DISSERTATION

UNIVERSITY OF WESTMINSTER

Generation Z's perception of the online food delivery industry during the COVID-19 pandemic in the U.K

Sezgin Baktiaya

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Public copy. The student number and identifying interview details have been removed.
Interview passages are summarised on pages 24, 25 and 29.

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Abstract

Purpose: The research addresses Generation Z's perception of the online food delivery industry during the COVID-19 Pandemic in the U.K. The project will base arguments on perceptions with “Social Constructionism” as a secondary research methodology giving much focus to the United Kingdom.

Approach: Primary and secondary research involves very participative research methods and methodologies while conducting the research. Specific tools, activities, and procedures were developed to deliver desired and comprehensive research results. Some techniques and strategies include but are not limited to interactive analysis, observations, surveys, and archival study.

Findings: This paper addresses Generation Z's perception of the online food delivery service platforms during the COVID-19 Pandemic, specifically in the U.K. The main focus will be on precisely the perceptions behind the notion of using online food delivery services in the country and how it has impacted this generation during the pandemic. The research seeks to answer questions on why use the online food delivery platforms and apps and not cooking for self, the factors influencing this decision, the prospect of the online food delivery services in the country concerning the pandemic, and the general role of Generation Z has played in online food delivery.

Table of Contents

Chapter 1: Introduction 6

1.1 Understanding Generation Z 6

1.2 Key Factors Encouraging Food Delivery Applications Use in the U.K. During the COVID-19 Pandemic 8

- The rise in mobile use 7
- Consumer behaviour 7

1.3 State of Online Food Delivery in the U.K. During COVID-19 Pandemic 9

Chapter 2: Literature review *10*

2.1 Introduction 10

2.2 The Main Reason Behind the Research 10

2.3 The Impact of COVID-19 on Online Food Delivery 11

Chapter 3: Methodology *13*

3.1 Introduction 13

3.2 Research Questions & Objectives 13

3.3 Research Design (Methodology & Methods) 14

1. Interactive Analysis- 14
2. Observations 14
3. Surveys- 14
4. Archival Study- 14
5. Interviews- 15

3.4 Research Approach 16

3.5 Research Philosophy 16

3.5.1: Reasons for pragmatic classification 16

3.5.2 Implications of the pragmatic philosophy to the research work. 17

3.5.3 Pragmatism in choice of data collection methods 17

3.5.4 Pragmatism in Data Analysis 18

3.5.5 Timeline/ Gantt Charts 20

3.6 Research Ethics 20

3.7 Reliability and validity of the research 20

3.7.1 Credibility 21

3.7.2 Dependability 21

3.7.3 Conformability 21

Chapter 4: Data findings and analysis *22*

4.1 Introduction **22**

4.2 Generation Z Perceived Value on Food Delivery Apps in the UK during COVID-19 (Research objective 1) **22**

4.3 Interactive Interviews Over phone calls with people from Generation Z in the UK **24**

4.4 Generation Z Response from Survey questions on FDAs in the UK ...**26**

4.4.0 Survey Questions Analysis **26**

4.4.1 Choice of homemade or restaurant food **26**

4.4.2 Familiarity with online food platforms and Frequency of use **27**

4.4.3 Use of FDAs before and during the COVID-19 Pandemic **27**

4.4.4 Comparison of use before and during COVID-19 .....**27**

4.4.5 Safety and Privacy of the FDAs and implication for the food industry **28**

4.5 Data Analysis and Presentation **29**

4.5.1 Interactive Analysis- **29**

4.5.2 Observations **30**

4.5.3 Surveys **31**

4.5.4 Archival Study **33**

5.0 Conclusion *34*

Bibliography.....*35*

Appendices……...*38*

Chapter 1: Introduction

The understanding of the global pandemic COVID-19 that is required to contextualise the selected case study is examined in this chapter. This section also discusses the difficulties facing Generation Z in the UK. During the global pandemic.

1.1 Understanding Generation Z

Generation Z colloquially referred to as Zoomers, is the demographic cohort succeeding the Millennials and preceding the previous Generation Alpha. They are popularly affiliated with the age group between the mid-to-late 1990s termed as their starting years and early 2010s as their ending birth years. Most researchers have argued that members of Generation Z are offsprings of Generation X (Kamenidou, 2019). They are the first generation to grow up into full adults with access to portable digital technology and the internet from a very tender age; hence they have been dubbed the "Digital Natives" without consideration of their authentic digital literacy. In the UK, Generation Z constituted approximately 12.6 million people when COVID-19 stuck based on age cohorts of those born between 1997 to 2012. In light of this information, about 18.8% of the total population is 66.8 million. Generation Z has been diverse in the UK and the European Union concerning national origin.

Comparatively, Generation Z members in the UK and most developed countries are well-behaved, risk-averse and abstemious (Keeble, 2020). They tend to live comparatively slower than their forerunners at the same age. They are characterised by a lower teenage pregnancy rate and less alcohol consumption but arguably not all other psychoactive drugs. During their adolescent life, they give much focus to personal grooming in academic performance and career job prospects. They tend to delay instant gratification compared to their equals from the 1960s despite their apprehensions from society.

Generation Z has also proved to be internet savvy and digital device enthusiasts consuming many online resources and platforms. Their social behaviour is online, which can be seen with daily posts and engagements through social media such as Facebook, Instagram, TikTok, Twitter and YouTube postings and watch time (Hood, 2020). Researchers have postulated that; Generation Z tends to believe and practice more about what they obtain on social platforms and other digital resources than what is the truth about life. They tend to have internet addiction and online social networking. These characters have seen them learn and discover such information by themselves without the help of a tutor, unlike their predecessors. The generation has witnessed the world turning into a global village where people from all walks of life engage, trade and communicate globally (Kamenidou, 2019). They know how online business is run and are equally part of it.

1.2 Key Factors Encouraging Food Delivery Applications Use in the U.K. During the COVID-19 Pandemic

The rise of the global COVID-19 Pandemic impacted how entrepreneurs and consumers responded to the new normal in the UK field of online food delivery. Of much importance were the consumer's behavioural changes and the tactical move that investors used to combat the effects of the Pandemic on business and society as well. There is a need to understand consumers' needs and demands in the quest to extrapolate on retailers and aggregators manning online food delivery (On-demand food delivery Apps), its competitive advantage, sustainability and profitability drive in the country (Atkinson, 2021). Majorly sampling was used in this research to find out how the online food delivery industry has been able to manoeuvre amid the Pandemic stifles to the business. Some of the factors that have influenced the use of Food Delivery Apps (FDAs) by generation Z in the UK include:

- **The rise in mobile use-** There has been an increase in the number of mobile services in the UK and across the globe in the current dispensation of technology and the internet of things. According to reports by the Global Association of Mobile Operators (GAMO), the use of mobile phones is at 5 billion users globally, with a 12 million consumer index on the internet of things. On the other hand, the FDA's economy reached US$ 107.4 billion as of 2019, with an expected rise up to the US $182.3 billion as of 2024 (Keeble, 2020).

  According to FDA, the number and rate of mobile use and consumption of the internet of things in the UK rose vehemently during COVID-19 cultivating the culture of using mobile-developed apps to undertake daily duties. Research shows that the increased use of mobile apps to order and deliver food is impractical, though without affiliation with third parties in the field based on the high cost associated solely with doing the business. Uber Eats survey on mobile phone use and online food delivery before COVID-19 stood by restaurants using the app to deliver foods at 38% in Birmingham and London, while in Cardiff was 36%. Edinburgh saw the highest number of users at 52%, all of which were youths aged 18- 23. The firm argues that there was a tremendous increase in the use of Smartphones, with London staking at 48%, Birmingham at 50%, Edinburgh at 67,5% and Cardiff at 47%. The result is a significant element in the restaurant business, with the report projecting a tremendous growth in new companies joining the platform, with London at 69%, Edinburgh at 74%, Cardiff at 67%, and Manchester at 59%. Essentially, the report suggests an overall growth in online food delivery to a scale of 50% above the average scale before COVID-19 and the new dispensation adopted due to the integration of the latest technology (Hood, 2020).

