

Food delivery apps (FDAs) in Asia: an exploratory study across India and the Philippines

Food delivery
apps (FDAs) in
Asia

657

Shweta Pandey

Marketing, De La Salle University, Manila, Philippines

Deepak Chawla

International Management Institute, New Delhi, India, and

Sandeep Puri

Asian Institute of Management, Makati City, Philippines

Received 6 February 2020

Revised 12 February 2021

14 June 2021

Accepted 17 July 2021

Abstract

Purpose – This study explores and compares the reasons for or against including situational triggers on the adoption of food delivery apps (FDAs) across lesser-researched Asian countries like India and the Philippines.

Design/methodology/approach – The study utilises a qualitative research methodology using focus group discussions and interviews across each country.

Findings – Respondents from India highlighted the importance of convenience, aggressive discounts, app service quality, fulfilment and multiple payment options as the key reasons for adopting the FDAs. However, these factors require redressal in the Philippines context. Also, the study findings highlight some country-specific requirements: in the Philippines, food packaging, cheaper options provided by the local convenience stores and lack of variety of food options; in India, the impact of parental beliefs and segregated vegetarian food delivery.

Practical implications – The study makes practical suggestions for consumer behaviour researchers, developers and marketers of FDAs who are confronted with challenges in app development for a multi-cultural audience and to ensure growth and the adoption of the FDAs across the two countries.

Originality/value – This is one of the first studies to compare diverse national markets to uncover differences and similarities in the factors impacting the adoption of FDAs. The results highlight the impact of varying levels of evolution of FDAs and social, technological and cultural contextual differences on the adoption of the FDAs across India and the Philippines.

Keywords Food delivery apps (FDAs), India, Philippines, Behavioural reasoning theory (BRT)

Paper type Research paper

1. Introduction

The changing lifestyles of consumers, increasing purchase power and dearth of time have shifted consumers' eating habits and resulted in an upsurge in the consumption of fast and convenience food (Botonaki *et al.*, 2009; Pigatto *et al.*, 2017). Further, a change in consumer food habits, along with an improvement in telecommunications and the low cost of smartphones, has fuelled the development of food delivery apps (FDAs) (Ray *et al.*, 2019). FDAs bring significant benefits to both producers and consumers as they enable more food producers to sell directly to consumers and reach out to new consumers across geographies and simultaneously provide more value and choice to consumers (Deloitte Consulting, 2019). Statista (2019d) estimates the worldwide revenue in the online food delivery market might reach a market volume of USD156,819 million by 2023, with the delivery market outpacing the overall restaurant industry growth.

FDAs include restaurant-to-consumer delivery (e.g. McDonald's, Domino's, etc.) and platform-to-consumer delivery apps (e.g. Food Panda, etc.). These platform-to-consumer delivery apps vary across continents, for example, GrubHub in the United States, Swiggy in India and Just Eat in the UK. Some FDAs even have a multi-national presence like Uber Eats



British Food Journal
Vol. 124 No. 3, 2022
pp. 657-678

© Emerald Publishing Limited
0007-070X
DOI 10.1108/BFJ-01-2020-0074

and Food Panda. This creates opportunities and challenges, especially when FDAs try to globally standardise their service delivery (Lovelock and Wirtz, 2007). The challenges arise because countries across the world have different levels of adoption of online food delivery. An example, as per a Greek study, 45.6% of the university students cooked at home and rarely ate out or had food delivery, whereas another study in China found that 85% of the university students used online food delivery at least once a week (Li *et al.*, 2020). Such differences may emerge due to disparities in the culture, values, technology and service delivery across countries (Roh and Park, 2019). For instance, there may be differences in perceived savings based on the discounts offered by FDAs, or the channels for fast food delivery may vary across countries. Hence, it is critical to conduct cross-national research for the food industry and food delivery app provider marketers to formulate appropriate marketing strategies across countries (Chopdar *et al.*, 2018; Nicholls *et al.*, 1996).

This study focuses on Asia, which accounts for the highest percentage of the worldwide mobile subscriber base and, therefore, an apt market to target in the current context (GSMA, 2019a). However, previous research on FDAs in the Asian context is limited. The authors found only 14 studies exploring factors driving the adoption of online food delivery and food delivery apps in Asia (Table 1). Thus, this study probes the adoption of FDAs across two lesser-researched Asian markets – India and the Philippines. The authors chose these countries for the following reasons: First, as compared to the Philippines, India is a difficult market for multinationals to conquer, with several of the multi-national fast-food companies needing to Indianize their cuisine (Srinivas, 2011). Second, while several countries in Asia, including the Philippines, have seen the growth of fast-food sales through the convenience store channel, India is an exception to this route (EuromonitorInternational, 2019). Third, India and the Philippines are among the six countries estimated to account for 90% of the 370 billion new mobile subscriber bases by 2025 (GSMA, 2019b). Therefore, they are a thriving ground for the adoption of mobile apps for food delivery. Statista (2019b) estimates show that India had an online food delivery revenue of USD7,730 million in 2019 (with 161.8 million users) and may potentially reach USD12,536 million by 2023. As compared to the Philippines, the online food delivery revenue was USD167 million in 2019 (with 6.4 million users) and might only reach USD386 million by 2023 (Statista, 2019c). Foodpanda, Swiggy, Faasos and Zomato are significant players in the Indian market, while Foodpanda, Grab food, Honestbee and Zomato are the major players in the Philippine market (Diangson, 2018; MarketWatch, 2019).

Prior research on FDAs adoption predominantly focused on factors that positively drive user's acceptance of the FDAs, categorised into two areas: perceived benefits (i.e. convenience, price-saving, time-saving, sustainability and hedonic motivations, and subjective norms) and app-related factors (i.e. visual, navigational, informational and collaboration design, content, usability, functionality, perceived ease of use and the listing of restaurants) (Correa *et al.*, 2019; Kapoor and Vij, 2018; Kleijnen *et al.*, 2007; Lee *et al.*, 2017; Nair and Bhattacharyya, 2019; Ray *et al.*, 2019; Roh and Park, 2019; Yeo *et al.*, 2017). Limited studies focus on the barriers to adopting the FDAs (Chen and Granitz, 2012; Chocarro *et al.*, 2013; Hand *et al.*, 2009). In particular, there is a dearth of studies that explore the negative effects of FDAs, for example, the consumption of unhealthy fast food and a sedentary lifestyle on the adoption of FDAs (Stephens *et al.*, 2020). Further, situational triggers, like a consumer being too tired to cook, unexpected dinner guests, etc., can influence fast-food consumption (Belk, 1975). One of the situational triggers in the current time is the onset of the COVID-19 pandemic, which has impacted the consumer's value perceptions of the online food delivery channel and its compatibility with the individual shopping style (Li *et al.*, 2020). In summary, it is crucial to simultaneously address the drivers and barriers to the adoption of a particular channel, as it can co-exist in a state of convergence (Chatzidakis and Lee, 2013; Claudy *et al.*, 2015; Richetin *et al.*, 2011). There is limited research that explores and compares the impact of

Author(s) of the study	Country	Type	Factors explored in the study
Elvandari <i>et al.</i> (2018)	Indonesia	Quantitative	Order conformity, politeness, friendliness of the delivery staff; cleanliness of food box, excellent conditions of received order food and affordable delivery costs
Sjahroeddin (2018)	Indonesia	Quantitative	Efficiency, fulfilment, system availability, privacy, food quality, perceived value
Suhartanto <i>et al.</i> (2019)	Indonesia	Quantitative	Quality of food and service, satisfaction, perceived value
Shah <i>et al.</i> (2020)	Indonesia	Mixed method	Mobile eWOM (information quality, source credibility, review valence), system quality (navigation, compatibility, ease of use), overall restaurant image (food quality, cuisiner quality, service quality)
Yeo <i>et al.</i> (2017)	Malaysia	Quantitative	Convenience motivation, post-usage usefulness, hedonic motivation, price saving orientation, time saving orientation, prior online purchase experience, consumer attitude
Yusra and Agus (2018)	Malaysia	Quantitative	Efficiency, fulfilment, privacy, responsiveness, contact, customer satisfaction, loyalty, personal innovativeness
Lee <i>et al.</i> (2017)	Korea	Quantitative	User-generated information, firm-generated information, system quality, design quality
Roh and Park (2019)	Korea	Quantitative	Convenience orientation, compatibility, subjective norm, ease of use, usefulness
Lee <i>et al.</i> (2019)	Korea	Quantitative	Moral obligation (married vs single household) as moderator
Xu and Huang (2019)	China	Experimental study	Information quality, performance expectancy, effort expectancy, social influence, facilitation conditions, hedonic motivation, price value, habit
Wang <i>et al.</i> (2020)	China	Mixed-method	Restaurant generated information cues (message sidedness, information load and image cues), O2O mobile diner's expectations
Cho <i>et al.</i> (2019)	China	Quantitative	Taste appeal, value for money, safety concerns, quality concerns, processed convenience, purchase convenience, others' reviews, city, gender, household size, age, income, occupation and marital status. Consumers (business-to-consumer (B2C), online-to-offline (O2O) and new retail)
Ray <i>et al.</i> (2019)	India	Mixed method	Convenience, design, trustworthiness, price, various food choices, perceived value, attitudes
Kapoor and Vij (2018)	India	Mixed method	Single-person and multi-person household as moderator
			Customer experience, the search of restaurants, listing, and ease-of-use, convenience, societal pressure, delivery experience, quality control
			Visual, navigational, information and collaboration design

Table 1.
List of studies on
factors driving
consumer behaviour
related to online food
delivery in Asia

drivers, and barriers, including situational triggers on the adoption of online FDAs across India and the Philippines.

