

Quantitative ABCD Analysis of Online Food Delivery Services

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ABSTRACT

Purpose: *The core idea of the study is to understand the development of ABCD framework for analysing Online Food Delivery Services and to identify and evaluate the determinant issues and key attributes affecting the factors such as Advantages, Benefits, Constraints, and Disadvantages from stakeholders' point of view and to find the major affecting factor in respect to Online Food Delivery Services.*

Design: *The study has systematically reviewed the published paper related to the ABCD analysis framework from 2016 to 2021. The study employed quantitative analysis through focus group interaction by allotting appropriate weightage to key attributes to find the major affecting factors and critical constituent elements for Online Food Delivery Services.*

Findings: *ABCD analysis framework is the technique used to analyse and evaluate a business model, concept, product, strategy or system. This technique is used by many researchers in different fields for the analysis of their research studies. Quantitative ABCD analysis of Online Food Delivery Services found that Advantages factors affect majorly for the success of the business. The result of ABCD analysis supports the concept/ ideas effectiveness of Online Food Delivery Services.*

Originality: *The paper gives insights on the determinant issues, key attributes, major affecting factors and critical constituent component elements as per the ABCD analysis framework for Online Food Delivery Services.*

Type of Paper: *Empirical Analysis*

Keywords: ABCD analysis framework, Online Food delivery Services, Quantitative ABCD analysis, Determinant issues, Key attributes, Factor Analysis, Elementary Analysis

1. INTRODUCTION :

The global expansion of e-commerce is being driven by economic prosperity and result of greater internet accessibility. Of late, consumers' disposable income has increased, e-payments have become safer, and the number of internet service providers has increased many folds, combined with the expansion and of their delivery services and reach, therefore, consumers are attracted to switch over to online services [1].

Digitalization, on the other hand, is a mega-trend that is rapidly being embraced by businesses that are attempting to innovate to capitalize their potential to the fullest extent [2]. Owing to this advancement, Online Food Delivery (OFD) services are becoming very popular in the e-commerce world. Moreover, in this twenty-first century more customers are drawn to a product or service online and then persuaded to buy it [3].

The development of OFD has revolutionized the human mind-set; many customers and food providers connect all over the world, as well as the industry in terms of sustainability impact (which are outlined by three variables: Social, Economic, and environmental issues) to define the extent for further advancements [4][5].

ABCD analysis framework has become a very popular technique used for analysis in recent years. Many researchers are using this framework to analyze their business model as it helps in identifying

determinant issues, key attributes, and critical component elements, and also to know the affecting factors for the success of the business. This paper studies the background of the ABCD model development and the quantitative ABCD analysis is employed to evaluate the online food delivery services and find major affecting factor for the study.

2. LITERATURE REVIEW ON ABCD FRAMEWORK :

A business model is a collection of distinct processes or activities that lead the business to long term profit path through customer value creation. It explains the organization's strategy for continued growth [6]. Thus, a business model consists of an operation or a methodology where only the most crucial components of the business activity under discussion are highlighted.

Recently, Aithal, *et al.*, (2016) developed a framework named ABCD which is used to analyse the different business models/concepts and which can also be used to understand its impacting factors in providing value to its various stakeholders or determinant issues and thereby, helps in analysing future income a business could earn for its stable growth. This framework is a unique analytical method for studying a business model, company strategy, concept, idea, or business system. This method generates a structured matrix including an outline of several business constructs abbreviated as ABCD, named as Advantages, Benefits, Constraints, and Disadvantages. This framework, thus, applied can give a fruitful outcome in a well-organized list of Advantages, Benefits, Constraints, and Disadvantages of determinant issues and various key attributes behind the determinant issues impacting the business/concept and within which each determinant issue is having critical component elements [7]. Moreover, this framework being simple by nature, provides effective guidelines to identify and analyse the effectiveness of any business model or operational concept. Several studies based on this framework have attempted to quantify the determinant issues and key attributes to calculate the scores based on ranks. In addition, weightage to the critical constituent elements are allotted and incorporated like other popular techniques- SWOC, Competitive Profile Matrix (CPM) analysis, EFE & IFE Matrices, BCG matrix, Porter's Five Forces Model, and PESTLE Analysis [6], [8]–[11].

