

Summary and Analysis of Zaxby's Delivery Services Survey

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I. Executive Summary

I, a SWU student in Marketing Research Class, conducted a survey regarding Zaxby's food delivery services for the final project of class. The main objectives of the survey were:

1. to identify overall consumer satisfaction with Zaxby's food delivery services
2. to identify consumer feelings for Zaxby's food delivery services
3. to identify suggestions for improvement of Zaxby's food delivery services

Despite some systematic and respondent errors within the survey, the data collected is useful exploratory research for identifying further research objectives. The data combined research about consumer feelings and customer satisfaction to find that customers are overall satisfied with Zaxby's food delivery services. The data also suggests ways for Zaxby's to improve its food delivery services.

A. About the Research

I used an internet survey to reach a convenient sample of those who have used Zaxby's food delivery services at least once as a local project. The sampling frame was anyone who has ordered food at Zaxby's and used its food delivery services. The sample units were friends and family and coworkers of family members. Distribution of the survey occurred by convenience sampling and snowball sampling by those who were family members to improve the response rate. Links were sent to a total of 18 convenient respondents. Of those 18 respondents, 15 responded to the survey. Of those 15, 5 were family members who were encouraged to "snowball" the survey to their coworkers. Out of snowball sampling, 20 more responses were received. As for the convenience sample, the response rate was 83.3%. Unfortunately, the

response rate for snowball sampling cannot be determined. Other factors of sampling for this survey include non-probability sampling and no contacts.

B. Key Results

Some key results were received from this survey:

- Locally, most people have ordered food from Zaxby's at least once.
- 56% of Zaxby's customers are aware that Zaxby's offers food delivery services.
- 25% of Zaxby's customers have used its food delivery services.
- Doordash is the most known and used for delivery services among Zaxby's customers.
- Doordash is used more often for delivering Zaxby's food rather than Zaxby's website or app.
- Those who have used Zaxby's food delivery services are likely to use them again.
- 55% of Zaxby's customers who have used its delivery services do not use the services regularly.
- 44% of Zaxby's customers who have used its delivery services use the services at least once a month.
- Customers are overall 80% satisfied with Zaxby's delivery services.
- Most of Zaxby's customers are likely to recommend delivery services.
- Some of Zaxby's customers are concerned about food quality and sauce quantity.

C. Recommendations

1. Prioritize creating platforms for delivery services that are easily navigable for those who have never used or do not regularly use delivery services.

2. Prioritize simplicity and efficiency in ordering delivery services through Zaxby's website and app.
3. Create a payment-save option for ordering delivery services through Zaxby's website.
4. Prioritize promotions of delivery services by giving companies work benefits for their employees such as coupons and gift cards to Zaxby's.
5. Create a food delivery promotion that includes a "tell a friend" method with incentives.
6. Set a marketing goal to receive 80% awareness of its delivery services.
7. Find what causes customers to use Zaxby's delivery services.
8. Research consumer suggestions for improvements to Zaxby's website and app.
9. Research consumer feelings about Zaxby's food quality and sauce quantity.

II. Introduction

Through this survey, I wanted to access consumer opinions about Zaxby's food delivery services. Zaxby's has given the option to be delivered through delivery services such as Doordash, GrubHub, Postmates, etc. However, Zaxby's has recently allowed its customers to have Zaxby's delivered by Zaxby's rather than a generic delivery service. The questions of this survey gain data for Zaxby's to better understand the consumers who use its delivery services. Thus, the target of this survey is those who have used Zaxby's food delivery services.

Since Zaxby's food delivery services are new, I wanted to receive some exploratory, descriptive, and causal research to allow for more research to be conducted. I also wanted to identify consumer feelings for the delivery services to gain a sense of customer's experiences with the services and areas for improvement. This survey's objective is to reach conclusions about the following questions:

1. What is the overall consumer satisfaction of Zaxby's food delivery services?
2. What are consumer feelings for Zaxby's food delivery services?
3. What should Zaxby's strive to improve regarding its food delivery services?

In identifying conclusions according to the answers to these questions, I expected to gain data, objectives, and recommendations for Zaxby's to improve its food delivery services.