This study addresses the research gaps highlighted above and aims to develop a comprehensive model that explores and compares the impact of factors (for/against), including situational triggers on the adoption of the FDAs in India and the Philippines. The study uses qualitative research methods to ensure a comprehensive content validation of the conclusions drawn from the research results ([Mackenzie *et al.*, 2011](#)). The use of qualitative research methods may generate information useful to expand existing knowledge about the context-specific reasons for and against adopting the FDAs and therefore, ensure better

effectiveness and acceptance of the FDAs by the users across each of the two countries (Pandey and Chawla, 2016). Additionally, the study of situational triggers can enable marketers to improve their processes, identify areas for new products/services and design better strategies for reaching their target market.

The remaining part of this study is organised as follows: Section 2 contains the literature review, Section 3 explains the methods employed, Section 4 features data analysis, Section 5 discusses the results obtained, Section 6 provides the conclusion on the study and Section 7 details the limitations and recommends future studies.

2. Literature review

Studies exploring the adoption of innovations have primarily drawn on theories like Technology Acceptance Model (TAM), Theory of Reasoned Action (TRA) or Theory of Planned Behaviour (TPB) or Diffusion of innovation (DOI) (Straub *et al.*, 1997; Zhang and Mao, 2007; Phong *et al.*, 2018). These traditional intention theories are based on the impact of beliefs and attitudes on consumer behaviours but often fail to explain the attitude-behaviour gap (Claudy and Peterson, 2014).

Behavioural reasoning theory (BRT) offers an extension of TPB by including context-specific reasons that serve as critical linkages between consumers' values, global motives (attitudes, subjective norms and perceived control), intentions and behaviour (Claudy *et al.*, 2015; Gupta and Arora, 2017b). While beliefs exist in a consumer's memory before making a decision, reasons constitute context-specific cognitions connected to behavioural explanation (Westaby *et al.*, 2010). Consumers may have beliefs about the outcome of the adoption of innovation, but they may not adopt it due to the impact of constraining factors (Gupta and Arora, 2017b). By way of illustration, while a consumer may firmly believe that exercise is good for health, they may not indulge in it because of issues like time or equipment constraints, etc. Reasons help consumers justify and defend their actions, which result in the promotion and protection of their self-worth, and demonstrate incremental predictive validity compared to traditional beliefs (Westaby, 2005). Hence, this study uses the BRT and draws from literature, specifically in the Asian context (Table 1), to identify and adopt factors that may impact the adoption of the FDAs. The reasons for the adoption are not equivalent to the reasons against the adoption. For example, consumers may not want to eat non-vegetarian food due to their concern for animal welfare, but this does not imply that people want to eat vegetarian food because they hate animals (Richetin *et al.*, 2011). Besides, some reasons for the adoption and non-adoption of the FDAs may be driven by situational triggers like unexpected guests (Belk, 1975).

The next section details the hypotheses based on factors drawn from the literature.

2.1 Reasons for adoption

2.1.1 Convenience. Perceived convenience is the degree to which a user anticipates mental or physical difficulties when adopting a specific technology (Pinho and Soares, 2011). FDAs provide consumers with various types of conveniences, such as effort and time-saving. Consumers can save travelling time, waiting for food at the restaurant, avoiding the hassle of parking and preparing meals at home (Cho *et al.*, 2019; Ray *et al.*, 2019; Roh and Park, 2019; Yeo *et al.*, 2017). Also, FDAs reduce the search costs for consumers as it offers a choice of numerous cuisines and restaurants, information and a comparison of prices across restaurants (Alalwan, 2020). Hence, saving time and effort for cooking and purchasing convenience are essential reasons for consumers to adopt FDAs (Roh and Park, 2019; Wang *et al.*, 2020).

2.1.2 Monetary value. Perceived monetary savings increase the perceived value of the offer of a product because it indicates that the price is an even better bargain (Thaler, 2008). FDAs

facilitate the comparison of prices and, thus, enable consumers to buy food at a lower cost (Palau-Saumell *et al.*, 2019). In a study conducted in India, the use of FDAs drives financial savings through offers of coupons, discounts, loyalty programs, referral programs, etc. Therefore, savings is an essential reason for people to order food using FDAs (Ray *et al.*, 2019; Statista, 2019d).

2.1.3 App service quality. Researchers find that app service quality, which entails visual design, system, and navigational design, interactivity, responsiveness, online ratings and information design of the app, has a positive impact on the adoption of FDAs in Asia (Lee *et al.*, 2017; Pigatto *et al.*, 2017; Kapoor and Vij, 2018; Cho *et al.*, 2019; Alalwan, 2020). Meanwhile, visual design, entailing aesthetics, attractiveness, colours and fonts, drive user engagement with the app (Kapoor and Vij, 2018; Xu and Huang, 2019). In another study, the system and navigational design of the FDAs entail the ease of use, order placement process and filter options have a positive impact on the adoption of FDAs in India and Korea (Lee *et al.*, 2017; Kapoor and Vij, 2018). In the context of FDAs, the information design may include relevant, updated, adequate, and accurate information provided both by the restaurants and the users, for example, information about the status and estimated time of delivery, reviews of other consumers, latest menu, new restaurant information and information about the desired menu (Shah *et al.*, 2020). It impacts the perceived usefulness and ease of use of the FDAs (Lee *et al.*, 2017). Information may also include product prices, payment methods and whether the restaurant is open or closed at the time of access (Pigatto *et al.*, 2017). However, Sjahroeddin (2018) observes that informativeness and technical smoothness has no impact on customer satisfaction with online food delivery in Indonesia. The interactivity of FDAs and online ratings enable customers to view feedback and ratings of restaurants done by other customers and at the same time share their feedback; therefore, interactivity has a significant impact on customers' intention to order online (Alalwan, 2020). Further, the variety on the menu, the availability of healthy options, the freshness of food and the attractiveness of food presentation can enable the higher adoption of FDAs (Sjahroeddin, 2018). Moreover, the online food delivery market growth is fuelled by the availability of high-quality food from Michelin-starred establishments on some FDAs and even meals cooked at home (Hirschberg *et al.*, 2016).

2.1.4 Fulfilment. Fulfilment entails accuracy of order and billing, quality of merchandise, timeliness of delivery and delivery as promised (Holloway and Beatty, 2008). In a study by Hirschberg *et al.* (2016), 60% of the respondents cited delivery speed as a critical factor that impacts customer satisfaction with food delivery apps. Quick delivery and return infrastructure drive e-commerce in India (Statista, 2019d); and positively impact the satisfaction with food delivery apps in Indonesia (Sjahroeddin, 2018).

2.1.5 Facilitating conditions. A convenient set of facilitating conditions, like the availability of finance, payment options, technology, and infrastructure, can lead to faster adoption of mobile apps (Tak and Panwar, 2017). Singh and Srivastava (2018) argue the availability of low-cost smartphones impacts the adoption of mobile banking in India. However, other researchers (Chopdar *et al.*, 2018; Pandey and Chawla, 2018) find facilitating conditions have no significant impact on discriminating between the higher and lower level of m-commerce usage in India. As reported by MarketWatch (2019), an increase in disposable incomes, families with Double-Income-No-Kids (DINKS) and an increase in Internet access and availability and usage of smartphones have a positive impact on the online food delivery market in India.

2.2 Reasons against adoption

The theory of consumer innovation resistance states that innovation may conflict with their values, traditions and beliefs or because it causes a conflict with existing usage patterns

involving their habits and routines (Kleijnen *et al.*, 2007). Researchers further classify factors driving resistance to innovation under two categories: functional and psychological barriers (Ram and Sheth, 1989; Claudy *et al.*, 2013).

