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# IMPACT OF PRICING AND DELIVERY ON CUSTOMER SATISFACTION: A STUDY ON ONLINE FOOD DELIVERY COMPANIES

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**Abstract**

**Purpose**- This research paper investigates the crucial factors influencing customer satisfaction in the context of online food delivery services, with a specific focus on pricing strategies and delivery efficiency. The primary purpose of the study is to gain insights into how these factors collectively contribute to overall customer satisfaction, thereby informing strategies for enhancing the competitiveness of online food delivery companies. Understanding these factors and their influence is crucial for companies to optimize their strategies and enhance customer loyalty in a highly competitive market.

**Design / methodology**- A new scale is created and validated after confirmatory factor analysis Mahanalobis Distance test is also used. SPSS software is used for measurable scale of identified factors that influence the creative professionals. Data is gathered through surveys distributed to a diverse sample of online food delivery customers, assessing their perceptions of pricing, delivery speed, and overall satisfaction.

**Findings**-The research findings Explore the impact of pricing strategies (promotions, discounts, delivery fees) on customer satisfaction and also Investigate the influence of delivery factors (speed, accuracy, communication) on customer experience and satisfaction. Analyze potential interactions between pricing and delivery aspects, and their combined impact on satisfaction.

**Research Limitations**-While the study provides valuable insights, there are certain limitations. The research primarily focuses in Mysore and Bangalore, and the findings may not be fully generalizable to other regions. Additionally, external factors such as socio-economic conditions and market dynamics could influence customer satisfaction but are beyond the scope of this research.

 

**Originality**-The study's originality lies in its focus on online food delivery companies and its use of mixed-methods research to provide a comprehensive understanding of customer satisfaction. The study contributes to the literature on customer satisfaction in the food delivery industry by providing insights into the impact of pricing and delivery on customer satisfaction in the context of online food delivery companies.

Keywords- Food Delivery companies, Pricing, Delivery, Customer Satisfaction, Delivery speed, Discounts

## 1 INTRODUCTION

In the dynamic landscape of the modern business environment, the advent of technology has significantly altered the way consumers engage with various services, particularly in the realm of food delivery. The rapid growth of information communication technology (ICT) and smart phones, mobile food ordering applications have become extensive and integral part of routine life. The rise of online food delivery companies has not only revolutionized the traditional food industry but has also introduced a plethora of factors that influence customer satisfaction. The introduction of technology has drastically changed how customers interact with different services in the ever-changing world of business, especially when it comes to food delivery. In addition to completely changing the old food sector, the emergence of online meal delivery services has also brought about a number of new aspects that affect client happiness. Delivery and price stand out among these as essential components that have a direct bearing on the entire client experience. In the context of online meal delivery, this study aims to explore the complex interaction between pricing tactics, delivery methods, and their combined impact on customer satisfaction.

Online Food delivery actually refers to the process whereby food that was ordered online is prepared and delivered to the consumer. The development of online Food Delivery has been carried by the development of integrated online Food delivery platforms, such as Swiggy, Zomato etc. These platforms serve a variety of functions including providing customers with a variety of food choices, the monitoring of payment, the organization of the delivery of the food tracking facilities.

Food delivery apps function within the extensive context of online food delivery as they enable the ordering of food through mobile apps. Therefore, this research paper directly aims to check the overall satisfaction of consumers while using online food delivery application.

In other words, we can say this study is being conducted on evaluating satisfaction of consumers towards online food delivery application. Advertising and sales promotion of these applications motivate customers through the lucrative perceived benefits of price reduction.

## 2 LITERATURE REVIEW TABEL:

| SL. No | AUTHOR/YEAR | TITLE OF STUDY | JOURNAL/INSTITUTE NAME | KEY FINDINGS |
|---|---|---|---|---|
| 1 | (Bhatt, 2021) | An empirical study to understand consumer satisfaction towards online food delivery application with specific reference to swiggy in indian context. | International Journal of humanities, Law and Social Sciences Published biannually by New Archaeological & Genological Society Kanpur India. | Evaluating satisfaction of consumers towards online food delivery application- swiggy. |
| 2 | (R. Ramesh, 2023) | An empirical study of online food delivery services from applications perspective. | Materials Today: Proceedings, Elsevier journal publications. | The representation of food delivery app users, conceptual model of the factorial structure, and food delivery app business model. |
| 3 | (Ghosh, Customer satisfaction towards fast food through online food delivery (ofd) services: an exploratory study, 2020) | Customer satisfaction towards fast food through online food delivery (ofd) services: an exploratory study. | International Journal of Management (IJM). | Exploring the determinants of Customer Satisfaction towards Online Food delivery services pertaining to fast food through Exploratory Statistical techniques. |
| 4 | (Mr. Nagendra Kumar Turaga, 2021) | Customer Satisfaction in Online Food Delivery Services: An Application of the E-Service quality. | International Journal of Mechanical Engineering. | Young people in India are the most active users of internet marketing and online food delivery, |

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| 5 | (Alalwan, 2020) | Mobile food ordering apps: An empirical study of the factors affecting customer e- satisfaction and continued intention to reuse. | International Journal of Information Management | This research aims to investigate the factors influencing customer satisfaction and the intention to reuse mobile food ordering apps (MFOAs) in the context of Jordan. The key findings of the study indicate that several factors significantly impact e-satisfaction and the continued intention to reuse MFOAs. These factors include online reviews, online ratings, online tracking, performance expectancy, hedonic motivation, and price value. |
| 6 | (Mr. Krishna LR, 2023) | A STUDY ON CUSTOMER SATISFACTION AND PERCEPTION TOWARDS ONLINE FOOD DELIVERY APP WITH SPECIAL REFERENCE TO ZOMATO | International Journal of Management Focus | The study mentioned above focuses on customer satisfaction with online food delivery services in India, specifically with the Zomato app. In terms of pricing, the study found that customers are satisfied with the pricing offered by Zomato. This could be due to the increasing competition in the online food delivery market, which has led to a decrease in prices for consumers. Additionally, Zomato offers various discounts and coupons to its customers, which further adds to their satisfaction with the pricing. Overall, pricing seems to be a crucial factor in customer satisfaction with online food delivery services in India |

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| 7 | (Gaurav K Mangar, 2020) | A Study on Customer Perception towards Hike in Prices of Online Food Delivery Channels | International Journal of Engineering and Management Research | The finding of this paper is customer perceptions related to their ordering behaviour concerning delivery charges in online food delivery channels. the study found that for a significant number of customers, delivery charges affect their ability to place orders. Notably, when delivery charges are perceived as high, many customers reconsider ordering food online, suggesting that these charges play a pivotal role in influencing customer decision-making. The research concludes that delivery charges can have a substantial impact on customer satisfaction with online food delivery services. |
| 8 | (Satender Pal Singh B. P., 2023) | Price or quality? Consumers' preferences and willingness to pay (WTP) for online food delivery services in the COVID-19 era | The TQM Journal | The findings in This paper is Amid the COVID-19 pandemic in India, a shift in consumer preference from price to food and packing quality is evident. While smaller orders prioritize delivery time, larger orders emphasize packing quality, with consumers exhibiting the highest Willingness to Pay for food quality, followed by convenience and packing quality, showing an increasing trend with order size. |

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| 9 | (Elham Pourrahmani, 2023) | Modeling the online food delivery pricing and waiting time: Evidence from Davis, Sacramento, and San Francisco | Transportation Research Interdisciplinary Perspectives | This study explores food delivery fees and wait times on popular US platforms (DoorDash, Grubhub, Postmates, Uber Eats). Researchers analyze data on cost, timing, restaurant type, and location using regression models. Results reveal delivery distance significantly impacts fees, with variations across apps, and requester location influences wait times, suggesting potential zone-based pricing. Shorter wait times are associated with high demand, supply, and larger user-courier networks, offering insights for pricing schemes and operational strategies in food delivery. |
| 10 | (Satnam Kaur Ubeja, 2022) | A Study of Price Perception with Respect to Buying Through Food Delivery App | Pacific Business Review (International) | This study investigates the effect of the internet and e-commerce on the worldwide and Indian food delivery sector. It showcases the convenience of online food ordering via delivery apps, emphasizing the ease it brings to customers' lives. The study also explores how ordering food online has become a common practice and a status symbol among urban youth, underlining the importance of pricing promotions in shaping consumer choices. |
| 11 | (Saad, 2021) | Factors affecting online food delivery service in Bangladesh: an empirical study | British Food Journal | The study examined factors impacting online food ordering decisions, highlighting key direct factors like delivery time, service quality, price, and food condition. Additionally, indirect factors such as variety, number |

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| | | | | of restaurants, menu, delivery tracking, and delivery person's attitude were identified. These insights provide valuable understanding for enhancing the success of online food delivery services. |
| 12 | (Terrance Ancheary, 2023) | CAUSAL FACTORS OF CONSUMER LOYALTY TO ONLINE FOOD DELIVERY SERVICES OF DELHI | PUSA Journal of Hospitality and Applied Sciences | This study tells about the product earned an average ease of use rating of 4.5/5. Food quality surpassed satisfaction with an 85% rating. Consumer engagement was high at 70%, and delivery efficiency was prompt with a 90% rating. Pricing received a 60% rating for reasonableness, and client support was deemed helpful at 80%. These ratings offer insights into factors influencing customer loyalty, revealing correlations between ease, cost competitiveness, satisfaction, and loyalty. Statistical metrics, association coefficients, and significance levels were used to present the results. |
| 13 | (M. Bhuvanesh Kumar, 2022) | Customer Satisfaction Towards Online Food Delivery Systems in Coimbatore | International Journal of Research in Management Studies (IJRMS) | The findings in this study is that the Meal delivery app usage in India has surged, offering convenient on-the-go food ordering through smartphones. A study in Coimbatore revealed advantages such as enhanced accessibility, comprehensive order overviews, and improved customer service. The majority of users prefer online food delivery due to reduced human interaction, impacting traditional dining habits. The tracking system further contributes to user convenience in this evolving dining landscape. |

