

Determinants of customer loyalty in the Online Food Delivery Business

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Abstract

Thesis - Determinants of customer loyalty in the Online Food Delivery Business

Objective – Objective of the study is to identify and rank the factors that determine the loyalty of customers towards an Online Food Delivery Business

The final product of the research – The final product of this research is the data, analysis and recommendations for the Online Food Delivery businesses that will help them focus on the right things when it comes to building a loyal customer base. We determine the importance of loyalty influencing factors and rank them for future reference. Potential benefit of the study is to help Fast Food Delivery Businesses to better understand their customer's needs. Adjust on them and use this as a strength to increase sales.

Methods applied

Research team has performed 2 surveys with Online Food Delivery Business customers and analyzed the data to link the factors to demographic groups and determine their importance. Surveys and statistical analysis were used.