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A Study On Customer Perception & Satisfaction Towards Online Food Delivery Applications With Special Reference Towards Tiruppur City

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ABSTRACT

Online food ordering is processes of digital technology and widespread internet penetration has transformed the food service industry, with online food delivery applications emerging as a convenient alternative to traditional dining. This study aims to analyze customer perception and satisfaction towards online food delivery platforms such as Swiggy, Zomato, and others, with a special focus on Tiruppur city. The research explores key factors influencing consumer preferences, including ease of use, delivery time, food quality, pricing, and promotional offers. A structured questionnaire was used to collect primary data from a diverse sample of respondents within Tiruppur. The study employs both descriptive and inferential statistical tools to interpret the data and identify patterns in customer behavior. Findings reveal that while users appreciate the convenience and variety offered by these platforms, concerns related to delivery delays, pricing transparency, and customer service persist. The study concludes with recommendations for service providers to enhance user experience

and improve customer satisfaction. This research contributes to a better understanding of evolving consumer expectations in the digital food delivery ecosystem.

Key Words: Digital Technology, Customer Perception, Customer Satisfaction, Online food delivery.

INTRODUCTION

The emergence of online food delivery applications has significantly altered the food service landscape in India, offering a convenient solution for consumers to access a wide variety of cuisines at their fingertips. With the increasing penetration of smartphones, internet connectivity, and changing lifestyles, platforms like Swiggy, Zomato, and Uber Eats have become integral to the modern urban experience. These services have seen substantial growth, particularly in tier-2 cities such as Tiruppur, where digital adoption is steadily increasing.

Tiruppur, known as a major textile and industrial hub in Tamil Nadu, has witnessed a shift in consumer behavior, with more residents, especially the younger demographic, embracing online food delivery platforms. The convenience, time-saving factor, variety of choices, and promotional offers are key drivers influencing the growing preference for these services. However, customer satisfaction is not solely determined by convenience; it also depends on the quality of food, timely delivery, pricing, ease of app use, and customer service responsiveness.

This study aims to examine customer perception and satisfaction levels regarding online food delivery services in Tiruppur. By understanding consumer expectations and pain points, the study seeks to offer valuable insights to service providers for improving operational strategies and enhancing user satisfaction.

ABOUT ONLINE FOOD DELIVERY



Ordering meals online is a process that provides food delivery from local restaurants & other food organizations by using a smart phone application or online websites. The kind of systematic delivery of food is gaining

acceptance with an increased number of people specially the younger generation using mobile meal ordering applications, there by the buyer can generate an order with minimal errors and have food delivery at his doorway. The app displays entire menu by selecting restaurant window, the customer must choose using a button and access the menu. However, buyers must download the app in their smart phones first and registered on the app by generating their simple profile which has their address & payment data. The payment is generally cashless over credit card, debit card & UPI apps or cash on delivery. The apps functionality will vary from one other in terms of offer, pricing, customer reviews, promotions etc. Food panda, Zomato and Swiggy are few of the most well-known mobile food delivery applications & other chains having own food delivery apps. The ordering process in the applications is very simple where they offer you to order for very low price in a single tab, the popup menu will be displayed and the first time and foremost search of your favorite restaurants cruise dishes from your local area or displayed and you can similarly search for a food openings based on rankings, delivery period, considering price or you can just put a filter of your liking food and from wild range of food offerings you should select your needs and want. then your marked location will be traced on the delivery as per the maps among provided your legal address manually with specified landmarks and your house numbers.

once your place is provided you can make a payment of your order where you have many options like debit card, credit card, UPI, net banking etc. The users are offered with a certain paybacks like promo codes offers and minor reductions in the grand total some cafeterias or food outlets offer good concessions once the payment is completed the order gets established and you will receive a approval notice by SMS.

Next the restaurants accept your orders and the projected time for the coming of food is notified to your personal number the estimated arrival time is intended based on time taken for cooking food and the distance traveled by the delivery person, These applications have become more time sensitive in nature, and they will have also features like Live tracking with GPS, customer get alerted when the food is ready then the delivery supervisory is allotted to pick up the order and deliver quickly at the doorsteps of consumer.

CUSTOMER PERCEPTION

Consumer awareness is significant factor of business relationship with the consumer, it indicates their behaviors towards the product or service. Satisfaction is a psychological state which grades from the consumer comparisons of expectations prior to purchase with performance perception after a purchase, it is a set of unconscious process that consumers undergo the sense of stimuli and sensation that they experience based on changed situations in the environment, which happens without having any intentions.

