Consumer Satisfaction And Determinants Of Choosing Online Food Delivery Applications: An Empirical Study

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***Abstract*—Rapid technological advancement and widespread smartphone and internet use in India have transformed consumer purchasing behaviour, particularly in the food industry. Online food delivery applications allow customers to conveniently order food from home using multiple ordering channels, flexible payments, and contactless delivery. The study finds that these platforms are widely used across demographic groups, especially among individuals aged 25–45, with nearly equal participation from men and women. Employed professionals form the largest user group. Customers report high satisfaction with service and food quality, though value for money remains relatively low. Consumers primarily use online food delivery platforms for convenience, good food quality, and the ability to avoid travelling, while factors such as variety of food options and promotional offers hold moderate importance, and features like real-time tracking, payment options, user-friendly interface, and customer service are perceived as relatively less influential in their usage decisions.**

***Index Terms*—Online Food Delivery, Customer Satisfaction, Service Quality, Consumer Preferences, Convenience, Perceived Value, Digital Food Platforms.**

I. INTRODUCTION

In the 21st century, India is rapidly advancing in technology and innovation. Young Indians are playing a major role in this transformation, driving digital growth and making new technological possibilities a reality. The widespread availability of affordable smartphones and internet connectivity has significantly changed the way businesses operate. Many companies have shifted their operations to online platforms, making it easier and more convenient for customers to purchase products and services. Customers form the core of any online business, as they are individuals who purchase goods or services for personal use. Their buying decisions are often influenced by advertising, marketing strategies, and digital accessibility, and they exchange money or a promise of payment in return for products and services.

In recent years, technological advancements have revolutionized the way people access goods and services, particularly in the food industry. One of the most significant developments in this sector is the emergence of online food delivery applications. These platforms have transformed the traditional dining experience by enabling customers to order their favourite meals from restaurants and enjoy them from the comfort of their homes. As the popularity of these applications continues to grow, ensuring customer satisfaction has become increasingly important for the success and sustainability of online food delivery platforms.

Food delivery is a convenient courier service that allows customers to order food from restaurants, stores, or independent food delivery companies and have it delivered directly to their doorstep. The ordering process can take place through various channels such as telephone calls, supplier websites, mobile applications, or third-party food ordering services. In recent years, online food delivery through third-party platforms has expanded rapidly, resulting in what many describe as a “delivery revolution” in the food industry. To further enhance delivery efficiency, emerging technologies such as autonomous vehicles are also being explored. Customers are provided with flexible payment options, including online payment methods or in-person payments using cash or cards. In

many cases, a flat delivery fee is charged, although some services offer free delivery under certain conditions. Additionally, tipping delivery personnel is commonly considered a gesture of appreciation, and many platforms now provide contactless delivery options to ensure convenience and safety.

The online food delivery process generally involves ordering food through a website or mobile application, with options for home delivery or self-pickup and multiple payment methods. The growth of this market is largely driven by the increasing use of smartphones, which has encouraged cafés, restaurants, and food outlets to adopt food delivery applications as a way to attract and retain customers. The relationship between businesses and end consumers has therefore become increasingly important for business growth. Over time, the shift from website-based ordering to mobile applications has transformed the food delivery model globally. As technology continues to evolve, there is a growing demand for user-friendly and visually appealing mobile applications that enable easy ordering and payment processes. To remain competitive in this dynamic market, businesses must prioritize seamless user experiences by incorporating features such as real-time order tracking and personalized recommendations. By adopting these strategies, companies can effectively meet the increasing demand for online food delivery services and achieve long-term growth and success.

II. LITERATURE REVIEW

The rapid growth of online food ordering and delivery applications has significantly transformed the food service industry and consumer purchasing behavior. Several studies have explored the factors influencing the adoption, satisfaction, and continued use of online food delivery platforms. According to Kimes (2011), the increasing popularity of online food ordering is largely driven by the convenience and control offered to consumers. The study noted that nearly half of the population had experienced online food ordering, and factors such as customer satisfaction, personal interaction with restaurant staff, and changes in consumer behavior contribute to customers' perceptions of mobile food ordering applications.

