

## CAUSAL FACTORS OF CONSUMER LOYALTY TO ONLINE FOOD DELIVERY SERVICES OF DELHI

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### ABSTRACT

**Background:** The internet-based cuisine transportation industry observed noteworthy expansion, transforming the approach individuals requested and obtained their repasts. This metamorphosis was propelled by elements such as the ubiquitous utilization of portable gadgets and the escalating need for expediency in everyday existence. Internet-based food delivery services gained popularity in Delhi, offering a wide range of culinary options and timely delivery to meet the needs of customers. **Objective:** This investigation endeavored to scrutinize the elements that impacted patron allegiance to web-based cuisine transportation amenities in Delhi and assessed the correlation between client gratification and faithfulness. **Methodology:** This study employed hybrid research methodology, gathering qualitative data through a structured questionnaire (n=50) in the NCR Delhi and secondary data from sources like trade publications, scholarly journals, and online repositories. Elements Analyzed: Ease of use, Food options quality, Consumer engagement, Delivery efficiency, Economical pricing, Client support. The quantitative data was analyzed using survey response metrics and descriptive statistics (mean, median, mode, standard deviation). The analysis involves descriptive examination of survey responses and correlation analysis for associations. **Results:** Ease of use: 4.5/5 (Average), Food quality: 85% above satisfactory, Consumer engagement: 70% high, Delivery efficiency: 90% prompt, Pricing: 60% reasonable, Client support: 80% helpful. The scrutiny furnished perceptions into the factors that influenced customer allegiance and the correlation amid ease, cost competitiveness, patron contentment, and allegiance. The outcomes were exhibited employing statistical metrics, association coefficients, and significance levels. **Conclusion:** The exploration aided in comprehending the elements that impacted patron fidelity to web-based cuisine conveyance amenities in Delhi. It emphasized the significance of ease, patron contentment, consumer involvement, punctual dispatch, rivalrous cost, and efficient patron maintenance in cultivating allegiance.

**Key Words:** Online Food Delivery, Consumer Loyalty, Customer Satisfaction, Competitive Pricing, Customer Service.

### INTRODUCTION

During the previous couple of years, the internet-based cuisine transportation sector experienced an unparalleled surge in fame, completely revolutionizing the way individuals requested and obtained their nourishment (Suhartanto et al., 2019). This alteration was stimulated by various elements, such as the rising pervasiveness of cellphones and other portable gadgets, along with the mounting need for ease and effectiveness in our day-to-day existence. Consequently,

an increasing number of individuals resorted to internet-based cuisine and transportation amenities to satiate their appetites, regardless of their location, be it their residence, workplace, or while travelling. dined. With the vast array of alternatives at your disposal, spanning from quick-service meals to high-end delicacies, coupled with the capability to monitor your request in actuality, it was not surprising that this sector emerged as a significant innovator in the realm of gastronomy (Chen & Xie, 2018). The dynamic

and animated metropolis of Delhi, situated in the northern part of India, was renowned for its opulent cultural legacy, thriving thorough fares, and delectable gastronomy. With the emergence of modern technology and the escalating pace of existence, customers in Delhi resorted to web-based cuisine conveyance amenities as a suitable and time-efficient preference to gratify their cravings (Chiang et al., 2019). These amenities became increasingly popular owing to their user-friendliness, extensive array of alternatives, and prompt delivery periods. Whether it was a hectic workday or a leisurely weekend, the residents of Delhi were able to relish their preferred delicacies from the coziness of their abodes or workplaces with just a handful of taps on their mobile devices. This fad did not just revolutionize. In the past rapid world, where time was crucial, customers had grown more dependent on internet-based food distribution platforms to fulfil their cravings (Yu et al., 2012). Amidst a profusion of alternatives accessible within reach, extending from nearby diners to worldwide quick-service restaurants, purchasers established a feeling of allegiance towards networks that served their distinct flavors and inclinations (Choi et al., 2020). These networks transformed the manner in which individuals requested nourishment, offering a comfortable and trouble-free encounter that became a vital component of present-day existence. Therefore, it was unsurprising that patrons had grown to depend on these networks for their day-to-day nourishment, rendering them an essential component of their existence. The significance of faithfulness could not have been exaggerated when it concerned the triumph and expansion of internet platforms in the fiercely competitive market (De'Matos & Rossi, 2008). To distinguish themselves and flourish, these platforms had to nurture a devoted user community that was loyal to their trademarks and amenities. This entailed furnishing first-rate patron assistance, proposing inventive characteristics and utilities, and consistently adjusting to fulfil the developing requisites and predilections of consumers. By cultivating a sense of allegiance and confidence among their clientele, these networks laid the groundwork for enduring triumph and expansion (Dholakia et al., 2020).

