

Impact of Pricing and Delivery on Customer Satisfaction: A Tudy on Online Food Delivery Companies

Nithin M N and Suman

Dayananda Sagar Business School (DSBS)

With the guidance of:

Dr. Sumit Saha

Registrar & Associate professor,

Dayananda Sagar Business School (DSBS), Bangalore, Karnataka, India



<https://doi.org/10.55041/ijstmt.v2i2.028>

Cite this Article: <https://ijstmt.org/article/impact-of-pricing-and-delivery-on-customer-satisfaction-a-tudy-on-online-food-delivery-companies/>

License:  This article is published under the Creative Commons Attribution 4.0 International License (CC BY 4.0), permitting use, distribution, and reproduction in any medium, provided the original author(s) and source are properly credited.

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	Evaluating satisfaction of consumers towards online food delivery application- swiggy.

			Kanpur India.	
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,
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
7	(Gaurav Mangar, 2020)	KA 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.
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

				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.

14	(Shakshi, 2020)	Factors Influencing Food Ordering on Zomato in Hisar District, Haryana	Journal of Extension System	<p>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.</p>
15	(Natarajan Chandrasekhar, 2019)	Food Delivery Services and Customer Preference: Comparative Analysis	JOURNAL OF FOODSERVICE BUSINESS RESEARCH	<p>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.</p>
16	(Kevser SAHINBAS, 2022)	Sentiment analysis of customer review in online food delivery industry	International Journal of Engineering and Innovative Research (IJEIR)	<p>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.</p> <p>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</p>

				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.
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 2348-8301 International 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, The proportion of all clients whose satisfaction levels with a business, its goods, or services are higher than predetermined

				<p>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.</p>
	(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	<p>The findings in this study is that In India, the fastest-growing market is food delivery applications. There are three types of food and 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.</p>
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	<p>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</p>

				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.
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

				<p>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.</p> <p>This novel framework</p>
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 Conference on Adapting to the New Business Normal – The way ahead SDMIMD	<p>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,</p>

24	(Diya Kameraia, 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 (IJAMR)	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.

	(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.
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.

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 Kameraia, 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.

2.2 VARIABLES

NO	VARIABLE	DEFINITION	REFERENCE
	Consumer Satisfaction	Consumer satisfaction with the delivery of online food is an indicator of how well a company's service is delivered to meet customer needs. One of the most measurable measures of delivery quality, price, security/ privacy and time is customer satisfaction.	(Hatt, 2021)
	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.	(Ramesh, 2023)
	Service Quality	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.	(Nagendra Kumar Praga, 2021)
	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.	(Krishna LR, 2023)
	Discounts	A discount is a reduction in the price of a product or service, offered to customers as an incentive to make a purchase.	(Krishna LR, 2023)

	ce	ce 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 applicable discounts or promotions.	(Krishna LR, 2023)
	livery charges	livery charges refer to the fees that customers are required to pay in addition to the total cost of their food order	(aurav K Mangar, 2020)
	llingness 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	(tender 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	Competitive 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	Consumer	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 delivery through online food delivery 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.

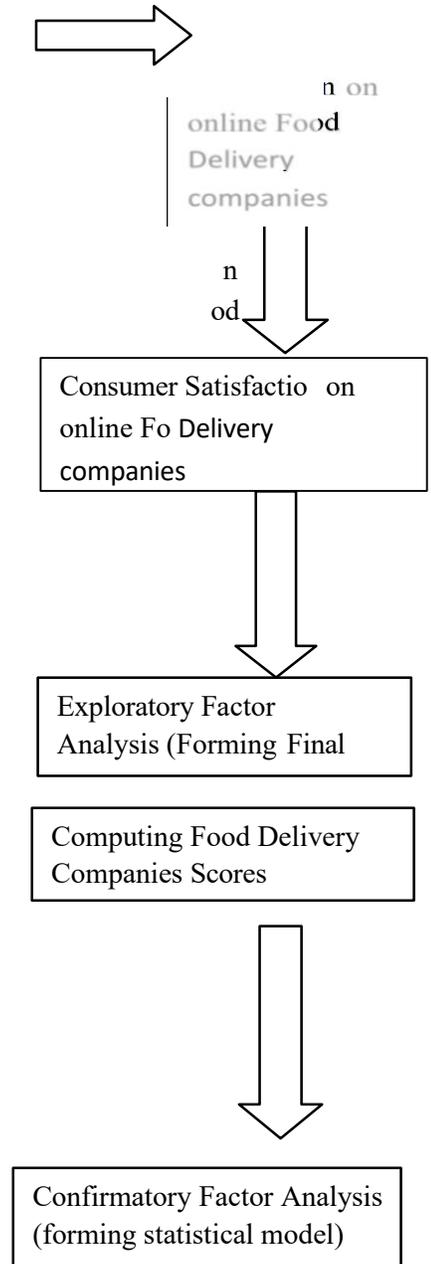
3.4.1 Research Design

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.

