



CUSTOMER SATISFACTION WITH FOOD DELIVERY APPS AMONG COLLEGE STUDENTS.

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Abstract: Food delivery apps have become a crucial aspect of contemporary digital living, particularly among college students who often seek quick and convenient meal solutions. With the growing access to smartphones and internet connectivity, platforms like Zomato and Swiggy have changed how people order and enjoy food. This study assesses customer satisfaction with food delivery apps among college students, focusing on essential factors affecting user experience, such as food quality, delivery time, pricing, app interface, and customer support services.

Index Terms – Customer satisfaction, Food delivery apps, College students, Zomato, Swiggy, Service quality, Delivery time, Pricing, App interface, Customer support, User experience.

I. INTRODUCTION

Today, technology has significantly transformed many aspects of our everyday lives, most notably in how people order food. In the past, individuals needed to either visit restaurants or prepare meals at home. Now, thanks to food delivery apps like Zomato and Swiggy, ordering food has become a simple task done through smartphones, with meals delivered right to their doors.

Food delivery apps are particularly favored by college students. With their hectic schedules filled with classes, assignments, and various activities, students often struggle to find time to cook or dine out. These apps provide a quick and convenient way for them to order food from a wide range of restaurants and cuisines. Additionally, these platforms include features such as discounts, speedy delivery, online payment options, and order tracking, which enhance user convenience.

II. OBJECTIVES

To identify which food delivery apps college students use the most (e.g., Zomato, Swiggy).

- To examine how frequently students use these apps (daily, weekly, occasionally).
- To assess student satisfaction with different aspects of the service:
 - Food quality
 - Delivery speed
 - Pricing and delivery charges
 - App interface and ease of use
 - Customer support services
- To understand the reasons why students choose to use food delivery apps (e.g., saving time, discounts, variety of food choices).

III. LITERATURE REVIEW

The significant increase in smartphone usage and improved internet access has transformed the food delivery industry in India. In recent years, apps like Zomato and Swiggy have dominated the market, allowing users to easily browse through numerous restaurants and order meals with just a few taps on their devices. As this service has become an integral part of everyday life, researchers are closely examining why people choose these apps and what keeps them returning.

Numerous studies have attempted to identify the factors that lead to customer satisfaction with food delivery platforms. For example, Sharma and Khatri (2024) highlighted that these services are particularly popular among younger users because they save time and offer a more convenient option than dining out. They also suggested that the industry is poised for further growth as digital services increasingly integrate into daily routines.

Other researchers have conducted direct comparisons between Zomato and Swiggy to determine which app holds an advantage. They discovered that aspects such as delivery speed, packaging quality, and overall user experience are crucial to consumers. Essentially, if an app is user-friendly and delivers food promptly, customers are likely to be satisfied.

Advancements in e-commerce technology have also been a major factor in this trend. Studies indicate that these apps are quickly adopted by urban residents since they don't require specialized technical skills to navigate. Furthermore, attractive discounts, promotional offers, and a wide selection of restaurants play significant roles in fostering customer loyalty toward particular apps.

Lastly, while there is substantial research on general public usage of these services, there is relatively little focus on college students specifically. This study aims to address that gap by exploring whether their experiences as students influence their needs or concerns differently than those of other demographics.

IV. RESEARCH METHODOLOGY

This study adopted a quantitative research design to systematically assess the satisfaction levels of college students with food delivery applications. Data was collected through a structured questionnaire created using Google Forms, which consisted of ten close-ended questions designed to capture responses on app preference, usage frequency, food quality, delivery time, pricing, app interface, and customer support. The survey was distributed among 101 students from Jain University, Christ University, and Mount Carmel College in Bengaluru, selected through convenience sampling to ensure timely and accessible participation. The responses were analyzed using descriptive statistical methods, including percentage distribution, frequency analysis, and weighted satisfaction ratings, with Microsoft Excel serving as the primary tool for data organization and interpretation. This approach provided measurable insights into student perceptions and allowed for the identification of key patterns and trends in their usage of food delivery services.