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| 14 | (Shakshi, 2020) | Factors Influencing Food Ordering on Zomato in Hisar District, Haryana | Journal of Extension System | The study analyzed Zomato food ordering factors in Hisar, Haryana, surveying 100 respondents with online questionnaires. Utilizing exploratory factor analysis and Cronbach's alpha, it identified two reliable factors—offers, price, food quality, and delivery charges—with high factor loading as significant variables influencing food orders. |
| 15 | (Natarajan Chandrasekhar, 2019) | Food Delivery Services and Customer Preference: A Comparative Analysis | JOURNAL OF FOODSERVICE BUSINESS RESEARCH | The research, based on primary data from 169 participants, utilized a structured questionnaire with four sections to assess preferences, reliability, consistency, and decision-making in online food delivery services. Using the Grey analysis technique, it found that consumers prioritize uniqueness in price, quality, and delivery when choosing platforms like Zomato, Swiggy, or Foodpanda. The study offered insights into consumer preferences, uncertainties, and problems, contributing to a better understanding for managers by exploring various factors related to consumer perception. |

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| 16 | (Kevser SAHINBAS, 2022) | Sentiment analysis of customer review in online food delivery industry | International Journal of Engineering and Innovative Research (IJEIR) | The findings in this study is that Online food delivery (OFD) has grown significantly as a result of consumers' preference for food delivery to their door during the COVID-19 pandemic rather than dining out. Almost all eateries, including Door Dash and UberEATS, are going online and integrating OFD.<br>The significance of performance as a data source has increased. OFD firms place a high value on gathering complaints from consumer feedback and making good use of data to pinpoint areas that need improvement in order to raise customer satisfaction. Despite the COVID-19 epidemic, online evaluations are still valuable since they assist consumers in choosing healthy foods. Getting feedback from customers regarding the goods and services that businesses offer is one of the fundamental requirements of business management. |

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| 17 | (Ashok kumar Katta, 2023) | Consumers satisfaction towards online food delivery app Swiggy: The study special reference with south Chennai. | International Journal of Health Sciences | The findings in this study is that how Swiggy's meal ordering has impacted and changed consumers' eating habits by looking at the impact of online food ordering on them. Therefore, the study looks into customers contentment with the online meal ordering platform Swiggy The study discovered More survey participants, aged 21 to 35, than any other age group, used online meal delivery services. The most widely used app for ordering takeout is Swiggy, which respondents like better. The primary data used in this study's research was collected using a primary survey with well-structured questionnaire to satisfy the study's stated objectives. There are 150 people in the research sample. the study conducted in the southern part of Chennai. |
| 18 | (Kushal Singh, 2022) | Review of literature related to customer satisfaction towards online food delivery | Kanpur Philosophers, ISSN 2348-8301International Journal of humanities, Law and Social Sciences Published biannually by New Archaeological & Genological Society Kanpur India | The findings in this study is that"customer satisfaction" is commonly used in marketing. It is a gauge of how well a company's goods and services meet or exceed the expectations of its clients. The definition of customer satisfaction is the quantity of customers,<br><br>The proportion of all clients whose satisfaction levels with a business, its goods, or services are higher than predetermined |

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| | | | | thresholds. Businesses typically question customers whether their product or service has met or surpassed their expectations while conducting satisfaction surveys. Expectations, then, play a major role in contentment. Customers who have high expectations and are let down by reality are likely to be dissatisfied and give their experience a low rating. |
| 19 | (Nanaiah, 2020) | A Study on Consumer Behaviour and the Impact of Food Delivery Apps on the College Students in Bangalore. | International Journal of Research in Engineering, Science and Management | The findings in this study is that In India, the fastest-growing market is food delivery applications. There are three types of food delivery apps: independent, restaurant-controlled, and online services. Zomato was the first meal delivery service to operate online in India. In addition, it offers premium services that other food delivery apps do not, such as restaurant reviews and Zomato Gold. Other well-known delivery applications include Dominos, Pizza Hut, Faasos, Box 8, Uber Eats, Food Panda, and Swiggy. A number of new app services, such Freshmenu and Dunzo, are now being developed. Apps for food delivery have several advantages. Due to busy schedules and the rising population's lack of time for cooking, it is incredibly convenient for the customers. |
| 20 | (R. Amreen Naziya, 2023) | Analysis of Impact of Monthly Income of Customers of Online Food Delivery Services and their Perception on Service Factors. | International Journal of Research in Engineering, Science and Management | The findings in this study is to evaluate how consumers' monthly income affects their opinion of many aspects, including tangibility, dependability, and overall experience with online meal delivery services.receptivity as well as empathy. The primary data for the study came from 350 |

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| | | | | respondents who answered a standardized questionnaire. |
| 21 | (K.S Sachin, 2022) | Customer perception with respect to online food delivery | Journal of Pharmaceutical Negative Results | The findings in this study is to see the use of meal delivery services has increased due to advancements in e-business and the internet. More people in the current generation are connecting with one another and transacting with one another using mobile applications. In order to cater to the demands and tastes of customers, traditional business strategies are being replaced by innovative online marketing techniques. New items are marketed and advertised online, which gives consumers have access to a wide range of goods and services. This study intends to stimulate conversation regarding Bangaloreans' opinions of the online meal delivery service. To perform the study, 224 respondents were gathered. The primary goal of this research is to examine and evaluate consumers who currently use various online meal delivery platforms. |

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| 22 | (Mr. Ashish Kumar Verma, 2023) | Impact of Online Food Delivery on Customers Buying Experience | Journal of Production, Operations Management and Economics | The findings in this study is the advancement of technology has led to a new direction in product marketing and sales through mobile applications because of the easy access to the internet. India is developing quickly, and its citizens are utilizing newer forms of technology and inventions. The internet-based e-commerce sector in India has experienced significant growth and opportunity, with the food delivery market projected to increase at a compound annual growth rate (CAGR) of 28.9% between 2022 and 2027. 30.11 percent CAGR Development of Technology Online meal ordering services have become more convenient because to technological advancements as well as advancements in technology, particularly for those who want food delivered right to their door. It gets around the drawbacks of the traditional way of placing food orders. This novel framework |

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| 23 | (Deeksha Shetty, 2020) | A Study on Impact of Covid-19 on Buying Behaviour of Consumer on Online Food Delivery with Reference to Zomato | International E Conference on Adapting to the New Business Normal – The way ahead SDMIMD | The findings in this study is that All sectors in India have effectively stopped due to COVID-19, with the exception of those that deal with necessities. Since the Lockdown was declared on March 24, 2020, all operational activity has stopped, and numerous businesses of all sizes have experienced losses. Businesses had to take some extreme steps include salary reductions, layoffs, and the suspension of some activities in addition to restructuring the company to lessen losses. In this context, an effort was made to investigate how Covid 19 affected customer purchasing patterns for online meal delivery through Zomato. The primary goal of the study is to determine how COVID-19 would affect customers' individual purchasing decisions because technology has made it possible for new market behaviors, interactions, and experiences. In the case of online meal delivery, |

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| 24 | (Diya Kameria, 2023) | Unpacking the Impact of Digital Advertising on Consumer Behaviour in the Food Delivery Sector: A Case Study | International Journal of Innovation and Multidisciplinary Research (IJIAMR) | The study combines a thorough and methodical approach to investigate how advertising influences customers' online food service platform consumption behaviors. Zomato and Swiggy were our examples for this. The goal is to understand the elements that influence them, how they feel about online meal ordering, and how satisfied they are overall. |
| 25 | (Sushant Rajvanshi, 2023) | Exploring the Motivation, Benefits, and Issues for Adopting Online Food and Ordering Food | International Journal for Research in Applied Science & Engineering Technology (IJRASET) | The paper discusses the online food delivery system's role in meeting customer demands for food and drinks, emphasizing factors like demand, supply, customer motivation, benefits, and issues. It explores the reasons behind the trend, addressing how people benefit from the convenience, particularly during the COVID-19 outbreak. |
| 26 | (SAHA, 2023) | ORGANIZATIONAL DISABILITY: A NEW CONCEPT TO IMPROVE EMPLOYEE PRODUCTIVITY | Transformations in Management: Unlocking the Recent Perspectives and Drifts | This research focuses on workplace barriers and unfavourable conditions that hinder employees from giving their best performance, rather than physical disabilities. The goal is to examine existing organizational obstacles that impede optimal employee effort. A healthy workplace with good conditions, a supportive climate, and accessibility promotes higher morale, positively impacting work quality and productivity. |

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| 27 | (Dr. Sumit Saha, 2023) | COMPUTATION OF PLANTS' HAPPINESS SCORE: A NEW HORIZON OF URBAN PLANNING AND MANAGEMENT | VLEARNY Journal of Business | The overall tree/plant mechanism is mapped using happiness as the index. The responsibility of society towards plant life has increased in relevance in the modern era. A deeper comprehension of the plant's life system is the result of recent developments in a number of sciences, technologies, and tools used for the benefit of society. |
| 28 | (sumit saha, 2023) | VENDOR'S CAPABILITY: A WAY FOR WINNING THE CONTRACT IN A B2B RELATIONSHIP | Journal of Commerce and Accounting Research | The research revealed a clear trend while salesperson relationships undoubtedly play a role in fostering trust and communication, it is the vendor's capabilities that ultimately determine contract awards. Clients prioritize vendors who demonstrate a proven track record of delivering on purchase terms, indicating a preference for reliability and performance over interpersonal connections. |

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| 29 | (Saha, 2023) | THE 22 IMMUTABLE LAWS OF MARKETING: VIOLATE AT YOUR OWN RISK | JIMS8M The Journal of Indian Management & Strategy | The book stresses the importance of being the first choice in consumers' minds. Just like how we tend to remember the first person we met at a party, brands that establish themselves as pioneers in their industries have a lasting impact. |
| 30 | (Sumit Saha, 2023) | LARGE VENDOR'S CAPABILITY AND RELATIONSHIP MANAGEMENT: AN IDEA OF WINNING CONTRACT MECHANISM IN B2B | JIMS8M The Journal of Indian Management & Strategy · | There is a connection between large organizations' purchasing decisions and the vendors. Over the years, the vendor organization has successfully maintained business relationships with the client by building its capability and experience. |
| 31 | (Sumit, 2023) | SALESPERSONS PERFORMANCE PREDICTOR MODEL: AN EXPLORATORY FACTOR ANALYSIS | JIMS8M The Journal of Indian Management & Strategy | Companies can determine what is stopping their sales force from performing at their peak by concentrating on these identified factors. Based on the final factor loading values, we help create a predictive model and calculate a sales performance score Measuring the current industry performance benchmark by quantifying would be novel and unprecedented. |

