

# A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD ORDERING SYSTEM WITH SPECIAL REFERENCE TO 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.*

**Keywords:** Customer satisfaction, Online food ordering system, Convenience, Technology adoption.

## INTRODUCTION :

The advent of technology and the Internet has changed the way businesses operate, and the food industry is no exception. Ordering food online has become increasingly popular due to its convenience, ease of use and time saving benefits. This trend has led to the emergence of several online food ordering systems that allow customers to order food from multiple restaurants and kitchens at the click of a button. Although online food ordering systems have revolutionized the food industry, their success largely depends on customer satisfaction. Therefore, understanding customer satisfaction with these systems is critical to the success of online food ordering platforms and restaurants. Customer satisfaction is a critical factor in any business, and online grocery ordering is no different. Customer satisfaction can be defined as the extent to which the customer feels that the product or service has met or exceeded their needs and expectations. Customer satisfaction is a key driver of customer loyalty and loyalty, as satisfied customers are more likely to become repeat customers and recommend the service to others. The purpose of this study is to find out customer satisfaction with online food ordering systems. The purpose of the study is to find out the main factors influencing customer satisfaction, such as ease of use of the platform, speed of delivery, quality of food and

level of customer service. Understanding these factors, ordering food online platforms and restaurants can improve their services and increase customer satisfaction, ultimately leading to increased customer loyalty and business success.

### **OBJECTIVES OF THE STUDY :**

- To analyze the level of customer awareness of online food ordering applications.
- Knows customer preferences for an online food delivery system.
- To study customer satisfaction with online food ordering applications.

### **RESEARCH METHODOLOGY:**

#### **AREA OF THE STUDY:**

The purpose of this study is to analyze users' use of online food ordering applications. To achieve the goal, a questionnaire was sent to those who use food ordering applications to order online. Respondents were classified based on criteria, age, frequency of use, purpose of use, and average monthly food consumption via the Internet, etc. In this study, descriptive method was used to obtain statistical result from the respondents.

**Study design:**The study is descriptive in nature. Descriptive studies are those concerned with describing the nature of a particular individual or group.

**Primary data:**The researcher collected the primary data after completing the research area. Primary data was collected through a questionnaire. It was collected from 50 respondents.

**Secondary data:**Secondary data was collected from research-related websites, journals and magazines. It was collected through a library to facilitate a proper understanding of the conceptual framework of the study.

**Sample:** 50 questionnaires were collected for the survey. Convenience sampling method is used.

**Data analysis:** Collected data is edited, combined and subjected to appropriate statistical test and data is presented in percentages and brochures.

#### **Tools used in the analysis:**

- Percentage analysis
- Chi-square analysis

#### **Limitation of the study:**

- The maximum number of samples selected is 50. Therefore, the results cannot be generalized.
- Respondents may be biased. The data collected may not be predictable.
- Customer preferences and opinions are expected to change from time to time.

## LITERATURE REVIEW :

**Anh Kim Dang (2018)**<sup>1</sup> In its article, the study suggested that when a customer buys Desire grocery online from an online grocer, they should apply relevant legal business legislation.

**Baguette (2018)**<sup>2</sup> His article argued that online food ordering has had a major impact from the lives of people around the world. Many restaurants sell food mainly Focus on online food delivery business. It is also said that the internet plays an important role in marketing. In the current scenario, many companies are using the internet to reach their customers.

**Rathore et al (2018)**<sup>3</sup> According to Rathore his article, 50.8% of people use a food delivery service because they don't like cooking and want to have food delivered.

## OVERVIEW OF THE APPLICATION FOR ORDERING FOOD ONLINE :

Online food ordering is when customers order food to be delivered or picked up from a local restaurant or food co-op via a website or app. Just like ordering consumer goods online, many of these services allow customers to maintain an account with them to facilitate regular ordering. The customer searches for their favorite restaurant, usually filtered by type of cuisine, selects from available products and chooses delivery or pickup. For example, you can pay by credit card, Pay Pal or cash, in which case the restaurant will return a Percentage to the online catering company. The first online food order was a Pizza Hut pizza in 1994. This photo of a Pizza Hut pizza box from 2018 showing the sale. The site initially served only Northern California and later expanded to several other US cities.

Grub Hub was founded in 2004. By the late 2000s, the big pizza chains created their own mobile apps and did 20-30% of their business online. With the increased use of smartphones and the growth of both Uber and the sharing economy, food delivery businesses have begun to gain more attention. Instacart was founded in 2012. In 2013, Seamless and Grub-hub merged. Gloria Food is the first free online restaurant ordering system founded in 2013.

By 2015, online ordering had overtaken phone ordering. In September 2016, accounted for about 3 percent of the 61 billion U.S. restaurant transactions on online.

## DATA ANALYSIS AND INTERPRETATION :

This chapter presents the analysis and interpretations of 50 selected respondents from the city of Coimbatore on the topic “**A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD ORDERING SYSTEM WITH SPECIAL REFERENCE TO COIMBATORE CITY**”. The opinion and relevant information of respondents were collected through a questionnaire consisting of personal and learning factors.

