Customer Satisfaction Towards Online Food Delivery Systems in Coimbatore

M. Bhuvanesh Kumar, S. Soorya Prakash, V. Santosh Kumar,
Dr.D. Divya Prabha and Dr.V.B. Mathipurani

Abstract--- *Applications for meal delivery have grown quite popular in India in recent years. In India, there are a variety of meal delivery applications that can be installed from the comfort of one's own home and used to order food on the go using a smart phone. Following an investigation of the perceptions of Coimbatore consumers about online food delivery applications, it can be determined that the online meal ordering system has both advantages and disadvantages. Accessibility is the most important argument for using online ordering. According to the findings of this study, internet food delivery applications assist clients in placing orders for meals in a convenient and timely manner. It contains every aspect of the customer's order, allowing it to provide the best possible customer care. User convenience is boosted by the availability of a tracking system. The online meal ordering system enables the service provider to manage a database and improve the consumer experience while ordering food online. According to the results of the poll, the vast majority of users believe that people prefer online food delivery services because they require less human interaction and that online meal ordering has had an influence on the conventional manner of dining together.*

Keywords--- *Online Food Business, Customer Perception and Coimbatore City.*

I. INTRODUCTION

With the advancement of technology and the increasing preference of customers for e-services, businesses now have the option to communicate with customers through e commerce. The number of people who utilize internet services is rapidly expanding, and they come from all walks of life. The growth of online transactions has also fueled the growth of a variety of digital websites, such as food delivery services over the internet.

In the near future, the Indian online food ordering industry is expected to increase at a rate of over 16 percent per year, reaching USD 17.02 billion by 2023. In terms of food ordering and delivery, the Indian market has enormous potential, and as more companies enter the business, they will bring opportunity and creativity to the table, benefiting the entire ecosystem. Indians' culinary experience has become more reliant on the convenience of online meal ordering and delivery. Online meal delivery services are becoming increasingly popular because of the numerous benefits they give, including food delivered right to the customer's door, a variety of payment choices, enticing discounts and loyalty programmes as well as money-back incentives. The market for online meal delivery is being driven mostly by an increase in household disposable income. As the population ages and consumes more, the

M. Bhuvanesh Kumar, Student, PSG Institute of Advanced Studies, Tamil Nadu, India.
S. Soorya Prakash, Student, PSG Institute of Advanced Studies, Tamil Nadu, India.
V. Santosh Kumar, Student, PSG Institute of Advanced Studies, Tamil Nadu, India.
Dr.D. Divya Prabha, Associate Professor, PSG College of Arts and Science, Tamil Nadu, India.
Dr.V.B. Mathipurani, Associate Professor, PSG College of Arts and Science, Tamil Nadu, India.

internet and smart devices become more prevalent in their lives, and women become more prevalent in the workforce, aggressive marketing methods implemented by food entrepreneurs, and the ease of ordering online all contribute to the market's expansion. Top-rated food ordering aggregators in the Indian market include Food Panda, Swiggy, Faasos, and Zomato, which are now among the most popular options.

The online food marketing system has made significant improvements in the overall quality of food services given in the form of flexibility, promotions, bargains, and the ability to cancel orders quickly and easily (in case of change in plans or better deals). Customers may compare restaurants using online services in order to find the one that would give them with the most amount of happiness, among other criteria.

II. STATEMENT OF PROBLEM

The internet food market is developing fast everywhere around the world, and people's attitudes regarding online food ordering vary depending on how easy it is to use and how valuable they believe the ordering procedure to be. The internet has also had a significant influence on business and economics, with virtual organisations and ecommerce now being widely available, with items such as fashion, books, and even food being available for buy online.

In addition to spawning new types of business, such as online to offline (O2O), the fast rise of e-commerce is altering the conventional performance of activities and professions. O2O marketing is a type of information and communications technology (ICT) marketing in which clients are first enticed online and then persuaded to make online purchases in an offline setting. O2O marketing is becoming increasingly popular. To put it another way, it is a system in which clients place orders for products or services online and then pick up the goods or services from an offline retailer or distributor. The ease with which information may be shared and the capability to do so rapidly have contributed to the fast expansion of mobile commerce, which connects suppliers and customers through smartphone applications.