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| 32 | (Saha, Computation of value and range of the Industry Performance Index for Final Cross-Functional determinants: Is the coming new era of sales without a Salesman?, 2024) | Computation of value and range of the Industry Performance Index for Final Cross-Functional determinants: Is the coming new era of sales without a Salesman? | Pacific Business Review (International) | The paper explores the possibility of a sales era without traditional salespeople, addressing the challenge of a shrinking workforce in the sales field. A new scale is developed using Onyx and validated through confirmatory factor analysis, identifying key factors influencing sales performance. Findings suggest that organizational adjustments based on the model can minimize or eliminate the need for salespersons. |
| 33 | (Sumit Saha S. K., 2021) | Computation of sales performance score and key cross-functional factors: a performance dynamics in IT/ITES | American Journal of Business | This study explores factors affecting sales performance in IT/ITES companies. After analyzing data from 310 sales professionals in 90 IT firms, the research identifies 15 key factors through factor analysis. Limitations include not analyzing certain effects and focusing only on natural business downturns. Practical implications suggest IT/ITES companies can use the findings to measure and enhance sales performance strategically. The study contributes by creating a unique statistical model and sales performance score to benchmark industry standards. |

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| 34 | (Sumit Saha D. P., 2019) | Determinants of Cross-Functional sales Performance Variables in IT/ITes. | | |

## 2.1 Literature Review- paragraph

A study on online food delivery companies are evaluating satisfaction of consumers towards online food delivery application-( (Bhatt, 2021).Exploring the determinants of Customer Satisfaction towards Online Food delivery services pertaining to fast food through Exploratory Statistical techniques (Ghosh, Customer satisfaction towards fast food through online food delivery (ofd) services: an exploratory study, 2020).The representation of food delivery app users, conceptual model of the factorial structure, and food delivery app business model (R. Ramesh, 2023). Young people in India are the most active users of internet marketing and online food delivery (Mr. Nagendra Kumar Turaga, 2021). This aims to investigate the factors influencing customer satisfaction and the intention to reuse mobile food ordering apps (MFOAs) in the context of Jordan. The key findings of the study indicate that several factors significantly impact e-satisfaction and the continued intention to reuse MFOAs. These factors include online reviews, online ratings, online tracking, performance expectancy, hedonic motivation, and price value (Alalwan, 2020).The study mentioned above focuses on customer satisfaction with online food delivery services in India, specifically with the Zomato app. In terms of pricing, the study found that customers are satisfied with the pricing offered by Zomato. This could be due to the increasing competition in the online food delivery market, which has led to a decrease in prices for consumers. Additionally, Zomato offers various discounts and coupons to its customers, which further adds to their satisfaction with the pricing. Overall, pricing seems to be a crucial factor in customer satisfaction with online food delivery services in India (Mr. Krishna LR, 2023).Customer perceptions related to their ordering behaviour concerning delivery charges in online food delivery channels. the study found that for a significant number of customers, delivery charges affect their ability to place orders. Notably, when delivery charges are perceived as high, many customers reconsider ordering food online, suggesting that these charges play a pivotal role in influencing customer decision- making (Gaurav K Mangar, 2020).The COVID-19 pandemic in India, a shift in consumer preference from price to food and packing quality is evident. While smaller orders prioritize delivery time, larger orders emphasize packing quality, with consumers exhibiting the highest Willingness to Pay for food quality, followed by convenience and packing quality, showing an increasing trend with order size (Satender Pal Singh B. P., 2023).Researchers analyze data on cost, timing, restaurant type, and location using regression models. Results reveal delivery distance significantly impacts fees, with variations across apps, and requester location influences wait times, suggesting potential zone-based pricing. Shorter wait times are associated with high demand, supply, and larger user-courier networks, offering insights for pricing schemes and operational strategies in food delivery (Elham Pourrahmani, 2023).

The effect of the internet and e-commerce on the worldwide and Indian food delivery sector. It showcases the convenience of online food ordering via delivery apps, emphasizing the ease it brings to customers' lives. The study also explores how ordering food online has become a common practice and a status symbol among urban youth, underlining the importance of pricing promotions in shaping consumer choices(Satnam Kaur Ubeja, 2022).Examined factors impacting online food ordering decisions, highlighting key direct factors like delivery time, service quality, price, and food condition. Additionally, indirect factors such as variety, number of restaurants, menu, delivery tracking, and delivery person's attitude were identified. These insights provide valuable understanding for enhancing the success of online food delivery services (Saad, 2021). It tells about the product earned an average ease of use rating of 4.5/5. Food quality surpassed satisfaction with an 85% rating. Consumer engagement was high at 70%, and delivery efficiency was prompt with a 90% rating. Pricing received a 60% rating for reasonableness, and client support was deemed helpful at 80%. These ratings offer insights into factors influencing customer loyalty, revealing correlations between ease, cost competitiveness, satisfaction, and loyalty. Statistical metrics, association coefficients, and significance levels were used to present the results (Terrance Ancheary, 2023).The Meal delivery app usage in India has surged, offering convenient on-the-go food ordering through smartphones. A study in Coimbatore revealed advantages such as enhanced accessibility, comprehensive order overviews, and improved customer service. The majority of users prefer online food delivery due to reduced human interaction, impacting traditional dining habits. The tracking system further contributes to user convenience in this evolving dining landscape (M. Bhuvanesh Kumar, 2022).Zomato food ordering factors in

Hisar, Haryana, surveying 100 respondents with online questionnaires. Utilizing exploratory factor analysis and Cronbach's alpha, it identified two reliable factors—offers, price, food quality, and delivery charges—with high factor loading as significant variables influencing food orders (Shakshi, 2020). It found that consumers prioritize uniqueness in price, quality, and delivery when choosing platforms like Zomato, Swiggy.

The study offered insights into consumer preferences, uncertainties, and problems, contributing to a better understanding for managers by exploring various factors related to consumer perception (Natarajan Chandrasekhar, 2019). The findings in this study is that Online food delivery (OFD) has grown significantly as a result of consumers' preference for food delivery to their door during the COVID-19 pandemic rather than dining out. Almost all eateries, including Door Dash and UberEATS, are going online and integrating OFD (Kevser SAHINBAS, 2022).Swiggy's meal ordering has impacted and changed consumers' eating habits by looking at the impact of online food ordering on them. Therefore, the study looks into customers contentment with the online meal ordering platform Swiggy The study discovered More survey participants, aged 21 to 35, than any other age group, used online meal delivery services (Ashok kumar Katta, 2023).

The "customer satisfaction" is commonly used in marketing. It is a gauge of how well a company's goods and services meet or exceed the expectations of its clients. The definition of customer satisfaction is the quantity of customers (Kushal Singh, 2022). In India, the fastest- growing market is food delivery applications. There are three types of food delivery apps: independent, restaurant-controlled, and online services. Zomato was the first meal delivery service to operate online in India (Nanaiah, 2020).

Evaluate how consumers' monthly income affects their opinion of many aspects, including tangibility, dependability, and overall experience with online meal delivery services(R. Amreen Naziya, 2023).The use of meal delivery services has increased due to advancements in e- business and the internet. More people in the current generation are connecting with one another and transacting with one another using mobile applications. In order to cater to the demands and tastes of customers, traditional business strategies are being replaced by innovative online marketing techniques (K.S Sachin, 2022).The advancement of technology has led to a new direction in product marketing and sales through mobile applications because of the easy access to the internet. India is developing quickly, and its citizens are utilizing newer forms of technology and inventions (Mr. Ashish Kumar Verma, 2023).

All sectors in India have effectively stopped due to COVID-19, with the exception of those that deal with necessities. Since the Lockdown was declared on (March 24, 2020, all operational activity has stopped, and numerous businesses of all sizes have experienced losses. Businesses had to take some extreme steps include salary reductions, layoffs, and the suspension of some activities in addition to restructuring the company to lessen losses (Deeksha Shetty, 2020). a thorough and methodical approach to investigate how advertising influences customers' online

food service platform consumption behaviours. Zomato and Swiggy were our examples for this.

The goal is to understand the elements that influence them, how they feel about online meal ordering, and how satisfied they are overall (Diya Kameria, 2023). the online food delivery system's role in meeting customer demands for food and drinks, emphasizing factors like demand, supply, customer motivation, benefits, and issues. It explores the reasons behind the trend, addressing how people benefit from the convenience, particularly during the COVID-19 outbreak. The system's popularity is attributed to features such as online payment, enhancing customer satisfaction. The convenience of online payment has also contributed to the system's popularity (Sushant Rajvanshi, 2023).

This research focuses on workplace barriers and unfavourable conditions that hinder employees from giving their best performance, rather than physical disabilities. The goal is to examine existing organizational obstacles that impede optimal employee effort. A healthy workplace with good conditions, a supportive climate, and accessibility promotes higher morale, positively impacting work quality and productivity (SAHA, 2023). The overall tree/plant mechanism is mapped using happiness as the index. The responsibility of society towards plant life has increased in relevance in the modern era. A deeper comprehension of the plant's life system is the result of recent developments in a number of sciences, technologies, and tools used for the benefit of society (Dr. Sumit Saha, 2023). The research revealed a clear trend while salesperson relationships undoubtedly play a role in fostering trust and communication, it is the vendor's capabilities that ultimately determine contract awards. Clients prioritize vendors who demonstrate a proven track record of delivering on purchase terms, indicating a preference for reliability and performance over interpersonal connections (sumit saha, 2023). The book stresses the importance of being the first choice in consumers' minds. Just like how we tend to remember the first person we met at a party, brands that establish themselves as pioneers in their industries have a lasting impact (Saha, 2023).There is a connection between large organizations' purchasing decisions and the vendors. Over the years, the vendor organization has successfully maintained business relationships with the client by building its capability and experience(Sumit Saha, 2023).This study only focuses on the obstacles and unfavourable workplace circumstances that prevent employees from giving their all while they are employed, rather than the physical disabilities of the workforce. It is a method to examine current organizational hurdles or disabilities in different ways, making it impossible for workers to extract their best work (DR.SUMIT, 2023).Companies can determine what is stopping their sales force from performing at their peak by concentrating on these identified factors. Based on the final factor loading values, we help create a predictive model and calculate a sales performance score Measuring the current industry performance benchmark by quantifying would be novel and unprecedented (Sumit, 2023).

