AN EMPIRICAL STUDY OF MEASUREMENTS ON CUSTOMER SATISFACTION TOWARDS ORDER PROCESSING FOOD DELIVERY APPS IN SMART MOBILES

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Abstract: This paper reports the results of a study designed to identify key aspect of customer satisfactions towards order processing food delivery Apps in smart mobiles, the current study is descriptive in nature. The primary data would be collected from 275 sample responses belonging to a varied group of customers of the order processing food delivery Apps in smart mobiles in the Bengaluru city. Present study consists and the questionnaire two parts. Part-I questionnaire measures the distribution of participants on the bases demographic characteristics and part-II questionnaire measures order processing food delivery Apps in smart mobiles on a five-point liker scale ranging from (1) strongly disagree to (5) "strongly agree" Sample was collected based on non-probabilistic Convenience sampling method. The population in this study comprise of customer who loves order processing food delivery Apps in smart mobiles in Bengaluru. This study is undertaken, Descriptive Statistics, Reliability analysis the hypothesis has been tested by using one-way ANOVA analysis.

INTRODUCTION TO SMART MOBILE FOOD DELIVERY APPS

Modern technology and innovation are playing a major role in Day -to-Day customer lifestyle is change. Customer want to live his life differently with more perception and expectation on purchase the product and services. Development of technology and high –speed internet facilities with this there is increasing large population to use smart phones in India. The first restaurant food delivery service in the world began in 1995 with Worldwide Waiter and still operates today as Waiter.com. The top three restaurant food delivery services are DoorDash, GrubHub, and UberEats. Swiggy is India's largest and highest-valued online food ordering and delivery platform founded in 2014. The number of smart phone users in India was estimated to reach over 760 million in 2021, with the number of smart phone users worldwide forecasted to exceed to 3.8 billion users in 2021. Today customer is downloading Mobile App from play store for selecting and pay bill electricity, buying grocery products and food delivery to your doorstep.

Food delivery apps is a new business unit in the e-commence division. It can bridge the gaps between customer and food restaurants. As the trend is observed in the Indian metropolitan cities many of them in the age Youth is attracting more in smart mobile food delivery apps. Food delivery Apps can give help to the customers in food menu under different categories that provide unlimited food delivery service anytime. It can get Coupons, offers and discount; Promo Codes which can be encourage the customer to order to food delivery apps. Smart mobile food delivery Apps of millions of people in Indian as per their convenience to getting their food delivered when the customer will order the food in mobile app.

REVIEW OF LITERATURE

Dr. S. Preetha and S.Iswarya (2019) discussed in his article entitled “An Analysis of User Convenience towards Food Online Order and Delivery Application (FOOD App via Platforms)” the technology is supported of good information about quality, service, taste and price to use order food using Platform-to-consumer delivery app- The FOOD mobile app.

Rituparna Ghosh and Tapash Ranjan Saha (2018) based on the study “A Study of e-payment system on food delivery industry: A case study on swiggy” Order Food Online or through an App is a new concept in India, this study will help the industry as well as the new entrepreneur to formulate marketing strategies in such a way that they can increase the

volume of sale. Mrs.I.Karthika, Miss. A.Manojanaranjani (2018) in the research study has stated that Consumer can now purchase goods and services virtually anywhere, 24 hours a day, 7days a week, without geographical and temporal boundaries. The goal is to save time of customers by providing facilities like vacancy list at reception, digital food ordering, instant e-billing and fast parking service which will result in consumer satisfaction and ultimately profit the restaurant.

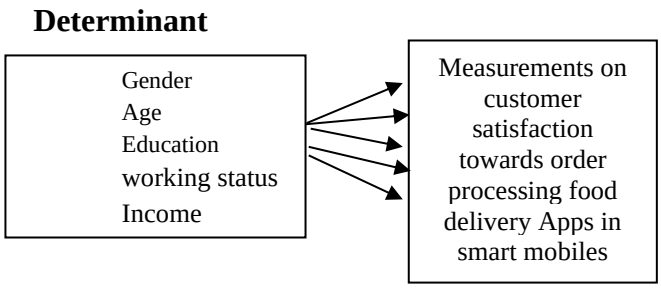
Aparna Anib, Gayathri.A and Shabu K.R. (2019) in this research paper title "Consumer Perception towards Swiggy Digital Food Application Service: An Analytical Study with Special Reference to Ernakulam City" food ordering and delivery is very successful because it bridges the gap between restaurants and consumers. It is a process where a customer will search for a restaurant and filter with the available items, cuisines and they deliver by an application in the mobile phone.

