

# FOOD DELIVERY SERVICES

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# Agenda

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# Research Purpose

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- Identifying and creating customer profiles of users of different food delivery services



**GRUBHUB**

**Uber  
Eats**

 **DOORDASH**

# Methodology: Quantitative

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1DIs

6 people

Focus Group

10 people

Survey

101 responses total

86 Yes

15 No



# Methodology: Qualitative

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## Secondary Sources

- Peer-reviewed journals
- Webpages
- Reports

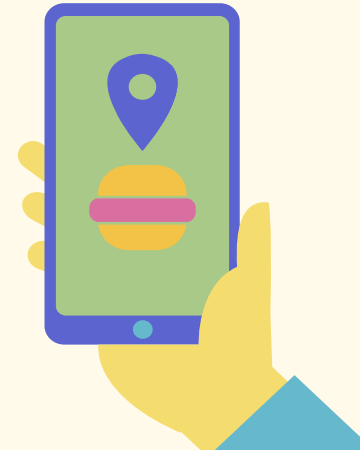


## IDs

- 2 males and 4 females
- Asian
- 1 sophomore, 4 juniors, 1 senior

## Focus Group

- 3 males and 7 females
- Asian, Hispanic, White
- All juniors



# Pre-Analysis Findings

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## Secondary Research

- A huge surge in online orders in the past 12 months due to covid
  - DoorDash - revenue grew by a quarterly average of 220%
  - US food delivery industry increase by \$28 billion from 2019
  - Addition of over 200,000 restaurant listing across food delivery apps in the US
  - An increase in 34% of new customer acquisition by food delivery platforms
- Addition of groceries and convenience goods for delivery



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## Focus Group and Individual Interviews

- Primarily a large amount of GW students prefer to use Grubhub over other food delivery services due to Gworld.
- 4 out of the 10 people interviewed during the focus group, don't use or use food delivery services less than once a week.
- Almost all individuals interviewed have all three food delivery services downloaded on their phones, even though they don't use all very frequently.
- The frequency of students who use food delivery services heavily also depend on if student residences offer a kitchen or not.

# Findings

Research Target: **Current GWU Students Only**





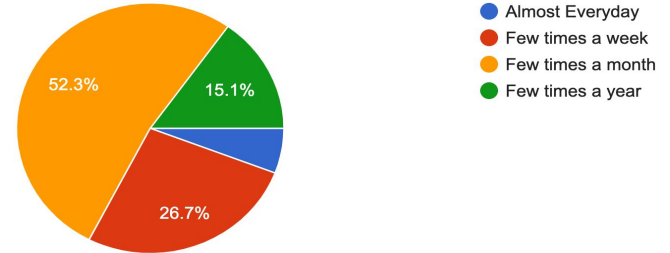
# Online Food Ordering Habit

## How often? For what meal?

1. Majority of respondents order food online for few times per month.
2. Almost every respondent only order food online in the evening or at night.

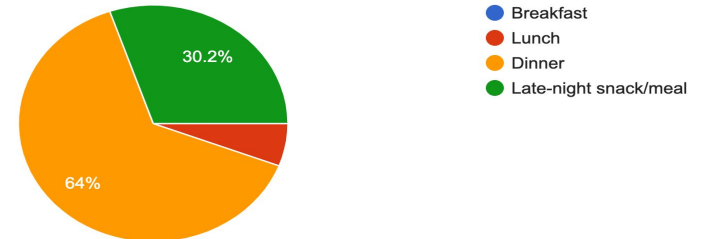
How often do you order food online?

86 responses



What meal do you get delivered the most?

