



A Study On The Influence Of Brand Image And Market Value On Customer Satisfaction In The Food Delivery Industry.

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Abstract

Customer satisfaction has become a critical factor in business success as competition in the food delivery industry has increased. While service quality and pricing have been thoroughly researched, the impact of brand image and market value on customer satisfaction is largely unknown. This study looks into the impact of these characteristics, specifically how brand perception and financial stability affect consumer trust and loyalty.

A descriptive research design was adopted, which combined primary and secondary data sources. Surveys, interviews, and focus groups were used to acquire customer insights, with industry publications providing further context. The data were examined using regression and moderation analysis to determine the relationship between brand image, market value, and customer satisfaction. The findings show that a strong brand image considerably improves customer happiness, while market value is critical in reinforcing customer trust. Furthermore, market value was discovered to regulate the association between brand image and satisfaction, emphasising its importance in driving consumer behaviour.

This study adds to the literature by including financial stability as an important element in consumer decision-making. To increase client trust, firms can work on developing a strong brand presence and implementing transparent financial processes. Future research should look at these relationships across different market groups and assess the influence of sustainability initiatives in brand perception.

Keywords

Brand image, market value, customer satisfaction, consumer trust, financial stability, the food delivery industry, business growth, market positioning, and consumer loyalty

Introduction

Urbanisation, digital usage, and changing consumer habits have all contributed to the substantial expansion of India's meal delivery sector. The convenience of ordering meals online has become a vital element of modern life, particularly in urban regions where people have limited time and want quick and reliable meal options. With the emergence of mobile applications and digital payment solutions, the sector has evolved dramatically, providing consumers with a smooth and efficient experience.

In recent years, the growing reliance on food delivery platforms has resulted in increased rivalry among providers. Companies are focussing on differentiating themselves through improved customer experiences, loyalty programs, and a variety of cuisine selections. While pricing and service speed are often addressed when analysing customer satisfaction, two crucial elements that influence consumer behaviour—brand image and market value—are frequently disregarded.

A company's brand image is the perception that consumers have based on their experiences, marketing efforts, and general engagement with the brand. A positive brand image builds trust, increases client retention, and improves a company's reputation in a competitive market. Market value, on the other hand, reflects a company's financial health, future growth potential, and ability to survive in a quickly changing industry. Financially robust organisations are often viewed as more stable and reliable, which influences client trust and willingness to use their services.

Given the ever-changing nature of the food delivery sector, understanding the impact of brand image and market value in influencing customer happiness is critical for businesses seeking to establish long-term connections with customers. A strong brand underpinned by financial stability attracts new customers while also encouraging loyalty among existing users, resulting in long-term growth.

Problem Statement

Despite extensive research into pricing tactics, service efficiency, and technology improvements in the food delivery industry, there is still a significant research vacuum in understanding how brand image and market value affect consumer happiness. Most studies have concentrated on short-term issues like discounts, promotions, and delivery time, but few have looked at how a company's reputation and financial status affect consumer trust and involvement over time.

A well-known brand tends to attract a bigger client base because buyers equate it with dependability and quality. However, it is unclear if a strong brand image directly correlates with increased consumer happiness. Customers may be driven to a brand because of its market presence, but elements such as service quality, transparency, and consistency can still have an impact on their overall experience.

Similarly, market value, which represents a company's financial health, has a significant impact on consumer decisions. Companies with high market valuations are frequently viewed as trustworthy and capable of providing consistent services. However, there is limited empirical research to determine if clients actively consider financial stability when selecting a food delivery service.

This research gap prevents organisations from fully exploiting their brand reputation and financial strength to promote consumer happiness. The purpose of this study is to provide insights into how brand image, market value, and customer happiness interact to influence consumer loyalty and trust in the meal delivery sector.

Objectives

1. Investigate the correlation between brand image and customer satisfaction.
2. Determine the function of market value in influencing consumer trust and purchasing decisions.
3. To investigate the moderating role of market value in the brand image-customer satisfaction relationship.
4. To provide strategic advice for food delivery companies to boost their brand reputation and financial positioning to promote client retention and satisfaction.