This is clear from that there is very less study has been conducted on the impact on how the ever-changing nature of the contemporary business landscape and the introduction of technology have profoundly changed how customers interact with a range of services, most notably food delivery. Due to the quick development of smart phones and information communication technology (ICT), mobile applications for ordering food have spread widely and become a necessary aspect of daily life. In addition to completely changing the traditional food industry, the emergence of online meal delivery services has also brought about a number of new factors that affect customer satisfaction.

The advent of technology has fundamentally altered how consumers engage with various services in the dynamic realm of business, particularly in the delivery of food. Technology's introduction has drastically changed how customers interact with a variety of services, especially in the area of food delivery, in the ever-changing modern business environment. Mobile applications for ordering food have become widely used and an essential aspect of daily life due to the rapid growth of information and communication technology (ICT) and smartphones.

Not only has the traditional food industry undergone a revolution with the emergence of online food delivery companies, but numerous factors affecting customer satisfaction have also been introduced. In the dynamic realm of business, the advent of technology has fundamentally altered the way in which consumers engage with various services, particularly in the delivery of food.

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## 2.2 VARIABLES

| SL NO | VARIABLE | DEFINITION | REFERANCE |
|---|---|---|---|
| 1 | Consumer Satisfaction | Consumer satisfaction with the delivery of online food is an indicator of how a company's service is delivered to meet customer needs. One of the most notable measures of delivery quality, price, security/ privacy and time is customer satisfaction. | (Bhatt, 2021) |
| 2 | Food Delivery Apps | Food delivery apps are a type of restaurant delivery/ takeout software that connects consumers with local restaurants, by providing a convenient way to order food that's delivered to their doorstep. | (R. Ramesh, 2023) |
| 3 | E-Service Quality | E-service quality refers to the overall satisfaction and perceived value that customers receive from using the app to order and receive food. This includes factors such as the app's ease of use, reliability, delivery speed, accuracy of orders, quality of customer support, and pricing. | (Mr. Nagendra Kumar Turaga, 2021) |
| 4 | Perception | In the context of online food delivery services, perception refers to the way customers perceive and experience the service. It includes factors such as the website or app's user interface, ease of use, Pricing, accuracy of delivery times, quality of food, and customer support. | (Mr. Krishna LR, 2023) |
| 5 | Discounts | A discount is a reduction in the price of a product or service, offered to customers as an incentive to make a purchase. | (Mr. Krishna LR, 2023) |
| 6 | Price | Price refers to the amount of money that a customer pays for a particular food item or meal. This price is determined by the restaurant or food vendor and is displayed on the app's menu. The price may include taxes, delivery fees, and any applicable discounts or promotions. | (Mr. Krishna LR, 2023) |
| 7 | Delivery charges | Delivery charges refer to the fees that customers are required to pay in addition to the total cost of their food order | (Gaurav K Mangar, 2020) |
| 8 | Willingness to pay(WTP) | WTP refers to Maximum amount that a customer is willing to pay for the food that they have ordered. This depends on various factors like Price, delivery, quality and packaging | (Satender Pal Singh B. P., 2023) |

| | | | |
|---|---|---|---|
| 9 | Delivery wait time | Delivery wait time refers to the amount of time it takes for the food to be prepared, packaged, and delivered to the customer's location after they place an order. | (Elham Pourrahmani, 2023) |
| 10 | Price Perception | Price perception refers to the way customers perceive and evaluate the value of a product or service based on its price. | (Satnam Kaur Ubeja, 2022) |
| 11 | Consumer Behaviour | Consumer behavior refers to the actions, decisions, and preferences of individuals when ordering food through digital platforms. This includes factors such as the types of cuisine they prefer, the frequency and timing of their orders, the importance of factors like delivery speed and price, and their overall satisfaction | (Saad, 2021) |
| 12 | Competitive Pricing | Competitive pricing refers to the strategy adopted by food delivery platforms to offer prices that are comparable or lower than those of their competitors. | (Terrance Ancheary, 2023) |
| 13 | Competaitive Advantage | Competitive advantage in terms of online food delivery and services refers to the unique features or benefits that a particular food delivery app or service offers that sets it apart from its competitors | (Natarajan Chandrasekhar, 2019) |
| 14 | Consumer Perception | Consumer perception refers to the attitudes, beliefs, and opinions that customers have about online food delivery and services. It encompasses their overall experience with the app or website, including factors such as ease of use, reliability, speed of delivery, quality of food, customer support, and pricing | (Ashok kumar Katta, 2023) |
| 15 | Conusmer | Consumer refers to an individual or business that uses these services to order food from restaurants or other food establishments. | (Kushal Singh, 2022) |
| 16 | Food Delivery Industry | The online food delivery market is a service that allows users to order food or groceries from a restaurant online. | (Kevser SAHINBAS, 2022) |
| 17 | Online food delivery service | An online food delivery service is a platform that allows customers to order food from restaurants and have it delivered to their homes or offices. Customers can browse menus, place orders, and track their delivery all through a website or mobile app. (K.S Sachin, 2022) | (R. Amreen Naziya, 2023) |

| | | | |
|---|---|---|---|
| 18 | E-Business | Any business activity that involves the use of the internet to conduct transactions or communicate information. | (Kavatekar, 2022) |
| 19 | Food Delivery Channel | A food delivery channel is a platform or service that connects customers with restaurants or food retailers and facilitates the ordering and delivery of food. | (Kavatekar, 2022) |
| 20 | Food Aggregators | Food aggregators are online platforms that connect customers with restaurants, allowing users to browse menus, order food, and track their delivery in real-time. They act as a one-stop shop for hungry individuals, offering a wide variety of cuisines and restaurants all in one place. | (Mr. Ashish Kumar Verma, 2023) |
| 21 | Suppliers | A supplier is an individual or organization that provides goods or services to another organization or individual | (Deeksha Shetty, 2020) |
| 22 | Digital advertisements | Digital advertising is a type of marketing that uses online channels to promote products or services. | (Diya Kameria, 2023) |
| 23 | Online payments | online payments refer to the ability for customers to make payments for their orders directly through the app using a variety of digital payment methods such as credit/debit cards, digital wallets, or bank transfers. | (Sushant Rajvanshi, 2023) |
| 24 | Level of satisfaction | Level of satisfaction refers to the degree to which a customer is pleased with the products, services, and overall experience provided by an online food service app. | (M. Bhuvanesh Kumar, 2022) |
| 25 | Quality of Food | The quality of food refers to the taste, freshness, and overall dining experience provided by the restaurant or food outlet through their partnership with the app | (Shakshi, 2020) |
| 26 | Delivery Professional Attitudes | Delivery professionals' attitudes refer to their overall mindset and approach towards their job. It encompasses their level of commitment, work ethic, customer service skills, and willingness to go above and beyond to ensure a positive experience for the customer. | (Ghosh, Customer satisfaction towards fast food through online food delivery (ofd) services: an exploratory study, 2020) |

## 3. Research Methodology

This chapter primarily addresses the consumer satisfaction on pricing and delivery in online food delivery apps.

The questionnaire approach is the main technique for gathering data. The researcher made contact with the respondents via mail and a link to a Google Form. in-person approach using a randomized questionnaire technique. Data analysis software: SPSS is used for exploratory factor analysis and statistical data analysis for the first formatting of the data.

### 3.1 Statement of Research Problem

For the present research study, the research problems are as follow:-

1. There is a need to know the other factors that has a impact on consumer satisfaction in online food delivery apps.

2. There is a need to know Impact of promotional offers and loyalty programs on consumer satisfaction

3. Influence of Food Quality and Presentation on Consumer Satisfaction

### 3.2 Research Conceptualization

This research will help to know the consumer satisfaction on pricing and delivery in online food delivery apps and to identify how pricing and delivery will impact consumer satisfaction. This is exploratory research.

### 3.3 Research Objective

1. To examine the relationship between pricing strategies and customer satisfaction in the context of online food delivery services.

2. To investigate the impact of delivery time and reliability on customer satisfaction.

### 3.4 Methodology Adopted

Designing a proper research methodology is very important as it sets the directions for the research by providing the concrete steps to follow. Also, the researcher is able to reach to a conclusion based on the outcome from the research methodology adopted.

### 3.4.1 Research Design

The researcher plans to use exploratory research design to study the overall consumer Satisfaction of pricing and Delivery on Online food delivery apps. Effect of various variables are used to measure the research objectives. The exploratory research design was designed in such a way that both primary and secondary data from different source will be required. Survey Method, through Structured questionnaire and the review method for secondary data. The responses were collected through both online and offline states. Focusing the survey results it is understood that actual effective factors should be considered to conduct the data analysis.

### 3.4.2 Conceptualization Framework

From the available literatures following variables / indicators were identified to start the initial work. These are listed below.