Dr. Sonali Jadhav (2018) in this study This style of food delivery is gaining popularity with more and more people especially the younger generation turning to mobile food ordering apps, thereby changing the way food is delivered and picked up. market is growing in leaps and bounds due to growing urbanization, increasing disposable income, working women and rapid increase in the use of smart phones.

While new restaurants are coming up and technology being the need of the hour, India is dominating delivery market of the world.

OBJECTIVES OF THE STUDY

- To identify the various categories of Demographic factors and variables impacting on customer satisfactions towards order processing food delivery Apps in smart mobiles Bengaluru city in India
- To study the impact of Demographic factors customer satisfactions towards order processing food delivery Apps in smart mobiles Bengaluru City India.



RESEARCH METHODOLOGY

In order to accomplish the objective of the study to collect data for this research study, both primary and secondary sources were used. Secondary data collected through the researcher-reviewed articles related to research objective that appeared in the scholarly literature, key journals, reports, magazines, and proceeding were systematically scanned for articles related to the research topic. Primary data collected through an empirical investigation, online survey was conducted, using a structure questionnaire. Present study consists and the questionnaire two parts. Part-I questionnaire measures the distribution of participants on the bases demographic characteristics and part-II questionnaire measures Measurements on customer satisfaction towards order processing food delivery Apps in smart mobiles on a five-point scale ranging from (i) strongly disagree to (5) "strongly agree" Sample was collected on the basis of non-probabilistic convenience sampling method. The population in this study comprise of customer who loves food delivery Apps mobile at Bengaluru. It is decided to choose in order to collect the data a through online survey structured questionnaire was farmed Questionnaires were distributed amongst the sample of 300 But received 275 customers respondents of food delivery Apps mobile in January – February 2020.The data was collected tying a survey and interpretation through to check the reliability of the data Cronbach alpha test was applied in order to find out the most preferable food delivery Apps mobile view point Sample percentage method and one –way ANOVA analysis was applied. All the analysis was carried out by SPSS 24.0.

RESEARCH HYPOTHESES

H_{01}: There is no significant variance between customer satisfactions towards order processing

food delivery Apps in smart mobiles among the Gender group

H_{02}: There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the Age group

H_{03}: There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the Education group

H_{04}: There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the working status

H_{05} There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the income group

ANALYSIS AND INTERPRETATIONS-DEMOGRAPHIC PROFILE

Table 1: Demographic profile

	Frequency	Percent
Gender		
Male	156	56.7
Female	119	43.3
Age		
20-25	49	17.8
26-35	87	31.6
36-45	88	32.0
46-60	19	6.9
60-Above	32	11.6
Education		
Undergraduate	7	2.5
Graduate	72	26.2
Postgraduate	196	71.3
Working status		
Employee	115	41.8
Employer	58	21.1
House wife	38	13.8
Student	44	16.0
Retired	9	3.3
self-Employed	11	4.0
Monthly income		
Less than- 10000	13	4.7
10001-20000	22	8.0
20001-30000	57	20.7
30001-40000	53	19.3
40001-50000	80	29.1
50001-60000	50	18.2
Total	275	100

The study has found that out of 275 respondents, 275 (56.7%) male and N =100 (43.3%) females respectively at order processing food delivery Apps in smart mobiles Bengaluru city. Hence it can be interpreted that men are more inclined than women in order processing food delivery Apps in smart mobiles.

The study has found out of 275 respondents, 88 (32.0 %) customers are in age group of Below 36-45 years, 87 (31.6 %) respondents are in age group of 26-35 Years, 49 (17.8 %) respondents are in age group of 20 -25 Years, 32 (11.6%) respondents are in the age group of above 46-60 Years and 19 (6.9 %) respondents are in the age group of above 60 Years. From the results that respondents in the age group of 36-45 Years, 26-35 Years and 20-25 years are the age groups interested order processing food delivery Apps in smart mobiles.