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) Delivery charges, (channels, 2020) Willingness 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) Competitive Advantage, (Natarajan Chandrasekhar, 2019) Consumer Perception, (Ashok kumar Katta, 2023) Consumer, (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 intends 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.

'**Bartley 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.

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

Table 1. KMO and Bartlett's Test

KMO>=0.7 is accepted reference value
 All above tests are done through IBM SPSS

Table 2. Anti image Covariance and correlation matrix

VAR0001	VAR0002	VAR0003	VAR0004	VAR0005	VAR0006	VAR0007	VAR0008	VAR0009	VAR0010	VAR0011	VAR0012	VAR0013	VAR0014	VAR0015	VAR0016	VAR0017	VAR0018	VAR0019	VAR0020	VAR0021	VAR0022	VAR0023	VAR0024	VAR0025	VAR0026	VAR0027	VAR0028	VAR0029	VAR0030	VAR0031	VAR0032	VAR0033	VAR0034	VAR0035	VAR0036	VAR0037	VAR0038	VAR0039	VAR0040	VAR0041	VAR0042	VAR0043	VAR0044	VAR0045	VAR0046	VAR0047	VAR0048	VAR0049	VAR0050	VAR0051	VAR0052	VAR0053	VAR0054	VAR0055	VAR0056	VAR0057	VAR0058	VAR0059	VAR0060	VAR0061	VAR0062	VAR0063	VAR0064	VAR0065	VAR0066	VAR0067	VAR0068	VAR0069	VAR0070	VAR0071	VAR0072	VAR0073	VAR0074	VAR0075	VAR0076	VAR0077	VAR0078	VAR0079	VAR0080	VAR0081	VAR0082	VAR0083	VAR0084	VAR0085	VAR0086	VAR0087	VAR0088	VAR0089	VAR0090	VAR0091	VAR0092	VAR0093	VAR0094	VAR0095	VAR0096	VAR0097	VAR0098	VAR0099	VAR0100	VAR0101	VAR0102	VAR0103	VAR0104	VAR0105	VAR0106	VAR0107	VAR0108	VAR0109	VAR0110	VAR0111	VAR0112	VAR0113	VAR0114	VAR0115	VAR0116	VAR0117	VAR0118	VAR0119	VAR0120	VAR0121	VAR0122	VAR0123	VAR0124	VAR0125	VAR0126	VAR0127	VAR0128	VAR0129	VAR0130	VAR0131	VAR0132	VAR0133	VAR0134	VAR0135	VAR0136	VAR0137	VAR0138	VAR0139	VAR0140	VAR0141	VAR0142	VAR0143	VAR0144	VAR0145	VAR0146	VAR0147	VAR0148	VAR0149	VAR0150	VAR0151	VAR0152	VAR0153	VAR0154	VAR0155	VAR0156	VAR0157	VAR0158	VAR0159	VAR0160	VAR0161	VAR0162	VAR0163	VAR0164	VAR0165	VAR0166	VAR0167	VAR0168	VAR0169	VAR0170	VAR0171	VAR0172	VAR0173	VAR0174	VAR0175	VAR0176	VAR0177	VAR0178	VAR0179	VAR0180	VAR0181	VAR0182	VAR0183	VAR0184	VAR0185	VAR0186	VAR0187	VAR0188	VAR0189	