



A STUDY ON CUSTOMER PREFERENCE TOWARDS A CLICK TO DELIVERY IN TRICHY

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Abstract:

This research aims at comprehending the customer preference for click-to-delivery services in the context of Trichy, with a special focus on instant food delivery applications. The primary objective of this research is to examine the customer usage behavior, level of satisfaction, and factors that influence their preference for quick delivery services. The primary data was obtained from a structured questionnaire survey conducted among the respondents in Trichy. The research throws light on important areas such as delivery time, usability of the application, convenience of payment, accuracy of orders, and reliability of services. The results indicate that quick delivery, easy ordering process, and reasonable pricing are crucial factors in increasing customer satisfaction.

Keywords: Customer Preference, Click-to-Delivery, Instant Food Delivery Apps, Customer Satisfaction, Quick Commerce, Trichy

1. INTRODUCTION

In the present digital age, online shopping has completely changed the way customers engage with markets. Among the many online services, Click to Delivery, whereby customers place orders online and get the products delivered to their doorstep, has become popular. This service holds out promises of convenience, speed, and flexibility. In a rapidly growing city like Trichy (Tiruchirappalli) in the state of Tamil Nadu, it is important to understand customer preferences for click to delivery services in order to customize and enhance customer satisfaction. The objective of this conceptual paper is to identify the factors that determine customer preference for click to delivery services in Trichy.

OBJECTIVES:

1. To identify the factors influencing customer preference towards click-to-delivery.
2. To identify the customer preference towards click-to-delivery services in Trichy.

2. REVIEW OF LITERATURE

Gupta (2019) analyzed the impact of online food delivery apps on the restaurant business with special reference to Zomato and Swiggy, revealing that increased sales volume, expanded market reach, and technological convenience were the most influential factors. Demographics such as urban office goers and mall visitors played a role in the shift towards home delivery and takeaways, supporting the need for active brand management, dynamic digital presence, and efficient logistics to capture the growing Indian online food service market.

Iswarya and Arul Suresh (2020) analyzed customer satisfaction towards online food delivery services in Chennai, revealing that discounts, convenience, and variety of cuisines were the most influential factors. Demographics such as students and younger age groups played a role in the high frequency of orders, supporting the need for enhanced app convenience, problem-free user experience, and diverse food options to sustain market expansion and customer loyalty

Jadhav et al. analyzed consumer behavior regarding food delivery applications in India, revealing that application design, user interface (UI), and restaurant variety were the most influential factors. While a diverse range of restaurants and a user-friendly app experience significantly drive consumer satisfaction, the study found that food packaging quality did not have a significant impact on overall satisfaction. These insights support the need for businesses to prioritize intuitive digital interfaces and diverse culinary partnerships to foster long-term customer loyalty and engagement in a competitive market

Sanjay and Padma (2025) analyzed customer satisfaction with the Zomato app in Vijayawada, revealing that delivery speed, food quality, and app usability were the most influential factors. Demographics such as age and income levels played a role in usage patterns, supporting the need for enhanced customer support, better order accuracy, and user-friendly interfaces to maintain a competitive advantage in the food delivery market.

Vrindha et al. (2019) analyzed customer satisfaction towards online food delivery in Zomato, revealing that delivery fleet efficiency, real-time routing algorithms, and electronic payment systems were the most influential factors. Demographics and the shift from traditional phone-based ordering to digital platforms played a role in consumer adoption, supporting the need for smart-phone integrated logistics, efficient neighborhood restaurant sourcing, and user-friendly tracking features to enhance the overall food ordering experience.

3. RESEARCH DESIGN

The research design used for this research is Descriptive Research Design. This research design is appropriate for this research as the research aims to describe the customer preference and satisfaction towards the click-to-delivery services of Zomato in Trichy. A pilot study was conducted on 30 respondents to test the questionnaire and check the clarity of the questions. The pilot study helped to identify mistakes and make improvements in the

data collection process. Descriptive research design assists in gathering quantitative data using structured questionnaires.

A. QUESTIONNAIRE DESIGN

The data was collected through a structured questionnaire, which was prepared based on the objectives and the variables that affects the study. The structured questionnaire consists of various types of questions like closed end questions and Likert scale has been used.

B.PILOT STUDY

Pilot survey was conducted with 33 respondents.

C. TOOLS FOR DATA ANALYSIS

1) percentage analysis

Table No : 1.1

Table Name: Frequently Used App

Frequently Used App	No.Of. Respondents	Percentage
Swiggy	14	42.40%
Zomato	15	45.50%
Blinkit Food	1	3%
Zepto Café	1	3%
Dominos App	2	6.10%
Pizza Hut App	0	0%
Total	33	100%

Interpretation:

From The Above Table, It Shows That 45.50% Of Respondents Use Zomato Most Frequently, A Followed By 42.40% Who Use Swiggy, 6.10% Use Domino's App, 3% Percentage Use Blinkit Food and Zepto Café.

