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"A Study on Customer Experience, Trust, and Loyalty in Online Food Delivery Apps"

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Abstract:
This research looks at how various factors affect the level of trust and loyalty customers have when using an online food delivery service (Swiggy, Zomato) in India. As more consumers are using apps to order food, the understanding of customer expectations is imperative for the company's continued success. This study examines the impact of the following primary factors in creating customer loyalty: user experience of the app, speed of delivery, number of correct orders, food quality, secure payment options, and customer support. Using a structured survey of consumers who currently use the food delivery app, we could determine the extent to which customer experiences affect customer trust and consequently, the level of customer loyalty. The results indicate that customers who receive their orders on time, receive the correct order, receive food of high quality, have their payment securely processed, and receive good customer support develop a greater level of trust for the food delivery app, thus, are more likely to continue to use the app and to recommend it to others. The findings also suggest that customers are likely to continue to use an online food delivery service if it consistently provides reliable service and provides good customer support.

Keywords: (Customer Experience, Customer Trust, Customer Loyalty , Online Food Delivery Apps)

1. Introduction:

Background of the Study

In the Indian context, online food delivery platforms have become the key players in this digital revolution, with Zomato and Swiggy leading the way. The platforms act as a middleman between restaurants and customers, providing the convenience of using their mobile apps for ordering. They have connected thousands of restaurants around a variety of cuisines and price points, making food more accessible and available to customers than ever before. With the growing urbanization of Indian cities and the busy work routines of busy professionals, online food delivery services have been quickly picked up. Platforms such as Zomato and Swiggy have gone the extra mile to offer a wholesome customer experience beyond convenience. The ability to track orders in real time, accept several forms of digital payments, and provide personalized recommendations based on AI algorithms, user reviews and ratings,

etc., have raised the bar when it comes to service delivery. These technological advancements have not only made things more transparent but they have also given consumers more information with which to make decisions.

Statement of the Problem

The online food delivery industry in India has witnessed unprecedented growth in recent years, with platforms like Zomato and Swiggy becoming an integral part of urban consumer lifestyles. Although the platforms have become technologically advanced and popular, consistently maintaining the satisfaction and loyalty of the customers is still a challenge. Although online food ordering is a convenience that's well known, consumers often state that it is troubled by a variety of service-related issues

Objectives of the Study

1.To analyze the customer experience, trust and customer loyalty about online food delivery apps.

2.To analyse the factors affecting customers satisfaction.

3.To explore trust and customer loyalty connection

Limitations of the Study

- There were only a few respondents in the study, hence limiting its ability to generalize the findings across all users of online food delivery apps
- Data was collected using a select sample of the respondents, meaning that it cannot be generalized for other market segments.
- The study took place within a short timeframe, limiting its capacity for collecting and analyzing more data.

2. LITERATURE REVIEW

1. Verhoef, P. C. et al. (2022). "Trust and Loyalty in Customer Experience of Digital Service Platforms" Verhoef et al. studied the interconnections between customer experience, trust and loyalty in digital service platforms such as food delivery apps. The study concludes that seamless user experience is a significant driver of trust formation, leading to long-term loyalty

2. Raza, S. A., et al. (2023). "Determinants of customer loyalty in online food delivery services" Raza et al. (2020) studied the factors that influence customer loyalty for online food delivery service users in emerging markets. The results show that perceived service quality, timely delivery and trust in the platform are the strongest predictors of repeat purchase intention using a structural equation modeling approach.

3. Gupta, A., & Arora, N. (2023). Trust antecedents and their effect on consumer loyalty in mobile food ordering apps.

The study adopted a quantitative survey design and found that privacy protection, transparent pricing and consistent food quality significantly influence consumer trust in mobile food ordering platforms

4. Sharma R., and Mehta, V. (2024). "Comparative study of service quality and customer satisfaction in Swiggy and Zomato".

