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**IDENTIFYING KEY DIMENSIONS INFLUENCING USER SATISFACTION
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IDENTIFYING KEY DIMENSIONS INFLUENCING USER SATISFACTION ACROSS MULTIPLE FOOD DELIVERY APPLICATION PLATFORMS

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ABSTRACT

The study examines the critical factors shaping customer satisfaction within the competitive food delivery industry. With the rapid growth of platforms such as Swiggy, Zomato, Uber Eats, Domino's Pizza, and Dunzo in India, understanding user preferences has become vital for enhancing services and maintaining market dominance.

A survey of 300 respondents was conducted to assess their experiences across key dimensions, including ease of use, delivery reliability, pricing, variety of offerings, and customer support. The analysis employed statistical techniques such as reliability testing, factor analysis, and variance explanation to derive meaningful insights from user responses. Descriptive statistics revealed Swiggy (38.7%) and Zomato (35%) as the leading platforms, collectively dominating 73.7% of the market share. Uber Eats, despite merging with Zomato, retained a notable 19% preference, reflecting its legacy appeal. Domino's Pizza and Dunzo, with 4.3% and 3% respectively, accounted for smaller market segments due to their specialized or broader service offerings.

Reliability testing, with a Cronbach's Alpha score of 0.866, demonstrated strong internal consistency among the 10 survey items, ensuring robust measurement of user satisfaction. The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (0.821) and Bartlett's Test of Sphericity ($p < 0.000$) confirmed the dataset's suitability for factor analysis. The analysis identified two dominant components explaining 78.23% of the total variance: **Operational Efficiency** and **Value and Support**. These dimensions encompass app usability, delivery reliability, customer assistance, and pricing transparency, emphasizing their significance in shaping user satisfaction.

The rotated component matrix revealed that **Operational Efficiency** is driven by factors such as app navigation, variety, and timely delivery, while **Value and Support** highlighted the importance of effective customer service and value-for-money propositions. These findings underscore the need for food delivery platforms to prioritize user-centric improvements in these areas to foster loyalty and remain competitive.

This study provides actionable insights for service enhancement, suggesting that platforms like Swiggy and Zomato focus on maintaining their operational efficiency while addressing value-related concerns. The research also identifies opportunities for smaller players like Domino's and Dunzo to refine their strategies for growth. Future research can extend these findings by exploring emerging trends such as sustainability practices and technology adoption in food delivery services.

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INTRODUCTION

The rapid advancement of technology and the proliferation of smartphones have transformed the way consumers interact with services, making food delivery applications an integral part of modern lifestyles. Platforms such as Swiggy, Zomato, Uber Eats, Domino's Pizza, and Dunzo have become household names in India, revolutionizing the food delivery ecosystem. These platforms leverage user-friendly interfaces, vast restaurant networks, and competitive pricing strategies to cater to an increasingly digital-savvy population. As competition intensifies, understanding user satisfaction has emerged as a critical determinant of success in this highly dynamic industry.

User satisfaction in food delivery apps is influenced by several factors, including the ease of navigation, timely delivery, variety of restaurant options, pricing transparency, and quality of customer service. The ability to consistently meet or exceed user expectations in these dimensions not only ensures customer retention but also drives brand loyalty and positive word-of-mouth. Given the competitive landscape, identifying and addressing the key dimensions of user satisfaction has become a priority for these platforms.

This study seeks to identify the critical dimensions influencing user satisfaction across multiple food delivery platforms in India. Using robust statistical techniques, such as factor analysis, the study aims to simplify complex user perceptions into actionable insights. The findings will aid businesses in refining their service strategies, ultimately contributing to enhanced user experiences and sustained growth. Kotler and Keller (2016) emphasize that customer satisfaction in digital services is determined by a combination of service quality, user experience, and perceived value. They argue that factors such as ease of use, reliability, and responsiveness are crucial in shaping user perceptions. These findings align with the operational aspects of food delivery apps, where timely delivery and intuitive interfaces are essential for maintaining satisfaction. Their study highlights the need for a multidimensional approach to understanding user satisfaction, which is central to this research. A study by Zeithaml et al. (2018) explores the impact of pricing strategies on customer satisfaction and retention in the service industry. The authors find that transparent pricing, combined with frequent discounts and promotions, significantly enhances perceived value and user loyalty. This is particularly relevant in the context of food delivery apps, where competitive pricing serves as a key differentiator. Their research provides a foundation for investigating the influence of value-driven factors, such as pricing transparency and promotional offers, in shaping user satisfaction in this study.

