



CONSUMER EXPECTATION AND SATISFACTION TOWARDS ONLINE FOOD PORTALS

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Abstract: The mobile application era has opened a new pathway for today's marketing. The mobile application has made all traditional modes of business outdated and generated amazing opportunities for business. Mobile application is a combination of Marketing perception and technology and uses the internet as a medium for trading activities. At present, many people are getting connected to mobile services, and they are ready to utilize the technology. This may greatly impact on the operation of companies and organization. Companies have changed their traditional business strategies into online marketing to meet customer needs and taste anytime. The research paper aims to discuss the consumer's satisfaction and perception towards the online food ordering and delivery services. The survey was conducted for a purposeful analysis of the study on around 90 respondents. The research is focused on the analysis of data collected from all the users who are using online services. This research is used in convenience sampling method in terms of Sampling Methodology. The information collected comes mostly from the use of questionnaires as primary instrument. The purpose is to analyse the consumer expectation and satisfaction towards online food portals. Overall, this research aims to analyse various factors which influences the consumer in opting for online food portals.

Index Terms - Marketing perception, consumer expectation, Online food portals, Time Management, Market competition, Consumer preference.

I. INTRODUCTION

Online food ordering is the process of ordering food, for delivery or a pickup, from a website or other application. The product can be either ready-to-eat food (eg- direct from a home kitchen) or food that has not been specially prepared for direct consumption (eg- vegetable). Online food ordering through third-party companies has emerged as a global industry, leading to a "delivery revolution". From 2018 to 2021, global revenues for the online food delivery sector rose from \$90 billion to \$294 billion. Food ordering on the internet is different from the other sources of food ordering methods, as the internet promotes a one to one communication between sellers and the direct consumer within a limited time period. Technology has played an important role in revolutionizing the food delivery services from phone-based to online ordering. Today, online food applications are one of the fastest growing segments of E-commerce. The internet is involved in

changing consumer preferences and making them dependent on technology completely for everything including getting cooked meals delivered on doorstep.

Online food order system is website designed primarily for use of food industry. This system allows restaurants to increase their significance of business by reducing the labour costs. There are many advantages of ordering food online such as-

- We can order food anytime and anywhere using mobile and internet.
- It is fast and comfortable for the users.
- One to one communication between sellers and consumers, so there may be no misunderstanding between them.

Over the years, businesses have used mobile services as a key medium for interacting with their customers and programming strategies for achieving business aims using technology of mobile services. Online food ordering portal mostly satisfies the individuals living in urban areas, who are busy and need their meals within a limited time period. The consumer can conveniently search and compare food prices, ratings, check reviews and many more. In the online food ordering business, restaurant quality and service provider quality are two significant factors that influence the purchase decision of the customer. The restaurant can be defined as an entity that prepares food as per the online order, while the service provider is defined as the entity that provides a platform for placing an online order and in some cases delivers the order to the customer's location.

Through online ordering, people get to choose their food items from a wider range of options and need not have to worry about going to a restaurant or preparing the food themselves. This rapid growth has led to new changes in the market and level of competition is increasing. It is a critical task to service providers to ensure that the consumers are satisfied or else they may lose their consumers to their competitors. The research articles and reviews may influence customer's loyalty towards a particular service provider. The number of orders placed online, via mobile, or website, has seen a staggering increase in the last few years. Ordering online is one of the choicest things by the customer to order food, to be delivered or to be picked up from the restaurants. It is very convenient for customers, and also a marvellous way for restaurants to increase their sales and provide better customer support and loyalty. Various services such as providing human resource (delivery boys) and keep a check on the time frame taken to deliver (time management) the order, are provided by various food delivery platforms such as zomato, swiggy etc. By providing wider options, convenience and comforts, online food ordering portal allow customers to order from any restaurant just by a single click on their mobile phone. The business of the food restaurants is undergoing rapid changes as new online platforms and is on a race to capture markets and customers in cities. Common form of delivery by far is the traditional model, in which order is placed by the customer and waits for the restaurant to deliver the food to the door. Market share captured by traditional method is 90%, and most of those orders are placed by phone, but with the hype in digital technology, the market is re-shaped.

