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CUSTOMER SATISFACTION IN APP-BASED FOOD DELIVERY: AN EMPIRICAL STUDY OF RAPIDO IN COIMBATORE CITY

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ABSTRACT
This study explores customer satisfaction with the Rapido food delivery service in Coimbatore city. With the growing demand for online food delivery, understanding customer experiences and expectations has become essential for service optimization. The research investigates key satisfaction factors such as delivery speed, app usability, order accuracy, food quality, customer support, and pricing. Data was collected through structured questionnaires distributed among a diverse group of users in Coimbatore. The results indicate a generally positive perception of the service, with regular engagement from users. However, issues like delayed notifications and occasional inaccuracies were noted as areas for improvement. The study offers actionable insights that can assist Rapido in enhancing service quality and maintaining customer loyalty in a competitive market.

KEYWORDS: *Customer satisfaction, Rapido, food delivery, Coimbatore, service quality, consumer perception, online ordering, delivery experience, app usability.*

I. INTRODUCTION

In today's fast-paced world, food delivery services have become an integral part of urban lifestyles. The convenience of ordering food from the comfort of one's home or office has led to a surge in demand for online food delivery platforms. Rapido, initially known for its bike taxi services, has ventured into the food delivery segment, offering quick and affordable services. With the growing competition in the food delivery industry, customer satisfaction plays a crucial role in determining the success of a service provider. Coimbatore, a rapidly developing city in Tamil Nadu, has witnessed significant growth in the food delivery sector, with an increasing number of customers relying on online platforms for their daily meals. Factors such as delivery speed, affordability, quality of service, and user experience influence customer satisfaction. This study aims to analyze customer satisfaction towards Rapido's food delivery service in Coimbatore, identifying key factors that impact their preferences and overall experience.

II. REVIEW OF LITRATURE

1. **Balasubramaniam, T., &Giridaran, C. (May 2021**). "Customer Satisfaction and Service Quality of Online Food Delivery Services in Coimbatore District." This study examines customer satisfaction and experiences with online food delivery services in Coimbatore, highlighting factors influencing customer satisfaction and service quality.
2. **Govindaraj, K. G. (February 2025).** "A Study on Consumer Satisfaction and Perception Towards Online Food Delivery Apps with Special Reference to Coimbatore City." This research focuses on consumer satisfaction and perception of online food delivery apps in Coimbatore, analyzing the most preferred services and factors influencing consumer choices.
3. **Bhuvanesh Kumar, K., et al. (April 2022).** "Customer Satisfaction Towards Online Food Delivery Systems in Coimbatore." This paper investigates customer perceptions of digital meal ordering in Coimbatore, aiming to determine the degree of satisfaction with online food services.
4. **Kavitha, G., et al. (August 2024).** "A Study on Consumer Satisfaction and Perception Towards Online Food Delivery Apps with Special Reference to Coimbatore City." This study explores consumer satisfaction and perception of online food delivery apps in Coimbatore, focusing on factors influencing consumer choices and satisfaction levels.

III. RESEARCH OBJECTIVES

1. To assess the overall customer satisfaction with Rapido's food delivery service in Coimbatore
2. To examine customer complaints and areas where service improvement is needed.
3. To study the impact of pricing and promotional offers on customer satisfaction.

IV. SCOPE OF THE RESEARCH

1. The study is limited to customers residing in Coimbatore city and does not cover other regions.
2. It focuses only on Rapido's food delivery service, excluding other services like bike taxis.
3. The research is based on customer experiences and perceptions of service quality and satisfaction.

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4. Key factors studied include delivery time, order accuracy, app usability, pricing, and customer support.
5. Data is collected through structured questionnaires from a varied group of Rapido users within Coimbatore.

V. RESEARCH METHODOLOGY

RESEARCHDESIGN

A research design is a detailed blue print used to guide a research study towards its objective. The process of designing a research study involves many interrelated decisions. The most significant decision is the choice of research approach, because it determines how the information will be obtained. The choice of the research approach depends on the nature of the research that one wants to do.