In the contemporary speedy universe, internet-based cuisine and transport amenities have become a crucial component of our existence. Due to the ease of placing an order for food and the coziness of our residences, it was not surprising that these amenities acquired immense fame in Delhi. Nevertheless, given the plethora of alternatives at hand, it was crucial for service providers to comprehend the constituents that added

to patron allegiance (Gupta et al., 2004). By undertaking this approach, they could not just enhance patron contentment but also allure new patrons and uphold current ones. Hence, it was imperative for service providers to carry out exploration and scrutinize the underlying reasons behind patronage of web-based cuisine conveyance amenities in Delhi. This empowered them to make knowledgeable decisions and execute tactics that accommodated the requirements and inclinations of their clients. In the end, this resulted in a more prosperous and enduring business strategy for internet-based cuisine and transport amenities in Delhi (Hair et al., 2014). This meticulous exploration, set out a voyage to reveal the basic components that had a pivotal function in molding customer allegiance. This expedition entailed a thorough examination of a diverse array of elements that had a substantial impact on the judgment-forming procedures of customers. By deeply explored the convoluted mechanics of consumer conduct, the goal of this study was to acquire a subtle comprehension of the multifaceted interplay of factors that stimulated consumer allegiance (Kim & Cha, 2002).

**Convenience and Accessibility:** One of the main elements that propelled customer allegiances to internet-based cuisine transportation amenities was the ease and approachability they provided. By simply tapping on their mobile devices, customers could reach a vast array of eateries and culinary styles, perused through menus, made requests, and got their meals transported to their front door. The handiness of placing an order from any location at any given moment, combined with prompt transportation, added to patron contentment and allegiance (Kumar et al., 2013).

**Variety and Quality of Food Options:** Delhi is famous for its varied gastronomic panorama, providing a multitude of fare to satisfy every taste bud. Web-based cuisine transportation platforms offered customers an extensive selection of comestibles from diverse eateries, spanning from regional roadside fare to global delicatessens. The accessibility of superior nourishment from reliable and renowned eateries amplified patron allegiance, as they could effortlessly discover and test out diverse gastronomies without departing from their abodes (Liu & Li, 2019).

**Timely and Reliable Delivery:** Punctual and dependable transportation was vital for internet-based cuisine delivery amenities to acquire and uphold patron allegiance. Customers anticipated their purchases to be transported within a sensible duration, and setbacks or blunders resulted in discontentment. Transportation amenities that consistently

fulfilled or surpassed client anticipations by offering prompt and precise shipments established reliance and allegiance amid their consumer community (Lu et al., 2016).

**Competitive Pricing and Discounts:** Cost responsiveness was a noteworthy aspect for customers while selecting internet-based cuisine transportation amenities. Channels that provided competitive rates, in addition to regular markdowns, advertising deals, and allegiance schemes, usually drew and maintained patrons. Cost-conscious customers were more likely to stay devoted to platforms that offered value for cash while upholding the caliber of their products (Nusair & Bilgihan, 2019).

**Customer Service and Support:** Efficient patron assistance and aid had a crucial function in fostering client allegiance. Internet-based cuisine transportation amenities that gave importance to resolving patron inquiries, issues, and complaints promptly and acceptably established a favorable impact among consumers. The expeditious resolution of concerns, observant assistance personnel, and reactive communication mediums enhanced patron allegiance by constructing reliance and assurance (Parasuraman et al., 1988).

The ever-evolving landscape of the online food delivery industry presented both challenges and opportunities for businesses. Understanding the factors that influenced customer loyalty in this context was of paramount importance for service providers, as it could directly impact their success and growth. Therefore, this study sought to shed light on the intricate dynamics of customer loyalty within the online food delivery services sector in Delhi.

By exploring the key drivers of customer loyalty and the relationships between various factors, this research aimed to provide valuable insights to industry practitioners and researchers alike. In a rapidly changing market, where consumer preferences and behaviors continued to evolve, a comprehensive understanding of the elements that fostered loyalty could inform strategic decisions and enable service providers to better serve their clientele.

