

# A STUDY ON CUSTOMER SATISFACTION WITH ONLINE FOOD DELIVERY APPS

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*Abstract: After the COVID-19 pandemic, the use of food delivery apps has grown rapidly and become a regular part of many people's lives. These platforms have not only provided convenience to customers by delivering food to their doorstep but have also contributed to employment generation by creating various job opportunities. With this growing usage, it has also become important to understand how these apps are impacting consumers and how satisfied they are with the services they receive. This study aims to explore the impact of food delivery applications on users and to assess their level of satisfaction. Primary data is collected through a structured questionnaire from individuals who frequently use these applications. The study intends to gain meaningful insights into user experience and perception, helping to better understand the role of food-delivery services. The results of this research may help service providers improve their offerings and enhance customer experience in the future.*

*Keywords – Online food delivery, Customer Satisfaction, Convenience, Food Delivery Applications*

## I. INTRODUCTION

In recent years, online food delivery applications have become very popular in India. The way we order and enjoy food online has changed completely in recent years. Something that feels simple once a time now it became a regular part of our daily life, credit goes to online food delivery apps. Globally, the online food delivery sector continues to expand very fast, with the market valued at around USD 161.7 billion in 2025 and expected to grow more further in near future. This growth reflects broader shifts in how people live busier schedules, greater reliance on smartphones, and a desire for quick, varied meal options without leaving home.

In India, the transformation has been even more striking. The country's online food delivery market reached approximately USD 55.58 billion in 2025 and is projected to touch USD 337.15 billion by 2034, growing at a compound annual growth rate (CAGR) of 22.18%. Platforms like Zomato and Swiggy dominate the space, together commanding a massive share of the market. The COVID-19 pandemic played a big role in accelerating adoption, turning contactless ordering and delivery into a necessity rather than a luxury. Even today, trends like quick commerce promising deliveries in under 15 minutes are reshaping expectations, especially in fast-growing urban areas across Maharashtra, Bangalore and beyond.

Customer satisfaction in online food delivery apps depends on many factors such as delivery time, food quality, service quality, ease of using the app, pricing, and payment security. Understanding these factors helps food delivery companies improve their services meet customer expectations. Therefore, this study focuses on reviewing previous Indian research related to customer satisfaction with online food delivery applications.

### 1.1 Problem Statement

Use of online food delivery applications have increased, especially after the COVID-19 pandemic. People use these apps because they save time and make it easy to order food from home. But many users also face problems such as late deliveries, poor food quality or high prices. Since there are many food delivery apps available, customers can easily switch from one app to another if they are not satisfied. Therefore, there is a need to understand how customers feel about these apps and what factors affect their satisfaction. This study focuses on understanding customer satisfaction with online food delivery applications and the issue faced by users.

## II. REVIEW OF LITERATURE

### 2.1 Phase 1: The Early Days of Digital Convenience (2015–2019)

1. Chavan et al. (2015) showed how people started moving away from calling restaurants and began using smartphone apps instead. It found that clear visual menus and the ability to browse and order quickly were the main reasons customers made the switch from phone calls to food delivery apps.
2. Yeo et al. (2017) highlighted "convenience" as a major psychological driver. For young professionals, saving time turned out to be even more important for satisfaction than the actual price of the food.
3. Suhartanto et al. (2018) proved a strong link between food quality and the desire to order again. While the app might get someone to place their first order, what really decides long-term satisfaction is how fresh and hot the food arrives.
4. Ray et al. (2019) concluded that speed is one of the biggest factors for customer happiness in the Indian market. People judge waiting time very differently when ordering through an app.
5. Wang et al. (2019) found that special offers and online reviews (e-WOM) were becoming more powerful than traditional advertising. If an app had good ratings, customers were already more likely to feel satisfied.

### 2.2 Phase 2: The Pandemic and Big Changes (2020–2022)

6. Alalwan (2020) identified "habit" as a new key factor. During the pandemic, ordering food online stopped being just a choice and became a regular habit.
7. Mehrolia et al. (2020) found that trust became the top priority. People cared a lot about hygiene, contactless delivery, and tamper-proof packaging.

