



“An analysis of the Customer Satisfaction Level of the Online Food Delivery Services in Muscat during the Pandemic situation”

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Abstract

The main purpose of this paper is to highlight the quick progress of online food delivery services in the pandemic situation that has disrupted the traditionally offline restaurant industry in Sultanate of Oman. This paper presents the pragmatic evidence on the crowding-out effects and market expansions induced by the staggered entry of online food delivery services in the present market situation. The study was conducted with a sample size of 200 respondents in the capital city of Oman that is Muscat due to its population and the availability of various categories of the restaurants. The findings of this study such as the customer satisfaction during the pandemic situation, attractive promotional offers, hygiene quality packing of the food item, mobile app services provided by online food delivery services are statistically significant. To measure the variance of the different respondents' satisfaction level, Anova test has been used.

Keywords: Ecommerce, Pandemic situation, Online delivery, Customer satisfaction, Mobile apps

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I. Introduction:

In the last few years, the online food delivery sector has been developing at high rates globally and specially during the pandemic when most of the countries imposed lockdown. Here in Oman and due to the huge impact of COVID-19 all of the resultants and coffees is where forced to close their shops unless they have the online delivery service. Therefore, most of the restaurants started to enhance their relationship and making deals with food delivery companies such as “Online channels” in order to insure the flow of their products. The main reason of conducting this study is to test the effectiveness of “online food delivery services” and the level of customer satisfaction with their performance during the pandemic situation.

This study would cover various gaps, such as comprehending the factors that affect buyer satisfaction level of the online delivery of foodstuff services during the pandemic situation. From the above review of

literature, the researchers found that a diverse research has been piloted in the area of the customer satisfaction level with regards to food industry. And also, researchers found that widespread exploration has been led on pandemic impact on foodstuff delivery sector; but for the study researchers did not find that any research has been conducted on the customer satisfaction level of the “Online channels Online Food Delivery Services” during the Pandemic.

The turbulent pandemic situation has instinctive some restaurants to change their business models to radical approaches in online delivery of food facilities. Consumer order online through Online channels app when alternate food services and home food was the only option which can satisfy the needs, services were available comparatively with low price. During the pandemic situation many industries have lost huge business because of the lockdown. The online food delivery services have achieved the great business and they recruited more delivery executives. This indicates the business growth of the online delivery of food services in Muscat Sultanate of Oman. Hence an attempt has been made to analyze the customer satisfaction level towards the delivery of online food services and explore its key successes in the present competitive growing scenario.

After analyzing this statement of the problem subsequently the question rises what is the satisfaction level of consumers who have availed food delivery services through online channels such as mobile apps and explore the key success factors for the of online food order during the pandemic situation.

Basically the study was conducted in Muscat city in Sultanate of Oman. In this study “Online channels food delivery services and restaurants’ food delivery services through their mobile apps have been taken to analyze the customer satisfaction level and explore the key success factors for their growth in this turbulent pandemic situation.

II. Literature Review:

According to Emiko Fukase, Will Martin (2020); in the recent years, the growth in the developing countries has been rapidly increasing than the industrial countries. In which it was indicate that this growth is potentially important implications for the world food demand as well as the world agriculture. It seems to be a carter of rising pressure on the world food prices which is considered to be as the result of the convergence that increase the development of food source by less than demand.

In the past there aren’t many choices of food or enough to consume. However, these days we have a lot of variety type food and different choices, so that create safety of availability food for the society. One the other hand, there increase in consumption the junk food and it affects the health of society and their lifestyle (Wertheim-Heck, Raneri 2020).

Boyacı-Gündüz, C. P. (2021). The ongoing COVID-19 pandemic has resulted in a new age in the efficacy of the food supply chain, however the implications for mankind, the economy, and the food industry are still being investigated. Food security, for example, is a critical feature of food systems that is directly impacted. This overview reviews food security during diseases and pandemics before going on to the present crises' panic purchasing, food shortages, and price spikes. The relevance of food resilience, as well as the necessity to address issues of food loss and waste, is emphasized in the review of food security and sustainable development.

The corona pandemics has infected in all people lifestyle including the consumption of food around the world. Moreover, in food sector not the only the food consumption has change but also the situation has affected somehow the food suppliers and their distribution channels to reach their consumers (Eftimov, Popovski, Petković, Seljak, Kocev. 2020).

According to Melih Madanoğlu (2008), service based industries such as hotels and restaurants are spending a huge amount of money and a tremendous effort to measure and develop the service quality of their business in order to gain the satisfaction of the customers. Service quality can be considered as one of the key factors in achieving competitive advantage in the restaurant industry since the competition in this sector is very tough and intense. Therefore, high service quality results in increased customer satisfaction.

According to Nebojša Vasić, Milorad Kilibarda, Tanja Kaurin (2019); the traditional behavior of purchase has become inadequate for some of the individuals due to the technological innovation. Nowadays people prefer the simplest behaviors for acquiring brands and reaching stores in which the internet has greatly infused the consumers’ ideas on price, speed and. In consequence, a new approach was found by the vendors to create value for customers and build relationships with them.

