A STUDY ON CUSTOMERS SATISFACTION TOWARDS UBER EATS ONLINE FOOD DELIVERY SERVICES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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----------------------------------**ABSTRACT**----------------------------------
This study was undertaken to examine the service quality, customer satisfaction, and over all consumer preference of uber eats. Based on the result of this research, it is understood that uber eats online food delivery helps customers in the easy and fast delivery of food. It gives every detail of the customer's order thereby providing the best customer service. The study discloses that youngsters are more inclined to uber eats online food delivery system compared to elder people. The second most influencing factor is uber eats is faster delivery and more restaurants option; the next most influencing factor is discounts and special offers. The changing lifestyle of the consumers and expansion of online food delivery in India has undoubtedly transformed the trends in online food ordering and delivery scenario.
KEY WORDS: *satisfaction, online, food delivery, safety, technology*

INTRODUCTION

Online food ordering and delivery is a new type of business model in the current era of e-commerce and that leads to the startups of several online business. Online food ordering and delivery plays an important role in consumers, entrepreneurs, investors etc. Online food ordering and delivery is very successful because it bridges the gap between restaurants and consumers. It is a process were a customer will search for a restaurant and filter with the available items, cuisines and they deliver by an application in the mobile phone. Online food ordering and delivery system is depended on a mobile application and it works based on the location of the customer.

STATEMENT OF PROBLEM

The current scenario of Indian citizens show tendency of movement towards online food delivery. These system can make changes in lifestyle of people. Everyone seems to be in wonder of the online food order and delivery opportunity or the suitability and instant supply of food reception. The demand online food delivering is real. It conveys to the customer base that you are a modern rising restaurants and very inspiring to others that want to be convenient and accessible for all the guests who used to order regularly. In the intellect, delivers decent qualities and quantities of food, time maintain, delivery asap. This will give you the perfect result for the online food delivery of uber eats. Offering online food delivering by uber eats helps guests place an order more conveniently.

SCOPE OF THE STUDY

To fulfil the objectives of this research, the study is undertaken to analyses the customer satisfaction towards uber eats online food delivery services. The study is basically conducted to know how customers satisfaction of uber

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eats online food delivery in Coimbatore City. The scope is further extended identify the problems involved in uber eats online food delivery and also to offer suitable suggestions to figure out the problems.

OBJECTIVES
➢ To understand the consumer awareness regarding uber eats online food delivery services.
➢ To study the factors influencing the consumer buying decision of Uber eats.
➢ To analyze the perception level of consumer towards Uber eats.
➢ To study the level of consumer satisfaction of Uber eats.

RESEARCH METHODOLOGY
The descriptive research design was adopted in this study. The data has been collected from both primary and secondary sources. The data collected from 120 respondents from Coimbatore city through questionnaire by adopting sampling method. Percentage analysis, Ranking analysis and Likert scale analysis were used to analyse the data.

LIMITATIONS OF THE STUDY
• The result is obtained only by means of responses from the respondents, So there is a change for misstatement.
• The research has been restricted upto 120 respondents only.
• The study is carried out in different area of the Coimbatore City.

REVIEW OF LITERATURE
Dr.SonaliJadav(2018) "Food ordering Mobile Application a new wave in Entrepreneurship", Online food ordering is a process that delivers food or take away, from home chef, local and other food cooperatives through a mobile application or through a website. More than 50% of the food market is in the unorganized sector. However this market is growing urbanization, increasing disposable income, working women and rapid increase in the use of smart phone.

Ayush Bellya (2019) "Satisfaction of consumers by using online food services" Stated that

Our research was conducted to deal with consumer behaviour & helps to analyse their perceptions & will also help us to understand consumer equilibrium. Online food ordering is growing in Indian market day by day. Indian people are so active while using the apps for ordering food online, By conducting the above research we came to know that the foods apps are successful in capturing a market in Indian economy as almost every person uses it.

HISTORY & PROFILE OF THE STUDY
Uber Eats parent company Uber was founded in 2009 by Garrett camp and Travis Kalanick. The company made its foray into food delivery in August 2014 with the launch of the Uber FRESH service in Santa Monica, California. In 2015, the platform was renamed to UberEATS, and the ordering software was released as its own application, separate from the app for Uber rides. Its London operation opened in 2016.

In August 2018, Uber Eats changed its flat $4.99 delivery fee to a rate that is determined by distances. The fee ranges from a $2 minimum to an $8 maximum. In the UK and Ireland, the delivery fee is based on the value of the order. In February 2019, Uber Eats announced that it would reduce its fee from 35 percent of the order's value to 30 percent. As part of its expansion into foreign markets, the company announced its intention to open virtual restaurants in the UK. Sometimes called cloud restaurants or cloud kitchen, these are restaurant kitchens staffed to prepare and deliver food, either for existing brick and mortal restaurants wishing to move their delivery operations offsite, or for delivery-only restaurants with no walk-in or dining room service.

