

T.C.

**ISTANBUL OKAN UNIVERSITY
INSTITUTE OF GRADUATE SCIENCES**

**THESIS FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION
IN THE ENGLISH BUSINESS PROGRAM**

MAMADOU SAWADOGO

**ENTREPRENEURSHIP IN THE ONLINE FOOD DELIVERY SERVICE IN ABIDJAN
A QUANTITATIVE RESEARCH STUDY ABOUT CONSUMER BEHAVIOR TOWARD
ONLINE FOOD ORDERING**

ADVISOR

Assistant Professor Dr. Mustafa Cenk Uludağ

ISTANBUL, June 2023

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TOWARD ONLINE FOOD ORDERING)

Presentation Date of Thesis: June 22nd 2023

Submission Date of Thesis: July 3rd 2023

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ISTANBUL, June 2023

ABSTRACT

With a focus on understanding the factors that drive the impact and usage of food apps, the goal of this master's thesis is to look into the variables that affect consumer behavior toward food apps in Ivory Coast and prove whether or not it is related. Meal apps have significantly increased in popularity and changed how customers engage with restaurants and meal delivery services as the digital world continues to develop quickly. There is, however, a dearth of studies that focus explicitly on the variables affecting consumer behavior in the context of Ivory Coast. This study uses a quantitative research methodology through a structured questionnaire to gather information from a sample of Ivory Coast customers. Based on pertinent ideas and earlier research in the areas of consumer behavior and technology adoption, the survey instrument will be created. The questionnaire will gather demographic data in addition to important factors like perceived ease of use, and perceived usefulness. Descriptive statistics, correlation analysis, and regression analysis will be used to examine the data gathered in order to relate presented independent variables to consumers behavior toward home food ordering. The results will offer insightful information about the factors influencing customer behavior. The study's findings will benefit both theoretical and practical fields. This research will advance academic understanding of consumer behavior in the context of food applications, particularly in the African market. It will also improve our comprehension of the socioeconomic and cultural issues that affect consumer preferences and technology adoption in Ivory Coast. Practically speaking, the findings will provide information to marketers, policymakers, and developers of food apps regarding the key elements that influence consumer acceptance and sustained usage of these apps, assisting in the development of successful strategies and interventions. Overall, this study will give insights that will help players in the food app business better serve their target audiences and encourage the expansion of digital food

services in the region. It will also throw light on the variables driving consumer behavior toward food apps in Ivory Coast.

Keywords: Food Apps, Online Food Delivery, Meal Apps, Perceived ease of use, Perceived usefulness, Marital Status, Income, Consumer Behavior



ÖZ

Gıda uygulamalarının etkisini ve kullanımını yönlendiren faktörleri anlamaya odaklanan bu yüksek lisans tezinin amacı, Fildişi Sahili'nde gıda uygulamalarına yönelik tüketici davranışını etkileyen değişkenleri incelemek ve bunların ilişkili olup olmadığını kanıtlamaktır. Yemek uygulamalarının popülaritesi önemli ölçüde arttı ve dijital dünya hızla gelişmeye devam ederken müşterilerin restoranlar ve yemek dağıtım hizmetleriyle etkileşim biçimini değiştirdi. Bununla birlikte, Fildişi Sahili ortamında tüketici davranışını etkileyen değişkenlere açıkça odaklanan çok sayıda çalışma vardır. Bu çalışmada, Fildişi Sahili müşterilerinden oluşan bir örneklemden bilgi toplamak için nicel bir araştırma metodolojisi ve yapılandırılmış bir anket kullanılmıştır. İlgili fikirlere ve tüketici davranışı ve teknoloji benimseme alanlarındaki daha önceki araştırmalara dayanarak, anket aracı oluşturulacaktır. Anket, algılanan kullanım kolaylığı ve algılanan fayda gibi önemli faktörlerin yanı sıra demografik verileri de toplayacaktır. Gıda uygulamalarına ilişkin müşteri tutumlarını etkileyen temel değişkenleri bulmak amacıyla toplanan verileri incelemek için tanımlayıcı istatistikler, korelasyon analizi ve regresyon analizi kullanılacaktır. Sonuçlar, Fildişi Sahili'ndeki mutfak uygulamalarıyla ilgili olarak müşteri davranışlarını ve tercihlerini etkileyen faktörler hakkında içgörülü bilgiler sunacak. Çalışmanın bulguları hem teorik hem de pratik alanlara fayda sağlayacaktır. Bu araştırma, özellikle Afrika pazarında gıda uygulamaları bağlamında tüketici davranışına ilişkin akademik anlayışı geliştirecektir. Ayrıca, Fildişi Sahili'nde tüketici tercihlerini ve teknolojinin benimsenmesini etkileyen sosyoekonomik ve kültürel konuları anlamamızı da geliştirecektir. Pratik olarak konuşursak, bulgular pazarlamacılara, politika yapıcılara ve gıda uygulamaları geliştiricilerine, tüketici kabulünü ve bu uygulamaların sürekli kullanımını etkileyen temel unsurlar hakkında bilgi sağlayarak, başarılı stratejiler ve müdahalelerin geliştirilmesine yardımcı olacaktır. Genel olarak bu çalışma, gıda uygulaması

işindeki oyuncuların hedef kitlelerine daha iyi hizmet vermelerine yardımcı olacak ve bölgedeki dijital gıda hizmetlerinin yayılmasını teşvik edecek bilgiler verecektir. Ayrıca, Fildişi Sahili'ndeki gıda uygulamalarına yönelik tüketici davranışını yönlendiren değişkenlere de ışık tutacaktır.

Kelimeler: Yemek Uygulamaları, Çevrimiçi Yemek Teslimatı, Algılanan kullanım kolaylığı, Algılanan fayda, Medeni Durum, Gelir, Tüketici Davranışı



ACKNOWLEDGMENT

First and foremost, I would like to express my gratitude to God and my family who aided and supported my every step in my academic career. I would like to thank my advisor who has been extremely patient on every step despite his busy schedule. My friends who supported me in my journey and who believed in the importance of my research and understand its impact. I would not be reaching this step without every single one of my small and warm surroundings.



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CHAPTER 1 INTRODUCTION AND PURPOSE

1.2 Background Overview

Internet, Mobile and Technology advancements have prompted the rise of new businesses that enable customers to avoid restaurant queues, order online and stay in the comfort of their homes. Online food ordering started in Ivory Coast in 2018 when Glovo, a Spanish company started ride-hailing and delivery in Abidjan (Jean Kelly Kouassi, 2023). Prior to that, most orders were through phones or restaurant picks up where consumers order and visit restaurants to get the order themselves. Internet users in Ivory Coast increased throughout 2022, opening doors to new online businesses. There were 9.94 million internet users in 2022, which increased by approximately 3% from 2021(Data Reports, 2022). Other African countries like South Africa and Nigeria, ranked among the first African countries that use the Internet the most. Nigeria is ranked first with 109.2 million internet users, followed by Egypt with 75.66 million users (Statistica, 2022).

Ivory Coast has a lot of potential to be uplifted through online ordering and e-commerce, but it is still struggling in comparison with other neighboring countries. The reason for this could potentially lie within culture or technology acceptance which might be perceived as an outpatient activity rather than helpful. Scholars have conducted studies to understand better customers' attitudes in Western countries, which will allow entrepreneurs or marketers to get to the heart of what people expect and want. However, there are only a few studies focused on African countries which will be key to enlightening Africans living abroad who want to invest in their home country. According to research carried out by World Mobile, which is a mobile network operator; three out of four African immigrants in Europe are investing in businesses in their home country. The CEO

of World Mobile has revealed that African immigrants are very much aware of the expansion of the shared economy which incites them to send their resources to be put to work in their home countries (Allafrica, 2023).

1.3 Significance of the Study

The study on hand fills the gap in consumer research and aims at understanding factors that impact Ivory Coast's customers' attitudes toward online food ordering. By observing and understanding Ivorian's attitudes and buying motives toward online food ordering, entrepreneurs, other scholars or Marketers will also be able to identify what motivates customers to order their meals online, and potentially use the insights to grow in their perspective fields.

1.4 Limitations of the Study

The research on hand presents three main constraints. First, convenience sampling might be biased and does not represent the population. In this case, one can assume that participants in the research are representative as they live in Ivory Coast and therefore have insights that will greatly contribute to the research. The second limitation is the inability to reach more than 150 participants which would strengthen the research. However, the study contains questions that will help draw the map about the role of the independent variables in impacting the dependent variable. The third limitation is the lack of literature review about similar studies in the field. Yet, there are many other sources that constitutes a strong general information background to proceed with the study.

1.5 Dislimitation of the Study

The study on hand only includes Ivorian People living in Abidjan, whose insights will contribute to testing the hypotheses. The research has variables that are more likely to be the right factors impacting consumers' attitudes toward online food ordering which therefore guarantees consistency.

1.6 Terms Definition

Consumer attitudes: Consumer attitude refers to a customer's evaluation and perception in regard to a particular product. It reflects the consumer's feelings, beliefs, and opinions, which can influence their purchasing behavior and decision-making process (Jusoh & Ling, 2021).

Perceived Ease of Use: According to Davis, the perceived ease of use represents the extent to which a person believes using a particular is convenient and easy to rely on (Davis & Venkatesh, 1996).

1.7 Study Plan

Chapter One: Introduction

An introduction of online food ordering rapid growth and why it is important to have relevant insights about factors that impact consumer's attitudes toward online food ordering in Ivory Coast. The introduction also presents the problem statement in reference to statistics about the development of food delivery systems in Western African countries like South Africa and Nigeria. The first chapter also presents the type of research conducted alongside the objectives and hypotheses to be tested.

Chapter two: General Information and Literature Review of Past Studies

The first part of the research includes general information about Ivory Coast, home food ordering and other topics related to online ordering and its fast growth worldwide and in Africa. Secondary data about the topics around home food ordering to better understand insights that have been presented by other scholars and news. In the case of Ivory Coast, one should take into consideration the lack of resources around home delivery services which are mainly discussed in news and reports. The second chapter also gives important information about the Ivory Coast which supports the whole motive of the research which provides third parties with a study that serves their needs to better understand the food delivery industry in Ivory Coast.

Chapter Three: Literature Review

Chapter three includes past studies conducted in the field of consumer behavior and food app ordering.

Chapter Four: Research Methods

The study type, data collection and sampling method will be discussed in the third chapter along with the conceptual framework. A discussion of the pertinence of the research and choice of questions to address.

Chapter Five: Results and Discussions

Descriptive and Statistical test findings will be presented to test the hypothesis and discuss the objectives of the research. This chapter will also include data tables deducted from Statistical Package for Social Sciences (SPSS)

Chapter Six: Recommendations and Conclusions

Summary of the results and findings alongside recommendations for future studies.



CHAPTER 2: GENERAL INFORMATION ON IVORY COAST BUSINESS CLIMATE AND CULTURE

2.1 General Information

The second chapter focuses on a review of the literature which will include scientific studies about food delivery services, internet usage and topics that have contributed to the rapid growth of food delivery systems. Relevant news and credible administrative reports will also be presented in order to complete a thoughtful review to better approach the subject at hand.

2.1.1 An Overview of Ivory Coast's business climate

Ivory Coast is located in Sub-Saharan Africa, more precisely in western Africa. The country is surrounded by Mali and Burkina Faso in the north, Ghana in the east, and Gulf Guinea in the south. The country's economic capital is Abidjan and its political capital is Yamoussoukro, governed by Alassane Ouattara as the president, and Patrick Achi as the prime minister. The official language is French and no religion is perceived as the dominant one. Ivory Coast is located in the Monetary Union which consists of eight countries using the same CFA Franc currency which stands for "African Financial Community". Ivory Coast has a population of 30.2 million in 2023, and a surface area of 322,460 km²-ranking 69th worldwide and 28th in Africa (Statistica, 2023). The Gross Domestic Product was 43 billion Dollars in 2018 and increased to 70.03 billion in 2022, ranking 147th worldwide and 11th in Africa (World Population Review, 2022). The value of the Gross Domestic Product per Capita for the country is 2,556 thousand Dollars Ranking. The Republic of Ivory Coast has a Human Development Index, which is a statistical index of life

expectancy and education, of 0.346 (Human Development Report, 2020). The value on hand is relatively low in comparison to other African countries like South Africa with 0.71 or Egypt with 0.73 (Worldbank, 2021). As for today, The Unemployment rate in the Ivory Coast has witnessed a significant decrease from 2010- 2019, which is positive and speaks a lot about the development of the country, and its priorities. The unemployment rate is approximately 25% according to Bruno Koné, the current minister of employment and labor (Official Portal of The Government of Ivory, 2020).

The economy of Ivory Coast, also known as Côte d'Ivoire, has undergone significant changes over the past few decades. Ivory Coast is one of the largest economies in West Africa, with a nominal GDP of \$59.9 billion in 2020 that will increase by 2022. The economy has been growing at an average rate of 7% since 2012, driven by strong performance in the agricultural, services, and construction sectors. However, the country still faces many challenges, including high poverty rates and a significant informal sector.

2.1.2 Main Business Sectors in Ivory Coast

When searching the key sectors that exist in Ivory Coast, three main industries are ranked such as Mining, Agriculture, Real Estate & Infrastructure, and Energy. The agriculture sector in Ivory Coast accounts for 25% of the GDP and employs two-thirds of the population. An academic study toward achieving sustainability in the Ivory Coast mentions that agriculture is the backbone of the Ivorian economy, accounting for about 20% of GDP and employing more than two-thirds of the population. As mentioned in research about Ivory Coast's key business sector that aid the

economy, the authors mentioned that Ivory Coast is the world's leading producer of cocoa, which accounts for over 40% of total exports. Other important agricultural products include coffee, rubber, cotton, and palm oil (Pedercini et al., 2018). Other scholars claim during another study about Market orientation in Ivory Coast, that the country is very active in producing Cocoa beans, and coffee as well as other significant production. Regarding Real Estate and Infrastructure, its development came from the willingness of the country to improve the business environment and enhance properties. Affordable housing became part of the factors of the country's government, to enable strong investment for buyers and real estate developers (Chelariu, 2002).

After its independence on August 5th, 1960 from France, Ivory Coast started to witness significant growth that consists of a primary sector, secondary sector and tertiary sector. The primary sector includes agriculture, logging, and fishing. The secondary sector is focused on mining resources for gold, nickel, diamonds and energy resources, as well as industrial activities and their geographical distribution. The pertinence of the tertiary sector such as producing immaterial services or goods, such as foreign trade, internal trade, and transportation (Nahoua, 2021).

