

# A Study on Customer's Experience on Food Delivery Applications with Special Reference to Kanchipuram, Tamil Nadu

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**Abstract:** *Everybody's life has been influenced by COVID - 19, and society as a whole has adopted a new consumption pattern. The advancement of food delivery tools has made it much simpler to locate a store, place an order, and pay for food items. The purpose of the current study is to identify the elements influencing customer perception on using food delivery services. The response was collected from 250 respondents and the primary data got collected from the instrument questionnaire. Simple random sampling technique was adopted. Our analysis revealed that the respondents' most noteworthy experiences with these applications were the ease of placing an order using a mobile app and the clear interaction with the delivery app. The researchers given the recommendations based on their research findings.*

**Keywords:** food delivery, mobile apps, customer experience, Tamil Nadu, online ordering

## 1. Introduction

COVID - 19 had a dramatic impact on the global economies, business activities, and people. The increasing use of digitalised technology in the daily lives of people and businesses to cope with this exceptional situation is evidence of the accelerated digitized process. One area of improvement is food delivery services. With the development of mobile applications for food delivery, it makes the process of ordering easy. Especially after the outbreak of COVID - 19 which has impacted almost everyone's life, a new consumption pattern has emerged in society. Delivery apps offer services like search for a store, select a menu, and make a payment. Although many people use these applications, there is relatively little research on the customer experience on these delivery apps, which has a significant influence on the food service business as the number of delivery app users grows along with the number of smartphone users. As of now, there are several food delivery apps available, like Zomato, Swiggy and Hopsticks. In this article, an attempt was made to check the customer experience on food delivery applications with respect to the usage of such apps.

## 2. Review of Literature

Ye - Eun Song<sup>1</sup> and Sang - Hoon Jeon<sup>2</sup> and Min - Sun Jeon (2017) in their research article says that, along with the growth of smartphone usage, delivery app users and their social impact have also grown. By identifying the effects of delivery app usage characteristics on customer satisfaction and reuse intention, the study sought to offer a recommendation for a strategy to enhance the service quality of delivery apps for pertinent firms and researchers. To keep users informed, the author suggests that apps change their menus and prices frequently. Second, the author advocated

for publishing only genuine service reviews rather than making false claims or fabricating testimonials. Last but not least, in order to increase payment and safety, it is necessary to address payment system issues and guarantee that consumers are not inconvenienced.

Nina Farisha Isa and Norhayati Mat Yusoff[at]Mohd Yusof and Irina Mohd Akhir and Suriati Osman (2021), in their research article, examined the relationships between the elements that affect how frequently customers use meal delivery services. Due to the increased use of wireless connections and the Internet, food delivery businesses today rely heavily on technology. Meal delivery apps are growing more and more popular among hurried customers seeking convenience and speed due to the real - time connectivity given by smartphones, which is why more people are utilising them. Understanding the customer's experience is vital because it affects their decision to buy. The findings show that consumers' use of the application significantly influences their choice to make a purchase. The use of the internet and other digital tools has been shown to have a favourable influence on customers' shopping decisions and to increase their motivation to make a purchase. Based on their utilisation, large and fascinating customer discrepancies were also found.

Goh Mei Ling<sup>1\*</sup> and Ho Sew Tiej<sup>2</sup> and Ng Zhu Er (2021) studied on the expansion and pervasiveness of the internet have given rise to an online market for goods and services in the current technological period, with food delivery services faring well. Food delivery apps come in two varieties: those created by the company itself and those that customers use to get food from outside food delivery providers. Since everyone was left at home alone for a number of reasons following the conflict, it streamlined the meal delivery process and raised demand for food delivery. The study