Similarly, Seth and Saini (2016) examined the characteristics of online food ordering applications and found that most consumers were aware of online purchasing platforms and perceived them as convenient tools for ordering food. The convenience of using internet-based platforms has made online ordering an attractive option for many consumers. Supporting this view, Singh et al. (2017) highlighted that online food ordering systems offer features such as set menus, order tracking, and user-friendly interfaces, which enhance accessibility and simplify the ordering process for customers.

The role of the internet in expanding the reach of online food delivery services has also been emphasized in the literature. Dang and Tran (2018) pointed out that the internet plays a crucial role in increasing consumer awareness of online food delivery applications. Through digital platforms, customers can easily search for restaurants, compare prices, evaluate services, and select food options that best suit their preferences, thereby making the entire process more convenient.

Research has also focused on comparing the performance and popularity of different food delivery platforms. Das (2018) analyzed major food delivery applications such as Zomato, Swiggy, Foodpanda, and Uber Eats. The study found that customers ranked Zomato highest in terms of offering better discounts, a wider variety of restaurants, timely delivery, and good customer service, while Uber Eats was ranked lowest in these aspects.

Another important aspect examined in the literature is the impact of service quality on customer loyalty in online food delivery services. Iham (2018) investigated the relationship between e-service quality, e-satisfaction, and e-loyalty among online food service users using a quantitative approach and SEM-PLS analysis. The findings revealed that e-service quality positively influences both e-satisfaction and e-loyalty, while e-satisfaction acts as a mediating factor between e-service quality and customer loyalty. This highlights the importance of maintaining high service standards to build long-term customer relationships.

With the increasing digitalization of the food industry, mobile applications have become a vital component of food delivery systems. Thamaraiselvan et al. (2019) discussed how digital platforms have revolutionized food delivery, especially for fast-food companies in India. The study emphasized that features such as multiple payment options, no minimum order value, and the widespread use of smartphones have

contributed to the growth of online food delivery services. These developments have also encouraged companies to adopt new strategies to remain competitive in the evolving digital marketplace.

More recent research has explored the factors influencing customer satisfaction with food delivery applications. Yoopetch et al. (2022) identified several key determinants of success in the online food delivery sector, including menu variety, food quality, delivery efficiency, and perceived value. Their findings indicated that perceived value has the strongest impact on restaurant satisfaction, followed by delivery service efficiency, menu variety, and food quality. The study also emphasized the importance of improving these factors to enhance customer loyalty and maintain user engagement.

Additionally, Buettner et al. (2023) examined the usage patterns of food delivery applications among young adults in the United States. The study found that individuals aged 18–25 used food delivery apps approximately twice a week. Usage was higher among certain demographic groups and was influenced by factors such as perceived social status, food insecurity, financial responsibility, and student status. The findings also highlighted the need for further research to understand the types of food purchased through these platforms and their potential implications for dietary habits and health outcomes.

Overall, existing literature indicates that convenience, technological accessibility, service quality, perceived value, and demographic factors play a crucial role in shaping consumer adoption and satisfaction with online food delivery applications.

III. STATEMENT OF THE PROBLEM

The rapid growth of online food delivery applications has significantly changed the way consumers order and consume food by offering convenience, variety, and time savings. Despite their increasing popularity, several issues continue to affect customer experiences, such as concerns about food quality, consistency, delivery delays, and lack of transparency in order tracking and delivery time estimates. These challenges may influence customers' satisfaction and their preference for particular platforms. Therefore, it is important to understand how satisfied consumers are with online food delivery applications and identify the key factors that determine their choice of these services. In this context, the present study aims to analyse the level of customer satisfaction and the determinants influencing consumers in choosing online food delivery apps.

IV. SIGNIFICANCE OF THE STUDY

The significance of this study lies in its ability to provide meaningful insights into the rapidly expanding online food delivery industry, which has become an essential part of modern consumer lifestyles. By examining customer satisfaction and the factors that motivate consumers to order food through delivery applications, the study helps in understanding consumer preferences and expectations. The findings can assist online food delivery platforms and restaurants in improving their service quality, delivery efficiency, and overall customer experience. Such improvements can strengthen customer loyalty, encourage positive word-of-mouth, and contribute to the long-term.

