

## International Journal of Agriculture Extension and Social Development

Volume 7; Issue 12; December 2024; Page No. 520-523

Received: 19-08-2024  
Accepted: 25-09-2024

Indexed Journal  
Peer Reviewed Journal

### Customer decisions and satisfaction in the online food delivery market: A study of Anand city, Gujarat

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DOI: <https://doi.org/10.33545/26180723.2024.v7.i12h.1466>

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#### Abstract

The rapid adoption of online food delivery platforms has transformed food consumption habits, particularly in urban areas. This study investigates the factors influencing customer preferences and satisfaction with online food delivery services in Anand city, Gujarat. Using a descriptive research design, data were collected from 204 respondents through a semi-structured questionnaire. The findings reveal that convenience, time-saving, and discounts are key drivers of online food ordering decisions, with Zomato and Swiggy dominating the market. Delivery time and food quality significantly impact satisfaction, while issue resolution requires improvement. The study underscores the need for service optimization to enhance customer experience and sustain market growth.

**Keywords:** Online food delivery, customer decisions, customer satisfaction, consumer behaviour

#### 1. Introduction

Online food ordering apps have changed how people get and enjoy their favourite foods. These platforms connect customers to food providers like restaurants, home cooks, hotels, cafeterias, and even street vendors. More people in India now have smartphones and internet access, which has made apps like Zomato and Swiggy very popular. These apps are easy to use, offer many choices, and provide a seamless user experience. Customers can now find all kinds of food in one place, from local street snacks to dishes from other countries (Expert Market Research, 2023; Statista, 2024) <sup>[2, 12]</sup>.

People like these apps because they have a wide selection of restaurants, offer good prices, and have convenient payment methods. This move to digital platforms has also happened because of how people live now in cities where they want to save time by ordering food online (Research and Markets, 2023) <sup>[9]</sup>. Also, online food delivery services keep getting better with options like real time tracking of orders, personalized recommendations, and attractive offers and discounts. This makes more people want to use them. The Indian online food delivery market has grown a lot and is currently valued at over \$43 billion in 2024. It is expected to keep growing because of the growing disposable income of the people and increased awareness of technology (Research and Markets, 2023; Statista, 2024) <sup>[9, 12]</sup>.

In this context, understanding the factors that influence customer preferences and their satisfaction with these platforms hold great importance. This research is an attempt for identifying the key factors driving consumer decisions to order food online and evaluating their satisfaction with the services provided by leading food delivery platforms in Anand City, Gujarat.

#### 2. Review of literature

The growing adoption of online food delivery services has been influenced by several factors that impact customer decisions and satisfaction levels. Research by Sethu and Saini (2016) <sup>[11]</sup> highlighted that time management and the ease of internet access are key drivers for students in adopting online food ordering services, reflecting the convenience of digital platforms. Similarly, Preetha and Iswarya (2019) <sup>[6]</sup> emphasised that the outreach of technology and the availability of quality customer support significantly impact user convenience, which in turn influences their decision to use these apps. Nayyar (2019) <sup>[4]</sup> also identified time-saving and easy accessibility as important factors, with discounts and reviews playing a crucial role in shaping customer choices, particularly with popular platforms like Zomato and Swiggy. Rekha and Santhi (2021) <sup>[8]</sup> corroborated these findings, noting that convenience is the primary motivator for customers when deciding to use online food delivery services. Further, Sarvaiya *et al.* (2021) <sup>[10]</sup> found that good service and attractive discounts were essential in influencing consumer decisions, with delivery time being a critical factor for customers when selecting a platform.

In terms of customer satisfaction, studies show that service quality and food delivery efficiency are crucial determinants. Rathore and Chaudhary (2018) <sup>[7]</sup> found that factors like perception and service quality significantly impact customer satisfaction, while Beliya *et al.* (2019) <sup>[1]</sup> highlighted that food quality and discounts are central to customer contentment. Yusra and Agus (2019) <sup>[14]</sup> expanded on this by demonstrating that service quality directly influences not only satisfaction but also customer loyalty. Vithlani (2020) <sup>[13]</sup> compared Zomato and Swiggy, showing

that food quality, delivery time, and customer service were pivotal in shaping satisfaction, with Zomato outperforming Swiggy in terms of overall satisfaction. Lastly, Pramila and Patel (2022) [5] affirmed that service quality and customer experience are key to customer satisfaction, with Zomato being more highly rated than Swiggy, further emphasizing the importance of maintaining high standards of service to ensure consumer loyalty and satisfaction.

