CSE4027

DATA ANALYTICS

Topic

Customer Satisfaction on online food delivery

Team Members

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Submitted to:

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ABSTRACT:

Online food delivery (OFD) is no longer a new concept for the majority of people. This type of business delivery has become very popular, especially among young, busy and working people. This study will be conducted to investigate customer intentions to use OFD services through the evaluation of satisfaction, food quality, and OFD service quality. The OFD service quality will be evaluated by including service convenience, customer service, and service fulfilment. The study determines that food quality, control, customer service, and service fulfilment affect customer satisfaction in online food delivery services. Online ordering is the new eating out, not just for takeout or eating out. The emergence of online grocery delivery services can be attributed to the changing nature of urban consumers. Furthermore, a significant positive relationship was observed not only between website trust and customer satisfaction, but also between customer satisfaction and loyalty. The data will be collected from the customers or users of any online food delivery service and will be analysed.

INTRODUCTION:

With globalization, the food delivery service sector is expanding rapidly and has a relatively high potential rate across Asia. In addition, Food Delivery Technology's innovations are given a twist by the platform used by Food Delivery Services, which allows customers to connect to a variety of near by restaurants and name brand restaurants via his smartphone application. Today, restaurant owners care about the delivery experience, perceived value, and customer behaviour of 4,444 meals. Customer asks and requests food delivery service at following traditional government procedures due to social exclusion and new normal lifestyle of consumer behaviour in his Covid-19 problem. The growth and potential of Internet delivery services is enormous. Customers have a variety of choices due to fierce competition and rapid growth in internet restaurant sector. Mobile applications are a difficult channel, and offers customers the opportunity to purchase meals online from popular grocery stores and nearby restaurants, similar to shopping online. The online food delivery service enhances the customer's convenience and improves his satisfaction in various aspects such as human interactions, customer his reviews and ratings, food availability, payment methods, etc   increased. To survive and thrive, restaurateurs need a deep understanding of consumer behaviour, including perceived value, their thoughts and feelings, and the decision-making process when choosing an online delivery service. Pass and improve your competitive advantage over your competitors on the online platform. Online delivery service is preferred in the hospitality industry

for many reasons. The market for restaurants offering online delivery services has changed as the use of eat-in services has slowed.

LITERATURE REVIEW:

According to Zeithaml's mean-end model-based consumer-perceived value theory, perceived price and perceived quality are precursors to customer perceived value. Customer Perceived Value focuses on the consumer's overall evaluation of a product and is based on pros and cons and a holistic view of what is given and received. To categorize customer value, his three level hierarchy is used, which relates to attribute level, quality level, and value level. First, intrinsic and extrinsic properties exist at lower attribute level. The second factor is quality level. This shows how well-made and high-quality products are in the eyes of consumers.

RESEARCH METHODOLOGY:
According to Zeithaml's mean-end model-based theory of consumer perceived value, perceived price and perceived quality are the antecedents of customer perceived value . Customer perceived value placed a strong emphasis on the consumer's overall assessment of the product, which was built on advantages and disadvantages as well as an inclusive perspective of what was given and what was received. Three hierarchy levels relating to attribute level, quality level, and value level are used to categorise customer perceptions of value. First, intrinsic and extrinsic qualities are present at the lower attribute level. The second factor is quality level, which refers to how well and highly a product is made in the eyes of the consumer.
Food Quality:
Food quality was a crucial factor in determining the relevance and perceived value of the eating experience for customers in restaurant settings . Meal quality has been researched from a variety of perspectives, including freshness, flavour, safety, enticing food presentation, nutrition, temperature, and healthy options . Food quality was defined as the attributes of the food, including good taste and menu variety . Service quality:
Reputable service quality is essential drivers and key determinants for firm success, sustainable retention among existing consumer, attract new consumer and enhance competitive advantage in long term . Previous empirical studies recommended that maintain high level of service quality will enhance overall customer value perception, greater effect toward purchase behavior. Service quality is the core factor that provoked on customer perceived value especially in restaurants contexts , in hospital context , in coffee industry .
H4:

Service quality are positively related to perceived value in online restaurant selection The Study of Zeithaml revealed that sacrifices encompassed with perceived monetary cost and nonmonetary cost as solid predictors of customer perceived value. Monetary cost was described as perception in the means-end model as lower-level attributes. The total amount of money has paid by consumers to obtain a product, given up or sacrificed (Zeithaml, 1988). In the hospitality industry, monetary cost was essential as key drivers that effected on customer perceived value , as well as retail context . The consumers overall perception of higher costs, reduction inclusive perceived product value. Nonmonetary costs are various costs association with customer's perception among products and services explicit and implicit such as search cost, time cost, psychic cost toward Zeithaml value theory. In the industrial contexts, Non-monetary cost with energy, time and effort have effect toward customer perceived value .

