

Evaluating E-Satisfaction of Customers and E-Marketing Strategies of Online Delivery App

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Abstract: *This study aimed to assess consumer satisfaction with e-marketing strategies used by online delivery applications, specifically looking at age and source of income. It also investigated the impact of respondents' perceptions on their daily lives and validated the researchers' hypotheses about other factors. The majority of respondents were between 16 and 20 years old, with more females participating. Overall, the results showed high satisfaction with e-marketing strategies in terms of customer service, system, and information. Respondents also found the strategies effective in terms of the 4Ps (price, product, promotion, and place). These findings provide valuable insights into the preferences and behaviors of consumers in relation to e-marketing strategies employed by online delivery apps. In conclusion, this study sheds light on the importance of understanding consumer satisfaction and perceptions in the context of e-marketing strategies. The results provide valuable information for businesses seeking to improve their online delivery app marketing strategies and enhance customer satisfaction.*

Keywords: *consumer satisfaction, e-marketing strategies, customer service, online delivery applications*

INTRODUCTION

The majority of businesses in today's technological environment rely on online shopping to both satisfy their existing customers and draw in new ones. According to *Lazaro and De Leon (2022)*, stated that there has been a marked shift from a focal point entirely on food to the quality of food delivery services offered as well, and customers are actually paying extra interest in how the food is delivered to them and what quality of service the restaurants or food delivery service organizations are providing. The Philippines and the rest of the world are seeing a rise in the demand for food delivery services. Knowing how satisfied your consumers are with your company is crucial because it enables you to identify your strengths. To accomplish the objectives of the company, the e-Marketing strategy of delivery applications can be planned in a variety of methods. *Yoopetch (2022)*, stated that using mobile phone food delivery applications is a new approach to dining and a boom to the restaurant business. The number of adopters of food delivery applications has been increasing significantly in step with demand for the new technology.

Jeneefa and Rajalakshmy (2019), stated that “today, more people are getting connected through mobile application and they are ready to trade through it. It also affects the operation of companies and organizations. Companies have changed their traditional business strategies into online marketing to suit customer needs and taste at any time.” Additionally, when customers do not have plans for where or what to eat, the time it takes for the meal to be delivered makes a suitable excuse. By enabling customers to place orders online, the online food ordering software system will help hotels and restaurants grow their customer base. According to *Lazaro and De Leon, (2022)*, that Observing the famous and developing trend of electronic commerce (Online Delivery Service), there is absolute confidence that business, including the ones selling food and basic necessities, can now use the Internet to interact with customers and benefit from a competitive edge.

According to *Verdin (2021)*, that “Customer satisfaction is at foremost in the success of every business, consequently, as a result, the value of customer experience should be on everyone's mind in every industry. Customers, whether pleased or dissatisfied with the service, are likely to connect with posts on social media, offering some beautiful and admirable comments.” It demonstrates how ease and perceived control elements to online ordering by customers that increase pleasure youthful clients utilize online, mobile, or text ordering more frequently. Younger clients attach more value on speed and convenience than do more senior customers. Most people feel secure making payments online. *Tarhini et al. (2021)*, stated that shopping through online channels is actively progressing due to the opportunity to save time and effort. Furthermore, online shopping varies from direct e-store and indirect e-store about their perception against the actual experience. The main reason for the popularity of the food ordering app is the service and strategy it provides.

The variables we are using are customer service, customer system, customer information has a positive direct influence on overall customer e-satisfaction. *Past studies have suggested that service quality satisfaction affects loyalty and post-purchase behavior (Anderson and Sullivan, 1993). Also, e-satisfaction has been found to be the principal antecedent of e-loyalty (Chiou, 2004) and intention to recommend (Finn et al., 2009). In order for satisfaction to affect loyalty, frequent and accumulated satisfaction is necessary, such that episodes of individual satisfaction are aggregated and mixed.* Our research may be incomplete or outdated if we do not conduct a thorough review of the most recent literature. We can prioritize conducting a comprehensive review of the most

recent literature to ensure that our findings are current and relevant by identifying this gap in our research. This will not only strengthen the validity of our research but also help advance knowledge in our field. A local review of related literature is also important because it provides insights into the specific context and culture in which our research is being carried out. We can ensure that our study contributes meaningfully to the existing body of knowledge and has practical implications for the local community by addressing this research gap.

Today, it is crucial for organizations to comprehend customer contentment and loyalty because, in some cases, these two concepts are essential to a person's health and prophetic success the long-term expansion of the businesses. In other words, we may say that the level of customer satisfaction and loyalty is used to gauge how successful a business is clients are. Jeneefa and Rajalakshmy (2019), the system will allow hotels and restaurants to increase scope of business by reducing the labor cost involved. The system also allows to quickly and easily managing an online menu which customers can browse and use to place orders with just few clicks. And it really shows how convenient this will be for the customers and it will surely satisfy the customers with the new strategies.

Sarono et al, (2022) stated that the industry that has a big impact on this is the food industry because a lot of people now a days cannot go to the store to buy their food and they prepare to eat their food in the office or at the house. To resolved this gap restaurant as well as fast food chain and delivery companies develop an online app that customers can use to order their food online without the hassle of going to the store and waiting on a long line, most common online app customers use in the Philippines is Food panda and Grab food etc. While most restaurants already have a direct, in-house delivery system in place in the past couple of decades, that did not stop anyone from developing new services to make the process more convenient for us. The purpose of this study was to determine the consumer's level of awareness, preferences, and feelings of satisfaction several factors affect customers' decisions to get food online from a food delivery service.

LITERATURE REVIEW

According to Lazaro and De Leon (2022), stated that there has been a marked shift from a focal point entirely on food to the quality of food delivery services offered as well, and customers are actually paying extra interest in how the food is delivered to them and what quality of service the restaurants or food delivery service organizations are providing. Yoopetch (2022), stated that using mobile phone food delivery applications is a new approach to dining and a boom to the restaurant business. The number of adopters of food delivery applications has been increasing significantly in step with demand for the new technology. Jeneefa and Rajalakshmy (2019), stated that “today, more people are getting connected through mobile application and they are ready to trade through it. It also affects the operation of companies and organizations.

