International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT :

The rise of online food delivery services has significantly transformed consumer behavior in urban India, including cities like Coimbatore. This study aims to explore and evaluate customer satisfaction with online food delivery platforms in Coimbatore, focusing on key factors such as delivery time, food quality, pricing, user interface, customer service, and promotional offers. With the increasing reliance on digital platforms such as Swiggy, Zomato, and Uber Eats, understanding customer expectations and experiences becomes vital for service providers to maintain competitiveness and ensure customer loyalty.

1.1 INTRODUCTION:

The advent of technology and the digital revolution have transformed the way consumers interact with businesses, particularly in the food and beverage industry. Online food delivery services have emerged as a game-changer, offering unparalleled convenience and accessibility to customers. In Coimbatore, a thriving industrial and educational hub in Tamil Nadu, India, the online food delivery sector has witnessed significant growth in recent years. This growth is fueled by increasing smartphone usage, internet penetration, and the fast-paced lifestyles of the city's residents. As the demand for online food delivery continues to rise, understanding customer satisfaction has become a critical factor for businesses aiming to succeed in this competitive market.

Customer satisfaction is a multifaceted concept that encompasses various aspects of the service delivery process. In the context of online food delivery, it includes factors such as the ease of using the platform, the accuracy and timeliness of deliveries, the quality and freshness of the food, pricing, and the effectiveness of customer support. For Coimbatore's diverse population, which includes students, working professionals, and families, these factors play a pivotal role in shaping their overall experience. The city's vibrant food culture, with its mix of traditional South Indian cuisine and global flavours, further amplifies the need for online food delivery platforms to meet high consumer expectations.

The convenience of ordering food online has made it a popular choice among Coimbatore's residents, especially in urban areas where time constraints and busy schedules often limit the ability to cook or dine out. However, the growing reliance on these services has also led to heightened expectations regarding service quality. Customers expect their orders to be delivered promptly, with the food arriving fresh and as described on the platform. Any deviation from these expectations, such as delayed deliveries, incorrect orders, or poor food quality, can significantly impact customer satisfaction and loyalty.

1.2 OBJECTIVE:

The study on Customer Satisfaction Towards Online Food Delivery with Reference to Coimbatore City aims to achieve the following objectives:

To Assess Customer Satisfaction Levels:
Evaluate the overall satisfaction levels of customers in Coimbatore city regarding their experiences with online food delivery platforms.

To Identify Key Factors Influencing Satisfaction:
Examine the primary factors that influence customer satisfaction, such as:

- Ease of app/platform usability

- Delivery speed and timeliness

- Food quality and freshness

- Pricing and affordability

- Customer service and support

To Analyze Customer Preferences and Expectations:

Understand the preferences and expectations of Coimbatore's diverse customer base, including students, working professionals, and families, regarding online food delivery services.

To Evaluate the Impact of Discounts and Offers:

Investigate the role of discounts, promotional offers, and loyalty programs in driving customer satisfaction and repeat purchases.

To Identify Challenges Faced by Customers:

Identify common issues and challenges faced by customers, such as delayed deliveries, incorrect orders, poor food quality, and inadequate customer support.

RESEARCH METHODOLOGY

- **Primary Data Collection**:
  - **Surveys**: Structured questionnaires distributed to online food delivery users in Coimbatore.
  - **Interviews**: In-depth interviews with customers to gather qualitative insights.
- **Secondary Data Collection**:
  - Analysis of existing studies, reports, and industry trends related to online food delivery.
- **Sample Size**: A representative sample of customers from different demographics in Coimbatore.
- **Data Analysis**: Use of statistical tools to analyze satisfaction levels and identify key trends.

AREA OF STUDY:

the study area is limited to Coimbatore district.

PERIOD OF STUDY:

The period of the study is (from January 2025 to march 2025).

TOOLS FOR ANALYSIS:

The following tools will be used for data analysis.

Simple Percentage Analysis

Simple Percentage Analysis is a statistical tool used to analyse data by expressing it in terms of percentages. It helps in understanding consumer preferences, behaviours, and opinions by breaking down survey responses into easily interpretable percentage values.

The formula for calculating the percentage is:

$$\text{Percentage} = \left(\frac{\text{Total number of respondents}}{\text{Number of respondents for a category}} \right) \times 100$$

REVIEW OF LITERATURE

1. **Aravind Kumar, M. (2023).** A Study on Customer Satisfaction Towards Online Food Ordering System with Special Reference to Coimbatore City.

   - **Problem:** Understanding factors influencing customer satisfaction in online food ordering systems in Coimbatore.
   - **Findings:** Satisfaction is positively influenced by platform ease of use, food quality, and delivery speed.
   - **Solutions:** Enhance platform usability, ensure high food quality, and improve delivery efficiency to boost customer satisfaction.

