IMPACT OF COVID-19 PANDEMIC ON ONLINE FOOD DELIVERY ORDERING (OFDO) SERVICES AMONG CONSUMERS SATISFACTION

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ABSTRACT

The COVID-19 pandemic has inaugurated a new era when internet meal delivery services have become an essential part of people's daily lives. This study looks at user satisfaction with pandemic-related digital meal courier services. However, this work investigates the reasons why customers chose to use or not during a major worldwide disaster app-based meal delivery services based on multiple aspects. The majority of previous studies assess client satisfaction in the context of online food delivery services on a general level. To gather data, secondary sources have been used. The study found that the majority of individuals utilised food delivery applications, mainly during "June and August", and that they trusted cafes, food brands, and couriers more than the other groups. It was unclear whether meals, food delivery, or support staff would take the necessary proper procedures while delivering to the next group of clients.

Keywords: Covid-19 pandemic, Users satisfaction, Mobile Food Delivery Apps.

INTRODUCTION

Modern life is reliant on digital technologies. With the advent of digital technologies, consumers' lives have become inextricably linked. We are surrounded by technology in virtually every aspect of our lives. As our lives have shifted from the analog world to the digital one over the past few decades, we have moved from bricks to clicks. The global COVID-19 crisis is causing online businesses to expand around the world because of technological advancements, changing lifestyles, and growing consumer demands.

The use of mobile devices has increased exponentially worldwide since mobile devices were first introduced. Different industries are actively developing and implementing mobile services. Recent trends suggest that food delivery apps (FDAs) are developing into mobile services that offer both online-to-offline

convenience and efficiency for catering companies and their customers (Doub et al., 2015).

Since the end of 2019, the COVID-2019 novel coronavirus has erupt as a global pandemic and has spread to China and then to various other countries worldwide. Globally, there were 4,904,413 confirmed COVID-19 cases and 323,412 deaths until 21 May 2020, according to the World Health Organization (WHO). Wearing a mask, avoiding direct or indirect contacts among people, social distancing and self-isolation are highly recommended self-protection actions during the COVID-19 crisis. Thousands of people are avoiding public services because of a COVID-19 pandemic.

Among the top concerns of customers during the COVID-19 pandemic are food security and service cleanliness. Buyers may contract COVID-19 through sick delivery persons and meals. In addition, MFDA service providers assure their customers that food is handled, processed, and delivered in compliance with appropriate safety and hygiene practices. Food safety is a concern for consumers, and FD services work closely with restaurants to ensure that food safety measures are maintained. Furthermore, the riders wear sanitizers, clean the delivery bags, disinfect them, and use contactless delivery while delivering food. Payment for food in advance electronically is encouraged in order to avoid physical contact, packaging should be disinfected and bags recycled, and customers should wash their hands regularly. Because of this, customers might be inclined to use the MFDA's services due to their assurance of food safety and delivery hygiene.

However, even though COVID-19 negatively affected the catering industry's supply and demand, its effects on consumption habits have been significant. In order to survive and maintain sustainable development in the face of a pandemic, catering enterprises have accelerated their transformation from traditional in-store service to online-to-offline service. For ordering and delivering food, an O2O platform is one option that can revive the catering and restaurant industry during this pandemic.

An online-to-offline transaction involves attracting customers online but completing their purchase offline. In India, some of the most popular and classic O2O platforms are Swiggy, Zomato, Domino's, KFC, and McDonald's. 44% of respondents to a survey indicated that they preferred O2O platforms since they practiced social distancing and wanted to spend as little time as possible outside the house (Hulland et al., 2018).

The habit of OFD facilities and factors affecting their use have been investigated by several researchers to date. The pandemic has not been proven to impact customers' decision-making

processes or substantial OFD purchasing behavior. COVID-19 has had the most significant impact on recent changes in human behavior, so understanding how it has impacted OFD usage is vital. In the COVID-19 pandemic, no studies have investigated how customers' perceptions of the health risk could influence their choice to use OFD.

