

Exploring Consumer Behaviour and Satisfaction in Online Food Delivery Services with Evidence from Tirupur District, India

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Abstract: *The proliferation of digital platforms has markedly transformed food consumption patterns, particularly through the use of online food ordering applications. In India, this sector has witnessed rapid expansion; however, district-level studies on consumer behavior remain scarce. This study examines the critical factors affecting customer satisfaction and consumer behavior on online food ordering platforms in the Tirupur District, Tamil Nadu. A descriptive and empirical research design was utilized, with primary data gathered from 120 active users. Statistical tools, including chi-square tests, ANOVA, and ranking methods, were employed for analysis. The results demonstrate that system quality, service responsiveness, restaurant performance, and the ease of accessing information are crucial determinants of customer satisfaction. Although satisfaction levels vary geographically, they do not significantly correlate with income. This study provides valuable localized insights and offers practical recommendations for improving user experience, service quality, and customer retention in online food delivery services.*

Keywords: Online food ordering, consumer behaviour, customer satisfaction, service quality, digital platforms, Tirupur

I. INTRODUCTION

The digital transformation of service delivery has significantly altered consumer behavior in the food service sector. Online food ordering platforms function as intermediaries, connecting consumers with restaurants and delivery services through integrated digital technologies. These platforms facilitate users in browsing menus, comparing prices, accessing reviews, and completing transactions with ease, thereby influencing food consumption patterns and decision-making processes. By acting as digital intermediaries, online food ordering platforms integrate restaurants, consumers, and logistics providers into a cohesive ecosystem. These platforms enable consumers to access information, compare alternatives, and complete transactions seamlessly, thus impacting decision-making processes.

In India, the proliferation of smartphones, availability of affordable internet connectivity, and widespread adoption of digital payment systems have significantly contributed to the expansion of online food delivery services. Furthermore, the transformation of urban lifestyles, constraints on time, and evolution of consumption preferences have further intensified dependence on these platforms.

Customer satisfaction is a pivotal factor influencing the continued use of platforms. Positive user experiences enhance trust, loyalty, and the propensity for repeat purchases, whereas service failures, such as delayed deliveries, inaccurate orders, or substandard food quality, adversely impact consumer perceptions. Although existing research predominantly concentrates on metropolitan areas, there is a paucity of studies at the district level. The Tirupur District, known for its industrial growth and digitally adaptive population, offers a significant context for examining these dynamics.



II. REVIEW OF LITERATURE

The rapid advancement of digital technologies has profoundly impacted consumer food consumption patterns, particularly through the proliferation of online food-ordering platforms. In India, the increased use of smartphones and enhanced internet accessibility have facilitated the widespread adoption of these services, primarily driven by convenience, variety, and time efficiency.

Sharma and Gupta (2022) conducted an investigation into consumer preferences regarding online food delivery services, revealing that factors such as convenience, time-saving, and promotional offers significantly influence the adoption of these platforms. Their research underscores that perceived usefulness and ease of use have a direct impact on customer satisfaction and the intention to continue using the service. Similarly, Khan et al. (2021) explored the role of service quality dimensions in online food delivery platforms and concluded that timely delivery, order accuracy, and customer support are crucial in determining satisfaction levels. The study further highlights that negative service experiences have a substantial effect on customer retention.

Mehta and Singh (2023) investigated the adoption of digital payments within food delivery platforms and identified trust, security, and transaction ease as primary determinants of consumer behavior. Their research indicates that enhancements in digital payment infrastructure contribute to increased overall platform satisfaction. Similarly, Reddy and Kumar (2022) examined the influence of online reviews and ratings on consumer decision-making. Their study demonstrated that user-generated content significantly affects purchase intentions, as consumers frequently rely on peer reviews to evaluate service quality and reliability.