2. **Indira Priyadharshini, B., & Saranya, T. (2024).** Customer Satisfaction with Online Food Delivery Services: A Systematic Review.

   - **Problem:** Identifying key factors influencing customer satisfaction in online food delivery services.
   - **Findings:** Delivery speed, food quality, app usability, order accuracy, and customer service are critical satisfaction drivers.
   - **Solutions:** Address identified factors to enhance service quality and customer satisfaction.

RESULTS AND DISCUSSION

WHICH ONLINE PLATFORM DO YOU USE FREQUENTLY

PLATFORM NAME	NO OF RESPONDENTS	PERCENTAGE
SWIGGY	18	15.1%

ZOMATO	96	80.7%
UBER EATS	3	2.5%
NONE	2	1.7%
TOTAL	119	100%

INTREPRETATION:

The above table shows that 15,1% of respondents were using swiggy,

80.6%respondents were using Zomato and 2.5% of respondents were using uber eats and 1.7% of respondents were none.

The Majority (80.7%) of respondents are using Zomato platform.

5.1 FINDINGS:

1. The Majority (90.8%) of respondents are age between 18-30.
2. The Majority (92.4%) of respondents are students.
3. The Majority (91.6%) of respondents are male.
4. The Majority (84.9%) of respondents are below 20000.
5. The Majority (76.5%) of respondents are using often in online food deliveries.

5.2 SUGGESION

When examining customer satisfaction in the context of online food delivery in Coimbatore city, it's important to consider factors that influence the customer experience. Based on this, here are some suggestions to enhance customer satisfaction for online food delivery services in Coimbatore:

1. Improve Delivery Speed and Timeliness

- **Suggestion**: Ensure that the food is delivered within the expected time frame. This can be achieved by improving logistical operations, such as having dedicated delivery personnel, better route planning, and real-time traffic monitoring.

- **Why**: Timely delivery is one of the most critical factors for customer satisfaction. Late deliveries can lead to dissatisfaction, negative reviews, and loss of customers.

2. Enhance Order Accuracy

- **Suggestion**: Implement stringent quality checks for the order before dispatching it. This could involve verifying the customer's order and addressing any modifications before it leaves the restaurant or kitchen.

- **Why**: Incorrect orders (wrong items or missing components) are a common complaint among customers, leading to dissatisfaction and decreased loyalty.

3. Maintain Food Quality

- **Suggestion**: Ensure food is delivered in optimal condition, which includes maintaining the right temperature, freshness, and packaging. Packaging that keeps the food hot or cold for longer will improve customer experience.

- **Why**: The food's taste and quality are the most significant factors influencing customer satisfaction. Poor-quality food or cold food leads to poor ratings.

4. Streamline the Ordering Process

- **Suggestion**: Make the food ordering process user-friendly with a smooth app interface, multiple payment options (including cash on delivery), and a clear menu. Also, make sure that the platform is free of bugs, crashes, or slow load times.

- **Why**: A seamless, quick, and easy-to-navigate app encourages repeat use. A complicated or buggy interface can frustrate customers.

5. Offer Personalized Experience

- **Suggestion**: Provide personalized recommendations based on previous orders, customer preferences, and dietary restrictions. Offering tailored discounts, loyalty programs, or special deals will enhance the customer experience.

- **Why**: Customers enjoy services that cater to their individual needs, and personalization helps in building a long-term relationship with customers.

5.3 CONCLUSION

In conclusion, customer satisfaction in online food delivery services in Coimbatore is influenced by several crucial factors, which collectively shape the overall experience. Timely and efficient delivery is the most significant determinant of satisfaction, with customers expecting their orders to be

delivered promptly and in optimal condition. To achieve this, delivery services need to ensure accuracy in orders and maintain high standards of food quality, ensuring that meals are fresh, hot, and well-packaged.

Additionally, providing a seamless and user-friendly ordering experience through intuitive apps or websites, offering multiple payment options, and catering to the specific food preferences of Coimbatore's population, such as vegetarian and South Indian dishes, can enhance customer satisfaction. Competitive pricing, attractive discounts, and loyalty programs also play a vital role in retaining customers.

Hygiene and safety, especially in the wake of the COVID-19 pandemic, have become paramount for building trust. Proactive customer service, transparent communication, and addressing complaints quickly can prevent dissatisfaction and improve overall ratings.

By addressing these areas—timeliness, food quality, personalization, communication, and customer support—online food delivery services in Coimbatore can boost customer satisfaction, increase repeat business, and gain a competitive edge in the rapidly growing market. Ultimately, customer-focused service and attention to local preferences will help achieve long-term success.

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