Physical, economic and performance uncertainty risk can postpone the adoption of innovation by consumers (Ram and Sheth, 1989). The functional reasons include usage barrier (innovation requires changes in a customer's routine/habits), value barrier (cost of the product vs its value) and risk barriers (security, social consequences) (Gupta and Arora, 2017a). The usage barriers relate to the incompatibility of the innovative product with consumers' past experiences, acceptance requirements and habits (Ram and Sheth, 1989); for example, health concerns may impact the choice of fast-food outlets in India (Goyal and Singh, 2007) and the Philippines (Euromonitor International, 2017). The value barrier entails how consumers assess whether the innovative product provides a higher value than an existing product; for example, performance to price value compare with substitutes of the product can mitigate the adoption of an innovation (Lian and Yen, 2013). The users of FDAs may look for monetary savings through price discounts and loyalty benefits and tend to rationalise and make decisions based on the maximum benefit they can get out of a deal. Costs like device, data costs and service charges (delivery) may harm the perceived price value of the mobile app by the consumer (Chopdar *et al.*, 2018). Nielson (2017) finds Indians prefer to eat home-cooked meals because the majority of the households do not have enough disposable income to indulge in dining out. The risk barrier pertains to security and privacy issues while using mobile apps (Pigatto *et al.*, 2017). In India, security and privacy risk hinder the adoption of mobile shopping apps (Chopdar *et al.*, 2018). However, Sjahroeddin (2018) finds that the privacy of consumer information (or protection of personal information) does not have a significant impact on customer satisfaction with online food delivery in Indonesia.

Psychological reasons include tradition and norm barriers, such as breaking away from existing beliefs and norms, and image barriers like status (Ram and Sheth, 1989). Tradition has a significant impact on the food habits of people (Anderson and Miroso, 2014). Consequently, conflicts with the tradition may elicit negativity towards the adoption of the FDAs. The benefit of time-saving offered by the FDAs can conflict with the traditions, such as spending time cooking fresh food and saving on money (Scholderer and Grunert, 2005). Roh and Park (2019) find that in Korea, married people feel morally obliged to cook food than enjoy the convenience provided by the FDAs, thereby impacting their intention to adopt the FDAs. Even the delivery of food at the right temperature and good taste can impact online food delivery adoption (Sjahroeddin, 2018).

2.3 Situational triggers

Situational triggers can lead to a change in consumer behaviour, including the start or stop of the adoption process (Nicholson *et al.*, 2002). These may include triggers like physical surroundings (i.e. location, geography, sounds, weather and aroma), social surroundings (i.e. other persons present, their characteristics and roles), temporal perspective (i.e. time constraints imposed by other commitments), task definition (i.e. intent or requirement to select or shop or obtain information for others) and antecedent states (i.e. moods, momentary conditions) (Belk, 1975). Such triggers may temporarily alter a customer's preference, attitude or intention, and, therefore, transform their behaviour (Robinson *et al.*, 2007).

3. Research methodology

3.1 Data and methods

Studies that use survey-based data or experimental conditions may overlook essential factors relevant in real-life settings (Creswell, 2003). While, qualitative research can provide

more vibrant and more in-depth information by exploring context-specific viewpoints, thus, allowing a better initial understanding of the reasons influencing customer attitude and intention (Claudy *et al.*, 2015). Therefore, this study also uses an exploratory qualitative approach that relies on data from interviews and a series of focus group discussion (FGDs) with both infrequent and frequent users of the FDAs to identify reasons for and against usage of the FDAs (Westaby, 2005; Chatzidakis and Lee, 2013). A FGD method is appropriate for the study as it allows insight into the social aspects of innovation acceptance and resistance (Kleijnen *et al.*, 2007). The in-depth interviews are efficient ways of ensuring a clear understanding between interviewer and interviewee, providing a greater depth of information (Adams and Cox, 2008). The use of FGDs and interview methods ensures adequate weight to the respondents' thoughts and theories about a topic in comparison to the hypothesis derived from the literature, and it also helps ensure verification of the findings, which in turn increases the reliability associated with them (Lambert and Loisel, 2008).

3.2 Selection of respondents

The study utilised a purposive sampling method to ensure representation from varying ages and gender (Maxwell, 1992). As per reports, most of the users for the online food delivery segment in India and the Philippines are 24–35 years old (Statista, 2019a, b). Thus, we engaged participants aged 24–35 years for the FGDs and interviews. This sample confirms the findings that young consumers have a higher familiarity with mobile commerce (Merriman, 2015). As respondents, students from management schools in India and the Philippines filled out a preliminary survey to shortlist candidates for the FGDs and interviews. The survey discusses the rationale of the research, includes the consent to participate in the FGDs and interviews, frequency of use of any FDAs in the previous three months and lists of FDAs. Based on the survey results, we divided the respondents into the Infrequent user (used FDAs less than or equal to five times in the last three months) and Frequent users (used FDAs greater than five times in the previous three months) groups.

First, we conducted two FGDs in each country: (1) frequent users and (2) infrequent users, resulting in an overall total of four FGDs. The scarcity of resources limits us to conduct additional FGDs. Each of the four FGDs was attended by 6–8 participants, with a similar number of males and females (Krueger and Casey, 2009) (Table 2). Next, we conducted semi-structured interviews to further identify specific situational triggers that led people to increase usage of the FDAs, etc., for males and females in each country. The interviews were done to the point of theoretical saturation to ensure we capture sentiments of both frequent and infrequent users (Pandey and Chawla, 2016) (Table 2). Two researchers in each country conducted interviews and FGDs. Overall, 63 respondents, comprising 30 Indians and 33 Filipinos participated in the research. The sample size was considered sufficient for this study since it met the criteria set by Leech and Onwuegbuzie (2007), who recommended sample sizes of 15–20 respondents for interviews. The details of the sample for both countries are provided in Table 2.

Of the Filipino respondents, 73% were single, all belonging to a family with 3–5 members and were from different regions in the Philippines (36% North, 21% South, 24% East and 18% West). Further, 45.45% of the Filipino respondents had a family income higher than USD 2,000 per month, 33.33% had a family income of USD 1,601–2,000 per month, and 21.22% had family income less than USD 1,600 per month. Meanwhile, 85% of the Indian respondents were single, all belonging to a family with 3–5 members and were from different regions in India (48% North, 12% South, 24% East and 12% West). Further, 34% were working, and the rest were students. Also, 47.83% of the Indian respondents had a family

BFJ 124,3	Focus group discussions		
	Frequent	India	Philippines
	Male	4	4
	Female	4	3
	Sub-total	8	7
664	Infrequent		
		India	Philippines
	Male	4	5
	Female	2	3
	Sub-total	6	8
	Grand total		
		14	15
Table 2. Sample details for the focus group discussions and interviews	Interviews		
		India	Philippines
	Male	9	7
	Female	7	11
	Grand total	16	18

income higher than USD 2,000 per month, 26.09% had family income USD 1,601–2,000 per month and 47.82% had family income less than USD 1,600 per month.

Before the study commences, we prepared a set of research questions for the focus group discussions and semi-structured interviews based on existing literature. Also, we designed guidelines to uncover usage enablers (for frequent users) and deterrents (for infrequent users) for the FDAs. During the FGDs and interviews, we investigated what triggered a change in the behaviour of any user (high frequency to low frequency or low frequency to high frequency). Further, we discussed the respondents’ fundamental beliefs, opinions and attitudes toward online food ordering. We examined the key drivers and inhibitors for the use of food delivery apps, the factors that drive them to repeat orders or intent to order on a site and any key situational triggers, which altered the frequency of usage. The FGDs helped provide inputs for adding or modifying questions during the interviews. The FGDs were held in the school’s conference rooms to ensure minimum disturbance and a relaxed atmosphere (Krueger and Casey, 2009).

4. Data analysis

The data was analysed using the codebook analysis or thematic coding technique (Crabtree and Miller, 1999). We prepared a coding manual with *a priori* set of coding categories based on the domain of interest (Cassell *et al.*, 2004). The manual is useful to confirm and add to the extant literature (Nowell *et al.*, 2017). We used existing literature to draw the coding categories and then labelled them along with their definition. We entered the codes as nodes in the NVIVO qualitative research software. Next, we matched the text with the codes (child nodes), detailing selected data segments to represent the code.

The study used a combination of inductive and theoretical approaches, owing to the limited literature on food delivery apps in India and the Philippines (Braun and Clarke, 2012). We reviewed the coded data to identify areas of similarity and overlap to generate themes. We collapsed the codes (child nodes), which had similar patterns under themes (parent nodes). The themes (parent nodes) could have one or more codes (child nodes). Two researchers coded the data for FGDs and five interviews in each country to ensure the reliability of coding. We compared the results and found no significant modifications required. Though we did not

conduct any statistical tests for reliability, we used the lengthy interviews with extensive probing and clarification that we audited and reviewed using verbatim transcripts of the data and recordings. The FGD videos and interview audio recordings gave descriptive validity, while the use of a coding manual with categories drawn from the literature provided theoretical validity. We achieved interpretative validity by data triangulation across FGDs and interviews (Lambert and Loisel, 2008).