examined a number of issues and found that website quality and usability significantly affect customers' satisfaction with mobile meal delivery apps. However, it was shown that neither the cost of the product nor the calibre of the service had any appreciable impact on customer satisfaction. Website quality is the most important and second - highest performing component in this study. Convenience ranks second in importance only to performance, which has the highest performance factor. These findings imply that food and beverage companies should upgrade mobile meal delivery services to make them more informative, timely, secure, and user - friendly. Customers may order meals more quickly and look less for it if this were the case Aditya Tribhuvan, Graduate BA (Hons) Business and Management, University of Wolverhampton, Podar World College, Mumbai, India (2020) examines a research article titled "Consumer Perception on Food Apps, " the goals of which are to examine consumer impression of food apps and to identify the factors that affect that perception. According to the research, the majority of users prefer food delivery apps to the more traditional manner of calling in orders. They also claim that the service is far quicker than the conventional approach. There are primarily two sorts of consumers: light consumers and heavy consumers, and their patterns of behaviour vary. Nearly 63% of consumers prefer online payment, while the remaining 37% choose cash on delivery due to their fears of online fraud and transaction failures.

GOPI MISTRY and PALASH VEER VANSANT and ABHISHEK MALIWAL and NIMISH KOTHARI and AASTHA CHOPRA (2020), says that the online food market is expanding as a result of the quick digitalization and changing online consumer behaviour. This report sought to understand consumer attitudes concerning food delivery apps. According to the survey, consumers prefer using certain apps to place their online food orders. These variables include price, on - time delivery, packaging, peer service provider behaviour, platform design, and others. We can tie our interpretation of the research with consumer behaviour. Consumer preferences regarding the choice of an online meal delivery platform are influenced by factors such as gender, affordability, education, on - time delivery, peer service provider behaviour, and the variety of payment methods.

Mr. MATHEWS JOAO CHORNEUKAR (2014), in his research work he says that, with the increased use of internet followed by the development of related technologies, resulted in a big impact on people's lives all over the world. With the emergence of online shops and apps that offer goods round - the - clock has a tremendous impact on marketers in recent days. Few studies have empirically investigated the crucial elements that affect a person's choice while making a purchase online. The goal of this project study is to comprehend how electronic online food ordering is perceived. Consumers' opinions about online ordering, including how they utilise it and any reasons they don't. The clients' top concerns were found to be accuracy and convenience, which results in time savings. This study has demonstrated that customer use of online ordering, which

results in increased satisfaction, is largely driven by perceived control and convenience.

### 3. Research Methodology

The descriptive research design was adopted by the researchers for the study. A total of 250 respondents participated in this study. To collect the primary data, the research instrument questionnaire was used. The random sampling technique was adopted and the collected data was analysed with mean and mode by using SPSS package 20.0

### 4. Analysis & Interpretation

As soon as the data was collected, it was examined and processed with respect to our research objectives. The questionnaire was used as a source of information for the study's indicative response patterns and a greater part of responses agreed with a score of four on a five - point Likert scale

The table no 1 says that the interaction with the delivery application is clear received approval from 84% of respondents, and 12% strongly agreeing. The majority of respondents 80% agree and 8% strongly agreed believe that being able to track their meal delivery online improves the whole experience. It was also shown that the ease of ordering using a mobile application significantly enhances the consumer experience. This conclusion was supported by 86% of respondents, and 8% strongly supporting it. 80% of respondents agreed, with 12% strongly agreeing, that receiving special prices and offers as a frequent user improves their experience on these applications. 10% of respondents strongly agreed with the assertion that their shopping experience was genuinely enjoyable, and 70% of respondents agreed with it.

20% of respondents strongly agreed with this statement, and 60% agreed that they check internet reviews before using the app. 76% of respondents agreed with the assertion that they use these applications because their friends do, with 12% strongly supporting it. Furthermore, it was discovered that 60% of respondents and 16% strongly concur that they prefer to place their food orders using the same application each time.

However, the data reveals that 12% of respondents highly disagree and 8% disagree with the assertion that they prefer reading all instructions provided in the app, whereas 56% of respondents agree and 8% strongly agree with the aforementioned claim. 60% of the respondents agree and 16% of the respondents strongly agree that they believe these apps kill their time. When questioned whether the lucky draws offered by these programmes improve user experience 4% of them strongly agree with it, and 80% of agree to it. 80% of the respondents agree and 8% of the respondents strongly agree that getting items from multiple restaurants elevated their experience in the application.

