The IASMS Journal of
Business Spectrum

A Bi-annual Journal from IA School of Management Studies

IASMS

IA School of Management Studies

(Formerly known as INDIAN ACADEMY SCHOOL OF MANAGEMENT STUDIES)
BENGALURU
www.iasms.edu.in

The IASMS Journal of Business Spectrum is a bi-annual journal of IA School of Management Studies, Bangalore.

- No part of this publication may be reproduced or copied in any means without prior written permission.

- The views expressed in this publication are purely personal judgments of the authors and do not reflect the views of IA School of Management Studies.

- All efforts are made to ensure that the published information is correct. IASMS is not responsible for any errors caused due to oversight or otherwise.

Send your feedback to

Subscription Rates (Inclusive of postage)

	Indian Rs.	US $
1 year	500	30
2 year	900	60
3 year	1200	90

Bank details for registration fee
A/c Name: IA School of Management Studies
A/c No: 233101000788
Bank: ICICI BANK LTD
IFSC CODE: ICIC0002331
Branch: Hennur Main Road
          Bangalore - 560 043.

The IASMS Journal of Business Spectrum

CONTENTS

Customer Perception Towards Dunzo-
# Online Delivery Service

Dr. Noor Firdoos Jahan *, Chaitanya Kamatagi B **, Anusha, Likhitha L *

Abstract

Due to the expansion of e-commerce, the increasing volume of small-sized shipments and their frequency variation represent a significant challenge to logistics service providers. Simultaneously, new technologies and devices are being developed with the goal of exaggerating the efficacy of logistics service providers. Delivered at their preferred business location, this implies more competition. Through a digital platform, the on-demand hyper local delivery business model connects the transplanted offline company owners to visitors. Since the emergence and expansion of hyper local platforms, displaced off line merchants and service providers have experienced a new lease on life for their businesses. Out bound delivery packing is done both manually and automatically. According to the findings of the study, increased packing, tracking, payment, price, and time table delivery have a positive linear association with consumer perceptions and behaviors. The purpose of this article is to learn about client perceptions while delivering a product.

Introduction

The consumers in today's day have engrossed themselves into the use of technology and depend on the technology and motivate them to various online activities and getting food, groceries delivered at the doorsteps just by a click on their mobile phone has become new normal. Any person, employee or an idle student, today almost everyone prefers to practice online food and groceries delivery services. Main reason is the convenience which is making online food delivery services accepted today and another added advantage is the timings as the delivery is possible even during late night as well as early mornings due to which consumers need not wait until the shop opens in the morning and theycan shop.
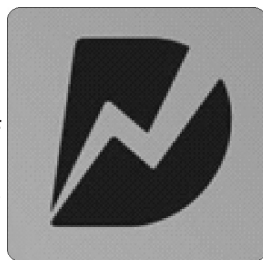
Dunzo is a 24-hour, seven-day-a-week delivery platform that pickups and delivers anything and any thing within the city while ensuring lightning-fast service. Dunzo provides a variety of services, including package delivery, grocery delivery, meal delivery, prescription delivery, pet supply delivery, and more. Dunzo was established in 2015 and is head quartered in Bengaluru. Dunzo began as a Whatsapp group and has steadily proven its worth as a utility software, growing from strength to strength. Dunzo is now available in eight cities.

Today's delivery services bear little resemblance to those of the past. When parcel service first began many years ago, the sector transitioned in to the digitalage, relying on technical networks to assure safer and faster delivery. The market size continues to grow as more people, particularly

*   Professor, RV Institute of Management, Bangalore.
**   RV Institute of Management, Bangalore.

the elderly age, participation in online order has increased.

Consumer perception refers to a person's reaction to a product or service that has been advertised; it is the definition of marketing that incorporates a consumer's knowledge of a company's product or service. Everybody is racing to keep up with fifth-generation technologies. DUNZO can arrange for delivery to their door at a time that is convenient for them. DUNZO helps users save both money and time.

According to statistics,17 percent of customers will a band on a company if they have to wait a lengthy time for delivery. When it comes to delivery, not all customers regard speed as the most important issue, there fore if businesses want to keep their clients, ensuring they give quick deliveries is critical. Although it is critical to provide several distribution choices at different times, but most of the times customer expectations are influenced by various aspects such as monitoring, pricing, and convenience for brands.

