

A STUDY OF CUSTOMER USAGE AND SATISFACTION WITH FOOD DELIVERY APPS

*Ms Sunaina Gupta

**Dr Abhijit Das

*Student of MBA at ABES Engineering College, Ghaziabad,

** Professor , ABES Engineering College, Ghaziabad,

ABSTRACT

Today the business of food delivery services is one of the fastest growing segments of e-commerce. Technology has played a vital role revolutionizing the food delivery service from phone-based to online ordering to satiate consumers' ever – changing demands making its way to the top. The widespread availability and use of smartphones has also made this easier. The customers can order food from their favorite restaurants, their choice of cuisines, can decide whether to get it delivered to pick up from the restaurant and can choose to pay from various modes such as cash on delivery, debit card, credit card, or any other mobile wallet.

This research paper has made an attempt to examine customer usage and satisfaction with food delivery apps'. It will deal with consumer behavior and help to analyze their perceptions and will also help to understand consumer equilibrium. For the completion of this research I have prepared a full fledged questionnaire which were distributed among the 100 respondents to know their behavior & the satisfaction level which they get by using online food services app.

Keywords- Food delivery apps, Customer satisfaction, Consumer behavior

INTRODUCTION

Food ordering on the internet is conceptually different from other source 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 revolutionizing the food delivery service from phone-based to online ordering to satiate consumers' 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 extent of interaction between traditional and online Food Ordering is extent of interaction between the consumer and the seller. E-Commerce has made the interactivity with the consumer effortless in the form of Helpline numbers and FAQ's. Through Helpline Numbers and FAQ's the consumer's questions on delivery, payment, product, policies and other customer concerns can be addressed effectively.

The Internet has contributed to the changes in consumer preference 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 order is as simple as few clicks on mobile devices like smartphones, tablets, or laptops. In a nutshell, modern and young consumers may be labelled as lazy for depending on technology. The customers can order food

from their favorite restaurants, their choice of cuisines, can decide whether to get it delivered to pick up from the restaurant and can choose to pay from various modes such as cash on delivery, debit card, credit card, or any other mobile wallet.

Online Food ordering process

- Customer Browses menu options
- Adding the food to the delivery carts
- Placing the order
- Flexible payment method
- Store owner receives the payment
- Restaurant prepares the food
- Third party/ Inhouse delivery services.
- Delivery received by the customer

Factors that influence the consumer to order food online:

- ✓ Time delivery
- ✓ Ease of payment
- ✓ Ease of accessibility
- ✓ Flexibility
- ✓ Convenience

ADVANTAGES

- It is the perfect virtual marketplace which involves customers as well as the restaurants.
- There is enough amount of flexibility for customers that when he wants to eat and only at that time he/she will order the food.
- On the restaurant level there are all the specification necessary given to the

customer to avoid all inconvenience such as time of opening, menu, prices, offers, etc.

- Restaurant by this way can certainly curtail their cost of serving at their doorstep and maintaining more people than necessary.
- Restaurant can serve more customers with less staff and resources.
- Customers get efficient food delivery with good quality food as customers also rate their restaurants online.

DISADVANTAGES

- There is no control over the decay of food over longer duration in transportation.
- Customers moreover do not retain the same restaurant as they have different restaurants for the same menu.
- Logistic is the greater challenge.
- Customers cannot give their recommendations in person to the chef and cannot customize the menu.

OBJECTIVES OF THE STUDY

This study aims to Assess “Food Online Ordering Systems”

- ✓ To find out the customers perceptions and knowledge of Electronic food ordering that influences their buying decision.
- ✓ To analyze what channel is used more

frequently in electronic food ordering.

- ✓ To study the advantages and disadvantage of Electronic food ordering.
- ✓ To find out awareness of people towards various offers rewards and reference provided by various companies on timely manner.
- ✓ To find convenience of customers while placing the order and making payment.
- ✓ To study overall customer experience while ordering food via such electronic mediums.