Furthermore, 'ABCD Analysis Technique' is being employed in the research studies "Working from Home" e-business model. The study analysed the factors affecting the work from home system using the ABCD model. It is observed from the analysis that factors affecting work from home were more advantageous and beneficial in comparison to constraints and disadvantages. Therefore, the Work-From-Home (WFH) model became more crucial from employers' and employees' point of view for the success of the organization [12] [13].

ABCD analysis framework is also used in a research paper on the concept- "Higher Education Stage Model". The features of the research study were determined based on identifying the issues affecting and analysing the Advantages, Benefits, Constraints, and Disadvantages. The findings of the study, supported the model ABCD [14].

In this hindsight, this paper has made an attempt to analyse and evaluate Online food Delivery Services by employing ABCD analysis framework. The affecting factors of Online Food Delivery Services is assessed based on identifying and analysing the Advantages, Benefits, Constraints, and Disadvantages under the determinant issues like Supplier Issues, Food deliverer Issues, Customer Issues, and Food Delivery Technology Issues. The various determinant issues and key attributes are identified using the ABCD analysis framework and the constituent critical element is identified for each factor using the focus group method.

3. OBJECTIVES OF THE STUDY :

The present research study has the following objectives:

- (1) To discuss the suitability of ABCD analysis framework to analyse Online Food Delivery Services.
- (2) To list Advantages, Benefits, Constraints, and Disadvantages of Online Food Delivery Services.
- (3) To identify various determinant issues in respect of Online Food Delivery Services.
- (4) To determine affecting factors under each key attribute as per ABCD analysis framework.
- (5) To analyse the identified critical constituent element for each ABCD construct using its elementary analysis technique.
- (6) To evaluate the critical constituent elements for each ABCD construct.

4. ABCD LISTING OF ONLINE FOOD DELIVERY SERVICES :

The ABCD listing of online food delivery services are as follows:

Advantages:

The Online Food Delivery Services has the following advantages:

1. Entire order processing is hastened for desired food items.
2. The business can have an easier order management process in the maintenance of all records.
3. Cash registers need not be maintained as all the transaction records related to incomes and expenses can be retrieved from the ordering system.
4. Promotion costs can be reduced and expensive advertisement and sales promotion exercises can be avoided due to the presence of an online app in which all updates can be uploaded and the same can be available to the user all the time.
5. Customer database can be retrieved and effective customer retention strategies can be designed to retain the existing customers from switching to another supplier.
6. Customers get food items at reasonable price as the food supplier enjoys economy of bulk orders.
7. Updates on order can be easily tracked by the customer through food delivery apps.
8. Safe delivery is ensured to the customer by the supplier by following hygiene practices in food preparation.
9. Healthy food is ensured to the customer by use of fresh ingredients.
10. Easy user-friendly interface is provided to make the ordering process very easy.

Benefits:

The Online Food Delivery Services offer the following benefits:

1. The whole process of ordering provides the convenience of place and time for customers.
2. Increase in turnover of inventory and sales can be achieved with the outreach to many customers at a time.
3. The offer of food products by many vendors creates interest and desire among the customers to use the service apps to order food, therefore, it widens the customer base.
4. Many sales promotions like discounts, promo-codes, and coupons are offered to the customers, therefore, the customer is motivated to repurchase.
5. Choice and selection of food items at reasonable rates help the customers to get their desired orders from many restaurants at the same time to arrive at a purchase decision.
6. Supplier can enjoy economic order quantity benefits due to receipt of bulk orders.
7. Information and instructions displayed on website and apps are well presented to ease the process of food orders.
8. Customization on food orders, help supplier to deliver desired food orders.
9. Availability of many modes of cash and e-payments helps customer to select an option as per his/her convenience.
10. Eco-friendly packaging by the supplier helps in nature conservation.

