

Trust And Reliability In Online Food And Grocery Delivery: Building Consumer Confidence

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ABSTRACT

The digital revolution has catalysed a paradigm shift in the way consumers shop for groceries, making online food and grocery delivery services increasingly popular. However, amidst this booming digital trend, establishing and maintaining trust and reliability remain critical challenges for these service providers. This study investigates the determinants of trust and reliability in online food and grocery delivery services, focusing on their impact on building consumer confidence. Using a mixed-methods approach and convenient sampling technique the study surveys consumers in Ernakulam city to ascertain the key factors influencing their trust and perception of the reliability of such services. The research illuminates the crucial roles of product quality, order accuracy, timely delivery, efficient customer service, and strong data privacy measures in shaping this trust and reliability. Furthermore, it reveals a substantial overall impact of trust and reliability on consumer confidence and buying behaviour, thus underlining their strategic importance for business success in this competitive domain. This study contributes to the existing literature by providing new insights into consumer perceptions in the context of online food and grocery delivery services. It offers practical implications for service providers, emphasizing strategies to enhance trust and reliability to boost consumer confidence and induce positive buying behaviour. Future research directions are also proposed, including exploring the role of technology, personalized experiences, and corporate social responsibility in enhancing consumer trust and reliability.

Keywords: Trust, Reliability, Online Food and Grocery Delivery, Consumer Confidence, Buying Behaviour.

1. INTRODUCTION:

In the digital age, the consumption patterns have undergone a seismic shift. One prominent trend in this transformation is the proliferation of online food and grocery delivery. These platforms have replaced the traditional grocery shopping and dining-out experiences for a significant percentage of the global population services (Ahmad et al., 2017). Despite this growth, a critical issue that persists in this burgeoning industry is building consumer confidence, specifically through instilling trust and reliability in the services. This study undertakes a comprehensive exploration of this issue, aiming to illuminate the nuances of trust-building in the digital food and grocery delivery industry (Aichner and Jacob, 2015; Macready et al., 2020; Bhat and Darzi, 2020; Botsman, 2017).

The concept of 'trust' is elusive and multifaceted, particularly in the context of online transaction (Chen and Teng, 2016; Duffett, 2017). Unlike the traditional shopping experience, consumers cannot physically inspect the products, interact with sellers, or instantly address issues to a customer service representative. These missing aspects contribute to a sense of uncertainty, making the development of trust a more complex task for online food and grocery platforms. Thus, one of the central objectives of the study is to dissect the composite elements of trust in this setting, with an emphasis on understanding the aspects that hold the most weight for consumers (Gao and Bai, 2014; Kim et al., 2012). Further, reliability is closely tied to trust in this context. It refers to the consistent performance of the service in line with consumers' expectations. This entails various facets such as timely delivery, accurate order fulfilment, secure payment methods, effective customer service, and maintaining high-quality

products. The study will delve into each of these aspects, assessing how they collectively contribute to a perception of reliability and consequently impact consumer confidence (Lassoued et al., 2014).

The implications of trust and reliability extend beyond individual consumer behaviour. They play a pivotal role in shaping the competitive dynamics of the online food and grocery delivery market (Lee and Turban, 2001; Mahliza and Febrina, 2020). A company that successfully builds a reputation for trust and reliability is likely to attract a larger customer base, thereby gaining a competitive edge. As such, the study will also investigate the strategies that industry leaders have implemented to foster trust and reliability, offering a template of best practices (Pavlou, 2003). Moreover, the research will tackle the role of digital technology in promoting trust and reliability. With the increasing sophistication of AI and data analytics, businesses have the opportunity to personalize consumer experiences, proactively address issues, and enhance overall service quality (Qahri-Saremi and Turel, 2016; Mohd et al., 2022). The study will examine how businesses can leverage these technologies to their advantage and the potential barriers they might face in doing so.

In addition to discussing these aspects, the study aims to offer actionable insights for businesses operating in this space. By combining theoretical frameworks with empirical data, the study will develop a model of trust and reliability that businesses can use to assess their current standing and inform future strategies. The ultimate goal is to contribute to the strong growth of the online food and grocery delivery sector, supporting both businesses and consumers in navigating this rapidly evolving landscape.