It is observed from the study that among 275 respondents, 196 (71.3 %) respondents are having post graduates education, 72 (26.2 %) respondents are graduates and 7 (2.5%) respondents are undergraduates. Hence it can be observed that respondents with post-graduation and graduation studies are more visit order processing food delivery Apps in smart mobiles. Educations play an imported role to give preferences and expectations order processing food delivery Apps in smart mobiles at Bengaluru in India.

From the study Employee 115 (41.8%), Employer 58 (21.1%), student 44 (16.0 %) Housewife 38 (13.8 %), Retired 9 (3.3%) and self-employed 11 (4.0%). Hence it can be understood that salaried employees, employer, students, and Housewife to make happy and joy order processing food delivery Apps in smart mobiles at Bengaluru in India.

Most of the respondents belong to income groups,80 (29.1 %) respondents have monthly income Up to Rs.40,001- 50,000, 57 (20.7 %) respondents are having monthly income of Rs. 20,001-30,000, 53 (19.3 %) respondents are having monthly income of Above Rs.30,001-40,000. Hence it can be

understood that monthly income group of above Rs 40,001-50,000 and followed by Rs 20,001 to 30,000 and 30,001-40,000 are the sample mostly represents the middle-class income preferred to visit order processing food delivery Apps in smart mobiles at Bengaluru in India.

Table 2

Do you have smart mobile		
Yes	259	94.2
No	16	5.8
Do you like order food in smart mobile		
Yes	249	90.5
No	26	9.5
What food do you order in smart mobile		
Veg	71	25.8
Non-Veg	68	24.7
Both	136	49.5
which foods you like		
North Indian	73	26.5
south Indian	91	33.1
Both	111	40.4
which variety of food do you order at food delivery app in smart mobile		
Tiffen	15	5.5
Meals	40	14.5
Snacks	30	10.9
ice cream	23	8.4
Biryani	61	22.2
Cakes	11	4.0
Pizza	71	25.8
Donut	24	8.7
what days do you order food in food delivery APPs		
Normal days	119	43.3
Weekends	156	56.7
what time do you order food in a day smart Mobile		
Morning time	26	9.5
Afternoon time	89	32.4
Evening time	50	18.2
Night time	110	40.0
How many people do you order food in food delivery APPs		
Alone	17	6.2
2-3	121	44.0
4-5	93	33.8
above-6	44	16.0
What occasion do you order the food in food delivery APPs		
Business Meeting	27	9.8
Special occasion (birthday,Marriage anniversary Etc)	68	24.7
Festival	49	17.8
Get together Meeting	57	20.7
Holiday	74	26.9
which Restaurants do you like to take food in food delivery APPs		
Brand Restaurants	161	58.5
Local Restaurants	51	18.5
Fast foods	44	16.0
Home Made	19	6.9
Order of the food at food delivery APPs in smart Mobile		
Daily	63	22.9
Weekly	180	65.5
Monthly	32	11.6
No of time you order food at food delivery APPs in smart mobile per month		
1-4 times	151	54.9
5-8 times	97	35.3
9 –above	27	9.8
How much money do you spend to purchase food in food delivery APPs		
1-500	14	5.1
501-1000	109	39.6
1001-2000	92	33.5
2000-Above	60	21.8
Mode of payment		
Cash in hand	31	11.3
Debit card	48	17.5
credit card	72	26.2
Net banking	43	15.6
Wallet (Paytm ,Phonepe)	81	29.5
Sources of Awareness on food delivery		
Friends	34	12.4
Family	32	11.6
T.V	38	13.8
Radio	24	8.7
Newspapers	52	18.9
Internet	75	27.3
Magazines	20	7.3
Total	**275**	**100**

