



The development of food delivery
applications and their impact on the
value of the restaurant industry

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1. Introduction

The aim of the study of this paper is to examine the impact of digitization of the restaurant industry in the UK using food delivery applications. There will also be a critical review of contemporary literature on the change in consumer behavior, the impact of an innovative technological approach on the restaurant industry, paying attention to possible issues and problems related to running this type of business in the post-pandemic and post-Brexit period. The information will be assessed by conducting deductive research using the survey questionnaire method in order to collect the necessary information on consumer preferences as well as interviews with the managerial staff directly related to this industry.

2. Purpose of research

The aim of this study is to understand and analyze the key elements that relate to the selection of orders through delivery apps. The value and impact of food delivery applications for the restaurant business and consumers will be assessed. The thesis on the importance of rebuilding the existing restaurant business models will also be presented.

Additional objectives of the study will be an attempt to answer the following questions:

- Can new technologies, including delivery-type mobile applications, take gastronomy to a new level - faster and more efficiently?
- How can the digitization of business processes change customer relationships? What benefits can the restaurant count on thanks to the digitization of deliveries, and what can the customer expect?
- How to make the availability of your products more attractive through digital distribution channels, such as applications?
- How to adapt to the requirements of younger and more technologically aware groups of customers?
- How to secure your sales activity in the event of another global crisis?
- How have consumer tastes changed recently and what impact does this have on the situation of restaurants?

The above is intended to confront the collected knowledge, taken from the presented sources of bibliography and the Internet, and to confront with the obtained results of own work received directly from consumers and restaurant management.

3. Organization of the study

Chapter 1 will provide an introduction and general information

Chapter 2 will contain a literature review, theories and research

Chapter 3 will focus on research methodology

Chapter 4 will be devoted to research findings

Chapter 5 will analyze the results

Chapter 6 will provide conclusions, recommendations and reflections

4. Basic information

More and more British restaurants are going bankrupt. British restaurants are closing more often than during the pandemic. They are now struggling with ever-rising inflation, which has not only increased energy, food and beverage costs, but also left their customers with less money to go out. Rising energy costs, staff shortages and declining bookings are just some of the issues facing restaurateurs (Nelson, 2021). Some companies are also struggling to recruit enough staff as post-Brexit migration rules prevent EU nationals from working in the UK. The pandemic situation also forced new restrictions related to health protection (Yost, & Cheng, 2021)

According to The Guardian, the number of closures in the sector has increased by 60%, with 1,567 insolvencies in 2021-22, compared with 984 insolvencies in 2020-21. This figure includes 453 closures in the last three months, up from 395 in the previous quarter. This means restaurants in the UK are closing more often than during the coronavirus crisis, and the situation will only get worse (Makortoff, 2022). In addition, half of Brits intend to cut essential spending.

The last two years have been very difficult for the catering industry. Many entrepreneurs, wanting to protect themselves from losses and bankruptcy, decided to expand their offer by selling takeaway and delivery food (Ahuja et al., 2021). Many restaurants have also started to fully digitize most of their sales and after-sales processes. Attention was drawn to a new type

of hospitality, i.e. one that goes beyond the premises. It is partly digital hospitality that is changing the current business model (Alkasasbeh, 2020).

Meal ordering platforms are driving the growth of restaurant revenues and the economic growth of the entire sector. By 2027, the size of the global food technology market is expected to reach USD 342 billion thanks to technology alone (Statista, 2021). At the same time, the market size of the global online food delivery sector is also expected to grow to \$223.7 billion. (Copolla, 2022) The 2019-2020 coronavirus (COVID-19) pandemic has also led to increased interest in digital restaurant delivery services. According to Statista (2021a), deliveries increased by 67 percent worldwide. Recently, the delivery sector has also evolved strongly. More and more consumers use the gastronomic offer in the form of deliveries, using newer and newer solutions for ordering, e.g. mobile applications that replace traditional forms such as telephone. Modern technologies enable restaurants to respond to significant changes in consumer preferences. A significant increase in interest in the service of ordering food with delivery results primarily from their functionality and convenience (Annaraud & Berezina, 2020)

5. Literature review

Today's literature includes a wide range of publications on the development of mobile food ordering applications and they are shaping the new dining environment.