### 3. Methodology

This research employs a descriptive research design to examine the factors influencing customer decisions to order food online and assess their satisfaction with online food delivery services. A non-probability convenience sampling technique was used to select 204 respondents who are regular users of online food delivery platforms, particularly Zomato and Swiggy, from Anand city, Gujarat. Primary data were collected using a semi-structured questionnaire. Secondary data were sourced from published articles, books, reputable journals, and relevant websites to support the research. The questionnaire was distributed online, and respondents were interviewed based on the objectives of the study. For data analysis, tabular analysis and percentage analysis were used to summarise the demographic information and present the distribution of responses. Weighted Average Mean (WAM) was employed to rank the factors influencing customer decisions and satisfaction.

## 4. Results and Discussion

### 4.1 Demographic Profile of Respondents

**Table 1:** Gender of respondents

Gender	No of Respondents	Percentage
Male	141	69.1
Female	63	30.9
Total	204	100

The majority of respondents in this study were male, accounting for 69.1% of the sample, while 30.9% of the respondents were female. This indicates a higher participation of male respondents in online food delivery services in Anand city.

**Table 2:** Age of respondents

Age	No of Respondents	Percentage
Below 18 years	5	2.5
18-30 years	172	84.3
31-40 years	22	10.8
Above 45 years	5	2.5
Total	204	100

A significant proportion of the respondents, 84.3%, fall within the age group of 18-30 years, highlighting that younger individuals are the dominant demographic using online food delivery services. The 10.8% of respondents in the 31-40 years category indicates moderate participation from the middle-aged group, while the 2.5% from both the below 18 years and above 45 years categories suggest limited engagement among younger and older age groups.

**Table 3:** Education of respondents

Education	No of Respondents	Percentage
Primary level	5	2.5
HSC/SSC	37	18.1
Graduation	128	62.7
PG	34	16.7
Total	204	100

The data reveals that 62.7% of respondents have completed their graduation, followed by 16.7% who hold a postgraduate degree. Only a small percentage of respondents have attained primary level education (2.5%) or HSC/SSC (18.1%), indicating a relatively well-educated group of individuals engaging with online food delivery platforms.

**Table 4:** Profession of respondents

Profession	No of Respondents	Percentage
Student	144	70.6
Govt. service	9	4.4
Private sector	29	14.2
Business	17	8.3
Housewife	5	2.5
Total	204	100

A large portion of respondents, 70.6%, are students, which suggests that online food delivery services are particularly popular among the younger, student demographic in Anand city. The remaining respondents include those in government service (4.4%), the private sector (14.2%), business (8.3%), and housewives (2.5%).

**Table 5:** Family monthly income of respondents (Rs.)

Monthly income	No of Respondents	Percentage
< 20000	43	21.1
20000-40000	68	33.3
40000-60000	38	18.6
>60000	55	27.0
Total	204	100

The majority of respondents have a family income between Rs. 20,000-40,000, comprising 33.3% of the sample. Additionally, 27.0% of respondents reported a family income of over Rs. 60,000, while 21.1% earn below Rs. 20,000. This indicates that online food delivery services are used across various income brackets, with a significant proportion of users coming from middle-income families.

### 4.2 Factors Influencing Customer Decisions to Order Food Online

**Table 6:** Online ordering of food

Order online	No of Respondents	Percentage
Yes	199	97.5
No	5	2.5
Total	204	100

The vast majority of respondents, 97.5%, reported ordering food online, highlighting the widespread adoption of online

food delivery services among the sampled population. Only 2.5% of respondents indicated that they do not order food online, suggesting that the convenience and accessibility of such platforms have gained significant traction in Anand city.

**Table 7:** Primary reason for ordering online

Reason	No of Respondents	Percentage
Convenience	42	20.6
Time savvy	90	44.1
Variety	30	14.7
Avoids crowd	24	11.8
Other reasons	13	6.4
Non-respondents	5	2.4

Among respondents, 44.1% cited time-saving as the primary reason for ordering food online, emphasising the importance of convenience in modern lifestyles. 20.6% of respondents identified convenience as a key driver, further reinforcing the role of efficiency in influencing behaviour. Other notable reasons include the availability of variety (14.7%) and the ability to avoid crowds (11.8%), reflecting diverse motivations. A small group (6.4%) mentioned other reasons,

**Table 9:** Weighted Average Mean of factors influencing online food ordering decisions

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	WAM	Rank
Discounts & Offers	82	90	24	2	1	199	4.26	1
Review & Ratings	67	85	34	11	2	199	4.02	2
Social Influence	49	94	39	17	0	199	3.88	3
Income Level	42	98	44	6	6	199	3.85	4
Social Status	49	60	59	26	5	199	3.61	5
Social Media Impact	41	67	63	21	7	199	3.57	6