- The study found that out of 275 respondents 259 (94.2%) to like smart mobile and 16 (5.8%) negligible to like smart mobile.
- From the research study out of 275 respondent 249 (90.5%) like order food in smart mobile 26(9.5) not like order food in smart mobile.
- From the research study results 136 (49.5 %) Both Veg –Non-Veg, 71 (25.8%) non-Veg, and 68 (24.7%) like order food in smart mobile. Results indicated most of the respondent understands the preferences order food in smart mobile Both Non - Veg.
- The results show the respondents are showing the interest 111 (40.4%) like food both, 91 (33.1) like food south Indian and 73 (26.5) like food North Indian customer can show to like order food in smart mobile. Form the research study Customer showing much more interest both North Indian and south Indian like order food in smart mobile.
- The research study respondents are preferring variety of food Pizza 71(25.8%), biryani 61 (22.2 %), Meals 40 (14.5%), Snacks 30 (10.9%), Donuts 24 (8.7%) and ice cream 23 (8.4%) order at food delivery apps in smart mobile. Most of the respondents are showing interest on biryani, Meals, snacks, and Donuts in order at food delivery apps in smart Mobile.
- The results show the 275 respondents are showing the interest 156 (56.7 %) customer can show to visit the order food delivery apps in smart Mobile at weekend days and 119 (43.3%) visit the order food delivery apps in smart Mobile in weekend. From the research study Customer showing much more interest weekend's day's to orders food delivery apps in smart Mobile.
- From this research analysis 275 respondents stated that time you like to order food delivery apps in smart Mobile per a day that is Morning times 26 (9.5%), afternoon time 89 (32.4 %), Evening time 50 (18.2 %) and Night-time 110 (45.0 %). Most of the customers' orders food delivery apps in smart Mobile per day at afternoon and Night-time.
- The research study 275 respondents, 17 (6.2 %) Alone, 2-3 people 121(44.0%), 4-5 people 93(33.8%) and 44 (16.0 %) no of people do you order food in food delivery APPs. Most of the customers' orders food delivery apps in smart Mobile number of per day is 2-3 people and 4-5 people.
- Number of the 275 respondents are prefer occasion to order the food in food delivery apps Business Meeting 27(9.8%), Special occasion (birthday, Marriage anniversary Etc) 68(24.7 %), Festival 49(17.8%), Get together Meeting 57 (20.7%) and Holiday 74 (26.9%). Majority of customer like in occasion to order the food in food delivery apps holidays and special occasion (birthday, Marriage anniversary Etc).
- Majority of the 275 respondents are prefer the restaurant like to take food in food delivery apps Brand Restaurants 161(58.5%) Local Restaurants 51(18.5%) Fast foods 44(16.0%) and homemade 19(6.9%). Most of customer is like to take restaurants order the food in food delivery apps Brand Restaurants, Local Restaurants and Fast foods.
- In the research study 275 respondents are Order of the food at food delivery APPs in smart Mobile Daily 63(22.9%), Weekly 180 (65.5%) and Monthly 32 (11.6%). Most of the respondents are preferring to order the food in food delivery apps that is weekly and daily.
- The research study 275 identified that order the food in food delivery apps in month, 1-4 times 151 (54.9. %), 5-8 times 97 (35.3%), and 9-above times 27 (9.8 %). Most respondents are showing to order the food in food delivery apps at 1-4 times and 5-8 times respectively.
- The study found that 275 respondents that spend money do you purchase food in food delivery apps 1-500 rupees 14(5.1%),501- 1000 rupees 109 (39.6 %), 1001-2000 rupees 92 (33.5 %) and 2001-above rupees 60 (21.8%). As per research study most of the customers 501-1000 rupees and 1001-2000 rupees are spend money do you purchase food in food delivery apps.
- From the research analysis 275 respondent stated mode of payment cash in delivery 31 (11.3%), debit card 48(17.5%), credit card 72 (26.2%), Net banking 43 (15.6%) and wallet 81 (29.5%). Respondent shows interest to making payment Wallet (Paytm, Phonepe) and credit card order the food in food delivery apps.
- Majority of 275 respondents get sources of awareness in food delivery apps through friends 34(12.4%), family Members 32(11.6%), T. V 38 (13.8%), Radio 24(8.7%), Newspaper 52(18.9%) internet 75(27.3%), and magazines 20 (7.3%). From this study customer get more awareness in order in food by internet, newspapers, and T.V.