III. OBJECTIVES OF THE STUDY

- To study about the demographic variables of the respondents.
- To study about the socio graphic variables of the respondents.
- To find out the perception of respondents towards quality of apps and websites of electronic food ordering companies.
- To determine the degree of satisfaction expressed by the respondents towards online food services.

IV. NEED OF THE STUDY

As per the conclusions of the research background, outstanding customer service is critical in achieving customer satisfaction and is a necessity for beginning and sustaining long-term business relationships with customers. The restaurant business in India is still in the early stages of development, and many full-service restaurants are unable to provide high-quality services, resulting in low customer satisfaction and a loss of market

share. In order to enable restaurants to introduce and establish relationships with clients, distinguishable offering and retention, among other things, it is necessary to identify criteria for excellent service in full service restaurants that can be used as a guideline for outstanding service.

The objectives of this paper is to determine what clients think about digital meal ordering in the city of Coimbatore.

V. SCOPE OF THE STUDY

In the Indian hospitality business, there is a significant disparity between the organized and unorganized sectors of the industry. In addition to hotels, the food service industry is covered under this category. Aside from the structured chain restaurants, the majority of restaurants serve to the requirements of the local community, frequently at the micro market level. The process of building a loyal client base is not difficult in such a circumstance, and it is possible that a specialist marketing and sales team is not required.

Per the study's major objective, understanding how customers perceive automated meal ordering would be beneficial for businesses.

VI. RESEARCH METHODOLOGY

Research Design: The research design used for the study is a descriptive research strategy since it is concerned with the characteristics of a specific individual or group of individuals.

Data Collection: The data collected for the study includes primary and secondary data.

Primary data: Primary data are those that are obtained as new and for the first time, and which have the characteristic of being unique in nature. The primary information was gathered from the respondents through the use of a questionnaire.

Secondary data: Secondary data has already been obtained and has gone through a statistical procedure. In addition to secondary data gathered through journal publications and government reports, academic research findings were taken into consideration for this current study.

Sampling Method: The study is descriptive in nature, with the random sampling method being adopted. Since the population of the study is found to be infinite.

Sample size: 150 samples are taken for the study.

Tools used for the study Frequency Distribution, Descriptive statistics and one way Analysis of variance (ANOVA).

VII. ANALYSIS AND INTERPRETATION

Demographic variables	*Particulars*	*Frequency*	*Percent*
Age	Less than 25 yrs	24	20
	26 – 35 yrs	12	10
	36 – 45 yrs	24	20
	45 – 55 yrs	29	24.2
	>55 yrs	31	25.8
	Total	120	100
Gender	Male	64	53.3
	Female	56	46.7
	Total	120	100
Educational Qualification	Up to School level	54	45
	Undergraduate	4	3.3
	Post graduate	6	5
	Professional	7	5.8
	Others	49	40.8
	Total	120	100
Occupational Status	Student	39	32.5
	Business	13	10.8
	Private employee	10	8.3
	Govt employee	15	12.5
	Professional	40	33.3
	Others	3	2.5
	Total	120	100
Area of Residence	Urban	42	35
	Rural	28	23.3
	Semi-urban	50	41.7
	Total	120	100

The above table shows about the demographic variables were out of 120 respondents 20.0% are from the age group less than 25 years and 36-45 years, 10.0% are between the age group between 26-35 years, 24.2% are ranging from the age group between 45-55 years, and 25.8% are above 55 years of age. 53.3 % are male and 46.7% are female. 45.0% have completed their Up to School level, 3.3% have completed their UG, 5.0% have PG level, and 5.8% have completed their professional degree, 40.8% have completed other qualification. 32.5% are students, 10.8% are doing business, 8.3% are private employees, 12.5% are professionals and 2.5% are doing other occupations. 35.0% are from urban, 23.3% are from rural area, 41.7% are from semi-urban area. 32.5% are having less than 3 members, 50.0% are having between 4-6 members, and 17.5% are having more than 6 members. 55.0 % are from nuclear family, and 45.0% are from joint family.

