International Journal of Humanities and Social Sciences (IJHSS) ISSN(P): 2319-393X; ISSN(E): 2319-3948 Vol. 8, Issue 4, Jun - Jul 2019; 35-44

© IASET



SATISFACTION OF CONSUMERS BY USING ONLINE FOOD SERVICES

Ayush Beliya, Rubi Kujur, Manisha Verma, Kumari Vishaka Nagwanshi, Sonam Sahu, Nitesh Uikey & Ajaz Ahmad Bhat

Research Scholar, Institute for Excellence in Higher Education, Barkatullah University, Bhopal, Madhya Pradesh, India

ABSTRACT

Our research was conducted to examine the "satisfaction of consumers by using online food services".it will deal with consumer behavior & helps to analyse their perceptions & will also help us to understand consumer equilibrium. for the completion of this research we have prepared a full fledged questionnaire which were distributed among the 60 respondents to know their behavior & the satisfaction level which they get by using online food services app.

KEYWORDS: Satisfaction, Perception, Food

Article History

Received: 07 May 2019 | Revised: 18 May 2019 | Accepted: 06 Jun 2019