

# **A Study on Customer Satisfaction towards Online Food Delivery in Chennai city**

**Dr. S. Narmatha**

HOD, Department of Commerce, Sridevi College of Arts and Science, Ponneri, Chennai-601204.

## **Abstract:**

The online food services are ordering a food through mobile app or restaurant app and delivery of ordering food to the customer point. This system is gathering a people through online easily by way of ordering food and access of desired food. It is one of the fast-paced developments in the E-Commerce space. Through those services the customer can access wide variety of food many anywhere at any time from the wide range of restaurant listed online; moreover, payment option for these services like internet banking, digital wallet and cash on delivery enhances the customer's categories easy way of payment and access of those services. In recent day's revolution in digital sector, mire Smart phone-based communication led to growth of online food services in majority of cities in the country. Youths are showing more interested in using the apps because, from this they get ordered food to their houses within minutes. Interested users can download the app to their choice and they can create a account for the better location of delivery. And they are able to see the available list of restaurants of the particular app and can make choice among restaurants were the whole list along with the prices of dishes are being showed.

**Key Words:** Customer satisfaction, online food services, food delivery platforms, etc.,

## **Customer satisfaction:**

Customer satisfaction in the context of online food delivery refers to the level of contentment of customer experiences after using an online food delivery service. It is influenced by a combination of factors related to the ordering process, delivery experience, food quality, and overall service. When customers are satisfied, they are more likely to return, recommend the service to others, and leave positive reviews. Conversely, poor satisfaction can lead to complaints, negative reviews, and a loss of customers. Customer satisfaction is at the heart of any successful online food delivery service. By ensuring that customers are happy with the speed, quality, and experience of the service, companies can build strong relationships, increase revenue, and maintain a competitive edge.

## **Online food delivery services typically function in the following way:**

### **➤ Platform Access:**

Customers access a website or mobile app that hosts a list of participating restaurants and food vendors in their area.

➤ **Menu Selection:**

The customer browses through restaurant menus, reviews, and ratings to select the dishes they want to order. The platform may also offer personalized recommendations based on the customer's previous orders or preferences.

➤ **Order Placement:**

After choosing their items, customers place the order and make payment using a variety of payment methods (credit/debit cards, digital wallets, cash on delivery, etc.).

➤ **Order Fulfilment:**

Once the order is confirmed, the restaurant prepares the food, and a delivery driver (either employed by the restaurant or through a third-party service) picks up the order and delivers it to the customer's location.

➤ **Delivery & Tracking:**

Some platforms offer real-time order tracking, where customers can monitor the status of their delivery, including the estimated time of arrival.

➤ **Customer Feedback:**

After receiving the order, customers are often asked to rate the service and food quality, which can help other users make informed choices and provide feedback to restaurants and delivery services.

## OBJECTIVE OF THE STUDY

- The primary objective of this study is to assess the level of **customer satisfaction** regarding online food delivery services in **Chennai city**, focusing on the experiences of users with various online food delivery platforms such as **Swiggy**, **Zomato**, and other local services.
- To assess the overall concept of customer satisfaction and profile of Chennai.
- To identify key factors affecting customer satisfaction in online food services in Chennai.
- To examine the role of food delivery platforms.
- To explore customer preferences in restaurant selection.
- To analyse the problem factors of online food delivery services on customer satisfaction.
- To find out the remedies for the problem and to give suggestions to improvement of the services in future.

## LITERATURE REVIEW:

In his research, **Jyotishman Das**<sup>1</sup> reveals the different factors that impact customers' decisions to use online food delivery services. He investigated the most popular online food delivery service portal among customers. He has also shown the barriers that customers face when using online food delivery services. Each food ordering app has its own specialisations, such as Zomato's best discounts and Swiggy's on-time delivery. (Poulose, 2019).

**According to Megha Gera (2018)**<sup>2</sup>, the aim of their study on "Operations research in food delivery" was to see how operations research could be applied in the food industry. And they've looked at how the studies would assist both restaurants and food delivery services at the same time. They also stated that operations research can be used by businesses to assess how to choose 14 between various food deliveries companies in order to reduce costs and increase profit margins. (Poulose, 2019).