The consumers expect online food portals to be user-friendly and maintain transparency and which are encrypted. With technology evolving day by day online food services plays key role in the present food industry to endure market competition and to serve customers in a better way. Ordering food online is cost effective yet an efficient system to satisfy the restaurant needs.

The online food service also enables customers to order days beforehand and the system will execute the order at the specified time. These days a variety of local eateries and national restaurants participate with delivery companies such as swiggy, zomato etc. These services allow customers to pursue a larger selection of foods and restaurants and order food through a convenient web page or app.

II. REVIEW OF LITERATURE

- **(Mrs. Priyanka Pandita Koul, 2018)** Examining customer expectations and satisfaction in online food buying, understanding service attributes, and providing solutions for online sellers. Research highlights gaps in customer expectations and satisfaction in restaurant owners and food startups, affecting popular ordering portals. The study aims to prove two hypotheses: there is a significant relationship between customer expectations and satisfaction with online food ordering portals. The null hypothesis is accepted, as there is no significant relationship between expectation and satisfaction. Food providers should improve services, consider online costing and affordability, and enhance trust and confidence in online transactions. The research investigates customer expectations and satisfaction with online food ordering portals in the PCMC region of Pune. A 5-point Likert scale was used, and data was collected from a structured questionnaire with eight variables. Cluster sampling was used, and 100 samples were selected based on.
- **(P.Maheswari,2019)** The study found that most respondents are familiar with online food ordering, and most agree that it meets their expectations and satisfaction. Most respondents are satisfied with the validity and reliability of information provided. Swiggy holds the top ranking in online food order. Restaurants should promote online orders, create an easy order page, offer more food options, maintain consistent services, focus on price queries and service-related problems, and offer a wide range of products. Offers should be clearly communicated to customers and remain unchanged for at least a year. The study analyzes customer satisfaction and expectations on online food orders from a Chennai restaurant. Results show that customers are comfortable with online ordering and make purchase decisions based on the best restaurant. They often change their preferences for promotional activities and offers. Research design guides data collection and analysis for analyzing social media's role in restaurant service quality improvement.
- **(das, 2018)** Studying consumer perception of online food delivery services, analyzing factors influencing choice, analyzing preferred portals, and identifying obstacles hindering their use. Consumers are most encouraged by Doorstep Delivery and Ease & Convenience, while rewards and cashbacks are the most influential factors. Zomato and Swiggy are the preferred online food delivery service providers. Factors preventing consumers include bad past experiences, experience, and family influence. Zomato gains positive consumer opinions due to better on-time delivery and discounts, positioning it as the top online food delivery service provider. Minor improvements could sustain its advantage. The study uses a quantitative research method to collect primary data from various areas of Pune. A structured questionnaire with closed-ended and open-ended questions was used, with 153 responses collected. A non-probability sampling method was employed, with convenience sampling for all subsets. Multi-item scales (5-point, Likert-type) were used to measure variables.

