A Study on Satisfaction Level of Food Delivery Application among Working Women in Coimbatore City

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Abstract: **-** *The purpose of Online Food Ordering Application is to automate the existing manual system by the help of computerized equipment and full-fledged computer software, fulfilling their requirements, so that their valuable data/ information can be stored for a longer period with easy accessing and manipulation of the same. The required software and hardware are easily available and easy to work with. The aim is to automate its existing manual system by the help of computerized equipment and full-fledged computer software, fulfilling their requirements, so that their valuable data/information can be stored for a longer period with easy accessing and manipulation of the same. Basically, the project describes how to manage for good performance and better services for the clients.*

Keywords: - Food Delivery Application, Services, etc.

I. INTRODUCTION

The process of preparing and delivering food that has been ordered online is referred to as online food delivery application. The introduction of integrated online food delivery platforms, such as Uber Eats, Swiggy, Zomato, Food panda and Dominos has aided the growth of online food delivery.

To make the process as a seamless as possible, all information regarding the order is available on the ordering application. The application informs the consumer about the food's quality, the amount of time it will take to cook it, and when the food will be ready for pickup or delivery.

II. OBJECTIVES

1) To analyse the satisfaction level of working women while using the food delivery application.
2) To find out which application is most preferred by the working women in Coimbatore city.

III. RESEARCH METHODOLOGY

Research methodology is the specification of strategies and procedures for getting the knowledge needed to organize or solve problems. The general operational pattern or framework for the project outlines what information will be acquired from which sources and how it will be generated. I t can be described as a series of advance judgements produced from a specific master plan of model for the investigation's conduct if it is a good design.

Research Design
The method of data collection is through sample survey & simple random sampling technique is used in this study.

Sources of Data
Primary Data: The primary data were collected based on the structured questionnaire with the help of Google form.
Secondary Data: The secondary data for the study have been collected from books, magazines, articles and websites.

Sampling Technique
The sampling technique used in this study is sample random sampling.

Sampling Size

The sampling size was collected from100 respondents.

Area of the Study

The study was collected only within Coimbatore city.

Limitations of the Study

The sampling frame used to conduct the study wan restricted to Coimbatore city only.
The study's findings are based on the assumptions of the respondents are revealed in the questionnaire.
The study is limited only to working women.

Tools used for the study

The SPSS package used for the study
1) Percentage Analysis
2) Chi-Square Test

IV. DATA ANALYSIS

1) PERCENTAGE ANALYSIS

Table 1: Age

AGE	NO. OF RESPONDENTS	PERCENTAGE
Below 20 years	**20**	**20.0**
21 years - 30 years	49	49.0
31 years - 40 years	23	23.0
Above 40 years	8	8.0
Total	**100**	**100**

Impact Factor: 6.252
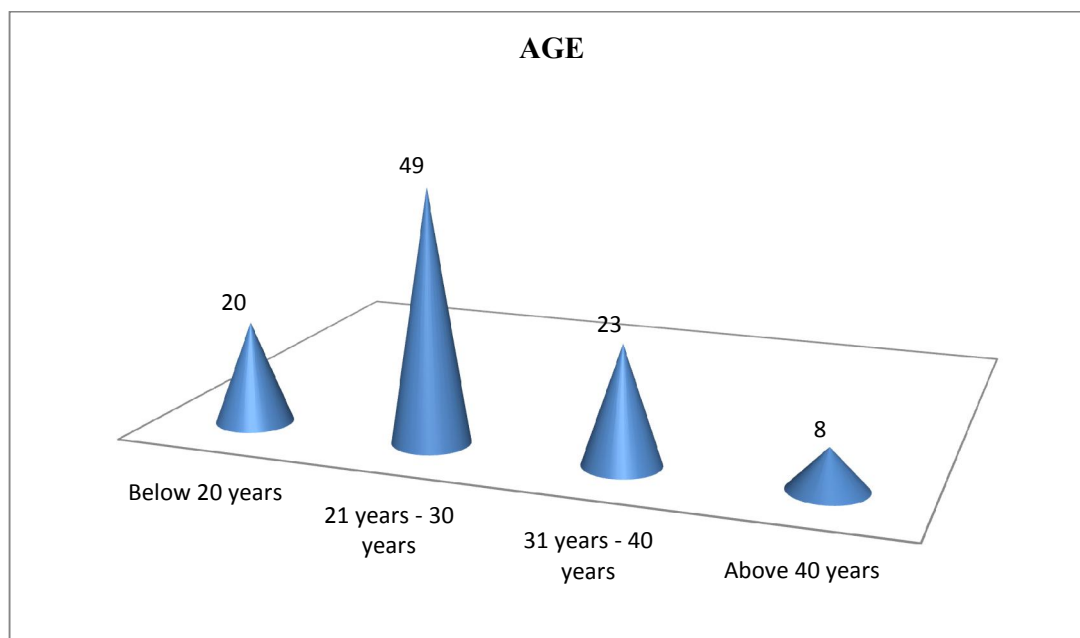
Table 2: Educational Qualification