III. Method

A. Research Design

This questionnaire's design is mostly descriptive, with some causal and exploratory questions. Questions 1-8 are strictly descriptive. Questions 1-8 focus on research about characteristics, facts, and frequencies. However, Questions 9-12 are a mixture of descriptive design and causal design. Questions 9-12 ask respondents to rate based on satisfaction and experience on a scale from 1-10 which is a descriptive design. Furthermore, if a rating occurred equal to or less than 5 then that respondent was asked to explain their rating which is causal design. Question 13 gave respondents an open area to mention any suggestions for improvement, which is exploratory design. The mixture of designs allowed for diverse data. One can understand characteristics, feelings, and some areas for more research from the data gathered by this survey. Furthermore, there were 12 close-ended questions and 4 open-ended questions. This mixture was chosen because of the time it takes to choose answers rather than write them out in the respondent's own words. Of the 12 open-ended questions, all were multiple-choice questions, 3 were simple-dichotomy questions, 2 were checklist questions, and 1 was a frequency-determinant question. Of the 4 open-ended questions, 3 were about explaining the rating of a certain service if the rating was equal to or less than 5, as previously mentioned, and 1 asked about suggestions for overall improvement. This survey received mostly quantitative data, with a few qualitative data due to the design of the survey questions being mostly close-ended.

B. Overall Objectives

The overall objective for Zaxby's food delivery survey was to find overall satisfaction, consumer feelings, and suggestions for improvement for Zaxby's food delivery services. General

questions were asked to understand if respondents had ordered food from Zaxby's or used Zaxby's delivery services. If respondents had ordered from Zaxby's but never used Zaxby's food delivery services, questions were asked about those respondent's awareness of delivery services and the likelihood of future use of delivery services. For those who had used Zaxby's delivery services, questions were asked to understand the respondents' frequency of use, ratings, and suggested improvements to the services.

III. Question Analysis

Question 1: Identifying Zaxby's Customers

The simple-dichotomy question if the respondents had ever ordered food at Zaxby's would determine if they were qualified to answer the rest of the questions in this survey, considering the survey is about Zaxby's delivery services. As for the 35 respondents, all had ordered food from Zaxby's at least once. This question and its responses were effective. For further information, a surveyor may ask the frequency of the respondents' Zaxby's purchases and compare it with the frequency of the respondents' Zaxby's purchases of delivery services.

Question 2: Awareness of Zaxby's food delivery services

Question 2 gathered data about the consumer's awareness of Zaxby's food delivery services using another simple-dichotomy question. I wanted to identify consumer awareness to understand if Zaxby's marketing should focus on promoting awareness of its food delivery services. This question also served as a general question for those who may have answered that they have never ordered food from Zaxby's. 32 out of 35 respondents answered this question meaning that this question contains some respondent error. 18 of the respondents stated that they are aware of Zaxby's delivery services. One can conclude from this data that 56% of the population is aware of Zaxby's delivery services. One may say that 18 of 32 respondents being aware of Zaxby's food delivery services is sufficient. However, Zaxby's marketing should set a future goal of 80% awareness. For further information on these responses, the survey asks how many respondents have used Zaxby's food delivery services. For improvement, a surveyor may also ask respondents where or how they heard about Zaxby's food delivery services to understand which marketing strategies worked best.

Question 3: Identifying Zaxby's Food Delivery Customers

Question 3 begins to focus on the main objectives of this survey using yet another simple-dichotomy question. Answering “yes” to Question 3 would allow the respondent to give the information I was in search of. I asked this question to understand which questions respondents were able to answer. I also asked this question to understand the comparison of how many respondents have ordered food at Zaxby's in ratio to how many respondents have ordered Zaxby's through food delivery services. All 35 respondents answered this question. Out of 35, 9 of the respondents answered that they had used Zaxby's delivery services at least once. The other 26 respondents answered that they had never used Zaxby's delivery services. One may conclude from this data that only 26% of Zaxby's customers have used Zaxby's delivery services, while 74% of Zaxby's customers order either in the drive-thru or inside the restaurant. For further insight, Question 4 asked the 9 respondents who answered “yes” to Question 3 through what platform they used Zaxby's delivery services and Question 5 asked respondents who answered “no” to Question 3 how they would use Zaxby's delivery services. For further improvement, surveyors may ask respondents the reasons why they use or don't use Zaxby's delivery services.