According to Sheehan, (2006). A variety of variables contribute to the growth of the service based economy. At the macroeconomic level, rising manufacturing productivity and increased competition from developing nations constrain manufacturing employment growth and stimulate attempts to focus on relatively high industries.

Rising investment in intangibles, a growing emphasis on knowledge management, a revitalized focus on core skills, and outsourcing all play important roles at the company level. And according to IBM corporation

(2012/2021); Delivery service can be defined as billable service that can be directly associated with different products that are in sales order or a return order.

According to Siau, K., Lim, E., Shen, Z. (2001) Mobile commerce, also known as mobile e-commerce or m-commerce, is an emerging subcategory of e-commerce that confronts the same issues as e-commerce—as well as a few of its own. Because of its unique features, gaining client trust in mobile commerce, which employs radio-based wireless devices to perform business transactions through the Web-based e-commerce system, is a particularly difficult process. While mobile devices are extremely handy for shopping at any time, their small screens, low-resolution displays, and tiny multifunction keypads make creating user-friendly experiences and graphical apps difficult. Mobile phones have limited computing power, memory, and battery life

Food delivery apps (FDAs) have been widely used by catering firms and clients as a new online-to-offline mobile technology. Particularly because they have offered two-way advantageous catering delivery services in rescuing catering businesses and meeting clients' technical and mental exceptions under the COVID-19 worldwide pandemic situation. This study offers a complete model combining UTAUT, ECM, and TTF with the trust factor and evaluates the continued desire of 532 legitimate FDA users to use FDAs during the COVID-19 pandemic era in China.

The article Review of Online Food Delivery Platforms and their Impacts on Sustainability, written by Charlene le, Miranda mirosa and Phil bremer (2021). Food delivery companies are the new trend nowadays where they became service organizations that people use in a daily basis. People with no transport, disabilities and in work have made their life much easier by using those app or platforms where food can reach to their door step with minimal charge. In the other hand food delivery companies sometimes affect the restaurants as the food after delivery gets cold and sales revenue goes down because of the bad experience of the customer.

III. Research Methodology:

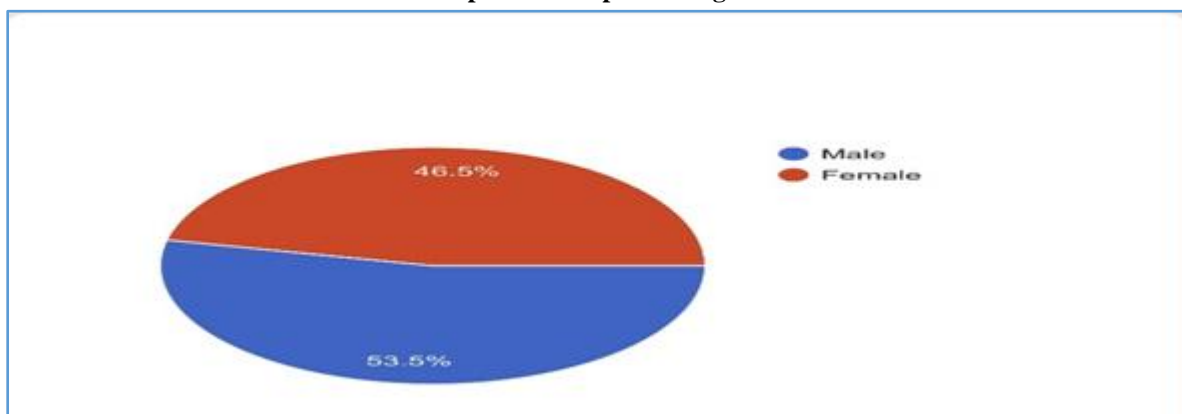
This study is descriptive in nature. This study is conducted by collecting primary data in Muscat city Sultanate of Oman. The study has incorporated Quantitative research method to examine the collected data with appropriated statistical tools. A structured questionnaire with an open ended and closed ended questions were distributed to the respondents in the different locations such as Alkhuwair, Alghubra, Mutrah, Qurrum and Azaiba in Muscat city. The convenient sampling technique was used because of the infinite population nature and the time constraints. The population consists of students, working professionals, home makers and business professionals. For all the variables used in the study were measured with 5-point liker's scale where 5 being the highest value for strongly agree and 1, being the least value for strongly disagree.

The limitations of the study:

200 respondents have been taken for the study as a sample size which is carried out in different areas of Muscat city in Sultanate of Oman. And hence the results from this study may not be applicable to the other parts of the nation because of social and cultural dissimilarities.