VAR0190	VAR0191	VAR0192	VAR0193	VAR0194	VAR0195	VAR0196	VAR0197	VAR0198	VAR0199	VAR0200	VAR0201	VAR0202	VAR0203	VAR0204	VAR0205	VAR0206	VAR0207	VAR0208	VAR0209	VAR0210	VAR0211	VAR0212	VAR0213	VAR0214	VAR0215	VAR0216	VAR0217	VAR0218	VAR0219	VAR0220	VAR0221	VAR0222	VAR0223	VAR0224	VAR0225	VAR0226	VAR0227	VAR0228	VAR0229	VAR0230	VAR0231	VAR0232	VAR0233	VAR0234	VAR0235	VAR0236	VAR0237	VAR0238	VAR0239	VAR0240	VAR0241	VAR0242	VAR0243	VAR0244	VAR0245	VAR0246	VAR0247	VAR0248	VAR0249	VAR0250	VAR0251	VAR0252	VAR0253	VAR0254	VAR0255	VAR0256	VAR0257	VAR0258	VAR0259	VAR0260	VAR0261	VAR0262	VAR0263	VAR0264	VAR0265	VAR0266	VAR0267	VAR0268	VAR0269	VAR0270	VAR0271	VAR0272	VAR0273	VAR0274	VAR0275	VAR0276	VAR0277	VAR0278	VAR0279	VAR0280	VAR0281	VAR0282	VAR0283	VAR0284	VAR0285	VAR0286	VAR0287	VAR0288	VAR0289	VAR0290	VAR0291	VAR0292	VAR0293	VAR0294	VAR0295	VAR0296	VAR0297	VAR0298	VAR0299	VAR0300	VAR0301	VAR0302	VAR0303	VAR0304	VAR0305	VAR0306	VAR0307	VAR0308	VAR0309	VAR0310	VAR0311	VAR0312	VAR0313	VAR0314	VAR0315	VAR0316	VAR0317	VAR0318	VAR0319	VAR0320	VAR0321	VAR0322	VAR0323	VAR0324	VAR0325	VAR0326	VAR0327	VAR0328	VAR0329	VAR0330	VAR0331	VAR0332	VAR0333	VAR0334	VAR0335	VAR0336	VAR0337	VAR0338	VAR0339	VAR0340	VAR0341	VAR0342	VAR0343	VAR0344	VAR0345	VAR0346	VAR0347	VAR0348	VAR0349	VAR0350	VAR0351	VAR0352	VAR0353	VAR0354	VAR0355	VAR0356	VAR0357	VAR0358	VAR0359	VAR0360	VAR0361	VAR0362	VAR0363	VAR0364	VAR0365	VAR0366	VAR0367	VAR0368	VAR0369	VAR0370	VAR0371	VAR0372	VAR0373	VAR0374	VAR0375	VAR0376	VAR0377	VAR0378	VAR0379	VAR0380	VAR0381	VAR0382	VAR0383	VAR0384	VAR0385	VAR0386	VAR0387	VAR0388	VAR0389	VAR0390	VAR0391	VAR0392	VAR0393	VAR0394	VAR0395	VAR0396	VAR0397	VAR0398	VAR0399	VAR0400	VAR0401	VAR0402	VAR0403	VAR0404	VAR0405	VAR0406	VAR0407	VAR0408	VAR0409	VAR0410	VAR0411	VAR0412	VAR0413	VAR0414	VAR0415	VAR0416	VAR0417	VAR0418	VAR0419	VAR0420	VAR0421	VAR0422	VAR0423	VAR0424	VAR0425	VAR0426	VAR0427	VAR0428	VAR0429	VAR0430	VAR0431	VAR0432	VAR0433	VAR0434	VAR0435	VAR0436	VAR0437	VAR0438	VAR0439	VAR0440	VAR0441	VAR0442	VAR0443	VAR0444	VAR0445	VAR0446	VAR0447	VAR0448	VAR0449	VAR0450	VAR0451	VAR0452	VAR0453	VAR0454	VAR0455	VAR0456	VAR0457	VAR0458	VAR0459	VAR0460	VAR0461	VAR0462	