H5:

Monetary cost and non-monetary cost are negatively related to customer perceived value in online restaurant selection Influencing Factors and The Behavioural Intention to Select Online Delivery Restaurant Behavioural intention is substantial, play vital role to predict consumer behaviour and subsequent consumption behaviour. Restaurant selection was predicted by customer perceived value toward various category of restaurants. . Monetary cost was amount of money spend that refer to customers perception of monetary price . Previous scholars revealed that nonmonetary cost , monetary price have a negatively relationship and customer perceived value has positively relationship with purchase intention and predict consumption behaviour with the purchase willingness .

H6:

Customer perceived value has a positive relationship with the behavioural intention to select online delivery restaurant.

 H7:

 Monetary cost and non-monetary cost have a negative relationship with the behavioural intention online delivery restaurant. Based on exploratory research and literature review that incorporates for validate key drivers of perceived value toward online delivery restaurant selection. Focus group was conducted with customers who had online delivery purchase experience in preceding three months. The participants revealed about essential drivers of various benefits and sacrifices which describes toward restaurant brand image, food quality, product innovation, service quality, nonmonetary cost, monetary cost, hedonic, utilitarian and social values.

HYPOTHESIS:

Ho:

There is no significant difference in expected and perceived mean score of EService quality constructs of Online food delivery app. delivery portal.

H1:

There is a significant difference in expected and perceived mean score of EService quality constructs of Online food delivery portal.

RESULTS AND DISCUSSIONS:

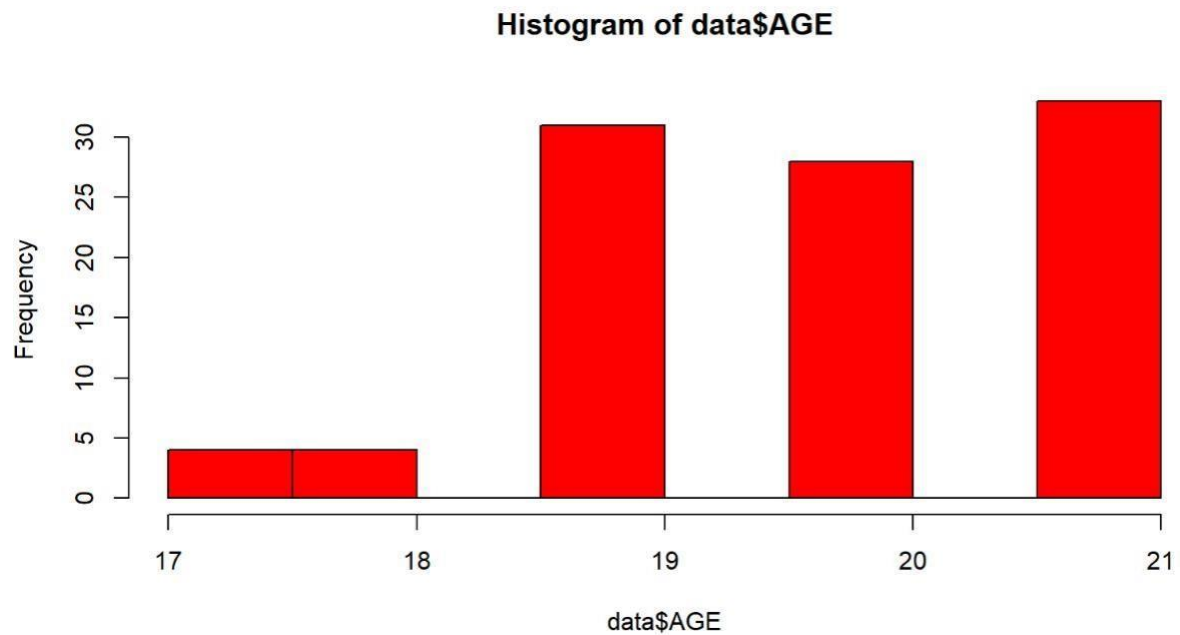**Table 1: Shows Demographic and Social Characteristics**

1.1 Gender analysis

Sl.No	Gender	Respondents	Percentage
1	Male	46	46
2	Female	54	54
3	other	0	0
	Total	**100**	**100**

1.2 Age

Sl.No	Age	Respondents	Percentage
1	17	4	4
2	18	4	4
3	19	31	31
4	20	28	28

5	21 and above	33	33
	Total	**100**	**100**

Graph 1: Histogram for Responders Age.