**Suryadev Singh Rathore (2018)<sup>3</sup>** discovered that in order to provide their customers with a complete satisfaction experience, online food ordering companies must pay attention to the quality of information, mobile application and website design, security and privacy for payment systems. It also finds that the system values merchandise price, ease of payment, special offers, and discounts. (Poulouse, 2019).

**According to VarshaChavan (2015)<sup>4</sup>**, Customers can view, order, and navigate using a smart device-based interface, which has aided restaurants in quickly managing customer orders. Wireless communication and smart phone technology's skills in meeting and expanding company management and service delivery. Their findings, this system is convenient, efficient, and simple to use, and it is expected to increase the overall restaurant industry in the future. (Das, 2018)

### **STATEMENT OF THE PROBLEM**

One of the largest obstacles for the online food delivery services in Chennai at present it is slowly moving but we don't know the reasons for the slow moving absolutely this study find out the solution for the problems. This study covered only in Chennai corporation area. We have doubts to for the problem may be customer satisfaction. This study totally analysis a customer satisfaction on online food delivery services and finally proof the reasons may be the lack of customer satisfaction. At present customer satisfaction is one of the main factors to increase the sales; particularly we need the customer satisfaction in online food services because food must be available in right time so the success of the services based on the food delivery. So this study helps to improve the customer satisfaction in the online food services.

### **SCOPE OF THE STUDY**

The present study helps in investigating the online food services in Chennai. This study will help to know about the problems faced by online food services and the study provide an idea to overcome the problems. This study covers all the information about online food services. This study helps to know the various problems faced by the restaurant owners and how to overcome from crisis with different ways. Also, to know what is the main factor affecting the online food services in Chennai.

### **DATA COLLECTION**

This is based on primary data and secondary data

#### **Primary data**

Primary data is the information collected directly from the respondents. It is first-hand information. Primary data is collected from customers who use health insurance through structured questionnaire. The primary data are those which are collected as fresh for the primary time.

#### **Secondary Data**

Secondary data means that data are collected from already published sources. The various sources for obtaining secondary data are interested and libraries by books, articles, newspaper etc.

### **TOOLS OF ANALYSIS**

Table, Chart, and Percentages Analysis, Chi-square test, Mean and Standard Deviation

### **HYPOTHESIS**

H0: Online food services saves time is not associated with the age of the respondents

H1: Online food services saves time is associated with the age of the respondents

### **GEOGRAPHICAL AREA**

The study covered the geographical area for data collection only within Chennai City.

### **PERIOD OF STUDY**

The period of study five months between forms April 2026 to July 2026

### **METHOD OF SAMPLING**

Used convenience sampling method for collect the data

### **NUMBER OF RESPONDENTS:**

Collects data from 110 respondents

### **QUESTIONNAIRE METHOD:**

The researcher used as tools to collect data by issuing questionnaire to the suitable respondents.

### **LIMITATION OF THE STUDY**

1. The study is restricted only Chennai city
2. The Study covered only online food services in customer satisfaction.

### **INTERPRETATION AND PERCENTAGE ANALYSIS**

#### **Introduction**

A survey is defined as research method which is used to collect data from a selected sample of respondents to acquire information and insights on various topics of interest. Survey is conducted for various purposes and can be carried out in many forms depending on the methodology chosen and the objectives to be achieved. Survey/research involves asking people for information through questionnaire.

#### **Gender wise Respondents:**

| Gender | No of Respondents | Valid Percentage |
|--------|-------------------|------------------|
| Male   | 39                | 35               |
| Female | 71                | 65               |
| Total  | 110               | 100              |

#### **Interpretation:**

The above table and chart clearly represent the gender wise respondents, The male 35 % and female 65% , We conclude in my study the maximum respondents is female ie,71 respondents and in Percentage 65.

