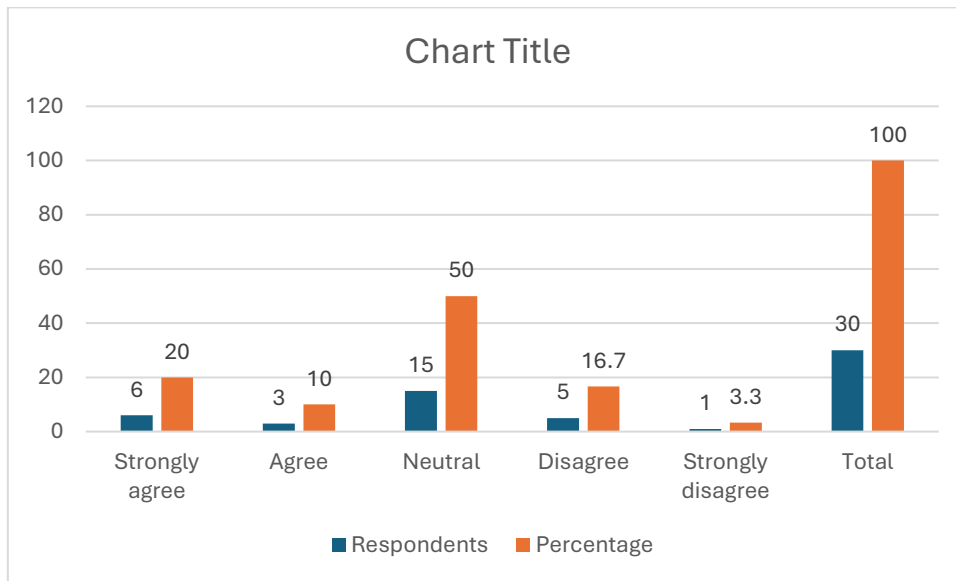
Interpretation: Respondents prefer mostly online delivery app to be used at lunch and dinner with 40% and 36.7% respectively.

| What impact do you think about the online food delivery app on consumers | Positively | Negatively | Total |
|--|------------|------------|-------|
| Respondents | 18 | 12 | 30 |
| Percentage | 60 | 40 | 100 |



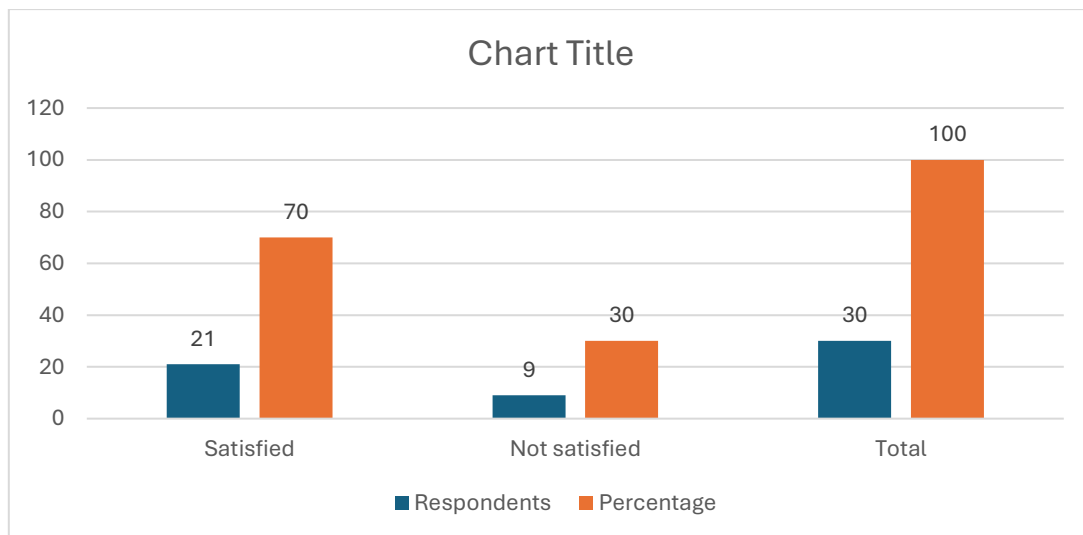
Interpretation: Most of the respondents have given positive response towards impact of online food delivery app on consumers with 60%.

| Is Zomato delivery speed satisfying | Strongly agree | Agree | Neutral | Disagree | Strongly disagree | Total |
|-------------------------------------|----------------|-------|---------|----------|-------------------|-------|
| Respondents | 6 | 3 | 15 | 5 | 1 | 30 |
| Percentage | 20 | 10 | 50 | 16.7 | 3.3 | 100 |



