



## **Customer Satisfaction and Buying Behaviour Towards Online Food Delivery Services**

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### **Abstract**

Smartphone technology and internet have transformed every transaction from ticket booking to food ordering. People have shifted their demand catering medium from offline to online mode. Consumers are using high end mobile apps to order food from their favourite restaurants. The current study attempts to understand the demographics of the people who order food online and to assess their satisfaction level. For this purpose, primary data was collected with the help of questionnaire which was distributed among 200 online food delivery services users out of which 16 did not get returned and 4 were incomplete, therefore, 180 responses are analysed. This study concludes that consumers are satisfied with the services they are getting online to get their food delivered at home. Major part of consumers composed of young single male consumers living in nuclear family having high income. The buying pattern composed of having fast food mostly in lunch and snacks time with cash on delivery as payment method.

**Keywords-** Satisfaction, Online Food Delivery, Mobile Application, Demographics

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### **Introduction**

Online food delivery service industry is blooming nowadays and getting adapted very rapidly. The first ever online food delivery app in India was Zomato which came into market in 2014 (Inc42,2019) followed by a popular app Swiggy in 2014 itself (Singal,2018). After that, the popularity of online food delivery services shown a robust growth of 100 percent year on year in 2022 attaining the market of USD 7.4 billion approximately (EMC,2023). The rate of growth of online food delivery industry after covid-19 breakout is increasing like never before. Using online food delivery services has become the lifestyle of this new era. There are number of factors which influence the consumers to use online food delivery services like time saving orientation, tracking experience, price saving orientation, service quality, variety of options available (Yeo et al., 2017; Christino et al., 2020; Hossain et al., 2018; Kalia et al., 2016; Saad, 2020). Online ordering of food has decreased the efforts of consumers in day-to-day life eliminating the frustration of long cue, traffic, bad weather etc providing convenience to the consumers. (Hwang et al., 2020; Izzati, 2020; Kalia et al., 2016) Further, change in the demographics these days and the busy schedule of consumers is also rendering the popularity of these services. To cater such demand, many promotional tools are being offered to encourage a wide group of consumers. Quality control efforts are also being conducted by the service providers to satisfy the consumers of different groups and different demographics. The market of online food delivery industry is being driven by the hard efforts of service providers. Many researches have focused on the customer satisfaction with respect to online shopping but a little light has been shed on the area of online food delivery services. This study attempts to focus on exploring the demographic profiles of the consumers who contributed to this growing phase of the online food delivery services industry, to know what is the buying pattern of these consumers and to evaluate their satisfaction.

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### **Review of Literature**

(Ratchaveerachai et al., n.d.) investigated the purchasing behaviour of the consumers using online food delivery services and to find out the demographics of consumers who frequently use online food delivery services. To achieve the purpose, the authors conducted survey using questionnaire among 100 respondents and data analysed by hypotheses testing using chi square and Pearson coefficient correlation analysis. The research came out with the results showing that consumers of different demographic profiles have different buying behaviour of online food delivery services. Major respondents were single female aged between 26 to 35 years old and were private employee.

(Saldanha & Sen, 2021) conducted a study to measure the impact of demographic variables on online food ordering frequency and to have an understanding about the consumer buying behaviour towards online food ordering. Variables taken are age, income, gender, occupation and marital status. With the help of primary data, the authors conducted the research and it has been found that consumers are mainly unmarried, male, students and of age group between 15 and 30 years. Income of the consumers' family does not affect the pattern of online food ordering. Factors which were found important were speed of delivery, quality of food. Consumers usually buy for dinner meals on weekly basis.

(Laddha, 2020) undertook a descriptive study based on primary data to identify the relationship between consumer demographics and consumer behaviour and to provide the relationship information of online food delivery services provider with restaurants. The data has been analyzed with correlation matrix and found out that there is no correlation with the demographic factors and behavioural parameter which is awareness, willingness to order, information about available restaurants. Further it has been concluded that customers are satisfied because of the fact of the reaching order on time. The relationship scenario between service provides and restaurants in not worthwhile yet. It needs to be improved. The demographics which are ordering food are male, students, living away from family and unmarried.

(Annaraud & Berezina, 2020) in their study they predicted the intention and satisfaction of consumers using online food delivery services. A self-administered questionnaire has been designed to collect the responses. Questionnaire contained three parts, first composed of questions about the using pattern, second composed of questions about the user experience regarding the various attributes including satisfaction and intention and in the third part questions about demographics were there. They proposed a model for the prediction and tested using partial least squares structural equation modelling. Results of the study confirmed that customer service, food quality and service fulfilment have an effect on customer satisfaction and then it again affects buying intention.