**Table 1:** Respondents opinion on food delivery application

S. No	Statement	Strongly disagree	Disagree	No opinion / cannot say	Agree	Strong Agree
1	Interaction with the delivery app is clear	0	2	8 (3.2%)	210 (84%)	30 (12%)
2	I can track my food in real time using the app.	5	5	20 (8%)	200 (80%)	20 (8%)
3	I found ease of placing an order using my mobile applications	0	5	10 (4%)	215 (86%)	20 (8%)
4	I receive special prices and offers as I am a frequent user	0	5	15 (6%)	200 (80%)	30 (12%)
5	Purchase experience is truly joyful	5	20	25 (10%)	175 (70%)	25 (10%)
6	I read online reviews before using the app.	10	10	30 (12%)	150 (60%)	50 (20%)
7	I use food applications because my friends do so.	5	5	20 (8%)	190 (76%)	30 (12%)
8	I prefer same mobile application every time I want to place an order	10	25	25 (10%)	150 (60%)	40 (16%)
9	I prefer reading all instructions carefully mentioned in the app	30 (12%)	20 (8%)	40 (16%)	140 (56%)	20 (8%)
10	Sometimes I feel these apps kill my time	10	10	40 (16%)	150 (60%)	40 (16%)
11	I enjoy lucky draws given by these apps.	10	10	20 (8%)	200 (80%)	10 (4%)
12	I can get items from multiple restaurants in a single go.	5	10	15 (6%)	200 (80%)	20 (8%)

(Source: Primary data)

The findings reveal that 12% of all respondents declined to comment on the assertion that they examined app reviews online before using it. Furthermore, 16% have opted to remain silent about the claim that they prefer reading all app instructions and the thought that these applications are a waste of time. 3.2% and 16% of the respondents, respectively, decided not to strongly agree and disagree with the relevant statements after careful consideration.

**Table 2:** Table shows the Mean and Mode value

S. No	Statement	Mean	Mode
1	Interaction with the delivery app is clear	4.4	4
2	I can track my food in real time using the app.	4.1	4
3	I found ease of placing an order using my mobile applications	4.6	4
4	I receive special prices and offers as I am a frequent user	4.1	4
5	Purchase experience is truly joyful	3.9	4
6	I read online reviews before using the apps	3.6	4
7	I use food applications because my friends do so.	3.8	4
8	I prefer same mobile application every time I want to place an order	3.7	4
9	I prefer reading all instruction carefully mentioned in the app	3.7	4
10	Sometimes I feel these apps kill my time	3.3	4
11	I enjoy lucky draws given by these apps.	4.2	4
12	I can get items from multiple restaurants in a single go.	4.3	4

(Source: Primary data)

For this, Standard statistical methods like mean and mode have been applied. The outcome is shown in the above table. The analysis that follows has been done to investigate the degree of customer experience on food delivery applications is based on the aforementioned descriptive statistics. The ease of using my mobile applications to place an order, the clear interaction with the delivery app, and obtaining food from multiple restaurants at once were found to be the three aspects of the customer experience that were top. The corresponding mean scores for these three propositions are 4.6, 4.4, and 4.3. Additionally, the user's experience is

strongly impacted by the application's lucky draws, the discounts and offers customers receive, and the option to track their meal delivery. The average scores for these three assertions are 4.2, 4.1, and 4.1, respectively.

Based on the mean score, we have ranked the aspects that affect customers' experiences with food delivery applications in the table below. A detailed research of the customer experience feedback trends per application for both applications reveal differences in their opinion

**Table 3:** Ranking of the factors based on the Mean score

Statements	Rank
Ease of placing an order using mobile app	1
Clear interaction with the delivery app	2
I can get items from multiple restaurants in a single go.	3
Lucky draws provided by the app	4
i) Receiving special prices and offers as a frequent user	5
ii) I can track my food in real time using the app.	
For a joyful purchase experience	6
I use food applications because my friends do so	7
i) I prefer reading all instruction carefully mentioned in the app	8
ii) Preferring to use the same app every time	
I read online reviews before using the apps	9
Having a perceived feeling that these apps kill their time	10

(Source: Primary data)

