

A STUDY ON CUSTOMER SATISFACTION TOWARDS APP- BASED FOOD SERVICES IN COIMBATORE CITY

PROJECT REPORT

Submitted in partial fulfillment of the requirements for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS

At the Bharathiar University



By

M.MINITHRA
(Reg. No.: 201BM038)

Under the Guidance of

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(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

Approved by Government of Tamil Nadu & Accredited by NAAC with A⁺⁺ Grade (3rd Cycle -3.64 CGPA)

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MAY - 2023

DECLARATION

Ms. M. MINITHRA (Reg. No.: 201BM038) hereby declare that the project report entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS APP- BASED FOOD SERVICES IN COIMBATORE CITY**” submitted in partial fulfillment of the requirement for the award of the degree of **Bachelor of Business Administration with Computer Applications at the Bharathiar University** is a record of original project work done during the period of study under the supervision and guidance of **Dr. A. RAGUKUMAR, M.A., M.B.A., PGDED., Ph.D., Associate Professor, Department of Management Studies, Dr. N.G.P. Arts and Science College, Coimbatore** and it has not formed on the basis of award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate of any university.

(Ms. M. MINITHRA)
Reg. No.: 201BM038

Place: Coimbatore

Date:

CERTIFICATE

This is to certify that the project entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS APP- BASED FOOD SERVICES IN COIMBATORE CITY**” submitted in partial fulfillment of the requirement for the award of the degree of **Bachelor of Business Administration with Computer Applications at the Bharathiar University** is a record of original project work done by **Ms. M. MINITHRA (Reg. No.: 201BM038)** during the period (2020-2023) of his/ her study in **Department of Management Studies, Dr. N.G.P. Arts and Science College, Coimbatore** under my supervision and guidance, and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate of any university.

(**Dr.A. Ragukumar**)
Project Guide

(Dr.S.Mohan)
Professor and Head

(Prof.Dr.S.Saravanan)
Principal i/c

Place: Coimbatore
Date:

Viva-voce Examination held on.....

Internal Examiner

External Examiner

ACKNOWLEDGEMENT

This project was the most significant accomplishment in my life and it would not have been possible without the blessing of God almighty and those who supported and believed in my caliber.

I record my deep sense of gratitude to Dr. NALLA. G. PALANISWAMI, M.D, AB (USA), Chairman, Kovai Medical Center Research and Educational Trust (KMCRET) and Dr. THAVAMANI. D. PALANISWAMI, M.D, AB (USA), Secretary, Dr. N.G.P. Arts and Science College, Coimbatore for providing me an infrastructure facility to carry out project work successfully.

I record my sincere thanks to Prof. Dr. S. SARAVANAN, M.Com., M.B.A.(HR)., M.Phil., NET., Ph.D., Principal (i/c), Dr. N.G.P. Arts and Science College, Coimbatore, for every help he rendered before and during the project.

I express my sincere thanks to Dr. S.MOHAN, M.B.A., M.Phil., PGDCA., NET., Ph.D., Professor and Head, Department of Management Studies, Dr. N.G.P. Arts and Science College, Coimbatore for showing sustained interest and providing help throughout the period of this work.

I would like to extend the sincere thanks to my guide **Dr. A. RAGUKUMAR, M.A., M.B.A., PGDED., Ph.D., Associate Professor**, Department of Management Studies, Dr. N.G.P. Arts and Science College, Coimbatore for her exemplary guidance and encouragement.

I take this opportunity to acknowledge my sincere thanks to all the staff members of the Department of Management Studies for their constant inspiration, assistance and resourceful guidance for the completion of this project successfully.

I express my sincere thanks to our family and friends for their encouragement, love, prayer, moral support, advice and sacrifice without which we would not have been able to pursue the course of this study.

Ms. M. MINITHRA

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A STUDY ON CUSTOMER SATISFACTION TOWARDS APP BASED FOOD SERVICES IN COIMBATORE CITY

CHAPTER- I

INTRODUCTION

1.1 INTRODUCTION OF THE STUDY

In the short span of years, online food ordering services have been playing a vital role in the daily life of the customers. In major cities of India like Mumbai, Delhi, Bangalore, Chennai, Kolkata, Hyderabad, and more, people prefer online food services as to fulfill their needs. Technology has played a vital role in reforming the food delivery service systems. Dependency on technology has motivated them to do many activities online, which comprises of getting cooked food ready at their doorstep just by a click on their mobile phone. From a busy employee to an idle student, today almost everyone prefers to practice online food delivery services. Convenience is the main reason which is making online food delivery services accepted today. The online food booking service providers charge the cost of travelling based on distance, of travel and type of vehicle, traffic and waiting charges.

To get more consumer attention, companies challenge themselves to deliver food in the least time, which makes the consumers more and more dependent on online food delivery services (OFD). This popularity of OFD and delivering services is gradually increasing. OFD services have just transformed the consumer behaviour and perception, and now using it have become new normal. One of the pros of this services is that consumers are provided fresh and healthy food when they are in their offices or homes while they have the freedom to continue with their work. One additional reason behind the growth of OFD services is the increasing use of smartphones in all the urban families. The technical combination of smart phone and internet access has given birth to OFD services platform, thereby creating certain pros and cons of it.

OFD is an application which will help restaurant to optimize and control over their restaurants. For the waiters, it is making life easier because they don't have to go kitchen and can give the orders to chef easily. For the management point of view, the managers will be able to control the restaurant by having all the reports to hand and able to see the records of each employee and orders.

Application helps the restaurants to do all functionalities more accurately and in a faster way. Food ordering system reduces manual works and improves efficiency of the restaurant. This application is helping food orderings to maintain the stock and cash flows and there are many more functionalities like,

- To store records.
- Control orders and services.
- Billings.
- Control staff and their shifting.

The objective of this research helps to understand the customers perception and satisfaction towards the OFD services.






1.2 CUSTOMER SATISFACTION

- ✚ Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities.
- ✚ Customer satisfaction information, including surveys and ratings, can help a company determine how to improve or change its products and services.
- ✚ An organization's main focus must be to satisfy its customers.

1.3 SCOPE OF THE STUDY

- ✚ Each and every research work that has been carried out should have some scope, scope is nothing but which will help the management in taking decisions regarding the problem, which leads to research.
- ✚ The study aims to assessing the customers' behaviour on food services. It consists of their level of satisfaction regarding the usage of food services. The study focuses the opinion of the customers while using the food app.

1.4 OBJECTIVES OF THE STUDY

-  To study the level of awareness of consumers towards online food ordering application.
-  To study the preference towards online food ordering application.
-  To find out the customer satisfaction towards app- based food services.
-  To identify the problems faced by the consumer while using online food ordering application
-  To ensure clear communication with the customers well over the telephone.

CHAPTER- II

REVIEW OF LITERATURE

The study of **Chai (2019)** says that most of the users have turned to online food delivery services because it saves time to find a place for food and wait for it in restaurants. More options available for different types of food for the consumers as a reason for using OFD services.

Convenience, privacy, and safety are several other factors which are influencing the usage of OFD services

Chandrasekhar (2019) provides empirical evidence that among the consumers students and the ones who are working have the greater frequency in using OFD services. Reliability and efficiency in OFD services are making it popular among all. Consumers prefer to keep on trying services from different hotels & restaurants, as OFD services give the consumers a platform to compare and choose the best and reasonable. The most highlighted result of the study is that convenience and ease while ordering through OFD services make it a more usable and accepted platform.

Das, J. (2019) concludes in his studies that on time delivery and better discounts are the reasons behind the consumers switching to OFD services. His study has also highlighted several other factors such as doorstep delivery, ease & convenience, rewards & cashbacks are encouraging the consumers towards OFD services.

V.C.S. Yeo (2019) demonstrates in his studies that technology upgradation attracts the consumers, providing them convenience through saving efforts & times. Discounts in offering services attract price sensitive consumers as the OFD service platform provides transparency for choosing the best alternative available.

John. B (2019) stated that an automated food ordering system is proposed which will keep track of user orders smartly. Basically, they implemented a food ordering system for different type of restaurants in which user will make order or make custom food by one click only. By means of android application for Tablet PCs this system was implemented. The front end was developed using JAVA, Android and at the backend MySQL database was used.

Racheal. M (2019) disclosed that customer using a Smartphone is considered as a basic assumption for the system. When the customer approach to provides easy and convenient transactions from customers.

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 has higher technology anxiety to use the services.

Serhat Murat Alagoz & Haluk Hekimoglu (2019), e-commerce is rapidly growing worldwide, the food industry is also showing a steady growth. In this research paper they have used the Technology Acceptance Model (TAM) as a ground to study the acceptance of online food ordering system. Their data analysis revealed that the attitude towards online food ordering vary according to the ease and usefulness of online food ordering process and also vary according to their innovativeness against information technology, their trust in e- retailers and various external influences.

Varsha Chavan, et al, (2019), 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 smart phone 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.

Anuj Pal Kapoor (2019) “Technology at dinner table: ordering food online through mobile apps”, article highlights the importance of online food delivery aggregators (OFA’s) who are expanding choice and convenience, allowing consumers to order from a wide array of restaurants with a single tap on their smart phones.

Tanna and Harshal Utekar (2019) “A survey on touch-based food ordering system in restaurants”, paper discusses different techniques and algorithms for making the entire food ordering system digitalized. The results states that the techniques, technologies used in the proposed system are all meant to increase the efficiency of the system by achieving better results. Thus, these techniques help in increasing the accuracy of the system and getting more desirable results.

Manoj Timilsina (2019) “Impacts of social media in restaurant business- A case study on restaurant based on Oulu Region”, thesis examines the impacts of social media has in restaurant business and how it influences the business activities. The results state that social media has positive impact on restaurant business.

Leong Wai Hong (2019) “Food ordering system using mobile phone”, examines the technological advancements in many industries that have changed the business model to grow. Efficient systems can help to improve the productivity and profitability of the restaurants.

Hong Lan, Li Ya’nan and Wang Shuhua (2019) “Improvements of online food delivery based on consumers’ negative comments”, states that online food delivery market is immature yet; there are some obvious problems that can be seen from customers negative comments.

Mayurkumar Patel (2019) “Online food order system for restaurants”, is a paper mainly proposes how to develop an online food ordering system for both the customers and restaurants. The main aim is to highlight how this system will allow the hotels and restaurants to increase the scope of business by reducing the labour cost involved.

Snehal Korade and Priyanka Teli (2019) “Implementing customizable online food ordering system using web-based application” article highlights the importance of food pre-order system using web-based application in which customer can be able to create the order before they approach the restaurant. The solution provides easy and convenient way to select pre-order transactions for customers.

Serhat Murat Alajoz and Haluk Hekimoglu (2019) “A study on TAM: analysis of customer attitudes in food ordering system”, is a research paper that have used technology acceptance model (TAM) as a ground to study the acceptance of online food delivery system. Their data analysis revealed that the attitude towards online food ordering vary according to the ease and usefulness of online food ordering process and also vary according to their innovativeness against IT, their trust e-retailers and various external influences.

Muthumani et al. (2019) study reveals that it's as yet not pleased and safe for consumers while buying on the web. It expresses that web-based shopping is famous among young people for satisfying their prerequisites.

According to **Vincet et al., (2019)** the principle aim of this study was to understand the fundamental correlation between convenience motivation, post-usage usefulness, price positioning, time consumed during the process, prior online purchase knowledge, consumer approach and behavioural towards OFD services.

With the growing popularity of various OFD apps and easy access to internet, the impact of the same was studied by **S. Manju (2019)** and also the impact of the OFD apps in our daily routines and factors contributing to the OFD services. In next few years market volume of online food delivery is of \$5.7 billion by 2022.

As per the study conducted by **Preeta & Iswaraya (2019)** to analyse perception towards online order and delivery application, considering demographic as a part of its study, young person is mostly likely to order online restaurant delivery, using one of these services.

Levin, Heath and LeVangie, (2019) Online food requesting is requesting food through the eatery's own site or portable application. The aim of this analysis is to look at the consumer insight on food applications and to dissect the variables that impacts customer acumen towards food applications. The worldwide development is 9.01%, the web food delivery apps market in India is developing at a pace of 15%. The variety of consumptions including food applications, has become vital for the business to develop and enchant existing consumers. The importance of this research paper is that it characterizes consumers' perceptions towards the using of food applications, and the way these applications have implicit buying, arranging, and socially raise the value of dinners and bites.