The recordings of the FGDs and interviews were coded by two authors, who independently attached the text segments to either code available in the coding manual or added new codes if the existing ones did not appear exhaustive. All three authors came together to compare and revise the codes by merging, adding and removing redundant codes, which resulted in the final set of themes that captured the essence of the focus group discussions and interviews.

5. Results and discussions

The reasons for or against the adoption of the FDAs in India and the Philippines are listed in Tables 3 and 4, respectively. The results indicate that respondents from India and the Philippines differed on the categorisation of reasons for or against the adoption of FDAs.

5.1 Convenience

Changes in lifestyle, culture and eating habits have modified the daily routines, which led to a shortage of time for consumers (Pigatto *et al.*, 2017). In India, the adoption of FDAs has been prompted by the large number of Indian women joining the workforce (Businesswire, 2020). As per Statista (2020a), reasons such as lesser time to cook driven by higher responsibilities at home and increased availability of a variety of food online during the COVID-19 pandemic has further accentuated online food delivery orders in the Philippines. The study finds that FDAs offer ease and convenience for time-constrained consumers in both countries (Tables 3 and 4). Further, in the Indian context, ordering using FDA was also viewed by a respondent to “give ma (mother) a break.” Further, it reiterates the perceived convenience of ordering food from anywhere, availability of a variety of cuisines and not ending up doing the chores associated with cooking, which has led to the adoption of FDAs in India and the Philippines (Ray *et al.*, 2019). Such perceived convenience, therefore, needs to be continually highlighted by FDA providers across both countries.

5.2 Monetary value

While monetary benefits catalysed by discounts and loyalty programs provided by FDA providers in India lure consumers (Table 3), the high online delivery fee and presence of cheaper fast food and 7–11 convenience stores are the detracting factors in the adoption of FDAs in the Philippines (Table 4). Thus, marketers in the Philippines can work on reducing the delivery fees and offer better discounts and loyalty programs for better uptake of the apps. Bulk discounts on group orders can help across both countries where group meetings and parties are a cultural norm.

5.3 App service quality

The study observes the perceived app service quality sends positive messages to consumers about the quality of the product and vendor, thereby corroborating previous findings (Kuo *et al.*, 2016). In India, the app service quality dimensions such as a large variety of food cuisines, efficient tracking and interactivity (communication with the app provider through chat) are factors mentioned as reasons for adopting the FDAs (Table 3). Other important factors cited by the respondents include customisation, availability of genuine ratings and

Table 3.
Key themes and
illustrative quotes for
reasons against/for
adoption of FDA
in India

Main themes	Sub-dimensions	Reasons against adoption/use	Reasons for adoption/use
Monetary value	<i>Savings</i>		I Am not very technology-savvy but food apps are fun. When you step out you hardly get a discount, but on food apps, you get good quality products at low prices. The market is competitive, and you get coupons The food apps and e-wallets offer huge discounts directly or through campaigns
Convenience	<i>Time and effort saving</i>		Ordering food online from a restaurant is usually cheaper than dining there, because of offers on online orders If my mom is cooking, then it's fine, otherwise bulk discounts are good My mom does not feel like cooking on weekends particularly when all the members are home, so we order in and give ma (mother) a break Yes, it's more convenient than going outside every time to taste new food as we can explore different restaurants with just a click Different food items are displayed in the menu of the restaurants in their portal, making it easy for you to like the items you want to order Sometimes you do not know what food to eat, you open the app and you do not need to use your mind to choose what to eat- you have the options in front of you!
App service quality	<i>Aesthetics</i> <i>Efficiency</i>		The food pictures are placed in such a nice way that you find it realistic and tempting to order I Can track the person who is coming to deliver which makes things easy as it is in real time. We know where he is and can also guide if he is stuck, it is extremely wonderful
	<i>Responsiveness</i>	I Had experiences with {app A} as well but I feel they are more responsive towards this I Registered a complaint and within 5 min I got the refund. They were quite apologetic about this but {app B} guys did not respond to the situation properly If they could have provided a better response, I would have been satisfied	
	<i>Interactivity</i>		They provide a lot of assistance and we can also chat with them On {app A} there is an option of help given, wherein you have an option to call or chat. They ask you to put a photo of the spoiled food, and if on chat it is not resolved, there is an option to call I Depend on the reviews and ratings provided by the app to decide which restaurant to order from. These reviews are extremely helpful

(continued)

Main themes	Sub-dimensions	Reasons against adoption/use	Reasons for adoption/use
App service quality	<i>Food options</i>		There are specialty restaurants which may not be in their vicinity but with online order, you can order food at the comfort of your house or office from those specialty restaurants which adds on to your experience You get a large variety of food in online ordering from multiple restaurants, but in restaurants there is a limited menu {App A} delivers its orders on time as compared to {app B} so I prefer using that
Fulfilment	<i>Delivery time and quality</i>	One of the reasons why I do not order is that it takes 30 min and by the time the food is delivered, I lose my appetite	
Facilitating conditions	<i>Security and Privacy</i> <i>Payment options</i>	I Am a little fussy about giving my information on the apps and therefore, prefer to not order online	
Functional barriers	<i>Traditional food practices</i>	I Am a vegetarian, so I prefer veg. Options only. I do not prefer ordering food from restaurants with both veg and non veg	
Psychological barriers	<i>Health beliefs</i>	Our elders say do not eat at night, and outside food is unhealthy I do not like binge eating. I Would prefer buying fruits and have those instead of having junk food ordered anytime I Prefer fresh food, why waste money when I can have it fresh whenever I go out I Use it rarely as it discourages me to go out, it signals laziness. At least when I am eating out, I get out of the room that I am stuck in	
	<i>Experience of eating</i>	I Prefer to go out and eat for the atmosphere and fresh air I Prefer eating at a restaurant than ordering online as the food is fresh. The environment and ambience also matter to me	
	<i>Social presence</i>	My father is from an army background. He does not like us ordering from outside as it's mostly junk food. Ordering is not okay if he is around! When I stay with my parents, they do not like to order food from outside, so I do not order	
Situational triggers			There is a lot of confidence that people have gathered these days about the payment methods the FDA has today. Options like electronic cards and e-wallets have made this eco-system very attractive to a prospective food lover today

Table 3.

Table 4.
Key themes and
illustrative quotes for
reasons against/for
adoption of FDA in the
Philippines

Themes	Sub-dimensions	Reasons against	Reasons for
Monetary value	<i>Delivery cost</i>	I Do not order when the amount of my order is not enough to meet the delivery fees I Order when I am in a group. I Do not use it when I am alone. Because the more the better, the easier and it negates the delivery cost Most of the BPO workers I know go to 7–11 for processed food options as they have money constraints	It is convenient to get it delivered to your place rather than spend hours in the Philippines traffic! Washing and cleaning dishes after cooking is terrible I Selected (app brand) because of the attractive colour and layout. The others are so boring!
Convenience	<i>Time and effort saving</i>		
App service quality	<i>Aesthetics</i>	<i>Order cancellation</i> There is disappointment when they cancel the order and then you think it is better to walk to the restaurant next time around	
	<i>Efficiency</i>	<i>Order confirmation</i> When they take so much time to confirm then we may not order especially if it's late at night, as our options are few at that time Sometimes the restaurants tell you to directly place an order with them as there are technical glitches on the app	
	<i>Interactivity</i>	<i>Updated information</i> The promotions are not updated on the app very frequently. Further, promos on the app are usually related with dine-in, not delivery The feedback loop with the restaurant is not proper. Sometimes you must find the restaurant number and call them on your own. It is better at the restaurant as you can at least speak to the person	
	<i>Informativeness</i>	<i>Portion size</i> On the app, it is not included whether the quantity is enough for one person or more. Portion size is not updated on the app. That is why I tend to order from the restaurant website where I know of the quantity already <i>Ingredients</i> I do not want to take a chance by ordering on an app as it does not show the ingredients. So, I do not order, or if I do, I do the very basic ones with my friends The app does not mention the ingredients, for example, if it has pork or not so I do not order There are no breakfast options on the app There are hardly any vegetarian options available	
	<i>Food options</i>		

(continued)

Table 4.

