

A research analysis of online delivery system with reference to psychological and financial satisfaction of customers in local chalisgaon dist Jalgaon jurisdiction

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Abstract

The purpose of this study was to learn more about the experiences of Chandigarh, India residents who had used online meal delivery services. Conceptual framework: Since meal delivery services have been available for a while in many different cities across the globe, there is increasing competition among them, which has raised customer expectations. As such, it is critical to understand the differences between the areas that consumers believe online meal delivery services are doing well and the areas in which they are not doing so. Design, procedure, and strategy: In order to do this, the researcher gathered primary data from respondents who have used the service at least five times using a closed-ended structured questionnaire with 26 features. Non-probability purposive sampling was used in conjunction with a descriptive cross-sectional survey approach in this investigation. The magnitude of the sample. There were 390 responders in the study's sample. Importance Performance Analysis (IPA), which measures respondents' mean scores on 26 variables, was employed by the researchers to assess the data

INTRODUCTION

Food delivery has become an important part of modern-day lifestyles, offers convenience and variety to consumers. The online food delivery directly provides delicious meals from restaurants and café directly to customers home. It has evolved rapidly years by years, because of advancement in technology and changing customers preferences.

The improvement in internet and mobile technology has transform the food delivery industry, making it more reachable and structure than ever before .With just a few taps on a smartphone app or clicks on a website, customers can place orders from the comfort of their homes or offices. Online food delivery platforms have become a vast bridge connecting hungry customers with a lot of restaurants, cafes, and food establishments. These platforms offer a smooth full ordering process, convenient payment options, and real-time order tracking, ensuring a trouble-free experience for customers. Moreover, the emergence of cloud kitchens and virtual restaurants has further transformed the landscape of food delivery. These innovative concepts focus simply on preparing food for delivery, allowing for increase in variety and cost-effectiveness. Food delivery services have also modified to focus on safety concerns, especially during the COVID-19 pandemic, by implementing contactless delivery options and strict hygiene measures.

Literature review : A literature review is a compilation, classification, and evaluation of what other researchers have written on a particular topic. A literature review normally forms part of a research thesis but it can also stand alone as a self-contained review of writings on a subject. Meaning of

□ literature review: A literature review is an overview of the previously published works on a topic. The term can refer to a full scholarly paper or a section of a scholarly work such as a book, or an article.

Either way, a literature review is supposed to provide the researcher/author and the audiences with a general image of the existing knowledge on the topic under question. A good literature review can ensure that a proper research question has been asked and a proper theoretical framework and/or research methodology have been chosen. To be precise, a literature review serves to situate the current study within the body of the relevant literature and to provide context for the reader. In such case, the review usually precedes the methodology and results sections of the work. Producing a literature review is often a part of graduate and post-graduate student work, including in the preparation of a thesis, dissertation, or a journal article. Literature reviews are also common in a research proposal or prospectus (the document that is approved before a student formally begins a dissertation or thesis). A literature review can be a type of review article. In this sense, a literature review is a scholarly paper that presents the current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources and do not report new or original experimental work. Most often associated with academic-oriented literature, such reviews are found in academic journals and are not to be confused with book reviews, which may also appear in the same publication. Literature reviews are a basis for research in nearly every academic field. The main types of literature reviews are: evaluative, exploratory, and instrumental. A fourth type, the systematic review, is often classified separately, but is essentially a literature review focused on a research question, trying to identify, appraise, select and synthesize all high quality research evidence and arguments relevant to that question. A meta-analysis is typically a systematic review using statistical methods to effectively combine the data used on all selected studies to produce a more reliable result. The purpose of an integrative literature review is to generate new knowledge on a topic through the process of review, critique, and then synthesis of the literature under investigation.

Objective of the Study

- ✓ **Assessing Customer Satisfaction:** To evaluate the level of customer satisfaction with online food delivery services, including factors like delivery speed, food quality, user interface, and overall experience..
 - ✓ **Investigating Delivery Efficiency:** To examine the efficiency of the delivery process, including route optimization, delivery times, and the impact of external factors (e.g., traffic, weather) on delivery performance.
 - ✓ **Evaluating Pricing Strategies:** To assess the effect of pricing strategies, such as discounts, promotions, and delivery fees, on customer behavior and order frequency.
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- ✓ **Analyzing Loyalty Programs:** To understand the impact of loyalty programs on customer retention, order frequency, and overall customer engagement with online food delivery platforms

RESEARCH METHODOLOGY :

The methodology used for research study

For this research we use simple random sampling method and convenient sampling method for data collection. Our study is descriptive in nature. We used well structure questionnaire for the research. Research study is completed with help of primary and secondary data.