- **Consumer behaviour-** Generation Z forms the most significant youth cohort in UK demography. It is the largest consumer of FDAs and the internet of things, the most critical contributor to online food delivery and a powerful player in the market bottom line. Generated Z's adoption and use of FDAs concerning consumer behaviour were food quality, e-services, safety measures, customer loyalty and satisfaction (Atkinson, 2021). Online research using 250 participants was used to understand this concept during June 2020. The response was analysed on test reliability discriminant, and convergent analysis correlated with a principal component analysis to ensure simulation of all the variables in

the report and ensure the structural equation model developed was valid and articulate. From the tested hypothesis,

- Food quality played a significant role in determining consumer satisfaction, influencing perceptions of consumer loyalty.

- Safety measures integrated by restaurants and food retailers cultivated how most consumers frequently used the online food apps, building on the customer base, thus fostering loyalty to the business.

- The sheep factor played a significant role in ordering and delivery of food online. Families tagged along orders from the neighbourhood to minimise movement and possible contact with the "outside world" that felt contaminated with the novel coronavirus. The youthful cohort (generation Z) found it a regular and exciting exercise to order food online and get deliveries at the doorstep. This method influenced the consumer adoption of the new wave in the FDA's projecting practical framework and tangible parameters to be extrapolated by investors in their business models. The sheep factor element triggered thoughts of concern in consumer mindset and orientation FDA is a significant contributor to the retention and loyalty of customers (Atkinson, 2021).

- Some platforms, such as Gorillas, Getir, and Amazon Fresh, deliver to customers' doors in less than 15 minutes by establishing a competitive advantage and offering special discounts to provide a lifeline to an isolated individual.

From the 45 participants' general sentiments in the research, most Generation Z consumers focused on satisfaction as a critical determinant of using online delivery apps rather than any other contributing factor. The validity of the hypothesis employed in this research essentially explains the contribution of social influence, convenience, trust, and quality of application in determining firstly the use of the online food delivery Apps and the frequency and, secondly, its articulation and effectiveness in solving problems emanating from delivery of foods online during the Pandemic (Vitezic, 2021). Moreover, the application's quality and ease of use were other determinants, while consumer habits and price value were found to have a minimal contribution to client satisfaction. It was evident that consumers were also concerned about their health, wellness and safety, a factor that altered their purchasing behaviour. Consequently, this triggered the online food delivery industry to work on a third delivery system aiming to optimise online food ordering and delivery in a quest to smoother the ravaging effects of the COVID-19 Pandemic. It is good to note that online Apps used for order and delivering food need to have a system of updating consumers on available menus, recipes and delivery daily (Keeble, 2020). The apps configured with these consumer-based sentiments seemed to have more business compared to those that failed to meet the essential criteria of taking care of consumers' views, tastes and preferences.

1.2 State of Online Food Delivery in the U.K. During COVID-19 Pandemic

There was an exponential growth in demand for online food delivery services after COVID-19 in the country shooting from 18% to 43%, as per data collected from major online food delivery restaurants. Majorly, the high demand came from individuals between the ages of 15 to 30 years, which comprises a considerable percentage of Generation Z members. The rise can be attributed to the fact that most restaurants shut down all their on-premises operations and switched to online delivery services for business continuity in the wake of the pandemic (Rivington, 2021). However, most of their deliveries were from Generation Z members, the vast consumers of the internet and most digital platforms where most business adverts for such services were run when COVID-19 afflicted. These realities suggest that these members were more likely to come across the adverts than any other person who could be offline. With mail-directed online marketing, business ads can reach many intended audiences who can be lured into potential customers and eventually become loyal clients of the business (Sanders, 2016). Researchers argued that Generation Z, enthusiasts of the internet, were easily lured by such adverts, hence the rise in demand and use of such services. Equally, this generation is a victim of ideal life dictated by capitalists, opportunists, and the state of technology. This could be another reason for the increased demand for online food delivery services.

Moreover, the fact that Generation Z constitutes a considerable percentage of the task force in the region, they were tasked to work from home in a quest to avert the spread of the novel coronavirus that could have emanated from physical contact at the workplace or virus “trafficking” from one place to another (Stones, 2016). A move that could have cultivated the need to make food orders online as they work. Most restaurants integrated the online food delivery technology into their businesses during the pandemic and are still reaping huge profits even with the ease of the pandemic virology in the country.

Chapter 2: Literature review

2.1 Introduction

The literature review discusses the industry's use of technological food delivery after broadly describing the influence of COVID-19 on the food sector.

Since the global pandemic COVID-19, many changes have occurred in how humans live and interact with their immediate environment. A person's social life has been challenged by various life-threatening occurrences posed by the novel virus. In the quest to avert the effects of the virus on humans, there has been integration and adoption of protective and lifesaving practices globally. The youthful generation has significantly contributed to changing perceptions about the novel virus with myths and misconceptions, which have proved very impactful both positively and negatively. Using the technology and the internet has contributed to the way of life of the digital natives from Generation Z concerning the new dispensation posed by COVID-19. If we think it through, we realise that some of the lifestyles the youthful generation is adopting now have entirely been influenced by the content they interact with online (Atkinson, 2021). One major lifestyle that has proved new for the youthful generation is ordering food online from restaurants and swift food eateries. This new development has been rampant, especially during the Pandemic when most people sought food deliveries for fear of stepping outside their homesteads and accidentally contracting the novel coronavirus. Though we cannot conclude that online food delivery was solely motivated by an aversion to contracting the virus, we can resonate with its importance in preventing the spread of the virus. This paper will address the perception Generation Z has of the online food delivery industry during the COVID-19 pandemic, especially in the U.K. Much focus will be given to precisely the perceptions behind the notion of using online food delivery services within the four nations of the UK and how it has impacted this generation during the pandemic. Through a review of articulate literature on generational interrelationships, technology and the internet of things, perceptions and social constructionism, Generation Z's perception of online food delivery will be effectively emphasised.

2.2 The Main Reason Behind the Research

The purpose of the study was to examine the online social behaviours of Generation Z and how they interact with digital technology and the internet, how they use such platforms and resources in their daily lives, and how this impacts their efforts concerning the online food delivery industry during COVID-19 in the United Kingdom comparing the differences between Generation Z, Generation X, and the Millennials in terms of their motivation to purchase food online (Rivington, 2021). The researcher intends to understand how this generation interacted with the internet food delivery industry throughout the pandemic and their perceptions of the industry. Which platforms have been utilised to place online food orders? How did they discover the services? Is it wiser to order food online during a global pandemic than to cook for oneself? Is it a phobia of getting the novel coronavirus or a desire to dine at the finest restaurants? What encourages the use of online meal delivery services as opposed to cooking at home? Should this

generation adopt internet meal delivery because of taste and preference, or because of sloth and perceptions? In previous years, the internet food delivery industry grew during the pandemic. What is the condition of the sector during and following the pandemic? What should be done? Should the industry be improved or weakened? How will this industry evolve concerning this age, technology, and society?

