



GFER Publishers

International Journal of Applied Service Marketing Perspectives

ISSN (Print) 2279-0977
ISSN (Online) 2279-0985
Volume 13 Issue 2, 2024
Pages 26-36

Open Access

The Evolution of Marketing Mix Elements (7 Ps) in Malaysia Food Delivery Services after the Covid-19 Pandemic

Publication Details

Paper Received:
September, 18, 2024

Paper Accepted:
December 10, 2024

Paper Published:
December 31, 2024

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Abstract

The mandatory lock down in some countries has improved the effects of consumer behaviour. During the covid-19 pandemic on demand food delivery service that combines mobile technologies has gained extreme popularity among food shoppers as a substitute to self service food shop. The food delivery services are the most typical form of commerce. Most of the consumers are using food delivery services apart from various reasons to by the food by online. Aims of this study are to understand the food delivery services after the covid-19 pandemic. This study aims to investigate the food delivery services. To identify the factors that continues to influence Malaysian consumer satisfaction by using the food delivery services. To identify the research and industrial trends regarding food delivery services in the covid-19. In this research convenience sampling method is used and collects



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the data from secondary sources. The findings of this study provide view point for the decision makers. Results were classified into two ways:- qualitative and quantitative methods. This study is found that most of the younger consumers prefer food delivery services than the old age consumers. The use of food delivery services is expected to grown post-pandemic era.

Keywords: consumer behaviour; covid-19; food delivery; marketing mix; pandemic; satisfaction

1. Introduction

The rapid growth of technologies and internet services have impact on food delivery services because of covid-19 pandemic situation, in this period uses of cheaper smart devices, suddenly increase in telecommunication services. The increase in online purchasing power of the consumer. In that period consumer attracts to buy their products an online mode. It is observed that major changes the consumer behaviour during the pandemic period. During this period online food delivery has been on the rise worldwide. These changes are more evident in the pandemic period. People faced with major description, it is observed that rapid increase in online food services. It is observed the food delivery services influences the describe to use online food services, positively influences the desire to use food services. Consumers are experienced the positive as well as negative experiences (Poon & HuiTung, 2022).

7P's of Marketing Mix:- there are basic 4 P's of Marketing Mix and additional 3 P's of Marketing are as follows:-

1. Product
2. Price
3. Place
4. Promotion

Additional 3 P's of Marketing Mix:-

5. People
6. Process
7. Physical Evidence

Table. Elements of Marketing Mix

Product	Design, Quality, image, brand, features, availability.
Promotion	Marketing Communication, personal promotion, sales promotion, public relation, branding, direct marketing.
Price	Positioning, list, discounts, credit, payment methods.
Place	Trade channels, sales support, channel number, segmented channels.
People	Individuals on marketing activities, individuals on customers contact, recruitment, culture/image, training and skills, remuneration.
Process	Customer focus, business-led, IT- supported, design features, research and development.
Physical Evidence	Sales/ staff contacts, experience of brands, products, packaging, online experiences.

1.1 Product (or Service)

Every customer only cares about the one thing: what is the product or service can do for them. Because of prioritize making your product. The best it can be and optimize your product. That is called “product-led marketing.” In a marketing mix, product considerations involved some aspect, this includes:

- Quality
- image
- brand
- features
- Availability
- Design

1.2 Price

There are many factors go into the pricing model.

- Product price is higher than competitors to create the impression of a higher-quality offering.
- Price of a product is similar to competitors, then draws the attention to features or benefits other brands lack.
- Price of a product is lower than competitors to break into the crowded market or attract the value based.
- Plan to increase the price of the product after the brand is established
- Set the exact price to make bundling or promotions more appealing.

1.3 Promotion

Promotion is the most important part of the marketing mix. It includes TV and print media advertising, coupons or discounts, display advertisements, marketing communication, search engine, public relations, etc.

All these promotional channels are noted the whole marketing mix together that creates a unified experience for the customer decisions. For example:

- A customer sees advertisements and uses their phone to check prices, detail information and read reviews.
- They see the brands information, which focuses on a unique feature of the product.
- The brand has solicited reviews addressing the all about the products.
- The customer purchases the product and they sent a thank you on email.

1.4 Place

Where will you sell your product or services? The market research that informed about your product and pricing decisions will be inform your placement as well, which goes to beyond the physical locations.

- Where will public be looking for your product or services?
- Will they need to hold it?

- Will you get more sales by promotional activities and directly to customers from your own e-commerce website, or will buyers be looking for the third-party marketplaces?