Question 4: Delivery Services Used

Question 4 asked respondents how their Zaxby's food was delivered by checking all boxes that apply. Answers included delivery services such as Doordash, GrubHub, Postmates, UberEats, Zaxby's website, Zaxby's app, or “other.” If respondents chose “other,” they were allowed to explain which other services were used. I asked this question to find out which platforms were most used for delivery and if Zaxby's customers have used the website or app for their purchases. Additionally, I asked this question to allow a future rating question of the overall experience and experience with the website or app. The data from this question is not conclusive.

Question 4 was only to be asked if respondents had answered “yes” to Question 3. However, a systematic error caused all respondents to see this question. This resulted in 31 responses from Question 4 when there should have only been 9 meaning that a major respondent error occurred. Furthermore, 3 respondents who chose “other” stated that they had not used Zaxby’s delivery services or that the question was not applicable. Despite the errors, the data received are as such: 61% chose Doordash, 29% chose “other,” 19% chose Zaxby’s app, 13% chose Zaxby’s website, 6% chose GrubHub, 6% chose UberEats, and 0% chose Postmates. As for the 9 respondents who answered “yes” to Question 3, all 9 chose Doordash, 2 chose GrubHub, 2 chose UberEats, 2 chose Zaxby’s website, 2 chose Zaxby’s app, 0 chose Postmates, and 0 chose Other. From this data, one may conclude that Doordash is used for delivery services more often than Zaxby’s website or app. For further improvements, Question 4 should be fixed to only display if respondents answer that they have used Zaxby’s delivery services in the past. A surveyor may also ask respondents which service they prefer and why.

Question 5: Delivery Services Customers *Would Use*

Question 5 asked respondents who had not used Zaxby’s delivery services which service they would choose if they were to have Zaxby’s delivered. The display logic functioned well on this question opposed to Question 4’s display logic. I asked this question to receive information about the awareness and preferences of those who have not used Zaxby’s delivery services. Knowing the first place a consumer would go for delivery is insightful to understand which platform should be the most refined. Out of the 25 responses, the most chosen response for Question 5 was Doordash with the second most chosen response being Zaxby’s app. None of the respondents chose Grubhub or Postmates. One can conclude from this data along with the data from Question 4 that Doordash is the most popular delivery service. As for 1 that chose “other,”

this respondent only uses Zaxby's delivery services when AMEX gives them a monthly coupon for delivery as part of their work benefits. Though this was only one response, this exploratory research may give powerful insight into the benefits of funds to companies to provide benefits for their employees. A surveyor may also ask respondents about how their work benefits affect their feelings and behaviors regarding purchases.

Question 6: Likelihood to Use Zaxby's Food Delivery Services Soon

Question 6 asked respondents who have ordered food from Zaxby's how likely they are to use Zaxby's delivery services in the next 6 months. I asked this question to understand if consumers are willing to use Zaxby's delivery services or continue to use Zaxby's delivery services. Out of all 35 responses, 10 answered extremely unlikely, 8 answered neither likely nor unlikely, 8 answered somewhat likely, 7 answered somewhat unlikely, and 2 answered extremely likely. As for data, this information can help one understand that 49% of consumers are not likely to use Zaxby's delivery services, while only 29% are likely to use Zaxby's delivery services. Of the 9 respondents who have used Zaxby's delivery services, 3 answered somewhat likely, 2 answered extremely likely, and 4 answered neither likely nor unlikely. None of the respondents who had used Zaxby's delivery services were unlikely to return in the next 6 months. The data from Question 6 is not as beneficial as I would have hoped. There are mixed feelings and 23% neutral responses. Only 4 respondents who had not used Zaxby's delivery services before answered that they were somewhat likely to use the services in the next 6 months. This simply concludes that most who have used these delivery services before are likely to use them again soon and most who have never used delivery services are not likely to use them soon. For further improvements, a surveyor may use methods to find what would cause consumers to desire to use delivery services.

