Study on Consumer Satisfaction on Online Food Delivery Apps in Kochi

ISSN 2321 – 371X
Commerce Spectrum 7(2) 35-41

sreeragam2017@gmail.com
www.commercespectrum.com

Jasna Mary Joseph.[1]

Guest Faculty, Department of Commerce, St. Peter's College, Kolenchery, Kerala

Abstract

The era of e generation has brought vital changes in every sphere of human life. The online food delivery system is one such electronic platform that brought a shift in the conventional food habits of people. Online food delivery apps are being a convenient, door-step delivery platform that brought tremendous changes in the food habits of consumers. The present study tries to find out the factors that influence consumers to order food online and to understand the satisfaction level of consumers in using the apps. The study is conducted among 100 users of an online food delivery app in and around Kochi. The factors which influences to order food online were convenience and time saving, promotions and discounts. Consumers are satisfied with respect to quality of food, timely delivery and packaging.

Keywords

Online food delivery apps, influence, consumer satisfaction, food habits, quality of food, ecommerce

I. Introduction

With the rapid influx of modernization and technological progress, the e-commerce segment set a scorching pace. Social media is becoming a desired tool for marketing by firms. Adding to this scenario, restaurants and hotels are being a part of e generation. Food delivery apps have now become a trend among the individuals. Online food delivery is a service in which a store or restaurant delivers food to a customer through an online application. Many restaurants are witnessing an increase in business, as ordering food online becomes 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 Indian market are: Food Panda, Zomato, Swiggy, Fasoos, Domino's Pizza, Uber Eats etc.

II. Literature Review

According to Leong Wai Hong (2016), the technological advancement in many industries have changed the business model to grow. Efficient systems will facilitate to improve the productivity and profitability of an edifice. The use of an on-line food delivery system is believed that it will lead the restaurant's business growth from time to time and provides the restaurants to facilitate major business online.

In the study conducted by H.S.Sethu & Bhavya Saini (2016), their aim was to investigate the student's perception, behaviour and satisfaction of online food ordering and delivery services. Their study reveals that on-line food getting services facilitate the scholars in managing their time higher. It is additionally found that simple accessibility of their desired food at any time was the prime reasons for using the services.

According to Varsha Chavan, et al, (2015), the use of smart device-based interfaces for customers to view, order and navigate has helped the restaurants in managing orders from customers immediately. The capabilities of wireless communication and smartphone technology in fulfilling and improving business management and service delivery. Their analysis states that this method is convenient, effective and easy to use, which is expected to improve the overall restaurant business in coming times.

Sheryl E. Kimes (2011), conducted a study to find that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non-users want a lot of personal interaction and additionally had higher technology anxiety to use the services.

[1] **Corresponding author:**
Jasna Mary Joseph
Department of Commerce, St. Peter's College, Kolenchery, Kerala. jasnamary9697@gmail.com. 9497266575

III. Significance of the Study

The recent development of the internet has augmented the extension of services through the network systems. Consumers have specific delicacies with respect to their food. The online 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 upon these to fill up the gaps in the mindset of consumers and strategize plans for coping up the competitions in the market.

IV. Scope of the Study

Technology puts a colossal impact on the business which puts forward a divergent trend for the restaurant industry. The study is basically conducted to know the factors influencing and satisfaction level of customers regarding the food delivery apps. The food delivery apps considered for the study are Swiggy, Zomato and Uber eats. 100 users of the app were taken from in and around Kochi.

V. Objectives of the Study

1) To analyze the factors that influence the consumers to use online food delivery apps.
2) To understand the satisfaction level of the consumers in using the online food delivery app.

VI. Hypotheses of the Study

$H0_1$: There is no significant association between marital status and the factors influencing the use of online food delivery apps.

$H0_2$: There is no significant association between gender and satisfaction levels of the consumers using the online food delivery app.

VII. Research Methodology

- Selection of sample- For the purpose of the study a sample of 100 consumers who use food delivery apps were selected using a convenient sampling technique.
- Collection of data-Data were collected using primary and secondary sources. Primary data were collected using the interview schedule. Secondary sources include published journals, magazines, books and from various websites.
- Tools of analysis- The data collected were suitably classified and analysed keeping in view the objectives of the study. For the purpose of analysis, statistical tools like percentages and average were used. Anova and Mann Whitney U test were applied to test the hypothesis.

VIII. Analysis and Interpretation

Demographic profile of the respondents

Table 1: Gender of the respondents

Gender	Frequency	Percent
Male	50	50.0
Female	50	50.0
Total	100	100.0

Source: Primary data

Table (1) shows that the male and female respondents were equal in proportion.