EDUCATIONAL QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
School	18	18.0
Under Graduation	36	36.0
Post-Graduation	29	29.0
Professional	17	17.0
Total	**100**	**100**
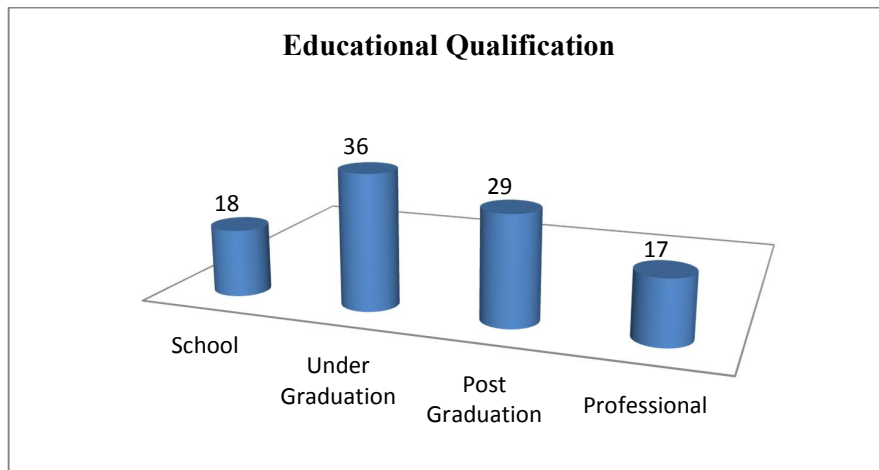
Table 3: Occupation

OCCUPATION	NO OF RESPONDENTS	PERCENTAGE
Private Employee	44	43.4
Government Employee	40	40.4
Self Employed	16	16.2
TOTAL	**100**	**100**

Impact Factor: 6.252
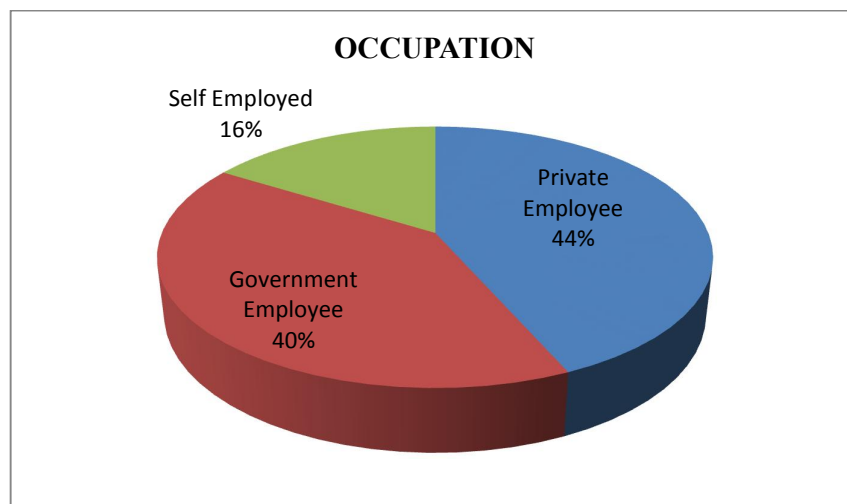
Table 4: Customer Satisfaction on Food Delivery Application