Theoretical Foundations & Hypothesis Development

Brand image is a multidimensional concept that determines how customers perceive a company's dependability, service quality, and reputation. It includes elements like brand awareness, perceived quality, brand connotations, and brand loyalty, all of which influence consumer behaviour. A good brand image builds trust and trustworthiness, reduces perceived risks connected with online transactions, and promotes emotional ties between customers and enterprises. This is especially important in the food delivery industry, where customers expect prompt service, high-quality food, and reliability. Research indicates that firms with a positive brand image have higher customer satisfaction and repeat purchases because buyers link strong brands with constant service quality and expertise.

Additionally, businesses who successfully build brand loyalty get a competitive edge in a market that is becoming more and more crowded, improved customer retention, and favourable word-of-mouth advertising. Market value, which reflects a company's stability, investor confidence, and financial performance, also acts as a credibility element. Customers have more faith in financially sound businesses because they are seen as trustworthy and dependable, which helps them continue to provide innovative and consistent services. Businesses with a high market value in the food delivery sector are better able to make investments in cutting-edge technology, boost customer satisfaction, increase market reach, and improve operational efficiency. Customer happiness is greatly impacted by the interaction between market value and brand image because businesses that successfully strike a balance between these two factors are more likely to gain the trust of their customers over the long run, improve service dependability, and enhance customer experience. Customer satisfaction is greatly impacted by the interaction between market value and brand image because businesses that successfully strike a balance between these two factors are more likely to develop a devoted clientele, boost service dependability, and win over long-term customers.

On the other hand, companies with a poor reputation or unstable finances frequently face low client confidence, low service standards, and decreased customer retention, all of which have an impact on overall satisfaction. Companies looking to improve consumer engagement, foster loyalty, and maintain business growth in the cutthroat food delivery sector must comprehend the relationship between brand image and market value.

Hypothesis

H0: Brand Image has no significant effect on customer satisfaction in food delivery industry.

H1: A brand image has a significant positive effect on customer satisfaction in the food delivery industry.

Research Methodology

Study Design

This study uses a descriptive research design with both quantitative and qualitative approaches, resulting in a mixed-methods approach. Structured surveys will be used to collect quantitative data, while interviews and focus groups will provide qualitative insights. This mixed-methods approach ensures a thorough grasp of how brand image and market value influence consumer satisfaction in the food

delivery industry.

Sources of Data

Primary Data

Primary data will be obtained directly from meal delivery service users using the techniques listed below:

Surveys: Structured surveys will be disseminated online to collect quantitative information on customer satisfaction, market value perceptions, and brand image.

Semi-structured interviews will be conducted with selected customers to acquire detailed qualitative insights into their experiences.

Focus Groups: Participants will engage in interactive discussions to examine common topics that influence customer satisfaction.

Population

The study's demographic consists of consumers who have utilised meal delivery services. The target audience includes people of diverse ages, genders, and geographic areas.

Sampling Techniques

Sampling Unit

Individual customers who ordered from meal delivery services within the last six months make up the sampling unit.

Sample Size:

A sample size of 243 respondents will be used to verify the statistical reliability and validity of the findings.

Sampling Method

A **random sample method** will be used to pick survey participants from meal delivery services customer databases.

This probability sampling strategy ensures equal selection chances, hence decreasing selection bias. Additionally, non-probability sampling methods will be employed for interviews and focus groups, with participants chosen depending on their level of involvement and readiness to contribute insights.

Sampling Frame

The Food Delivery Service User Database will contain registered customers who have used food delivery services within the last six months.

Social Media Platforms: Users that use meal delivery services on platforms such as Instagram, Twitter, and Facebook will be approached for survey and focus group participation.

Data analysis

The collected data will be analysed using suitable statistical and qualitative analytic tools:

Quantitative Analysis: Survey data will be processed using Jamovi software.

or Excel, with techniques such as descriptive statistics, correlation analysis, and regression modelling used to determine the impact of brand image and market value on customer satisfaction.

Qualitative Analysis: Interviews and focus groups will be thematically analysed to uncover common themes and insights.

This research approach guarantees a thorough and trustworthy examination of consumer satisfaction in the food delivery business.

