



## Online Food Delivery Service

 S. Gayathri<sup>1</sup>  B. Kasthuri<sup>2</sup>  T. Gowri Thangam<sup>3\*</sup>

<sup>1</sup> Master of Commerce, PG & Research Department of Commerce, Sakthi College of Arts and Science for Women, Oddanchatram, India

<sup>2</sup> Assistant Professor, Department of Commerce, PG & Research Department of Commerce, Sakthi College of Arts and Science for Women, Oddanchatram, India.

<sup>3</sup> Head & Assistant Professor, Department of Commerce, PG & Research of Commerce, Sakthi College of Arts and Science for Women, Oddanchatram, India.

DOI: <https://doi.org/10.70333/ijeks-04-12-19>

\*Corresponding Author: [gowri81900@gmail.com](mailto:gowri81900@gmail.com)

Article Info: - Received : 02 January 2026

Accepted : 25 January 2026

Published : 30 January 2026



Online food delivery services have completely changed the way people choose restaurants, order food and enjoy meals at home, hostels and workplaces. Its examines customer expectation and satisfaction in online food delivery, with special attention to factors like ease of using the app, speed of delivery, food quality, pricing, discounts, customer service and overall reliability. It also explains what is meant by customer expectation and satisfaction in this area and highlights the main objectives of such a study. The paper discusses the benefits, merits, demerits and common findings from recent research on online delivery. Studies show that customers mostly expect fast, correct and hygienic service at a reasonable price, along with clear information and quick support when problems occur. Customer satisfaction mainly depends on how fast the food is delivered, whether the order is accurate, the temperature and quality of food, the app experience and how well complaints are handled. Although online food delivery offers convenience, more choices and job opportunities, it also brings challenges like delivery delays, uneven food quality, extra charges and pressure on restaurant profits. The paper concludes that both delivery platforms and restaurants should improve technology, logistics, communication and service recovery systems to better match customer expectations and increase satisfaction.

**Keywords:** *Online Food Delivery, Customer Expectation, Customer Satisfaction, Service Quality, Delivery Time, Food Quality, Mobile Apps, Customer Experience, Service Recovery, E-Commerce.*



© 2026. S. Gayathri et al., This is an open access article distributed under the Creative Commons Attribution License (<https://creativecommons.org/licenses/by/4.0/>), which permits unrestricted use, distribution, and reproduction in any medium, provided you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license, and indicate if changes were made.

## 1. Introduction

Mobile apps and websites for food ordering have grown rapidly, driven by smartphone penetration, busy lifestyles and changing consumption habits. Customers can now browse menus, compare prices, track delivery and pay digitally within a few taps. Platforms partner with restaurants, cloud kitchens and independent delivery workers to fulfill large volumes of orders each day. As competition grows, customer expectation also rises. Users compare multiple apps, read ratings and reviews and quickly switch if service falls short. For platforms and partner restaurants, understanding what customers expect and how satisfied they feel is essential for retention, word-of-mouth and profitability. This paper presents a conceptual overview that can guide academic projects, surveys or organizational assessments on customer expectation and satisfaction in online food delivery services.

## 2. Meaning

Customer expectation in online food delivery refers to the pre-formed beliefs and standards that customers hold about how the service should perform. These expectations cover ease of ordering, choice of restaurants, delivery time, food quality, hygiene, packaging, pricing transparency, discounts and behavior of delivery personnel. Customer satisfaction refers to the degree to which actual service performance matches or exceeds those expectations. If delivered service meets or goes beyond expectations, customers feel satisfied; if it falls short, they feel dissatisfied and may complain, rate poorly or switch providers.

## 3. Definition

Online food delivery services are digital platforms (apps/websites) connecting customers to restaurants, allowing them to order prepared meals or groceries for home delivery or pickup, streamlining the process from browsing menus and paying online to receiving the order via restaurant staff or third-party drivers.

## 4. Objectives of the Study

- To identify the key expectations that customers have from online food delivery services.
- To measure the level of customer satisfaction with various services attributes

(app usability, delivery time, food quality, pricing, support).

- To analyze the gap between customer expectations and perceived service performance.
- To understand the impact of service quality dimensions on overall satisfaction and repeat usage.
- To examine how pricing, discounts and offers influence expectation and satisfaction.
- To identify major problems faced by customers and evaluate current service recovery practices.
- To suggest strategies for platforms and restaurants to improve satisfaction and loyalty.

## 5. Benefits

- Convenience Customers can order food from home, office or hostel without traveling or waiting in lines, which saves time and effort.
- Variety and Choice Users gain access to multiple cuisines, price ranges and restaurant types within a single app.
- Time Flexibility Orders can often be placed late at night or during off-hours, depending on local availability.
- Transparency and Information Menus, prices, photos, ratings and reviews are visible before ordering, which supports informed choices.
- Digital Payments and Offers Customers can use various digital payment options and enjoy discounts, promo codes and loyalty points. For Platforms and Restaurants
- Expanded Market Reach Restaurants can reach customers beyond their immediate physical area, including new segments such as office clusters or student areas.
- Data and Analytics Platforms collect data on customer behavior, popular items, peak times and satisfaction, which helps in planning and marketing.
- Sales Growth Online delivery can add an extra revenue channel, especially for small or new restaurants.
- Brand Visibility Presence on popular apps increases brand recognition and helps new outlets get discovered.

