

HOME DELIVERY SERVICE - SOME ISSUES OF CUSTOMERS ATTITUDE

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Abstract

The service sector is one of the fastest growing industries in the world. It is of great importance in meeting the diverse needs of consumers. Technological shifts and digitalization processes in the world have led to changes in people's daily lives and consumer behavior. A significant portion of consumers are increasingly trying to spend less time and energy on daily routine shopping. Part of the population is out of the habit to queuing to buy the desired product, going a long way to get services. The change in consumer behavior has led to an increase in the number of fast delivery companies in both the international and Georgian markets. Demand for this type of service has further increased in the context of the coronavirus pandemic. In this paper is presented study and analysis of the attitude of consumers towards the home delivery service on the example of Tbilisi (the capital of Georgia). The aim of the study is to identify problems in this area, as well as to study consumer attitudes about this service. The article analyzes the growing importance of on-site delivery service in meeting the diverse needs of customers. Our task is to identify the weaknesses that are observed when providing this service. The paper presents the results of a marketing survey of consumers' attitudes towards home delivery service and proposes the authors' recommendations to better meet the needs of buyers with this type of service.

Keywords: home delivery service, consumer attitudes, marketing research, service marketing, customer satisfaction

INTRODUCTION

Many changes have taken place in Georgia during the transition to a market economy. In addition, the country has to overcome many and difficult challenges. Georgian enterprises operate in a competitive environment. They compete in the domestic market of not only local but also foreign companies (Seturi, Maia; Todua, Tamari. 2019).

In such conditions, it is very important to conduct marketing research, which helps us to identify the weaknesses that hinder the success of Georgian enterprises in the market. One of the most important issues in marketing research is the study of changes in consumer behavior. Georgian consumers have been greatly affected by technological shifts and digitalization processes. There is a growing use of new forms of sales by consumers in Georgia. The Internet possesses unique features, among which are its hypermedia nature, interactivity, communication, ability to trade, pay, transaction, etc., which significantly enhances its capabilities in business (Todua, Nugzar; Abuladze, Rati. 2011).

The Internet in Georgia have led to changes in people's lives and consumer behavior. It made people's lives more comfortable. Calling a taxi, booking a plane ticket, buying products, paying taxes, etc. It is possible to do all this without leaving home. Some buyers try to spend less time and energy on shopping. During the coronavirus pandemic, the demand for this type of service increased even more (Euronews Georgia; 2021).

With the change in customer behavior, the number of home delivery service companies in Georgia has increased. To reach customer satisfaction is with this service is an important issue for the further success of companies in the fast delivery service market. Which is directly related to the proper development and execution of key issues in service marketing. However, marketing also involves increasing costs for companies. Therefore, in companies, the marketing department must constantly monitor the implementation of marketing plans and all its marketing activities. Which can play an important role in evaluating the effectiveness of a company's marketing activities (Seturi, M; 2013).

Every client who uses the service has a touch on the quality of service of the company. Flawless service should be the basic basis of any company. Researchers distinguish five determinants of service quality: reliability, speed of response, persuasiveness, understanding need and problem of consumer, infrastructure (Philip Kotler; Kevin Lane Keller; 2015).

LITERATURE REVIEW

The importance of the service sector in the Georgian economy is growing. Such a trend is also typical for the world economy. New directions are emerging in the field of services, the development of which is greatly influenced by technological changes and innovations. The new era of service is characterized by a predominance of service jobs that require professional knowledge as well as new skills and qualifications, especially in the area of customer service. As direct personnel are critical to service delivery and have a significant impact on customer satisfaction, employees have come to be seen as a valuable asset to the company. Thus, more emphasis is placed on a suitable personnel policy. Other changes associated with the development of the service economy include the use of new technologies that stimulate service innovation and facilitate service delivery, as well as the use of new systems such as customer relationship management and service quality information systems to improve service quality (Maria Johann; 2015).