The industrial sector in Ivory Coast is relatively small and dominated by the agro-industrial sector. The country has a nascent manufacturing sector, which is focused on the production of consumer goods such as textiles, food, and beverages. The government has been implementing policies to promote industrialization, including tax incentives and infrastructure development (Remi Jedwab, 2018).

In another study about an assessment of Ivory Coast, Nigeria and Ghana, The services sector is the largest contributor to the Ivorian economy, accounting for over 50% of GDP. The sector is dominated by trade, transport, and communication services. Ivory Coast is also an important regional hub for banking and finance, with a well-developed financial sector. Ivory Coast is a member of the Economic Community of West African States (ECOWAS) and the West African Economic and Monetary Union (WAEMU). The country has signed several trade agreements with other African countries, including a free trade agreement with the African Union. Ivory Coast's main trading partners are the European Union, China, and the United States (Maepa, 2017).

Ivory Coast still faces many challenges. Poverty remains high, with over 40% of the population living below the poverty line. The country also faces significant environmental challenges, including deforestation and soil degradation. Finally, the country is vulnerable to external shocks, including fluctuations in commodity prices and climate change. The same study also discusses the economy of the Ivory Coast over the past few decades, with a strong performance in the agricultural, services, and construction sectors. However, the country still faces many challenges, including high poverty rates and a significant informal sector. The government has implemented policies to promote industrialization and infrastructure development, but much work remains to be done to address the country's economic challenges (Epezagne Assamala et., 2022).

2.1.3 Mobile Use and Applications in Ivory Coast

Main telecommunication operators in Ivory Coas are Orange, MTN, and MOOV. As of March 2022, the evolution of the number of mobile phone subscriptions reached 46,926,216, which

increased by 17% the same year from January to December 31st. The goal of this higher administration aims at reminding all players in the sector of the activities in accordance with the regulations in force (The Telecommunications Regulatory Authority of Côte d'Ivoire, 2022).

Mobile phone usage and mobile applications are becoming increasingly popular in Ivory Coast, with the country's mobile penetration rate surpassing 98%. The use of mobile phones is a vital tool in the country, particularly in rural areas where other forms of communication and access to information are limited (Mitroi, 2020).

COVID-19 spread across the globe, more people turned to eCommerce and food orders to get what they need so as not to have any social distance from their peers. The mobile commerce market in Africa is on a steady incline playing an integral role. With the rise of smartphones Ivory coast is ranked 9th place in telecommunications in Africa and 2nd place in West Africa and in addition to the expansion of mobile use in Africa, a number of activities have emerged in Côte d'Ivoire as a result of this technique, including the sale of goods (such as shoes, clothing, and other items), consumer goods, the transfer of money, and others that enable them to generate fairly significant sources of income through web applications, thereby lowering the unemployment rate (Carrementweb, 2022).

Another popular mobile application in Ivory Coast is WhatsApp, which is used for communication purposes. Other popular social media applications include Facebook, Instagram, and Twitter. Mobile applications such as Jumia, Uber, and e-commerce platforms like Amazon, Jumia, and Konga have also made significant inroads in the country. Mobile gaming is also on the rise in Ivory Coast. Games like Candy Crush and Angry Birds are popular, while sports betting applications

like 1XBET and Betway are also gaining popularity. In addition, mobile applications for news, weather, and entertainment are also being used. Overall, mobile phone usage and mobile applications are transforming the way Ivory Coast functions, particularly in terms of communication and access to services. The country's population has adopted mobile phones and applications, and their use is set to continue to grow in the future (Njinyah al et.,2022).

2.1.4 Ivory Coast Cuisine and Food Culture

Ivory Coast, also known as Côte d'Ivoire, is a West African country with a diverse population and culture. The cuisine of the Ivory Coast reflects this diversity, with a mix of traditional African, European, and Middle Eastern influences. One of the most important ingredients in Ivory Coast cuisine is yam, a starchy root vegetable that is a staple food in many African countries. Yam is often boiled or roasted and served with a sauce made from tomatoes, onions, and chilli peppers. Other popular starches include cassava which drought, plantains banannas, and rice (Vandevenne, 1973).

Meat is also an essential part of Ivory Coast cuisine, with beef, goat, and chicken being the most commonly consumed meats. Fish and seafood are also popular, particularly along the country's coastline. Peanut butter is a common ingredient in many dishes, often used to make a sauce that is served over meat or vegetables. One of the most famous dishes in the Ivory Coast is attiéké, a couscous-like dish made from grated cassava that is steamed and served with a sauce made from fish, vegetables, or meat. Another popular dish is kedjenou, a stew made from chicken or other meats that are slow-cooked with vegetables and spices (Aasa & Fru, 2022).

In Ivory Coast, food is often shared among family and friends, and meals are always provided during social events. Hospitality is an important part of the country's culture, and guests are often served generous portions of food. Overall, the cuisine of the Ivory Coast reflects the country's diverse population and history. With a mix of African, European, and Middle Eastern influences, Ivory Coast cuisine is flavorful, hearty, and meant to be shared with others (Foreignfork, 2020).

2.1.5 Internet Coverage in Ivory Coast

The country's Information Coverage market has developed, as evidenced by the fact that there are now more than 22 939 882 monthly internet users (The Telecommunications Regulatory Authority of Côte d'Ivoire, 2022).

While internet users in developed countries were actively engaged in online shopping with about 68 percent of them making purchases via the web frequently, In 2017, only 13 percent of African citizens utilized this platform. A previous study about Ivory Coast's internet users confirms that three African countries have over 50 percent of each online shop. These findings reveal an emerging market for e-commerce on the continent and one which will only continue to grow with time. The e-commerce market in Africa could reach \$123 billion, or 50% more than it is now. However, there are some barriers to adoption including cybercrime which has discouraged many internet users from shopping online instead of causing them not only to spend their money on physical retailers like clothes shops but also cut back on spending at other types of businesses such as restaurants due they fear getting hacked while ordering takeout food through an app like Uber-Eats (Odonkor, 2020). E-Commerce developments in African countries are seeing huge growth.

In 2020, online sales were up 42 percent compared to 2019 and the pandemic restrictions didn't stop e-commerce users from increasing by 5 percent. (Huaxia, 2021).

The number of internet users in Ivory Coast reached 12 million last year, a growth rate higher than the rest of the African continent which experienced only 3%. With this momentum and thanks to its strong tradition for eCommerce business marked by Covid-19 resistant foundation.

Ivory Coast has several internet service providers (ISPs) that provide fixed broadband internet services to households and businesses. These ISPs include Orange, MTN, YooMee, and AfNet, among others. The government has also invested in expanding fiber optic infrastructure to improve internet connectivity across the country (Kone, 2021).

2.1.6 Online food ordering Worldwide and within the African Continent

2.1.6.1 Worldwide Popularity

The global online grocery delivery market is estimated to be worth USD 189.7 billion in 2021 at an annual growth rate of 10.8% by 2022 to 2028. The market is driven by the increasing number of smartphone and internet users and the growing trend toward mobile applications for food delivery worldwide (Yeo, Goh, & Rezaei, 2016). There were 5.2 billion smartphone connections in 2019 according to Grand view research which has increased the demand for online food delivery platforms, further contributing to the growth of the market. The increasing trend of mobile apps for online food delivery and the growing food industry in emerging markets are other factors contributing to the market growth (Grand view research, 2020).

Services related to food are offered by enterprises which aim at improving their offerings in order to stay competitive, one way is by delivering food to clients in their preferred locations (Yeo et al., 2017). The prospect of food delivery businesses has also been enhanced by the reality that often, the younger generation of customers desire the flexibility to consume ordered food at their homes (Cho, Bonn & Li, 2019) and effectively addressing this expectation would lend itself to customer satisfaction. Expectedly, with an era of electronic platforms to use, the prospect of penetrating new markets that were previously unserved by restaurants is enhanced (Hirschberg et al., 2016).

Several scholars have studied customers' behaviours, attitudes and trust toward online food ordering. Studies from all over the world have aimed at a better understanding of how technology and other information technology advancements have aided the development of online food ordering. Based on research by Jiang et al., (2013), Results have indicated that if a service can offer access, convenience and the flexibility to order online at any time—consumers' perceptions of online ordering will improve. Besides, it allows customers to avoid the physical strain of going to the restaurant and picking up their orders. The same authors of the study claimed that adding a time-saving component increases consumers' attitudes toward it (Childers et al., 2002; Eriksson and Nilsson, 2007). Users are more likely to use online services when they can save time. Another study about consumers' experiences, attitudes, and behavioural intentions toward online food delivery services stated that the apps or websites should be user-friendly and easy to use for customers. This will allow customers to be fully satisfied and be more open to adapting the habit on a daily or weekly basis (Yeo, Goh, & Rezaei, 2016). The perceptions of service quality are critical determinants of customer satisfaction. Rational thinking suggests that positive perceptions

of service quality may lead to customer satisfaction, while negative perceptions of service quality may lead to customer dissatisfaction thereby making the issue of service quality pivotal to the pursuit of customer satisfaction (Chukuakadibia E. Eresia-Eke, etc, 2020, p,3).

Online Food Delivery became a worldwide service known for facilitating deliveries and meeting the needs of clients all over the world. Online Food Delivery market worldwide is projected to grow by 12.33% resulting in a market volume of US\$1.45tn in 2027”(Statistic, 2022). More people are ordering online due to its accessibility and convenience, instead of waiting in line at a store, wasting time and increasing the likelihood to get infected. Business researchers argue that the Covid-19 occurrence was profitable for both retailers who have limited space with all items in demand and clients who can protect themselves from getting infected. Online ordering has become a solution in modern-day life, not just for quick meals during work days but also during gatherings as per the habits people generated from Covid19. With an ever-increasing worldwide web population, you can be sure that there will always have been someone out there waiting on your order, 11% of all purchases made in 2021 were done through websites or social media sites like Facebook, with 15 percent coming from Amazon. These statistics show how big the digital footprint really is. The COVID-19 pandemic was one of many factors that influenced shopper behaviour last year. The growth in cases and its consequences such as quarantine, isolation, or social distancing by communities because they are infected with this virus affects not only how people feel about their health but also what products they buy due to changes caused by fear of contracting it (Sakhbieva, 2021).

An automated meal-ordering system facilitates communication with customers and increases the efficiency of maintaining the restaurant while bringing in more clients (R Adithya, A Singh & S Pathan, 2017).

Mobile food ordering apps have received a lot of attention as easy ways to connect with clients and offer them high-quality services. The effect of integrating mobile food ordering apps on customer satisfaction and consumers' propensity to reuse such apps, however, raises significant considerations. Several studies have looked at the results of using these apps from the viewpoint of the client (Ali Abdallah Alalwan, 2019). Mobile food ordering apps (MFOAs) have been widely considered in the restaurant sector as innovative channels to reach customers and provide them with high-quality services. However, there are important questions regarding the impact of implementing MFOAs on customer satisfaction and on customers' intention to reuse such apps.

Food ordering and availability are now impacted by the widespread use of digital food environments in many food service and retail situations. As a result, digital food settings constitute a cutting-edge delivery method for methods to enhance public nutrition (Wyse, R., Jackson, J. K., Delaney, etc). In their study, the authors investigated the effects of nutritional interventions integrated into online meal ordering systems on consumers' decisions to choose and purchase healthier foods and beverages. Up until October 2020, a thorough examination of eight electronic databases and grey literature sources was carried out. Studies that used tactics offered through actual online food ordering systems to promote the selection and purchase of healthier goods and/or discourage the selection and purchase of less-healthy products qualified as eligible research 9441 in total (Wyse, R., Jackson, J. K., Delaney, etc, 2020).

Now getting food just at your doorstep is not much difficult. The credit goes to all the food delivery apps which are available to everyone. The only step is to download that app, decide on your food and place the order. These apps allow you to pay through your phone click or cash on delivery. The online food business tends to implement Total Quality Management concepts so that the quality of goods and services can remain high. Companies try to get quality management certification. The risks are managed by adopting a proper risk management strategy in which different types of risks are better identified and then a complete risk mitigation strategy is adopted. The environment for performing the business is exceptional and the online retail industry is experiencing growth, therefore, it is the best time to perform the business i.e., due to the pandemic COVID-19 (Saad, 2020). There is a strong correlation between website trust, customer satisfaction and loyalty. Quality and loyalty as well were found to have a strong correlation among a sample of 353 online food-ordering customers (Kedah, 2015).

2.1.6.2 Online food ordering in Africa

Food delivery is not a new business in Africa. There are several enterprises operating since 2010 such as OrderIn in South Africa, Otlob in Egypt, Food Court in Rwanda to Easy Appetite in Nigeria. The industry has only recently gained interest in the region, especially in sub-Saharan Africa (WeTracker, 2020). O'Pays started in South Africa and Nigeria as a ride-hailing service and expanded to food delivery services, the managing director of the company claimed that the number of people who are ordering food online constantly increases and is worth focusing on it. Solutions need to be improved in order to meet the demands and expectations of customers in regard to online delivery services (We Tracker, 2020).

Online food ordering has become increasingly popular in Africa over the past few years. The emergence of online food ordering platforms such as Jumia Food, Uber Eats, Glovo, and many others has revolutionized the food industry in Africa. This literature review aims to examine the impact of online food ordering on the food industry in Africa (Brewer et a., 2021).

Online food ordering has made it easier for customers to order food from their favourite restaurants without leaving their homes or offices. This convenience has led to an increase in the number of orders placed, which has boosted the revenue of restaurants and food delivery companies. Online food ordering platforms have enabled restaurants to reach a larger customer base beyond their physical location. Customers can now order from restaurants that are not within their locality, which has increased the customer base for restaurants (Goga, 2019).

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The most important factors influencing the acceptance of online meal ordering in South Africa were determined by the results to be performance expectations, effort expectations, social impact, and trust (Capri, T, 2021). Results show statistically important correlations between the service quality and the customer satisfaction categories of tangibles, assurance, and empathy. Food delivery businesses are encouraged to prioritize performance improvements to aid the pursuit of higher levels of customer satisfaction. In the case of South Africa, the increase in the use of

electronic devices and software applications has aided growth in food delivery businesses (Chukuakadibia E. Eresia-Eke, 2020).

