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## CUSTOMER SATISFACTION TOWARDS E-FOOD ORDERING WITH REFERENCE TO KUMBAKONAM TOWN

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### **ABSTRACT:**

In the modern days in light of the bustling way of life online food Apps have risen. Each individual likes to arrange food online as opposed to cooking at home. Current innovation has assumed an imperative job in the presentation of portable food applications. Applications, for example, Zomato, Swiggy , UberEATS and so on are the most ordinarily utilized applications by the shoppers. Portable food applications have tie-ups with numerous eateries and go about as a connection among cafés and individuals. Mobile food apps have tie-ups with many restaurants and act as a link between restaurants and people. In this paper a researcher is led to understand customer satisfaction towards E-Food ordering with reference to Kumbakonam. The purpose of this research is to measure the source of perception among customer towards choice of online food, to find out the factors influencing the customer towards online-Food and to study the level of agreement towards the choice of E-Food Order. It was discovered that dominant part of the respondent's know and utilize these applications, profit the advantages of the applications, request food on the ordinary premise and so forth. This examination was valuable in understanding the job that applications play in this day and age and how it changes the food administration industry.

**KEYWORDS:** Awareness among customer, customer satisfaction, Level of satisfaction, Online food ordering.

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## **INTRODUCTION:**

Online marketing can be characterized as the procedure of creating & sustaining buyer dealings through online events to promote the discussion of concepts, goods and service station that meet both seller's and buyer objectives. Digital marketing is also known as online marketing.

E-Food Ordering is the method of assembling food from a network or from another program. The merchandise can either be prepared-to-consume food or nourishment that has not been arranged specifically for use in the direction (e.g., farm / garden root vegetable / frozen meats, etc.). The popularity of E-Food ordering and distributing services is progressively increasing, potentials of the operators are also collective. This study is intended to explore customers "views about the services they receive from different portals. This paper will help the service providers to understand the consumers" observation, desires and opinions on the origin of the outcome of a study. To begin this conversation, a glance on the pertinent writing, especially corresponding to the online food requesting and conveying administrations has been portrayed beneath.

## **REVIEW OF LITERATURE:**

1. Apurva Datta, Dr. Ashutosh Vashishtha (Apr 2020) in their article titled that, " Study on consumer perception towards online food ordering and delivery services". This study explores the customer perception towards the online food applications in Jammu and its impact in terms of restaurant profitability, table occupancy and visibility. This study examines the attitude of customers to E-Food organization and distribution facilities. Hence the researcher ensures the devices are secure and user friendly. From this study analyzed that cash on delivery is the respondent's favourite payment mode.

2. V. Krishna Kumari (May 2019) in this article titled that, " A impact of Customer Behavior towards Online Food Services". Food is a major source of living. This study examined that convenient, safe, reliable and is revolutionizing the present restaurant industry. This study mainly concentrates on significant relationship between important factors in selecting an online food delivery services. The researcher concludes his study that the social media helps the online service provider of food, by advertising in their media and websites.

## **STATEMENT OF THE PROBLEM**

The problem is undertaking for the study of customers satisfaction towards E-food ordering. The E-food ordering services is provided to the customers from websites and the applications the E-food ordering is can easily place the orders and track their orders. This system affords a feedback structure which customers can percentage for the order and it can mention food, hotels based on the evaluations they can find the best restaurant it improves lengthwise through the value. The payment is can be done through cash on delivery or credit card/debit card. For the ordering of foods the customers have to maintain the account in the particular applications.

## OBJECTIVES OF THE STUDY

1. To measure the source of awareness among customers towards choice of online food.
2. To find out the factors influencing the customers towards E-Food.
3. To study the level of satisfaction towards the choice of E-Food Order.

## RESEARCH DESIGN

The research design is used in the study is descriptive research design. It includes planning to visit the customers across Kumbakonam, and gathered information as per the questionnaire. Primary Data is collected through the questionnaire depending upon respondents' convenience, and secondary data is collected through the sources like books, journals, websites, dissertation and thesis.

## SAMPLE SIZE AND SAMPLING TECHNIQUE

The primary data is collected form 180 respondents from order food through online. Convenience sampling is used to collect the data.

**Table 1**  
**PREFERENCE OF APPS**

<b>PREFERED APPS</b>	<b>NO. OF RESPONDENT'S</b>	<b>PERCENTAGE (%)</b>
Swiggy	100	55.6
Zomato	46	25.6
Uber Eats	27	15.5
Others	7	4
<b>Total</b>	<b>180</b>	<b>100</b>

Source: Primary data

Table 1 explains the preference of applications used by the respondent's. 56% of the respondent's were preferred Swiggy applications; 26% of the respondent's were preferred Zomato applications; 15% of the respondent's were preferred Uber eats applications for ordering the food and 4% of the respondent's prefer other applications.

Therefore according to the study Swiggy applications (56%) is preferred by most respondent's.

**Table 2****SOURCE OF AWARENESS**

<b>SOURCE OF AWARENESS</b>	<b>NO. OF RESPONDENT'S</b>	<b>PERCENTAGE (%)</b>
Online Advertisement	75	41.7
Offline Advertisement	20	11.1
Friends	48	26.7
Television	20	11.1
Word of Mouth	15	8.3
Others	2	1
<b>Total</b>	<b>180</b>	<b>100</b>

Source: Primary data

Table 2 points out the source of awareness by the respondent's. Out of 180 respondent's, 42% of the respondent's aware through online advertisement; 11% of the respondent's aware through offline advertisement; 27% of the respondent's aware through friends; 11% of the respondent's aware through television; 8% of the respondent's are getting information through word of mouth communication; 1% of the respondent's through newspaper.