2.3 The Impact of COVID-19 on Online Food Delivery

The use of online services to order goods and services has faced a cocktail of hits and misses. Through this platform, most online tradeoffs on food and associated services came into effect, with most youngsters indulging in the internet to initiate purchases on foodstuffs and related services. According to a report by Hershberger research, online food services skyrocketed from 56% to 86% during the COVID-19 Pandemic, with at least 74% being orders made on weekends to homes (Hood, 2020). Following this development essentially replaced the usual in-person meals taken in restaurants extrapolating on the home care services offered by some fast-food cafes and high-end restaurants, especially in urban areas. A significant shift in online food orders from groceries to cooked food greatly strained retailers and suppliers in fulfilling the volumes of orders that kept gushing in from clients across the country. Since most restaurants were closed during the Pandemic for walk-in customers, most restaurants opted for online food delivery to meet the demand of their clients. Grocery orders lengthened while households grew weary of basic home cooking and individuals opted for takeout. This change has been spotted by online food service providers such as Deliveroo, reap massively from popularity as a result of increased searches to massive sales and profits, which prompted the firm to partner with retailers on grocery delivery hence leveraging its network and scope of online business by far and wide (Rivington, 2021). The organisation saw profitable partnerships with major retailers such as Aldi, Co-Op, Waitrose, Morrisons, and Sainsbury. There were many borrowing and business benchmarks across significant food delivery service providers, from running ads online to mailing campaigns and end-to-end encrypted direct messages to clients. Uber Eats was seen as the pacesetter in running the online food delivery services globally. By creating a competitive advantage for other online food service providers to team up and better their services online to meet the global standards expected by most clients. For that matter, it created new and contemporary food delivery services easing delivery time and resources used in the process (Hood, 2020). It was a learning moment for food sellers to integrate the latest technology in the quest to meet the increasing demand for online food delivery services that seemed to the inthing during the heightening spread of the novel coronavirus. The management of most food delivery services integrated new systems of handling food orders and effecting delivery to homes and hotel rooms. The use of recorded voice notes, emailing, audiovisuals, and direct messages on online food providers rose by far. Using the Open table scheme as the restriction on many clients that should be served at a time in restaurants also took effect. The effect was primarily for youngsters (Generation Z) who rushed to maximise the offer. They felt low spirits after spending hours indoors with monotonous, tedious schedules and home chores (Keeble, 2020).

COVID-19 Pandemic created a sphere for an online businesses to thrive. In the online food delivery industry in the country, there was an entrance of third-party food sellers online. This issue raised eyebrows, especially on the credibility of the new firms in food handling and hygiene, calling for intervention from the rule of law and affiliated licensing authorities. There were

concerns about the pricing of raw food, with most retailers taking advantage of the ravages of the coronavirus to exploit helpless clients who desperately needed online delivery services (Atkinson, 2021). Most retailers experienced a boom in business through some obtained profits from exploitative business and obscenity. The Pandemic provoked the government to strengthen its licensing and food handling control measures to unearth the putrid antics of malicious retailers who seek to enrich themselves during such a global Pandemic. The Pandemic also impacted consumer behaviours, with a massive shift from the usual routine of ordering and delivering food online. Most clients opted for retailers who gave convenience and were time conscious in their delivery. Some retailers found themselves overwhelmed by clients' tastes and preferences on orders and delivery time, forcing them to seek help from external sources (Ravington, 2021). For Generation Z, it was the retailer with top-tier services that carried the day. The one who has top hygiene builds the consumers' confidence in quality, taste and preference. It emerged as well that clients opted for retailers who provided fresh goods and cheaper services. Retailers stocked on COVID-19-related medicinal products such as ginger, lemon and food rich in vitamins seemed to attract more clients than the general stores providing ordinary foods (Atkinson, 2021).

Essentially, the novel coronavirus's ravages and its effects on online food consumers become an eye opener for retailers to improve their stocking variety and service delivery. Retailers learnt how to develop strategic planning and customer-based solutions while deciding on the market size and its eventual growth. They could narrow down to niche-specific solutions to the demands of generation Z and its associates on food taste and preference (Hood, 2020). Based on online projections and business statistics, business owners were enlightened on consumer behaviours and shifts in demand and supply during such a crisis in the UK and worldwide. Retailers were enriched with big data from clients that have helped them conduct SWOT, STEER and PEST analyses. This is important in understanding the market dynamics and giving intrinsic insights into competition and supply chain management. The platform gave business owners the impetus to engage in more research on how to grow one's business based on operational metrics and critical industry performers with insights into their own business, their competitors and the one for the consumers. The Pandemic taught the world a lesson on living with uncertainty and embracing the disparities that affect a business while still striving to meet the consumers' demands, tastes and preferences. Through the Pandemic, most online food delivery service providers have levelled up to their consumer's expectations and international standards (Keeble, 2020). From generation Z's perspective, this was the time to experience cut-throat competition from all online food delivery retailers forcing them to give top-tier services to attract clients to their business, giving consumers the best quality and reputed services.

Chapter 3: Methodology

3.1 Introduction

This chapter describes the approach utilised to collect the essential data for this study. It begins with a description of the research questions and research design. After analysing the study approach, philosophy, and ethics, this chapter will assess the research's reliability and validity. Finally, the strategy for data analysis will be considered.

3.2 Research Questions & Objectives

The research has given much focus to the online social behaviours of Generation Z and how they resonate with digital technology and the internet, how they use such platforms and resources to go about their daily activities and how that affects their endeavours concerning the online food delivery industry during COVID-19 in the UK. The researcher compares the difference between Generation Z, Generation X and the Millennials and the driving force that gives them the impetus to order food online (Rivington, 2021). The research seeks to answer questions on how this generation engaged with the online food delivery industry during the pandemic and their perception of the same.

- Which platforms did they use to order food online?
- How did they find their services?
- Is it better to order food online than to cook amid a global pandemic?
- Is it fear contracting the novel coronavirus or hunting for quality food from top-tier restaurants?
- What cultivates enthusiasm for using online food delivery services compared to cooking for self?
- Is it taste and preference, or is it laziness and perceptions that online food delivery is the thing that this generation should embrace?
- Did the online food delivery industry thrive during the pandemic compared to last time?
- What is the state of this industry during and after the pandemic?
- What should be done; make the industry better or undermine it?
- What is the future of this industry concerning this generation, technology and society?

The research was based on scholarly work from materials provided in class and outsourcing other resources within reach, including the internet.

3.3 Research Design (Methodology & Methods)

The researcher has used very participative research methods and methodologies while conducting the research. He came up with tools, activities and procedures that deliver desired and comprehensive results. Some of the practices and techniques will include:

1. **Interactive Analysis**- This method involves using selected individuals who have been using online platforms to order food in various significant restaurants in the country. The researcher asked articulate questions about how the individuals feel about the services and what cultivated them to make such decisions. It helps to understand why the selected participants chose the move over cooking for themselves. The reasons behind the decision were prompted by COVID-19 dispensation or personal reasons (Rivington, 2021). the questions seek to understand the emotional causes and the thinking behind them. All the participants in this activity were exclusively within the generation Z bracket.