VAR0463	VAR0464	VAR0465	VAR0466	VAR0467	VAR0468	VAR0469	VAR0470	VAR0471	VAR0472	VAR0473	VAR0474	VAR0475	VAR0476	VAR0477	VAR0478	VAR0479	VAR0480	VAR0481	VAR0482	VAR0483	VAR0484	VAR0485	VAR0486	VAR0487	VAR0488	VAR0489	VAR0490	VAR0491	VAR0492	VAR0493	VAR0494	VAR0495	VAR0496	VAR0497	VAR0498	VAR0499	VAR0500	VAR0501	VAR0502	VAR0503	VAR0504	VAR0505	VAR0506	VAR0507	VAR0508	VAR0509	VAR0510	VAR0511	VAR0512	VAR0513	VAR0514	VAR0515	VAR0516	VAR0517	VAR0518	VAR0519	VAR0520	VAR0521	VAR0522	VAR0523	VAR0524	VAR0525	VAR0526	VAR0527	VAR0528	VAR0529	VAR0530	VAR0531	VAR0532	VAR0533	VAR0534	VAR0535	VAR0536	VAR0537	VAR0538	VAR0539	VAR0540	VAR0541	VAR0542	VAR0543	VAR0544	VAR0545	VAR0546	VAR0547	VAR0548	VAR0549	VAR0550	VAR0551	VAR0552	VAR0553	VAR0554	VAR0555	VAR0556	VAR0557	VAR0558	VAR0559	VAR0560	VAR0561	VAR0562	VAR0563	VAR0564	VAR0565	VAR0566	VAR0567	VAR0568	VAR0569	VAR0570	VAR0571	VAR0572	VAR0573	VAR0574	VAR0575	VAR0576	VAR0577	VAR0578	VAR0579	VAR0580	VAR0581	VAR0582	VAR0583	VAR0584	VAR0585	VAR0586	VAR0587	VAR0588	VAR0589	VAR0590	VAR0591	VAR0592	VAR0593	VAR0594	VAR0595	VAR0596	VAR0597	VAR0598	VAR0599	VAR0600	VAR0601	VAR0602	VAR0603	VAR0604	VAR0605	VAR0606	VAR0607	VAR0608	VAR0609	VAR0610	VAR0611	VAR0612	VAR0613	VAR0614	VAR0615	VAR0616	VAR0617	VAR0618	VAR0619	VAR0620	VAR0621	VAR0622	VAR0623	VAR0624	VAR0625	VAR0626	VAR0627	VAR0628	VAR0629	VAR0630	VAR0631	VAR0632	VAR0633	VAR0634	VAR0635	VAR0636	VAR0637	VAR0638	VAR0639	VAR0640	VAR0641	VAR0642	VAR0643	VAR0644	VAR0645	VAR0646	VAR0647	VAR0648	VAR0649	VAR0650	VAR0651	VAR0652	VAR0653	VAR0654	VAR0655	VAR0656	VAR0657	VAR0658	VAR0659	VAR0660	VAR0661	VAR0662	VAR0663	VAR0664	VAR0665	VAR0666	VAR0667	VAR0668	VAR0669	VAR0670	VAR0671	VAR0672	VAR0673	VAR0674	VAR0675	VAR0676	VAR0677	VAR0678	VAR0679	VAR0680	VAR0681	VAR0682	VAR0683	VAR0684	VAR0685	VAR0686	VAR0687	VAR0688	VAR0689	VAR0690	VAR0691	VAR0692	VAR0693	VAR0694	VAR0695	VAR0696	VAR0697	VAR0698	VAR0699	VAR0700	VAR0701	VAR0702	VAR0703	VAR0704	VAR0705	VAR0706	VAR0707	VAR0708	VAR0709	VAR0710	VAR0711	VAR0712	VAR0713	VAR0714	VAR0715	VAR0716	VAR0717	VAR0718	VAR0719	VAR0720	VAR0721	VAR0722	VAR0723	VAR0724	VAR0725	VAR0726	VAR0727	VAR0728	VAR0729	VAR0730	VAR0731	VAR0732	VAR0733	VAR0734	VAR0735	VAR0736	