- **(Suman, 2014)** This study shows the expectation and satisfaction level towards Zomato. The Zomato delivery the food more than the satisfaction is higher than the expectation by using the smart phone people order food through Zomato app the customer had a several expectation before using Zomato but now they had more satisfaction after making purchase. The study is based on primary and secondary data the data is collected from girraj government college, Nizamabad and the sample was collected from 50 people between the age group of 21-22 years. The satisfaction tool used for the analysis are mean average, percentage, table and graph.
- **(Prarthana Aithal, 2020)** The study shows the popular online food supplier and online food services provided to customer. Swiggy has more customer compare to the Zomato the research says that the online food service are successful in Indian economy as almost every person use it. The online food service satisfy the customer needs by providing quality services. The study is based on primary and secondary data, the data is collected from Udupi district and the sample was collected from 200 people between the age group of 20-30 years. The satisfaction tool used for the analysis are chi square tools and pie chart.
- **(S.Gnana, 2021)** The customer expectation and satisfaction towards online food portals objective says that customer awareness about food order apps and influence towards purchase food. The study found that age group between 30-40 order the food from app. They suggest that time delivery must be as soon as possible and app is limited in some areas only it should be extended. The conclusion says that food delivery app are playing a major role in India it has a large database about online food portals. The sample was collected from people the satisfaction tool used for the analysis is sampling technique.
- **(Jeneefa H, March,2019)** The main objective of this study is to know the level of consumers towards online food ordering applications. This study found that majority of the respondents are belonging to age group of 21-40 years and majority are spending around \$1000-\$2000. This study suggests that restaurants operators should increase online ordering simple addition of new distribution channels to attract the customers and the quality and quantity services should be maintained correctly. This study concludes that the online food ordering app system will be helpful for the hotels and restaurants to increase the scope of the business and the service rendered by the food ordering app is the major behind its success. The study has used two types of sampling method to collect the data that is Primary data and Secondary data. The sample of this study is 210 and the area covered this study is Palakkad city.
- **(Parameshwar Ganapathi, January-March 2020)** The main objective of this study is to determine the key success factor that lead to customer satisfaction and loyalty as well as customers satisfaction levels with their respective service providers. This study has used the hypotheses research methodology. The findings of this study show the two main reasons for ordering food online are the lack of time to prepare/cook food and the convenience in experiencing various cuisines without having to visit restaurants physically.

III. OBJECTIVES OF THE STUDY

- To analyse the consumer expectation and satisfaction towards online food portals.
- To study the level of awareness of consumers towards online food applications.
- To identify the problems faced by consumers while using online food delivery applications.
- To analyse the various factors which influences the consumers in opting for the online food portals

IV. NEED OF THE STUDY

The primary goal of this study is to examine consumer expectation and satisfaction towards online food portals. The overall scope of online food order is to improve service market productivity. The research was conducted to analyse the usage of online food portals by users and to study their level of satisfaction based on different parameters.

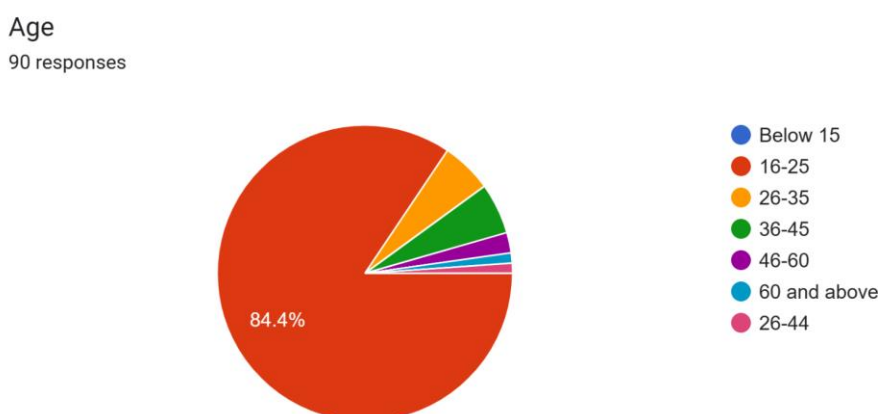
V. RESEARCH METHODOLOGY

The research design employed in this study is descriptive, aimed at gathering comprehensive information about a specific group or phenomenon to provide an accurate representation of its characteristics and behaviours. Statistical tools, such as graphs and percentages, were utilized to summarize the dataset. The research incorporated both primary and secondary data, with primary data collected through questionnaires and secondary data sourced from articles, books, magazines, websites, and journals. The sampling technique employed was random sampling, with 90 respondents selected for the study.

VI. RESEARCH METHODOLOGY

The data collected is represented in the form of table and pie chart. A brief description of analysis and interpretation is given below.

