



Study on Consumer Satisfaction towards Online Food Delivery Apps in Punalur

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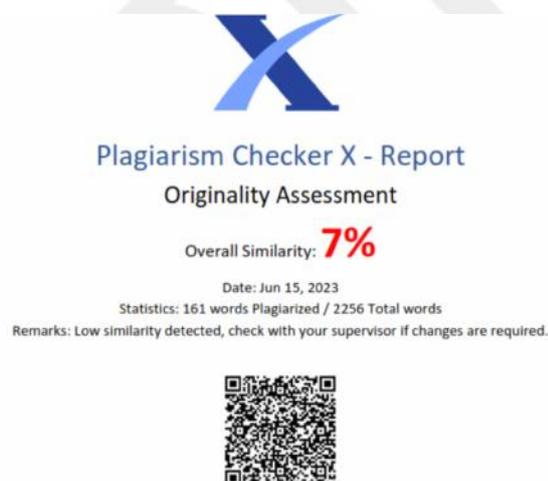
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ABSTRACT

The recent development of the internet has augmented the extension of service through the network systems. Consumers have specific food delivery system is one such electronic platform that brought a shift in the conventional food habits of people. With these changes the demand for online food ordering has been growing great guns. The main objective of this research is to study the preference level, the factors that influence consumers to order food online and the satisfaction level in the usage of the food apps among the consumers in Punalur municipality of Kollam District.

KEY WORDS

Consumer, Satisfaction, Online Food Delivery.

INTRODUCTION

Food ordering on the internet is conceptually different from other sources of ordering food, as the internet promotes a one-to-one communication between the seller and the end user with round the clock customer service. Technology has played a vital role in revolutionizing the food delivery services from phone based to online ordering to satiate consumer ever changing demands, making its way to the top today, the business of food delivery services is one of the fastest growing segments of e-commerce. The major difference between traditional and online food ordering is the extend of interaction between the consumers and the seller an enormous amount of people is gravitating towards the more intensive use of the internet as the accessibility of technology. The availability of information, and the ability of interact

through internet increase and evolve. The internet has contributed to the changes in consumer preferences as their dependence on technology has moved them to do everything on the internet including getting cooked meals delivered on their doorstep. Convenience is the biggest determinant to the consumers as the steps required to make an order is as simple as few clicks on mobile devices like smartphones, tablets or laptops. Online food order system is a website designed primarily for use in the food delivery industry. Adding to this scenario, restaurants and hotels are being a part of e-generation. Food delivery app have now become a trend among the individuals. Online food delivery is a service in which a store or restaurants are witnessing an increase in business as ordering food online become more and more popular across the country.

An online food menu is created in each mobile application that provides the customers countless varieties of dishes from different nearby restaurants. There are several food delivery apps in India which can be downloaded to order food on the go and from the comfort of homes.

Various apps in the Punalur are Takeaways, Chopze, Edans, Flyete, Mozumbi; Down town shopee.

Significance of the Study

The recent development of the internet has augmented the extension of service through the network systems. Consumers have specific food delivery system is one such electronic platform that brought a shift in the conventional food habits of people. With these changes the demand for online food ordering has been growing great guns. The main objective of this research is to study the preference level, the factors that influence consumers to order food online and the satisfaction level in the usage of the food App. Therefore, these findings may help the service providers to work up on these to fill up the gaps in the mind set of consumers and also can set strategies & plans for coping up the competitions in the market

Statement of the Problem

On this growing world of technology, online food delivery has become an important element of people's life. The concept of done out system has changed and people do order food at any time conveniently just by few clicks. This system is revolutionizing the present restaurant industry. Consumer satisfaction is the main stimulating factor for business owners to indulge in online delivery services. With intensive urbanization large volumes of food move through the systems. With the change in India's population, more industry in different cities for the purpose of studies and employment, The busy schedules of both husband and wife in the family eats the demand for online food ordering developing and growing up steadily. The purpose of the study is to measure the consumer satisfaction on online food delivery Apps in Punalur. This study analyses the factors that attract consumers towards online food delivery apps.

Objectives of the Study

- To analyse the factors that influences the consumers to use online food delivery apps.
- To understand the satisfaction level of the consumers in using online food delivery apps.