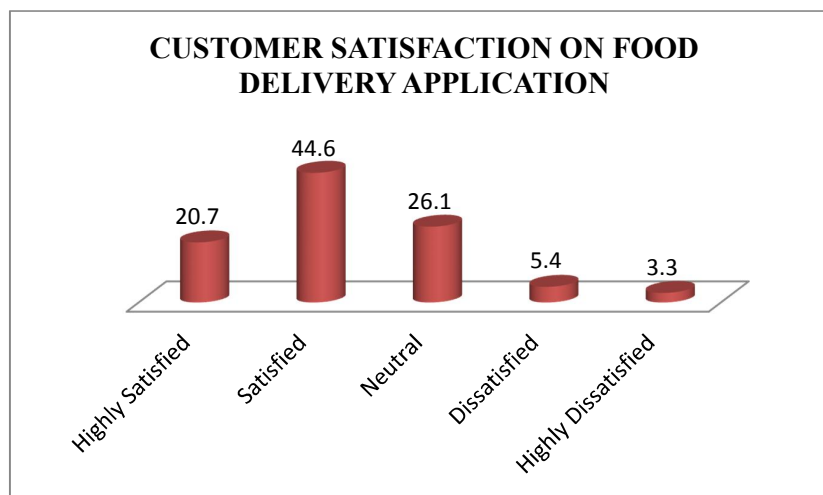| CUSTOMER SATISFACTION	NO OF RESPONDENTS	PERCENTAGE
Highly Satisfied	21	20.7
Satisfied	44	44.6
Neutral	26	26.1
Dissatisfied	6	5.4
Highly Dissatisfied	3	3.3
TOTAL	**100**	**100**

Table 5: Customers Preference Towards Food Delivery Application

CUSTOMER PREFERENCE TOWARDS FOOD DELIVERY APPLICATION	NO OF RESPONDENTS	PERCENTAGE
Swiggy	30	30.4
Zomato	31	31.5
Ubereats	28	28.3
Dominos	9	9.8
TOTAL	**100**	**100**
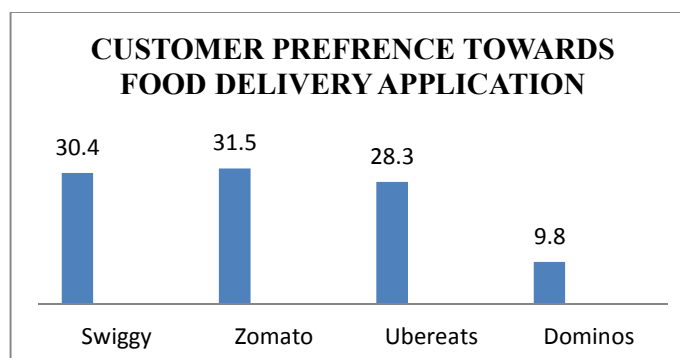
2) CHI-SQUARE TEST
COMPARISON BETWEEN AGE AND LEVEL OF SATISFACTION FOR ONLINE FOOD DELIVERY APPLICATION

H_0: There is no significant relationship between Age and Level of Satisfaction for Online food delivery application.

H_a: There is a significant relationship between Age and Level of Satisfaction for Online food delivery application.

FACTORS	CALCULATED VALUE	D.F	P.VALUE
Convenience	17.481	12	0.132
Ease of finding products	11.784	12	0.463
Ease of Comparison	13.184	12	0.356
Offers and Discounts	24.550	12	0.017
Assurance of Online delivery	13.685	12	0.321

V. FINDINGS

Findings From Percentage Analysis

- 49.0% of the respondents are between the age group of 21 years – 30 years
- 36.0% of the respondents are Under Graduation.
- 43.4% of the respondents are Private Employee.
- 44.6% of the respondents are satisfied.
- 31.5% of the respondents are preferring Zomato.
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Findings From Chi-Square Analysis

- There is a significant relationship between Age and Level of Satisfaction for Online food delivery application.

VI. CONCLUSION

Based on use perceptions of online meal delivery apps, it can be inferred that the online food ordering system has both advantages and disadvantages. The convenience of computerized ordering is the primary reason for its use. According to the findings of this study, internet meal delivery applications assist clients in ordering food in a simple and timely manner. It provides every information of the customer's order, ensuring that the greatest customer care is provided. Among the five-food delivery application Zomato is preferred more by the customers. The users will benefit from the tracking system. Food ordering method over the internet maintains the service provider to keep a database and enhance the customer experience. The majority of the users believe that people prefer online meal delivery apps because they require less human interaction and that online food ordering has influenced the conventional style of during.

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