Which food delivery App you like smart Mobile:

Table 3

App	No. of Respondents	Percentage
Swiggy	75	19.2
Zomato	66	16.8
Uber Eats	29	7.41
Food panda	57	14.5
Domino's	41	10.5
Pizza Hut	40	10.2
Just Eat	13	3.3
Faaso's	11	2.8
TastyKhana	10	2.5
Food Mingo	9	2.3
Eat.fit	8	2.0
Dunzo	32	8.2

Source: Primary Data

In the research statement all the respondents are like food delivery apps Swiggy 75 (19.2%), Zomato 66 (16.8%), Food panda 57 (14.5), Domino's 41(10.5%), pizza Hut 40 (10.2%), (Multiple responses, total do not add up to 100). Most of the customer are like food delivery apps in smart mobile that is Swiggy, Zomato and food panda.

Reliability Statistics

Table 4: Reliability Statistics

Cronbach's Alpha	N of Items
0.672	24

The reliability of data was checked through Cronbach alpha test the value of alpha for the data was 0.672. 0.6-0.7 indicates an acceptable level of reliability.

Descriptive Statistics

Table 5: Descriptive Statistics

	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Helpline 24x7	3.80	1.117	-.658	.147	-.421	.293
In food delivery Apps Order will cancellation	3.52	1.102	-.430	.147	-.500	.293
payment history	3.62	.980	-.252	.147	-.437	.293
Secure and Safety measures are taken in food delivery apps	4.06	1.072	-1.172	.147	.773	.293
Live tracking (where is my order)	3.77	1.024	-.446	.147	-.740	.293
Food Menu	3.47	1.058	-.329	.147	-.746	.293
Tasty of food	3.55	1.007	-.275	.147	-.421	.293
Customer services	4.09	.979	-.818	.147	-.193	.293
Special Menu delivery	3.73	.966	-.670	.147	.118	.293

Time saving factor	3.96	.981	-.862	.147	.407	.293
In Time delivery	3.68	1.158	-.666	.147	-.330	.293
Cost saving	3.41	1.302	-.355	.147	-1.095	.293
Convenience	3.60	1.204	-.367	.147	-1.068	.293
Any Complaint	3.78	1.129	-.703	.147	-.385	.293
Comfortable Prices	3.91	.987	-.689	.147	-.206	.293
Better Quality of food	4.07	.871	-.870	.147	.591	.293
Any discount	3.92	1.008	-.916	.147	.511	.293
Food delivery platforms Charges	3.93	.983	-.737	.147	-.111	.293
Feedback	4.10	.889	-.791	.147	.208	.293
Billing	4.00	.771	-.523	.147	.319	.293
Delivery person services	3.89	1.014	-.696	.147	-.064	.293
Packaging	3.87	.936	-.347	.147	-.830	.293
Time of Transportation	3.70	1.083	-.495	.147	-.324	.293
Offers and coupons	3.87	.881	-.394	.147	-.411	.293
Few items missing when the order was delivered	4.04	.905	-.763	.147	.141	.293

Sources: SPSS.21 /STATISTICS=STDDEV MEAN SKEWNESS SESKEW KURTOSIS

The variables considered for measurement of turnover intentions on 5-point scale ranging from 1 to 5. The mean values of these 25 items varied from 3.41 to 4.10 and standard deviation values range from 0.771 to 1.302. Skewness values have a range of -.0.252 to -1.172 and kurtosis values range from -0.064 to, -1.095 is considered excellent for most pyenometric purposes, but a value between + 2.0 is also acceptable indicating the normality of the data. Normally distributed as they are perfectly skewed with values between 1 and -1 and presented in Table No. The data is ready for psychometric analysis it is proved to be significant.

One –way ANOVA

Table 6: One –way ANOVA

	Gender		**Age**		**Education**		**Working Status**		**Income**	
	F	**Sig**	**F**	**Sig**	**F**	**Sig**	**F**	**Sig**	**F**	**Sig**
Helpline 24x7	.008	.931	.564	.689	.697	.499	2.457	.034	.741	.594
In food delivery Apps Order will cancellation	.000	.989	.527	.716	.190	.827	1.001	.417	.313	.905
payment history	.101	.751	1.325	.261	.509	.602	1.704	.134	.452	.812
Secure and Safety measures are taken in food delivery apps	2.213	.138	3.657	.016	4.006	.089	1.631	.152	1.578	.167
Live tracking (where is my order)	.007	.934	.399	.810	.066	.936	.486	.786	.829	.530
Food Menu	.001	.977	.875	.479	.724	.486	.998	.419	1.322	.255
tasty of food	.163	.687	.357	.839	.394	.674	1.243	.289	1.120	.350

