

An Economic Study on Factors that Influencing and Level of Satisfaction towards Online Food Ordering in Madurai City

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Abstract

In modern era every one in the family exposed to western culture they prefer to order foods from favourite restaurants through online applications like swiggy, Zomato, food panda etc., Generally, people consume food from hotels which takes a lot of time for it delivery. The time factor will be more when people going to restaurants and buy foods and cost will also be more. This study is conducted to study the consumer satisfaction towards online food ordering using online applications, how it bridges the gap between the consumer and the hotels. In this study an attempt has been made to analyse the factors influencing consumers to buy food through food ordering applications and their satisfaction level towards those applications. Sample of 45 has been selected on the basis of simple random sampling. Questionnaire has been used to collect primary data from the respondent. SPSS has been used to test statistical viability of the study.

Keywords: Online applications, Online food order, Consumer satisfaction, Changing lifestyle, Doorstep food delivery system, Food delivery applications

Introduction

The process of food delivery from restaurants through a web page or app is called online food ordering system. The changing lifestyle of the average Indian is vivid enough to be favourable for the ready-to-eat and quick home delivery models to grow at higher rates. The ever-increasing population, crowded metro cities and longer travel times are drivers for the growth of doorstep food delivery system, in this customer-oriented market every company is trying to satisfy the need of the customer, motive of any company is to make their customer aware of their product and provide better service or quality service to them. In this case it is important to study customer satisfaction level, as we are living in fast running world every individual is expecting every need of them should be satisfied at their door steps which is a key pointed in the business, online food delivery applications they bring the food which is preferred by customer from the hotel selected by the customer and they deliver those food at door steps of customer. They also provide some exciting offers & discounts to their customers.

Objectives of the Study

- To know the social status of the respondent.
- To examine factor which influencing customer towards online food ordering.

- To analyse the customer satisfaction towards online food ordering.

Research Methodology

Methodology is a plan of action for a research project and explains in detail how data to be collected and analyzed and presented so that they will provide meaningful information.

Research Design

The descriptive research is used to identify factor that influencing customer regarding online food order and the satisfaction towards online food order.

Sampling Size

The sample size for the consumer's survey is limited to 45.

Sampling Method

The Simple random sampling method was adopted for the study with a sample size of 45 respondents from the customers. Convenience sampling techniques has been used to select the respondents. Sample design is non probability sampling design.

Tools for Statistical Analysis

Analyse the data and interpret the results by using percentage analysis and ranking.

- Simple Percentage Method
- Weighted Average Ranking Method
- One Way ANOVA

Data Analysis and Interpretation

Age Wise Classification

Age is one of the important factors for analysing the factor influencing online food ordering.

Table 1: Age wise classification

Dimension	No. of Respondents	%
18-28	34	75.6
29-38	6	13.3
39-48	2	4.4
Above 48	3	6.7
Total	45	100.0

Interpretation: From the Table 1 is observed that 75.6 percent of respondents were belong to the age

group of 18-28, while 13 percent of the respondents belong to the age group of 29to38, 6.7 percent of the respondent belong to the age group of Above 48, remaining 4.4 percent of the Respondents were 37-48 Years. It is concluded that Majority of the respondents belong to the category of 18-28 year.

Table 2: Education

Dimension	No. of Respondents	%
School/level	4	8.9
Graduate	23	51.1
Post Graduate	11	24.4
Profession	7	15.5
Total	45	100.0

Interpretation: From the table 2 is observed that 51.1 percent of the respondent were graduates, 24.4 percent of them are post graduates, 15.5 percent of the respondents are professions, remaining 8.9 percent of the respondents qualified their school level education. Majority of the respondents are graduates.

Table 3: Income

Dimension	No. of Respondents	%
10,000 to 20,000	28	62.2
20,000 to 30,000	10	22.2
30,000 to 40000	3	6.7
Above 50,000	4	8.9
Total	45	100.0

Interpretation: From the table 3 is observed that 62.2 percent of the respondent's income is between 10,000 to 20,000 22.2 percent of the respondent's income is between 20,000 to 30,000, 8.9 percent of the respondent's income above 50,000, remaining 6.7 percent of the respondent's income is between 30,000 to 40,000. Majority of the respondent's belongs to the income group of 10,000 to 20,000.

Table 4: Occupation

Dimension	No. of Respondents	%
Self Employed	14	31.1
Professionals	18	40.0
Home maker	4	8.9
Student	9	20.0
Total	45	100.0

Interpretation: From the table 4 is observed that 40.0 percent of the respondent were belong to the

occupation of professions, 31.1 percent of the respondents are self-employed, 20 percent of the respondents are students. Remaining 8.9 percent of the respondents are home makers. Majority of the respondents are professions.