REVIEW OF LITERATURE

Pal et al., (2021) concluded that O2O is mainly based on ICT, which enables consumers to place orders online (for example, via mobile apps) and receive them offline (for example, at home). Mobile data prices have been the greatest drivers behind the explosion in O2O commerce because of the rapid proliferation of smartphones and tablets across all sectors of society. OFDA defines two types of O2O formats: R2C and P2C. P2C is the mode of communication used throughout this work. Because of the lockdown during the pandemic, OFDA apps facilitate the ordering of food so that caterers Consumers can now receive contactless delivery services from OFDA providers such as Swiggy and Zomato. These companies also maintain strict hygiene standards that provide multiple benefits and leverage the consumption process in an effort to keep people away from their products. Therefore, OFDA service providers' quality of service can significantly affect consumers' perceptions of them and restaurants can survive.

Hong et al., (2021) in their study is presenting perceived ease of use as a measure of people's perception of the utility of using an OFD service to order meals. OfD research has shown that PU significantly impacts OFD usage intentions, similar to other technology-related studies. Studies have shown that PU positively impacts the decision to continue using OFD services. A similar study found that PU significantly influenced the intention to use OFDs.

Shah et al., (2021) examined that O2O catering industry has grown rapidly in recent years, and there have been few studies regarding diners' behavior in O2O mode in that country. The behavior of food consumers when MFOAs are used has, therefore, been studied extensively. Consumer behavior intentions to adopt O2O-FDS are significantly influenced by two factors: perceived utility after usage, and perceived convenience.

Prasetyo et al., (2021) studied that researchers are keen to understand how customers perceive the Meal delivery facilities online during the epidemic. An assessment of Indonesians' perception of customer satisfaction and loyalty was conducted using the extended Theory of Planned Behavior. The useability of apps for food delivery did not affect the intention to use them. Consumers have gained many experiences using it after passing the learning phase. Meanwhile, service quality, food quality, and price were investigated as determinants of customer satisfaction.

Akter & Disha, (2021) have seen that in the field of digital meal delivery app stores have shown that due to the rise in internet and mobile phone usage as well as the increase of dual- income homes, using food delivery apps is now considered standard practise in Bangladesh, particularly in big cities like Dhaka and Chattogram. Restaurant delivery companies allow customers to place orders over the Website. The deliveryman delivers food right at the doorstep of customers in this business using phone calls, social media sites or websites. Food is deliveredto predetermined locations via an app based food delivery service.

Yusra & Agus, (2020) explored that since the epidemic last year, internet delivery of meals have become a crucial part of our daily lives. Online food delivery apps have either been positive or negative for customers. Positive consumption experiences result in customer satisfaction, which is crucial to business sustainability. A satisfied customer leads to a long- term relationship and repeat business. A competitive edge on the market can be achieved by providing the best products and services.

Bhargav (2017) Concluded that there are various factors that influence online shopping, and this essay makes an effort to identify the motivations behind e - shopping. Rural populations in Charkhi Dadri and Bhiwani District were studied. Using the study's results, it was found that online shopping is associated with age, and youth are more inclined to do so. Primary and secondary sources have been used to collect data. Study conclusions were based on correlations, t-tests, and ANOVA.

Zulkarnain et al., (2015) has critically examined that comparing customer satisfaction and loyalty to online ordering website quality and service quality. Additionally, elements influencing consumer satisfaction and their purpose to repurchase such products were looked at, including the cleanliness of the details given, payment method, usability, and accessibility of smartphone meal delivery services.

OBJECTIVE OF THE STUDY

1. To find out the effects of continued use of FDAs during the Covid-19 epidemic.
2. To Study customer satisfaction towards the continuous use of OFDAs during the covid-19 pandemic.
3. To Know the impact of COVID-19 on businesses that deliver online.

RESEARCH METHODOLOGY

Pandemic effects on internet food delivery apps has been explored and developed through different books, reports and studies. Research on qualitative nature has been conducted using records and research methods. As a result of the book reviews on mobile food delivery apps, we can make progress in our review and generate interest in learning more about online food delivery apps. Research can also be conducted using web sources, as they provide trustworthy and authentic information. The research was conducted appropriately using only authentic sources.