Primary data

Well structure questionnaire was prepared for research on “Impact of Online Food Delivery in Society” and “respondents were hotel industries and customers”. Response also collected by informal observation, face to face communication with respondents personal interviews, case study, etc. secondary

data Gathering information from various source as Websites of different online food delivery Books and magazines related to the study of the project. Published in other research paper regarding to the topic.

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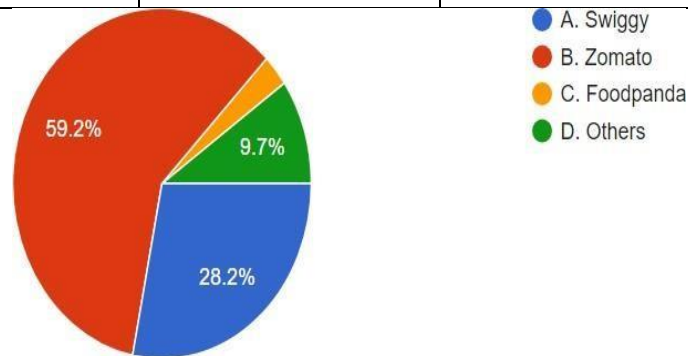
Sample size

Data from 100 respondents is utilized for the study of the online food delivery services. In the present study samples are drawn by Simple Random Sampling Method.

DATA ANALYSIS

1. Do you order food online?

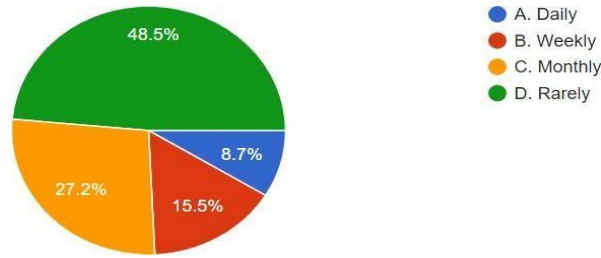
| No | Responses In | No.of respondents | Percentage of Respondents |
|----|--------------|-------------------|---------------------------|
| 1 | Yes | 96 | 93.2% |
| 2 | No | 7 | 6.8% |



From the above pie chart, we can see that out of 100 respondents 29 respondents prefer swiggy, 61 respondents prefer zomato, 3 respondents prefer food panda, and 10 prefer other company for ordering food online.

2. How often you order food online?

| No | Responses In | No.of respondents | Percentage of Respondents |
|----|--------------|-------------------|---------------------------|
| 1 | Daily | 9 | 8.7% |
| 2 | Weekly | 16 | 15.5% |
| 3 | Monthly | 28 | 27.2% |
| 4 | Rarely | 50 | 48.5% |



From the above pie chart, we can see that out of 100 respondents 9 respondents order food daily, 16 respondents order food weekly, 28 respondents order food monthly and 50 respondents order food rarely

3. Which meal you typically order food online?

| No | Responses In | No.of respondents | Percentage of Respondents |
|----|--------------|-------------------|---------------------------|
| 1 | Breakfast | 23 | 22.3% |
| 2 | Lunch | 16 | 15.5% |
| 3 | Snacks | 45 | 43.7% |
| 4 | Dinner | 19 | 18.4% |

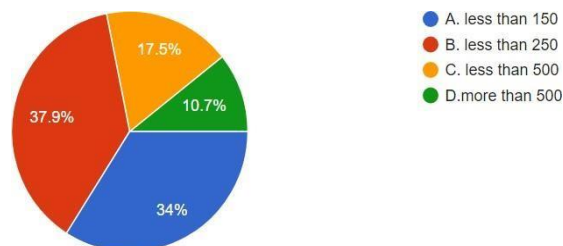
4. In general, how do you prefer to order food?

