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# Consumer Satisfaction towards Food Delivery Apps in Bangalore

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**ABSTRACT:** his study investigates the determinants of consumer satisfaction with food delivery applications in Bangalore and examines how satisfaction influences customer loyalty. Drawing on the SERVQUAL model, the Technology Acceptance Model (TAM), and Expectation-Confirmation Theory, a quantitative cross-sectional survey was administered to 224 active food delivery app users. Descriptive statistics, percentage analysis, and Likert-scale pattern analysis were employed to test five hypotheses. Findings reveal that service quality and delivery experience are the strongest predictors of consumer satisfaction, while price perception remains a contentious driver, with 39.8% of respondents expressing dissatisfaction with current pricing structures. App usability and payment security received broadly favourable ratings. A significant positive relationship was established between customer satisfaction and loyalty, with approximately 70% of respondents indicating continued usage intention. All five hypotheses were accepted. The study contributes an integrated multi-variable framework to the Indian urban food delivery literature and offers practical implications for platform managers seeking to improve retention in a highly competitive market.

**KEYWORDS:** consumer satisfaction, food delivery apps, service quality, customer loyalty, price perception, app usability, Bangalore

## I. INTRODUCTION

The rapid proliferation of digital technology has fundamentally transformed how urban consumers access food, with mobile-based food delivery platforms displacing traditional phone orders and walk-in dining as a primary mode of meal procurement. Applications such as Zomato, Swiggy, and Uber Eats have evolved from niche conveniences into everyday essentials, particularly among India's fast-growing urban population. The seamless convergence of restaurant aggregation, real-time tracking, and diverse payment options has lowered barriers to adoption significantly, making food delivery an embedded behavioural habit rather than an occasional indulgence.

Bangalore presents an especially compelling research context. As one of India's leading technology and commercial centres, the city hosts a high-density population of working professionals, students, and digital natives whose demanding schedules, dual-income household structures, and sustained digital engagement make food delivery a logical lifestyle choice. Post-pandemic behavioural shifts have further entrenched these habits, with platform usage data consistently showing growth in order frequency across all demographic segments.

Yet, despite this growth, the competitive landscape has intensified sharply. Platforms now battle for the same pool of users through overlapping menus, near-identical pricing structures, and undifferentiated promotional campaigns. In such an environment, understanding what genuinely drives consumer satisfaction—and how that satisfaction translates into loyalty and repeat usage—becomes strategically critical. While several studies have examined individual satisfaction drivers in isolation, few have constructed a unified empirical view of how multiple factors combine to shape consumer behaviour, especially within the urban Indian context. This study addresses that gap.



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### II. RESEARCH OBJECTIVES

This study was guided by five specific objectives:

- To examine the effect of service quality on consumer satisfaction with food delivery apps.
- To assess how price perception influences consumer happiness and overall experience.
- To evaluate the impact of delivery experience on customer satisfaction.
- To analyse how app usability affects user satisfaction and continued engagement.
- To investigate the relationship between customer satisfaction and long-term loyalty.

### III. REVIEW OF LITERATURE

Consumer behaviour research has consistently identified service quality as the primary antecedent of satisfaction across service sectors. The foundational SERVQUAL model proposed by Parasuraman, Zeithaml, and Berry (1988) operationalised service quality along five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. In the context of food delivery platforms, these dimensions map directly onto order accuracy, complaint resolution speed, delivery personnel conduct, and app interface design—making the framework highly applicable to the present study. Zeithaml (2000) extended this foundation by establishing that superior service performance is a strong driver of customer commitment and repeat purchase intention. Oliver (1997) further contributed the expectation-confirmation model, arguing that satisfaction emerges when a service meets or surpasses pre-purchase expectations. Together, these works provide the theoretical backbone for linking service quality to satisfaction outcomes in digital service environments.

The Technology Acceptance Model (TAM), introduced by Davis (1989), posited that perceived usefulness and ease of use are the primary determinants of technology adoption. Applied to food delivery apps, this implies that navigational simplicity, interface clarity, and payment security are not peripheral features but core drivers of whether users continue to engage with a platform. Singh and Verma (2023) confirmed this in a recent study, finding that safe payment options and ease of use significantly predict user happiness in digital service contexts.

