

A Study on Consumer Perception and Satisfaction towards Food Delivery Services with Special Reference to Coimbatore City

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Abstract: *This study analyses consumer perception and satisfaction towards food delivery services in Coimbatore city. With the rapid growth of smartphones, internet usage, and busy lifestyles, online food delivery services have become an important part of daily life. Consumers prefer these services for convenience, time-saving, and a wide variety of food choices. The study focuses on understanding consumer perception, satisfaction levels, factors influencing usage, and the challenges faced while using food delivery services.*

Primary data were collected from 51 respondents using a structured questionnaire through convenience sampling. Secondary data were collected from journals, websites, and previous studies. Statistical tools such as Percentage Analysis, Chi-Square Test, and ANOVA were used for data analysis and interpretation.

The findings reveal that factors such as food quality, delivery time, pricing, app usability, and service quality play an important role in influencing consumer satisfaction. The study also shows that most respondents prefer ordering food on a monthly or weekly basis and spend a moderate amount per order. Statistical analysis indicates that demographic factors have no significant influence on certain aspects of satisfaction.

The study concludes that consumers generally have a positive perception towards food delivery services, but issues such as delivery delays, pricing concerns, and service quality still affect satisfaction levels. Improving service efficiency, maintaining food quality, and providing better customer support can help increase customer satisfaction and loyalty.

Keywords: Consumer Perception, Customer Satisfaction, Food Delivery Services, Online Food Ordering, Service Quality.

I. INTRODUCTION

In the modern digital era, food delivery services have become an essential part of everyday life. The rapid growth of smartphones, internet connectivity, and online platforms has changed the way people order and consume food. Consumers now prefer ordering food online because it saves time and provides convenience along with a wide variety of choices. Food delivery applications connect customers with restaurants and provide doorstep delivery through simple and user-friendly mobile applications.

Food delivery platforms have gained popularity particularly in urban areas where people lead busy lifestyles and have limited time for cooking or dining out. These platforms offer several benefits such as easy ordering, multiple payment options, quick delivery, and attractive discounts. However, consumers also consider factors such as food quality, delivery time, pricing, hygiene, and customer service when using food delivery services.



Consumer perception plays an important role in determining the success of food delivery services. Customer satisfaction depends on whether the services meet their expectations. Positive experiences encourage repeated use of food delivery apps, while negative experiences may reduce customer interest.

OBJECTIVES OF THE STUDY

1. To measure the level of consumer satisfaction with food delivery platforms.
2. To identify the key factors influencing customer preference and usage of food delivery services.

STATEMENT OF THE PROBLEM

Food delivery services have become widely popular due to convenience and easy accessibility through mobile applications. However, consumers have different perceptions regarding service quality, delivery time, food quality, pricing, and app usability. Many customers face problems such as delayed delivery, incorrect orders, hidden charges, and poor customer support while using food delivery services. These issues may influence their satisfaction and future usage of food delivery platforms. Therefore, it is important to study the level of consumer perception and satisfaction towards food delivery services in Coimbatore city. This study aims to identify the factors affecting consumer satisfaction and the challenges faced by users while ordering food online.

SCOPE OF THE STUDY

This study focuses on consumers who use or are aware of food delivery services in Coimbatore city. It examines consumer perceptions related to:

- Factors influencing the use of food delivery services
- Preference for different food delivery applications
- Level of satisfaction towards food delivery services
- Challenges faced while using food delivery services
- Association between demographic factors and consumer satisfaction.

The study is limited to a sample of 51 respondents and follows a quantitative research approach using statistical analysis tools such as Percentage Analysis, Chi-Square Test, and ANOVA. The findings may not be fully generalizable to other regions due to the limited sample size and geographical area.

RESEARCH METHODOLOGY

The study adopts a descriptive research design.

- Sample Size: 51 respondents
- Sampling Method: Convenience sampling
- Data Collection Tool: Structured questionnaire
- Data Analysis Tools:
- Percentage Analysis
- Chi-Square Test
- ANOVA

Primary data were collected directly from respondents, while secondary data were gathered from journals, research articles, books, and online sources related to consumer behaviour and organic food products.