Conceptual Framework

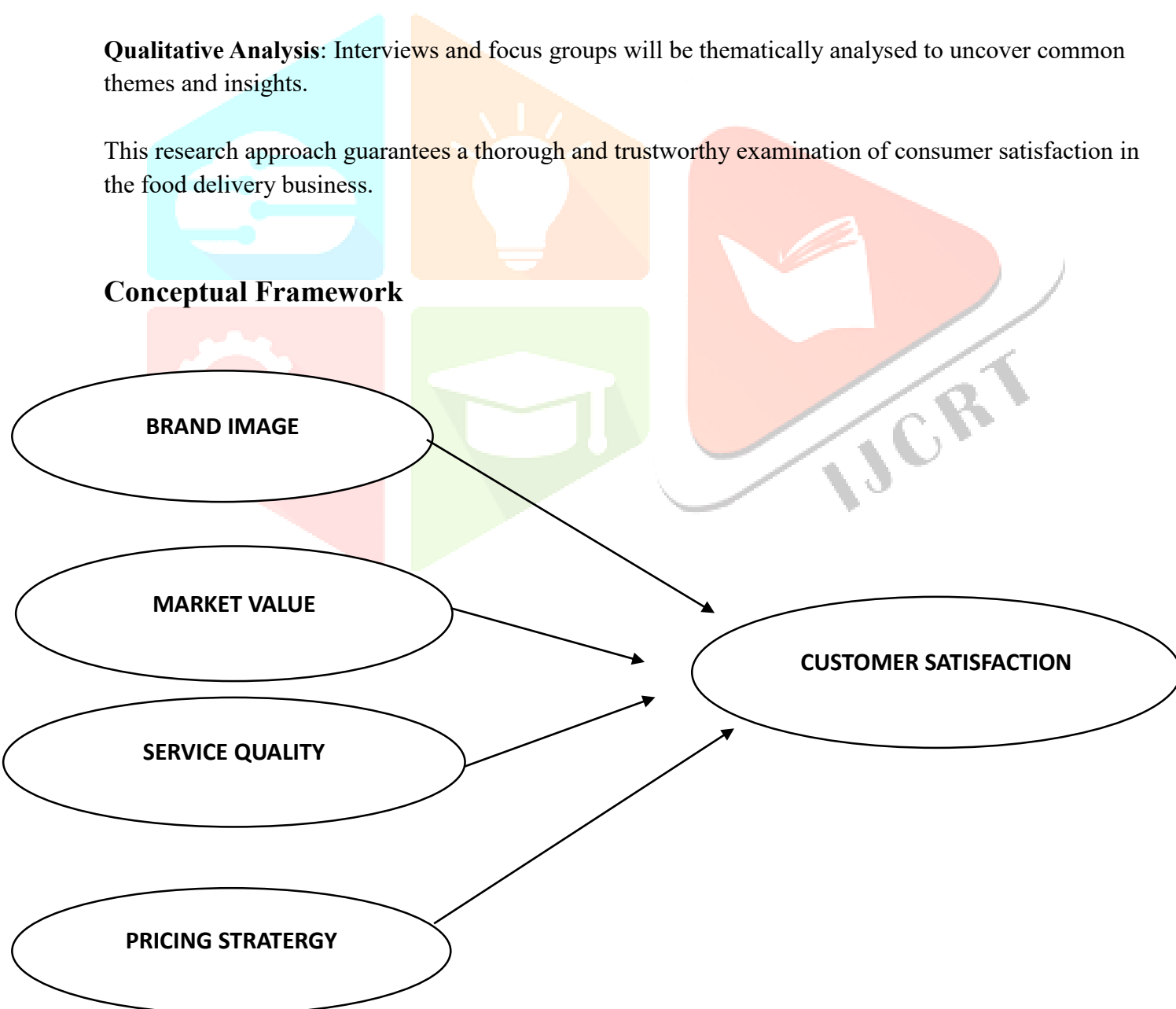


Fig 1: Conceptual Framework

Data Analysis and Interpretation

Descriptives

Descriptives																				
	Occupation	B11	B12	B13	B14	MV1	MV2	MV3	SQ1	SQ2	SQ3	SQ4	PS1	PS2	PS3	CS1	CS2	CS3	CS4	CS5
N	Employed	86	86	86	86	86	86	86	86	86	86	86	86	86	86	86	86	86	86	86
	Self-employed	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51
	Student	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96	96
	Unemployed	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Missing	Employed	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Self-employed	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Student	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Unemployed	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean	Employed	2.48	2.43	2.40	2.38	2.40	2.45	2.44	2.38	2.34	2.63	2.56	2.26	2.34	2.42	3.19	2.36	2.53	2.34	2.42
	Self-employed	2.69	2.51	2.67	2.59	2.69	2.65	2.76	2.90	2.67	2.84	2.65	2.78	2.75	2.75	3.04	2.55	3.06	2.61	2.47
	Student	2.44	2.32	2.45	2.27	2.42	2.47	2.41	2.38	2.70	2.34	2.53	2.33	2.61	2.57	2.77	2.73	2.60	2.54	2.43
	Unemployed	3.20	2.40	2.50	2.50	2.80	2.30	2.90	2.80	3.10	2.50	2.70	2.30	2.20	2.70	3.30	2.90	2.60	2.30	3.10
Median	Employed	3.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.50	2.00	2.00	2.00	3.00	2.00	2.50	2.00	2.00
	Self-employed	3	2	3	2	3	3	3	3	3	3	3	3	3	3	3	2	3	2	2
	Student	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	3.00	2.00	2.00	2.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00
	Unemployed	3.00	2.00	2.00	2.00	3.00	2.00	3.00	3.00	3.00	2.50	2.50	2.00	2.00	3.00	4.00	3.00	2.50	2.00	3.00
Standard deviation	Employed	0.904	0.927	0.844	1.05	0.885	1.01	0.915	0.923	0.989	1.10	1.00	1.06	1.09	0.913	1.10	0.853	0.991	1.02	1.01
	Self-employed	0.990	1.07	0.909	1.10	0.948	1.09	1.03	1.17	1.23	1.10	1.05	0.966	1.15	1.20	1.40	1.30	1.10	1.15	1.12
	Student	0.927	1.000	0.972	0.968	0.959	0.962	0.924	0.954	1.08	0.916	1.02	0.970	1.16	0.937	1.39	1.17	1.000	1.04	1.05