Table 5: Reason for Using Online Food Ordering

Options	No. of Respondents	%
Fast delivery	9	20.0
Offers	13	28.9
Availability of food item	17	37.8
Uninterrupted service	6	13.3
Total	45	100.0

Interpretation: From the table 5 observed that 37.8 percent of the respondents prefers online food ordering because of availability of food item, 28.9 percent of the respondents prefers online food ordering because of offers provided. 20 percent of the respondents prefers online food ordering because of fast delivery of food, remaining of the respondent 13.3 percent prefers online food ordering because of uninterrupted services. Majority of the respondents

prefers online order food ordering because of availability of food item.

Table 6: Frequently Using

Options	No. of Respondents	%
Daily	8	17.8
Weekly	12	28
Monthly	14	29
Occasionally	11	24.2
Total	45	100.0

Interpretation: From the table 6 observed that 29 percent of the respondents ordering food through online monthly, 28 percent respondent ordering weekly, 24.2 percent ordering occasionally, remaining 17.8 percent ordering daily. Majority of them prefer to buy food through online order for every month.

Weighted Score

Factors of influenced customer to order food online can be categorized into Advertisement, Friends, offers, Availability of items, Ease of use.

Table 7: Factors Influenced

Dimension	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Rank
Advertisement	2 (4.4%)	9 (20.0%)	6 (13.3%)	19 (42.2%)	9 (20.0%)	111	1
Friends	0 (0%)	0 (0%)	9 (20.0%)	30 (66.7%)	6 (13.3%)	93	3
Offers	0 (0%)	6 (13.3%)	11 (24.4%)	18 (40.0%)	10 (22.2%)	103	2
Availability of items	0 (0%)	2 (4.4%)	16 (35.6%)	10 (22.2%)	17 (37.8%)	93	3
Ease of use	0 (0%)	2 (4.4%)	13 (28.9%)	15 (33.3%)	15 (33.3%)	92	4
Total						492	

Interpretation: From the table 7 indicates that mean score for advertisement scored high (111) and ranked 1st, followed by offers scored 103 ranked 2nd which is followed by availability of items. Majority of the respondents influenced by advertisement and offers provided in online food order portals and apps.

Satisfaction Customer Level towards Online Food Ordering

Satisfaction customer towards swiggy services are categorized into Quality of food, Packaging, Price, Offers/Coupons, Free home delivery, Service.

Table 8: Satisfaction Customer Level towards Online Food Ordering

Dimension	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total score	Rank
Quality of Food	2 (4.4%)	2 (4.4%)	5 (11.1%)	31 (28.9%)	5 (11.1%)	100	6
Packaging	0 (0%)	4 (8.9%)	16 (35.6%)	12 (26.7%)	13 (28.9%)	101	5
Price	0 (0%)	6 (13.3%)	19 (42.2%)	14 (31.1%)	6 (13.3%)	115	3
Offers / Coupons	0 (0%)	4 (8.9%)	17 (37.8%)	16 (35.6%)	8 (17.8%)	107	4

Provide on time delivery	6 (3.3%)	2 (4.4%)	18 (40.0%)	13 (28.9%)	6 (13.3%)	124	2
Free home delivery	5 (11.1%)	11 (24.4%)	7 (15.6%)	12 (15.6%)	10 (22.2%)	124	2
Service	2 (4.4%)	10 (22.2%)	20 (44.4%)	6 (13.3%)	7 (15.6%)	129	1
Total						800	

Interpretation: From the table 8 indicates that satisfaction of the respondent mean score is higher in service followed by free home delivery mean score is 124, which is followed by on time delivery. Majority of the respondents are highly satisfied because of the service offered by online food ordering.

Relationship between Age and Satisfaction Level towards Online Food Order

In order to test where there is any relationship between age the and satisfaction level of the respondents towards assistance provided by One-way ANOVA has been applied to following hypothesis. There is no significant relationship between age of the respondents and the satisfaction level of the respondents towards online food ordering. Result of the ANOVA test is shown in table 9.

Table 9: Age and Satisfaction Level towards Online Food Order

Dimension	F	SIG	Result
Quality of Food	2.059	0.123	NS
Packaging	3.665	0.021	S
Price	2.490	0.076	NS
Offers / Coupons	1.264	0.301	NS
Provide on Time Delivery	3.237	0.033	S
Free home delivery	6.671	0.001	S
Service	3.127	0.038	S

Interpretation: From the table 9 shows that, there is significant relationship between age and satisfaction level towards online food ordering except quality of food, price, offers and coupon. Since the level of significance is less than 0.05 then null hypothesis rejected alternate hypothesis accepted. Hence it is concluded that age of the respondent influenced the level of satisfaction towards online food ordering.

Relationship between Education and Satisfaction Level

In order to test where there is any relationship between educational qualification the and satisfaction

level of the respondents towards assistance provided by One-way ANOVA has been applied to following hypothesis. There is no significant relationship between educational qualification of the respondents and the satisfaction level of the respondents towards online food ordering. The result of the ANOVA test is shown in table 10.