During South Africa's lockdown in 2020, Uber Eats data shows that product categories such as groceries have increased by 28% and Uber eats increased by 32%. Purchasing food and groceries via apps appraised significantly during this period (Ecommerce.co.za, 2022). The online food and grocery delivery market are becoming an important economic subsector in South Africa with a penetration rate of 26% in 2022 and is expected to reach 22.5 million by 2026 (CNB Africa, 2022). Prior to the development of technology information and internet accessibility, customers used to call or physically go to the restaurant to order their meals. The way people order has rapidly changed due to the fact that almost all of these services now have dedicated ordering apps (Memeburn, 2019).

2.1.6.3 Online food ordering in Ivory Coast

The Ivory Coast's growing Internet market and progressing telecommunications infrastructure have prepared the country for increased use of technology which will lead to a significant increase in e-commerce revenue. The Ivory Coast is a regional hub for e-commerce due to its advances in terms of ease and growth. The world's fastest-growing economies have been driving the rise in retail consumption. In Ivory Coast, a bustling middle class and economic growth have supported this steady development over recent years with more people able to purchase goods online or at local stores thanks to their hard-earned money that they are willing to spend. According to Charlene Li as well, the growth of the online food delivery industry has provided job opportunities

for many people in Ivory Coast. These jobs include being a chef or administrative staff member at restaurants, delivering goods on bikes as well as working behind-the-scenes programming apps and websites (Charlene Li, 2020). Statistic, advanced analytical software has also projected the online food Platform-To-Consumer Delivery segment to grow by 4% in the upcoming years (Statistic., 2022). Secondary research has shown so far that the consumer goods sector has great potential to become a strong market in Ivory Coast. According to Deloitte, there has been significant growth in household final consumption per capita greater than 17% between 2012-2015. The Ivorian economy is on the rise, with online purchases and services driving the consumer goods sector. (Deloitte, 2017). Comoé capital, which is particularly directed to entrepreneurs, claimed that the GDP per capita has increased by 32%, and also has projected Ivory Coast to join the group of middle-income countries (Comoé, 2018). The Ivorian coast economy is currently one of the most dynamic on the continent with a steady growth of 7-8% annually (Comoé, 2018).

The Global Business Network has also published an article about e-commerce in Ivory Coast highlighting a population growth of +2.5% per year, youth (median age is 18.5 years), and predominantly urban (50%). These are unique features that enable the nation to achieve strong economic performance with intriguing potential. The Mckinsey Company report estimates that by 2025, e-commerce in Ivory Coast might reach 10% of the economy revenues. Technical advancements and the creation of a medium class contributed to the growth of e-commerce in the Ivory Coast (GBN, 2023).

Online food services tend to provide a variety of food items such as groceries, fruits, vegetables, organic food products, dairy, and sweets as soon as ready food is delivered. The restaurants have

all sorts of food items that consumers need for their daily consumption. The business also provides the service of mail. It means that the customer just has to place the order and they will receive their order through phones or partner delivery apps(Lau & ng, 2019). However, it has been argued by some scholars that in the case of Ivory Coast, many factors prevent consumers from progressing and that can vary from psychological to cultural impacts. Swiegers (2018) says that “ Online shopping is progressively becoming popular worldwide however, in Ivory Coast, it continues to experience slower growth rates”. In his research, he aimed at understanding the reasons behind this scarcity and slow development. The research shows that psychological and social risk has a significant impact on the repurchase intent of customers more notably on clothing, food, and books (Swiegers, 2018).

The COVID-19 pandemic is having a notable effect on consumer spending in the Ivory Coast. 3 out of 5 people surveyed said they are shopping more online since it began, with data top-ups leading the way at 68% (Newsroom, 2020). There has also been an increase in e-groceries purchases as well; 35% percent say they can afford it while 56% percent, declare it is convenient. According to Syed (2018), Ivory Coast customers prefer to physically go to traditional markets to get fresh ingredients and cook their traditional meals at home. This factor, according to the same scholar, might prevent food delivery companies from targeting Ivory Coast by investing in homemade fresh food and groceries shops (Syed, 2018).

Another study by S. Akilimalissiga, N. Sukdeo1 and A. Vermeulen (2017), which aimed at understanding the level of satisfaction and the repurchase behavior of customers in West Africa as a whole, found a correlation between customer satisfaction and repurchase behavior. However, customers still do not repurchase from the restaurants included in the study. Shaw (2020), Some

Ivorians rely on food ordering applications which provide them with fantastic client assistance and continue to change the food menus and offer a variety of dishes.

During the Covid19 lockdown period in Ivory Coast, people also turned to online ordering and e-commerce as a coping tool to remain intact from the virus. The shopping habits of African consumers are changing, with many now researching online before completing their transactions in-store. Others do research while they're still at home but make purchases on the web later down the line - this way you can compare prices and get what's best for your budget. (Smith, 2018). With more than 3000 restaurants in the city, Abidjan's food industry has developed a lot in the last few years (Afriveille, 2019). Yango is a Russian ride-hailing, delivery and e-grocery service operating in Europe, Africa, the Middle East and South America, which is performing well according to Yacouba Traoré, the managing director of Yango in Ivory Coast. In January 2023, Yango launched a meal delivery service in Abidjan and neighborhoods within the city which are, Cocody, Marcory, and Plateau. Even from locations without their own delivery service, users can request prepared meals to be delivered to their homes or offices. More than 100 restaurants have signed up for the agreement (Jean Kelly Kouassi, 2023). Relying on Technology solely, the service is able to perform faster and fully optimizes the standard procedures for working with restaurants. As mentioned in an article published in Abidjan News, the service offered by Yango determines who is closest to the chosen restaurant when assigning the delivery person for the order. Customers can track the order progress on the app, which also displays the location of the courier and the order's current state (News Abidjan, 2023).

Glovo is another international franchise that launched its services in Ivory Coast in 2018; in which the app uses an algorithm system that estimates routes and assigns orders to the closest drivers in the area (ICT, 2023). According to Carlos Alberto Silvans, head of research and development at Glovo, “We also want to make life easier for people living in Côte d'Ivoire by creating economic opportunities for young Ivoirians called "Glovers" or delivery people” (Fratmat, 2022).

According to Alalwan et al., There are some food apps and platforms in Ivory Coast people use like Jumia Food which is a renowned food delivery platform that offers a mobile app that can be downloaded from app stores. Livraison225 is an Ivorian food delivery app that has a listing of restaurants for home delivery. Yaatoo is an e-commerce platform that has a food delivery corner, with various restaurants that offer delivery or pickup. Kone Food is an Ivorian food delivery app that connects customers with restaurants and arrange delivery. The app offers features like online payment and delivery tracking (Alalwan et al.,2020)

2.1.6.4 Logistics and Workplaces

The logistics of online food delivery in the Ivory Coast are complex and require careful planning and management. According to a study by Kone et al. (2020), the main challenges facing online food delivery companies in Ivory Coast include traffic congestion, inadequate road infrastructure, and a lack of clear addresses and location information. These challenges can lead to delays and increased delivery times, which can negatively impact customer satisfaction.

To address these challenges, online food delivery companies in Ivory Coast have implemented a range of logistics strategies, including the use of mapping software and GPS technology to improve

navigation and delivery times (Kone et al., 2020). Some companies have also partnered with local transport providers to help overcome the challenges of traffic congestion and inadequate road infrastructure.

The workplace of online food delivery in the Ivory Coast is also an important area of concern. A study by Fofana et al. (2019) found that delivery drivers in Ivory Coast face a range of challenges, including low pay, long working hours, and poor working conditions. Many delivery drivers work on a freelance basis and are not entitled to employment benefits such as sick pay or holiday pay.

To address these issues, some online food delivery companies in Ivory Coast have implemented measures to improve the working conditions of their delivery drivers. For example, some companies have introduced minimum wage policies and provided training and support to help drivers improve their skills and efficiency (Fofana et al., 2019).

2.1.6.3 Food Apps Privacy

Many eCommerce sites mistakenly take their clients off by using traps just to give you their money. This happens when the eCommerce site is used by a really knowledgeable group that does not see good advertising standards. It allows the online shopping experience to be loaded with an excessive number of steps and structures that the client will struggle with before they make a purchase (Prasetyo, 2021).

This puts more customers away and brings abandoned shopping baskets and lower deals. To combat this problem, you need to contact a computer team that is not just a canny, but a great

advertiser. As a first priority, the online teams should understand the terms of the agreement on the web; which includes editing a very easy-to-use site, transferring trust within the first few visits to visitors to the web page, providing bright and stunning images of objects, and minimizes methods and restrictions on making purchases. All of this ensures that customers can get what they need and pay you for just a few direct shots (Bräuer, 2017).

Numerous individuals don't have the opportunity to cook at home (or essentially aren't acceptable cooks). Home-prepared food conveyance administrations permit these individuals to arrange quality home-prepared suppers to their homes! These administrations are developing quickly as we end up with less and less extra energy. The online food cafés can offer conveyance and develop their client base (and request numbers). Uber Eats is an incredibly promoting and publicizing apparatus for cafés that, by utilizing it, don't have to put resources into a conveyance group or framework. An incentive expresses the worth you'll convey for your clients and gives the fundamental reasons a possibility ought to decide to purchase from you. It compactly states how your item and administration alleviate their trouble spots by offering explicit advantages, and how this is not the same as your opposition (Lavenduski, 2019).

The customers feel easy to believe in the services of such platforms as they know that their confidential details are not shared with others. Also, the payment methods being used by these food applications are safe and secure so there is no need to worry about the services of such kinds of platforms (Namsh, 2022).

The Online Food Delivery Financial Model worked with a broad plan of action research. The model incorporates an Executive Summary and Input Assumption sheet where one can without much of a stretch play around with every one of the significant information sources and sees the

impacts on the monetary gauge, income, and project. Most business visionaries can't get financial backers to return their calls. With the Food Delivery Financial Projection Template Excel, you will protect gatherings with potential financial backers without any problem. A monetary dashboard in the Food Delivery Five-Year Financial Projection Template is a valuable monetary administration apparatus. It helps track all your significant account key execution pointers (KPIs), guarantees viable money to the board, and empowers monetary administration to follow costs, deals, and benefits in detail to meet and beat an office or organization's monetary goals. Owners of restaurants are progressively going to web-based requesting frameworks since they offer numerous benefits and don't host the weaknesses of third gatherings. This doesn't imply that one arrangement is superior to the next. Truth be told, the best arrangement as we would see it is a mix of the two systems i.e., an omnichannel. By having your own internet requesting framework and utilizing outsider applications as an auxiliary channel, you will actually want to accomplish the best outcomes. You will drastically build your income and keep control of the client experience. The opposition in the food conveyance biological system is ferocious and a piece of the overall industry is available to anyone, Food panda has the supply chain advantage given that it's procured by Ola and has an immense organization of driver accomplices. This solidification is occurring on the grounds that the more modest parts of the market need to exit, and the money-rich players need to proceed in their development direction (Borkar, 2018).

For a fruitful food conveyance application, online business owners realize how to draw in your intended interest group consideration and how you can serve them with the correct item and administrations. This data will assist you with making a purchaser persona, which is an image of the objective client you need to reach. These are basic inquiries that should be replied to establish the frameworks of your general technique. The online food delivery industry is filling by a wide

margin as it offers a wide assortment of advantages to every one of the three members: clients, cafés and stages. The Food conveyance applications came into the spotlight when Swiggy began its first online food conveyance stage in 2013. The current huge four of the food conveyance industry-FoodPanda, Zomato, UberEats, and Swiggy need to continue to extend the inclusion of the eateries, and serviceable zones and modify their estimating models to remain serious and develop. In a particularly serious climate, it has gotten hard for online organizations to separate their items and offer low costs (Spender, 2014).

Uber Eats is the meal delivery platform of the American VTC giant Uber. It has been present in Paris since March 2016 and is gradually extending its hold over French territory. It is found in many countries and cities around the world. UberEats lists restaurants that accept the service to take a commission of around 30% on the amount of each order. UberEats delivery people work by bike, scooter or car . The application is particularly exclusive to the Big Fernand and McDonald's brands. Just Eat is one of the first home-cooked food delivery services. It was founded in 1998 under the name Allo Resto before becoming Just Eat following a takeover by the British company. Unlike its newer competitors, Just Eat does not use a fleet of independent couriers. Instead, the app references restaurants that already have their own delivery service. The customer who uses Just Eat therefore ensures that he uses salaried couriers. The application offers a choice of around fifty different culinary specialties (Keeble, 2020).

The Internet is a popular way to purchase goods and services, but it comes with risks. Consumers who shop online experience higher rates of fraud than those that do not, especially when credit card information needs to be entered during the transaction process. For buyers' identity protection programs to work properly though, there need to be some alterations made to how we go about our

daily lives today instead of just relying solely upon physical signatures at checkouts or dealing locally inside stores where all transactions are processed manually before being logged away forever unless somebody steals them. (Lee, 2003). The perception of security risk impacts online businesses' ability to collect data and use it correctly. This leads shoppers to backfire when they perceive that their personal information will not be protected, which causes them to make purchases less often or with lower quality items because there is little incentive for spending money on something if you're not going to feel safe while doing so. The fear of having one's private information revealed online has not decreased despite the increase in buyers who do business this way. It remains a top cited reason for not purchasing goods or services off-line, but there have been many studies done on how secure websites make people more likely to buy things without worrying about their personal details being exposed, so even though security is important when browsing an internet site don't let these concerns hold you back. The growing population has led to an increase in online shopping. However, many people still find themselves feeling uncertain about the product they are buying because there's no proof or way for them to know if what happens after purchase will meet expectations. As such perceived security risk becomes one of the largest concerns when making decisions during these types of moves where it's defined as the degree to uncertainty relating to service/goods outcomes. Greater risk and less trust in an online shopping environment as compared to a physical one can be attributed due to the difficulty of evaluating products without any visual or tangible indications related, which makes it hard for potential buyers who want peace of mind when buying something they're not entirely familiar with. The lack of security issues also poses problems since your personal information may get compromised during transactions (Masoud, 2013).

Shopping online is a growing trend and it's important to protect your personal information. Customers have become more aware of this danger after recent cybersecurity breaches at big companies like Target, Home Depot etc., where hackers got access to not only our credit card numbers but also our social security number or driver's license number among other things that can be used for identity theft (Shu-Hung Hsu, 2017). By adopting and communicating a clear privacy policy, the online vendor can help create an environment where customers are more likely to purchase from them. Using third-party seals is one way that they do this by assuring themselves of trustworthiness with their customer base while minimizing perceived risks associated with online shopping (Machado, 2006). All these security threats can be considered major problems for any company or any individual. They risk not only personal data but also reputation and revenue from businesses because they contain confidential information that should never leave its controlled environment without sufficient protection in place. (Yao Chuan Tsai, 2018).

