


Chapter 15

Assessing Consumer Trust and Perception in Online Food Marketplaces

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ABSTRACT

This chapter investigates consumer trust and perception within online food marketplaces, a rapidly evolving segment of the digital economy. The study investigate into the factors influencing consumer confidence in these platforms, including the reliability of product information, transaction security, and the quality of customer service. It examines how user reviews, ratings, and social proof contribute to shaping consumer perceptions and trustworthiness of online food vendors. The chapter also explores the impact of platform design and usability on consumer satisfaction and trust, highlighting the role of transparency and user experience in fostering positive perceptions. By analyzing empirical data, the chapter provides insights into how online food marketplaces can enhance trust and improve consumer satisfaction, thereby driving engagement and loyalty.

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INTRODUCTION

Increased smartphone penetration, high-speed internet connectivity, and improvements in interactive applications (apps) (Tandon et al., 2021), as well as the proliferation, portability, and accessibility of mobile devices (Yahya et al., 2023), have created a favorable environment for mobile app adoption. The mobile food delivery app industry is one of the fastest expanding sectors as a result of the recent paradigm shift in customer purchasing behavior (Kumar & Shah, 2021). Several scholars concur that the proliferation of food delivery apps for smartphones came as a blessing for not only the consumer due to the advent of the coronavirus (COVID-19) pandemic to avoid transmission of the virus (Shah et al., 2022), Businesses have also identified opportunities for growth and the potential to strengthen relationships with both existing and new clients. The convenience, accuracy, and speed offered by online food delivery services have made them increasingly popular, with research indicating that most consumers prefer using food delivery apps (Tandon et al., 2021). Although the global food delivery industry began over a decade ago, its growth has been relatively slow, averaging about 8% annually since 2017 (Puriwat & Tripopsakul, 2021). However, the industry saw rapid expansion due to the COVID-19 pandemic (Al Amin et al., 2021). For example, the Yogiyo meal delivery app in South Korea had a 3-4% weekly rise during the pandemic in 2020 (Al Amin et al., 2021). Similarly, the Grab mobile food delivery app contributed to a 20% rise in Singapore food delivery services during the same time period (Choudhury, 2020). More than 20,000 Thai restaurants began offering online meal delivery services in the first quarter of 2020 (Chotigo & Kadono, 2021). European eateries who had only employed mobile food delivery services infrequently before to COVID-19 were obliged to enter the fray in large numbers. India's online food delivery business is expected to develop significantly, with sales reaching \$43.78 billion by 2024. The market is predicted to develop at a compound annual growth rate (CAGR) of 15.98% between 2024 and 2029, reaching an estimated market volume of US\$91.88 billion by 2029. Similarly, the grocery delivery business in India is expected to increase by 30.7% in 2025, reaching a market volume of US\$30.65 billion in 2024. On a worldwide basis, China is predicted to dominate the Online Food Delivery industry, producing an amazing US\$450.50 billion in sales by 2024. In India, the average revenue per user (ARPU) in the grocery delivery business is anticipated to be US\$183.40 in 2024. The Meal Delivery market is also forecast to grow significantly, with a projected user population of 351.2 million by 2029 and a user penetration rate of 18.3% in 2024. The rapid growth of India's online meal delivery business is being driven by increased customer desire for convenience and the wide range of cuisines available, which reflects larger developments in consumer behavior and market dynamics (Statista, 2024). Mobile food delivery applications

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