Inference:

Zomato Most Preferred Instant Food Delivery Apps Among Customers in Trichy.

Chart No: 1.1

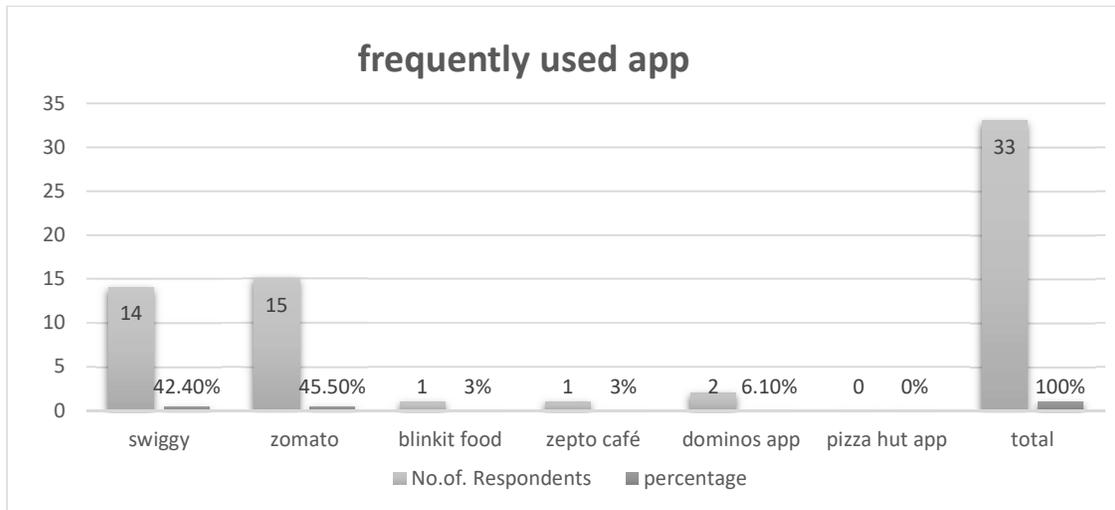


Table No: 1.2

Table Name: Frequency Of Ordering Instant Food Through Delivery Apps

Frequency Of Ordering Instant Food Through Delivery Apps	No.Of. Respondents	Percentage
Daily	1	3%
Weekly	12	36.4%
Occasionally	20	60%
Total	33	100%

Interpretation:

From The Above Table, It Shows That 60% Of Respondents Order Instant Food Occasionally, 36.4% Of Respondents Order Weekly, And Only 3% Of Respondents Order Daily Through Instant Food Delivery Apps.

Inference:

Most Customers Use Instant Food Delivery Apps Occasionally.

Chart No : 1.2

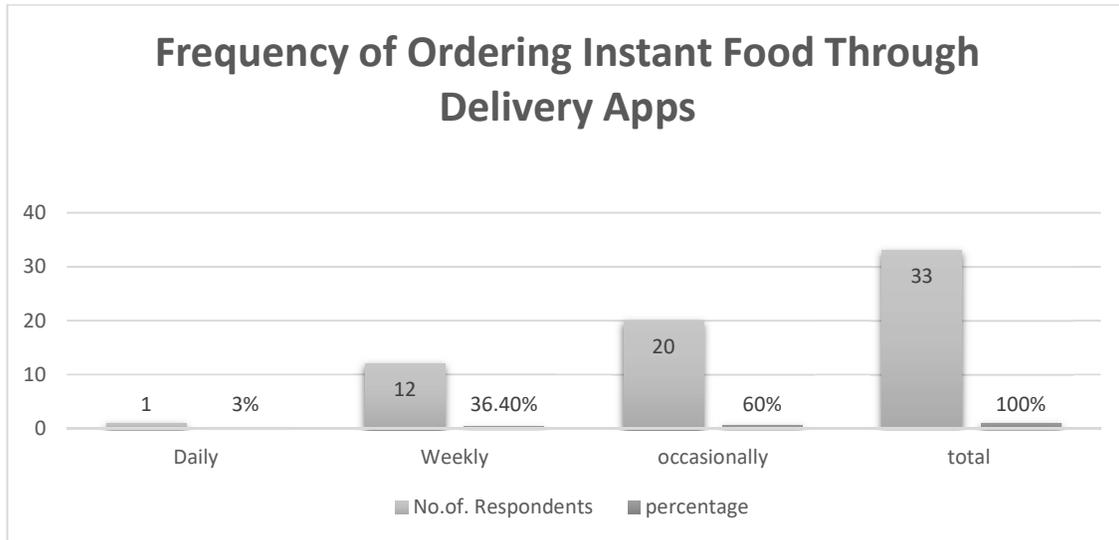


Table No : 1.3

Table Name: App Interface

App Interface	No.Of. Respondents	Percentage
Strongly Agree	5	15.2%
Agree	11	33.3%
Neutral	13	39.4%
Disagree	0	0%
Strongly Disagree	5	15.2%
Total	33	100%

Interpretation:

From The Above Table, It Shows That 40.6% Of Respondents Are Neutral About The App Interface, 31.3% Of Respondents Agree That It Makes Ordering Quick And Easy, 15.6% Strongly Agree, And 12.5% Strongly Disagree WithThe Statement.