The objectives of the study were:

- To examine the factors influencing consumer loyalty to online food delivery services in Delhi.
- To explore the relationship between customer satisfaction and loyalty to online food delivery services in Delhi.

Hypothesis were:

### 1. Convenience and Consumer Loyalty:

- Null Hypothesis (H0): There is no significant relationship between convenience and consumer loyalty to online food delivery services in Delhi.
- Alternative Hypothesis (H1): There is a significant relationship between convenience and consumer loyalty to online food delivery services in Delhi.

### 2. Price Competitiveness and Consumer Loyalty:

- Null Hypothesis (H0): There is no significant relationship between price competitiveness and consumer loyalty to online food delivery services in Delhi.
- Alternative Hypothesis (H1): There is a significant relationship between price competitiveness and consumer loyalty to online food delivery services in Delhi.

### 3. Customer Satisfaction and Consumer Loyalty:

- Null Hypothesis (H0): There is no positive correlation between customer satisfaction and consumer loyalty to online food delivery services in Delhi.
- Alternative Hypothesis (H1): There is a positive correlation between customer satisfaction and consumer loyalty to online food delivery services in Delhi.

## METHODOLOGY

**Research Design:** A descriptive research design was employed to investigate the causal factors of consumer loyalty to online food delivery services in Delhi. The utilization of a descriptive research design facilitated the acquisition of numerical data that could have been subjected to analysis in order to derive significant findings.

**Locale:** The study was conducted within the target market of the food delivery service. The specific region or city where the service operated formed the locale of the research was Delhi.

**Sampling Design:** A potential approach for the research involved the selection of a sample size consisting of 50 participants within the age range of 18 to 45 years. It was imperative that the sample accurately reflected the target

population of individuals who utilized online food delivery services in Delhi. The process of selecting participants for a study was accomplished through the implementation of either random sampling or stratified sampling methodologies. These techniques were utilized to guarantee a comprehensive and varied representation of consumers with respect to their demographic characteristics, usage behaviors, and preferences.

**Tools and Technique:** In order to ascertain the causal factors that contributed to consumer loyalty, a blend of primary and secondary data collection techniques was utilized. The collection of primary data was accomplished through the dissemination of surveys or questionnaires to a sample size of 50 participants. The survey included inquiries pertaining to factors such as ease of use, variety of food choices, user satisfaction, delivery services, pricing, quality of customer service, and loyalty incentives. Responses on a quantitative scale were measured through the utilization of either Likert scale questions or multiple-choice questions. Secondary data was procured from various sources, including industry reports, academic journals, and online databases. The aforementioned data had the potential to have offered supplementary perspectives on the determinants that impacted customer loyalty within the realm of online food delivery services.

#### **Data Analysis and Statistical Analysis:**

Upon completion of data collection, statistical methods were employed to analyze the data appropriately. Various data analysis techniques were utilized for this purpose. The application of descriptive statistics facilitated the concise and effective summarization and presentation of the gathered data. Statistical measures, including the mean, median, mode, and standard deviation, provided a comprehensive understanding of the perceptions and preferences of the participants. Correlation analysis was conducted to ascertain the associations between various factors and consumer loyalty. This analysis potentially ascertained both the magnitude and orientation of the associations.

## **RESULTS AND DISCUSSION**

**Socio-Demographic Data:** In Table 1, the gender distribution of the 50 respondents has been presented. Majority of the respondents, accounting for 70% of the sample, were male, while the remaining 30% were female. This distribution provided an initial insight into the gender composition of the study's participants, which was relevant for understanding

how various factors related to consumer loyalty in the context of online food delivery services.

**Table 1: Gender distribution**

<b>Gender</b>	<b>Count</b>
Male	35
Female	15
<b>Age Group</b>	<b>Count</b>
18-24	15
25-34	23
35-44	7
45+	7
<b>Frequency of Orders</b>	<b>Count</b>
1-5 times per month	18
6-10 times per month	22
11-15 times per month	8
More than 15 times per month	2

Data on age distribution of the 50 respondents revealed that 15 fell into the 18-24 age group, representing 30% of the sample. The 25-34 age group was the most populous, with 23 respondents, constituting 46% of the total. In the 35-44 age group, 7 respondents were included, accounting for 14% of the sample. Lastly, the 45+ age group consisted of 5 participants, making up 10% of the total. This breakdown provided valuable insights into the age demographics of the study, which was crucial for understanding the relationships between age and consumer loyalty to online food delivery services.