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**Figure 1: Conceptual Framework** Consumer Satisfaction, (Bhatt, 2021) Food Delivery Apps, (R. Ramesh, 2023)

E-Service Quality, (Mr. Nagendra Kumar Turaga, 2021)

Perception, (Mr. Krishna LR, 2023) Discounts, (Mr. Krishna LR, 2023)

Price, (Mr. Krishna LR, 2023)

Ty charges, (channels, 2020)

gness to pay (WTP), (Satender Pal B. P., 2023)

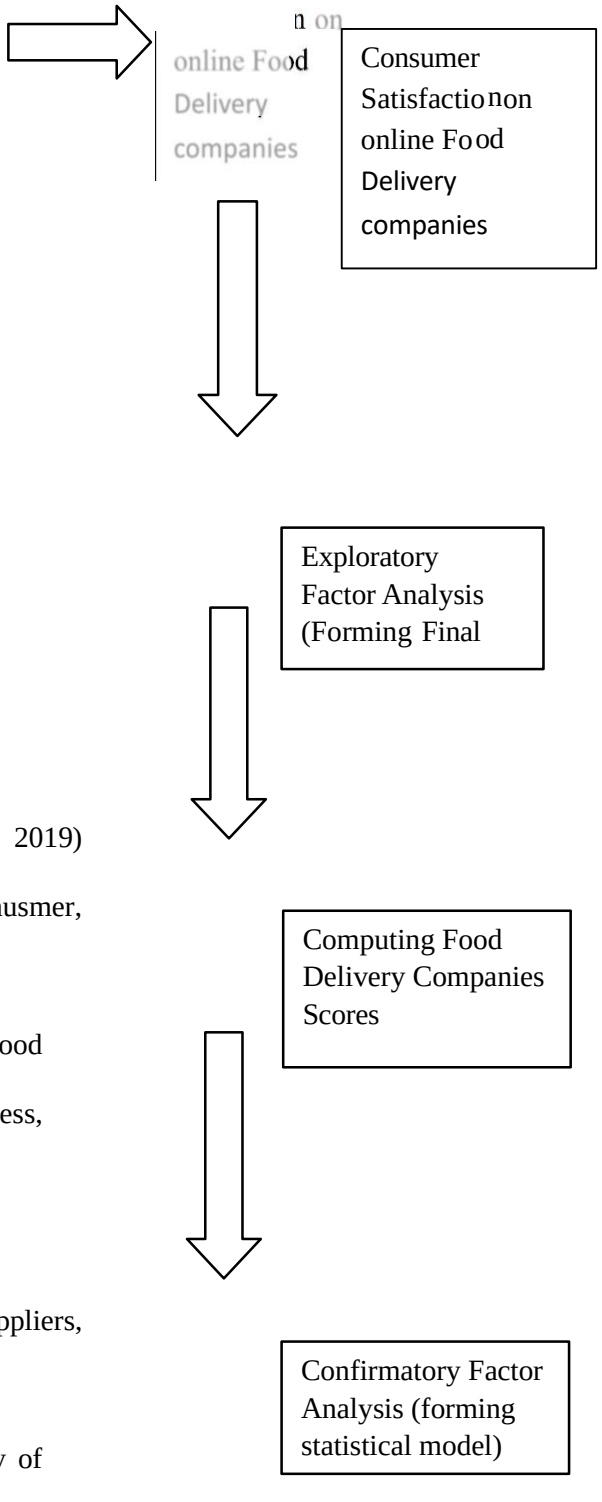
Delivery wait time, (Elham Pourrahmani, 2023) Price Perception, (Satnam Kaur Ubeja, 2022) Consumer Behaviour, (Saad, 2021) Competitive Pricing, (Terrance Ancheary, 2023)

Competaitive Advantage, (Natarajan Chandrasekhar, 2019) Consumer Perception, (Ashok kumar Katta, 2023) Conusmer, (Kushal Singh, 2022)

Food Delivery Industry, (Kevser SAHINBAS, 2022) Online food delivery service, (R. Amreen Naziya, 2023) E-Business, (Kavatekar, 2022)

Food Delivery Channel, (Kavatekar, 2022)

Food Aggregators, (Mr. Ashish Kumar Verma, 2023) Suppliers, (Deeksha Shetty, 2020)
Digital advertisements, (Diya Kameria, 2023) Online payments, (Sushant Rajvanshi, 2023)
Level of satisfaction, (M. Bhuvanesh Kumar, 2022) Quality of Food, (Shakshi, 2020)
Delivery Professional Attitudes, (Ghosh, CUSTOMER SATISFACTION TOWARDS FAST FOOD THROUGH ONLINE FOOD DELIVERY (OFD) SERVICES: AN EXPLORATORY STUDY, 2020)



### 3.4.3 Sources of Data

Secondary data was collected from various journals and books using google scholar . Primary data is collected mainly through survey from consumers of content through mail , google forms .

### 3.4.4 Sampling Method

Random Sampling method is used, where in normal consumers of Bangalore and Mysore consumers were randomly selected for the survey respondents. As we understood that pricing and delivery has a major impact on consumer satisfaction, consumers who consume such data will directly contribute to research and in identifying the consumer satisfaction.

### 3.4.5 Sample size

The final study comprises factor analysis. As a thumb rule of sample size for factor analysis for 23 variables we need to have 230 sample size. However, the actual sample size Validity is checked during the study to conduct factor analysis, like KMO and anti image value.

### 3.4.6 Sample size validity

As a researcher indents to do 'Factor Analysis' and Modelling during data analysis, the KMO value, 'Bartely test of sphericity' value and 'Anti image' value are cross validated the sample size.

'**KMO value**' tells whether the sample size is significant to do overall factor analysis or not. If KMO value is >=0.70 then the sample size is sufficient for factor analysis and inferences.

'**Bartlley test of sphericity**' tells whether the correlation matrices are identity matrix or not. If the identity matrix, then it will show as many factors, as many indicators/items/ variables.

'**Anti image'** creates distinct correlation (0 to +1) and covariance matrices (takes any value). It tells, whether, the sample size is sufficient for each and every variable. It should be >+0.5 to include the variable, else we can drop off.

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KMO>=0.7is accepted reference value

All above tests are done through IBM SPSS

**Table 2. Anti image Covariance and correlation matrix**

| VAR0 0023 | VAR0 0022 | VAR0 0021 | VAR0 0020 | VAR0 0019 | VAR0 0018 | VAR0 0017 | VAR0 0016 | VAR0 0015 | VAR0 0014 | VAR0 0013 | VAR0 0012 | VAR0 0011 | VAR0 0010 | VAR0 0009 | VAR0 0008 | VAR0 0007 | VAR0 0006 | VAR0 0005 | VAR0 0004 | VAR0 0003 | VAR0 0002 | VAR0 0001 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| -0.01 | 0.115 | 0.016 | 0.09 | 0.034 | -0.04 | -0.09 | -0.13 | 0.152 | -0.15 | 0.106 | -0.03 | -0.02 | -0.16 | -0.08 | -0.15 | -0.07 | -0.17 | 0.071 | 0.031 | -0.05 | -0.16 | .932[a] | VAR0 0001 |
| 0.089 | -0.12 | -0.1 | -0.07 | -0.04 | 0.106 | -0.08 | -0.02 | -0.02 | -0.04 | 0.108 | 0.186 | 0.02 | -0.02 | -0.07 | -0.11 | -0.06 | 0.066 | -0.07 | -0.15 | -0.26 | .934[a] | -0.16 | VAR0 0002 |
| 0.004 | 0.214 | -0.18 | -0.15 | -0.08 | -0.13 | 0.068 | 0.125 | -0.17 | 0.156 | -0.06 | -0.02 | 0.008 | -0.01 | -0.1 | 0.023 | -0.05 | 0.109 | -0.09 | -0.27 | .920[a] | -0.26 | -0.05 | VAR0 0003 |
| -0.19 | -0.09 | 0.074 | 0.054 | -0.06 | 0.143 | -0.05 | 0.012 | -0 | 0.002 | 0.049 | -0.11 | -0.04 | -0.02 | 0.172 | -0.1 | -0.12 | -0.1 | -0.27 | .939[a] | -0.27 | -0.15 | 0.031 | VAR0 0004 |
| 0.044 | -0.06 | -0.01 | -0.07 | 0.107 | -0.09 | -0.09 | 0.06 | -0.05 | 0.033 | -0.12 | 0.087 | 0.029 | -0.08 | -0.24 | 0.02 | -0.03 | -0.09 | .952[a] | -0.27 | -0.09 | -0.07 | 0.071 | VAR0 0005 |
| -0.1 | 0.108 | -0.01 | -0.08 | -0.04 | -0.07 | 0.141 | -0.07 | -0.1 | -0.12 | -0.08 | -0.03 | 0.041 | -0.16 | -0 | -0.02 | -0.19 | .960[a] | -0.09 | -0.1 | 0.109 | 0.066 | -0.17 | VAR0 0006 |
| -0.06 | 0.028 | 0.093 | 0.105 | -0.05 | -0.01 | -0.15 | -0.12 | 0.029 | 0.028 | -0.07 | 0.05 | -0.09 | -0.01 | -0.09 | -0.16 | .967[a] | -0.19 | -0.03 | -0.12 | -0.05 | -0.06 | -0.07 | VAR0 0007 |
| -0.08 | 0.012 | 0.145 | -0.11 | -0.02 | 0.003 | 0.026 | -0.09 | -0.05 | -0.07 | -0.25 | 0.02 | 0.139 | -0.08 | -0.14 | .956[a] | -0.16 | -0.02 | 0.02 | -0.1 | 0.023 | -0.11 | -0.15 | VAR0 0008 |
| 0.018 | -0.06 | 0.066 | -0.08 | -0.08 | 0.055 | 0.076 | -0.05 | -0.06 | 0.051 | -0.05 | -0.04 | -0.07 | -0.2 | .953[a] | -0.14 | -0.09 | -0 | -0.24 | 0.172 | -0.1 | -0.07 | -0.08 | VAR0 0009 |
| -0.01 | -0.08 | -0.16 | 0.094 | 0.097 | 0.094 | 0.024 | 0.024 | 0.052 | -0.03 | 0.132 | -0.24 | -0.24 | .936[a] | -0.2 | -0.08 | -0.01 | -0.16 | -0.08 | -0.02 | -0.01 | -0.02 | -0.16 | VAR0 0010 |
| 0.068 | -0.08 | 0.119 | -0.17 | -0.09 | -0.04 | -0.05 | 0.199 | -0.17 | -0.13 | -0.19 | -0.22 | .931[a] | -0.24 | -0.07 | 0.139 | -0.09 | 0.041 | 0.029 | -0.04 | 0.008 | 0.02 | -0.02 | VAR0 0011 |
| -0.04 | 0.045 | -0.09 | -0.16 | -0.01 | 0.036 | -0.04 | -0.08 | -0.09 | -0.03 | -0.14 | .956[a] | -0.22 | -0.24 | -0.04 | 0.02 | 0.05 | -0.03 | 0.087 | -0.11 | -0.02 | 0.186 | -0.03 | VAR0 0012 |
| 0.086 | -0.13 | -0.18 | 0.063 | 0.03 | 0.009 | -0.04 | -0.02 | 0.079 | -0.18 | .938[a] | -0.14 | -0.19 | 0.132 | -0.05 | -0.25 | -0.07 | -0.08 | -0.12 | 0.049 | -0.06 | 0.108 | 0.106 | VAR0 0013 |
| 0.126 | -0.04 | -0.12 | -0.09 | 0.064 | -0.07 | -0.09 | 0.008 | -0.24 | .952[a] | -0.18 | -0.03 | -0.13 | -0.03 | 0.051 | -0.07 | 0.028 | -0.12 | 0.033 | 0.002 | 0.156 | -0.04 | -0.15 | VAR0 0014 |
| -0.22 | -0.01 | 0.062 | 0.136 | -0.09 | -0.05 | -0.08 | -0.14 | .954[a] | -0.24 | 0.079 | -0.09 | -0.17 | 0.052 | -0.06 | -0.05 | 0.029 | -0.1 | -0.05 | -0 | -0.17 | -0.02 | 0.152 | VAR0 0015 |
| 0.001 | 0.071 | -0.1 | -0.11 | -0.18 | -0.28 | -0.18 | .949[a] | -0.14 | 0.008 | -0.02 | -0.08 | 0.199 | 0.024 | -0.05 | -0.09 | -0.12 | -0.07 | 0.06 | 0.012 | 0.125 | -0.02 | -0.13 | VAR0 0016 |
| -0.06 | 0.049 | -0.01 | -0.05 | -0.14 | -0.28 | .961[a] | -0.18 | -0.08 | -0.09 | -0.04 | -0.04 | -0.05 | 0.024 | 0.076 | 0.026 | -0.15 | 0.141 | -0.09 | -0.05 | 0.068 | -0.08 | -0.09 | VAR0 0017 |
| -0.11 | -0.12 | 0.018 | -0.13 | 0 | .949[a] | -0.28 | -0.28 | -0.05 | -0.07 | 0.009 | 0.036 | -0.04 | 0.094 | 0.055 | 0.003 | -0.01 | -0.07 | -0.09 | 0.143 | -0.13 | 0.106 | -0.04 | VAR0 0018 |
| 0.001 | -0.12 | -0.18 | -0.02 | .969[a] | 0 | -0.14 | -0.18 | -0.09 | 0.064 | 0.03 | -0.01 | -0.09 | 0.097 | -0.08 | -0.02 | -0.05 | -0.04 | 0.107 | -0.06 | -0.08 | -0.04 | 0.034 | VAR0 0019 |
| -0.2 | -0.03 | -0.07 | .960[a] | -0.02 | -0.13 | -0.05 | -0.11 | 0.136 | -0.09 | 0.063 | -0.16 | -0.17 | 0.094 | -0.08 | -0.11 | 0.105 | -0.08 | -0.07 | 0.054 | -0.15 | -0.07 | 0.09 | VAR0 0020 |
| -0.21 | -0.29 | .937[a] | -0.07 | -0.18 | 0.018 | -0.01 | -0.1 | 0.062 | -0.12 | -0.18 | -0.09 | 0.119 | -0.16 | 0.066 | 0.145 | 0.093 | -0.01 | -0.01 | 0.074 | -0.18 | -0.1 | 0.016 | VAR0 0021 |
| -0.22 | .933[a] | -0.29 | -0.03 | -0.12 | -0.12 | 0.049 | 0.071 | -0.01 | -0.04 | -0.13 | 0.045 | -0.08 | -0.08 | -0.06 | 0.012 | 0.028 | 0.108 | -0.06 | -0.09 | 0.214 | -0.12 | 0.115 | VAR0 0022 |
| .954[a] | -0.22 | -0.21 | -0.2 | 0.001 | -0.11 | -0.06 | 0.001 | -0.22 | 0.126 | 0.086 | -0.04 | 0.068 | -0.01 | 0.018 | -0.08 | -0.06 | -0.1 | 0.044 | -0.19 | 0.004 | 0.089 | -0.01 | VAR0 0023 |