The present study is descriptive research based on the survey method. The methods adopted in the choice of sample, selection of respondents, collection of data and tools of analysis are briefly discussed in this part.

AREA OF THE STUDY

The geographical area of the study chosen for this research is Coimbatore district, Tamil Nadu

POPULATION OF THE STUDY

The populations of the study are the people who are living in Coimbatore district and who use Rapido food delivery, with the aim of analysing customer satisfaction.

SAMPLING TECHNIQUE

A convenience sample is a sample where the respondents are selected, in part or in whole, at the convenience of the researcher. The researcher makes no attempt, or only a limited attempt, to ensure that this sample is an accurate representation of some larger group or population.

SAMPLE SIZE

Since the entire population cannot be taken for the study, the size of the sample was restricted to 155 respondents.

HYPOTHESIS OF THE STUDY

- H_1: There is a significant correlation between gender and satisfaction with the timeliness of Rapido's delivery.
- H_1: There is a significant association between age group and perceived ease of placing an order on the Rapido app.
- H_1: There is a significant correlation between gender and satisfaction with Rapido's customer support.
- H_1: There is a significant difference in the frequency of using Rapido for food delivery across different age groups.
- H_1: There is a significant difference in the rating of delivery personnel professionalism between genders.

DATA COLLECTION

There are several ways of collecting the appropriate data. While deciding about the method of data collection to be used for the study, the researcher should keep in mind, that there are two types of primary data & secondary data.

1. PRIMARY DATA

Primary data are those which are collected a fresh and for the first time and thus happen to be original in character. Primary data for the study has been collected through questionnaire and personal interview from the respondents.

2. SECONDARY DATA

Secondary data on the other hand are those which have already been collected by someone else and which have already been passed through the statistical process. In this study secondary data are collected from the online articles, journals, text books, etc.

TOOLS USED FOR DATA ANALYSIS

Data is collected through structured questionnaire by way of circulating the questionnaire to the respondents. The collected data is tabulated and coded, using simple percentage method and statistical methods the data were analyzed and interpretation was given. Appropriate charts were used to present the data pictorially.

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VI. DATA ANALYSIS AND INTERPRETATION

