

Report On

Exploring the factors influencing customer satisfaction of foodpanda
elderly people (above 50 years)

By

Ruzlan Reshaila Taher

An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of Bachelor of Business Administration (BBA)

BRAC Business School

Brac University

May, 2023

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Declaration

It is hereby declared that -

1. The internship report submitted is my own original work while completing my degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name ; Signature:

Ruzlan Reshaila Taher
Student ID- 18204003

Supervisor's Full Name & Signature:

Dr. Sau K Leung
Assistant Professor
BRAC University

Letter of Transmittal

Dr. Sau K Leung
Assistant Professor
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on Exploring the factors influencing customer satisfaction of foodpanda elderly people (above 50 years)

I have the pleasure of presenting my internship report to you for evaluation. The report describes my experiences and lessons learned while working as a service operation intern at foodpanda from January 2023 to April 2023.

Throughout the internship, I had the opportunity to work on a variety of tasks, which provided me with hands-on experience and helped me improve my abilities in stress reduction, public speaking, and work-life balance. I appreciate the advice and assistance that my managers and coworkers at foodpanda provided, as they helped me advance professionally.

I believe the report accurately represents my experiences and the knowledge I gained while working at foodpanda. I feel confident that this internship has prepared me for future endeavors in my career, and I am grateful for the opportunity to have completed it.

Thank you for your time and consideration.

Sincerely,
Ruzlan Reshaila Taher
Student ID - 18204003
BRAC Business School
BRAC University
Date: May 15, 2023

Non-Disclosure Agreement

This agreement is made and entered into by and between foodpanda Bangladesh and Ruzlan Reshaila Taher, the undersigned student from BRAC Business School, BRAC University for strictly prohibiting the disclosure of the confidential information of the mentioned firm.

Signature

Ruzlan Reshaila Taher

ID: 18204003

BRAC Business School

BRAC University

Acknowledgement

I want to start by expressing deepest gratitude to the Almighty Allah.

I sincerely thank Dr. Sau K Leung, my renowned internship advisor and member of the faculty, for his kind assistance and direction. Additionally, I would like to thank Mr. Mir Mustafizur Rahman, who served as both my line manager and supervisor and gave me all the detailed information about Foodpanda Bangladesh. Throughout my internship, he served as a mentor, giving me the chance to grow and experience new things.

I appreciate the help from Foodpanda Bangladesh's management, especially the Service Operation team, during the entire process. Everyone involved with this report has assisted me in getting over my challenges.

Sincerely,
Ruzlan Reshaila Taher

Executive Summary

With a variety of facilities, Foodpanda BD has been working to assure customer satisfaction. During the whole process of my internship, I have focused on the elderly customers' preferences and satisfaction. This report has three parts. **Chapter one** describes the company's overview and the results of my internship. The organization is described in **Chapter 2** along with its various facets, including its organizational structure, the history of the principal departments, the marketing practices and its mission and vision. Three ways to determine the company's competitiveness are also highlighted in Chapter 2 in addition. In **Chapter 3**, I have discussed the process of data collection along with data analysis of the information which I have collected via an interview with some elderly people who use the foodpanda app. Here, those elderly customers basically mentioned some factors of satisfaction, dissatisfaction and so on.

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Chapter 1: Overview of Internship

1.1 Student Information

Name: Ruzlan Reshaila Taher

ID: 18204003

Program: Bachelor of Business Administration (BBA)

Major: Marketing

1.2 Internship Information

1.2.1 Company Information:

Company Name: foodpanda

Period: 9 months

Department: Service Operations

Address: Kaderia Tower, Mohakhali C/A, Dhaka- 1212

1.2.2 On-site Company Supervisor's Information:

Name: Mir Mustafizur Rahman

Designation: Performance Lead

Email Address: mir.rahman@foodpanda.com.bd

Contact Number: +8801754536826

1.2.3 Job Description/Duties/Responsibilities:

I have served as a Risk and Fraud Management Specialist for foodpanda. In foodpanda, Risk and Fraud Management Specialists are part of the Level 2 customer service team, which handles fraudulent activities. I joined foodpanda on June 16, 2021. Every employee in the service operations team is required to undergo a month-long training process. Each of the three teams has its own trainers. Since I worked with the customer service team, my training was conducted by the customer service trainer, Maruf Hossain Shanto. The training period is structured to be completed within a week. The daily work hours for employees in the service operations department are six hours. Only full-time employees with permanent positions in the company have a nine-hour work schedule. As a part-timer, my training program was completed within a week. The training process included theoretical learning of basic and advanced SOPs, as well as short exams to assess our ability to apply the standard operating policies correctly. After the completion of the month-long training process, I participated in shadow sessions and then live sessions. These sessions were special projects involving 24 experienced specialists. Following the shadow and live sessions, which lasted for almost a month, I officially joined as a Risk and Fraud Management Specialist and started my work.