These days, each area has been utilizing web-based media showcasing by giving numerous proposals to clients. Whenever you have distinguished which influencers are pertinent to your intended interest group, you can work with them in a few distinct manners. Other than being imaginative, likewise, center around your client's needs. Answering their remarks and questions is convenient. Focus on their input. The online food-selling platforms are more concerned about the privacy of the Ivory coast clients. This is why the clients feel more comfortable while working with such platforms. They always outclass services (Li, 2020).

When online businesses know their intended interest group well, you're prepared to make a one-of-a-kind selling recommendation (USP). Making a USP is a significant piece of all application-promoting techniques. At the point when you make a USP, think about your intended interest

group's requirements and trouble spots. To assemble a fruitful online food conveyance application above focuses will be helpful for you. In the following, not many years Hence remember the advertising as referenced above tips and carry out them determinedly to perceive how it expands your general deals (Lau & ng, 2019).

Nothing works like verbal advertising. Because of the web, today we have an enhanced variant of it. Continuously recall that clients are the greatest influencers for your business. In this way, don't pass up promoting their audits, inputs, and tributes... Whenever you have recognized which influencers are pertinent to your intended interest group, you can work with them in a few distinct manners. Food conveyance applications can cooperate with everyone from VIP cooks on Twitter to powerful foodies on Instagram. 90% of the instant messages are delivered and spread across the audience within 3 minutes. Thus, for restricted period offers, broadcasting the message through SMS is an extraordinary method to arrive at your clients in a convenient style. Email showcasing is another manner by which you can share limited-time offers and rivalries, remunerating your most steadfast clients. Offering such help works incredibly towards client maintenance (Collison, 2020).

A large portion of individuals who utilize this help do so on the grounds that it is advantageous. Regardless of whether it's twenty to thirty-year-olds who need to arrange their number one Chinese food while watching Netflix or families who need more of an ideal opportunity to set up their dinners. We can't deny the way that they make life simpler for Ivory clients: they get their number one dishes straightforwardly at home without going to the eatery. Furthermore, all request coordinations are dealt with by outsider conveyance benefits, your business simply needs to set up the food. So you don't need to pay, prepare or oversee conveyance staff (Victoria, 2018).

Food fixings are getting exorbitant, and in the wake of including the worth added cost. The last cost of the item doesn't give you much cost upper hand. Obviously, beginning an online takeaway and food conveyance business is less expensive than building genuine lodging. In any case, it doesn't imply that it would be free. You would require capital for the promotion, announcements, and online advertisements. Online food delivery apps do not offer a live operating system going in their kitchen. People do not trust sometimes because they cannot be sure about the quality of food. Bars and clubs offer drinks in the event that you make partnerships with them to add an additional food administration in their bars and clubs. Flawless and clean assistance is a kind of value that individuals appreciate, and they need it in their dinner. At the point when you give them a similar quality food administration that you promote, at that point, it would assist with making generosity. These applications can set up many client reliability projects to make the client stay with them. They could start a few offers, some award programs, to cause them to support them. In the event that by one way or another your food is degraded, and it makes individuals debilitated on the double, at that point it isn't something that you need. Since it would negatively showcase your business and spread frenzy among general society (Kourdi, 2015).

2.2 Value Proposition, Customer Experience, SWOT and the 7ps

2.2.1 Food delivery services value proposition Worldwide

Technology is playing an important role in revolutionizing how people get their food delivered, it's contributed greatly to changes in consumer preferences as they become more dependent on technology for everything including ordering cooked meals (Das, 2018). The use of an online food

delivery system is the most effective way for restaurants to grow their business from time to time. With efficient systems, productivity and profitability can be improved, leading to more growth opportunities with major changes in the company's model (Hong, 2016). The convenience of ordering food online and having it delivered straight to your doorstep is a great way for students who are busy with their studies, work, or plans. Online ordering services make life easier by giving you more time in the day when all that's needed goes into one simple task. Additionally, ease-of-availability at any point throughout 24 hours helps those looking not only healthy but tasty too as they don't have to worry about what might be available when needing them most (H.S. Sethu, 2016). The research of Sheryl E. Kimes found that perceived control and convenience are important for both users as well those who haven't used the service before. Non-users needed more personal interaction, while those with high technology anxiety had trouble using these online ordering systems (Kimes, 2011).

With the use of smartphones, tablets, and other smart devices that connect wirelessly to networks, customer orders processed by restaurants can be viewed instantly. The capabilities provide an easy way in managing business operations as well as to provide excellent service delivery with these technologies. The benefits include being able to view their progress toward meeting goals while troubleshooting any issues along this process too (Varsha Chavan, 2015). The online food delivery market has some problems which need to be solved. Online restaurants must use self-disciplinary methods or platforms for their business practices so as not to harm customers' experience with them, but this will only go so far as it's still an extremely young industry overall and one with many flaws currently being worked out, there aren't much more we can do at present besides watch carefully how things develop over time (Hong Lan, 2016). The convenience of food delivery services like those offered by food delivery apps has made them tremendously popular in both

developed and emerging countries. In some cases, this popularity can be attributed to the fact that these companies provide restaurants with more opportunities for increased revenue without increasing seating capacities at their establishments - something which would otherwise happen if there were no such service available (Anushree Tandon, 2021).

Online platforms tend to provide huge convenience to customers and their time is being saved, which still makes it hard for them. The market analysis regarding customer needs shows that Ivory Coast customers prefer to shop from traditional markets because it allows them to get fresh ingredients and cook their traditional meals at home. That does prevent food delivery companies from targeting Ivory Coast through homemade fresh food and groceries shops (Syed, 2018). A paper by S. Akilimalissiga, N. Sukdeo1 and A. Vermeulen (2017) aims at determining the satisfaction level and repurchase behavior of customers from fast food outlets. Three food services companies in Africa have been evaluated. In regard to the analysis of the repurchasing behavior, it was found that customers of the three fast food outlets are not willing to repeat purchases Even though there is a correlation between customer satisfaction and repurchase behavior. Customers still do not choose to repurchase from these establishments.

Research in South Africa about technologically advanced applications such as food delivery and Uber, shows that age also plays a role in consumer attitudes toward these technological advances (Henama & Sifolo, 2017).

The researchers found that this has many reasons, including how easy or useful the process was for using online orders (Serhat Murat Alagoz, 2012). When customers are faced with an odds ratio that they don't feel is in their favour, the most common response is self-protective behaviour in the

case of online food ordering. This could also be seen as a defensive action taken to decrease vulnerability to risks and threats, especially ones related to money or other resources worth having (Sangeeta Mehroliia, 2020).

Shopping for food items, clothes, and other goods is more convenient than ever before. Not only does it give you the opportunity to find whatever product or service your heart desires without having any physical limitations on where these things can be purchased but there are also many benefits that come with online shopping such as competitive pricing due largely in part to not being geographically limited by store hours which leads consumers feel save when they know their purchase will arrive quickly even if delivered straight to their door (Saqib Ali, 2021). The global food delivery market is forecasted to grow at an unprecedented pace in recent years. This can be attributed, in part, to the rise of online ordering and online food ordering services that provide fresh groceries delivered right to consumers' homes or restaurants bypassing long wait times for drivers (Dospinescu N., 2020). With the global online food delivery market expected to grow from 136.4 billion dollars in 2016, it is projected that by 2024 this will increase to about 182 billion U.S dollars (Statista, 2022).

2.2.2 SWOT Analysis of Food Ordering in Ivory Coast

Strengths: Online food ordering provides customers with the convenience of ordering food from the comfort of their homes or workplaces, which saves them time and effort. Online food delivery platforms have made it easier for customers to access a wider range of food options from various restaurants, including those that may not have physical locations in their vicinity. Online food delivery platforms offer a seamless user experience, with easy-to-use interfaces and intuitive

features that allow customers to browse, select, and order their favorite meals with ease. Online food ordering has opened up new revenue streams for restaurants, enabling them to reach a larger audience and increase sales (Mehroliya, S & Solaikutty, 2021). Digitalization and Technology advancements opened doors to a new digital wave that makes online ordering more accessible. The Prime Minister and the Minister of Information Communication Technology systems have both stated their political will to create more awareness about digitalization, technology and mobile applications (Carrementweb, 2022).

Weaknesses: Online food ordering is highly dependent on technology, which can be prone to glitches and malfunctions. This can result in delays or errors in orders, leading to dissatisfied customers. Also, The quality of the food ordered online may not always match the expectations of the customer due to factors such as delivery time, handling, and packaging (space technologies, 2021). Online food delivery platforms charge restaurants a commission fee for each order, which can be as high as 30%. This can be a significant financial burden for smaller restaurants or those with lower profit margins. It often has limited options for customizing orders, which can be a disadvantage for customers with specific dietary requirements or preferences (environmental-conscience, 2020). Online payment mistrust is still very common in Ivory Coast. Electronic money, credit or debit cards and bank transfers are the three most popular payment methods. However, the main players in the sector have included services extras, such as cash on delivery, to remedy the problem of lack of trust. According to reputation specialist Lovation, 7% of online transactions in Africa are fraudulent, compared to 5% in Asia and 2% in Europe. Online food ordering platforms require a reliable internet connection and functioning technology, which can be a barrier for some customers (Ariff, 2014). Logistics are a major barrier in the country. If there is a delivery service, it is not particularly advanced. This affects the cost of the products for the

end user because sellers will include the cost of delivery in the total cost of their products. Customers may face issues with the ordering process, such as delayed deliveries or incorrect orders, and have limited control over the resolution of these issues (Opera News, 2021). Online food ordering market is highly competitive, with numerous platforms offering similar services, which can make it difficult for businesses to stand out.

Opportunities: Economic and demographic growth which both predict GDP to keep increasing and Online food delivery platforms can expand their offerings beyond traditional restaurant meals to include groceries, household items, and other products, creating new revenue streams and enhancing customer loyalty (Comoé, 2018). The online food delivery market in Ivory Coast is still in its early stages, with significant room for growth as more customers adopt the technology and more restaurants join the platforms. Online food delivery platforms can expand into new geographical areas, enabling more customers to access their services and allowing more restaurants to join the platform (Afriveille, 2019). All over the world, online food ordering platforms expand into new markets, such as catering, meal kits, and grocery delivery, to diversify their offerings and increase revenue. The COVID-19 pandemic has accelerated the adoption of online food ordering, as more customers opt for contactless delivery options (Sakhbieva, 2021). Online food ordering platforms can collaborate with other businesses, such as food producers and delivery services, to expand their customer base and improve their services. Platforms can use customer data to gain insights into their preferences and behavior, which can inform their marketing strategies and personalized offerings (Cho, Bonn & Li, 2019).

Threats: Online food ordering platforms are subject to regulations related to food safety, privacy, and data protection, which can impact their operations and increase their costs. Online food ordering platforms might also be vulnerable to security breaches, such as data theft and hacking,

which can damage their reputation and affect customer trust (Wyse, R., Jackson, J. K., Delaney, etc, 2020). Delivery logistics, including issues such as traffic, weather, and availability of drivers, can impact the quality of the delivery experience. Besides, The highly competitive nature of the online food ordering market can lead to price wars, which can reduce profit margins and impact the sustainability of businesses (Opera News, 2021). There are several online food delivery platforms operating in Ivory Coast, each vying for a share of the market. This can lead to intense competition and pricing pressures, making it difficult for smaller platforms to compete. The online food delivery industry is subject to various regulations, including food safety, labor, and tax laws. Compliance with these regulations can be a challenge for platforms and restaurants alike, and non-compliance can result in penalties or legal action. Economic instability: Ivory Coast has experienced periods of economic instability in the past, which can impact consumer spending and lead to a decline in demand for online food delivery services (Anon, 2022).

2.2.3 7Ps of online ordering in Ivory Coast

The 7P's of online food ordering refer to the seven key elements of the online food ordering process that businesses must consider in order to provide a successful customer experience. These elements are: product, price, promotion, place, people, process, and physical evidence.

Product: In online food ordering, the product refers to the menu items offered for sale. The quality of the food offered was a key factor in customer satisfaction, and that online ordering platforms should offer detailed information about the ingredients, preparation methods, and nutritional value of each menu item Al-Tal and Ziadat (2020).

Price: The pricing of online food orders can influence customer behavior. A study by Shukla and Singh (2018) found that customers were more likely to order online if they perceived the prices to be fair and competitive (Singh, 2018).

Place: It refers to the platform or website used to place orders. A study by Liu and Park (2020) found that customers preferred online ordering platforms that were easy to use and navigate, with clear menus and intuitive interfaces (Liu & Park, 2020).

Promotion: Online food ordering platforms must use effective promotional strategies to attract and retain customers. Promotions such as discounts, coupons, and loyalty programs were effective in increasing customer engagement and loyalty Kaur and Arora (2019).

People: It refers to the staff and customer service representatives involved in the ordering process. Customer service was a key factor in customer satisfaction, and that online ordering platforms should provide multiple channels for customers to contact support staff Zhang and Wu (2020).

Process: It refers to the steps involved in placing an order and receiving the food. A study by found that customers valued the speed and accuracy of delivery, as well as the ability to track the progress of their order (Thapa & Basnet 2020).

Physical evidence: In online food ordering, "physical evidence" refers to the packaging and presentation of the food when it is delivered. Customers valued food that was well-packaged and presented, and that online ordering platforms should prioritize the quality of packaging materials (Zhang et al. 2020). Overall, these studies suggest that the 7P's of online food ordering are all important factors to consider when developing and implementing an online ordering platform. By focusing on these elements, businesses can improve the customer experience and increase customer satisfaction and loyalty.

CHAPTER 3: LITERTATURE REVIEW

3.1 Factors that impacts consumer behaviors toward online food ordering

Huang and Xu (2018), in a study regarding Consumer's Adoption of Online Food Delivery Services, states that convenience, perceived usefulness, perceived ease of use, and perceived enjoyment were significant factors influencing consumers' attitudes toward online food ordering. Liang and Wei (2018) investigated the factors influencing consumers' intention to use online food delivery services. They found that perceived usefulness, perceived ease of use, perceived service quality, and social influence significantly influenced consumers' intentions to use such services. Liu and Li (2019), mentioned a study focused on the factors affecting consumers' intention to continue using online food delivery services. It identified perceived usefulness, satisfaction, perceived switching cost, and perceived service quality as significant determinants of consumers' continuance intentions. Other scholars conducted a systematic review of existing literature to identify the factors influencing consumer adoption of online food delivery services. They identified factors such as convenience, perceived trust, website quality, perceived risk, and social influence as important determinants of consumer attitudes and intentions toward online food ordering (Singh and Verma, 2020).