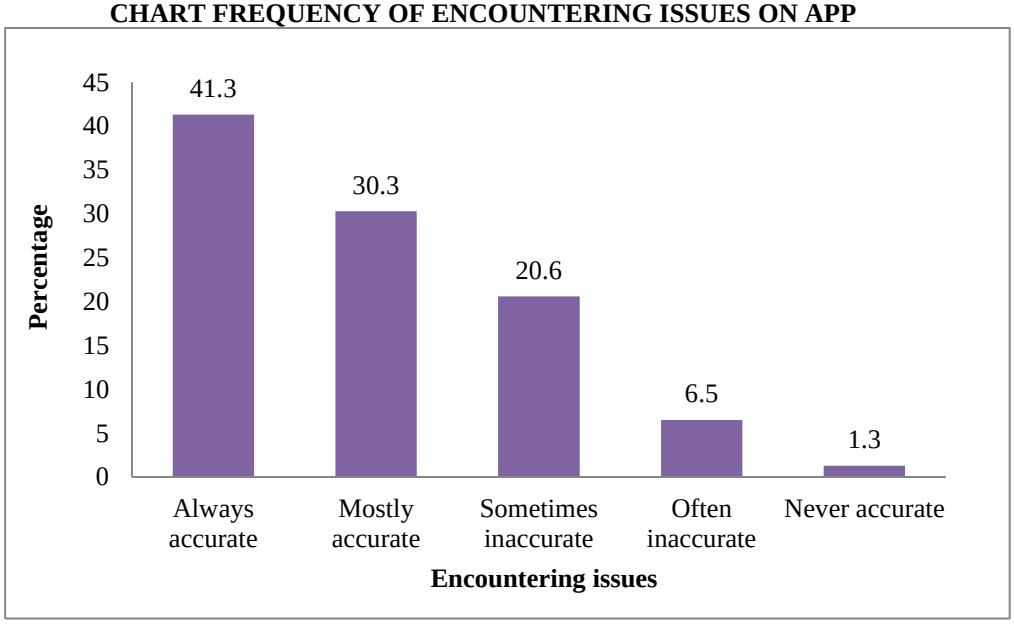
FREQUENCY OF ENCOUNTERING ISSUES ON APP

		Frequency	Percent
Valid	Always Accurate	64	41.3
	Mostly Accurate	47	30.3
	Sometimes Inaccurate	32	20.6
	Often Inaccurate	10	6.5
	Never Accurate	2	1.3
	Total	155	100

INTERPRETATION

The frequency and percentage distribution of accuracy perception suggest that the majority of people believe the material is correct, with 64 people (41.3%) evaluating it as always accurate and 47 people (30.3%) rating it as mainly accurate. Ten people (6.5%) think the material is frequently erroneous, while 32 people (20.6%) think it is occasionally inaccurate. Just two people (1.3%) believe that the information is never correct. Overall, the data shows that the majority of people believe the information to be true, while a lesser percentage believe it to be false.

CHART FREQUENCY OF ENCOUNTERING ISSUES ON APP



SATISFACTION ON DELIVERY TIME

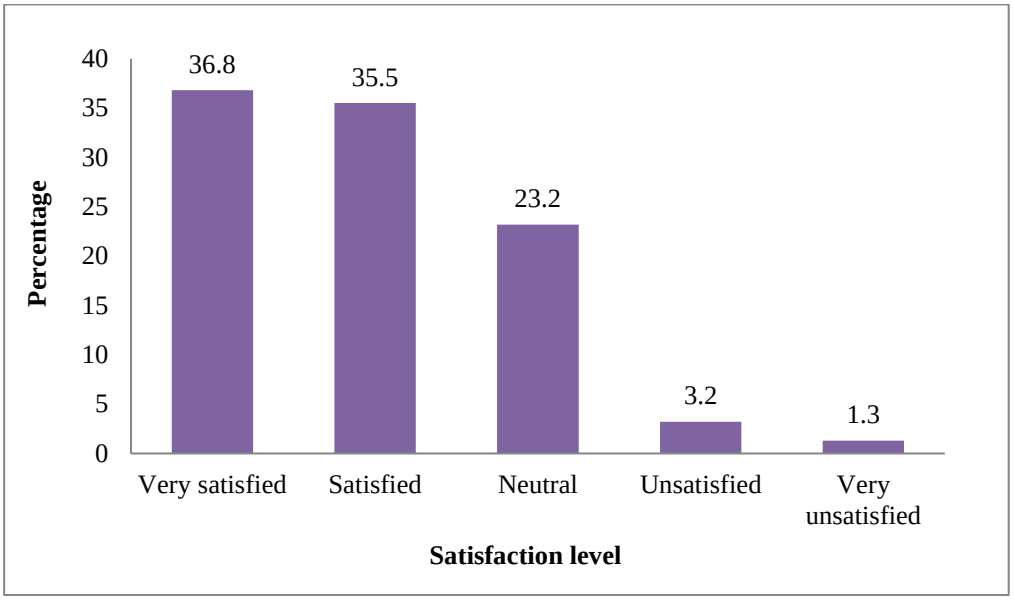
		Frequency	Percent
Valid	Very satisfied	57	36.8
	Satisfied	55	35.5
	Neutral	36	23.2
	Unsatisfied	5	3.2
	Very unsatisfied	2	1.3
	Total	155	100

INTERPRETATION

The frequency and percentage distribution of satisfaction ratings indicate that the vast majority of people are pleased with their experience. In particular, 55 people (35.5%) are happy and 57 people (36.8%) are really satisfied. 36 people (23.2%) make up a smaller group that is indifferent about their experience. Just five people (3.2%) are dissatisfied, and two people (1.3%) are extremely dissatisfied. According to the research, the majority of people have a favorable opinion of the experience overall, with 72.3% reporting satisfaction and very few expressing discontent.

