

An Analysis of Consumer Preferences on Online Food Delivery Service Among Households in Calamba City

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Abstract

This study examines consumer preferences regarding online food Delivery services among households in Calamba City. The study identified key factors influencing consumer choices, such as convenience, cost, menu variety, and service quality, to provide insights into consumer behavior in the rapidly growing online food delivery market. Data was collected through surveys and interviews with local households. The findings highlight the importance of timely delivery, user-friendly platforms, and promotional offers in shaping consumer decisions. Moreover, the results provide valuable recommendations for businesses to enhance customer satisfaction and competitiveness.

Keywords: consumer preferences, food delivery, online

1. Introduction

The rapid advancement of technology has revolutionized various aspects of our daily lives, including food consumption. Online food delivery services have become a convenient and efficient option for many. Consumers, particularly in urban areas like Calamba City. These services offer various culinary options delivered right to one's doorstep. However, to ensure the sustainability and growth of this industry, it is crucial to understand the preferences and behaviors of consumers. Businesses can tailor their offerings by analyzing consumer preferences to meet their target market's evolving needs and desires.

This study delves into the preferences of households in Calamba City regarding online food delivery services. This research provides valuable insights for consumers and industry stakeholders by examining preferred platforms, key decision-making criteria, and perceived benefits and drawbacks. Understanding these preferences will enable businesses to optimize their services, improve customer satisfaction, and gain a competitive edge in the market.

Moreover, online food delivery services have become increasingly popular due to their convenience and accessibility, especially in urban areas. In Calamba City, this trend reflects a shift in consumer preferences driven by busy lifestyles and the desire for quick, easy meal solutions. This study explores the factors influencing household consumer choices, focusing on convenience, cost, food variety, and service quality. The insights gained help businesses tailor their services to meet the needs of local consumers better.

2. Framework

The study is anchored on the Theory of Planned Behavior (TPB), which proposes that individuals' behavior is influenced by three main factors: Attitude toward the Behavior This study concluded that the intervention highly perceived susceptibility in changing students' beliefs at control and motivated to adopt habits of preventive addiction and perceived benefits are the essential structural features of the Health Belief Model and that understanding. It appears that instructional preparation should be given and carried out based on behavioral change models such as HBM to prevent high-risk behaviors in the study group. This refers to an individual's positive or negative feelings toward performing a specific behavior. Online food delivery includes attitudes toward convenience, taste, and value.

Moreover, to provide a strong theoretical foundation, the following theories are also drawn:

Conceptual Framework

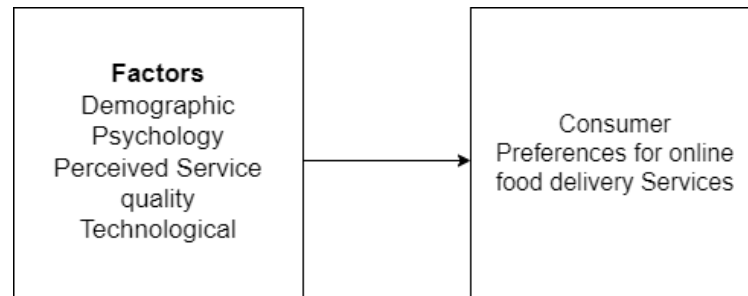


Figure 1 An Analysis of Consumer Preferences for Online Food Delivery Services among Households

3. Objective of the Study

1. To identify the most preferred online food delivery platforms in Calamba City
2. To examine factors influencing consumer choices (convenience, pricing, delivery speed)
3. To assess customer satisfaction and potential areas for improvement.

4. Methodology

Research Design

This study employed a quantitative research design, specifically a cross-sectional survey. A structured questionnaire was developed to collect primary data from a sample of households in Calamba City.

Participants of the study

A stratified random sampling technique was employed to ensure representation from different areas within Calamba City. The sample size was determined using a statistical formula, considering the population size, desired margin of error, and confidence level.