## 6. Merits for All

- Options such as add-ons, special instructions, spice levels and dietary filters let customers personalize orders.
- Real-time tracking reduces uncertainty; customers can estimate arrival time and plan accordingly.
- Order history allows quick reordering of favorite meals.
- Digital order management reduces phone calls, manual errors and confusion at the restaurant.
- Platforms offer featured listings, sponsored ads and campaign tools that help restaurants attract more orders.
- Digital workflows for order confirmation, dispatch and settlement can streamline operations.

## 7. Demerits

- Traffic, weather or operational issues can lead to late deliveries, causing dissatisfaction, especially when expectations are set for short delivery windows.
- Food may arrive cold, soggy, spilled or with poor packaging, reducing perceived quality and hygiene.
- High delivery fees, surge pricing, packaging charges or platform fees may not be obvious at first, affecting perceived value.
- Experience can vary widely between restaurants, time slots and delivery partners, making expectations difficult to manage.
- Concerns about kitchen hygiene, food handling and delivery safety rise during health crises or in poorly regulated environments.
- Platforms often charge significant commissions, which pressure restaurant margins or lead to higher menu prices on the app.
- Handling peak-time orders, cancellations and complaints can strain kitchen staff and delivery workers. Delivery personnel may face long hours, traffic risks and pressure to meet tight deadlines for limited pay.
- A few poor experiences or viral complaints can damage the image of both the platform and the restaurant.

## 8. Findings

- On-time delivery strongly influences satisfaction. Customers become highly dissatisfied when promised time windows are not met, even if food quality is good.
- Taste, temperature, freshness and secure packaging are major determinants of satisfaction. Good packaging that prevents spillage and maintains temperature increases repeat orders.
- Simple navigation, clear menus, accurate search, smooth payment and visible customer support channels improve satisfaction.
- Introductory discounts and frequent offers raise expectations of low prices. Which can reduce satisfaction when such offers are withdrawn.
- When offers reduce or surge pricing appears, customers may feel less satisfied even if basic service quality remains stable.
- Customers rely heavily on ratings and written reviews. High star ratings and positive comments set higher expectations; mismatch between reviews and actual experience reduces trust.
- Effective handling of complaints (fast refunds, replacement orders) can restore satisfaction and even increase loyalty compared to customers who never faced a problem.
- After major health events, customers pay greater attention to hygiene measures, such as tamper-proof packing, contactless delivery and safety practices of staff.
- Despite occasional issues, the convenience factor keeps many customers loyal to online food delivery, especially students, working professionals and families with limited time.

## 9. Conclusion

Customer expectation and satisfaction are central to the success of online food delivery services. Customers expect quick, convenient, reliable and hygienic delivery supported by easy-to-use apps, transparent pricing and responsive support. Satisfaction is highest when platforms and partner restaurants consistently meet these expectations, communicate clearly during delays or issues and handle complaints fairly. To improve satisfaction, platforms should invest in better route planning, realistic delivery time estimates,

strong quality control and more transparent pricing. Restaurants must focus on consistent food quality, proper packaging and efficient order handling. Delivery partners need adequate training, safety support and fair working conditions to deliver good service. At the same time, customers should set realistic expectations during peak hours and provide honest feedback that helps the system improve. Well-managed online food delivery services can create value for all stakeholders by combining convenience with quality and reliability, but sustained effort is required to close the gap between expectations and actual experience.

### References

- Agarwal, J.C. (2002), *Theory and Principles of Education*, Shipra Publications, New Delhi.
- Kapoor, A. P., & Vij, M. (2018). *Technology at the dinner table: Ordering food online through mobile apps*. *Journal of Retailing and Consumer Services*, 43, 342–351.
- Ray, A., Dhir, A., Bala, P. K., & Kaur, P. (2019). *Why do people use food delivery apps? A consumption values theory perspective*. *Journal of Retailing and Consumer Services*, 51, 101–110.
- Yeo, V. C. S., Goh, S. K., & Rezaei, S. (2017). *Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services*. *Journal of Retailing and Consumer Services*, 35, 150–162.
- Pigatto, G., Machado, J. G. d. C. F., Negreti, A. d. S., & Machado, L. M. (2017). *Have you chosen your request? Analysis of online food delivery companies in Brazil*. *British Food Journal*, 119(3), 639–657.
- Wolfenbarger, M., & Gilly, M. C. (2003). *ETailQ: Dimensionalizing, measuring and predicting etail quality*. *Journal of Retailing*, 79(3), 183–198.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988). *SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality*. *Journal of Retailing*, 64(1), 12–40.
- Statista. (2022). *Online food delivery market data and user statistics*. Retrieved from <https://www.statista.com>

**Cite this article as:** S.Gayathri et al (2026)., Online Food Delivery Service. *International Journal of Emerging Knowledge Studies*. 5(1), pp. 67–70. <https://doi.org/10.70333/ijeks-04-12-19>