1.5 People

People prefer to anyone who comes into the contact with your customers, directly or indirectly, so ensure your people are making the right impact on your right and valuable customers:

- Develop your marketing skills so they can follow your all over marketing mix strategy.
- Think about companies' culture, profile and brand personality.
- Hire professionals to design, moderate and develop your products or services.
- Focus on customers' direct relation to management, employees and CRM, which creates connections and trust and loyalty on a personal level.

1.6 Process

The important process overlaps the customer experiences. The more specific your processes that is, the easily connect your staff can carry them out. If your staff is not focused on their work, they have more attention to available customers—translating directly or indirectly to personal customer experiences.

1.7 Physical Evidence

A company is focus on products, packaging, size, quantity and extractive to catches the attention of new buyers in a crowded marketplace and influence the value to the customers. Here are some ways to make your packaging and products presentation is more important to work harder for you:

- Design for differentiation: A good design helps to public to recognize the brand at a glance, and can also highlight the particular features, importance of your product. For example, if you're a soap company, you

can use different colors, shapes and sizes on the packaging to label differently.

- Provides the valuable information regarding the brand or the particular product. Your packaging is the perfect place for product education, different products, and brand effective, attractiveness of the brand reinforcement. Include clear and smart information/ instructions, or expected or unexpected elements about the product to surprise and delight your valuable customers.
- Add more information and value of the brands. Customers always expect quality products at minimum price. Expectations for your customers and give them well-designed, branded products extras they can use the valuable product.

During the covid-19 pandemic on demand food delivery service that combines mobile technologies has gained extreme popularity among food shoppers as a substitute to self service food shop. The food delivery services are the most typical form of commerce.

2. Aims of this Study

1. Aims of this study are to understand the food delivery services after the covid-19 pandemic.
2. This study aims to investigate the food delivery services.
3. To identify the factors that continues to influence Malaysian consumer satisfaction by using the food delivery services.
4. To identify the research and industrial trends regarding food delivery services in the covid-19.

3. Methods

In this study convenience sampling method used and data collected from secondary source.

The impact of covid-19 pandemic, demand on grocery delivery services, mobile technologies and other online delivery services. In the contest of Marketing Mix elements (7P's) of grocery delivery services. During and after period of pandemic. Covid-19 pandemic has led to important changes in the individual shopping habits. The normalisation process and many people continue to shop online

grocery stores. This study aims to identify the important criteria for creating a marketing mix for pre covid-19. it can be concluded that a broad range of various categories. Determining the price element, consumers become more sensitive to price related criteria. Considering the process elements, order accuracy has become more difficult during the covid-19 period. The criteria for 7P's of marketing mix of on-demand grocery delivery services. This study provides the clues for the decision makers in the similar times (CanAtlay, Okumus, & Mercangoz, 2021).

The rapid growth of mobile services, electronic commerce is changing food consumption patterns. Business to commerce is a traditional model of food services. Consumers always search restaurants nearby their home or offices and that is the reason consumer downloads the various apps regarding to food processing industries. Covid-19 is an infectious disease and rapidly spread into the public during the pandemic. WHO advised to public to wear mask in the public places, social distancing, self-isolation to avoid contacts infectious person. Covid-19 pandemic has changed consumer behaviour they prefer online food delivery services because of maintain social distance and protect yourself. Since food like daily necessity, dairy products, vegetables buying food through to home. In this period business to direct consumer is more popular (Li, Yao, Osman, & Sabri, 2022).

The 7P's of Marketing Mix to portray how each platform employs strategic marketing to drive the sustainable development. The study found that market players focused on the product by expanding from food delivery. Food delivery discusses factors in driving the marketing strategies, consumer attitudes and the satisfaction towards the food delivery services (Wathanakom & Juicharoen, 2023).

In today's fast growing life people are occupied with a lot of work and do not have sufficient time to go to the restaurants for dinner or lunch. In this situation people prefer online platform that can help to them. Every industry is shaped and providing better and different services to meet the customers' needs, in this period automatically increase the use of internet and smart phones. This type of research aims to discuss the consumer perception online food delivery apps in the all over states as well as countries. Different technologies used for every business. Technology has encouraged people to by everything starts from clothes, groceries,

perishable goods, booking and others. Customer prefers food delivery services because of there many advantages:-Reduce the waiting time, Availability of discounts, etc. Every business houses prefer 7 P's of Marketing and develop their business (J & C.V, 2022).