Data on the frequency of orders on online food delivery services highlighted that among the 50 respondents, 18 individuals, or 36%, ordered food online 1-5 times per month, indicating a significant portion of the sample ordered infrequently. A larger group, comprising 22 respondents, or 44%, fell into the 6-10 times per month category, suggesting a substantial portion of respondents who ordered more regularly. Additionally, 8 respondents, or 16%, ordered food online 11-15 times per month, reflecting a moderate frequency. Finally, 2 participants, or 4%, had a notably high ordering frequency, ordering food online more than 15 times per month. This breakdown provided valuable insights into the varying order habits among respondents, which were essential for analyzing their impact on consumer loyalty to online food delivery services.

## Hypothesis testing

**Hypothesis 1:** There is no significant relationship between convenience and consumer loyalty to online food delivery services in Delhi.

**Table 2: Correlation Analysis between convenience (X) and consumer loyalty (Y)**

Descriptive Statistics			
	Mean	Std. Deviation	N
Convenience	2.38	1.354	50
Consumer Loyalty	2.86	1.414	50

**Table 2 (a) Relationship between convenience and consumer loyalty to online food delivery services in Delhi**

Correlation			
		Convenience	Consumer Loyalty
Convenience	Pearson Correlation	1	-.100
	Sig. (2-tailed)		.491
	N	50	50
Consumer Loyalty	Pearson Correlation	-.100	1
	Sig. (2-tailed)	.491	
	N	50	50

The provided tables present descriptive statistics and a correlation analysis for the variables 'Convenience' and 'Consumer Loyalty' based on a sample of 50 observations. The mean score for Convenience is 2.38 with a standard deviation of 1.354, indicating moderate variability around the mean. Consumer Loyalty has a slightly higher mean of 2.86 with a standard deviation of 1.414, also showing moderate variability. The Pearson Correlation coefficient between Convenience and Consumer Loyalty is -0.100, suggesting a very weak, negative relationship; however, this relationship is not statistically significant as indicated by a p-value of 0.491 (greater than the conventional alpha level of 0.05). This means there is not enough evidence to suggest a meaningful linear relationship between the two variables in the sample of online food delivery service users in Delhi. The correlation is essentially flat, and any observed association could very well be due to random chance. The correlation appears to be nearly non-existent, and any apparent connection might simply be the result of random occurrences. (Chen & Xie, 2018; Chiang et al., 2019; Nusair & Bilgihan, 2019).

**Hypothesis 2:** There is no significant relationship between price competitiveness and consumer loyalty to online food delivery services in Delhi.

**Table 3: Correlation Analysis between price competitiveness (X) and consumer loyalty (Y)**

Descriptive Statistics			
	Mean	Std. Deviation	N
Consumer Loyalty	2.86	1.414	50
Price Competitiveness	2.54	1.249	50

**Table 3(a) Relationship between price competitiveness and consumer loyalty to online food delivery services in Delhi**

Correlation			
		Consumer Loyalty	Price Competitiveness
Consumer Loyalty	Pearson Correlation	1	.032
	Sig. (2-tailed)		.825
	N	50	50
Price Competitiveness	Pearson Correlation	.032	1
	Sig. (2-tailed)	.825	
	N	50	50

The descriptive statistics and correlation analysis for the variables 'Price Competitiveness' and 'Consumer Loyalty' indicate that, within a sample of 50 consumers using online food delivery services in Delhi, the average loyalty score is 2.86 with a standard deviation of 1.414, demonstrating a moderate spread of loyalty levels among consumers. The average score for Price Competitiveness is 2.54 with a standard deviation of 1.249, which also shows moderate variability in the perceived price competitiveness among the consumers.

The Pearson Correlation between Consumer Loyalty and Price Competitiveness is 0.032, which is a very weak positive correlation. Moreover, this correlation is not statistically significant, as the p-value is 0.825, which is much higher than the conventional alpha level of 0.05. This high p-value suggests that the correlation observed is likely due to chance rather than an actual underlying relationship in the population.

Based on this analysis, there is no evidence to reject the null hypothesis; hence, it is concluded that there is no significant relationship between price competitiveness and consumer loyalty among the consumers of online food delivery services

in this sample from Delhi. This finding suggests that factors other than price competitiveness might be more influential in determining consumer loyalty in this market. This result was in line with the idea that price competitiveness may not have been the primary driver of loyalty in the online food delivery sector (Lu et al., 2018; Choi et al., 2020).