RESEARCH METHODOLOGY

1. Research Problem:

- The sample size is small for the accurate study of the customer.
- Some respondents might have given biased answers which might have an impact on the findings of the studies.
- Due to small size of sample, it's difficult to identify significant relationship with the customers.
- Respondents tried to escape some statements by simple answering.

2. Research Question:

- ✓ Do you order food online?

- ✓ How do you order?
- ✓ Are you satisfied with ordering online?
- ✓ Do you order delivery on a frequent basis?
- ✓ How frequently do you order food online from any app?
- ✓ Could you tell us the occasions on which you ordered from the Online app?
- ✓ What platforms do you use for ordering food?
- ✓ In your opinion which is the best food delivery app?
- ✓ If given the option would you order delivery in advance for a discount on the delivery fee?
- ✓ If given the option would you prefer a variety of cuisines in one meal?
- ✓ At what time do you prefer visiting ordering food?
- ✓ What problems do you face while ordering food online?
- ✓ What is your first preference at time of ordering food?

3. Type of Research:

- ✓ Exploratory
- ✓ Descriptive

4. Data & Data Sources:

- ✓ Primary (questionnaire from respondents of Delhi/NCR region.)
- ✓ Secondary (collected from journals, books, internet)

5. Tools for Analysis:

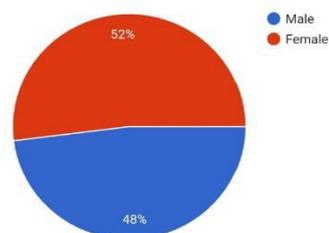
- ✓ Mean/Average computation
- ✓ Graphical Presentation

DATA INTERPRETATION

The purpose of this study was find out the customer usage and satisfaction with food delivery apps among the customer of Delhi NCR. The data obtained from responses to the questionnaire and analysed. The data for this purpose was collected with the help of Google form.

Gender:

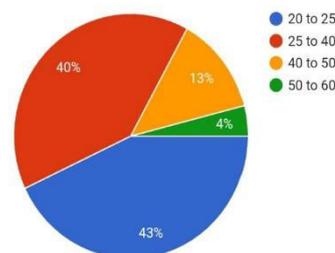
100 responses



According to the survey, out of 100 respondents- 52% are Female and 48% Male.

AGE:

100 responses

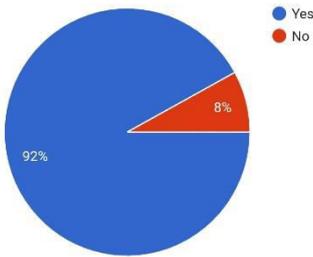


Out of the 100 respondents:

- 20to25- 43%
- 25to40- 40%
- 40to50- 13%
- 50to60- 4%

Q1. Do you order food online?

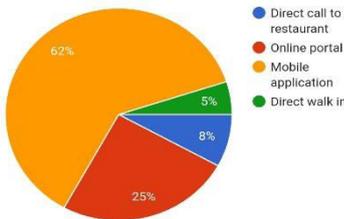
100 responses



The study reveals that out of 100 respondents, 92% prefer order food online and 8% not prefer ordered food online.

Q2. How do you order your food?

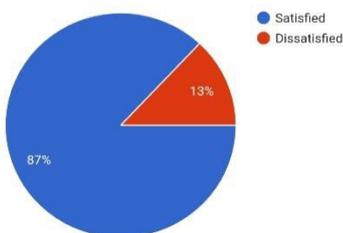
100 responses



In this, we asked people as to which methods, they were comfortable while placing the order online. Out of 100 respondents, 62% chose over the mobile application, 25% prefer over the online portal, 8% prefer direct call to restaurant and 5% of them chose over the direct walk in.

Q3. Are you satisfied with ordering?

100 responses



Out of 100 respondents, 87% satisfied with ordering food and 13% dissatisfied with ordering food.

Q4. Do you order delivery on a frequent basis?