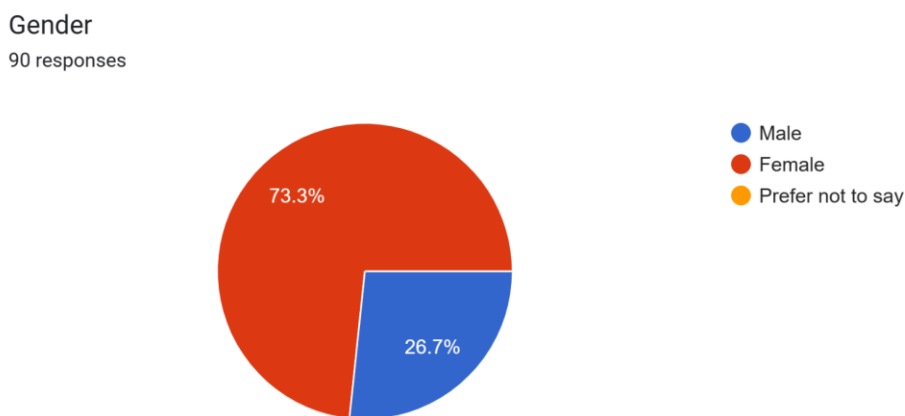
Figure 1: Awareness of online food portals on the basis of age.



Interpretation:

The data was collected from various age groups. From the above diagram it can be concluded that about 84.4% respondents are aged between 16 years to 25 years. About 5.6% respondents are aged between 26 years to 35 years. About 5.6% respondents are aged between 36 years to 45 years. About 2.2% respondents are aged between 46 years to 60 years. About 1.1% respondents are aged 60 years and above. The remaining 1.1% of respondents are aged between 26 years to 44 years.

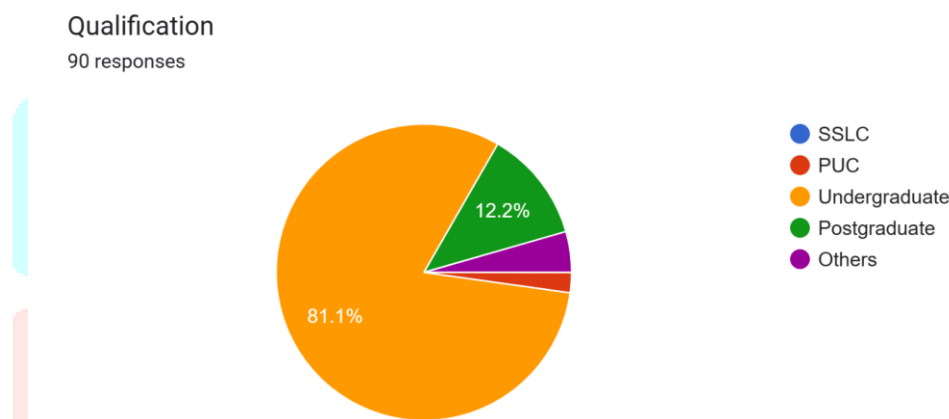
Figure 2: Awareness of online food portals on the basis of gender.



Interpretation:

As per the above diagram, it can be observed that, the maximum respondents i.e, about 73.3% of respondents are female. The remaining 26.7% of respondents are male.

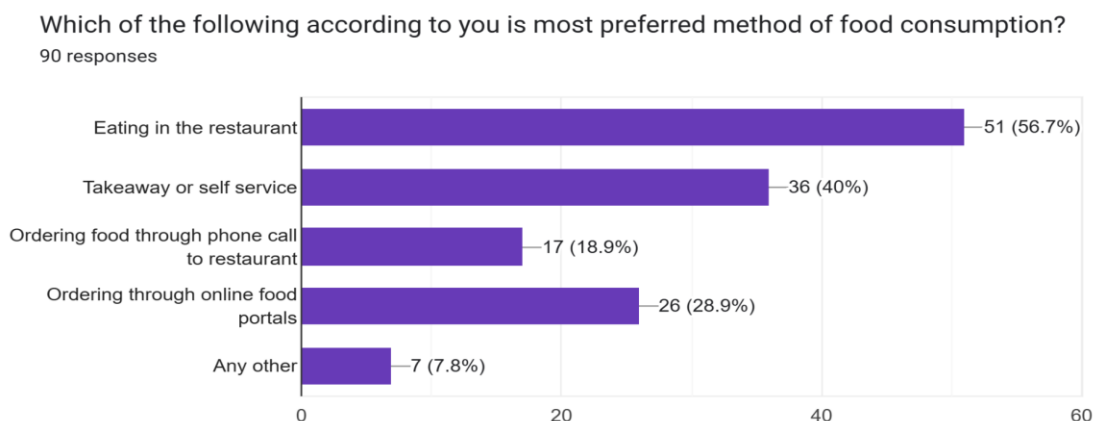
Figure 3: Awareness of online food portals on the basis of qualification.