Constraints:

Online Food Delivery Services face the following constraints:

1. Protection of the personal data of the customer/user from hacking or cyber-attacks is very difficult.
2. Changes in Government policies impacts the suppliers to modify their business operations.
3. Many competitors in the same business can imitate the business model, therefore, affecting the survival of the business.
4. Customer loyalty and retention are very challenging, as a disappointed customer may switch to another supplier.
5. Reduction of lead time in the process of food preparation and on time delivery is difficult.

Disadvantages:

The Online Food Delivery Services have the following disadvantages:

1. Stiff competition by rivals may limit the growth of business app.
2. Prices for food items cannot be fixed due to volatility in the market price of food ingredients.

3. Insufficient training to the personnel involved in the delivery process can reduce the standard of delivery.
4. Outreach in remote areas or rural zones is limited due to the less- disposable income of the many rural residents.
5. Varied types of risks are faced such as food-associated risks, psychological risks, and efficiency risks for the parties involved in the whole process of delivery.

5. ABCD FRAMEWORK FOR ONLINE FOOD DELIVERY SERVICES :

Table 1: Exhibits of determinant issues identified by different authors in the various field by using ABCD analysis framework

Sl. No	Area	Determinant Issues	Reference Number
1.	Black Ocean Strategy	Organizational, Administrative, Employee, Operational, Business, External and Operational	[8], [15]
2.	NAAC Accreditation System	Organizational, Faculty Performance, Student Development/Progression, Social/Environmental/Community Engagement	[9]
3.	Private University Analysis	Organisational, Student Progression, Faculty Development, Societal and Other Stakeholders, Governance, Innovation and Best Practices	[14], [16]
4.	New National Institutional Ranking System	Teaching And Learning Resources, Research Productivity, Impact And IPR, Graduation Outcome, Outreach and Inclusivity, Perception	[11]
5.	Ideal Software and Its Realization Scenarios	Operational, Transitional, Maintenance, Output, Environment	[17]
6.	Annual Research Productivity	Organizational, Academic & Curriculum, Faculty, Students, Other Stakeholders	[18]
7.	Dye-Doped Polymers for Photonic Applications	Material Properties, Application Issues, Commercialisation, Production/Service Providers, Customers, Environmental/Society	[19]
8.	Factors & Elemental Analysis of Six Thinking Hats Technique	Conceptual, Managerial, Operational, Organisational, Societal, and Stakeholder	[20]
9.	Factor Analysis Based on ABCD Framework on Recently Announced New Research Indices	Research Organisation, Researcher, Funding Agency, Industry	[21]
10.	Task Shifting-Professional Healthcare Personnel Shortage	Organizational, Alternative Acceptors, Donor Physicians, Patients & Relative, Societal, Country	[22]
11.	IEDRA Model of Placement Determination	Model Schedule, Model Flexibility, Model Administration, Overall Model Relevance and Applicability	[23]
12.	Generating Wealth at the Base of the Pyramid	Stakeholder, Business, Operational, Customer, Technological and Environment & Social	[24]

Table 2: Exhibits of scholarly contribution by different authors in the various field by using ABCD analysis framework