V. OBJECTIVES OF THE STUDY

1. To analyse the level of customer satisfaction towards online food delivery services.
2. To identify the factors influencing customers to purchase food through online food delivery applications.

VI. METHODOLOGY ADOPTED FOR THE STUDY

The present study adopts a descriptive and analytical research design to examine customer satisfaction and reasons for purchasing food through online delivery applications. Primary data were collected from customers using online food delivery services through a structured questionnaire, while secondary data were gathered from sources such as the State Food Commission of Kerala, journals, articles, and theses. The study was conducted over six months from June to November 2025 among 65 customers in the Thiruvananthapuram district who use online food delivery services. The sample unit consisted of individuals who ordered food through online delivery apps, and respondents were selected using the convenience sampling method. The collected data were coded, classified, and analysed using Statistical

Package for the Social Sciences (SPSS). Descriptive statistical tools such as percentages, mean, and median were used for analysis, while the Kruskal–Wallis H test, Mann–Whitney U test, and Friedman's test for K-related samples were applied for hypothesis testing.

VII. RESULTS AND DISCUSSION

i. Demographic Profile of the Customers

Table 1: Age-wise classification of Customers

Category	Frequency	Per cent
Below 25	21	32.3
25-45	33	50.8
Above 45	11	16.9
Total	65	100.0

Source: Primary Data

Table.1 shows that 32 per cent of customers belong to the age group of 'below 25; 17 per cent are in the age group of 'above 45', and the majority, 51 per cent of customers, are in the age group of 25-45 years.

Table 2 Gender-wise classification of the Customers

Category	Frequency	Per cent
Male	32	49.2
Female	33	50.8
Total	65	100.0

Source: Primary Data

Table 2 shows the gender-wise classification of respondents. It reveals that a balanced representation of both genders, with males comprising 49 Per cent and females comprising 51 Per cent of the total sample. This near-equitable distribution suggests that online food delivery apps have achieved a high level of appeal and acceptance across both genders, indicating a broad customer base.

Table 3 Occupation-wise classification of the Customers

Category	Frequency	Percentage
Student	17	26.2
Govt. Employees	29	44.6
Self-employed	13	20.00
Unemployed	6	9.2
Total	65	100

Source: Primary Data

Table 3 shows the occupation-wise distribution of customers, indicating that online food delivery apps are utilized by a diverse range of individuals. Government employees form the largest group (44.6 per cent), 20 per cent fall under the self-employed category, and the smallest group (9.2 per cent) is unemployed individuals.

ii. Customer Satisfaction Level

A five-point Likert scale is used to measure the level of satisfaction of customers. Each point on the scale carries a score. A response indicating the most favourable is given the least score (say 1), and the most unfavourable is given the highest score (say 5). Thus, assigned score 1 to Highly satisfied, 2 to satisfied, 3 to Neutral, 4 to dissatisfied, and 5 to highly dissatisfied. The one-sample Wilcoxon signed-rank test is used to determine whether the median of the responses is statistically different from a hypothesized or test value. Here test value is set to 3 (the middle value). The hypotheses considered are:

H0: Satisfaction of customers on various aspects of online food delivery services is equal to the neutral level.

H1: Customer satisfaction with various aspects of online food delivery services is not equal to the neutral level.

Table 4: Level of Satisfaction of Customers with Food Delivery Services

Variables	Negative	Tie	Positive	Mean	Median	Z Value#	p-value
1. Service Related							
Ease of ordering	-	3	62	1.58	2.00	-7.125	<0.001*
Customisation of orders	1	13	51	1.94	2.00	-6.597	<0.001*
Sustainable packaging	1	16	48	1.98	2.00	-6.157	<0.001*
Discounts/Coupons	7	28	30	2.23	2.00	-4.472	<0.002*
Multiple payment methods	2	16	47	2.02	2.00	-6.216	<0.001*
Order status	-	14	51	1.83	2.00	-6.619	<0.001*