Question 7: Quantity of Services Used

Question 7 asked respondents who have used Zaxby's delivery services how many times they have used the services. I asked this question to understand how regularly Zaxby's customers use its delivery services. I also asked this question to understand how much credibility to give the respondent's answers. Out of 9 respondents, 6 chose 1-3 times, 4 chose 4-6 times, and none chose "never" or "more than 6 times." This question allowed the understanding that Zaxby's delivery services are not used regularly. Most consumers have only used the delivery services 1-3 times. This information can be used to improve Zaxby's website and app. These platforms should be tailored to customers who do not regularly use the delivery services. The entire process should be as simple and efficient as possible. For further improvement, Question 8 asks respondents about the frequency of use of Zaxby's food delivery services.

Question 8: Frequency of Delivery Service Use

Question 8 asked respondents who have used Zaxby's delivery services how often they use Zaxby's food delivery services. Of the 9 respondents who have used Zaxby's delivery services, 5 answered "not on a regular basis," 3 chose "once a month," 1 chose "once a week," and none of the respondents chose "more than once a week," or "more than once a month." From this information, one may conclude that around 55% of those who use Zaxby's food delivery services do not use them regularly. However, 44% of those intend to use the delivery services at least once a month. For further improvements, a surveyor should receive more responses from those who use Zaxby's delivery services to better understand the overall frequency of use. This information can be helpful when understanding when to update delivery platforms and protocols.

Question 9: Overall Satisfaction

Question 9 asked respondents who have used Zaxby's delivery services to rate their overall satisfaction with the services received from 1-10. If respondents rated 5 or lower, they were asked to explain their rating. The 9 ratings averaged 80% for overall satisfaction. Most rated above 5; however, one respondent rated the services at a 3. For their explanation, they stated, "It's alright, nothing to brag about." This respondent has used services such as Doordash, UberEats, and the Zaxby's app. This data helps one to understand that the majority would rate Zaxby's delivery services as good or excellent. For further improvements, a surveyor may ask respondents who rate lower than 6 to explain what could be improved and then marketers can improve upon the request.

Question 10: Website Experience Rating

Question 10 asked respondents who have used Zaxby's website to order Zaxby's delivery services to rate their experience from 1-10. I asked this question to understand the satisfaction of delivery services through Zaxby's website and identify where improvements should be made. The display logic for this question worked well; however, the systematic error from Question 5 created a respondent error within Question 10. In Question 5, only 4 respondents chose that they had used Zaxby's website for delivery services. Only 2 of those respondents answered "yes" to Question 3. Therefore, only the two ratings of 5 and 8 are credible. The respondent who rated their experience of the website as a 5 stated that the website was "more difficult to navigate than DoorDash," and the website was "not as convenient due to not having payment saved." There are not enough responses for this question to conclude. However, Zaxby's may want to do more research on saving payment options through their website.

Question 11: App Experience Rating

Question 11 asked respondents who have used Zaxby's app to order Zaxby's delivery services to rate their experience from 1-10. I asked this question for the same reasons as Question 10; to understand the satisfaction of delivery services through the app and identify where improvements should be made. Once again, systematic errors from Questions 3 and 5 caused a respondent error in Question 11. Excluding those who answered the question who had not ever used Zaxby's delivery services, only 2 ratings were received; a 5 and 8. The respondent who rated the experience of delivery services through the app stated, "It's much like other apps. It's pretty easy for the most part." There were not enough responses to conclude. For further improvements, surveyors may do more research on the overall satisfaction of delivery services through Zaxby's app.

Question 12: Likelihood to Recommend Delivery Services

Question 12 asks respondents who have ordered food from Zaxby's how likely they are to recommend Zaxby's delivery services to friends or family. I asked this question to further understand consumer feelings about Zaxby's delivery services. 4 respondents chose somewhat likely, 3 respondents chose very likely, 1 respondent chose likely, and 1 respondent chose undecided. Since none of the respondents chose any of the negative answers, one may conclude that most customers are likely to recommend Zaxby's delivery services to friends or family. Word-of-mouth is an effective marketing strategy, so this is beneficial information for Zaxby's delivery services.