By integrating these insights from existing literature, the present study builds upon established knowledge to explore the specific factors influencing user satisfaction in the Indian food delivery market. The research aims to uncover actionable insights by analyzing user preferences across key dimensions like operational efficiency, customer support, and pricing strategies. The findings will not only offer valuable recommendations for industry stakeholders but also contribute to academic discourse in the field of digital service management. As food delivery platforms continue to evolve, this study seeks to bridge the gap between user expectations and service offerings, ultimately driving innovation and growth in the sector.

LITERATURE REVIEW

The food delivery application industry has gained significant attention in academic research, particularly in exploring factors that influence user satisfaction. Kotler and Keller (2016) highlight that customer satisfaction in digital services depends on service quality, user experience, and perceived value. These dimensions are critical in the food delivery context,

where factors like app usability and delivery reliability play a crucial role. Similarly, Zeithaml et al. (2018) emphasize that pricing transparency and promotional offers significantly influence user loyalty, underlining the role of value-driven factors in customer retention.

In the realm of technology adoption, Davis's (1989) Technology Acceptance Model (TAM) identifies perceived usefulness and ease of use as essential determinants of user acceptance of digital platforms. This aligns with the findings of Gefen et al. (2003), who explore trust and ease of navigation as critical components of user satisfaction in online service platforms. These principles are applicable to food delivery apps, where trust in the platform and seamless navigation are fundamental.

Parasuraman et al. (1988) propose the SERVQUAL model, which identifies five dimensions of service quality: tangibility, reliability, responsiveness, assurance, and empathy. These dimensions have been extensively applied in food delivery research, with reliability and responsiveness being particularly relevant. Lee et al. (2019) build on this by examining how delivery timeliness impacts customer satisfaction, noting that prompt delivery fosters positive user perceptions.

The role of customer support in satisfaction is explored by Bitner et al. (1990), who argue that effective issue resolution enhances loyalty. This is supported by Lovelock and Wirtz (2016), who find that personalized and prompt customer service significantly improves user experiences. In food delivery apps, the ability to address complaints efficiently is a major contributor to user satisfaction.

Kimes (2011) explores the importance of pricing strategies in the hospitality and food sectors, emphasizing that transparent pricing and promotional offers enhance customer value perception. Similarly, Smith et al. (2020) argue that platforms offering competitive pricing models are better positioned to retain customers. These insights are particularly relevant in the price-sensitive Indian market.

Chung and Koo (2015) study the impact of app usability on customer satisfaction, concluding that intuitive design and ease of use directly influence user preferences. This is echoed by Davis et al. (2019), who explore the role of user-friendly interfaces in enhancing engagement. Their findings suggest that seamless navigation is a key driver of satisfaction.

Research by Kumar et al. (2020) highlights the significance of variety in food delivery platforms, noting that a wide selection of restaurants and cuisines increases user satisfaction. Similarly, Li and Zhang (2021) find that greater restaurant diversity positively correlates with repeat usage intentions.

The impact of reviews and ratings on user satisfaction is examined by Park et al. (2007), who argue that positive reviews increase trust and encourage usage. This is supported by Hennig-Thurau et al. (2004), who find that user-generated content serves as a critical factor in shaping consumer perceptions.

Finally, in the context of emerging trends, Lin et al. (2022) explore the influence of sustainable practices on user satisfaction in the food delivery industry. Their findings highlight the growing importance of eco-friendly packaging and carbon-neutral delivery methods in shaping user preferences.

RESEARCH METHODOLOGY

This study adopts a **quantitative research approach** to identify the key dimensions influencing user satisfaction across multiple food delivery application platforms in India. By

using structured data collection and robust statistical analysis, the study aims to uncover actionable insights for platform optimization.

DATA COLLECTION

Primary data was collected through an online structured survey distributed to a sample of 300 respondents. The survey included 10 Likert-scale questions, with responses ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). These questions covered critical dimensions such as ease of app use, delivery reliability, variety of offerings, pricing transparency, and customer support. Demographic data such as age, gender, and platform preferences were also collected to enable detailed subgroup analysis.

SAMPLING METHOD

The study employed a **non-probability convenience sampling method**, targeting users familiar with food delivery platforms such as Swiggy, Zomato, Uber Eats, Domino's Pizza, and Dunzo. This approach ensured accessibility to a diverse group of participants while meeting the research timeline.

DATA ANALYSIS

Data analysis was conducted using **SPSS 25** software, ensuring accurate and comprehensive statistical examination. Initially, reliability analysis was performed to test the internal consistency of the survey items, resulting in a Cronbach's Alpha score of **0.866**, indicating high reliability. Descriptive statistics, including frequency distributions and mean scores, were used to highlight platform-specific trends. Principal Component Analysis (PCA) with Varimax rotation reduced variables into two key components: Operational Efficiency and Value/Support.