Interpretation:

From the above figure, we can understand that only 2.2% of respondents are qualified up to Puc, and almost 81.1% of respondents have completed their Under Graduates. Above 12.2% are qualified as Post Graduates and remaining 4.4% respondents have different qualifications.

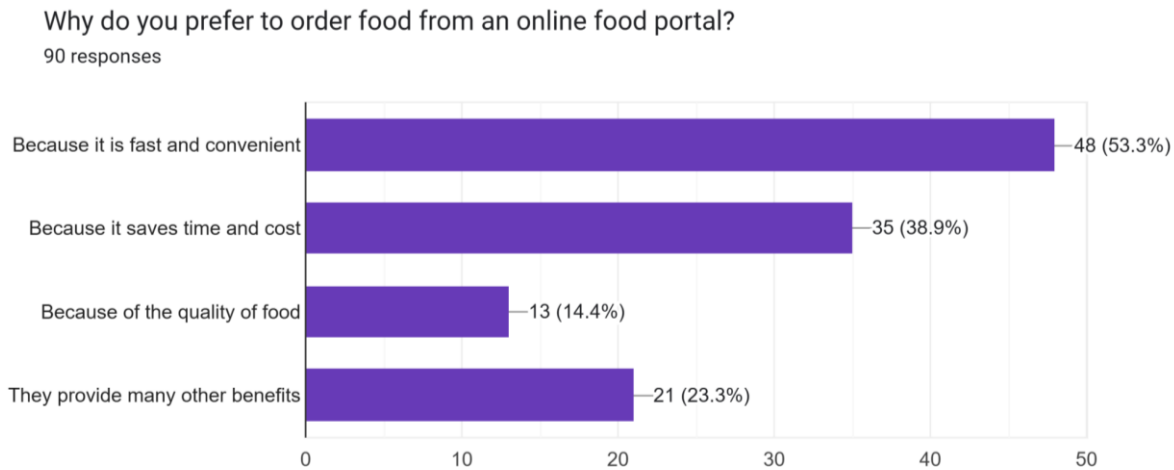
Figure 4: Respondents preference on various method of food consumption.



Interpretation:

The responses were collected from 90 members. Among them 56.7% of respondents prefer to eat in the restaurant. Above 40% respondents prefer take away service. About 28.9% respondents prefer to have their food delivered through online food portals. 18.9% respondents order food through phone call service. The remaining 7.8% of respondents have prefer other various modes.

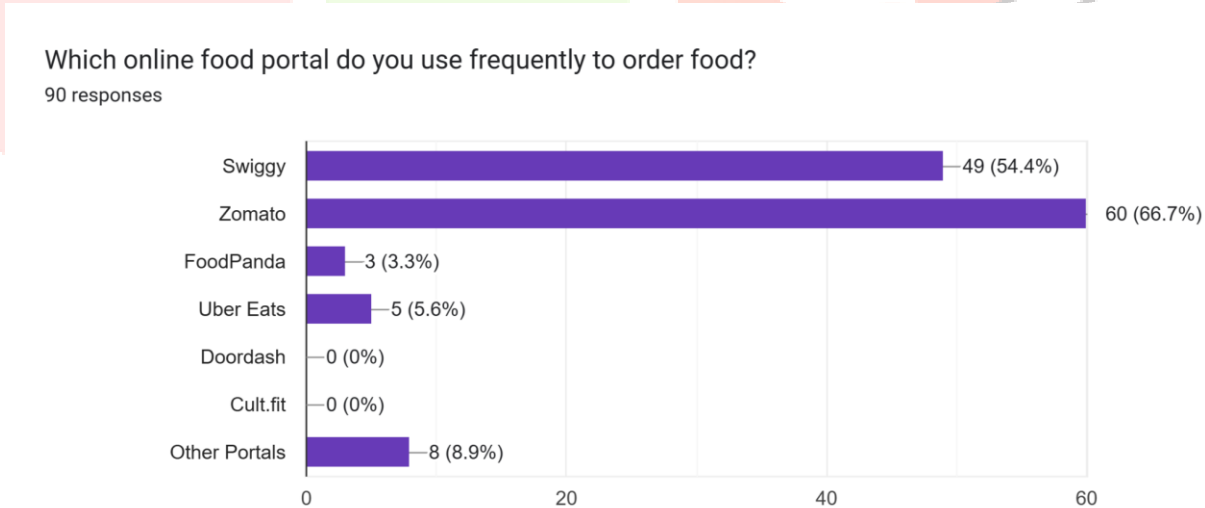
Figure 5: Reasons for the preference of online food portals



