

A CONCEPTUAL REVIEW OF CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY ORDERING

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Abstract: Customer satisfaction is a commonly used term in marketing to gauge how well a company's products and services meet or exceed customer expectations. It is measured by the number or percentage of customers whose reported experience with a company surpasses predefined satisfaction goals. To assess satisfaction, firms typically inquire whether the product or service has met or exceeded expectations. Expectations play a crucial role in customer satisfaction, as customers who have high expectations but encounter a reality that falls short are likely to be disappointed and rate their experience as unsatisfying. The online ordering system refers to a convenient and straightforward method for customers to purchase food online, eliminating the need to physically visit a restaurant. The system utilizes the internet to connect the restaurant or food company with the customer. In this system, customers visit the restaurant's app or website, browse through the available food items, combos, and cuisines, and make their selections for purchase. The chosen items are then delivered to the customer's doorstep at their preferred time by a delivery person. Payment for these online orders can be made using debit cards, credit cards, cash, card on delivery, or digital wallets.

Keywords: Review of Literature, Satisfaction, Customer, Resorts, Tourist, Online Food Delivery.

1. Introduction: Customer satisfaction often abbreviated as C Sat, it is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as the “the

number of customers on % of total customer whose reported experience with a firm , its products or services exceeds specified satisfaction goals. Customer Satisfaction is a key indicator of performance and is often part of a balanced scoreboard . In a competitive world, market place where business compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element in business strategy.

Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch. High satisfaction creates an emotional affinity with the brand, not just a rational preference. The result is high customer loyalty.

Customer satisfaction is the most common form of market research in business to business (B2B) markets and is often connected to quality and production measurement, rather than as straight marketing based research. Customer satisfaction provides a leading indicator of customer purchase intentions and customer loyalty. Although sales or market share can indicate how well a firm is performing currently, satisfaction is perhaps the best indicator of how likely it is, that the firm's customers will make further purchases in the future.

Customer satisfaction is whether the buyer is satisfied after purchase depends on the offer's performance in relation to the buyer's expectations. In general satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (outcome) in relation to his or her expectations. Satisfaction is a function of perceived performance and expectations. If the performances fall short of expectations, the customer is disappointed. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations the customer is highly satisfied or delighted. (Philip Kotler. 2000).

Statement of problems:

Nowadays people are starting to move from traditional food distribution to online food delivery (Anckar & D'incau, 2002). If the online food supply industry is fully well developed in upcoming years, it may be the greatest competence in the traditional food supply industry. In such a case, there is an opportunity to study the changes that have occurred in the restaurants' services through the implementation of the new transition and the user's desire for those changes. A larger number of customers can be served without any mess due to the advent of innovative technologies compared to the sit and dine model where customers will be lost at peak hours. Thus, the study focuses primarily on customer

satisfaction towards delivery format keeps customers loyal and how it manages costs effectively and increases business output (Hassan et al., 2015; Athanassopoulos, 2000).

Review of Literature:

Bhavya saini (2016) , “Consumer preference and attitude regarding online food products” the study emphasized that using the internet in seeking food service information was a common practice among people living in india and online interpersonal influence took a fundamental apart. A high percentage of consumers were unconcerned about accurate evidence regarding food safety in selecting food products on the internet. The conclusion of our findings produces practical pieces of advice to consumers buying online food, to food retailers selling food over the internet and to the government of india to implement appropriate legislation regarding online food product information. Among all these factors customers usually expect three website merits to assist their online encounters that are system quality, information quality, and service quality.

Hong Lan (2016), “Online food delivery market is immature yet, there are some obvious problems that can be seen from consumers” negative comments. In order to solve these problems, we can neither rely merely on the self discipline of online food delivery restaurants nor the supervision and management of online food delivery platforms. Only by taking laws as the criterion, with the joined efforts of the online food delivery platforms and restaurants, the government departments concerned, consumers and all parties in the society, can these problems be solved and good online take away environment can be created .

