



FACTORS INFLUENCING CUSTOMER SATISFACTION OF ONLINE FOOD DELIVERY APPS

Vinay Kumar

Assistant Professor, JA Institute of Logistics

ABSTRACT

Statistics reveal that the food tech industry though at a nascent stage is poised to grow in leaps & bounds. Numerous factors contribute to this phenomenon of which, rising internet penetration and accessibility, favorable consumer disposition, expanding network of restaurants on food tech platforms, increasing social acceptance etc. are the primary drivers. The purpose of this study is to focus on how the website quality influences customer satisfaction while using food apps. For this, SEM was employed to test the model and the hypothesis. The findings from Pearson Correlation indicate that there is a positive significant influence of website quality on customer satisfaction. Further this study attempts to assess the level of customer satisfaction in food apps while ordering food using MFOA. Besides, a sneak peek on the level of customer satisfaction discloses that the satisfaction level among the users is good.

Key words: Mobile food ordering apps(MFOA), Website Quality, Customer Satisfaction.

1. INTRODUCTION

A slew of online food delivery players have through partnerships been building scale by zeroing in strategies that can offer a veritable buffet to its customers, thus leaving the organized food business a robust growth potential and a promising future. IBEF report states that the online food delivery industry is growing at 150 percent year on year. The article by Sarvant Singh in Forbes revealed that the online food delivery is estimated to reach \$200 Billion by 2025 stand testament to this growth strategy. As per the BCG report there is a burgeoning increase of online buyers

specifically due to multiple factors like growing internet penetration, strong value proposition offered by online merchants, proliferating payment platforms, and rising e-commerce adoption.

The internet based electronic commerce environment enables consumers' to purchase products & services through online mode. With the advent of technology, people are more prone to use apps for availing products & services. From paying bills to buying groceries, people started depending more on mobile apps. The growth in discretionary income coupled with shortage of time due to new lifestyle paved the way for the quick acceptance of mobile food ordering apps. Thus MFOAs gained popularity especially among youngsters, who could leverage technology to their advantage of doing business via the internet. Moreover MFOA provides the luxury of dining at the comfort of one's home, the cuisine which one selects based on one's preference. In contrast to brick and mortar stores the online platform has additional attributes like the navigation which solely depends on the user interface. A well designed user interface system will help the consumers in searching out their preferred choice, spending less time and more convenient. This study gives insight to the food delivery players to identify the level of customer satisfaction while using the food apps and how to make each interaction enjoyable.

2. REVIEW OF LITERATURE

Review of literature reveals that there are hardly a few studies focusing on the influence of website quality of food delivery apps and its effects on customer satisfaction.

Mobile Food Ordering Apps:

As indicated by Sethu and Saini(2016), The online food requesting applications were broken down by the scientist based on specific

qualities. A Large part of the buyers knew about buying on the web and found that it is exceptionally advantageous to utilize the web. Boyer and Hult(2005) said that the Behavioral Scoring Model which says that the organizations examines the criticism overviews of the clients, considers their buying conduct and designs and anticipates the future buying practices of the clients. This exploration model involves barely any components which causes the organization to accomplish great outcomes.

As indicated by G. See-Kwong(2017), The food conveyance framework in India has been developing at a bigger pace because of innovation. From making orders accessible as need to be requesting on the web and fulfilling all the necessities of the clients and making changes as per the changing needs of the clients. Presently everything can be conveyed to the clients at their doorstep.

As per Adithya R., Singh, Pathan and Kanade(2017), A food menu is set in the online food requesting framework so the clients can put in their requests effectively and with this they can likewise follow their requests. Additionally, different offices are likewise given by these applications to making its entrance helpful for the clients.

Donkoh and Quainoo(2012) expressed that the Customers' discernments about food and administrations are significant for the food and administration industry since it encourages them to recognize the necessities and inclinations of the clients and fulfill them. In this investigation the impressions of the client were decided on different components.

Darn and Tran(2018) said that the Internet has assumed a significant job in expanding the familiarity with the online food conveyance applications. Through the web, individuals can look about nourishments and cafés, think about their costs and their administrations and have simple access to them. Web has made every one of these things helpful for the clients.