In the service sector there is a growing demand for relatively new directions such as home delivery service. The increase in demand for this type of service was facilitated by various factors and changes in people's lives. There are different opinions about the essence and development of express delivery service. It is true that express delivery service has become especially popular in the 21st century, but according to historical sources, people started using this service much earlier. Information about the food delivery service comes from the ancient Roman city of Pompeii. Archaeologists in Pompeii have unearthed the remains of a fast-food facility called Thermopolium, which was destroyed by a volcanic eruption nearly 2,000 years ago. Thermopolium A food outlet known as Thermopolium served hot food and drinks to the locals in the city (BBC News, Europe; 2020).

In the 50s of the 20th century, the television became a good invention. Many people enjoyed eating at home with their families while watching their favorite shows on TV. During that period, restaurants began offering on-site delivery services to customers. The best example of this would be the pizza delivery service (The History & Evolution of Food Delivery). E-commerce has led to an increase in the frequency of home delivery of small items. New technologies and innovations have increased the efficiency of logistics companies, as well as helped to create new companies and business models for the home delivery service sector. Technological developments have had a profound impact on people's lifestyles, including the purchase of food and other products. The most common types of home delivery services are: Food delivery, Make gifts, Medication delivery service, and so on (Manageteamz; 2019).

Retail food delivery is a courier service in which a restaurant, store, or independent food-delivery company delivers food to a customer. An order is typically made either through a restaurant or grocer's website or mobile app, or through a food ordering company. The delivered items can include entrees, sides, drinks, desserts, or grocery items and are typically delivered in boxes or bags. The delivery person will normally drive a car, but in bigger cities where homes and restaurants are closer together, they may use bikes or motorized scooters.

Recently, we have also seen the use of autonomous vehicles by companies like Starship Technologies, currently available in the USA and the UK to complete deliveries. Customers can, depending on the delivery company, choose to pay online or in person, with cash or card. A flat rate delivery fee is often charged with what the customer has bought. Sometimes no delivery fees are charged depending upon the situation (Reuters; 2020).

Demand for small parcel delivery services has increased dramatically, largely as a result of online shopping. Quality of logistics service performance is an important key to meeting customer needs. Hence the increased number and frequency of small parcels has become a challenge for logistics

companies. They need rational use of resources to operate, support the distribution network and arrange to deliver parcels in a timely manner over a large geographical area. Innovations in this field support the effective work of companies. Delivery time and quality are important to the customer. Over the years, home delivery services have sparked interest in both academia and industry. The first patent in this field was for "verification of credit history when using a delivery service", registered in 1991 by Jerry R. Martinez (Ghajargar, Zenezini, Montanaro; 2016).

As for the Georgian market, home delivery service has become more relevant and in demand here. Which did not go unnoticed by such foreign giant companies as "Glovo" and "Wolt". In 2018, these two global companies entered the small market of Georgia at the same time, before that only menu.ge was presented on the Georgian market (New.posts.ge; 2019).

A mobile application of Wolt allows users to easily place an order and track the process in real time from order to receipt. Wolt cooperates with the best food outlets in the city. Wolt mobile application is available in both English and Georgian, which makes the process of receiving the service more convenient and easy for the user (Wolt.com; 2020).

"Menu.ge" has been working on the Georgian market for a long time. This company is a unified delivery system that ensures the delivery of food, beverages, flowers and other products to the desired location for the customer. "Menu.ge" combines more than 350 restaurants and shops in Tbilisi, Batumi and Rustavi, and delivery is possible throughout Georgia and depends on the type of product. For example: flowers can be delivered to any city in Georgia. (Marketer.ge; 2017).

The great interest of the customers in the home delivery service in Georgia also motivated the new business. "Moitane.ge" is one of the platforms of Georgian home delivery service. It combines shops of different profiles: market, supermarket, confectionery, chocolate shop, toy, stationery and so on. Customers can buy a product of any value in several stores at once. All products posted on the website are given at the store price. The working principle of the site is very simple: for this the user has to choose the area where the order should be called, then the basket is filled with the desired products and finally there is a refund. (Marketer.ge; 2018).