REVIEW OF LITERATURE

Kumolu-Johnson, B. (2024)² study explores how fast-food restaurants in the United States can enhance service quality in a highly competitive market to attract and retain customers. It identifies key service quality dimensions—responsiveness, reliability, tangibles, empathy, and assurance—as a framework for evaluation and improvement. The findings highlight that effective employee training, focusing on product knowledge, communication, emotional labour,



and customer-oriented skills, significantly improves customer satisfaction. The study also emphasizes the growing importance of technology adoption and post-COVID-19 service adaptations, such as digital ordering systems and mobile apps, in reducing wait times and errors while enabling better customer engagement. Their study concluded that, factors like fair pricing, politeness, cleanliness, care, service speed, and food consistency are crucial for delivering superior service quality, helping fast-food businesses build customer loyalty and achieve long-term growth.

Dr. Tara Prasad Gautam¹ Mahesh Aryal Chhetri (2024)⁵ examines the factors influencing customer satisfaction with online food delivery services in Lalitpur Municipality, Nepal, in the context of the growing digitalization of the food industry. Using a quantitative, cross-sectional research design, data were collected from 110 users of online food delivery services in areas such as Jawalakhel, Kumaripati, and Patan through self-administered questionnaires, and the results were analysed using regression analysis based on the Expectancy Disconfirmation Theory. The findings indicate that price does not have a significant positive impact on customer satisfaction, whereas ease of use, food quality, promotional activities, and privacy show a strong positive relationship. The study concludes that, online food delivery platforms in Lalitpur Municipality should prioritize improving system usability, food quality standards, promotional efforts, and privacy protection to enhance overall customer satisfaction.

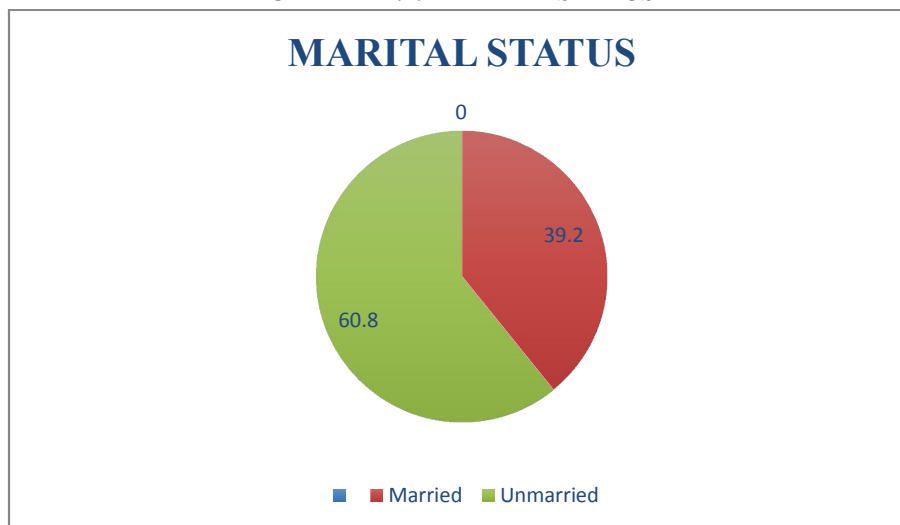
DATA ANALYSIS AND INTERPRETATION

1.1 PERCENTAGE ANALYSIS

TABLE - 1.1: MARITAL STATUS

MARITAL STATUS	NO. OF RESPONDENTS N=51	PERCENTAGE
Married	20	39.2
Unmarried	31	60.8
TOTAL	51	100

CHART – 1.1: MARITAL STATUS



INTERPRETATION

The above table reveals that, majority 60.8% of the respondents are Unmarried and 39.2% of the respondents are Married.

Majority (60.8%) of the respondents are Unmarried.