Kanteti(2018) expressed that Startups have become the innovators in India and are administering the economy since recent years. These organizations are begun by technically knowledgeable youthful people. These youthful

people having new minds and new and imaginative thoughts begins various types of organizations with the assistance of innovation.

As indicated by Hossain(2000), With the adjustments in mentality of the shoppers, innovation and socioeconomics in our general public, there should be changes in food conveyance frameworks so as to work well for the clients.

Yang Fan(2014) expressed that Web App and Android Apps have been created lately after the improvement of data innovation. As contrasted with the work area App, the upsides of web App are that there is no need of refreshing or establishment and programs can be effortlessly visited. The upsides of android App are the advancement of an amazing system, comfort, wide commercial center for application dispersion.

Leong Wai Hong(2016) expressed that People have dealt with their errand effectively and productively due to mechanical progressions. The board framework helps in diminishing human labor tasks, helps in decreasing the time, and further aides in creating reports for the board reason by completely using the framework.

Customer Loyalty :

Chaudhuri and Holbrook (2001) and Hsin and Hsin (2011) referenced that there are two sorts of unwaveringness: attitudinal dependability and social devotion. Attitudinal dependability shows long term mental duty of a customer to a store or organization (Caruana 2002; Shankar et al. 2003; Hsin and Hsin 2011). Attitudinal reliability can be seen from the mental contribution, partiality, and a feeling of altruism on specific items (Chang et al. 2009).

The Antecedents of Online Customer Satisfaction :

Liu et al. (2008) define the predecessors of buyer satisfaction dependent on the phases of the web based buying process: data search and assessment of options, buying, and post-buy stage. At the data search and assessment of options stage there are data quality, web composition and product properties. While at the buying stage there are exchange capacity, responsiveness, security/protection, and instalment. In the post purchase stage, Liu et al.

(2008) included conveyance and client assistance. Those precursors may affect consumer loyalty online stores.

Customer Satisfaction :

Satisfaction is a passionate or psychological reaction to a center (desires, item, utilization experience, and so forth.), at once (after utilization, after the vote, the aggregation of experience, and so on.). Satisfaction is a post-buy wonder. Satisfaction was estimated uniquely during the assessment procedure (Giese and Cote 2002). Westbrook and Reilly (1983), cited in Giese and Cote (2002) uncovered that satisfaction is an enthusiastic reaction to the involvement in the item (or administration) that have been bought, retail outlets, or even examples of conduct, for example, shopping and purchasing conduct. Enthusiastic reaction was gone before by an intellectual assessment procedure, observation (or conviction) of an article, activity, or condition, contrasted with the estimation of the individual (or the necessities and needs).

Website quality:

As indicated by Wang et al. (2010), the plan of the site is related with buyer view of the association and request at the site. The stylish measurement, specifically, is identified with buyer impression of the presence of the site. Online buyers with various inspirations will react to the web architecture in various manners just as purchaser inspiration influences the data preparing examples and feelings. Manes (1997) in Liu et al. (2008) and Szymanski and Hise (2000) states that the great site has a decent association, so customers will be anything but difficult to locate the ideal data about the item. Great web architecture is a slick screen appearance, make data way, and snappy data stacking. Those components will make a great looking buyer and may impact consumer loyalty.

Liu et al. (2008) referenced the product characteristics at the phase of data search and assessment of options. As per Szymanski and Hise (2000), stock qualities are characterized as

elements identified with the proposal for online deal which is excluded from the web composition and shopping accommodation. In particular, the properties are characterized as product assortment and quality items that mirror a specific cost. The lower expenses of data chasing and the more item varieties, it will be more appealing to shoppers, since customers may get more data and pick an assortment of items in a single spot. Strauss and Frost (2009) states that web based shopping in one online store will spare the time. Wide assortment of items, the impression of unrivaled items, and the view of low costs will positively affect consumer loyalty.