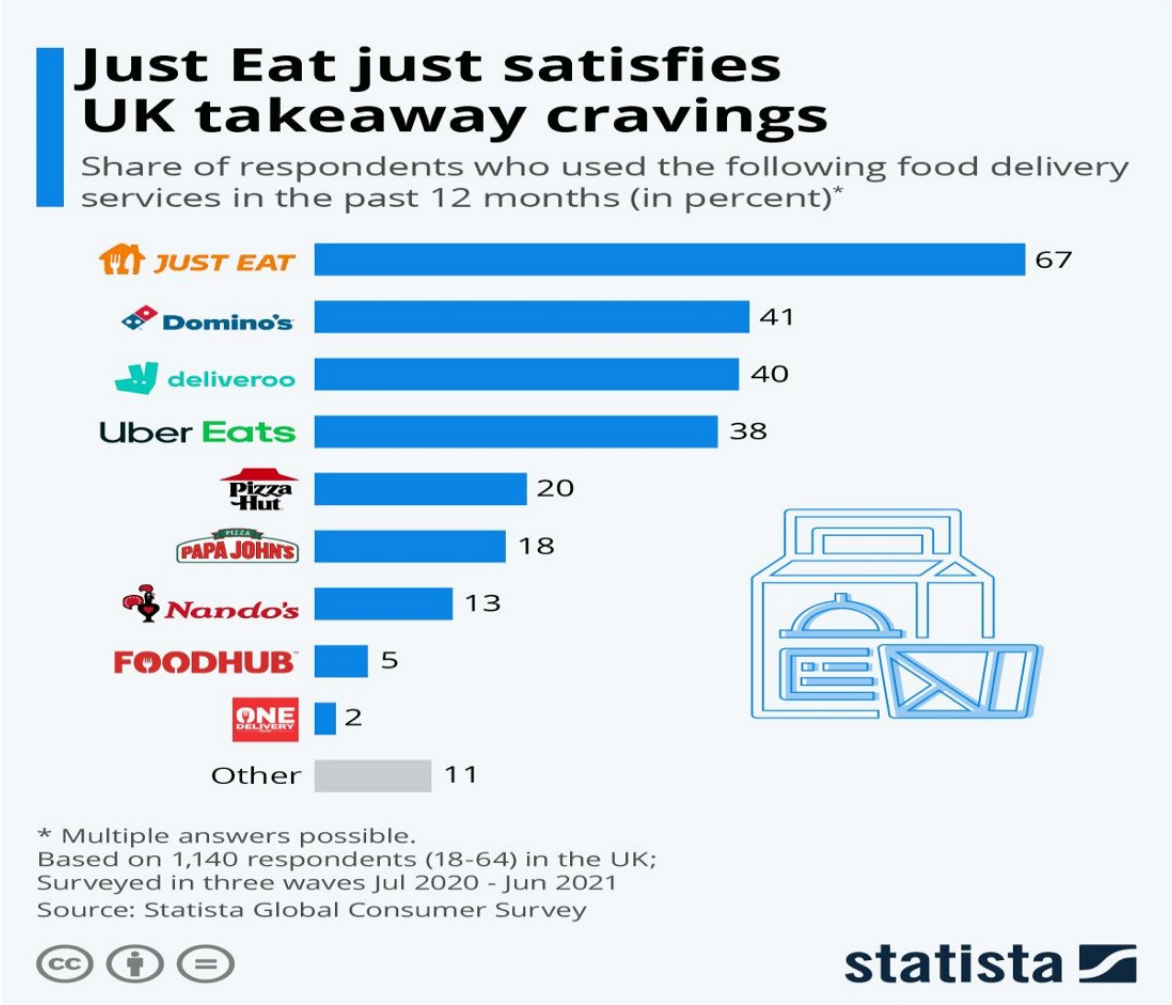
2. **Observations-** In the research, the observation method has been used to obtain information and draw conclusions as prompted by findings. The researcher seeks insights from social media posts such as restaurant ads and customer postings about online delivery services. The researcher has reached restaurants using online tools and sought observation of the activities on a typical business day. This gives the researcher the postulates and projections he aims to incorporate in the final report. The arguments are based on social behaviours and perceptions regarding the online food delivery business and the constructionism influencing people to settle for the decision of ordering food online. Moreover, he aimed online resources to add to the findings on the general mannerism and behaviour people have while engaging in this process of online food ordering and delivery (Hood, 2020). The use of YouTube videos and other online resources was posted earlier contributed.

3. **Surveys-** the researcher used various surveys to derive information from selected resources from people from the generation Z cohort. Using questionnaires on selected articulate questions has given the data the research aimed at understanding perceptions behind online delivery amongst members of generation Z. The questionnaires have been done on social media platforms, engaging participants from across the U.K. the survey asks participants to share their thoughts through comments and multiple choices answers which helped as a point of reference while compiling the final report and findings.

4. **Archival Study-** The researcher used secondary data analysis to understand how COVID-19 has impacted generation Z and their decisions regarding online food services and peer pressure. Using original evidence from archived study resources on similar or related topics boosted the knowledge. It gave insights on what to expect as compiled in the final report. The study incorporated charts and diagrams research to tabulate data for the first impression (Rivington, 2021). he used charts and graphs to integrate data on age against online food orders, time, region, taste and preference with the help of food delivery apps and corresponding restaurant data.

5. **Interviews**- Based on the knowledge the researcher has acquired in previous classes, and with the help of my coursemates, he conducted a qualitative, collective interview with two

participants from London-based generation Z candidates who have had direct interactions with the online food delivery services. As the moderator, the researcher created main interview questions that helped in discussing the topic all and sundry. He encouraged the 14delivery and how their thinking might affect society and the food industry (Sanders, 2016). The results of the interviews helped to understand the topic from a fundamental level, thus building on the final reporting.



It is good to note that some of the charts and diagrams herein are comparatively used to portray the state of online food delivery in the UK against other parts of the world regarding how generation Z relates to the business. Some apps have been devised specifically for delivery based on taste, preference and age, with some even exclusively specialising in gender due to security and request of clients. The researcher analysed every detail of the charts and diagrams from the data obtained to understand the interrelationship between online food delivery and the relationship between generation Z, online food delivery, general perceptions and constructionism in the social-economic domain. The researcher has used pictorial representations and drawings to present the data. Some resources were incorporated and obtained online for control experimentation and comparison purposes.

3.4 Research Approach

Since most prior studies have concentrated on a single context, namely the influence of changing behaviours on the general population during COVID-19, the researcher employed an abductive strategy that allowed for the modification of current research and the narrowing of the focus to a specific age group. Qualitative data collection was chosen as a study strategy to acquire primary data since it permits a more profound knowledge of the facts determining variances in behaviour. The exploratory study was selected because the researcher lacked a complete understanding of the topic, and the purpose of the study was to collect further data to analyse the effects of COVID-19 on the success of the Online Delivery industry.

3.5 Research Philosophy

The research philosophy extrapolates on what is known to be accurate based on facts and figures, assumptions, nature and knowledge of the research compared to what is believed to be true in gathering, analysing and utilising research data. The study focused on the factual, empirical data on perceptions of stipulated generation Z towards FDAs in the country amidst the global COVID-19 pandemic. The research emphasises the importance of subjectivity of the topic of discussion based qualitative aspect of all the deliverables used in data collection and analysis. Its arguments, finding and studies are interpretive, naturalistic and humanistic. Here, the philosophy is pragmatic since it accepts relevant concepts, supporting the action.

3.5.1: Reasons for pragmatic classification

The pragmatic philosophy upholds that there can never be a one-sided view of the research work, which draws the entire picture of the research, giving room for other possible realities. The data collected is factual and in real-time, thus shaping its pragmatic nature. The empirical data in this research can be deductive or inductive, accommodating more research strategies and approaches within the same work. It essentially gives freedom to integrating other research methodologies in all possible capacities on action research, qualitative and quantitative analogies. This is based on the fact that the topic of the discussion assumes various paradigms in its research nature based on the disparities accrued to the digital world and the internet of things, as well as the uncertain dispensation posed by the unpredictable COVID-19 pandemic. The pragmatic researcher uses any potential methods in the quest to arrive at the desired results as stipulated in the initial

design plan. However, he does not need to incorporate all the methodologies and research design at his disposal but only the most articulate ones that seem to deliver the best results with much efficacy and efficiency.

3.5.2 Implications of the pragmatic philosophy to the research work.

Pragmatism philosophy in this research plays a significant role in deconstructing disparities in varied paradigms that seems to advocate for the adoption and use of mixed research methodologies; sidestepping the contentious issue of reality and truth, focusing on what is practical and functional concerning the research question at hand and the nature of the deliverables integrated into the realisation of the final anticipated results. In this context, the pragmatic researcher has been given the freedom of nullifying any opposing viewpoints hence rejecting choices affiliated with paradigm wars. Over the years, pragmatism has been seen to abandon the usual discrepancy between realism and anti-realism in which debate on positivism and interpretivism of social sciences have been bestowed. The pragmatic researcher here bases his research work on truth based on actions, results and findings, which are subject to change. Because there are such disparities in the findings and subjectivity of the topic, an enduring external reality might be difficult to settle at; a phenomenon Dewey described in his spectator theory. However, this is subject to individual interpretivism, which is sometimes interchangeably used with constructivism based on the research.