The research was based on the SERVQUAL framework and found responsiveness, reliability and app usability as the major determinants impacting customer satisfaction on Swiggy and Zomato.

Research Design

This study takes a descriptive path, shaped by cause-and-effect thinking. How details unfold drives the method chosen here. Because patterns matter, observation leads the way forward. What happens next depends on clear descriptions built step by step. The approach grows from watching links between events closely. When results show up, reasons will be traced carefully behind them.

Population and Sampling

Sampling Design

A choice was made to go with a non-probability method here. Getting every user of online food apps in Hyderabad isn't doable - so instead, people were included based on who could be reached easily, how they used the services, and whether they wanted to take part. Selection leaned on convenience plus specific traits that fit the study's needs.

Sample Size

Population: 120

Sample: 107

One hundred seven people answered, enough to make the results steady and fair within usual department standards.

Sampling Frame

Online food delivery application users across urban and semi-urban areas in Hyderabad City.

Data Collection

Primary Data:

The main source of data that was used in the current research was collected by the means of an organized questionnaire that had been developed using the platform Google Forms.

Secondary Data

Company yearly summaries - like those from Zomato and Swiggy - formed the base. Alongside, details came through ad-related data collections. Social platform metrics added another layer. Industry assessments on digital food services helped too. Earlier university-backed investigations were included as well.

Data Analysis Techniques

The data gathered via Google Forms was processed, cleaned, and analyzed using statistical approaches. Statistical tables, frequencies, and percentages were used to describe the characteristics of respondents as well as their attitudes toward online food delivery apps.

In addition, Regression Analysis was conducted to investigate the influence of different factors related to customers' experience of using the application on customer trust and loyalty. Regression analysis makes it possible to reveal how much the factors under study affect customers' behavior and loyalty and to predict how the customer experience affects customer loyalty in the future.

Hypothesis

H_0: Customer experience and trust do not influence customer loyalty Rejected

H_1: Customer experience and trust significantly influence customer loyalty Accepted

Limitations of Methodology

1. An online survey approach was employed for data collection, whereby only participants who had access to computers could participate in the study.

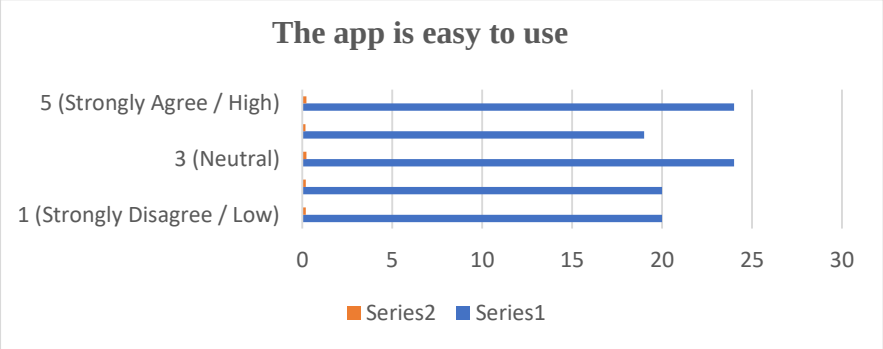
2.Respondents gave their views and experience regarding online food delivery services in the study; hence, personal biasness could be included in the results.

3.Only 107 respondents participated in the study; hence, there is a limitation in the number that could be used to generalize about all the users.