Research Methodolgy

The study was descriptive and analytical in nature. The study is purely based on primary and secondary data. Secondary data were collected from books, journals, magazines, websites etc. Primary data were collected from the sample respondents through a structured questionnaire. The consumers belong to the Punalur municipality were taken for the study. Out of the population 70 customers were taken as sample by adopting purposive sampling method for the study. Tables are used for the presentation of data. The collected data were analyzed by using various statistical tools like percentages, descriptive statistics

Analysis & Interpretation

Table No.1: Socio Demographic Profile

Gender	Frequency	Percent
Male	45	65
Female	25	35
Total	70	100.0
Age Group	Frequency	Percent
Below 20	8	11.4
20-30	36	51.4
31-40	26	37.1
Total	70	100.0
Marital Status	Frequency	Percent
Married	6	8.6
Unmarried	64	91.4
Total	70	100.0
Education	Frequency	Percent
Plus Two	1	1.4
Graduate	69	98.6
Total	70	100.0
Occupation	Frequency	Percent
Private	12	17.1
Government	4	5.7
Business	3	4.3
Others (Self Employed)	51	72.9
Total	70	100.0

(Source: Primary Data)

The table No 1 depicts the socio demographics profile of the sample respondents. It includes the gender, age group, marital status, education and occupation of the sample respondents. It is clear from the table that majority of the sample respondents are male and they come under the age group of 20-30. The majority of the sample respondents are unmarried & a lion share of the respondents were graduate. It is also clear from the table that lion shares of the respondents were self-employed.

Table No.2: Economics Profile

Income Level	Frequency	Percent
Below 10000	42	60.0
10001- 20000	18	25.7
20001-30000	8	11.4
30001-40000	1	1.4
40001-50000	1	1.4
Total	70	100.0
Savings	Frequency	Percent
Below 5000	47	67.1
5001-10000	18	25.7
10001-15000	4	5.7
20001-25000	1	1.4
Total	70	100.0

(Source: Primary Data)

The Table No.2 shows the economic profile of the sample respondents. It is observed from the table that a greater part of the respondents belongs to the income level of below 10000 rupees & also their present level of savings is less than rupees 5000.

Table No.3: Usage of electronic channels

Electronic Channels	Frequency	Percent
Mobile phones	45	64.3
Restaurant Site	5	7.1
Restaurant App	11	15.7
Other Apps	9	12.9

(Source: Primary Data)

Table No 3 analyses the electronic channels used by the respondents. From the table it is observed that 64.3% of the respondents were used mobile phones & 7.1% of the respondents used restaurant site. It is also observed that 15.7% used restaurant app and 12.9% used other apps.

Table No.4: On what occasions have you ordered food electronically

Occasions	Frequency	Percent
Special Events	19	27.1
Social Function	51	72.9
Total	70	100.0

(Source: Primary Data)

Table No 4 enquires on the type of occasions the respondents ordered food electronically. 27.1% of samples were using this apps on special events and 72.9 on social function. This is one of the important factors which influences the consumers to use online food delivery apps.

Table No.5: Most preferred online food delivery app

Apps	Frequency	Percent
Msoumbi	34	48.6
Chopze	22	31.4
Takeaways	7	10.0
Downtown Shoppe	7	10.0
Total	70	100.0

(Source: Primary Data)

Table No 5 shows the most preferred online food delivery app. it was realized that 48.6% preferred Msoumbi, 31.4% Chopze, 10% preferred takeaway and 10% preferred downtown shoppe.

Table No.6: Have you influenced by the offers and discounts?

Influenced by	Frequency	Percent
Most Influenced	11	15.7
More Influenced	21	30.0
Neutral	31	44.3
Not influenced	5	7.1
Not at all influenced	2	2.9
Total	70	100.0

(Source: Primary Data)

Table No 6 examine the effect of offers & discounts which influence the respondents use of online food delivery apps. it is identified that 30% of the respondents are more influenced, 7.1% are not influenced, 15.7% are most influenced, 2.9% are not all influenced and 44.3% respondents were neutral.

Table No.7: Service Quality

Level of satisfaction	Frequency	Percent
Highly Satisfied	7	10.0
Satisfied	53	75.7
Neutral	10	14.3
Total	70	100.0

(Source: Primary Data)

Table No.7 evaluates the satisfaction level of service quality. It I observed that 75.7% of the respondents were satisfied with the service quality, 14.3% of the sample respondents have only neutral satisfaction and 10% of the respondents were highly satisfied with the service quality.