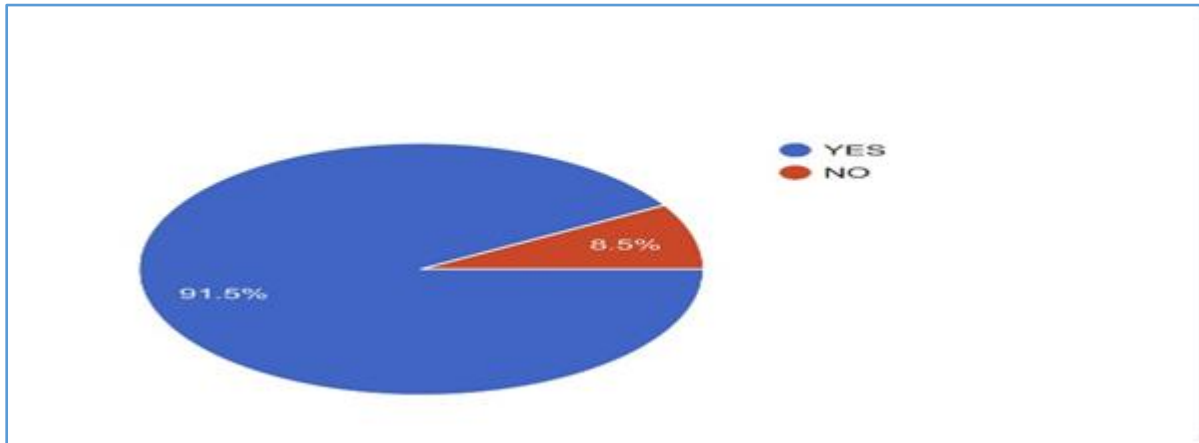
Data Analysis and Interpretation:

Graph no1: Respondents gender



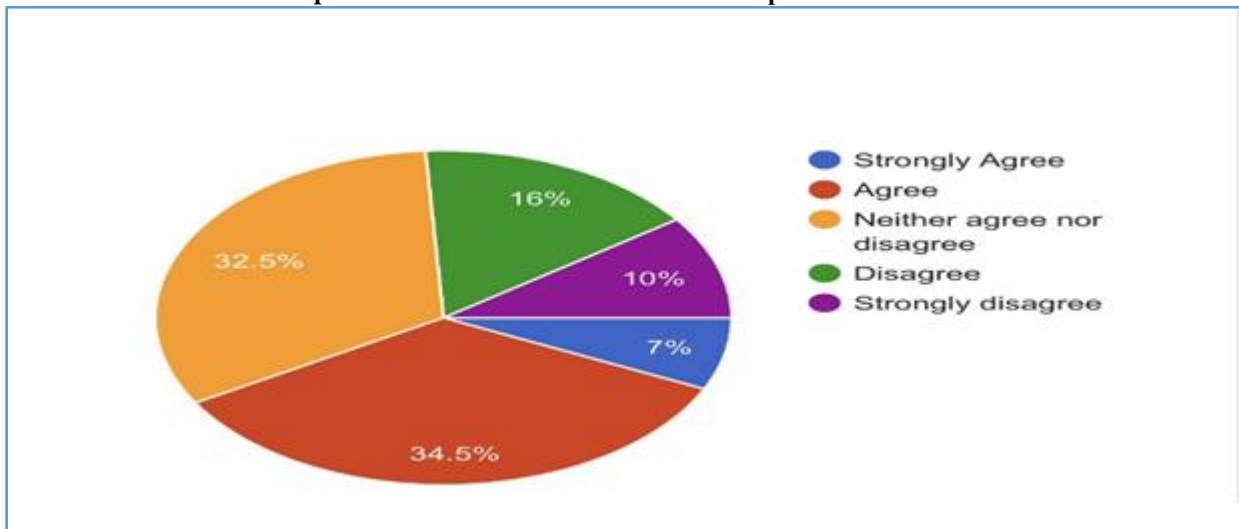
It can be analyzed from the above graph no.1 that 53.5% of respondents are male category and subsequently 46.5% of the respondents are female category.

Graph No.2 Type of online delivery service provider



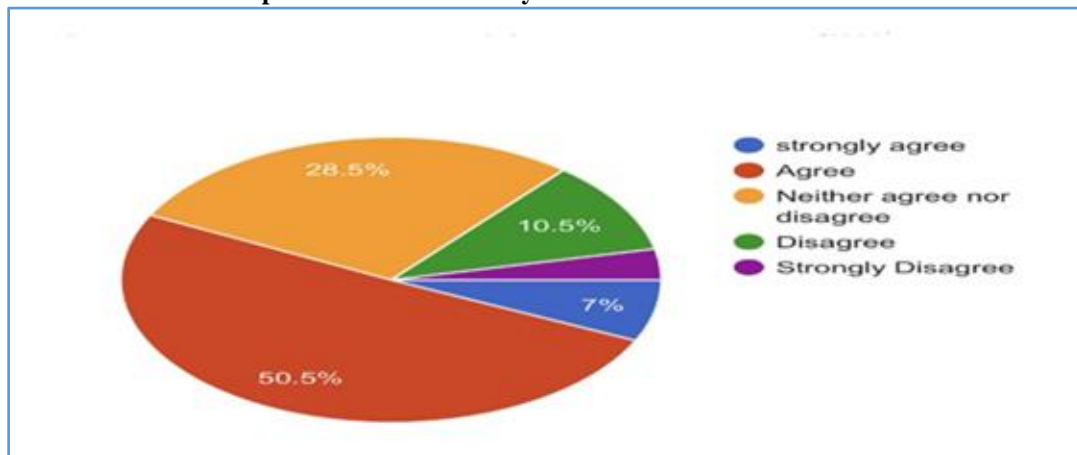
It can be seen from the above graph no.2 that 91.5% of respondents are current Online channels users, 8.5% of respondents are not.