The general duties and responsibilities were:

- Analyzing data of the given customers information
- Making decisions on the basis of data analysis.
- Catching fraudulent activities.

1.2.4 Experience

The Foodpanda Bangladesh office was a bustling and vibrant place, with a team of dedicated individuals who were passionate about their work. I was impressed by the level of professionalism and the attention to detail that everyone displayed, from the management team to the delivery riders.

As I settled into my role as a customer service representative, I was given a thorough training on the company's policies and procedures. I was also introduced to the various

departments within the office, such as the marketing, finance, and operations teams, which helped me gain a better understanding of how the company worked as a whole.

One of the things that I loved most about working at Foodpanda was the sense of community that existed among the employees. Despite the fact that they all came from different backgrounds and had different roles within the company, everyone worked together as a team to ensure that the company's mission was fulfilled.

As time passed, I grew more and more confident in my abilities and began to take on more responsibilities. I was given the opportunity to participate in training sessions and attend workshops that helped me develop new skills and learn more about the food industry.

One of the highlights of my time at foodpanda was the annual company football league where all the employees were divided into teams and they played against each other. The event was filled with laughter, games and delicious food, and I felt grateful to be a part of such a wonderful community.

Overall, working at the Foodpanda Bangladesh office was an incredibly fulfilling experience for me. I learned a lot, made some great friendship, and felt like I was part of something truly special. I will always look back on my time at Foodpanda with fondness and gratitude.

1.2.5 Positive sides

I have gained a lot of skills and those are explained below :

1. First-hand experience with corporate grooming: foodpanda One of the greatest areas to obtain corporate experience is Bangladesh, one of the most student-friendly businesses in Bangladesh. Almost everything, including the hiring and training processes as well as the present, was a learning experience for me. The hiring and training procedure taught me how to adapt to a new work environment and how the

organization shapes new hires to meet its requirements. According to my observations, the training procedure was pleasant and beneficial to my actual obligations. I'll have to replicate this experience in my future profession since I had the opportunity to train with one of the corporate trainers. As a first-hand account, I truly valued the trainer's friendliness and assistance towards everyone.

2. Self-motivation for reaching the monthly incentive goal: Every month, my work quality was assessed, and based on that evaluation, I and other employees qualified for a KPI bonus. The KPI bonus included many requirements, such as labor hours and support tickets, but the level of service was the most important factor. The range of the quality score is 0 to 100%. 90% or higher is required to receive the full KPI bonus for the month. A chance to learn how a business may keep its personnel motivated throughout the work time was provided by having to perform regularly. I've been inspired by the thought of earning the reward by continuing to deliver consistently high-caliber work.

3. Personal growth and leadership value: This experience taught me essential leadership skills that have aided in both my personal development and my ability to function under duress. It was a proper experience to be able to lead the new hires and introduce them to correct business culture. Overall, being allowed to take the initiative was a good experience to develop leadership skills. I feel compelled to challenge myself in leadership roles as a result of this experience. I am now a more self-assured and composed person, however, as a result of my professional experience, who is able to effectively manage his own workload after having guided others in their operations.

1.2.6 My perspective

For people who are enthusiastic about food industry work and love working in a fast-paced atmosphere, working at Foodpanda can be an enjoyable endeavor. Foodpanda values the professional advancement and skill development of its staff members and provides opportunity for these things. The business also promotes a culture of cooperation and teamwork, which can help employees and inspire them.

Additionally, Foodpanda offers flexible work schedules and arrangements, which can assist staff in striking a better work-life balance. Overall, for people who are enthusiastic about the food sector and are searching for a dynamic and engaging work environment, working at Foodpanda may be a pleasant and rewarding experience.

Chapter two

2.1 The organization



Foodpanda began their adventure in Bangladesh in December 2013. The operations were initially rather tiny. Foodpanda has expanded till it was among the biggest online meal delivery services in the nation. According to studies, foodpanda had the strongest

competitive advantage and was outpacing its rivals in the food delivery sector (Ahmed, J. U., & Ahmed, A., 2018). Up until January 2020, when the epidemic was beginning to take shape, foodpanda maintained its course. Numerous lives were negatively impacted by the COVID-19 pandemic, which also made day-to-day living very challenging. People were unable to leave their houses during the early stages of the pandemic since doing so would have put them at risk of contracting the viral illness linked to the lethal 13 virus. As the pandemic lockdown was initially implemented in the city of Dhaka, it was a difficult moment for the people of Bangladesh and particularly for those living in Dhaka. People who were unable to leave their homes were unable to carry out daily tasks like grocery shopping for their homes. It goes without saying that one of the most essential items in any household is food. Therefore, it is inconceivable that a household could function without food or grocery shopping. The fundamental motivation for foodpanda's decision to launch a service division dubbed pandamart was this conundrum. Pandamart is essentially a one-stop online grocery store that sends groceries to your home. As foodpanda was able to transport the essential products to their clients' doorsteps, this service was in demand in the early phases of the pandemic lockdown. Along with the launch of pandamart, foodpanda has formed partnerships with numerous supermarkets and general merchandise stores across the city. Similar to how restaurants sell their meals, the linked stores can sell their goods using the Foodpanda app. In Bangladesh, the only companies offering such services to customers were Chaldal and Meena Click, hence this area of business was not particularly popular. However, foodpanda broadened its horizons and opened up a significantly larger revenue stream with the launch of pandamart. According to studies, companies involved in manufacturing and retailing are required to do this. Unexpected occurrences could hurt goods. Consequently, they have a built-in buffer. (A. Mustafa, 2020) Foodpanda launched its "Panda Pro" pro service in 2022, offering a number of benefits for restaurant orders, pick-up orders, and shop/pandamart orders. Along with this new service line, they have also unveiled the "Dine-in" option, through which consumers can use the points they have accrued from their "Panda Pro" membership and, if they choose to eat in, receive a sizable discount at particular restaurants.