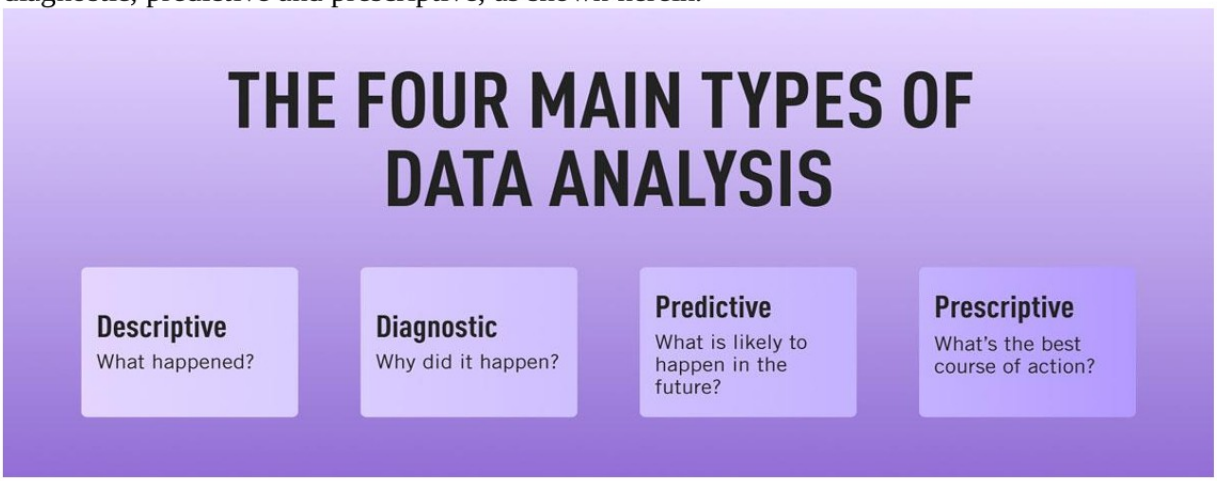
3.5.3 Pragmatism in choice of data collection methods

Pragmatic philosophy accommodates varied research approaches and methodologies, the most articulate and effective based on the study. In this context, the philosophy has created room for critical research and positivism through qualitative, quantitative and action research methodologies. The philosophy is consequently affiliated with intervention, action and vast constructive knowledge of the topic of study. It also helps shape the choice of data collection based on its freedom of use and the fact that it gives room for exploration of how distinct personnel experiences, actions, and knowledge can be shaped through outcomes of the research work and interaction in the social sphere while executing the study. This is the accord that cultivated the use of various methods to collect empirical data and analyse it in the study process. Majorly, practical data mining methods from online resources and other scholarly sources were used to report the findings comprehensively. The use of archival data and real-time comparative data also came in handy. Through questionnaires from the focus group and various resource personnel on FDAs, the researcher amassed loads of data on perceptions the participants (generation Z members) have of the whole industry on online food delivery. The use of surveys gave the much-required firsthand data on how online food delivery was before, during and after the COVID-19 pandemic (Rivington, 2021). This fully incorporated the details based on perceptions in the social domain and how the concept of food delivery and youthfulness brings out the idea of social constructionism in this era of digital natives. The use of data from online social sites and digital food apps and services gave an in-depth understanding of the topic of discussion and eventual projection on what to expect in terms of general mannerism of how generation Z interacts with the apps. Moreover, the utility of the available online web to mine data and develop it based on the topic of study was exceptionally crucial in the extrapolation of the research philosophy and its impact on the data collected.

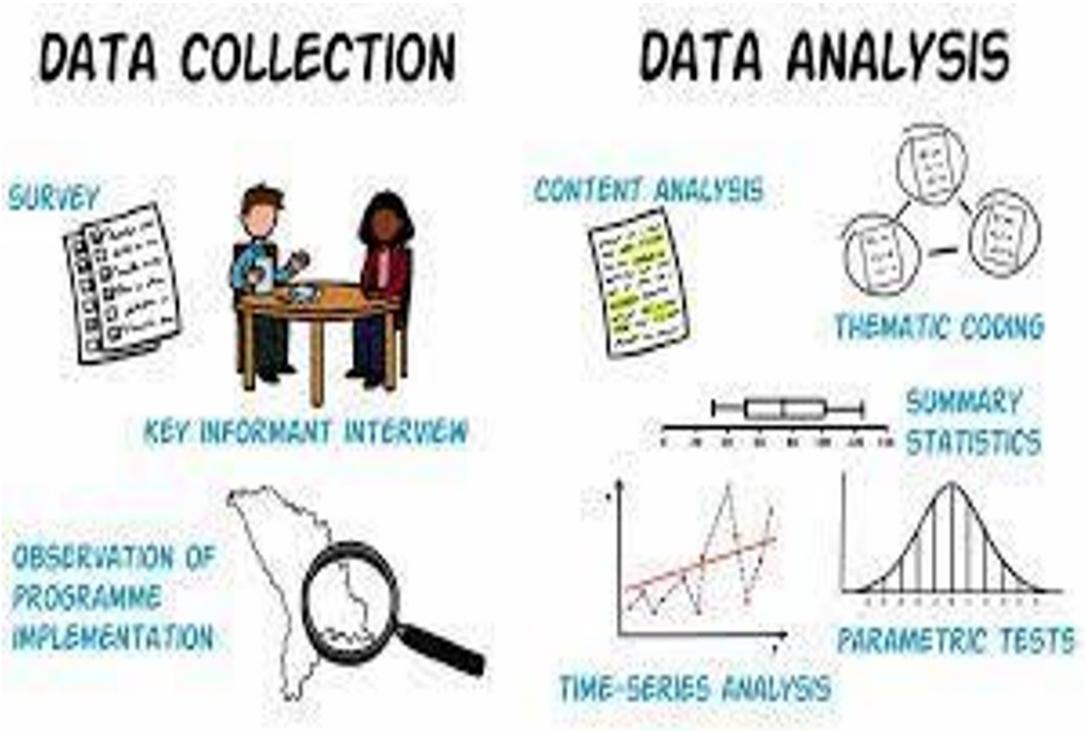
Based on its diverse approach and research mannerism, pragmatism allows using varied research material and methodologies. In this case, the use of mailings and search on web-rich resources provided much more empirical data for analysis on the need and use of FDAs amongst social media enthusiasts; generation Z. Since the philosophy bridges the methodological research disparities, discussions with colleagues on raw data and brainstorming while mining data from varied resources projected a better and resolute understanding of the study topic giving narrowed down and niche-specific results. The philosophy nullifies the disparities of outcomes across used approaches, giving objectivity to the anticipated results. In this case use of data mining from phone calls, video calls, and lives on social media platforms was compelling and articulate in the research since the obtained data was raw and experiential (Vitezić, 2021). The researcher also incorporated voice recordings from resource personnel, taking notes, and video captures to collect data. This was articulated with a central interceptive location for bringing together different focus groups in a quest to get a collaborative data collection platform within a short time. Using message concepts through print materials such as leaflets, posters, fact sheets, ads, and radio messages proved essential in realising the outcome. Point of Sale (POS) from restaurants and receipts gave raw data on customers' orders, tastes and preferences. This helped shape the research's direction (Stones, 2016). The pragmatic philosophy helped the researcher understand the social constructionism of generation Z and how they interacted with FDAs in their immediate environment during the global COVID-19 pandemic. Some of the data from this source were crucial in determining the social perceptions generation Z has on the FDA's industry, thus shaping how data was collected through taking notes, observing and conceptualising ideas, brainstorming and implementing stipulated programs.

3.5.4 Pragmatism in Data Analysis

After obtaining data from various sources, as discussed herein, a pragmatic researcher can use qualitative, action or quantitative analysis methods to give an impressive and more straightforward explanation of the data collected. Through content analysis, summary statistics, parameter testing, time-series analysis, tabulation and charts, there was clarity on what the data project at a glance. The philosophy gave freedom of use to significant data analytic methodologies, i.e. descriptive, diagnostic, predictive and prescriptive, as shown herein.