CUSTOMER SATISFACTION

Customer satisfaction is a quantity that fixes how the customers are joyful with the firm products services and abilities customer satisfaction data they include service ratings, and they can help a company to regulate how to best recover or change in the product or service this applies for every group of industries like manufacturing firms, retailers, wholesalers, administration bodies, service companies, non-profit organizations and every

subdivision within an association. It is important section of our business because it provides vital information with measures to improve the business and performance from the consumer, it also displays intentions and loyalty among customers provides initial signs whether the customer is happy or unhappy towards products or services.

REVIEW OF LITRATURE

Gopi Mistry, Palashver Vansant, Abhisheak Malwal, Nimish Kothari & Assta Chopra (2020) In article “Consumer Behaviour Towards Food Delivery” published by “Global Scientific Journals” The purpose of researchers is to discovery buyer behaviour concerning food delivery apps, the study shows maximum favoured app use by costumer to order food online & factors foremost to which can be considered as most preferable apps. The main objective of research is to discover consumer behaviour that influence choice of online food delivery app, to determine factors influencing selection of online food ordering app, to find out main preferred food delivering app understand customers towards rating of service Qualitative research is used in this research with structured questionnaire tool. Researcher found that Zomato ranks as highest in most of the aspects like on time delivery; payment options & behaviour of service provider but Uber eats are more affordable.

Dr. Mithali Gupta (2019) In the article “A Study On Impact Of Online Food Delivery App On Restaurant Business Special Reference To Zomato & Swiggy” published in “International Journal Of Research & Analytical Reviews” This paper discusses the current progress of internet boosting extension of online food facilities & different requirement factors or reasons of online food ordering, The foremost objective of this study is to learn the effect of Zomato & Swiggy on restaurant business & research is created on secondary data from papers, magazines etc, here researchers have discussed a constructive and harmful effects of food delivery apps on restaurant. Helpful factors like using technology, which is easy, fast and comfortable. The outcome of food delivery applications on restaurant can benefit operatives to encourage customer loyalty, improve profitability & enlarge into new market segments.

Shanta Shree Dass & Debomalya Ghose (2019) In the article “Influence of Online Food Delivery Apps on Operations of The Restaurant Business” published by “International Journal of Scientific & Technology Research” In this research paper researcher describes the profits of integrating online food delivery apps inside restaurant business & impact of food delivery apps on inventory organization of restaurant. The objective of study also leans the numerous problems faced by restaurant services & to recognize the position of third-party subcontracting logistics for food delivery. This study is exploratory, mutually quantitative & qualitative procedures are used for data collection the responses are calmed by restaurants by conducting survey sampling method to 125 sample size. The researcher found that the quality of food declines when carried in packets which is main issue faced by restaurants, and also found food delivery aggregators initially were charging low and reasonable commissions to restaurant but now they have increased the commission's up to high as 20-25% these prices are very difficult in modern days competitions of restaurants.

Preetha & Aishwarya (2019) In article “Factors Influencing The Intention To Use Food Online Order & Delivery App Via Platforms Using TAM”(Technology Acceptance Model) published by “Blue Eyes Intelligence Engineering & Sciences Publications” This paper aims to estimate the aspects influencing the intentions of food online order & delivery applications, the objective of study is to know food app quality, intention & usage of applications, descriptive study is conducted using survey technique method. From the analysis researcher found that quality function & smooth run of application have resulted in more adoption of food apps. Customer adoption perception towards food apps is more influenced in terms of security, information, operating system, different features, etc.

STATEMENT OF THE PROBLEM

As per the literature review most of the researchers have conducted their study on impact on business, delivery applications, Influence, Operations of Restaurant Business, customer attitudes, system & Behaviour in online food ordering, but the perception & satisfaction effects have not been studied and no similar research has been conducted in Tiruppur. Hence the research has been titled as “A Study on Customer Perception & satisfaction towards online Food delivery Applications with Special Reference Trippur City”

OBJECTIVES OF THE STUDY

- To analyse factors influencing customer perception towards online food delivery apps.
- To study the customer's perception concerning online food delivery apps in Tiruppur.
- To study satisfaction level of customer towards online food ordering applications.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The study is descriptive research as it allows identifying whether customers are willing to purchase online, and the problem statement is already known in this study.

DATA COLLECTION

- **Primary data:** Through structured survey & interaction with online food delivery app employees
- **Secondary data:** It is collected from research papers, articles, websites etc.