Das and Banerjee (2021) conducted an investigation into the correlation between customer experience and loyalty within the context of online food delivery services. Their findings suggest that a positive user experience—facilitated by effective app design, personalized recommendations, and consistent service—results in enhanced customer engagement and increased frequency of repeat purchases. Similarly, Goyal and Joshi (2021) noted that the proliferation of smartphones and improved internet accessibility have markedly altered food consumption patterns among urban youth. Their research highlights that convenience, variety, and easy access to a multitude of options are the primary motivators for the rising adoption of online food ordering platforms.

Kumar and Verma (2020) identified that the repeated use of online food delivery applications is predominantly influenced by the quality of service, the timeliness of delivery, and the presence of user-friendly application interfaces. Their findings underscore the significance of operational efficiency and seamless user experience in customer retention. Singh et al. (2019) emphasized that social influence, price transparency, and online reviews are pivotal in shaping customer trust and behavioral intentions. The study indicates that peer opinions and digital word-of-mouth substantially affect consumer decision-making on online platforms.

Patel and Sharma (2020) demonstrated that demographic variables, including age, income, education, and lifestyle, significantly influence the frequency and preferences associated with online food ordering services. Their findings suggest that consumer behavior exhibits substantial variations across different demographic segments. Similarly, Rao and Nair (2018) concluded that positive attitudes towards application convenience, secure payment systems, and the provision of clear and accurate information have a favorable impact on consumers' purchase intentions. Their study emphasizes the critical role of trust and perceived ease of use in facilitating online food ordering behavior.

III. RESEARCH GAP

While existing research has extensively explored consumer behavior and customer satisfaction within online food ordering platforms, the majority of studies have predominantly focused on metropolitan or large urban environments, with limited attention to district-level contexts. The extant literature has identified key determinants, such as service quality, convenience, digital payment systems, and social influence; however, these studies frequently examine these factors in isolation, rather than integrating them with socioeconomic characteristics and behavioral patterns.

Moreover, there is a lack of sufficient empirical evidence establishing a connection between demographic variables and customer attitudes and satisfaction levels in emerging regions, such as the Tirupur District. Although the factors



influencing adoption and repeat usage are well documented, there is limited research that concurrently examines socioeconomic profiles, behavioral patterns, and satisfaction levels within a unified framework.

Furthermore, variations in satisfaction across different geographical segments—namely, urban, semi-urban, and rural areas— have not been sufficiently examined, particularly in non-metropolitan regions. This results in a gap in understanding the extent to which localized factors affect consumer perceptions and platform usage.

This study addresses existing research gaps by conducting a comprehensive district-level analysis that integrates socioeconomic characteristics, behavioral patterns, and customer satisfaction. This approach provides more contextualized insights into online food ordering behavior.

Online food ordering platforms have become a fundamental aspect of contemporary consumer behavior, driven by technological convenience and evolving lifestyle patterns. This review suggests that customer satisfaction is influenced by various factors, including service quality, system efficiency, trust, and demographic characteristics. Although existing studies offer valuable insights, there remains a gap in district-level analysis, particularly in emerging regions such as Tirupur. Addressing this gap is crucial for understanding localized consumer behavior and enhancing platform performance. Improving service reliability, user experience, and trust mechanisms will be critical for sustaining customer satisfaction and long-term loyalty in the competitive digital food delivery market.

IV. STATEMENT OF THE PROBLEM

Despite the increasing prevalence of online food ordering services, consumer satisfaction and behavior are influenced by factors such as service quality, pricing, delivery efficiency, and user experience. There is a paucity of empirical studies at the district level, which necessitates this investigation into consumer behavior and satisfaction in the Tirupur District, India.