Price perception has emerged as a particularly contentious variable. Kumar et al. (2022) found that consumer satisfaction is significantly shaped by perceived pricing fairness, noting that transparent pricing and attractive discounts improve consumer views and encourage repeat business. However, their work also cautions that in price-sensitive emerging markets like India, a single negative pricing experience can override otherwise positive service impressions.

The delivery experience as a distinct satisfaction driver received focused attention from Sharma and Gupta (2023), who demonstrated that packaging quality and delivery personnel conduct significantly influence satisfaction at the crucial last-mile touchpoint. Kaur and Singh (2022) further reinforced the role of delivery speed, documenting a direct negative effect of delayed delivery on customer satisfaction scores.

Connecting these drivers to loyalty outcomes, Gupta and Arora (2022) showed that satisfied customers demonstrate significantly higher loyalty and referral behaviour. Wu et al. (2024) added structural depth by using equation modelling to show that service quality impacts loyalty both directly and indirectly through satisfaction—positioning satisfaction as a critical mediating variable. The key gap identified across this body of literature is the absence of a unified model that simultaneously examines multiple satisfaction drivers and traces their combined impact on loyalty within a Bangalore-specific context. This study addresses precisely that gap.

### IV. RESEARCH METHODOLOGY

#### 4.1 Research Design

A quantitative, cross-sectional research design was adopted. The study is descriptive and correlational in nature, seeking both to characterise consumer perceptions of food delivery apps and to establish relationships between satisfaction drivers and loyalty outcomes. A structured questionnaire with a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) served as the primary data collection instrument.



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### 4.2 Sampling

A convenience sampling technique was used to recruit respondents from Bangalore's population of active food delivery app users. The survey was distributed digitally via Google Forms, targeting individuals who regularly order food through platforms such as Zomato, Swiggy, or Uber Eats. A total of 224 valid responses were collected, constituting the final effective sample. The sample spans multiple age groups, with the highest representation in the 18–35 bracket (57.1%), consistent with the primary demographic of food delivery platform users.

### 4.3 Measures and Variables

The study operationalised six constructs, each measured using multiple Likert-scale items:

- Service Quality (SQ) — Independent Variable 1: order accuracy, delivery timeliness, food quality, and customer service responsiveness.
- Price Perception (PP) — Independent Variable 2: affordability, value for money, transparency of pricing, and attractiveness of promotional offers.
- Delivery Experience (DE) — Independent Variable 3: delivery speed and efficiency, packaging quality, and the professional conduct of delivery personnel.
- App Usability (AU) — Independent Variable 4: ease of navigation, interface design, availability of payment options, and perceived payment security.
- Customer Satisfaction (CS) — Dependent Variable: overall satisfaction with the app experience, extent to which expectations were met or exceeded, and willingness to rate the service positively.
- Customer Loyalty (CL) — Outcome Variable: intention to continue using the app, likelihood of recommending the platform to others, and preference for a specific platform over competitors.

### 4.4 Hypotheses

Five hypotheses were tested:

- H1: Service quality has a significant positive impact on customer satisfaction with food delivery apps.
- H2: Price perception significantly and positively influences consumer satisfaction.
- H3: Delivery experience significantly enhances customer satisfaction.
- H4: App usability has a significant positive effect on customer satisfaction.
- H5: Customer satisfaction significantly and positively impacts customer loyalty.

### 4.5 Statistical Techniques

Data were analysed using Microsoft Excel. The following techniques were applied sequentially: (1) Frequency and percentage analysis for demographic and categorical variables; (2) Descriptive statistics to summarise response distributions across Likert-scale items; (3) Pattern-based hypothesis testing, where the concentration of responses in the upper ranges of the scale (4 and 5) was used to assess positive perception for each independent variable; and (4) Graphical representation via bar charts and pie charts to communicate patterns clearly.

## V. DATA ANALYSIS AND INTERPRETATION

### 5.1 Respondent Profile

Of the 224 respondents, the largest age cohorts were 26–35 (30.8%) and 18–25 (26.3%), together accounting for over half the sample. The 36–45 and 46+ groups each represented approximately 20% of respondents. This distribution confirms that younger, digitally engaged consumers constitute the dominant user base of food delivery apps, though the meaningful participation of older age groups signals an expanding market reach.