Online advertisement plays an important role to ordering the food for 42% of the respondent's.

**Table 3****FACTORS INFLUENCING TO SELECTION OF A PRODUCT**

<b>FACTORS INFLUENCING TO SELECTION OF A PRODUCT</b>	<b>NO. OF RESPONDENT'S</b>	<b>PERCENTAGE (%)</b>
Ease and Convenience	112	62.2
Faster Delivery	77	42
Quality of food	49	27.2
More restaurant option	63	35
Tracking system	52	28.8
Payment option	39	21.6
Offers & Discounts	65	36.1

Source: Primary data

Table 3 explores that the features manipulating to selection of a product. Ease and convenience choose by (62%) of the respondent's; (43%) of the respondent's select a product; quality of food selection by 27% of the respondent's; more restaurant option influence a product by 35% of the respondent's; tracking system factors influence for 29% of the respondent's; payment option influence by 22% of the respondent's, offer and discounts influenced by 36% of the respondent's.

### LEVEL OF SATISFACTION ABOUT E-FOOD ORDERING WITH LIKERT SCALE

S. No	Description	Highly Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Highly Dissatisfied (1)	Total	Likert value	Rank
1	On time delivery	33(165)	39(156)	53(159)	20(40)	35(35)	180(555)	0.934	2
2	24 Hours services	20(100)	50(200)	48(144)	29(58)	33(33)	180(535)	0.900	9
3	Taste of the food	16(80)	58(232)	52(156)	21(42)	33(33)	180(543)	0.914	5
4	Quality of the food	11(55)	49(196)	58(174)	27(54)	35(35)	180(514)	0.865	15
5	Food Hygienic	33(165)	30(120)	63(189)	35(70)	19(19)	180(563)	0.947	3
6	Price of the food	40(200)	33(132)	64(192)	27(54)	16(16)	180(594)	1	1
7	Flavour of the food	16(80)	46(184)	62(186)	21(42)	35(35)	180(527)	0.887	13
8	Freshness of the food	19(95)	29(116)	62(186)	36(72)	34(34)	180(503)	0.846	16
9	Texture of the food	12(60)	39(156)	61(183)	31(62)	37(37)	180(498)	0.838	17
10	Ordering process	22(110)	46(184)	54(162)	20(40)	38(38)	180(534)	0.898	10
11	Discounts & Offers	24(120)	39(156)	49(147)	33(66)	35(35)	180(524)	0.882	14
12	Perfect packaging food	25(125)	44(176)	51(153)	24(48)	36(36)	180(538)	0.905	8
13	Presentation of the food	27(135)	47(188)	47(141)	24(48)	35(35)	180(547)	0.920	4
14	Choosing the restaurant	26(130)	47(188)	46(138)	22(44)	39(39)	180(539)	0.907	7
15.	Website helps in searching of the hotels easily	25(125)	39(156)	55(165)	22(44)	39(39)	180(529)	0.890	12
16.	Payment Security	27(135)	42(168)	47(141)	26(52)	38(38)	180(534)	0.898	10
17	Tracking order facilities	25(125)	49(196)	48(144)	17(34)	41(41)	180(540)	0.909	6

Source: Primary data

It displays the level of satisfaction of the customers. Price of food got first rank, On-Time delivery got second rank, Food Hygienic got third rank, presentation of the food got fourth

rank, taste of the food got fifth rank. Tracing facility got sixth rank. Choosing the restaurant got seventh rank. Perfect food packaging got eighth rank. 24 hours services got ninth rank. Tenth rank occupied by ordering process and payment security respectively. Website helps in searching of hotels got twelfth rank. Flavour of the food got thirteenth rank. Discounts and offers got fourteenth rank. Quality of food got fifteenth rank. Freshness of the food got sixteenth rank. Texture of the food got last rank. Price of the food is satisfied by the customers.

### **FINDINGS:**

1. Male respondent customers were mostly preferring online food order because 57% of the respondents were male.
2. 72% of the respondents Family system is Nuclear family.
3. 64% of the respondents Family size is 2 – 4 members.
4. Swiggy apps is preferred by 56% of the respondents.
5. 29% of the respondents occasionally order food when they unable to cook.
6. 53% of the respondents were frequency of ordering the food is monthly.
7. Online Advertisement plays an important role to ordering the food for 42% of the respondents.
8. Out of 180 respondents, 51% of the respondents make the payment through cash on delivery mode.
9. 53% of the respondents were paying the service charge.
10. According to this study 31% of the respondents were faced the problem is delivery time

### **SUGGESTIONS:**

On the basis of findings researcher:

1. Advertising in Newspaper and Television will help the restaurant supplier to attract the customers.
2. Nuclear family respondents mostly prefer E-Food when they unable to cook .
3. The people were requested to reduce the service charge.

4. The main solution to overcome the problem of delivery time is to accessible the network of the restaurant in every town.

5. Mode of payment should be secured and safe.

6. Customers prefer Swiggy and Zomato apps. So the restaurant has to provide discounts and offers to the customers.

7. Sometimes tracking facilities is poor. They have to update their websites according to the current trend for tracking the order.

## **CONCLUSION:**

By conducting the above research we came to know that the food apps were successful in capturing a market in the Indian economy as it is used by almost every person. Technology is affecting the business in almost every sphere. The gap between customers satisfaction and their fulfilment is being reduced with the help of new technologies. These apps also help to achieve digitalization, because Paytm, Google Pay is the preferred form of payment. These applications were easy to use and meet the needs of customers by providing them with quality services for them.

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