Question 13: Suggestions for Improvement

Question 13 is the main open-ended question of the survey. Respondents were asked what, if any, improvements they would suggest for Zaxby's food delivery services. Only four responded to this question meaning another respondent error occurred. One respondent suggested that Zaxby's "make the prices lower." Two other respondents suggested to "find a way to keep fries crispy" and to ensure "extra sauce." As for the last response, the respondent only stated that "nothing at all!" be suggested for Zaxby's food delivery services. One may conclude that food quality and sauce quantity should be addressed by Zaxby's. No other conclusions can be made from this information. For further improvements, surveyors should find more responses and possibly survey about the satisfaction of food quality and sauce quantity of Zaxby's.

A. Limitations:

The Zaxby's food delivery services survey involved these limitations:

1. Did not address the demographics of respondents.
2. A sampling error occurred; did not receive enough responses for a correct sample of the population.
3. Did not give full clarity in questions.
4. A systematic error occurred in Question 3 that caused respondent errors in Questions 4, 6, 9, and 10.
5. Cannot make inferences about the sampling population due to snowball sampling.

B. Conclusions and Recommendations

This survey was successful in finding exploratory data to identify what needs to be further researched. The results of the survey found overall satisfaction, consumer feelings, and suggestions for improvements to Zaxby's food delivery services.

1. What is the overall consumer satisfaction of Zaxby's food delivery services?

- a. The rating of overall consumer satisfaction with Zaxby's food delivery services is 80%.
- b. Those who have used Zaxby's delivery services claim they are likely to use them again within the next 6 months.

According to this data, most of Zaxby's customers are satisfied with their food delivery experiences. See recommendations at number 3 below for suggestions for improvement.

2. What are consumer feelings for Zaxby's food delivery services?

- a. 4 respondents claim they are somewhat likely to recommend Zaxby's delivery services to friends and family.
- b. 3 respondents claim they are very likely to recommend Zaxby's delivery services to friends and family.
- c. 1 respondent claimed they are likely to recommend Zaxby's delivery services to friends and family.
- d. Most customers would choose Doordash to deliver Zaxby's.
- e. 49% of consumers are not likely to use Zaxby's delivery services within the next 6 months.
- f. None of the respondents who had used Zaxby's delivery services were unlikely to return in the next 6 months.

Consumer feelings among those who have used Zaxby's food delivery services are overall positive. Customers are willing to return in the next 6 months, use the services often, and recommend the services to friends and family. As for recommendations, research reasons why a Zaxby's customer may use food delivery services. With this information, create

marketing strategies to induce a willingness to use food delivery services among Zaxby's customers.

3. What should Zaxby's strive to improve regarding its food delivery services?

- a. One respondent claimed that Zaxby's website is "more difficult to navigate than DoorDash. Not as convenient due to not having payment saved."
- b. 56% of Zaxby's customers are aware that Zaxby's offers food delivery services.
- c. Some Zaxby's customers are concerned about food quality and sauce quantity.

Zaxby's should strive to improve upon the navigability of its food delivery through Zaxby's website, specifically creating a payment-save option. This will allow customers to access Zaxby's food delivery services quickly and easily. Zaxby's should also create a goal for 80% awareness of food delivery services among Zaxby's customers. With more awareness, customers are more likely to use Zaxby's food delivery services. Finally, more research should be conducted into Zaxby's food quality and sauce quantity. From the data received, Zaxby's should then improve its food quality, increase the number of sauces given per meal, and demonstrate other improvements found in the data received.

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Overall Experience Ordering Delivery Services through Zaxby's Website ()



Display This Question:
If On a scale of 1 to 10, rate your overall experience ordering through the Zaxby's website. [Overall Experience Ordering Delivery Services through Zaxby's Website] <= 5

Q10b Explain your rating of Zaxby's website.

Display This Question:
If How was your food delivered? Choose all that apply. = I ordered through the Zaxby's app.

Q11a On a scale of 1 to 10, rate your overall experience ordering through the Zaxby's app.
1 2 3 4 5 6 7 8 9 10

Overall Experience Ordering Delivery Services through Zaxby's App ()



Display This Question:
If On a scale of 1 to 10, rate your overall experience ordering through the Zaxby's app. [Overall Experience Ordering Delivery Services through Zaxby's App] <= 5

Q11b Explain your rating of Zaxby's app.

Display This Question:
If Have you ever used Zaxby's food delivery services? = Yes

Q12 How likely are you to recommend Zaxby's food delivery service to friends or family?