Evolution of DUNZO:

DUNZO is an Indian company that delivers groceries and essentials, fruits and vegetables, meat, pet supplies, food, and medicines in major cities. It also has a separate service to pickup and deliver packages within the same city. DUNZO currently provides its delivery services in eight Indian cities including Bangalore, Delhi, Gurgaon, Pune, Chennai, Jaipur, Mumbai and Hyderabad. DUNZO is head quartered n Bangalore and was founded in 2014 by Kabeer B is was along with co-founders Ankur Agarwal, Dalvir Suri and MukundJha.

Reviewof Literature

1. On analyzing the consumer perception of online food delivery applications in Bangalore found that and assessing what makes themorder food, it can be concluded that online food ordering system has its benefits and limitations. (Ben Roshan D 2021).

2. Consumers always want something unique and different. So, consumer perception acts as a source of competitive advantage for any organization. (Natarajan Chandrasekhar, Saloni Gupta & Namrata Nanda (2019).

3. The online food delivery services are growing with the pace of technological advancement as most people are found to have a positive attitude towards using such services. (Jewel Sabhani Mala, Goplani Laveena & Bharti Khemani 2021).

4. Consumers' perception is essential for the restaurant industry. Knowing precisely what consumers want and then working on it can bring a considerable change in operating style in restaurant business. (Bharti Sharma, Rakhi Arora & Manjeet Kharub 2021).

5. The Proposed system(DUNZO) provides delivery for anytype of product from food, document up to the heavy goods packages. Also, if customer wants to check the location where the corresponding parcel has reached, he/she can check using live location tracking by just entering the package id given by system. (Jayesh Sarwade, Nikita Mhamane, Minal Patil & Hemangi Bhoir 2021).

6. Millennials are the regular users of food delivery apps and companies need to target them in a smart manner. In India, the online delivery industry is still very much in early phases, with businesses working hard to sustain the business by offering competitive rates, promotions and low delivery fees. (P. Niharika Nanaiah 2020).

7. Customer's perception on online meat/seafood is greatly affected by COVID-19 this would be for a short term but there is no assurance that COVID-19 will be the last pandemic, the future is always sun certain. The sellers have to understand the customer's perception related to trust, delivery measures, package and labelling and hike in price during COVID-19 and has to improve and follow the strategies post COVID-19 to boost their sales and also to retain their loyal customers. (Stefe Daina S, Renuka N & Dr. Shaeril Michael Almeida 2021).

8. The study states that Brand Experience (BEX) of customers provides strategic advantage in enhancing Brand Loyalty(BL)that is helpful in

enhancing Brand Equity (BE) of products or services. (Sufyan Habib, Nawaf N. Hamadneh, S. Alwadi & Ra'ed Masa'deh 2021).

9. The "satisfaction of consumers by using online food services". It will deal with consumer behaviour& helps to analyse their perceptions & will also help us to underst and consumer equilibrium. Through these platforms, sharing one's experience with others has become so easy, in the form of reviews, be it regarding a product brought or any kind of service availed. (Hemant Kumar, Muskan Jain & Manpreet Singh Bajwa 2021).

10. The study indicated that there was a major impact on food delivery app spostpandemic as the number of customers ordering food online frequently had drastically reduced. Swiggy and Zomato have adopted several delivery practices to ensure the safetyand hygiene of both the riders and the consumers, from providing contactless delivery options to incorporating sanitization measures. (B. Selvakumar, S. Swetha, B. Sudharshan & S. Sundeep Kumar 2020).

Research Methodology

Statement of Problem:

The evolution of technology has resulted into the development of new businesses and the modern concept of food and grocery delivery system by way of online platform named DUNZO have evolved to facilitate the consumers by way of door delivery system without any time barriers and the products are delivered and many offers are provided along with the grievance redressal mechanism which helps the consumers. Many consumers have accepted the DUNZO platform but there is need to know what they think and what is their perception towards the usage of DUNZO application.

ResearchQuestions:

This research focuses on answering the following questions:

1. What is the customer perception about DUNZO platform?

2. What is the impact of DUNZO platform and what are the problems faced by customers?

3. Whether DUNZO platform has satisfied the needs and wants of customers?

Objectives of the Study:

The objectives are

1. To understand the concept of online food and groceries delivery system.

2. To analyze the customer perception towards DUNZO.

3. To find the various problems faced by the customers while ordering online.

4. To study the customer satisfaction by using DUNZO application.

Research Design

Type of research: The research is based on the descriptive mode of research as well as the non-doctrinal method by way of sample survey.