3. RESEARCH METHODOLOGY

Descriptive research design is used in this study and a pilot study was conducted to have reliability check on the questionnaire used. The target population included the customers who have purchased food by ordering through a mobile food ordering app in Ernakulam district. The study was conducted during the pandemic period, and had limitations for collecting data due to lock down regulations. Hence Snowball sampling was used and the questionnaire was administered by Google sheets. The survey instrument was developed by the researcher after an extensive review of literature based on which sufficient constructs were framed to elicit information regarding the two variables used. A five point Likert scale was administered to collect information, of which 5 indicating strong agreement and 1 indicating strong disagreement and 3 indicating neutrality.

4. DATA ANALYSIS

The result of frequency analysis used to examine the quality of the respondents is shown in table 1. The ratio of male and female is 37 % and 63 % respectively. There is variation in the age group as the majority (66%) of the respondents belong to the below 25 years age group and the majority are postgraduate students. It can also be understood that the major portion of the respondents reside in urban and semi urban areas where as a minor percentage represents that of rural areas

Table 1: Characteristics of participants in the study

Demographics	Group	Frequency	Percentage
Gender	Male	74	37.0
	Female	126	63.0
Age	below 25	132	66.0
	25 and above	68	34.0
Education	High School	2	1.0
	Graduate	66	33.0
	Post Graduate	126	63.0
	Ph.D	6	3.0
Occupation	Wage Earners	3	1.5
	IT		
	Industry/Financial	2	1.0
	Industry		
	Self Employed	7	3.5
	Govt. employed	6	3.0
	Student	182	91.0
Annual Household Income	Below 1,50,000	91	45.5
	1,50,001- 4,00,000	45	22.5
	4,00,001- 6,00,000	32	16.0
	Above 6,00,000	32	16.0
Area	Urban	87	43.5
	Semi Urban	76	38.0
	Rural	37	18.5
	Total	200	100.0

Source: Computed from data

4.1 Influence of demographic characteristics on Customer Satisfaction of Food App

The study has been aimed to get deeper insight on the influence of demographic characteristics on customer satisfaction.

Ho: Demographic characteristics do not have an influence on customer satisfaction.

One way ANOVA with multiple comparison tests, is carried out to analyse whether the

variables considered significantly varied with the demographics of the respondents and the results are exhibited in table 2.

The test was performed to ascertain whether a significant difference in customer satisfaction existed between the respondents based on the demographic characteristics like gender, age, education, occupation, annual household income and area.

Table 2: Means, Standard Deviation and F value for Customer satisfaction

Demographic	Group	N	Mean	Std. Deviation	Z/F	P value
Gender	Male	74	34.34	10.07	-0.470	0.639
	Female	126	34.98	8.98		
Age	below 25	132	35.38	8.94	1.334	0.184
	25 and above	68	33.51	10.14		
Education	High School	2	35.00	0.00	0.124	0.946
	Graduate	66	35.32	8.94		

	Post Graduate	126	34.46	9.85		
	Ph.D	6	34.33	5.39		
Occupation	Wage Earners	3	44.00	0.00		
	IT					
	Industry/Financial	2	46.00	0.00		
	Industry				2.157	0.075
	Self Employed	7	29.00	13.10		
	Govt. employed	6	34.67	5.82		
	Student	182	34.69	9.27		
Annual Household Income	Below 1,50,000	91	35.34	9.40		
	1,50,001- 4,00,000	45	35.53	8.95		
	4,00,001- 6,00,000	32	30.78	9.91	2.343	0.074
	Above 6,00,000	32	35.91	8.75		
Area	Urban	87	34.40	11.14		
	Semi Urban	76	37.04	6.39	5.809	0.004
	Rural	37	30.84	8.81		

Source:

From the ANOVA, It is observed that all the demographic factors except the demographic variable, area are found to be insignificant ($p > 0.05$). Even if there are variations in mean scores between the different categories in each of the demographic factors, the test result reveals there is no difference between them with respect to customer satisfaction. However, it can be concluded that customer satisfaction

varies within the area as the p value is 0.004. Hence the Multiple comparison test, (post- hoc) was done to ascertain which of the group (area) means were significantly different from others at significance level, $p < 0.05$. The results of the post hoc comparison test are detailed in table 3.

The result indicated that the rural area significantly differed from urban & semi urban areas. However, no such difference existed between semi urban & urban areas.