Data Collection

1. Questionnaire Distribution Questionnaires were distributed to selected households in Las Pinas City online and offline.
2. Data Collection: Respondents were asked to complete and return the questionnaire within a specified time frame.
3. Data Cleaning and Validation Collected data was cleaned to remove inconsistencies and errors

Instrument

A structured questionnaire was designed to gather data on the following:

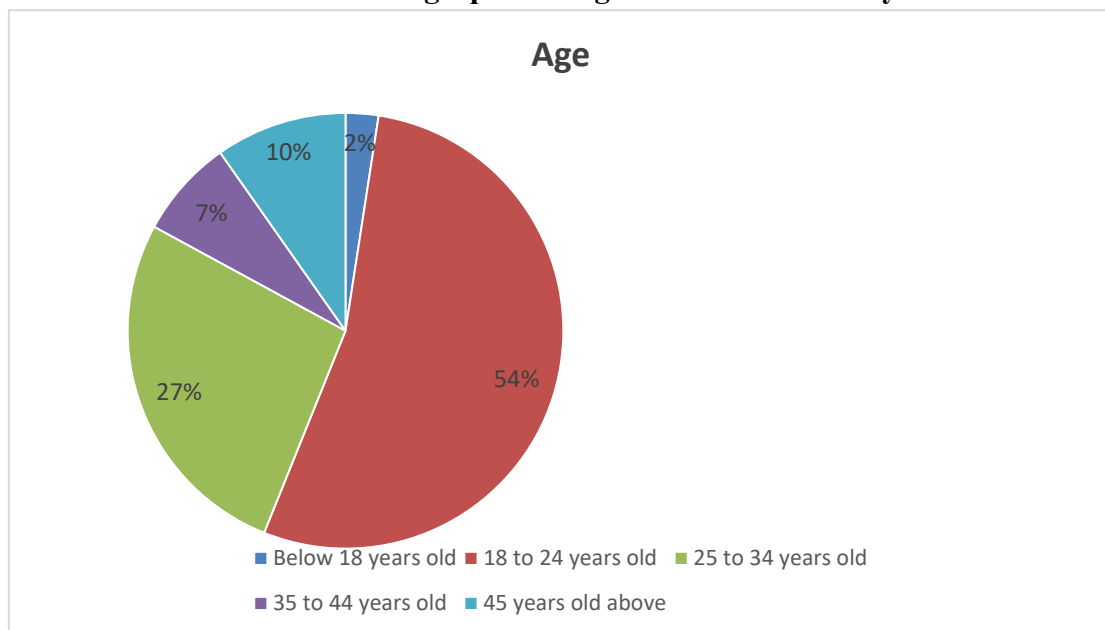
1. Demographic Profile Age, gender, occupation, income level, and location within Las Pinas City.
2. Online Food Delivery Usage Frequency of online food orders, preferred platforms, and factors influencing platform choice.
4. Perceptions of Online Food Delivery Perceptions of convenience, food quality, delivery speed, and customer service.
5. Gata-Specific Preferences for Gata-based dishes, desired temperature, and packaging preferences.
6. Areas for Improvement Suggestions for enhancing the online food delivery experience, ideal pricing, and desired promotions.

Data Analysis

The data collected was analyzed using statistical techniques, including Descriptive Statistics. Summarize the data using mean, median, mode, standard deviation, and frequency distributions. Inferential Statistics To conclude the population based on the sample data. Specifically, Analysis of Variance in the factors influencing consumers' choices and overall satisfaction according to their demographic profile.