VAR0737	VAR0738	VAR0739	VAR0740	VAR0741	VAR0742	VAR0743	VAR0744	VAR0745	VAR0746	VAR0747	VAR0748	VAR0749	VAR0750	VAR0751	VAR0752	VAR0753	VAR0754	VAR0755	VAR0756	VAR0757	VAR0758	VAR0759	VAR0760	VAR0761	VAR0762	VAR0763	VAR0764	VAR0765	VAR0766	VAR0767	VAR0768	VAR0769	VAR0770	VAR0771	VAR0772	VAR0773	VAR0774	VAR0775	VAR0776	VAR0777	VAR0778	VAR0779	VAR0780	VAR0781	VAR0782	VAR0783	VAR0784	VAR0785	VAR0786	VAR0787	VAR0788	VAR0789	VAR0790	VAR0791	VAR0792	VAR0793	VAR0794	VAR0795	VAR0796	VAR0797	VAR0798	VAR0799	VAR0800	VAR0801	VAR0802	VAR0803	VAR0804	VAR0805	VAR0806	VAR0807	VAR0808	VAR0809	VAR0810	VAR0811	VAR0812	VAR0813	VAR0814	VAR0815	VAR0816	VAR0817	VAR0818	VAR0819	VAR0820	VAR0821	VAR0822	VAR0823	VAR0824	VAR0825	VAR0826	VAR0827	VAR0828	VAR0829	VAR0830	VAR0831	VAR0832	VAR0833	VAR0834	VAR0835	VAR0836	VAR0837	VAR0838	VAR0839	VAR0840	VAR0841	VAR0842	VAR0843	VAR0844	VAR0845	VAR0846	VAR0847	VAR0848	VAR0849	VAR0850	VAR0851	VAR0852	VAR0853	VAR0854	VAR0855	VAR0856	VAR0857	VAR0858	VAR0859	VAR0860	VAR0861	VAR0862	VAR0863	VAR0864	VAR0865	VAR0866	VAR0867	VAR0868	VAR0869	VAR0870	VAR0871	VAR0872	VAR0873	VAR0874	VAR0875	VAR0876	VAR0877	VAR0878	VAR0879	VAR0880	VAR0881	VAR0882	VAR0883	VAR0884	VAR0885	VAR0886	VAR0887	VAR0888	VAR0889	VAR0890	VAR0891	VAR0892	VAR0893	VAR0894	VAR0895	VAR0896	VAR0897	VAR0898	VAR0899	VAR0900	VAR0901	VAR0902	VAR0903	VAR0904	VAR0905	VAR0906	VAR0907	VAR0908	VAR0909	VAR0910	VAR0911	VAR0912	VAR0913	VAR0914	VAR0915	VAR0916	VAR0917	VAR0918	VAR0919	VAR0920	VAR0921	VAR0922	VAR0923	VAR0924	VAR0925	VAR0926	VAR0927	VAR0928	VAR0929	VAR0930	VAR0931	VAR0932	VAR0933	VAR0934	VAR0935	VAR0936	VAR0937	VAR0938	VAR0939	VAR0940	VAR0941	VAR0942	VAR0943	VAR0944	VAR0945	VAR0946	VAR0947	VAR0948	VAR0949	VAR0950	VAR0951	VAR0952	VAR0953	VAR0954	VAR0955	VAR0956	VAR0957	VAR0958	VAR0959	VAR0960	VAR0961	VAR0962	VAR0963	VAR0964	VAR0965	VAR0966	VAR0967	VAR0968	VAR0969	VAR0970	VAR0971	VAR0972	VAR0973	VAR0974	VAR0975	VAR0976	VAR0977	VAR0978	VAR0979	VAR0980	VAR0981	VAR0982	VAR0983	VAR0984	VAR0985	VAR0986	VAR0987	VAR0988	VAR0989	VAR0990	VAR0991	VAR0992	VAR0993	VAR0994	VAR0995	VAR0996	VAR0997	VAR0998	VAR0999	VAR1000
---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------	---------