Graph No 3: Online channel's' fees are acceptable/ realistic



The above graph no.3 illustrates that 34.5% of the respondents agreed that online channel's pricing is acceptable/ realistic while 32.5% of the respondent neither agree nor disagree.

Graph No:4 Online delivery channels deliver food on time



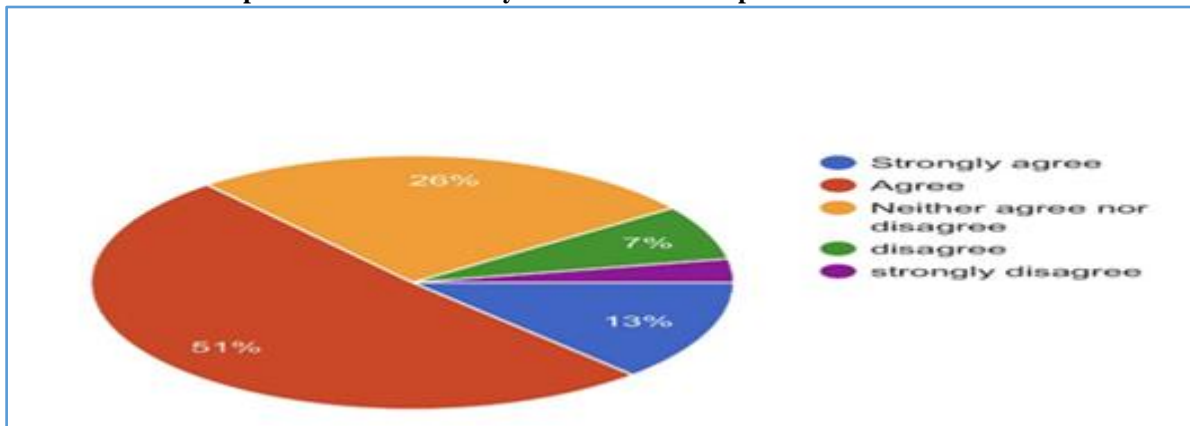
It can be analyzed from the above graph no.4 that 50.5% of respondents have opined agree that online delivery channels deliver food on time and 28.5% of respondents have opined neither agree nor disagree while 10.5% disagree with that Online channels does the delivery on time.

Hypothesis Testing:

SI No.	Hypothesis Statement	P Value (T test)	Remarks
1	H ₀ :Online food delivery services on time had no impact on Customer Satisfaction during the Pandemic.	0.00037	Reject

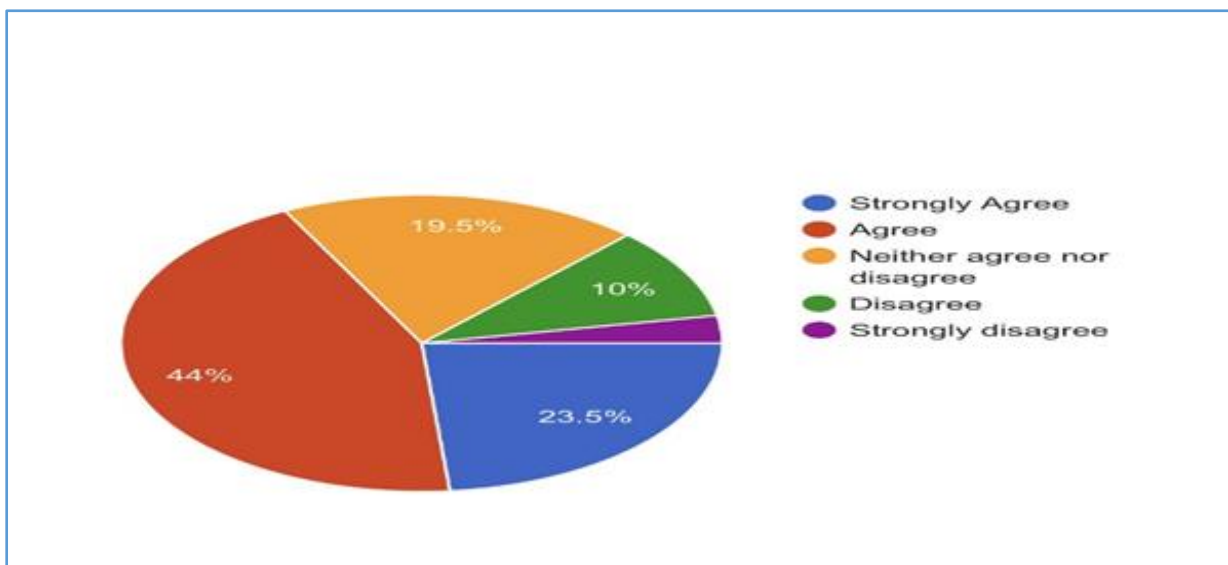
Interpretation: As the P value of 2 tailed T test is $0.00037 < 0.05$ at a significance level of 5% and at a confidence level of 95%, null hypothesis cannot be accepted and it can be concluded that “Online food delivery services on time had a significant impact on Customer Satisfaction during the Pandemic. It can be inferring that timely delivery play a vital role in satisfying the customers especially during the pandemic situation.