Data Collection method: Primary method of data collection: This research is based on primary data collected from a questionnaire floated through Google forms.

Secondary method of data collection: Journals, books, and the internet were used as secondary sources in achieving the research objective. The findings are based on an in-depth analysis of the data obtained and will be useful for future references.

Sample Design

Sampling technique: Non probability sampling

Population	Customers of DUNZO
Measuring Tool	Questionnaire
Sample Size	126
Sampling Method	Convenience Sampling
Data Analysis Method	Tables, Graphs and Descriptive Statistics
Hypothesis Testing Tools	Chi-Square Test

In that 116 respondents are ofage group 20 – 30 years that is of92.1%. 7 respondents are of age group 30–40 years that is of 5.6%.3 respondents are of the age group 40 and above years that is of 2.4%.

The data was collected using a questionnaire containing 23 questions. Data is collected on

categorical and non-categorical basis using Nominal, Ordinal, Interval and Likert's Scale. In order to reach the objectives at each level Null Hypothesis (H0) and Alternative Hypothesis (H1) is developed.

The various tools used for the analysis are Percentage methods, Barchart, Piechart, Correlation and Chisquare test

Limitations of The Study

• The study is restricted only to Bangalore and may not hold good in other places.

• There search could not be extended too the rgeo graphical areas due to limitations with respect to time.

• Since the research tries to understand the perception of the consumers, the perception may varywithrespect to time. The outcome ofthe studymay not represent the whole population.

• The responses may be biased based on the geographical area.

Survey Results

In our survey we have received various responses for the question nairee circulated. They are as follows:

Interpretation:

The respondents for the study were majorly from Bangalore comprising of 69% i.e., around 87 respondents. There search was not only restricted to Bangalore residents but also included people from places outside Bangalore.

Interpretation:

In our survey we got 126 responses. In that 116 respondents are of age group 20 – 30 years that is of 92.1%. 7 respondents are of age group 30 – 40 years that is of 5.6%. 3 respondents are of the age group 40 and above years that isof2.4%. Majority of the respondents are Young and tech-savvy.

Interpretation:

Through this survey ,81 respondents are Malei.e., 64.3% and 45 respondents are Female i.e., 35.7%.

Interpretation:

Most of the respondents of the survey are students i.e., 51.6% (65 respondents), 53 respondents are employees i.e.,42.1%and the remaining 8 respondents belong to other category like professionals, self employed etc.

Which of these describes your personal household income per month?
106 responses

- Rs.15000-30,000
- Rs. 30,000-50,000
- Rs. 50,000-80,000
- Rs. 80,000 - 1lakh
- More than Rs.1 Lakh
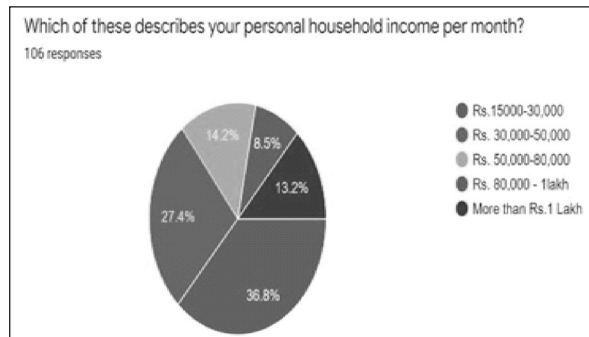
Interpretation:

Through this survey, it was found that majority36.8% i.e., 39 respondents have a household income in the range of ₹.15,000- 30,000.27.4%i.e.,29respondentshavean income range of₹30,000-50,000. 14.2% i.e., 15 respondents have an income range of ₹.50, 000-80,000. And 21.7% i.e., 23 respondents have an income range more than ₹.80,000.
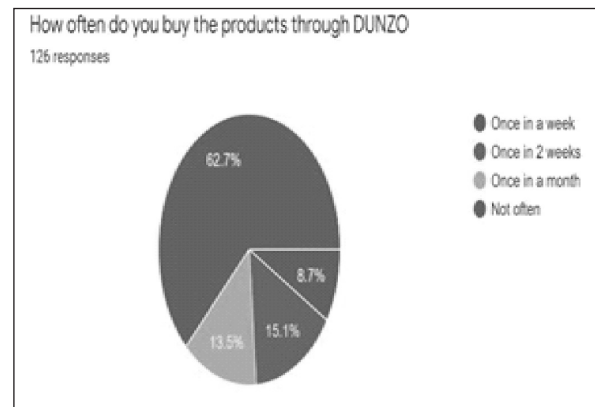