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.

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					

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_payments	Q12_Delivery_Professional_Attitudes	Q13_Consumer_Behaviour	Q14_Online_payments	Q15_Delivery_Professional_Attitudes	Q16_Consumer_Behaviour	Q17_Online_payments	Q18_Delivery_Professional_Attitudes	Q19_Consumer_Behaviour	Q20_Online_payments	Q21_Delivery_Professional_Attitudes	Q22_Consumer_Behaviour		
Correlation	1	0.396	0.327	0.342	0.302	0.409	0.4072	0.4091	0.4088	0.4049	0.3047	0.3056	0.2072	0.4177	0.3021	0.4071	0.4026	0.3016	0.3023	0.336	0.298	0.183	0.346	
	0.396	1	0.566	0.527	0.4031	0.4048	0.4061	0.4069	0.4059	0.4063	0.2808	0.2045	0.2072	0.3166	0.3093	0.3038	0.4209	0.3019	0.4019	0.418	0.4023	0.3071	0.3097	
	0.327	0.566	1	0.609	0.5027	0.4057	0.4037	0.4069	0.4059	0.4096	0.3802	0.4008	0.3069	0.2901	0.5083	0.3039	0.4209	0.4019	0.4072	0.514	0.4093	0.3026	0.4092	
	0.342	0.527	0.609	1	0.604	0.5047	0.5017	0.5059	0.4051	0.4089	0.4208	0.4069	0.3709	0.502	0.403	0.4809	0.3092	0.4085	0.4805	0.4063	0.4046	0.4046	0.5091	
	0.302	0.4031	0.5027	0.604	1	0.4073	0.4087	0.4069	0.5053	0.4052	0.4096	0.3055	0.3707	0.408	0.4036	0.4704	0.3044	0.4093	0.4044	0.4993	0.4038	0.4029	0.4081	
	0.409	0.4069	0.4059	0.4051	0.5053	1	0.5035	0.4065	0.4052	0.4096	0.3043	0.4008	0.4068	0.5204	0.5036	0.4607	0.4097	0.5053	0.4077	0.5046	0.4053	0.3053	0.5044	
	0.4072	0.4061	0.4069	0.4059	0.4087	0.5097	1	0.5054	0.4043	0.4096	0.3043	0.4029	0.4058	0.4304	0.4044	0.4306	0.4042	0.5002	0.5056	0.4086	0.4049	0.3087	0.3052	0.5017
	0.4091	0.4035	0.4037	0.4059	0.4076	0.5097	0.504	1	0.5030	0.4074	0.3043	0.4024	0.4053	0.4803	0.5003	0.5054	0.4033	0.4068	0.4061	0.5105	0.3097	0.3075	0.5022	
	0.4088	0.4029	0.4009	0.4043	0.4065	0.5034	0.4059	0.501	1	0.4049	0.3065	0.4041	0.3808	0.4069	0.404	0.4046	0.3084	0.4044	0.4041	0.4906	0.4009	0.3009	0.4004	
	0.3049	0.3063	0.3039	0.4051	0.4052	0.4043	0.4046	0.5049	0.4054	1	0.5505	0.3078	0.4091	0.4403	0.4071	0.3076	0.3702	0.3036	0.4206	0.4076	0.4009	0.4009	0.4051	

Q11_Online_ food_delivery_service	0.307	0.288	0.382	0.428	0.409	0.4036	0.4035	0.377	0.467	0.555	1	0.612	0.523	0.523	0.343	0.456	0.412	0.404	0.518	0.419	0.404	0.404
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	0.594	0.477	0.4959	0.472	0.572	0.528	0.431	0.538
Q13_Food_Delivery_Channel	0.272	0.272	0.369	0.455	0.468	0.458	0.424	0.511	0.4491	0.391	0.523	1	0.541	0.457	0.446	0.477	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	1	0.512	0.541	0.468	0.499	0.59	0.505	0.522	0.503	0.488	0.426
Q15_Perception	0.321	0.393	0.501	0.52	0.48	0.536	0.502	0.503	0.469	0.43	0.533	1	0.565	0.578	0.588	0.59	0.566	0.561	0.529	0.504	0.663	0.632
Q16_Delivery_charges	0.471	0.38	0.383	0.433	0.402	0.548	0.56	0.554	0.4471	0.33	0.3494	1	0.4946	0.59	0.48	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	0.567	0.566	0.503	0.406	0.376	0.456	1	0.5297	0.567	0.689	0.672	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	0.4159	1	0.5043	0.55	0.666	0.683	0.683	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	0.446	0.36	0.4472	1	0.4228	0.52	0.661	0.589	0.535	0.51	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	1	0.5069	0.53	0.529	0.575	0.5198	0.541	0.5175	0.505	0.575	0.639
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	1	0.528	0.514	0.504	0.524	0.505	0.5184	0.575	0.51	0.634	0.635
Q22_Delivery_charges	0.183	0.371	0.326	0.446	0.429	0.353	0.352	0.375	0.3909	0.42	0.4431	1	0.426	0.463	0.403	0.438	0.463	0.507	0.505	0.634	0.61	0.594
Q23_Consumer_Satisfaction	0.346	0.397	0.492	0.591	0.481	0.544	0.517	0.522	0.4451	0.451	0.438	1	0.445	0.463	0.577	0.582	0.593	0.568	0.639	0.635	0.594	1

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

Cronbach's Alpha	N of Items
.952	22

Statistics

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_Competitive 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

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.