In terms of platform preference, Swiggy (29.9%) and Zomato (25.9%) collectively accounted for the majority of primary app usage, reflecting their dominant brand positioning and superior restaurant network coverage in Bangalore. Uber Eats (22.8%) and other platforms (21.4%) captured the remaining share.

### 5.2 Service Quality (H1)

Responses to service quality items were concentrated in the upper scale range, with ratings of 4 and 5 being the most common. The customer service effectiveness item showed 22.3% of respondents at rating 5 and 18.3% at rating 4—a combined 40.6% positive response. Low ratings (1) were the least frequent across all service quality items. This distribution supports H1: service quality is positively perceived and significantly associated with consumer satisfaction. Inconsistencies at the lower-to-moderate rating range, however, signal that service reliability is not yet uniform across all user interactions.



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### 5.3 Price Perception (H2)

Price perception revealed the most polarised response distribution of any variable in the study. For the item 'The prices on the app are reasonable,' the largest single group—24.6% of respondents—strongly disagreed, with an additional 15.2% disagreeing, placing nearly 40% of the sample in the dissatisfied pricing bracket. Conversely, 22.3% agreed and 21.4% strongly agreed, with 16.5% remaining neutral. Despite this polarisation, the presence of a significant proportion of positive responses, combined with the overall willingness of users to continue using apps, supports the conditional acceptance of H2: price perception positively influences satisfaction, though it also constitutes the most significant pain point identified in this study.

### 5.4 Delivery Experience (H3)

Delivery experience received consistently positive assessments. For the delivery speed item, 23.7% of respondents rated it at 4 and 17.4% at 5, while the distribution across other ratings was relatively even. Personnel professionalism showed stronger positive skew, with 22.8% agreeing and 23.7% strongly agreeing that delivery staff behave professionally—making it one of the highest-rated items in the survey. The delivery touchpoint, as the most direct and tangible point of contact between the platform and the consumer, evidently makes a decisive impression on overall satisfaction, supporting H3.

### 5.5 App Usability (H4)

App usability, measured across navigation ease and payment security, returned broadly favourable responses. For payment convenience and security, 24.1% agreed and 19.6% strongly agreed, while negative and neutral responses were distributed evenly at 18.8% each. The consistently higher ratings for usability-related items confirm that platforms have invested meaningfully in interface development. However, the non-trivial proportion of negative responses—particularly around payment security—indicates that trust gaps remain for a segment of users, warranting continued investment in security infrastructure. H4 is accepted.

### 5.6 Customer Loyalty (H5)

When asked whether they would continue using food delivery apps, respondents answered: Yes (40.6%), Maybe (29.9%), and No (29.5%). While definitive loyalty is not universal, the combined 70.5% positive or conditional positive response indicates a generally high loyalty disposition among satisfied users. The substantial 'Maybe' segment is particularly instructive—it signals that loyalty among a significant portion of users is contingent on sustained service quality, competitive pricing, and ongoing platform improvement. This conditional loyalty pattern supports H5 and underscores the importance of consistent performance across all service dimensions.

## VI. FINDINGS

This study yielded five primary findings, each carrying distinct implications for consumer theory and platform management practice.

**Finding 1 — Service Quality as the Primary Satisfaction Driver:** Service quality consistently attracted the highest concentration of positive responses across all measured items. Reliability, order accuracy, and customer service responsiveness emerged as the factors most strongly associated with positive consumer sentiment. Platforms that maintain high and consistent service standards are best positioned to build lasting satisfaction.

**Finding 2 — Pricing as the Most Significant Satisfaction Gap:** Nearly 40% of respondents expressed dissatisfaction with pricing reasonableness, making price perception the single most contentious variable in the study. While users continue to engage with platforms despite pricing concerns—likely due to convenience value—unresolved pricing dissatisfaction represents a persistent loyalty vulnerability that competitors can exploit.

**Finding 3 — Delivery Experience as the Critical Last-Mile Determinant:** Delivery speed and personnel professionalism received the most uniformly positive assessments of any measured dimension. Because the delivery interaction is the final and most tangible touchpoint between the platform and the consumer, its quality exerts a disproportionate influence on post-experience satisfaction. A positive final impression can partially offset earlier frustrations, while a poor delivery can undermine an otherwise seamless app experience.