Graph No:5 Online delivery channels have acceptable customer service



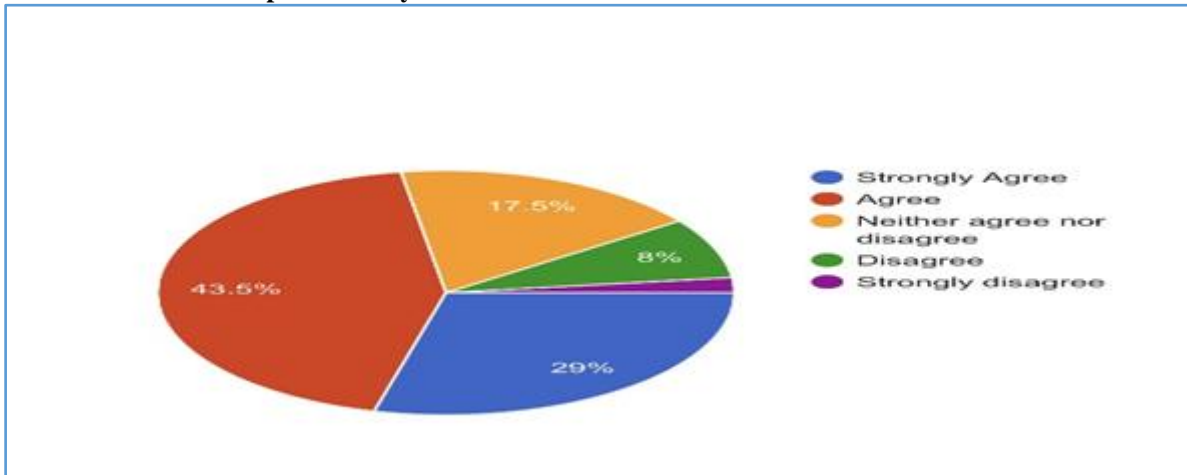
The above graph no.4 shows that 51% of respondents agree that online delivery channels have acceptable customer service, subsequently 26% of respondents opined neither agree nor disagree, 13% strongly agree and finally 7% of respondents opined disagree that online delivery channels have acceptable customer service.

Graph No:6 Online delivery channels cover enough food options in respondents' region



It can be observed from the above graph no.5 that 44% of respondents have agreed that online delivery channels have enough food options, 23.5% have strongly and 19.5% have opined neither agree nor disagree and subsequently 10% of respondents have opined that online delivery channels have enough food options.

Graph No 7: Payment method of Online channel is secure and safe

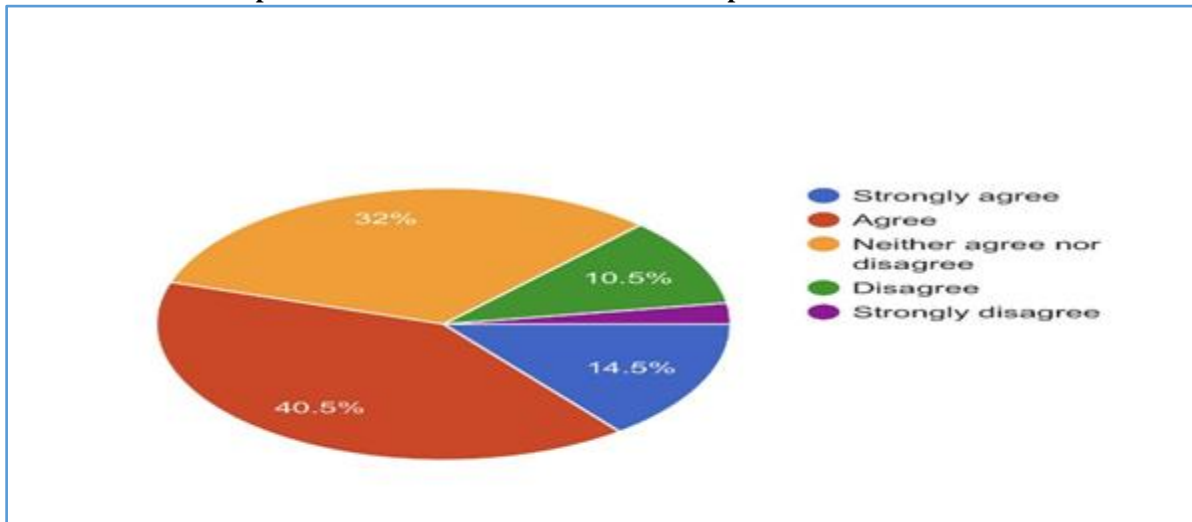


It can be seen from the above graph no.7 that 43.5% of the respondent agreed that Payment method of Online channels is secure and safe. Also 29% of the respondents agreed on that.