### 3.4.7 Tools for Analysis

For data collection Survey Questionnaire Method is used. Utmost care is taken to avoid sampling error (taking maximum number of possible sample size) and doing proper and accurate data entry to avoid the "systematic bias". For data analysis "Exploratory Factor analysis" is used. IBM SPSS Statistics is used for statistical and data analysis purpose throughout.

### 3.5 Limitations

1. The research may have limited generalizability as it focuses specifically on online food delivery companies. Factors influencing customer satisfaction in this context might not be directly applicable to other industries.

2. The research may have limitations in addressing external factors that could impact customer satisfaction. Variables such as economic conditions, external competition, or unforeseen events like global pandemics might influence pricing and delivery.

## 4. Data Analysis

### 4.1 Collection and analysis of data

It is obvious for Food delivery companies to consider Pricing and delivery as an important factor that impacts the Consumer satisfaction on online food delivery companies . But there are many factors that affect consumer satisfaction. We are often unable to identify correctly the effect of these factors on or, before time. Lot of research has happened to understand the relationship between the dependent variable and independent variable, but very few has happened to quantify the same. There is clear cut need to understand what are the most important factors that need to be immediately addressed to know how creative people will be impacted. To quantify somehow the current status of different factors related to Consumer satisfaction on pricing and delivery with respect to Food delivery companies.

### 4.2 Multivariate Outlier analysis

Multivariate analysis is done for the study when 2-3 variables are present and considered in the study. This is important to consider all. As per, (Sumit Saha S. K., 2021)). As this data has multiple variables, researcher chose to follow Mahalanobis Distance Test for multivariate analysis for outlier's determination. Data was assessed using SPSS and no outliers were identified.

### 4.3 Multicollinearity

Multicollinearity is a phenomenon where any individual variable possesses very strong relationship in between them. This happens if the correlation value is >0.90. This becomes very difficult for data analysis and is reason for bias and thus needs to be eliminated. Researcher didn't find any correlation more than >0.90 among two any two indicators. There does not exist any Multicollinearity in data.

### 4.4 (Multivariate) Normality analysis

Normality analysis is important to check before the main data analysis part of research. It gives idea about nature of collected data and how research data analysis should be performed.

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However, researchers final aim is to do factor analysis and we are good to consider normal data.

**Table 4.1 Descriptive Statistics**

| | N | Minimum | Maximum | Mean | Std. Deviation | Skewness |
|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Statistic | Statistic |
| Q1_Price | 253 | 1 | 5 | 3.86 | 1.012 | -0.691 |
| Q2_Discounts | 253 | 1 | 5 | 4.02 | 0.873 | -0.805 |
| Q3_Discounts | 253 | 1 | 5 | 3.92 | 0.939 | -0.883 |
| Q4_Discounts | 253 | 1 | 5 | 3.91 | 1 | -0.952 |
| Q5_Consumer_ Satisfaction | 253 | 1 | 5 | 3.86 | 1.004 | -0.714 |
| Q6_Consumer_ Satisfaction | 253 | 1 | 5 | 3.74 | 1.002 | -0.497 |
| Q7_Perception | 253 | 1 | 5 | 3.85 | 0.942 | -0.537 |
| Q8_Consumer_ Behaviour | 253 | 1 | 5 | 3.92 | 0.964 | -0.697 |
| Q9_Online_ payments | 253 | 1 | 5 | 4.05 | 0.867 | -1.013 |
| Q10_Delivery_ Professional _Attitudes | 253 | 1 | 5 | 3.96 | 0.892 | -0.673 |
| Q11_Online_ food _delivery_ service | 253 | 1 | 5 | 3.93 | 0.906 | -0.796 |
| Q12_Consumer_ Satisfaction | 253 | 1 | 5 | 3.78 | 1.045 | -0.712 |
| Q13_Food_ Delivery_ Channel | 253 | 1 | 5 | 3.9 | 0.962 | -0.924 |
| | 253 | 1 | 5 | 3.62 | 1.065 | -0.556 |
| Q14_Competitive_ Pricing | 253 | 1 | 5 | 3.83 | 0.957 | -0.673 |
| Q15_Perception | 253 | 1 | 5 | 3.78 | 0.99 | -0.59 |
| Q16_Delivery_ charges | 253 | 1 | 5 | 3.79 | 1.041 | -0.769 |
| Q17_Willingness to_ pay(WTP) | 253 | 1 | 5 | 3.79 | 0.995 | -0.699 |
| Q18_Willingness to _pay(WTP) | 253 | 1 | 5 | 3.9 | 0.933 | -0.887 |
| Q19_Delivery_ wait_ time | 253 | 1 | 5 | 3.85 | 0.978 | -0.738 |
| Q20_Delivery_ wait_ time | 253 | 1 | 5 | 3.88 | 0.973 | -0.829 |
| Q21_Online_ food_ delivery_ service | 253 | 1 | 5 | 4.02 | 0.94 | -1.049 |

| | | | | | | |
|---|---|---|---|---|---|---|
| Q22_Delivery_ charges | 253 | 1 | 5 | 3.85 | 0.919 | -0.894 |
| Q23_Consumer_ Satisfaction | 254 | 1 | 254 | 127.5 | 73.46768 | 0 |
| Valid N (listwise) | 253 | | | | | |