2.1.1 Mission and Vision of the company:

Every business has a unique slogan to set itself apart from the competitors. Like other businesses, foodpanda has a catchphrase of its own: "Bringing Good Food into Your Everyday." This phrase effectively sums up their objective, which is to provide their customers with wonderful and delectable cuisine. To do this, they have their own mission and go above and beyond to make their customers' experiences memorable.

2.1.2 Business model of foodpanda:



2.1.3 Organizational Hierarchy Chart:

The organizational hierarchy chart will be broken down into smaller portions so that the hierarchy can have better insight. First of all, the basic management hierarchy chart is shown the following:



Figure 2: Basic Management Hierarchy

Ralf Wenzel is directly supervised by Niklas Ostberg, the CEO of Delivery Hero, who owns foodpanda and is also the owner of that company. The regional CEOs directly report to Wenzel, who is in charge of the foodpanda brand. The foodpanda regionals oversee all of the departments in each of the individual nations as well as more than one country at once. foodpanda The regional foodpanda hub in Malaysia has ties to Bangladesh.

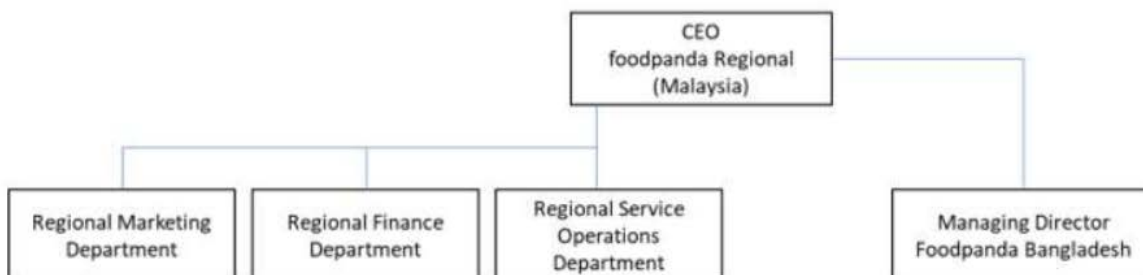


Figure 3: Regional Hierarchy

The regional departments are under the direction of the CEO of the foodpanda regional headquarters. With all the nations where foodpanda has operations, the regional marketing, finance, and service operations departments adhere to a centralized management framework. The CEO of the FoodPanda Malaysia region is also in charge of overseeing the operations of the associated nations. For this reason, the Managing

Directors report to the regional CEO. The other Asian nations overseen by the regional headquarters, like Bangladesh, also submit reports to the regional CEO.

To create campaigns and operating rules, however, the regional departments work in tandem with the national-level departments. The departments are in a league of their own because of this. The departments serve as the previously described center beacon. Therefore, while the performance of the relevant branch is under the management of the Managing Directors of the different nations, some corporate departments report to their regional parent departments. The marketing departments have a little more leeway than the other departments because marketing is heavily influenced by the culture of each individual nation, and the regional marketing team only approves initiatives and campaigns that are presented to them for evaluation. The top management of foodpanda Bangladesh actually allocates the funding for the marketing department. But when a campaign is set to launch in one of the nations, the regional marketing team is alerted and coordinated.