Table 3: Multiple Comparison Test

(I) Area		Mean Difference (I-J)	Std. Error	Sig.
Urban	Semi Urban	-2.63717	1.43845	.068
	Rural	3.56446*	1.79811	.049
Semi Urban	Urban	2.63717	1.43845	.068
	Rural	6.20164*	1.83653	.001
Rural	Urban	-3.56446*	1.79811	.049
	Semi Urban	-6.20164*	1.83653	.001

4.2 To study the relationship between website quality and customer satisfaction

The main objective of this study is to find out the relationship between Website Quality and Customer Satisfaction.

4.2.1 To study the relevant parameters that influence the website quality of food apps while using MFOA.

To study this objective the measurement model is first obtained using CFA, which is indicated in Table 4.

The hypotheses that are to be proved are:

Ho: Construct WQ1 to WQ 13 have no impact on WQ.

H1: Construct WQ 1 to WQ 13 have significant impact on WQ.

Table 4: Model fit Indices for CFA- WQ's

	χ^2	DF	P	Normed χ^2	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Website quality	70.465	40	.002	1.762	.948	.881	.977	.980	.990	.031	.062

All the attributes were loaded significantly on the latent constructs. The value of the fit indices indicates a reasonable fit of the measurement model with data.

The validity of the hypotheses was assessed by examining the regression coefficients of extracted constructs. The results of the path coefficients' analysis confirmed that the entire factors have an influence on Website Quality as

the value (standard regression weights) was found greater than 0.4. All the attributes loaded significantly on the latent constructs. The value of the fit indices indicates a reasonable fit of the measurement model with the data. In short the measurement model confirms the factor structure of the constructs.

The result of the regression coefficients is presented in Table 5.

Table 5 : Standardized Regression Weights (Factor Loading)

Path	Estimate	Critical Ratio (CR)	P	Variance explained	Rank
WQ1 → Website quality	0.837	16.998	<0.001	70.0	6
WQ2 → Website quality	0.851	17.682	<0.001	72.4	4
WQ3 → Website quality	0.831	16.722	<0.001	69.1	9
WQ4 → Website quality	0.738	13.279	<0.001	54.5	13
WQ5 → Website quality	0.835	16.905	<0.001	69.8	7
WQ6 → Website quality	0.774	14.460	<0.001	59.9	11
WQ7 → Website quality	0.816	16.067	<0.001	66.7	10
WQ8 → Website quality	0.834	16.859	<0.001	69.5	8
WQ9 → Website quality	0.844	17.333	<0.001	71.2	5
WQ10 → Website quality	0.928	23.072	<0.001	86.1	2
WQ11 → Website quality	0.933	23.595	<0.001	87.1	1
WQ12 → Website quality	0.761	14.016	<0.001	58.0	12
WQ13 → Website quality	0.911	21.522	<0.001	83.0	3

From the above table it is observed that all constructs have the regression coefficient value greater than 0.4. Thus it can be inferred that all the constructs considered have significant influence on website quality. Moreover it is understood that usage of the app is the most influencing factor followed by credibility of the app and delivery assurance. Feeling of privacy along with the customer's confidence that the app will provide error free delivery stands as the

next important factor when considering the quality of the website.

The factors associated with the design of the app like its user friendliness, features, and the hyperlinks used, payment security, information, content, variety offerings and finally error free transactions are found to be the order of importance affecting the website quality.

4.2.2 To study the relevant parameters that influence the customer satisfaction of food apps while using MFOA.

To study the above objective the constructs that influenced the customer satisfaction were also assessed by using SEM. The measurement model was obtained for the variable customer

satisfaction as exhibited in table 6. The hypotheses that are to be proved are:

Ho: Construct CS1 to CS 10 has no significant impact on Customer satisfaction.

H1: Construct CS1 to CS 10 has a significant impact on Customer satisfaction.

Table 6: Model fit Indices for CFA-Customer satisfaction

	χ^2	DF	P	Normed χ^2	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Consumer satisfaction	33.788	27	.172	1.251	.970	.938	.981	.994	.996	.032	.036

All the attributes loaded significantly on the latent constructs. The value of the fit indices indicates a reasonable fit of the measurement model with data.