According to *Lazaro and De Leon, (2022)*, that observing the famous and developing trend of electronic commerce (Online Delivery Service), there is absolute confidence that business, including the ones selling food and basic necessities, can now use the Internet to interact with customers and benefit from a competitive edge. According to Verdin (2021), that “Customer satisfaction is at foremost in the success of every business, consequently, as a result, the value of customer experience should be on everyone's mind in every industry. Tarhini et al. (2021), stated that shopping through online channels is actively progressing due to the opportunity to save time and effort. Furthermore, online shopping varies from direct e-store and indirect e-store about their perception against the actual experience.

Past studies have suggested that service quality satisfaction affects loyalty and post-purchase behavior (Anderson and Sullivan, 1993). E-satisfaction has been found to be the principal antecedent of e-loyalty (Chiou, 2004) and intention to recommend (Finn et al., 2009). Jeneefa and Rajalakshmy (2019), the system will allow hotels and restaurants to increase scope of business by reducing the labor cost involved. *Sarono et al, (2022)* stated that the industry that has a big impact on this is the food industry because a lot of people now a days cannot go to the store to buy their food and they prepare to eat their food in the office or at the house.

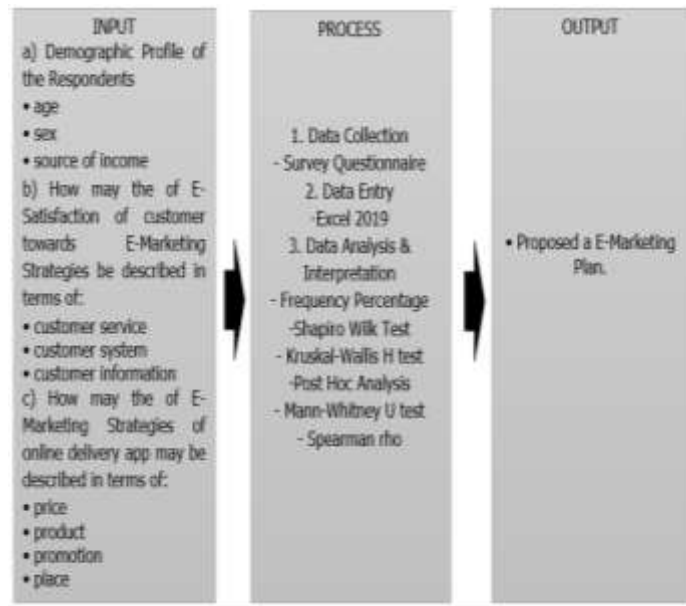


Figure 1. Conceptual Framework

METHODOLOGY

In this study, the researchers used a Quantitative research design. According to Asio (2022), quantitative research involves understanding certain characteristics of a phenomenon or sample of a population in terms of numerical representation. Here, quantitative research usually uses statistical tools/ instruments, either descriptive and/ or inferential to deal with the gathered data from the samples involved in the study. Quantitative research also involves certain numbers of respondents (in terms of the sample) that will represent a definite population for the study. As Johnson and Christensen (2014) defined quantitative research as research that relies on quantitative data collection. This study will tackle about E-Satisfaction of customers towards e-marketing Strategies of online delivery apps.

The researchers was motivated to collect study-related information and make conclusions from it. The researchers would be decided to use G Power Sample size calculation or Cochran’s formula Convenience sampling (also known as availability sampling) is a form of non-probability sampling method that collects data from individuals of the community who are readily accessible to participate in the study. The actual sample size is 180 by using the G power. In probability sampling, each element in the population has a known nonzero chance of being selected through the use of a random selection procedure.

To gather the data required for the study, the researchers employed a self-made questionnaire and adopted a questionnaire that was composed of questions separated into three (3) parts and was based on the statement of the problem for the chosen respondents.

RESULTS

Table one (1), two (2), three (3) present the profile of the respondents in terms of their age and sex and source of income. The purpose of this is to provide a background profile of the respondents.

Table 1. Distribution on Respondent’s Profile According to Age

Age	Frequency	Percent
16-20	83	46.1
21-25	62	34.4
26-30	11	6.1
31 and above	24	13.3
Total	180	100.0

The data shows the distribution of respondents' age profile, with 46.1 percent of the total respondents being in the age range of 16-20, followed by 34.4 percent in the age range of 21-25, 6.1 percent in the age range of 26-30, and 13.3 percent aged 31 and above.

Table 2. *Distribution on Respondent's Profile According to Sex*

Sex	Frequency	Percent
Female	99	55.0
Male	81	45.0
Total	180	100.0

The majority of respondents in our research seemed to be female, with 55% identifying as female and 45 percent as male

Table 3. *Distribution on Respondent's Profile According to Source of Income*

Source	Frequency	Percent
Allowance	128	71.1
Salary	52	28.9
Total	180	100.0

Based on the Table 3, 71.1 percent of total respondents obtain their money from allowances, while 28.9 percent receive their revenue through labor. The results suggests that allowances are the primary source of income for the vast majority of respondents in our research.

Table 4. *Perception of E-Satisfaction of Customers Towards E-Marketing Strategies in Terms of Customer Service*

	Indicators	Mean	Descriptive Interpretation
1.	Customer service responsiveness.	3.42	Very Satisfied
2.	The service provider's politeness and kindness.	3.43	Very Satisfied
3.	The explanations given by the service provider were clear and concise, especially when they related to your condition or concern.	3.42	Very Satisfied
4.	The assistance and advice are given by a business to clients who purchase or utilize its goods or services.	3.51	Very Satisfied
5.	The performance and professionalism of the staff.	3.42	Very Satisfied
Average		3.44	Very Satisfied

The data indicate the mean scores for consumers' e-satisfaction with e-marketing techniques in terms of customer service. Customer service responsiveness, the service provider's friendliness and compassion, clear and lucid explanations, support and guidance provided by the business to clients, and the performance and professionalism of the workforce were the five parameters examined.