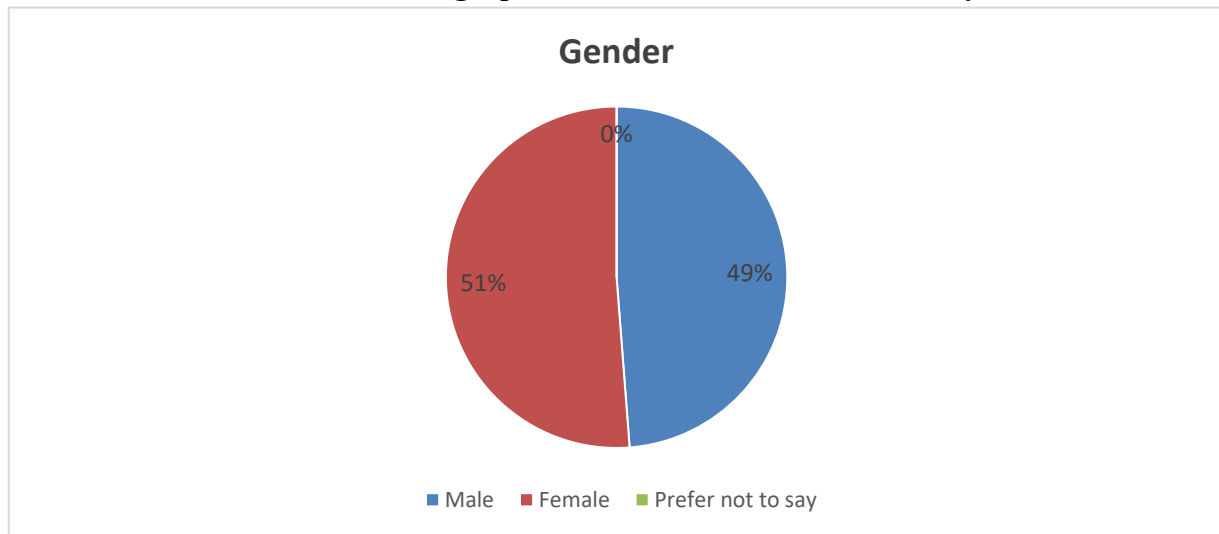
7. Results and Discussion

Table 1. Demographic of Age Profile of the Study



Demographics	Frequency (n=41)
Age	
Below 18 years old	1 (2.4%)
18 to 24 years old	22 (53.7%)
25 to 34 years old	11 (26.8%)
35 to 44 years old	3 (7.3%)
45 years old above	4 (9.8%)

Table 2. Demographic of Gender Profile of the study



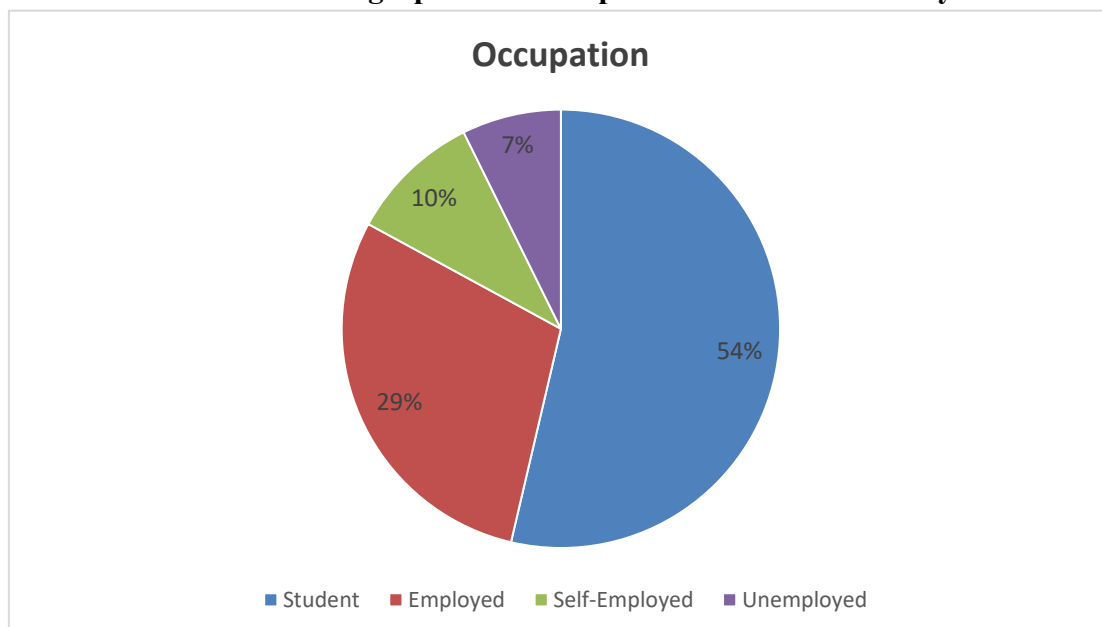
Demographics

Frequency (n=41)