The Weighted Average Mean (WAM) and the subsequent rankings of the factors influencing online food ordering decisions reveals that Discounts and Offers emerged as the most influential factor, with a WAM of 4.26, demonstrating that cost-saving opportunities significantly impact customer preferences. Review and Ratings, ranked second with a WAM of 4.02, underscore the importance of customer feedback in shaping online food ordering behaviour. Social Influence, with a WAM of 3.88, ranked third, indicating the considerable impact of recommendations from friends and family. Income Level ranked fourth (WAM: 3.85), reflecting its moderate role in guiding customer choices. Social Status (WAM: 3.61) and Social Media Impact (WAM: 3.57) ranked fifth and sixth, respectively, suggesting that while these factors hold some importance, they are comparatively less significant than financial considerations and trusted reviews.

### 4.3 Measuring customer satisfaction levels with online food delivery providers

**Table 10:** Most preferred online food delivery platforms for customer satisfaction

Apps	No of Respondents	Percentage
Swiggy	66	32.4
Zomato	82	40.2
Barbeque Nation	25	12.3
McDonald's	18	8.8
KFC	8	3.9
Non-respondents	5	2.4

while 2.4% of non-respondents did not provide an answer. These findings underline that practical and time-efficient solutions are significant factors driving the adoption of online food delivery platforms.

**Table 8:** Online food delivery apps used for ordering

Apps	No of Respondents	Percentage
Swiggy	65	31.9
Zomato	92	45.1
Barbeque Nation	23	11.3
McDonald's	12	5.9
KFC	7	3.4
Non-respondents	5	2.4

The majority of respondents prefer using Zomato for online food delivery, with 45.1% of respondents naming it their platform of choice. This is followed by Swiggy, used by 31.9% of respondents. Other platforms such as Barbeque Nation (11.3%), McDonald's (5.9%), and KFC (3.4%) are used to a lesser extent. Non-respondents account for 2.4% of the total sample. These results suggest that Zomato holds a dominant position in the market, while Swiggy remains a strong competitor.

The results for the most preferred online food delivery platforms based on customer satisfaction reveal significant variation in satisfaction levels among the platforms. Zomato emerged as the most preferred platform, with 40.2% of respondents selecting it as their top choice for satisfaction, followed by Swiggy at 32.4%. Other platforms, including Barbeque Nation (12.3%), McDonald's (8.8%), and KFC (3.9%), received comparatively lower preferences. A small proportion of respondents (2.4%) did not specify a preference. These findings highlight the dominant position of Zomato and Swiggy in delivering customer satisfaction, highlighting their ability to meet customer expectations more effectively than their competitors.

**Table 11:** Customer satisfaction levels across various service attributes

Sr. No.	Attribute	WAM	Rank
1	Delivery Time	3.412	1
2	Food Quality	3.407	2
3	Pricing & offers	3.075	3
4	Variety of Food Options	3.050	4
5	Delivery Person's Behaviour	3.140	5
6	Ease of Payment	3.050	6
7	Customer Issue Resolution	2.944	7

The results of customer satisfaction level across various service attributes reveal that Delivery Time (WAM = 3.412) and Food Quality (WAM = 3.407) are the highest-ranked attributes, reflecting strong customer satisfaction in these

areas. Conversely, Customer Issue Resolution (WAM = 2.944) received the lowest score, highlighting a critical area for improvement. Attributes such as Pricing & Offers (WAM = 3.075), Variety of Food Options (WAM = 3.050), and Delivery Person's Behaviour (WAM = 3.140) showed moderate satisfaction, suggesting potential for refinement. These findings underscore the importance of optimizing service speed, food quality, and issue resolution processes, with a focus on addressing customer concerns to enhance overall satisfaction.

## 5. Conclusion

This study investigated the important factors that influence customer choice preferences and satisfaction of online food delivery platforms in the city of Anand, Gujarat. Young educated people, mostly students, were observed as the core users. Convenience, time-saving attribute, and discounts emerged as the major decision drivers; Zomato and Swiggy are the most preferred platforms. Delivery time and food quality create a huge impact on satisfaction, while issue resolution needed improvement. Moderate satisfaction was reported regarding price, product variety, and ease of payment. The findings of the study indicate a need to improve service delivery to meet changing customer expectations; sustain their growth and competitiveness in the growing online food delivery market.

## 6. Conflict of Interest

The authors declare no conflict of interest.

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