Aaker (2019) The young crowd is more inclined towards food which is high in nutrition. Whereas, brand name plays a vital role in customer perception, which has high influence in to their purchasing behaviour.

According to **Inc42 Media, (2020), Business Insider, (2020)**, India holds the record for being probably the foremost youthful populace all throughout the globe with the traditional age remaining at 27 years. This has brought about indiscreet buying power on the grounds that the willingness to try out new food applications in India is high, further prompting the use of the same.

H.S. Sethu & bhavya saini “Customer Perception and Satisfaction on Ordering Food”. (2020): The study revealed that the online food ordering services was used by 100 percent of the respondents, and the buying decisions were largely influenced by opinions of friend's family and discussions on online forums. The study reveals that good word of mouth and experiences by existing customers and online forums decides the success of web-based food shopping.

Dr. Neha Parashar & Ms. Sakina Ghadiyali, (2020): The study found that Services are intangible products where in there cannot be any transfer of possession or ownership, and they cannot be sold but come into existence at the time they are consumed or bought. Services cannot be stored or transported.

Eg: accounting, banking, cleaning, consultancy, education, etc. Digital services on the other hand are services that are anything that can be delivered through an information infrastructure such as the internet, in various forms i.e., applications, web pages, social media, etc. In the paper the major focus will be on the various apps that are available either by 3rd party for delivery purpose or by restaurants themselves for various purposes like delivery, pointing system, in house app ordering, etc. Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. From this research paper we would understand the shift of consumer's behaviours with the introduction of technology and what are the different kinds of applications that consumers are satisfied with and what makes them happy and satisfied about the service. The main objective of the paper is to understand the relation between facilities and the purchase behaviour. Secondly to find the most popular app in the food delivery industry and understand as to how have technology played an important role in the restaurant industry.

CHAPTER- III




RESEARCH METHODOLOGY

3.1 RESEARCH:

Research is the process of solving problems and finding facts in an organized way. Sometimes, research is used for challenging or making contribution to generalize knowledge.

We may have to find some new algorithms, methods or replicate existing method to against others by proving the facts. Research is done by applying what is known (if anything), and building on it. Additional knowledge can be discovered by proving existing theories and by trying to better explain observations. Research should be systematic, organized and objective.

RESEARCH METHODOLOGY:

-  The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.
-  Research methods refer to the behavior and instruments used to select and constructing research techniques.
-  Research also needs to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain techniques and procedures will be applicable to certain problems and other will not.

3.2 RESEARCH DESIGN

The research design is arrangement of condition and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

- ✚ Descriptive research means it includes surveys and facts finding enquirers. The major purpose of descriptive research is descriptive of affairs as it exists at present.
- ✚ A research design is the conceptual structure within which research is conducted: it constitutes the blueprint for the collection, measurement and analysis of data.
- ✚ As such the design includes an outline of what research will do from writing the hypothesis and its operation implicates to the final analysis of data.

3.3 AREA OF THE STUDY




The study was conducted about app- based food services in Coimbatore.

3.4 SAMPLE DESIGN:

A sample design is the framework, or road map, that serves as the basis for the selection of a survey sample and affects many other important aspects of a survey as well. In a broad context, survey researchers are interested in obtaining some type of information through a survey for some population of interest, from which a sample is to be drawn.

The sampling frame may be identical to the population, or it may be only part of it and is therefore subject to come under coverage, or it may have an indirect relationship to the population.

SAMPLE TECHNIQUE

-  Non- probability Convenience sampling has been adopted in this study
-  The sample size of the study is 110.
-  The samples selected were administrated with questionnaires which consist of both open-ended and close-ended questions. There are 30 questions included in the questionnaire.

SAMPLE SIZE:

Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample. Samples of 110 respondents are taken for this study.

3.5 TOOLS FOR DATA COLLECTION

Primary data:

The study is mainly based upon the primary data. Structured Questionnaire method is used to collect the data from the students in effective manner. A sample size of 110 online food app users have been appended in this research report.

Secondary data:

To substantiate and to support the primary data, required particulars have been gathered by referring reputed journals, standard newspaper and websites. The data collected from both primary and secondary sources have been edited and presented in this research report at the appropriate places.

3.6 STATISTICAL TOOLS USED FOR DATA ANALYSIS

The rule of statistical in research is to function as a tool in designing research, analyzing the data, drawing its conclusion from. Most research studied result in large volume of new data that must be suitably reduced so that the same can be read easily and can be used for further analysis:

The tools for analysis used are,

- Simple percentage
- Chi- square method

CHAPTER- IV
ANALYSIS AND INTERPRETATION
SIMPLE PERCENTAGE ANALYSIS:

TABLE NO: 4.1

AGE OF THE RESPONDENTS

Sno	Age	No. of respondents	Percentage
1	Less than 20 years	31	28.2%
2	21-30 years	58	52.7 %
3	31-40 years	14	12.7%
4	41-50 years	4	3.6%
5	More than 51 years	3	2.7%
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 52.7% of the respondents are between 21- 30 years, 28.2% of the respondents are less than 20 years, 12.7% of the respondents are between 31- 40 years, 3.6% of the respondents are between 41- 50 years and 2.7% of the respondents are more than 51 years.

INFERENCE:

Majority of the respondents are between the age group of 21- 30 years with 52.7%.

CHART: 4.1

The following chart shows the age of the respondents

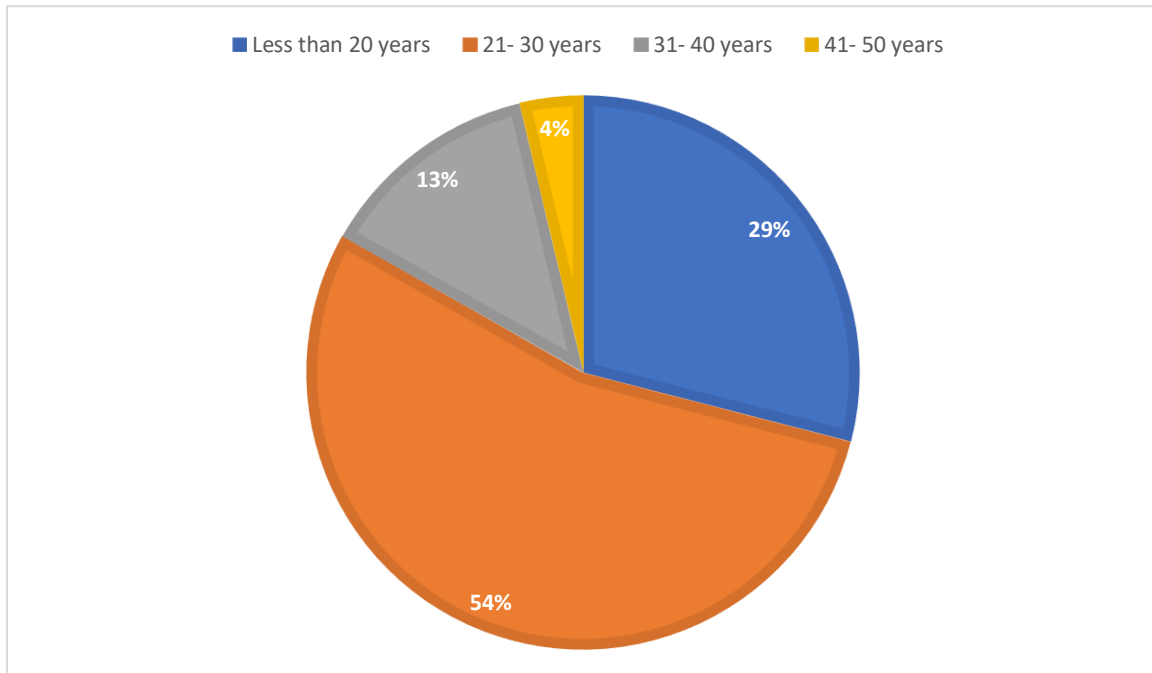


TABLE NO: 4.2

GENDER OF THE RESPONDENTS

Sno	Gender	No. of respondents	Percentage
1	Male	59	53.6%
2	Female	51	46.4%
Total		110	100%

Source: Primary data

INTERPRETATION:

From the following table it is observed that 53.6% of the respondents are male and 46.4% of the respondents are female.

INFERENCE:

Majority of the respondents are male with 53.6%.

CHART: 4.2

The following chart shows the gender of respondents

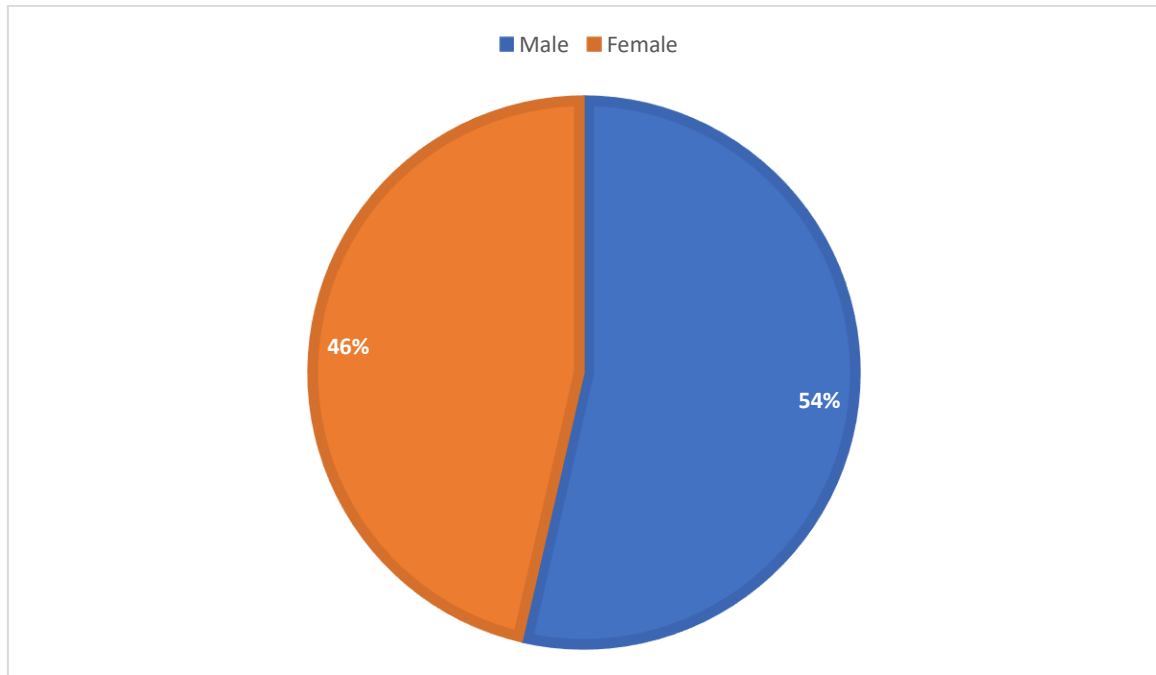


TABLE NO: 4.3

MARITAL STATUS OF THE RESPONDENTS

Sno	Marital status	No. of respondents	Percentage
1	Married	34	31.5%
2	Unmarried	75	68.18%
3	Divorced	1	1.00%
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 31.5% of the respondents are married, 68.18% of the respondents are unmarried and 1.00% of the respondents are divorced.

INFERENCE:

Majority of the respondents are unmarried with 68.18%.