Themes	Sub-dimensions	Reasons against	Reasons for
	<i>Food packaging</i>	Some foods like Chinese foods or French fries may become soggy. It's better to eat these at the restaurant They are not able to deliver some items with quality, for example, ramen noodles can be eaten fresh only When I ordered the plastic container of the food was wet as it was raining. In my mind, I would not be tempted to eat it as it is unappetizing, so I would not order there again Some of them use wax paper on rice which disintegrates, so the claim of the food quality being high is not met The delivery people deliver on cycles here, so it takes so much time to deliver You cannot expect the quality of food to remain good in the heat especially in the afternoon if they are on cycles The delivery time here is quite long and I do not have the patience We use the app instead of calling because calling is problematic In my house there is not such a good Internet connection, so I experience breakdowns in connections and limited connectivity You cannot pay using a credit card, which is an issue The apps also do not allow us to use debit cards so it's difficult to use at times I do not use apps as I do not want them to store my personal information Sometimes, I do not use apps as they store my information and have advertisements targeted at all other sites that I use. I find that very irritating These apps do not provide healthy food options	The delivery time is less with the app. When I go to {D} restaurant they take 40 min but when you order online, it's faster, maybe they have some tie-ups
Fulfilment	<i>Delivery time and quality</i>		
Facilitating conditions	<i>Call/Internet connectivity</i>		
	<i>Payment options</i>		
Functional barriers	<i>Security and Privacy risk</i>		
Psychological barriers	<i>Health beliefs</i>		

reviews and responsiveness (refunds) that positively impacted the adoption and continued use of the FDAs (Table 3). Further, the respondents preferred app providers with higher responsiveness to complaints (Table 3). In the Philippines, the respondents highlighted the demand to improve the efficiency (i.e. order updates, cancellation and information), interactivity (i.e. feedback loop) and availability of more food options to enable better adoption of the FDAs (Table 4). Some respondents in the Philippines also mentioned content issues like lack of information on portion size, food ingredients and breakfast options (Table 4). Thus, marketers in the Philippines can develop such aspects of app quality by benchmarking from counterpart countries like India. Food delivery app providers can offer an easy and interactive interface with dynamic updates about the order and the delivery schedule, relevant and adequate information about restaurants, menu, food ingredients, payment options and an interactive query resolution process. As shown in Tables 3 and 4, aesthetics is a significant factor driving the adoption of FDAs (Tables 3 and 4). Both countries differ in evaluating apps aesthetics: the Indian respondents looked at the food photographs as the antecedent to ordering from an app (Table 3), while the Filipino respondents considered the brand and layout of the app as a deciding factor (Table 4). The Filipino respondents raised concern about the quality of the packaging used in delivering food, particularly ramen, which may require special packaging (Table 4).

5.4 Fulfilment

The fulfilment process (i.e. timeliness of delivery and the method of payment) is a crucial reason for switching to other apps by respondents from both countries; thus, it requires a focus of the FDA marketers (Croxtton, 2003). The delivery methods can become a new source of differentiation to offer higher value for customers (Chen *et al.*, 2009). Respondents from both countries compared various apps and admitted to switching to the app which delivers faster and more consistently. Tracking of traffic conditions and routing delivery through lesser crowded routes may therefore be an important factor for FDAs to ensure customer satisfaction (Correa *et al.*, 2019). An Indian respondent shared his experience with a food delivery agent not having loose change to return to customers, which led to problems during payment for cash on the delivery order. Two Filipino respondents mentioned that the use of bicycles by an FDA during summers led to delays and food spoilage. Thus, FDAs in the Philippines must provide necessary resources like transport mechanisms and food carrying special boxes, among others, to the delivery personnel. Also, such perceived delivery issues may be handled by advocating delivery on cycle as an environmentally friendly delivery process to attract customers who focus on sustainability goals. FDAs in the Philippines can also enhance their online tracking facilities, which enable customers to have real-time information about order status (Alalwan, 2020).

Filipino respondents believed that consumers should not order specific hot meals online like Chinese cuisine, ramen and French fries, as it loses their freshness and quality during the delivery process. They also criticised the packaging material (e.g. plastic and wax paper) used by the restaurants, which reduced food quality. On the other hand, the Indian respondents commended an India-based FDA for using a packaging material that ensured a better quality of delivered food and brand visibility. Thus, FDAs in the Philippines must address the food packaging issues to ensure quality and avoid spoilage, particularly for hot meals like ramen. They can benchmark with the Indian FDA providers on the best practices. Further, FDAs can provide information about the quality of food by providing some certifications to the participating restaurants.

5.5 Facilitating conditions

The study finds that lack of facilitating conditions such as Internet availability and payment alternatives were critical reasons for Filipinos not to adopt FDAs (Table 4). Boyd, Hobbs and

Kerr (2003) suggest that the ease of ordering and paying for products online is a significant convenience of e-commerce. The Indian respondents appreciated the multiple payment options extended by the FDAs, while the Filipino respondents highlighted the lack of payment options. The Filipino respondents also mentioned issues such as smaller screen size and self-efficacy in using mobile apps as reasons for not adopting FDAs. Further, they noticed that sometimes it is cheaper to buy processed food available at 7–11 convenience stores. Hence, the provision of multiple payment options can become a critical driver for adopting the FDAs in the Philippines. Therefore, the industry can work with the government to ensure better telecom infrastructure and offer multiple payment options like mobile cash, credit cards and cash on delivery to ensure a higher adoption of the FDAs for Philippine consumers.

5.6 Other barriers to adoption

One of the key barriers to adopting the FDAs across both countries was data security and the use of data for targeted advertisements by the FDA providers (Tables 3 and 4). While Indian respondents stated their satisfaction with the availability of payment options, Filipinos highlighted the lack of payment options as a key reason for lower usage of the FDAs (Table 4).

In India, traditional food practices were a key barrier to the adoption of the FDAs. Several Indian respondents, who are vegetarian, stated that they do not prefer to buy from restaurants that offered both vegetarian and non-vegetarian cuisine for delivery (Table 3). At the onset, many multinationals have faced non-acceptance due to the belief by Indian consumers that they serve only chicken (Goyal and Singh, 2007). Hence, marketers need to be cognisant of such traditional food beliefs while designing their delivery process and partnering with food providers.

Indian and Filipino respondents cited the need for eating fresh food and the few choices of healthy food options in the apps as barriers to the adoption of the FDAs (Tables 3 and 4). Filipino respondents emphasised that the lack of healthy food options is a reason for the less usage of the FDAs. A Filipino respondent suggested that FDA providers should offer a variety of healthy food with details on calorie count, special diet labels and ingredients, among others, which help customers, like her, to use the app when ordering food for their children. Prior research highlighted the rise in demand for healthier food across India and the Philippines (Claridades-Rubio, 2017; Deloitte, 2018). Therefore, FDA marketers need to offer low-calorie food, special diet labels, total calorie content and ingredients used in different cuisines.

5.7 Situational triggers

Situational factors like physical surroundings, such as high temperatures in summer, low temperatures in winter and cold temperatures during rainy weather triggered the adoption of the FDAs in both countries. Respondents stated seasonal issues like summers in North India and rains in the Philippines as triggers for higher usage of the FDA. Specific campaigns and promotions associated with season and weather conditions can prompt higher usage of the FDAs by consumers. Social surroundings such as the presence of a group induce the use of FDAs in both countries. Respondents from both countries highlighted that they frequently use FDAs when ordering for a group, however, the motivations differed. Filipino respondents attributed ordering in a group to save delivery costs and to cater to varied food requirements. Indian respondents, on the other hand, ordered for occasions like birthdays, anniversaries and social parties, to avoid cooking everything in the kitchen and to ensure extra food as they were not sure of the quantity each person would consume. Indian respondents mentioned that they did not mind ordering extra as the discounts offered by the FDAs covered up the costs.

Thus, FDA marketers need to consider these points while driving campaigns promoting group ordering using FDAs. Promotions focusing on antecedent states like longing for distinctive cuisine or homemade food can trigger higher usage of the FDAs. A key situational trigger that acts as a barrier to the usage of the FDAs in India is the presence of parents who advocated eating “outside food” or ordering food at night as bad habits (Table 3). Such issues can be tackled by offering healthier food options and providing credible nutritional information about food ingredients and calorie content. The onset of the COVID-19 pandemic also acted as a trigger for consumers who generally preferred homemade food to adopt FDAs in India (Livemint, 2021).

Time constraints imposed by other commitments impact the time and frequency of usage of the FDAs in both countries. Filipino student respondents usually ordered food during dinner, when the cafeteria was closed, and they were running out of time to go out and eat; while a Filipino office worker respondent with an office on the 24th floor ordered in FDA during lunch hours because of the crowded lifts during those hours. An Indian respondent frequently used an FDA when his wife was busy teaching their children for the exam and had no time to cook. Another Indian respondent ordered in FDA during the early hours of the morning when dine-in restaurants were closed. Interestingly, the availability of food delivery on a commuter train triggered the use of FDA by an Indian respondent.