Table 5. *Perception of E-Satisfaction of Customers Towards E-Marketing Strategies in Terms of Customer System*

	Indicators	Mean	Descriptive Interpretation
1.	The website of the online food delivery system is well organized and all the necessary information is available.	3.47	Very Satisfied
2.	Food delivery app's latest system ensures better performance.	3.48	Very Satisfied
3.	The Food delivery app's ordering process.	3.47	Very Satisfied
4.	In your experience, the delivery app's menu varied enough for every preference.	3.5	Very Satisfied
5.	Discounts, Promotions, and vouchers that are given by the delivery app's system.	3.39	Very Satisfied

Average	3.46	Very Satisfied
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The data presented in the table shows the mean scores of respondents' perceptions of e-satisfaction towards e-marketing strategies of an online food delivery app in terms of customer system. Based on the mean scores, it can be interpreted that the respondents have a relatively positive perception of the online food delivery system.

Table 6. Perception of E-Satisfaction of Customers Towards E-Marketing Strategies in Terms of Customer Information

	Indicators	Mean	Descriptive Interpretation
1.	Delivery apps quickly update new information.	3.49	Very Satisfied
2.	Delivery apps offer essential and valuable information	3.51	Very Satisfied
3.	Delivery apps provide precise information.	3.49	Very Satisfied
4.	Delivery apps display information in a suitable layout.	3.44	Very Satisfied
5.	Delivery apps offer accurate information.	3.50	Very Satisfied
	Average	3.49	Very Satisfied

The data presented in the table shows the mean scores of respondents' perceptions of e-satisfaction towards e-marketing strategies of an online food delivery app in terms of customer information. Based on the mean scores, it can be interpreted that the respondents have a relatively positive perception of the online food delivery system's information provision.

Table 7. Customers' Perceptions of E-Marketing Strategies for Online Delivery Applications in Terms of Price

	Indicators	Mean	Descriptive Interpretation
1.	List of prices of all the foods they deliver is available on online apps.	3.49	Very effective
2.	I would pay more if I get superior value in terms of delivery time and good behavior of the delivery man.	3.54	Very effective
3.	I expect that they would offer special discounts in different occasions or in other cases frequently.	3.53	Very effective
4.	Discounts are also included in a special class of people, for students, for health care providers, etc..	3.56	Very effective
	Average	3.53	Very effective

The table presents the mean and descriptive interpretation of the indicators for customers' perceptions of e-marketing strategies in terms of price. The respondents have rated the availability of a list of prices on online delivery apps, the willingness to pay more for superior value, the expectation of special discounts, and the inclusion of discounts for special groups like students and healthcare providers.

Table 8. Customers' Perceptions of E-Marketing Strategies for Online Delivery Applications in Terms of Product

	Indicators	Mean	Descriptive Interpretation
1.	I would prefer online food delivery apps/services that ensure more value-added services than competitors.	3.53	Very effective
2.	Overall service quality should be better than another competitor.	3.44	Very effective

3.	They would collect the food from the original branches of restaurants for their customers.	3.55	Very effective
4.	They would show variants of foods based on the weight in the package they deliver so that all segments of customers can purchase.	3.52	Very effective
Average		3.51	Very effective

The data is specifically focused on customers' perceptions of the app's e-marketing strategies in terms of different aspects such as customer system, customer information, price, and product. The data shows the means and descriptive interpretations of the indicators that were used to measure customers' perceptions of the e-marketing strategies in these different aspects. The means range from 3.44 to 3.56, with an average of 3.51.

Table 9. Customers' Perceptions of E-Marketing Strategies for Online Delivery Applications in Terms of Promotion

	Indicators	Mean	Descriptive Interpretation
1.	Promotional activities of online food delivery apps/service should be capable of informing the target market and convincing potential customers and other stakeholders, to choose its foods.	3.58	Very effective
2.	I prefer online food delivery apps/services that provides adequate lucrative benefits and promotional gifts to their customers.	3.61	Very effective
3.	The website of online food delivery apps/service should be consisted of many web pages and all the promotional offers and necessary information should be available there	3.59	Very effective
4.	I prefer the online food delivery apps/systems that sponsors various national and social events.	3.57	Very effective
Average		3.59	Very effective

The average mean score for the indicators is 3.59, indicating that the respondents have a generally positive perception of the promotion strategies employed by online food delivery apps/services. The highest mean score was obtained for Indicator 2: "I prefer online food delivery apps/services that provide adequate lucrative benefits and promotional gifts to their customers," with a mean score of 3.61. This indicates that customers place a high value on receiving promotional gifts and benefits from online food delivery apps/services

Table 10. Customers' Perceptions of E-Marketing Strategies for Online Delivery Applications in Terms of Place

	Indicators	Mean	Descriptive Interpretation
1.	I expect that online food delivery apps/services would cover a much larger area.	3.58	Very effective
2.	They should establish strong distribution channel with enough personnel and vehicles to ensure timely delivery.	3.67	Very effective
3.	The consumers must be informed about all the necessary conditions and the cost of delivery in advance.	3.58	Very effective
4.	Strong distribution channel which ensures timely delivery of my selected food makes me loyal to the online food delivery apps/services.	3.60	Very effective
Average		3.61	Very effective

The mean score for each indicator ranges from 3.58 to 3.67, indicating that customers generally have positive perceptions in this area. Customers expect online food delivery apps/services to cover a larger area (Indicator 1) and establish a strong distribution channel with enough personnel and vehicles to ensure timely delivery (Indicator 2). They also want to be informed about all necessary conditions and the cost of delivery in advance (Indicator 3).