CHART: 4.3

The following chart shows the marital status of the respondents

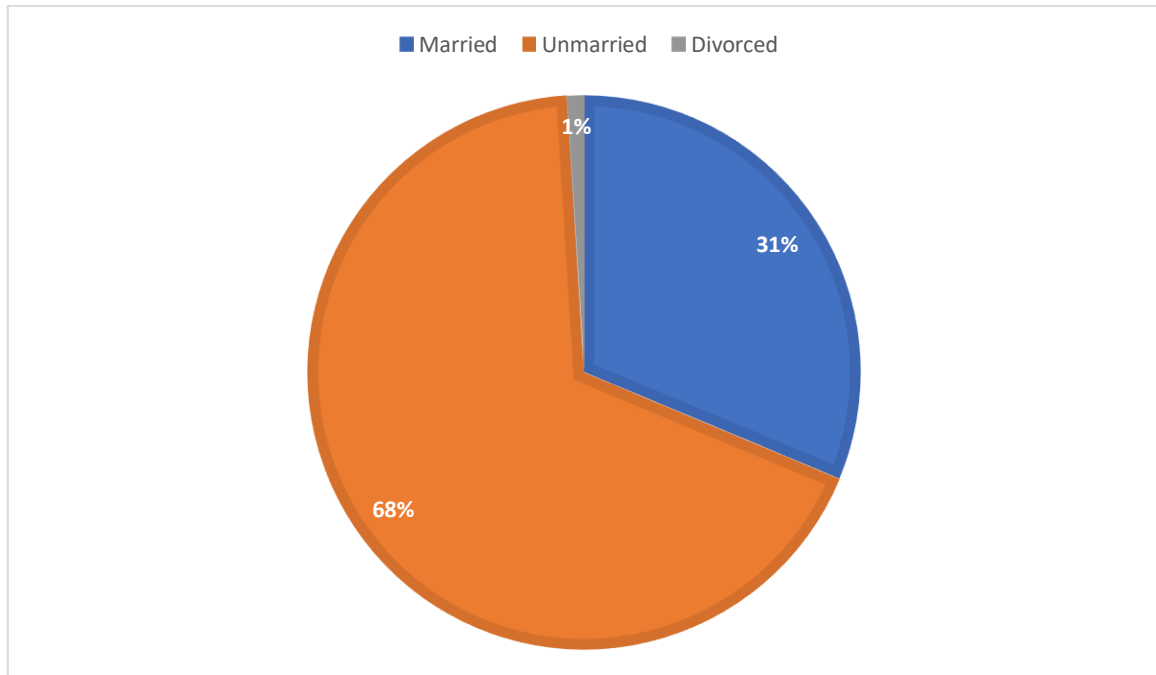


TABLE NO: 4.4
EDUCATIONAL QUALIFICATION

Sno	Educational qualification	No. of respondents	Percentage
1	SSLC	2	1.9%
2	HSC	4	3.7%
3	UG Degree	72	66.7%
4	PG Degree	28	25.9%
5	Other	5	1.9%
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 1.9% of the respondents have completed their SSLC, 3.7% of the respondents have completed their HSC, 66.7% of the respondents are under graduates, 25.9% of the respondents are post graduates and 1.9% of the respondents have completed other degree.

INFERENCE:

Majority of the respondents are under graduates with 66.7%.

CHART: 4.4

The following chart shows the educational qualification of the respondents

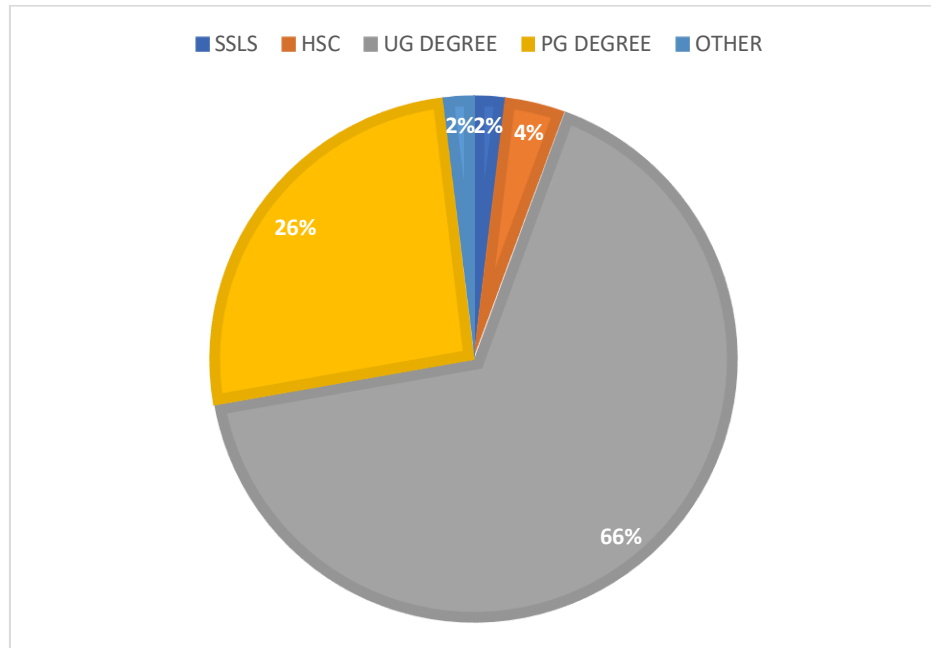


TABLE NO: 4.5
OCCUPATION OF THE RESPONDENTS

Sno	Occupation	No. of respondents	Percentage
1	Student	49	45.4%
2	Business	9	8.3%
3	Housewife	9	8.3%
4	Employee	38	35.2%
5	Other	14	2.9%
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 45.4% of the respondents are students, 8.3% of the respondents are business people, 8.3% of the respondents are housewives, 35.2% of the respondents are employees and 2.9% of respondents are working under other sectors.

INFERENCE:

Majority of the respondents are students with 45.4%.

CHART 4.5

The following chart shows the occupation of the respondents

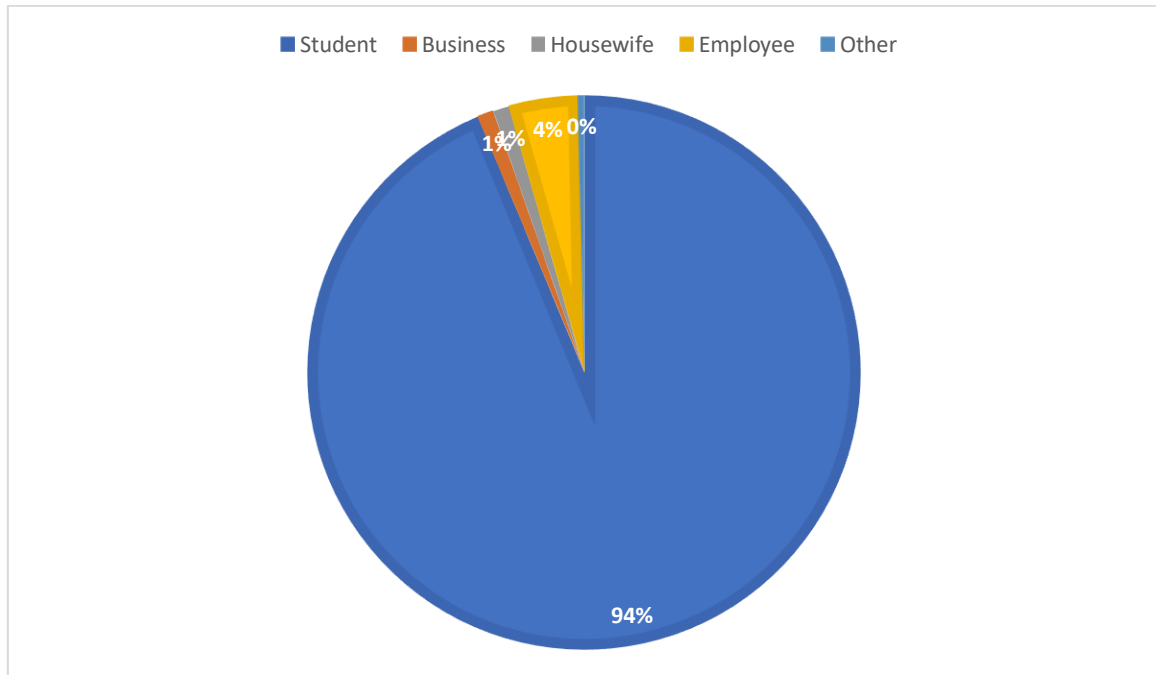


TABLE NO: 4.6

MONTHLY INCOME OF THE RESPONDENTS

Sno	Monthly income	No. of respondents	Percentage
1	Less than Rs.10,000	39	39%
2	Rs.10,001-Rs.20,000	13	13%
3	Rs.20,001- Rs. 30,000	8	8%
4	Rs.30,001-Rs.40,000	12	12%
5	Above Rs.40,001	38	38%
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 39% of the respondents earn less than Rs.10,000, 13% of the respondents earn between Rs.10,001- Rs.20,000, 8% of the respondents earn between Rs.20,001- Rs.30,000, 12% of the respondents earn between Rs.30,001- Rs.40,000 and 38% of respondents earn more than Rs.40,001.

INFERENCE:

Majority of the respondents earn less than Rs.10,000 with 39%.

CHART: 4.6

The following chart shows the monthly income of the respondents

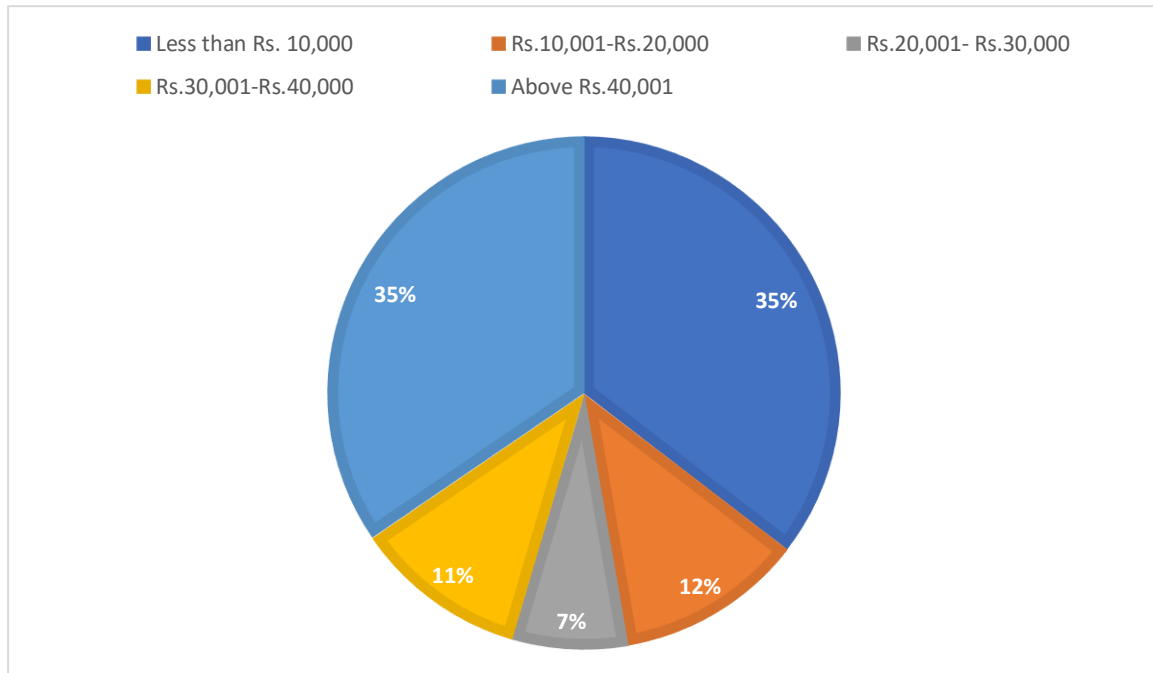


TABLE NO: 4.7
MOSTLY USED FOOD SERVICING APP

The following table shows the respondents of the above-mentioned statement.

Sno	Food servicing app	No. of respondents	Percentage
1	Zomato	46	42.6%
2	Uber eats	4	3.6%
3	Swiggy	52	48.1%
4	Food panda	-	-
5	Grubhub	1	0.9%
6	Other	7	5%
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 42.6% of the respondents prefer zomato, 3.6% of the respondents prefer uber eats, 48.1% of the respondents prefer swiggy, none % of the respondents prefer food panda, 0.9% of respondents prefer grubhub and 5% of the respondents prefer other food ordering service app.

INFERENCE:

Majority of the respondents prefer swiggy with 48.1%.