Sl. No.	Area	Findings	Reference Number
1.	Analysis of Choice Based Credit System in Higher Education	SWOC and ABCD analysis were used in the study which aimed to perform a comparative analysis of the “Choice Based Credit System.” The study found CBCS provides students with simple migration to a wide range of	[25]

		educational institutions across the globe, as well as the ability to transfer credits by students.	
2.	Organizational Behaviour in 21st Century – ‘Theory A’ for Managing People for Performance	Theory X, Theory Y, and subsequently Theory Z arose from postulates based on positive and negative orientations to human nature. In each of these instances, the fundamental ‘desire for creativity in human nature was ignored. according to ABCD analysis, the proposed hypothesis emphasizes accountability as the dedication that emerges from collective aim setting and assigning responsibility rather than establishing targets and accepting obligation.	[26]
3.	Smart Library Models for Future Generations	The development of information communication technology has shown a new avenue for traditional library models to innovate. countries can transform brick-and-mortar libraries into click-and-mortar libraries, providing rapid and comprehensive information to the general public and students around the country and the world without prejudice. the projected universal resource center is intended to be a technological breakthrough that allows any human being on the planet to exchange intangible knowledge resources without barriers.	[27]
4.	Green Education	There is a need for institutions to reassess how they develop their syllabi. Innovative thinking is considered necessary. The present regular structures and practices should be disrupted, ushering in a new era of social learning, one in which real-world problems and challenges are identified and examined. a program that is appropriate for people from various walks of life so that they may participate in problem-solving that benefits people and the environment. The tipping point will be instilling education in young graduates and postgraduates so that they may create careers as decision-makers in green education. In today’s world, traditional schooling is no longer sufficient.	[28]

6. STRUCTURE OF ABCD ANALYSIS FRAMEWORK :

Many Factors that affect the four identified constructs namely, Advantages, Benefits, Constraints, and Disadvantages, are taken from qualitative data and the constituent critical element were identified of Online Food Delivery Services [8], [29], [30].

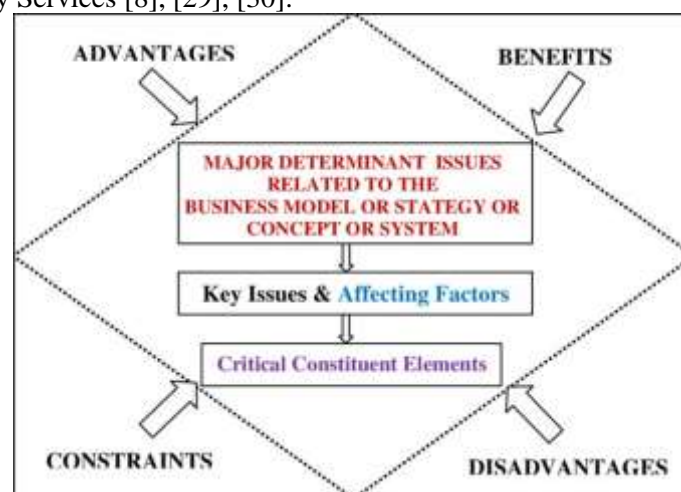


Fig. 1: Block Diagram indicating the factors affecting the Online Food Delivery Services as per ABCD Analysis Framework [6]

7. KEY ATTRIBUTES AFFECTING ONLINE FOOD DELIVERY SERVICES :

Table 3: Exhibits of determinant issues and key attributes of Online Food Delivery Services

Sl. No	Determinant Issues	Key Attributes
1.	Supplier Issues (Restaurants)	Inventory, Competition, Health & Hygiene
2.	Food Delivery Partner Issues	Responsiveness, Assurance, Marketing
3.	Customer Issues	Reliability, Convenience, Safety
4.	Food Delivery Technology Issues (Operating System)	Usage, Privacy, Payment