Interpretation.

From the data collected, we can analysis that about 53.3% respondents prefer online food portals because they feel it is fast and convenient. About 38.9% of respondents feel that these portals help them by saving the consumer’s time and cost. About 14.4% of respondents prefer online food portals due to quality of the food. The remaining 23.3% of respondents prefer to enjoy other various benefits of the online food portals.

Figure 6: Frequently used food portals by the Respondents.



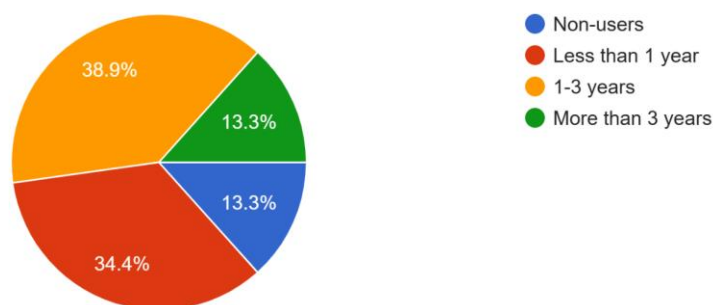
Interpretation.

From the above figure, we can easily understand that, most of the respondents i.e, 66.7% prefer Zomato food application. About 54.4% respondents prefer to order food from Swiggy food application. About 5.6% are using UberEats for their needs. About 3.3% respondents use Foodpanda. The remaining 8.9% respondents prefer other food portals.

Figure 7: The level of usage of the online food portals

From how long have you been using online food portal?

90 responses

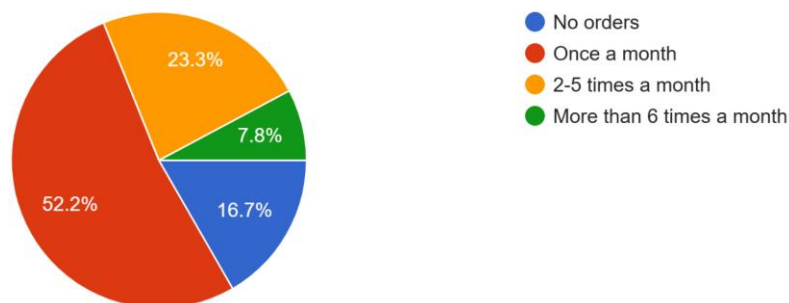
**Interpretation.**

As per the above figure, 13.3% of respondents are non-users of online food portals and about 13.3% respondents have been using online food portals for more than 3 years. About 38.9% of respondents are using online food portals for about a year. 34.4% of respondents are using online food portals for the past 1 year.

Figure 8: Level of satisfaction of the quality of food ordered from online food portals

How frequently do you order food from online?

90 responses

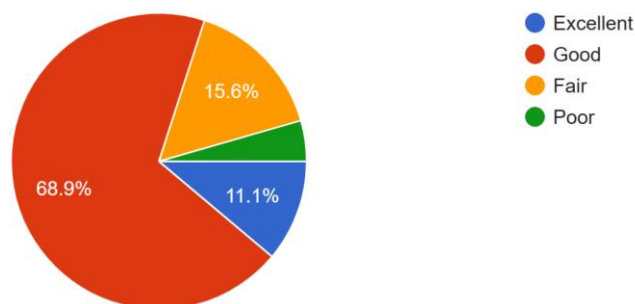
**Interpretation.**

From the above figure, we can analyze that 16.7% do not order frequently. About 52.2% of respondents order food through online services, once in a month. About 23.3% of respondents order food from online for about 2-5 times a month. The remaining 7.8% respondents order food from online services for more than 6 times a month.

