



# “A study on consumer satisfaction towards online food delivery services (Zomato & Swiggy)”

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**Abstract** – This study focuses on analyzing customer satisfaction towards online food delivery services, highlighting key factors that influence consumer behavior and overall experience. The main objective is to understand customer preferences, usage patterns, and the impact of service quality on satisfaction levels. The research is based on primary data collected from 100 respondents through a structured questionnaire. Analytical tools such as percentage analysis and Chi-square tests were used to interpret the data and test the hypotheses. The findings reveal that the majority of customers are satisfied with online food delivery services, especially in terms of delivery time, food quality, and app usability. Service quality factors such as food quality, packaging, and delivery efficiency have a significant impact on overall customer satisfaction. However, factors like convenience, time-saving, and offers, although preferred by customers, do not show a significant statistical relationship with satisfaction. The study concludes that improving service quality and maintaining consistency are essential for enhancing customer satisfaction and building customer loyalty.

**Keywords:** Customer Satisfaction, Online Food Delivery, Service Quality, Consumer Behavior, Chi-Square Test.

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## I. INTRODUCTION

Customer satisfaction has become a crucial factor in the success of modern businesses, especially in the rapidly growing digital economy. With the advancement of technology and increasing internet penetration, online food delivery services have gained significant popularity among consumers. These platforms provide convenience, variety, and time-saving benefits, allowing users to order food from multiple restaurants with just a few clicks. As a result, the online food delivery industry has witnessed substantial growth in recent years.

Online food delivery services play an important role in shaping consumer behavior and lifestyle. They not only provide easy access to a wide range of food options but also offer features such as real-time order tracking, multiple payment options, discounts, and personalized recommendations. These services have become particularly popular among students, working professionals, and urban residents who seek convenience and efficiency in their daily lives.

Despite the growth and popularity of these platforms, customer satisfaction remains a key challenge. Various factors such as food quality, delivery time, packaging, pricing, app usability, and customer service significantly influence the overall experience of users. According to the study, service quality and app usability are the most important determinants of customer satisfaction, while factors like convenience, variety, and offers play a supportive role but are not statistically significant in influencing satisfaction.

Moreover, customer expectations are continuously evolving, and companies must consistently improve their services to meet these expectations. While many users express satisfaction with online food delivery services, a considerable number of respondents remain neutral in certain areas, indicating scope for improvement in service consistency and pricing strategies.

In this context, understanding customer satisfaction becomes essential for businesses to enhance their service quality, retain customers, and gain a competitive advantage. This study aims to analyze the factors affecting customer satisfaction towards online food delivery services and to provide insights that can help companies improve their performance and customer experience.

## II. REVIEW OF LITERATURE

### 1. Customer Satisfaction in Online Food Delivery Services-

Various studies highlight that customer satisfaction plays a vital role in the success of online food delivery platforms. Satisfaction is largely influenced by factors such as food quality, delivery time, packaging, and service reliability. The findings in the present study also indicate that service quality significantly impacts customer satisfaction, making it one of the most critical determinants of user experience.

### 2. Role of App Usability and Technology-

Research suggests that technological features such as user-friendly interfaces, easy navigation, and smooth payment systems enhance customer satisfaction. Online platforms that provide seamless ordering experiences and real-time



tracking tend to retain more customers. The study confirms that app usability is positively rated and contributes significantly to overall satisfaction levels .

### 3. Impact of Pricing and Promotional Strategies-

Several studies indicate that pricing and promotional offers influence customer behavior in online food delivery services. Discounts and offers are effective in attracting customers and encouraging purchases. However, they do not always guarantee long-term satisfaction. The findings show that while offers influence decisions, they do not significantly affect overall satisfaction levels .

### 4. Influence of Customer Reviews and Preferences-

Customer reviews and ratings play a moderate role in shaping purchase decisions. Many users consider reviews as helpful but not the sole deciding factor. Additionally, preferences such as variety and convenience are important motivations for using food delivery apps, though they may not directly determine satisfaction levels .

## III. PRIMARY DATA

The research design is descriptive in nature. Data is collected through structured questionnaires.

Sample Size: 100 respondents

Sampling Method: Convenience sampling

Tools Used: Excel, percentage analysis, Graphs, charts,

### Research Design

The research design adopted for this study is descriptive in nature, as it focuses on understanding and analyzing customer satisfaction towards online food delivery services. Descriptive research helps in identifying user preferences, behavior, and factors influencing satisfaction without manipulating any variables.

### Sampling Method

The study uses convenience sampling, where respondents are selected based on their availability and willingness to participate. The target population includes users of online food delivery services from different demographic backgrounds.

### Sample Size

The study is based on a sample size of 100 respondents, which provides a basic understanding of customer opinions and satisfaction levels.