Table 2: Age of the respondents

Age	Frequency	Percent
Below 20	4	4.0
20-40	48	48.0
40-60	47	47.0
Above 60	1	1.0
Total	100	100.0

Source: Primary data

The above table depicts that 48% of the respondents fall between the age group of 20-40 years and 47% of the respondents fall between 40-60 years.

Table 3: Marital Status of the respondents

Marital Status	Frequency	Percent
Married	48	48.0
Unmarried	52	52.0
Total	100	100.0

Source: Primary data

Table (3) shows the marital status of the respondents. 52% were unmarried and 48% were married.

Table 4: Occupation of the respondents

Occupation	Frequency	Percent
Private	46	46.0
Government	20	20.0
Business	19	19.0
Unemployed	15	15.0
Total	100	100.0

Source: Primary Data

Table (4) shows that 46% of the respondents are private employees, 20% are government employees, 19% fall under the business category.

Table 5: Monthly family income of the respondents

Monthly income (₹)	Frequency	Percent
Below 15000	4	4.0
15000-30000	49	49.0
30000-45000	14	14.0
45000-60000	22	22.0
Above 60000	11	11.0
Total	100	100.0

Source: Primary Data

Table (5) reveals that 49 percent of the respondents have a monthly family income between ₹ 30000-45000, 22 percent have monthly income between ₹ 45000-60000. 14 percent have income level between ₹ 30000-45000. 11 percent of the respondents have monthly income above ₹ 60000.

Table 6: Most preferred online delivery app

App	Mean	Rank
Uber Eats	1.72	2
Swiggy	1.66	1
Zomato	2.62	3

Source: Primary data

The above table (5) shows that the most preferred online delivery app. Rank has been assigned on the basis of mean value. The result shows that Swiggy is the most preferred online food delivery app (mean score 1.66) followed by Uber eats (mean score1.72). Zomato is the least preferred App (mean score 2.62).

Table 7: Frequency of ordering food

Frequency	Frequency	Percent
Daily	2	2.0
Once in a week	23	23.0
Random	41	41.0
Special occasions	34	34.0
Total	100	100.0

Source: Primary data

Table (7) depicts that 41 percent of the respondents order food online on a random basis while 34 percent orders food on special occasions, 23 percent order online once in a week. Only 2 percent of the respondents make orders daily.

Table 8: Type of food often ordered by the respondents

Type	Frequency	Percentage
Breakfast	2	2.0
Lunch	20	20.0
Snacks	10	10.0
Dinner	68	68.0
Total	100	100.0

Source: Primary data

The above table reveals that the majority of the respondents (68%) prefer dinner, 20 % of the respondents order lunch while 10 % of the respondents often order snacks. Only 2% of the respondents ordered breakfast using an online food delivery app.

Table 9: Amount spend per order

Amount	Frequency	Percentage
Less than 500	62	62.0
500-1000	38	38.0
More than 1000	-	-
Total	100	100

Source: Primary data

From the above table (9) it is clear that the majority of the respondents spend less than ₹ 500 per order while ordering food. 38 percent spend between ₹ 500 and ₹ 1000.

Table 10: Factors influencing to use online food delivery app

Factors	Mean	Rank
Offers and discounts	4.33	**3**
Convenience	2.48	**1**
Time saving	2.90	**2**
Advertisements	4.96	**6**
Door step delivery	4.73	**4**
Recommendation of friends/relatives	4.90	**5**
Service quality	5.90	**7**
Others	6.22	**8**

Source: Primary data

The above table reveals that convenience is the most influencing factor of the respondents to use online food delivery app (mean score 2.48). The next factor is time saving (mean score 2.90) followed by offers and discounts (mean score 4.33). Doorstep delivery (mean score 4.73) is another factor considered for the usage. Respondents also use an online food delivery app based on the recommendation of friends/ relatives (mean score 4.90).

Hypothesis testing

H_{01}: There is no significant relationship between the marital status and the factors influencing to use online food delivery app.

