A Study on Customer Satisfaction Towards Online Food Odering in Chennai City

Dr.B.Afroz Ahmed[1], Shakkira Begum.K[2]

[1]Assistant Professor Department of Commerce, The New College (Autonomous) Chennai 600 014

[2]Research Scholar PG & Research Department of Commerce, The New College (Autonomous) Chennai 600 014

Abstract - **This paper titled "customer satisfaction towards online food odering" has been undertaken to understand the customer's online food service experience which includes customer perception, attitude of customers and trust. This study has been undertaken with sample size of 200 respondents. With the improvement of technology, online food services are becoming a popular topic that's because they are serving the ever increasing demand for convenience. Online food services will reduce the labor cost involved in the hotels and restaurants. This is helpful to the customers to browse and use to place an order with just few clicks. It can also save their favorite orders allowing them to easily re-order that in the future.**

Index Terms - **Customer perception, Trust, Satisfaction, Labor cost.**

INTRODUCTION

Food ordering through online is becoming a norm for restaurants which offer takeout and delivery orders. With the technology evolving day by day online food services has become a key part in the present food industry to endure the market competition and to serve the customer in a better way. As we all know, food is the basic need in every human life. Nowadays people do not have time to go outside for food rather they prefer online food services. It is cost effective yet an efficient system to satisfy the restaurants needs. The customers can easily browse at their menu and select and place their orders on what they desire. The online food service also enables customers to order days beforehand and the system will execute the order at the specified time. Online food service is a simple and convenient way for consumers to order food online, without having to go to the restaurant. These days a variety of local eateries and national restaurants participate in online food service by partnering with delivery companies such as Swiggy, Zomato etc.

These services allow customers to persuade a larger selection of foods and restaurants and order food through a convenient web page or app. Customers can finally say goodbye to the hustle and bustle generated by the old ways of food service.

OBJECTIVES

- To know the most popular online food suppliers.
- To analysis the attitude of customers regarding online food services.
- To identify the customers perceptions.

RESEARCH METHODOLOGY

Sampling
This study focused on online food services who have atleast one time experience on it. The total sample size was 200 drawn from the Chennai district. To study this research we used the simple random sampling technique.

Tools used for the study
This research is based on primary data and secondary data. Primary data is collected by doing experiments, performing surveys and by observation and direct communication with respondents. Secondary data includes various published or unpublished data, journals, books, newspaper etc. Chi square tools were used to do analysis and to draw conclusions.

HYPOTHESIS
H0: There is no significant relationship between age wise customer satisfaction and the online food services.
H1: There is a significant relationship between age wise customer satisfaction and online food services.

SIGNIFICANCE OF THE STUDY

This research is conducted to analysis the "Customers Satisfaction towards Online Food Services". The first online food service was founded by World Wide Waiter (now known as Waiter.com), which started out in 1995. The purpose of this research is to know the customers perceptions regarding online food services among the customers of Chennai city. It will deal with customer's behaviour and helps to understand the customer's equilibrium.

LITERATURE REVIEW

According to SHERYL E. KIMES (2019), his study found that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal interaction and also have higher technology anxiety to use the services.

According to VARSHA CHAVAN, ET AL, (2016), the use of smart device based interface 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 system is convenient, effective and easy to use, which is expected to improve the overall restaurant business in coming times.

According to LEONG WAI HONG (2020), technological advancement in many industries have changed the business model to grow. Efficient systems can help improve the productivity profitability of a restaurant. The use of online food delivery systems is believed to lead the restaurant's business to grow from time to time and will help the restaurants to facilitate major business online.

FINDINGS OF THE STUDY

This service is simple and convenient which encourages customers to order food online. Most of the customers are influenced by online food service when they get rewards and cash backs. Swiggy service provider is preferred more by the customers than Zomato. Respondents prefer online food services due to less price, discounts, time saving etc. Majority of

them are satisfied with online food services and shown willingness to continue

Table 1: Details of sample size

Gender	Number
Male	57
Female	143
Total	200

Source: Primary data

Inference: Nearly 57 respondents were male and 143 were female. Most of the respondents who ordered online food were between the ages of 20-30years.

Table 2: Age group

Age	Number	Percentage
Below 20	50	25%
20-30	109	54.50%
30-40	41	20.50%
Total	200	100%

Source: Primary data

Inference: The above table indicates that the majority of the respondents were between 20-30years of age.
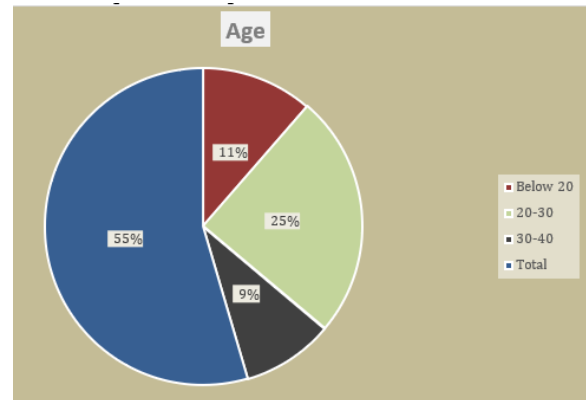

Figure 1: Overall age wise customer satisfaction
Source: Primary data

Inference: Interpretation from the above graph indicates that 54.5% were between 20-30, 25% were below 20 and 20.5% were between 30-40 years of age have preferred online food services.