Table 10: Education and Satisfaction Level

Dimension	F	SIG	Result
Quality of food	2.843	0.049	S
Packaging	4.620	0.008	S
Price	0.934	0.434	NS
Offers / Coupons	1.277	0.297	NS
Provide on Time Delivery	1.299	0.290	NS
Free home Delivery	3.750	0.019	S
Service	1.511	0.228	NS

Interpretation: From the table 10 indicates that there is no significant relationship between educational qualification and the satisfaction level of the respondents towards online food order except free from delivery, packaging, quality of food. Since the level of satisfaction is more than 0.05. Hence it is concluded that educational qualification has no influence on satisfaction level towards online food order.

Relationship between Income and Satisfaction Level

In order to test where there is any relationship between the income and satisfaction level of the respondents towards assistance provided by One-way ANOVA has been applied to following hypothesis. There is no significant relationship between income of the respondents and the satisfaction level of the respondents towards online food ordering. Result of the ANOVA test is shown in table 11.

Table 11 Income and Satisfaction Level

Dimension	F	SIG	Result
Quality of food	1.785	0.167	NS
Packaging	2.302	0.094	NS
Price	4.857	0.006	S
Offers / Coupons	0.710	0.552	NS
Provide on time delivery	5.710	0.003	S
Service	0.449	0.720	NS

Interpretation: From the table 11 indicates that there is no significant relationship between Income and the satisfaction level of the respondents towards online food order except packaging, provide on time delivery. Since the level of satisfaction is more than 0.05. Null hypothesis accepted. Hence it is concluded that income has no influence on satisfaction level towards online food order.

Finding

- It is observed that 75.6 percent of respondents were belong to the age group of 18-28, while 13 percent of the respondents Belong to the age group of 29to38, 6.7 percent of the respondent belong to the age group of Above 48, remaining 4.4 percent of the Respondents were 37-48 Years. It is concluded that Majority of the respondents belong to the category of 18-28 year.
- From the table 2 is observed that 51.1 percent of the respondent were graduates, 24.4 percent of them are post graduates, 15.5 percent of the respondents are professions, remaining 8.9 percent of the respondents qualified their school level education. Majority of the respondents are graduates.
- It is inferred that 62.2 percent of the respondent’s income is between 10,000 to 20,000 22.2 percent of the respondent’s income is between 20,000 to 30,000, 8.9 percent of the respondent’s income above 50,000, remaining 6.7 percent of the respondent’s income is between 30,000 to 40,000. Majority of the respondent’s belongs to the income group of 10,000 to 20,000.
- It is perceived that 40.0 percent of the respondent were belong to the occupation of professions, 31.1 percent of the respondents are self-employed, 20 percent of the respondents are students. Remaining 8.9 percent of the respondents are

- home makers. Majority of the respondents are professions.
- It is observed that 37.8 percent of the respondents prefers online food ordering because of availability of food item, 28.9 percent of the respondents prefers online food ordering because of offers provided. 20 percent of the respondents prefers online food ordering because of fast delivery of food, remaining of the respondent 13.3 percent prefers online food ordering because of uninterrupted services. Majority of the respondents prefers online order food ordering because of availability of food item.
 - It is observed that 29 percent of the respondents ordering food through online monthly, 28 percent respondent ordering weekly, 24.2 percent ordering occasionally, remaining 17.8 percent ordering daily. Majority of them prefer to buy food through online order for every month.
 - It is indicating that mean score for advertisement scored high (111) and ranked 1st, followed by offers scored 103 ranked 2nd which is followed by availability of items. Majority of the respondents influenced by advertisement and offers provided in online food order portals and apps.
 - It is indicating that satisfaction of the respondent mean score is higher in service followed by free home delivery mean score is 124, which is followed by on time delivery. Majority of the respondents are highly satisfied because of the service offered by online food ordering.
 - There is significant relationship between age and satisfaction level towards online food ordering except quality of food, price, offers and coupon. Since the level of significance is less than 0.05 then null hypothesis rejected alternate hypothesis accepted. Hence it is concluded that age of the respondent influenced the level of satisfaction towards online food ordering.
 - There is no significant relationship between educational qualification and the satisfaction level of the respondents towards online food order except free from delivery, packaging, quality of food. Since the level of satisfaction is more than 0.05. Hence it is concluded that educational qualification has no influence on satisfaction level towards online food order.

- There is no significant relationship between Income and the satisfaction level of the respondents towards online food order except packaging, provide on time delivery. Since the level of satisfaction is more than 0.05. Null hypothesis accepted. Hence it is concluded that income has no influence on satisfaction level towards online food order.

Conclusion

Online food ordering is considered as part of the life of every individual, professionals and students are highly interested in this because a greater number of the students staying at hostels and they feel ordering is convenient. Every individual irrespective of age income and educational qualification ordering online food is considered as a good option when compared to physical visit of hotels. Online food order helps them to identify their favourite food and helps them to compare price of the same food in various hotels. Online food order is also considered as flexible even ordered delivered at their door step as well in vehicles during travels. Over all online food ordering provides high level of satisfaction because of service and offers provided by the service provides like swiggy, Zomato, food panda etc.,

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