Sumathy (2017), “A study on prospective concernment towards food adjure app” the online food adjure app system will be helpful for the hotels and restaurants to increase the scope of the business by helping users to give order through online. This study was to find the awareness level and satisfaction derived by the consumer and also to find which factor influence customers to buy food through online from food adjure app. Most of the respondents disagree to the fact that online website charges high delivery fees. Almost all users feel safe paying online. The service rendered by the food adjure app is the major factor behind its success.

Sheryl E. Kimes (2011), His study found that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal interaction and also had higher technology anxiety to use the service.

Varsha Chavan, et al, (2015), The use of smart device based interface for customers to view, order and navigate has helped the restaurants in managing orders from customers immediately. The capabilities of wireless communication and smart phone technology in fulfilling and improving business management and service delivery. Their analysis states that this system is convenient, effective and easy to use, which is expected to improve the overall restaurant business in coming times.

Leong Wai Hong (2016), the technological advancements in many industries have changed the business model to grow. Efficient system can help improve the productivity and profitability of a restaurant . The use of online food delivery system is believed that it can lead the restaurant's business grow from time to time and will help the restaurants to facilitate major business online.

Serhat Murat Alagoz & Haluk Hekimoglu (2012). E commerce is rapidly growing worldwide, the food industry is also showing a steady growth. In this research paper they have used the Technology Acceptance Model (TAM) as a ground to study the acceptance of online food ordering system. Their data analysis revealed that the attitude towards online food ordering vary according to ease and usefulness of online food ordering process and also vary according to their innovativeness against information technology, their trust in e-retailers and various external influences. 8. Ramesh Kumar Bagla, Jasmine Khan. The purpose of this study was to investigate the factors that are responsible for the growing popularity of online booking and ordering of food in india, expectations of the users, and their satisfaction levels with the popular apps such as food panda, Zomato, Swiggy. Descriptive research was undertaken on the basis of primary data collected from the respondents residing in National Capital Region of Delhi chosen through nonprobability convenience sampling using structured questionnaire. Findings was the factors contributing to the popularity of online food ordering were found to be : lack of time to prepare food, availability of variety, rewards and cashbacks. There is a scope of improving the user's satisfaction levels by understanding their expectations more precisely and offering more attractive options while ordering food online.

Kumaran. M. (2017), has conducted a study on “perception towards online shopping an empirical study with respect to Indian buyers ”. This research deals with E- marketing researches concerning the factors which affects consumer perception towards online purchasing experiences, this research dealt with the perceived risks, website role, domain specific innovativeness, subjective norms, attitude perceived usefulness, perceived ease

of use, attitude, online shopping intention and online shopping behavior. There are many reasons for people preferring online shopping but the major reason for a consumer backing out from online shopping is the security issues but the industry has given little concern to this issue.

Jyotishman Das (2018), the doorstep delivery is the most highly ranked factor of influencing the consumers to use the food ordering applications. The consumers are also often influenced by discounts and cashbacks they enjoy. On comparing the factors the most preferred service provider came out to be Zomato followed by Swiggy.

Food and water are the sources of energy of human beings. Food gives us the energy to have a balanced health and protect us from diseases. So, food acts as a major role in the life of human beings. Those days' people used to cook healthy foods and serve their families (Tsang et al., 2004). After few decades people started moving to restaurants or hotels to have their food. In this modern technology, the usage of android applications has increased quickly in recent years. Online ordering systems are maintaining a good relationship with the customers, which is being an important reason for the success of a business (Wan et al., 2008). The online food ordering method is increasing in the Indian

46 An Analysis of Consumer Satisfaction towards Online Food-Ordering Apps S. Gnana Sugirtham Assistant professor Department of B. Com (B&I), PSG College of arts & science, India V. Sindhu Assistant professor Department of B. Com (PA), Sri Krishna Adithya College of arts & science, India Abstract---The rapid growth of online food delivery services has increased very traditionally in the replacement of offline restaurants. This study revealed about youngsters are coming up with innovative concepts to counterpart untouched concerned area of consumers, which is being an important reason for the success of a business nowadays. The objective of the study which shows customer satisfaction & being an awareness of ordering food through various apps. This research paper has many aspects of online food sites. Different services are given by application that makes consumers happy & satisfied. The research concluded that customer who lives in the rural area is also satisfied by using the online food ordering website is bright, facilities, comfort, user-friendliness are the key feature of online website success. Keywords---counterpart, customer satisfaction, food ordering app, user-friendliness.