- Very Unlikely (1)
- Unlikely (2)
- Somewhat Unlikely (3)
- Undecided (4)
- Somewhat Likely (5)
- Likely (6)
- Very Likely (7)

Display This Question:
If Have you ever used Zaxby's food delivery services? = Yes

Q13 What, if any, improvements would you suggest for Zaxby's food delivery services?

End of Block: Default Question Block

Appendix B: Data Tables

1. Have you ever ordered food at/from Zaxby's?

Have you ever ordered food at/from Zaxby's? 35 ⓘ

Q1 - Have you ever ordered food at/from Zaxby's?	Percentage	Count
Yes	100%	35
No	0%	0

2. Are you aware that Zaxby's offers food delivery services?

Are you aware that Zaxby's offers food delivery services? 32 ⓘ

Q3 - Are you aware that Zaxby's offers food delivery services?	Percentage	Count
Yes	56%	18
No	44%	14

3. Have you ever used Zaxby's food delivery services?

Have you ever used Zaxby's food delivery services? 35 ⓘ

Q2 - Have you ever used Zaxby's food delivery services?	Percentage	Count
Yes	26%	9
No	74%	26

4. How was your food delivered? Choose all that apply.

How was your food delivered? Choose all that apply. 31 ⓘ

Q5 - How was your food delivered? Choose all that apply. - Selected Choice	Percentage	Count
Doordash	61%	19
GrubHub	6%	2
Postmates	0%	0
UberEats	6%	2
I ordered through the Zaxby's website.	13%	4
I ordered through the Zaxby's app.	19%	6
Other:	29%	9

How was your food delivered? Choose all that apply.: Other: ⓘ

I haven't used these delivery services ...

I never had zaxbys delivered ...

N/A ...

5. If you were to order Zaxby's food delivery services, through which platform would you order?

If you were to order Zaxby's food delivery services, through which platform would you order? 25 ⓘ

Q12 - If you were to order Zaxby's food delivery services, through which platform would you order? - Selected Choice	Percentage	Count
Doordash	44%	11
GrubHub	0%	0
Postmates	0%	0
UberEats	8%	2
Zaxby's website	12%	3
Zaxby's app	28%	7
Other	8%	2

If you were to order Zaxby's food delivery services, through which platform would you order?: Other ⓘ

Only when AMEX gives me a monthly coupon for delivery as part of benefits ...

6. How likely are you to use Zaxby's food delivery services in the next 6 months?

How likely are you to use Zaxby's food delivery services in the next 6 months? 35 ⓘ

Q9 - How likely are you to use Zaxby's food delivery services in the next 6 months?	Percentage	Count
Extremely unlikely	29%	10
Somewhat unlikely	20%	7
Neither likely nor unlikely	23%	8
Somewhat likely	23%	8
Extremely likely	6%	2

7. Approximately, how many times have/do you use Zaxby's food delivery services?

Approximately, how many times have/do you use Zaxby's food delivery services? 9 ①

Q10 - Approximately, how many times have/do you use Zaxby's food delivery services?	Percentage	Count
Never	0%	0
1-3 times	67%	6
4-6 times	33%	3
More than 6 times	0%	0

8. On a scale of 1 to 10, rate your overall satisfaction with the delivery services of Zaxby's.

Q8	Percentage	Count
1	0%	0
2	0%	0
3	11.1%	1
4	0%	0
5	0%	0
6	11.1%	1
7	11.1%	1
8	11.1%	1
9	22.2%	2
10	33.3%	3
Overall rating:	80%	9 answers

- a. Explain your rating of Zaxby's overall delivery services.

Rating	Explanation
3	"It's alright, nothing to brag about."

9. On a scale of 1 to 10, rate your overall experience ordering through the Zaxby's website.

Q9	Percentage	Count
1	0%	0
2	0%	0
3	0%	0
4	0%	0
5	25%	1
6	0%	0
7	50%	2
8	25%	1
9	0%	0
10	0%	0
Overall Rating:	67.5%	4 answers

a. Explain your rating of Zaxby's website.

Rating	Explanation
5	"More difficult to navigate than <u>DoorDash</u> . Not as convenient due to not having payment saved."