Awareness Towards Electronic Food Ordering Channels

	Frequency	*Percent*
Yes	54	45.0
No	66	55.0
Total	120	100.0

The above table depicts about the awareness towards electronic food ordering channels were out of 120 respondent 45.0% are having awareness towards electronic food ordering channels, and 55.0% are not having awareness towards electronic food ordering channels. It shows that shows most of the respondents are not having awareness towards electronic food ordering channels.

Type of Gadgets or Technology Preferred to Use While Ordering Food

	Frequency	*Percent*
Simple cell phone	20	16.7
Smart phone	25	20.8
Laptop	29	24.2
Other sources	46	38.3
Total	120	100.0

The table above illustrates type of gadgets or technology preferred to use while ordering food were out of 120 respondents 16.7% are preferring simple cell phone, 20.8% are preferring smart phone, 24.2% are preferring laptop, 38.3% are preferring other source. It shows that most of the respondents are preferring other source while ordering food.

Level of Satisfaction Towards Using Online Food App

	N	*Mean*	*Std. Deviation*
Flavor	120	3.45	1.549
Taste	120	3.68	1.354
Vegetables	120	3.74	1.300
Dessert	120	3.50	1.100
Meat/fish	120	3.16	1.539
Temperature	120	3.15	1.453
Variety meals	120	3.42	1.493
Drink	120	3.81	1.404
Portion Size	120	2.68	1.512

The respondents are satisfied towards flavor (3.45), taste (3.68), vegetables (3.74), desert (3.50), Meat/fish (3.16), temperature of the product delivered through (3.15), Variety meals (3.15), variety meals (3.42) and drink (3.81). The respondents are dissatisfied towards portion size delivered through online app (2.68).

Comparison between Demographic Factors (Gender and Type of Family) of the Respondents and Information Quality of Apps and Websites of Electronic Food Ordering Companies

Ho1: There is no relationship between demographic factors of the respondents and information quality of apps and websites of electronic food ordering companies.

		N	*Mean Rank*	*Chi-Square*	*Asymp. Sig.*
Gender	Male	64	55.18	3.295	0.069
	Female	56	66.58		
	Total	120			
Type of family	Joint family	66	57.42	4.178	0.008
	Nuclear family	54	64.26		
	Total	120			

There is no relationship between gender (0.069) and information quality of apps and websites of electronic food ordering companies. There is a relationship between type of family (0.008) and information quality of apps and websites of electronic food ordering companies. The respondents who are from nuclear family 64.26 have higher level of awareness information quality of apps and websites of electronic food ordering companies.

VIII. ONEWAY ANOVA

Comparison between Demographic Factors (Age, Educational Qualification) of the Respondents and Information Quality

Ho2: There is a significant difference between demo graphic variables and information quality of apps and websites of electronic food ordering companies.

Demographic variables	*Particulars*	*N*	*Mean*	*SD*	*F*	*Sig*
Age	Less than 25 yrs	24	3.92	0.772	0.275	0.894
	26 – 35 yrs	12	4.02	0.711		
	36 – 45 yrs	24	4.04	0.545		
	45 – 55 yrs	29	4.11	0.537		
	>55 yrs	31	4.04	0.801		
	Total	120	4.03	0.673		
Educational qualification	Up to School level	54	3.99	0.619	4.198	0.007
	Undergraduate	4	3.38	0.479		
	Post graduate	6	3.63	1.137		
	Professional	7	4.14	0.864		
	Others	49	4.17	0.615		
	Total	120	4.03	0.673		

There is a significant difference between age (0.894) and information quality of apps and websites of electronic food ordering companies. There is no significant difference between educational qualification (0.007) and information quality of apps and websites of electronic food ordering companies.

