A Study On Customer Satisfaction Towards Online Food Delivery System In Kumbakonam

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Abstract: The rapid growth of digital technology and increased internet penetration has significantly transformed the food service industry, particularly in small towns like Kumbakonam. This study aims to examine customer satisfaction with online food delivery platforms in Kumbakonam, focusing on factors such as delivery time, food quality, pricing, user interface, and customer service. The research is based on responses collected through a structured questionnaire from a sample of users who frequently order food online. The findings highlight that timely delivery and food quality are the most critical factors influencing customer satisfaction. Moreover, ease of app usage and responsive customer support also play a vital role in shaping user experience. The study concludes with suggestions for food delivery companies to enhance service efficiency and meet evolving customer expectations in tier-2 and tier-3 cities like Kumbakonam.

Keywords: Customer Satisfaction, Online Food Delivery, Service Quality, Consumer Behavior, Delivery Time, Food Quality, Mobile App Usability.

I. INTRODUCTION

In recent years, the rapid growth of digital platforms has revolutionized the way consumers interact with businesses particularly in the food industry. Online food delivery systems have emerged as one of the most convenient solutions for accessing meals, saving time, and customizing culinary experiences from the comfort of home. This transformation has redefined dining habits, especially in urban and semi-urban areas like Kumbakonam, a heritage town in Tamil Nadu known for its cultural richness and evolving modern lifestyle. As online food delivery services such as Swiggy, Zomato, and local startups expand their presence in smaller towns, understanding the level of customer satisfaction becomes a crucial metric for long-term success and consumer retention. Factors such as delivery speed, order accuracy, food quality, pricing, app usability, and customer service are instrumental in shaping consumer perceptions and loyalty.

II. STATEMENT OF PROBLEM

The rising popularity of online food delivery systems has transformed the traditional dining landscape, even in smaller towns like Kumbakonam, where digital adoption is steadily increasing. However, despite the growth in usage, customer satisfaction levels remain inconsistent due to factors such as delayed deliveries, incorrect orders, limited vendor options, fluctuating food quality, and inadequate customer service. While major platforms like Swiggy and Zomato have expanded into these areas, the unique preferences and challenges of customers in semi-urban regions are often overlooked.

In Kumbakonam, a town with a blend of cultural heritage and modern lifestyle, there is a pressing need to evaluate how well online food delivery services meet local customer expectations. There is limited research specifically addressing customer satisfaction metrics and consumer behavior in this geographical context, leaving service providers without tailored insights to improve and adapt their offerings.

This study seeks to bridge this gap by analyzing the key factors influencing customer satisfaction with online food

delivery platforms in Kumbakonam, and by identifying the common challenges and unmet needs of consumers in this region.

III. REVIEW OF LITERATURE

- ✓ *Suhartantoetal. (2019)* emphasized that food quality and e-service quality significantly impact customer loyalty, with perceived value and customer satisfaction acting as mediators.
- ✓ A study on *Zomato's food delivery app* identified key satisfaction drivers such as website interface, delivery timing, culinary standards, and cost. It highlighted that meal quality and delivery speed*s* are critical to customer happiness.
- ✓ Gawadeetal**.** *(2021)* reviewed consumer perception and found that convenience, ease of ordering, and brand trust are major factors influencing satisfaction. The study also noted that young consumers are more inclined to use food delivery apps due to tech familiarity.

IV. OBJECTIVE OF STUDY

- ✓ *To assess customer perception and satisfaction* with online food delivery services in Kumbakonam.
- ✓ To identify factors that attrapct customers to order food online
- ✓ To identify convenient level of customer using the system.

V. DATA ANALYSIS

Frequency of ordering Food

S.No	Frequency	No. of Respondents	Percentage
1.	Daily	5	7
2.	Weekly	25	33
3.	Fortnightly	3	4
4.	Monthly	20	27
5.	Occasionally	22	29
	Total	**75**	**100**

INTERPRETATION

The above table shows that the frequency of ordering by the respondents, 33% of the respondents ordered their food once a week and 29% respondents ordered their food occasionally. 4% of the respondents ordered their food fortnightly. 27% of the respondents ordered their food monthly. Only 7% of the respondents order food through online services on a daily basis. It is concluded that above analysis that majority 33% of the respondents are order food through online services at week end.
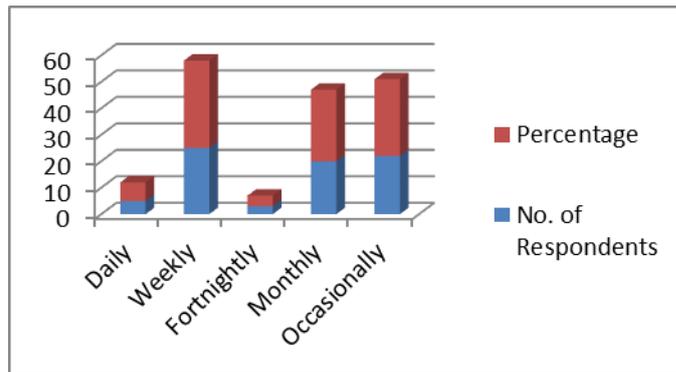
VI. FINDING

- ✓ Majority 73% of the respondents are female.
- ✓ Majority 64% of the respondents are 21 – 30
- ✓ Majority 61% of the respondent's awareness from their friends & Family.
- ✓ Majority 35% of the respondents COD & GPay.
- ✓ Majority 82% of the respondents prefer mobile apps for ordering.

VII. SUGGESTION

In their study, the researchers suggests, the online food service company should concentrate on marketing side to popularize their services through social media platforms like Instagram, Youtube, Whatsapp, etc they should offer discounts varied menu options, promotions etc, attract and retain the customers in long time. By incorporating these suggestions in to their marketing and operational strategies, that food service company should be efficiently satisfied their customers.

VIII. CONCLUSION

The Survey predominantly captured responses from young, educated females aged between 21 and 30, with a significant portion being students. Consumer Behavior: The majority of respondents prefer ordering food through mobile apps, with Zomato being the preferred platform. They tend to order for dinner, with a preference for weekly ordering. Additionally, they are price – Conscious, with a significant portion spending up nto Rs.250 per order. Preferences and Habits: North Indian cuisine is favored among respondents, with a preference for Non – Vegetarian options. Cash on Delivery (COD) and Google Pay are the preferred payment methods. In conclusion, the findings suggest a clear target demographic of young, educated females, primarily students, who prefer convenient, affordable and familier food options. To capitalize on these findings, businesses should focus on mobile app optimization, partner with popular platforms like Zomato, offer student discounts, highlight North Indian

cuisine and affordable menu options and provide multiple payment methods including COD and Google Pay.

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