Figure 9: Level of satisfaction of the quality of food ordered from online food portals.

What do you feel about the quality of food ordered from online portals?

90 responses



Interpretation:

As per the data collected from responses 68.9% respondents feel that the online ordered food is qualitatively good. About 11.1% respondents feel that the quality of online ordered food are excellent. About 15.6% of respondents feel that the quality of food is as equal to price of food. The remaining 4.4% of respondents feel that the quality of the online ordered food is poor and is not worth the hype.

Figure 10: Problems faced while using online food portals.

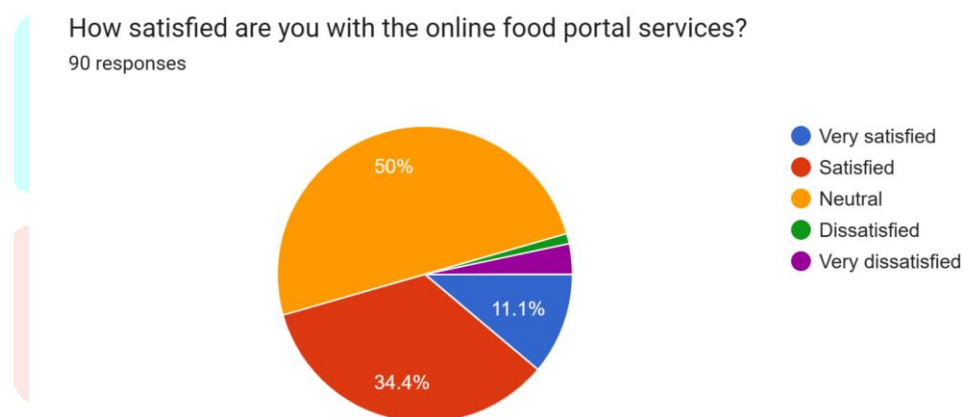


Interpretation.

As per the data collected from the questionnaire the respondents face varieties of issues such as 46.7% of respondents may have their delivery delayed, 28.9% may have to face limited options as the portals may have limited availability of food, about 20% of respondents may have their order misplaced. About 8.9% of respondents may face technical glitch in the portal which may lead to customer service issue experienced by 13.3% of respondents. About 33.3% respondents feel the portals charge high cost for their service. About 12.2% respondents may have a thought regarding the safety concerns for the food ordered online. The remaining 27.8% of respondents may not be satisfied with the quality of food.

Figure 11: The level of satisfaction regarding the delivery fees.**Interpretation:**

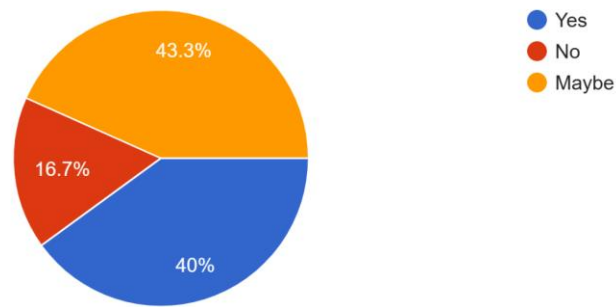
From the above pie diagram, we can easily find out that about 58.9% feel that the delivery charges are reasonable. About 41.1% of the respondents feel that the delivery charges of the online food portals are not reasonable.

Figure 12: The level of satisfaction regarding the service offered by online food portals.**Interpretation.**

As per the given diagram, we can understand that, about 11.1% are very satisfied with the online food portals service, about 34.4% of the respondents are satisfied regarding services offered by online food portals. About 50% of the respondents have a moderate opinion on the level of satisfaction. About 1.1% of respondents are dissatisfied with the service of online food portals. About 3.3% of the respondents are very dissatisfied with the services provided by the online food portals.

Figure 13: Recommendation of the online food portals to other people.