Table 11. *Difference in Perception of E-Satisfaction of Customers Towards E-Marketing Strategies by Age*

Factors	Age	n	Median	H	df	Asymp. Sig	Conclusion
Customer Service	16-20	83	3.40	8.446	3	.038	Significant
	21-25	62	3.50				
	26-30	11	3.40				
	31 and above	24	3.70				
Customer System	16-20	83	3.20	14.641	3	.002	Significant
	21-25	62	3.60				
	26-30	11	3.60				
	31 and above	24	3.70				
Customer Information	16-20	83	3.40	7.466	3	.058	Not Significant
	21-25	62	3.60				
	26-30	11	3.80				
	31 and above	24	3.80				

Table 11 shows the evaluation of the difference in perception of e-satisfaction of customers towards e-marketing strategies by age group using the Kruskal-Wallis H test. The test found a statistically significant difference in customer service among age groups [$H(3) = 8.446$, $p = .038$], with a median value of 3.40 for those aged 16–20, 3.50 for those aged 21–25, 3.40 for those aged 26–30, and 3.70 for those aged 31 and above at the 5% significance level. The post hoc analysis was conducted using the Kruskal-Wallis comparison of the distribution across age groups, showing that there is a significant difference in terms of customer service between those aged 16–20 and 31 and above groups ($p = .039$) since the p-value of the pairwise comparison is less than the 5% significance level. Therefore, the result shows that two groups are statistically different from each other (see Appendix M).

The results of the Kruskal-Wallis H test indicate a statistically significant difference in customer service perception among age groups. Specifically, the median value for customer service perception was highest for those aged 31 and above, while the lowest was for those aged 16-20. The post hoc analysis further supports this finding, as it revealed a significant difference in customer service perception between the 16-20 and 31 and above age groups. According to a research by Kim and Lee (2017), older clients have greater expectations than younger ones and are typically happier with the quality of the services they receive. Similar findings were made by Liu and Jang (2009), which indicated that younger consumers are often less happy with the quality of the services they receive than older consumers, potentially as a result of different expectations and preferences. It is important to note that the current study did not look into the potential underlying causes of the customer service impression difference; instead, it just identified a significant difference. Future studies may examine the particular facets of customer service that differ between age groups and how e-marketing tactics might be used to account for these disparities.

For the customer system, the test revealed a significant difference among age groups [$H(3) = 14.641$, $p = .002$], with a median value of 3.20 for those aged 16–20, 3.60 for those aged 21–25, 3.60 for those aged 26–30, and 3.70 for those aged 31 and above at the 5% significance level. The post hoc analysis was conducted using the Kruskal-Wallis of homogeneous subsets based on asymptotic significance and the sample average rank of age. The result shows that those aged 16–20 is statistically different from the aged groups of 21–25 and 25–30 for the perception of e-satisfaction of customers towards e-marketing strategies in terms of customer system (see Appendix N).

Specifically, the results indicate that the youngest age group (16-20) had a lower median value for customer system compared to the older age groups (21-25, 26-30, and 31 and above). The post hoc analysis further revealed that the youngest age group was statistically different from the two intermediate age groups (21-25 and 26-30) in terms of customer system perception. The study by Kim and Lee (2017) indicated that younger customers had greater expectations of the quality of mobile apps than older consumers, which conclusion is consistent with. Jang (2009) discovered, however, that views of the quality of internet services were not significantly impacted by age. The different results across the research might be attributable to variations in the study setting, the measurements utilized, and the particular age ranges taken into account. In order to better satisfy the demands and expectations of younger customers, the current study generally recommends that online delivery apps concentrate on enhancing the customer system part of their e-marketing tactics. The underlying causes of the age-related disparities in perception of e-satisfaction with regard to e-marketing methods, however, require additional study.

Since the p-value was greater than the 5% significance level, the test revealed no significant difference between age groups for customer information [$H(3) = 7.466, p = .058$], with a median value of 3.40 for those aged 16–20, 3.60 for those aged 21–25, 3.80 for those aged 26–30, and 3.80 for those aged 31 and above at the 5% significance level. The finding of no significant difference in customers' perception of e-satisfaction towards e-marketing strategies in terms of customer information among different age groups is consistent with some previous studies. A study by Wu and Chen (2014) found that there was no significant difference in the level of trust and satisfaction with online shopping among different age groups. Similarly, Kim and Park (2013) found that there was no significant difference in the perceived ease of use and usefulness of mobile banking applications among different age groups. However, there are also studies that contradict this finding. A study by Dabholkar and Bagozzi (2002) found that older customers had a lower level of trust and satisfaction with e-commerce websites compared to younger customers. Another study by Sohail and Shanmugham (2003) found that there were significant differences in the perceived ease of use and usefulness of online shopping websites among different age groups, with older customers perceiving the websites to be less useful and less easy to use compared to younger customers. Therefore, while the current study found no significant difference in customers' perception of e-satisfaction towards e-marketing strategies in terms of customer information among different age groups, the results should be interpreted with caution and more research is needed to confirm the finding.

Table 12. *Difference in Perception of E-Satisfaction of Customers Towards E-Marketing Strategies by Sex*

Factors	Sex	n	Median	U	z	Asymp. Sig	Conclusion
Customer Service	Female	99	3.40	3553.500	-1.333	.183	Not Significant
	Male	81	3.40				
Customer System	Female	99	3.40	3564.500	-1.302	.193	Not Significant
	Male	81	3.40				
Customer Information	Female	99	3.40	3668.000	-1.003	.316	Not Significant
	Male	81	3.60				

Table 12 shows a Mann-Whitney U test that found no significant difference in perception of e-satisfaction of customers towards e-marketing strategies between females (Mdn = 3.40) and males (Mdn = 3.40) in terms of customer service [$U = 3553.500, z = -1.333, p = .183$] and customer system [$U = 3564.500, z = -1.302, p = .193$] at the 5% significance level.