### Data Collection Tools

Primary data has been collected using a structured questionnaire consisting of simple and close-ended

questions. The questionnaire is designed to gather information regarding user preferences, satisfaction levels, and factors influencing their experience with food delivery services.

### Tools for Data Analysis

The collected data has been analyzed using:

- Percentage analysis
- Graphical tools such as pie charts

These tools help in presenting the data in a simple and understandable manner for better interpretation of results.

### Scope of the Study

The scope of the study is limited to analyzing customer satisfaction towards online food delivery services. It focuses on key factors such as food quality, delivery time, pricing, app usability, and customer experience. The study also considers user behavior, preferences, and expectations to understand the overall satisfaction level and usage patterns.

### Limitations of the Study

The study has certain limitations that may affect the overall generalization of the findings. It is based on a limited sample size of 100 respondents, which may not fully represent all users of online food delivery services. Additionally, the research is restricted to a specific geographical area, and therefore the results may not reflect the opinions and preferences of customers from other regions. The data collected is based on self-reported responses, which may be influenced by personal bias or inaccuracies. Furthermore, the study considers only existing users of online food delivery services and does not include the views of non-users or potential customers. The research is also conducted over a short period and captures responses at a single point in time, without accounting for changes in customer satisfaction over time. Moreover, the dynamic nature of the food delivery industry means that customer preferences and expectations may change, which could affect the relevance of the findings in the future. Lastly, customer satisfaction is subjective and varies from person to person, making it difficult to generalize the results universally.

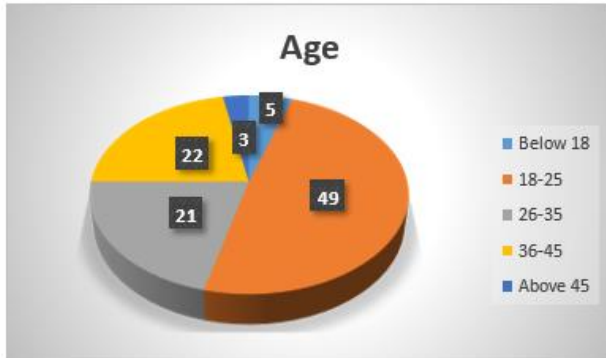
## IV. DATA ANALYSIS & INTERPRETATION

1) Age

Age	No of Respondents	Percentage
Below 18	5	5%



18-25	49	49%
26-35	21	21%
36-45	22	22%
Above 45	3	3%
<b>Total</b>	<b>100</b>	<b>100%</b>

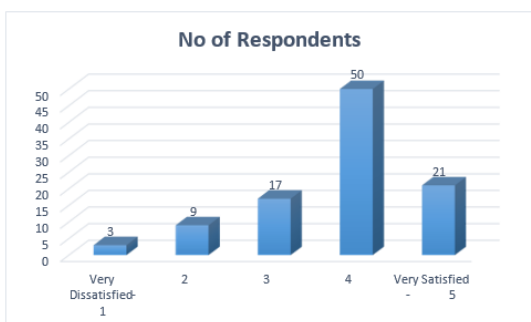


**Interpretation:**

The data indicates that most respondents belong to the 18–25 age group (49%), showing that young individuals are the primary users of online food delivery services. This is followed by the 36–45 age group (22%) and the 26–35 age group (21%), indicating moderate usage among middle-aged consumers. The below 18 category (5%) and above 45 group (3%) have the least participation, suggesting that teenagers and older individuals make comparatively less use of online food delivery platforms.

**2) How would you rate the quality of food delivered?**

Options	No of Respondents	Percentage
Very Dissatisfied-	3	3%
2	9	9%
3	17	17%
4	50	50%
Very Satisfied -	21	21%
<b>Total</b>	<b>100</b>	<b>100%</b>

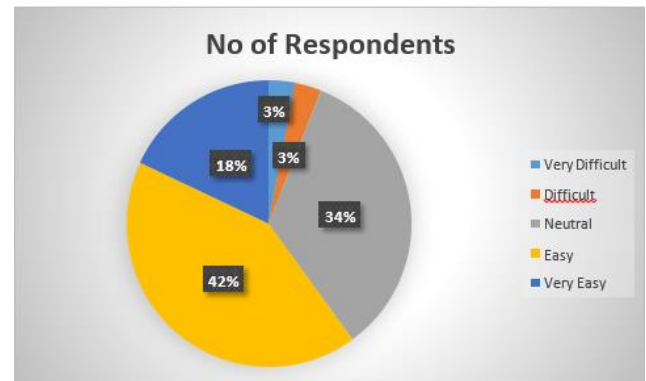


**Interpretation:**

The data indicates that most respondents are satisfied with the quality of food delivered, with 50% rating it as 4 and 21% as very satisfied (5). About 17% gave a neutral rating (3), reflecting moderate satisfaction. A small percentage (12%) expressed dissatisfaction, indicating minor concerns. Overall, the results show a high level of satisfaction with food quality among consumers.