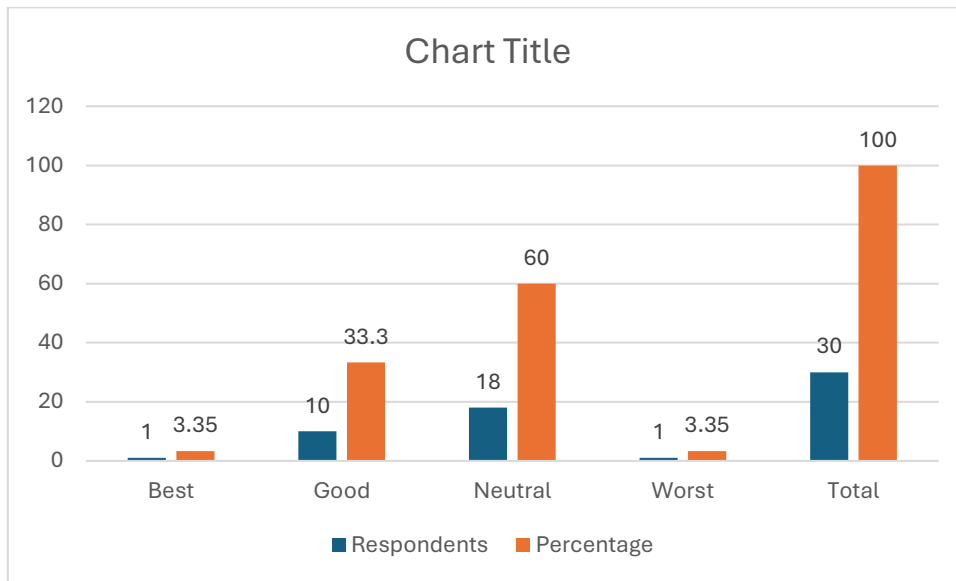
Interpretation: 50% respondents are satisfied with the delivery speed of the Zomato while 30% agree and 20% disagree.

| How satisfied are you with Zomato's coupons and special offers | Satisfied | Not satisfied | Total |
|--|-----------|---------------|-------|
| Respondents | 21 | 9 | 30 |
| Percentage | 70 | 30 | 100 |



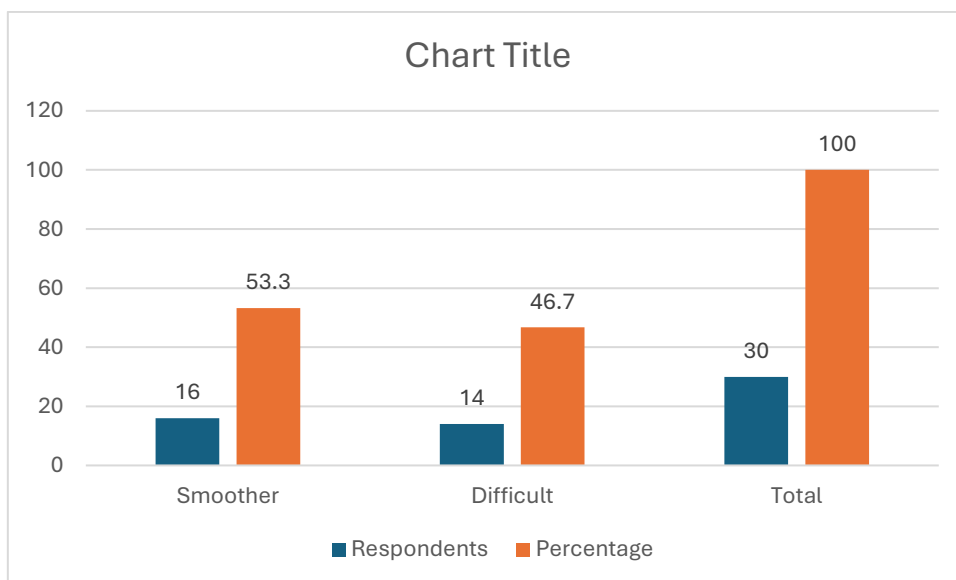
Interpretation: Nearly the satisfaction rate is 70% and 30% almost nearly the neutral stage not too good not too bad.

| Quality level of food when it was delivered | Best | Good | Neutral | Worst | Total |
|---|------|------|---------|-------|-------|
| Respondents | 1 | 10 | 18 | 1 | 30 |
| Percentage | 3.35 | 33.3 | 60 | 3.35 | 100 |



Interpretation: Mostly the respondents remain neutral towards the quality of the food delivered to the consumers with 60%.

| How do you feel about Zomato’s payments | Smoother | Difficult | Total |
|---|-------------|-------------|------------|
| Respondents | 16 | 14 | 30 |
| Percentage | 53.3 | 46.7 | 100 |



Interpretation: The respondents are satisfied with the payments of Zomato with 53.3% rest 46.7% think there is difficulty in transactions.

STATISTICAL TOOL FOR ANALYSIS

H0: There is no special impact of online delivery app on consumers.

H1: There is special impact of online delivery app on consumers.

| | Yes | No | Row Totals |
|----------------------|-------------------|-----------------|-------------------------|
| Male | 10 (10.80) [0.06] | 8 (7.20) [0.09] | 18 |
| Female | 8 (7.20) [0.09] | 4 (4.80) [0.13] | 12 |
| Column Totals | 18 | 12 | 30 (Grand Total) |

The chi-square statistic is 0.3704. The p-value is .542802. The result is not significant at $p < .05$.