Table 3: Respondents awareness about online food service

Options	Respondents (out of 200)	Percentage
Yes	173	86.50%
No	27	13.50%
Total	200	100%

Source: Primary data

Inference: Most of the respondents are aware of online food service

Table 4: Opinion about the delivery fees

Options	Respondents (out of 200)	Percentage
Agree	58	29%
Strongly agree	21	10.50%
Neither agree nor disagree	66	33%
Disagree	38	19%
Strongly disagree	17	8.50%
Total	200	100%

Source: Primary data

Inference: Nearly 33% of the respondents were neutral about the delivery fees.

Table 5: Satisfactory level of information

Options	Respondents (out of 200)	Percentage
Agree	79	39.50%
Strongly agree	45	22.50%
Neither agree nor disagree	36	18%
Disagree	20	10%
Strongly disagree	20	10%
Total	200	100%

Source: Primary data

Inference: Most of the people are agreed to be satisfied by the information provided through online food service.

Table 6: Respondents perception on time saving

Options	Respondents percentage
Agree	35%
Strongly agree	34%
Neither agree nor disagree	11%
Disagree	11%
Strongly disagree	9%
Total	100%

Source: Primary data

Inference: The above table indicates that nearly 35% of the respondents found time saving through online food service to some extent followed by 34% and the least is 9% that is quite an extent.

Table 7: Mode of order for food

Option	Respondents (out of 200)	Percentage
Over the mobile app	153	76.50%
Over the browser	20	10%
Other	27	13.50%
Total	200	100%

Source: Primary data

Inference: Most of the customers prefer to give food order over the mobile app.

Table 8: Satisfaction for the quality of online food

Options	Respondents percentage
Agree	41%
Strongly agree	23.50%
Neither agree nor disagree	18%
Disagree	9%
Strongly disagree	8.50%
Total	100%

Source: Primary data

Inference: Nearly 41% of the respondents agree with the online food service and 9% disagree.

Table 9: Easy and convenient

Options	Respondents (out of 200)	Percentage
Yes	172	86%
No	28	14%
Total	200	100%

Source: primary data

Inference: Nearly 86% of the customers feel online food service is easy and convenient.

Table 10: Mode of payment

Payments	Respondents percentage
Internet transaction	10%
Cash on delivery	52%
Credit	8.50%
Debit	10.50%
Other	9%
No idea	10%
Total	100%

Source: Primary data

Inference: The above table indicates that 52% of the customers prefer cash on delivery payment to some extent followed by 10.50% and the least is 8.50% that is quite an extent.
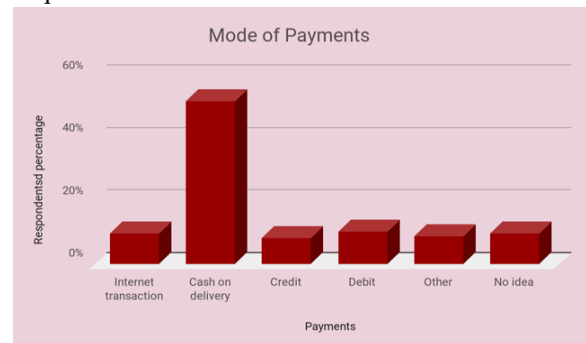

Figure 2: Type of payments
Source: Primary data

Inference: Interpretation from the above graph shows that 52% of respondents are preferred cash on delivery payment.

TESTING OF HYPOTHESIS

H0: There is no significant relationship between age wise customer satisfaction and the online food services.

H1: There is a significant relationship between age wise customer satisfaction and the online food services.

Table 10: Chi square analysis

Chi-square value	Table value	Significance
9.4236	9.49	Not significant

Source: Primary data

Inference: Since the calculated value is less than table value so "Customer satisfaction towards online food odering" is accepted and the alternative hypothesis is rejected.

CONCLUSIONS

By conducting the above research we came to know that the online food services are successful in capturing the market in Indian economy as almost every person uses it. These online food services are convenient to use and satisfy the customer needs by providing quality services to them. According to this study we can conclude that swiggy has secured a positive opinion of the majority of the customer in comparison to other service providers. This research found that online food service is popular among the residents of Chennai district. Customers between 20-30years of age prefer more online food. Chi square tests were used for interpreting data and the result we got is there is no relationship between age wise customer satisfaction and the online food odering.

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