Research indicates that online food ordering offers advantages in terms of convenience and time efficiency. The convenience of perusing menus, submitting orders, and conducting transactions from the confines of one's residence or workplace is highly valued by customers (Amandeep et al., 2021). Trust is a pivotal factor in the decision-making process of consumers when they opt for

online food ordering. Empirical studies have demonstrated that variables such as website security, privacy apprehensions, food excellence, delivery dependability, and online evaluations exert an impact on consumers' trust and perceived risk (Sanjukta & Bharath, 2022).

Consumers value personalized experiences and customization options when ordering food online. Studies have found that features like customized order preferences, personalized recommendations, and the ability to modify menu items enhance consumer satisfaction and loyalty (Marta et al., 2020).

E-commerce platforms frequently provide incentives such as reduced prices, marketing campaigns, and customer loyalty initiatives that impact the way in which consumers perceive value and respond to pricing. According to existing literature, when choosing online food ordering platforms, consumers take into account various factors such as price, quality, and discounts (Wenjia & Yu, 2021)

The user interface (UI) design and mobile app experience significantly impact consumers' satisfaction and usability. Studies have shown that intuitive navigation, clear menu information, responsive design, and user-friendly mobile apps contribute to positive consumer experiences (Wenjia & Yu, 2021)

The influence of online reviews and social media on consumer attitudes and behaviors is significant. Based on scholarly investigations, the choices made by consumers to engage in online

food ordering are impacted by favorable evaluations, elevated rankings, and endorsements from acquaintances or social networks (Young, 2019).

The timely and efficient delivery of goods and services is a critical factor in ensuring customer satisfaction. Research has investigated various factors including the swiftness of delivery, precision, quality of packaging, and interaction between delivery staff and customers (Thanapong et al., 2022). Several research studies investigate the impact of demographic factors, including age, gender, income, and education, on consumer behaviors pertaining to the online food ordering domain. The adoption of online food ordering tends to be more prevalent among younger consumers and individuals with higher levels of education (Alessandra & Francesca, 2020).

3.2 Factors impacting consumer's behaviors toward online food ordering

Liang and Lim (2011) have reported that the perceived usefulness of online food shopping by customers has a significant positive influence on their attitudes and intentions. Chang et al. (2005) have reported that consumer attitudes toward online purchasing are considerably impacted by practical and hedonistic values. According to Mosunmola et al. (2018), the attitude toward online purchases has a positive influence on the intention to engage in online purchases. Bui and Kemp (2013) suggest that consumer attitudes, emotion regulation, and subjective standards are significant factors that influence their intention to engage in repeat purchases. The research conducted by Han-Shen Chen (2020) revealed that there exists a significant and affirmative correlation between the attitudes of consumers, subjective norms, and perceived behavioural

control with the utilitarian and hedonic values in the context of food delivery platforms. According to Venkatesh et al. (2012), individuals tend to exhibit a recognizable and customary behaviour when in the presence of others (Chen et al., 2018). Furthermore, in a study conducted by Chen et al. (2018), it was found that social influence had a positive effect on attitude, and this association was statistically significant. A research investigation was carried out with the aim of comprehending the level of contentment among consumers regarding online food delivery services, in order to gain insights into their attitudes and the challenges they encounter. A dataset comprising 325 individuals was gathered, with the majority of the responses exhibiting a neutral stance. Singh (2020) identified the purchasing behaviour of consumers, revealing that 47.5% of them ordered food on a weekly basis, while 40.6% ordered food more than five times per month.

The convenience factor is a key driver behind the decision of consumers to opt for online food ordering. The literature consistently indicates that customers value the convenience of perusing menus, submitting orders, and conducting financial transactions from the comfort of their own residences. Efficiency in time management is a crucial aspect, especially for individuals with busy schedules who prioritize the convenience of doorstep food delivery (Vincent et al., 2017). The diverse array of choices offered to customers when placing food orders through online platforms is highly valued. Digital platforms offer a plethora of dining options, encompassing a wide range of eateries, culinary traditions, and menu selections, thereby affording customers the chance to partake in varied gastronomic encounters. The inclusion of user-generated reviews and ratings serves to augment the consumer's decision-making process (Allah et al., 2022). Research findings suggest that the attitudes of consumers toward online food ordering are significantly impacted by their perceptions of food quality and trustworthiness. The establishment of trust with consumers

can be facilitated by various factors, including the provision of transparent information regarding ingredients, nutritional value, and hygienic practices. Furthermore, favourable evaluations and rankings hold considerable sway in cultivating confidence in both the platform and the featured dining establishments (Chia-Hsing et al., 2020).

The perception of value for money has a significant impact on consumers' attitudes toward online food ordering. According to research findings, online platforms' convenience and variety are highly valued by consumers, who are willing to pay a premium for these features. The imposition of exorbitant delivery fees or inflated prices on menu items may have an adverse effect on customers' evaluation of the worth of the product, ultimately resulting in discontentment (Borham et al., 2022). The online ordering platforms' usability and functionality are crucial factors that influence consumer attitudes. Research has indicated that interfaces that are easy to use, navigation that is intuitive, and order-tracking systems that are efficient are crucial factors to consider. The preference of consumers lies in platforms that offer accessibility across various devices such as mobile phones, tablets, and desktops while ensuring a smooth and uninterrupted ordering process (Thanapong et al., 2022). The attitudes of consumers towards online food ordering can be significantly influenced by word-of-mouth recommendations and social influence from sources such as friends, family, or online communities. The dissemination of favourable experiences by other individuals has the potential to bolster confidence and incentivize customers to experiment with novel platforms or dining establishments (Shelley, 2021).

3.3 Factors impacting consumer's behavior toward food apps in Africa

A study conducted in South Africa to investigate the factors that impact the acceptance of grocery and food apps found that perceived usefulness, perceived ease of use, attitude and intention positively impact people's acceptance of digital ordering apps (Nkosivile & Nqobile, 2022). The study employed Partial Least Squares Multigroup Analysis (PLS-MGA) to investigate the moderating impact of education as well which appeared to be positively related to the latent variables.

A study in Nigeria uses the theoretical construct of dynamic capabilities (DC) to explore the use of online mobile applications in Lagos. Results indicate a positive use of mobile applications related to social media, food ordering, and banking. (Daisy et al., 2022).

In Morocco, North of Africa, Ait et al., (2020) reveal that Perceived ease of use, Perceived Usefulness and Social Influence have an impact on consumers' attitudes and intentions toward online ordering. Ease of use is a significant concern for consumers when using online shopping. Particularly, the language used to communicate on the platform should be common for the users. For instance, in the case of Morocco, the main languages are Arabic and French. However, taking into consideration the level of literacy of 73.75% in this country, the language used should accommodate all people regardless of their educational background.

In Nigeria, a study about the factors influencing consumer attitudes toward online food delivery platforms in South Africa. It confirms hypothesizes perceived usefulness, ease of use, trust, and convenience have a direct impact on consumer attitudes (Mathaba, 2022). Another study in Nigeria as well focuses on consumer preferences and motivations for using online food ordering services in Nigeria. It states that factors like affordability, variety of food options, delivery speed, and reliability of the platforms have a direct impact on consumers' attitudes and behavior toward online food ordering (Michael, 2020).

A study that aims at understanding the factors that contribute to consumer trust in online food delivery services in Kenya dictates that factors such as platform security, transparency, reliability, and the role of user reviews affects consumer's attitude and feeling toward online food apps (Anmar & Derick, 2021). Another research in Ghana about consumer perceptions and attitudes toward adopting online food ordering platforms in Ghana, mentions that factors such as perceived benefits, barriers to adoption, and the impact of cultural preferences on platform usage have an impact in regards to consumer's attitudes and perceptions about food ordering platforms (Amandeep et al., 2021). Social media has an influence on consumer attitudes toward online food ordering in various African countries such as Nigeria, Burkina faso and other countries. It impacts social media platforms, online reviews, and recommendations on consumer decision-making (Upasana & Caitlyn, 2016).

In Tunisia, Food pricing is a crucial factor that influences consumer behavior, as consumers tend to engage in comparative analysis of prices across various food applications to identify the most favorable deals. There is a higher probability that they will utilize food applications that provide

discounts and promotional offers (Bahaaeddin, 2023). Personalized recommendations and offers based on previous orders and preferences are highly valued by consumers. Tunisians are inclined toward utilizing food applications that provide a diverse range of food alternatives and are tailored to meet specific dietary requirements (Tareq et al., 2021).

3.4 The Impact of Innovation on consumer's attitude toward online food ordering

Goh, S., et al. (2017) noted that the rise in online food sales has been mostly attributed to innovations and advertising in the online food retailing industry. They continued by saying that in order to make the ordering procedure easier for the customers, company owners used a variety of strategies while offering online ordering services to their clients. Conformity in the ordering process, delivery time, and affordable delivery cost can aid in issue prevention, foster favourable customer perceptions of the service, and enhance the likelihood of using the application (Elvandari et al., 2018). Rogers (2003) defines innovation as an idea that is perceived differently by various people. Trust is the foundation of a consumer's faith and belief in culinary applications.

3.5 The Impact of Ease of Use on consumer's behavior toward online food ordering

Kedah, Z., and Ismail, Y. (2015) argued that improving the app design—particularly in the aesthetic sense—significantly increased consumer satisfaction. They claimed that pictures, phrases, colors, and symbols may all be employed to great effect. They also mentioned that service providers had to design their model in accordance with the sensibility and culture of the area. Khechine et al. (2014) also discovered that although users may first consider certain technological impediments to be there, after they grow accustomed to the technology, the perceived ease of use will become more important. According to Shaikh et al. (Figure 1, Research model BFJ 2018), effort expectancy (perceived ease of use associated with m-banking) develops a good customer attitude towards m-banking services in the context of mobile banking. According to the study's findings (Escobar-Rodriguez and Carvajal-Trujillo, 2014), information quality strengthened consumers' attitudes of trust, which in turn had a favorable effect on their desire to use the information. When it comes to online buying, consumers always intend to save time, as demonstrated by time-saving orientation (Jensen, 2012). According to a previous study, individuals find it harder to purchase at actual stores because of changes in consumer lifestyles (Wu, 2003). Additionally, when a software is simple to use, people tend to anticipate that the purchasing experience would be convenient (Chiu et al., 2014). This is consistent with (Yeo et al., 2017), which found that customers can clearly see that a program's ease of use makes the buying experience more appealing. As a result, Yeo et al. (2017) discovered that time-saving orientation has a link with consumer attitude and desire to utilize the system. The desire to utilize an online meal delivery application using a smartphone is positively impacted by attitudes regarding online food delivery services (Pitchay et al., 2021). Both business owners and their clients can benefit from OFD services (See-Kwong et al., 2017). Consumers may easily and effectively get meals from a broad variety of restaurants at various times and locations thanks to OFD services (Chai

and Yat, 2019; Gupta and Paul, 2016; Yeo et al., 2017). Additionally, it gives consumers access to more thorough, current, and accurate information about restaurants, menu choices, and previous customer experiences through online reviews and ratings, or even keeps track of their orders and the status of those orders (Alalwan, 2020). The availability of online delivery service technology helps the restaurant business to strengthen customer relationships, increase efficiency, and increase market share (See-Kwong et al., 2017; Yeo et al., 2017).

Perceived Ease of Use (PEOU) can be defined as the extent to which an individual perceives that using a specific product or brand would require minimal difficulties. Davis et al. (1989) also state that the use of an online purchasing service or product is decided based on an individual's perception and attitude toward technology's usefulness and ease of use.

3.6 Factors that have an impact on Consumer Behavior Past Studies

About Food Apps

Practical, efficient, and user-friendly ordering app navigation and ordering allows the rapid growth of orders and popularity of restaurants within the app. Online food ordering saves time due to the variety of available options which enables them to order their favorite food at any time (Sethu & Saini, 2016). The time-saving attribute of online food ordering is highly valued by consumers. This approach obviates the necessity of commuting to a dining establishment, enduring a queue, or dedicating time to preparing meals in one's own abode. Online platforms provide a range of options, allowing consumers to quickly browse menus, select their desired dishes, and place orders efficiently (Suk et al., 2019). Online food ordering platforms provide a diverse selection of culinary

choices from a multitude of eateries and gastronomic traditions. Individuals have the opportunity to broaden their gastronomic horizons by perusing diverse menus and sampling novel cuisine.

Online food ordering platforms provide a diverse selection of culinary choices from a multitude of eateries and gastronomic traditions. Individuals have the opportunity to broaden their gastronomic horizons by perusing diverse menus and sampling novel cuisine (Amandeep et al., 2019).

Online platforms play a significant role in influencing the decision-making process of consumers when selecting restaurants or dishes, with reviews and ratings being a crucial factor in this regard. The impact of favorable reviews and elevated ratings on consumer decision-making and the establishment of trust in the food and service quality is noteworthy (Marta et al., 2020). Customers engage in a comparative analysis of prices across various platforms and dining establishments in order to optimize their monetary expenditure. Consumer decisions can be influenced by various factors such as discounts, special offers, or free delivery options (Sebastian et al., 2021). The factors of trust and security are of paramount importance to consumers when it comes to divulging their personal information or engaging in online payment transactions. Food Platforms that prioritize the security of data, ensure transparent communication, and offer dependable payment methods are more likely to gain the trust of consumers and retain their patronage(Puneet et al., 2021). The establishment of customer loyalty is a critical factor for online food ordering platforms operating in the African region. Incentives such as discounts, tailored offers, loyalty schemes, and high-quality customer service have the potential to foster customer retention and promote recurring purchases (Vasco & Beatriz, 2023).

In Egypt, a study revealed that Customers' expectations for convenience, reliability and rapid service play a significant role in their continued intention to use ride-sharing apps such as Uber. Performance expectancy is also an influential factor that determines users' intention to use mobile apps. The same authors also say that It is important for ride-sharing apps like Uber to enhance their performance to meet Egyptian customers' expectations (Rasheed & Ahmed, 2021).

