

Presented by Mike

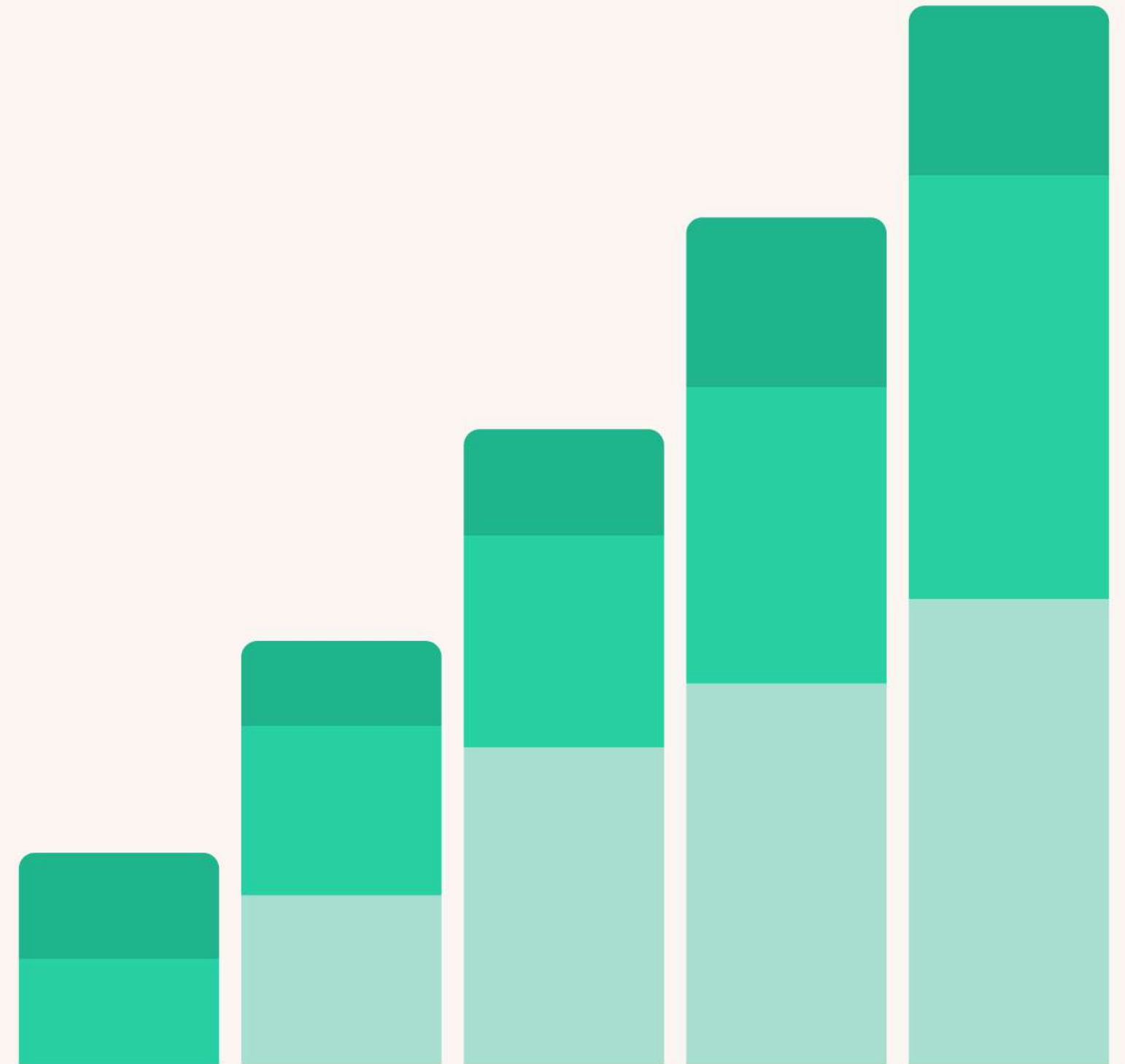
Customer Satisfaction

With Online Food Delivery Services



Executive Summary

- Brief overview: Analysis of customer feedback on online food delivery in Taiwan.
- Survey method: Google Forms, 28 participants.
- Key insights: Usage frequency, platform preferences, and decision-making factors.



Survey Demographics and Method

01.

Demographics: College students, working professionals, families across Taiwan.

02.

Method: Google Forms survey distributed via social media over two months.



Usage Frequency

Graphical representation of usage frequency:

- Less than once a month: 32.14%
- A few times per month: 28.57%
- Several times a week: 21.43%
- Daily: 14.29%
- Weekly: 3.57%