The validity of the hypotheses was assessed by examining the regression coefficients of

extracted constructs. In this case the entire constructs have value greater than 0.4 and hence it can be concluded that all factors considered have significant influence on the variable customer satisfaction.

Table 7: The regression Coefficients

Path	Estimate	Critical Ratio (CR)	P	Variance explained	Rank
CS1 → Consumer satisfaction	0.895	21.842	<0.001	80.1	1
CS2 → Consumer satisfaction	0.883	20.977	<0.001	78.0	3
CS3 → Consumer satisfaction	0.874	20.381	<0.001	76.4	4
CS4 → Consumer satisfaction	0.824	17.654	<0.001	67.8	5
CS5 → Consumer satisfaction	0.791	16.219	<0.001	62.6	6
CS6 → Consumer satisfaction	0.759	15.007	<0.001	57.6	7
CS7 → Consumer satisfaction	0.895	21.842	<0.001	80.1	2
CS8 → Consumer satisfaction	0.713	13.488	<0.001	50.8	9
CS9 → Consumer satisfaction	0.751	14.726	<0.001	56.4	8
CS10 → Consumer satisfaction	0.685	12.661	<0.001	47.0	10

From the regression coefficients value obtained in Table 7, it can be inferred that the variety options, the propensity to continue to use the food app, the good experiences, ease in transactions, service quality, speed of delivery, discounts offered are in the order of importance which affected the customer satisfaction of food app. Furthermore, the delight in using the food app, timely redressal of complaints (addressing

the complaints) & the overall service satisfaction also found relevant in the influence of customer satisfaction of the food apps.

4.2.3 In order to assess the relationship between website quality and customer satisfaction the following hypothesis was generated

Ho: there is no relationship between website quality and customer satisfaction

The Pearson Correlation is deemed to be adequate to analyze the relationship between the

two variables which were interval-scaled and ratio-scaled. Furthermore, correlation coefficients reveal magnitude and direction of relationships which are suitable for hypothesis testing and the results are exhibited in Table 8.

Table 8: The Pearson Correlation between Website Quality and Customer satisfaction

Variables	Correlation	Lower bound	Upper bound	Z	p
Website quality and consumer satisfaction	0.791	0.773	0.809	18.192	<0.001

In the above table the correlation between website Quality and Customer satisfaction is .791, which is above .50 and the p value is less than .05 hence found to be significant. Thus we reject the Null hypothesis. i.e. the correlation value denotes a significant positive relationship between these two variables. As there exists a

positive relationship, the next step is to evaluate the mathematical relationship between these variables using SEM.

The following tables reveals the model fit indices and the regression coefficient for the relationship between Website Quality and Customer satisfaction

Table 9: Model fit Indices for CFA for Website Quality and Customer satisfaction

Variables	χ^2	DF	P	Normed χ^2	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Website Quality-Customer satisfaction	.000	0	.000	0	1.000	.000	1.000	.000	1.000	.000	.988

All the attributes loaded significantly on the latent constructs. The value of the fit indices indicates a reasonable fit of the measurement model with data. The Goodness of Fit Index (GFI) value (1.00) is greater than 0.9 which

represents it is a good fit. The calculated Normed Fit Index value (1.00) and Comparative Fit Index value is 1.000 further indicates that the model is a perfect fit model. The regression coefficients are presented in Table 10.

Table 10: The regression coefficients of Website Quality and Customer satisfaction

Path	Estimate	Critical Ratio (CR)	P	Variance explained
Website quality → Customer satisfaction	1.361	13.179	<0.001	30.1
WQ1 → Website quality	0.837	16.998	<0.001	70.0
WQ2 → Website quality	0.851	17.682	<0.001	72.4
WQ3 → Website quality	0.831	16.722	<0.001	69.1
WQ4 → Website quality	0.738	13.279	<0.001	54.5
WQ5 → Website quality	0.835	16.905	<0.001	69.8