SAMPLING PLAN

Simple random sampling is used, Tiruppur city is chosen as the sample frame, Customers who order food online are chosen as the sample unit, contains sample size of 100 respondents

Data collection tool: Questionnaire

Tool for Analysis: ANOVA

SCOPE OF STUDY

The geographical scope of study which helps local restaurants and businesses in up gradation to online platform or delivery, evaluate the pros-cons, customer demand aspects and reveals further improvements need to be made in the food delivery application

LIMITATIONS OF STUDY

- The study is restricted only to users of online food applications.
- The study is conducted only in Tiruppur city.

HYPOTHESIS

H0: There is significant relationship between gender and satisfaction.

H1: There is no significant relationship between gender and satisfaction.

MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.003 ^a	.000	-.013	.40616

- a. Predictors: (Constant), Gender
- b. Dependent Variable: satisfaction

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.000	1	.000	.001	.978 ^a
	Residual	12.867	78	.165		
	Total	12.867	79			

- a. Predictors: (Constant), Gender
- b. Dependent Variable: satisfaction

COEFFICIENTS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.684	.140		26.327	.000
Gender	.003	.091	.003	.028	.978

a. Dependent Variable: satisfaction

Here $p > 0.05$, (significance value is 0.978)

The P value is identified as 0.978 for regression test and it is more than the significance level of 0.05. hence the null hypothesis is rejected, and it can be specified that there is no significant relation between gender and satisfaction, so customer satisfaction is not dependent on gender.

A) H0: There is significant relationship between occupation and satisfaction. H1: There is no significant relationship between occupation and satisfaction.

MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.022 ^a	.000	-.012	.40606

a. Predictors: (Constant), Occupation

b. Dependent Variable: satisfaction

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.006	1	.006	.038	.846 ^a
	Residual	12.861	78	.165		
	Total	12.867	79			

a. Predictors: (Constant), Occupation

b. Dependent Variable: satisfaction

COEFFICIENTS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.701	.083		44.395	.000
Occupation	-.010	.049	-.022	-.195	.846

Here $p > 0.05$, (significance value is 0.846)

The P value is identified as 0.846 for regression test and it is more than the significance level of 0.05. hence the null hypothesis is rejected, and it can be specified that there is no significant relation between occupation and satisfaction, so customer satisfaction is not dependent on occupation.

H0: There is significant relationship between occupation and satisfaction.

H1: There is no significant relationship between occupation and satisfaction.

MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.008 ^a	.000	-.013	.40615

c. Predictors: (Constant), Age

d. Dependent Variable: satisfaction

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.001	1	.001	.005	.945 ^a
Residual	12.867	78	.165		
Total	12.867	79			

a. Predictors: (Constant), Age

b. Dependent Variable: satisfaction

COEFFICIENTS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.694	.105		35.301	.000
Age	-.005	.075	-.008	-.069	.945

a. Dependent Variable: satisfaction

Here $p > 0.05$, (significance value is 0.945)

The P value is identified as 0.945 for regression test and it is more than the significance level of 0.05. hence the null hypothesis is rejected, and it can be specified that there is no significant relation between age and satisfaction, so customer satisfaction is not dependent on age.

SUGGESTIONS

The regular hygiene and behavioral trainings should be provided to delivery representative for more systematic and smooth delivery which can decrease negative reviews and satisfy more numbers of customers.

The delayed food delivery services should be given some concisions in prices as the freshness and quality of food depreciates due to delay which can manage the dissatisfaction rate among customers.

CONCLUSION

Customer satisfaction is an important aspect for every type of a business and it gives positive growth towards organizations profitability, satisfied customer relationship builds the bonding of repeated purchase, brand loyalty, and word of mouth in positive sense, it is important component of business because it gives an significant information to marketers and owners which can help them in improvement of business performance from consumer perspective, in another way it can give initial warning signs that customers are un happy with product or service which helps in further improvements in business.

The analysis was done on based on the information collected by the survey forms filled by respondents, from the above findings it can be concluded that customers are satisfied with overall facilities provided by online food delivery applications i.e., Zomato, Swiggy and Food panda food paradise, like they are satisfied towards availability of different restaurants in applications, in time delivery, user friendly application, quality of food, hygiene and safety concern of delivery person, packaging of food and there is no significant relation of age, occupation and gender towards satisfaction. Also, the food delivery applications should provide training to

delivery representative for smooth and satisfactory service.

Therefore, customer satisfaction is the important aspect in food and delivery industry, so satisfaction of costumer should be handled with more care because satisfied customers share their experience bunch of the people, but dissatisfied customer can destroy other potential customers in huge numbers.

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