2. SIGNIFICANCE OF THE STUDY

As consumers increasingly turn to online platforms for their food and grocery needs, understanding what elements foster trust and ensure perceived reliability becomes crucial for the success of e-commerce businesses (Yang et al., 2016; Yoon and Rolland, 2012). Such a study delves into the psychology of consumer decision-making, highlighting the factors that lead to repeat purchases and long-term loyalty in an industry where competition is fierce and alternatives are just a click away (Si Tana and Weiping Chen, 2021; Banerjee et al., 2019; Urbach and Ahlemann, 2010). It could reveal how digital trust and reliability not only drive individual business success but also fuel the overall growth and sustainability of the online food and grocery delivery sector.

Moreover, in a landscape where consumer confidence is often threatened by concerns over data privacy, product quality, and service consistency, the research can guide companies in implementing strong strategies that reassure customers. By building a framework for trust, online services can enhance customer satisfaction, minimize the perceived risk of online transactions, and thereby increase the frequency and volume of online purchases (Zhang et al., 2016). The implications extend beyond immediate business gains, as enhanced consumer confidence can lead to a ripple effect, encouraging more people to embrace online shopping, thus expanding the market. In this way, the study could potentially influence policy development, industry best practices, and the establishment of standards that ensure consumer rights and protection in the digital marketplace. All these factors underscore the comprehensive impact that such research could have on shaping the future of online food and grocery delivery services.

3. SCOPE OF THE STUDY

The scope of this study, focusing on trust and reliability in online food and grocery delivery services and their impact on building consumer confidence, is broad and multi-faceted. The research aims to cover a diverse range of elements that contribute to building trust and reliability, thereby fostering consumer confidence in these online platforms. At the fundamental level, the study intends to explore the consumer perspective and behaviour, delving into the factors that consumers consider when determining the trustworthiness and reliability of an online food and grocery delivery service. It will examine consumers' expectations, their experiences, and how these shape their perception of trust and reliability. The research will focus on various components such as product quality, delivery efficiency, order accuracy, payment security, and customer service responsiveness.

Moreover, the study will investigate the role of transparency and communication in building consumer trust. This includes analysing how businesses convey their policies, manage customer expectations, address customer concerns, and communicate any issues or changes to their service. Furthermore, the research scope extends to the strategies employed by businesses to enhance their reliability. This includes operational strategies for ensuring timely and accurate order fulfilment, as well as technological strategies, such as the use of

AI and data analytics, to improve service quality and customer experience. A significant part of the study will be dedicated to examining industry best practices and case studies of successful businesses in the sector. This analysis aims to identify patterns and strategies that contribute to high levels of trust and reliability, providing insights for other businesses in the industry.

Lastly, the research will also cover the policy and regulatory landscape related to online food and grocery delivery services. It will analyse the existing regulations for their efficacy in protecting consumer interests and promoting trust, and propose recommendations for policy adjustments if necessary. In sum, the scope of this study is comprehensive, aiming to provide a thorough understanding of trust and reliability in the online food and grocery delivery sector from various angles – consumer, business, and regulatory. It seeks to provide valuable insights and actionable strategies for improving consumer confidence in these online services, ultimately contributing to the growth and development of this rapidly evolving industry.

4. PROBLEM STATEMENT

The digital revolution has transformed the landscape of food and grocery shopping, with a growing shift towards online platforms offering unprecedented convenience and variety. However, with this shift, there is a growing concern about the levels of trust and reliability in online food and grocery delivery services, which significantly influence consumer confidence and, consequently, market growth. Despite the increasing popularity of these services, several issues create a barrier to building optimal consumer confidence. First, the impersonal nature of online transactions, coupled with the lack of tangible product interaction, gives rise to doubts about product quality and authenticity. Second, operational inconsistencies, such as late deliveries or incorrect orders, undermine the reliability of these services. Third, security concerns related to data privacy and digital payment safety add another layer of complexity. Lastly, the inconsistency in customer service responsiveness and resolution further undermines consumer trust.