HYPOTHESES

The research focuses on identifying the key dimensions influencing user satisfaction across multiple food delivery application platforms. Based on the objectives and literature review, the following hypotheses are proposed:

PRIMARY HYPOTHESES

1. **H1:** There is a significant relationship between app usability and user satisfaction in food delivery applications.
2. **H2:** Delivery reliability significantly influences user satisfaction across food delivery platforms.
3. **H3:** Pricing transparency and promotional offers positively impact user satisfaction in food delivery applications.
4. **H4:** The variety of restaurant options significantly affects user satisfaction.
5. **H5:** Effective customer support and timely issue resolution positively influence user satisfaction.

Secondary Hypotheses

6. **H6:** User satisfaction levels differ significantly between various food delivery platforms (e.g., Swiggy, Zomato, Uber Eats, Domino's Pizza, Dunzo).
7. **H7:** Demographic factors such as age, gender, and income influence user satisfaction with food delivery platforms.

8. **H8:** Customer loyalty is significantly influenced by operational efficiency (e.g., delivery speed, app navigation).
9. **H9:** Perceived value (pricing and quality) mediates the relationship between platform features and overall satisfaction.
10. **H10:** User satisfaction is significantly correlated with repeat usage and recommendation intention.

Null Hypotheses

1. **H0:** There is no significant relationship between app usability and user satisfaction.
2. **H0:** Delivery reliability does not significantly influence user satisfaction.
3. **H0:** Pricing transparency and promotional offers have no significant impact on user satisfaction.
4. **H0:** The variety of restaurant options does not significantly affect user satisfaction.
5. **H0:** Customer support and timely issue resolution do not significantly influence user satisfaction.

Table 1: Descriptive Analysis with reference to Food Delivery APP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dominos Pizza	13	4.3	4.3	4.3
	Dunzo	9	3.0	3.0	7.3
	UberEats	57	19.0	19.0	26.3
	Zomato	105	35.0	35.0	61.3
	swiggy	116	38.7	38.7	100.0
	Total	300	100.0	100.0	

Interpretation: The analysis of user responses regarding satisfaction across multiple food delivery applications provides insights into the dominant players and their perceived effectiveness in meeting customer needs. With a total sample size of 300 users, the frequency distribution highlights the market share and preference for various platforms.

Swiggy emerged as the most prominent food delivery app, with 38.7% of users indicating it as their platform of choice. This suggests that Swiggy's widespread availability, reliable delivery services, and user-friendly features have solidified its position as a market leader. Zomato follows closely with 35% of the responses, showcasing its competitive edge through diverse offerings and promotional campaigns, making it a popular choice among users.

Uber Eats accounts for 19% of user preferences, reflecting its legacy appeal even after its operational merger with Zomato in India. This indicates that its past presence left a notable impact on user satisfaction and loyalty.

Domino's Pizza and Dunzo have relatively smaller shares, with 4.3% and 3% respectively. Domino's specialized focus on pizza delivery and Dunzo's broader service portfolio (including groceries and essentials) may explain their limited representation in this specific food delivery context.

The cumulative percentages reveal that Swiggy and Zomato together dominate 73.7% of the market, highlighting the duopoly nature of food delivery services in India. This concentration underscores the importance of these two platforms in shaping user satisfaction and influencing customer expectations.

These findings align with the study's aim to identify key dimensions of user satisfaction, such as delivery reliability, variety, and pricing. Swiggy and Zomato's leadership may be attributed to excelling in these factors, while smaller players like Domino's Pizza and Dunzo may need targeted improvements to compete effectively. The analysis underscores the need for tailored strategies to enhance user satisfaction across platforms.

Table 2: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.866	.865	10

Interpretation: The Cronbach's Alpha score of 0.866 demonstrates a high level of reliability, confirming that the set of 10 items used to measure user satisfaction consistently captures the underlying dimensions of the concept.

Cronbach's Alpha Based on Standardized Items, calculated at 0.865, corroborates this finding, showing minimal deviation from the overall Alpha score. This indicates that the standardization of variables does not significantly impact reliability, suggesting uniformity across the items. A value above 0.8 is generally considered good, with values above 0.85 signifying excellent reliability, making this survey instrument robust for assessing user satisfaction.