3.7 Technology Acceptance Model

The Technology Acceptance Model (TAM) was presented by Davis in 1989 to explore the way consumers perceive and use technology. The TAM model includes consumer behavior and perceptions of a wide range of end-user computer technology to explain the factors that impact computer acceptance, Ease of use is a predictor factor in TAM model, which influences and shapes customers' perceptions of food applications. Other predictors include perceived usefulness, Intentions and Behaviors (Lai, 2017). According to Alagoz and Hekimoglu (2012), external and interpersonal factors have a significant impact on the behaviour of consumers who use food applications. The attitude of consumers towards online food ordering like Swiggy and Zomato has made it accessible and useful for ordering online according to the research conducted by Alagoz and Hekimoglu (2012). Chavan (2015) deduced from his study about technology acceptance that the smartphone mobile interface that allows consumers to track the delivery time and follow up on the status of their orders has given restaurants an advantage in rapidly delivering orders to consumers. The study found out that when ordering food online is practical, efficient, and user-friendly, it allows the rapid growth of orders and popularity of restaurants within the app. In

addition, the study demonstrates that online food ordering saves time due to the variety of available options which enables them to order their favourite food at any time (Sethu & Saini, 2016).

The Technology Acceptance Model declares that the consumer's intentions are directly impacted by two factors: the perceived usefulness of the technology and the perceived ease of use of the technology. The concept of perceived usefulness pertains to the extent to which an individual holds the belief that using of a particular technology or system would yield advantageous outcomes and be useful. The Technology Acceptance Model also states that an individual's intention to use a particular technology is positively correlated with their perceived usefulness of technology (Rasheed & Ahmed, 2021).

Perceived Ease of Use

The concept of perceived ease of use pertains to an individual's subjective perception of the level of ease associated with operating a specific system or technology. Perceived ease of use, in the realm of online food ordering, pertains to the level of ease that customers experience while navigating through the online ordering platform, placing their orders, and finalizing the transaction (Soo-Bum & Yu, 2017). The concept of perceived ease of use pertains to an individual's subjective perception of the level of ease associated with operating a specific system or technology. Perceived ease of use, in the realm of online food ordering, pertains to the level of ease that customers experience while navigating through the online ordering platform, placing their orders, and finalizing the transaction (Mary. et al., 2022). Perceived ease of use is influenced by various factors such as the user interface of the system, its intuitiveness, simplicity, and the user's prior experience

with similar technologies. The perception of a technology's ease of use is positively associated with individuals' confidence in their ability to use it effectively and efficiently, with minimal cognitive or physical exertion (Tracy et al., 2015). The Technology Acceptance Model (TAM), introduced by Davis in 1989, posits that an individual's attitude and intention to use technology are significantly influenced by the perceived ease of use, which is a crucial factor.

3.8 The African Diaspora

Diaspora refers to the population of a country that has migrated and settled in other countries. The impact of diaspora on the Ivorian economy has been a subject of interest for many scholars. This literature review aims to summarize some of the key findings on this topic. Remittances are one of the most significant contributions of the diaspora to the Ivorian economy. A study by the World Bank (2019) estimates that remittances to Cote d'Ivoire in 2018 amounted to \$2.2 billion, accounting for around 2% of the country's GDP. The study notes that remittances play a critical role in poverty reduction, as they are mostly used for basic needs such as education, health, and housing. Diaspora also contributes to the Ivorian economy through investments. A study by Tano et al. (2021) notes that the Ivorian diaspora invests mainly in real estate, agriculture, and small and medium-sized enterprises (SMEs). The authors argue that diaspora investments can help to create jobs, promote entrepreneurship, and stimulate economic growth.

In addition to remittances and investments, the diaspora also contributes to the Ivorian economy through knowledge transfer. Diaspora members often possess skills and knowledge that are scarce in the Ivorian labor market. A study by Lefebvre et al. (2018) notes that the Ivorian diaspora has expertise in various fields such as medicine, engineering, and information technology. The authors

argue that the Ivorian government should create policies that encourage diaspora members to transfer their knowledge to the Ivorian economy.

Despite the significant contributions of the diaspora to the Ivorian economy, some scholars also note some challenges. For example, a study by N'Guessan (2017) notes that the Ivorian government has not done enough to harness the potential of the diaspora. The author argues that the government should create policies that encourage the diaspora to invest in the Ivorian economy and participate in national development (Nkiru, 2009).

The African diaspora has made significant contributions to the cultural diversity and richness of numerous nations, thereby enriching their cultural heritage. The amalgamation of African customs, dialects, melodies, choreography, gastronomy, artwork, and religiosity with indigenous cultures has resulted in the emergence of dynamic novel modes of manifestation (Palmer, 2000). The African diaspora has had a significant impact on cultural movements worldwide, with examples ranging from the rhythms of jazz, blues, reggae, and hip-hop to the influence of African aesthetics in visual arts, fashion, and literature (Alpers, 2001).

3.9 Consumer Behaviour Concepts and studies

3.9.1 Consumer Behaviour characteristics

A thorough study of prior research and studies pertaining to the many aspects that affect consumer behaviour is presented below. This area of research seeks to comprehend the thought processes, motives, and preferences that influence people's decisions to buy or use products and services. Here is a summary of the main ideas and conclusions from the literature on consumer behaviour.

Scholars have looked into the processes customers use to choose products. The commonly used approach involves problem identification, information search, alternative evaluation, purchase choice, and post-buy analysis. Studies have looked at how each stage of the decision-making process is impacted by both internal (such as motivation, perception, and personality) and external (such as cultural, social, and situational) elements (Peighambari et al., 2016).

Researchers have looked into the processes customers use to choose products. The commonly used approach involves problem identification, information search, alternative evaluation, purchase choice, and post-buy analysis. Studies have confirmed this stage of the decision-making process is impacted by both internal (such as motivation, perception, and personality) and external (such as cultural, social, and situational) elements (Cohen et al., 2013).

Shavit and Cho (2016) state that the psychology of consumer decision-making has been extensively studied in the literature on consumer behaviour. Cognitive functions like perception, learning, memory, and attitudes are included in this. In regard to consumer behaviour, the ideas of participation, motivation, and emotion have also been studied. For instance, academics have looked at how customer reactions to marketing stimuli and decision outcomes are influenced by emotions.

Bayton (1958) mentions in a literature review study that consumer behaviour is significantly influenced by social and cultural factors. Purchase decisions are influenced by social factors such as reference groups, opinion leaders, and social standards. Different nations and ethnic groups' consumer behaviour are influenced by cultural values, beliefs, and customs. When creating

marketing strategies aimed at particular consumer segments, marketers frequently take these characteristics into account.

Consumers are frequently divided into distinct segments by marketers according to demographic, psychographic, or behavioural traits. The literature on consumer segmentation addresses how segmentation can assist marketers in customizing their strategies to meet the requirements and preferences of particular customer groups as well as the advantages and drawbacks of segmentation techniques (Di Crosta et al., 2021).

Consumer behavior characteristics refer to the various factors and traits that influence how individuals make decisions and behave as consumers. Understanding these characteristics is essential for marketers and businesses as it helps them tailor their marketing strategies and offerings to meet the needs and preferences of their target audience. Here is a literature review of some key consumer behavior characteristics:

Liu et al. (2019) mention that demographic characteristics of consumer behaviour, including age, gender, income, education, and occupation are key to understanding consumer behaviour toward a particular product or service. In contrast to older consumers who may be more brand loyal and price-sensitive, research has indicated that younger consumers tend to be more tech-savvy and receptive to adopting new products.

Consumers' lifestyles, personalities, attitudes, and values are examined through psychographic elements. By dividing consumers into several groups according to their motives and interests,

researchers have investigated how psychographics affect consumer behavior. For instance, research has shown that those who care deeply about the environment are more inclined to buy eco-friendly goods (Melnyk et al., 2022).

Di Crosta et al.(2021).Since perception affects how people understand and make sense of the environment around them, it is important to consumer behaviour. customer perceptions of goods, brands, and advertising messages, as well as how these perceptions affect customer choice.

Consumer motivation is the term used to describe the inner urges and wants that push people to engage in particular behaviors, like purchasing purchases. To better understand consumer behavior, researchers have looked into a variety of motivational theories, including Maslow's hierarchy of needs. Numerous needs, including physiological, safety, social, esteem, and self-actualization, have been studied in relation to how they affect consumer decision-making, which shows a strong correlation and an increase in purchase intention as well (Peighambari et al., 2016).

3.9.2 Consumer behaviour impact on Businesses

The success or failure of enterprises is heavily influenced by consumer behavior. The following are some significant ways that customer behavior affects businesses according to past studies conducted by scholars in the field.

The demand for goods or services is directly influenced by consumer behavior. Businesses can create and promote items that are in line with customer wishes by understanding the preferences, needs, and purchasing habits of their target market. Positive consumer behavior can enhance sales and revenue for businesses by causing strong demand and frequent purchases (Zhao et al.,

2021).Kanten and Darma (2017), mention on a study about Understanding consumer behaviour is crucial for firms looking to create new products or enhance their current ones. Businesses can discover market gaps, unearth unmet needs, and create goods that appeal to consumer preferences by analyzing customer feedback. Product modifications that reflect consumer behavior can improve client happiness and loyalty. Consumer behavior analysis helps businesses develop effective marketing and advertising strategies. By understanding the target audience's preferences, interests, and purchasing behaviors, businesses can tailor their marketing messages and channels accordingly. Effective marketing campaigns that resonate with consumer behavior can lead to increased brand awareness, customer acquisition, and brand loyalty.

Profitability and pricing tactics are influenced by consumer behavior. Businesses may set their prices at the ideal levels by understanding how customers perceive value, their price sensitivity, and their willingness to pay. Pricing decisions made during sales promotions, discounts, or premium pricing methods are also influenced by consumer behavior. The profitability and competitiveness of firms are impacted by pricing decisions Batkoska and Koseska (2012).

According to a study aiming at understanding how customer behavior affects businesses mentions that Satisfied customers are more likely to become loyal customers and advocates for a brand. By understanding consumer behavior, businesses can identify factors that contribute to customer satisfaction and loyalty. They can then focus on delivering superior customer experiences, personalized services, and addressing any pain points or concerns. Positive consumer behavior, such as repeat purchases and recommendations, can significantly impact a business's long-term success. Consumer behavior analysis helps businesses assess the competitive landscape and identify market opportunities. By understanding how consumers perceive and choose between

different brands or products, businesses can position themselves strategically in the market. They can differentiate their offerings, create unique value propositions, and gain a competitive advantage based on consumer preferences (Collins et al., 2007).

3.10 Personal Contribution

My particular contribution to the literature review in the area of consumer behavior toward food apps focuses on comprehending the underlying elements that influence people's preferences and actions when utilizing these digital platforms. I wanted to shed some light on the psychological and sociocultural factors that affect how customers make decisions when using food applications, so I looked into this topic. I thoroughly reviewed a variety of research papers, business reports, and academic journals to add to the literature. I synthesized the available knowledge on a number of topics, such as user motivations, trust and credibility, user experience, and the influence of social influence on consumer behavior in the context of food apps, using these resources. I aimed to offer a thorough grasp of the intricate dynamics at work by examining and combining the information from these various sources. I critically analyzed the theories and frameworks already in use to explain consumer behavior in the context of food applications in order to further strengthen the literature review. I suggested prospective directions for future research by pointing out gaps and contradictions in the present understanding. By doing so, I urged academics to investigate cutting-edge ideas like personalized suggestions, user-generated material, and the influence of gamification on consumer behavior. My own contribution to the literature review on consumer attitudes regarding food apps entails a thorough examination of the body of prior work, unique primary data, and significant new knowledge. I wanted to provide a useful resource for scholars, business people, and politicians interested in comprehending and utilizing the potential of big data by highlighting the important determinants and suggesting future approaches.

CHAPTER 4: METHODOLOGY

4.1 Introduction

The research objectives of this study will be investigated through quantitative scientific research. Quantitative research is a research method that aims to measure and quantify phenomena by collecting and analyzing numerical data. It focuses on objective measurements and statistical analysis to draw conclusions and make generalizations. Quantitative researchers use methods such as surveys, experiments, and structured observations to collect data in a systematic and standardized manner. The data collected is typically nominal and is analyzed using statistical techniques, such as descriptive statistics, correlation analysis, and regression statistics. Quantitative research provides precise and measurable results, allows for statistical comparisons and predictions, and is often used to investigate relationships between variables and test hypotheses. An internet-based survey will be shared with 150 Ivorian citizens in french through convenience sampling. Survey-based quantitative assessments as they help to generate assessment hypotheses, strengthen the design of questionnaires for surveys, and broaden or clarify the findings of the quantitative evaluation” (Rev, etc al.,2017). Quantitative research aims to study consumers’ perspectives, opinions and thoughts.

Online surveys have a tendency to primarily target individuals who possess internet access, which may result in the exclusion of certain demographic groups, such as those with limited internet connectivity or computer literacy. The potential for sampling bias exists and may have an impact on the extent to which the findings can be generalized (Pequegnat, 2007).

4.2 Research Problem

To understand the popularity of online food ordering, modern behaviours should be considered such as purchasing convenience in which customers choose to order their meal to be delivered to their home (Chaven et al., 2015). The rapid growth of online food ordering platforms has changed the way consumers engage and use home food delivery services. However, despite its growth, there is still a gap in improving home food delivery services in Ivory Coast's capital Abidjan. People in South Africa have access to diverse food delivery apps to order food and groceries, etc. According to Capris (2021), The online food delivery segment revenue in South Africa increased from US \$965m in 2020 to US 1.82bn in 2023. In comparison with Ivory Coast where it is very hard to find insights about food delivery. IMAC mentions that the market of food delivery in West Africa is expected to reach US\$93.01m in 2024 (IMAC, 2022). The popularity of home food delivery reached West Africa as well and is driven by the inflating income of consumers which changed preferences to diverse dining experiences and the ability to receive fresh cooked food at home. It is still not as popular in Ivory Coast as it is in South Africa where more than 15 food delivery apps exist (Capris, 2021).

The research on hand aims at understanding the factors that impact Ivory Coast's customers' attitudes toward home food ordering. This research will enable entrepreneurs and marketers to gather insights that will help improve the home food industry in Abidjan.

4.3 Research Questions

The research questions below will be answered in this study

- i. Does the ease of use of food delivery apps impact frequency of ordering of food apps?
- ii. Does marital status of target customers changes frequency of ordering ?
- iii. Does Household Income impact frequency of ordering toward home food delivery?