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CHART SATISFACTION ON DELIVERY TIME



Chi Square Test

GENDERS AND RESPONSIVENESS OF CUSTOMER SUPPORT

H_0: There is no significant correlation between gender and satisfaction with Rapido's customer support.
H_1: There is a significant correlation between gender and satisfaction with Rapido's customer support.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.066	12	.089
Likelihood Ratio	14.333	12	.111
N of Valid Cases	155		

Calculated $\chi 2$ Value: 15.066
Degree of freedom: 12
Signification level: .089

INTERPRETATION

A chi-square test was used to see if there was a significant relationship between the categorical variables. With 12 degrees of freedom, the Pearson Chi-Square test produced a result of $\chi^2 = 15.066$ and a p-value of.089. The link is not statistically significant, even though this finding is close to significance and does not satisfy the standard cutoff of $p < .05$. This conclusion is supported by the Likelihood Ratio test ($\chi^2 = 14.333$, df = 12, p =.111). The research, which was based on 155 genuine examples, indicates that there is no statistically significant association between the variables; but, given how close the result is to significance, it might be worth looking into further.

VII. FINDINGS

1. Age and Gender Demographics

The majority of respondents are aged 18-24, with over 80% being under 35, indicating strong engagement from a younger audience. Additionally, 60% of participants are male, suggesting that the activity tends to attract more male users.

2. Regular Engagement and Notification Timeliness

Most participants engage in the activity on a weekly or monthly basis, showing consistent but not daily involvement. A significant portion receives notifications ahead of time, though some experience delays or miss notifications entirely.

3. Positive Perception of Content and Experience

The majority of respondents is satisfied with the activity and find it easy, helpful, and accurate. Most rate their overall experience as good or excellent, with only a small percentage expressing dissatisfaction.

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VIII. SUGGESTIONS

1. **Enhance Notification Timeliness and Accuracy**
   Although the majority of users receive timely notifications regarding their orders, a notable minority reported delays or missed alerts. This inconsistency can negatively affect user experience, especially when expectations are not met. Rapido should invest in optimizing its notification system ensuring real-time updates, improving app stability, and reducing latency. Clear and reliable communication can significantly boost trust and satisfaction among users.
2. **Tailor Services for the Younger Demographic**
   With over 80% of respondents under the age of 35, it's evident that Rapido's food delivery service appeals most to a younger audience. This group values convenience, speed, and digital engagement. Therefore, Rapido should consider personalizing its app features, loyalty programs, and marketing content to align with the preferences of this demographic. Gamification, app-exclusive offers, and student-friendly pricing can further strengthen their loyalty and engagement.
3. **Leverage Peak Meal Times with Targeted Promotions**
   The data shows that lunch and dinner are the most popular meal times among users. Rapido can capitalize on these peak hours by launching time-bound promotional offers or combo deals specifically targeted at these time slots. Push notifications and social media ads can further amplify the reach of these campaigns.

IX. CONCLUSION

This study highlights the growing relevance of online food delivery services in Coimbatore, with a specific focus on Rapido's food delivery platform. The findings indicate that while a majority of customers express satisfaction with the convenience, speed, and accessibility offered by Rapido, there remain key areas requiring improvement. Notably, customer complaints often center around issues such as price hikes, limited menu options, delays during peak hours, and concerns about product packaging and design. Moreover, the analysis reveals that pricing and promotional offers play a significant role in shaping customer satisfaction and brand loyalty. Attractive discounts, cash back offers, and transparent pricing structures were found to enhance the overall customer experience. To sustain and enhance customer satisfaction, Rapido must address service quality gaps, respond proactively to customer feedback, and maintain competitive pricing strategies. Continuous innovation, customer engagement, and quality assurance will be vital for Rapido to remain a preferred food delivery choice in Coimbatore's highly competitive market.

X. REFERENCE

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5. *Krishnan, V., & Hussain, M. E. (2022). A study and analysis of service quality management in Rapido.*