Table 11: Testing of hypothesis

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Offers and discounts	Between Groups	31.383	1	31.383	5.336	**.023**
	Within Groups	576.377	98	5.881		
	Total	607.760	99			
Convenience	Between Groups	2.294	1	2.294	.843	.361
	Within Groups	266.666	98	2.721		
	Total	268.960	99			
Time saving	Between Groups	17.318	1	17.318	4.921	**.029**
	Within Groups	344.872	98	3.519		
	Total	362.190	99			
Advertisements	Between Groups	6.608	1	6.608	1.429	.235
	Within Groups	453.182	98	4.624		
	Total	459.790	99			
Door step delivery	Between Groups	6.921	1	6.921	1.796	.183
	Within Groups	377.669	98	3.854		
	Total	384.590	99			
Recommendation of friends/relatives	Between Groups	.672	1	.672	.212	.646
	Within Groups	310.238	98	3.166		
	Total	310.910	99			
Service quality	Between Groups	.435	1	.435	.153	.696
	Within Groups	278.075	98	2.838		
	Total	278.510	99			
Others	Between Groups	.547	1	.547	.127	.723
	Within Groups	423.163	98	4.318		
	Total	423.710	99			

Source: Primary Data

The table above reveals that there is a significant relationship between the marital status and factors influencing order food online in respect to offers and discounts and time saving as the significant value is less than .05. The hypothesis is accepted, i.e., there is no significant relationship between marital status and factors: convenience, advertisements, doorstep delivery, recommendations of friends, service quality and others to order food online as the significant value is greater than .05.

Table 12: Level of satisfaction on online food delivery apps

Factors	**Highly satisfied**	**Satisfied**	**Neutral**	**Dissatisfied**	**Highly dissatisfied**
Pricing	10	53	28	9	-
Packaging	4	57	27	12	-
Quality of products	20	66	6	8	-
Variety of foods	21	49	16	14	-
Choice of restaurants	15	41	24	19	1
Quantity of food	9	62	13	16	-
Payment system	37	44	5	14	-
Discounts	49	46	3	1	1
Rewards/ cashbacks	53	44	3	-	-
Delivery charges	25	70	5	-	-
On time delivery	23	72	3	2	-
Customer service	37	52	9	2	-
Easiness in using app	38	46	11	5	-
Cancellation of order	10	61	13	16	-
Tracking of order	39	60	1	-	-

Source: Primary data

The above table reveals that majority of the respondents are satisfied with respect to pricing (53%), packaging (57%), quantity of food (62%), variety of food (49%), choice of restaurants (53%), quality of food (66%), payment systems (53%), delivery charges (70%), on time delivery (72%), customer service (52%), easiness in using app (46%), cancelation of orders (61%) and tracking of order (60%). 49% and 53% of the respondents are highly satisfied with respect to discounts and cashbacks/ rewards.

Hypothesis Testing

H_{02}: There is no significant difference between gender and the satisfaction levels of the respondents in using online food delivery apps.

Table13: Test statistics

	gender	N	Mean Rank	Sum of Ranks	Mann- Whitney U	Z	Asymp.Sig. 2 tailed
Pricing	male	50	49.83	2491.50	1216.000	-.244	.800
	female	50	51.17	2558.50			
	Total	100					
Packaging	male	50	49.47	2473.50	1198.500	-.399	.690
	female	50	51.53	2576.50			
	Total	100					
Quality of products	male	50	51.50	2575.00	1200.000	-.411	.681
	female	50	49.50	2475.00			
	Total	100					
Variety of foods	male	50	54.85	2742.50	1032.500	-1.611	.107
	female	50	46.15	2307.50			
	Total	100					
Choice of restaurants	male	50	49.60	2480.00	1205.000	-.326	.745
	female	50	51.40	2570.00			
	Total	100					
Quantity of food	male	50	46.85	2342.50	1067.500	-1.448	.148
	female	50	54.15	2707.50			
	Total	100					
Payment system	male	50	46.08	2304.00	1029.000	-1.643	.100
	female	50	54.92	2746.00			
	Total	100					
Discounts	male	50	51.68	2584.00	1191.000	-.459	.646
	female	50	49.32	2466.00			
	Total	100					
Rewards/ cashbacks	male	50	47.34	2367.00	1092.000	-1.245	.213
	female	50	53.66	2683.00			
	Total	100					
Delivery charges	male	50	47.95	2397.50	1122.500	-1.908	.272
	female	50	53.05	2652.50			
	Total	100					
On time delivery	male	50	48.55	2427.50	1152.500	-.857	.391
	female	50	52.45	2622.50			
	Total	100					
Customer service	male	50	52.42	2621.00	1154.000	-.736	.462
	female	50	48.58	2429.00			
	Total	100					
Easiness in using app	male	50	50.85	2542.50	1232.500	-.131	.896
	female	50	50.15	2507.50			
	Total	100					
Cancellation of order	male	50	48.68	2434.00	1159.000	-.717	.473
	female	50	52.32	2616.00			
	Total	100					
Tracking of order	male	50	47.72	2386.00	1111.000	-1.126	.260
	female	50	53.28	2664.00			
	Total	100					

Source: Primary data

The hypothesis is tested using Mann Whitney test. The test result shows that there is no significant difference between gender and the satisfaction level of respondents. As the significance level is greater than .05 so the hypothesis is accepted.