V. Data Analysis and Findings

The survey responses from 100 college students revealed clear patterns in their food delivery app usage and satisfaction levels. Zomato emerged as the most preferred platform, with 61% of students identifying it as their primary choice, followed by Swiggy at 25%, while other apps accounted for the remaining 14%. Usage frequency indicated that food delivery has become a regular habit, with 35% of students ordering weekly and 32% ordering daily. Convenience was the dominant motivation, cited by 57% of respondents, while discounts, variety of options, and lack of cooking time were secondary drivers. Satisfaction levels varied across service dimensions: delivery speed and app interface received the highest ratings, with approximately one-third of students awarding scores of 4 out of 5, while food quality also received favorable ratings from 31% of respondents. In contrast, pricing and delivery charges were met with neutral responses, with 36% rating them 3 out of 5, and customer support services received the lowest satisfaction scores, highlighting inefficiencies in complaint resolution. Despite these concerns, overall sentiment remained positive, as 69% of students expressed willingness to recommend food delivery apps to peers, underscoring their integral role in student life despite challenges related to affordability and support.

Table 1: Student Preferences and Satisfaction with Food Delivery Apps

Category	Percentage (%)
Zomato (most preferred app)	61
Swiggy (most preferred app)	25
Other apps	14
Weekly usage	35
Daily usage	32
Convenience as main reason	57
Discounts and offers	19
Variety of food options	15
Lack of cooking time	9
Delivery speed rated 4/5	35
App interface rated 4/5	34
Food quality rated 4/5	31
Pricing rated 3/5 (neutral)	36
Customer support lowest rating	—
Students recommending apps	69

VI. Discussion

The findings of this study clearly demonstrate that food delivery applications have become an integral part of student life, particularly in Bengaluru, where convenience emerged as the most significant factor influencing usage. With 57% of students citing time-saving benefits as their primary motivation, it is evident that these platforms have successfully aligned with the fast-paced academic lifestyle of college students. Zomato was identified as the dominant choice, with 61% of respondents preferring it over other platforms, which highlights its strong market presence among the youth demographic. Furthermore, the frequency of usage, with over two-thirds of students ordering daily or weekly, indicates that food delivery has evolved from being an occasional indulgence to a habitual practice. While students expressed high satisfaction with delivery speed and app usability, concerns regarding pricing and customer support were evident, with many respondents rating these aspects neutrally or poorly. This suggests that although the technological efficiency of these apps is appreciated, affordability and effective issue resolution remain critical areas for improvement. Overall, the discussion highlights a dual reality: food delivery apps are indispensable for students, yet their long-term loyalty depends on striking a balance between convenience, cost-effectiveness, and service reliability.

VII. Recommendations

Based on the findings of this study, several measures can be suggested to improve the overall satisfaction of college students with food delivery applications. First, companies should enhance pricing transparency by minimizing hidden charges and clarifying delivery fees, as affordability is a major concern for students. Introducing student-focused loyalty programs, such as semester passes or targeted discounts,

could encourage long-term usage and strengthen brand loyalty. Improving customer support responsiveness is also essential, since delays in complaint resolution were highlighted as a major weakness. Additionally, expanding affordable and healthy meal options would cater to health-conscious students who rely on these apps due to time constraints. Finally, ensuring consistent delivery speed and maintaining food quality during peak hours would help sustain positive recommendations and reinforce trust among the student community.

VIII. Limitations of the Study

Although this research provides valuable insights into the satisfaction levels of college students with food delivery apps, certain limitations must be acknowledged. The sample size of 100 respondents is relatively small and may not fully represent the wider population of college students across India. The use of convenience sampling introduces potential bias, as participants were selected based on accessibility rather than randomization. Furthermore, the data relied on self-reported responses, which may be influenced by personal bias or memory errors. The study was also geographically limited to Bengaluru, meaning the findings may not reflect the experiences of students in other regions with different service availability and usage patterns. Lastly, the analysis employed basic descriptive statistical methods, which provide general insights but do not capture deeper relationships between variables.

IX. Future Scope of the Study

Future research should expand to multiple cities, larger samples, and advanced statistical methods. Exploring health impacts, spending habits, and brand loyalty could provide richer insights.

X. Conclusion

Food delivery apps have become indispensable for college students, with Zomato leading in preference. Convenience drives adoption, but pricing and customer support remain critical challenges. Despite these, overall satisfaction is high, with 69% recommending apps to peers. To sustain loyalty, companies must balance affordability, reliability, and responsiveness.

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