

SOUVENIR

TWO DAYS VIRTUAL INTERNATIONAL CONFERENCE

ON

PANDEMIC AND BUSINESS SUSTAINABILITY

(PBS - 2021)

21st & 22nd October 2021

Editors

Dr. P. Revathi

Dr. T. Snekalatha

Dr. D. Parasakthi

Dr. S. Mohanraj



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By
Prof. Dr. V. Rajendran



Published by
Dr. N.G.P ARTS AND SCIENCE COLLEGE
Coimbatore – 641 048

Printed at
Sprints Digital Printing, Unit of Sriram Xerox
1566, G.R Complex, Hopes, Coimbatore – 641 004.

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ISBN: 978-81-951892-5-0

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Book Details for Publication

Book Title	: TWO DAYS VIRTUAL INTERNATIONALCONFERENCE ON PANDEMIC AND BUSINESS SUSTAINABILITY
Edition Number	: First
Volume	I
Pages	239
Language	: English
Brief Description of Book	: Attached
Chief Editor	: Prof. Dr.V.Rajendran
Editors	: Dr. P. Revathi Dr. T.Snekalatha Dr. D. Parasakthi Dr. S.Mohanraj
Book Type	: Paper Binding
Imprint	: Dr. N.G.P. Arts and Science College

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CUSTOMERS SATISFACTION TOWARDS ONLINE FOOD DELIVERY APP DURING COVID-19

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Abstract

Technology plays an important role in revolutionizing the food delivery services by introducing online food delivery apps. Accordingly, it becomes essential to study customers' attitude on online food delivery apps. Data for the study have been collected from 115 customers through issue of well- structured questionnaire by adopting convenience sampling method. Simple Percentage and Chi-square test have been used to analyze the data. The study reveals that majority of the customers are female residing in urban area and majority of them are employed in private sector with an earning of up to Rs.15,000 per month. It also discloses that majority of the customers are highly satisfied with easy accessibility followed by choice of restaurant and package. Also, Most of the customers are satisfied by quality of service, cost effectiveness and timely delivery whereas most of the customers are dissatisfied with safe payment and offers/ discounts offered by food apps. Chi-square test reveals that age, area, occupation, monthly income, family income are significantly associated with the level of satisfaction towards online food apps.

Keywords: Food-Online-Delivery-Apps-Restaurant.

Introduction

Technology plays an important role in revolutionizing the food delivery services by introducing online food delivery apps. The use of mobile, tab or Pcs to the largest extend made people to order food through online conveniently during covid situation. There are various food delivery app available in India like Zomato, Flyer eats, Swiggy etc. which makes consumers ease and saves time. Doorstep food delivery has its effect with a wave among the youth and this helps consumers during pandemic and indeed increases the restaurant business also. Nowadays there are large numbers of restaurants providing food delivery services through food apps at best

offers/discounts and reasonable price. Suryadev Singh Rathore and Mahik Chaudhary (2018), in their research find that most of the consumers prefer Zomato, Uber eats, Swiggy and Foodpanda for the best quality service. Aditya Tribhuvan (2020), in his study discloses that majority of people use food apps to save time and is convenient. The study also reveals that all age and income groups use food apps, and they are happy with the service quality, hygiene and packaging system. The buying behaviour of people has been changed due to development in technology.

Review of Literature

Ardhana M Prabhash (2020), in her study find that majority of the respondents are female residing in urban area and belong to the age group between 20 and 25 years. It also reveals that most of the customers are attracted by offers/discounts followed by on time delivery services, convenience and ease of payment on online food delivery services. **Ayush Singh and Siddharth M.Nair (2020)**, in their research find that most of the responses were neutral i.e., they are neither too satisfied with service nor too dissatisfied with online food services. It is also observed that most of the responses order food weekly and order more than 5 times a month.

Statement of the Problem

Digital era has increased the use of online food delivery services in India especially during pandemic. Nowadays the young consumers depend on technology to order food not only for convenience but it also saves their time. Even though there are many advantages in online food delivery apps like ease to access, 24X7 services, time saving, doorstep delivery there are some disadvantages like late delivery, non availability of items, more cost etc... Merry Borgohain (2019), in her study find that majority of the respondents are students and belong to the age group between 21 and 25 years. The study also reveals that most preferred food application in Zomato followed by Swiggy. Jyotishman Das (2018), in his study discloses that most of the consumers are influenced by doorstep delivery followed by ease & convenience, rewards & cashbacks. It also reveals that factors that prevent consumers to use the online food delivery services are bad past experience followed by influence from friends/family, unaffordable, unawareness. In this backdrop, it is imperative to know the variables that influence the level of satisfaction on online food delivery apps. To find answer to the above raised question, the following objective has been framed.