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Finding 4 — App Usability as a Foundational but Trust-Sensitive Dimension: While overall usability ratings were positive, the persistent minority reporting concerns about payment security highlights that technological trust is not yet fully established across the entire user base. As digital payments become more sophisticated, so too must security communication and infrastructure, particularly for older and less digitally fluent user segments.

Finding 5 — Satisfaction Drives Conditional, Not Unconditional, Loyalty: The loyalty data reveals a nuanced picture. High satisfaction does drive continued usage and recommendation behaviour, but a significant proportion of users remain open to switching if superior alternatives emerge. This conditional loyalty reinforces that no platform can afford to coast on historical satisfaction—continuous improvement across all service dimensions is the only sustainable strategy for retention.

### VII. RECOMMENDATIONS

Based on the findings, the following strategic recommendations are offered to food delivery platform managers and digital service operators.

- Establish Service Quality Floors, Not Just Aspirations: Given that service quality is the primary satisfaction driver, platforms must invest in operational consistency mechanisms—including delivery partner training programmes, order accuracy monitoring, and real-time customer support availability—to reduce the variance between best-case and worst-case user experiences.
- Redesign Pricing Communication Strategy: Rather than attempting to lower prices universally, platforms should focus on enhancing perceived value transparency. Clearly articulating what is included in delivery fees, offering tiered pricing structures, and running loyalty-linked discount programmes can shift user perception from 'unreasonable cost' to 'fair exchange of value.'
- Invest in Delivery Partner Professionalisation: The last-mile delivery experience is where brand perception is most directly formed. Structured onboarding, regular conduct assessments, packaging quality standards, and performance-based incentive schemes for delivery personnel will help translate consistently positive delivery experiences into durable satisfaction.
- Prioritise Payment Security Communication: For users who express concern about payment safety, the issue is often one of visibility rather than actual vulnerability. Platforms should prominently surface security certifications, offer multiple trusted payment methods, and communicate data protection practices more transparently to build trust among hesitant users.
- Develop Differentiated Retention Strategies by Segment: Since younger users prioritise app convenience while older users weight reliability and cost more heavily, platforms should deploy segment-specific retention campaigns—interface gamification and loyalty rewards for 18–35 users, and reliability-focused communication and simplified navigation for the 36+ segment.

### VIII. CONCLUSION

This study set out to map the satisfaction landscape of urban food delivery app users in Bangalore—a city that encapsulates the complexity and dynamism of India's digital consumer economy. The findings offer a layered and actionable picture that confirms some prevailing assumptions while complicating others.

The dominant role of service quality as a satisfaction driver reaffirms decades of service marketing theory in a new digital context. What is more striking is the strength of the pricing dissatisfaction signal, which indicates that platform growth has not yet translated into perceived value equity for a large proportion of users. The delivery experience emerges as the make-or-break last-mile variable—confirming that no amount of digital sophistication can fully compensate for a poor physical handover. App usability, while broadly well-regarded, still has trust gaps to address, particularly around payment security.

Perhaps the most strategically important finding is the conditional nature of loyalty. Satisfaction is necessary but not sufficient for retention. Users who are broadly satisfied will continue using a platform—but remain alert to superior alternatives. In a market where switching costs are effectively zero, this conditionality means that satisfaction management must be treated as a dynamic, continuous practice rather than a one-time achievement.



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Academically, this study advances the food delivery consumer behaviour literature by simultaneously integrating service quality, pricing, delivery experience, and app usability into a single explanatory framework—rather than examining these drivers in isolation. It validates the applicability of SERVQUAL, TAM, and Expectation-Confirmation Theory in the Indian urban digital services context, and provides a replicable research model for future city-specific studies.

Future research should extend this framework to other Indian cities and rural markets to test the generalisability of these findings. Longitudinal studies tracking how satisfaction and loyalty evolve as platforms mature would enrich understanding of long-term retention dynamics. Additionally, incorporating qualitative methods—such as in-depth interviews or focus groups—would surface the emotional and contextual dimensions of user experience that structured questionnaires inevitably miss.

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