Introduction Food and water are the sources of energy of human beings. Food gives us the energy to have a balanced health and protect us from diseases. So, food acts as a major role in the life of human beings. Those days' people used to cook healthy foods

and serve their families (Tsang et al., 2004). After few decades people started moving to restaurants or hotels to have their food. In this modern technology, the usage of android applications has increased quickly in recent years. Online ordering systems are maintaining a good relationship with the customers, which is being an important reason for the success of a business (Wan et al., 2008). The online food ordering method is increasing in the Indian 147 market day by day. There are many apps which have been founded for ordering our foods peoples are also very active in using the apps for ordering the foods (Boyer & Hult, 2005). As there are more advantages in these apps the customers find it as a convenient form of ordering food online (De Korte & Van Lingen, 2006).

Kimes (2011), in his study, found stated that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal interaction and also had higher technology anxiety to use the service.

Kimes (2011), said that the amount of increase in online food ordering is because of convenience and control. Almost half of the population has ordered food online. Personal interaction with restaurant employees, satisfaction level of the consumer after ordering food online, and changed behavior of the consumers regarding food mobile ordering apps show the perception of consumers for mobile food ordering apps.

Sharma & Saraf (2020), the study revealed that e-commerce is rapidly growing worldwide, the food industry is also showing steady growth. In this research paper, they have used the Technology Acceptance Model (TAM) as a ground to study the acceptance of online food ordering systems. Their data analysis revealed that the attitude towards online food orders varies according to the ease and usefulness of the online food ordering process and also varies according to their innovativeness against information technology, their trust in e-commerce retailers, and various external influences.

Donkoh et al. (2012), stated that the customer's perceptions about food and services are very important for the food and services industry because it helps them to identify the needs and preferences of the customers and satisfy them. In this study, the perception of the customer was judged on various factors.

Sheryl E. Kimes (2011), his study found that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non-users need more personal interaction and also have higher

technology anxiety to use the services. According to Varsha Chavan, et al. (2015), the use of smart device based interface for customers to view, order and navigate has helped the restaurants in managing orders from customers immediately. The capabilities of wireless communication and smartphone technology in fulfilling and improving business management and service delivery. Their analysis states that this system is convenient, effective and easy to use, which is expected to improve the overall restaurant business in coming times. According to Leong Wai Hong (2016), technological advancement in many industries have changed the business model to grow. Efficient systems can help improve the productivity profitability of a restaurant. The use of online food delivery systems is believed to lead the restaurant's business to grow from time to time and will help the restaurants to facilitate major business online.

According to Leong Wai Hong (2016), the technological advancement in many industries have changed the business model to grow. Efficient systems will facilitate to improve the productivity and profitability of an edifice. The use of an on-line food delivery system is believed that it will lead the restaurant's business growth from time to time and provides the restaurants to facilitate major business online.

In the study conducted by H.S.Sethu & Bhavya Saini (2016), their aim was to investigate the student's perception, behaviour and satisfaction of online food ordering and delivery services. Their study reveals that on-line food getting services facilitate the scholars in managing their time higher. It is additionally found that simple accessibility of their desired food at any time was the prime reasons for using the services.

According to Varsha Chavan, et al, (2015), the use of smart device-based interfaces for customers to view, order and navigate has helped the restaurants in managing orders from customers immediately. The capabilities of wireless communication and smartphone technology in fulfilling and improving business management and service delivery. Their analysis states that this method is convenient, effective and easy to use, which is expected to improve the overall restaurant business in coming times.

Sheryl E. Kimes (2011), conducted a study to find that perceived control and perceived convenience associated with the online food ordering services were important for both users and non-users. Non-users want a lot of personal interaction and additionally had higher technology anxiety to use the services.