#### **Age wise Respondents:**

| Age      | No of Respondents | Valid Percentage |
|----------|-------------------|------------------|
| Below 18 | 39                | 32               |
| 18 – 30  | 43                | 36               |

|          |     |     |
|----------|-----|-----|
| 31 – 42  | 21  | 18  |
| 43 – 54  | 4   | 3   |
| Above 54 | 3   | 3   |
| Total    | 110 | 100 |

### **Interpretation:**

The above table and chart clearly represent the Age wise respondents, The Below 18 32% , 18 – 30 36%, 31 – 42 18%, 43- 54 3%, Above 54 3%. We conclude in my study the maximum respondents is 18 – 30 i.e., 43 respondents and in Percentage 36.

### **Online food platform(s) :**

| Online food Platform | No of Respondents | Valid Percentage |
|----------------------|-------------------|------------------|
| Zomato               | 36                | 33               |
| Swiggy               | 45                | 41               |
| Uber Eats            | 3                 | 3                |
| Domino's             | 23                | 21               |
| Behrouz Biryani      | 3                 | 3                |
| Total                | 110               | 100              |

### **Interpretation:**

The above table and chart clearly represent the Online Food Delivery Platform Liked Most frequently by respondents, The Zomato 33 %, Swiggy 41 %, Uber Eats 3%, Domino'21%, Behrouz Biryani 3%.We conclude in my study the maximum respondent is Liked Swiggy i.e., 45 respondents and in Percentage 41.

**Table: 3.9 Ranking for Online Food Platforms:**

| Online food Platforms | No of Respondents |        |        |        |        | Valid Percentage |        |        |        |        |
|-----------------------|-------------------|--------|--------|--------|--------|------------------|--------|--------|--------|--------|
|                       | Rank 1            | Rank 2 | Rank 3 | Rank 4 | Rank 5 | Rank 1           | Rank 2 | Rank 3 | Rank 4 | Rank 5 |
| Zomato                | 46                | 7      | 20     | 34     | 3      | 42               | 6      | 18     | 31     | 3      |
| Swiggy                | 23                | 39     | 10     | 31     | 7      | 21               | 26     | 9      | 28     | 6      |
| Uber Eats             | 18                | 4      | 39     | 38     | 18     | 16               | 4      | 36     | 35     | 10     |
| Domino's              | 15                | 15     | 24     | 49     | 7      | 14               | 14     | 22     | 45     | 6      |
| Behrouz Biryani       | 14                | 14     | 24     | 35     | 23     | 13               | 13     | 22     | 32     | 21     |
| Total                 | 116               | 79     | 117    | 187    | 58     | 21               | 14     | 21     | 34     | 10     |

### **Interpretation:**

The above table clearly represent the ranking for online food delivery Platform by respondents. TheZomato 42%, Swiggy 26%, Uber Eats 36%, Domino's 45%, Behrouz Briyani 21%.We conclude in my study the maximum respondent give the Rank 1 to Zomato 46 respondents, Rank 2 to Swiggy 39 respondents, Rank 3 to Uber Eats 39 respondents, Rank 4 to Domino's 49 respondents, Rank 5 to Behrouz Briyani respondents.

## Satisfaction of Different aspects:

| Factors                         | No of Respondents |         |              | Valid Percentage |         |              |
|---------------------------------|-------------------|---------|--------------|------------------|---------|--------------|
|                                 | Satisfied         | Neutral | Dissatisfied | Satisfied        | Neutral | Dissatisfied |
| Ease of using the app           | 63                | 33      | 14           | 57               | 30      | 13           |
| Delivery time                   | 28                | 60      | 22           | 26               | 55      | 20           |
| Availability of payment options | 57                | 26      | 27           | 52               | 24      | 25           |
| Packaging of food               | 32                | 53      | 25           | 29               | 48      | 23           |
| Total                           | 180               | 172     | 88           | 41               | 39      | 20           |