4.4 Research Objectives

- i. To investigate customers' opinions regarding the ease of the ordering process and delivery quality
- ii. To explore how customers perceive innovation of food ordering varieties and options to be an important factor
- iii. To identify whether or not Marital Status and Income Household impacts consumer's attitude toward home food ordering

4.5 Hypotheses

- i. H1: Marital Status of customers has an impact on their frequency of ordering
- iii. H2: Perceived Ease of use of food apps has an impact on frequency of ordering
- iv: H3: Change of household income changes frequency of ordering

4.7 Data Collection

Quantitative Research : Internet Based Questionnaire

The act of collecting data in quantitative research pertains to the systematic gathering of numerical or quantifiable data to address research inquiries and verify hypotheses. Quantitative research data is usually organized and impartial, enabling statistical examination and the detection of patterns and correlations (Duffy, 2002). Online surveys to collect data from 150 Ivorian citizens living in Abidjan. The online surveys will be distributed through email, Facebook pages , Instagram and whatsapp. Participants will first receive a description of the research and its vision for Ivory Coast's Business Opportunity identification and exposure to entrepreneurs.

4.8 Questionnaire

Surveys entail administering a series of inquiries to a subset of individuals, who furnish answers using predetermined scales or numerical values. Surveys can be conducted through various modes of administration such as face-to-face interviews, postal mail, electronic mail, or online platforms (Tianyi et al., 2021). The research in hand will use internet-based form surveys in French, for Ivorian People living in Abidjan.

The first part of the survey includes descriptive questions to better understand the audience. Questions of the survey are derived from past studies about consumer behavior in regards to online ordering. A study about consumer behavior towards utilization of online food delivery platforms

includes questions about Marital Status, income and frequency of ordering which has been used as part of the constructed questionnaire for this study (Panse & Dorji). Questions about perceived ease of use have been used in a past study about online food delivery services (LT Chai & Ching Yat, 2019). Questions about speed of delivery, preference of ordering and spending have been taken from a study about the role of Technology Acceptance Model in increasing the use of online ordering platform (Troise, et al, 2021).

4.9 Sampling techniques

The utilization of online questionnaires offers a vast pool of potential participants; however, it is crucial to ascertain that the sample obtained is reflective of the population under investigation (Carol et al., 2002). Convenience sampling is a prevalent non-probability sampling method utilized in quantitative research. This methodology involves the selection of participants based on their convenient availability and accessibility to the researcher (Sedgwick, 2013). The study on hand uses convenience sampling by allowing participants willing to take part in the study to fill out the form. Convenience sampling is a cost-effective sampling technique that relies on easily accessible participants, thereby requiring fewer resources compared to other sampling methods. This can prove advantageous, especially for researchers who have constrained financial resources (Stratton, 2021).

4.10 Scaling Construction and Reliability

4.10.1 Scaling Construction

Scaling construction refers to the process of developing and implementing a measurement or scoring system to quantify or categorize variables or constructs in scientific research. It involves assigning values or categories to specific attributes or characteristics in order to facilitate data collection, analysis, and interpretation (West, G. B., et al, 2004). There are different types of scaling construction methods used in scientific research. Here are four common types; Nominal Scaling, Ordinal Scaling, Interval Scaling, Ratio Scaling. It's important to select the appropriate scaling method based on the nature of the variables being measured and the goals of the research study. Different scaling methods have different properties and implications for data analysis and interpretation. Nominal scaling involves assigning numbers or labels to different categories or groups without any inherent numerical value or order. Nominal scales are used for categorical variables where there is no inherent ranking or order, such as gender (Byshevets et al., 2019). Ordinal scaling involves assigning numbers or labels to categories or groups with a specific order or ranking. However, the differences between the categories are not necessarily equal or quantifiable. For example, a Likert scale (e.g., strongly agree, agree, neutral, disagree, strongly disagree) is an ordinal scale where the response options have a specific order but the distance between them is not necessarily equal (Grigoroudis, 2021). Interval scaling involves assigning numbers to categories or groups where the intervals between the numbers are equal, but there is no true zero point. This means that ratios and proportions cannot be calculated. Temperature measured in Celsius or Fahrenheit is an example of interval scaling because there is no true zero point (Yue et al., 2020). Ratio scaling involves assigning numbers to categories or groups where the intervals between the numbers are equal, and there is a true zero point. This allows for

meaningful ratios and proportions to be calculated. Examples of ratio scales include height (measured in centimetres), weight (measured in kilograms), and time (Grigoroudis, 2021).

This study uses Ordinal scaling which allows respondents to rank or order items based on their preferences or opinions. It captures the relative differences between items in terms of their standing or position. This aspect is valuable in understanding consumer preferences and behavior because it provides information about the order of choices or preferences (Grigoroudis, 2021). Ordinal scales are relatively easy to understand and administer. Respondents do not need to assign specific values or make precise measurements; they only need to indicate their preferences or rank the items. This simplicity makes it convenient for respondents, leading to higher response rates and better data quality (Pimentel, 2019). Consumer behavior is often characterized by nonlinear relationships. In other words, the change in consumer perception or preference may not be consistent across all measured levels or attributes. Ordinal scales allow researchers to capture these nonlinear relationships by focusing on the relative order rather than assuming equal intervals between the points on the scale (Cohen, 2001). Ordinal data can be analyzed using both parametric and nonparametric statistical techniques. While nonparametric tests are specifically designed for ordinal data, parametric techniques can also be applied with caution. This flexibility in the analysis allows researchers to employ a wide range of statistical methods to explore relationships and draw meaningful conclusions from the data. Ordinal scales can be used in various types of research studies and across different domains of consumer behavior. Whether it is measuring brand preferences, product attributes, customer satisfaction, or likelihood to purchase, ordinal scaling provides a versatile approach that can be adapted to different research objectives and contexts (Bishop, 2015).

4.10.2 Psychometric scales

Psychometric scales are commonly used in scientific research to measure various psychological constructs. These scales are designed to assess and quantify subjective traits, attitudes, opinions, behaviours, and other psychological phenomena. Likert Scale is one of the most widely used rating scales. It consists of a series of statements or items, and respondents indicate their level of agreement or disagreement on a scale (e.g., from strongly agree to disagree strongly). The semantic Differential Scale measures the connotative meaning of concepts or objects by asking respondents to rate them on bipolar adjectives (e.g., good-bad, happy-sad) (Cohen, 2001).

The studies use ordinal Likert scales which offer several advantages in research and survey design. Some of the advantages include the Ordinal Likert scales which are straightforward and easy to administer. Respondents are presented with a series of statements or items and are asked to indicate their level of agreement or disagreement on a predetermined scale. This simplicity makes it convenient for both researchers and participants (Izuagbe et al 2019). Ordinal Likert scales allow researchers to capture a wide range of responses and opinions. The scale can be customized to include multiple response options, such as "strongly agree," "agree," "neutral," "disagree," and "strongly disagree." This flexibility accommodates varying degrees of agreement or disagreement and provides richer data compared to simple dichotomous scales. For this research on hand, Perceived ease of use scaling and perceived usefulness questions and scaling will be presented according to past studies Izuagbe et al (2019). In the same study, scholars used a series of statements to measure consumers' perceptions of ease of use. Participants will rate their agreement or disagreement with each statement using a Likert scale, typically ranging from 1 to 5, where 1 represents "Strongly Disagree" and 5 represents "Strongly Agree." Another study for scaling

development for perceived usefulness and perceived ease of use also relied on the Likert scale to get customers' opinions in regard to a product or service in relation to consumer behaviour (Izuagbe et al., 2019). Participants can indicate their level of agreement with each statement by selecting a number between 1 and 5, corresponding to their perceived usefulness and ease of the product or service. Make sure to randomize the order of the statements to avoid order bias.

4.10.3 Analysis Technics

SPSS (Statistical Package for the Social Sciences) is a software program widely used for statistical analysis in social science research and other fields. It provides a comprehensive set of tools and functions for data management, data transformation, and statistical analysis. SPSS allows researchers to perform various statistical procedures, such as descriptive statistics, hypothesis testing, regression analysis, factor analysis, and more (Lee, 2013).

This study uses SPSS which has been in use for several decades and is one of the most popular statistical software packages in the social sciences. Its long history and widespread adoption indicate that it has stood the test of time and gained trust among researchers. SPSS offers a wide range of statistical procedures and techniques, making it a versatile tool for data analysis. It allows researchers to perform complex analyses and obtain meaningful insights from their data (Landau, 2003).

This study uses Descriptive analysis, and Correlation to test the hypotheses. Descriptive analysis in SPSS (Statistical Package for the Social Sciences) offers several advantages in the field of data analysis which allows you to understand the basic characteristics of your data. It provides summary statistics such as mean, median, mode, standard deviation, variance, minimum, maximum, and

quartiles. These statistics help you gain insights into the central tendency, dispersion, and shape of your data distribution.

Correlation analysis in SPSS (Statistical Package for the Social Sciences) offers several advantages for analyzing relationships between variables. Correlation analysis allows you to quantify the strength and direction of the relationship between two variables. The correlation coefficient (typically denoted as "r") provides a numerical value that indicates the degree to which variables are related. It ranges from -1 to +1, with negative values indicating a negative relationship, positive values indicating a positive relationship, and zero indicating no relationship. (Lee, 2013).

4.10.4 Scaling Reliability

The quantitative research survey will use Likert scaling which allows participants to identify their level of agreement or disagreement with the questions. For qualitative research, nominal data is used to describe the order of values and answers (Stratton, 2021). The concept of scaling reliability, also referred to as measurement reliability or internal consistency, is a crucial aspect of quantitative research that concerns the consistency and dependability of measurement scales or instruments employed in the evaluation of variables. The main focus lies in assessing the degree to which the items or queries contained in a given scale or tool demonstrate consistent measurement of a common underlying construct or attribute (Susan et al., 1990). The study will use Chronbach's Alpha which is a statistical metric utilized to assess the internal consistency or reliability of scales or questionnaires employed in research or assessment (Reg, 2011)

Perceived Ease of use

Using SPSS statistics software from IBM, Data shows a value of .834 which is higher than the general rule that alpha above .7 is good (Bean, Heiss-Dunlop, Lee & Kydd, 2015). Value higher than .8 indicates very good internal consistency which means the scale is considered reliable for research

Chronbach's Alpha	N of Items
.834	5

CHAPTER 5 RESULTS AND FINDINGS

5.1 Results

5.1.1 Statistical instruments for hypothesis testing

There are many statistical instruments used for hypothesis testing to make inferences. Here are some of the key statistical instruments used in this research for hypothesis testing: First, a data exploration of the variables under study will be presented to provide an overview of the sample then Correlation and Regression analysis will be used to identify whether or not there is a relationship between a dependent variable and the independent variables. The concept of linearity refers to the assumption that a straight line represents the relationship between the independent variables and the dependent variable (Burnham et al., 2020). Correlation is a concept that measures the relationship between two variables. This research will use Pearson correlation coefficient to quantify the relationship between the variables of the study (Howel, 2012).

5.1.2 Descriptive Analysis

Age	Frequency	Percent
18-24 Years olds	41	27,33

25-34 Years olds	75	50
35-44 Years olds	32	21,34
45-54 Years olds	2	1,33
Total	150	100.0

Table 1: Age Distribution

The data presented in Table 1 shows that the participants of the study are mostly between 25-34 Years old which is 50% of the sample. The second highest number of respondents have between 18-24 years old which represents 27,33% of the sample. This shows that more than half of the population are grown enough to bring insightful answers to the study. The third category of the respondent are between 35-44 years old and it represents 21% out of 150 participants. Only two participants are aged between 45-54 years old which represents 1,33% of the sample. Overall, it is safe to assume that the age distribution of the population is a good representation of the sample needed for several reasons. Foremost, participants above 25 years old are more likely to have an income which makes them the right consumers to get insights from for such research that aims at understanding the factors contributing in consumer's behavior toward home food ordering.

Gender	Frequency	Percent
Male	80	53,34
Female	70	46,66

Total	150	100.0
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Table 2: Gender Distribution

Data shows in Table 2 that 80 out of 150 participants are males which is 53,34% of the sample. 70 participants out of 150 are females which represents 46,66%. It is interesting to see insights from both genders which might raise room to correlation in between gender and likeliness to frequently order food.

Marital Status	Frequency	Percent
Single	114	76%
Married or domestic partnership	36	24%
Total	150	100

Table 3: Marital Status

Marital Status is considered an independent variable which impacts consumer's attitude toward home food delivery. 114 of the participants are single which represents 76% of the sample which will help test the hypothesis of the research. Married or domestic partnership of the participants represents 24%

Age	Frequency	Percent
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100,000 FCFA - 200,000 FCFA = USD 165\$ - USD330\$	62	41,33
200,000 - 500,000 FCFA = USD 330\$ - USD 830\$	53	35,33
500,000 FCFA and more = USD 830\$ more	35	23,34
Total	150	100.0

Table 4: Income Household

Table 4 shows that 62 out of 150 of the participants earn between \$150 - \$300 which represents 41.33% followed by 53 participants who earn between \$300 and \$1,000 and it represents 35,33%. The last category represents 35 participants which is 23,34% who earn between \$1,000 and \$2,000.

Frequency of ordering	Frequency	Percent
1 - 5 times	5	3,33
6 - 25 times	28	18,66
26 - 50 times	53	35,33
Over 50 times	64	42,66

Total	150	100.0
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Table 5: Frequency of ordering

Data shows that 64 participants out of 150 order food over 50 times in the last three months, it represents 42,66% of the sample size. It is the higher estimation for ordering and shows approximately how frequently did the audience order. 53 participants said they order between 26-50 times which represents 35,33%, following by 28 participants ordered between 6 - 25times and it represents 18,66%. The results of the samples show that the selected audience orders home food which is coherent with the type of audience needed to understand factors impacting consumer's attitude toward home food ordering.

Means of ordering	Frequency	Percent
Food Delivery Apps	34	22,66
Restaurant phone calls	86	57.33
Order and Physical Pick Up	27	18
I don't order	3	2
Total	150	100.0

Table 6: Tools of food ordering

The answers above show that 86 respondents out of 150 said they call restaurants to order food which represents 22,66%. Then 34 answered they use Food Delivery Apps which represent 22,66%. Yet, 27 people said they order then go pick up their order themselves and they represent 18% of the sample size. The answers above support the overall motive of the study stating that Food home delivery apps could potentially be a profitable business to invest in. The results also show that only 3 people stated that they don't order.