ANALYSIS
TABLE SHOWING RANKING FOR PROBLEMS OF THE UBER EATS ONLINE FOOD DELIVERY SERVICES

S.No	Particulars	1	2	3	4	5	TOTAL	RANK
1	Quantity	40(5)	25(4)	15(3)	15(2)	25(1)	400	1
2	Packaging	20(5)	35(4)	25(3)	33(2)	7(1)	388	2
3	Delay timings	25(5)	12(4)	33(3)	12(2)	28(1)	324	4
4	Food quality	15(5)	18(4)	27(3)	19(2)	41(1)	307	5
5	Wrong delivery of foods	20(5)	30(4)	20(3)	31(3)	19(1)	361	3

(Source: Primary data)

INTERPRETATION
From the table, it is understood that quantity is ranked 1, packaging is ranked 2, wrong delivery of food is ranked 3, delay timings is ranked 4, delay timing is ranked 5.

INFERENCE
The quantity of food have been ranked 1st by the customers on uber eats online delivery.

TABLE SHOWING SATISFACTION LEVEL OF UBER EATS SONLINE FOOD DELIVERY SERVICES

S.No	Factors							TOTAL	Likert
	Likert Scale value (x)		5	4	3	2	1		Scale
1	Price	f	55	34	20	7	4	120	4.07
		fx	275	136	60	14	4	489	
2	Convenience	f	45	51	16	5	3	120	4.08
		fx	225	204	48	10	3	490	
3	Online payment	f	57	42	13	6	2	120	4.21
		fx	285	168	39	12	2	506	
4	Courtesy	f	48	40	18	10	4	120	3.98
		fx	240	160	54	20	4	478	
5	Access	f	48	42	17	8	5	120	4
		fx	240	168	51	16	5	480	
6	Intuition (Solving problems)	f	49	46	13	8	4	120	4.06
		fx	245	184	39	16	4	488	
7	Choice	f	46	45	20	5	4	120	4.03
		fx	230	180	60	10	4	484	
8	Offers	f	54	39	14	9	4	120	4.08
		fx	270	156	42	18	4	490	

(Source: Primary data)

INTERPRETATION
Likert scale value 4.21 is greater than the mid value (3), thus the respondents are satisfied with the factors.

INFERENCE
The respondents are satisfied with the factors.

FINDINGS
FINDINGS FROM PERCENTAGE ANALYSIS
- 51% of the respondents are Female.
- 54% of the respondents are in the group of 19 to 25 years.
- 60% respondents are unmarried.
- 69% of the respondents are in the family of 3 to 5 members.

- 53% of respondents are at UG level.
- 32% of the respondents are private sector.
- 37% of the respondents having monthly income of Rs.15,000 to 25,000.
- 44% of the people know about the uber eats food delivery services from social media.
- 82% of the respondents are prefer to order food over the mobile app.
- 41% of respondents expect food delivery from 30-45 minutes.
- 35% of the respondents order food online on weekly basis.
- 56% of respondents spending Rs.500-1000 for online food delivery of uber eats...
- 44% of respondents order food on uber eats on Saturday.
- 40% of the respondents order lunch from the uber eats online food delivery services..
- 58% of the respondents order food online from multiple restaurants by uber eats.
- 38% of the respondents pay their payment by using debit/credit card during online food delivery of uber eats.
- 68% of the respondents like advertisement regarding online uber eats food delivery services.
- 68% of respondents pay attention for online advertisement of uber eats online food delivery services.
- 47% of the respondents feels neutral by the influence of advertisement
- 83% of the respondents suggest uber eats food delivery services to others for order food online.

FINDINGS FROM RANK ANALYSIS
- Time saving during delivering the food online have been ranked 1st by the customers for the performance towards uber eats online food delivery.
- The quantity of food have been ranked 1st by the customers on uber eats online delivery.

FINDINGS FROM LIKERT ANALYSIS
- The respondents agreeing with the service of uber eats online food delivery services would be my first choice in future.
- The respondents are satisfied with the factors.

SUGGESTIONS
- Delay in refund can be improved.
- The mismatch of restaurants can be avoided.
- Proper bill should given to the customers.
- Packing of food can be improved.
- Delay of delivering food can be avoided.

CONCLUSION
This study was undertaken to examine the service quality, customer satisfaction, and over all consumer preference of uber eats. Based on the result of this research, it is understood that uber eats online food delivery helps customers in the easy and fast delivery of food. It gives every detail of the customer's order thereby providing the best customer service. The study discloses that youngsters are more inclined to uber eats online food delivery system compared to elder people. The second most influencing factor is uber eats is faster delivery and more restaurants option; the next most influencing factor is discounts and special offers. The changing lifestyle of the consumers and expansion of online food delivery in India has undoubtedly transformed the trends in online food ordering and delivery scenario.

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