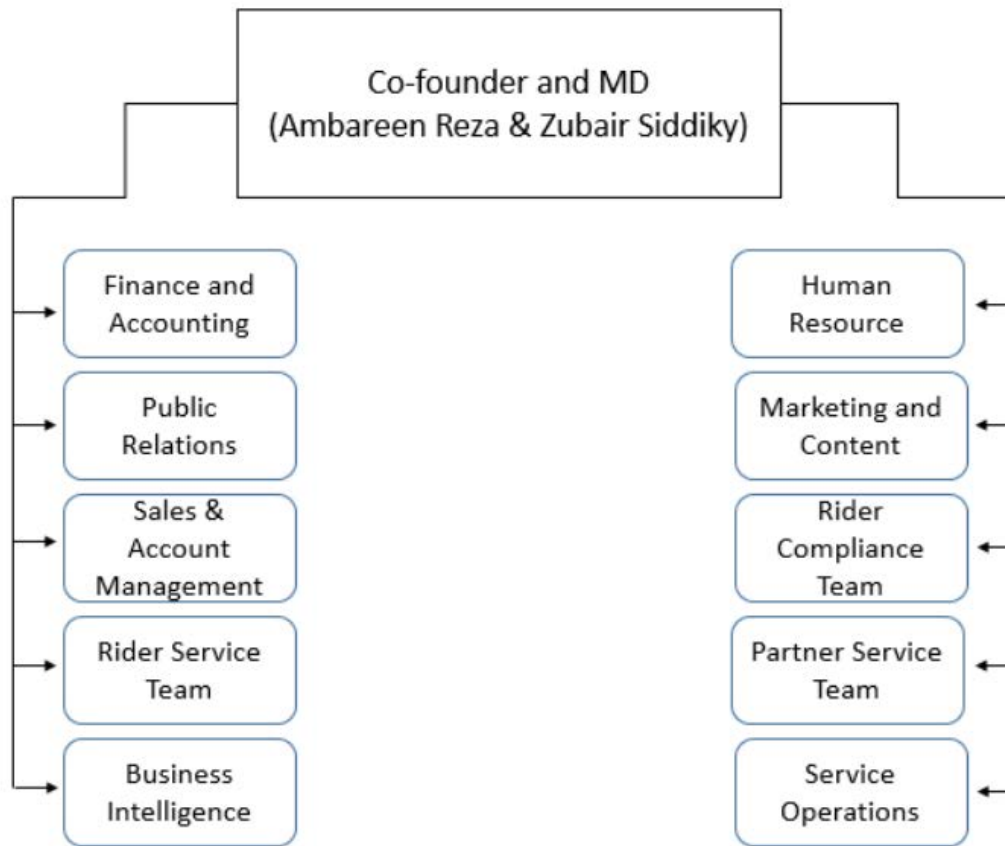


Figure 4: Organizational structure of foodpanda BD

However, the foodpanda service operations division is not under the supervision of outsiders. Ambareen Reza and Zubair Siddiky, the Managing Directors of foodpanda Bangladesh, are the only members of the company's upper management who oversee the operations division.

2.1.4 Marketing Practices

The marketing department is arguably the most active department in foodpanda Bangladesh. Like any other company, the marketing department of foodpanda Bangladesh is the place where the creative works happen. The marketing department is

responsible for planning and strategizing campaigns of all sorts. foodpanda Bangladesh runs huge campaigns all over the year and celebrates all sorts of national and cultural specialties. The celebrations and the campaigns are aligned by the marketing department when they make newer, more exciting offers for the customers. They also decide how to provide discounts and deals to customers to boost sales. foodpanda Bangladesh is well known for their discounts in almost all sorts of restaurants and shops. By subtracting from different consumer segments, the marketing department manages the entire process of making a customer eligible for discounts. Customer retention and new customer acquisition are generally prioritized in their operations. Foodpanda is one of the most popular food delivery services in Bangladesh thanks in great part to the company's marketing department. The marketing team at foodpanda is always trying to expand their current customer base. The marketing division carries out a number of fresh consumer acquisition initiatives each month. One of the primary marketing strategies used by foodpanda is attracting new customers. Then, in order to get the customer to switch to their platform, the authority issues them vouchers. Foodpanda won't longer give out vouchers to their loyal customer base once they've grown acclimated to the platform. The younger generation and those from lower socioeconomic backgrounds are foodpanda's target clientele. Foodpanda's slogan is "Bringing Good Food into Your Everyday". People who are busy with their daily lives and don't want to deal with the hassle of cooking are hence the target market for Foodpanda. The target market for Foodpanda is therefore perfectly complemented by the brand position. Through a number of marketing avenues, foodpanda advertises its products and services. They carry out local and online campaigns each month to draw in more customers. They produce both OVC and TVC for the public. They also provide coupons to both current and potential customers. Currently, they are advertising their items on social media platforms. However, they also employ transportation stickering in their marketing campaigns. Currently, foodpanda is developing a new item named "pandamart." They run advertisements that emphasize customers getting deliveries of the groceries they need 30 minutes after placing an order. Foodpanda launched a new premium service last year called "Panda Pro" in an effort to boost client acquisition by offering alluring discounts. After a few months of the pro service, the "Dine-in" option,

which enables users to utilize their "Panda Pro" points for savings on eating at restaurants, was also made available. By introducing these features and services, Foodpanda Bangladesh was able to increase the number of its users. On the other hand, Foodpanda Bangladesh advertises itself using internet platforms like social media, email, and mobile devices. Businesses rely on social media sites like Facebook, Instagram, and YouTube more than ever before to share information about their sales and other 22 promotions, and foodpanda Bangladesh does the same. Because users must supply their email addresses in order to create a foodpanda account, the business uses this data to inform users of all the newest offers and promotions via email. The most surprising part is how well foodpanda Bangladesh utilizes mobile marketing by texting customers about sales and promotions. By introducing new services and goods, they were able to attract new clients while convincing their current ones to explore their new offerings. In addition, foodpanda Bangladesh consistently invests a sizable sum of money in marketing initiatives to ensure that their service is available to as many people as possible, giving them a competitive edge.