Source: Compiled by the Researcher

8. FACTOR ANALYSIS OF ONLINE FOOD DELIVERY SERVICES USING ABCD FRAMEWORK :

Table 4: Exhibits of Factor Analysis of Online Food Delivery Services

Determinant Issues	Key Attributes	Advantages	Benefits	Constraints	Disadvantages
Supplier (Restaurants)	Inventory	Fresh Stock	EOQ Benefits	Shortage of Supply	Blockage
	Competition	Increase Uniqueness	Differentiated Products	Customer Switch	Low Turnover
	Health & Hygiene	Increase Sales	Increases Demand	Increased Food Price	High Maintenance Cost
Food Delivery Partner	Responsiveness	Order Update	Easy Tracking	High Operational Cost	Cancellation of Order
	Assurance	Safe Delivery	Reasonable Price	Less Quantity	High Price
	Marketing	Widens Customer Base	More Outreach to Untapped Market	Non-Availability in Rural Areas	Cut-Throat Competition
Customer	Reliability	Affordable Delivery	Desired Food Quality	Wrong Delivery	Brand Switch
	Convenience	Place Convenience	Time Convenience	High Traffic	Late Delivery
	Safety	Fresh Ingredients	Eco-Friendly Packaging	Lack of Trustworthiness of Deliverer	Low Morale
Food Delivery Technology	Usage	User-Friendly Interface	Well-Presented Information	Low Access to The Internet	System Error
	Privacy	Data Protection	Increased Usage	Fear of Personal Data Theft	Data Hacking
	Payment	Many Modes of E-Payment	Easy E-Payment	Third-Party Theft	No Credits

Source: Compiled by the Researcher

9. ELEMENTARY ANALYSIS BASED ON CRITICAL CONSTITUENT ELEMENT :

This section discusses in detail the various critical constituent element for each key attribute under the focus area belonging to the construct of the ABCD analysis framework.

Table 5 below depicts Advantageous Factors of Online Food Delivery Services and their critical constituent element bought out by the Focus Group.

Table 5: Exhibits of Advantageous Factors of Online Food Delivery Services and their critical constituent elements			
Determinant Issues	Key Attributes	Advantageous Factors Affecting Determinant Issues	Critical Constituent Elements
Supplier (Restaurants)	Inventory	Fresh Stock	High Working Capital
	Competition	Increase Uniqueness	Increased Demand
	Health & Hygiene	Increase Sales	Increases Profits
Food Delivery Partner	Responsiveness	Order Update	Timely Delivery
	Assurance	Safe Delivery	Repurchase
	Marketing	Widens Customer Base	Brand Positioning
Customer	Reliability	Affordable Delivery	Often Orders
	Convenience	Place Convenience	Economy
	Safety	Fresh Ingredients	Increase Customer Base of Diet Conscious People
Food Delivery Technology	Usage	User-Friendly Interface	Ease of Use
	Privacy	Data Protection	Confidence
	Payment	Modes of E-Payment	Digital Payments
Source: Compiled by the Researcher			

Table 6 given below depicts the Benefit Factors of Online Food Delivery Services and their critical constituent element bought out by the Focus Group.

Table 6: Exhibits of Benefit Factors of Online Food Delivery Services and their critical constituent elements			
Determinant Issues	Key Attributes	Beneficial Factors Affecting Determinant Issues	Critical Constituent Elements
Supplier (Restaurants)	Inventory	EOQ Benefits	Balanced Stock Orders
	Competition	Differentiated Products	High Capital Investment
	Health & Hygiene	Increases Demand	Government Restrictions
Food Delivery Partner	Responsiveness	Easy Tracking	Minimal Time
	Assurance	Reasonable Price	Compromise on Quantity
	Marketing	More Outreach to Untapped Market	Cultural Differences

Customer	Reliability	Desired Food Quality	Price Skimming
	Convenience	Time Convenience	Reduced Lead Time
	Safety	Eco-Friendly Packaging	Health Safety
Food Delivery Technology	Usage	Well-Presented Information	More Clarity
	Privacy	Increased Usage	More Orders
	Payment	Easy E-Payment	More Promo Codes Savings
Source: Compiled by the Researcher			

Table 7 given below depicts the Constraints Factors of Online Food Delivery Services and their critical constituent element bought out by the Focus Group.