Sl No.	Hypothesis Statement	P Value (X ² test)	Remarks
2	H ₀ :There is no relationship between Safety and package of food and the customer’s order during the pandemic period.	0.00024	Reject

Interpretation: As the Probability value of Chi square(X²)test is 0.00024<0.05 at a significance level of 5% and at a confidence level of 95% the null hypothesis cannot be accepted and it can be concluded that “there is a relationship between safety package of the food and online customer’s orders during the pandemic period. It can be inferring that safety package play a vital role in this pandemic because of the virus infections.

Graph No 8: Online channel offers attractive promotional food offers



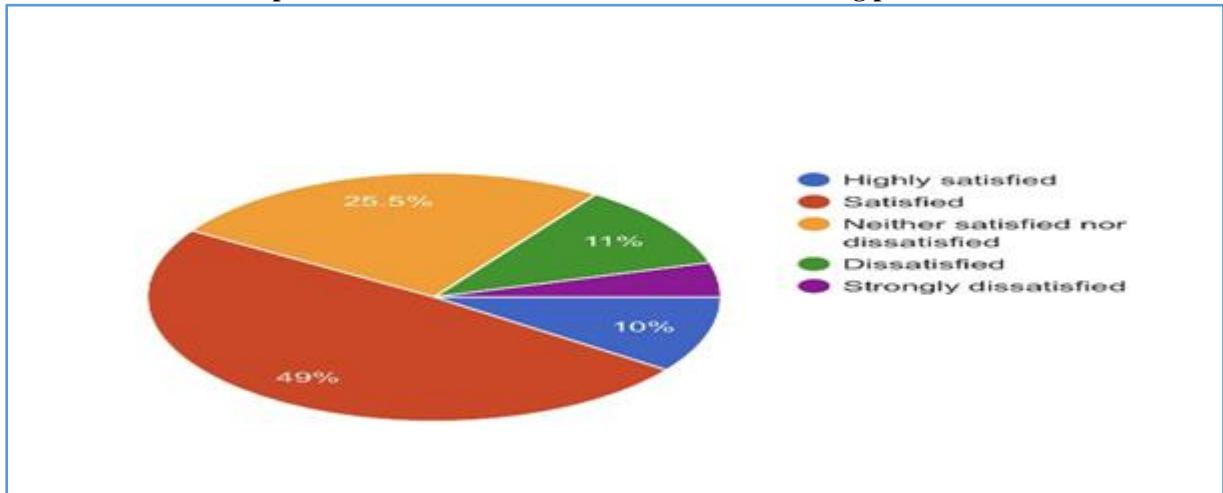
It can be analyzed from the above graph no.8 that 40.5% of respondents agree that Online channels offers attractive promotional meal offers. While, 32% of respondents neither agree nor disagree.

Sl No.	Hypothesis Statement	P Value (T test)	Remarks
3	H ₀ :There is no association between Online channels promotional offers and the customer’s satisfaction during the pandemic period.	0.00092	Reject

Interpretation: As the ‘P’ value of 2 tailed T-test i.e.0.00092<0.05 at significance level of 5% the null hypothesis cannot be accepted at a 95% confidence level and it can be inferred that “there is an association between ‘Online channels’promotional offers and Customer Satisfaction during the Pandemic period. It can be

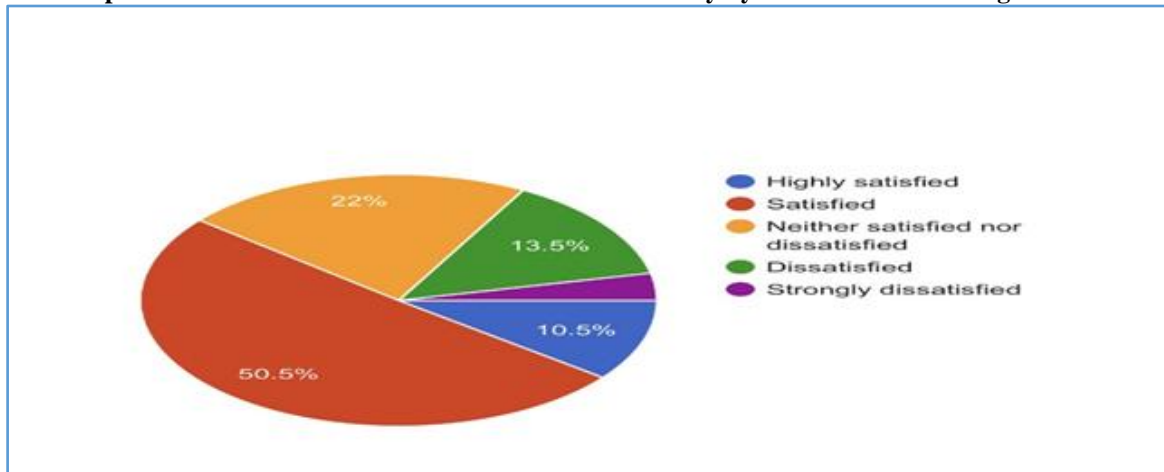
inferring that customers are very attracted towards promotional offers provided by Online channel’s food delivery services.