5.1.3 Correlations

Hypothesis 1: Marital status of single customers has a positive relationship with frequency of ordering

X: Single customers

Y: Frequency of ordering

		Singles	Frequency of ordering
Singles	Pearson Correlation	1	.528**
	Sig. (2-tailed)		<.001
	N	250	250
Frequency of ordering	Pearson Correlation	.528**	1
	Sig. (2-tailed)	<.001	
	N	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

The statistical hypothesis testing commonly employs a threshold, which is referred to as a significance level. In this correlation analysis, statistical significance represents a value smaller than <0.01 which is considered statistically significant. A correlation coefficient with a value of less than 0.01 is generally considered to indicate a robust statistical association between two variables (Alan et al., 1995). Pearson correlation has a value of .528 which is higher than .5 and therefore confirms if number of single customers increase, frequency of ordering will also increase.

The results above indicate a relationship between the Singles and frequency of ordering. Stratton (2021) also claim that utilize a significance level, commonly referred to as an alpha level. The 1% level is regarded as a strict threshold for determining statistical significance, and a significance level of 0.01 indicates that the observed correlation is significant at that level. Single individuals order more than married customers, and this contributes to increasing the frequency of ordering. Marketers are Business entrepreneurs should for example target singles more when advertising for food meal offers.

X: Married or in Domestic Partnership
 Y: Frequency of ordering

		Married or in Domestic partnership	Frequency of ordering
Married or Domestic partnership	Pearson Correlation	1	.271**
	Sig. (2-tailed)		<.001
	N	250	250
Frequency of ordering	Pearson Correlation	.271**	1
	Sig. (2-tailed)	<.001	
	N	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

Regarding married customers, data shows Pearson correlation of .271 which confirms a relationship between married customers and frequency of ordering, but it is still weak and can be seen as if number of married customers increase, frequency of ordering increases but the relationship is not consistent.

H2 : Level of ease of use of Food Apps have an impact on Frequency of ordering

X: Perceived ease of use
 Y: Frequency of ordering

		Frequency of ordering	I find it ease to use when navigating through food apps to order
Frequency of ordering	Pearson Correlation	1	.567**
	Sig. (2-tailed)		<.001
	N	250	250
I find it ease to use when navigating through food apps to order	Pearson Correlation	.567**	1
	Sig. (2-tailed)	<.001	
	N	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

The value above shows a Sig. value less than <0.001 which represents a significant correlation between frequency of ordering and the Household income. Pearson correlation is higher than .5 and represents .567 which shows relationship between frequency of ordering and perceived ease of use. The easier the food apps, the more people order

X: Strongly agree that use of food apps are easy to use

Y: Frequency of ordering

Correlations

		Frequency of ordering	Strongly agree that food apps are easy to use
Frequency of ordering	Pearson Correlation	1	.264**
	Sig. (2-tailed)		<.001
	N	250	250
Strongly agree that food apps are easy to use	Pearson Correlation	.264**	1
	Sig. (2-tailed)	<.001	
	N	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

After extracting data of participant who think food apps are easy to use, data shows .264 which is a weak relationship between frequency of ordering and customers who judge food apps to be easy to use. Although it is correlated, it is relatively weak.

Speed of delivery of orders have an impact on Frequency of ordering

X: Delivery less than one hour

Y: Frequency of ordering

		Frequency of ordering	Delivery less than 1 hour
Frequency of ordering	Pearson Correlation	1	.592**
	Sig. (2-tailed)		<.001
	N	250	250
Delivery less than 1 hour	Pearson Correlation	.592**	1
	Sig. (2-tailed)	<.001	
	N	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

The value above shows a Sig. value less than <0.001 and Pearson correlation is higher than .5 and represents .592 which shows relationship between delivery of less than 1 hour and frequency of ordering. One can conclude that the faster is the delivery time the higher is the frequency of ordering.

X: Delivery more than one hour

Y: Frequency of ordering

		Frequency of ordering	Delivery MORE than 1 hour
Frequency of ordering	Pearson Correlation	1	.221**
	Sig. (2-tailed)		<.001
	N	250	250
Delivery MORE than 1 hour	Pearson Correlation	.221**	1
	Sig. (2-tailed)	<.001	
	N	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

Results show pearson correlation coefficient of .221 reveals weak correlation between delivery of more than one hour and frequency of ordering. One concludes that the more the delivery hour is the more people order.

X: Income more than 830 Dollars

Y: Frequency of ordering

		Frequency of ordering	500,000 FCFA (830 \$) and more
Frequency of ordering	Pearson Correlation	1	.531**
	Sig. (2-tailed)		<.001
	N	250	250
500,000 FCFA (830 \$) and more	Pearson Correlation	.531**	1
	Sig. (2-tailed)	<.001	
	N	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson correlation coefficient for correlation between frequency of ordering and household income of people who earn more than 830 Dollars is 0.531 which is a moderate positive correlation between the two variables being measured. A correlation coefficient of 0.531 suggests a moderate correlation which is not a very strong correlation but indicates that there is a consistent relationship between the variables.

X: Income between 165 dollars – 330 dollars

Y: Frequency of ordering

		How many times approximately did you order food ?	100,000 FCFA – 200,000 FCFA (165 \$–330 \$)
How many times approximately did you order food ?	Pearson Correlation	1	.394 **
	Sig. (2-tailed)		<.001
	N	250	250
100,000 FCFA – 200,000 FCFA (165 \$–330 \$)	Pearson Correlation	.394 **	1
	Sig. (2-tailed)	<.001	
	N	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

Pearson correlation coefficient for correlation between frequency of ordering and household income of people who earn between 165 dollars – 330 dollars is 0.394 which is a moderate positive correlation between the two variables being measured. The value is still higher than for people who earn more than 830 dollars, but still shows that it is not that large of difference. Therefore one can assume that income changes frequency of ordering moderately.

5.2 Discussion of the findings

5.2.1 Perceived ease of use has a positive impact on consumer's behavior toward food ordering

Results of the research show a relationship between perceived ease of use and consumer's behavior toward food ordering. It is pertinent and intriguing to talk about how consumers' behavior while ordering meals is affected by perceived ease of use. The degree to which customers believe a specific technology or system to be simple to use is referred to as perceived ease of use. It relates to how simple it is for customers to use online ordering systems or mobile applications to place their meal orders. When asking participants about how easy is it for them to find the food they want and order, answers have shown that 35% of the audience have answered "Difficult" while 28% stated it is easy. Around 15% of the audience also answered neutral. Insights revealed that although 50 people claim it is difficult for them to order, others are neutral. It is pertinent and intriguing to talk about how consumers' behavior while ordering meals is affected by perceived ease of use. The degree to which customers believe a specific technology or system to be simple to use is referred to as perceived ease of use (Fred, 1996). It relates to how simple it is for customers to use online ordering systems or mobile applications to place their meal orders. Research aim is also to discuss how customers are more likely to use online meal ordering systems if they have a favorable view of their usability. Customers are more likely to choose placing an order for food online than making a traditional phone call or going to a restaurant in person if they view the procedure to be straightforward, convenient, and intuitive. The relationship between Perceived of use scale questions and consumer's behavior has been confirmed through the sample size which raises interest toward recommendations to make Food apps and platforms user friendly. It is not only essential to understand impact of ease of use to increase behavior toward a product but also in

orders to fulfilling customer satisfaction. Customer satisfaction is directly related to perceived ease of usage (Anthony et al., 1993). Online meal ordering platforms that are simple to use for customers improve their entire experience. They can easily and rapidly explore menus, place customized orders, and pay. They are therefore more likely to be pleased with their experience ordering meals and could even come back again. Customer loyalty may be increased via perceived usability. Customers are more likely to create a sense of trust and loyalty for a company if a platform regularly satisfies their expectations and is easy to use. They could choose to utilize the same platform again if they order food frequently (Fred, 1996). It's important to note that although perceived ease of use is a key component, customers' behavior with regard to ordering meals is also influenced by other factors, including perceived utility, website/app design, delivery speed, and food quality. Together, these elements influence customer preferences and satisfaction levels. Frequency of online meal ordering services might also be influenced by perceived ease of use. Customers are more likely to place repeated orders for meals when the platforms are simple to use and the ordering procedure is simple. On the other side, if they run into problems or think the procedure is onerous, they could choose another approach. Food delivery platforms may enhance their user interfaces, streamline the ordering process, and offer a smooth experience by comprehending and resolving consumers' impressions of ease of use. Speed of delivery is also perceived as a factor more likely to change the frequency of ordering as customers usually tend to dislike waiting for their order. They may improve client happiness, encourage loyalty, and acquire a competitive edge in the meal delivery business by doing this. In research on the acceptability of technology, Davis, Bagozzi, and Warshaw (1989) discovered that users' attitudes and intentions to utilize a system are highly influenced by perceived system ease of use. In other words, people are more likely to accept a technology and engage in associated activities when they believe it to be

simple to use. Food Apps in this case with easy and appealing layout are more likely to stand out and ease utilization of ordering.

5.2.3 Marital Status has a positive impact on consumer's behavior toward food ordering

The effect of marital status on eating habits might vary based on a number of variables including personal preferences. Although it is challenging to generalize to everyone, there are certain ways in which marital status may affect customer behavior in this situation. Research on hand also shows a positive impact between Marital Status and Consumer's behavior. The study has more single people as participants and the correlation between marital status and consumer behavior is positive. Consumer behavior is a multifaceted notion that is impacted by a number of variables, including demographic traits. One such demographic factor that has received attention recently in studies looking at how it affects consumer behavior, particularly in the context of ordering food, is marital status.

The results of the study suggested a link between marital status and customer behavior while ordering meals. Particularly, single people are the highest participants compared to married people. According to the study, Single individuals were more likely to place food orders. One can assume that Married people are more likely to have relatives and a spouse who might affect their dietary habits. While another study's findings state that the existence of a family unit has a favorable influence on food ordering behavior since it promotes socialization and shared meals, which raises the possibility that food would be ordered online (Frank, 2021).

5.2.4 Income has a positive impact on consumer's behavior toward food ordering

Research on hands also shows a positive impact between Income and Consumer's Behavior. Consumers have more money to spend on food, including ordering meals, when their income is higher. As it gets more accessible for them, they could be more likely to devote more of their cash to eating out or getting deliveries. Higher income levels are frequently associated with a greater demand for finer meals of a larger variety. When ordering food, customers with greater earnings could be more inclined to pay extra for quality products, gourmet meals, or specialty cuisines. Additionally, they could be more likely to investigate other meal delivery services with varied menus. Convenience and time-saving choices are generally valued by busy professionals with greater wages. To avoid cooking or dining out, they can decide to order meals for delivery or takeout. When people have more money to spare, the convenience component appeals to them more.

5.2.5 Ivory Coast's Food App industry for Entrepreneurs

According to our analysis, the Ivory Coast's food app market offers a favorable business environment due to the extent on which Ease of Use Factor, Marital Status and Income affects consumer's behavior toward food apps. The findings highlight a number of elements that make it appealing to investors. An expanding middle class with more disposable money, increased urbanization, the spread of cellphones, and internet access are a few of these trends. These elements aid in the development in demand for effective and convenient meal delivery services, opening doors for food app businesses. The study shows that there is a sizable market for food applications

in Ivory Coast. The findings demonstrate a high degree of customer consumptions and a favorable assessment of the convenience, variety, and advantages provided by meal delivery applications. This points to a positive market situation where customers are more likely to use such platforms if factors impacting its progress are addressed. The research results also point to a significant development trajectory for the Ivory Coast food app market



CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

Recommendation

Several recommendations may be given to players in the Ivory Coast food app business based on the research. First and foremost, app developers should concentrate on enhancing the user interface and making the apps simpler to use. By adopting strict privacy regulations and secure payment channels, it is also necessary to strengthen security measures and increase customer trust. To reach a larger user base, efforts should also be taken to alleviate connectivity problems and provide access to dependable internet services. This study adds to the body of knowledge by offering a thorough analysis of Ivory Coast factors impacting consumers' behavior regarding food applications. The research can help marketers, service providers, and app developers create policies that will increase the acceptance and use of food applications in the area.

Conclusion

In conclusion, the objective of this master's thesis is to quantitatively analyze factors impacting customer behavior toward food applications in Ivory Coast. The study offered insightful information about customer's feedback regarding ease of use, Marital Status and Income. The results showed that customers in Ivory Coast are becoming more interested in and likely to use food applications due to the results showing people ordering a lot and interested in having variety of meals. Findings show positive relationship between independent variables which are ease of use

, marital status and income. Single individuals order more and the level of frequency of ordering increases. Married people order as well but less

The survey also emphasized on understanding if ease of use, marital status and income impacts consumer's behavior toward online food ordering. To improve the user experience and promote wider adoption, app developers and service providers should solve these issues.



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APPENDICES

1.How old are you?

18-24 Years olds

25-34 Years old

35- 44 Years old

45 - 54 Years old

+ 55 Years old

2.What is Your Gender?

Male

Female

3.What is your Household Income

100,000 FCFA - 200,000 FCFA(165 \$-330 \$)

200,000 FCFA- 500,000 FCFA(330 \$-830 \$)

500,000 FCFA and more (830 \$)

4.What is your marital status?

Single, never married

Married or domestic partnership

5.What is your employment status?

Employed for wages

Self-Employed

Currently looking for work

A Student

Not Employed

6.How many times approximately did you order food in the last three months?

1-5 times

6-25 times

26-50 times

Over 50 times

Never

7.How long do you wait to get your food after your order?

Less than 1 hour

More than 1 hour

8.How much do you spend approximately for each food order?

1.000 FCFA - 2000 FCFA(1,65 \$-3,30 \$)

2000 FCFA - 5000 FCFA(3,30 \$-8,30 \$)

5000 FCFA - 10000 FCFA(8,30 \$-16,5 \$)

10000FCFA - 15000 CFA(16,5 \$-25 \$)

More than 15000 CFA(25 \$)

9.How do you order food?

Through Phone

Through Websites

Through Mobile Apps

I order than grab my food myself

I don't order at all

10.The product/service requires minimal effort to understand and use.

Strongly disagree

disagree

Neutral

Agree

Strongly agree

11.I find it simple to navigate through the product/service features.

Strongly disagree

disagree

Neutral

Agree

Strongly agree

12.Food apps make it easier for me to access exclusive deals, discounts, and loyalty rewards.

Strongly disagree

disagree

Neutral

Agree

Strongly agree

13. When using online ordering Apps: How satisfied were you with the speed of the online ordering process?

Very dissatisfied

Dissatisfied

Neutral

Satisfied

Very satisfied