2.1.5 Industry and Competitive Analysis

To determine the company's competitive advantage and its entire ecosystem's viewpoint, Porter's Five Forces, SWOT and PESTLE analysis are conducted:

Porter's Five Forces Analysis:

a) Competition in the industry: There are a small number of competitors in this market, including Chaldal, HungryNaki, Pathao, and Shohoz Food, all of which offer the same services, hence the level of rivalry in this sector is strong. Foodpanda Bangladesh stands apart from the crowd due to their promotional initiatives and product selections. Customers of foodpanda Bangladesh may face a serious threat if they learn that the

aforementioned competitors have superior offerings and lower prices, therefore they need to be extra cautious.

b) Threat of new entrants into the industry: Since this kind of service necessitates a substantial financial commitment for appropriate setup, the threat of new entrants into this business is rather minimal. Additionally, it would be quite challenging to create products and services that could rival those of the competition and win customers over. In this context, we can consider the market entrants eFood and Uber Eats, both of which ultimately failed.

c) Power of Suppliers: Here, suppliers have a lot of influence. In essence, well-known eateries and retailers act as foodpanda's suppliers and have the power to negotiate costs. One of foodpanda's sources of revenue is the commission these sellers give to the company. However, there is a chance that the corporation could lose renowned shops and restaurants from a specific region if they failed to deal positively with these retailers and eateries.

d) Power of Buyers: Due to the similar services provided by Chaldal, HungryNaki, Pathao, and Shohoz Food, purchasers who are primarily customers have a significant amount of purchasing power. Regular promotions, discounts, and top-notch customer service are therefore much more essential for retaining customers. If not, these customers have options on the market and won't think twice about switching.

e) Threat of Substitutes: As mentioned before, businesses like Chaldal, HungryNaki, Pathao, and Shohoz Food offer essentially the same services with virtually equal offerings. Substitutions are more likely when comparable goods or services are offered to clients to pick from on the market. The promotional offers, discounts, and reliable services, however, set foodpanda Bangladesh apart from the other companies in the sector. As a result, there is a big chance that clients may switch to one of these competitors if foodpanda Bangladesh fails to keep them with their services, promo

offers, and prices. Due to the market's high rate of service substitution, clients can change. The risk of switching to one of these alternatives is therefore very significant.

SWOT Analysis:

❖ Strengths:

- Foodpanda Bangladesh is a multinational business with a robust infrastructure.
- Foodpanda Bangladesh consistently gives various offers and discounts during festivals as well as on a weekly and monthly basis in an effort to please their clients and keep them coming back.
- Customers can locate everything in one place thanks to the website's and app's user-friendliness.
- The business always takes the necessary action in response to rider complaints, such as rudeness toward clients, failure to follow delivery instructions, problems with money collection, or certifying an order as delivered. These unprofessional actions are handled seriously.
- In order to assist them retain customers, foodpanda created their loyalty program last year called "Panda Pro," which offers a variety of offers and discounts in addition to free deliveries.

❖ Weaknesses:

- Customers' dissatisfaction has increased recently because order deliveries take longer than normal. The company needs to look into this to resolve the problem.
- Sometimes, despite being open, certain restaurants and stores are listed as "Temporarily Unavailable" on the website and mobile app. This error should definitely be taken into account by the business to improve client satisfaction.
- The company is now short on riders, and orders are occasionally canceled as a result of riders' unavailability.
- Foodpanda charges customers before delivering the order, which creates numerous issues for customers who prefer to pay online. Pathao, in contrast, allows customers to choose online payment but only requires them to pay the amount via the app once the item has been delivered. Due to a technical error,

consumers who attempt to use an online payment method to place an order are charged even if the purchase was never placed.

- The service is still not accessible nationwide.

❖ **Opportunities:**

- Nowadays, Foodpanda offers almost everything you could possibly need, including restaurants, groceries, and even prescription drugs. They could eventually be considered a digital or virtual marketplace with this kind of growth and expansion.
- Foodpanda Bangladesh should focus on expanding its service area after analyzing and correcting any service gaps and flaws in order to provide nationwide coverage.
- As more people are interested in organic and nutritious foods, foodpanda Bangladesh should pursue partnerships with more establishments. Additionally, several eateries and home cooks serve these delicacies. The business will also be able to attract new clients by doing this.

❖ **Threats:**

- The primary challenge to the foodpanda company is from its own rivals. If the business can't keep its clients, they will definitely go to a different product or service available.
- The company's reputation for customer service may deteriorate as a result of unfavorable social media comments from clients due to a few shortcomings and a failure to address them. Social media is a significant factor in the modern world.