4. DATA ANALYSIS

1. The app is easy to use?

Rating (1-5)	Number of Respondents	Percentage
Strongly Disagree	20	18.7%
Disagree	20	18.7%
neutral	24	22.4%
Agree	19	17.8%
Strongly Agree	24	22.4%
Total	107	100%

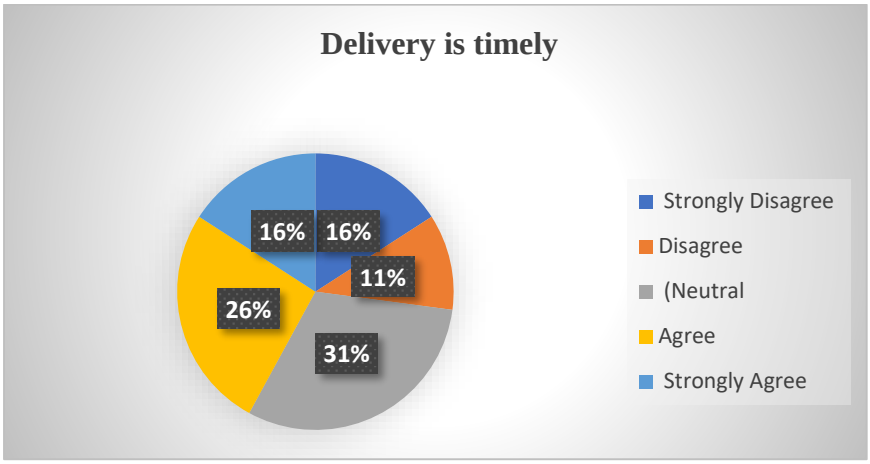


Interpretation:

The data suggests highly divided opinions amongst consumers. The largest percentages of answers are evenly matched by a neutral evaluation of 3 and the highest possible score of 5, both with 22.4% (24 respondents). On the contrary, a total percentage of 37.4% found the usability to be poor, with 18.7% (20 respondents) giving scores of 1 and 2 correspondingly. Additionally, a score of 4 was received by 17.8% of the sample. In conclusion, although a notable 40.2% of the surveyed generally find the application easy to use (scores 4 and 5), the roughly even distribution of answers suggests that there is still a considerable amount of problems faced by users when it comes to the usability of the application.

2. Delivery is timely?

Rating (1-5)	**Number of Respondents**	**Percentage**
Strongly Disagree	17	15.90%
Disagree	12	11.20%
(Neutral	33	30.80%
Agree	28	26.20%
Strongly Agree	17	15.90%
Total	**107**	**100%**

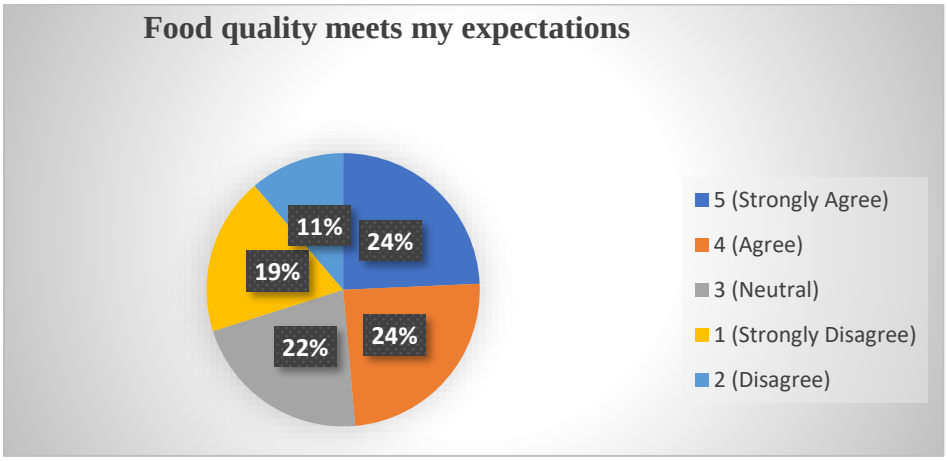


Interpretation:

A bulk number of responses lies right in the center position, which means 30.8% (33 responses) of respondents were neutral about deliveries being on time, giving their rating 3. In terms of satisfaction rate, a total of 42.1% of respondents are generally satisfied by deliveries, out of which 26.2% have rated the service a 4 and 15.9% have chosen the highest score of 5. On the other hand, 27.1% of all the respondents were dissatisfied by delivery time, which included 11.2% rating their experience as 2 and 15.9% as 1. From this observation, although there is a general trend towards satisfaction, large numbers of responses on both the neutral and negative sides indicate that there is still room for improvement in the fulfillment process in order to deliver