| No | ResponsesIn | No.of respondents | Percentage of Respondents |
|----|----------------------|-------------------|---------------------------|
| 1 | Over the mobile apps | 89 | 86.4% |
| 2 | Over the Web browser | 21 | 13.6% |

5. What is the approximate moneyspend on ordering food per time?

| No | ResponsesIn | No.ofrespondents | PercentageofRespondents |
|----|--------------|------------------|-------------------------|
| 1 | Lessthan 150 | 35 | 34% |
| 2 | Lessthan 250 | 39 | 37.9% |
| 3 | Lessthan 500 | 18 | 17.5% |

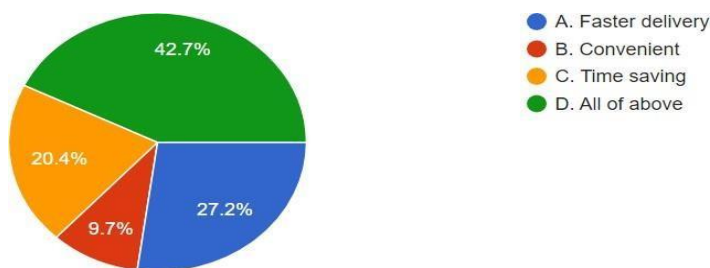
| | | | |
|---|--------------|----|-------|
| 4 | Morethan 500 | 11 | 10.7% |
|---|--------------|----|-------|



From the above pie chart, we can see that out of 100 respondents 35 respondents spend less than 150, 39 respondents spend less than 250, 18 respondents spend less than 500 and 11 respondents spend more than 500.

6. Why do you prefer online food delivery?

| No | Responses In | No.of respondents | Percentage of Respondents |
|----|-----------------|-------------------|---------------------------|
| 1 | Faster delivery | 28 | 27.2% |
| 2 | Convenient | 10 | 9.7% |
| 3 | Timesaving | 21 | 20.4% |
| 4 | All of above | 44 | 42.7% |



From the above pie chart,we can see that out of 100 respondents 28 respondents prefer online food delivery because of faster delivery, 10 respondents because it is convenient, 21 because of it is tie saving and 44 because all the above qualities

Which company services are good in packaging?

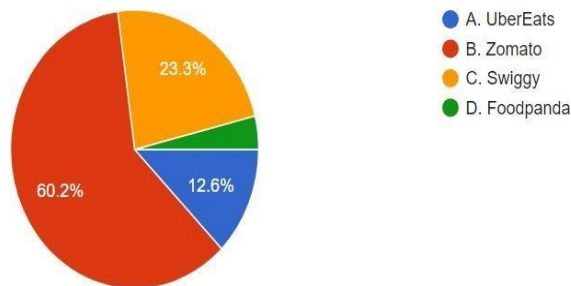
| No | Responses In | No. of respondents | Percentage of Respondents |
|----|--------------|--------------------|---------------------------|
|----|--------------|--------------------|---------------------------|

| | | | |
|---|-----------|----|-------|
| 1 | Zomato | 63 | 61.2% |
| 2 | Swiggy | 29 | 28.2% |
| 3 | Foodpanda | 3 | 2.9% |
| 4 | others | 8 | 7.8% |

From the above pie chart, we can see that out of 100 respondents 63 respondents answered zomato, 29 respondents answered swiggy, 3 respondents answered food panda, and 8 respondents answered others. Which company services are good in quality service?

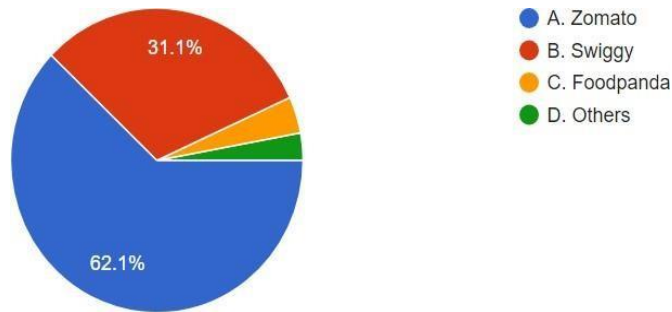
| No | Responses In | No. of respondents | Percentage of Respondents |
|----|--------------|--------------------|---------------------------|
| 1 | Uber eats | 13 | 12.6% |
| 2 | Zomato | 62 | 60.2% |

| | | | |
|---|------------|----|-------|
| 3 | Swiggy | 24 | 23.3% |
| 4 | Food panda | 4 | 3.9% |