8. Uzir et al. (2021) discovered that reliability (the app not crashing) and good customer support were crucial in retaining customers during the busy pandemic period.
9. Prasetyo et al. (2021) showed that price fairness during tough economic times was the strongest factor driving customer loyalty.
10. Inthong et al. (2022) found that social influence plays a big role, especially in Southeast Asia. Peer opinions on social media heavily influenced satisfaction.
11. Koay, Cheah, & Chang (2022) found that when the interface became cluttered with too many features, customer satisfaction drops. They recommended keeping the design simple and clean.

### 2.3 Phase 3: The Age of AI and Hyper-Personalization (2023–2026)

12. Hoang & Le Tan (2023) showed that high-quality food photos and accurate details about calories and allergens have become essential for today's health-conscious customers.
13. Ashari et al. (2023) found that creating an emotional connection through personalized notifications and special rewards leads to consistently high ratings.
14. Wang et al. (2024) revealed that sustainable packaging now plays a big role in satisfaction. Especially among Gen Z, people felt happier when they could choose to skip plastic cutlery.
15. TGM Research (2024) found that getting the order exactly right (especially customizations) has become more important than fast delivery in the Indian market.
16. Hasan (2025) identified "System Intelligence" as a driver. Satisfaction is now measured by how well the app's AI recommends a meal that the user actually wants.
17. Research and Markets (2025) noted that delivery within 15 minutes is the new satisfaction threshold. The standard 30-40 minute window is now perceived as a service failure by urban users.
18. Krishnamoorthi & Azman (2026) concluded that E-service Excellence—the seamless blend of digital interface and physical delivery—is the ultimate meta-factor for satisfaction in the 2026 market.

## III. RESEARCH METHODOLOGY

This study was done to know about the customer satisfaction from online food delivery applications and to understand about their preferences and problems they face while using these services. Descriptive research design was used to study about the customers opinions and experiences. For research both primary and secondary data was used. For collecting primary data, a questionnaire was created using Google Forms and sent to respondents using different social media platforms. The study used convenience sampling, and there were total of 106 responses collected from students, professionals, homemakers and self-employed people.

### 3.1 Objectives

19. To find out how satisfied customers are with food delivery applications.
20. To identify the main factors that influence customer satisfaction.
21. To suggest improvements that can help food delivery companies provide better services.
22. To compare the satisfaction levels across different food delivery apps and analyse their relative performance.
23. To offer practical recommendations for improving customer satisfaction and enhancing loyalty in food delivery apps.

### 3.2 Independent Variables

Delivery time, food quality, pricing and ease of using the applications.

### 3.3 Dependent Variables

Customer Satisfaction with online food delivery Applications.

### 3.4 Hypothesis

**H01:** Delivery time has no significant impact on customer satisfaction.

**H1:** Delivery time has a significant impact on customer satisfaction.

**H02:** Food quality has no significant impact on customer satisfaction.

**H2:** Food quality has a significant impact on customer satisfaction.

**H03:** Price have no significant impact on customer satisfaction.

**H3:** Price have a significant impact on customer satisfaction.

## IV. DISCUSSION

Under this section we will discuss the main findings of the study in detail. It will display what different respondents feel about different aspects of services such as ease of using the app, delivery performance, food quality, pricing and overall satisfaction.

### 4.1 Ease of Use of the App

The results show that respondents are finding the online food delivery apps easy to use, as reflected by the average rating of 4.41, which is the highest. Most of the people agreed or strongly agreed to easiness of using these apps. This shows that food delivery platforms have created a user-friendly interface that makes ordering food easy.

### 4.2 Timely Delivery of Food

The result shows that most of the time food was delivered on time, as reflected by the average rating of 4.01. Most of the people agreed or strongly agreed that the food is delivered on time. However, 22.8% of people also gave neutral rating which means that sometimes there may be delay in delivery because of operational challenges.

### 4.3 Food Quality Meeting Expectations

The result shows that people are moderately happy with the quality of food from online food delivery apps, as reflected by average rating of 3.62. Most of the people selected neutral response, which may mean their experience with quality of food vary. While some of them are satisfied with the quality, most of them were not much happy with it.