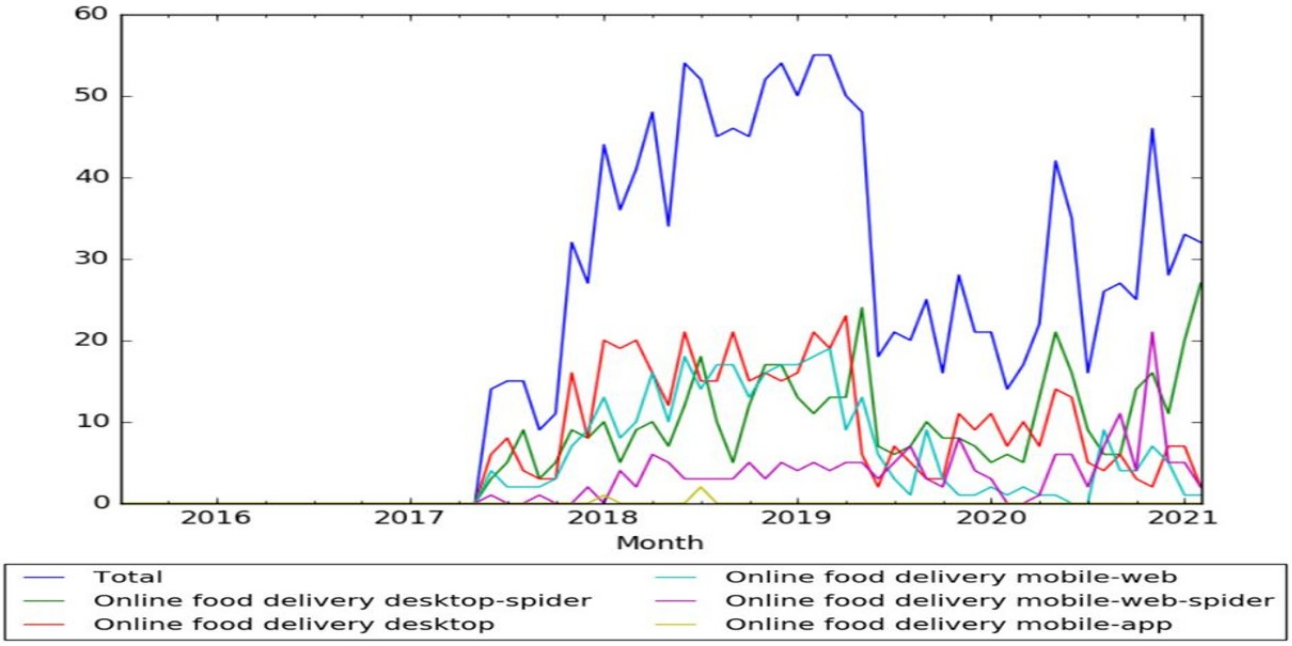


Inferential data analytics in this research was qualitative, seeking to answer questions on why, how, what and when certain activities, theories, and facts tools affect and impact the stipulated research. Statistical and Text analysis impacted facts and figures on the trends and behaviours of how generation Z resonated with the online food delivery industry during the COVID-19 pandemic (Bassiouni, 2014). Generally, pragmatism philosophy gave room for a more comprehensive and versatile study on the topic based on the scholarly and pedagogical prowess of the researcher for holistic outcomes. In this regard, the subject of study was addressed with some sense of finality with a conceptualisation of the online food delivery industry during the COVID-19 pandemic and how generation Z perceived it (Atkinson, 2021). Some of the external resources and methods incorporated in data collection and analysis can be seen below;



3.5.5 Timeline/ Gantt Charts

Timeline charts are a very instrumental way of data presentation by visualising events by representing a single line against the Gantt two-line dimension. This gives the impression of sequences through dependencies and task occurrences in the research process (Bassiouni, 2014). Moreover, they will be able to provide a pragmatic researcher with a complete high-level overview of a given project from the start, mid to the end, projecting on important events taking place as well as the milestone of the research at a glance, as experimentally shown below.



3.6 Research Ethics

The research observed the stipulated student research ethics prerequisites. The use of doctrines guiding research work, including practices and designs such as voluntary participation, anonymity, confidentiality, informed consent, and the potential for destruction, results in communications and provides a participant or a stakeholder the right and freedom to withdraw. Honesty in the findings, results and discussions portraying a high level of prudence, morality, intellectual prowess, responsibility in the management of information, respect for colleagues, anti-discrimination, responsible publications as well as social responsibility were basics to be observed while carrying out the research process and submission of the anticipated results (Atkinson, 2021).

3.7 Reliability and validity of the research

The research work herein is reliable and valid. The researcher used comprehensive research methodologies, approaches and tools to obtain information from all deliverables of the research study.

3.7.1 Credibility

The research conducted was credible. Firstly, it had a purpose for its execution. It sought to explain Generation Z's perception of the online food delivery industry in the UK during the COVID-19 pandemic. Secondly, the research was conducted by a researcher qualified to study international business and relative pedagogical work. It extrapolates on prowess in finding, collecting and analysing critical issues related to the topic concerning the course work. Thirdly, the credibility of this work is confirmed through methodologies used to collect and analyse the

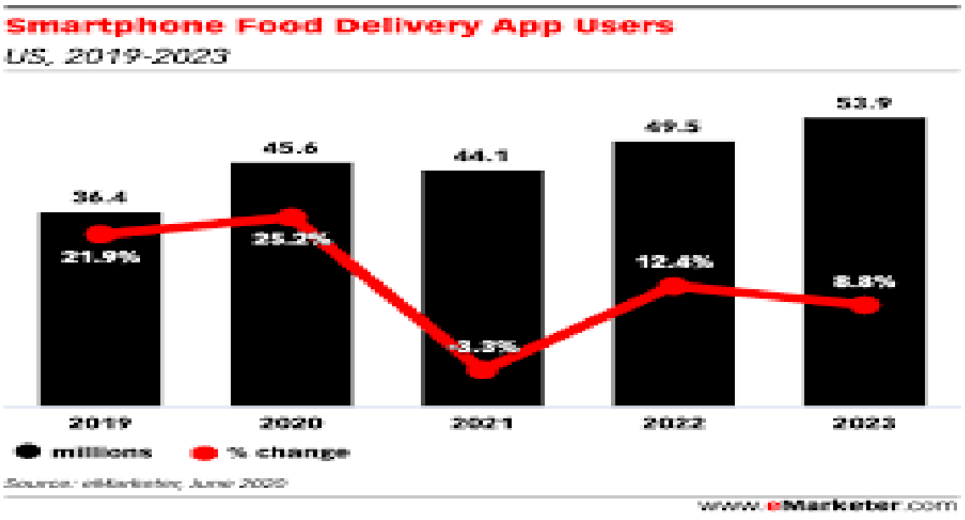
study data. Using interviews, direct calls, surveys, the archival and interactive analysis gives the research a credible dimension. Using 45 participants for the study and an articulate response size also contributes to the provisions of good research work. Finally, the analysis incorporates primary and secondary data in arriving at a holistic and informed outcome in providing what it intended to submit as the study results.

3.7.2 Dependability

The research is dependable in its reliability and consistency in findings, data collection, analysis, interpretation and presentation, sighting sufficient contextual information over each piece giving room for external researchers or scholars to follow, audit or critique the entire research process.

3.7.3 Conformability

The paper demonstrates excellent pedagogical quality throughout its process. Furthermore, it can be attested using reputed study methodologies, data analysis, and presentation techniques. The report associates the data used with the context of the study and the researcher. The researcher maintains participant participation through member checking, observation persistence, peer debriefing, and reflective journaling.



It is good to note that some of these charts and diagrams are comparatively used to portray the state of online food delivery in the UK against other parts of the world regarding how generation Z relates to the business. Some apps have been devised specifically for delivery based on taste, preference and age, with some even exclusively specialising in gender due to security and request of clients. The researcher analysed every detail of the charts and diagrams from the data obtained to understand the interrelationship between online food delivery and the relationship between generation Z, online food delivery, general perceptions and constructionism in the social-economic domain. The researcher has used pictorial representations and drawings to present the data. Some resources were incorporated and obtained online for control experimentation and comparison purposes.