IX Findings of the Study

1) Demographic profile: the male and female respondents were equal in proportion. 52% were unmarried and 48% were married. 48% of the respondents fall between the age group of 20-40 years and 47% of the respondents fall between 40-60 years.46percent of the respondents were private employees, 20% government employees, 19% fall under business category. 49 percent of the respondents had a monthly family income between ₹ 30000-45000, 22 percent between ₹ 45000-60000.
2) The study reveals that Swiggy is the most preferred online food delivery app (mean score 1.66) followed by Uber eats (mean score1.72). Zomato is the least preferred App (mean score 2.62).
3) 41 percent of the respondents order food online on a random basis while 34 percent orders food on special occasions, 23 percent order online once in a week. Only 2 percent of the respondents make orders daily.
4) Majority of the respondents (68%) prefer dinner, 20 % of the respondents order lunch through the app.
5) Majority of the respondents spend less than ₹ 500 per order while ordering food. 38 percent spend in between ₹ 500 and ₹ 1000.
6) Convenience.is the most influencing factor of the respondents to use online food delivery app (mean score 2.48). The next factor is time saving (mean score 2.90) followed by offers and discounts (mean score 4.33). Doorstep delivery (mean score 4.73) is another factor considered for the usage. Respondents also use an online food delivery app based on the recommendation of friends/ relatives (mean score 4.90).
7) The hypothesis testing shows that there is significant association between the marital status and factors influencing the use of online food delivery apps in respect to offers and discounts and time saving. But there is no significant difference between factors like convenience, advertisements, doorstep delivery, recommendations of friends, service quality and other factors and marital status.
8) The respondents are satisfied with respect to pricing, packaging, quantity of food, variety of food, choice of restaurants, quality of food, payment systems, delivery charges, on time delivery, customer service, and easiness in using apps, cancelation of orders made and tracking of order. 49% and 53% of the respondents are highly satisfied with respect to discounts and cashbacks/ rewards.
9) The hypothesis test reveals that there is no significant association between gender and the satisfaction level of respondents in using online food delivery apps.

X Conclusion

The integration of information technology and business has transformed the traditional consumer-retailer interactions. The electronic era brought reforms in every sphere of human life. Online food delivery apps make a convenient platform for the consumers. The study is basically conducted to know the factors influencing and satisfaction level of customers regarding the food delivery apps. The food delivery apps considered for the study are Swiggy, Zomato and Uber eats. The study revealed that Swiggy is the most preferred food delivery app. The factors which influence the order food online are convenience, time saving and the discounts and offers given by the operators. Majority are satisfied with the discounts, cashbacks/ rewards, pricing, packaging, quantity of food, quality of food, payment system and ease in using the app. Thus, the advent of online food delivery apps has created a locus for searching, comparing and conveniently accessing the services. However, there are further scope for the improvement of the services with regards to choice of restaurants, availability of services, etc.

References

C.R Kothari (2002), Research Methodology, 10th Edition, Wiley Eastern Publications.

RSN Pillai, Bagavathi. Modern Marketing Principles and Practices, S. Chand & Co., New Delhi, 2011.

Leong Wai Hong (2016), "Food Ordering System Using Mobile Phone", A report submitted to BIS (Hons) Information Systems Engineering. Faculty of Information and Communication Technology (Perak Campus), UTAR.

H.S. Sethu & Bhavya Saini (2016), "Customer Perception and Satisfaction on Ordering Food via Internet, a Case on Foodzoned.Com, in Manipal", Proceedings of the Seventh Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences (AP16Malaysia Conference) ISBN: 978-1-943579-81-5. Kuala Lumpur, Malaysia. 15-17, July 2016. Paper ID: KL631.

Varsha Chavan, Priya Jadhav, Snehal Korade and Priyanka Teli (2015), "Implementing Customizable Online Food Ordering System Using Web Based Application", International Journal of Innovative Science, Engineering & Technology, Vol 2 Issue 4, April 2015.

Sheryl E. Kimes Ph.D. (2011), "Customer Perceptions of Electronic Food Ordering", Cornell Hospitality Report, 11(10), pp. 6-15.