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# THE STUDY OF CUSTOMER SATISFACTION IN ONLINE FOOD PORTAL WITH SPECIAL REFERENCE TO CHENNAI REGION

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## Abstract

The purpose of this study is to investigate consumer satisfaction with Chennai-area online meal delivery services. The study looks into the variables that affect customer satisfaction and the connection between it and loyalty. A survey of 500 people who had utilized online food delivery services in the Chennai area was performed to gather the data. The results show that the user interface, delivery speed, and food quality are the most important variables that influence consumer happiness. The study also shows that customer loyalty is positively impacted by customer happiness, and clients who are happy with the services are more likely to stick with the same portal in the future. The study's recommendations for food delivery platforms aim to raise client happiness and keep clients loyal. **The objectives of the study are:** 1.) To identify the factors that influence customer satisfaction with online food delivery portals in the Chennai region, 2.) To examine the relationship between customer satisfaction and loyalty towards online food delivery portals, 3). To determine the level of customer satisfaction with online food delivery portals in the Chennai region. Create the instruments for **collecting the data**, which could include interview questions and survey questionnaires. The survey could ask questions regarding client demographics, usage trends, and satisfaction levels and be conducted in person or online. In-depth feedback regarding customers' experiences with the food delivery portals could be gathered through interviews with a smaller subset of customers. gather the data collection can start as soon as the instruments have been created. While the interviews might be conducted over the phone or in person, the survey could be distributed by email or social media. The data should be analysed. Statistical software and methods like **Chi square analysis, factor analysis, and correlation analysis** can be used to analyze the acquired data. The findings can be utilized to identify the major factors influencing customer satisfaction and offer suggestions for raising it.

**Keywords:** User interface, Online food delivery portals, Research design.

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## Introduction

The development of technology has changed the way we work, live, and use products and services. The meal delivery industry is one such sector that has seen a significant transition recently. Consumers now have simple access to a variety of meal selections that can be delivered to their home with just a few clicks on their mobile devices thanks to the growth of online food delivery platforms. Online food delivery websites connect customers with restaurants and food establishments so they may place online orders for meals that will be delivered right to their door. These portals are becoming a more preferred option for customers as they provide a practical, hassle-free, and time-saving substitute for conventional dining establishments or take-out options. The rising use of smartphones, shifting customer preferences, and the desire for convenience in today's fast-paced society have all contributed to the expansion of online meal delivery websites.

As a result, there are many firms contending for market share in this highly competitive business. In particular in the Chennai area, this study intends to investigate client satisfaction in online meal delivery platforms. Online meal delivery businesses may enhance their offerings and maintain a competitive edge in the market by knowing the elements that affect consumer happiness. The research methodology used in this study, the elements that affect consumer satisfaction in online food delivery portals, and suggestions for enhancing customer satisfaction in the online food delivery business are all covered in detail in the parts that follow.

The food industry has undergone a transformation thanks to the quick development of technology and the expanding use of the internet in society. Online food delivery services have become a well-liked option for those looking for hassle-free and practical dining

experiences. Online food delivery services have significantly increased in popularity, revolutionizing how people order and enjoy their meals in Chennai, the vibrant capital city of Tamil Nadu in India. Understanding client happiness is essential for every organization, and this is also true for the online meal delivery sector. The success of online meal delivery platforms rests on their capacity to exceed users' expectations and meet their needs. The competitive food delivery business in Chennai has many players fighting for market share.

## Objectives

- 1.) To identify the factors that influence customer satisfaction with online food delivery portals in the Chennai region
- 2.) To examine the relationship between customer satisfaction and loyalty towards online food delivery portals
- 3.) To determine the level of customer satisfaction with online food delivery portals in the Chennai region

## Scope of study

The study should clearly define the research objectives, which may include determining the factors that affect customer satisfaction, identifying the most preferred online food delivery portals, and exploring the relationship between customer satisfaction and loyalty.

## Limitations of the study

The study is limited only for Chennai region, the data collection was done in the time period between Jan 2023 to February 2023.

## Review of Literature

- <sup>1</sup>Evaluating the expectations of and contentment of customers with online meal ordering platforms. The research's conclusions shed light on the variables that affect customer satisfaction and make useful suggestions for enhancing platforms for ordering food online. Although there are

certain restrictions, overall, the study advances our knowledge of consumer perceptions in this vital yet developing sector of the food industry.