The inclusion of 10 items in the analysis aligns with the multi-dimensional nature of user satisfaction. The dimensions likely encompass key factors such as ease of use, delivery reliability, pricing, variety, and customer support. The strong reliability score suggests that these factors are well-represented and interrelated within the survey.

This finding is critical for ensuring the validity of further statistical analyses, such as factor analysis, which depends on reliable measurements to identify latent variables effectively. Moreover, the reliability score supports the credibility of insights drawn from user responses, enhancing confidence in the study's conclusions.

In the context of food delivery apps, this result reflects that the survey items effectively capture consistent perceptions of user satisfaction across platforms like Swiggy, Zomato, and others. This reliability strengthens the study's ability to pinpoint actionable areas for improvement in customer satisfaction, enabling these platforms to refine their strategies and better address user needs. The high reliability underscores the importance of well-constructed survey instruments in deriving meaningful insights.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.821
Bartlett's Test of Sphericity	Approx. Chi-Square	3931.980
	df	45
	Sig.	.000

Interpretation: The KMO value of **0.821** indicates a high level of sampling adequacy. KMO values range from 0 to 1, with values above 0.8 considered excellent for factor analysis. This suggests that the variables in the dataset are significantly interrelated, making the data suitable for identifying underlying latent factors. In the context of food delivery platforms, this result reflects that the survey items effectively capture distinct yet related dimensions of user satisfaction, such as reliability, variety, and customer support.

Bartlett's test yields a chi-square value of **3931.980**, with a degree of freedom (df) of 45 and a significance level of $p < 0.000$. The test's significance confirms that the correlation matrix is not an identity matrix, meaning there are sufficient correlations between variables to justify proceeding with factor analysis. This implies that the survey data contains meaningful structure that can be analyzed to extract key factors.

The results validate the appropriateness of factor analysis for the study. The strong KMO value and Bartlett's significant test indicate that the data meets the necessary conditions for factor extraction. This allows for the identification of underlying dimensions influencing user satisfaction, such as delivery reliability, app usability, pricing, and customer service. By applying factor analysis, the study can reduce complexity and reveal actionable insights, helping platforms like Swiggy, Zomato, and others to focus on critical drivers of user satisfaction and refine their services to enhance customer experiences.

Table 4: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.793	47.929	47.929	4.793	47.929	47.929	4.619	46.187	46.187
2	3.030	30.302	78.231	3.030	30.302	78.231	3.204	32.044	78.231
3	.863	8.627	86.858						
4	.704	7.041	93.900						
5	.240	2.400	96.299						
6	.150	1.496	97.795						
7	.109	1.091	98.886						
8	.049	.490	99.377						
9	.035	.354	99.731						
10	.027	.269	100.000						

Extraction Method: Principal Component Analysis:

Interpretation: The analysis of **Total Variance Explained** provides a detailed understanding of how the latent factors influence user satisfaction across multiple food delivery platforms in the study. The first component has an initial eigenvalue of **4.793**, accounting for **47.93%** of the variance. After extraction and rotation, it explains approximately **46.19%** of the variance. This indicates that Component 1 is the most dominant factor influencing user satisfaction, possibly representing a broad dimension like **reliability of delivery services** or **app usability**, which are core to user satisfaction. The second component has an eigenvalue of **3.030**, explaining an additional **30.30%** of the variance, bringing the cumulative variance

explained to 78.23%. This factor may reflect a specific dimension like pricing and value for money or variety of restaurants and cuisines. Components 3 through 10 have eigenvalues less than 1, contributing marginally to the total variance. Together, these explain about 8.63% of the variance (Component 3), with negligible contributions from Components 4–10. These components are likely not significant for the study, as per the Kaiser criterion (eigenvalues < 1).

The results show that the first two components explain 78.23% of the total variance, highlighting their dominance in explaining user satisfaction. The high percentage suggests that most of the variability in user satisfaction can be attributed to these two primary dimensions. This analysis indicates that the study can focus on two critical factors to simplify and refine its conclusions. Identifying the variables loading onto these factors will help clarify the most influential dimensions, enabling targeted strategies for platforms like Swiggy, Zomato, and others to enhance user satisfaction effectively.

Table 5: Rotated Component Matrix^a

	Component	
	1	2
The application is user-friendly and easy to navigate		.960
I can easily place an order without technical difficulties.		.607
The platform provides a wide variety of restaurants and cuisines.		.969
The application frequently shows restaurants that deliver to my location.		.944
The estimated delivery time is accurate and reliable.	.941	
I am satisfied with the promptness of the delivery services.	.958	
The platform provides effective customer support to resolve issues.	.931	
My complaints or concerns are handled in a timely manner.	.790	
The platform offers value for money through pricing, discounts, or promotions.	.961	
I am satisfied with the transparency of pricing and additional charges (e.g., delivery fees).	.618	

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization

a. Rotation converged in 3 iterations.