Graph No 9: Satisfaction level on Online services during pandemic



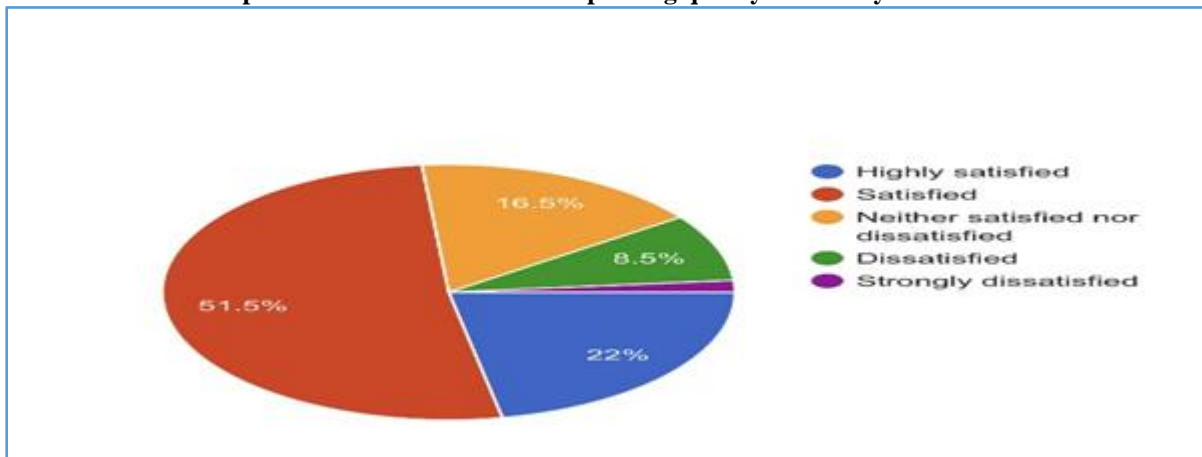
It can be analyzed from the above graph no.9 that 49% of the respondents are satisfied by Online channels’ services during pandemic and 25.5% of the respondents neither satisfied nor dissatisfied.

Graph No 10: Satisfaction level on the meals/ food delivery by Online services during Covid 19



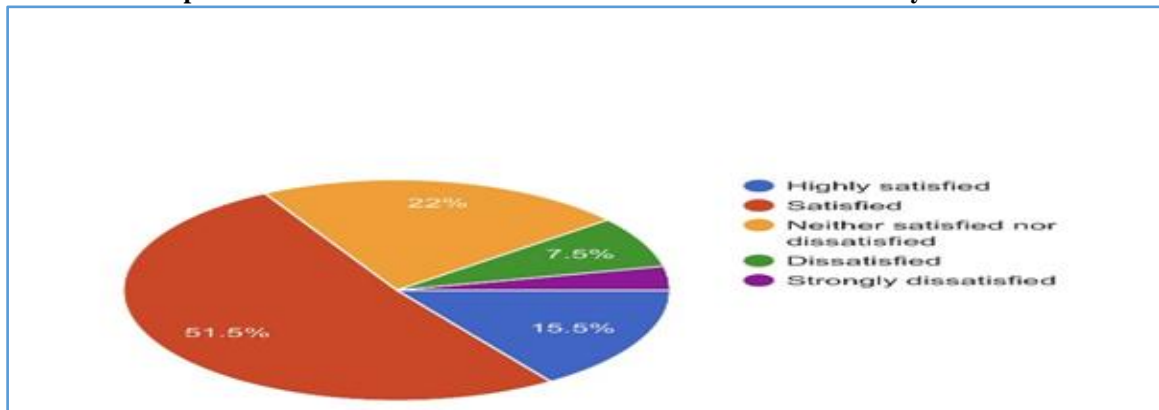
The above graph no.10 indicates that 50.5% of the respondents are satisfied with the meals/ food delivery by Online channels’ services during Covid 19 and 22% of the respondents neither satisfied nor dissatisfied.