## Interpretation:

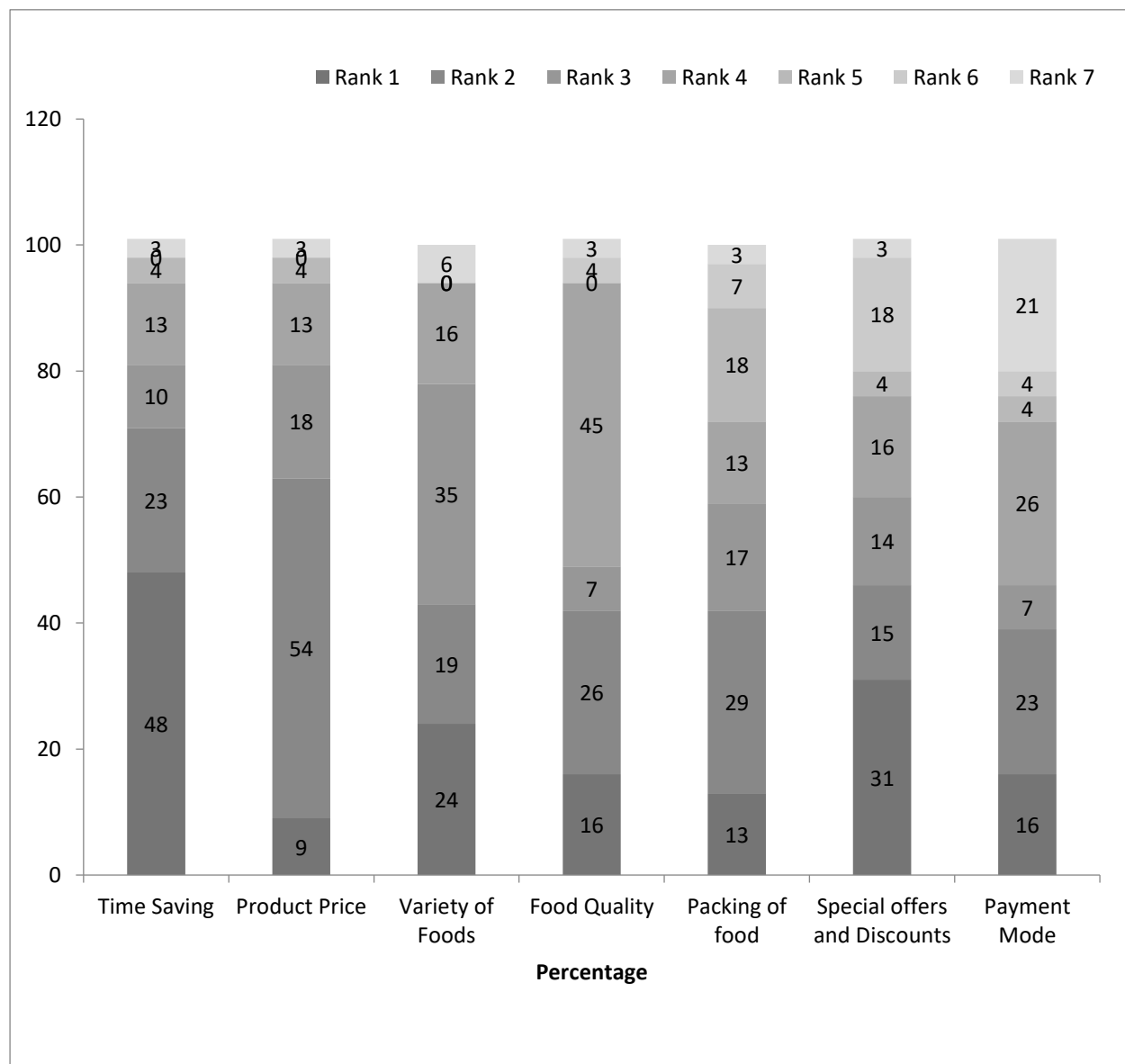
The above table clearly represent the Satisfaction of different aspects in online food delivery Platform by respondents. The respondents are satisfied with Ease of using the app 57%, Delivery time 26%, Availability of payment options 52%, Packaging of Food 41% .We conclude in my study the maximum respondent is satisfied with Ease of Using app i.e., 63 respondents.