## APPS FOR FOOD DELIVERY (FDAS)

FDAs, a new online-to-offline mobile technology, offers integrated online order and offline delivery services. The FDAs come in two varieties. The first are eateries like Mcdonalds, Wendy's, Fast Food, etc. In addition, third-party intermediate systems like Food Delivery or Zomato are gaining popularity and being widely used. A contactless delivery procedure is also being used to manage the COVID-19 pandemic, which allows food to be delivered to customers without direct contact (Ali Abdallah Alalwan 2020). A daily supply delivery service is also offered by FDAs to their customers. As a consequence of these additional services, the epidemic community distance is maintained efficiently, the service range is enriched, and the

spatiotemporal interval between the sale and consumption processes is reduced. Users' perceptions of FDA services are significantly influenced by the quality of FDA services.

A FDA is a mobile delivery service that integrates online-to-offline delivery between catering businesses and their customers. Catering businesses like KFC Corporation provide online-to- offline delivery services through online intermediaries like Uber Eats, which is operated by the FDA. Catering businesses deliver food directly to customers' doorsteps after customers order online through online intermediaries. Contactless delivery is used throughout the entire process. Changes in consumer habits and demographics have contributed to the increase in FDA use (Jiang et al., 2013).

Food services in restaurants are increasingly unpopular with young people since they are unwilling to stand in lines. Consumer behavior is changing, and food apps offer convenience and a solution. 5.1 billion mobile phones are expected to be used worldwide in 2020. Different industries develop and use mobile services in a similar manner. Studies have been conducted in the past that have examined a number of aspects affecting an individual's decision to enroll in OFDA services. OFDA's services are significantly influenced by the client satisfaction, meal discovery, usability. Consumers' perceptions of risk and benefit related to OFDA service providers in India are examined. So clients' views of profit and danger are the main influences on their usage and selection decisions, as well as their overall attitudes and behaviors. Changing fashion trends and consumer eating habits are driving the service expansion for ordering food to emerging businesses. Many food delivery services, including Food Panda, Shupple, Uber Eats, Zomato, etc., gained popularity because of their large discounts and free delivery.

The following theoretical framework was created to serve as the study's framework.
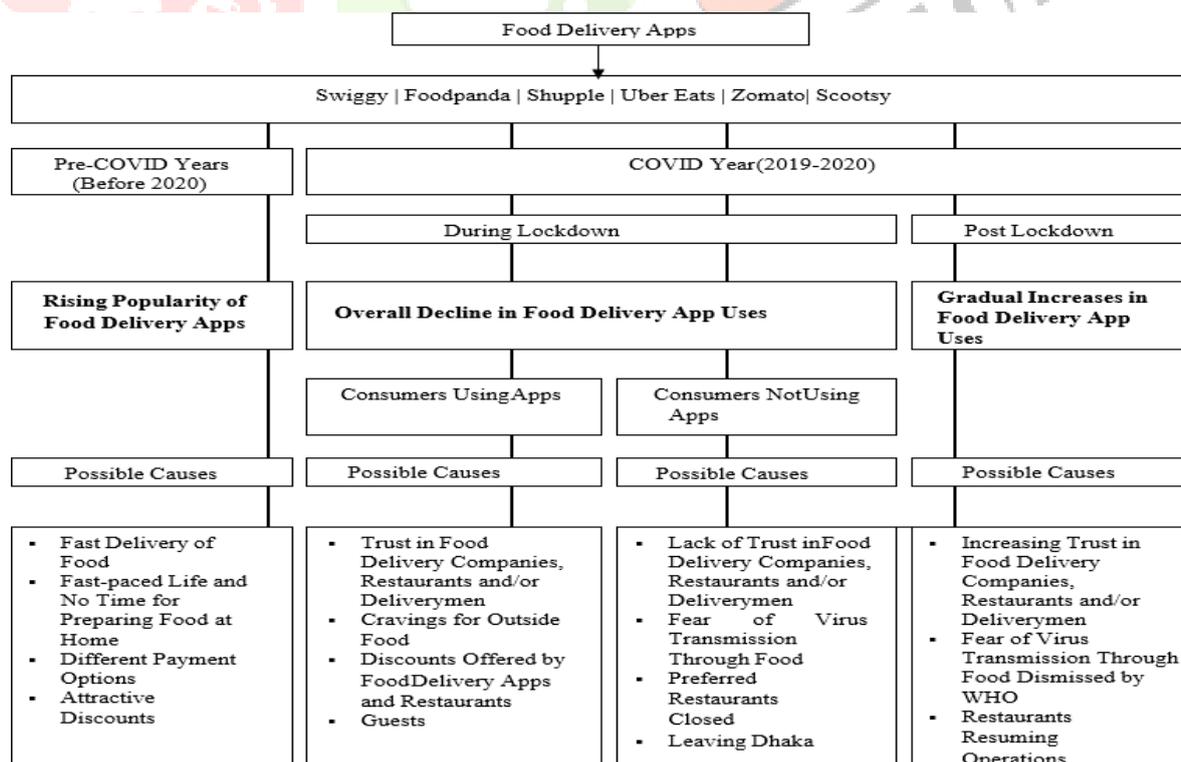
COVID-19'S EFFECTS ON ONLINE DELIVERY BUSINESSES