Chapter 4: Data findings and analysis

4.1 Introduction

The qualitative data analysis identifies and emphasises the most critical factors concerning the research objectives (Thomas, 2003). The themes identified by the coding template will be presented in this section. Consequently, the researcher will compare and contrast the findings with the literature review in chapter 2 of the thesis. The researcher will chronologically present the results and analysis, as specified in the methodology.

4.2 Generation Z Perceived Value on Food Delivery Apps in the UK during COVID-19 (Research objective 1)

The new dispensation posed by COVID-19 impacted how we do our day-to-day business in almost every aspect of life. We witnessed an upsurge in the use of online resources in articulating various activities in the quest to prevent the spread of the novel coronavirus, which was majorly a contagious disease. Generation Z is the age cohort of individuals born between 1997 and 2012 who are presumably children of Generation X. According to a demographic study, this generation stands at 12.6 million out of 66.8 million people as per the 2019 statistics. Being a youthful and vibrant generation, they assume an exquisite and posh lifestyle (Hood, 2020). Most indulge in digital platforms for updates, entertainment and general knowledge. The use of digital media and especially the use of mobile apps has been rampant in use by these generations, with a 63% of them between 18 to 29 years of age using a multi-restaurant conveyance website or application services within a period of 90 days of study, followed by a 51% for individuals within 30 to 44 years. Comparatively, their predecessors assumed 29% for individuals between 45 to 60 years of age and 14% for those above 60 (Kamenidou, 2019). As per a 2019 report by Statista, the online food delivery industry has been able to generate $4,869 million with an exponential rise of at least 8% as of the year 2023. Today, mobile apps have significantly contributed to the online food delivery industry. A recent online survey on the download and use of such ups shows a sharp rise, with 25% of the youthful population having at least one such app on their mobile phones. This has been seen to cultivate the need and use of the app to make food orders from digital platforms across the country. The most common mobile food delivery apps are Just Eat with approximately 499,604 users, Uber Eats with 50,647 users, Deliveroo with 44,890 users, and other apps take 4,982 users (Atkinson, 2021).

According to the perception system addressing apparent viewpoint on need and use of the online food delivery apps among generation Z and their perceived value on the same, there has been a significant influence on variables used by the apps and digital providers facilitating the online food delivery business. Based on perceptions, this generation is influenced by sensory receptors like the eye, ears and nose to trigger stimuli based on odour or colour to choose, organise

and eventually interpret sensations on taste and preference of their purchase and use of the digital platforms as well as a variety of food available in such media (Kamenidou, 2019). The receptors are the stimulus that influences an individual's bias, experiences, needs, tastes and preferences. The general perception about the decision one will make on what app to use or type of food to order is dictated by the stimulus the receptors send to the user hence dictating their perception of value, how they select, organise and eventually interpret data to create meaning that will shape and influence their final decision on need and use of the apps (Atkinson, 2021). For example, a consumer can be affected by data s/he sees or hears from smells, touches or advertisements, collectively referred to as perception. The online food industry has indulged in using perceptions of value, especially for the youthful population, which forms a good share of generation Z, the biggest consumers of digital food delivery platforms and the internet of things. In business, selective values based on sensory receptors to influence sale or value perceptions through advertisement to a given target market are called consumer perception (Hood, 2020). This has formed the greatest secret of online business, whereby most consumers purchase an item based on the perception it instils in their sensory receptors. Consequently, it is majorly dictated by the reception of the five ordinary senses of a human being.

Value added on items of purchase and apps to be used dramatically influences how Generation Z makes an informed decision on taste and preference. Some products might be available in a given application, but an individual will seek to use another platform based on their services, quality, quantity and price. The value of an item of purchase (food) will be significantly based on the three significant parameters of sensory reception, which influence perceptions, quality of products and how the service is delivered to the clients (Keeble, 2020). With the rise of the global COVID-19 pandemic, the consumer perception theory has significantly shaped opinions about online business and e-commerce. Online food delivery service providers and app developers have sourced detailed information on consumers' perceptions to build advertising and marketing strategies to keep their immediate consumers and win new ones. According to a 2019 UNACTAD report, consumers might purchase food online based on price, timely delivery, prior experience quality of the food and convenience (Rivington, 2021). As per the study, the youthful population falling under the generation Z cohort make decisions based on enthusiasm over a given product and service provider. The study indicates that University and College students tend to make online food requests through mobile apps and other online digital platforms due to the lack of quality food in the school canteen. The food price, vicinity of the food seller and variety of choices also played a significant role in shaping the decision on use and purchase from most restaurants and food courts. Students also felt safe in the hands of sellers who had enhanced containment measures to prevent the novel coronavirus spread. The issues of hygiene in food handling and human health checking in on the perceptions, value and informed decision making on use and purchase through the online food delivery apps.

4.3 Interactive Interviews Over phone calls with people from Generation Z in the UK

4.3.0 Interview 1-

Participant A discussed using online food delivery platforms before and during lockdown. The following summaries preserve the points relevant to the research questions.

Question 1- have you used any online food delivery platforms before the Novel COVID-19 Pandemic?

Participant A had previously ordered online occasionally, usually in the evening, and often cooked at home or ate out.

Question 2- How often start using online food delivery platforms during the Novel COVID-19 Pandemic?

Participant A used food and grocery delivery apps more often during lockdown.

Question 3- Could you tell us about your experiences using food delivery platforms?

Participant A described using several apps to order food and groceries while staying at home. Convenience and delivery speed mattered, particularly when supermarket delivery slots were hard to book.

4.3.1 Interview 2-

Participant B discussed how their use of online food delivery apps changed between 2019 and 2022 and how they chose between services.

Question 1- Have you used online food delivery platforms before the Novel COVID-19 Pandemic?

Participant B reported occasional use before the pandemic, when home-cooked meals were readily available.

Question 2- Throughout COVID-19, how frequently did you start using food delivery apps?

Participant B reported a period of relying on home cooking, then using delivery apps more regularly in 2020 and 2021. They reported ordering more frequently in 2022 as their living arrangements changed.

Question 3- What impact does the Novel COVID-19 pandemic have on your outlook on online food delivery between 2019 and 2022?

Participant B preferred a platform that offered contactless handover and followed safety precautions. They used other services for grocery deliveries.

4.4 Generation Z Response from Survey questions on FDAs in the UK

4.4.0 Survey Questions Analysis

The researcher developed an online survey based on queries concerning the FDAs in the country and collected data on the responses different participants gave over their sentiments on online food delivery apps. The survey involved questions with multiple answers that the participants had to choose from the provided options. The survey primarily focused on the response of individuals born between 1997 and 2012. However, sentiments from other younger individuals were essential for comparison purposes as stipulated in the thesis statement over

generation X and the millennials. The results were solely based on individual participants' views and sentiments. From the survey, participants gave the following ideas;

4.4.1 Choice of homemade or restaurant food

There was a sample size of 45 participants for the survey. Nineteen participants (11 females and eight males) argue that they prefer homemade food to food cooked in restaurants. Most of them claimed that homemade food was safe and niche specific from recipe to preparations and eventual consumption. They sighted that. Restaurant food is made for sale.

In most cases, they argued that food sellers limit the nutrient quotient of food portions to make more profits from quantified ingredients and sample recipes. 'Food quantity sometimes does not measure up with the customer's prerequisites. Thus, it breaks one's enthusiasm and reputation over the restaurant, and the App led to fewer orders from the same or even no orders at all' argued one of the participants. Another one said that, at times, the quantity of the food sold is not up to the expected standards stipulated for food handlers. He argued that when food goes wrong in the restaurant, the sellers may not necessarily throw it away but instead will 'recycle' or 're-package' the food and sell it to unsuspecting customers making the orders through the Apps. This desalinated some from using the FDAs and some from taking food from restaurants. Twenty-one participants (7 females and six males) argued that homemade food consumes much time and is sometimes not as delicious and of quality as in restaurants. They sighted arguments on the basis that restaurants employ individuals trained in food preparations and handling; hence they use the best recipes and prepare the food professionally, making sumptuous delicacies for sale. Being a competitive business, every restaurant will try as much as possible to deliver the best products to win more customers into their business. The remaining 5 (3 Females and 2 Males) had mixed sentiments and sat on the fence about which side to take. They argued that the choice of homemade restaurant food depends on the occasion and schedule of an individual. Most argued that they only go to restaurants on selected occasions such as public holidays or select weekends. Some pointed out that they only choose restaurant food under a tight schedule. Many participants choose restaurant food over homemade food, projecting the impact FDAs could have on such a sample population.