## Ranking for future improvement:

| Factors                      | No of Respondents |        |        |        |        |        |        |
|------------------------------|-------------------|--------|--------|--------|--------|--------|--------|
|                              | Rank 1            | Rank 2 | Rank 3 | Rank 4 | Rank 5 | Rank 6 | Rank 7 |
| Time saving                  | 53                | 25     | 11     | 14     | 4      | 0      | 3      |
| Product price                | 10                | 59     | 20     | 14     | 4      | 0      | 3      |
| Variety of Foods             | 26                | 21     | 38     | 18     | 0      | 0      | 7      |
| Food quality                 | 18                | 28     | 8      | 49     | 0      | 4      | 3      |
| Packaging of food            | 14                | 32     | 19     | 14     | 20     | 8      | 3      |
| Special offers and Discounts | 34                | 16     | 15     | 18     | 4      | 20     | 3      |
| Payment mode                 | 17                | 25     | 8      | 29     | 4      | 4      | 23     |
| Total                        | 172               | 206    | 119    | 156    | 36     | 36     | 45     |
| Factors                      | Valid Percentage  |        |        |        |        |        |        |
|                              | Rank 1            | Rank 2 | Rank 3 | Rank 4 | Rank 5 | Rank 6 | Rank 7 |

|                              |    |    |    |    |    |    |    |
|------------------------------|----|----|----|----|----|----|----|
| Time saving                  | 48 | 23 | 10 | 13 | 4  | 0  | 3  |
| Product price                | 9  | 54 | 18 | 13 | 4  | 0  | 3  |
| Variety of Foods             | 24 | 19 | 35 | 16 | 0  | 0  | 6  |
| Food quality                 | 16 | 26 | 7  | 45 | 0  | 4  | 3  |
| Packaging of food            | 13 | 29 | 17 | 13 | 18 | 7  | 3  |
| Special offers and Discounts | 31 | 15 | 14 | 16 | 4  | 18 | 3  |
| Payment mode                 | 16 | 23 | 7  | 26 | 4  | 4  | 21 |
| Total                        | 22 | 27 | 15 | 20 | 5  | 5  | 6  |

**Ranking for future improvement:**



## Interpretation:

The above table and chart clearly represent the ranking for future improvement in online food delivery Platform by respondents. The ranking for Time Saving 48%, Product Price 54%, Variety of Foods 35%, Food Quality 45%, Packaging of Food 18%, Special offers and Discounts 18%, Payment Mode 21%. We conclude in my study the maximum respondent give the Rank 1 to Time Saving 53 respondents, Rank 2 to Product Price 59 respondents, Rank 3 Variety of Foods 38 respondents, Rank 4 to Food Quality 49 respondents, Rank 5 to Packaging of Food 32 respondents, Rank 6 to Special offers and Discounts 34 respondents, Rank 7 to Payment Mode 23 respondents.

## FINDINGS AND SUGGESTIONS

### INTRODUCTION:

In this chapter the major findings based on the objectives of the study has be highlighted. An attempt has been made to give certain suggestion. Finally, the conclusion has been given in the analysis of the study.

**FINDINGS:****Personal Profile:**

- The gender wise respondents, The male 35 % and female 65% , We conclude in my study the maximum respondents is female ie,71 respondents.
- The Age wise respondents, The Below 18 32% , 18 – 30 36%, 31 – 42 18%, 43- 54 3%, Above 54 3%. We conclude in my study the maximum respondents is 18 – 30 i.e., 43 respondents.
- The Qualification wise respondents, The SSLC 30%, HSC 27%, Diploma 20%, Bachelor Degree 11, Master Degree and Above 10%. We conclude in my study the maximum respondents is SSLC i.e., 33 respondents.
- The Marital Status wise respondents, The married 49 % and Unmarried 51% , We conclude in my study the maximum respondents is unmarried i.e,56 respondents.
- The above table and chart clearly represent the occupation wise respondents, The Student 28% , Job 34%, Business Owner 17% and Unemployed 21% , We conclude in my study the maximum respondents is doing Job i.e, 37 respondents.
- The Level wise respondents, The Less than 3 lakhs 66%, 3 Lakhs – 6 Lakhs 14%, 6 lakhs – 9 Lakhs 11%, Above 9 Lakhs 9%. We conclude in my study the maximum respondent income level is less than 3 Lakhs i.e., 72 respondents.