Gender

Male	20 (48.8%)
Female	21 (51.2%)
Prefer not to say	0 (0.0%)

Table 3. Demographics of Occupation Profile of the study



Demographics

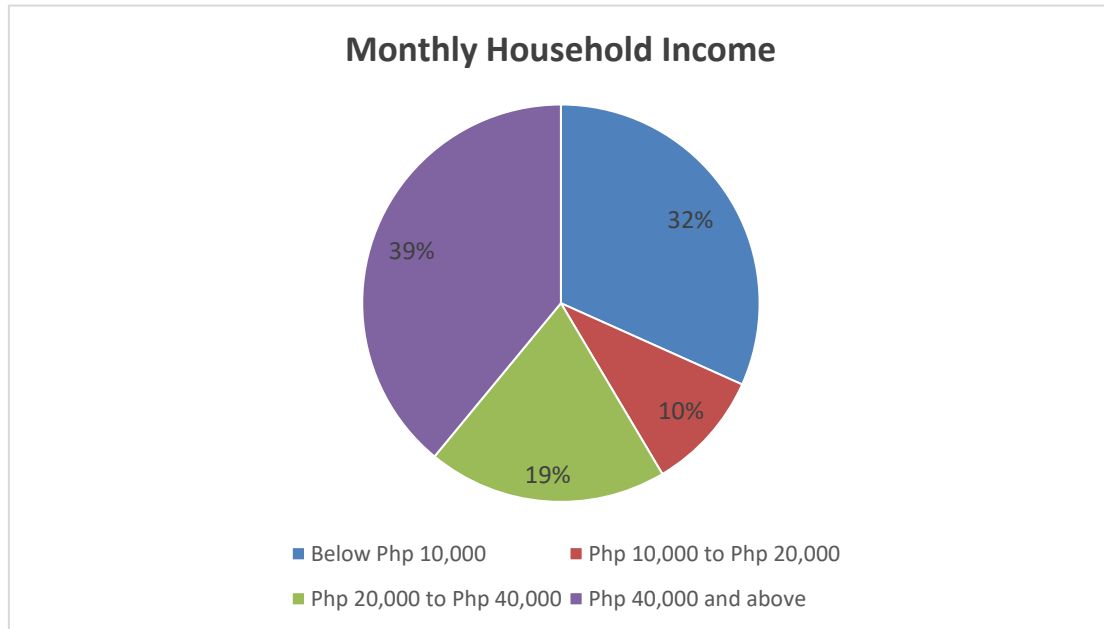
Frequency (n=41)

Occupation

Student	22 (53.7%)
Employed	12 (29.3%)

Self-Employed	4 (9.8%)
Unemployed	3 (7.3%)

Table 4. Demographic of Monthly Household Income



Demographics	Frequency (n=41)
Monthly Household Income	
Below Php 10,000	13 (31.7%)
Php 10,000 to Php 20,000	4 (9.8%)
Php 20,000 to Php 40,000	8 (19.5%)
Php 40,000 and above	16 (39.0%)