The mood of respondents preceding the choice (Nicholls *et al.*, 1996) also influenced the use of the FDAs. Respondents from India and the Philippines did not order in FDAs when they were starving as they could not wait to eat. In contrast, they used FDAs when they craved a specific cuisine, for example, food from their hometown which may not be available at a nearby location.

6. Conclusions

The study uncovers both reasons for and against the adoption of service innovation in the food industry, and it addresses a call for future research (Kleijnen *et al.*, 2009). It showcases that differences in social, technological and cultural contexts across countries result in varying categorisation of factors as reasons for or against the adoption of the FDAs. Accordingly, it is important to consider national disparities when developing a marketing strategy for FDA across countries.

Fulfilment is a crucial reason for consumers switching among the FDAs and hence, requires special attention from marketers across both countries. The study showcases that while situational triggers can enhance the adoption of the FDA across both countries, local nuances need to be understood while designing specific campaigns in each country. For example, while weather conditions can trigger higher usage of FDAs, delivery of food on bicycles under bad weather conditions with inappropriate packaging acted as a significant barrier to ordering food online. Thus, FDAs need to ensure food quality through relevant packaging required to maintain the food quality during delivery in the Philippines and also drive higher awareness and support for environment-friendly delivery on bicycles. They may also explore the possibility of using electric vehicles in the future. FDAs may also use data analytics to monitor traffic conditions and operate on efficient delivery routes to meet customer expectations (Correa *et al.*, 2019).

This study highlights some specific areas that the FDA providers must focus on while targeting these countries. First, food packaging is the service quality area that FDAs must incorporate in the Philippines. FDAs in the Philippines should provide alternative packaging options for hot meals like ramen, which are popular in the Philippines. They can benchmark themselves with other Asian countries where such cuisines are popular. They also need to focus on ensuring packaging that ensures food quality based on the specific weather conditions. Second, health consciousness is a crucial reason for the adoption of the FDAs

across both countries. In the Philippines, fast-food consumption has been an accepted norm, with the convenience store route providing fast food on the go (Chu-Mei and Kuang-Jung, 2000). In contrast, Indians are used to eating home-cooked food, and their parents deterred them from ordering through FDAs because they believe that outside fast food is unhealthy (Deloitte, 2018). The parental beliefs can act as a negative trigger for ordering in through FDAs. Therefore, requisite campaigns and the availability of healthier options can help develop better perceptions of FDAs amongst consumers. Most of all, traditional fears of ordered food being unhealthy may be addressed through educational campaigns. Third, appropriate segregation and labelling of vegetarian and non-vegetarian food during preparation and delivery may help towards higher usage of the FDAs in India. Fourth, while benefits like perceived monetary saving, a higher app service quality, faster delivery, multiple payment options and a more extensive range of participating restaurants have resulted in higher adoption of FDAs in India, the Philippines still lags in these aspects. For example, while Indian respondents appreciated the availability of a variety of food options as a reason for the adoption of the FDAs, there is a need for better food options on the FDAs in the Philippines. Moreover, FDAs in countries like the Philippines may also compete with the cheaper food readily available at the local convenience stores like 7–11. Thus, FDA marketers need to enhance their capabilities on these fronts to ensure a higher adoption of the FDAs in the Philippines.

Statista (2020b) found that 44% of respondents aged 55 years and above in India stated that they ordered more through delivery applications as they practised social distancing and wanted to minimise the time spent outside the home. COVID-19 pandemic has already catalysed a higher uptake of FDAs across both countries, however, the issues found in this study need to be addressed to ensure long-term and sustained adoption of FDAs.

7. Limitations and suggestions for future research

This study has several limitations. Though this study used a qualitative research design, there was no intention to show any causality or relationship between the various constructs. Foremost, the data were sampled with respondents from a relatively young age group (millennials) from only two countries. Another limitation was that the study focused only on situational triggers that can enhance the adoption of the FDAs.

As one of the first studies in FDAs in India and the Philippines, future quantitative research can benchmark this research and develop hypotheses to explore these facets. The subsequent study can compare and contrast respondents from diverse profiles: age-groups, income, education and cultural dimensions (for example, individualistic vs collectivistic countries). Researchers can focus on local nuances and the impact of other factors such as food habits, family size, income and lifestyle. They can do a cross-cultural comparative analysis. Future studies can also examine the impact of key changes such as the rise of new technologies like driverless cars and drones for delivery, the need for sustainable business practices and personalised catering on the adoption of the FDAs. Experimental research on types of advertising message appeals can be done to ensure the design of effective marketing messages.

References

- Adams, A. and Cox, A. (2008), *Questionnaires, In-Depth Interviews and Focus Groups Book Chapter and Focus Groups*, Research Methods for Human-Computer Interaction, Cambridge University Press, Cambridge, pp. 17-34.
- Alalwan, A.A. (2020), "Mobile food ordering apps: an empirical study of the factors affecting customer e-satisfaction and continued intention to reuse", *International Journal of Information Management*, Elsevier, Vol. 50 April 2019, pp. 28-44.

- Anderson, K. and Miroso, M. (2014), "Revealing barriers to healthier fast food consumption choices", *British Food Journal*, Vol. 116 No. 5, pp. 821-831.
- Belk, R.W. (1975), "Situational variables and consumer behavior", *Journal of Consumer Research*, Vol. 2 No. 3, pp. 157-161.
- Botonaki, A., Natos, D. and Mattas, K. (2009), "Exploring convenience food consumption through a structural equation model", *Journal of Food Products Marketing*, Vol. 15 No. 1, pp. 64-79.
- Boyd, S.L., Hobbs, J.E. and Kerr, W.A. (2003), "The impact of customs procedures on business to consumer e-commerce in food products", *Supply Chain Management: An International Journal*, Vol. 8 No. 3, pp. 195-200.
- Braun, V. and Clarke, V. (2012), "Chapter 4: thematic analysis", *APA Handbook of Research Methods in Psychology*, Vol. 2, pp. 57-71.
- Businesswire (2020), "Fast food industry analysis and forecast 2020-2027 - Research and Markets.Com", available at: <https://www.businesswire.com/news/home/20200716005498/en/Fast-Food-Industry-Analysis-and-Forecast-2020-2027—ResearchAndMarkets.com>.
- Cassell, C., Symon, G. and King, N. (2004), "Using templates in the thematic analysis of text", *Essential Guide to Qualitative Methods in Organizational Research*, pp. 256-270.
- Chatzidakis, A. and Lee, M.S.W. (2013), "Anti-consumption as the study of reasons against", *Journal of Macromarketing*, Vol. 33 No. 3, pp. 190-203.
- Chen, S. and Granitz, N. (2012), "Adoption, rejection, or convergence: consumer attitudes toward book digitization", *Journal of Business Research*, Vol. 65 No. 8, pp. 1219-1225.
- Chen, J.S., Tsou, H.T. and Huang, A.Y.H. (2009), "Service delivery innovation: antecedents and impact on firm performance", *Journal of Service Research*, Vol. 12 No. 1, pp. 36-55.
- Cho, M., Bonn, M.A. and Li, J. (Justin) (2019), "Differences in perceptions about food delivery apps between single-person and multi-person households", *International Journal of Hospitality Management*, Elsevier, Vol. 77 June 2018, pp. 108-116.
- Chocarro, R., Cortiñas, M. and Villanueva, M.L. (2013), "Situational variables in online versus offline channel choice", *Electronic Commerce Research and Applications*, Vol. 12 No. 5, pp. 347-361.
- Chopdar, P.K., Korfiatis, N., Sivakumar, V.J. and Lytras, M.D. (2018), "Mobile shopping apps adoption and perceived risks: a cross-country perspective utilizing the Unified Theory of Acceptance and Use of Technology", *Computers in Human Behavior*, Vol. 86 November, pp. 109-128.
- Chu-Mei, L. and Kuang-Jung, C. (2000), "A look at fast-food competition in the Philippines", *British Food Journal*, Vol. 102 No. 2, pp. 122-133.
- Claridades-Rubio, J. (2017), "Philippines retail foods 2017: food retail sectoral report", available at: https://apps.fas.usda.gov/newgainapi/api/report/downloadreportbyfilename?filename=Retail_Foods_Manila_Philippines_12-1-2017.pdf (accessed 20 March 2020).
- Claudy, M.C. and Peterson, M. (2014), "Understanding the underutilization of urban bicycle commuting: a behavioral reasoning perspective", *Journal of Public Policy and Marketing*, Vol. 33 No. 2, pp. 173-187.
- Claudy, M.C., Peterson, M. and O'Driscoll, A. (2013), "Understanding the attitude-behavior gap for renewable energy systems using behavioral reasoning theory", *Journal of Macromarketing*, Vol. 33, doi: [10.1177/0276146713481605](https://doi.org/10.1177/0276146713481605).
- Claudy, M.C., García, R. and O'Driscoll, A. (2015), "Consumer resistance to innovation—a behavioral reasoning perspective", *Journal of the Academy of Marketing Science*, Vol. 43 No. 4, pp. 528-544.
- Correa, J.C., Garzón, W., Brooker, P., Sakarkar, G., Carranza, S.A., Yunado, L. and Rincón, A. (2019), "Evaluation of collaborative consumption of food delivery services through web mining techniques", Elsevier Ltd, *Journal of Retailing and Consumer Services*, Vol. 46 March 2018, pp. 45-50.
- Crabtree, B.F. and Miller, W.L. (1999), *Doing Qualitative Research*, Sage, New Delhi, India.
- Creswell, J.W. (2003), "A framework for design", *Research Design Qualitative Quantitative and Mixed Methods Approaches*, Chapter one, pp. 3-26.