CHART: 4.7

The following chart shows the mostly used food servicing app

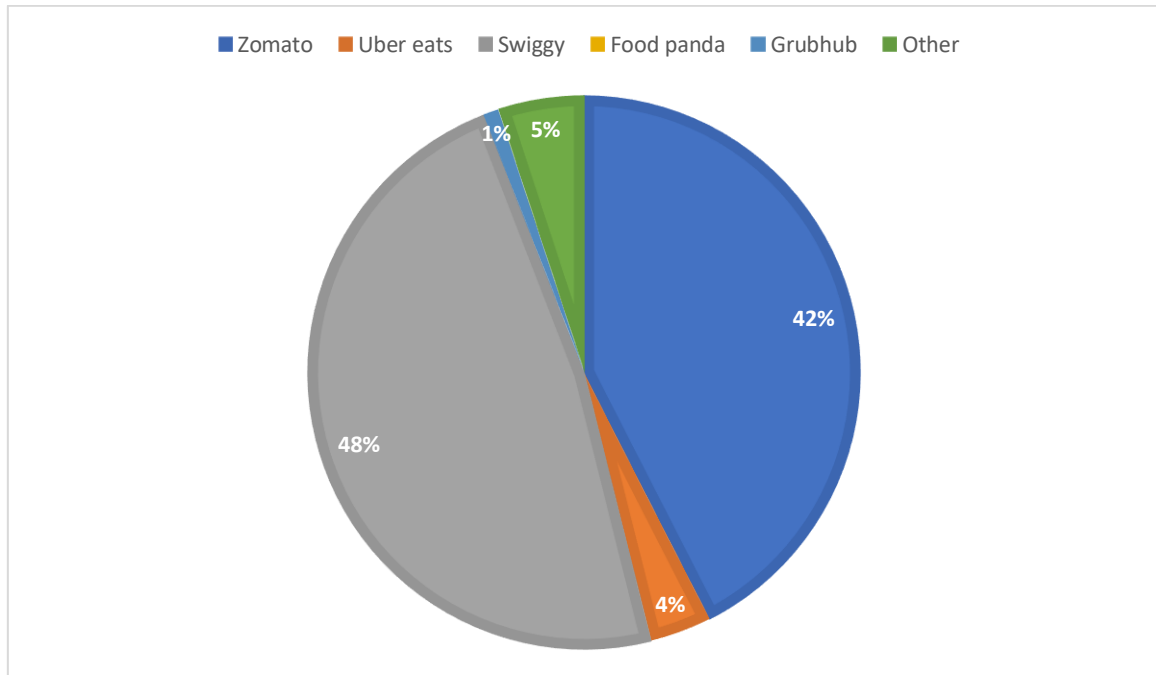


TABLE NO: 4.8

**IMPORTANT FACTOR WHEN CHOOSING THE ONLINE FOOD
SERVICING**

**The following table shows the respondents of the above-mentioned
statement.**

Sno	Factor	No. of respondents	Percentage
1	Quality	53	48.6%
2	Easy to book	23	21.1%
3	Comfort	20	18.3%
4	Availability	10	9.2%
5	Safety	4	3%
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 48.6% of the respondents prefer quality, 21.1% of the respondents prefer easy booking, 18.3% of the respondents prefer comfort, 9.2% of the respondents prefer availability and 2.8% of the respondents prefer safety factor.

INFERENCE:

Majority of the respondents prefer quality with 48.6%.

CHART: 4.8

The following chart shows the important factor when choosing online food servicing

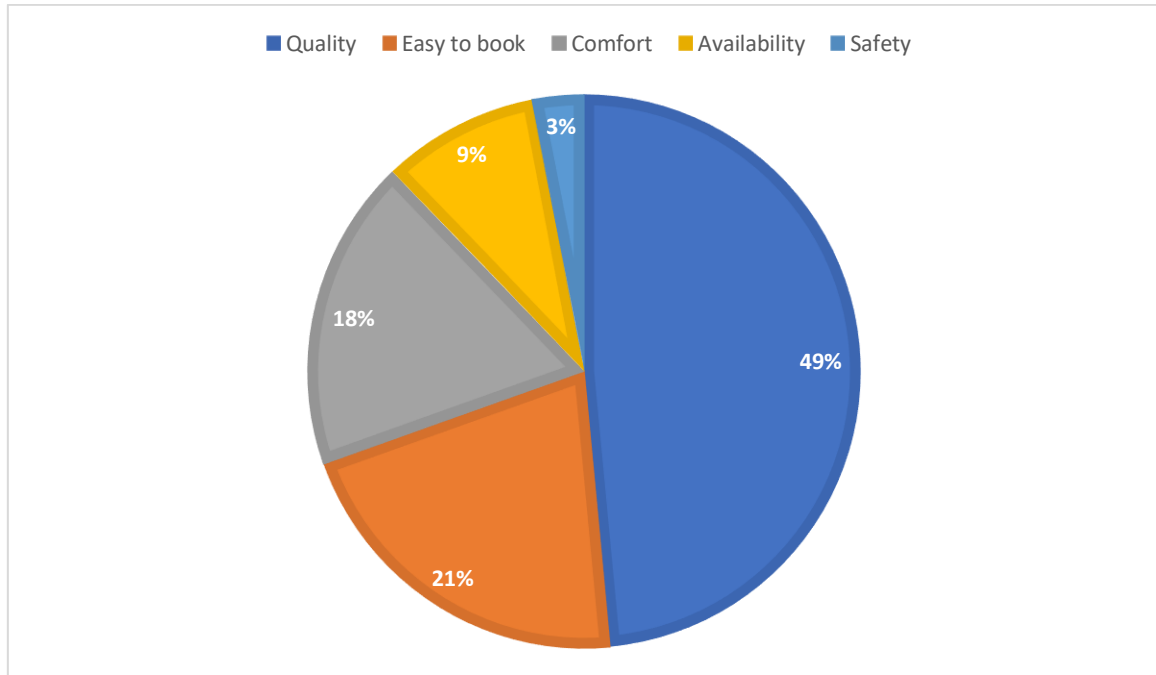


TABLE NO: 4.9

PURPOSE TO USE APP BASED FOOD SERVICES

The following table shows respondents of the above-mentioned statement

Sno	Purpose	No. of respondents	Percentage
1	Personal	67	62%
2	Official	5	4.6%
3	Both	35	32.4%
4	Other	2	1%
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 62% of the respondents use OFD for personal, 4.6% of the respondents use OFD for official, 32.4% of the respondents use OFD for both and 0.9% of the respondents have chosen other use.

INFERENCE:

Majority of the respondents have chosen personal use with 62%.

CHART: 4.9

The following chart shows the purpose of using app- based food services

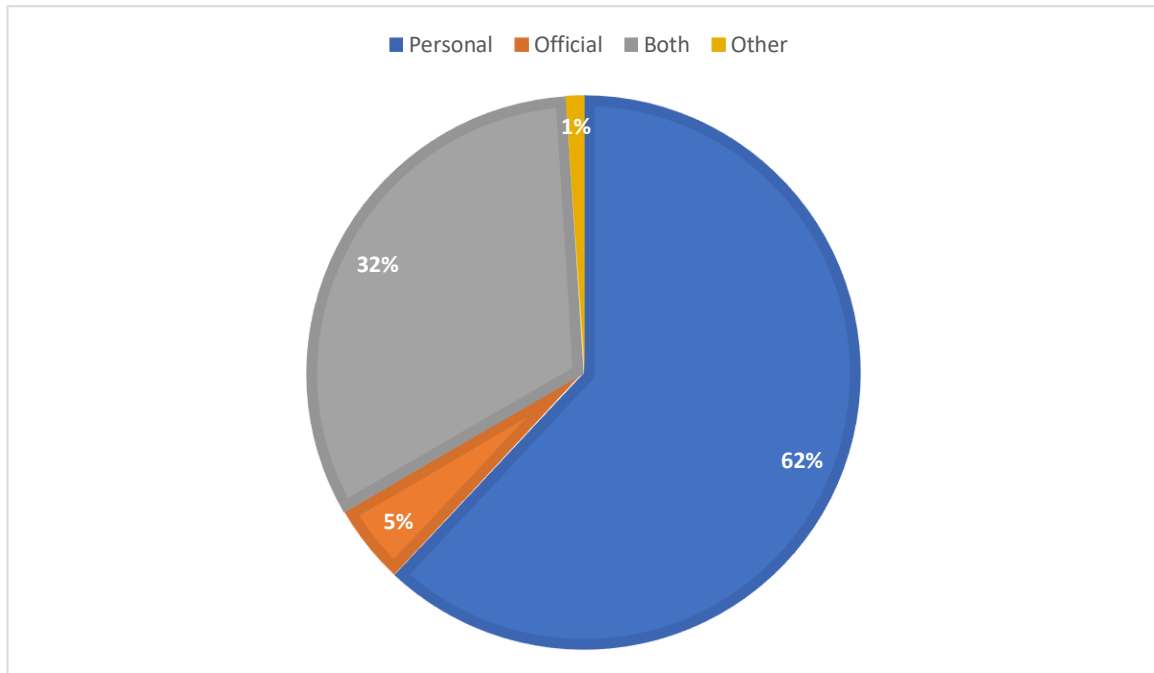


TABLE NO: 4.10

EASE OF BOOKING FOOD THROUGH APP BASED SERVICES

The following table shows the respondents of the above-mentioned statement

Sno	Ease	No. of respondents	Percentage
1	Very easy	35	32.4%
2	Easy	54	49.5%
3	Neutral	24	19%
4	Difficult	-	-
5	Very difficult	-	-
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 32.4% of the respondents have chosen very easy, 49.5% of the respondents have chosen easy, 18.5% of the respondents have chosen neutral.

INFERENCE:

Majority of the respondents have chosen easy with 49.5%.

CHART: 4.10

The following chart shows the ease of booking food through app- based services

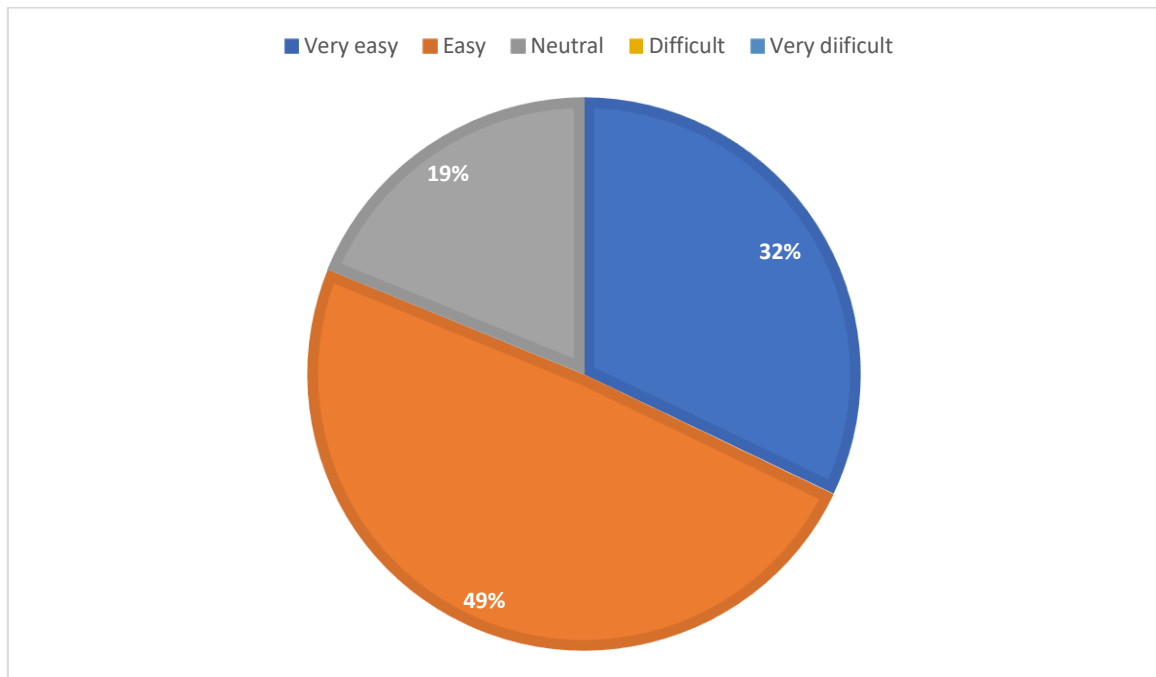


TABLE NO: 4.11

CUSTOMER SATISFACTION WHEN USING OFD

The following table shows the respondents of above-mentioned statement

Sno	Satisfaction level	No. of respondents	Percentage
1	Highly satisfied	31	28.4%
2	Satisfied	51	46.8%
3	Neutral	26	23%
4	Dissatisfied	2	1.8%
5	Highly dissatisfied	-	-
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 28.4% of the respondents are highly satisfied, 46.8% of the respondents are satisfied, 23% of the respondents have chosen neutral and 1.8% of the respondents are dissatisfied when using OFD.