Table 7: Exhibits of Constraint Factors of Online Food Delivery Services and their critical constituent elements			
Determinant Issues	Key Attributes	Constraints Factors Affecting Determinant Issues	Critical Constituent Elements
Supplier (Restaurants)	Inventory	Shortage of Supply	Hiked Price
	Competition	Customer Switch	High Customer Retention Cost
	Health & Hygiene	Increased Food Price	High Maintenance Cost
Food Delivery Partner	Responsiveness	High Operational Cost	Price Hiking
	Assurance	Less Quantity	Increased Economy
	Marketing	Non-Availability in Rural Areas	Low Standard of Living
Customer	Reliability	Wrong Delivery	Brand Switch
	Convenience	High Traffic	Late Delivery
	Safety	Lack of Trustworthiness of Deliverer	More Dine Out
Food Delivery Technology	Usage	Low Access to the Internet	Lack of Information
	Privacy	Fear Of Personal Data Theft	More Tele-Orders
	Payment	Third-Party Theft	More Cash Transactions
Source: Compiled by the Researcher			

Table 8 given below depicts the Disadvantageous Factors of Online Food Delivery Services and their critical constituent element bought out by the Focus Group.

Table 8: Exhibits of Disadvantageous Factors of Online Food Delivery Services and their critical constituent elements

Determinant Issues	Key Attributes	Disadvantageous Factors Affecting Determinant Issues	Critical Constituent Elements
Supplier (Restaurants)	Inventory	Blockage	Order Cancellation
	Competition	Low Turnover	Less Sales
	Health & Hygiene	High Maintenance Cost	Less Orders from Low Earners
Food Delivery Partner	Responsiveness	Cancellation of Order	Disappointment
	Assurance	High Price	Occasional Orders
	Marketing	Cut -Throat Competition	Short Term Survival
Customer	Reliability	Brand Switch	Reduced Customer Loyalty
	Convenience	Late Delivery	Penalty
	Safety	Low Morale	Cautious Purchase Intention
Food Delivery Technology	Usage	System Error	Orders Offline Mode
	Privacy	Data Hacking	Diminished Reputation
	Payment	No Credits	Cash Realisation

Source: Compiled by the Researcher

10. QUANTITATIVE CRITICAL CONSTITUENT ELEMENT FOR ONLINE FOOD DELIVERY SERVICES AS PER ABCD ANALYSIS :

The critical constituent element for each key attribute for Online Food Delivery under the determinant issues as per construct of ABCD analysis framework are outlined below:

Assignment of weights for each critical constituent element is done by the focus group. The weightage for the ranking is given as below:

- 3 – Satisfactory
- 2 - Neutral
- 1 – Not Satisfactory

Table 9 given below depicts Advantageous Factors of Online Food Delivery Services and their critical constituent element bought out by the Focus Group.

Table 9: Exhibits of Advantageous Factors of Online Food Delivery Services and their critical constituent element with the total mean score

Determinant Issues	Key Attributes	Advantageous Factors Affecting Determinant Issues	Critical Constituent Elements	Key Attributes (Total Score)	Determinant Issues (Total Score)	Total mean score
Supplier (Restaurants)	Inventory	Fresh Stock	High Working Capital	23	70	89.2

	Competition	Increase Uniqueness	Increased Demand	25	
	Health & Hygiene	Increase Sales	Increases Profits	22	
Food Delivery Partner	Responsiveness	Order Update	Timely Delivery	26	75
	Assurance	Safe Delivery	Repurchase	23	
	Marketing	Widens Customer Base	Brand Positioning	26	
Customer	Reliability	Affordable Delivery	Often Orders	26	74
	Convenience	Place Convenience	Economy	25	
	Safety	Fresh Ingredients	Increase Customer Base of Diet Conscious People	23	
Food Delivery Technology	Usage	User-Friendly Interface	Ease of Use	25	76
	Privacy	Data Protection	Confidence	27	
	Payment	Many Modes of E-Payment	More Digital Payments	24	

Source: Compiled by the Researcher

Table 10 given below depicts Benefit Factors of Online Food Delivery Services and their critical constituent element bought out by the Focus Group.