Despite the growing body of research on online consumer behaviour, there is a lack of comprehensive study investigating trust and reliability in the context of online food and grocery delivery. Thus, the problem that this study intends to address is to understand the mechanisms of building trust and reliability in online food and grocery delivery services and their effect on consumer confidence. This study aims to unravel the nuances of trust-building, propose strategies to enhance reliability, and ultimately develop a blueprint for boosting consumer confidence in the rapidly evolving digital food and grocery marketplace.

5. OBJECTIVES OF THE STUDY

- To investigate the key determinants of trust and reliability in online food and grocery delivery services
- To examine the impact of trust and reliability on consumer confidence and buying behaviour
- To propose strategies for enhancing trust and reliability in online food and grocery delivery services

6. REVIEW OF LITERATURE

1. **Shao Zhucheng and Kelly Lim Qiao Ling (2022):** This article sets out to investigate issues such as misleading advertising, product quality, logistics, and reputation as they relate to consumer trust in online grocery shopping. The findings reveal that misleading advertising and logistics are not significantly linked to consumer trust, while product quality and reputation are positively related to the trust consumers have in online grocery shopping. This study fills an existing void in research at this point and provides valuable recommendations to policymakers, online shopping platforms, and grocery sellers to bolster regulatory measures, sanitize market practices, and foster the development and success of online grocery shopping in Malaysia, in view of these research findings.
2. **Ni Nyoman Triyuni and Gundur Leo (2021):** This empirical study scrutinizes the influence of food quality, e-service quality, and trust on customer loyalty within the sphere of online food delivery (OFD) services. The findings highlight that both food quality and e-service quality wield a positive impact on trust, which in turn significantly influences loyalty. This study underscores the

imperative of food quality and e-service quality in boosting customer trust in online food delivery services. Both these factors considerably sway trust, thereby necessitating food providers to enhance aspects like nutritional value, preparation process, taste, ingredient quality, and health attributes of their offerings. Additionally, it is vital for the managers to ensure reliable, secure, and user-friendly applications while also delivering accurate and trustworthy information.

3. **Si Tana and Weiping Chen (2021):** This study presents an exhaustive framework to elucidate the mechanism by which WeChat food marketing influences consumer trust. The outcomes reveal that the content and interactive behaviour of food sellers on WeChat favorably affect consumer trust, mediated by the consumer's perception of information quality and presence. Furthermore, consumer trust augments consumer loyalty. This research broadens the understanding of consumer trust in online food marketplaces and offers valuable theoretical guidance for food marketers to optimize the use of WeChat in fostering trust.
4. **Anna L. Macready, and Sophie Hieke (2020):** This study presents a model to gauge consumer trust in food chain actors and its resultant influence on consumer confidence in food and its associated technology. The model constructs a relationship between social trust, beliefs in trustworthiness, overall trust in food chain actors, and confidence in both food product supply and food technologies. The analysis backs the model and reveals that consumer confidence is largely shaped by their beliefs regarding the trustworthiness of food chain actors. Specifically, beliefs about transparency, particularly regarding food manufacturers, are tightly linked to consumer confidence. Noteworthy national differences in trust and confidence were also observed. The developed instrument proves effective in tracking the evolution of, and shifts in, trust across countries over time.
5. **Wen Wu, Airong Zhang and et.al.,(2021):** This study highlights the importance of food safety and quality in consumer decisions. Consumers rely on trusted cues to verify these attributes. The study creates a framework showing that trust comes from assurances about food products and the food system. Packaging labels, certifications, origin, and traceability build consumer trust. Stakeholders like producers and retailers also provide assurances. External entities like government agencies and media influence perceptions. The framework guides future research on these trust factors.
6. **Aaliyah Siddiqui (2021):** This study integrated the extended valence framework and UTUAT2 model to examine factors influencing Online Food Delivery (OFD) platform usage during the COVID-19 pandemic. Using structural equation modeling with 362 respondents from India, it revealed trust as the strongest factor impacting buying intention. All predictors of trust significantly influenced it, while perceived risk had an inverse relation with trust. The study's findings offer valuable insights for marketers, demonstrating how specific factors can enhance buyer intention during emergencies. The unique integration of theoretical models and the pandemic context adds to the study's originality and significance.
7. **Bhat, S. A., & Darzi, M. A. (2020):** This study examines how e-service quality factors impact perceived usefulness and e-trust in online shopping. It also explores how perceived usefulness mediates the relationship between e-service determinants and outcomes. Using a consumer survey and structural equation modeling, the study found that e-service quality and perceived usefulness directly influence e-trust, and perceived usefulness serves as a mediator between them. The findings have practical implications for website developers and online retailers, aiding in designing effective platforms that enhance trust and perceived usefulness. Furthermore, the study contributes to e-commerce understanding by presenting a revised consumer online shopping model that outlines factors influencing attitudes and the mediating role of perceived usefulness.