INFERENCE:

Majority of the respondents are satisfied with 46.8%.

CHART: 4.11

The following chart shows the customer satisfaction when using OFD

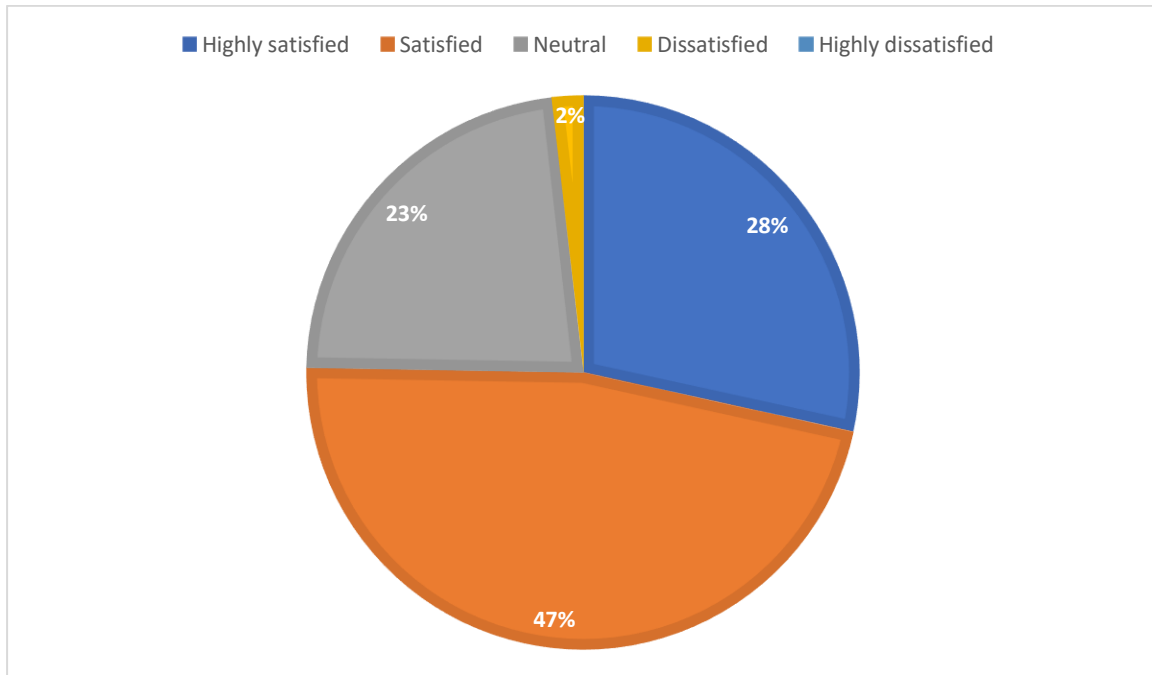


TABLE NO: 4.12
DELIVERY TIME OF THE FOOD

The following table shows the respondents of the above- mentioned statement.

Sno	Delivery time	No. of respondents	Percentage
1	After 5 minutes	13	11.9%
2	After 5- 10 minutes	13	11.9%
3	After 10- 15 minutes	13	11.9%
4	More than 15 minutes	71	65%
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 11.9% of the respondents have chosen after 5 minutes, 11.9% of the respondents have chosen after 5- 10 minutes, 11.9% of the respondents have chosen after 10- 15 minutes and 65% of the respondents have chosen more than 15 minutes.

INFERENCE:

Majority of the respondents have chosen more than 15 minutes with 65%.

CHART: 4.12

The following chart shows the delivery time of the food

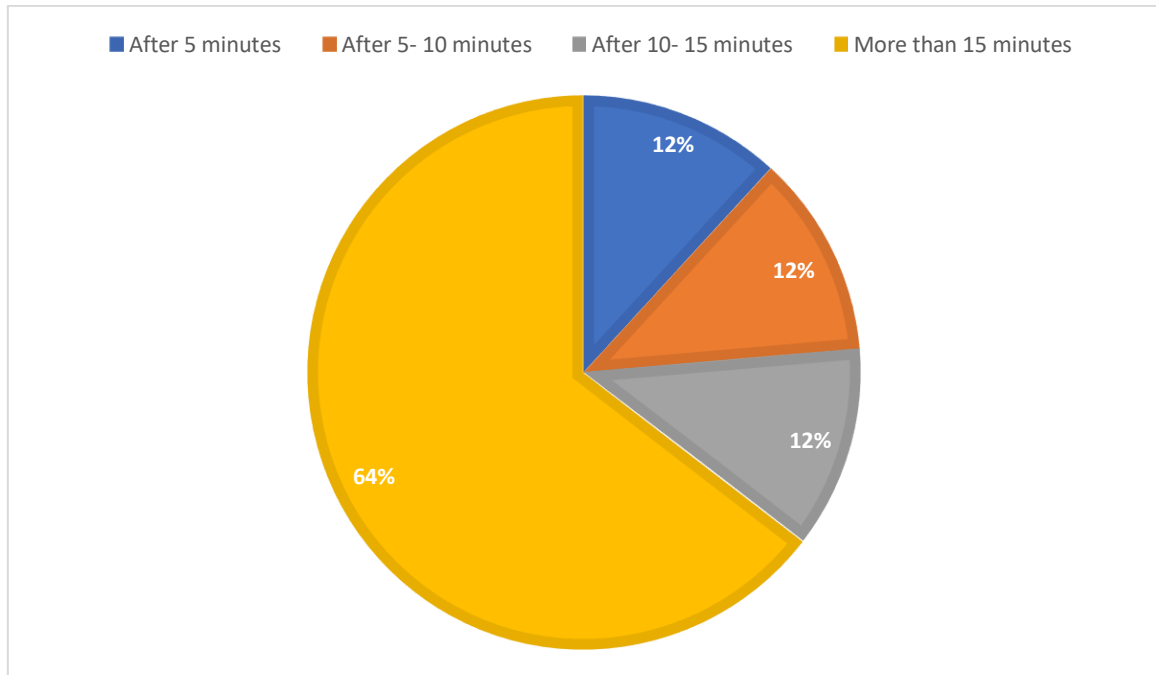


TABLE NO: 4.13
PRICE OF THE FOOD

The following table shows the respondents of the above- mentioned statement.

Sno	Price	No. of respondents	Percentage
1	Very high	18	16%
2	High	44	40.4%
3	Average	48	44%
4	Low	-	-
5	Very low	-	-
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 16% of the respondents have chosen very high, 40.4% of the respondents have chosen high and 44% of the respondents have chosen average for the price.

INFERENCE:

Majority of the respondents have chosen average for the price with 44%.

CHART: 4.13

The following chart shows the price of the food

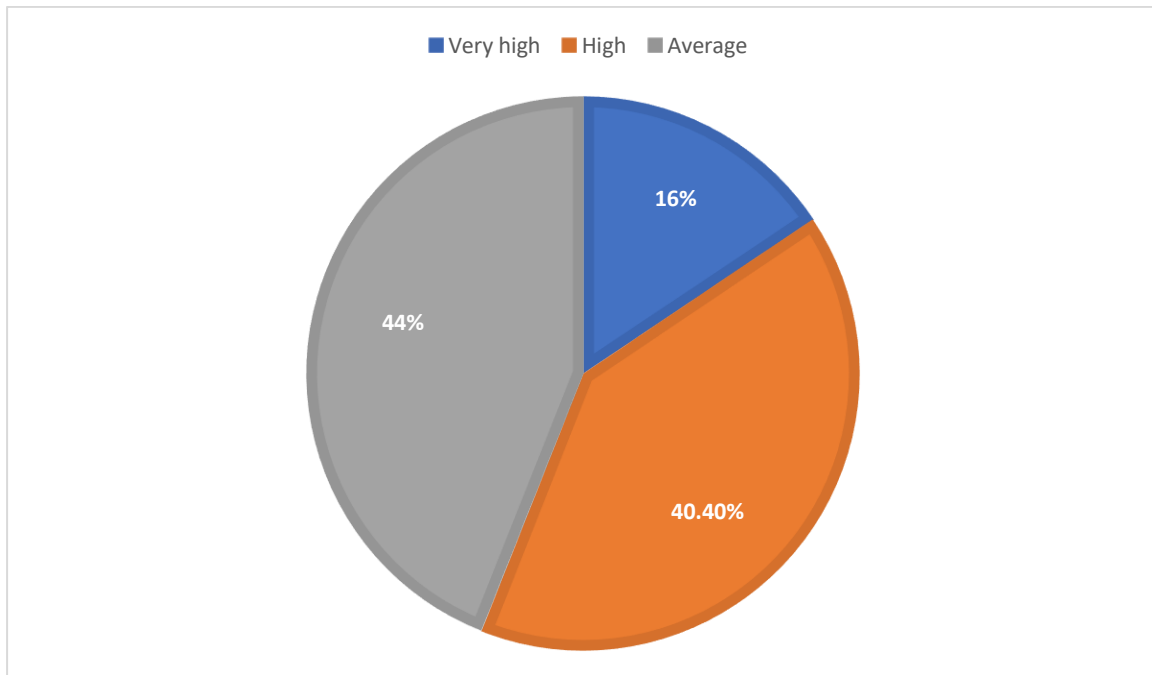


TABLE NO: 4.14

EASE AND CONVENIENCE

The following table shows the respondents of the above- mentioned statement.

Sno	Ease and Convenience	No. of respondents	Percentage
1	Yes	70	64.2%
2	No	10	9.2%
3	To some extent	30	27%
4	To quite an extent	-	-
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 64.2% of the respondents have given yes, 9.2% of the respondents have given no and 27% of the respondents have chosen to some extent.

INFERENCE:

Majority of the respondents have chosen yes with 64.2%.

CHART: 4.14

The following chart shows the ease and convenience

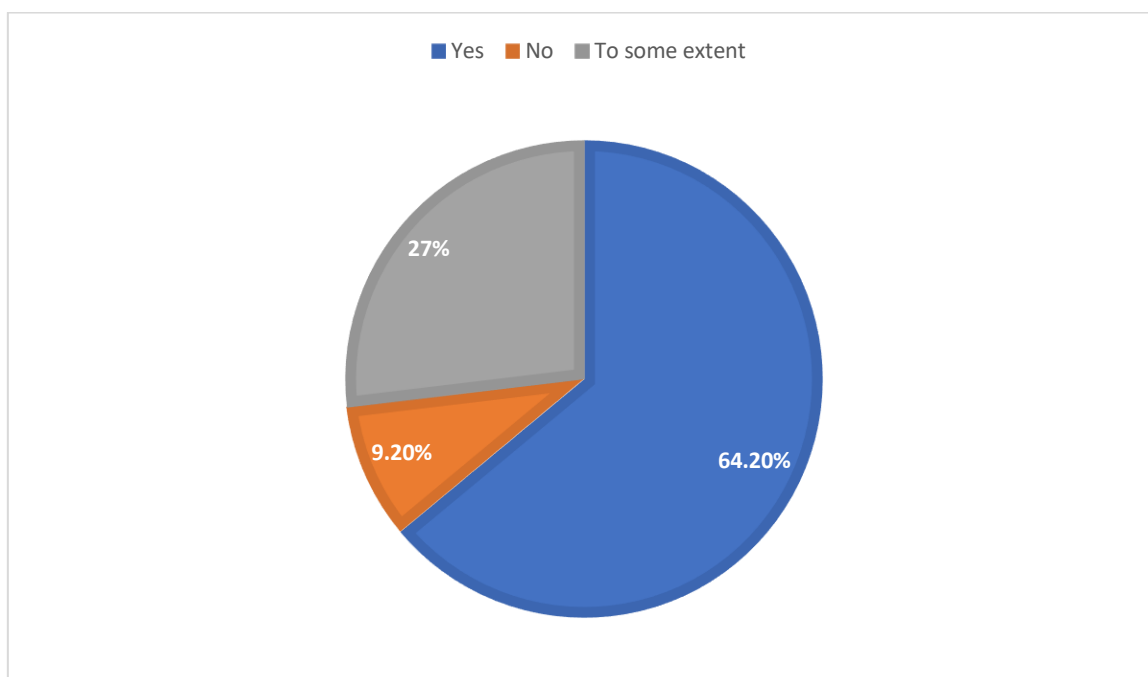


TABLE NO: 4.15

THE MOST CONVENIENT CHANNEL TO ORDER FOOD ONLINE

The following table shows the respondents of the above- mentioned statement

Sno	Channel	No. of respondents	Percentage
1	Telephone/ mobile	50	45.9%
2	Restaurant site	12	11%
3	Restaurant app	20	18.3%
4	All of the above	28	25%
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 45.9% of the respondents have chosen telephone/ mobile channel, 11% of the respondents have chosen restaurant site, 18.3% of the respondents have chosen restaurant app and 25% of the respondents have chosen all of the above channels.