V. OBJECTIVES OF THE STUDY

The study aims

- To examine the socioeconomic characteristics of online food ordering consumers
- To analyze attitudes and behavioral patterns towards online food ordering services
- To assess customer satisfaction levels with online food ordering platforms

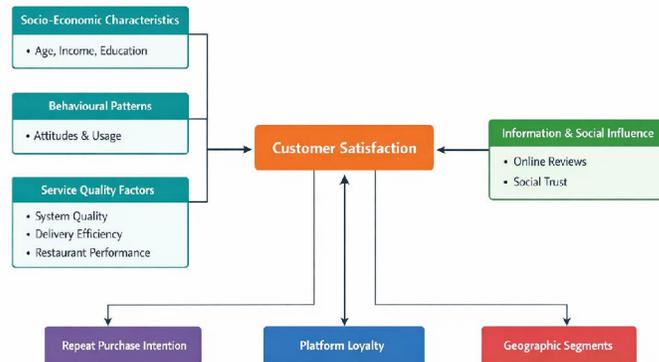
VI. SCOPE OF THE STUDY

This study examines the behavior of consumers engaging in online food ordering within the Tirupur District of Tamil Nadu, focusing on their usage patterns, levels of satisfaction, and repurchase intentions. The research specifically excludes offline ordering and other stakeholders and concentrates exclusively on consumer perspectives within a specified timeframe.



VII. FRAMEWORK OF THE STUDY

Conceptual Framework of Online Food Ordering Consumer Satisfaction



VIII. RESEARCH METHODOLOGY

8.1 Research Design

This study employs a descriptive and empirical research design to systematically investigate consumer behavior and customer satisfaction within online food ordering platforms. This design enables the profiling of respondents, the identification of consumption patterns, and the analysis of relationships among key variables, including system quality, service efficiency, and behavioral factors.

8.2 Study Area

This study was conducted in Tirupur District, Tamil Nadu, a region characterized by rapid industrial development, increasing urbanization, and a highly mobile workforce. The district's growing smartphone penetration and internet connectivity make it an ideal setting for examining the adoption and utilization of online food ordering platforms.

8.3 Data Sources

This study utilized both primary and secondary data sources. Primary data were obtained directly from active users of online food delivery applications using a structured questionnaire. Secondary data were sourced from pertinent academic journals, published research articles, industry reports, and digital commerce statistics to underpin the theoretical and empirical framework of the study.

8.4 Sampling Procedure

In the absence of a clearly defined sampling frame for individuals utilizing online food ordering services, a convenience sampling approach was adopted. Participants were chosen based on their availability and willingness to participate in the study. Data were gathered from a range of environments, including educational institutions, workplaces, residential communities, and online platforms, to ensure a broad spectrum of responses.

8.5 Sample Size

This study utilizes a sample of 120 valid respondents who are active users of online food ordering platforms. The sample encompassed a diverse range of demographic characteristics, including age, gender, occupation, and place of residence, thereby offering a comprehensive insight into consumer behavior within the study area.



IX. ANALYSIS AND INTERPRETATION

9.1. Socio-Economic Profile of Consumers

Table 1: Socio-Economic Profile of Consumers

S. No	Particulars	Category	No. of Respondents (n)	Percentage (%)
1	Gender	Male	68	56.7
		Female	52	43.3
2	Age	Less than 25 years	37	30.8
		26–40 years	54	45.0
		41–60 years	22	18.3
		Above 60 years	7	5.8
3	Place of Residence	Urban	38	31.7
		Semi-urban	30	25.0
		Rural	52	43.3
4	Educational Qualification	Up to School	12	10.0
		Graduation	89	74.0
		Professionals	14	12.0
		Others	5	4.0
5	Marital Status	Married	57	47.5
		Unmarried	63	52.5
6	Family Type	Extended	62	51.7
		Nuclear	58	48.3
7	Occupation	Students	23	19.2
		Professionals	37	30.8
		Self-employed	34	28.3
		Employees	24	20.0
		Others	2	1.7

Source :primary

The socioeconomic characteristics of the respondents offer significant insights into the characteristics of individuals who engage in online food ordering in the Tirupur district.