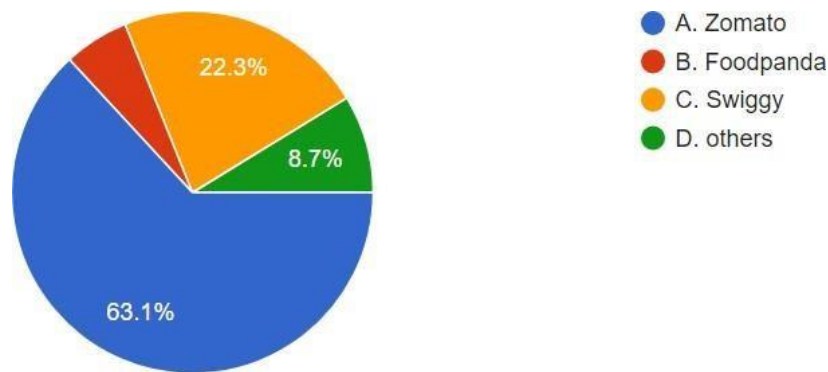
7. Which company service are good on time delivery?

| No | Responses In | No. of respondents | Percentage of Respondents |
|----|--------------|--------------------|---------------------------|
| 1 | Zomato | 64 | 62.1% |
| 2 | Swiggy | 32 | 31.1% |
| 3 | Food panda | 4 | 3.9% |
| 4 | Others | 3 | 2.9% |



8. Which web site or App has easy accessibility to order food?

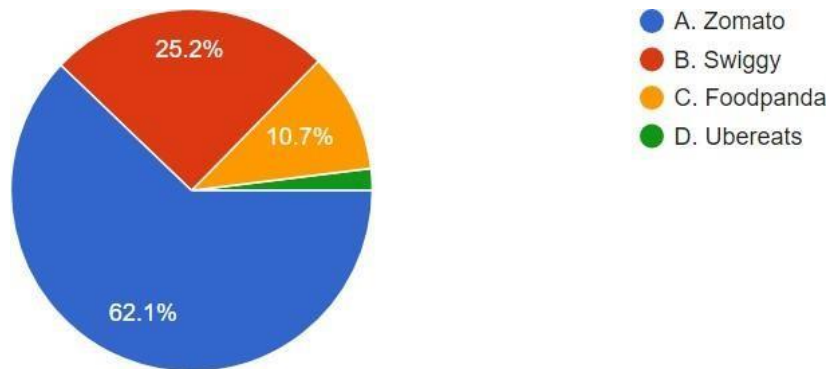
| No | ResponsesIn | No. of respondents | Percentage of Respondents |
|----|-------------|--------------------|---------------------------|
| 1 | Zomato | 65 | 63.1% |
| 2 | Foodpanda | 6 | 5.8% |
| 3 | Swiggy | 23 | 22.2% |
| 4 | Others | 9 | 8.7% |



9. Which companies provide more offers and promotion?

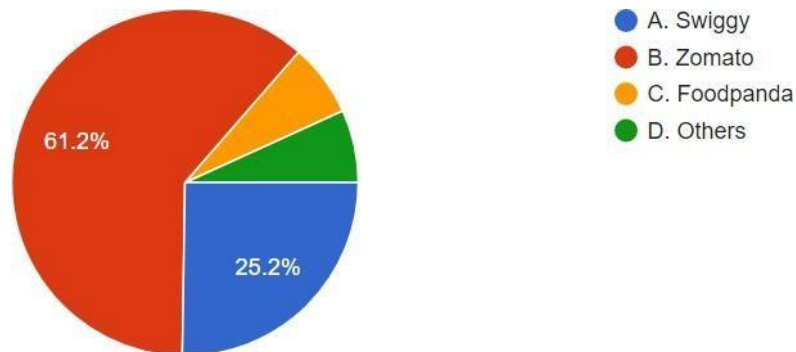
| No | Responses In | No.of respondents | Percentage of Respondents |
|----|--------------|-------------------|---------------------------|
| 1 | Zomato | 64 | 62.1% |
| 2 | Swiggy | 26 | 25.2% |
| 3 | Food panda | 11 | 10.7% |

| | | | |
|---|-----------|---|------|
| 4 | Uber Eats | 2 | 1.9% |
|---|-----------|---|------|