### 4.4 Reasonableness of Prices

The results show that people were less happy with the price of food while ordering from online food delivery apps, with the average rating of 3.37. Most of the respondents gave neutral and average rating to the pricing factor. This says that people may prefer the online food delivery apps due to the factors like time and easiness but when it comes to price factor, they may restrict themselves.

### 4.5 Most Preferred Online Food Delivery Application

The result shows that most of the people prefer Zomato over other food delivery apps (64.2%). Swiggy is preferred on the second number (22.6%) followed by other apps. This shows that Zomato enjoys stronger popularity among users, possibly because of ease of use, attractive discounts or better overall user experience.

### 4.6 Hypothesis Testing

**Statistical Tool Used:** Multiple Regression Analysis

**Regression equation:**

$$\text{Customer Satisfaction} = 0.968 + 0.925(\text{Delivery Time}) + 0.031(\text{Food Quality}) + 0.456(\text{Price})$$

Table 4.1: Hypothesis Testing Results

Variable	Coefficient	t-value	p-value	Result
Delivery Time	0.295	3.27	0.001	Significant
Food Quality	0.031	0.28	0.780	Not Significant
Price	0.456	5.50	0.000	Highly Significant

## V. RESULTS AND FINDINGS

Responses were collected from total of 106 people. The result shows that majority of people (74.5%) belong to the age group of 18-25 years who use online food delivery applications. Female participation was higher (69.8%) compared to male participation (30.2%). Most of the respondents were students (67%), showing that more students prefer online food delivery applications.

Analysing app preference, most of the respondents preferred Zomato (64.2%), followed by Swiggy (22.6%) and other applications, showing popularity of Zomato among users. Many people order food either weekly (34.9%) or rarely (34.9%), while some order monthly (29.2%). Only a small number of people order food daily, showing that although food delivery apps are widely used, ordering is mostly occasional.

High level of respondents are happy with ease of use, with an average rating of 4.31. People also responded positively with timely delivery of food, giving average rating of 4.01. Not many people were happy with quality of food, with average rating of 3.62. Pricing also received comparatively lower rating of 3.37, proving that online food delivery services were slightly expensive.

Looking at the problems faced, the most common issue was high price of the food (44.3%), followed by poor food quality (31.1%) and late food delivery (21.7%). In the end, most of the respondents were overall satisfied with food delivery applications with the rating of 3.80. A large number of respondents (89.6%) also stated that they would recommend using online food delivery apps to others.

## VI. CONCLUSION

This research aimed to analyze customer satisfaction regarding online food delivery applications, focusing on factors like delivery time, quality, and price. After analyzing the responses from 106 participants, several important conclusions can be drawn. The data shows that food delivery apps have become a deeply integrated part of daily life, especially for the younger generation. With over 74% of respondents falling into the 18-25 age group and a high percentage being students, convenience and time saving are the primary drivers for using these services. Zomato emerged as the most popular platform, followed by Swiggy.

The study confirms that while users are generally satisfied with the technical aspects of the apps such as ease of use and timely delivery, there is a noticeable disconnect when it comes to value for money and food quality. In conclusion, the high recommendation rate of 89% proves that the digital food delivery industry has a very positive future. However, for long-term sustainability, service providers must move beyond just being a delivery link and start focusing on the quality and affordability of the food itself.

## VII. RECOMMENDATIONS

First, since a significant portion of the user base consists of students with limited income, food delivery platforms should focus on affordability. High prices were identified as the primary concern for 44.3% of respondents. Introducing budget-friendly meal subscriptions or reducing delivery fees for educational hubs could help retain this core demographic.

Second, the study highlights a need for stricter quality control measures by the service providers. Platforms should collaborate more closely with restaurant partners to ensure that the food delivered consistently matches the standards promised on the digital menus. A transparent rating system that evaluates food packaging and freshness separately from the delivery driver's performance would help bridge the gap between user expectations and the actual dining experience.

Third, apps could use personalized notifications or loyalty rewards to encourage occasional users to order more frequently. Finally, ensuring that the final price including all taxes and fees is shown clearly at the start of the order process could reduce the dissatisfaction related to high costs at checkout.

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