The COVID-19 pandemic negatively affected the catering industry due to safety regulations prohibiting direct contact and promoting social distancing. Food delivery services grew as a result of the pandemic, as many people's eating habits changed.

A study published by the FDA found that participants viewed the new services as a way to limit trips outdoors and reduce the risk of transmitting COVID-19. Among the benefits of the COVID-19 pandemic are the increase in customers seeking delivery services and the ability of online platforms to work with catering businesses. Customers permitted higher delivery fees because an alternative job wasn't available, and delivery riders tolerated low salaries because there was no alternative job available. Online intermediaries charged high fees due to the absence of alternative jobs, which affected their sales and led to the creation of higher fees. In the event of a pandemic, online platforms fulfill FDA online-to-offline services while meeting customers' concerns about safety and convenience.

Several countries have seen the food delivery sector expand in recent years. In 2019, the food delivery sector generated an overall turnover of $107.4 billion, up 17.5% from 2018. Brazil's growing sector is also notable (Al Amin et al., 2020). Approximately 35.7 million FDA users were in use in 2019, with 53 million expected in 2021 (adjusted for COVID-19). Deliveries of food were already on the rise. As a result, the pandemic had a positive impact on the industry, with sales exceeding expectations.

IFood, for example, registered 39 million orders in June 2020, 9 million more than in March, and 210% more than in November. The popularity of online food delivery services is attributed to several factors, but convenience is the most significant. Consumers can order food from a variety of restaurants via an app, anytime, anywhere. Using a restaurant review system, consumers can find out what others think about other restaurants, compare prices, and save time (i.e., they don't have to cook or go out to eat).

Many countries recommend using delivery and carry-out as the preferred method of reopening restaurants during a pandemic. As a result, restaurants adapted, changed, and improved their services during the pandemic for the purpose of utilising the meal delivery system. Despite the pandemic's challenges, these changes allowed restaurants to operate and consumers to access food away from home safely. The importance of understanding which drivers relate to FDA services cannot be overstated.

IMPACT ON CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY APPS

Having consumer satisfaction is not enough to ensure business survival in a competitive environment, such as in the restaurant industry. It is essential to have loyal clients if you want to succeed in a competitive environment. In terms of consumer loyalty, current users are likely to repeat purchases, have positive attitudes, plan to continue using the product, and give good recommendations (Dixon, 2009). Loyalty to a

service provider can often be attributed to previous experiences and expectations regarding its products/services. For this reason, winning the loyalty of consumers is crucial to gaining competitive advantage and market share.