	Unemployed	0.919	1.07	0.972	0.972	0.919	1.16	1.10	1.40	1.10	1.08	1.49	1.25	1.23	0.949	0.949	1.10	1.26	0.823	1.10
Variance	Employed	0.817	0.860	0.712	1.11	0.783	1.03	0.838	0.851	0.979	1.20	1.00	1.13	1.19	0.834	1.21	0.727	0.981	1.05	1.02
	Self-employed	0.980	1.13	0.827	1.21	0.900	1.19	1.06	1.37	1.51	1.21	1.11	0.933	1.31	1.43	1.96	1.69	1.22	1.32	1.25
	Student	0.859	1.000	0.945	0.936	0.919	0.925	0.854	0.911	1.16	0.838	1.03	0.940	1.33	0.879	1.93	1.36	1.000	1.07	1.11
	Unemployed	0.844	1.16	0.944	0.944	0.844	1.34	1.21	1.96	1.21	1.17	2.23	1.57	1.51	0.900	0.900	1.21	1.60	0.678	1.21
Minimum	Employed	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	Self-employed	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	Student	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	Unemployed	2	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	2
Maximum	Employed	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	4	5	5	5
	Self-employed	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
	Student	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
	Unemployed	5	4	4	4	4	4	5	5	5	4	5	5	5	4	4	4	5	4	5
Shapiro-Wilk W	Employed	0.886	0.882	0.856	0.887	0.877	0.895	0.890	0.886	0.888	0.892	0.901	0.858	0.887	0.878	0.873	0.871	0.902	0.860	0.884
	Self-employed	0.905	0.901	0.877	0.904	0.894	0.894	0.900	0.910	0.899	0.915	0.909	0.902	0.910	0.910	0.865	0.885	0.912	0.876	0.892
	Student	0.878	0.881	0.864	0.879	0.884	0.860	0.873	0.877	0.893	0.879	0.876	0.860	0.900	0.889	0.888	0.900	0.887	0.893	0.884
	Unemployed	0.885	0.892	0.868	0.868	0.885	0.878	0.920	0.875	0.920	0.907	0.882	0.871	0.841	0.911	0.686	0.855	0.930	0.841	0.855
Shapiro-Wilk p	Employed	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	Self-employed	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	Student	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	Unemployed	0.149	0.177	0.095	0.095	0.149	0.124	0.359	0.115	0.359	0.258	0.138	0.102	0.045	0.287	<.001	0.067	0.445	0.045	0.067

Table 1: Descriptives.