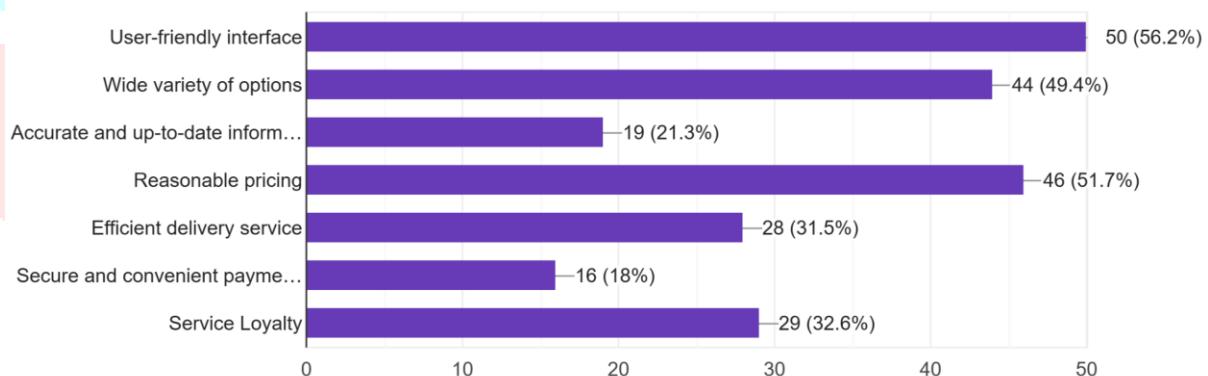
Will you recommend the online food portal's services to other people?
90 responses

**Interpretation.**

From the above figure, we can understand that about 40% of the respondents would like to recommend the online food portals to other people. About 16.7% of respondents would not prefer to refer the online food portals to other people. About 43.3% of respondents are in dilemma to recommend or not recommend the online food portals.

Figure 14: The expectation regarding the online food portals.

What do you expect from the online food portals?
89 responses

**Interpretation.**

From the above figure, we can interpret that there are some expectation to the consumers regarding the online food portal services. They expect variety of services such as about 56.2% of respondents prefer user- friendly interface. About 49.4% of respondents require wide-variety of options. About 21.3% of respondents need a platform that provide accurate and up-to-date information. About 31.5% need efficient delivery service and about 18% of respondents need a secure platform that has convenient payment options. The remaining 32.6% of respondents expect a sincere service loyalty from the online food portals.

VII. FINDINGS OF THE STUDY.

- The study found that the highest level of awareness about online food portals is among individuals aged between 16 years to 25 years as they are more knowledgeable about current technologies.
- The majority of the respondents are female.

- This survey shows that the respondents prefer online food portals because they feel these portals save consumer's time and unnecessary cost. These portals also provide various other benefits enjoyed by the consumer.
- According to information gathered from respondents, Swiggy and Zomato are the leading players in the Industry. By this, we can conclude that they are the leading food aggregators and provide various deals to consumers.
- The majority of the respondents are satisfied with the quality of food provided by the online food portals. Also, the majority of people are satisfied with the delivery charges of online food portals and they feel that it is reasonable.
- The respondents face some issues such as delay in deliveries, limited availability of food options, displacement of the orders, and they also face technical glitch while using online food platforms.
- From this survey, we can understand that the majority of the respondents are satisfied with services provided by online food portals and the majority of them would like to recommend it to other people.
- From this study, we can analyse that there are some of the expectations of respondents such as they would prefer a user-friendly interface that is secure and loyal and a platform that provides a wide-variety of choices and convenient payment options. These expectations need to be analysed to meet the needs and wants of consumers.

VIII. CONCLUSION:

The online food ordering app system will be helpful for the hotels and restaurants to increase the scope of the business. The purpose of the online food ordering system is basically to save the time of the customers and meet the needs of consumer preferences and taste anytime. The chief reason of electronic ordering is convenience. The single most attribute of electronic ordering is accuracy. Young customers are likely to use online, mobile or text ordering. Young customers place a greater value on convenience and speed than older users do. Almost all users feel safe paying online. The service rendered by the food ordering app is the major factor behind its success.

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