How often do you buy products from Online websites?
126 responses

- Once in a week
- Once in 2 weeks
- Once in a month
- Not often

Interpretation:

When the respondents were asked to give the opinion about how often they buy products from online websites, majority 39.7% i.e., 50 respondents opined that they buy products from online websites once in a month, 17.5% i.e., 22 respondents buy once in 2 weeks , 19.8% i.e., 25 respondents buy once in a week and the rest 23% i.e., 29 respondents donot often buy online products
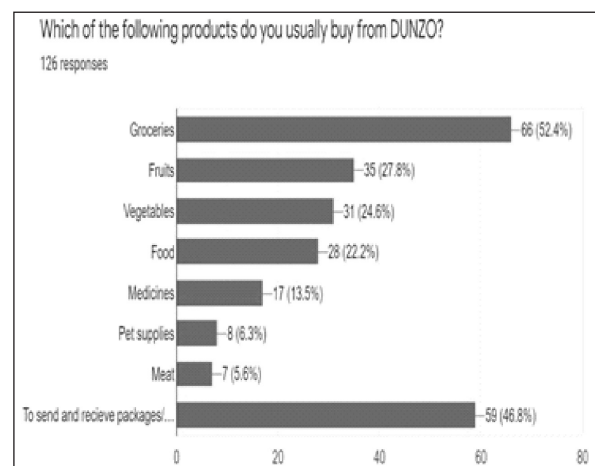

Are you aware of DUNZO Application?
126 responses

- Yes
- No
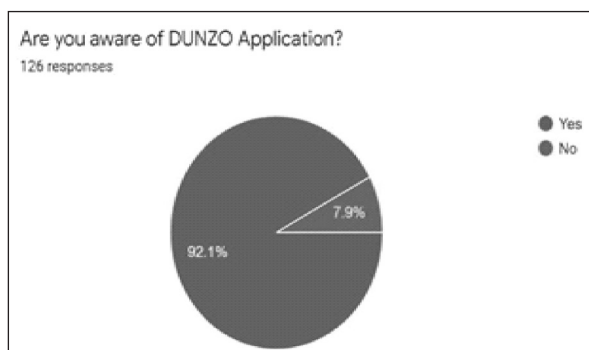
Interpretation:

To know the extent of awareness of the DUNZO app, it is known that majority of the marea ware of the DUNZO application i.e., 92.1% (116 respondents) and the rest 7.9% (10 respondents) are not aware of the application.

How often do you buy the products through DUNZO
126 responses

- Once in a week
- Once in 2 weeks
- Once in a month
- Not often

Interpretation:

Out of 126 respondents,15.1%i.e.,19 respondents buy products from DUNZO once in two weeks, 13.5% i.e., 17 respondents buy once in a month, 8.7%i.e.,1 respondent buy once in a week and the rest 62.7% i.e., 79 respondents do not often buy products through DUNZO.

Which of the following products do you usually buy from DUNZO?
126 responses

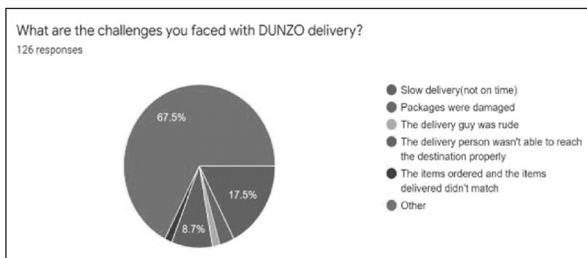| Product	Value
Groceries	66 (52.4%)
Fruits	35 (27.8%)
Vegetables	31 (24.6%)
Food	28 (22.2%)
Medicines	17 (13.5%)
Pet supplies	8 (6.3%)
Meat	7 (5.6%)
To send and recieve packages/...	59 (46.8%)

Interpretation:

Out of 126 respondents, DUNZO is mainly and majorly utilisedto buy groceries i.e., 52.4% Nearly half of the respondents use DUNZO to send and receive packages i.e., 46.8%, 52.4% of the respondents buy fruits and vegetables, people who buy food constitute 22.2%, 13.5% of the respondents buy medicine and few of them buy products such aspet supplies, meat etc.
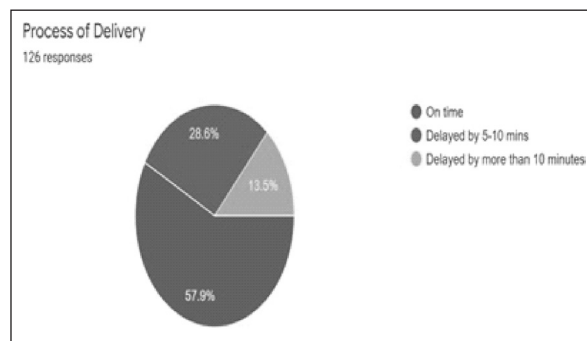
Do you think DUNZO is reliable?
126 responses

Yes
No
11.9%
88.1%
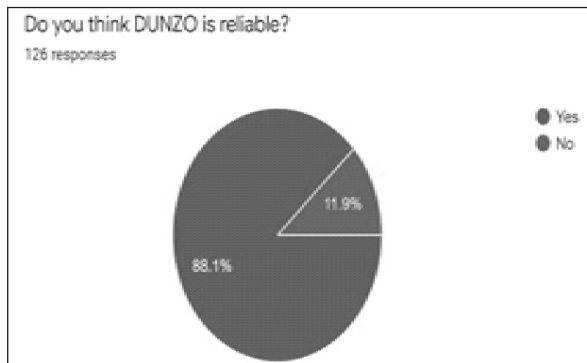
Interpretation:

Among the total responses we got, 88.1% ofthe respondents believe that DUNZO is reliable and the rest 11.9% do not feelit is reliable.

What are the challenges you faced with DUNZO delivery?
126 responses

67.5%

- Slow delivery(not on time)
- Packages were damaged
- The delivery guy was rude
- The delivery person wasn't able to reach the destination properly
- The items ordered and the items delivered didn't match
- Other

17.5%
8.7%

Interpretation:

As per the respondents 17.5% have faced the challenge of delayed delivery, 8.7% of the respondents were unhappy with the location tracer, 3.2% of the delivery packages were found to be damaged, 1.6% ofthe customers found the delivery guy was rude, 1.6% received different items from the ordered ones. The majority of the respondents have not faced any issue with DUNZO delivery.

Process of Delivery
126 responses

28.6%

- On time
- Delayed by 5-10 mins
- Delayed by more than 10 minutes

13.5%
57.9%

Interpretation:

When asked about process of delivery the majority of customers i.e.,, 57.9% (73 respondents) are happy with the on-time delivery, 28.6% i.e., 36 respondents responded that the delivery is delayed by 5-10 minutes

and the rest of the respondents i.e.,, 13.5% (17 respondents) responded that the process of delivery is delayed by more than 10 minutes.

The items ordered and the items delivered didn't match.
126 responses

False
True
11.9%
88.1%
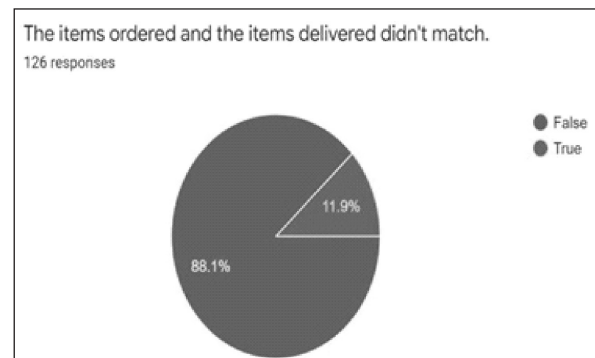
Interpretation:

From the total responses, majority of respondents i.e., 88.1% got their items delivered appropriately and the rest of the respondents i.e., 11.9% got the items which were not matching with the products which the actually ordered.

The packages when delivered were damaged
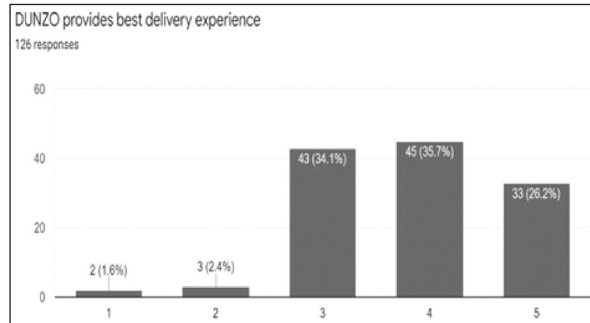126 responses