The Mann-Whitney U test result suggesting no significant difference in customer satisfaction with e-marketing techniques between females and males in terms of customer service and customer system is consistent with earlier research. Chiu et al. (2006), for example, discovered no significant gender differences in online purchasing behavior, such as perceived utility, convenience of use, and buy intentions. Similarly, Kim and Forsythe (2008) discovered no significant gender differences in online buying trust and perceived risk. There are, however, research that dispute this conclusion. For example, Huang, Oppewal, and Zheng (2015) discovered that gender had a substantial influence on the perceived utility and ease of use of mobile shopping applications, with males finding the apps more useful and simpler to use than females. Chen and Chang (2003) discovered that gender had a substantial influence on online purchasing behavior, with females showing a stronger propensity to purchase online than males.

For the customer information, the test revealed no significant difference in perception of e-satisfaction of customers towards e-marketing strategies between females (Mdn = 3.40) and males (Mdn = 3.60), with $U = 3668.000, z = -1.003, p = .316$ at the 5% significance level. In terms of consumer information, the Mann-Whitney U test results indicate that there is no significant difference in females' and men' perceptions of e-satisfaction with e-marketing methods. This conclusion is consistent with earlier research. For example, Li and Wang (2019) discovered no significant variation in online purchase intention between men and women. Similarly, Al-Gahtani (2016) discovered no significant difference in males' and females' perceptions of the utility and convenience of use of mobile banking apps. There are, however, research that dispute this conclusion. Lin (2011) discovered, for example, that females had a greater degree of perceived utility and ease of use of mobile banking apps than males. Another study, conducted by Venkatesh et al. (2003), found that females were more likely than males to utilize online shopping websites.

Table 13. *Difference in Perception of E-Satisfaction of Customers Towards E-Marketing Strategies by Source of Income*

Factors	Source	n	Mdn	U	z	Asymp. Sig	Conclusion
Customer Service	Allowance	128	3.40	2743.000	-1.877	.061	Not Significant
	Salary	52	3.60				
Customer System	Allowance	128	3.40	2593.500	-2.358	.018	Significant
	Salary	52	3.60				
Customer Information	Allowance	128	3.40	2402.000	-2.984	.003	Significant
	Salary	52	3.80				

Table 13 depicts a Mann-Whitney U test that found no significant difference in perception of e-satisfaction of customers towards e-marketing strategies in terms of customer service by source of income between allowance (Mdn = 3.40) and work (Mdn = 3.60), $U = 2743.000$, $z = -1.877$, and $p = .061$ at the 5% significance level. The result of the Mann-Whitney U test suggests that there is no significant difference in perception of e-satisfaction of customers towards e-marketing strategies in terms of customer service by source of income between allowance and work. While the p-value was slightly above the 5% significance level, it is worth noting that this finding could be interpreted as marginally significant and further investigation may be warranted. A research by San-Martín, Jiménez, and Martín (2010) that revealed no appreciable difference in the desire to use mobile banking services between students who got an allowance and those who worked is one study that supports this conclusion. Sánchez-Fernández, Muñoz-Leiva, and Montoro-Ros (2011) discovered that there was no discernible difference between students who got financial help and those who did not in their desire to utilize online banking services. On the other side, a research by Wu et al. (2016) discovered a substantial difference between students who got financial help from their parents and those who did not in the use of mobile payment systems. Additionally, a research conducted in 2009 by Sánchez-Fernández, Iniesta-Bonillo, and Muñoz-Leiva discovered a substantial difference between students who worked and those who did not in terms of their usage of online banking services.

For the customer system, the test revealed that there is a significant difference in perception of e-satisfaction of customers towards e-marketing strategies by source of income between allowance (Mdn = 3.40) and work (Mdn = 3.60), with $U = 2593.500$, $z = -2.358$, and $p = .018$ at the 5% significance level. The finding that there is a significant difference in perception of e-satisfaction of customers towards e-marketing strategies by source of income between allowance and work in terms of customer system is an interesting result. It suggests that customers' source of income may influence their satisfaction with e-marketing strategies in relation to the customer system. This result is congruent with a research by Wang and Chen (2018), which discovered a substantial difference between students who got financial help from their parents and those who did not when it came to their desire to utilize mobile payment systems. It was shown that students who got parental financial assistance were more likely to intend to utilize mobile payment methods. They could employ more cutting-edge and practical payment methods since they have more discretionary income. This conclusion, however, conflicts with a research by Wu et al. (2016) that showed no appreciable distinction between students who got financial aid from their parents and those who did not in the use of mobile payment systems. The authors speculated that this may be the case since mobile payment systems are widely accessible and that income source is not always a factor in adoption.

Also, the table shows that the evaluation of the difference in perception of e-satisfaction of customers towards e-marketing strategies in terms of customer information by source of income between allowance (Mdn = 3.40) and work (Mdn = 3.80) is significant with $U = 2402.000$, $z = -2.984$, and $p = .003$ at the 5% significance level. Based on the results of the Mann-Whitney U test, there is a significant difference in the perception of e-satisfaction of customers towards e-marketing strategies in terms of customer information by source of income between allowance and work. This finding suggests that customers' source of income may influence their satisfaction with e-marketing strategies related to customer information. One study that supports this finding is a study by Alalwan et al. (2017), which found that there was a significant difference in the acceptance of mobile banking services between users with high and low incomes. The study found that users with higher incomes were more likely to use mobile banking services, and the authors suggested that this could be because they have more experience with technology and are more likely to trust it. Another study that supports this finding is a study by Sánchez-Fernández et al. (2011), which found that there was a significant difference in the intention to use online banking services between students who received financial aid and those who did not. The study found that students who received financial aid were less likely to use online banking services, and the authors

suggested that this could be due to their lower income and lack of familiarity with online banking. On the other hand, a study by Wu et al. (2016) found no significant difference in the adoption of mobile payment systems between students who received financial support from their parents and those who did not. The authors suggested that this may be because mobile payment systems are widely available and accessible to all users regardless of their income level.