7. RESEARCH GAP

While the significance of trust and reliability in online commerce is widely recognized, existing literature often lacks a targeted exploration of these factors within the online food and grocery delivery industry, particularly within the specific context of Ernakulam city. Such studies are often generalized, focusing on the broader landscape of online retail, without considering the unique dynamics of the online grocery market, where factors such as product perishability, immediate need fulfillment, and quality assurance upon delivery play pivotal roles in building consumer trust and confidence. Moreover, much of the current research has been conducted in Western

or metropolitan contexts. The application of these findings to cities like Ernakulam, with distinct socio-cultural norms and consumption patterns, may not offer accurate insights. As a result, there's a gap in understanding how consumers in Ernakulam perceive and evaluate trust and reliability in online food and grocery delivery services.

The rapid growth of online grocery delivery services in recent years, accelerated by the global pandemic, has also introduced new factors influencing trust and reliability. This includes contactless deliveries, digital payment methods, and real-time tracking, which may not have been adequately explored in existing research. Therefore, there is a need for updated, context-specific research to address these novel aspects. While studies may have evaluated consumer trust and reliability, there seems to be a dearth of research on how to effectively enhance these perceptions to boost consumer confidence. Strategies for building trust and reliability in the online grocery context, particularly in Ernakulam city, remain an understudied area. This study proposes to fill these gaps by focusing on the determinants of trust and reliability in online food and grocery delivery within the specific socio-cultural context of Ernakulam, considering the unique characteristics of this industry and the latest trends. The study also aims to propose strategies for enhancing trust and reliability in this sector, thereby providing valuable insights to stakeholders in the industry.

8. RESEARCH METHODOLOGY

Quantitative research is proposed for this study to gather numerical data from a large sample size, which can be statistically analyzed. This will allow for a more generalized understanding of consumer behaviour and perceptions. The primary data collection method for this study will be the survey method. A structured questionnaire will be developed and administered to a sample of consumers who use online food and grocery delivery services. The questionnaire will be designed to gather data on the key determinants of trust and reliability. Given the diverse range of consumers who use online food and grocery delivery services, non-probability convenient sampling will be carried out for the people of age between 18 to 45 in the Ernakulam city in Kerala. To reduce the error as well as to enhance the reliability of the data, based on Krejcie and Morgan (1970), the sample size is decided by population size. Consequently, it was decided to set the minimum sample size at 384. The surveys will be administered online to reach a wider audience and collect data more efficiently. Only 376 filled questionnaires were received. The statistical tests such as per cent analysis, One Way ANOVA, and the Milton Friedman test were employed for analysis.

9. Research Limitations:

The limitations of the study, such as the potential for response bias in self-reported surveys and the generalizability of the results to different cultural or geographical contexts, will be acknowledged. This research design should provide a comprehensive and statistically sound understanding of the factors that influence trust and reliability in online food and grocery delivery services.

