



A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY APP IN MADURAI DISTRICT

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ABSTRACT:

Marketing has always been about connecting with your audience in the right place and at the right time, especially in this era of mobile applications. Mobile application development is driven by advancements in technology which has drastically increased the usage of mobile phones and applications. The online food ordering market creates convenience and saves times by delivering food at customer’s door step. The online food portal gives choice, attractive offers which attracts customers and also increase their profit by providing services. This research paper aims at discussing the consumer satisfaction towards the online food ordering and services among in madurai. The survey was conducted for a purposeful analysis with 50 respondents. The paper embarks on the satisfaction level and the influencing factors towards the food ordering portals with reference to food delivery app. The food delivery landscape has been undergoing significant change in the last few years. As the world becomes more and more interconnected, technology has begun to be considered as a convenient and useful tool for communication. In fact, technology has, among other things, provided the type of social interaction that has, indeed, bridged the gap between customers and sellers. Food delivery technology allows consumers to plan ahead or order on the go, adapting to the changing habits. Convenience is the prime factor to the consumers, as to place order is as simple as few clicks on any mobile devices. The online portals now act as the key source for any kind of restaurant business. The popularity of online food ordering and delivery services is steadily growing; expectations of the users are also increasing.

KEYWORDS:

CUSTOMER SATISFACTION, FOOD DELIVERY, ZOMATO, SWIGGY, UBER EATS.

1.1 INTRODUCTION:

In today’s modern world industry of service sector engaged with 70% in Gross Domestic Product. Many online food servicing applications provides the better usage of facilities provided by the restaurants. The number of customers is accustomed to ordering the food for breakfast, lunch and dinner are rapidly increasing in the metropolitan cities in the country for their maximum convenience and transparency. To constrain up with the customer’s need, the persons involved in online food servicing business providing increased facilities and services to the customers. Being with the updated knowledge of customer’s expectations which helps the firm to retain the to the greater extent. Consumer perception implies one’s behavior towards any product or service marketed, it is that marketing concept which encompasses a consumer’s acquaintance about offerings of any product or service of a particular company. In E-market more and more food delivery applications are entering and it gives chances to more restaurants and

dishes too. It helps in creating an opportunity to earn income and also helps in socio economic development of a society. The most popular food delivery applications are Food panda, Zomato, Swiggy & Uber Eats.

1.2 STATEMENT OF THE PROBLEM

The customer satisfaction plays a vital role in the success of any marketed product or service and it helps in the retainment of those products or services in the market. The satisfaction of customers may vary according to their attitudes. It must need to analyze the views, needs, and satisfaction of consumers. The pandemic period has adversely affected by all types of businesses. It will also reform the food delivery applications. So, the study helps to know about the factors influencing the customer satisfaction toward food delivery app.

1.3 OBJECTIVES OF THE STUDY

- To identify the factors affecting the behavior of

customers towards on-line food service.

- To analyze on-line food servicing and the facilities provided.
- To identify customer’s choice of food delivery applications.

1.4 METHODOLOGY

1.4.1 PRIMARY DATA

The Primary data has been collected directly from the customer of Madurai city through a well-designed questionnaire.

1.4.2 SECONDARY DATA

The secondary data were collected from records of journals, periodical, research articles, magazines, reports, newspaper, encyclopedia and website.

1.5 RESEARCH DESIGN

The research work was conducted in Madurai City through structured questionnaire and collected from 50 respondents. The research had been covered by using convenient sampling method.

1.6 DATA ANALYSIS AND INTERPRETATION

TABLE 1

AWARENESS OF CUSTOMER ABOUT FOOD DELIVERY APP

Sl.No	Variable	No. of Respondents	Percentage
1.	Social media	43	84.3
2.	Visual advertisement	3	5.9
3.	Newspaper	2	4.9
4.	Friends & Family	3	3.2
	Total	50	100

Source: Primary Data

The above table shows that 84.3 percentage of respondents known about food delivery apps through social media and 9.8% knows through friends and family, 5.9% through visual advertisements and 4.9% for newspaper. It is concluded that majority (84.3%) of the respondents knows about the app through Social media.

TABLE 2

PREFERENCE OF ORDERING FOOD USING FOOD DELIVERY APP

Sl.No	Variable	No. of respondents	Percentage
1.	Variety of food	29	56.9
2.	Price & Quality	2	3.9
3.	Delivery speed	6	11.8
4.	Special offer	14	27.5

	Total	50	100
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SOURCE: PRIMARY DATA

The above table shows that 56.9% of respondents were choosing food delivery app for variety of foods, 3.9% are choosing for price & quality and 27.5% are for special offer. It is concluded that majority (56.9%) of the respondents choose Variety of food.

1.7 FINDINGS& SUGGESTIONS

1.7.1 FINDINGS

- The study reveals that 84.3% of respondents know about food delivery apps through social media.9.8% knows through friends and family.5.9% through visual advertisements and 0% for newspaper.
- 54.9% are using online payment as a mode of payment. 25.5% are using COD, 15.7% are using debit card and 3.9% are using credit card for payment.

1.7.2 SUGGESTIONS

- The service quality of food delivery apps needs to improve much more.
- They must want take a look on hygiene factor of food delivery apps.
- Quantity of food-on-food delivery apps has to be increased.
- Food delivery apps must want to make easier to use.
- The online payments make more safe and secure.
- Need an improvement in delivery time.

1.8 CONCLUSION

Growing online sale influencing the behavior of the customers in all aspects of their life. Especially with continuous arrival of professionals in cities and rapid urbanization of Indian prospect, the food on-line deliver service segment is now thriving at a sizzling pace, among them Swiggy, Uber eats, Zomato etc. Pulling the customer towards their commercial offers. May these sellers can focus on high lighting the benefits through the attractive offers. Adding to this scenario smart phones are smartly playing the pivotal role in getting the orders quickly and making the mere delivery as early as. There are several food delivery applications in India where one can adopt with the help of smart phones and act as comfort as homes. The present study found a significant relationship between important factors in selecting an on-line food delivery service. Social media helps the on-line service provider of food, by advertising in their media and websites. Currently cash on delivery is the most convenient option of payment for the people, as well as other digital techniques are also in the growth stage. Moreover, instead of attracting the customer, provide a comfort zone for the customer to satisfy the amenities facilitated by your company or

service provider.

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