The gender distribution reveals relatively balanced participation, with a slightly higher proportion of male respondents (56.7%), indicating marginally greater usage among men. The predominant age group was 26–40 years (45.0%), demonstrating that working-age individuals constitute the primary users of online food ordering platforms. A higher proportion of respondents were from rural areas (43.3%), reflecting the expanding reach of digital services beyond urban centers. Regarding education, the majority of respondents were graduates (74.0%), suggesting that higher educational levels facilitate digital adoption. Unmarried individuals (52.5%) formed a slightly larger group, indicating greater usage among younger populations. Extended families (51.7%) slightly predominate, while professionals (30.8%) represent the largest occupational group. Overall, the findings suggest that online food ordering is widely adopted by educated, working-age individuals across both rural and urban settings, driven by convenience and digital accessibility.

The findings suggest that online food ordering platforms are primarily utilized by young, educated, and employed individuals, with increasing adoption observed in rural areas and among diverse socioeconomic groups.



9.2. Chi-Square Analysis

9.2.1 Area of Residence vs. Level of Satisfaction

H₀: There is no significant association between area of residence and level of customer satisfaction towards online food ordering platforms.

Table No: 2 Association between Area of Residence and Level of Satisfaction

Area	High	Moderate	Low	Total
Urban	6	22	10	38
Semi-urban	19	5	6	30
Rural	26	23	3	52
Total	51	50	19	120

Source: Primary

$$\chi^2 = 23.407, df = 4, \text{table value (5\%)} = 9.488$$

The chi-square statistic (23.407) exceeds the critical value (9.488) at the 5% significance level, indicating a statistically significant relationship between residential area and customer satisfaction level. This suggests that satisfaction levels vary significantly among urban, semi-urban, and rural respondents.

A greater proportion of rural respondents reported high satisfaction (26) compared to their semi-urban (19) and urban (6) counterparts. Conversely, urban respondents exhibited a higher concentration in the moderate (22) and low (10) satisfaction categories. This indicates that rural users tend to experience greater satisfaction, potentially due to lower expectations or fewer available alternatives, whereas urban users may have higher expectations and greater exposure to competing services.

The results indicate that geographical location exerts a significant influence on customer satisfaction levels within online food ordering platforms. Given that the calculated chi-square value surpasses the critical threshold, the null hypothesis (H_0) is rejected in favor of the alternative hypothesis (H_1). This finding suggests that residence in a particular area substantially affects customer satisfaction levels.

9.2.2 Monthly Income vs. Level of Satisfaction

H₀ : There is no significant association between monthly income and level of customer satisfaction towards online food ordering platforms.

Table No: 2 Association between Monthly Income and Level of Satisfaction

Monthly Income	High	Moderate	Low	Total
Below Rs.15,000	4	10	0	14
Rs.15,001–30,000	14	13	7	34
Rs.30,001–45,000	25	25	8	58
Rs.45,001–60,000	5	0	2	7
Above Rs.60,000	3	2	2	7



Total	51	50	19	120

Source: Primary

$$\chi^2 = 12.632, df = 8, \text{table value} = 15.507$$

The computed chi-square statistic (12.632) was less than the critical value (15.507) at the 5% significance level, suggesting that there was no statistically significant relationship between monthly income and the level of customer satisfaction. This indicates that satisfaction levels do not vary significantly across income groups.

Respondents with incomes in the Rs. 30, 001–45, 000 bracket exhibited relatively higher frequencies of both high (25) and moderate (25) satisfaction levels. This trend was similarly observed across other income groups. Notably, respondents with lower incomes also reported moderate to high satisfaction, whereas those in higher income brackets did not consistently demonstrate elevated satisfaction levels.

The findings indicate that customer satisfaction with online food ordering platforms is predominantly unaffected by income levels. Instead, it is more significantly influenced by service-related factors, such as quality, convenience, and delivery performance, rather than by purchasing power.

9.3. Analysis of Variance (ANOVA)

H₀ : There is no significant relationship exists between the area of residence and the level of influence on online food delivery services.

Table 3: Relationship between the area of residence and level of influence on online food delivery services.