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## Corelation Matrix

| Correlation Matrix | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Q1_Price | Q2_Discounts | Q3_Discounts | Q4_Discounts | Q5_Consumer_ Satisfaction | Q6_Consumer_ Satisfaction | Q7_Perception | Q8_Consumer_ Behaviour | Q9_Online_ payments | Q10_Delivery_ Professional_Attitudes | Q11_Online_ food _delivery_service | Q12_Consumer_ Satisfaction | Q13_Food_ Delivery_Channel | Q14_Competitive_ Pricing | Q15_Perception | Q16_Delivery_ charges | Q17_Willingness to_pay(WTP) | Q18_Willingness to _pay(WTP) | Q19_Delivery_ wait_ time | Q20_Delivery_ wait_ time | Q21_Online_ food_ delivery_ service | Q22_Delivery_ charges | Q23_Consumer_ Satisfaction |
| Correlation | Q1_Price | 1 | 0.396 | 0.327 | 0.342 | 0.302 | 0.49 | 0.472 | 0.491 | 0.408 | 0.449 | 0.307 | 0.356 | 0.272 | 0.417 | 0.321 | 0.471 | 0.426 | 0.378 | 0.323 | 0.336 | 0.298 | 0.183 | 0.346 |
| | Q2_Discounts | 0.396 | 1 | 0.566 | 0.527 | 0.467 | 0.331 | 0.448 | 0.461 | 0.429 | 0.363 | 0.288 | 0.245 | 0.272 | 0.316 | 0.393 | 0.38 | 0.42 | 0.319 | 0.419 | 0.418 | 0.423 | 0.371 | 0.397 |
| | Q3_Discounts | 0.327 | 0.566 | 1 | 0.609 | 0.527 | 0.37 | 0.457 | 0.437 | 0.469 | 0.396 | 0.382 | 0.408 | 0.369 | 0.291 | 0.501 | 0.383 | 0.429 | 0.419 | 0.472 | 0.514 | 0.493 | 0.326 | 0.492 |
| | Q4_Discounts | 0.342 | 0.527 | 0.609 | 1 | 0.6 | 0.496 | 0.547 | 0.517 | 0.409 | 0.451 | 0.428 | 0.469 | 0.4 | 0.379 | 0.52 | 0.43 | 0.489 | 0.392 | 0.485 | 0.485 | 0.463 | 0.446 | 0.591 |
| | Q5_Consumer_ Satisfaction | 0.302 | 0.467 | 0.527 | 0.6 | 1 | 0.473 | 0.487 | 0.469 | 0.543 | 0.452 | 0.409 | 0.396 | 0.455 | 0.377 | 0.48 | 0.402 | 0.474 | 0.44 | 0.393 | 0.492 | 0.438 | 0.429 | 0.481 |
| | Q6_Consumer_ Satisfaction | 0.49 | 0.331 | 0.37 | 0.496 | 0.473 | 1 | 0.576 | 0.535 | 0.465 | 0.52 | 0.436 | 0.508 | 0.468 | 0.524 | 0.536 | 0.548 | 0.467 | 0.497 | 0.453 | 0.507 | 0.446 | 0.353 | 0.544 |
| | Q7_Perception | 0.472 | 0.448 | 0.457 | 0.547 | 0.487 | 0.576 | 1 | 0.597 | 0.5 | 0.443 | 0.435 | 0.429 | 0.458 | 0.434 | 0.502 | 0.56 | 0.566 | 0.486 | 0.49 | 0.45 | 0.387 | 0.352 | 0.517 |
| | Q8_Consumer_ Behaviour | 0.491 | 0.461 | 0.437 | 0.517 | 0.469 | 0.535 | 0.597 | 1 | 0.534 | 0.46 | 0.377 | 0.446 | 0.524 | 0.483 | 0.503 | 0.554 | 0.503 | 0.468 | 0.461 | 0.515 | 0.397 | 0.375 | 0.522 |
| | Q9_Online_ payments | 0.408 | 0.429 | 0.469 | 0.409 | 0.543 | 0.465 | 0.5 | 0.534 | 1 | 0.549 | 0.467 | 0.465 | 0.441 | 0.388 | 0.469 | 0.44 | 0.406 | 0.384 | 0.44 | 0.491 | 0.406 | 0.39 | 0.44 |
| | Q10_Delivery_ Professional_Attitudes | 0.449 | 0.363 | 0.396 | 0.451 | 0.452 | 0.52 | 0.443 | 0.46 | 0.549 | 1 | 0.555 | 0.578 | 0.391 | 0.44 | 0.43 | 0.371 | 0.376 | 0.322 | 0.36 | 0.426 | 0.476 | 0.409 | 0.451 |
| | Q11_Online_ food _delivery_service | 0.307 | 0.288 | 0.382 | 0.428 | 0.409 | 0.436 | 0.435 | 0.377 | 0.467 | 0.555 | 1 | 0.612 | 0.523 | 0.522 | 0.533 | 0.343 | 0.456 | 0.412 | 0.44 | 0.518 | 0.419 | 0.442 | 0.437 |
| | Q12_Consumer_ Satisfaction | 0.356 | 0.245 | 0.408 | 0.469 | 0.396 | 0.508 | 0.429 | 0.446 | 0.465 | 0.578 | 0.612 | 1 | 0.529 | 0.512 | 0.55 | 0.494 | 0.497 | 0.459 | 0.472 | 0.572 | 0.528 | 0.431 | 0.538 |
| | Q13_Food_ Delivery_Channel | 0.272 | 0.272 | 0.369 | 0.4 | 0.455 | 0.468 | 0.458 | 0.524 | 0.441 | 0.391 | 0.523 | 0.529 | 1 | 0.541 | 0.457 | 0.446 | 0.467 | 0.443 | 0.428 | 0.469 | 0.514 | 0.474 | 0.438 |
| | Q14_Competitive_ Pricing | 0.417 | 0.316 | 0.291 | 0.379 | 0.377 | 0.524 | 0.434 | 0.483 | 0.388 | 0.44 | 0.522 | 0.512 | 0.541 | 1 | 0.568 | 0.499 | 0.529 | 0.505 | 0.422 | 0.503 | 0.488 | 0.426 | 0.445 |
| | Q15_Perception | 0.321 | 0.393 | 0.501 | 0.52 | 0.48 | 0.536 | 0.502 | 0.503 | 0.469 | 0.43 | 0.533 | 0.55 | 0.457 | 0.568 | 1 | 0.58 | 0.589 | 0.566 | 0.561 | 0.529 | 0.504 | 0.463 | 0.632 |
| | Q16_Delivery_ charges | 0.471 | 0.38 | 0.383 | 0.43 | 0.402 | 0.548 | 0.56 | 0.554 | 0.44 | 0.371 | 0.343 | 0.494 | 0.446 | 0.499 | 0.58 | 1 | 0.672 | 0.683 | 0.602 | 0.575 | 0.524 | 0.403 | 0.577 |
| | Q17_Willingness to_pay(WTP) | 0.426 | 0.42 | 0.429 | 0.489 | 0.474 | 0.467 | 0.566 | 0.503 | 0.406 | 0.376 | 0.456 | 0.497 | 0.467 | 0.529 | 0.589 | 0.672 | 1 | 0.683 | 0.589 | 0.571 | 0.51 | 0.438 | 0.582 |
| | Q18_Willingness to _pay(WTP) | 0.378 | 0.319 | 0.419 | 0.392 | 0.44 | 0.497 | 0.486 | 0.468 | 0.384 | 0.322 | 0.412 | 0.459 | 0.443 | 0.505 | 0.566 | 0.683 | 0.683 | 1 | 0.535 | 0.598 | 0.505 | 0.463 | 0.593 |
| | Q19_Delivery_ wait_ time | 0.323 | 0.419 | 0.472 | 0.485 | 0.393 | 0.453 | 0.49 | 0.461 | 0.44 | 0.36 | 0.44 | 0.472 | 0.428 | 0.422 | 0.561 | 0.602 | 0.589 | 0.535 | 1 | 0.541 | 0.584 | 0.507 | 0.568 |
| | Q20_Delivery_ wait_ time | 0.336 | 0.418 | 0.514 | 0.485 | 0.492 | 0.507 | 0.45 | 0.515 | 0.491 | 0.426 | 0.518 | 0.572 | 0.469 | 0.503 | 0.529 | 0.575 | 0.571 | 0.598 | 0.541 | 1 | 0.575 | 0.5 | 0.639 |

 

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| | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Q21_Online_ food_ delivery_ service | 0.298 | 0.423 | 0.493 | 0.463 | 0.438 | 0.446 | 0.387 | 0.397 | 0.406 | 0.476 | 0.419 | 0.528 | 0.514 | 0.488 | 0.504 | 0.524 | 0.51 | 0.505 | 0.584 | 0.575 | 1 | 0.634 | 0.635 |
| | Q22_Delivery_ charges | 0.183 | 0.371 | 0.326 | 0.446 | 0.429 | 0.353 | 0.352 | 0.375 | 0.39 | 0.409 | 0.442 | 0.431 | 0.474 | 0.426 | 0.463 | 0.403 | 0.438 | 0.463 | 0.507 | 0.5 | 0.634 | 1 | 0.594 |
| | Q23_Consumer_ Satisfaction | 0.346 | 0.397 | 0.492 | 0.591 | 0.481 | 0.544 | 0.517 | 0.522 | 0.44 | 0.451 | 0.437 | 0.538 | 0.438 | 0.445 | 0.632 | 0.577 | 0.582 | 0.593 | 0.568 | 0.639 | 0.635 | 0.594 | 1 |

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**Table 4.3 ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 197312.092 | 23 | 8578.787 | 1.705 | .027[b] |
| | Residual | 1152189.908 | 229 | 5031.397 | | |
| | Total | 1349502.000 | 252 | | | |

### 4.5 Reliability Test

For factor analysis we need to do reliability test so we can consider reliable items for factor analysis.

**Table 4.4 Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .952 | 22 |

**Table 4.5 Item Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| Q1_Price | 81.14 | 210.167 | .518 | .952 |
| Q3_Discounts | 81.08 | 209.065 | .606 | .950 |
| Q4_Discounts | 81.09 | 206.238 | .667 | .950 |
| Q5_Consumer_ Satisfaction | 81.14 | 207.017 | .636 | .950 |
| Q6_Consumer_ Satisfaction | 81.26 | 205.513 | .692 | .949 |
| Q7_Perception | 81.15 | 206.840 | .689 | .949 |

| | | | | |
|---|---|---|---|---|
| Q8_Consumer_ Behaviour | 81.08 | 206.383 | .689 | .949 |
| Q9_Online_ payments | 80.95 | 209.545 | .642 | .950 |
| Q10_Delivery_ Professional _Attitudes | 81.04 | 209.384 | .628 | .950 |
| Q11_Online_ food _delivery_ service | 81.07 | 208.860 | .639 | .950 |
| Q12_Consumer_ Satisfaction | 81.22 | 204.615 | .693 | .949 |
| Q13_Food_ Delivery_ Channel | 81.10 | 207.648 | .643 | .950 |
| Q14_Competitiv e_ Pricing | 81.38 | 205.277 | .655 | .950 |
| Q15_Perception | 81.17 | 205.322 | .735 | .949 |
| Q16_Delivery_ charges | 81.22 | 205.068 | .718 | .949 |
| Q17_Willingness to_ pay(WTP) | 81.21 | 203.608 | .731 | .949 |
| Q18_Willingness to _pay(WTP) | 81.21 | 205.537 | .697 | .949 |
| Q19_Delivery_ wait_ time | 81.10 | 207.116 | .686 | .949 |
| Q20_Delivery_ wait_ time | 81.15 | 204.861 | .735 | .949 |
| Q21_Online_ food_ delivery_ service | 81.12 | 206.081 | .694 | .949 |
| Q22_Delivery_ charges | 80.98 | 208.956 | .609 | .950 |
| Q23_Consumer_ Satisfaction | 81.15 | 205.726 | .752 | .949 |

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It is very good to accept the internal consistency reliability value with 22 variables out of 23 variables and good to go for further analysis.