10. DATA ANALYSIS AND INTERPRETATIONS

H₁: There are variations in the impact on the perceived key determinants of trust and reliability in online food and grocery delivery services

Table 1: Showing the classification of respondent's opinion on various determinants of trust and reliability of online food and grocery delivery

S.no	Trust and reliability	SD	D	N	A	SA
Product Quality						
1.	The products delivered always have a reasonable shelf life.	30 (8%)	38 (10%)	38 (10%)	199 (53%)	71 (19%)
2.	I am always satisfied with the quality of products delivered	23 (6%)	48 (13%)	4 (1%)	211 (56%)	90 (24%)
3.	The products delivered are always	19 (5%)	132 (35%)	30 (8%)	184 (49%)	15 (4%)

	in good condition.					
Accuracy of Orders						
4.	The items delivered are always what I ordered	45 (12%)	4 (1%)	8 (2%)	233 (62%)	86 (23%)
5.	The delivery always arrives at the promised time	23 (6%)	49 (13%)	0 (0%)	222 (59%)	79 (21%)
6.	I have never received an incorrect order	26 (7%)	38 (10%)	38 (10%)	173 (46%)	102 (27%)
Timeliness of Delivery						
7.	My orders are always delivered within the promised time frame	19 (5%)	26 (7%)	4 (1%)	226 (60%)	105 (28%)
8.	I am satisfied with the delivery speed	26 (7%)	38 (10%)	38 (10%)	173 (45%)	105 (28%)
Customer Service Efficiency						
9.	The customer service team always resolves my issues effectively	41 (11%)	56 (15%)	79 (21%)	165 (44%)	34 (9%)
10.	My interactions with the customer service team always improve my trust in the service.	11 (3%)	23 (6%)	45 (12%)	237 (63%)	60 (16%)
Data Privacy Measures						
11.	The service has clear and transparent data privacy policies	8 (2%)	19 (5%)	68 (18%)	147 (39%)	135 (36%)
12.	I am satisfied with the data privacy measures of this service	11 (3%)	15 (4%)	64 (17%)	184 (49%)	98 (26%)

Interpretation: From the descriptive analysis it's clear that almost 52% of the respondents agree that the products delivered always have a reasonable shelf life and about 56% of the respondents agree that always satisfied with the quality of products delivered, most of the customers agreed that products delivered are always in good condition. 62% of the customers agree that the items delivered are always what they ordered, 59% of them agree that their delivery always arrives at the promised time. 60% of the customers agree that orders are always delivered within the promised time frame, maximum of the customers agree that they are satisfied with the delivery speed. Maximum of about 44% of the respondents agree that customer service team always resolves my issues effectively and about 63% of the respondents that the customer service team always improve their trust in the service. It's evident that nearly 40% of the customers agree that service has clear and transparent data privacy policies and most of the customers agree that they are satisfied with the data privacy measures of this service.

Table 2. Showing the ranking of major determinants that impact their trust and reliability

H₁: There is a difference in the preference of major determinants that impact their trust and reliability

S.NO	FACTORS	MEAN	RANK
1.	Product Quality	2.9	II
2.	Accuracy of Orders	4.0	IV
3.	Timeliness of Delivery	3.9	III
4.	Customer Service Efficiency	4.2	V
5.	Data Privacy Measures	5.3	VI
6.	Positive Reviews and Ratings	2.8	I

7.	Communications and Updates	5.5	VII
8.	Others	5.7	VIII

Interpretation: The Friedman test is used to assess the major determinants that impact their trust and reliability. From the Table 2 it's clear that from the factors influencing the customer building their trust and reliability on online food and grocery delivery service the customers preferred positive reviews and ratings is the first place for them which helps them in building their trust and the next major factor is the quality of the products and third rank is given to the timeliness of their order delivery and communication and updates holds the last rank.

PERCEPTIONS OF MAJOR DETERMINANTS IMPACTING TRUST AND RELIABILITY IN ONLINE FOOD AND GROCERY DELIVERY

H₁: The perceived trust and reliability in an online food and grocery delivery service significantly affect consumer confidence

Table 3: Perceptions perceived trust and reliability in an online food and grocery delivery service significantly affect consumer confidence