WQ6 → Website quality	0.774	14.46	<0.001	59.9
WQ7 → Website quality	0.816	16.067	<0.001	66.7
WQ8 → Website quality	0.834	16.859	<0.001	69.5
WQ9 → Website quality	0.844	17.333	<0.001	71.2
WQ10 → Website quality	0.928	23.072	<0.001	86.1
WQ11 → Website quality	0.933	23.595	<0.001	87.1
WQ12 → Website quality	0.761	14.016	<0.001	58.0
WQ13 → Website quality	0.911	21.522	<0.001	83.0
CS1 → Customer satisfaction	0.895	21.842	<0.001	80.1
CS2 → Customer satisfaction	0.883	20.977	<0.001	78.0
CS3 → Customer satisfaction	0.874	20.381	<0.001	76.4
CS4 → Customer satisfaction	0.824	17.654	<0.001	67.8
CS5 → Customer satisfaction	0.791	16.219	<0.001	62.6
CS6 → Customer satisfaction	0.759	15.007	<0.001	57.6
CS7 → Customer satisfaction	0.895	21.842	<0.001	80.1
CS8 → Customer satisfaction	0.713	13.488	<0.001	50.8
CS9 → Customer satisfaction	0.751	14.726	<0.001	56.4
CS10 → Customer satisfaction	0.685	12.661	<0.001	47.0

Here the relation between Website Quality and customer satisfaction is 1.361 which means there exists a perfect relation between them. The website quality is strongly associated with customer satisfaction. This signifies that the higher the quality of the website of food apps the more will be the satisfaction of customers.

4.3 To assess the level of customer satisfaction in MFOA usage

With this objective, the respondents were asked 10 questions on a five point Likert scale. The responses are scored as 1 for 'Strongly Disagree', 2 for 'Disagree', 3 for 'Uncertain', 4 for 'Agree' and 5 for 'Strongly Agree'. The total score of the 5 questions for all 200 respondents is found out, based on which we calculate the mean % score of level of consumer satisfaction

$$[MPS = \frac{MeanScore \times 100}{Maximumpossiblescore}]$$

$$[MPS = \frac{MeanScore \times 100}{Maximumpossiblescore}]$$

This score is classified into one of the four groups as low if the mean % score is less than 35%, average, if the mean % score is between 35 to 50 per cent, good if the mean % score lies in the interval 50 to 75% and excellent in case if the mean % score is above 75%.

A one sample Z test is carried out to test the significance. The table 8, gives the Mean, SD, Mean % Score and Z value of the variable considered. (Lloyd et al.,1985)

To test whether the sample information that we observe exists in the population or to verify that the level of consumer satisfaction with regard to Website Quality, the following hypothesis was formulated.

H₀: The level of consumer satisfaction with regard to the Website Quality is excellent

H₁: The level of consumer satisfaction with regard to the Website Quality is good

Table 8: Mean, Standard deviation and z value for consumer satisfaction

Variable	N	Mean	Standard Deviation	Mean % score	CV	z	p value
Consumer satisfaction	200	34.75	9.38	69.49	27.00	-4.154	<0.001

To test the above hypothesis one sample Z test was done and the result is exhibited in Table 8. From the table the p value is less than 0.05 and Z value is negative, which indicates that the test is significant. The mean percentage score level of consumer satisfaction with regard to the Website Quality is 69.49% which indicates that the level of consumer satisfaction is good. Hence the null hypothesis is rejected leading to the conclusion that the level of consumer satisfaction with regard to the Website Quality is good.

The coefficient of variation, $CV = \frac{\text{Standard deviation} * 100}{\text{Mean}}$ indicates that this score is stable as the value is greater than 20%.

LIMITATIONS

Regardless of the effort to enrich the current understanding of MFOAs, there are some limitations on this paper, which provides opportunities for future research. Chances are that certain factors might have been omitted. As this study was conducted during the lockdown period the data was collected online which was indeed a limitation.

MANAGERIAL IMPLICATION OR RELEVANCE OF THIS STUDY

Since March 2020, the whole world is fighting against Pandemic and there are a lot of restrictions imposed on human life to safeguard against the dreadful disease. The new normal has altered the workplace, lifestyle and restrictions continue as lockdown and containment zone, which makes travelling impossible. People are adapting/ attuning to the change by leveraging technology and transforming to online mode. As per the restrictions imposed on dining out along with the availability of MFOAs make this industry highly competitive. In this context the Mobile Food Ordering Apps face tough competition to stay ahead and to satisfy the customers in terms of the features or characteristics of the website design. This makes this study all the more relevant than ever before.