Inference:

Most Customers Feel Neutral To Positive About The App Interface, Indicating That Usability Is Generally Satisfactory But Can Still Be Improved.

Chart No : 1.3

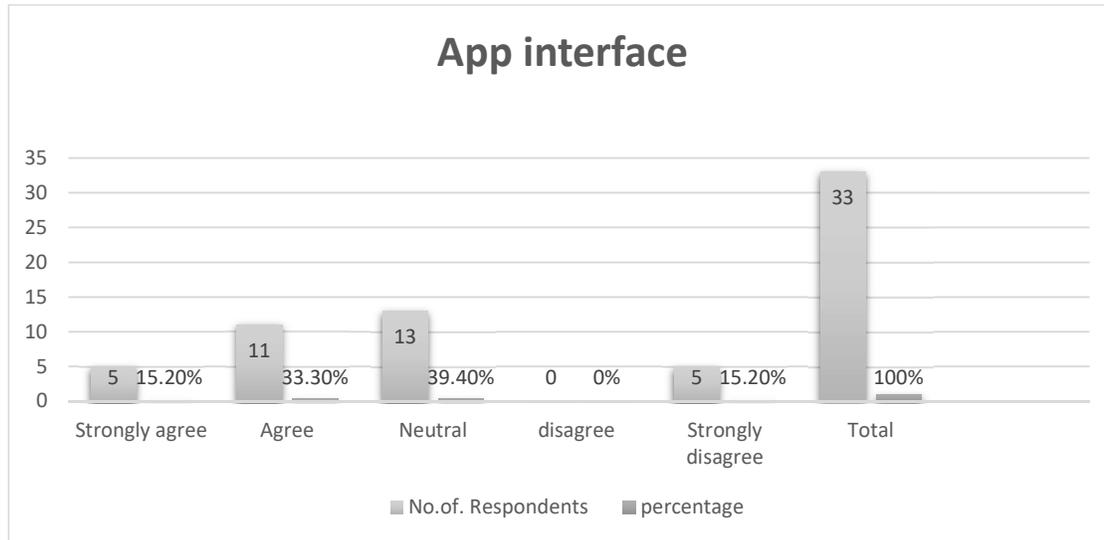


Table No : 1.4

Table Name: Frequency Of Ordering Instant Food Through Delivery Apps

Frequency Of Ordering Instant Food Through Delivery Apps	No.Of. Respondents	Percentage
True	23	69.7%
False	12	30.3%
Total	33	100%

Interpretation:

From The Above Table, It Shows That 69.7% Of Respondents Feel That The Time Taken From Order Confirmation To Delivery Is Very Short, While 30.3% Of Respondents Feel Otherwise.

Inference:

The Majority Of Customers Are Satisfied WithThe Quick Delivery Time, Indicating Efficiency InThe App's Order Fullfilment Process.

Chart No : 1.4

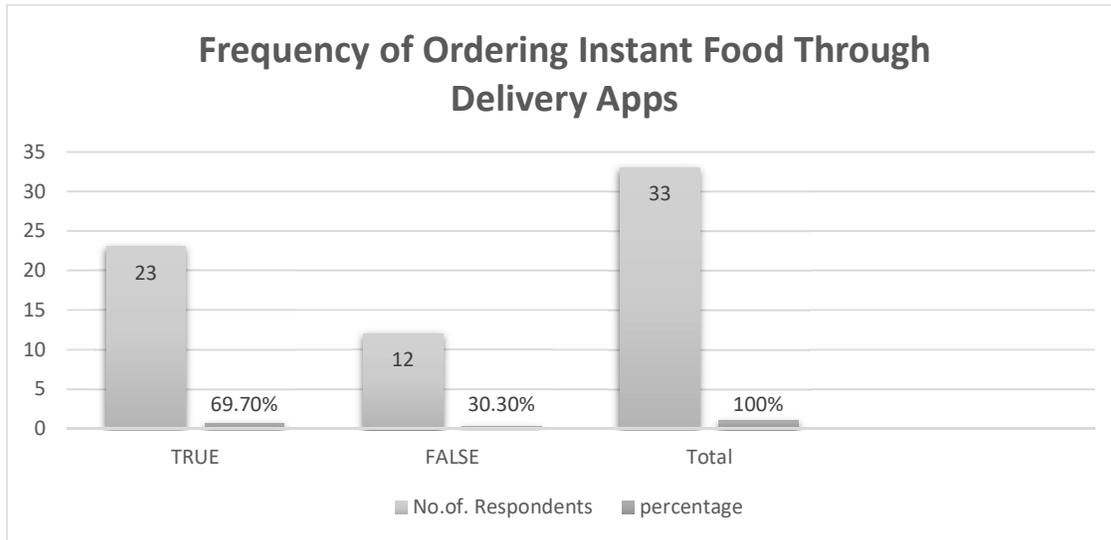


Table No : 1.5

Table Name: Delivers Food Within The Promised Time

Delivers Food Within The Promised Time	No.Of. Respondents	Percentage
Strongly Agree	2	6.1%
Agree	12	36.4%
Neutral	9	27.3%
Disagree	4	12.1%
Strongly Disagree	6	18.2%
Total	33	100%