Most of the previous research on e-commerce focused on the e-commerce approach (Yusra & Agus, 2020). Other studies on online self-service were presented by Suhartanto (2019), Cheng (2021) focused on the development of the scale of service quality in the context of online food delivery and consumer barriers related to the choice of the right application (Kaur et al., 2021). This confirmed that a customer treated with respect, fully satisfied by receiving the highest quality service, shows a high level of loyalty. (Valdez-Juárez et al., 2021)

It is worth noting that many publications provide extensive information on consumer behavior towards products and services (Kaur et al., 2021), but do not provide results on the functionality of the restaurant business itself based on these applications. How this cooperation affects restaurant sustainability in the post-pandemic (Matheson, 2020) and post-Brexit (Weaver, 2022) period, including the restaurant's strategic approach and costs and marketing. This proves the thesis that digitization and cooperation with companies delivering food to consumers is worth researching. Especially considering the ordering apps these companies provide.

6. Research Methods and Methodology

6.1. Research methodology

The aim of the research methodology is to develop better and better methods of measuring/studying phenomena, improving the current results. The better the test method, the more accurate the results will be. The results should have less and less measurement error, the research should reflect real situations more (this is especially the case in social and economic sciences) and the conclusions of the research should be more specific and more detailed (Adams, 2021). An important key to the reliability of the described study will be the selection of an appropriate research method in order to test the theories and hypotheses presented in the study.

6.2. Research philosophy

The study will take an ontological approach to the subject, and one of its main goals is to share the accumulated knowledge. Thus, it is a formal conceptualization of a specific domain, regarding the model described by concepts and the relationships between these concepts. The consequence of its development may be building a knowledge base, i.e. an IT system that organizes knowledge, which allows for trend monitoring, knowledge management and its effective use in research practice (Ortega et al., 2010)

6.3. Research approach

The study uses a deductive approach that allows you to assess the hypothesis of the importance of using restaurant digitization, mainly food delivery applications. The deductive method is a reasoning strategy used to derive logical conclusions from a set of premises or rules (Casula et al., 2021). This method requires two or more premises and all concepts must be clear for the deduction of problems to lead to a certain conclusion. The hypothesis will be analyzed in the study using the presented bibliography and theories used.

6.4. Research strategy

The chosen strategy for this study is both a survey questionnaire (concerning consumers) and face-to-face interviews (regarding restaurant management). Survey research

will assess the correlations of many factors by describing specific characteristics of the respondents with a set of questions. They will be used to interpret the topic of the study. (Saunders, 2019).

The interview will be conducted according to a specific plan. The questions asked will be formulated and directed so that the researcher can obtain the necessary information on a given topic.

6.5. Research investigation

The research investigation will be conducted on the basis of primary and secondary studies. Primary data, i.e. data collected directly from respondents during interviews and surveys (Collis, 2013).

Secondary data, on the other hand, are the result of previously conducted analyzes or come from source documents (Saunders, 2019). These will include academic journals, books on the topic, websites including: Emerald Insight, Google Scholar, University of Wales eLibrary, government industry statistics and other information provided by marketing research agencies and centers.

6.6. Data collection

The survey will include a sample of 150 respondents from the target population pool. Access to the study sample will be obtained via social media platforms and directly via questionnaires at restaurant service points. Collection and analysis are closely related. The collected information will be analyzed using specialized tools that improve the quality of the research process. All respondents of each age group, gender, education, etc. will be subject to the surveyed sample.

The study used the method of convenience without probabilities. This method will allow you to select respondents who will be willing to participate in the study.

6.7. Data collection method and data analysis

The conducted research will use the method of quantitative research to determine the characteristics and consumer choices. Quantitative studies, in the case of this study, are questionnaire surveys and will allow you to estimate how often a given phenomenon occurs. Appropriate selection of the research sample allows for examining such a number of people

that the results are comparable with the population. Quantitative research allows to determine how often a given phenomenon occurs in a given community (O'Gorman, 2015). The questionnaire will be developed on the basis of 10-15 questions with five multiple choice answers.

The qualitative method will be used in interviews with restaurant management and employees. In qualitative research, the main emphasis is placed on using research techniques to better and more accurately understand the analyzed phenomenon. This will allow you to obtain more specific data and look at the analyzed issue from a different perspective (O'Gorman, 2015).

For the analysis of the collected quantitative data, the IBM SPSS Statistics program and Microsoft Office will be used to fully visualize it on the basis of charts and tables based on previously obtained data. All data marked as confidential will be used only for the study.

7. Action plan

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
Admission										
review of the literature										
Methodology										
Surveys and interviews										
Analysis of the results										
Conclusions										
Recommendations										
Final verification and approval of the project										

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