Table 1 ,2 ,3, and 4 presents the socio-economic background of consumers in Calamba City. The age distribution shows a youthful bias, with most respondents (53.7%, or 22 individuals) falling in the 18 to 24 years old category, followed by 26.8% (11 individuals) in the 25 to 34 years range. Only a small proportion of the sample is aged below 18 years old (2.4%, or 1 individual), 35 to 44 years old (7.3%, or 3 individuals), and 45 years old and above (9.8%, or 4 individuals). This suggests that the online food delivery market in Calamba City is primarily driven by younger adults who are likely more tech-savvy and inclined toward digital services. The gender distribution is almost balanced, with 51.2% (21 individuals) female respondents and 48.8% (20 individuals) male respondents, indicating that both genders equally engage with online food delivery services in the region. In terms of occupation, more than half of the respondents (53.7%, or 22 individuals) are students, reflecting the growing number of young individuals with disposable income and an increased preference for convenience-driven services. A smaller portion of the sample is employed (29.3%, or 12 individuals), self-employed (9.8%, or 4 individuals), or unemployed (7.3%, or 3 individuals). The monthly household income data further highlights the economic diversity in the study. While 39.0% (16 individuals) of respondents belong to households earning Php 40,000 and above, a significant 31.7% (13 individuals) report earnings below Php 10,000. Additionally, 19.5% (8 individuals) earn between Php 20,000 to Php 40,000, and 9.8% (4

individuals) fall in the Php 10,000 to Php 20,000 income bracket. This suggests that both lower and middle-income groups utilize online food delivery services, with preferences likely influenced by factors such as convenience and affordability. These demographic insights are essential for understanding the target audience for online food delivery services and can guide businesses in tailoring their marketing strategies and service offerings accordingly.

Most preferred Online Food Delivery Platforms in Calamba City

Table 2. Usage of Online Food Delivery Services

Platform Usage	Frequency (n=41)
Daily	1 (2.4%)
3 to 5 times a week	9 (22.0%)
1 to 2 times a week	9 (22.0%)
Rarely	20 (48.8%)
Never	2 (4.9%)

Table 2 presents the frequency of online food delivery usage among respondents in Calamba City. The data reveals that a small proportion of respondents use online food delivery services daily, with only 2.4% (1 individual) reporting daily usage. A more substantial portion, 22.0% (9 individuals), use the service 3 to 5 times a week, while another 22.0% (9 individuals) use it 1 to 2 times a week. Despite this, a significant portion of respondents, 48.8% (20 individuals), report using online food delivery services rarely, indicating that for many consumers, these services are not part of their regular routine. A small minority (4.9%, or 2 individuals) have never used online food delivery services. This distribution suggests that while online food delivery services are popular, they may not be used frequently by all consumers, potentially due to factors such as cost, personal preferences, or the availability of alternatives. The majority of respondents fall into the "rarely" or "infrequent" usage categories, which may present opportunities for businesses to explore strategies to increase frequency of use, such as promotions, convenience enhancements, or loyalty programs.

Table 3. Consumers' Preference of Online Food Delivery Platforms

Online Platform	Frequency (n=41)
Grabfood	13 (31.7%)
Foodpanda	26 (63.4%)
Nitanla	1 (2.4%)
N/A	1 (2.4%)

Table 3 presents the consumers' preferences for online food delivery platforms in Calamba City. The data shows a clear preference for Foodpanda, with 63.4% (26 individuals) of respondents selecting it as their platform of choice. This indicates that Foodpanda is the dominant player in the local market, likely due to factors such as brand recognition, platform reliability, or an extensive range of restaurant options. Grabfood follows as the second most popular platform, chosen by 31.7% (13 individuals) of respondents. Although it has a substantial user base, it still lags significantly behind Foodpanda in preference. Meanwhile, only a small number of respondents, 2.4% (1 individual) each, reported using Nitnla or not having a preference (N/A). This low preference for Nitnla and the absence of significant competition for

Foodpanda and Grabfood suggests that these two platforms currently dominate the online food delivery market in Calamba City, offering valuable insights for businesses to focus on improving the user experience, promotions, and service features on these leading platforms.