"Soplidan.ge" is an online store of natural agricultural products. With an innovative method, consumers can very easily purchase agricultural products produced by local farmers. More than 250 products can be purchased on the site. The consumer can find out detailed information about each product _ its origin, the identity of the supplier. The company is registered with the National Food Agency, which obliges it to control and follow the rules of storage, transportation or packaging of the product (Real product). It should be noted that Georgia has significant agro-food potential and its targeted use is of great importance for country's economy in modern conditions (Okruashvili, N; Seturi, M; 2016).

"Shikriki" is another new Georgian startup that provides delivery service in Tbilisi and its surroundings. Through the Shikrik courier, it is possible to deliver any message to the addressee throughout Tbilisi. The website of the company is quite easy to use, customer enter it, indicate what he want to buy or bring, and "Shikriki" provides the delivery of the item to your desired address (Shikrik.ge; 2020).

Fast delivery service „AloModi” appeared on the Georgian market. The company opened in 2020. Through "AloModi", consumers can call and order ready-made food, groceries from markets and various food outlets. The company's services are available in Tbilisi, Batumi and Kutaisi (Interpressnews; 2020).

The issue of customer attitude towards home delivery service has been studied in various papers. In their paper by the authors: Yogi Tri Prasetyo, Hans Tanto, Martinus Mariyanto, Christopher Hanjaya, Michael Nayat Young, Satria Fadil Persada, Bobby Ardiansyah Miraja, Anak Agung, Ngurah Perwira Redi _ outline the factors influencing customer satisfaction and loyalty in the context of the COVID-19 pandemic. In the paper by the authors presented Structural equation modeling (SEM), which indicated that hedonic motivation (HM) was found to have the highest effect on customer satisfaction, followed by price (P), information quality (IQ), and promotion (PRO). Interestingly, this study found

out that usability factors, such as navigational design (ND) and perceived ease of use (PEOU) were not significant to customer satisfaction and loyalty in OFDS during the new normal of COVID-19 (Yogi Tri Prasetyo, Hans Tanto, Martinus Mariyanto, ...; 2021).

The issue of customer attitude towards home delivery service has been studied in the paper by the authors: Han-Shen Chen, Chia-Hsing Liang, Shu-Yi Liao, Hung-Yu Kuo, which states that with the advent of the internet age, the supply of diversified food has increased. Customers have more choices, allowing the restaurant operator to attract more potential customers and increase additional revenue. Food delivery platform operators can identify key factors that will help them formulate effective service management strategies and make better use of their capabilities (Han-Shen Chen, Chia-Hsing Liang, Shu-Yi Liao, Hung-Yu Kuo; 2020).

The study of consumer attitudes towards home delivery service is presented in the paper by Chengbo Wang, Zhaofang Mao, James O'Kane, Jun Wang. Here are the priorities to improve home delivery efficiency by online stores. A number of important strategic elements have been identified that stores currently consider important to ensure their effectiveness (Wang, Chengbo; Mao, Zhaofang; O'Kane, James; Wang, Jun; 2016).

Service providers need to focus on many issues. The process of developing, promoting and delivering customer-centric services is critical to successful service providers. They are focused both on the client and on their own staff. Companies educate their salespeople on the physical and operational characteristics of the product. But just knowing about the product is not enough. Their ability to describe benefits to users is also important. It is about guessing what benefits consumers will get after purchasing goods (Seturi, M; 2020).

In addition, proper brand management is very important for modern companies, including in the field of services. The brand is presented as a complex system of interconnected elements. Branding plays an important role in creating loyal customers. Satisfied buyers can buy again the product they like without any extra risk (Seturi, M; Urotadze, E; 2018).

A company's success in the service industry depends on the satisfaction of its customers. Customer satisfaction is related to the quality of service. Customer service is the process of creating the products you need with added value. Therefore, it is important that the company pays the optimal cost for this. It is important to consider three indicators of customer service:

- Accessibility;
- Functionality, which defines such indicators as: speed, flexibility, elimination of defects and deficiencies;
- Reliability; the ability to support the planned use of the available availability and functionality, service operations (Seturi, M; 2020).

METHODOLOGY

In our study we used marketing research methods. There are the following survey methods: telephone, postal, personal and electronic, and the latter method in turn is divided into two types: survey by mail and online. Using the electronic method is due to several reasons: ability to collect large amounts of data, speed, lower costs and sampling control.