Interpretation:

From The Above Table, It Shows That 36.4% Of Respondents Agree And 6.1% Strongly Agree That The App Usually Delivers Food Within The Promised Time, While 18.2% Strongly Disagree, 12.1% Disagree, And 27.3% Remain Neutral.

Inference:

Most Respondents Are Satisfied WithThe App Delivering Food On Time, Indicating Reliability In Meeting Promised Delivery Schedules.

Chart No : 1.5

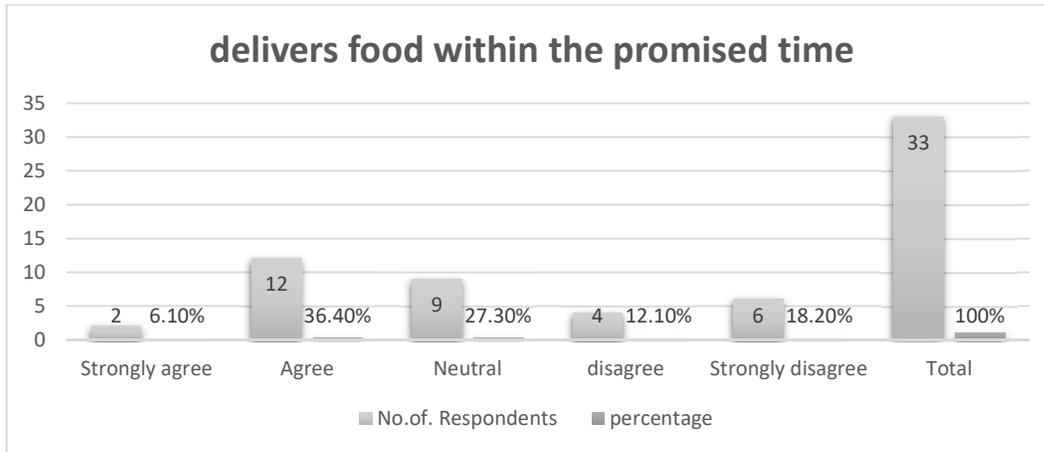


Table No : 1.6

Table Name: Easily Track My Order After Placing It

Easily Track My Order After Placing It	No.Of. Respondents	Percentage
Strongly Agree	6	18.2%
Agree	13	39.4%
Neutral	8	24.2%
Disagree	1	3%
Strongly Disagree	5	15.2%
Total	33	100%

Interpretation:

From The Above Table, It Shows That 39.4% Of Respondents Agreed That They Can Easily Track Their Order, 18.2% Strongly Agreed, 24.2% Were Neutral, 15.2% Strongly Disagreed, And 3% Percentage Disagreed.

Inference:

Most Customers Feel That The Order Tracking Feature Is Convenient And Helpful.