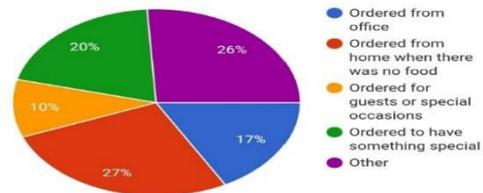
According to the survey out of 100 respondents, the majority of people i.e. 82% order on a frequent basis and 18% do not order on a frequent basis.

Q5. How frequently do you order food online food online from any app?

According to the survey, out of 100 respondents, most of people 46% prefer to

order 1-2 times a week, 28% prefer 3-5 times in a week, 18% people like to order food once a month and only 8% people like to order daily.

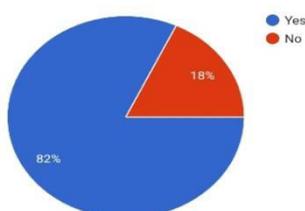
100 responses



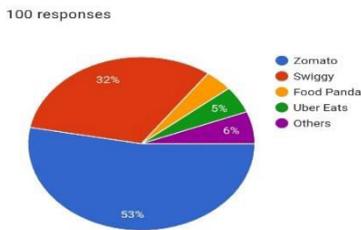
Q6. Could you tell occasions on which you ordered from the online app?

This study reveals that out of 120 respondents, 27% chose order from home when there was no food, 26% chose other, 20% prefer ordered to have something special, 17% ordered from office and 10% ordered for guests or special occasions.

100 responses

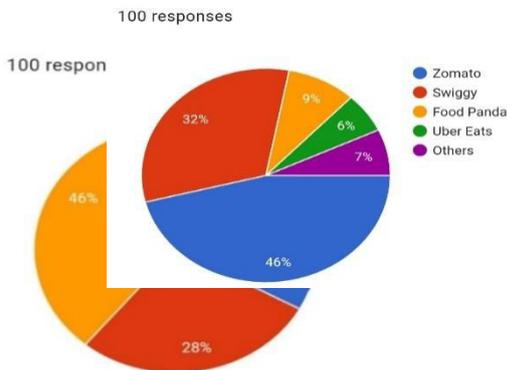


Q7. What platforms do you use for ordering food



According to the survey, out of 100 respondents, 53% prefer Zomato, 32% prefer Swiggy, 6% others, 5% Uber Eats and 4% prefer Food Panda.

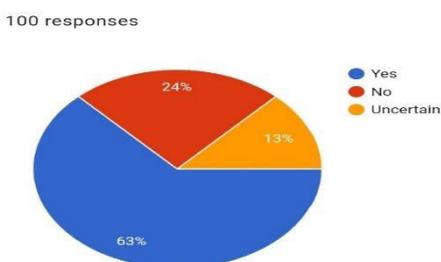
Q8. In your opinion which is the best food



delivery appa:

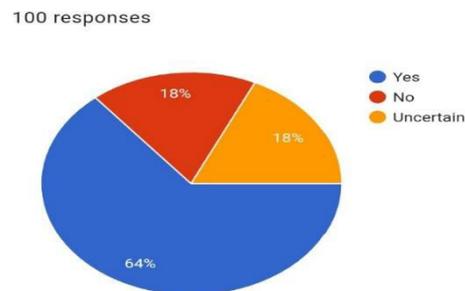
In this study, while choosing the best food delivery app, out of 100 respondents, 46% of respondents chose Zomato, 32% chose Swiggy, 9% chose Food Panda, 7% others and 6% Uber Eats.

Q10. If given the option would you order delivery in advance for a discount on the delivery fee?



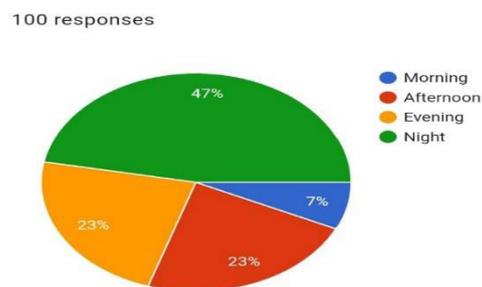
In this survey, majority of people with 63% prefer a discount on the delivery fee, 24% do not prefer to order delivery in advance for a discount on the delivery fee and 13% were uncertain.