INFERENCE:

Majority of the respondents have chosen all of the above channel with 45.9%.

CHART: 4.15

The following chart shows the most convenient channel to order food online

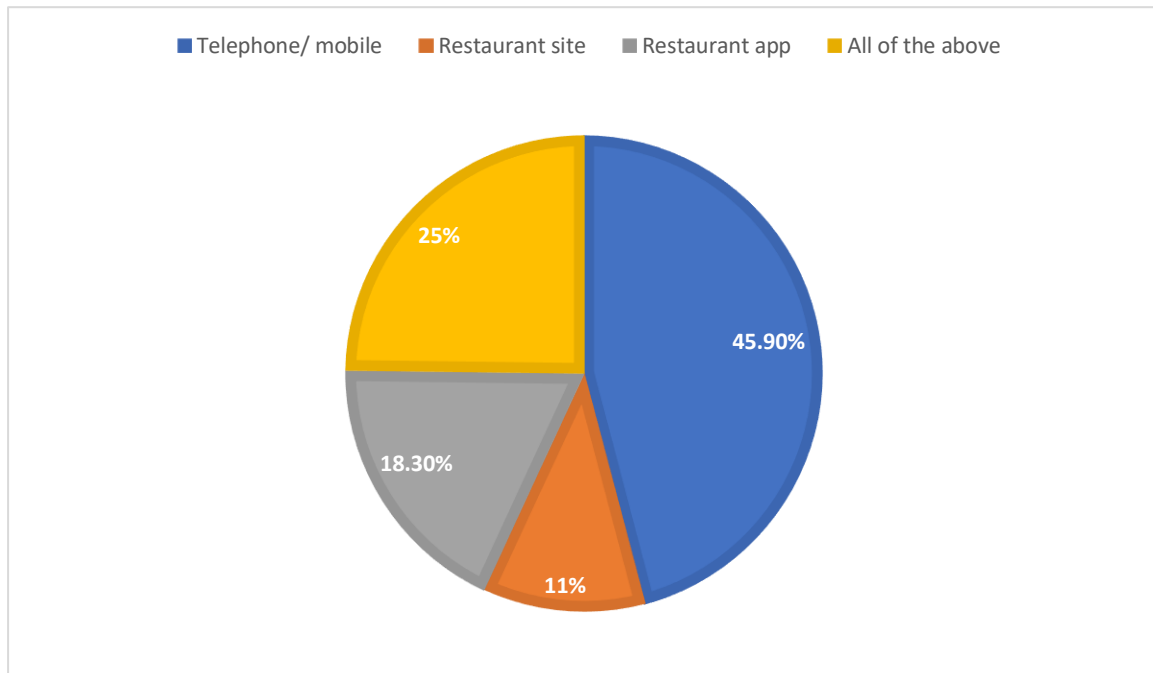


TABLE NO: 4.16

GADGETS USED WHILE ORDERING ONLINE FOOD

The following table shows the respondents of the above- mentioned statement.

Sno	Gadgets	No. of respondents	Percentage
1	Featured cell phone	5	4%
2	Smart phone	98	89.9%
3	Laptop	4	3.7%
4	IPAD	3	2.8%
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 4% of the respondents use featured cell phone, 89.9% of the respondents use smart phone, 3.7% of the respondents use laptop and 2.8% of the respondents use IPAD.

INFERENCE:

Majority of the respondents use smart phone with 89.9%.

CHART NO: 4.16

The following chart shows the gadgets used while ordering online food

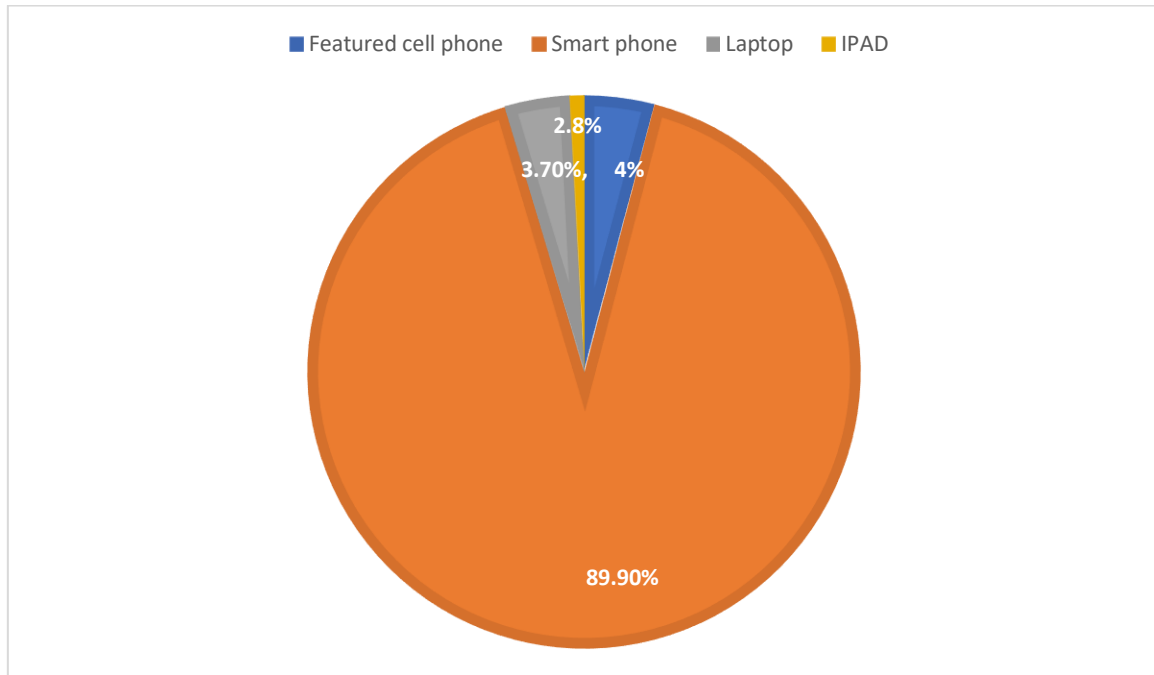


TABLE NO: 4.17

MONEY SPENT TO ORDER FOOD ONLINE

The following table shows the respondents of the above- mentioned statement.

Sno	Money spent	No. of respondents	Percentage
1	Rs 1000	74	68.5%
2	Rs 2000	23	21.3%
3	Rs 3000	8	6%
4	More than Rs 3000	5	4.6%
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 68.5% of the respondents spend Rs 1000, 21.3% of the respondents spend Rs 2000, 6% of the respondents spend Rs 3000 and 4.6% of the respondents spend more than Rs 3000 to order food online.

INFERENCE:

Majority of the respondents spend Rs 1000 to order food online with 68.5%.

CHART NO: 4.17

MONEY SPENT TO ORDER FOOD ONLINE

The following chart shows the respondents of the above- mentioned statement.

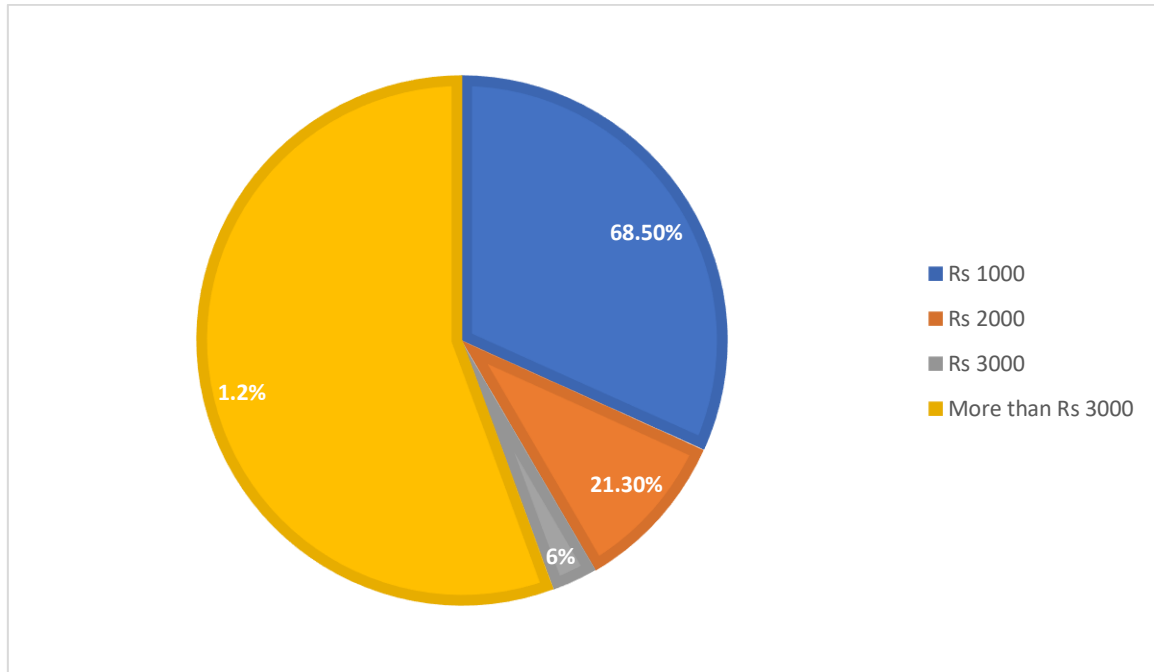


TABLE NO: 4.18

CHALLENGES FACED WHILE ORDERING FOOD ONLINE

The following table shows the respondents of the above- mentioned statement

Sno	Challenges	No. of respondents	Percentage
1	Site is slow	22	20.2%
2	Site doesn't open at times	13	11.9%
3	Service follow ups are poor	15	13.8%
4	Delivery time	54	49.5%
5	Other	6	4.6%
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 20.2% of the respondents have chosen the option site is slow, 11.9% of the respondents have chosen the option site doesn't open at time, 13.8% of the respondents have chosen the option service follow ups are poor, 49.5% of the respondents have chosen the option delivery time and 4.6% of the respondents have chosen the option other.

INFERENCE:

Majority of the respondents have chosen the option delivery time with 49.5%.