- <sup>2</sup>The study on the effects of COVID-19 on the online food delivery sector in Chennai city is built on the literature review. The most important components of shifting consumer behavior, alterations in demand patterns, practical difficulties, and tactical reactions from online meal delivery platforms are highlighted. By filling a research gap, the study intends to offer insightful analysis and suggestions to improve the adaptability and efficiency of the online food delivery sector in the post-pandemic era.

- <sup>3</sup>The study on consumers' perceptions of and satisfaction with the city of Coimbatore's online meal delivery system is built on the literature review. The main factors that affect client satisfaction levels are highlighted, including service quality, convenience, dependability, cost, and customization choices. By filling a research gap, the study aims to offer insightful analysis of the variables influencing customers' perceptions of and satisfaction with Coimbatore's online food delivery platforms, as well as suggestions on how to raise customer satisfaction and promote the success of the city's online food delivery services.

- <sup>4</sup>The study on the effects of online meal delivery applications, notably Zomato and Swiggy, on the restaurant industry is built on the literature review. It draws attention to the crucial elements of expanded visibility and reach, modifications in consumer behaviour, problems and opportunities in operations, and financial ramifications. By filling the knowledge vacuum, the study hopes to offer insightful analysis and helpful suggestions to guide restaurants through the dynamic environment of the online food delivery market, particularly in respect to Zomato and Swiggy.

- <sup>5</sup>The study on consumers' perceptions of food ordering websites with

regard to Chennai is built on the literature review. It emphasises the crucial elements of comfort, dependability, trust, menu variety, cost, and user experience that affect customers' views and levels of happiness. By filling a research gap, the study aims to offer insightful analysis of the variables influencing consumers' perceptions of Chennai's food ordering platforms, as well as suggestions for raising customer satisfaction and boosting the efficiency of the city's food ordering platforms.

- <sup>6</sup>The study on the influence of customer purchasing behaviour towards instant food products in the Chennai district is built on the literature review. The main factors that influence consumers' purchasing decisions are highlighted, including consumer motivations, product qualities, brand perception, cost, and convenience. The study aims to fill the research gap by offering insightful information about the variables influencing consumers' preferences and decision-making when buying instant food products in Chennai. It also offers suggestions for improving consumer satisfaction and boosting the appeal of instant food product offerings in the area.

- <sup>7</sup>The conceptual analysis on the prospects and constraints of the Indian online food services business is built on the literature review. It emphasizes the crucial components of market expansion, consumer preferences, business strategies, logistics of delivery, quality assurance, and policy issues. By filling a research gap, the study intends to offer insightful analysis of the potential and difficulties faced by Indian online food service providers, as well as suggestions for market participants and policymakers to support a healthy and vibrant online food services market.

- <sup>8</sup>The study on consumer perception and satisfaction with food delivery services in Coimbatore city is built on the literature review. It draws attention to the crucial factors of service quality, delivery speed, menu variety, cost, ease of use, and customer support that affect customers'

views and levels of happiness. By filling a research gap, the study aims to offer insightful analysis of the variables influencing Coimbatore consumers' experiences with and perceptions of food delivery services, along with suggestions on how to raise consumer satisfaction and boost the efficiency of the city's food delivery services.

- <sup>9</sup>The study "A Conceptual Study on Opportunities and Challenges of Online Food Services Market in India" provides an insightful analysis of the Indian online food services market. It offers a solid conceptual foundation, a thorough literature evaluation, and perceptive analysis of the prospects and difficulties in this field. To guarantee the relevance and currency of the information supplied, the paper could benefit from primary research and a date of publication. In conclusion, this study is a valuable resource for anyone trying to understand the dynamics of the Indian industry for online food services.

- <sup>10</sup>The review of the literature titled "To Study the Customer Perceptions of Electronic Food Ordering" offers an insightful summary of customer perceptions and experiences in relation to electronic food ordering. The study includes a thorough literature analysis and examines numerous elements affecting client loyalty and satisfaction. However, the review might be improved by incorporating primary research and making sure the referenced sources are current. Overall, this literature analysis helps scholars and

industry professionals in this sector better understand how customers perceive electronic meal ordering and serves as a valuable resource.