Chart No : 1.6

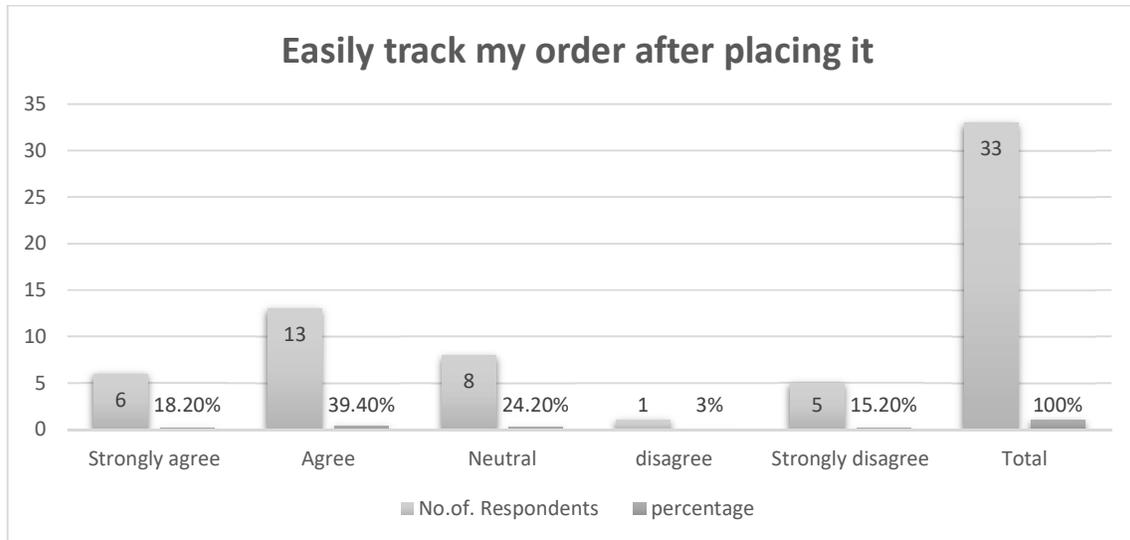


Table No : 1.7

Table Name: Delivery Executive Reaches My Location Without Delay

Delivery Executive Reaches My Location Without Delay	No.Of. Respondents	Percentage
Strongly Agree	2	6.1%
Agree	17	51.5%
Neutral	8	24.2%
Disagree	1	3%
Strongly Disagree	5	15.2%
Total	33	100%

Interpretation:

From The Above Table, It Shows That 51.5% Of Respondents Agreed That Delivery Is Made Without Delay, 6.1% Strongly Agreed, 24.2% Were Neutral, 15.2% Strongly Disagreed, And 3% Disagreed.

Inference:

The Majority Of Customers Are Satisfied WithThe Delivery Speed, Though Some Still Face Delays.

Chart No : 1.7

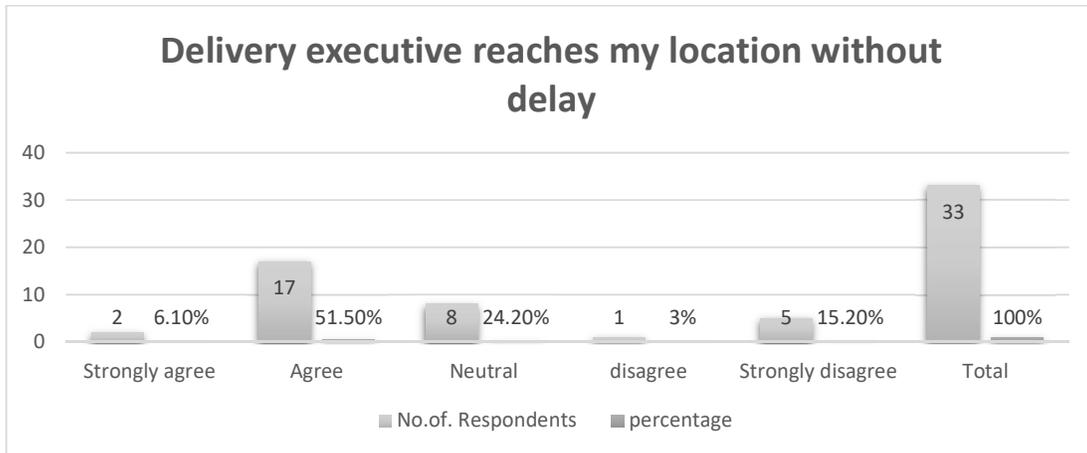


Table No: 1.8

Table Name: Satisfied With the Overall Click-To-Delivery Experience of This App

Satisfied With the Overall Click-To-Delivery Experience of This App	No.Of. Respondents	Percentage
Strongly Agree	5	15.2%
Agree	14	42.4%
Neutral	8	24.2%
Disagree	2	6.1%
Strongly Disagree	4	12.1%
Total	33	100%

Interpretation:

From The Above Table, It Shows That 42.4% Of Respondents Agreed WithThe Overall Experience, 15.2% Strongly Agreed, 24.2% Were Neutral, 12.1% Strongly Disagreed, And 6.1% Disagreed.

Inference:

Overall, Most Customers Are Satisfied with the Click-To-Delivery Service.