CHART NO: 4.18

the following chart shows the challenges faced while ordering food online

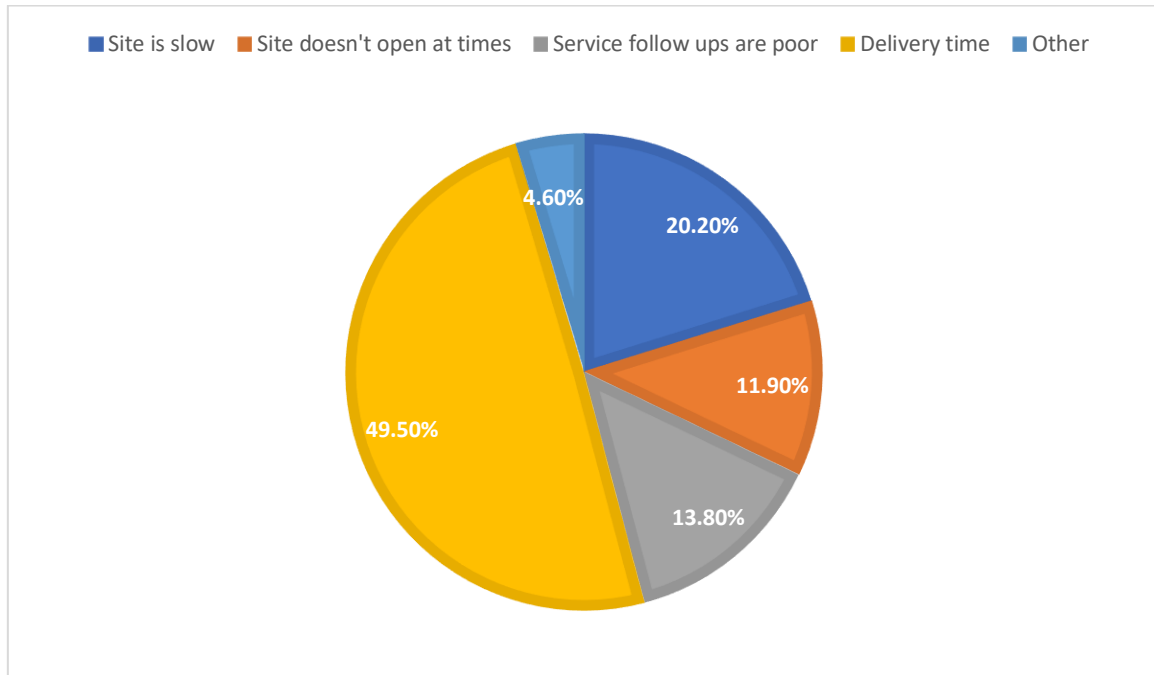


TABLE NO: 4.19
CUSTOMERS PERCEPTION ON SAFETY WHILE ORDERING FOOD ONLINE

The following table shows the respondents of the above- mentioned statement

Sno	Yes / No	No. of respondents	Percentage
1	Yes	90	82.6%
2	No	20	17.4%
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 82.6% of the respondents feel secured while using OFD and 17.4% of the respondents do not feel secured while using OFD.

INFERENCE:

Majority of the respondents feel secured while using OFD with 82.6%.

CHART NO: 4.19

The following chart shows the respondents of customers perception on safety while ordering food online

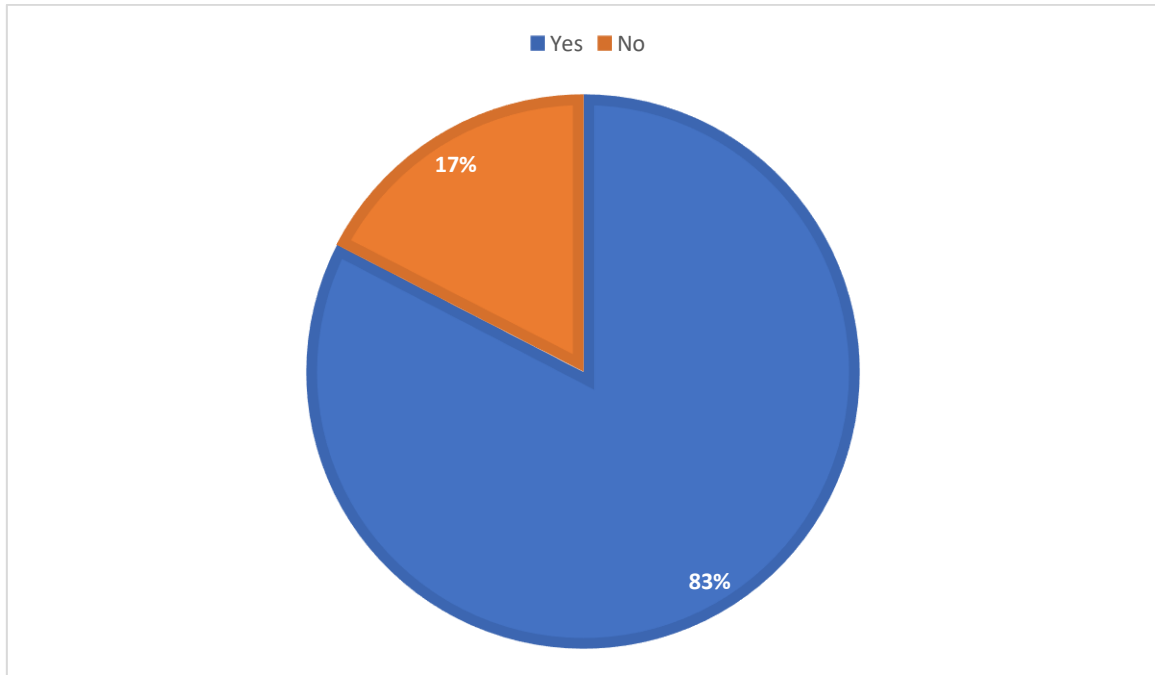


TABLE NO: 4.20
MODE OF PAYMENT

The following table shows the respondents of the above- mentioned statement

Sno	Mode of payment	No. of respondents	Percentage
1	Internet transaction	37	33.9%
2	Cash on deliver	47	43.1%
3	Credit card / Debit card	20	18.3%
4	Apple pay	4	3.7%
5	Other	2	1.3%
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 33.9% of the respondents have chosen internet transaction, 43.1% of the respondents have chosen COD, 18.3% of the respondents have chosen credit/ debit card, 3.7% of respondents have chosen apple pay and 1.3% of the respondents have chosen other.

INFERENCE:

Majority of the respondents have chosen COD with 43.1%.

CHART NO: 4.20

The following chart shows the respondents of the mode of payment while using OFD

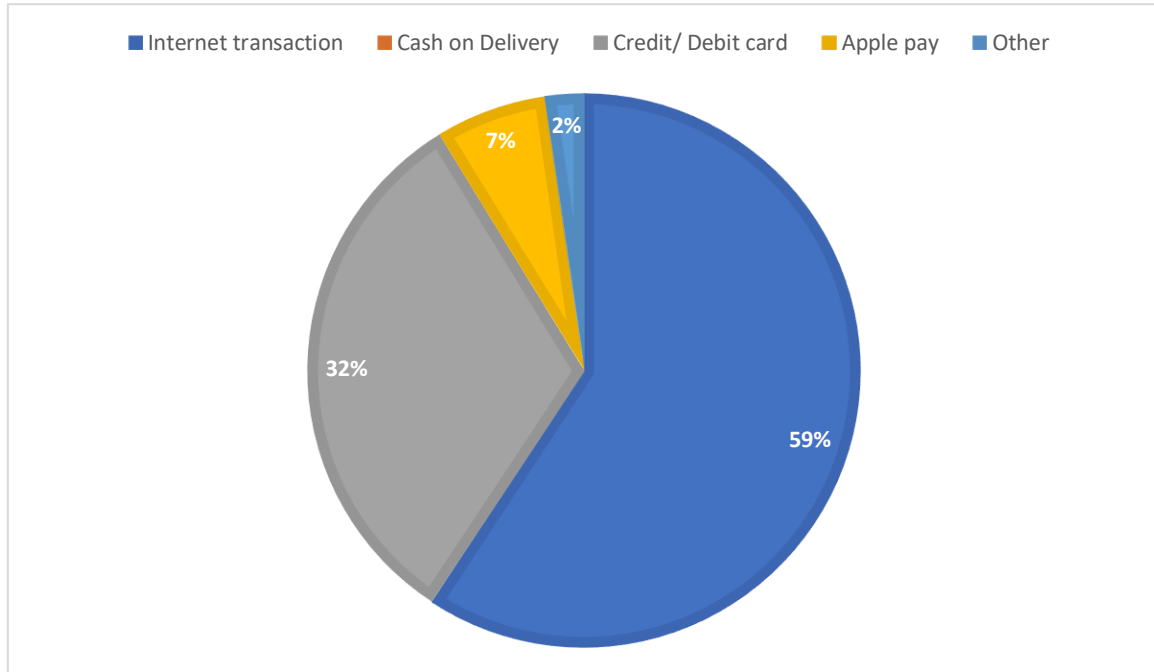


TABLE NO: 4.21

CUSTOMERS PERCEPTION ON FOOD'S CLEANLINESS

The following table shows the respondents of the above- mentioned statement

Sno	Food's cleanliness	No. of respondents	Percentage
1	Very good	20	18.5%
2	Good	63	58.3%
3	Average	26	23.1%
4	Bad	1	0.9%
5	Very bad	-	-
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 18.5% of the respondents have chosen very good, 58.3% of the respondents have chosen good, 23.1% of the respondents have chosen average and 0.9% of respondents have chosen bad.

INFERENCE:

Majority of the respondents have chosen good with 58.3%.

CHART NO: 4.21

The following table shows the respondents of customers perception on food's cleanliness

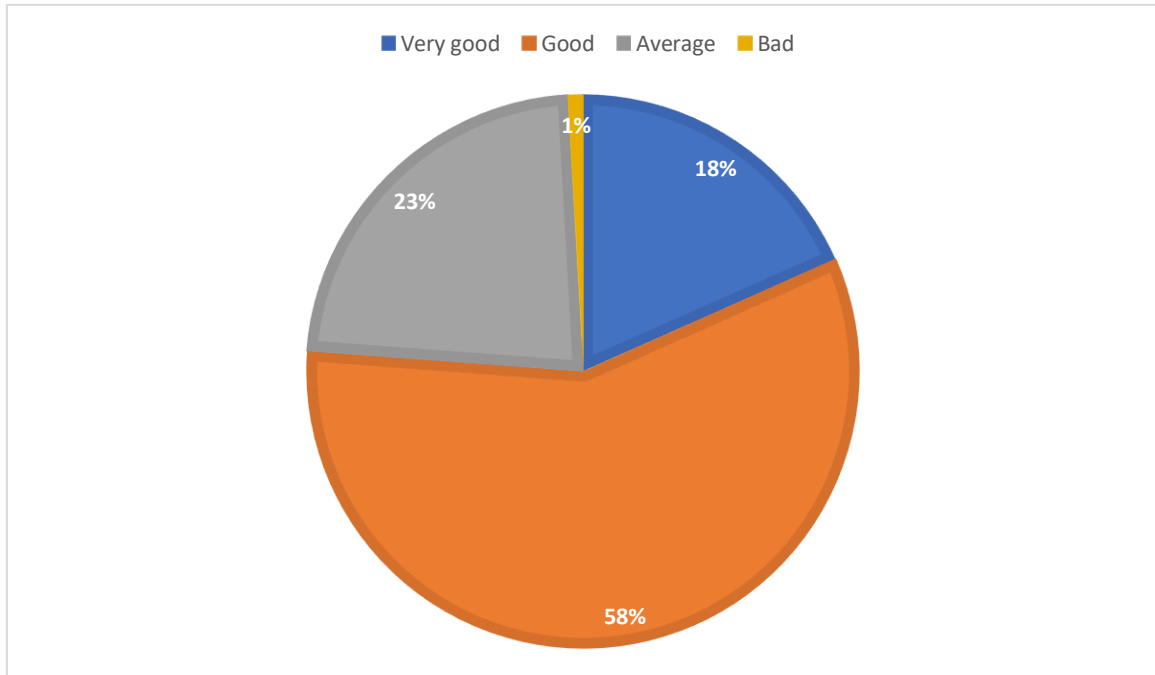


TABLE NO: 4.22

BEARER OF THE CANCELLATION CHARGES

The following table shows the respondents of the above- mentioned statement

Sno	Bearer	No. of respondents	Percentage
1	Customer	70	74.4%
2	Company	40	42.1%
Total		110	100%

Source: Primary data

INTERPRETATION:

From the above table it is observed that 74.4% of the respondents have chosen customer and 42.1% of the respondents have chosen company.

INFERENCE:

Majority of the respondents have customer with 74.4%.