CONCLUSION

This study has attempted to provide insights on the influence of the quality of websites that could shape the customer satisfaction in food apps while ordering food using MFOAs. The

results of the Pearson correlation brought in the fact that there is a strong positive influence of website quality on customer satisfaction. Finally the study concluded by assessing the level of customer satisfaction which was observed to be good while using MFOA. Hence both the outcomes of this study give new dimension to marketers to evolve suitable strategies to improve the customer satisfaction and to make their Mobile food ordering app further appealing and user friendly. Nevertheless, it enables MFOA companies to identify those factors that give customers more weightage while assessing the quality of website and hence they can think of a radical change which can help them in wooing the customers to use mobile food ordering apps.

REFERENCES

Boyer, Kenneth & Hult, G. Tomas M.. (2005). Customer Behavior in an Online Ordering Application: A Decision Scoring Model*. *Decision Sciences*. 36. 569 - 598. 10.1111/j.1540-5414.2005.00103.x.

G. See-Kwong(2017), Outsourcing to Online Food Delivery Services: Perspective of F&B Business Owners.

<https://www.semanticscholar.org/paper/Outsourcing-to-Online-Food-Delivery-Services%3A-of-See-Kwong-Soo-Ryue/8e0382e30d8effaf37c303852b51d0ea58d226c4>

Adithya R., Abhishek Singh, Salma Pathan and Vaishnav Kanade. Online Food Ordering System. *International Journal of Computer Applications* 180(6):22-24, December 2017.

Donkoh, S & K., Qainoo & Nabilse, Cuthbert & E., Cudjoe. (2012). Customer satisfaction and perceptions about food services on the University for Development Studies Campus, Ghana. 6. 216-223.

Kanteti, V. (2018). Innovative strategies of startup firms in India - A study on online food delivery companies in India. *International Research Journal of Management Science & Technology*, Volume 9, Issue 3, Pages 17-23

- Yang Fan(2014), Mobile food ordering application, Technology and Communication, Vaasan Ammattikorkeakoulu University Of Applied Sciences, Information Technology
https://www.theseus.fi/bitstream/handle/10024/75717/Fan_Yang.pdf?sequence=1&isAllowed=y
- Leong, Wai Hong (2016) Food Ordering System Using Mobile Phone.
<http://eprints.utar.edu.my/1943/1/IA-2016-1203135-1.pdf>
- Chaudhuri, Arjun & Holbrook, Morris. (2001). The Chain of Effects From Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of marketing*. 65. 81-93. 10.1509/jmkg.65.2.81.18255.
- Liu, Xia & He, Mengqiao & Gao, Fang & Xie, Peihong. (2008). An empirical study of online shopping customer satisfaction in China: A holistic perspective. *International Journal of Retail & Distribution Management*. 36. 919-940. 10.1108/09590550810911683.
- Giese, Joan & Cote, Joseph. (2000). Defining Consumer Satisfaction. *Academy of Marketing Science Review*. 4. 1-24.
- Wang, Liang & Law, Rob & Denizci Guillet, Basak & Hung, Kam & Fong, Davis. (2015). Impact of hotel website quality on online booking intentions: ETrust as a mediator. *International Journal of Hospitality Management*. 47. 108-115. 10.1016/j.ijhm.2015.03.012.
- Manes, S. (1997). Web Sites: Slow by Design? *InformationWeek*, (642), 124. Retrieved from <http://search.proquest.com/docview/229075219?accountid=17242>.
- Szymanski, David & Hise, Richard. (2000). E-Satisfaction: An Initial Examination. *Journal of Retailing*. 76. 309-322. 10.1016/S0022-4359(00)00035-X.
- Guo, Xiaoying & Ling, Kwek & Liu, Min. (2012). Evaluating Factors Influencing Consumer Satisfaction towards Online Shopping in China. *Asian Social Science*. 8. 10.5539/ass.v8n13p40.