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.516	2	1.258	1.714	0.185
Within Groups	85.851	117	0.734		
Total	88.367	119			

Source: Primary

The ANOVA analysis reveals that the computed p-value (0.185) exceeds the significance threshold of 0.05, indicating the absence of a statistically significant difference among the groups. Consequently, the null hypothesis was retained, affirming that the area of residence does not significantly impact the level of influence of online food delivery services.

Although there are minor variations in mean scores among different residential groups, these differences are not statistically significant. This suggests that consumers, irrespective of their urban, semi-urban, or rural residency, demonstrate comparable levels of influence and engagement with online food delivery platforms.

The findings indicate that the influence of online food delivery services is relatively consistent across various geographical regions, suggesting broad acceptance and a standardized user experience provided by these platforms.

9.4 Ranking of Preferred Modes of Payment

Rank	Weight	Cash on Delivery	Debit Card	Online Transaction	Google Pay	Paytm
I	5	45 (225)	25 (125)	18 (90)	21 (105)	11 (55)
II	4	34 (136)	30 (120)	25 (100)	19 (76)	10 (40)
III	3	26 (78)	28 (84)	26 (78)	25 (75)	17 (51)
IV	2	12 (24)	17 (34)	30 (60)	28 (56)	33 (66)



V	1	3 (3)	20 (20)	21 (21)	27 (27)	49 (49)
Total Score	—	466	383	349	339	261
Average Score	—	93.2	76.6	69.8	67.8	52.2
Rank	—	I	II	III	IV	V

Source: Primary

The ranking analysis reveals that cash-on-delivery (COD) is the most favored payment method, achieving the highest total score (466) and average score (93.2). It is succeeded by debit card (383) and online transactions (349), which occupy the second and third positions, respectively. Google Pay is ranked fourth, whereas Paytm is the least preferred option, with the lowest total score (261).

The preference for cash-on-delivery (COD) indicates that consumers continue to favor traditional payment methods because of perceived safety, ease of use, and habitual practices. Debit cards and online transactions are moderately favored, reflecting a gradual transition towards digital payment methods. However, mobile wallets, such as Google Pay and Paytm, exhibit comparatively lower preference, suggesting limited trust or familiarity among certain user groups.

The findings indicate that although the adoption of digital payment systems is on the rise, consumers continue to prioritize convenience, reliability, and perceived security when selecting payment methods.

X. CONCLUSION

Online food ordering platforms have become essential components of contemporary lifestyles, offering convenience, variety, and time efficiency. In Tirupur District, their adoption spans diverse demographic groups, reflecting broader trends in digital integration. Customer satisfaction is primarily influenced by the quality of the application, restaurant performance, and availability of reliable information. While technology facilitates usage, long-term loyalty is contingent on the consistent delivery of taste, freshness, and timely services. Satisfied consumers tend to make repeat purchases and share positive experiences, whereas dissatisfaction encourages switching in competitive markets. Therefore, sustainable growth necessitates coordinated improvements in both technological and operational aspects. This study provides district-level insights, enriching the literature on digital consumer behavior and offering practical guidance for service design, partnership management, and consumer engagement strategies in online food delivery.

This study underscores the integral role of online food ordering platforms in contemporary consumer behavior, particularly among young, educated, and employed individuals. The findings indicate that customer satisfaction is predominantly influenced by factors such as service quality, system efficiency, restaurant performance, and the accessibility of information. Although geographical location significantly affects satisfaction levels, income does not appear to be a major determinant, suggesting that these services are broadly accepted across various economic groups.

The analysis further reveals that consumers in urban, semi-urban, and rural regions experience a comparable degree of influence from online food delivery services, underscoring the uniform nature of digital platforms. Regarding payment preferences, cash on delivery remains predominant, although there is a gradual transition towards digital payment methods. The study concludes that enhancing service reliability, improving user experience, and fostering trust in digital transactions are essential for increasing customer satisfaction and ensuring long-term customer loyalty in a highly competitive online food delivery market.



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