Educational Qualification

The respondents who have completed up to school level (3.99), undergraduates (3.38), and postgraduates (3.63) agree and the respondents who have completed their professional degree (4.14) and other educational qualification (4.17) strongly agree towards information quality of apps and websites of electronic food ordering companies.

IX. FINDINGS

- Maximum of the respondents are between 45-55 years of age.
- Most of the respondents are male.
- Maximum of the respondents have finished up to school level.
- Most of the respondents from other occupational background.
- Maximum of the respondents are from semi-urban area.
- Majority of the respondents are having between 4-6 members in their family.
- Most of the respondents are from joint family.

- Maximum of the respondents are not having awareness towards electronic food ordering channels.
- Most of the respondents disagree towards easy and convenience with electronic food ordering.
- Maximum of the respondents are preferring other source while ordering food.
- Most of the respondents are ordering food socially.
- Maximum of the respondents are never ordering food through online.
- Most of the respondents are gathering knowledge about electronic food ordering process through family.
- Maximum of the respondents are spending more than Rs.3001 every month to order food electronically.
- Maximum of the respondents disagree towards accurate information provided by food delivery apps.

X. SUGGESTIONS

Customers' issues may be addressed and the greatest online service can be provided through the applications, which can help them deliver good service.

Phone order acceptance may be a time-consuming and aggravating endeavor. However, with a food ordering app, mistakes are less likely to occur because every detail is clearly shown on the system.

Because of the app, businesses may accept orders at all hours of the day and process them, resulting in increased profit and volume for the company.

When a consumer signs up for a service, the firms can obtain their contact information. Companies have the ability to send emails to their consumers informing them of new deals, special discounts, and new menu items. As a result, the firms will be able to expand their online brand visibility.

Companies may put up a decent fight against their competition if they plan ahead of time and have a smart app.

XI. CONCLUSION

The online meal ordering system enables the service provider to manage a database and improve the consumer experience while ordering food online. According to the results of the poll, the vast majority of users believe that people prefer online food delivery services because they require less human interaction and that online meal purchasing had an influence on the normal manner of dining together.

REFERENCES

[1] Anita Goyal and N.P. Singh (2007), "Consumer perception about fast food in India: an exploratory study." *British food Journal* Vol. 109, No. 2.

[2] Anita Vinaik, Richa Goel, Seema Sahai, Vikas Garg (2019), "The Study of Interest of Consumers in Mobile Food Ordering Apps", *International Journal of Recent Technology and Engineering*, Volume-8, Issue-1, Pp 3424- 3429.

[3] Dr. Ramesh Kumar Miryala, John Paul Mennakanti (2016), "Responsible marketing for sustainable development" Zenon Academic Publishing.

[4] Dr. Mitali Gupta (2019), "A Study on Impact of Online Food delivery app on Restaurant Business special reference to zomato and swiggy", *International Journal of Research and Analytical Reviews*, Volume 6, Issue 1, Pp. 889-893.

[5] Farah Ayuni Shafie and Denise Rennie (2009) "Consumer perception towards organic food" science direct Proceedings of the 1st National Conference on Environment-Behaviour Studies, 1nCEBS, FAPS, UiTM, Shah Alam, Malaysia, 14–15.

[6] Hannu, Lassi and Mika (2014) "From selling to supporting – Leveraging mobile services in the context of food retailing", *Journal of Retailing and Consumer Services*, Volume 21, Issue 1, January 2014, Pages 26-36.

[7] Michael K. Brady, J. Joseph Cronin Jr. (2001) Some New Thoughts on Conceptualizing Perceived Service Quality: A Hierarchical Approach Journal of Marketing: July 2001, Vol. 65, No. 3, pp. 34-49.

[8] Shilpa Goyal, "Comparative study on (2018) "consumer behavior of working women and homemakers for the ready to eat food products in Salem city", *Asian Journal of Multidimensional Research* Vol 7, Issue 2, spl 2.

[9] Suryadev Singh Rathore (2018) "Consumer's Perception on Online Food Ordering", *International Journal of Management & Business Studies,* Vol. 8, Issue 4, Pp 12-17.