

CUSTOMER AND RESTAURANT SATISFACTION OF ONLINE FOOD DELIVERY APPS WITH REFERENCE TO COCHIN CITY

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Abstract

This paper presents customer and restaurant satisfaction of online food delivery apps. The main focus of the study was on to understand the role and relevance of services provided by online delivery apps, is there solution for the inconvenience faced by customers (if any). It is a general study, conducted with both primary and secondary data. It is found that there are some measures to improve customer convenience in online shopping. The study concludes with the suggestions that there should be provision of quality products in good package, better offers can be given and the apps can be more user-friendly. The increased use of smart phones and the availability of cheap internet services are also providing great opportunities for these apps to grow.

Key words: apps, adoption, start-ups, doorsteps, penetration.

INTRODUCTION

Online food delivery is the process of ordering food through websites or mobile apps. These apps are useful to both customers and restaurants. With an increase in population and the steady increase in working hours the time spent by people in their home has been reduced, forcing them to order food through online rather than cooking. It is not practically possible to frequently go to the restaurants. The website and app inform the customer of the food quality, duration of food preparation, and when the food is ready for pick up or the amount of time it will take for delivery.

Best food delivery apps in India are Swiggy, Zomato order, Uber eats, Foodpanda, Domino's, Pizza hut, JustEat, Faaso's, Tasty khana, FoodMingo. In this study we are mainly focusing on swiggy, zomato order and uber eats. Almost every restaurant provides these kinds of services to its customers as it is a growing trend in the society.

STATEMENT OF THE PROBLEM

The purpose of the study is to understand the customer's and restaurant's perception towards online food delivery apps with special reference to Cochin City. Here we study from the point of view of both customer's and restaurant's as they both receive benefits from this online delivery apps.

OBJECTIVES

1. To understand the most preferred online food delivery app.
2. To study the increasing demand of restaurant.
3. To analyse the benefits of those apps to customers.
4. To know the monetary benefits of the seller (restaurant).
5. To get suggestion for improving customer satisfaction.
6. To study the advantages and disadvantages of online food delivery apps.

METHODOLOGY

The number of respondents of the study are 50 i.e. 25 consumers and 25 restaurants. Primary and secondary sources are used for collection of data which include results of experiments, statistical data etc. Primary data is collected by drafting of questionnaire, informal discussion and mailing questionnaire. Secondary data is collected from websites. Various tools we used for analysis are tables, charts and graphs. The sample size consists of 50 respondents i.e. 25 customers and 25 restaurants. The area selected for study is Cochin City.

SCOPE OF THE STUDY

This project has a wide scope it is a growing trend in today's society. The study is carried out in different areas of Cochin City. A sample size of 50 respondents i.e. 25 customers and 25 restaurants have been taken for the study .in this study we are mainly focusing on 3 apps i.e Swiggy, Zomato and Uber eats.

SIGNIFICANCE OF THE STUDY

This study is very important in today's scenario that it gives an idea on how fast the people are adopting to changes i.e. the fast growing technology. Consumers have specific needs and expectations with respect of their food. It also helps in understanding the various difficulties faced by the customers during the usage of online food delivery apps. This study also helps in knowing the benefits for restaurants. Through this we can know how well these app's services meet the needs of the customers. Through this study we can know the advantages and disadvantages of online food delivery apps.

HISTORY

The first online food order was a pizza from Pizza Hut in 1994. The first online food ordering service, World Wide Waiter (now known as Waiter.com), was founded in 1995. The site originally serviced only northern California, later expanding to several additional cities in the United States. GrubHub was founded in 2004. By the late 2000s, major pizza chains had created their own mobile applications and started doing 20-30 percent of their business online. With increased Smartphone penetration, and the growth of both Uber and the sharing economy, food delivery startups started to receive more attention. In 2010, Snap finger, which is a multi-restaurant ordering website, had a growth in their mobile food orders by 17 percent in one year. Instacart was founded in 2012. In 2013, Seamless and Grubhub merged. Uber Eats launched in Los Angeles, California in 2014. By 2015, online ordering began overtaking phone ordering. In 2015, China's online food ordering and delivery market grew from 0.15 billion Yuan to 44.25 billion Yuan. As of September 2016, online delivery accounted for about 3 percent of the 61 billion U.S. restaurant transactions.

PARTICIPANTS OF THE INDUSTRY

The service providers: Swiggy, Uber Eats, Zomato

25 Restaurants: Alibaba and 41 dishes, Kinnam family restaurant, Zesti Arabia, Hotel safar, Thoni seafood restaurant, Thaal restaurant, Hotel saffron, Malabar food court, Cake hut, Real Arabia, Malabar plaza, Dubai restaurant, The secret sauce, Dessi cuppa, Sheri Punjab hotel, Regency Eat 'N' pack, The chef's art, Ashok bhavan, Yuva's- Live to eat, Curry house, Oyalo pizza, Le Patio, Sree Abhirami, Hotel Karthika, Arabian dreams, Badaa khaana.