10. On a scale of 1 to 10, rate your overall experience ordering through the Zaxby's app.

Q10	Percentage	Count
1	0%	0
2	0%	0
3	0%	0
4	0%	0
5	16.7%	1
6	0%	0
7	16.6%	1
8	66.7%	4
9	0%	0
10	0%	0
Overall Rating:	73.3%	6 answers

a. Explain your rating of Zaxby's app

Rating	Explanation
5	"It's much like other apps. It's pretty easy for the most part."

11. How likely are you to recommend Zaxby's food delivery service to friends or family?

Q11	Percentage	Count
Very Unlikely	0%	0
Unlikely	0%	0
Somewhat Unlikely	0%	0
Undecided	11.1%	1
Somewhat Likely	44.5%	4
Likely	11.1%	1
Very Likely	33.3%	3
Overall Rating:	69.6%	8 answers (excluding "Undecided")

12. What, if any, improvements would you suggest for Zaxby's food delivery services?

What, if any, improvements would you suggest for Zaxby's food delivery services? ⓘ

Make the prices lower

...

extra sauce

...

Nothing at all!

...

Find a way to keep fries crispy

...

Appendix C: Codebook

Variable Name	Description	Response Options
FOOD	Have you ever ordered food at/from Zaxby's?	Yes = 1, No = 2, Unsure = 3
AWARE	Are you aware that Zaxby's offers food delivery services?	Yes = 1, No = 2, Unsure = 3
DELIVERY	Have you ever used Zaxby's food delivery services?	Yes = 1, No = 2, Unsure = 3
HOW	How was your food delivered? Choose all that apply	Doordash = 1, GrubHub = 2, Postmates = 3, UberEats = 4, Zaxby's website = 5, Zaxby's app = 6, Other = 7
IF	If you were to order Zaxby's food delivery services, through which platform would you order?	Doordash = 1, GrubHub = 2, Postmates = 3, UberEats = 4, Zaxby's website = 5, Zaxby's app = 6, Other = 7
FUTURE	How likely are you to use Zaxby's food delivery services in the next 6 months?	Extremely unlikely = 1, Somewhat unlikely = 2, Neither likely nor unlikely = 3, Somewhat likely = 4, Extremely likely = 5
TIMES	Approximately, how many times have you used Zaxby's food delivery services?	Never = 1, 1-3 times = 2, 4-6 times = 3, More than 6 times = 4
FREQUENCY	Approximately, how often do you use Zaxby's food delivery services?	Once a week = 1, More than once a week = 2, Once a month = 3, More than once a month = 4, Not on a regular basis = 5
OVERALL	On a scale of 1 to 10, rate your overall satisfaction with the delivery services of Zaxby's.	1=1, 2=2, 3=3, 4=4, 5=5, 6=6, 7=7, 8=8, 9=9, 10=10
EXPLAIN OVERALL	Explain your rating of Zaxby's overall delivery services.	1 = it's alright, nothing to brag about
WEBSITE	On a scale of 1 to 10, rate your overall experience ordering through the Zaxby's website.	1=1, 2=2, 3=3, 4=4, 5=5, 6=6, 7=7, 8=8, 9=9, 10=10
EXPLAIN WEBSITE	Explain your rating of Zaxby's website.	1 = More difficult to navigate than DoorDash. Not as convenient due to not having payment saved

APP	On a scale of 1 to 10, rate your overall experience ordering through the Zaxby's app.	1=1, 2=2, 3=3, 4=4, 5=5, 6=6, 7=7, 8=8, 9=9, 10=10
EXPLAIN APP	Explain your rating of Zaxby's app.	1 = It's much like other apps. It's pretty easy for the most part.
RECOMMEND	How likely are you to recommend Zaxby's food delivery service to friends or family?	Very Unlikely = 1, Unlikely = 2, Somewhat Unlikely = 3, Undecided = 4, Somewhat Likely = 5, Likely = 5, Very Likely = 7
IMPROVE	What, if any, improvements would you suggest for Zaxby's food delivery services?	1 = nothing at all!, 2 = make the prices lower, 3 = find a way to keep fries crispy, 4 = extra sauce

Appendix D: Data File

<https://1drv.ms/x/s!Any4c-GNQZo2zULGDMEujQXtwtYI?e=XhAHYA>