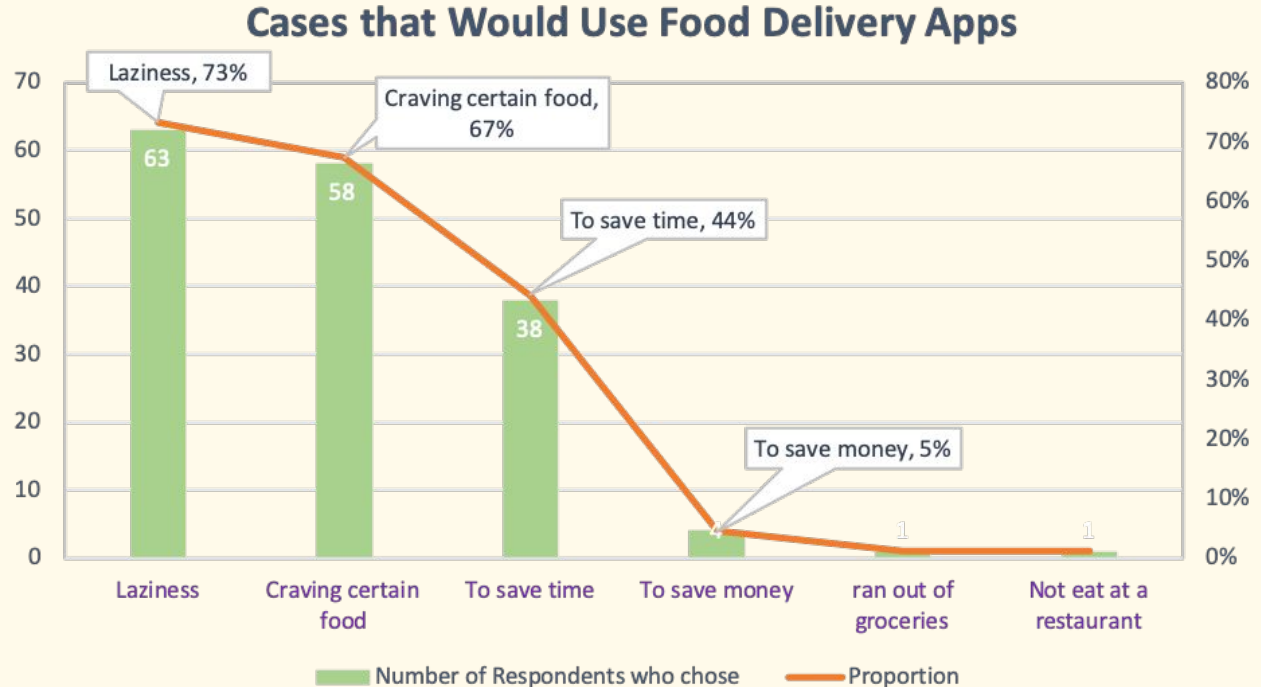
86 responses



# Why do people order food online?

## Mainly Due to 3 reasons

- 1) Laziness  
(e.g. unwilling to cook, don't want to leave apartment)
- 2) Desire for certain food
- 3) As a time saver



Please rank the importance of following variables when using a food delivery service from 1 (most important) to 5 (least important).

Closer to 1=High Importance  
Closer to 5=Low Importance


What aspect do different app users value most?

**Doordash:** Food Options

**Grubhub:** Price Factor

**Ubereats:** Food Options/Delivery Time/Price Factor

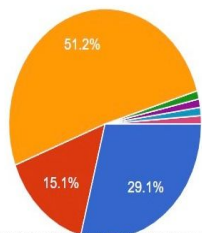
**Overall:** Price Factor

Values	Column Labels 			
	DoorDash	Grubhub	UberEat	Grand Total
Average of [Importance of Food Options]	2.4	2.5	2.5	2.5
Average of [Importance of Delivery Time]	2.6	2.7	2.5	2.6
Average of [Importance of Price]	2.8	1.7	2.5	2.1
Average of [Importance of Customer Service]	2.9	4.1	3.2	3.6
Average of [Importance of User Interface(ease of use)]	3.2	3.9	3.2	3.6

# Attitude toward Gworld

Which food delivery app is your favorite?

86 responses



- UberEat
- DoorDash
- Grubhub
- No favorite
- Postmates
- Postmates
- I don't have a favorite

**Most students living on campus have a high preference for Gworld supported food provider.**

*(Grubhub is the only one supporting Gworld Cash at the current stage)*

**Is the support of GWORLD important to you when ordering food online?  
What is your attitude toward this?**

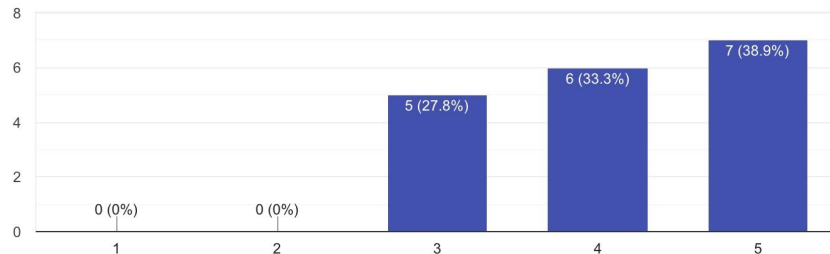
	Off-campus	On-campus	Grand Total
Yes, very important. It's something I prioritize the most.		34	34
Yes, somewhat important. It will likely increase my willingness to order food online.	6	24	30
Ah, not really. I am not that concerned about this but it's always a good thing to have this feature.	2	13	15
No, it's never a factor I think much about when ordering food online.	6	1	7
<b>Grand Total</b>	<b>14</b>	<b>72</b>	<b>86</b>