Objectives of the Study

- To examine the variables that influences the level of satisfaction towards online food delivery apps.

Research Methodology

The study is based on primary data collected through issue of well-structured questionnaire. It contains questions relating to the socio-economic profile, buying behaviour and level of satisfaction towards online food delivery apps. A sample of 115 customers in Pollachi Taluk has been selected by adopting Convenience Sampling Method. Simple Percentage and Chi-Square test have been used to analyze the data.

Findings

The findings of the study are divided into four sections namely, Socio-economic profile of the consumers, Buying Behaviour, level of satisfaction and variables associated with level of satisfaction towards online food apps are depicted in the following paragraphs.

(i) Socio - Economic Profile

- Majority of 79(68.69%) customers, belong to the age group between 21 and 30 years.
- Majority of customers, 66(57.39%) are female.
- Majority of the customers, 87(75.65%) belong to urban area.
- Majority of 62(53.91%) customers are unmarried.
- Most of the customers, 47(40.87%) are under graduates.
- Most of the customers, 54(46.95%) are private employees.
- Majority of 59(51.30%) customers earn a monthly income of up to Rs.15, 000.
- Majority of 58(50.43%) customers' family income per month is up to Rs.50, 000.

(ii) Buying Behaviour

- Majority of 81(70.43%) customers came to know about online food apps through friends.
- Most of 52(45.21%) the customers are aware of the features available in food apps.
- Majority of the customers 96 (83.48%) are using mobile phones to order food.
- Majority of the customers, 76(66.09%) using online food apps for a period of less than a year.
- Most of the customers, 56(48.70%) prefer to order non-veg.
- Majority of the customers, 74(64.35%) mode of payment is cash on delivery.

- Majority of 65(56.52%) customers spend for ordering food per time is between Rs.501 and Rs.1,000.

(iii) Level of Satisfaction

The customers' satisfaction on online food delivery apps during Covid-19 is measured by considering the variables like package, quality of service, timely delivery, easy accessibility to order, promotions/offers and safe & secure and it is depicted in the table given below.

Table: 1
Satisfaction Level towards Online Food Delivery Apps

Factors	Highly Satisfied	Satisfied	Dissatisfied
Easy Accessibility to Order	71 (61.74%)	44 (38.26%)	0 (0.00)
Choice of Restaurant	67 (58.26%)	32 (27.83%)	16 (13.91%)
Cost Effectiveness	46 (40.00%)	52 (45.22%)	17 (14.78%)
Package	62 (54.92%)	37 (32.17%)	16 (13.91%)
Quality of Service	52 (45.22%)	63 (54.78%)	0 (0.00)
Timely Delivery	46 (40.00%)	57 (49.57%)	12 (10.43%)
Offers/ Discounts	20 (17.39%)	32 (27.83%)	63 (54.78%)
Payment Safe	23 (20.00%)	33 (28.70%)	59 (51.30%)

From the above table, it is ascertained that majority of the customers are highly satisfied with easy accessibility followed by choice of restaurant and package. Also, Most of the customers are satisfied by quality of service, cost effectiveness, and timely delivery whereas most of the customers are dissatisfied with safe payment and offers/ discounts offered by food apps.

(iv) Variables Associated with Level of Satisfaction

To examine the association between the select variables and level of satisfaction towards online food delivery apps during Covid-19, the Chi-square test has been used.

Table: 2
Variables Associated with Level of satisfaction

Variables	d.f	Calculated χ^2 Value	Table Value 5% Level
Gender	2	3.180	5.991
Age	2	10.726*	5.991
Area	4	11.486*	9.488
Marital Status	2	4.802	5.991
Educational Qualification	6	12.927	12.592
Occupation	8	22.598*	15.507
Monthly Income	6	16.685*	12.592
Family Income(Per Month)	6	20.092*	12.592

It has been found that there exists a significant association between age, area, occupation, monthly income, family income and level of satisfaction towards online food delivery apps.

Conclusion

The study depicts that age, area, occupation, monthly income, family income have significant association with level of satisfaction towards online food apps during Covid-19. Based on the findings of the study the following suggestions are recommended: Measures may be taken to encourage food delivery in rural area, online food delivery app can improve their payment security so that the consumers pay online without hesitation, food delivery apps may provide discounts and offers to customers as they are using apps to avail such offers, they may take utmost care while packaging and they may also reduce the delivery charge.

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ISBN: 978-81-951892-5-0



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