Table 10: Exhibits of Benefit Factors of Online Food Delivery Services and their critical constituent element with the total mean score

Determinant Issues	Key Attributes	Beneficial Factors Affecting Determinant Issues	Critical Constituent Elements	Key Attributes (Total Score)	Determinant Issues (Total Score)	Total mean score
Supplier (Restaurants)	Inventory	EOQ Benefits	Balanced Stock Orders	22	72	88.5
	Competition	Differentiated Products	High Capital Investment	27		
	Health & Hygiene	Increases Demand	Government Restrictions	23		
Food Delivery Partner	Responsiveness	Easy Tracking	Minimal Time	25	75	
	Assurance	Reasonable Price	Compromise on Quantity	24		
	Marketing	More Outreach to Untapped Market	Cultural Differences	26		
Customer	Reliability	Desired Food Quality	Price Skimming	27	75	

	Convenience	Time Convenience	Reduced Lead Time	27		
	Safety	Eco-Friendly Packaging	Health Safety	21		
Food Delivery Technology	Usage	Well-Presented Information	More Clarity	26	75	
	Privacy	Increased Usage	More Orders	23		
	Payment	Easy E-Payment	More Promo Codes Savings	26		

Source: Compiled by the Researcher

Table 11 given below depicts Constraints Factors of Online Food Delivery Services and their critical constituent element bought out by the Focus Group.

Table 11: Exhibits of Constraint Factors of Online Food Delivery Services and their critical constituent element with the total mean score

Determinant Issues	Key Attributes	Constraints Factors Affecting Determinant Issues	Critical Constituent Elements	Key Attributes (Total Score)	Determinant Issues (Total Score)	Total mean score
Supplier (Restaurants)	Inventory	Shortage of Supply	Hiked Price	23	70	84.5
	Competition	Customer Switch	High Customer Retention Cost	23		
	Health & Hygiene	Increased Food Price	High Maintenance Cost	24		
Food Delivery Partner	Responsiveness	High Operational Cost	Price Hiking	24	70	
	Assurance	Less Quantity	Increased Economy	23		
	Marketing	Non-Availability in Rural Areas	Low Standard of Living	23		
Customer	Reliability	Wrong Delivery	Brand Switch	24	71	
	Convenience	High Traffic	Late Delivery	25		
	Safety	Lack of Trustworthiness of Deliverer	More Dine Out	22		
Food Delivery Technology	Usage	Low Access to the Internet	Less Informed	25	70	
	Privacy	Fear of Personal Data Theft	More Tele-Orders	25		

	Payment	Third-Party Theft	More Cash Transactions	20		
Source: Compiled by the Researcher						

Table 12 given below depicts Disadvantageous Factors of Online Food Delivery Services and their critical constituent element bought out by the Focus Group.

Table 12: Exhibits of Disadvantageous Factors of Online Food Delivery Services and their critical constituent element with the total mean score

Determinant Issues	Key Attributes	Disadvantageous Factors Affecting Determinant Issues	Critical Constituent Elements	Key Attributes (Total Score)	Determinant Issues (Total Score)	Total mean score
Supplier (Restaurants)	Inventory	Blockage	Order Cancellation	22	71	79.2
	Competition	Low Turnover	Less Sales	25		
	Health & Hygiene	High Maintenance Cost	Less Orders from Average and Low Earners	24		
Food Delivery Partner	Responsiveness	Cancellation Of Order	Disappointment	24	71	
	Assurance	High Price	Occasional Orders	22		
	Marketing	Cut -Throat Competition	Short Term Survival	25		
Customer	Reliability	Brand Switch	Reduced Customer Loyalty	21	65	
	Convenience	Late Delivery	Penalty	23		
	Safety	Low Morale	Cautious Purchase Intention	21		
Food Delivery Technology	Usage	System Error	Orders Offline Mode	24	75	
	Privacy	Data Hacking	Diminished Reputation	26		
	Payment	No Credits	Cash Realisation	25		
Source: Compiled by the Researcher						

11. GRAPHICAL REPRESENTATION OF AFFECTING FACTORS FOR ONLINE FOOD DELIVERY SERVICES AS PER ABCD ANALYSIS FRAMEWORK :

The total mean score value of Online Food Delivery to understand the major affecting factor as per ABCD analysis framework is given below in Figure 2.