10. Which company customer service good?

| No | Responses In | No.of respondents | Percentage of Respondents |
|----|--------------|-------------------|---------------------------|
| 1 | Swiggy | 26 | 25.2% |
| 2 | Zomato | 63 | 61.2% |
| 3 | Food panda | 7 | 6.8% |
| 4 | Others | 7 | 6.8% |



From the above pie chart, we can see that out of 100 respondents 26 respondents answered swiggy, 63 respondents answered zomato, Foodpanda is answered by 7 respondents and 7 respondents answered others.

12 How do you feel about delivery minimum limit?

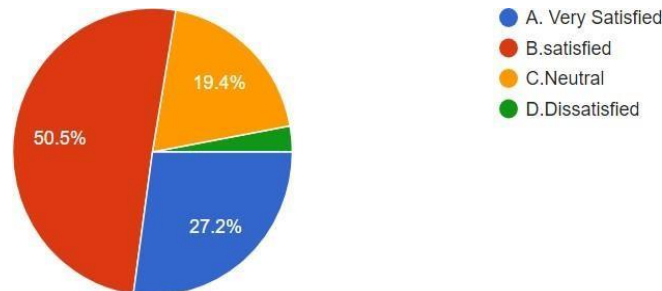
| No | Responses In | No.of respondents | Percentage of Respondents |
|----|--------------|-------------------|---------------------------|
|----|--------------|-------------------|---------------------------|

| | | | |
|---|------------------|----|-------|
| 1 | Strongly against | 16 | 15.5% |
| 2 | Neutral | 64 | 62.1% |
| 3 | Some what agree | 16 | 15.5% |
| 4 | Strongly agree | 7 | 6.8% |

From the above pie chart, we can see that out of 100 respondents 16 respondents are strongly against and 64 respondents are neutral, 16 respondents answered somewhat agree and 7 respondents answered strongly agrees

13 How satisfied are you with accuracy of your orders when using online food delivery?

| No | Responses In | No .of respondents | Percentage of Respondents |
|----|----------------|--------------------|---------------------------|
| 1 | Very satisfied | 28 | 27.2% |
| 2 | Satisfied | 52 | 50.5% |
| 3 | Neutral | 20 | 19.4% |
| 4 | Dissatisfied | 3 | 2.9% |

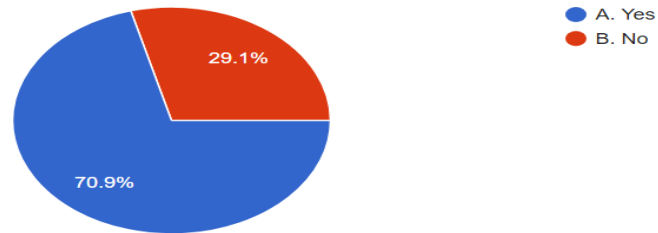


13 Have you ever experienced a late delivery when ordering food online?

| No | Responses In | No.of respondents | Percentage of Respondents |
|----|--------------|-------------------|---------------------------|
| 1 | Yes | 73 | 70.9% |
| 2 | No | 30 | 29.1% |

From the above pie chart, we can see that out of 100 respondents 73 respondents answered yes and 30 respondents answered no.

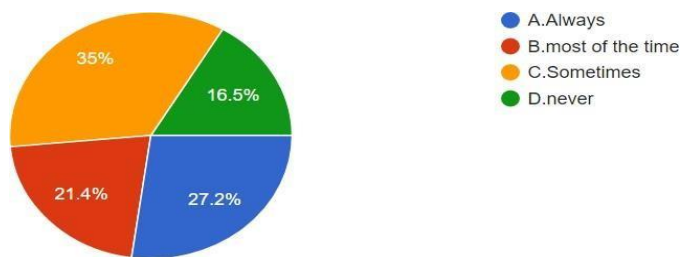
14 What payment method do you prefer to use for online food delivery?



| No | Responses In | No.of respondents | Percentage of Respondents |
|----|-----------------|-------------------|---------------------------|
| 1 | Creditcard | 16 | 15.5% |
| 2 | Debitcard | 8 | 7.8% |
| 3 | Cashon delivery | 68 | 66% |
| 4 | MobileWallet | 11 | 10.7% |

