

## **A Review On Food Delivery Apps**

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### **Abstract:**

The increasing popularity of food delivery apps (FDAs) has led to a growing interest in understanding the factors that influence their adoption and usage. In this review, the determinants and motivations of FDA usage from is elaborated in two complementary perspectives. First, the relationships between system quality, design quality, user-generated information, and firm-generated information on perceived usefulness and ease of use, providing insights into the technological and design aspects that drive FDA is suggested. Second, the uses and gratifications (U&G) theory to identify the motivations behind FDA usage, including convenience, societal pressure, customer experience, and ease-of-use, which shed light on the psychological and social factors that influence users' intentions to use FDAs is determined. By integrating both technological and psychological perspectives, this review offers a comprehensive understanding of FDA usage, contributing to the growing body of research on digital consumer behaviour and mobile commerce.

**Keywords:** Food Delivery Apps (FDAs), Adoption, Usage, Customer Experience, Ease-of- Use, Search Functionality, Listing Features, Convenience, Societal Pressure, Uses and Gratifications (U&G) Theory, Mobile Commerce, Digital Consumer Behavior

### **Introduction:**

The rapid growth of the food delivery app (FDA) industry has led to increased competition among service providers, making it essential for them to understand the needs and expectations

of their consumers. The sustainability of FDAs depends on serving the needs of existing consumers and attracting new ones. To achieve this, it is crucial to understand the various uses and gratifications (U&G) behind the use of FDAs. The food industry is a fast-growing sector, with estimated revenues of approximately US \$137.6 billion by 2023. Despite its massive potential, limited research has examined the different perspectives related to FDAs, highlighting the need for further investigation. Furthermore, most prior studies were conducted in culturally similar countries, emphasizing the importance of conducting research in diverse cultural contexts, such as India (Tewari et al, 2024).

This review aims to address the gap in existing literature by examining the different U&Gs behind the use of FDAs in India, providing new insights into the perspectives of consumers in a culturally diverse country. By understanding the motivations and needs of FDA users, this research can inform strategies to enhance customer experience, increase loyalty, and ultimately drive the growth of the FDA industry.

### **Understanding The Adoption And Usage Of Food Delivery Apps:**

The usage patterns of online food delivery services have become an essential aspect of modern life (Figure 1). With the rise of digital technology, consumers are increasingly relying on online platforms to fulfill their daily food needs. A recent study revealed that 37% of respondents use online food delivery services on a weekly basis, while 28% admitted to using them daily. This frequent usage indicates a high level of dependence on online food delivery services for daily meals. In terms of platform preference, Swiggy emerged as the clear leader, with 64% of respondents opting for this service. This is not surprising, given Swiggy's widespread presence and extensive network of restaurants. The platform's user-friendly interface and efficient delivery system have also contributed to its popularity among consumers (Ray et al, 2019).

In a study conducted, the respondents reported a high satisfaction rate with their online food delivery experience. A staggering 73% of respondents expressed satisfaction or very

satisfaction with the services provided. This is a testament to the convenience, flexibility, and variety offered by online food delivery platforms. Consumers can browse through a wide range of cuisines, read reviews, and track their orders in real-time, making the entire experience seamless and enjoyable. The high satisfaction rate can also be attributed to the various benefits offered by online food delivery platforms. For instance, many platforms provide discounts, promo codes, and loyalty programs, which incentivize consumers to continue using their services. Additionally, online delivery platforms have made it possible for consumers to access a wide range of restaurants and cuisines, which may not have been possible otherwise (Ray et al, 2019).



**Figure 1: Food app in mobile**

**Determinants And Motivations Of Food Delivery App Usage:**

The sustainability of Food Delivery Apps (FDAs) depend on serving existing consumers and attracting new ones. To achieve this, understanding the various uses and gratifications (U&G) behind FDA usage is crucial. This study aims to examine the different U&Gs behind FDA usage in India. The food industry is a fast-growing sector, with estimated revenues of approximately US \$137.6 billion by 2023. However, limited research has examined the perspectives related to FDAs. This study addresses this gap by exploring the U&Gs behind FDA usage. A mixed-method approach was used, combining

qualitative and quantitative methods. The findings reveal that customer experience, search of restaurants, listing, and ease-of-use are significantly associated with intention to use FDAs. However, convenience, societal pressure, delivery experience, and quality control did not play a significant role. Understanding the U&Gs behind FDA usage is essential for several reasons. Firstly, it provides new context to the existing literature. Secondly, conducting studies in culturally diverse countries like India helps better understand consumer perspectives. Finally, determining the factors influencing FDA acceptance is crucial, as prior research has mainly focused on e-service acceptance. This study has implications for FDA service providers, policymakers, restaurant owners, and FDA users. By understanding the motivations and needs of FDA users, stakeholders can develop strategies to enhance customer experience, increase loyalty, and drive growth in the FDA industry. This study examines the U&Gs behind FDA usage in India, revealing the significance of customer experience, search of restaurants, listing, and ease-of-use. The findings provide valuable insights for stakeholders to improve FDA services and enhance customer satisfaction (Alalwan, 2020).

### **Implications For The Food Service Industry:**

In today's competitive retail landscape, creating superior customer experiences has become a central objective for businesses. Retailers recognize that delivering exceptional experiences is crucial for building customer loyalty and driving long-term growth (Figure 2). Companies like Valero Energy Corporation, Dell, and Toyota have incorporated customer experience management into their mission statements, acknowledging its importance in sustaining profitable growth. Research has shown that customer experience is a key factor in building loyalty to brands, channels, and services (Badgett, Boyce, and Kleinberger 2007).

A positive customer experience can provide enormous economic value for firms, while a negative experience can lead to customer defection. Despite its importance, the academic marketing literature on customer experience has been limited, with most publications focusing on managerial

actions and outcomes rather than theoretical perspectives. To address this gap, researchers have begun to explore the antecedents and consequences of customer experience. For instance, Gentile, Spiller, and Noci (2007) investigated the role of experiential features in product success, while Novak, Hoffman, and Yung (2000) examined the impact of website design on customer experience.

By understanding the factors that influence customer experience, businesses can develop effective strategies to create loyal customers. Loyalty is critical in today's competitive market, as loyal customers are more likely to repeat business, provide positive word-of-mouth, and resist competitors' offerings. By prioritizing customer experience, businesses can build strong relationships with their customers, driving long-term growth and profitability (Verhoef et al, 2009).



**Figure 2: On-time Food Delivery**

### **Conclusion:**

In conclusion, this study provides a comprehensive understanding of the factors that influence the adoption and usage of food delivery apps (FDAs). The findings highlight the significance of customer experience, search of restaurants, ease-of-use, and listing in driving intentions to use FDAs. The study offers practical implications for the food service industry to improve their mobile apps and customer experience, ultimately enhancing customer loyalty and retention.

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