Comparison

75%

Uber
Eats

25%



Important Factors of Preference

64.29%

Delivery fees

53.57%

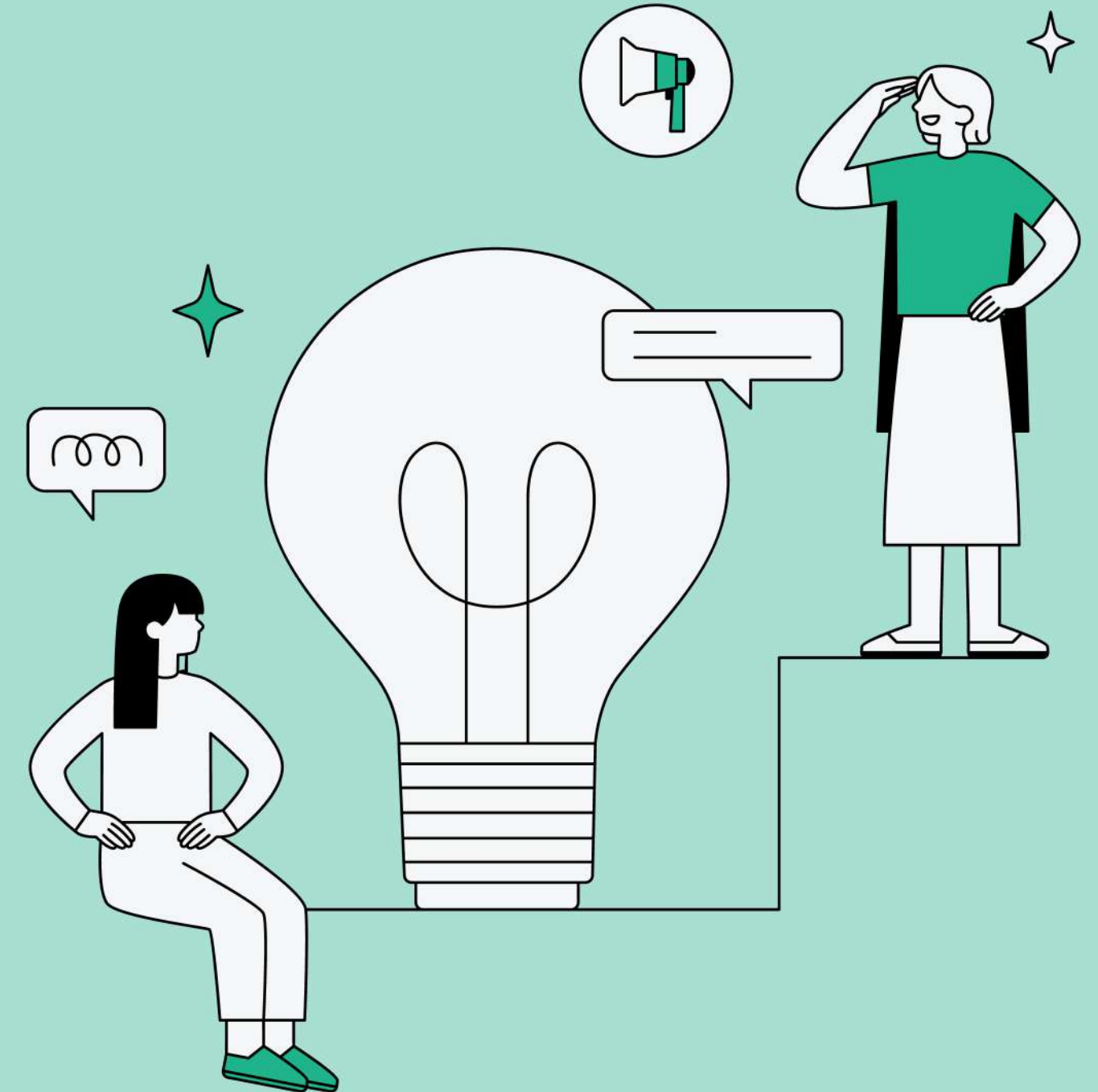
Restaurant
variety

46.43%

Delivery speed,
food quality,
promotions

Discussion of Findings

01. Diverse Usage: Indicates market growth potential and the need for targeted marketing.
02. Platform Dominance: Opportunity for innovation and differentiation in the market.
03. Key Selection Factors: Pricing, variety, and quality are pivotal in influencing user choice.






Conclusion & Recommendations

Conclusion: Insights into consumer preferences, with a focus on affordability, variety, and quality.

Recommendations:

- Enhance pricing transparency.
 - Diversify restaurant partnerships.
 - Improve service quality.
 - Utilize promotional strategies.
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Thank you very much!

IB3A FD56



Reference

WORK CITED Lu, Y.-L. (2019). Consumer behavior of using food delivery platforms: A case study of Foodpanda and Uber Eats, National Chengchi University, Taiwan.

Tang, Z.-Q. (2022). A study on the behavior for using food delivery platforms: A case study of Foodpanda and Uber Eats, National Ilan University, Taiwan

Appendix 1 - Questions

- Which age group best describes you?
- What is your primary occupation?
- In which region of Taiwan do you primarily use online food delivery services?
- How often do you use online food delivery services?
- Which is your preferred online food delivery platform?
- What factors are important to you when choosing an online food delivery service?
- Rate your overall satisfaction with online food delivery services on a scale of 1 (very dissatisfied) to 5 (very satisfied)
- Rate your overall satisfaction with the speed of your online food delivery orders on a scale of 1 (very dissatisfied) to 5 (very satisfied)
- How likely are you to recommend online food delivery services to others on a scale of 1 (not likely at all) to 5 (extremely likely)?
- Which features or services do you find most useful with online food delivery platforms?
- Do you ever use in-restaurant dining options offered by online food delivery platforms (e.g., dine-in or pick-up)?
- In your opinion, how could online food delivery services in Taiwan better cater to the needs of customers in different regions (e.g., urban vs. rural areas)?
- What do you think are the biggest challenges facing online food delivery services in Taiwan in the future?
- Do you have any suggestions to the online food delivery services in Taiwan?