

# A Study on Customer Satisfaction Towards Online Food Orders with Special Reference Trichy City

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**Abstract-** *The online food orders enterprise has revealed as a new form of food order delivery and advertising and marketing to be able to capture a larger percentage and income with inside the food enterprise. This new form of business delivery has grown to be very popular, mainly among young, busy and working people. This study conducted to identify the Customer satisfaction food delivery, 30 samples have been collected through questionnaire and convenience sampling method was used to analyze the customer satisfaction level.*

Sample size: 30 sample size was taken

## I. INTRODUCTION

Customer satisfaction is a term often used in marketing. it's a live of however product and services supplied through firm meet or surplus customer expectation and their satisfaction is described as "the variety of customers, or percentage of overall customers, whose reported expertise with a firm, its product, or its services (ratings) exceeds specified satisfaction goals.

## OBJECTIVES

1. To Determine the motivating factor for purchasing the food item through online food orders(website/apps)
2. To study on perception towards the online food orders
3. To measure customer satisfaction level on online food orders
4. To analyze on the feedback of pertain to online food orders

## RESEARCH METHODOLOGY

Sources of data: The source of Primary data was collected using questionnaire

Data collection instrument: The study was conducted in Trichy city. Google form survey was carried out on email and social media within Trichy city through questionnaire.

Sampling method: The Convenience sampling is used in this research.

## II. REVIEW OF THE LITERATURE

**Nissanoff (2014) :** This paper is about the improvement of frameworks to arrange and streamline issues of trust in online trade, especially in eBay. From methods for giving and survey client criticism on venders through to the dynamic policing of exchanges by eBay, the exertion and assets put resources into keeping up trust in C2C online trade is demonstrative of the challenges that emerge in purchaser merchant relations where the customary bases of trust.

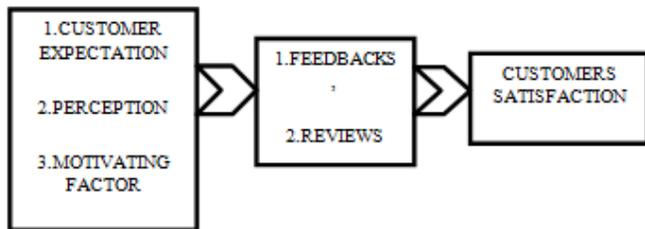
**Dr.SonaliJadav(2018)** "Food requesting Mobile Application another wave in Entrepreneurship", Online food requesting is an interaction that conveys food or remove, from home gourmet expert, nearby and other food cooperatives through a portable application or through a site. Over half of the food market is in the chaotic area. Anyway this market is developing urbanization, expanding discretionary cashflow, working ladies and fast expansion in the utilization of advanced cell.

**Deals and Gil, (2018).**In the extent of retailing, built up a scale to quantify apparent worth that the creators name PERVAL. This scale is one of the uncommon endeavors to offer an employable proposition of estimation of saw esteem at the retail location. This proposition addresses a stage forward in contrast with hypothetical methodologies The PERVAL scale recognizes three fundamental elements of significant worth, that is, enthusiastic worth (emotional sentiments created by a item), social worth (the utility got from the item's capacity to upgrade the customer's social self-idea) and practical worth, made out of the sub-measurements of cost (utility got from the item because of the decrease of its seen present moment and longer-term expenses) and quality (alluded to as item execution).

**Ayush Bellya (2019)** "Fulfillment of shoppers by utilizing on the web food administrations" Stated that Our exploration was led to manage purchaser conduct and assists with breaking down their discernments and will likewise assist us with

understanding customer harmony. Online food requesting is filling in Indian market step by step. Indian individuals are so dynamic while utilizing the applications for requesting food on the web, By leading the above research we came to realize that the food sources applications are effective in catching a market in Indian economy as pretty much every individual uses it.

**III. FRAME WORK**



**IV. DATA ANALYSIS AND INTERPRETATION**

**TABLE NO:1**

Does Online Food delivery save the time

S.NO	FREQUENCY	NO OF RESPONENTS	PERCENTAGE
1	Strongly agree	22	68.8
2	Agree	9	28.1
3	Neutral	1	3.1
4	Disagree	0	0
5	Strongly Disagree	0	0
	<b>total</b>	<b>30</b>	<b>100</b>



**TABLE NO:2**

Does online food delivery design helps in searching product easily

S.NO	FREQUENCY	NO OF RESPONENTS	PERCENTAGE
1	Strongly agree	11	34.4
2	Agree	37.5	37.5
3	Neutral	9	28.1
4	Disagree	0	0
5	Strongly Disagree	0	0
	<b>Total</b>	<b>30</b>	<b>100</b>



**TABLE NO:3**

Discount and offers available is online food delivery

S.NO	FREQUENCY	NO OF RESPONENTS	PERCENTAGE
1	Strongly agree	15	46.9
2	Agree	10	31.3
3	Neutral	5	15.6
4	Disagree	2	6.3
5	Strongly Disagree	0	0
	<b>Total</b>	<b>30</b>	<b>100</b>



**TABLE NO:4**

Which type of food do you purchase more in online food delivery

S.NO	FREQUENCY	NO OF RESPONENTS	PERCENTAGE
1	continental	10	31.3
2	North indian	6	18.8
3	South indian	16	50
4	Kfc	0	0
5	Dominos	0	0
	<b>Total</b>	<b>30</b>	<b>100</b>



**TABLE NO:5**

The quality of packages is good in online food delivery

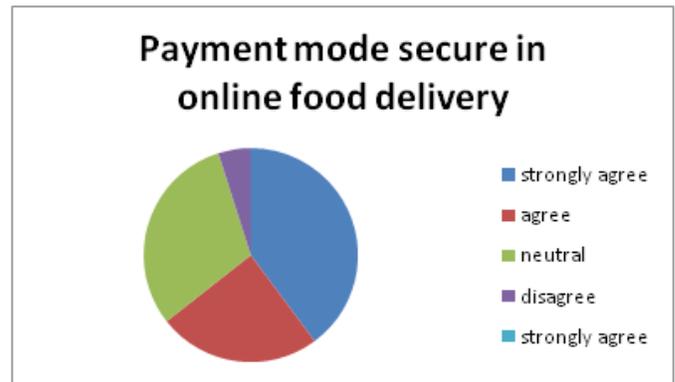
S.NO	FREQUENCY	NO OF RESPONENTS	PERCENTAGE
1	Strongly agree	10	31.3
2	Agree	15	46.9
3	Neutral	7	21.9
4	Disagree	0	0
5	Strongly Disagree	0	0
	<b>Total</b>	<b>30</b>	<b>100</b>



**TABLE NO:6**

Payment mode secure in online food delivery

S.NO	FREQUENCY	NO OF RESPONENTS	PERCENTAGE
1	Strongly agree	13	40.6
2	Agree	8	25
3	Neutral	10	31.3
4	Disagree	1	3.1
5	Strongly Disagree	0	0
	<b>Total</b>	<b>30</b>	<b>100</b>



**TABLE NO:7**

Are you satisfy online food delivery

S. NO	FREQUENCY	NO OF RESPONENTS	PERCENTAGE
1	Strongly agree	13	40.6
2	Agree	10	31.3
3	Neutral	7	21.9
4	Disagree	2	6.3
5	Strongly Disagree	0	0
	<b>Total</b>	<b>30</b>	<b>100</b>



## V. CONCLUSION

The main purpose of this study is to investigate customer satisfaction in online food orders. The most of the respondent in this study were satisfied in online food orders.

## REFERENCES

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