Table 14. *Difference in Customers' Perceptions of E-Marketing Strategies for Online Delivery Applications by Age*

Factors	Age	n	Median	H	df	Asymp. Sig.	Conclusion
Price	16-20	83	3.50	5.711	3	.127	Not Significant
	21-25	62	3.75				
	26-30	11	3.75				
	31 and above	24	3.75				
Product	16-20	83	3.25	9.399	3	.024	Significant
	21-25	62	3.75				
	26-30	11	3.50				
	31 and above	24	3.88				
Promotion	16-20	83	3.50	9.648	3	.022	Significant
	21-25	62	3.75				
	26-30	11	4.00				
	31 and above	24	4.00				
Place	16-20	83	3.75	5.281	3	.152	Not Significant
	21-25	62	3.50				
	26-30	11	3.50				
	31 and above	24	3.75				

Table 14 shows the evaluation of the difference in customers' perceptions of e-marketing strategies for online delivery applications by age group using the Kruskal-Wallis H test. The test found no statistically significant difference in price among age groups [$H(3) = 5.711$, $p = .127$], with a median value of 3.50 for those aged 16–20, 3.75 for those aged 21–25, 3.75 for those aged 26–30, and 3.75 for those aged 31 and above at the 5% significance level. This suggests that age may not be a significant factor in determining customers' perception of price for online delivery applications. This finding is consistent with a study by Wang et al. (2017), which found that age was not a significant factor in influencing consumers' perceptions of online food ordering and delivery services. The study found that factors such as convenience, quality, and variety of food were more important in influencing consumers' decision to use online food ordering and delivery services. However, a study by Wang et al (2018) found that there was a significant difference in the adoption of mobile payment services among different age groups. The study found that younger users were more likely to adopt mobile payment services, and the authors suggested that this may be because younger users are more familiar with technology and more likely to trust it. In conclusion, the finding that there was no significant difference in price perception among different age groups in terms of e-marketing strategies for online delivery applications suggests that age may not be a significant factor in determining customers' perception of price. However, it is important to consider other factors that may influence customers' decision to use online delivery applications, such as convenience and quality, and to further investigate how age may influence adoption of other e-marketing strategies, such as mobile payment services.

For product, the test revealed a significant difference among age groups [$H(3) = 9.399$, $p = .024$], with a median value of 3.25 for those aged 16–20, 3.75 for those aged 21–25, 3.50 for those aged 26–30, and 3.88 for those aged 31 and above at the 5% significance level. The post hoc analysis was conducted using the Kruskal-Wallis of homogeneous subsets based on asymptotic significance and the sample average rank of age. The result shows that those aged 16–20 is statistically different from the aged groups of 21–25 and 31 and above for the customer's perception of e-marketing strategies of online delivery applications in terms of product (see Appendix O). Based on the result of the Kruskal-Wallis H test, there is a significant difference in the perception of e-marketing strategies for online delivery applications in terms of product among different age groups. This finding is consistent

with a study by Bigne et al. (2005), which found that there are significant differences in consumer behavior related to product evaluation across different age groups. The study showed that older consumers tend to have more experience and knowledge about products and are more likely to engage in extended evaluation processes, whereas younger consumers are more likely to rely on simple heuristics or shortcuts. Another study by Chen et al. (2016) also supports this finding, as it found that there are significant differences in the perception of online shopping behavior and preferences among different age groups. The study showed that younger consumers are more likely to value convenience and speed in online shopping, while older consumers are more likely to prioritize security and reliability.

Also, the test revealed a significant difference in customers' perceptions of e-marketing strategies for online delivery applications in terms of promotion among age groups [$H(3) = 9.648, p = .022$], with a median value of 3.50 for those aged 16–20, 3.75 for those aged 21–25, 4.00 for those aged 26–30, and 4.00 for those aged 31 and above at the 5% significance level. The post hoc analysis was conducted using the Kruskal-Wallis of homogeneous subsets based on asymptotic significance and the sample average rank of age. The result shows that those aged 16–20 is statistically different from the aged group of 26-30 in terms of their perception of e-marketing strategies for online delivery applications in terms of promotion (see Appendix P). The result of the Kruskal-Wallis H test indicating a significant difference in customers' perceptions of e-marketing strategies for online delivery applications in terms of promotion among age groups is consistent with previous research. A study by Kim and Stoel (2004) found that there are significant differences in the impact of promotional strategies on consumer behavior across different age groups. The study found that younger consumers are more likely to respond to promotional messages that focus on product features and benefits, while older consumers are more responsive to promotions that emphasize the credibility and reputation of the seller. Another study by Choi and Lee (2019) also supports this finding, as it found that there are significant differences in the effectiveness of promotional strategies on online purchase intention among different age groups. The study showed that younger consumers are more likely to respond to social media advertising, while older consumers are more likely to respond to email marketing and search engine advertising. These findings suggest that marketers should tailor their promotional strategies to different age groups in order to effectively target their desired audience and improve the effectiveness of their e-marketing strategies for online delivery applications.

Since the p-value was greater than the 5% significance level, the test revealed no significant difference between age groups for place [$H(3) = 5.281, p = .152$], with a median value of 3.75 for those aged 16–20, 3.50 for those aged 21–25, 3.50 for those aged 26–30, and 3.75 for those aged 31 and above at the 5% significance level. The result of the Kruskal-Wallis H test showing no significant difference between age groups for place in terms of e-marketing strategies for online delivery applications is consistent with a study by Kim et al. (2010), which found that age does not significantly affect the evaluation of physical attributes, such as store location, for online retailing. However, another study by Lin et al. (2017) contradicts this finding, as it found that younger consumers tend to value convenience and speed of delivery, while older consumers prioritize the proximity of the physical store and the ease of product returns. These differing findings may be due to differences in the context of the studies, such as the type of products or services being offered and the geographical location of the consumers.