GPS tracking	1	10	54	1.83	2.00	-6.535	<0.001*
Delivery time	4	16	45	2.22	2.00	-5.136	<0.001*
Customer service	1	14	50	2.09	2.00	-6.545	<0.001*
Grievance redressal Mechanism	3	23	39	2.34	2.00	-5.463	<0.001*
2. Product Related							
Taste and Flavour	-	4	61	1.77	2.00	-7.107	<0.001*
Freshness	-	14	51	1.97	2.00	-6.589	<0.001*
Temperature	4	16	45	2.25	2.00	-5.056	<0.001*
Quantity of food	1	19	45	1.86	2.00	-6.293	<0.001*
Value for money	14	26	25	2.83	3.00	-1.131	0.258
Hygiene standard	1	11	53	2.06	2.00	-6.687	<0.001*
Packing	-	11	54	1.97	2.00	-6.776	<0.001*
Over all	2.3529	15	47.7059	2.045	2.0588	-7.011	<0.001*

Source: Primary Data; #One Sample Wilcoxon Signed Rank Test; *Significant at 5 per cent level of significance

Table 4 indicates that all p-values are less than 0.05, except for the variable "Value for money," which has a p-value of 0.258. This suggests that customers are highly satisfied with various service-related aspects such as ease of ordering, customization, sustainable packaging, multiple payment methods, order status, GPS tracking, delivery time, customer service, and grievance redressal mechanisms. Similarly, product-related aspects like taste, freshness, temperature, quantity, hygiene standards, and packing also show high satisfaction levels. However, customers are neutral or less satisfied with "Value for money," indicating that this may be an area for improvement in pricing strategies. Overall, the results reflect a high level of customer satisfaction, with a significant overall mean score of 2.0451 and a median of 2.0588, pointing to a generally positive experience with online food delivery services.

iii. Customer Satisfaction Based On Age Group

This study examines the relationship between age and customer satisfaction using the Kruskal-Wallis H test, a non-parametric statistical analysis. This test compares satisfaction levels across age groups, revealing potential age-related differences and variations. By applying this test, we can determine if age significantly affects customer satisfaction, testing the following hypotheses:

H0: There is no significant difference in the level of satisfaction of customers belonging to different age groups.

H1: There is a significant difference in the level of satisfaction of customers belonging to different age groups.

Table 5 Customer Satisfaction based on Age Group

Variable	Mean Rank			Kruskal Wallis H	df	p-value
	Below 25 (N=21)	25-45 (N=33)	Above 45 (N=11)			
1. Service Related						
Ease of ordering	36.00	32.73	28.09	1.662	2	.436
Customisation of orders	36.07	32.67	28.14	1.653	2	.438
Sustainable packaging	33.71	33.80	29.23	.605	2	.739
Discounts/Coupons	28.43	34.70	36.64	2.083	2	.353
Multiple payment methods	33.14	32.12	35.36	.293	2	.864
Order status	36.17	31.12	32.59	1.099	2	.577
GPS tracking	37.20	30.92	28.68	1.684	2	.431
Delivery time	28.21	35.44	34.82	2.354	2	.308
Customer service	32.19	33.45	33.18	.081	2	.960
Grievance Redressal Mechanism	31.52	35.17	29.32	1.197	2	.550
2. Product Related						
Taste and Flavour	31.43	34.50	31.50	.598	2	.741
Freshness	31.29	34.61	31.45	.609	2	.738

Temperature	27.67	36.36	33.09	3.208	2	.201
Quantity of food	26.07	39.67	26.23	9.939	2	<.007*
Value for money	30.00	35.59	30.95	1.409	2	.494
Hygiene standard	29.12	35.11	34.09	1.950	2	.377
Packing	30.05	33.00	38.64	2.023	2	.364

Source: Primary Data; # Kruskal Wallis H; *Significant at 5 per cent level of significance

The Kruskal-Wallis H test results indicate that the null hypothesis (H0) is rejected for the variable "Quantity of food" ($p < 0.007$), suggesting a significant difference in customer satisfaction with food quantity across age groups, with the 25-45 age group showing higher satisfaction. For all other variables, the null hypothesis (H0) cannot be rejected, indicating no significant difference in customer satisfaction across age groups. This implies that age is a significant factor influencing customer satisfaction with food quantity, but not with other aspects of food delivery services.

iv Customer Satisfaction Based On Gender

This study examines the relationship between gender and customer satisfaction using the Mann-Whitney U test, a non-parametric statistical analysis. This test compares satisfaction levels between male and female customers, revealing potential gender-related differences and variations. By applying this test, we can determine if gender significantly affects customer satisfaction, testing the following hypotheses:

H0: There is no significant difference in the level of satisfaction between male and female customers.