According to Emiko Fukase, Will Martin (2020); in the recent years, the growth in the developing countries has been rapidly increasing than the industrial countries. In which it

was indicate that this growth is potentially important implications for the world food demand as well as the world agriculture. It seems to be a carter of rising pressure on the world food prices which is considered to be as the result of the convergence that increase the development of food source by less than demand. In the past there aren't many choices of food or enough to consume. However, these days we have a lot of variety type food and different choices, so that create safety of availability food for the society. On the other hand, there increase in consumption the junk food and it affects the health of society and their lifestyle (Wertheim-Heck, Raneri 2020). Boyacı-Gündüz, C. P. (2021). The ongoing COVID-19 pandemic has resulted in a new age in the efficacy of the food supply chain, however the implications for mankind, the economy, and the food industry are still being investigated. Food security, for example, is a critical feature of food systems that is directly impacted. This overview reviews food security during diseases and pandemics before going on to the present crises' panic purchasing, food shortages, and price spikes. The relevance of food resilience, as well as the necessity to address issues of food loss and waste, is emphasized in the review of food security and sustainable development. The corona pandemic has infected in all people lifestyle including the consumption of food around the world. Moreover, in food sector not the only the food consumption has change but also the situation has affected somehow the food suppliers and their distribution channels to reach their consumers (Eftimov, Popovski, Petković, Seljak, Kocev. 2020). According to Melih Madanoglu (2008), service based industries such as hotels and restaurants are spending a huge amount of money and a tremendous effort to measure and develop the service quality of their business in order to gain the satisfaction of the customers. Service quality can be considered as one of the key factors in achieving competitive advantage in the restaurant industry since the competition in this sector is very tough and intense. Therefore, high service quality results in increased customer satisfaction. According to Nebojša Vasić, Milorad Kilibarda, Tanja Kaurin (2019); the traditional behavior of purchase has become inadequate for some of the individuals due to the technological innovation. Nowadays people prefer the simplest behaviors for acquiring brands and reaching stores in which the internet has greatly infused the consumers' ideas on price, speed and. In consequence, a new approach was found by the vendors to create value for customers and build relationships with them. According to Sheehan, (2006). A variety of variables contribute to the growth of the service based economy. At the macroeconomic level, rising manufacturing productivity and increased competition from

developing nations constrain manufacturing employment growth and stimulate attempts to focus on relatively high industries. Rising investment in intangibles, a growing emphasis on knowledge management, a revitalized focus on core skills, and outsourcing all play important roles at the company level. And according to IBM corporation (2012/2021); Delivery service can be defined as billable service that can be directly associated with different products that are in sales order or a return order. According to Siau, K., Lim, E., Shen, Z. (2001) Mobile commerce, also known as mobile e-commerce or m-commerce, is an emerging subcategory of e-commerce that confronts the same issues as e-commerce—as well as a few of its own. Because of its unique features, gaining client trust in mobile commerce, which employs radio-based wireless devices to perform business transactions through the Web-based e-commerce system, is a particularly difficult process. While mobile devices are extremely handy for shopping at any time, their small screens, low-resolution displays, and tiny multifunction keypads make creating user-friendly experiences and graphical apps difficult. Mobile phones have limited computing power, memory, and battery life Food delivery apps (FDAs) have been widely used by catering firms and clients as a new online-tooffline mobile technology. Particularly because they have offered two-way advantageous catering delivery services in rescuing catering businesses and meeting clients' technical and mental exceptions under the COVID19 worldwide pandemic situation. This study offers a complete model combining UTAUT, ECM, and TTF with the trust factor and evaluates the continued desire of 532 legitimate FDA users to use FDAs during the COVID19 pandemic era in China. The article Review of Online Food Delivery Platforms and their Impacts on Sustainability, written by Charlene le, Miranda mirosa and Phil bremer (2021). Food delivery companies are the new trend nowadays where they became service organizations that people use in a daily basis. People with no transport, disabilities and in work have made their life much easier by using those app or platforms where food can reach to their door step with minimal charge. In the other hand food delivery companies sometimes affect the restaurants as the food after delivery gets cold and sales revenue goes down because of the bad experience of the customer.

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