- Croxton, K.L. (2003), "The order fulfillment process", *Journal of Logistics Management*, Vol. 14 No. 1, pp. 19-32.
- Deloitte (2018), "Trend-setting millennials: redefining the consumer story", available at: https://rls.net.in/wp-content/uploads/2018/02/Trendsetting-Millennials_RAI-Deloitte.pdf (accessed 20 May 2021).
- Deloitte Consulting (2019), *Future of Food: How Technology and Global Trends Are Transforming the Food Industry*, available at: <https://www2.deloitte.com/au/en/pages/economics/articles/future-of-food-uber-eats.html> (accessed 20 April 2021).
- Diangson, L. (2018), *Online Food Delivery Apps in the Philippines*, Yuga Tech, YugaTech, December, available at: <https://www.yugatech.com/guides/online-food-delivery-apps-in-the-philippines/>.
- Elvandari, C.D.R., Sukartiko, A.C. and Nugrahini, A.D. (2018), "Identification of technical requirement for improving quality of local online food delivery service in Yogyakarta", *Journal of Industrial and Information Technology in Agriculture*, Vol. 1 No. 2, pp. 1-7.
- EuromonitorInternational (2017), "Consumer foodservice in the Philippines", available at: <https://www.euromonitor.com/consumer-foodservice-in-the-philippines/report>.
- EuromonitorInternational (2019), "Fast food in Asia pacific", available at: <https://www.euromonitor.com/fast-food-in-asia-pacific/report>.
- Goyal, A. and Singh, N.P. (2007), "Consumer perception about fast food in India: an exploratory study", *British Food Journal*, Vol. 109 No. 2, pp. 182-195.
- GSMA (2019a), "The mobile economy", available at: <https://www.gsmainelligence.com/research/?file=b9a6e6202ee1d5f787cfebb95d3639c5&download>.
- GSMA (2019b), "The mobile economy Asia pacific 2019", available at: <https://www.gsmainelligence.com/research/?file=fe8735424e3058f98c3a83bc57bc2af5&download>.
- Gupta, A. and Arora, N. (2017a), "Understanding determinants and barriers of mobile shopping adoption using behavioral reasoning theory", *Journal of Retailing and Consumer Services*, Vol. 36, pp. 1-7.
- Gupta, A. and Arora, N. (2017b), "Consumer adoption of m-banking: a behavioral reasoning theory perspective", *International Journal of Bank Marketing*, Vol. 35 No. 4, pp. 733-747.
- Hand, C., Riley, F.D.O., Harris, P., Singh, J. and Rettie, R. (2009), "Online grocery shopping: the influence of situational factors", *European Journal of Marketing*, Vol. 43 No. 9, pp. 1205-1219.
- Hirschberg, C., Rajko, A., Schumacher, T. and Wrulich, M. (2016), "The changing market for food delivery", doi: [10.1109/fie.1994.580625](https://doi.org/10.1109/fie.1994.580625).
- Holloway, B.B. and Beatty, S.E. (2008), "Satisfiers and dissatisfiers in the online environment: a critical incident assessment", *Journal of Service Research*, Vol. 10 No. 4, pp. 347-364.
- Kapoor, A.P. and Vij, M. (2018), "Technology at the dinner table: ordering food online through mobile apps", *Journal of Retailing and Consumer Services*, Elsevier Ltd, Vol. 43 March, pp. 342-351.
- Kleijnen, M., Ruyter, K.D. and Wetzels, M. (2007), "An assessment of value creation in mobile service delivery and the moderating role of time consciousness", *Journal of Retailing*, Vol. 83, pp. 33-46.
- Kleijnen, M., Lee, N. and Wetzels, M. (2009), "An exploration of consumer resistance to innovation and its antecedents", *Journal of Economic Psychology*, Vol. 30 No. 3, pp. 344-357.
- Krueger, R.A. and Casey, M.A. (2009), *Focus Groups: A Practical Guide for Applied Research*, Sage, Los Angeles, CA.
- Kuo, T., Tsai, G.Y., Lu, I.Y. and Chang, J.S. (2016), "Relationships among service quality, customer satisfaction and customer loyalty: a case study on mobile shopping APPs", *Proceeding, The 17th Asia Pacific Industrial Engineering and Management System Conference*, pp. 7-10.
- Lambert, S.D. and Loiselle, C.G. (2008), "Combining individual interviews and focus groups to enhance data richness", *Journal of Advanced Nursing*, Vol. 62 No. 2, pp. 228-237.

- Lee, E.Y., Lee, S.B. and Jeon, Y.J.J. (2017), "Factors influencing the behavioral intention to use food delivery apps", *Social Behavior and Personality: An International Journal*, Vol. 45 No. 9, pp. 1461-1473.
- Lee, S.W., Sung, H.J. and Jeon, H.M. (2019), "Determinants of continuous intention on food delivery apps: extending UTAUT2 with information quality", *Sustainability*, Vol. 11 No. 11, p. 3141.
- Leech, N.L. and Onwuegbuzie, A.J. (2007), "An array of qualitative data analysis tools: a call for data analysis triangulation", *School Psychology Quarterly*, Vol. 22 No. 4, pp. 557-584.
- Li, C., Miroso, M. and Bremer, P. (2020), "Review of online food delivery platforms and their impacts on sustainability", *Sustainability (Switzerland)*, Vol. 12 No. 14, pp. 1-17.
- Lian, J.W. and Yen, D.C. (2013), "To buy or not to buy experience goods online: perspective of innovation adoption barriers", *Computers in Human Behavior*, Vol. 29 No. 3, pp. 665-672.
- Livemint (2021), "Why Covid-19 has been a shot in the arm for online food delivery firms", available at: <https://www.livemint.com/market/mark-to-market/why-covid-19-has-been-a-shot-in-the-arm-for-online-food-delivery-firms-11611558506486.html>.
- Lovelock, C. and Wirtz, J. (2007), *Services Marketing: People, Technology*, 8th ed., World Scientific Publishing, NJ.
- Mackenzie, S.B., Podsakoff, P.M. and Podsakoff, N.P. (2011), "Construct measurement and validation procedures in MIS and behavioural research: integrating new and existing techniques", *MIS Quarterly*, Vol. 35 No. 2, pp. 293-334.
- MarketWatch (2019), *India Online Food Delivery Market 2018-2023|Analysis by Industry Size, Share, Revenue Growth*, Market Watch, October, available at: <https://www.marketwatch.com/press-release/india-online-food-delivery-market-2018-2023analysis-by-industry-size-share-revenue-growth-2019-10-22>.
- Maxwell, J.A. (1992), "Understanding and validity in qualitative research", *Harvard Educational Review*, Vol. 62 No. 3, pp. 279-300.
- Merriman, M. (2015), "What if the next big disruptor isn't a what but a Who? A new generation with unique experiences, beliefs and behaviors", *They Are Gen Z. The Next Big Disruptor: Gen Z*, available at: [https://www.ey.com/Publication/vwLUAssets/EY-what-if-the-next-big-disruptor-isn't-a-what-but-a-who/\\$File/EY-what-if-the-next-big-disruptor-isn't-a-what-but-a-who.pdf](https://www.ey.com/Publication/vwLUAssets/EY-what-if-the-next-big-disruptor-isn't-a-what-but-a-who/$File/EY-what-if-the-next-big-disruptor-isn't-a-what-but-a-who.pdf).
- Nair, A.K.S. and Bhattacharyya, S.S. (2019), "Is sustainability a motive to buy? An exploratory study in the context of mobile applications channel among young Indian consumers", *Foresight*, Vol. 21 No. 2, pp. 177-199.
- Nicholls, J.A.F., Roslow, S., Dublisch, S. and Comer, L.B. (1996), "Relationship between situational variables and purchasing in India and the USA", *International Marketing Review*, Vol. 13 No. 6, pp. 6-21.
- Nicholson, M., Clarke, I. and Blakemore, M. (2002), "'One brand, three ways to shop': situational variables and multichannel consumer behaviour", *International Review of Retail, Distribution and Consumer Research*, Vol. 12 No. 2, pp. 131-148.
- Nielson (2017), "What's cooking with Indian diners? Understanding eating-out patterns among Indian consumers", available at: <https://www.nielsen.com/wp-content/uploads/sites/3/2019/04/nielsen-featured-insights-whats-cooking-with-indian-diners.pdf>.
- Nowell, L.S., Norris, J.M., White, D.E. and Moules, N.J. (2017), "Thematic analysis: striving to meet the trustworthiness criteria", *International Journal of Qualitative Methods*, Vol. 16 No. 1, pp. 1-13.
- Palau-Saumell, R., Forgas-Coll, S., Sánchez-García, J. and Robres, E. (2019), "User acceptance of mobile apps for restaurants: an expanded and extended UTAUT-2", *Sustainability*, Vol. 11 No. 4, p. 1210.
- Pandey, S. and Chawla, D. (2016), "Using qualitative research for establishing content validity for e-lifestyle and website quality constructs", *Qualitative Market Research: An International Journal*, Vol. 19 No. 3, pp. 339-356.
- Pandey, S. and Chawla, D. (2018), "Engaging m-commerce adopters in India: exploring the two ends of the adoption continuum across four m-commerce categories", *Journal of Enterprise Information Management*, Vol. 32 No. 1, pp. 191-210.