**Study Profile:**

- The Online Food Delivery Platform Liked Most frequently by respondents, The Zomato 33 %, Swiggy 41 %, Uber Eats 3%, Domino' 21%, Behrouz Biryani 3%.We conclude in my study the maximum respondent is Liked Swiggy i.e., 45 respondents.
- The Reason for select the online food delivery Platform by respondents, The Cost based satisfied 19%, Delivery based satisfied 33%, Variety of menu based satisfied 45%, Less complaint Based satisfied 3%.We conclude in my study the maximum respondent select the platform for the reason of Variety of menu i.e., 50 respondents.
- The Ranking for online food delivery Platform by respondents. The Zomato 42%, Swiggy 26%, Uber Eats 36%, Domino's 45%, Behrouz Briyani 21%.We conclude in my study the maximum respondent give the Rank 1 to Zomato 46 respondents, Rank 2 to Swiggy 39 respondents, Rank 3 to Uber Eats 39 respondents, Rank 4 to Domino's 49 respondents, Rank 5 to Behrouz Briyani respondents.
- The Usage of online food delivery Platform by respondents. The respondents using daily 15%, Weekly 27%, Monthly 58%.We conclude in my study the maximum respondent using Monthly i.e., 64 respondents.
- The Satisfaction of different aspects in online food delivery Platform by respondents. The respondents are satisfied with Ease of using the app 57%, Delivery time 26%, Availability of payment options 52%, Packaging of Food 41% .We conclude in my study the maximum respondent is satisfied with Ease of Using app i.e., 63 respondents.
- The Key factors affect Customer Satisfaction in online food delivery Platform by respondents. The respondents are satisfied with Food Quality 70%, Pricing 26%, Discounts and Offers 37%, Menu Variety 34%, Brand Reputation 39%.We conclude in my study the maximum respondent is satisfied with Food Quality i.e., 77 respondents.

- The Role of food delivery platform. The respondents are accepted User Experience & Interface 83%, Accurate Orders 61%, Customizable Options 64%, Real Tracking 66%, Complaint Handling 77%, Feedback and Surveys 54%. We conclude in my study the maximum respondent are accepted User Experience & Interface i.e., 83 respondents.
- The Satisfaction with Restaurant Selection. The respondents are satisfied with Consistency 51%, customer reviews and ratings 36%, Delivery Speed 70%, Authenticity of Cuisine 32%, Dietary Preferences 53%, Menu Variety 34%, Pricing 52%, Free Delivery 29%, Payment Options 61%, Deals and Discounts 36%. We conclude in my study the maximum respondent are satisfied with the restaurant selection in Delivery Speed i.e., 77 respondents.
- The Ranking for future improvement in online food delivery Platform by respondents. The ranking for Time Saving 48%, Product Price 54%, Variety of Foods 35%, Food Quality 45%, Packaging of Food 18%, Special offers and Discounts 18%, Payment Mode 21%. We conclude in my study the maximum respondent give the Rank 1 to Time Saving 53 respondents, Rank 2 to Product Price 59 respondents, Rank 3 Variety of Foods 38 respondents, Rank 4 to Food Quality 49 respondents, Rank 5 to Packaging of Food 32 respondents, Rank 6 to Special offers and Discounts 34 respondents, Rank 7 to Payment Mode 23 respondents.

**SUGGESTIONS:**

- The platforms should improve delivery speed.
- The platforms should double check orders before dispatch to ensure they are correct.
- Partner with local restaurants that maintain high standards of hygiene and food quality.
- A well trained support team can significantly improve customer satisfaction.
- Offering a wider variety of regional dishes will cater to local tastes and enhance satisfaction.
- Introduce regular discounts and special offers to encourage repeat orders and make customer feel valued.
- Offer easy ways for customers to share feedback. This can help identify areas of improvement.
- Allow customers to customize their orders, this will make them feel more in control of their order.

**CONCLUSION:**

In conclusion, the research on customer satisfaction with online food delivery services in Chennai reveals that key factors such as timely delivery, food quality, ease of app use, and responsive customer service play a crucial role in shaping customer experiences. While most customers express satisfaction with the convenience and variety of options, there is room for improvement in delivery speed and customer support. By addressing these areas, online food delivery services can further enhance customer satisfaction in Chennai.

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