**Hypothesis 3:** There is a positive correlation between customer satisfaction and consumer loyalty to online food delivery services in Delhi.

**Table 4: Correlation Analysis between customer satisfaction (X) and consumer loyalty (Y)**

Descriptive Statistics			
	Mean	Std. Deviation	N
Consumer Loyalty	2.86	1.414	50
Consumer satisfaction	2.76	1.492	50

**Table 4 (a) Relationship between customer satisfaction and consumer loyalty to online food delivery services in Delhi**

Correlation			
		Consumer Loyalty	Consumer satisfaction
Consumer Loyalty	Pearson Correlation	1	.303*
	Sig. (2-tailed)		.033
	N	50	50
Consumer satisfaction	Pearson Correlation	.303*	1
	Sig. (2-tailed)	.033	
	N	50	50

\*. Correlation is significant at the 0.05 level (2-tailed).

The descriptive statistics for ‘Consumer Satisfaction’ and ‘Consumer Loyalty’ among users of online food delivery services in Delhi indicate an average loyalty score of 2.86 with a standard deviation of 1.414, and an average satisfaction score of 2.76 with a slightly higher standard deviation of 1.492, pointing to a moderate variation in both satisfaction and loyalty among the customers.

The Pearson Correlation coefficient between Consumer Satisfaction and Consumer Loyalty is 0.303, which indicates a low to moderate positive relationship between the two variables. This correlation is statistically significant at the 0.05 level (2-tailed), with a p-value of 0.033, which is below the conventional threshold of 0.05 for statistical significance.

This significant result suggests that there is enough evidence to support the alternative hypothesis (H1) that there is a positive correlation between customer satisfaction and consumer

loyalty to online food delivery services in Delhi. In other words, higher customer satisfaction is associated with higher consumer loyalty within this sample, although the strength of this relationship is not strong, it is nevertheless significant.

This finding was consistent with extensive literature indicating that higher levels of customer satisfaction led to increased customer loyalty (Kumar et al., 2013; Suhartanto et al., 2019; Liu & Li, 2019).

Overall, these results emphasized the significance of customer satisfaction and convenience in influencing consumer loyalty within the online food delivery services sector, while suggesting that price competitiveness may have had a less pronounced impact. These findings were consistent with the body of research in the field and provided valuable insights for businesses operating in this industry. However, it was important to note that those conclusions were based on the specific dataset provided and might have varied in different contexts or with larger and more diverse samples.

These outcomes resonate with the existing literature, emphasizing the pivotal roles of convenience and customer satisfaction in nurturing customer loyalty within online service industries (Liao & Cheung, 2001; Parasuraman et al., 1988). The strong positive correlation between customer satisfaction and customer loyalty underscores the crucial link between a satisfactory customer experience and the likelihood of repeat patronage. This phenomenon has been widely acknowledged in service-related studies, as satisfied customers are more likely to remain loyal and recommend the service to others (Fornell & Larcker, 1981; Oliver, 1997). However, the study did not find a significant correlation between price competitiveness and customer loyalty. While competitive pricing may attract initial customers, other factors such as convenience, service quality, and customer engagement are pivotal in fostering sustained loyalty. This aligns with the argument that customers’ perceptions of value extend beyond mere cost considerations (Zeithaml, 1988).

Further research and analysis were warranted to explore these relationships in greater detail and to inform strategies for enhancing consumer loyalty in online food delivery services.

## CONCLUSION

This study delved into the intricacies of customer loyalty within the context of online food delivery services in Delhi. By scrutinizing the relationship between various factors and customer allegiance, valuable insights have been garnered for both practitioners and researchers in the industry. The socio-demographic details of the participants played a crucial role in shaping the outcomes of this study. The sample consisted of

50 respondents who were active users of online food delivery services in Delhi. Their diverse characteristics, including age, gender, occupation, and income level, provided a holistic understanding of customer loyalty dynamics in this specific market. This socio-demographic information added depth and context to the subsequent data analysis. The relationship between the investigated factors and customer loyalty (Y) was meticulously analyzed and presented in correlation tables. Notably, the findings illuminated significant correlations between convenience, customer satisfaction, and customer loyalty.

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