**3) How easy is it to use the app?**

Options	No of Respondents	Percentage
Very Difficult	3	3%
Difficult	3	3%
Neutral	34	34%
Easy	42	42%
Very Easy	18	18%
<b>Total</b>	<b>100</b>	<b>100%</b>

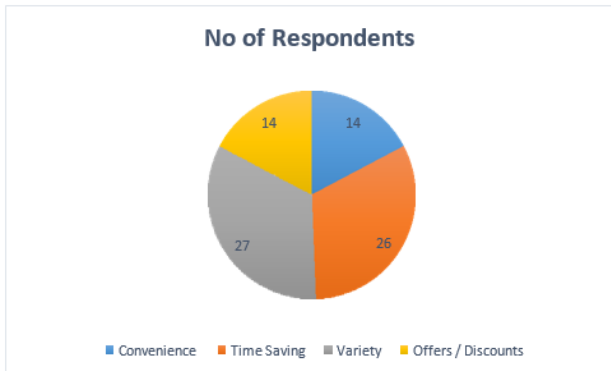


**Interpretation:**

The data indicates that most respondents find the app easy to use, with 42% rating it as easy and 18% as very easy. About 34% gave a neutral response, showing moderate ease of use. Only a small percentage (6%) found it difficult. Overall, the app is generally user-friendly and convenient for consumers.

**4) What is the main reason for using online food delivery app?**

Options	No of Respondents	Percentage
Convenience	14	14%
Time Saving	26	26%
Variety	27	27%
Offers / Discounts	14	14%
<b>Total</b>	<b>100</b>	<b>100%</b>

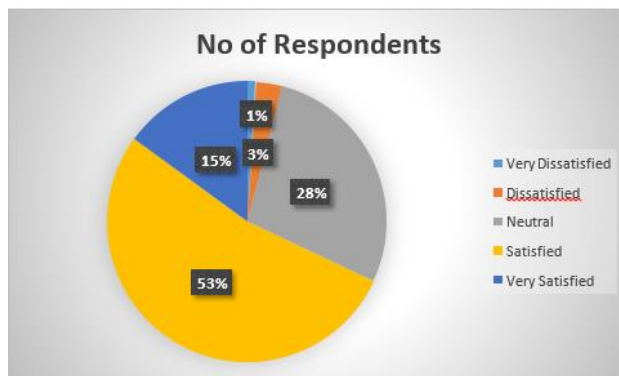


Interpretation:

The results show that variety (27%) and time saving (26%) are the main reasons customers use online food delivery apps. Convenience (14%) and offers/discounts (14%) also play a role but are less significant. Overall, customers are mainly motivated by having more food choices and saving time.

5) Overall, how satisfied are you with online food delivery services?

Options	No of Respondents	Percentage
Very Dissatisfied	1	1%
Dissatisfied	3	3%
Neutral	28	28%
Satisfied	53	53%
Very Satisfied	15	15%
<b>Total</b>	<b>100</b>	<b>100%</b>



Interpretation:

The majority of respondents (68%) are satisfied with online food delivery services, with 53% satisfied and 15% very satisfied. About 28% remain neutral, indicating average experiences. Only a small percentage (4%) are dissatisfied, showing overall positive customer satisfaction with the services.

## V. CONCLUSION

The study on customer satisfaction towards online food delivery services reveals that these platforms have created a generally positive impression among users. A majority of respondents expressed satisfaction with aspects such as ease of app usage, convenient payment options, and the availability of a wide variety of food choices. These factors contribute to a better user experience and encourage continued usage of online food delivery apps.

However, the findings also indicate certain areas that require improvement. A considerable number of respondents showed neutral opinions regarding pricing, customer reviews, and overall service consistency, suggesting that customer satisfaction is not very strong in all aspects. Additionally, factors like discounts and offers, although influential in attracting customers, do not significantly impact overall satisfaction.

The study further highlights that service quality elements such as food quality, delivery time, and packaging, along with app usability, play a major role in determining customer satisfaction. Customers expect timely delivery, good quality food, user friendly interfaces, and better value for money.

In conclusion, while online food delivery services are performing well and meeting customer expectations to a large extent, there is a need to focus on improving service quality, pricing strategies, and consistency. By addressing these areas and enhancing overall customer experience, companies can increase satisfaction levels, build customer loyalty, and gain a competitive advantage in the market.

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