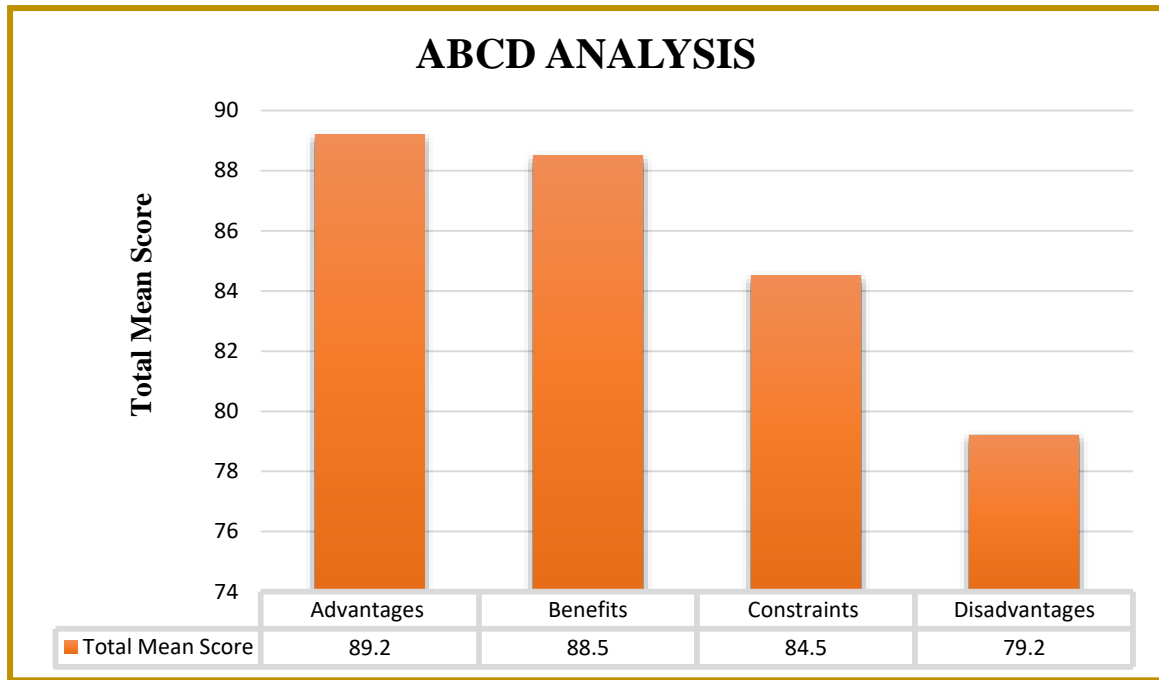


Fig. 2: Exhibits of Total Mean Score of Online Food Delivery Services as per ABCD analysis framework

Interpretation:

The above figure depicts that affecting factors for Online Food Delivery Services as per ABCD analysis, one - Advantages factor scores highest with total mean score value of 89.2, which means it is satisfactory. Second - Benefits with total the mean score value as 88.5, which means it is neutral affecting factor. Third- Constraints and Disadvantages factor with total mean score value as 84.5 and 79.2, which depicts those factors are not satisfactory for the Online Food Delivery Services business model.

12. CONCLUSION :

ABCD analysis framework is a comprehensive model which helps in analyzing different business models, strategy, concepts or system. The study used the ABCD analysis framework to determine the affecting factors on Online Food Delivery Services and found Advantageous factors were major contributors to its success. The research study strongly argues in favour of ABCD analysis framework for assessing other business models, strategy, concepts or system.

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