1. The dataset categorises respondents by occupation (Employed, Self-employed, Student, and Unemployed) and analyses their replies for brand image, market value, and customer happiness.
2. Self-employed individuals had greater ratings for brand image and market value compared to other categories, whereas students provide lower ratings.

3. Standard deviation and variance reveal answer variability. Employed and self-employed respondents are more consistent, whereas unemployed and students exhibit slightly more variety.
4. Shapiro-Wilk test findings show that most variables do not have a normal distribution (p-values < 0.05), indicating that non-parametric tests may be more appropriate for future research.
5. Occupation affects perceived brand image and market value, with self-employed individuals reporting higher satisfaction levels than students and jobless respondents.

Reliability Analysis

Scale Reliability Statistics

	Mean	SD	Cronbach's α	McDonald's ω
scale	2.53	0.582	0.879	0.882

Table 2: Reliability Analysis

The reliability analysis shows great internal consistency, with Cronbach's α (0.879) and McDonald's ω (0.882) indicating the scale is very reliable.

Confirmatory Factor Analysis

Factor Loadings							
Factor	Indicator	Estimate	SE	Z	p		
Brand Image	BI1	0.538	0.0614	8.76	< .001		
	BI2	0.572	0.0653	8.76	< .001		
	BI3	0.503	0.0594	8.46	< .001		
	BI4	0.666	0.0649	10.27	< .001		
Market Value	MV1	0.615	0.0614	10.01	< .001		
	MV3	0.512	0.0644	7.96	< .001		
	MV2	0.473	0.0688	6.87	< .001		
Service Quality	SQ1	0.584	0.0639	9.14	< .001		
	SQ2	0.601	0.0686	8.77	< .001		
	SQ3	0.576	0.0683	8.44	< .001		
	SQ4	0.489	0.0661	7.40	< .001		
Pricing Strategy	PS1	0.512	0.0660	7.76	< .001		
	PS2	0.666	0.0746	8.93	< .001		
	PS3	0.500	0.0648	7.71	< .001		
Customer Satisfaction	CS1	0.399	0.0896	4.45	< .001		
	CS2	0.541	0.0735	7.36	< .001		
	CS3	0.691	0.0671	10.29	< .001		
	CS4	0.639	0.0678	9.43	< .001		
	CS5	0.634	0.0683	9.27	< .001		

Table 3: Confirmatory Factory Analysis (CFA)

The study on the impact of brand image and market value on customer satisfaction in the food delivery business provides important insights through reliability analysis, correlation analysis, and confirmatory factor analysis (CFA).

The dataset's reliability analysis shows strong Cronbach's α (0.879) and McDonald's ω (0.882), indicating internal consistency.

The CFA results verify the theoretical model by demonstrating that all indicators make a significant contribution to their respective latent constructs, validating the influence of brand perception, financial strength, service quality, and pricing strategy on customer happiness.

Overall, the findings show that strengthening brand image and maintaining strong market value are critical for increasing customer happiness and establishing a competitive edge in the food delivery industry.

Residual Estimates

Residual Intercepts						
		Estimate	SE	Z	p	
BI1		2.53	0.0603	42.1	< .001	
BI2		2.40	0.0633	38.0	< .001	
BI3		2.48	0.0586	42.3	< .001	
BI4		2.39	0.0658	36.3	< .001	
MV1		2.48	0.0597	41.5	< .001	
MV3		2.51	0.0614	40.9	< .001	
MV2		2.49	0.0649	38.4	< .001	
SQ1		2.51	0.0659	38.0	< .001	
SQ2		2.58	0.0700	36.9	< .001	
SQ3		2.56	0.0666	38.4	< .001	
SQ4		2.57	0.0663	38.8	< .001	
PS1		2.40	0.0659	36.4	< .001	
PS2		2.53	0.0730	34.6	< .001	
PS3		2.56	0.0635	40.3	< .001	
CS1		3.00	0.0824	36.4	< .001	
CS2		2.57	0.0705	36.4	< .001	
CS3		2.67	0.0668	40.1	< .001	
CS4		2.47	0.0672	36.8	< .001	
CS5		2.46	0.0677	36.4	< .001	

Table 4: Residual Estimates

The study looks at the effects of brand image, market value, service quality, and pricing strategy on consumer satisfaction in the food delivery business.