		Sum of Squares	df	Mean Square	F	Sig.
Delivery Time	Between Groups	85.242	4	21.310	34.329	.000
	Within Groups	230.309	371	.621		
	Total	315.551	375			
Order Accuracy	Between Groups	119.683	4	29.921	42.283	.000
	Within Groups	262.530	371	.708		
	Total	382.213	375			
Product Quality	Between Groups	53.221	4	13.305	20.959	.000
	Within Groups	235.521	371	.635		
	Total	288.742	375			
Customer Service	Between Groups	85.024	4	21.256	36.946	.000
	Within Groups	213.444	371	.575		
	Total	298.468	375			
Website/App Experience	Between Groups	82.547	4	20.637	34.535	.000
	Within Groups	221.698	371	.598		
	Total	304.245	375			

Interpretation: The major determinants impacting trust and reliability in online food and grocery delivery based on the sources of buying decision is statistically significant at 5 per cent level of significance as its p values are less than 0.05. Hence the null hypothesis is rejected. It implies that there is difference in delivery time, order accuracy, product quality, customer service, and website/app experience concerning the influencers of buying

IMPACT OF TRUST AND RELIABILITY ON CONSUMER CONFIDENCE AND BUYING BEHAVIOUR

H₁: There are variations in the consumer confidence level on various aspects of consumer confidence and buying behavior

Table 3. Showing the consumer confidence level on various aspects

S.no	Statement	SD %	D %	N %	A %	SA %
1.	My trust in the online food and grocery delivery service significantly affects my confidence in using it.	38 (10%)	19 (5%)	38 (10%)	105 (28%)	180 (48%)
2.	When I perceive the service as reliable, I feel more confident in using it.	26 (7%)	30 (8%)	38 (10%)	222 (59%)	60 (16%)
3.	A high level of trust in the service makes me feel more secure in my transactions.	15 (4%)	23 (6%)	34 (9%)	98 (26%)	206 (55%)
4.	When the service consistently delivers quality products, I feel more confident in using it.	15 (4%)	19 (5%)	41 (11%)	218 (58%)	83 (22%)

5.	Reliable customer service increases my confidence in the online food and grocery delivery service.	8 (2%)	26 (7%)	56 (15%)	124 (33%)	162 (43%)
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Interpretation: From the Table 3 it's clear that trust and reliability of customers affects their confidence level, about 59% of the respondents agree that when they feel the service reliable they feel more confident. Maximum of the respondents strongly agree that high level of trust in the service makes them feel more secure in their transactions. Service consistently delivers quality products; feel more confident in using it this agreed by more than half of the customers and about 43% of the respondents strongly agree that reliable customer service increases their confidence in the online food and grocery delivery service.

H₁: There is a positive correlation between consumer trust in a brand and their actual buying behaviour.

Correlations			
		Consumer Trust	Buying Decisions
	Pearson Correlation	1	.517**
	Sig. (2-tailed)		.000
	N	376	376
**. Correlation is significant at the 0.05 level (2-tailed).			

Interpretation: The correlation between consumer trust and buying decisions is statistically significant with a p-value of .000, indicating a very strong likelihood that this relationship is not due to chance. This result substantiates the connection between the two variables in the studied sample.

H₁: There is a positive correlation between the perceived reliability of a product or service and consumer confidence.

Correlations			
		Consumer Trust	Consumer confidence
	Pearson Correlation	1	.341**
	Sig. (2-tailed)		.000
	N	376	376
**. Correlation is significant at the 0.05 level (2-tailed).			

Interpretation: The Table shows a positive correlation between consumer trust and consumer confidence, indicating a moderate positive relationship between these two variables. Trust is indeed positively associated with consumer confidence. However, while the relationship is statistically significant, it is of moderate strength, implying that factors other than consumer trust may also significantly influence consumer confidence.

11. STRATEGIES FOR ENHANCING TRUST AND RELIABILITY IN ONLINE FOOD AND GROCERY DELIVERY SERVICES

Based on the above analysis and findings it's clear that Enhancing trust and reliability in online food and grocery delivery services is a strategic imperative to retain customers and achieve long-term success. One key strategy is to ensure consistent delivery of high-quality products. By regularly checking food and grocery items for freshness and upcoming expiry dates, customers can associate the service with high quality, thereby enhancing trust. The accuracy of orders is another significant factor. Investment in technologies and systems can help improve the precision in order processing, thus mitigating errors that could significantly harm the company's reputation. When mistakes do occur, swift correction and customer satisfaction should be the primary focus.