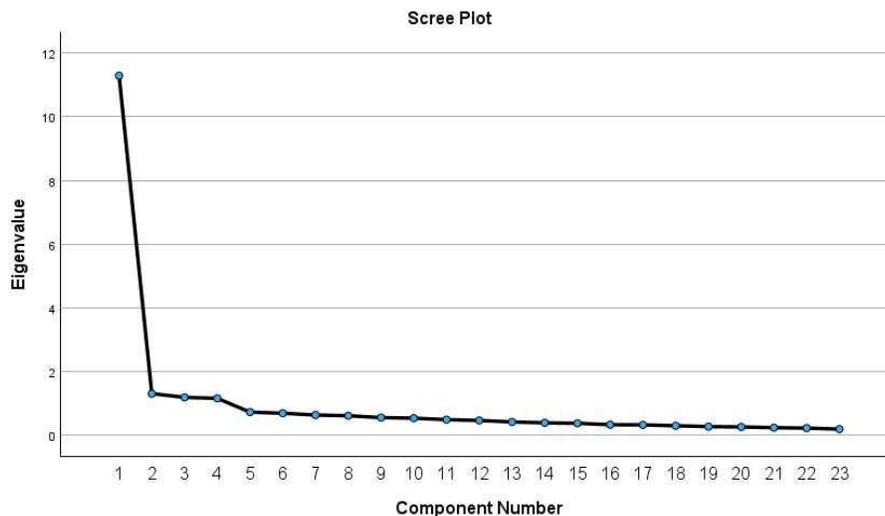
Table 4.6 KMO and Bartlett's Test

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



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.

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.

References

Alalwan, A. A. (2020). Mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse. *customer e-satisfaction and continued intention to reuse*.

Ashok kumar Katta, S. S. (2023). Consumers satisfaction towards online food delivery app Swiggy: The study special reference with south Chennai. *International Journal of Health Sciences*, 10.

Bhatt, A. P. (2021). AN EMPIRICAL STUDY TO UNDERSTAND CONSUMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY APPLICATION WITH SPECIFIC . *International Journal of humanities, Law and Social Sciences*.

Deeksha Shetty, P. J. (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*, 30.

Diya Kameria, A. ., (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)*, 11.



Dr. Sumit Saha, A. P. (2023). COMPUTATION OF PLANTS' HAPPINESS SCORE: A NEW HORIZON OF URBAN PLANNING AND MANAGEMENT. *VLEARNY Journal of Business*, 12.

DR.SUMIT, S. (2023). ORGANIZATIONAL DISABILITY: A NEW CONCEPT TO IMPROVE EMPLOYEE PRODUCTIVITY. *ResearchGate publications*, 17.

Elham Pourrahmani, M. J.-P. (2023). Modeling the online food delivery pricing and waiting time: Evidence from Davis, Sacramento, and San Francisco. *Transportation Research Interdisciplinary Perspectives*.

Gaurav K Mangar, R. S. (2020). A Study on Customer Perception towards Hike in Prices of Online Food delivery . *International Journal of Engineering and Management Research*.

Ghosh, D. (2020). CUSTOMER SATISFACTION TOWARDS FAST DELIVERY (OFD) SERVICES. *International Journal of Management (IJM)*.

Ghosh, D. (2020). CUSTOMER SATISFACTION TOWARDS FAST FOOD THROUGH ONLINE FOOD DELIVERY (OFD) SERVICES: AN EXPLORATORY STUDY. *International Journal of Management (IJM)*.

Ghosh, D. (2020). CUSTOMER SATISFACTION TOWARDS FAST FOOD THROUGH ONLINE FOOD DELIVERY (OFD) SERVICES: AN EXPLORATORY STUDY. *International Journal of Management (IJM)*.

K.S Sachin, D. S. (2022). CUSTOMER PERCEPTION WITH RESPECT TO ONLINE FOOD DELIVERY. *Journal of Pharmaceutical Negative Results*, 13.

Kar**, S. S. (2023). SALESPERSONS PERFORMANCE PREDICTOR MODEL: AN EXPLORATORY FACTOR ANALYSIS.

Kavatekar, K. S. (2022). CUSTOMER PERCEPTION WITH RESPECT TO ONLINE FOOD DELIVERY. *Journal of Pharmaceutical Negative Results*, 13.