The residual estimates show that the model fits well, with substantial Z-values (above 36) and p-values <0.001, indicating data reliability.

The factor estimates reveal high positive correlations between independent variables and consumer satisfaction, underlining their combined importance. Service quality and pricing strategy have a particularly strong impact, emphasizing their importance in creating client opinions. Overall, the study found that improving brand strength, financial value, and service efficiency can considerably increase consumer happiness and loyalty in the food delivery industry.

Model Fit

Test for Exact Fit		
χ^2	df	p
195	142	0.002

Fit Measures							
				RMSEA 90% CI			
CFI	TLI	SRMR	RMSEA	Lower	Upper	AIC	BIC
0.952	0.942	0.045	0.039	0.024	0.052	12435	12669

Table 5: Model Fit

The model fit indices indicate that the proposed research model is appropriate for describing consumer satisfaction in the food delivery industry.

The Comparative Fit Index (CFI) of 0.952 and Tucker-Lewis Index (TLI) of 0.942 suggest an excellent model fit, with values greater than 0.90 being acceptable. The Root Mean Square Error of Approximation (RMSEA) is 0.039, which is significantly lower than the 0.05 standard, indicating a strong match with minimal error.

The Standardized Root Mean Square Residual (SRMR) of 0.045 contributes to the model's accuracy in forecasting customer satisfaction.

Overall, the findings suggest that brand image, market value, service quality, and pricing strategy have a substantial impact on customer happiness, and addressing these aspects can improve customer retention in the food delivery industry.

Findings

The study discovers that a well-established brand image increases customer trust and loyalty, making it an important component in customer satisfaction. Market value, as seen through brand reputation and financial soundness, is also important in boosting consumer confidence. While service quality and perceived satisfaction are important, they have a lower association with customer satisfaction, indicating that consumers place a higher value on brand recognition and perceived market value than on services. Furthermore, happiness levels vary by occupational group, with self-employed individuals reporting higher levels of satisfaction than students and jobless respondents. The strong reliability scores verify the study's internal consistency, maintaining its legitimacy and emphasizing the relevance of brand image and market value in consumer happiness.

Result & Discussion

A solid brand image is important in establishing client trust and satisfaction. When a brand regularly provides high-quality services while maintaining a great reputation, people create a sense of trust in the brand. A well-established brand image promotes emotional ties, resulting in enhanced customer loyalty and repeat purchases. Customers develop trust when they believe a brand to be credible, transparent, and consistent with their expectations, resulting in increased overall satisfaction.

Market value is another important component in determining brand impression and client confidence. A brand with a high market value is frequently perceived as successful and steady, increasing its attraction to consumers. Customers often equate higher market value with better service quality, innovation, and long-term viability.

This view encourages people to interact with the business since they know it is financially stable and unlikely to compromise on quality or service.

Additionally, brand reputation and financial soundness have a significant impact on client purchase decisions. A company that has a good reputation for ethical business practices, dependability, and customer-centric principles is more likely to attract and keep clients. Financial stability ensures that the brand can continue to operate, invest in innovation, and provide high-quality services. Customers favour brands that they believe are secure and capable of upholding their service standards over time.

Finally, a strong brand image, supported by market value and financial stability, generates a favourable perception that supports consumer trust, contentment, and loyalty.

Practical Implications

Businesses should actively invest in branding tactics to foster consumer trust and long-term connections. A well-crafted brand identity, which includes consistent message, visual attractiveness, and great customer engagement, contributes to a positive perception among consumers. Establishing credibility through client testimonials, outstanding service quality, and clear communication promotes trust, resulting in increased customer satisfaction and retention. Companies that focus branding set themselves apart from competitors and increase their market presence.