Histogram of data$AGE

1.3 PROFESSION:

Sl.No	Stream of Occupation	Respondents	Percentage
1	Student	85	85
2	Professor	5	5
3	Software Engineer	4	4
4	Business	4	4
5	Teacher	1	1
6	Sportsman	1	1

	Total	100	100

Graph2: Pie chart for different stream of profession

Profession
100 responses

- Student
- Software Employee
- Business
- Professor
- Teacher
- Sportsman to
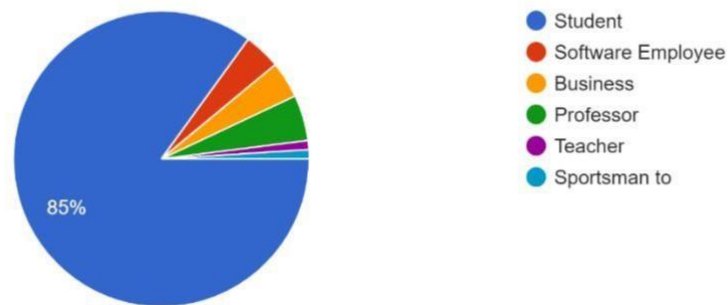
How often do you order food online?

Sl.No	How often do you order food	Respondents	Percentage
1	On rare occasions	85	85
2	Frequently	5	5
3	Daily	4	4

4	None		

Which food delivery service do you prefer ?

Sl.No	Which food delivery service do you prefer ?	Respondents	Percentage
1	Zomato	50	50
2	Swiggy	40	40
3	Uber Eats	6	6
4	Other	4	4

What is your opinion about online food delivery services?

Sl.No	What is your opinion about online food delivery services?	Respondents	Percentage
1	Advantage	41	41
2	Disadvantage	2	2
3	ParAally advantage	57	57

Reason to order food online?

Sl.No	Reason to order food online?	Respondents	Percentage
1	Due to busy schedule	26	26
2	As it is easy and convenient	44	44
3	To save Time	13	13
4	Other reasons	17	17

How is the OFD app user interface ?

Sl.No	How is the OFD app user interface?	Respondents	Percentage
1	Excellent	25	25
2	Good	62	62
3	Fair	11	11
4	Poor	2	2

Rate the OFD services that you use

Sl.No	Rate the OFD services th you use	Respondents	Percentage
1	1	4	4
2	2	11	11

3	3	20	20
4	4	43	43
5	5	22	22

Delivery Lead Time?

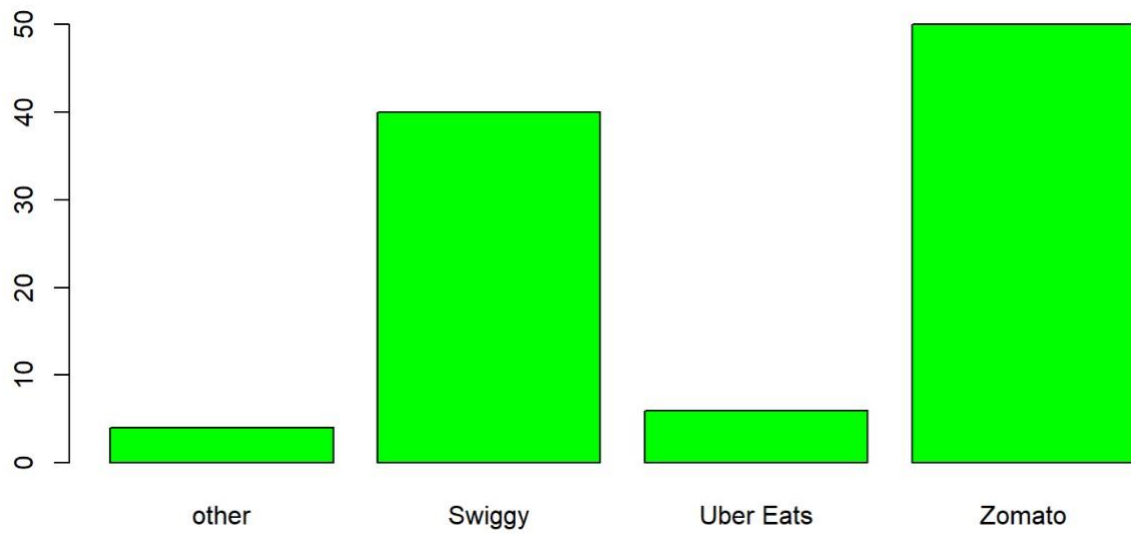| Sl.No	Deliver Lead Time	Respondents	Percentage
1	I always get food on time	41	41
2	Delivery Ame is reasonable	54	54
3	Not delivered at	5	5