Table No.8: Level of satisfaction on the performance of food delivery app

Level of satisfaction	Frequency	Percent
Highly Satisfied	8	11.4
Satisfied	48	68.6
Neutral	14	20.0
Total	70	100.0

(Source: Primary Data)

Table No 8 observed the level of satisfaction on the performance of the food delivery apps. It is found that 68.7% of the respondents were satisfied & 30% of the respondents opined that they have neutral satisfaction and 11.4% of the respondents were highly satisfied.

Table No.9: Price of the product

Level of satisfaction	Frequency	Percent
Highly Satisfied	3	4.3
Satisfied	46	65.7
Neutral	21	30.0
Total	70	100.0

(Source: Primary Data)

Table No.9 evaluates the satisfaction level towards the price of the product. It shows that 65.7% of the respondents were satisfied & 30% of the respondents opined that they have neutral satisfaction and 4.3% of the respondents were highly satisfied.

Table No.10: Satisfaction towards the availability of variety of products

Level of satisfaction	Frequency	Percent
Highly Satisfied	14	20.0
Satisfied	41	58.6
Neutral	15	21.4
Total	70	100.0

(Source: Primary Data)

Table 10 observed the level of satisfaction towards the availability of variety of products. It is found that 58.6% of the respondents were satisfied & 21.4% of the respondents expressed that they have neutral satisfaction and 20% are highly satisfied.

Table No.11: Satisfaction about offers and discounts

Level of satisfaction	Frequency	Percent
Highly Satisfied	3	4.28
Satisfied	36	51.42
Neutral	19	27.14
Dissatisfied	2	2.8
No opinion	10	14.2

(Source: Primary Data)

Table No 11 evaluate the respondent's satisfaction about offers & discounts. 51.42% of the sample respondents were satisfied, 2.8% of the respondents were dissatisfied, 27.14% of the sample stand on neutral, 14.2% of the respondent have no opinion, and only 4.28% is highly satisfied.

Table No.12: Satisfaction about timely delivery

Level of satisfaction	Frequency	Percent
Highly Satisfied	10	14.3
Satisfied	49	70.0
Neutral	11	15.7
Total	70	100.0

(Source: Primary Data)

Table No. 12 observed the satisfaction of the respondents about timely delivery. It is found that 70% of the sample respondents expressed are satisfied, 15.7% of the respondents expressed that they have neutral level satisfaction, and 14.3% were highly satisfied.

Table No.13: Overall satisfaction towards online food delivery

Level of satisfaction	Frequency	Percent
Highly Satisfied	9	12.9
Satisfied	54	77.1
Neutral	7	10.0
Total	70	100.0

(Source: Primary Data)

Table No 13 measured the overall satisfaction of the respondents towards online food delivery. It is found that 77.1% of the respondents were satisfied with online food delivery and 12.9% were highly satisfied, however 10% respondents were on neutral side.

Findings

1. It was identified that majority of the respondents were female.
2. The majority of the respondents age group were in between 20 to 30.
3. The majority of the respondents were unmarried.
4. It was identified that majority of the respondents were graduate.
5. The majority of the respondents were used mobile as an electronic channel.
6. Most of the respondent's order foods through online during social function.
7. The most preferred online food delivery app is Msoumbi.
8. Greater number of respondents are neutrally influenced by the offers and discounts.
9. It was identified that the respondents were satisfied with the service quality.
10. The majority of the respondents were satisfied with the performance of apps.
11. Majority of the respondents were satisfied with the price of the product
12. Majority of the respondents were satisfied in the availability of variety of products.
13. Most of the respondents were satisfied with offers and discounts.
14. Lion share of the respondents were satisfied about timely delivery.
15. Majority of the respondents are satisfied with online food delivery apps in Punalur Municipality.

Suggestions

1. Provide correct picture representation and details about the product through online site etc.

2. The reliability and responsiveness of the delivery system is the key success factor for any online business and this will attract the consumers repurchase intention.
3. Necessary arrangements should be taken to provide fast and speedy delivery of products to the customers.

CONCLUSION

The online food ordering apps will be helpful for the hotels and restaurants to increase the scope of the business by helping users to give order through online. This study has been conducted to identify the factors that influence the consumers to order food online & also the level of satisfaction among the users. It is found that offers & discount, service quality, low price, variety of products & timely delivery are the factors that influence the respondents to order food online. It is also found that majority of the respondents are satisfied with the food delivery apps in Punalur municipality.

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