# Subscription to Premium Memberships

Frequency	Subscriber	Non-subscriber
Almost Everyday	1	4
Few times a week	8	15
Few times a month	7	38
Few times a year	2	11
Grand Total	18	68
Total % of frequent users	50%	28%

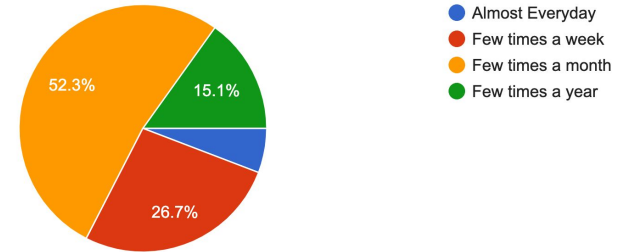
Do the benefits offered with memberships or rewards programs increase your satisfaction with a food delivery service?

18 responses



How often do you order food online?

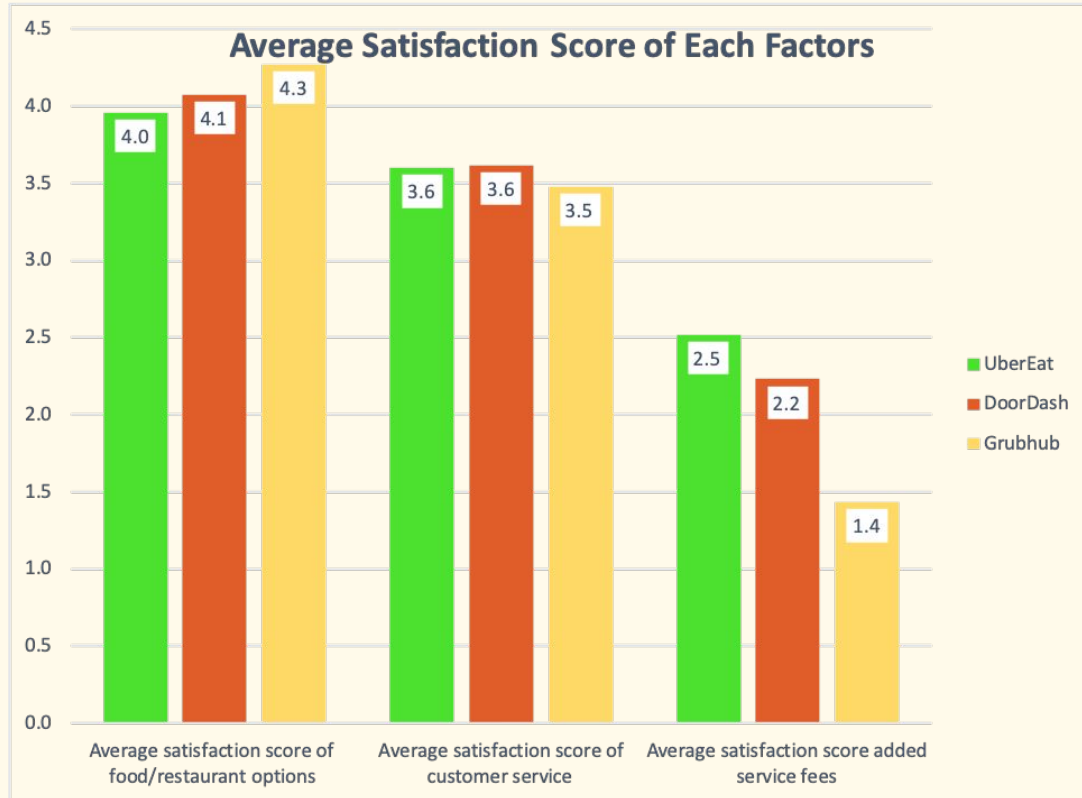
86 responses



1. Only a small fraction of people subscribed to membership.
2. **People order food online more frequently are more likely to subscribe.** (Cost saved > Paid)
3. Majority of people only order food few times per month
4. People are generally satisfied with the membership benefits.

1 (very dissatisfied) - 5 (very satisfied) scale

# Satisfaction



**Among three factors,  
UberEat, DoorDash, Grubhub users**



Dissatisfied with the service fees charged (average lower than 2.5)



Most satisfied with the current food/restaurant provided.



Think decent customer services are provided.

