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## A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD ORDERING APPS IN COIMBATORE CITY

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### ABSTRACT :

The purpose of this study is to find out customer satisfaction with online food ordering systems. With the growing popularity of online food ordering, it is important to understand how customers perceive this service and what factors affect their satisfaction. To achieve this goal, a survey was conducted on a sample of customers who order food online. The survey asked about their overall satisfaction with the service, ease of use of the platform, delivery speed, food quality and customer service. According to the results, overall customer satisfaction is positively influenced by platform ease of use, food quality and delivery speed. Additionally, customers appreciate good customer service and are more likely to be satisfied when their issues are resolved quickly and efficiently. These findings have significant implications for online food ordering platforms and restaurants, as they can use this information to improve their services and increase customer satisfaction, ultimately leading to increased customer loyalty and business success.

### 1. INTRODUCTION :

Food and water are the main sources of human beings. Food gives us energy to have a balanced health and protect us from diseases. So food acts as a major role in the life of human being. Those days' peoples used to cook healthy foods and serve their family. After few decades people started moving to restaurants or hotels to have their foods. In this modern technology, the usage of android applications has increased quickly in the recent years. Online ordering system is maintaining a good relationship with the customers, which is being an important reason for the successful of a business. Online food ordering method is increasing in Indian market day by day. There are many apps which have been founded for ordering our foods peoples are also very active in using the apps for ordering the foods. As there are more advantages in these apps the customers finds it as convenient form of ordering food through online.

#### **SWIGGY**

Swiggy is India's largest and most valuable online food ordering and delivery platform. Founded in 2014, 6 years ago, with the team of six delivery personnel and covering 25 restaurants, swiggy now has operations in 8 cities and more than 10,000 restaurants on its platform. It's headquarters is in Bangalore, India. founders of swiggy are Nandan Reddy, Sriharsha Majety ,Rahul jamini. There are around 218000 employee worker under this company. In September 2019, swiggy launched instant pickup and drop service swiggy go. The service is used to pick up and drop off a diverse array of items, including laundry and document or parcel deliveries to business clients and retail customers.

#### **ZOMATO**

Zomato is an Indian restaurant search and discovery service founded in 2008 by Deepindergoyal and PankajC haddah and it is headquartered in Gurgaon (gurugram). It currently operates in 24 countries with employees: 4300+. It provides information and review on restaurant does not have its own website. The restaurant search and discovery platform began its operations under the name, foodiebay. In November 2010, the brand was renamed as zomato. By 2011. Zomato launched in banglore, pune , Chennai, Hyderabad and ahmedabad. Zomato has received investments worth \$443.8 million through 10 rounds of funding. Top investors include Ant financial, Sequoia capital, Temasek holdings, Info Edge, and Vy capital.

#### **DOMINOS**

Domino's Pizza, commonly referred to as Domino's, is a global pizza delivery and carryout chain that was founded in 1960 by Tom Monaghan and his brother James in Ypsilanti, Michigan. Initially, the company was called "DomiNick's", after its original owner, Dominick DiVarti, but Monaghan

bought out his brother's share and renamed the business **Domino's Pizza** in 1965. The brand quickly gained popularity, thanks to its commitment to fast delivery and quality pizza, with its iconic 30-minute delivery guarantee introduced in 1973.

### **KFC**

KFC (Kentucky Fried Chicken) has a rich history that began with its founder, **Colonel Harland Sanders**, and grew into one of the largest fast-food chains in the world. The journey began in the **1930s** when Harland Sanders started cooking and selling fried chicken from his roadside service station in **Corbin, Kentucky**. His homemade recipe of **11 herbs and spices** quickly became popular with customers. In **1936**, he was awarded the title of "Colonel" by Kentucky Governor **Ruby Laffoon** for his contribution to the state's cuisine, a title he proudly adopted.

## **SATEMENT OF PROBLEM**

The main problem faced by the customers while using these online food ordering apps is that assignment of delay in delivery of food in certain circumstances like city traffic, locating the exact address of the customer.

Another problem faced by the customers is that while ordering food it shows only the nearby restaurants in the same area.

Chances of malpractices in ordering food through bank transaction.