Factors influencing consumer choices (convenience, pricing, delivery speed)

Table 4. Influence of Factors to the Consumers' choices

Factors	Frequency (n=41)
Convenience	
Restaurant Choices	13 (31.7%)
Payment Options	8 (19.5%)
Pricing	
Delivery Fee	6 (14.6%)
Delivery Speed	
Delivery Time	14 (34.1%)

Table 4 presents the factors influencing consumer choices when selecting online food delivery platforms in Calamba City. The results reveal that delivery speed, particularly delivery time, plays the most significant role in consumer decisions, with 34.1% (14 individuals) of respondents citing it as a key factor. This emphasizes the importance of timely service in attracting and retaining customers. Convenience is another major driver, with 31.7% (13 individuals) of respondents indicating that restaurant choices influence their decisions, suggesting that a wide variety of dining options can significantly enhance consumer satisfaction. Payment options are also important to a lesser degree, with 19.5% (8 individuals) highlighting this factor. Pricing, specifically the delivery fee, is a somewhat less influential factor, chosen by 14.6% (6 individuals). These findings suggest that while cost is an important consideration, factors related to convenience and speed are more critical in shaping consumer preferences. As a result, businesses could benefit from focusing on improving delivery times, offering a variety of restaurant options, and providing flexible payment methods to better meet consumer demands.

Table 5. Analysis of Variance of Factors influencing the Consumer Choices according to the Demographics

Profile	f-value	p-value	Decision	Remarks
Age	0.53	0.550	Fail to Reject	Not Significant
Gender	0.51	0.717	Fail to Reject	Not Significant
Occupation	0.66	0.479	Fail to Reject	Not Significant
Monthly Income	1.17	0.586	Fail to Reject	Not Significant

Note: Statistically Significant at p-value < 0.05

Table 5 presents the results of an Analysis of Variance (ANOVA) examining how demographic factors such as age, gender, occupation, and monthly income influence consumer choices regarding online food delivery services. The findings show that none of the demographic variables significantly affect consumer preferences, as all p-values exceed the commonly used significance threshold of 0.05. Specifically, the

analysis reveals that age ($p = 0.550$), gender ($p = 0.717$), occupation ($p = 0.479$), and monthly income ($p = 0.586$) do not have a significant impact on the factors influencing consumer choices. This means that consumers, regardless of their age, gender, occupation, or income level, are similarly influenced by factors such as convenience, delivery speed, and restaurant variety when choosing a food delivery platform. Consequently, businesses targeting a wide range of demographics may consider focusing on universal service enhancements, such as improving delivery efficiency and offering a broader selection of restaurants, rather than tailoring their services based on these demographic factors.

Assessment of Customer Satisfaction and potential areas for Improvement

Table 6. Level of Customer Satisfaction among respondents

Overall Satisfaction	Frequency (n=41)
Very Satisfied	12 (29.3%)
Satisfied	26 (63.4%)
Neutral	3 (7.3%)
Dissatisfied	0 (0.0%)
Very Dissatisfied	0 (0.0%)

Table 6 presents the level of customer satisfaction among respondents regarding their online food delivery experiences in Calamba City. The data indicates a high level of satisfaction, with most respondents (63.4%, or 26 individuals) reporting that they are "satisfied" with the services. Additionally, 29.3% (12 individuals) expressed being "very satisfied," reflecting a positive consumer sentiment toward the platforms they use. Only 7.3% (3 individuals) indicated a "neutral" stance, suggesting that while they were neither particularly satisfied nor dissatisfied, they were still relatively content with the service. Importantly, none of the respondents reported being dissatisfied or very dissatisfied, which points to a generally favorable customer experience with online food delivery services. This overall high satisfaction rate suggests that businesses in this sector are meeting the basic needs and expectations of their consumers, though there may still be room for improvement in addressing any underlying neutral sentiments or specific areas of dissatisfaction that could further enhance customer loyalty.