## PERCENTAGE ANALYSIS:

The percentage analysis is mainly carried out to determine the percentage of the respondents fall under each category. This analysis also helps to standardize the respondent's opinion on various aspects. This analysis carried out all questions given in the questionnaire.

**CHI SQUARE ANALYSIS:**

The chi-square analysis is one of the simplest and most widely used non-parametric tests in statistical work. It is used to the independence of attributes or factors. In this study the factors are classified under two categories, namely, personal factor and study factors. Each of the personal factors is composed with the study factor and the chi- square test is applied at 5% level of significance.

**Percentage analysis:****Table 01: Describes the descriptive demographic variable:**

<b>Demographic Variables</b>	<b>Particulars</b>	<b>No.of. Respondents</b>	<b>Percentage</b>
<b>Gender</b>	Male	29	58
	Female	21	42
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Age</b>	Below 20years	13	26
	21-40years	26	52
	41-60years	11	22
	Above 60years	0	0
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Educational Qualification</b>	School Level	6	12
	Under Graduate	12	24
	Post Graduate	18	36
	Others	14	28
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Occupation</b>	Business	12	24
	Professional	19	38
	Employee	11	22
	Student	8	16
	Others	2	4
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Marital Status</b>	Married	22	44
	Unmarried	28	56
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Size of the family</b>	Nuclear Family	20	40
	Joint family	30	60
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Monthly Income</b>	Below Rs.20000	3	6
	Rs.20,001-Rs.40,000	10	20

	Rs.40,001-Rs.50,000	28	56
	Above 50,000	9	18
	<b>Total</b>	<b>50</b>	<b>100</b>

**Interpretation:**

**From the above table 1, it is clear that the general profile of the respondents shows that :**

- The table clearly shows that 58% of the respondents are male, 42% of the respondents are female
- The table above shows that 26% of the respondents are under 20 years old, 52% are 21-40 years old, 22% are 41-60- yearly - a year old of the respondents are over 60 years old.
- The above table clearly shows that 12% of the respondents are from school, 24% of the respondents are high school students, 36 %of the respondents are graduate students 28% there are others among the respondents
- It is clearly seen from the table above that 24% of the respondents are businessmen, 38% of the respondents are professionals, 22% of the respondents are employees, 16% of the respondents are workers. 4% of the respondents are student.
- The table above shows that 44% of the respondents are married, 56%of the respondents are single.
- It is clear from the above table that 40% of respondents are from nuclear family and 60% of respondents are from joint family.
- It is clear from the table that 6% of respondent’s monthly income is below 20000, 20% of respondent’s monthly income is20001-40000, 56% of respondent’s monthly income is40001-60000, 18% of respondent’s monthly income is above 50000.

**Table No.2 Describes the Rank the Online food Ordering application you prefer the most.**

Applications	Rank	1	2	3	4	Total	Mean	Rank
		X	4	3	2			
<b>Food Panda</b>	F	12	15	13	10	50	0.26	<b>II</b>
	FX	48	45	36	10	139		
<b>Domino’s Pizza</b>	F	6	19	20	5	50	0.24	<b>IV</b>
	FX	24	57	40	5	126		
<b>Swiggy</b>	F	22	11	9	8	50	0.28	<b>I</b>
	FX	88	33	18	8	147		
<b>Zomato</b>	F	10	8	15	17	50	0.21	<b>III</b>
	FX	40	24	30	17	111		

**It is clear from the above table that most of the respondents have given top Priority to Swiggy, followed by Food Panda, Zomato, Dominos Pizza.**

### **Findings of the Study:**

- Majority 58% of the respondents are male.
- Majority 52% of respondents are 21-40 years old.
- Majority 36 % of the respondents are graduate students.
- Majority 56% of the respondents are single.
- Majority 60% of respondents are from joint family.
- Majority 56% of respondent's monthly income is 40001-60000.
- It is clear from the above table that most of the respondents have given top Priority to Swiggy, followed by Food Panda, Zomato, Dominos Pizza.

### **SUGGESTION:**

- These applications can be integrated with social media like Facebook, Twitter etc for the convenience of customers.
- It is easy to use and saves time but needs development to make more orders.
- It can facilitate the payment process of customers using other payment methods like credit and debit card, Google Pay, Paytm etc.

### **JOURNALS**

- International Journal of Marketing.
- International Journal of Research.
- International Journal of Informative and Futuristic Research.
- International Journal of Multidisciplinary Research and Development.

### **BOOKS**

- Kothari. C.R (2004): „Research Methodology Methods & Techniques“, New Age International Publishers, New Delhi, 2<sup>nd</sup> Edition.
- Richard I. Levin, David S. Rubin (2004): „Statistics for Management“, Prentice Hall of India Private Limited, New Delhi, 7<sup>th</sup> Edition.

### **WEBSITES**

- [www.google.com](http://www.google.com)
- [www.wikipedia.com](http://www.wikipedia.com)