CHART NO: 4.22

The following table shows the respondents of bearer of the cancellation charges

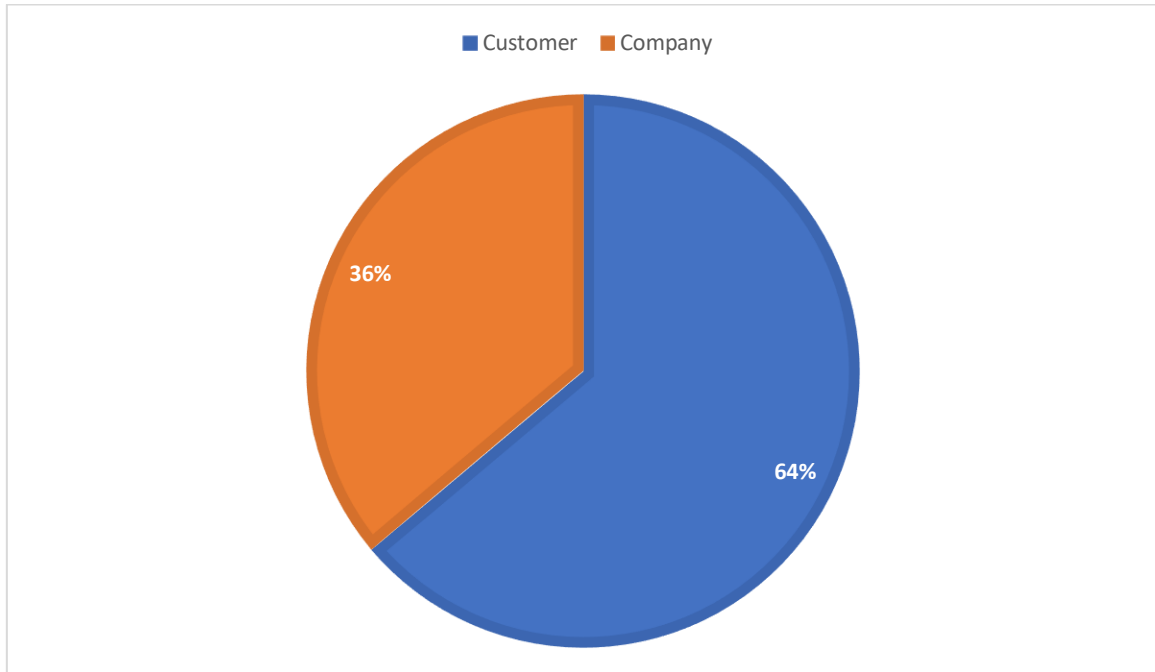


TABLE NO: 4.23

**AGE OF THE RESPONDENTS * THE SATISFACTORY LEVEL OF
THE RESPONDENTS WHEN USING OFD**

**The following table shows the respondents of the above- mentioned
statement**

Age of the respondents	Satisfactory level of the respondents			
	H. Satisfied	Satisfied	Neutral	Total
Less than 20 years	12	11	8	31
21- 30 years	13	31	13	57
31- 40 years	5	5	4	14
41- 50 years	1	1	2	4
Above 50 years	1	2	2	4
Total	32	49	29	110

CALCULATION OF THE VALUE

O	E	O-E	(O-E)²	(O-E)²/E
12	9.018	2.982	8.892	0.126
13	16.58	-3.58	12.81	0.772
5	4.072	0.092	0.861	0.211
1	1.163	-0.163	0.026	0.022
1	1.163	-0.162	0.026	0.022
11	13.80	-2.8	7.84	0.568
31	25.39	5.61	31.47	1.239
5	6.236	-1.236	1.527	0.244
1	1.781	-0.781	0.609	0.341
1	1.781	-0.781	0.609	0.341
8	8.172	-0.172	0.029	0.003
13	15.02	-2.02	4.080	0.271
4	3.690	0.31	0.096	0.026
2	1.054	0.946	0.894	0.848
2	1.054	0.946	0.894	0.848
TOTAL				5.882

Level of Significant = 5%

Degree of Freedom = (R-1) * (C-1)

= (3-1) * (5-1)

= 2*4

= 8

Table value at 5% level of significance and DF = 8($X^2_{0.05} = 15.507$)

Calculated value = 5.882

Table value = 15.507

Calculate value < Table value.

Thus, the calculated value is lesser than the table value

INTERPRETATION:

Since the calculated value is 5.882 which is lesser than 15.507 (table value) at 8 degrees of freedom and 5% of level of significance, we reject the alternative hypothesis. Hence, there is a significant association between gender of the respondents and the satisfactory level of respondents when using OFD.

CHAPTER- V

FINDINGS AND CONCLUSION

5.1 FINDINGS

- Majority of the respondents are between the age group of 21- 30 years with 52.7%.
- Majority of the respondents are male with 53.6%.
- Majority of the respondents are unmarried with 68.18%.
- Majority of the respondents are under graduates with 66.7%.
- Majority of the respondents are students with 45.4%.
- Majority of the respondents earn less than Rs.10,000 with 39%.
- Majority of the respondents prefer swiggy with 48.1%.
- Majority of the respondents prefer quality with 48.6%.
- Majority of the respondents have chosen personal use with 62%.
- Majority of the respondents have chosen easy with 49.5%.
- Majority of the respondents are satisfied with 46.8%.
- Majority of the respondents have chosen more than 15 minutes with 65%.
- Majority of the respondents have chosen average for the price with 44%.
- Majority of the respondents have chosen yes with 64.2%.
- Majority of the respondents have chosen all of the above channel with 45.9%.
- Majority of the respondents use smart phone with 89.9%.
- Majority of the respondents spend Rs 1000 to order food online with 68.5%.
- Majority of the respondents have chosen the option delivery time with 49.5%.
- Majority of the respondents feel secured while using OFD with 82.6%.
- Majority of the respondents have chosen COD with 43.1%.
- Majority of the respondents have chosen good with 58.3%.
- Majority of the respondents have customer with 74.4%.
- In chi square, the calculated value is 5.882 which is lesser than 15.507 (table value) at 8 degrees of freedom and 5% of level of significance, we reject the alternative hypothesis.

5.2 SUGGESTIONS

Using Technology to Accept Orders

With an increase in technology, Online ordering has now become the most preferred medium for ordering food. There are many food delivery service providers that are popular among the customers, such as Swiggy, Food Panda, Zomato, etc.

Ensure Clear Communication

Phone ordering is, of course, still prevalent, but it can also prove to be inefficient. There are chances of staff inadvertently taking down incorrect orders, or a customer did not explain his order correctly. Ensuring that the staff is **appropriately trained in communicating with the customers well over the telephone**. Train the staff to confirm the order to ensure no discrepancy, politely. Also, take care that the staff provide clear ordering options to make it easier for the customers to understand and place their orders.

Create A Stellar Online Menu

Having an online menu that is crisp, concise, easy to read, conveys all the necessary information. This online menu can be anywhere, be it on a restaurant website or the various restaurant delivery service providers.

Assign Orders and Track Deliveries with Technology

Using technology is an advantage for assigning orders to a restaurant delivery agent, and then tracking the orders once they are dispatched. They can keep track of the entire delivery process to **assess drivers' performance and optimize routes**.

Provide Great Service

Food that is delivered hot make the customers believe that the food is freshly prepared, while getting served food that is not hot gives an impression that it could be stale, leaving a negative impact on the customers. This could be taken care of by keeping track of the delivery time and ensuring the orders reach customers on time.

Focus On Packaging

Packaging is a critical aspect of food delivery that can make or break the restaurant's delivery sales. Ensure that the staff package the food well so that there is no spillage, and the food is in good condition.

5.3 CONCLUSION

Through my analysis of app- based food services, it's been proven that online food ordering services have been playing a vital role in the daily life of the consumers. With the development of technology every sector and the innovation of mobile app development, food booking apps in India make life easier for users. OFD can be called a 'major layer' behind a restaurant business success. OFD is not a new concept to many as this has been running successfully all over the world for a quite long time now. The whole concept behind having a professional website along with an app shows how you present yourself to the online world.

CHAPTER- VI

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[b853aad267d1&u=a1aHR0cHM6Ly93d3cuZ29vZHJlYWRzLmNvbS9zaGVsZi9zaG93L2N1c3RvbWVpLXNhdGlzZmFjdGlvbG&ntb=1](https://www.bing.com/ck/a?!&&p=e92a257958c873bcJmltdHM9MTY4MjY0MDAwMCZpZ3VpZD0wMGZmYWE1OS1hZWQyLTYxMzUtMDM1Yy1iODUzYWFKMjY3ZDEmaW5zaWQ9NTAwNw&pfn=3&hsh=3&fclid=00ffaa59-aed2-6135-035c-b853aad267d1&u=a1aHR0cHM6Ly93d3cuZ29vZHJlYWRzLmNvbS9zaGVsZi9zaG93L2N1c3RvbWVpLXNhdGlzZmFjdGlvbG&ntb=1)

CHAPTER- VII

ANNEXURE

QUESTIONNAIRE

A STUDY ON CUSTOMER SATISFACTION TOWARDS APP BASED FOOD SERVICES IN COIMBATORE CITY

1. Name.....

2. Age

a) Less than 20 years

b) 21-30 years

c) 31-40 years

d) 41-50 years

d) above 51 years

3. Gender

a) Male

b) Female

4. Marital status

a) Married

b) Unmarried

c) Divorced

5. Educational qualification

a) SSLC

b) HSC

c) UG Degree

d) PG Degree

e) Others (Specify).....

6. Occupation

a) Student

b) Business

c) House wife

d) Employee

e) Others(specify).....

7. Monthly income

a) Less than Rs.10,000

b) Rs.10,001-Rs.20,000

c) Rs.20,001- Rs. 30,000

d) Rs.30,001-Rs.40,000

e) Above Rs.40,001

8. Which of the food servicing app you have used mostly?

a) Zomato

b) Uber Eats

c) Swiggy

d) Food panda

e) Grubhub

f) Others (specify).....

9. Which factor is more important to you when choosing the food services?

a) Quality

b) Easy to book

c) Comfort

d) Availability

e) Safety

10. For what purpose do you use app-based food services?

a) Personal

b) Official

c) Both

d) Others (specify).....

11. How easy to book food through the app?

a) Very easy

b) Easy

c) Neutral

d) Difficult

e) Very difficult

12. How much are you satisfied with using the food app?

a) Highly satisfied

b) Satisfied

c) Neutral

d) Dissatisfied

e) Highly dissatisfied

13. After how many minutes of booking does the food arrives?

a) After 5 minutes

b) After 5-10 minutes

c) After 10-15 minutes

d) More than 15 minutes

14. What do you feel about the price of food?

a) Very high

b) High

c) Average

d) Low

d) Very low

15. Do you find the app- based food ordering easy and convenient?

a) No

b) Yes

c) To some extent

d) Quite an extent

16. Which is the most convenient channel to order food online?

a) Telephone/Mobile

b) Restaurant site

c) Restaurant app

c) All the above

17. What kind of gadgets or technology you prefer to use while ordering the food?

a) Feature cellphone

b) Smart phone

c) Laptop

d) IPAD

e) Others (specify).....

18. How often do you order food through online?

a) Daily

b) Weekly

c) Monthly

d) Yearly

19. What days do you order?

a) Weekdays

b) Weekends

c) on daily basis

d) Never

20. How did you come to know about the app- based food ordering service?

a) Print media

b) Internet

c) Advertisement

d) Friends

e) Others (specify).....

21. On average, how much do you spend to order food online?

a) Rs 1000

b) Rs 2000

c) Rs 3000

d) More than Rs 3000

22. What are the challenges you have faced while ordering food electronically?

a) Site is slow

b) Site is not opening

c) Service follow ups are poor

d) Delivery time is more

e) Others (specify).....

23. Do you find online food ordering secure?

a) Yes

b) No

24. What mode of payment do you prefer the most?

a) Internet transaction

b) Cash on deliver

c) Credit card / Debit card

d) Apple pay

e) Others (Specify).....

25. Rank the following factors according to your preference while ordering.

S. No	Factors	Rank
01.	Price	
02.	Availability	
03.	Safety	
04.	Timing	
05.	Convenience	

26. Mention your satisfactory level with the following.

Particular	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
------------	------------------	-----------	---------	--------------	---------------------

Secured					
Punctuality (Booking and Delivery time)					
Door delivery					
Customer service					

27. What do you think about the food's cleanliness?

a) Very good

b) Good

c) Average

d) Very bad

28. In case of cancellation of your order who will bear the cancellation charges?

a) Customer

b) Company

29. Rank the following app-based food services according to your overall satisfaction.

S. No	App based food services	Rank
01.	Zomato	
02.	Uber Eats	
03.	Swiggy	
04.	Food Panda	
05.	Grubhub	

30) Any other suggestions to improve the app -based food services?

.....
.....