RESULT AND DISCUSSION

The most preferred app : It was found that 68% of respondents preferred Swiggy, 28% of respondents preferred UberEats and 4% of respondents preferred Zomato.

Benefits of online food delivery apps : In this 16 respondents chose timesaving(64%), 12 respondents chose offers given by these apps(48%), 3 respondents chose quick and easy order cancellation(12%), 4 respondents chose user friendly(16%), 12 respondents chose works 24*7(48%) and 16 respondents chose convenience(64%).

The usage of online food delivery apps: It was found that 16% of respondents use the online food delivery apps very often, 36% of respondents use it often, 32% of respondents use it sometimes, 16% of respondents use it rarely and 0% of respondents had never used.

Drawbacks of online food delivery apps: In this 16 respondents chose delivery charges(64%), 14 respondents chose delay in delivery(56%), 10 respondents chose cold food(40%), 12 respondents chose wrong order(48%), 3 respondents chose delivered to wrong address(12%)and 6 respondents chose payment made but delivery not done(24%).

Satisfaction of customers towards online food delivery apps: 24% of respondents were satisfied, 44% of respondents were somewhat satisfied, 20% of respondents were somewhat unsatisfied, 8% of respondents were unsatisfied and 4% were not sure.

The preference of customers: It was found that 68% of respondents prefer going to restaurants and 32% of respondents prefer online food delivery apps.

The amount spend on online delivery apps: It was found that 12% of respondents spent less than 150, 28% respondents spent more than 150 & less than 250, 36% of respondents spent more than 250 & less than 500 and 24% respondents spent more than 500.

The preference of restaurants: It was found that 52% of respondents prefer Swiggy, 28% of respondents prefer UberEats and 20% of respondents prefer Zomato.

Does online food delivery apps improve the business: It was found that 72% of respondents chose 'yes', 20% of respondents chose 'no' and 8% of respondents chose 'bad for business'.

The range of monetary benefits the restaurants receive: It was found that 40% of respondents receive monetary benefits in the range of 0-100, 32% of respondents receive monetary benefits in the range of 100-500, 20% of respondents receive monetary benefits in the range of 500 and above, and 8% of respondents doesn't receive any monetary benefits.

Does online food delivery apps affect the reputation of the restaurant: In this 32% of respondents strongly agree, 28% of respondents somewhat agree, 20% of respondents somewhat disagree, 8% of respondents strongly disagree and 12% of respondents are neutral.

Does online food delivery apps led to any complaints from customers: It was found that 28% of respondents chose 'yes' and 72% of respondents chose 'no'.

The share of online food delivery apps in the total income of a restaurant: It was found that 52% of respondents chose less than 25% of total income, 36% of respondents chose 25%-50% of total income, 8% of respondents chose 50%-75% of total income and 4% of respondents chose 75%-100% of total income.

The app which gives the maximum number of orders: In this it was found that Swiggy gives the maximum number of orders compared with other online food delivery apps. 56% of respondents chose Swiggy, 28% of respondents chose UberEats and 16% of respondents chose Zomato.

The orders per day for home delivery: In this, orders per day for home delivery is 0-100 for 60% of respondents, 100-250 orders for 24% of respondents, 250-400 orders for 12% of respondents and 400 and above for 4% respondents.

The percentage of revenue increased after the association with these apps: It was found that the percentage for revenue increased after the association with these app are less than 25% for 40% of respondents, 25%-50% for 32% of respondents, 50%-75% for 20% of respondents and 75%-100% for 8% of respondents.

The drawbacks of online food delivery apps to restaurants: 13 respondents chose order cancellation (52%), 10 respondents chose delivery boys (40%), 14 respondents chose traffic conditions (56%), 8 respondents chose weather conditions (32%) and 6 respondents chose app crash (24%).

SUGGESTIONS

- Quality of the food delivered needs improvement. Restaurants should focus on giving their customers the best quality and various options on choosing the variety of food stuffs.
- Good quality of food and packing must be ensured while delivering. Packing must be done in such a way that the food is completely prevented from spoilages.
- Customers face a lot of challenges due to app crash. Thus the service providers should take necessary steps to improve them and help the customers place the order quickly.
- Most of the apps are user friendly to some extent but further improvement will help the customers in using these apps effectively.
- Promotion offers should be given more frequently in order to attract more customers.
- Delivery charge should be reasonable and as minimum as possible.

CONCLUSION

This is "A STUDY ON THE CUSTOMER AND RESTAURANT SATISFACTION OF ONLINE FOOD DELIVERY APPS WITH REFERENCE TO COCHIN CITY". Food habits of people in Kochi are constantly changing. Online food ordering services are mostly used by the people residing in the city which helps the established food delivery apps to increase their profits. People are more likely to be attracted towards the discounts and offers made by these apps. The convenience of getting food delivered to

the doorsteps is also a major driving force behind this trend. The increased use of smart phones and the availability of cheap internet services are also providing great opportunities for these apps to grow. The major food delivery apps in this industry are Swiggy, Ubereats (which was taken over by Zomato) and Zomato. Among these, Swiggy has the major market share and is the most preferred app by both customers and restaurants.

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