

Understanding Consumer Choices in Food Delivery: A Focus on Local and National Platforms

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Abstract:

Food delivery platforms (FDPs) have changed consumer food purchasing habits, offering convenient access to diverse culinary options from producers and restaurants. We study the development, usage patterns, and consumer perspectives of FDPs, focusing on local delivery platforms (LDPs). Drawing on a mixed-methods approach, qualitative insights from in-depth interviews and focus groups complement quantitative data gathered through a survey. Findings reveal consumers' preference for supermarket groceries for convenience, besides widespread awareness and utilization of FDPs. Yet, concerns about delivery reliability and food quality persist. The COVID pandemic accelerated the adoption of FDPs, underlining their key role in daily routines post-pandemic. Ethical issues surrounding delivery riders' conditions and environmental impacts are recognized but often overshadowed in consumer perceptions. Limited utilization of LDPs highlights opportunities for market penetration and consumer education.

Keywords: Food Delivery Services, Online Food Ordering, Local Food Consumption.

Track: Consumer Behavior.