Table 15. *Difference in Customers' Perceptions of E-Marketing Strategies for Online Delivery Applications by Sex*

Factors	Sex	n	Median	U	z	Asymp. Sig	Conclusion
Price	Female	99	3.50	3763.500	-.724	.469	Not Significant
	Male	81	3.50				
Product	Female	99	3.50	3434.500	-1.696	.090	Not Significant
	Male	81	3.75				
Promotion	Female	99	3.75	3984.000	-.076	.939	Not Significant
	Male	81	3.75				
Place	Female	99	3.75	3708.500	-.891	.373	Not Significant
	Male	81	3.50				

Table 15 displays the evaluation using a Mann-Whitney U test that found no significant difference in customers' perceptions of e-marketing strategies for online delivery applications in terms of price between females (Mdn = 3.50) and males (Mdn = 3.50),

with $U = 3763.500$, $z = -.724$, $p = .469$; and also, in terms of product between females ($Mdn = 3.50$) and males ($Mdn = 3.75$), with $U = 3434.500$, $z = -1.696$, and $p = .090$ at the 5% significance level.

The finding that there is no significant difference in customers' perceptions of e-marketing strategies for online delivery applications in terms of price between females and males is consistent with a study by Dholakia and Rego (2018), which found that gender does not significantly affect online shopping behavior, including price evaluation. However, another study by Kurnia et al. (2019) contradicts this finding, as it found that female consumers are more likely to engage in online price search behavior and are more sensitive to price changes than male consumers. Regarding the finding that there is no significant difference in customers' perceptions of e-marketing strategies for online delivery applications in terms of product between females and males, this is consistent with a study by Kim et al. (2013), which found that gender does not significantly affect the evaluation of product attributes for online shopping. However, another study by Chen and Kim (2019) contradicts this finding, as it found that female consumers are more likely to value product quality and variety than male consumers in online shopping.

For promotion, the test revealed no significant difference between females (3.75) and males (3.75), with $U = 3984.000$, $z = -.076$, and $p = .939$; and for place, it also showed no significant difference in customers' perceptions of e-marketing strategies for online delivery applications between females ($Mdn = 3.75$) and males (3.50), with $U = 3708.500$, $z = -.891$, and $p = .373$ at the 5% significance level. The finding that there is no significant difference in customers' perceptions of e-marketing strategies for online delivery applications in terms of promotion and place between females and males is consistent with a study by Sinha and Mukherjee (2014), which found that gender does not significantly affect online shopping behavior, including promotional offers and website design factors. However, another study by Kim and Park (2017) contradicts this finding, as it found that male consumers are more likely to respond to promotional strategies, such as discount offers, than female consumers.

Table 16. *Difference in Customers' Perceptions of E-Marketing Strategies for Online Delivery Applications by Source of Income*

Factors	Source	n	Mdn	U	z	Asymp. Sig	Conclusion
Price	Allowance	128	3.50	2835.500	-1.591	.112	Not Significant
	Salary	52	3.63				
Product	Allowance	128	3.50	2851.000	-1.544	.123	Not Significant
	Salary	52	3.50				
Promotion	Allowance	128	3.50	2568.500	-2.492	.013	Significant
	Salary	52	4.00				
Place	Allowance	128	3.75	3224.500	-.336	.737	Not Significant
	Salary	52	3.75				

Based on Table 16, the assessment was done using a Mann-Whitney U test, and the result showed no significant difference between customer perceptions of e-marketing strategies for online delivery applications in terms of price between allowance ($Mdn = 3.50$) and work ($Mdn = 3.63$) as a source of income, with $U = 2835.500$, $z = -1.591$, and $p = .112$. In terms of product, it is insignificant between allowance ($Mdn = 3.50$) and work ($Mdn = 3.50$) sources of income, with $U = 2851.000$, $z = -1.544$, and $p = .123$. Also, there was no significant difference between allowance ($Mdn = 3.75$) and work ($Mdn = 3.75$) as sources of income in terms of place as a factor of customer perceptions of e-marketing strategies for online delivery applications at the 5% significance level.

The finding that there is no significant difference in customer perceptions of e-marketing strategies for online delivery applications in terms of price and product between allowance and work sources of income is consistent with a study by Kim, Park, and Jeong (2021) examined the effect of income level on consumer behavior in e-commerce. They found that consumers with higher incomes tend to engage in more online shopping activities and spend more money on online purchases. Additionally, they found that higher income levels are associated with a greater willingness to pay for convenience and a higher preference for online purchases over in-store purchases. This study suggests that income level may have a significant impact on customer perceptions of e-marketing

strategies for online delivery applications, particularly in terms of convenience and preferences for online versus in-store purchases. According to a study by Wang et al. (2021), there is a significant difference in customer perceptions of e-marketing strategies for online delivery applications between different age groups. The study found that younger customers (ages 18-35) had more positive perceptions of e-marketing strategies, such as personalized recommendations and social media advertising, compared to older customers (ages 36-55). This difference in perception may be due to differences in familiarity and comfort with technology and social media platforms.

For promotion, the test revealed a significant difference in customer perceptions of e-marketing strategies for online delivery applications between allowance (Mdn = 3.50) and work (4.00) as sources of income, with $U = 2568.500$, $z = -2.492$, and $p = .013$ at the 5% significance level. The finding that there is a significant difference in customer perceptions of e-marketing strategies for online delivery applications in terms of promotion between allowance and work sources of income is consistent with a study by Lee and Park (2019), which found that income level affects online shopping behavior, including the likelihood of using promotional activities to purchase products. Additionally, a study by Okazaki and Taylor (2013) found that promotional activities are essential in influencing consumers' online purchase behavior, and their effectiveness may depend on the level of trust consumers have in the online seller.