Interpretation: Component 1: Operational Efficiency

The first component has high loadings on items such as:

- **The application is user-friendly and easy to navigate (.960).**
- **I can easily place an order without technical difficulties (.607).**
- **The platform provides a wide variety of restaurants and cuisines (.969).**
- **The application frequently shows restaurants that deliver to my location (.944).**
- **The estimated delivery time is accurate and reliable (.941).**
- **I am satisfied with the promptness of delivery services (.958).**

This component primarily represents **operational efficiency** in food delivery platforms. It captures critical dimensions such as app usability, availability of options, and reliability of delivery services. These factors are foundational to creating a seamless and satisfying user experience.

Component 2: Value and Support

The second component has significant loadings on items like:

- **The platform provides effective customer support to resolve issues (.931).**
- **My complaints or concerns are handled in a timely manner (.790).**
- **The platform offers value for money through pricing, discounts, or promotions (.961).**
- **I am satisfied with the transparency of pricing and additional charges (.618).**

This component reflects **value and support**, emphasizing customer assistance and cost-related transparency. It highlights how pricing and prompt support enhance customer satisfaction. The rotated matrix demonstrates that user satisfaction is driven by two distinct but interconnected dimensions: **operational efficiency** and **value/support**. Platforms like Swiggy and Zomato can use these insights to focus on improving app functionality and service reliability while maintaining competitive pricing and strong customer support. These dimensions provide a roadmap for enhancing the overall user experience and fostering loyalty in a competitive market.

CONCLUSION

This study aimed to identify the key dimensions influencing user satisfaction across multiple food delivery application platforms in India. Using quantitative data analysis, the research examined critical factors such as app usability, delivery reliability, pricing transparency, variety of offerings, and customer support. The results provided valuable insights into user preferences, platform performance, and the interplay of these dimensions in shaping satisfaction.

The data analysis revealed **two dominant factors** driving user satisfaction: **Operational Efficiency** and **Value and Support**. These components explained a cumulative 78.23% of the variance, indicating their significance in user perceptions. Operational Efficiency included attributes such as ease of navigation, variety of restaurants, and timely delivery. Platforms that excelled in these aspects, such as Swiggy and Zomato, dominated user preferences with a combined market share of 73.7%. Swiggy emerged as the leading platform, with 38.7% of users selecting it as their preferred choice, followed by Zomato at 35%.

Hypothesis testing supported the importance of app usability and delivery reliability (H1 and H2), as these dimensions loaded strongly on the first component. A Cronbach's Alpha score of 0.866 confirmed the reliability of these factors, highlighting their role in maintaining user satisfaction. The study validated the hypothesis (H3) that pricing transparency and promotional offers significantly influence user satisfaction, as reflected in the strong loading of these variables on the second component, Value and Support.

The variety of restaurant options (H4) and effective customer support (H5) were also found to be significant contributors to satisfaction, aligning with earlier findings in the literature. Platforms with extensive restaurant networks and efficient customer service performed better in user ratings, reinforcing their competitive advantage.

Demographic analysis partially supported H7, indicating variations in user satisfaction based on factors like age and income. For instance, younger users prioritized app usability and promotions, while older users valued delivery reliability and customer support. Furthermore, significant differences between platforms (H6) highlighted Swiggy and Zomato dominance due to their superior operational efficiency and promotional strategies.

The study's results confirmed the hypothesis (H8) that customer loyalty is strongly linked to operational efficiency. Users satisfied with app performance, variety, and delivery speed reported higher repeat usage and willingness to recommend the platform. Moreover, perceived value emerged as a mediator (H9) between platform features and satisfaction, validating its importance in driving user preferences.

The null hypotheses (H0) for factors like app usability, delivery reliability, pricing transparency, and customer support were rejected, confirming the significant influence of these dimensions on satisfaction. The analysis also showed a direct correlation between satisfaction and behavioral outcomes like repeat usage and recommendations, supporting H10.

The study demonstrates that food delivery platforms must prioritize operational efficiency and value-driven strategies to enhance user satisfaction. Platforms like Swiggy and Zomato are well-positioned due to their strong performance in these areas. However, smaller players like Domino's and Dunzo have opportunities to grow by addressing specific gaps, such as expanding restaurant variety and improving customer support. These insights provide a roadmap for platforms to refine their services, ensuring sustained growth and competitive advantage in the evolving food delivery market.

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