Table 7. Analysis of Variance Customer Satisfaction according to the Demographics

Profile	f-value	p-value	Decision	Remarks
Age	0.76	0.561	Fail to Reject	Not Significant
Gender	0.26	0.616	Fail to Reject	Not Significant
Occupation	1.02	0.398	Fail to Reject	Not Significant
Monthly Income	2.87	0.053	Fail to Reject	Not Significant

Note: Statistically Significant at $p\text{-value} < 0.05$

Table 7 presents the results of the Analysis of Variance (ANOVA) examining whether customer satisfaction levels differ based on demographics such as age, gender, occupation, and monthly income. The findings show that none of these demographic factors have a statistically significant effect on customer satisfaction, as all p-values exceed the 0.05 significance threshold. Specifically, the p-values for age ($p = 0.561$), gender ($p = 0.616$), occupation ($p = 0.398$), and monthly income ($p = 0.053$) indicate that

satisfaction levels are similar across these different demographic groups. Even though the p-value for monthly income is slightly below 0.05, it is still not significant enough to reject the null hypothesis, suggesting that income does not significantly influence how satisfied customers are with their online food delivery experience. These results suggest that factors influencing satisfaction are likely universal across demographic segments, and businesses may focus on improving overall service quality rather than customizing satisfaction strategies based on demographics.

Table 8. Checklist of Issues Encountered among respondents

Issues Encountered	Count (46 responses)
Late Delivery	8 (19.5%)
Wrong/Incomplete Order	7 (17.1%)
Poor Customer Service	1 (2.4%)
No Issues	28 (68.3%)

Table 8 outlines the issues encountered by respondents when using online food delivery services in Calamba City. The most reported issue is late delivery, with 19.5% (8 responses) of individuals citing this as a problem. This indicates that delays in service are a significant concern for some consumers and could impact their overall satisfaction. The second most frequent issue is receiving wrong or incomplete orders, reported by 17.1% (7 responses) of respondents. Although less prevalent, this issue could affect the trust and reliability of the service. A smaller proportion of respondents, 2.4% (1 response), reported experiencing poor customer service, suggesting that while customer service is generally not a major pain point, there is still room for improvement. Notably, a substantial 68.3% (28 responses) of respondents reported having no issues at all, highlighting that for the majority, the online food delivery experience is smooth and satisfactory. While overall satisfaction is high, businesses should focus on addressing delivery delays and order accuracy to improve service quality further.

8. Conclusion

The findings of this study highlight several key insights into consumer preferences and experiences with online food delivery services in Calamba City. The demographic analysis reveals a predominantly young consumer base, with a high proportion of respondents aged 18 to 24 years. This age group, along with a significant number of students, indicates that online food delivery services are highly popular among younger individuals, who value convenience and variety in their food choices. Despite the overall high satisfaction levels, with 92.7% of respondents being either satisfied or very satisfied, there are still areas for improvement, particularly in addressing issues like late deliveries and wrong or incomplete orders. These concerns, though reported by a minority, are crucial for businesses looking to optimize their services and build stronger customer loyalty.

Moreover, the analysis of the factors influencing consumer choices reveals that convenience, delivery speed, and restaurant variety are the most critical aspects of the service. The preference for platforms like Foodpanda further underscores the importance of offering a broad selection of restaurants and ensuring efficient, timely delivery. Demographics such as age, gender, occupation, and income did not significantly influence customer satisfaction or platform preference, suggesting that these factors may not need to be heavily factored into service improvements. Overall, businesses in the online food delivery market should

focus on enhancing service reliability and reducing delivery-related issues to sustain customer satisfaction and loyalty in an increasingly competitive market.

9. Recommendation

To address the issues identified, it is recommended that online food delivery services focus on improving their delivery time management and accuracy of orders. Since late deliveries and wrong or incomplete orders were the most common issues reported by users, implementing more efficient logistical systems or partnering with reliable delivery personnel could reduce these problems. Additionally, investing in real-time tracking and improving communication between the consumer and the delivery service could provide a better customer experience.

Furthermore, businesses should consider expanding promotional offers, loyalty programs, and enhancing their menu variety to maintain customer engagement. While convenience and speed are top priorities for consumers, offering targeted incentives or discounts for frequent users could increase the usage frequency among those who currently use online food delivery services less often. Strengthening customer service and ensuring that complaints or issues are addressed promptly would also help in retaining customers and improving their overall experience.

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