PESTLE Analysis:

- **Political:** A food industry is always subject to some form of regulation, such as how clean a restaurant's kitchen and products are, how well its workers prepare and deliver food, and how well its raw materials are handled by the government to prevent consumers from receiving subpar nutrition. The National Consumers' Right Protection is crucial in ensuring that the complexity of food services is kept

to a minimum, and they closely monitor the eateries. All linked restaurants with online delivery services are subject to the aforementioned regulatory frameworks. Everything is the same for online meal delivery businesses like foodpanda, Chaldal, HungryNaki, Pathao, and Shohoz meal. Now, if the government changes the previous regulations and comes up with new ones then each restaurant under the food industry will have no choice but to follow that.

- **Economic:** The food business, which includes all online meal delivery services, significantly boosts the economy of our country. In the modern digital era, people are increasingly accustomed to online food delivery services, and the majority of people use these services to order their lunch or dinner. However, because of the safety risk, several eateries were closed during COVID-19. Considering that the government at the time only allowed restaurants to run contactless delivery services, online food delivery firms like foodpanda took advantage of this situation by partnering with other food aggregators to run the contactless delivery service. When most people started relying on online food delivery services during and after COVID-19, foodpanda Bangladesh also increased employment opportunities by hiring workers for their services, taking into account the rising income rate, altered standard of living, and rising labor costs as well. These meal delivery services also help to boost the economy of our country in this way.
- **Social:** We can easily find any information online in the current social media era, and we can follow any material societal changes on social media. In the food industry, for instance, if a restaurant or food item experiences social media success for its offerings and if customers are praising it, online food delivery services have the chance to partner with it and make it available on their platform as well in order to draw in more customers. These online food delivery firms also market their products and services on social media. For instance, advertisements that portray busy or workaholic people as struggling to cook meals and instead choosing to enjoy their meal through quick and simple food delivery services might garner a sizable number of clients. foodpanda Bangladesh also makes effective use of social media sites like Facebook,

Instagram, and YouTube thanks to a strong upper administration that is in charge of marketing.

- **Technology:** Due to advancements in technology, online shopping experiences are currently changing. Customers now expect internet purchases to be easier and more transparent. And foodpanda Bangladesh, one of the most well-known online food delivery businesses, made every attempt to keep these convenience factors in mind. Both the smartphone app and website for Foodpanda Bangladesh (<https://www.foodpanda.com.bd/>) are very easy to use and navigate.
- **Legal:** The top provider of online food delivery services, foodpanda Bangladesh, must consider a number of things, including how the food products are transported, processed, prepared, and correctly maintained hygiene standards. Foodpanda Bangladesh, a well-known provider of food delivery services, is compelled to follow these criteria because so many eateries and their own store, "Pandamart," are involved in their service. Customers may protest if any laws are broken while using their service, which would hurt foodpanda's business. As a result, it is a need that all restaurants and foodpanda Bangladesh prepare food in compliance with the law and all relevant regulations.
- **Environmental:** Considering the consequences for health, companies who distribute food should be more aware of the detrimental effects of processed meals. and the use of packaging made of plastic. Foodpanda Bangladesh is moreover continuously worried about the caliber of the food served and takes prompt legal action against eateries if any patrons have issues with the meal. However, Pandamart should urge eateries to follow suit when delivering food items because they utilize eco-friendly packaging by 33 reducing the use of plastic.

A Porter's Five Forces, SWOT, and PESTLE analysis has been performed, and the results have led us to the conclusion that foodpanda Bangladesh is the country's

leading online food delivery business with a wide range of offers and discounts. Additionally, they are keeping a watch on all the affiliated restaurants and companies and acting quickly if any customers have service issues in order to guarantee that every customer receives the best services possible from their end. They are therefore making a lot of effort to keep customers by offering loyalty programs and associated benefits.

Chapter 3

Exploring the factors influencing customer satisfaction of foodpanda among elderly people (above 50 years)

3.1 Introduction

3.1.1 Background

With the rise of e-commerce and the convenience it offers, food delivery services have grown in popularity in recent years. Foodpanda BD is one such meal delivery service that runs in Bangladesh and gives clients a platform to buy food from numerous restaurants and have it delivered right to their door. All ages are catered to by Foodpanda BD, but it's crucial to remember that the older population has certain requirements and tastes that may be different from those of younger generations. To achieve client satisfaction among elderly people, Foodpanda BD must recognize and cater to these demands.

The quality of the service is one of the key elements that can affect older customers' contentment. Elderly people may have particular dietary preferences or needs and are

more concerned than younger generations about the quality and sanitation of food (Ali et al., 2019). Foodpanda BD must therefore take care to serve high-quality cuisine that complies with hygienic requirements.

Delivery timing is another important consideration. Elderly folks might not be able to wait a long period for their food to be delivered if they have health difficulties (Kaur & Soch, 2020). Therefore, Foodpanda BD needs to make sure that they deliver food at the scheduled hour.