False
True
8.7%
91.3%
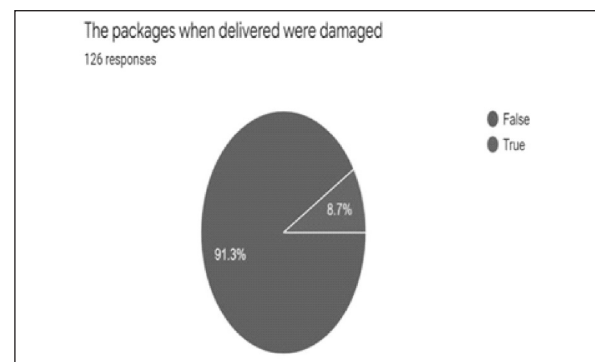
Interpretation:

Out of total responses, majority of the respondents i.e., 91.3% got their packages in the right form without any damage and the rest ofthe respondents i.e., 8.7% got the packages which were damaged.

Do you enjoy shopping with DUNZO ?
126 responses

Yes
No
Maybe
46%
6.3%
47.6%
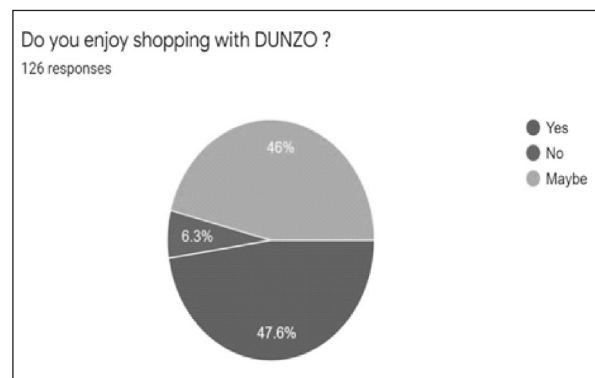
Interpretation:

From the total responses wegot, 47.6% i.e., 60 respondents were enjoyed their shopping experience with DUNZO, 6.3% i.e., 8 respondents did not have good experience with DUNZO shopping and the rest i.e., 46% (58 respondents) gave neutral responses.

Interpretation:

According to the responses, we can opine that DUNZO provides best services i.e., 96% of our respondents have rated the app for more than 3 stars. To be precise,3 4.1% have rated 3, 35.7% have rated 4 and 26.2% have rated 5.
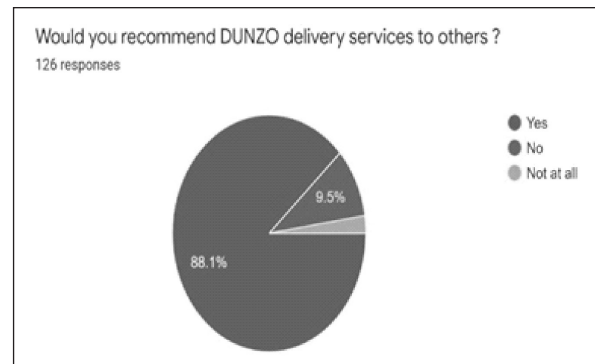
Interpretation:

Majority of the respondents i.e., 88.1% have expressed their positive feedback after using DUNZO and have gone a step ahead to recommend other people to experience deliveries through DUNZO. The remaining 11.9% users have an unsatisfactory experience and are not likely to recommend.

Hypothesis Testing

Formationofhypothesis-

- ➤ H0:There is no impact of income on frequency of usage of DUNZO. H1: There is impact of income on frequency of usage of DUNZO.

- ➤ H0:There is no association between frequency of usage of online websites for shopping on Frequency of using DUNZO application

H1:There is association between frequencies of usage of online websites for shopping on frequency of using DUNZO application

- ➤ H0: There is no association between satisfaction level and willingness of reference H1: There is association between satisfaction level and willingness of reference

Impact of income of consumers on frequency of usage of DUNZO.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Which of these describes your personal house hold income per month? * How of ten do you buy the products Through DUNZO	126	100%	0	0.0%	126	100%

Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	1.476a	10	.999
Likeli hood Ratio	1.588	10	.999
Linear-by-Linear Association	.342	10	.559
N of Valid Cases	126		

Interpretation:

The obtained significance level is 0.99 which is greater than 0.05, accept Ho i.e., the income level of the consumers do not have any impact on the usage of online applications.