(Sharma, 2019) formulated and tested a model of service quality, satisfaction and buying intentions with satisfaction being mediator and gender being moderator. They found that perception about service quality and satisfaction differs gender wise. Website design has little effect on customer satisfaction. The relationship between intention and service quality is mediated by customer satisfaction. Influence of reliability trust, website design on buying intention is partially mediated by satisfaction. CFA was used to test the measurement model.

(Prasetyo et al., 2021) extended the theory of planned behavior. They determined the various influencing factors that affect customer satisfaction and loyalty in online food delivery services during covid-19 breakout. They use structural equation modelling to test the model which indicated that the most important factor effected the customer satisfaction was hedonic motivation, then price, quality of information and then followed by promotion. Further it has been propounded that usability factors are not significant to customer satisfaction and loyalty towards online delivery services

(Tandon et al., 2017) pointed out in their research article that customer satisfaction is positively impacted by perceived usefulness and website functionality and negatively by perceived usability. The authors reviewed major literature about the attributes of customer satisfaction, perceived usefulness, website functionality and perceived usability. The developed model was tested and analysed with SEM and path analysis.

### Objectives

The current study is focused on demographic profiling of the consumers who use online food delivery services in Haryana. The second objective is to study the buying pattern of consumers of online food delivery services. Thirdly, this study aims to assess the customer satisfaction with reference to online food delivery services.

## Research Methodology

To achieve the objective of the study a questionnaire has been framed and circulated among 200 online food delivery services users. The questionnaire composed of three sections in which first section is about the demographic details of the consumers who use online food delivery services. In the second section, statements regarding the buying pattern or buying behaviour have been composed in. The third section, evaluates the customer satisfaction towards the online food delivery services to assess whether the consumers are getting satisfied by using these services. An explanation has been given to the respondents regarding the purpose of the study and requested to fill the questionnaire conscientiously. Out of the distributed 200 questionnaires, 184 participants returned the questionnaires including 4 incomplete responses. Hence, in the study 180 questionnaires were analysed.

## Results

The responses about the demographics of the consumers who ever used online food delivery services are tabulated and analysed here in Table 1. It represents the basic profile of the consumers.

**Table 1:** Demographic profile of respondents; Source: Primary Data

| S. No. | Demographics  | Frequency | Percentage |
|--------|---------------|-----------|------------|
| 1      | <b>Gender</b> |           |            |
|        | Male          | 115       | 63.89      |
|        | Female        | 65        | 36.11      |
| 2      | <b>Age</b>    |           |            |
|        | 15 or below   | 28        | 15.56      |
|        | 16-30         | 112       | 62.22      |
|        | 31-45         | 42        | 23.33      |
|        | 46-60         | 30        | 16.67      |
|        | Above 60      | 12        | 6.67       |

|   |                       |     |       |
|---|-----------------------|-----|-------|
| 3 | <b>Occupation</b>     |     |       |
|   | Student               | 67  | 37.22 |
|   | Working               | 68  | 37.78 |
|   | Unemployed            | 27  | 15    |
|   | Retired               | 18  | 10    |
| 4 | <b>Monthly Income</b> |     |       |
|   | Below 10000           | 95  | 52.78 |
|   | 10000-25000           | 12  | 6.67  |
|   | 25001-50000           | 28  | 15.56 |
|   | Above 50000           | 45  | 25    |
| 5 | <b>Marital Status</b> |     |       |
|   | Single                | 108 | 60    |
|   | Married               | 72  | 40    |
| 6 | <b>Family Type</b>    |     |       |
|   | Nuclear Family        | 122 | 67.78 |
|   | Joint Family          | 58  | 32.22 |

In the current study, the data indicates that 63.89% users are male, majority of users are of age between 16 and 30 which is 62.22%. Retired (10%) and people of more than 60 years of age (6.67%) have low interest in ordering food from these services. Working professional (37.78%) and students (37.22%) constitute a major part of consumers of online food delivery services. Consumers are either of low income, less than 10000 per month (52.78%) which may constitute students, housewives and people dependent on others or of high-income range which is more than 50000 per month (25%). Single (60%) and consumers from nuclear family (67.78%) are using online food delivery services more than married (40%) and people from joint family (32.22%).

Responses of the participants of the study shows that majority of the users of online food delivery services are male of age group 16 to 30 years living in nuclear family. The users are mostly single and their monthly income lies either in the group of less than 10000 or in the group more than 50000. Students and working professionals contribute almost equally in the share of consumer base.