### Research methodology

The steps in the research methodology for a study on customer satisfaction in online food delivery portals in the Chennai area will include identifying the research problem, formulating research questions and objectives, reviewing literature, choosing a research design, selecting a sampling strategy, selecting a survey questionnaire to collect data from, statistically analysing the data, interpreting the results, and reporting the findings. The study will employ a survey research design, and the statistical tools of descriptive statistics, correlation analysis, and regression analysis will be used to analyse the data gathered. The main findings, restrictions, and ramifications for additional research and practise will be highlighted in a clear and succinct report of the study's conclusions.

### Data analysis and construction

#### 4.1 Chi Square Analysis

Chi square test is implemented to find the connection/relation between the different variables.

#### Hypothesis 1:

**H<sub>01</sub>:** There is no significant association between the variables How often do you use an online meal delivery app, and how often do you place orders through it

**Table No: 4.1.1 Chi Square**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.670 <sup>a</sup>	6	.849
Likelihood Ratio	2.947	6	.816
Linear-by-Linear Association	.006	1	.939
N of Valid Cases	104		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .31.

### Inference

It is observed from the above table, Chi Square value is 2.670, the significant P value is found to be  $0.849 > 0.05$ , hence it

is concluded to accept the null hypothesis. The variables have no significant relationship with one another. How frequently do you place orders through an online food delivery app.

### 5.4 Factor analysis

Table 5.4.1 shows the KMO and Bartlett Test

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.792
Bartlett's Test of Sphericity	Approx. Chi-Square	373.833
	df	66
	Sig.	<.001

### Inference

Kaiser-Meyer-Olkin Measure is an index which defines of sampling Adequacy. The KMO test value is 0.792 which is more than 0.5 can be considered acceptable and valid to conduct data reduction technique. The Bartlett's test of Sphericity helps a

researcher to decide, whether the results of factor analysis are worth considering and whether we should continue analysing the research work. The significance level for the Bartlett's Test of Sphericity is  $<0.001$ . which shows that there is a high level of correlation between variables, which make it adequate to apply factor analysis.

### 5.5 Correlation

#### Correlations

		I experience great value for money after purchasing food from this app]	How frequently you order online from the food delivery app?
On the basis of most frequently used online food delivery app, give your opinion from 5 to 1 to the following statements [I experience great value for money after purchasing food from this app]	Pearson Correlation	1	.015
	Sig. (2-tailed)		.879
	N	104	104
How frequently you order online from the food delivery app?	Pearson Correlation	.015	1
	Sig. (2-tailed)	.879	
	N	104	104



## Inference

The data given above demonstrates that ordering food from this app and having it delivered frequently offer excellent value for money. The two variables have a positive correlation since there is a statistically significant linear link between them ( $r=0.015$ ,  $p0.001$ ). After purchasing food and frequently ordering food via an online app, it was concluded that outstanding value for money.

## Findings and Discussions

With specific regard to the Chennai region, the researchers made an effort to examine client satisfaction in online meal delivery platforms. In order to understand the client satisfaction in online meal delivery portals, numerous factors and various relevant to it were distributed through questionnaires. To get a thorough understanding of the study, various tests utilising statistical methods were conducted, including Chi-square, Factor analysis, and Correlation analysis. **I. Findings of Chi square analysis:** The result chi square analysis reveals that There is no significant association between the variables How often do you use an online food delivery app, and how often do you place orders through it. **II. Findings of Factor analysis:** The result of factor analysis concludes that, there is a high-level correlation between the great value for money after purchasing from the online delivery portals and how frequently you ordered online from the food delivery app. **III. Findings of Correlation analysis:** The result of correlation analysis reveals that there is a positive correlation between the purchasing food and frequently ordering food via an online app.

## Conclusion

The purpose of this study, which was specifically focused on the Chennai region, was to better understand customer satisfaction in online meal delivery websites. According to the report,

individuals frequently utilise online meal delivery services since they are more convenient. According to the study, there is no correlation between how frequently you use an online meal delivery app and how frequently you make orders through it. The study also shows a strong relationship between how frequently you purchased online from a food delivery app and whether you feel like you got a lot for your money after making a purchase from an online delivery portal. The results of comprehensive studies show a strong relationship between food purchases and regular use of online food delivery services. Thus, it can be said that among other major cities, the Chennai region has a high number of users of online meal delivery apps.

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