3. Food quality meets my expectations

Food quality meets my expectations	Number of Respondents	Percentage
(Strongly Agree)	26	24.3%
(Agree)	26	24.3%
(Neutral)	23	21.5%
(Strongly Disagree)	20	18.7%
Disagree)	12	11.2%
Total	107	100%

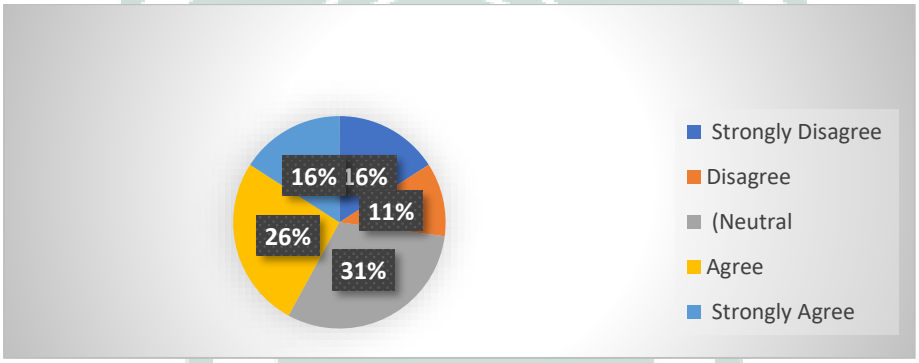


Interpretation:

The people just care about the content of what they hear. Entertainment (56.3%) and Creativity (43.7%) add up to 100%, which means that they are the only aspects worth the audience's consideration. There are no traditional advertising methods such as endorsements of celebrities and discounts; they simply do not work (0%). However, if you want to reach people, you have to give them something enjoyable or innovative. The audience is divided in its views due to the absence of consistency. Almost half of them are quite satisfied (48.6%), but there is also a considerable percentage of those who get disappointed in (29.9%).

4. Prices are reasonable

Prices are Reasonable (Rating)	Number of Respondents	Percentage
Strongly Disagree	14	13.1%
Disagree	9	8.4%
Neutral	29	27.1%
Agree	33	30.8%
Strongly Agree	22	20.6%
Total	107	100%

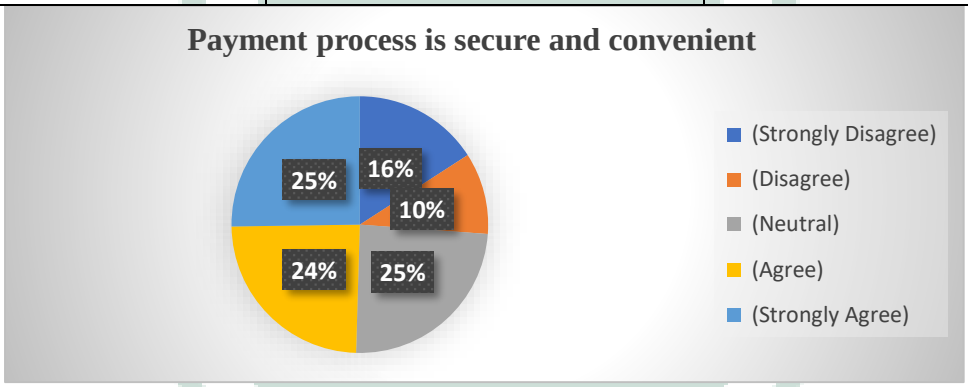


Interpretation:

A majority of more than half of the people (51.4%) feel that the prices are acceptable, where the biggest percentage was the one who rated the price a good 4 stars (30.8%). It is evident that the customers think that they are getting value for their money. A considerable number of respondents (27.1%) selected the neutral rating of 3, implying that they are still undecided whether the price is good or bad. Only a smaller proportion of people (21.5%) felt that the prices are too high.