Business owners should prioritize financial transparency and solid market placement. Consumers are more likely to support brands that exhibit financial stability and ethical business practices. Transparent pricing, clear return procedures, and open communication regarding financial performance reassure customers that they are working with a reputable organization.

Furthermore, establishing a brand as a market leader through competitive price, innovation, and exceptional service quality increases its appeal. Brands with solid financial support may invest in R&D, strengthening their offers and retaining customer trust.

Improving service speed, customisation, and a consistent user experience is critical to increasing customer happiness. Customers in today's fast-paced digital landscape want prompt responses, efficient delivery services, and personalized experiences. Businesses should use data analytics and artificial intelligence to personalize recommendations and interactions, resulting in a more individualized experience for users. Furthermore, streamlining digital platforms for ease of use, reducing wait times, and providing proactive customer support all contribute to increased satisfaction.

Businesses that integrate these techniques can build their brand image, increase customer confidence, and generate long-term success in competitive marketplaces.

Societal Impact

The expansion of the food delivery industry has greatly increased employment prospects, including work for delivery personnel, customer support agents, and restaurant employees. With the growing demand for online food services, organizations are constantly expanding their staff, generating flexible career options for gig workers. This has provided financial stability to individuals such as students, part-time workers, and those looking for alternative employment opportunities. Furthermore, meal delivery services have helped small enterprises and local restaurants reach a larger client base, boosting economic growth.

Another important societal consequence is the promotion of sustainable habits, particularly eco-friendly packaging and waste-reduction programs. As consumers become more environmentally conscious, food delivery firms are switching to biodegradable packaging, eliminating single-use plastics, and creating recycling programs.

Many firms also provide incentives to customers who choose sustainable options, such as minimal packaging or reusable containers. These activities help to prevent environmental harm while also harmonizing with global sustainability goals.

Furthermore, the food delivery industry has played an important role in encouraging digital revolution in food commerce. The incorporation of technology into the sector, such as AI-driven suggestions, contactless payments, and real-time tracking, has increased accessibility for a varied client base. It has assisted people living in remote locations, the elderly, and those with mobility issues by making food more accessible with a few clicks.

The food delivery business continues to have a positive societal influence by creating jobs, pushing for sustainable solutions, and promoting digital change, which improves both the economic and environmental environments.

Conclusion

The study shows that brand image and market value have a substantial impact on consumer satisfaction in the food delivery industry. A strong brand image develops consumer trust, while a high market value boosts confidence in the service provider, both of which lead to increased customer pleasure. While service quality and perceived happiness improve the client experience, they are secondary to brand image and market value. The findings highlight the relevance of strategic brand positioning and financial credibility in maintaining satisfied customers. To maintain a competitive advantage and increase customer happiness, food delivery companies must focus brand image and perceived market value.

Limitations

One major weakness of this study is that it focuses on urban customers, which may limit the findings' applicability to rural markets. Consumer behaviour, preferences, and purchasing power varies dramatically in metropolitan areas compared to smaller towns and villages. Internet accessibility, digital literacy, and infrastructure issues may all have an impact on the uptake of food delivery services in rural areas, necessitating additional research in a variety of geographical situations. Another drawback is self-reporting bias in survey results. Because the study is based on consumer perceptions and experiences, replies may be skewed by personal biases, memory recall difficulties, or a desire to deliver socially desired answers.

This could have an impact on the obtained data's accuracy, potentially resulting in disparities between reported and actual consumer behaviour.

Furthermore, the survey does not take into consideration market changes or economic downturns, which can have a substantial impact on customer happiness and brand perceptions. External factors such as inflation, supply chain interruptions, and changes in consumer purchasing power can all influence consumer behaviour over time. Future study should take macroeconomic issues into account to provide a more comprehensive understanding.

Future Research Directions

To increase the depth of study, expanding studies to Tier 2 and Tier 3 locations would provide broader insights into customer behaviour outside of metropolitan areas. Investigating how food delivery services serve diverse demographics in semi-urban and rural areas can provide a more complete picture of market dynamics and potential opportunities. Another interesting study topic is the use of AI and automation in food delivery services. Technologies like machine learning and prediction

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