- Phong, N.D., Khoi, N.H. and Nhat-Hanh Le, A. (2018), "Factors affecting mobile shopping: a Vietnamese perspective", *Journal of Asian Business and Economic Studies*, Vol. 25 No. 2, pp. 186-205.
- Pigatto, G., Machado, J.G.D.C.F., Negreti, A.D.S. and Machado, L.M. (2017), "Have you chosen your request? Analysis of online food delivery companies in Brazil", *British Food Journal*, Vol. 119 No. 3, pp. 639-657.
- Pinho, J.C.M.R. and Soares, A.M. (2011), "Examining the technology acceptance model in the adoption of social networks", *Journal of Research in Interactive Marketing*, Vol. 5 Nos 2-3, pp. 116-129.
- Ram, S. and Sheth, J.N. (1989), "Consumer resistance to innovations: the marketing problem and its solutions", *Journal of Consumer Marketing*, Vol. 6 No. 2, p. 5.
- Ray, A., Dhir, A., Bala, P.K. and Kaur, P. (2019), "Why do people use food delivery apps (FDA)? A uses and gratification theory perspective", *Journal of Retailing and Consumer Services*, Elsevier Ltd, Vol. 51 March, pp. 221-230.
- Richetin, J., Conner, M. and Perugini, M. (2011), "Not doing is not the opposite of doing: implications for attitudinal models of behavioral prediction", *Personality and Social Psychology Bulletin*, Vol. 37 No. 1, pp. 40-54.
- Robinson, H., Dall'Olmo Riley, F., Rettie, R., Rolls-Willson, G., Dall'Olmo, R., Rettie, R. and Rolls-Willson, G. (2007), "The role of situational variables in online grocery shopping in the UK", *The Marketing Review*, Vol. 7 No. 1, pp. 89-106.
- Roh, M. and Park, K. (2019), "Adoption of O2O food delivery services in South Korea: the moderating role of moral obligation in meal preparation", *International Journal of Information Management*, Vol. 47, pp. 262-273.
- Scholderer, J. and Grunert, K.G. (2005), "Consumers, food and convenience: the long way from resource constraints to actual consumption patterns", *Journal of Economic Psychology*, Vol. 26 No. 1, pp. 105-128.
- Shah, A.M., Yan, X., Shah, S.A.A. and Ali, M. (2020), "Customers' perceived value and dining choice through mobile apps in Indonesia", *Asia Pacific Journal of Marketing and Logistics*, Vol. 33 No. 1, pp. 1-28.
- Singh, S. and Srivastava, R.K. (2018), "Predicting the intention to use mobile banking in India", *International Journal of Bank Marketing*, Vol. 36 No. 2, pp. 357-378.
- Sjahroeddin, F. (2018), "The role of ES-Qual and food quality on customer satisfaction in online food delivery service", In *Prosiding Industrial Research Workshop and National Seminar*, Vol. 9, pp. 551-558.
- Srinivas, T. (2011), "Exploring Indian culture through food", *Food, Culture and Asia*, Vol. 16 No. 3, pp. 38-41.
- Statista (2019a), "Online food delivery-worldwide", available at: <https://www.statista.com/outlook/374/100/online-food-delivery/worldwide>.
- Statista (2019b), "Online food delivery-India", available at: <https://www.statista.com/outlook/374/119/online-food-delivery/india>.
- Statista (2019c), "Online food delivery-Philippines", available at: <https://www.statista.com/outlook/374/123/online-food-delivery/philippines>.
- Statista (2019d), "India: number of digital buyers 2014-2020".
- Statista (2020a), "Main reasons for increasing orders through food delivery apps during the COVID-19 pandemic in the Philippines as of June 2020", available at: <https://www.statista.com/statistics/1147540/philippines-reasons-for-increasing-orders-from-food-delivery-apps-during-covid-19/>.
- Statista (2020b), "Reasons for increasing orders through food delivery apps during the coronavirus (COVID-19) pandemic across India as of June 2020, by age", available at: <https://www.statista.com/statistics/1149331/india-reasons-for-increasing-orders-from-food-delivery-apps-during-covid-19-by-age/>.
- Stephens, J., Miller, H. and Militello, L. (2020), "Food delivery apps and the negative health impacts for Americans", *Frontiers in Nutrition*, Vol. 7 No. 14, pp. 1-2.

- Straub, D., Keil, M. and Brenner, W. (1997), "Testing the technology acceptance model across cultures: a three country study", *Information and Management*, Vol. 33 No. 1, pp. 1-11.
- Suhartanto, D., Helmi Ali, M., Tan, K.H., Sjahroeddin, F. and Kusdibyo, L. (2019), "Loyalty toward online food delivery service: the role of e-service quality and food quality", *Journal of Foodservice Business Research*, Vol. 22 No. 1, pp. 81-97.
- Tak, P. and Panwar, S. (2017), "Using UTAUT 2 model to predict mobile app based shopping: evidences from India", *Journal of Indian Business Research*, Vol. 9 No. 3, pp. 248-264.
- Thaler, R.H. (2008), "Mental accounting and consumer choice", *Marketing Science*, Vol. 27 No. 1, pp. 15-25.
- Wang, O., Somogyi, S. and Charlebois, S. (2020), "Food choice in the e-commerce era : a comparison between business-to-consumer (B2C), online-to-offline (O2O) and new retail", *British Food Journal*, Vol. 122 No. 4, pp. 1215-1237.
- Westaby, J.D. (2005), "Behavioral reasoning theory: identifying new linkages underlying intentions and behavior", *Organizational Behavior and Human Decision Processes*, Vol. 98 No. 2, pp. 97-120.
- Westaby, J.D., Probst, T.M. and Lee, B.C. (2010), "Leadership decision-making: a behavioral reasoning theory analysis", *Leadership Quarterly*, Elsevier, Vol. 21 No. 3, pp. 481-495.
- Xu, X. and Huang, Y. (2019), "Restaurant information cues, Diners' expectations, and need for cognition: experimental studies of online-to-offline mobile food ordering", *Journal of Retailing and Consumer Services*, Elsevier, Vol. 51 May, pp. 231-241.
- Yeo, V.C.S., Goh, S.K. and Rezaei, S. (2017), "Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services", *Journal of Retailing and Consumer Services*, Elsevier, Vol. 35 July 2016, pp. 150-162.
- Yusra, Y. and Agus, A. (2018), "Online food delivery service quality: does personal innovativeness matter?", *Asia Proceedings of Social Sciences*, Vol. 2 No. 3, pp. 251-255.
- Zhang, J. and Mao, E. (2007), "Understanding the acceptance of mobile SMS advertising among young Chinese consumers", *Psychology and Marketing*, Vol. 24 No. 9, pp. 763-785.

Corresponding author

Shweta Pandey can be contacted at: pandey.shweta@hotmail.com

Reproduced with permission of copyright owner. Further reproduction prohibited without permission.