Q.11. If given the option would you prefer a variety of cuisines in one meal?



In this study, 64% of people said that they like a variety of cuisines in one meal, 18% do not like variety of cuisines in one meal and 18% were uncertain.

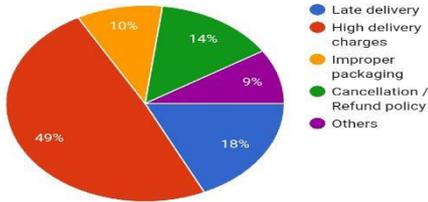
Q12. At what time do you prefer visiting ordering food?



The study reveals that out of 100 respondents, 47% prefer night ordering food, 23% prefer both afternoon and evening order the food, and last 7% like morning order food.

Q13. What problems do you face while ordering food online?

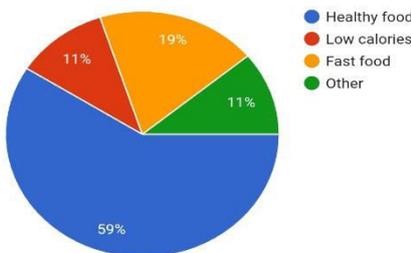
100 responses



According to the survey, out of 100 respondents, 49% indicated high delivery charges, 18% late delivery, 14% people indicated cancellation/refund policy, 10% people indicated improper packaging and 9% face other problems.

Q14. What is your first preference at the time of ordering food?

100 responses



In this study, 59% people like healthy food, the most, 19% people chose fast food and 11% of them chose both low calories and others.

CONCLUSION

- The consumer's usage and satisfaction on food ordering varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the consumer

varies according to similarities and difference based on their personal opinions.

- The study reveals that mostly the youngsters are attracted to tonline food ordering and hence the elder people don't use these online services much as compared to younger ones.
- The study highlights the fact that youngsters are mostly poised to use online food ordering services. The study also reveals that the price of the products discount and special offers are the most influencing factor is on line food delivery.
- The study highlights that respondents often prefer to order on 1 to 2 times in a week, the type of meals which were mainly preferred to order were healthy food .
- Fast food was fancied by most of the respondents in their choice of cuisines. The study also revealed that a major proportion of respondents use either Zomato or Swiggy to order their food online. It was also observed that a less percentage of respondents were inclined towards the use of Food Panda and Uber eats.

References-

1. O. Aksenova **Restaurant apps: Top 8 features**
Available from: <https://www.azoft.com/blog/restaurant-apps-top-features/>. Accessed 19 December 2018
1. S.M. Alagoz, H. Hekimoglu **A study on TAM: Analysis of customer attitudes in online food ordering system** Procedia – Social and Behavioral Sciences, 62 (2012), pp. 1138-1143
2. A.A. Alalwan **Investigating the impact of social media advertising features on customer purchase intention** International Journal of Information Management, 42 (2018), pp. 65-77
3. A.A. Alalwan, Y.K. Dwivedi, N.P. Rana, R. Algharabat **Examining factors influencing Jordanian customers' intentions and adoption of internet banking: Extending UTAUT2 with risk** Journal of Retailing and Consumer Services, 40 (2018), pp. 125-138
4. R. Algharabat, A.A. Alalwan, N.P. Rana, Y.K. Dwivedi **Three dimensional product presentation quality antecedents and their consequences for online retailers: The moderating role of virtual product experience**, Journal of Retailing and Consumer Services, 36 (2017), pp. 203-217.
5. R. Algharabat, N.P. Rana, Y.K. Dwivedi, A.A. Alalwan, Z. Qasem **The effect of telepresence, social presence and involvement on consumer brand engagement: An empirical study of non-profit organizations**, Journal of Retailing and Consumer Services, 40 (2018), pp. 139-149