ADOPTION OF FOOD DELIVERY APP - AN INTENSE LEARNING

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Abstract

The scientific advancement in urbanized locations with the relation of the lower classes and discovery to Secularized culture boosts food delivery applications and restaurant industries in India. The convenience of users is the primary objective aspect of such, at the same time, the second thing that this software is also beneficial for the development of the market in eating and food supply, as the use of the online platform is a place where the restaurant owner is prepared to attract as many users as he can by allowing them to see the entire food menu by item name, price, photo, etc. Apps for food delivery have proven to be a big success in India as people know its operations and services. As one can order food for any occasion, it is one of the most comfortable and trusted options available. These apps help save time, resources, fuel, and efforts for people, which is one of the key reasons this industry is thriving and will tend to do so. Therefore, part of my initiative would be to review the theoretical background in various aspects of food sector apps, business models and various factors affecting the adoption of food delivery apps that have never been addressed before.

Article History

1. INTRODUCTION

The food industry, like many others, has also gained from the e-commerce boom. By making food accessible on online channels, the growing number of food distribution apps and websites has transformed the food industry's landscape. It is called online food ordering to order food through a web page or mobile application. During the last few years, online food ordering has grown steadily. Food delivery services have transitioned from ordering via telephone to digital

offered. The pressure to get food as quickly as possible reduces with no lines behind them, and it moves to have happy deals or extra goods along with it. Many people know about Swiggy, UberEats, Zomato, etc. for their quick and reliable service and exceptional taste for customers from different regions, areas and customers Ravichandran et al.[2019]; Alalwan et al.[2020]. With this introduction, Section 2 describes the theoretical background of food sector apps; Section 3 depicts the business model of food delivery apps and factors affecting adoption of food delivery apps in Section 4 followed by conclusion in Section 5.

2. THEORETICAL BACKGROUND OF FOOD SECTOR APPS

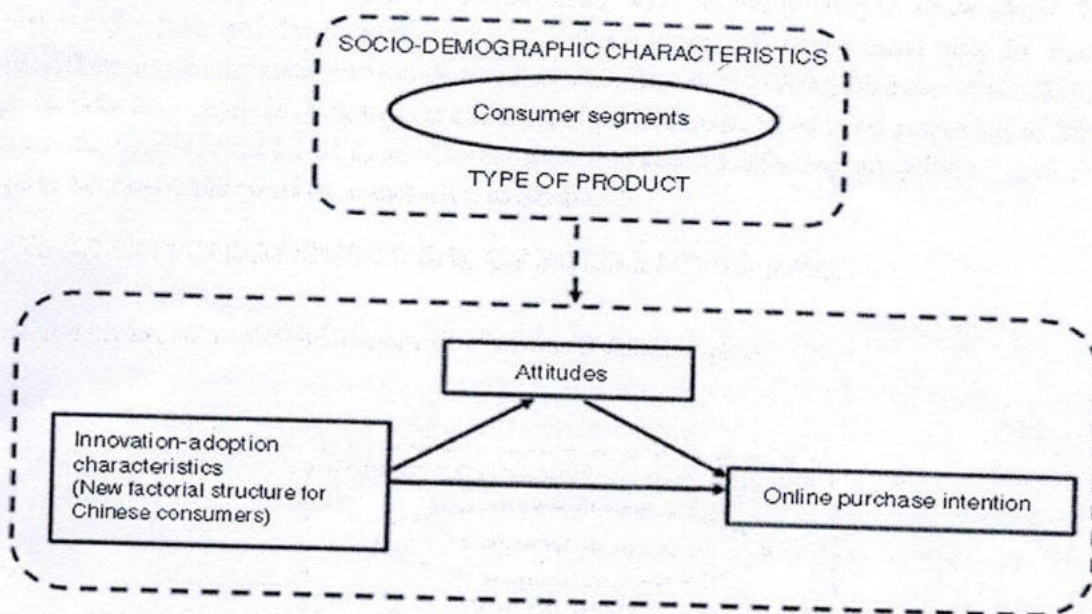### 2.1 Conceptual structure of consumers' online food shopping

Figure 1. Conceptual model of the factorial structure

- The perceived social norm refers to other people's expectations (e.g. friends and family) on implementing an individual's online shopping and is linked to online food shopping, buying desires or using.
- Perceived compatibility represents how well online food shopping suits an individual's actions and beliefs and has a favourable experience of social food shopping, ordering, or customer attitudes.
- The perceived relative gain is the individual's perception of online shopping trips over modern offline food shopping.

- Promised delivery
- The items ordered are sent out promptly
- Honest web offering
- Accurate communication about delivery
- Tracing shopping behaviour
- Security of personal information
- Ensuring the safety of payment ID

The impact of food quality on online loyalty is to reinforce the client's quality perceptions and the level of consumer. Customers prefer to repurchase and suggest food in the future when the food is of good quality. This is also expressed in the consistent intake of food in their actions. This result suggests that food quality is a key component in conventional restaurants and the sense of online food delivery services. Thus, fast-food restaurants providing online food delivery services must provide elevated food that meets consumers' needs and is also comparable to competitors' foods. They should focus on food presentation, taste, variety, and healthiness to outperform competitors. It is crucial in deciding food quality, perceived value, and efficiency in terms of e-service quality Bigiliardi et al.[2013]; Tribhuvan et al.[2020].

3. BUSINESS MODEL OF FOOD DELIVERY APP

The business model of order and supply used by partnering with logistics firms. Customers put their demands on the website, approve and execute the orders from the restaurants. At the same point, when an order comes in, the system gives data to the couriers nearest to the pick-up spot. Suppose new entrants opt for this business model. In that case, it will be very difficult to negotiate against restaurant and courier networks that are already developed and configured that charge a higher rate, 25-30 per cent on average. Their key feature is providing a range of restaurants and price points that cannot be offered by software-only markets Belanche et al.[2020].

1. **Performance Expectancy**
    a. The use of mobile food order applications increases the chances of doing complex things.
    b. Mobile ordering applications help to perform tasks faster
    c. Mobile food ordering applications enhance productivity

2. **Effort Expectancy**
    a. It is simple to learn when to use mobile food delivery apps
    b. It is clear and concise to interact with mobile food ordering applications
    c. Mobile food ordering applications are easy to find online
    d. The use of mobile food ordering applications make it easy to become competent

3. **Social Influence**
    a. People that believe I should use mobile food ordering applications
    b. People who control my actions think I must use food order applications for mobile devices
    c. I like to use mobile food ordering apps for people whose opinions I respect

4. **Facilitating Conditions**
    a. Resources needed to use food ordering apps on mobile devices
    b. Knowledge about mobile food delivery apps is necessary
    c. Mobile food order apps require technological compatibility

5. **Hedonic Motivation**
    a. It is fun to use mobile food delivery apps
    b. It is enjoyable to use mobile food ordering apps
    c. It is entertaining to use mobile food ordering apps

6. **Price Value**
    a. Apps for mobile commands are affordable
    b. A good value for money

7. **Habit**
    a. It has become a practice to use mobile food ordering apps
    b. It has become natural to use mobile food delivering applications.

8. **Online Review**
    a. The data given in mobile food ordering apps about online reviews is reliable
    b. The information given in mobile food ordering apps was important to your requirements from online reviews
    c. Online reviews are based on knowledge evidence.
    d. The information given in mobile food order applications from online reviews was sufficiently comprehensive (degree of detail)
    e. Online reviews included ample details in mobile order applications (spanning different subject areas)

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