Graph No 11: Satisfaction level on packing quality and safety of the food



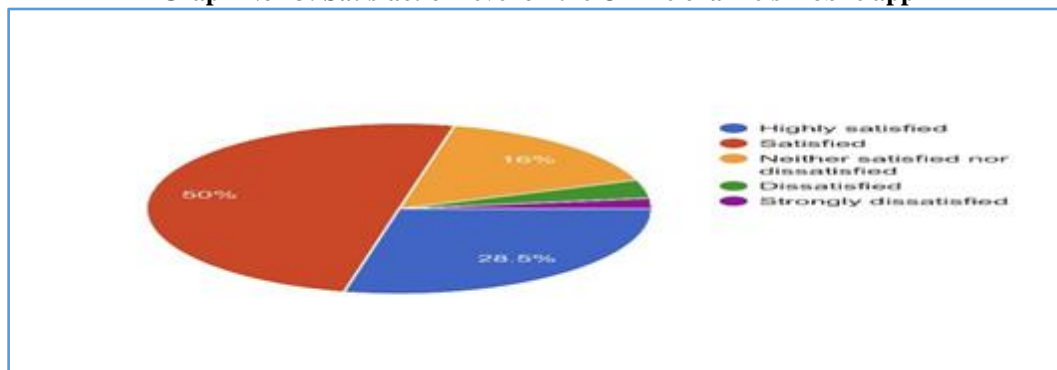
It can be analyzed from the above graph no. 11 that 51.5% of respondents are satisfied with that packing quality and safety of the food and 22% of respondents are highly satisfied with it. While, 16.5% neither satisfied nor dissatisfied.

Graph No 12: Satisfaction level on the behavior of the Online delivery executive



The above graph no. 12 shows that 51.5% of respondents are satisfied, 22% of respondents neither satisfied nor dissatisfied, 15.5% are highly satisfied. And 7.5% are dissatisfied with the behavior of the Online channels' delivery executive.

Graph No 13: Satisfaction level on the Online channels mobile app



It can be seen from the above graph no. 13 that 50% of the respondents are satisfied with the Online channels' and 28.5% of the respondents are highly satisfied. While, 16% of the respondents neither satisfied nor dissatisfied.

IV. Findings and Discussion

Objective: 1; To analyze satisfaction level of the consumers with respect to Online channels online food delivery services.

1- It is found from the study that both male and female category of respondents for online channels delivery services are almost same because researchers have collected the research data from the city of Muscat where lot of customers are ordering food through online services like online channels.

2- This study reveals that the research data has been obtained majorly from Muscat city only due to its population and the availability of various categories of the restaurants.

3- It has been found from the study that majority of the respondents have used and using online channels delivery services during the pandemic. And during the survey respondents have also opined that during the pandemic online channels was the only choice for ordering food online in Muscat if they want to eat out.

4- The study reveals that the customers of online channels services are satisfied with Online channels delivers time of the food. When it comes to food, customers do not have patience to wait for a longer time specially when they are hungry.

5- It has been found that significantly online channels services have satisfied customers of their online food delivery service. During the pandemic situation all restaurants were not operating fully and customers were not allowed to enter the restaurants. in that time online channels' services were remarkable as per the respondent's opinion.

Objective-2; To explore the key successes of online food order during the pandemic situation

6- The study reveals that online channels food delivery services have covered enough food options for customers in the Muscat region which made the customers satisfied.

7- It is found that most of the customers of online channels users are accepting the fees of the services.

8- The study reveals that the majority of the customers opined that the payment method in Online channels services is secure and safe.

9- It is found from the study that online channels providing attractive offers for their customers to retain them in this competitive scenario.

10- Study reveals that most of the customers are satisfied with Online channels services during pandemic in covid-19. It is found that majority of the online channels clients are happy with food delivery in pandemic situation.

11- It has been found that most customers are satisfied on food packing quality and arrived with good condition. It is found that most of customers are satisfied with behavior of online channels delivery executive.

12- It has been found that majority of online channels users are happy and satisfied with online channels mobile apps and it full feat their needs.

V. Conclusions and Suggestions

Suggestions:

1. It can be suggested based on the study that all of the online food delivery companies and specifically Online channels must increase their social media presence and effectiveness in order to reach as much as possible customers.

2. Online channels Company should consider decreasing their pricing because according to the study only 34% from 200 respondents agreed that their pricing strategy is realistic. In addition, there are new online food delivery companies that are entering the Omani market and their pricing is lesser than that of Online channels.

3. In terms of producing offers, Online channels company must increase the promotional offers in order to attract the potential customers, because according to the insights from the survey, only 40% of the respondents were satisfied with their promotional offers.

4. The study suggests that Online channels food delivery services should emphasize more on cleanliness and hygiene because these two are very important in this pandemic services. It is not only a requirement from the customer point of view in fact it is an inevitable process that every restaurant should incorporate in their routine order fulfillment.

5. Study also suggests that customer satisfaction should be the major focus and retaining the customers for a longer time is not an easy task. Online channels should also emphasize more providing the consistency services to the customers so that they can remain be satisfied.

Conclusion:

In conclusion, online channels played a major role during the pandemic because the company insured the flow of products from the restaurant to the customer's houses. Online channels company considers as one of the best online food delivery companies not only in Oman but also in the GCC countries, the company is competing in a very tough market against many hard competitors. However, according to the survey that we did, it is obvious that the majority of the respondents were satisfied with the performance of online channels during the pandemic.

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