Kevser SAHINBAS, A. A. (2022). SENTIMENT ANALYSIS OF CUSTOMER REVIEW IN . *International Journal of Engineering and Innovative* , 13.

Kushal Singh, A. K. (2022). REVIEW OF LITERATURE RELATED TO CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY. *Kanpur Philosophers, ISSN 2348-8301 International Journal of humanities, Law and Social Sciences Published biannually by New Archaeological & Geological Society*, 10.

M. Bhuvanesh Kumar, S. S. (2022). Customer Satisfaction Towards Online Food Delivery Systems in Coimbatore. *International Journal of Research in Management Studies (IJRMS)*.

Mr. Ashish Kumar Verma, D. V. (2023). Impact of Online Food Delivery on Customers Buying Experience. *Journal of Production, Operations Management and Economics*, 8.

Mr. Krishna LR, D. S. (2023). A STUDY ON CUSTOMER SATISFACTION AND PERCEPTION TOWARDS ONLINE FOOD DELIVERY APP WITH SPECIAL REFERENCE TO ZOMATO . *International Journal of Management Focus* |.

Mr. Nagendra Kumar Turaga, M. M. (2021). Customer Satisfaction in Online Food Delivery Services: An Application of the E-Service quality. *International Journal of Mechanical Engineering*.

Nanaiah, P. N. (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*, 5.

Natarajan Chandrasekhar, S. G. (2019). Food Delivery Services and Customer Preference: A Comparative Analysis. *JOURNAL OF FOODSERVICE BUSINESS RESEARCH*.

R. Amreen Naziya, S. S. (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*, 6.

R. Ramesh, S. V. (2023). An empirical study of online food delivery services from applications perspective. *Materials Today: Proceedings*.

Saad, A. T. (2021). Factors affecting online food delivery service in Bangladesh: an empirical study. *British Food Journal*.

SAHA, D. S. (2023). ORGANIZATIONAL DISABILITY: A NEW CONCEPT TO IMPROVE. *Transformations in Management: Unlocking the Recent Perspectives and Drifts*.

Saha, S. (2023). *THE 22 IMMUTABLE LAWS OF MARKETING: VIOLATE AT YOUR OWN RISK*.

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*.

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*.

Satnam Kaur Ubeja, A. M. (2022). A Study of Price Perception with Respect to Buying Through Food . *Pacific Business Review (International)*.

Shakshi, . M. (2020). Factors Influencing Food Ordering on Zomato . *Journal of Extension System*.

Singh, B. (2020). A COMPARITIVE STUDY OF CONSUMER PREFERENCE BETWEEN SWIGGY AND ZOMATO. *DELHI SCHOOL OF MANAGEMENT*, 46.

Sumit Saha, K. J. (2023). LARGE VENDOR'S CAPABILITY AND RELATIONSHIP MANAGEMENT: AN IDEA OF WINNING CONTRACTMECHANISM IN B2B.

JIMS8M The Journal of Indian Management & Strategy, 10.

sumit saha, k. j. (2023). VENDOR'S CAPABILITY: A WAY FOR WINNING THE CONTRACT IN A B2B RELATIONSHIP. *Journal of Commerce and Accounting Research*, 12.

Sumit, S. (2023). SALESPERSONS PERFORMANCE PREDICTOR MODEL: AN EXPLORATORY FACTOR ANALYSIS. *JIMS8M The Journal of Indian Management & Strategy*, 10.

Sushant Rajvanshi, T. K. (2023). Exploring the Motivation, Benefits, and Issues for Adopting Online Food and Ordering Food. *International Journal for Research in Applied Science & Engineering Technology (IJRASET)*.

Terrance Ancheary, S. R. (2023). CAUSAL FACTORS OF CONSUMER LOYALTY TO ONLINE FOOD DELIVERY SERVICES OF DELHI. *PUSA Journal of Hospitality and Applied Sciences*.

Books

Dr Sumit Saha, Subhashree Kar(2023), “ Salespersons’ Performance in IT/ITES Sector”,Jupiter.

Saha, S. (2023). *Transformations in Management: Unlocking the Recent Perspectives and Drifts*Publisher: XPLORE RESEARCH SOLUTIONS. Transformations in Management: Unlocking the Recent Perspectives and Drifts, XPLORE RESEARCH SOLUTIONS.