The demand of food delivery services, during the covid-19 pandemic contents in Malaysia. The supply chain for goods and services in a traditional ways is to satisfy the consumers. The covid-19 pandemic has caused economic slowdowns. In the covid-19 period Malaysia has recorded a rise in covid-19 cases. The needs for restaurant food delivery services were rise in this period. This study supports things that influenced the consumer. Customer satisfaction is the important factors towards continuance intention to adopt food delivery services. This study concluded four factors that is: first, the most influential factor is the habit, second is to performance expectancy, third is to effort expectancy and fourth is to hedonic motivation (Yap & Lee, 2023).

The difference between hotel and restaurant business is that includes dining facilities. A large number of restaurants operate in the unorganized sector, etc. The working style of the restaurants varies from the different organizations. Food delivery services, is the time saving, reduce the work of house women. Organizational amiability was explored the hotel business. The 7P's of Marketing are the core elements for any business success (Ramkumar, Raja, & Kureethara, 2021).

Mobile devices are mostly adopted. Mobile services sharply increased the worldwide. It is found that food delivery app is more popular than any other apps. In the period of covid-19 significantly affected the supply of demand of food delivery services. Food delivery apps (FDAs): emerging of online to offline services provides channels and satisfies the consumers at the time of Covid-19. The quality of food delivery services significantly impact on consumers those who prefer food delivery app. Trust is the most important factor for individual person regarding intention and prospective actions will be follows to appropriate behaviour of ability of every individual person. Satisfaction refers to overall emotion-based evaluation. In this study the emergence of covid-19 pandemic food delivery services is the most adoptable things. This study supports food delivery services provides fundamental understanding of consumer's satisfaction, during the period of covid-19 (Zhao & Bacao, 2020).

The idea of food delivery services intended from the UK and now the food delivery has become a business model worldwide. The development of smart phone, online ordering and online food delivery that is the trend in this period. The Malaysia's online food delivery is the boomed. There are tremendous food ordering and delivery food ordering and delivery services platform in to the market. The result shows that price, promotion and discount, motivation, service quality and food quality impacts on factors of online food delivery services (Tan & Kim, 2021).

Food delivery services emerged food and beverage industry. This study analyzes the consumer behaviour of post covid-19 pandemic. Consumers might also be exposed the variety of foods. The safety of inserting the information when using the food delivery services (NitaAryani, et al., 2022).

4. Findings and Results

Food serving companies are addressing the concern and various changes between during the pandemic situation and after the pandemic situation. Finding of this study could be preferred for online to offline food delivery service industries. This study to develop appropriate strategies by increasing the interest as well as growth of the industry. Food delivery services are the most important factors during and the post covid-19 pandemic. Food delivery has been on the rise worldwide. These changes are more evident in the pandemic period. This study found that provides clues for the decision maker at the time of covid-19 pandemic. This study is refers to good and accurate customers food delivery services. Customers are happily accepted the new era of food delivery services. This study indicated that factors include price, quality, etc.

4.1 Limitations

In this study several limitations:- 1) the concern about related to external validity as the data were collected from Malaysian consumers by online mode. The data might be offered limited prospective. 2). This study mostly focused on only food industries. 3) this study only for short term periods. 4). this study does not distinguish the different industries. 5) time constraints caused by uncertainty.

4.2 Recommendations and Suggestions

Future studies are recommended to collect the whole data by offline mode. The satisfaction of consumer is most important determinants for users to purchase as well as re-purchase intentions of food delivery services. Food delivery services emerged food and beverage industry. This study prefers to analyze the consumer behaviour customers expectations, customers liking of during the period of covid-19 and post covid-19 pandemic. Consumers might also be exposed the variety of foods. The safety of inserting the information when using the food delivery services.

5. Conclusion

The purpose of this study to find out the use of food delivery services after the covid-19 pandemic. This study is valuable for startup companies, policy makers, government institutions and organizations and private sectors. Who are interested in the food industries? This study is found that most of the younger consumers prefer food delivery services than the old age consumers. The use of food delivery services is expected to grown post-pandemic era. The small restaurants have to meet lots of expenses, such as payments of expenses so the food delivery services helps to save some expenses. This study gives the direction to explore their business. Considering the overall elements of marketing mix and that is the some criteria price element, Product differentiation, consumers become more sensitive to price related criteria. Customers are always focused on the main factor i.e. price and after that customer focus on product attractiveness, availability of the product. Customer is the king of the market and company always focused to the customer's satisfaction and suitability for the customers. Considering the process elements, order accuracy has become more difficult during the covid-19 period.

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