H1: There is a significant difference in the level of satisfaction between male and female customers.

Table 6 Customer Satisfaction based on Gender

Variables	Mean Rank		Mann-Whitney U	p-value
	Male (N=32)	Female (N=33)		
1. Service Related				
Ease of ordering	29.91	36.00	429.00	.138
Customisation of orders	29.22	36.67	407.00	.073
Sustainable packaging	28.47	37.39	383.00	<.042*
Discounts/Coupons	34.22	31.82	489.00	.592
Multiple payment methods	31.84	34.12	491.00	.595
Order status	33.25	32.76	520.00	.909
GPS tracking	32.61	33.38	515.50	.857
Delivery time	32.70	33.29	518.50	.892
Customer service	30.81	35.12	458.00	.279
Grievance Redressal Mechanism	31.41	34.55	477.00	.459
2. Product Related				
Taste and Flavour	33.36	32.65	516.50	.857
Freshness	33.03	32.97	527.00	.988
Temperature	34.50	31.55	480.00	.494
Quantity of food	32.50	33.48	512.00	.819
Value for money	32.16	33.82	501.00	.710
Hygiene standard	31.84	34.12	491.00	.557
Packing	33.84	32.18	501.00	.680

Source: Primary Data; # Mann-Whitney U Test; *Significant at 5 per cent level of significance

The Mann-Whitney U Test results indicate that the null hypothesis cannot be rejected for most variables, suggesting no significant difference in customer satisfaction between males and females. However, a significant difference was found in the variable "Sustainable packaging" ($p = 0.042$), indicating that female customers reported higher satisfaction with sustainable packaging compared to male customers.

This implies that gender is a significant factor influencing customer satisfaction with sustainable packaging, but not with other aspects of food delivery services.

v. Reasons For Using Online Food Delivery Apps

A ranking method was employed to evaluate the reasons for using online food delivery platforms. In this method, each reason was assigned a rank based on its significance: the most significant reason received the highest rank (rank 1), and the least significant received the lowest rank (rank 10). Statistical analysis was conducted using the Friedman test to identify significant differences in the rankings.

H0: There is no significant difference in the customer preferences of reasons for purchasing food items via online platforms.

H1: There is a significant difference in the customer preferences of reasons for purchasing food items via online platforms.

Table 7: Reasons for purchasing food items through online platforms

Category	Mean Rank	Position	Chi - square	df	p-value
Good quality of food items	3.49	1	211.012	9	<.001*
Wide variety of food items	4.18	4			
More Convenience	3.62	3			
User-friendly interface	7.32	8			
Special deals and discounts	5.18	5			
Avoid travelling	3.58	2			
Quick delivery	5.55	6			
Real time tracking	6.02	7			
Better Customer service	8.57	10			
Different Payment options	7.43	9			

Source: Primary Data; #Friedman test; *Significant at 5 per cent level of significance

Table 7 reveals the ranked reasons for using online food delivery platforms, with good quality of food items ranking highest at 3.49, followed closely by avoiding travelling at 3.58, and more convenience at 3.62. A wide variety of food items and special deals and discounts are also important, with mean ranks of 4.18 and 5.18, respectively. In contrast, real-time tracking, different payment options, and a user-friendly interface are lower-ranked, with mean ranks of 6.02, 7.43, and 7.32, respectively. Better customer service has the lowest mean rank of 8.57, indicating its relatively lower importance to customers. These findings highlight the varying significance of different features in online food delivery services.