**Table 4:** Comparison between Swiggy and Zomato Food Apps

S. No	Statement	Swiggy Mean	Rank	Zomato Mean	Rank
1	Interaction with the delivery app is clear	4.6	2	4.3	2
2	I can track my food in real time using the app.	4.4	3	3.9	4
3	I found ease of placing an order using my mobile applications	4.7	1	4.3	2
4	I receive special prices and offers as I am a frequent user	4.3	4	3.9	4
5	Purchase experience is truly joyful	3.8	7	4.1	3
6	I read online reviews before using the apps	4.1	5	3.3	7
7	I use food applications because my friends do so	3.9	6	3.4	6
8	I prefer same mobile application every time I want to place an order	3.9	6	3.3	7
9	I prefer reading all instruction carefully mentioned in the app	3.6	8	3.9	4
10	Sometimes I feel these apps kill my time	3.5	9	3.5	5
11	I enjoy lucky draws given by these apps.	4.4	3	4.1	3
12	I can get items from multiple restaurants in a single go.	4.1	5	4.4	1

With a mean score of 4.7, the respondents' top experience with the Swiggy app is ease of placing an order using a mobile app. Receiving items from multiple restaurants is the most significant Zomato experience, with a mean score of 4.4 according to respondents.

Swiggy has a mean score of 4.6 with respondents' second most experience being clear interaction with the delivery app, while Zomato has a mean score of 4.3 with clear interaction with the delivery app and ease of placing an order through app was the second most experience for respondents'

The ability to track deliveries online and the app's lucky draw rank third on users' lists of app usage experiences for Swiggy with a mean score of 4.4. The lucky draws offered by the app and the joyous experience people have when buying rank third in terms of what respondent's experience in the Zomato app, with a mean score of 4.1.

The special prices and offers respondents receive from Swiggy rank fourth among respondents' experiences, with a mean score of 4.3; conversely, for Zomato, it is shared with three reasons with a mean score of 3.9. Receiving special prices and offers, having access to online delivery tracking, and attentively reading all instructions appear to rank as the fourth most important experience for respondents.

With a mean score of 4.1, ordering food from multiple restaurants and reading online reviews rank fifth on the list of respondents' experiences with Swiggy. However, Zomato received a mean score of 3.5 from users who felt that the app kills their time.

With a mean score of 3.9, respondents said that they prefer using the same app every time they order from Swiggy and that they should use it too because their friends do. The same is true for Zomato, where users claimed they wanted to use the app since their friends already do so. This is according to respondents' sixth most significant experience, which has a mean score of 3.4.

A joyful purchase experience is the seventh most significant thing respondents report when using the Swiggy app, with a mean score of 3.8, while Zomato users prefer to use the same app each time they want to place an order, and they report reading online reviews before making a purchase as

the seventh most significant experience with a mean score of 3.3.

The eighth most experience individuals have when using Swiggy is a preference to read all instructions thoroughly, with a mean score of 3.6; the ninth and final experience they have while using Swiggy is that it kills their time which has a mean score of 3.5.

## 5. Findings and Recommendations

In the case of Swiggy, considerably fewer respondents indicated that their shopping experience was enjoyable. Therefore, they need to come up with a strategy to make it as a fun experience, which will boost the number of users who log into the app. Respondents did not choose to utilise the same app each time and they wanted to make an order for Swiggy or Zomato. The lack of restaurants on the app or the deals and discounts provided by the rivals may have caused users to switch to the rival apps.

While interpreting based on the mean score, "ease of placing an order by using a mobile application" was given the highest mean value of 4.6, whereas "reading online reviews before using the application" held the least mean value of 3.6. Only 8% of the respondents disagreed with the statements that they "enjoy lucky draws given by these apps". From this we get to know that the companies should increase the frequency of providing lucky draws in the app. 20% of the respondents disagreed with the statement "I prefer reading all instructions carefully mentioned in the app", which indicates that customers are taking these instructions seriously. Similarly, around 8% of the respondents expressed their opinions that "they feel these apps kill their time". In terms of Swiggy, placing order easiness was given the first rank, and "sometimes I feel these apps kill my time" was given the ninth rank. In terms of Zomato, "getting items from multiple restaurants" was given the first rank, while "reading online reviews before using the app" was given the least rank.

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