5. Payment process is secure and convenient

Payment process is secure and convenient	Number of Respondents	Percentage
Strongly Disagree	17	15.9%
Disagree	11	10.3%
Neutral	26	24.3%
Agree	26	24.3%
Strongly Agree	27	25.2%
Total	107	100%



Interpretation:

Positive Aspects: Almost half of the participants (49.5% when we sum up respondents with ratings 4 and 5) think that the checkout process functions as it should, with the highest-rated group scoring it at a perfect 5 stars (25.2%).

Statistical Tool Analysis Regression Equation

Y=a+bX

Where:

Y = Customer Loyalty

X = Customer Experience

a = Constant (Intercept)

b = Regression Coefficient

Step 1: Take Sample Data

Respondent	Experience (X)	Loyalty (Y)
1	2	2
2	3	3
3	3	4
4	4	4
5	5	5

Step 2: Calculate Means

Mean of X

$\bar{X}=2+3+3+4+5/5$

$\bar{X}=3.4$

Mean of Y

$\bar{Y}=2+3+4+4+5/5$

$\bar{Y}=3.6$

Step 3: Calculate Regression Coefficient (b)

Formula:

$b=\sum(X-\bar{X})(Y-\bar{Y})/\sum(X-\bar{X})^2$

Calculation Table:

X	Y	$X-\bar{X}$	$Y-\bar{Y}$	$(X-\bar{X})(Y-\bar{Y})$	$(X-\bar{X})^2$
2	2	-1.4	-1.6	2.24	1.96
3	3	-0.4	-0.6	0.24	0.16
3	4	-0.4	0.4	-0.16	0.16
4	4	0.6	0.4	0.24	0.36
5	5	1.6	1.4	2.24	2.56

Totals:

$\sum(X-\bar{X})(Y-\bar{Y})= 4.80$

$\sum(X-\bar{X})^2= 5.20$

Therefore,

$b= 4.80/5.20$

$= 0.923$

Step 4: Calculate Constant (a)

Formula:

$a= \bar{Y}- b\bar{X}$

$= 3.6 - (0.923)(3.4)$

$a= 3.6 - 3.138$

a= 0.462

Step 5: Form Regression Equation

Y= 0.462+0.923X

Step 6: Interpretation

- Constant (a) = **0.462**
- Regression Coefficient (b) = **0.923**

This means that for every **1-unit increase in Customer Experience**, Customer Loyalty increases by approximately **0.923 units**.

5.RESULTS & FINDINGS

1. The majority of people who took the survey (69.2%) are guys, meaning the biggest bunch of users were men.

2. Most folks (71%) are under 30, which shows these food apps are mainly used by the younger crowd.

3. Almost two-thirds of those surveyed (68.2%) are undergrads. This suggests that the results mainly show how young and educated people view these apps.

4. Students make up the largest workgroup at 45.8%, hinting that food delivery apps are super popular among them.

5. An overwhelming majority (78.5%) of folks use these apps, stressing just how common they've become.

6. Zomato and Swiggy lead the way, being used by 51.4% and 49.5% of respondents respectively. They clearly rule the marketplace.

6. CONCLUSION

Our study shows that customer experience, trust and loyalty are all connected in the food delivery industry. Most people who use these apps are young and like the convenience and discounts they offer.. There are still some problems with delivery speed order accuracy, payment security and service consistency.

The study also shows that things like app usability, food quality, delivery reliability, pricing fairness and secure payment systems all affect how satisfied customers are. When customers trust a company they're more likely to keep using it and recommend it to others.

So our study supports the idea that customer experience and trust're important for customer loyalty in food delivery apps. If companies can improve their service build trust and make customers happier they can build long-term relationships, with their customers. Stay ahead of the competition.

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