customer services	1.304	.255	1.264	.285	.709	.493	.950	.449	1.934	.089
Special Menu delivery	.003	.959	.776	.542	2.390	.094	.546	.741	2.146	.060
Time saving factor	.170	.680	.912	.457	1.099	.335	1.174	.322	1.050	.389
In Time delivery	.445	.505	.798	.527	.430	.651	.967	.438	.454	.810
Cost saving	1.190	.276	.629	.642	1.221	.297	.305	.910	2.242	.051
Convenience	.071	.791	1.848	.120	.464	.629	.715	.612	1.144	.338
Any Complaint	2.420	.121	1.227	.300	2.910	.056	1.155	.332	.695	.628
Comfortable Prices	.120	.729	2.388	.051	2.281	.104	.532	.752	1.869	.100
Better Quality of food	.096	.757	.731	.572	1.296	.275	1.199	.310	1.206	.307
Any discount	.824	.365	2.382	.052	.832	.436	.279	.925	1.332	.251
Food delivery platforms Charges	.007	.936	.664	.618	1.982	.140	.564	.728	.866	.504
Feedback	.002	.966	2.086	.083	.118	.889	1.135	.342	1.386	.230
Billing	1.031	.311	.617	.651	.456	.634	.498	.778	.527	.756
delivery person services	2.242	.135	3.927	.094	1.816	.165	.590	.708	.447	.815
Packaging	2.444	.119	1.131	.342	.814	.444	1.524	.182	1.566	.170
Time of Transportation	2.317	.129	.647	.629	1.292	.276	1.137	.341	.447	.815
Offers and coupons	.025	.875	.331	.857	.017	.983	.302	.911	2.583	.027
Few items missing when the order was delivered	.255	.614	.492	.742	.114	.893	.451	.812	2.297	.046

H_{01}: There is no significant variance between customers satisfactions towards order processing food deliver Apps in smart mobiles among the Gender group.

One –way ANOVA is in order to know about the gender has any significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles. From the above table, p value is found to be Helpline 24x7 0.931, In food delivery Apps Order will cancellation 0.989, payment history 0.751, Secure and Safety measures are taken in food delivery apps 0.138, Live tracking (where is my order) 0.934, Food Menu 0.977, tasty of food 0.687, customer services 0.255, Special Menu delivery 0.959, Time saving factor 0.680, In Time delivery0.505, Cost saving 0.276, Convenience 0.791, Any Complaint 0.121, Comfortable Prices 0.729, Better Quality of food 0.757, Any discount 0.365, food delivery platforms Charges 0.936, Feedback 0.966, Billing 0.311, delivery person services 0.135, Packaging 0.119, Time of Transportation 0.129, Offers and coupons 0.875, Few items missing when the order was delivered 0.614 which is greater than 0. 05. Hence, null hypothesis (H0) is accepted. That means gender Therefore, there is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles.

H_{02}: There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the Age group.

From this ANOVA table 4, it is observed that the significant calculated are Helpline 24x7 0.689, In food delivery Apps Order will cancellation 0.716, payment history 0.261, Secure and Safety measures are taken in food delivery apps 0.016, Live tracking (where is my order) 0.810, Food Menu 0.479, tasty of food 0.839, customer services 0.285, Special Menu delivery 0.542, Time saving factor 0.457, In Time delivery 0.527, Cost saving 0.642, Convenience 0.120, Any Complaint 0.300, Comfortable Prices 0.051, Better Quality of food 0.572, Any discount

0.052, food delivery platforms Charges 0.618, Feedback 0.083, Billing 0.651, delivery person services 0.094, Packaging 0.342, Time of Transportation 0.629, Offers and coupons 0.857, Few items missing when the order was delivered 0.742 for all the influencing customer satisfactions factors which are greater than the significant (P > 0.05). Hence, null hypothesis (H0) is accepted. That means age; therefore, there is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles.

H_{03}: There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the Education group.