Association between income group and frequency of delivery through DUNZO

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Interval by Interval	Pearson'sR	.052	.87	.583	.561[c]
Ordinal by Ordinal	Spearman Correlation	.053	.088	.587	.558[c]
N of Valid Cases		126			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Interpretation:

Here the Pearson's Coefficient of Correlation between income group and frequency of purchase is 0.561 which is greater than accepted significance level, so accept ho i.e., there is no impact of income on frequency of usage of DUNZO

Relation between online shopping and usage DUNZO application Correlations

		How often do you buy products from Online websites?	How often do you buy the products Through DUNZO
Howo ftendo you buy products from Online websites?	Pearson Correlation	1	.443**
	Sig.(2-tailed)		.000
	N	126	126
How often do you buy the products through DUNZO	Pearson Correlation	.443**	1
	Sig.(2-tailed)	.000	
	N	126	126

**. Correlation is significant at the 0.01level (2-tailed).

Interpretation:

The obtained significance value of Pearson's Coefficient of Correlation is 0.443, which is greater than 0.05, accept ho

It can be concluded that the frequency of usage of online website may not have impact on the usage of DUNZO application.

Relation between satisfaction level of respondents and willingness of reference

Correlations

		Do you enjoy shopping with DUNZO ?	Would you recommend DUNZO delivery services to others ?
Do you enjoy shopping with DUNZO?	Pearson Correlation	1	.133
	Sig.(2-tailed)		.139
	N	126	126
Would you recommend DUNZO delivery services to others?	Pearson Correlation	.133	1
	Sig.(2-tailed)	.139	
	N	126	126

Interpretation:

The resultant Pearson's Coefficient of Correlation is 0.133which is greater than 0.05, accept ho that is to conclude that there is no significant relation between satisfaction levelof respondents and willingness to recommend the DUNZO application.

Suggestions

➢ DUNZO has to focus on faster delivery and also on improving discrepancies related to mismatch of products ordered and products delivered.

➢ Target a wider range of income levels through marketing and advertising efforts.

➢ Offer more affordable pricing options, such as flat-rate delivery fees or discounts for bulk orders. Partner with online retailers to offer integrated delivery services.

➢ Promote Dunzo as an alternative to traditional delivery methods, emphasizing its speed, convenience, and flexibility.

➢ Focus on improving customer satisfaction by providing excellent customer service, addressing feedback promptly, and resolving issues quickly and effectively.

➢ Collect and analyze customer feedback regularly to identify areas for improvement and implement customer loyaltyprograms to rewardrepeat customers and encourage continued patronage.

➢ Expand into new markets and diversify service offerings by expanding beyond just deliveries, such as offering services like errand running, pet care, or home cleaning.

Conclusion

According to the research conducted, Dunzo has received a positive response from most customers when compared to other service providers, owing to their better distribution, packing, and timely monitoring. Dunzo has been one of the market leaders in the provision of online distribution services and will continue to be so. If it includes minor adjustments, it will have the upper hand in the future. Workers benefit from the delivery services inceitsaves them time. Citizens also benefit from convenience and ease of payment. The monitoring system is an added benefit for users. Young folks prefer Dunzo's distribution service to that of older individuals. This study also produces the best service attributes at each service stage to boost the quality of logistics services, local offline retailers and service providers have a new lease on life for their businesses since the advent and rise of hyper-local platforms. This study has significant implications for logistics managers when it comes to building services that incorporate features of customer-based voice services.

References

- Sufyan Habib, Nawaf N. Hamadneh, S. Alwadi & Ra'ed Masa'dehon Computation Analysis of Brand Experience Dimensions: Indian Online Food Delivery Platforms (CMC, 2021, vol.67, no.1).

- BenRoshanD onAssessing Online Food Delivery Demand in Bangalore (ISSN NO : 2249-7455).

- Natarajan Chandrasekhar, Saloni Gupta & Namrata Nanda on Food Delivery Services and Customer Preference: A Comparative Analysis (2019,VOL. 22,NO.4,375–386).

- Jewel Sabhani Mala, Goplani Laveena & Bharti Khemani on A Study on Perception of customers towards online food delivery services (ISSN : 0378 – 4568).

- Bharti Sharma, Rakhi Arora & Manjeet Kharubon Critical success factors affecting the restaurant industry: Insights from restaurant managers (FIIB Business Review. DOI: 10.1177/23197145211042429).

❖❖❖❖❖