15 How likely are you to tip the delivery driver when ordering food online?

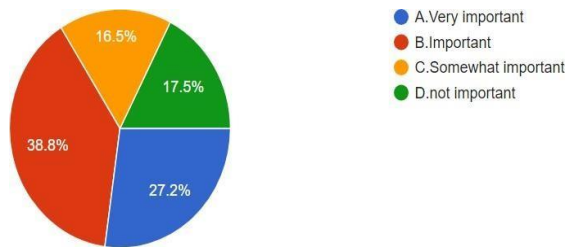
| No | ResponsesIn | No.ofrespondents | PercentageofRespondents |
|----|----------------|------------------|-------------------------|
| 1 | Always | 28 | 27.2% |
| 2 | Mostof thetime | 22 | 21.4% |
| 3 | Sometimes | 36 | 35% |
| 4 | Never | 17 | 16.5% |



From the above pie chart, we can see that out of 100 respondents 28 respondents answered always, 22 answered most of the time, 36 respondents answered sometimes and 17 answered never.

How important is the option for contact less delivery to you?

| No | Responses In | No.of respondents | Percentage of Respondents |
|----|---------------------|-------------------|---------------------------|
| 1 | Very important | 28 | 27.2% |
| 2 | Important | 40 | 38.8% |
| 3 | Some what important | 17 | 16.5% |
| 4 | Not important | 18 | 17.5% |



Conclusions: The impact of online food delivery services has been significant and multifaceted, affecting various stakeholders, including consumers, restaurants, delivery platforms, and the overall food industry. While the exact implications may vary depending on geographical location and specific circumstances, several general conclusions can be drawn about the impact of online food delivery:

- 1. Convenience for Consumers:** The way people access food according to it online food delivery services have revolutionized, providing unprecedented convenience. Consumers can now order a wide variety of dishes from their favorite restaurants. They can have them delivered to their doorstep with just a few taps on a mobile app or clicks on a website.
- 2. Expanding Market Access for Restaurants:** These platforms have allowed restaurants to reach a broader customer base beyond their physical locations. Smaller, independent eateries can now compete with larger chains on a more level playing field, potentially increasing their revenue.
- 3. Digital Transformation:** The rise of online food delivery has prompted restaurants to adapt to technology-driven changes. Many have invested in developing their own delivery apps or partnering with third-party platforms to remain competitive.
- 4. Economic Impacts:** Online food delivery has created job opportunities for delivery drivers and staff working in the food delivery industry. However, concerns about the working conditions and wages of delivery drivers have also been raised in some regions.
- 5. Market Competition:** Intense competition among food delivery platforms has led to discounts, promotions, and incentives for consumers, which can influence their dining choices. This competition has also put pressure on platform profitability.
- 6. Restaurant Profit Margins:** Restaurants that rely heavily on online delivery platforms may face challenges related to the fees and commissions charged by these services, which can eat into their profit margins. Some restaurants have chosen to increase menu prices to

offset these costs.

7. Sustainability Concerns: The environmental impact of food delivery, including packaging waste and increased vehicle emissions, is a growing concern. Efforts are being made to address these issues through sustainable packaging and delivery practices.

8. Public Health Implications: The convenience of online food delivery may contribute to less healthy eating habits, as consumers may be more likely to order fast food or unhealthy options. This could have long-term health consequences for some individuals.

Recommendation

When using online food delivery services, here are some recommendations to enhance your experience and make informed choices:

- **Check Reviews and Ratings:** Before placing an order, read reviews and ratings for the restaurant and specific dishes. This can help you gauge the quality of the food and service.
- **Use Reputable Platforms:** Stick to well-known and reputable food delivery platforms or apps. They often have better quality control and customer support.
- **Compare Prices:** Don't settle for the first option you find. Compare prices and menu options on different delivery apps to get the best deal.
- **Consider Delivery Fees:** Be aware of delivery fees and minimum order requirements. Sometimes ordering from nearby restaurants can save on delivery charges
- **Customize Your Order:** Many apps allow you to customize your order (e.g., extra sauce, no onions). Take advantage of this to get your meal just the way you like it.

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