# Conclusions

based on our findings


# Customer Profiles Trend

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**UberEats**

**Grubhub**

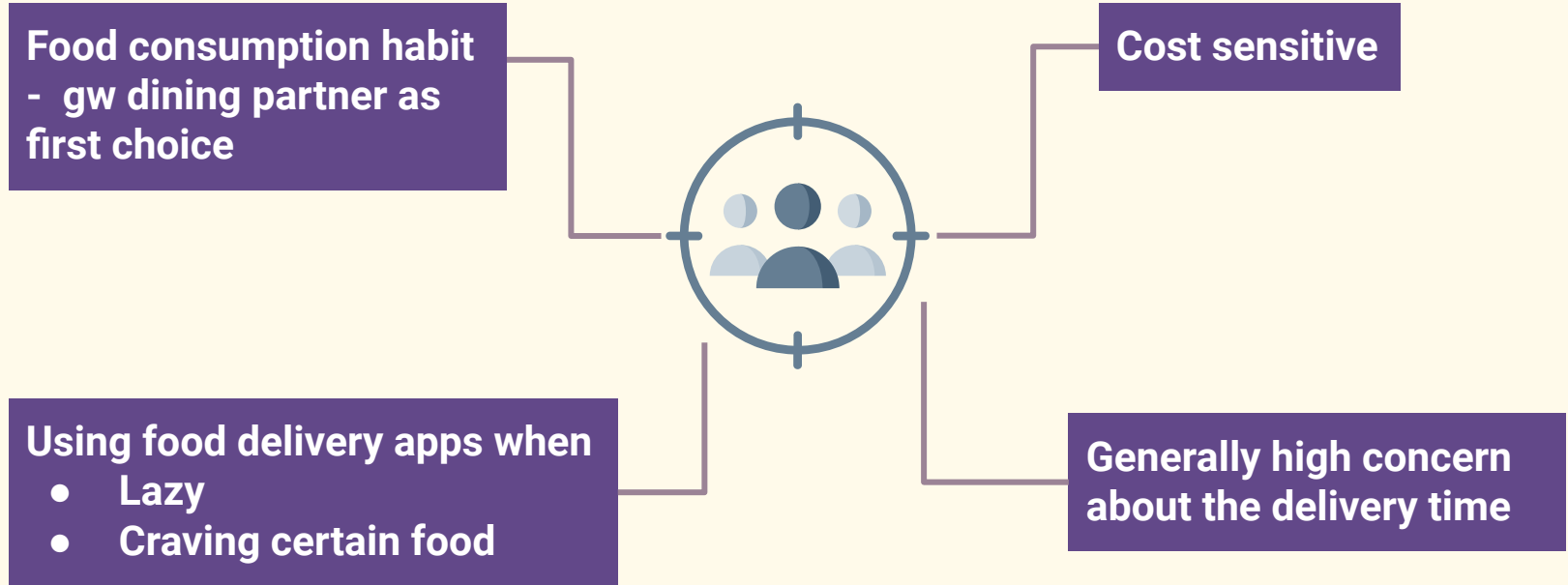
**DoorDash**

Pricing, Restaurants' Options, Delivery time	Consider <b>average performance</b>	Seeing <b>pricing</b> as most important	Seeing <b>restaurants' options provided</b> as most important
Seeing Customer Service as Necessity			
Order Frequency	Few times a month	Few times a month	Few times a month
Typical Acceptable Delivery Fee	\$2-4	\$2-4	\$2-4



# GW Student Profile

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# Recommendation

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Distinctive Competence  
&  
Improvement

## UberEats

- Sending out coupons to reduce the side-effect brought by dissatisfaction of service fee

## DoorDash

- Keep partnerships with current restaurants and try to increase options
- Increase customer support

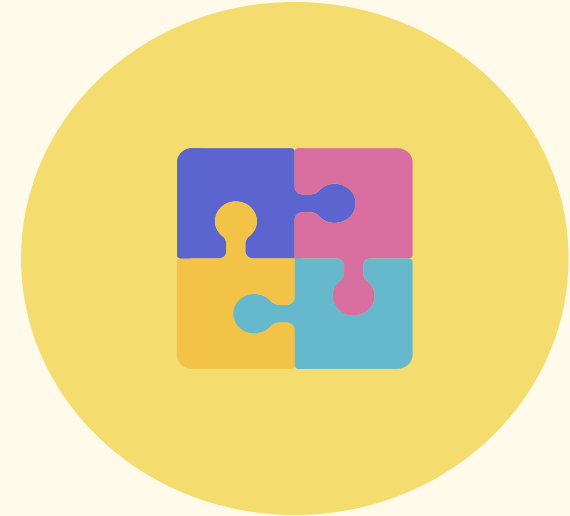
## Grubhub

- Highlight students' benefits - partner with school dining cash

# Limitations

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- Survey size
  - Lack of students who use food delivery services
- Diversity of sample
  - Only students were surveyed for the customer profile
- Framing of survey questions



Thank you for your time!

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Questions?