Customer happiness also depends on providing excellent customer service. Elderly folks might require extra help placing orders or addressing problems with their orders. In order to ensure that their older consumers are happy, Foodpanda BD offers exceptional customer service and assistance (Kaur & Soch, 2020).

Another significant element that may have an impact on older customers' pleasure is menu selections. Elderly individuals may have particular nutritional preferences or needs (Gupta et al., 2019). As a result, Foodpanda BD should offer a wide range of menu selections that satisfy the requirements and tastes of their senior consumers.

Finally, another element that may affect consumer happiness is the simplicity of ordering. It's possible that elderly folks lack computing skills and find it challenging to complete internet orders. As a result, Foodpanda BD needs to make sure that their website and mobile application are simple to use and understand for its elderly clients (Kaur & Soch, 2020).

In conclusion, by addressing the aforementioned aspects, Foodpanda BD can guarantee customer satisfaction among the older community. They may better serve their older clients by doing this, which encourages repeat business and positive word-of-mouth recommendations.

3.1.2 Objectives

Broad Objective

Exploring the factors influencing customer satisfaction of foodpanda among elderly people (above 50 years).

Specific Objectives

- To determine how customer happiness among elderly Foodpanda BD users is affected by service quality.
- To examine the effect of delivery time on customer satisfaction among elderly people using Foodpanda BD.
- To analyze how discounts and special offers affect senior citizens' happiness with Foodpanda BD.
- To evaluate the effect of order simplicity on customer satisfaction among elderly Foodpanda BD users.

3.1.3 Significance

This research is done to understand the preferences of elderly users of foodpanda Bangladesh. It will also help to understand how the service can be improved to satisfy the elderly people. This study may help foodpanda to have another big segmentation of elderly customers by knowing their preferences and making efforts to meet up the expectations.

3.2 Methodology

First I have made a consent form to collect the data from the elderly people. Then I have started to look for some elderly people who use foodpanda for the past 12 months.

Then I have taken their permission to have an interview with them to collect some data for my research. Having their permission, I have asked them to sign the consent form. Also, I have explained to them all the conditions along with the consent form. Afterwards, I have started the interview with the questions I have made for them to get comfortable to participate in the interview. And I am very much grateful to them that they have opened up about their opinion clearly by the end of the interview.

3.3 Findings & Analysis

3.3.1 Introduction:

With a variety of facilities, Foodpanda BD has been working to assure client pleasure. Customers can rate their interactions on the platform, which aids Foodpanda in enhancing its offerings. As a result, Foodpanda BD has built up a following of devoted customers, which has aided in its expansion and success in the food delivery sector. Given the growing trend of elderly individuals adopting online meal delivery services, Foodpanda BD considers older clients to be a significant portion of their customer base.

3.3.2 Findings & Analysis :

- **Behavioral and demographic information of the interviewees :**
After having the discussion with the elderly people I have found out that 93.3% have ordered kabab items from foodpanda and the rest 6.7% ordered grocery items. When I asked the elderly people if they had ordered something on foodpanda in the last 12 months, all of them replied, “**Yes**”.

- **When interviewees were asked what made them feel satisfied about foodpanda app :**

Pricing : Among all the elderly people, the majority of them explained that they feel satisfied that they can avail different kinds of deals and discounts while ordering from foodpanda and it becomes less costly for them. One of them said, *“Ordering in foodpanda is cheap”*. Another person included, *“ They give a lot of discounts and so the price becomes less”*. Another person mentioned, *“foodpanda is less expensive”*. Others said, *“If we had gone to the restaurants to have the food, it would not have been less costly”*. Someone said, *“I get a lot of discounts while using foodpanda and I get food delivery at a cheaper price”*.

On time delivery: One person delightfully said, *“We get the food before the promised delivery time which is very satisfying for us”*. Afterwards, a few of them expressed their satisfaction by explaining how foodpanda made their life easier by giving them on time delivery. One of the elderly person said, *“Sometimes I cannot cook food on time when I have some uncertain guests in the house. In those circumstances, I have used foodpanda and got the food on time. Also, I could avail tasty, fresh and hygienic food”*. Another person said, *“Sometimes foodpanda riders are so punctual that they deliver the food before the promised time”*.

Ease of use : Some people were satisfied with the fact that the app is very easy to use. Someone said, *“ It is very easy to use but the other apps are very confusing and so I cannot use those apps.”* Another person added, *“ I like it because it is very user friendly”*.

- **When interviewees were asked what made them feel dissatisfied about foodpanda app :**

Faulty incidents : Spanning every individual, most of them mentioned that they did not have any kind of incidents that made them dissatisfied with foodpanda service. Someone said, *“I often get some items missing in my order”*. Others included, *“ I often get either stale food or wrong items in my order”*. Some explained by saying, *“When I do not get the food on time, then the food might get*

cold or sometimes if the weather is not fine and so food might get rotten after a certain time". Another person added, "The app needs to work on trustworthiness. Because sometimes I do not get the solution to my problems in faulty incidents which makes them lose their trust on the app".