Graph 3: Density Graph for preferred online food delivery service.
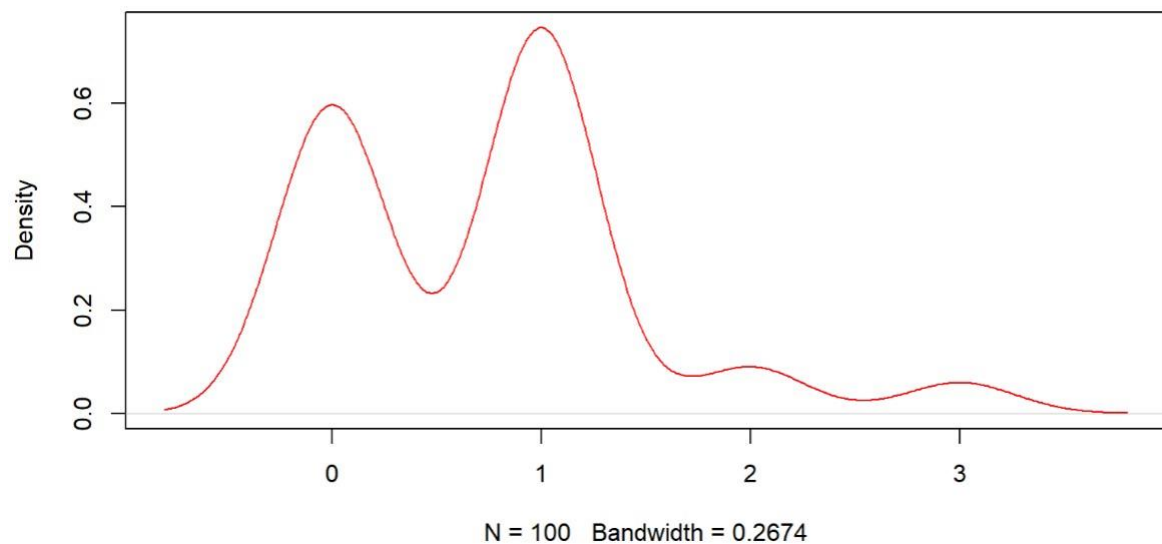
Swiggy-0

Zomato-1

Uber_Eats -2

Other -3

density.default(x = data$Which.food.delivery.service.do.you.prefer.)

N = 100   Bandwidth = 0.2674

TEST STATICS :