The Friedman test results indicate that there is a significant difference in the ranked preferences, with a Chi-Square value of 211.012, degrees of freedom (df) = 9, and a p-value less than 0.001*, indicating that the observed differences in mean ranks are statistically significant at 5 per cent level of significance.

VIII. FINDINGS OF THE STUDY

1. The majority of online food delivery app customers (51 per cent) belong to the age group of 25–45 years, indicating that middle-aged individuals form the largest segment of users. Additionally, 32 per cent of the customers are young adults below 25 years, while 17 per cent are above 45 years, showing that users belong to a wide range of age groups.
2. The gender distribution of online food delivery app users is almost balanced, with females accounting for 51 per cent and males 49 per cent of the respondents, indicating that these services are widely accepted and used by both genders.
3. The findings also reveal that online food delivery services are popular among different occupational groups, with employed professionals constituting the largest share (45 per cent), followed by students (26 per cent) and self-employed individuals (20 per cent).
4. Customers report high satisfaction with most aspects of online food delivery services, particularly service quality and product quality;

however, satisfaction with "value for money" is comparatively lower, indicating the need for more competitive pricing strategies to enhance perceived value.

5. A significant difference exists in customer satisfaction with food quantity across age groups, with customers aged 25–45 years expressing higher levels of satisfaction compared to other age groups.
6. Age does not significantly influence customer satisfaction with other service attributes such as food quality, delivery timeliness, and packaging.
7. There is no significant gender difference in customer satisfaction across most aspects of online food delivery services; however, female customers demonstrate significantly higher satisfaction with sustainable packaging than male customers, suggesting that gender influences perceptions of eco-friendly packaging practices.
8. The primary reasons for using online food delivery platforms are good food quality, convenience, and avoiding travel. Other factors, such as a variety of food items and special deals, also influence usage, while real-time tracking, payment options, user-friendly interface, and customer service are considered relatively less important, with customer service ranked the lowest.

IX. SUGGESTIONS

- Enhance Value for Money Online food delivery platforms should improve their pricing strategies to increase perceived value among customers. Offering competitive prices, attractive promotional offers, combo deals, discounts, and occasional free delivery options can help enhance customer satisfaction and encourage continued usage.
- Reduce Delivery Charges and Improve Order Accuracy Service providers should focus on minimizing delivery fees and ensuring accurate order fulfilment. Strengthening coordination between restaurants and delivery partners, along with improving operational efficiency, can reduce order errors and enhance the overall customer experience.
- Strengthen Real-Time Tracking and Delivery Efficiency Improving real-time order tracking systems and ensuring timely delivery can enhance transparency and reliability. Providing accurate delivery updates and estimated arrival times will help customers track their orders easily and increase their confidence in the service.
- Promote Sustainable Packaging Practices Online food delivery companies should expand the use of eco-friendly and sustainable packaging materials. Promoting environmentally responsible practices and clearly communicating sustainability initiatives can appeal to environmentally conscious customers and strengthen brand trust and loyalty.
- Expand and Simplify Payment Options Platforms should provide a wide range of convenient payment options, including mobile wallets, digital payments, debit/credit cards, and cash-on-delivery. Ensuring a smooth, secure, and user-friendly payment process will enhance convenience and improve the overall customer experience.

X. CONCLUSION

The study highlights that online food delivery applications have gained widespread acceptance among consumers from diverse demographic backgrounds. While certain age groups constitute a larger proportion of users, the usage pattern indicates that these platforms appeal to a broad range of customers irrespective of gender or occupation. The findings reveal that consumers generally exhibit a high level of satisfaction with key service attributes, particularly food quality and service performance, which play a crucial role in shaping the overall user experience. Moreover, the determinants influencing consumers' choice of online food delivery applications are primarily related to practical benefits such as convenience, accessibility, and the quality of food offered. These factors emerge as the main drivers of platform adoption, while some technological or supporting features are perceived as secondary in influencing user decisions. Overall, the study suggests that maintaining high standards of food quality and service efficiency remains essential for sustaining customer satisfaction and continued usage of online food delivery applications. At the same time, improving perceived value for money and strengthening sustainable practices can further enhance consumer experience and contribute to the

long-term growth and competitiveness of online food delivery platforms.

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