Since p value is less than 0.05, H0 is rejected and Accepted H1. So, there is special impact of online delivery app on consumers.

| RESULT | | | |
|---------------------|-------------------|-------------------|-------------------------|
| | Yes | No | Row Totals |
| Below 20 | 2 (1.80) [0.20] | 1 (1.20) [0.03] | 3 |
| 20 – 35 | 15 (15.00) [0.00] | 10 (10.00) [0.00] | 25 |
| Above 35 | 1 (1.20) [0.30] | 1 (0.80) [0.05] | 2 |
| Column Total | 18 | 12 | 30 (Grand Total) |

The chi-square statistic is 0.1389. The p-value is .932912. The result is not significant at $p < .05$.

FINDINGS

- The total respondents are 30 out of which male are 60% and female are 40%.
- The major response is from age group between 20-30 with 83.3%.
- Most response came from PG with 70% and UG 30%.
- 80% of income level between 2-5L have given the responses.
- 80% of the members use online food delivery app for better convenience in the life.
- Majorly 70% of the respondents are satisfied with the functions of Zomato delivery app.
- The respondents feel that the online food delivery app is flexible to use with 70%.
- Nearly 37% respondents know about online food delivery app through TV while 34% through social media, 24% through people.
- Half of the respondents use online delivery app once a month with 50% and 30% use occasionally.
- Respondents prefer mostly online delivery app to be used at lunch and dinner with 40% and 36.7% respectively.
- Most of the respondents have given positive response towards impact of online food delivery app on consumers with 60%
- 50% respondents are satisfied with the delivery speed of the Zomato while 30% agree and 20% disagree.
- Nearly the satisfaction rate is 70% and 30% almost nearly the neutral stage not too good not too bad
- Mostly the respondents remain neutral towards the quality of the food delivered to the consumers with 60%.
- The respondents are satisfied with the payments of Zomato with 53.3% rest 46.7% think there is difficulty in transactions.

SUGGESTIONS

Improve customer satisfaction and create favourable attitudes about online food delivery apps. Firstly, it is important to have a smooth interface that is responsive. It must be made easy for customers to find their

way around the menus, make orders as well as track their deliveries conveniently. These attributes are essential for those who want their products delivered on time with no compromise on its quality.

Openness in regards to your order status and possible delays helps in enhancing trust and reducing doubts. By considering dietary restrictions when ordering and by assisting in choosing what to buy based on past purchases, users receive valuable additions to their experience with your website. In today's highly health-conscious society stainless hygiene practices should be made central during food preparation and delivery period.

1. Make certain that the user interface of the food ordering app is effortlessly navigable for customers so that they can find their way around menus easily, make orders or even follow-up on delivery.
2. It is important to deliver on time while also maintaining quality if we want to keep our customers happy.
3. Trust between the vendor and the customer can be reduced if there are any uncertainties due to communication of order status and other delays.
4. You should provide customization options for dietary preferences. This will improve user experience by giving them a chance to receive personalized recommendations according to what they have ordered before.
5. The preparation and delivery of food should observe very high levels of hygiene so as to effectively deal with issues related to health.

Community initiatives for engagement can create partnering feelings and endorsement of own brand. Through concentrating on them, the branding of these apps in line with online food delivery service providers becomes more customer friendly improving their overall reputation in the end.

CONCLUSION

A thorough investigation into how consumer enjoyment can be increased through various methods using online food delivery apps has provided crucial information that allows for a better understanding of what is taking place in this fast-growing sector. The success of an online food delivery platform is mainly determined by the experience of the user. Customer satisfaction is greatly enhanced by an easy-to-navigate, visually appealing and intuitive user interface. In real time, users can browse through menus, customize orders and monitor their deliveries easily. The interface design does not just simplify the ordering process but also makes people feel good about the app hence increasing how often they use it, thus preventing them from abandoning it.

The research underscores the necessity for efficiency in operations to maintain consistent food quality and ensure timely deliveries. When it comes to their food, customers expect speed and accuracy minus any impact on taste or freshness. For us to achieve this there is need to forge strong bonds with eateries as well as transporters, come up with optimal routes for delivery purposes and introduce mechanisms of regulating standards. Transparency and clear communication play a pivotal role in fostering trust and reducing uncertainty among customers. Providing real-time updates on order status, estimated delivery times, and any delays helps manage customer expectations effectively. Moreover, addressing customer queries and concerns promptly and courteously reinforces the app's commitment to customer satisfaction and builds credibility.

Creating personalized suggestions from the previous orders and allowing customers to tailor their orders according to their preferences, apps can create a more personalized and engaging experience for users hence the need for customization options that cater to the diverse preferences and dietary requirements of

clients. Following the pandemic caused by novel coronavirus, hygiene and safety have become highly regarded factors. To minimize customer worries and build trust in our application's respect for personal health, we can ensure stringent hygiene standards all through when preparing or delivering food, as well as offer contactless delivery alternatives.

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