Enhancing delivery timelines is also a crucial strategy. By ensuring that orders are delivered within the specified timelines and investing in a strong logistics system, reliability perceptions can be greatly improved. Keeping customers informed about their delivery status can also contribute to their trust in the service.

Trust and reliability can also be bolstered through an effective customer service team. Training them to handle complaints, resolve issues promptly, and communicate effectively with customers can lead to enhanced customer satisfaction. Equally important is transparency about policies related to refunds, returns, cancellations, and data privacy. This openness can prevent future misunderstandings and disputes, increasing the customers' trust in the service. Prioritizing data security is another vital step. Strong measures to protect customers' personal and financial information, coupled with regular updates to security protocols, can increase their confidence in the service. Alongside this, soliciting regular feedback and reviews from customers and implementing visible improvements based on their inputs can show customers that their opinion is valued, which in turn enhances trust. Building a strong brand reputation is also essential, and this can be achieved through regular positive interactions, successful order fulfilments, and excellent customer service over time. This reputation can foster a sense of trust among customers and potential customers alike. Finally, honesty and transparency in all marketing and advertising efforts are essential. Misleading customers can quickly erode trust, while responsible marketing can help maintain it. By focusing on these strategies, online food and grocery delivery services can not only improve their trustworthiness and reliability but also cultivate a more loyal customer base and achieve greater business success.

12. FINDINGS AND CONCLUSION

The study found that Product Quality emerged as a critical factor influencing consumer trust. A consistent delivery of high-quality products significantly enhanced trust and bolstered consumer confidence. This suggests that customers place a high value on the freshness, condition, and shelf-life of the products delivered to them, indicating the importance of rigorous quality control measures. In addition, accuracy in order fulfilment and timely delivery were recognized as significant determinants of the perception of reliability. It was evident that services maintaining high levels of accuracy and punctuality in their delivery process reported increased consumer confidence. This finding emphasizes the need for strong logistics and order processing systems to ensure accuracy and timeliness. The research also spotlighted the importance of efficient and responsive customer service in enhancing consumer trust and reliability in the service. Instances of effective problem resolution and prompt responses from the customer service team had a direct positive impact on consumer trust. This underlines the critical role of well-trained, responsive customer service teams in building customer trust. Data privacy and security measures were also found to be essential in building consumer trust. Finally, the study highlighted the substantial overall impact of trust and reliability on consumer confidence. Consumers who trust a service and perceive it to be reliable show increased frequency and variety in their purchases. This evidence underlines the direct impact of trust and reliability on the success of online food and grocery delivery services. The correlation between Consumer Trust and Buying Decisions is statistically significant and there shows a positive correlation between consumer trust and consumer confidence, indicating a moderate positive relationship between these two variables. Trust is indeed positively associated with consumer confidence.

In conclusion, trust and reliability are pivotal to building consumer confidence in online food and grocery delivery services. As the study has shown, several key factors, including product quality, order accuracy, timely delivery, efficient customer service, and strong data privacy measures, play crucial roles in shaping this trust and reliability. Therefore, online food and grocery delivery services must prioritize these areas to enhance consumer trust and reliability. Investing in quality control, improving order accuracy, ensuring timely delivery, bolstering customer service, and implementing strong data privacy measures are all strategies that can enhance consumer confidence and, in turn, positively influence buying behaviour. The ripple effect of such actions can lead to increased business success in a highly competitive market.

13. FUTURE IMPLICATIONS

Future research could explore the role of technology in enhancing trust and reliability, study the impact of personalized experiences on consumer confidence, and investigate the influence of corporate social responsibility on customer loyalty in online food and grocery delivery services. Future research possibilities for the study on trust and reliability in online food and grocery delivery, focusing on consumer confidence, include

exploring AI's role in enhancing delivery accuracy, studying social media's impact on trust perceptions, analysing cross-cultural factors, conducting longitudinal studies on sustained trust, investigating eco-friendly practices, and exploring blockchain's potential for transparent delivery processes.

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