1. Satisfaction towards Online Food delivery App interface

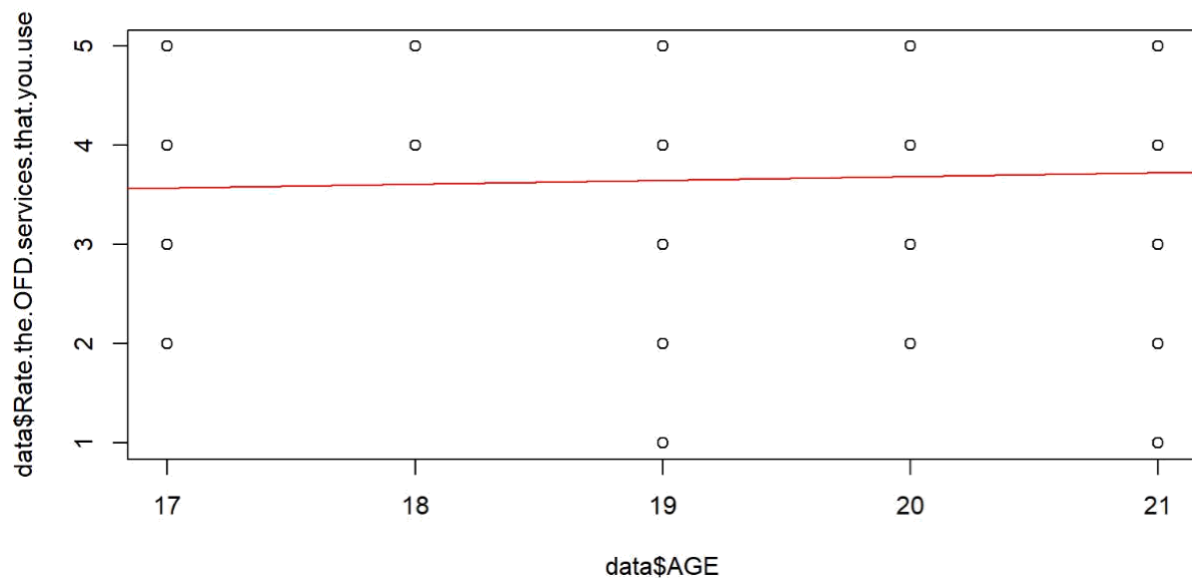| Mean	6.1
Standard deviation	0.6590474

Poor-4

Fair-5

Good-6

Excellent-7

2. Overall rating of Online Food Delivery services.

Mean	3.68
Standard Deviation	1.062492

Graph 4: Boxplot for customers overall satisfaction towards OFD Services.
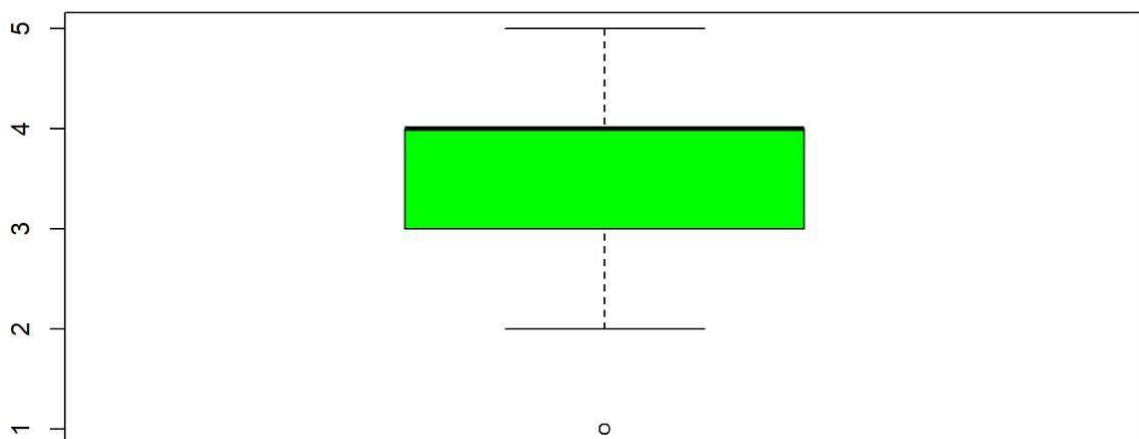
Graph 5: Scatter and regression plot for Age vs Satisfaction towards OFD services.

Error Analysis:

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Call:
lm(formula = data$Rate.the.OFD.services.that.you.use ~ data$AGE)

Residuals:
    Min      1Q  Median      3Q     Max
-2.7244 -0.6868  0.3132  0.3884  1.4260

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)   2.9347     1.9947   1.471    0.144
data$AGE      0.0376     0.1005   0.374    0.709

Residual standard error: 1.067 on 98 degrees of freedom
Multiple R-squared:  0.001427,  Adjusted R-squared:  -0.008763
F-statistic:  0.14 on 1 and 98 DF,  p-value: 0.7091
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FUTURE SCOPE:

Online food ordering has become commonplace and is expected to have a positive impact on consumers. Ordering food online allows customers to order food from their comfort zone. In addition to this they have an option to choose shipping methods when we pay online through corporate website or mobile app. The benefits associated with ordering food online are included in this project. Let's look into an example, online food ordering underpins convenience, which is a major benefit that increases the value of e-satisfaction.

CONCLUSION:

This study focused on examining the relationship between e-service quality and e-satisfaction in online food ordering. The estimated factors were found to be significantly related to e-satisfaction. This study addressed all three of his research questions raised and provided ample evidence of a significant association. The implications of the results are discussed below. First, we found that the more experienced or frequently a customer used an e-service, the more likely they were to be satisfied. Ease of use also has a positive effect on customer satisfaction. Using our online ordering platform or mobile application can improve your expertise and increase customer satisfaction. Providing accurate and relevant information about available foods was found to have a significant positive effect on e-satisfaction. This indicates that most online shoppers value information about available products and foods. Therefore, in order to improve the online shopping experience, the seller or online grocer should use all the information necessary to successfully place an order.

REFERENCES:

1. The Relationship between E-Service Quality and E-Satisfaction of Online Food Ordering in the Klang Valley, Malaysia
   Teeban Raj A/J Suppiah, Chung Jee Fenn, Akram Abdulraqeb Sultan Al-Khaled
2. The Study of Factors Impact on Customer Perceived Value as A Driver for Online Delivery Restaurant Selection: A Case of Young Adults and Senior Consumers
3. CUSTOMER SATISFACTION OF ZOMATO ONLINE FOOD PORTAL WITH RESPECT TO NASHIK CITY