The usage pattern of buying behaviour of the consumers of online food delivery services are tabulated and analysed here in the Table 2.

**Table 2:** Buying pattern of respondents; Source: Primary Data

| S. No. | Statements  | Frequency | Percentage |
|--------|---|-----------|------------|
| 1      | <b>How often do you order food online?</b>          |           |            |
|        | Multiple times a week                               | 16        | 8.89       |
|        | Multiple times a month                              | 70        | 38.89      |
|        | Multiple time a year                                | 38        | 21.11      |
|        | Special Occasions                                   | 56        | 31.11      |
| 2      | <b>Money do you spend on average for one order?</b> |           |            |
|        | Less than 200                                       | 87        | 48.33      |
|        | 200-500   | 58        | 32.22      |
|        | 501-1000  | 23        | 12.78      |
|        | More than 1000                                      | 12        | 6.67       |
| 3      | <b>Preferred payment method?</b>                    |           |            |
|        | Cash on Delivery                                    | 72        | 40         |
|        | UPI   | 36        | 20         |
|        | Debit/Credit card                                   | 22        | 12.22      |
|        | Internet banking                                    | 5         | 2.78       |
|        | E-wallets   | 45        | 25         |
| 4      | <b>Which time of day do you most often order?</b>   |           |            |
|        | Breakfast   | 16        | 8.89       |
|        | Lunch   | 62        | 34.44      |
|        | Dinner  | 44        | 24.44      |
|        | Snacks Time   | 58        | 32.22      |
| 5      | <b>Items you frequently order?</b>                  |           |            |
|        | Fast food   | 101       | 56.11      |
|        | Desserts  | 27        | 15         |
|        | Beverages   | 17        | 9.44       |
|        | Full course meals                                   | 35        | 19.44      |

This data is indicating that the consumers mostly (38.89%) buy multiple times a month followed by on special occasions only (31.11%) followed by multiple times a year (21.11%) followed by multiple times a week (8.89%). The average expenditure on one order of mostly consumers is less than 200

(48.33%) followed by 200-500 (32.22%) followed by 501-1000 (12.78%) and then lastly (6.67%) for more than 1000 per order. The mode of payment which consumers prefer is cash on delivery by 40 percent consumers followed by E-wallets like paytm, amazon pay, Phonepe, google pay etc which is 25 percent and then UPI is being preferred by 20 % consumers and least preferred mode (2.78%) of payment is internet banking. Most preferred time to order food online is lunch (34.44%) and snacks time (32.22%), then dinner (24.44%) and least preferred is for breakfast time (8.89%).

The data depicts the buying pattern of the buying behaviour of the consumers of online food delivery services that consumers order fast food mostly in snacks and lunch time which usually costs in the range less than 200. Their preferred mode of payment is cash on delivery and order frequency of majority of online food delivery consumers is either multiple times a month or on special occasions.

The respondents were asked about the satisfaction after using online food delivery services. The responses are tabulated and analysed here in the Table 3.

**Table 3:** Satisfaction of respondents; Source: Primary Data

| S. No. | Statements  | Mean   | Standard Deviation |
|--------|---|--------|--------------------|
| 1      | I will recommend Online Food Delivery Services to others. | 3.9833 | 0.7049             |
| 2      | I will use online food delivery services again.           | 4.0278 | 0.7940             |
| 3      | I am satisfied with the services provided.                | 3.9444 | 0.8304             |
| 4      | I am delighted with the services provided.                | 4.1722 | 0.8038             |
| 5      | I am happy with the services provided.                    | 3.9611 | 0.8075             |
|        | Overall Satisfaction                                      | 4.02   | 0.664              |

The above table shows that consumers of online food delivery services are satisfied. The level of satisfaction of consumers is analysed with the help of the likert scale ranging from 1 to 5 where 1 represents strongly disagree to the given statement and 5 represents strongly agree. The final result shows that overall mean is 4.02 which means consumers are satisfied with the services they avail.

## Conclusion

From the above results and analysis, it can be concluded that major users are young consumers and students. Online food delivery service providers must take this into their books to provide services to them more effectively and cater their demand efficiently. This study shows that consumers generally buy fast food in lunch time and snacks time. The satisfaction level of consumers of online food delivery services is satisfactory, we can conclude that service providers have maintained a good market value as well as a good consumer base. While framing their marketing strategies, the service providers should focus on other section of consumers also like old age group, working professionals etc also so that the new consumers can also be added to their consumer base.

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