Chart No: 1.8

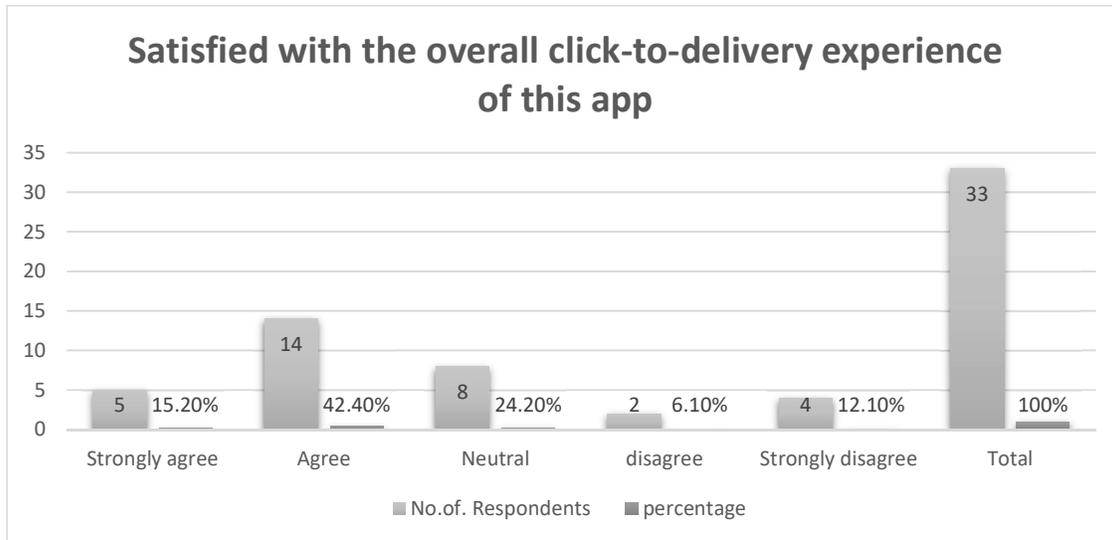


Table No: 1.9

Table Name: Compared To Other App Provides Faster Delivery

Compared To Other App Provides Faster Delivery	No.Of. Respondents	Percentage
Strongly Agree	5	15.2%
Agree	14	42.4%
Neutral	8	24.2%
Disagree	2	6.1%
Strongly Disagree	4	12.1%
Total	33	100%

Interpretation:

From The Above Table, It Shows That 42.4% Of Respondents Agreed That This App Provides Faster Delivery, 15.2% Strongly Agreed, 24.2% Were Neutral, 12.1% Strongly Disagreed, And 6.1% Disagreed.

Inference:

Most Customers Believe This App Delivers Faster Than Other Delivery Apps.

Chart No :1.9

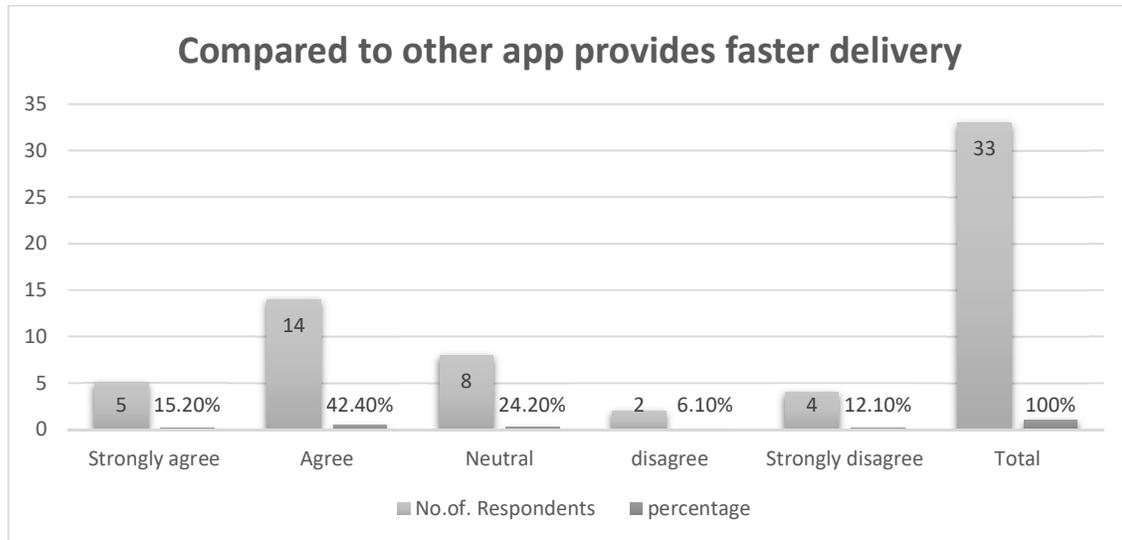


Table No : 1.10

Table Name: Prefer This App Mainly Because Of Its Instant Delivery Speed

Prefer This App Mainly Because Of Its Instant Delivery Speed	No.Of. Respondents	Percentage
Strongly Agree	2	6.1%
Agree	17	51.5%
Neutral	5	15.2%
Disagree	3	9.1%
Strongly Disagree	6	18.2%
Total	33	100%

Interpretation:

From The Above Table, It Shows That 51.5% Of Respondents Agreed That They Prefer The App For Its Instant Delivery Speed, 6.1% Strongly Agreed, 15.2% Were Neutral, 18.2% Strongly Disagreed, And 9.1% Disagreed.

Inference:

Delivery Speed Is A Major Reason Why Customers Choose This App.