1.2 CHI-SQUARE TEST

OBJECTIVE 1: TO MEASURE THE LEVEL OF CONSUMER SATISFACTION WITH FOOD DELIVERY PLATFORMS

Chi-Square Test of Association between gender and food delivery apps are easy to use

Hypothesis

H₀: There is no significant association between gender and the opinion that food delivery apps are easy to use.

H₁: There is a significant association between gender and the opinion that food delivery apps are easy to use.

Table – 1.2: Table Showing the Chi-Square Analysis of the gender and food delivery apps are easy to use

Particulars	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	4.443 ^a	3	0.217
Likelihood Ratio	4.707	3	0.195
No. of Valid Cases	51		

INTERPRETATION

Since the p-value (0.217) of the Pearson Chi-Square test is greater than the 0.05 level of significance, the null hypothesis (H₀) is accepted. This indicates that there is no statistically significant association between the two variables considered in the study. The relationship observed is not strong enough to establish a meaningful association and may be due to random variation. Although the Likelihood Ratio value (p = 0.195) is also greater than 0.05 and supports this result, the Pearson Chi-Square value is considered for final interpretation.

It has been concluded that there is no significant association between the variables, as the differences identified are not statistically meaningful and may have occurred by chance.

1.3 ANOVA ANALYSIS

OBJECTIVE 2: TO IDENTIFY THE KEY FACTORS INFLUENCING CUSTOMER PREFERENCE AND USAGE OF FOOD DELIVERY SERVICES

To Examine the relationship between Educational Qualification and Problems Faced while Using Food Delivery Services

Hypothesis:

H₀: There is no significant difference in the problems faced while using food delivery services (Swiggy, Zomato, Uber Eats, Multiple Apps, and Others) based on educational qualification.

H₁: There is a significant difference in the problems faced while using food delivery services (Swiggy, Zomato, Uber Eats, Multiple Apps, and Others) based on educational qualification.

Table Showing the relationship between Educational Qualification and Problems Faced while Using Food Delivery Services

Table-1.3

Satisfaction Factor	Source of Variation	Sum of Squares	Df	Mean Square	F	Sig.
Zomato	Between Groups	2.172	3	0.724	0.276	0.843
	Within Groups	123.514	47	2.628		
	Total	125.686	50			
Swiggy	Between Groups	4.555	3	1.518	1.131	0.346
	Within Groups	63.092	47	1.342		
	Total	67.647	50			
Uber Eats	Between Groups	1.135	3	0.378	0.358	0.784
	Within Groups	49.688	47	1.057		
	Total	50.824	50			



Multiple Apps	Between Groups	5.144	3	1.715	1.066	0.373
	Within Groups	75.601	47	1.609		
	Total	80.745	50			
Others	Between Groups	1.459	3	0.486	0.179	0.910
	Within Groups	127.717	47	2.717		
	Total	129.176	50			

INTERPRETATION

Since the p-values for all the problem factors — **Zomato (0.843)**, **Swiggy (0.346)**, **Uber Eats (0.784)**, **Multiple Apps (0.373)**, and **Others (0.910)** — are greater than the 0.05 level of significance, the null hypothesis is accepted in all cases. This indicates that there is no significant difference in the problems faced while using food delivery services across different educational qualification groups. The F-values are also relatively low, which further confirms that the variations observed among respondents with different educational qualifications are not statistically significant and may be due to random variation.

It has been concluded that the problems faced while using food delivery services such as Swiggy, Zomato, Uber Eats, Multiple Apps, and Others do not significantly differ based on educational qualification, as the differences identified are not statistically meaningful.

II. CONCLUSION

Food delivery services have become an important part of modern lifestyles due to their convenience, time-saving benefits, and easy accessibility through mobile applications. The study reveals that most consumers in Coimbatore city have a positive perception towards food delivery services and are generally satisfied with the services provided. Factors such as food quality, delivery time, pricing, and ease of app usage play a significant role in determining customer satisfaction. The statistical analysis shows that demographic factors have no significant influence on certain aspects of satisfaction. However, some customers still face problems such as delivery delays and pricing issues. Overall, the study concludes that improving service quality, timely delivery, and customer support can enhance consumer satisfaction and increase the usage of food delivery services.

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