### 4.6 Factor Analysis

Factor analysis is a data reduction technique where large number of variables is reduced to small number of factors.

Exploratory factor analysis is a process in which the large number of variables can be reduced to smaller number of sets of identified variables to find out underlying theoretical phenomenon.

Correlation matrix determinant is +ve (0.001) reliable; KMO value (.950) is > 0.70 therefore sample is adequate. All anti image value is >0.5 and hence sample size is adequate for each variable for factor analysis. Also, Bartlett's test of Sphericity shows it is significant (0.001). Therefore, data is suitable for analysis and formation of factors is possible.

All the communalities value is > 0.5 which is good for factor analysis.

**Table 4.6 KMO and Bartlett's Test**

| | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .949 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 3572.089 |
| | df | 253 |
| | Sig. | <.001 |

*KMO>=0.7 is accepted reference value. Interpretation of Total Variance explained

- It shows total 04 factors have emerged
- Now, from 'cumulative %' column it shows 04 factors contributes variance of 65.006%, this is massive. Any value > 50% is good and if it goes to 70% and more that is excellent.
- From 'Scree plot" (Fig) you can see from 5th. Factor the graph is flattened. Hence, we can derive 5-1=4 are the meaningful factors.

**Figure 1: SCREEN PLOT**

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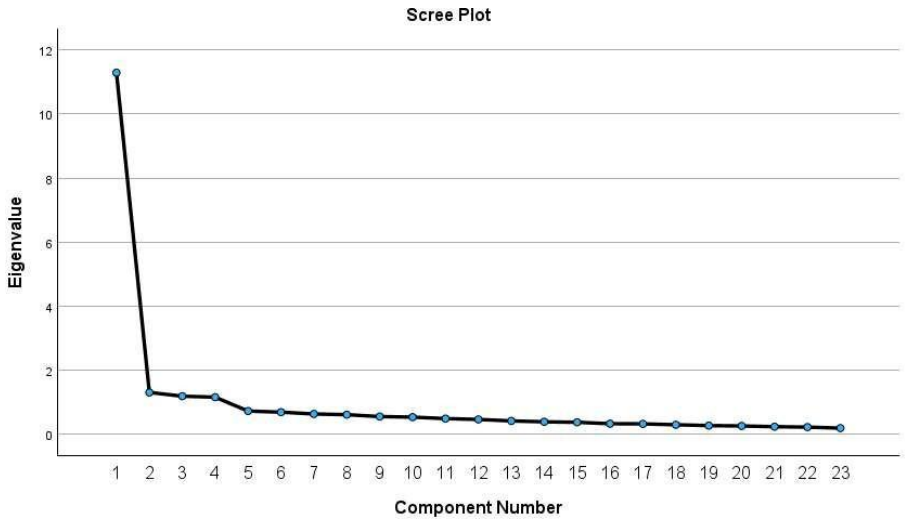

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| Component | Initial Eigenvalues | | | Rotation Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
| | Total | %of Variance | Cumulative % | Total | %of Variance | Cumulative % |
| 1 | 11.293 | 49.102 | 49.102 | 11.293 | 49.102 | 49.102 |
| 2 | 1.308 | 5.685 | 54.787 | 1.308 | 5.685 | 54.787 |
| 3 | 1.191 | 5.176 | 59.963 | 1.191 | 5.176 | 59.963 |
| 4 | 1.160 | 5.043 | 65.006 | 1.160 | 5.043 | 65.006 |
| 5 | .726 | 3.159 | 68.165 | | | |
| 6 | .692 | 3.010 | 71.175 | | | |
| 7 | .636 | 2.764 | 73.939 | | | |
| 8 | .613 | 2.663 | 76.602 | | | |
| 9 | .555 | 2.413 | 79.016 | | | |
| 10 | .537 | 2.333 | 81.348 | | | |
| 11 | .491 | 2.135 | 83.483 | | | |
| 12 | .465 | 2.022 | 85.505 | | | |
| 13 | .419 | 1.821 | 87.326 | | | |
| 14 | .391 | 1.699 | 89.025 | | | |
| 15 | .376 | 1.635 | 90.660 | | | |
| 16 | .332 | 1.443 | 92.102 | | | |
| 17 | .326 | 1.419 | 93.522 | | | |
| 18 | .299 | 1.298 | 94.820 | | | |
| 19 | .273 | 1.186 | 96.006 | | | |
| 20 | .261 | 1.136 | 97.142 | | | |
| 21 | .238 | 1.037 | 98.179 | | | |
| 22 | .225 | .980 | 99.159 | | | |
| 23 | .193 | .841 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

 

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**ANNEXURE QUESTIONNAIRE**

| |
|---|
| Related to Impact of pricing and delivery on customer satisfaction: A study on online food delivery companies |
| Welcome to our survey on the impact of pricing and delivery on customer satisfaction: a study on online food delivery companies. Your insights are valuable in understanding the dynamics of online food delivery apps and its impact on pricing,delivery on consumer satisfaction and perception. |

Email:

| | | | | |
|---|---|---|---|---|
| **Gender** | Male | Female | Prefer not to say | |
| **Occupation** | Student | Employed | Business | Others |

Strongly agree =5, Agree= 4, Neutral = 3, Disagree =2, Strongly Disagree =1

| Variables | Question | 1 SD | 2 D | 3 N | 4 A | 5 SA |
|---|---|---|---|---|---|---|
| Price | The base prices of food items listed on the app are reasonable. | | | | | |
| Discounts | The availability of discounts influences decision to use a specific food delivery app. | | | | | |
| Discounts | More likely to order from a food delivery app that offers attractive discounts. | | | | | |
| Discounts | Discounts significantly impact the choice of food delivery service. | | | | | |
| Consumer Satisfaction | The transparency in displaying delivery charges enhances satisfaction. | | | | | |
| Consumer Satisfaction | The prices on food delivery apps reflect the perceived quality of the food. | | | | | |
| Perception | The pricing structure enhances perception of the overall service quality. | | | | | |
| Consumer Behaviour | The convenience of online food delivery services enhances my overall dining experience. | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| Online payments | The security measures for online payments on food delivery apps are satisfactory. | | | | | |
| Delivery Professional Attitudes | The professionalism and attitude of delivery personnel enhance overall experience. | | | | | |
| Online food delivery service | The average delivery wait time for the orders is acceptable. | | | | | |
| Consumer Satisfaction | Food orders generally arrive fresh and at the desired temperature. | | | | | |
| Food Delivery Channel | The food delivery app consistently delivers orders correctly and without missing items. | | | | | |
| Competitive Pricing | Additional fees and delivery charges associated with orders are transparent and fair. | | | | | |
| Perception | The features offered by food delivery apps meet needs effectively. | | | | | |
| Delivery charges | The cost of food on delivery apps aligns with budget. | | | | | |
| Willingness to pay(WTP) | The quality-of-service influences willingness to pay more for food delivery. | | | | | |
| Willingness to pay(WTP) | The delivery charges are justified for the service provided. | | | | | |
| Delivery wait time | Generally satisfied with the speed of food delivery. | | | | | |
| Delivery wait time | The accuracy of food availability and estimated delivery times displayed on the app. | | | | | |
| Online food delivery service | Satisfied with the communication and updates provided by the app during the delivery process | | | | | |
| Delivery charges | Ordering and payment processes through the app are smooth and efficient. | | | | | |
| Consumer Satisfaction | Satisfied with the overall quality of service provided by food delivery apps | | | | | |

Which Online Food delivery apps do you prefer to order food?

Give any suggestions to improve the features or Quality of the food delivery apps in terms of price and delivery Satisfaction?

## Conclusion

In conclusion, this study delved into the intricate relationship between pricing strategies, delivery efficiency, and customer satisfaction in the realm of online food delivery services. Through a comprehensive analysis of various factors and their impact on consumer perceptions and behaviors, several key insights have emerged. primary data was collected and factor analysis will be conducted in the further studies

Firstly, it was evident that pricing plays a crucial role in shaping consumer satisfaction. The availability of discounts and transparent pricing structures significantly influences customers' decisions to use a particular food delivery app. Moreover, consumers perceive the quality of food and service based on the prices displayed on these platforms.

Secondly, efficient delivery processes are vital for enhancing overall customer satisfaction. Factors such as delivery wait time, accuracy of orders, and the professionalism of delivery personnel directly impact consumers' dining experiences. Customers expect timely and reliable delivery services, and any discrepancies in this regard can lead to dissatisfaction.

Furthermore, the study highlighted the importance of communication and transparency throughout the delivery process. Consumers appreciate clear updates and information regarding their orders, contributing to a positive overall experience.

In terms of recommendations for improvement, food delivery companies can focus on enhancing pricing transparency, offering attractive discounts, and optimizing delivery processes for efficiency and accuracy. Additionally, investing in customer communication channels and providing real-time updates can further enhance satisfaction levels.

Ultimately, by understanding and addressing the factors influencing customer satisfaction, online food delivery companies can strengthen their competitiveness and foster long-term loyalty among consumers. Through continuous improvement and innovation, these companies can strive to meet the evolving needs and expectations of their customer base, ensuring a seamless and satisfying dining experience for all.

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