One way ANOVA is to know about education level has any significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles. The significant level P-value of ANOVA is show table .since p= Helpline 24x7 0.499, In food delivery Apps Order will cancellation 0.827, payment history 0.602, Secure and Safety measures are taken in food delivery apps 0.089, Live tracking (where is my order) 0.936, Food Menu 0.486, tasty of food 0.674, customer services 0.493, Special Menu delivery 0.094, Time saving factor 0.335, In Time delivery 0.651, Cost saving 0.297, Convenience 0.629, Any Complaint 0.056, Comfortable Prices 0.104, Better Quality of food 0.275, Any discount 0.436, food delivery platforms Charges 0.104, Feedback 0.889, Billing 0.634, delivery person services 0.165, Packaging 0.444, Time of Transportation 0.276, Offers and coupons 0.983, Few items missing when the order was delivered 0.893 customer satisfactions towards order processing factors which are greater than the significant (P > 0.05) Hence, null hypothesis (H0) is accepted. That means education; therefore, there is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles.

H_{04}: There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the working status.

From this One –way ANOVA table , it is observed that the significant calculated are for all the influencing p= Helpline 24x7 0.034, In food delivery Apps Order will cancellation 0.417, payment history 0.134, Secure and Safety measures are taken in food delivery apps 0.152, Live tracking (where is my order) 0.786, Food Menu 0.414, tasty of food 0.289, customer services 0.449, Special Menu delivery 0.741, Time saving factor 0.322, In Time delivery 0.438, Cost saving 0.910, Convenience 0.612, Any Complaint 0.332, Comfortable Prices 0.752, Better Quality of food 0.310, Any discount 0.925, food delivery platforms Charges 0.728, Feedback 0.342, Billing 0.778, delivery person services 0.708, Packaging 0.182, Time of Transportation 0.341, Offers and coupons 0.911, Few items missing when the order was delivered 0.812 customer satisfactions towards order processing factors which are greater than the significant (P > 0.05) Hence, null hypothesis (H0) is accepted. That means working status; therefore, there is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles.

H_{05} There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the income group.

From this income group One –way ANOVA table , it is observed that the significant calculated are for all the influencing p= Helpline 24x7 0.594, In food delivery Apps Order will cancellation 0.905, payment history 0.812, Secure and Safety measures are taken in food delivery apps 0.167, Live tracking (where is my order) 0.530, Food Menu 0.255, tasty of food 0.350, customer services 0.089, Special Menu delivery 0.060, Time saving factor 0.389, In Time delivery 0.810, Cost saving 0.051, Convenience 0.338, Any Complaint 0.628, Comfortable Prices 0.100, Better Quality of food 0.307, Any discount 0.251, food delivery platforms Charges 0.504, Feedback 0.230, Billing 0.756, delivery person services 0.815, Packaging 0.170, Time of Transportation 0.875,

Offers and coupons 0.027, Few items missing when the order was delivered 0.046 customer satisfactions towards order processing factors which are greater than the significant (P > 0.05) Hence, null hypothesis (H0) is accepted. That means income group; therefore, there is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles.

Table 7: Hypotheses

NO.	Hypotheses	Results	Tools
H_{01}	There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the Gender group	Accepted	one way ANOVA
H_{02}	There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the age group	Accepted	one way ANOVA
H_{03}	There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the education group	Accepted	one way ANOVA
H_{04}	There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the working status group	Accepted	one way ANOVA
H_{05}	There is no significant variance between customer satisfactions towards order processing food delivery Apps in smart mobiles among the income level group	Accepted	one way ANOVA

CONCLUSION

The measurements of customer satisfaction towards order processing food delivery Apps in smart mobiles. The retailers should see the order processing food delivery Apps in smart mobiles and to build a long-term relationship with services provided by food delivery apps retailer to the customers. Food Retailers apps play a major role to identify expectations and perception are created in the mind of customer. Smart mobiles food delivery retailers should take into consideration and understanding the customers touch points in customer satisfaction levels. Even through the food delivery apps retailer were making adequate efforts there are some factors where the salient or unsatisfied levels are made clear and improve some measures those levels to bridge the gap to build long term relationship enhances customers satisfaction.

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