Chart No : 1.10

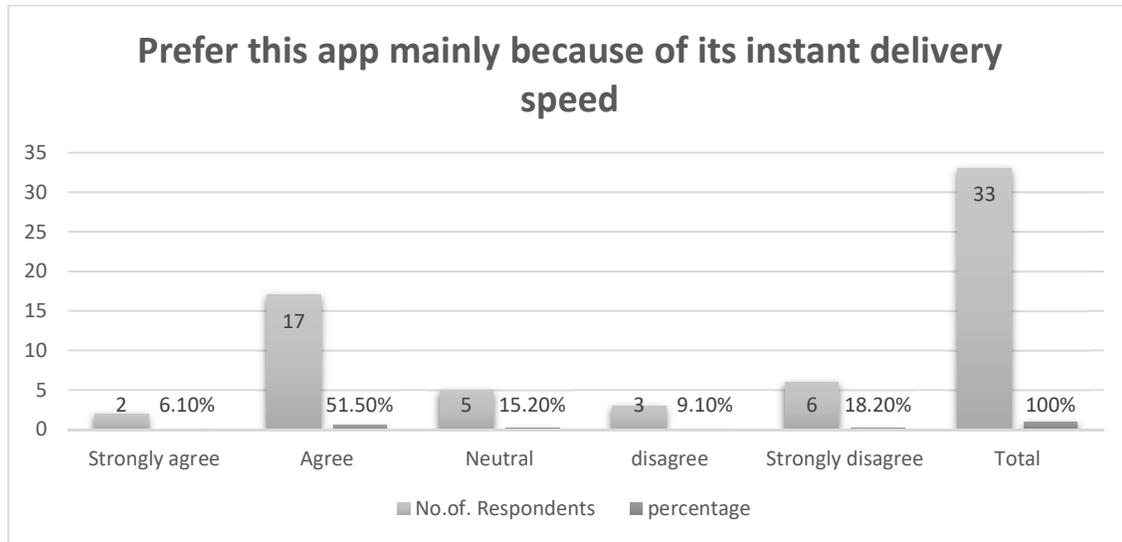


Table No: 1.11

Table Name: Continue Using This App for Instant Food Delivery

Continue Using This App For Instant Food Delivery	No.Of. Respondents	Percentage
Yes	22	66.7%
No	3	9.1%
Maybe	8	24.2%
Total	33	100%

Interpretation:

From The Above Table, It Shows That 66.7% Of Respondents Said Yes, 24.2% Said Maybe, And 9.1% Said No.

Inference:

Most Customers Are Willing To Continue Using The App, Showing High Satisfaction And Loyalty.

Chart No : 1.11

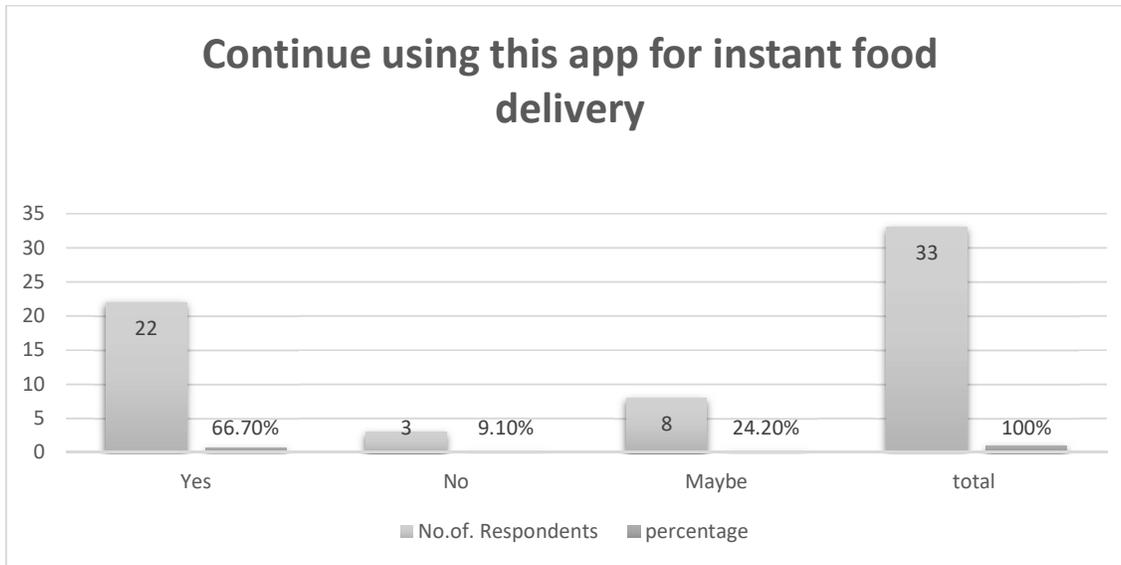


Table No: 1.12

Table Name: Recommended This App To Others For Quick Food Delivery.