According to this work, loyalty is referred to as repurchases and positive consumer behavior toward OFDA service providers as a result of consumers' commitment towards OFDA services. OFDA apps involve a number of steps that involve the interaction of the app, the online processing of orders, the preparation of food, and the delivery of the food, and all of these processes must be synchronized, designed, and managed so that the customer's expectations are exceeded. OfDA services are likely to be recommended to others by satisfied consumers.

Consumers are highly loyal to companies that provide them with what they want. This relationship can be seen in multiple contexts, including public transportation systems, digital libraries, ride-sourcing services, voice IoT systems, and others. Consumer loyalty is largely determined by customer satisfaction. If consumers are satisfied with any product/brand/service, they are likely to repeat purchases or recommend it to others. Consumers are less likely to repurchase or recommend products when they are dissatisfied with them.

HIGH-QUALITY WEBSITES

It is important to consider three dimensions when establishing a quality website, namely the quality of information, the design, and the security of the website. With more choices of restaurants and food available via mobile food delivery apps, customers will be able to place orders in a shorter time due to better information quality. The quality of a website affects customer satisfaction in several studies. The company ensures that customers will be able to complete the purchase process in a few clicks if they have sufficient information about the product (Chai & Yat 2019).

Moreover, customers prefer simpler designs for online applications on the other hand. Customers' purchase decisions are affected by better designs and well-structured mobile food delivery applications, as well as their intentions to reuse them. Customers who use online food delivery apps also have concerns about the website design, payment system, quality of the information, and security. Accordingly, customer satisfaction and app usage can be explained by website quality. Also, customer satisfaction has been positively correlated with website quality according to a study conducted by.

PROVIDING HIGH-QUALITY SERVICES

The effectiveness and efficiency of the website in carrying out searching, making purchases, and getting the products or services determines the level of service in e-tailing. In order to increase adoption intentions for online food delivery apps, customers need good customer service from the beginning to the end of their purchase activity. Customer loyalty andsatisfaction also lead to adoption intentions (Henseler et al., 2015).

As a result, the quality of the courier service determines how satisfied customers are with smartphone meal

delivery applications. As stated in their study, an increase in consumer satisfaction may result from online meal delivery applications that enhance their delivery, customer relations, and tastiness.

PRICE

The online space has demonstrated that customer perceptions of price are formed by comparing prices offered by different vendors. Studies have shown that low-priced restaurants attract more customers. A low-cost, highly advantageous product will also satisfy customers. A high level of nutrition food may require a higher price, but Some clients are capable of paying for it. A coupon, discount, offer, or other monetary discount will improve the customer's experience. According to their study, mobile food delivery apps could increase customer reuse intentions with monetary incentives engagement mechanisms.

EASY AND CONVENIENT

Due to the fast-paced nature of our lives, most people don't want to wait around for their food. Due to technological advancements, food can now be ordered online using mobile apps. In their study, people who believed they could save time were more inclined to use internet meal delivery services. Due to its quickness, ease of use, and accuracy, clients have chosen online food delivery. Online food delivery has also been found to be a positive experience for consumers, since it can save them time. Furthermore, it has been showed that a mobile food delivery app that is convenient can result in higher customer satisfaction.

CONCLUSION

Customer satisfaction are significantly impacted by price, service quality, website quality and convenience. These discoveries may add to the expanding body of knowledge regarding outbreak. As a result, it offers information about what users think about mobile meal delivery apps. Additionally, in order to improve their mobile food delivery applications, food and beverage firms could profit from looking into the aspects that affect client satisfaction with smartphone meal delivery apps. This will help businesses keep their existing consumers after users are pleased with the apps. Both new clients and positive word-of-mouth are drawn to businesses with a strong reputation. These studies recommend updating mobile food delivery apps to make them more viewer, fast, safe, as well as informational. If customers could quickly find what they're searching for, getting takeout would be simpler. Feeling satisfied with a purchase will come from a pleasant experience for the customer. As a result, reuse intentions will be more likely to materialize. The customer would then become loyal to the apps if a long-term relationship is established.

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