In this work there are used the concepts of marketing theories. The research was conducted using a quantitative method, through a survey. The survey was conducted by the Internet in May 2020. The main goal of this research was to study Georgian consumers attitude towards the home delivery service on the example of Tbilisi. The study included two main stages. At the first stage of the survey was determined the target group of research. At this stage it was decided that the survey did not require the survey of respondents according to any social-demographic characteristics. Accordingly, we do not restrict the research and anyone can participate in this survey.

Based on the objectives of the study, it was decided to conduct quantitative research. The latter implies the collection of information in quantitative form and the statistical analysis of the information already obtained. It is noteworthy that a structured questionnaire was used during our research. In order to determine the reliability of the results obtained from the research we decided to use the assessment system of marketing research. According to this system, high reliability of the results means error up to 3%, the usual _ from 3% to 10%, the approximate reliability of the results means error from 10% to 20%, the orientation reliability _ from 20 to 40%. In the case of our research we considered 4% of the error rate, and therefore the reliability rate was 96%.

Percentages of respondents by gender were distributed as follows: female - 61.9%, male - 38.1%. Most of the respondents - 70.3% belong to the category of 18-25 years, 19.8% - category of 26-35 years, 5% - 36-45 years, 4% - 46-55, 1% -55 years. According to social status, the number of respondents was distributed as follows: 52.5% of the respondents are employed, 42.6% are students, 5% are unemployed.

FINDINGS

The ongoing processes in the world and in Georgia today have made it even clearer how important the activities of fast delivery service companies are. After the announcement of the World Pandemic, the demand for delivery service has increased in Georgia. Respondents named the reasons for using the fast delivery service: the convenience of receiving this service, the ease of ordering and the time savings.

For 73.8% of the respondents, the convenient form of ordering is ordering using the application, for 16.8% of the respondents - ordering by mobile phone and only 9.4% think that ordering online is convenient.

As for the frequency of using the service, 28.7% of the respondents use this service several times a week, 28.2% - rarely, 16.8% - once a month, 1.5% - daily, 24.8% - fortnightly.

As for the key factors influencing the customers' decision when choosing a delivery company, as it turned out, 59.9% of respondents gives preference speed of delivery; 46% of respondents - confidence to the company; 45.5% of the respondents think that availability in terms of price is preferable when choosing a company; and for 28.2% the most important factor is the reputation of the company.

To the question: Which home delivery company do you prefer, 68.8% of respondents chose the company Glovo, followed by Wolt - 23.9%, Menu.ge prefers only 4.5%. Judging by these data, we can say that the company Glovo is a leader in the Georgian market.