Table 17. Relationships Between Customers' E-Satisfaction and E-Marketing Strategies of Online Delivery Applications

Variable	1	2	3	4	5
1 E-Satisfaction	-				
2 Price	.708**	-			
3 Product	.654**	.664**	-		
4 Promotion	.666**	.622**	.667**	-	
5 Place	.340**	.417**	.428**	.466**	-

Note: ** $p < .01$, E-Marketing Strategies (price, product, promotion, and place)

Table 17 illustrates the relationship between customers' e-satisfaction and the e-marketing strategies of online delivery applications. The Spearman rho correlation revealed that there was a significant strong positive correlation between customers' e-satisfaction and e-marketing strategies in terms of price [$r_s(178) = .708^{**}$, $p < .05$] and a significant moderate positive correlation (Schober, P. et al., 2018) in terms of product [$r_s(178) = .654^{**}$, $p < .05$] and promotion [$r_s(178) = .666^{**}$, $p < .05$]. The effect size of these relationships is large. Also, e-satisfaction has a significant weak positive correlation in terms of place [$r_s(178) = .340^{**}$, $p < .05$], and the effect size of this relationship is medium (Cohen, 1988). The correlation determination (R^2) indicates that 50.13% of the variance in e-satisfaction was explained by the presence of e-marketing strategies in terms of price, 42.77% of the variance was explained by the presence of e-marketing strategies in terms of product, 44.36% of the variance was explained by the presence of e-marketing strategies in terms of promotion, and 11.56% of the variance in e-satisfaction was explained by the presence of e-marketing strategies in terms of place. This implies Table 16 shows a significant positive correlation between customers' e-satisfaction and e-marketing strategies in terms of price, product, and promotion, as well as a weaker positive correlation in terms of place. This finding is consistent with previous research that has shown a positive relationship between e-marketing strategies and customer satisfaction. A study by Koo et al. (2018) found that e-marketing activities such as price discounts, personalized product recommendations, and promotional events positively influence customer satisfaction in online shopping contexts. Another study by Sohail and Shaikh (2019) also demonstrated that e-marketing strategies such as product variety, price competitiveness, and promotional offers significantly impact customer satisfaction in the e-commerce industry. However, there are also studies that have reported mixed or even contradictory findings. A study by Gummerus et al. (2012) found that e-marketing efforts such as personalization and customization did not significantly influence customer satisfaction in online service settings. Another study by Lee and Park (2018) showed that while e-marketing strategies such as price discounts and promotional events did have a positive impact on customer satisfaction, the effect was only significant for customers with a low level of trust in online retailers. Overall, the findings from Table 16 support the idea that e-marketing strategies can positively impact customer satisfaction in online delivery applications, particularly in terms of price, product, and promotion. However, it is important for organizations to consider the specific context and characteristics of their target customers when developing and implementing e-marketing strategies to ensure that they are effective in achieving their desired outcomes.

CONCLUSIONS AND RECOMMENDATIONS

The examination of the results to the demographic profile of the survey respondents reveals that the majority of the respondents are Females (55%), Ages 17-21 years (46.1%). Respondents are Very Satisfied with in terms of Customer Service, Customer System, and Customer information. Respondents are all Strongly Agreeing for the E-Marketing Strategies of an online delivery app in terms of the 4p's (Price, Product, Promotion, Place). Furthermore, the demographic profile of the respondents may not be representative of the whole study.

The researchers would like to recommend that following:

1. The researchers suggest that customer service reflects the degree to which a consumer believes that the use or possession of a specific service will evoke positive feelings. Hence customer service is the physiological state of emotion associated with the conformity or nonconformity of a consumer's perceived quality of service during and after service experience.
2. The researchers recommend that it is crucial to maintain good and excellent customer service.
3. Researchers recommends that the company must respond to the younger consumers when it comes to the promotional messages that focuses on product featured and benefits.
4. Researchers recommends to the entrepreneurs to use this study to assist their firm expand and improve at a fast pace, as well as provide them techniques for satisfying customer
5. Researchers recommend that the delivery company should offer attractive promotions or discounts to incentivize customers to use their application.
6. Offering a wide range of menu items, products, or services to cater to different customer preferences.
7. Developing a user-friendly and intuitive interface for the delivery app so that the customers would easily navigate the application with ease, and clear and simple instructions for placing orders, tracking deliveries, and managing accounts.
8. The researchers recommend that responsiveness, the service provider's friendliness and compassion, clear and coherent explanations, support and guidance provided by the business to clients, and the performance and professionalism.
9. The researchers recommend to consumers to evaluate the applications properly for the business to have good feedback.

LIMITATIONS OF THE STUDY

The scope of this study is the Evaluating Satisfaction of Customers Towards E-marketing Strategies of Online Delivery App. The primary subjects of this research study will focus on the inclusion criteria of business owners and customers who use e-marketing and delivery apps and or who have experience working in Online Delivering Apps because nowadays, online food delivery services keep growing with multiple applications available. Most people spend half of their life or work communicating, searching for information, and settling their necessities through online apps. The Internet became compulsory for each person to use these apps. Due to this covid-19 Pandemic, most people order through online food delivery services because of time and making their purchasing process quick. This study was conducted to analyze the predictors that influence customer satisfaction towards online food delivery services among residents in Olongapo City.

The exclusion criteria of this study are the ones who don't use e-marketing and delivery apps like those people who are not very familiar with technology and the internet, who live far from the mega-city, or who are more prepared to cook at home than to order food. The limitations when it comes to Evaluating the Satisfaction of Customers Towards E-marketing Strategies of Online Delivery Apps This study adds to the literature that the degree of satisfaction of the consumers plays an essential role in ordering from an e-store. Consumers feel more confident in ordering from a direct e-store than an indirect e-store as the difference in the perception of consumers and the experience varies. Therefore, online vendors should focus on satisfying their consumers as it plays a remarkable role in retaining consumers. The ultimate goal is to retain its consumers, but e-vendors should make proper strategies to satisfy their consumers as far as the online sector is concerned. There are a lot of shortcomings in digital marketing, especially the dependability of technology, internet connections, and the inability to experience the merchandise.

Furthermore, in-depth information could be obtained to propose proper recommendations to the Government and or respondents for the improvement and development of this study. The scope of this study is limited only to Olongapo City so that more in-depth information could be obtained to propose proper recommendations to the Government and or respondents for improvement and development of this study.

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