## **OBJECTIVES OF THE STUDY**

- To know the satisfaction level of the customer.
- To study the customer awareness about online food ordering apps.

## **SCOPE OF STUDY**

This study enables the customer's order for food and gets it delivered accordingly and also reduces the long chain of customers at the counter ordering for food and to reduce the work load on the employees.

A study on capturing customer feedback on food ordering applications helps to analyze and improve the preference of the customers towards ordering foods through online.

## **REVIEW OF LITERATURE**

**Hossain (2000)**, this study reveals that, with the changes in attitude of the consumers, technology and demographics in our society, there needs to be changes in food delivery systems in order to serve the customers well.

**D'Incau D. and B. Anckar (2002)**, purpose of study is that mobile commerce has been emerging as one of the important aspects of every person's life. Mobile commerce has also in a way, given freedom to most of the people.

**Tsang and liang (2004)<sup>3</sup>**, this study focuses on the attitude of the consumers towards advertising, internet advertising and mobile marketing. In 1970s. Consumers had a very negative impact on the consumer.

**Scharl and Dickenger (2005)**, the research conducted stated that one of the most important key factor in the mobile marketing communication is through sending text messages. Factor such as time, location-sensitive and personalized information to promote goods and services helps in promoting mobile marketing.

**Boyer and Hult (2005)**, the purpose of the study said that the behavioral scoring model which says that the companies analyzes the feedback surveys of the customers, studies their purchasing behavior and patterns and predict the future purchasing behaviors of the customer. The research model comprises of few elements which helps the company to achieve good results.

## **ANALYSIS AND DATA INTREPRETATION**

### **RANK ANALYSIS**

**TABLE SHOWING RATING OF LAST ORDER IN ONLINE FOOD ORDERING APPS.**

<b>RATING</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>TOTAL</b>	<b>RANK</b>
SWIGGY	66	10	07	13	04	421	1

ZOMATO	30	53	15	01	01	410	2
DOMINOS	10	35	41	11	03	338	3
KFC	20	14	21	30	15	294	4

**INTERPRETATION**

The respondents ranked Swiggy as 1 based on their satisfactory level followed by Zomato as 2, Dominos as 3, Kfc as 4.

**WEIGHTED AVERAGE SCORE METHOD****TABLE SHOWING FACTORS INFLUENCING WHILE ORDERING FOOD IN ONLINE APPS**

FACTORS	VERY SATISFIED (5)	SATISFIED (4)	NEUTRAL (3)	DISSATISFIED (2)	VERY DISSATISFIED (1)	TOTAL	WEIGHTED AVERAGE SCORE	RANK
SERVICES	56	18	11	05	10	405	4.05	1
PAYMENTS	21	55	13	06	03	379	3.79	2
TIMING	19	26	47	07	01	355	3.5	3
CONVENIENCE	13	34	26	24	03	330	3.3	4
PACKAGE OF FOOD	34	10	13	19	21	308	3.08	5

**INTERPRETATION:**

The Respondents feels that they are very satisfied with service among the factors influencing while ordering foods through online apps followed by payments, timing, convenience and package of food.

**FINDINGS**

- 77% of the respondents fall under age group between 15-20 years.
- 71% of male respondents.
- 70% of the respondents are unmarried.
- 63% of the respondents are students.

**SUGGESTION**

1. Online food ordering services are limited to some areas so it should be expanded.
2. Time of delivery must be as soon as possible.
3. More restaurants should be added.

**CONCLUSION**

The food delivery apps are now playing a major role in India. The online food ordering system maintains service providing to keep a database and enhance the customers experience. Most of the customers who order foods through apps mostly satisfied with the foods they receive. Even the customers who live in the rural area are also satisfied by using the online food ordering apps. So people are now confident that they would receive their preferred food at any place and at any time they want. One of the greatest advantage of online food ordering app is that people can get their food from their preferred hotels. The online food ordering apps shows number of varieties of foods and even if we go to hotels we would not get that much variety of food products. When we order foods through online, those foods are been delivered by some employees of that app. In this manner we are also offering some employment opportunities to them those who are suffering from poverty.