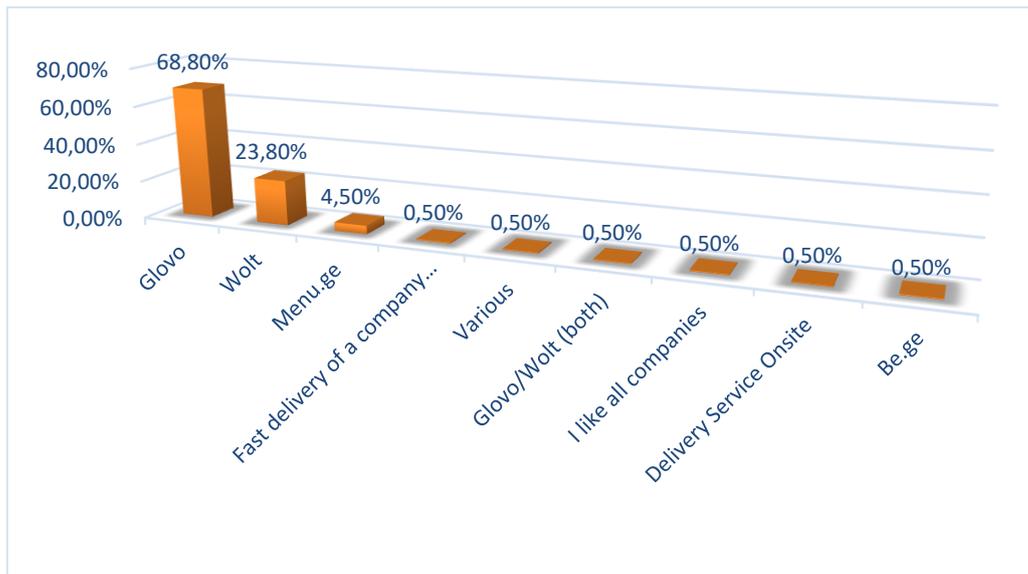


Fig. 1. Customer preference for the company

Source: The results of the research conducted by the authors

As we have found out as a result of the research, the home delivery service is mostly used by Georgian consumers to get ready-made food, which means that the Georgian market is not yet developed.

To the question: "Which product or service would you like to add in the home delivery service category"? - Respondents recorded different answers. These include: clothes, books, stationery, building materials, plumbing, the ability to simultaneously receive different categories of products, pet food. Judging by the answers to this question there is really a demand for adding new categories of products and improving services.

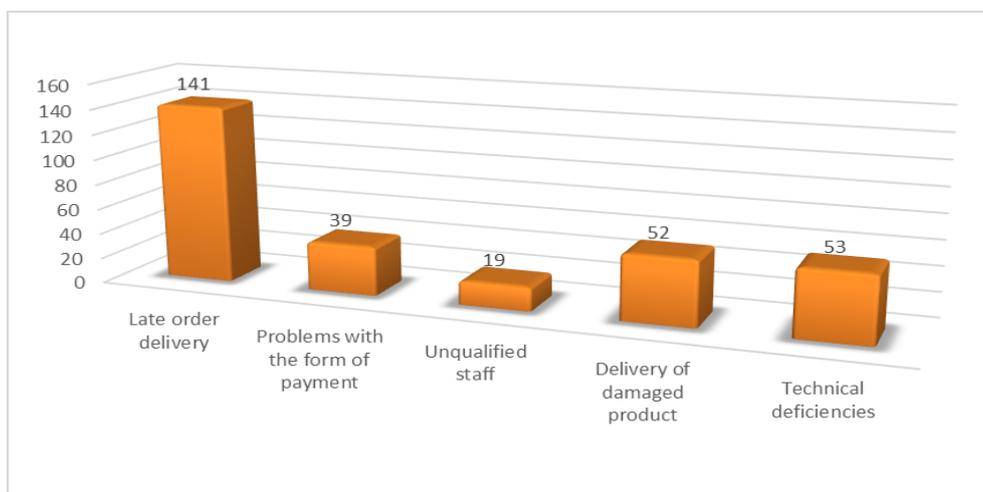


Fig. 2. Problems arising when receiving services

Source: The results of the research conducted by the authors

According to most customers, the main problem when receiving services is the delay in receiving ordered goods. Respondents also named among the problems: delivery of damaged product, technical deficiencies, unqualified staff, deficiencies related to payment.

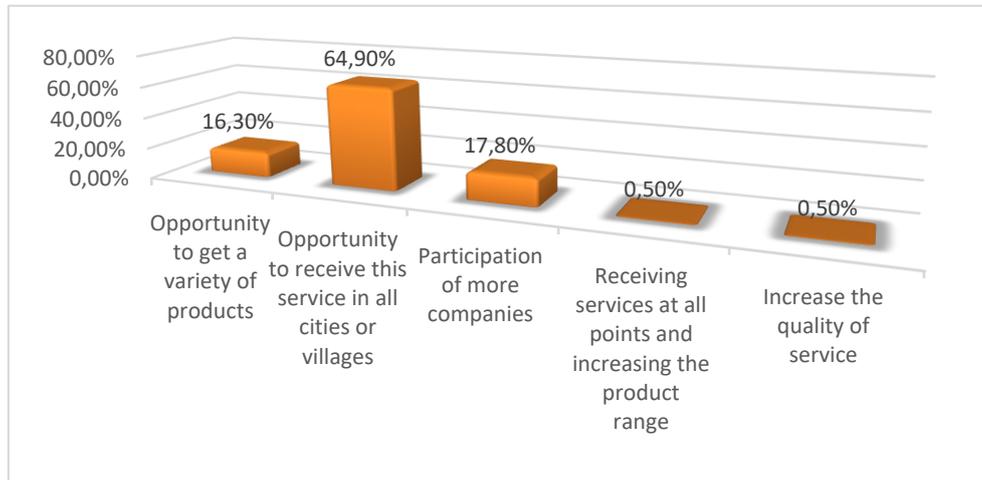


Fig. 3. Customer suggestions for the development of home delivery service

Source: The results of the research conducted by the authors

According to the respondents, the home delivery service in Georgia needs to be developed in the following main directions:

- Opportunity to get more different products - 16.3% of respondents think so;
- Access to services in all cities or villages - 64.9%;
- Facilitate the operation of more companies - 17.8%, etc.

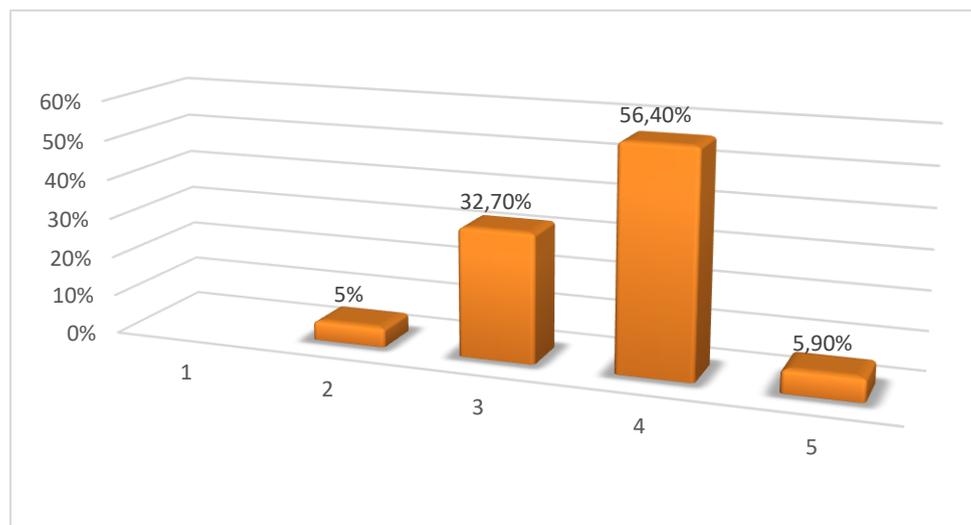


Fig. 4. Service quality assessment by respondents on a 5-point scale

Source: The results of the research conducted by the authors

When asked "how many points would you rate the quality of service of fast delivery service companies in Georgia with the 5-point system?" (5 is the best, 1 is very bad), only 5.9% of the respondents rated it with 5 points, 56.4% - 4 points, 32, 7% - 3-points, and so on.

CONCLUSIONS

There is a growing demand for a relatively new type of service in Georgia, such as a home delivery service. Based on the research, it can be said that for consumers, this service is associated with comfort and the best way to save time. Interesting ideas for increasing the quality of service were also identified.

A survey about consumer attitudes towards home delivery services revealed problems in this area:

- Only a small proportion of customers give high marks to the providers of these services;
- One of the most common problems with receiving this service is the delay in the delivery of ordered goods;
- Consumers are not fully aware of this service and its capabilities, and mostly use it to call for food. However, with this service it is possible to get different categories of products.
- Based on the results of the research, we have some recommendations:
- Existing Delivery Service companies should carry out marketing activities to increase the quality of customer awareness so that all customers have complete information about the service and about the ways to place an order;
- In our opinion, the demand for this service will increase in the future. Therefore it is advisable for more companies to start operating in this field. On the Georgian market foreign companies dominate. It is advisable to involve more Georgian companies in these processes;
- More attention should be paid to the fact that within one order the customer can receive different categories of products. Companies need to be able to establish feedback with customers in order to have information about customer satisfaction and therefore step up work to improve service quality;
- Increase the speed of delivery, for which the number of employees in this field and their dispersion in terms of territory should be increased. Improving the quality of service is directly related to the motivation of service personnel. Which is one of the must-do issues.

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