Recommended This App To Others For Quick Food Delivery	No.Of. Respondents	Percentage
Strongly Agree	3	9.1%
Agree	13	39.4%
Neutral	9	27.3%
Disagree	2	6.1%
Strongly Disagree	6	18.2%
Total	33	100%

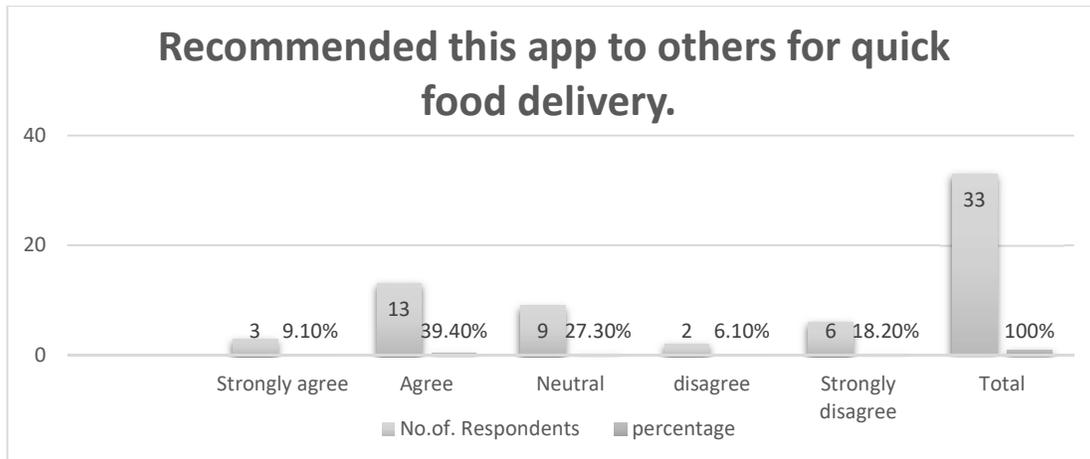
Interpretation:

From the above chart, it shows that 39.4% of respondents agreed that they would recommend the app to others for quick food delivery, 9.1% strongly agreed, 27.3% were neutral, 18.2% strongly disagreed, and 6.1% disagreed.

Inference:

Majority of the customers (48.5% combined) are satisfied with the delivery speed and are willing to recommend the app to others.

Chart No : 1.12



5. FINDINGS

1. Most people prefer using instant food delivery apps such as Zomato and Swiggy.
2. Many customers order food occasionally and on a weekly basis rather than daily.
3. Customers feel that the app interface is easy to use, although some are neutral.
4. Most customers agree that the delivery time is very short and quick.
5. Many customers feel that the app provides food delivery within the promised time.
6. Customers can easily track their orders after placing them.
7. Instant delivery speed is one of the key factors in preferring the app.
8. Most customers are satisfied with the overall quick delivery service.
9. Some customers still experience delays or problems with the service occasionally.
10. Customers demonstrate positive intention towards continuing the usage of instant delivery apps.
11. Speed and convenience are the key factors influencing the usage.
12. Overall satisfaction level towards click-to-delivery services is high.

SUGGESTION:

1. Ensure faster delivery time

Customers believe that faster delivery is the most crucial aspect of instant food delivery services. Faster delivery times will ensure increased customer satisfaction and repeated use of the app.

2. Ensure easy and secure payment options

Customers want easy and secure ways of payment like UPI, cards, and cash on delivery. Easy payment options will ensure increased customer trust in the ordering process.

3. Ensure accurate order fulfillment without mistakes

Most customers suggested that companies should not deliver wrong or missing orders. Accurate order delivery will ensure increased customer trust and quality improvement.

4. Ensure better quality of food packaging

Better packaging is required to ensure food freshness and hygiene during delivery. Strong and proper packaging will ensure no leakage or damage to food items.

5. Ensure minimum delivery charges

Higher delivery charges will demotivate customers from ordering frequently. Minimum delivery charges will ensure increased customer attraction and overall orders.

6. Ensure more offers and discounts

Customers believe that more offers and discounts will motivate customers to use the app more frequently. Offers will also ensure increased customer attraction.

7. Enhance customer care response and support services

The quicker the response from customer care services, the better, especially when customers encounter problems such as late delivery or receiving the wrong order. Customers' trust in the app will be enhanced by effective customer care services.

8. Ensure consistency in delivery time performance

Customers will always want the same quick services every time they place an order. Consistency in delivery time performance will help in creating long-term customer loyalty.

9. Quick delivery will enhance overall customer satisfaction

The majority of the respondents feel that quick delivery services will directly enhance their level of satisfaction. Customers will always want quick delivery services for food, and as such, they will like and recommend the service.

6. CONCLUSION

Analysis of customer preference for click-to-delivery services in Trichy reveals that instant food delivery applications have become a crucial aspect of daily life for customers. Most customers prefer fast delivery services because of convenience, time-saving, and easy ordering through mobile applications. Parameters such as fast delivery time, friendly app interface, correct orders, reasonable costs, and effective customer service are major influencers of customer satisfaction. Analysis also reveals that customers use the services occasionally and on a weekly basis rather than on a daily basis. Click-to-delivery services have made a positive impact on customers, and further improvement in service quality can enhance customer loyalty and preference in the coming days.

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