Less discounts : A few of them expressed their dissatisfaction by telling that foodpanda has lessened their deals and discounts nowadays. Someone said, *"Nowadays there are not many vouchers given by foodpanda".* Others included, *"To avail the discount, we need to maintain a minimum order value which is very high".*

Increased delivery charge : Someone mentioned, *"The delivery charge has increased a lot".* Others said, *"The delivery charge is increasing day by day".*

Riders unprofessional behavior : Least of them also included, *"Sometimes riders are not well trained and so they do not maintain professionalism while providing the service".* Someone said, *"the riders keep asking for extra money while they are getting paid for their service. But why would they ask for money from us?"* Others added, *"Sometimes there can be faulty incidents if the riders are not careful. Like, there can be spillage of the food if the riders are not careful during the delivery. Also, sometimes riders mistakenly give wrong orders to customers".*

Ranking some factors from most priority to least priority:

When I asked all the elderly people to rank some factors from most priority to least priority then every one of them kept the delivery time on their first and foremost priority. Afterwards, the majority of the people prioritized the faulty incidents. Then, the majority of the people prioritized ease of using the app and the trustworthiness of the app in the same place. These are the factors which they have prioritized the rest factors are not relatable to them. When I asked the elderly people to rank some social factors from most priority to least priority then every one of them kept having faulty products and embarrassment in front of people while ordering in foodpanda as first priority. Then there are the rest of the factors such as risky transactions, physical risk and time consuming in the same place. Because everyone pays cash on delivery as they do not feel comfortable

to use online transactions. Also , they do not think foodpanda is very time consuming as other apps take way too longer time than foodpanda. Along with that, none of them faced any kind of physical risk while ordering from foodpanda.

Summery :

During the interview, I gained insights into the app usage patterns of elderly individuals. It was evident that they primarily rely on the foodpanda app during emergencies when other alternatives are limited. Additionally, a noteworthy factor that influences their preference for the foodpanda app is its affordability compared to dining at a restaurant. Moreover, the app proves to be highly convenient for them, especially when unexpected guests arrive at their homes, as they can easily place an order through foodpanda. The punctual delivery service provided by foodpanda greatly satisfies the elderly users. They express a desire for more deals and discounts when placing orders to ensure it remains within their budget. Furthermore, they prioritize receiving orders of good quality.

3.3 Suggestion :

- foodpanda should take initiative to know the opinion of elderly people after having the order delivered regarding the service & take their suggestions to improve the app.
- foodpanda should be consistent about their on time delivery.
- foodpanda can have make a new focus on the new target of elderly people so that this gives them a drive to their business profit
- foodpanda should give the riders proper guidelines about manners and etiquette to behave professionally with the customers.
- foodpanda can use different pricing strategies to keep their customers satisfied.

Appendix

Interview Questions

- What did you order from foodpanda?
- Are you under 50 years old?
- Have you used foodpanda in 12 months?
- Can you tell me something about your experience from foodpanda that makes you feel satisfied?
- Can you tell me something about your experience from foodpanda that makes you feel dissatisfied?
- **Please rank the following question from the most to least priority :**
 - How easy is it to use the foodpanda app with the existing surface it has now?
 - Do you think foodpanda increases the efficiency of transactions?
 - Do you find the foodpanda app as a trustworthy app?
 - How often does foodpanda have faulty incidents while delivering the food?
 - Does foodpanda deliver food on time?
 - Do you get enough technical support from foodpanda while you face any problems?
 - Do you find foodpanda innovative?
 - Do you enjoy using foodpanda?
- **Please rank the following questions of perceived risks from the most to least priority :**
 - Do you find it risky to transact money in foodpanda?
 - Have you ever faced any kind of physical assault or physical risk using the foodpanda app?
 - Have you ever had any experience of getting harmful or faulty products in foodpanda orders?
 - Have you ever had to get embarrassed in front of people while ordering in foodpanda?
 - Do you think using foodpanda is very time consuming?

Consent Form

Exploring the factors influencing customer satisfaction of foodpanda elderly people (above 50 years

Consent form

- I.....(name of the participant)..... voluntarily agree to participate in this research interview.
- I understand that even if I agree to participate now, I can withdraw at any time or refuse to answer any question without any consequences of any kind.
- I understand that I can withdraw permission to use data from my interview within two weeks after the interview, in which case the material will be deleted.
- I understand that I will not benefit directly from participating in this research.
- I agree to my interview being audio-recorded.
- I understand that all information I provide for this interview will be treated confidentially.
- I understand that in any report on the results of this research my identity will remain anonymous.
- I understand that signed consent forms and original audio recordings will be stored.

Signature of research participant :

Signature of participant

Date

Signature of researcher :

Signature of researcher

Date

