

# Chapter 13

## The Effective Role of Mobile Apps in Food Service Industry

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### ABSTRACT

*Nowadays, technology has become an integral part of people's lives. Smartphone technology has changed everything. People use a variety of digital gadgets to fulfill their needs like ordering food, shopping, ordering takeout or booking a cab, customers prefer to use upscale mobile applications. People can order food at their doorstep and get a taxi parked at their doorstep, with just a few simple taps; they can do all this from the comfort of their home. In this study, we will discuss the impact of mobile applications on the food business. The restaurant business and mobile apps is a match made in heaven. One of the industries that have benefited the most from the incorporation of mobile technology is restaurants. Whatever customers want to order from most restaurants can now be done through the app, whether they are at home or on the road. Gone are the days of waiting in line and using paper menus! With the advent of food delivery innovation, customers can now enjoy their favorite restaurant meals at the convenience of their homes using a plethora of mobile applications.*

### INTRODUCTION

The use of mobile apps has increased dramatically, covering everything from ordering groceries to purchasing bus tickets. The growing popularity of apps is causing a notable increase in the growth rate and profitability of organizations. Opportunities abound in many industries when we embrace digitalization and serve the increasing number of digital consumers.

There is a lot of room for expansion in the food and beverage business with mobile applications. The traditional restaurant business model has undergone a change with the introduction of online meal ordering and delivery applications. With internet ordering, the growth of meal delivery services might dramatically increase restaurants' sales to unprecedented levels (Alalwan, A.A., Qasem, Z. and Dwivedi, Y.K, 2020). The rapid expansion of food delivery services has been one of the major developments during COVID-19. Customers who want to use restaurant services with fewer risks associated with eating in person are likely to be the ones seeking online-to-offline food delivery services. Mobile apps are

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becoming more important in consumers' consumption activities due to the rapid development of mobile technology ((Baum, et al., 2024). Positive consumer experiences and interactions with brands can be facilitated by branded mobile applications (Baum et al., 2013). For example, Starbucks attracted approximately 17 million users of mobile applications by offering a range of personalized services (Camilleri, M.A., Troise, C. and Kozak, M, 2023). Many food service businesses provide mobile applications to improve the customer experience e.g., quick ordering, contactless payment, and reduced waiting time. Additionally, customers can purchase goods and services through mobile application platforms, which do not require personal interaction. The variety of mobile food delivery services has grown, including options such as UberEats, Grubhub, Swiggy, Grabfood and Zomato. Understanding how food service businesses use mobile platforms is essential for creating effective marketing campaigns and gaining long-term competitive advantage (Cavusoglu et al., 2019). In general, consumers' behaviour when using a mobile device is strongly associated with prioritizing hedonic consumption i.e. fun and enjoyment – over utilitarian value (Baum et al., 2013). Previous research has shown that users' behaviour (such as their willingness to continue using a mobile device) is influenced by their level of enjoyment (Chen McCain and Liu, E., 2022). For example, Cavusoglu et al. (2019) proposed that behavioural intention towards smartphone applications is prompted by hedonic motivation or pleasure. Additionally, consumers' perceived social presence - such as a psychological sense of community - is linked to the ubiquitous connections of mobile applications (Garg et al., 2019). Consumers can form psychological connections with others using mobile application technology, even if they are physically apart. Conversely, a lack of interpersonal communication and social engagement may hinder the expansion of mobile commerce (Garg et al., 2019). Furthermore, conversations and interpersonal exchanges that take place during meal ordering may affect how clients feel their social presence. Therefore, the purpose of this study is to look at the factors that led to customer's attitudes and behaviors when it came to mobile meal delivery. This study specifically looks at how social presence and perceived satisfaction affect brand attitude and brand loyalty. The present study provides theoretical insight into how people perceive their experiences with mobile meal delivery. Additionally, the results offer helpful insights into successful marketing tactics that might improve the patronage behavior of clients. However, because technology is a key component for nations to boost their global competitiveness, m-commerce has drawn greater attention recently (Dehghani, M., Popova, A. and Gheitanchi, S, 2022). The number of applications downloaded has increased in direct proportion to the steady increase in the number of users of smartphones and related platforms, such as tablets. Along with the creation of mobile applications, social distance and other safety measures during the COVID-19 epidemic have resulted in customers eating out less (Cavusoglu et al., 2019). Thus, there are formidable local rivals in the worldwide market for mobile food ordering applications which have grown in popularity. Now day's individuals use cell phones mostly. As compare to more mobile devices than PCs are in use. Many of users spend time on apps, and utilize the mobile applications for booking, paying, and making purchases. (Dirsehan, T., & Cankat, E, 2021) whatever the sector, mobile applications are becoming a vital resource for expanding a business's reach. Every industry has seen a transformation thanks to mobile app technology. Businesses that previously offered only offline services are suddenly taking over the online space. (Cavusoglu et al., 2019) Using a few touches on a smart phone, one can easily order food or book a cab. The advent of apps has made people's lives easier. Nowadays, everyday tasks are done through smart phone apps. The availability of apps has now improved both the user's life and business. Earlier, people had to buy the things they needed from physical establishments. Earlier, they had to travel a long distance to select and buy goods. The advent of online retailers and smart phone apps has reduced their work (Gonzalez, R., Gasco, J. and Llopis, J,

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