4.4.2 Familiarity with online food platforms and Frequency of use

From the sample size of 45 participants, 85% of the total size proved to have excellent knowledge and prowess on online FDA's. They sighted the same from the increased use of smartphones and the ease and convenience of ordering food and fresh groceries online in the comfort of their homes. The use of digital platforms by most restaurants to advertise their food and suggestions on the fastest and safest way to receive deliveries at the comfort of one's home cultivated the knowledge of various FDAs at their disposal and how to use them. On the frequency of use, 75% of the participants strongly opposed using the FDA's most often to save on time and labour, while 10% sighted help based on taste and preference of food recipes and occasions. The remainder, 15%, had no given use pattern and used FDAs randomly based on will and ability to do so.

4.4.3 Use of FDAs before and during the COVID-19 Pandemic

The use of FDAs has been rampant before, during and after the global COVID-19 pandemic. It has been on the rise with the advancement of technology and the integration of e-commerce in almost every aspect of business today. The use of FDAs amongst generation Z before the pandemic was expected in institutions of higher learning such as colleges and universities. This is based on the fact that such institutions witness large numbers of students who sometimes become uneasy managing good food recipes, tastes and preferences. Since school canteens cannot handle such pressures, students seek solace from FDAs to save on time and get quality and tasty food (Rivington, 2021). From the sample size of 45 participants, 33 argued that using FDAs assumed an exponential curve during the COVID-19 pandemic, especially during lockdowns. Most people used FDAs to minimise movement from one place to another, reducing the chances of contracting and eventually spreading the novel coronavirus. According to Statistica, Just Eats, and Deliveroo, Uber Eats received the highest number of downloads during the pandemic, with most users falling under 17 to 35. Consequently, this result takes a considerable number of generation Z individuals (Hood, 2020). Most users sighted ease of use, the convenience of delivery, a variety of recipes and favourable prices compared to other sites.

4.4.4 Use Comparison of use before and during COVID-19

According to a report by Statistica on generation Z's use of the FDA during the COVID-19 pandemic, the need and use of these apps services skyrocketed from 56% before the pandemic to 88% after its rise, with at least 74% of orders being made on weekends to homes. (Hood, 2020). Following this development essentially replaced the usual in-person meals taken in restaurants extrapolating on the home care services offered by some fast-food cafes and high-end restaurants, especially in urban areas. A significant shift in online food orders from groceries to cooked food greatly strained retailers and suppliers in fulfilling the volumes of orders that kept gushing in from clients across the country. Since most restaurants were closed during the pandemic for walk-in customers, most restaurants opted for online food delivery to meet the demand of their clients. Grocery orders lengthened while households grew weary of basic home cooking and individuals opted for takeout. This change has been spotted by online food service providers such as Uber Eats, Deliveroo and Just Eat reaped massively from popularity as a result of increased searches to massive sales and profits online, which prompted the firms to partner with more retailers on ready-to-eat food and fresh groceries delivery hence leveraging its network and scope of online business by far and wide (Rivington, 2021). 80% of the participants argued that there was a sharp rise in the need and use of the FDA's mainly during the pandemic, sighting reasons for safety and privacy of the Apps in use. 15% of the participants sighted use of the Apps due to disparities in food taste and preferences, convenience and discounted prices on purchases above a given package. This sounded more of an incentive to customers during the challenging COVID-19 pandemic. From the assumptions made from this study, Generation Z proved to have more knowledge and prowess in using FDAs before and during the pandemic than Generation X and the millennials (Hood, 2020).

4.4.5 Safety and Privacy of the FDAs and implication for the food industry

The latest technology has embarked more on ensuring the safety of apps and devices for privacy and confidentiality of receiving and sharing private data. Most app developers have devised end-to-end encryption to make sure that users are at ease and have the freedom to share intimate details on such apps (Rivington, 2021). From the survey, 75% of the participants argued that most FDAs they used protected their data privacy. Information on types of food, recipes, amount, quality and times of orders, as well as the location for delivery, were kept anonymous to any third parties unless there was a security probe directing disclosure of the same. 25% of the participants felt that the apps were not safe enough since they required a location for delivery. Malicious deliverers could sue this to initiate dubious antics for self-gains.

Moreover, if the deliverer had ill intent, they can even poison the contaminate the food leading to complaints on the side of the business or eventual loss of clientele. During the pandemic, most participants argued that every move on food handling was treated with many precautions, hence the need for safety and privacy and the use of the FDA. Most of the participants pointed out that with the advancement of the latest technology and its integration in e-commerce, more FDAs will be developed incorporating consumers' queries not only on safety and privacy but also on ingredients, recipes used, quality and quantity per portion as well as affordability and convenience of food sold on the online platforms. With this in mind, the services on FDAs will improve, impacting how the food industry addresses e-commerce and online-based platforms on factors such as food quality, quantity, pricing, ingredients and marketing. This projects a significant change in the old ways of doing business, such as sit-in and over-the-counter sales, to breed a new and dynamic way of adapting to the new normal of internet natives, digital technology and the internet of things. The future of FDAs based on the current dispensation perpetrated by the ever-growing world of technology and e-commerce is expected to grow exponentially with more in-app options such as redeemable coupons and purchase points, free delivery services on purchases above a set price limit, in-app gifts and vacations as incentives on use and share of the FDA's.

4.5 Data Analysis and Presentation

The research paper has extrapolated the deliverables of the study work on how generation z perceived the Online Food Delivery Industry during the global COVID-19 pandemic. The research has based arguments on facts and figures, observations, data mining, experimentations, discussions and brainstorming, surveys and the use of secondary data to arrive at the anticipated results. A sample size of 45 participants was used from age cohort 1997 to 2012, which is where generation Z falls. Both inductive and deductive data analysis methods have been used to analyse the pragmatic nature of qualitative and quantitative data collected in this research. Approaches used include focus groups, experimentations, discussions and interviews to give common patterns and trends in data collected while projecting data inclination and its outcome. This also helped in

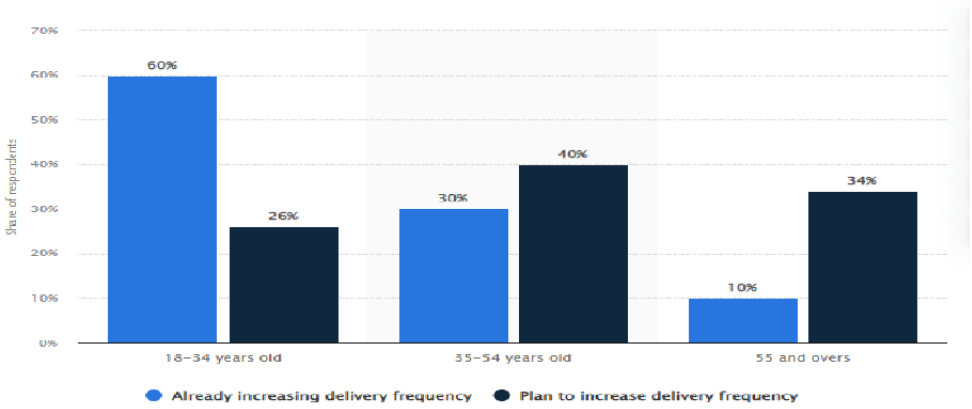
founding a solid pedagogical ground for the critical conclusion and assisting the researcher in arriving at the anticipated outcome for their course work. Here are some of the analyses for specific research methodology used;

4.5.1 Interactive Analysis

The study combined survey responses with telephone interviews. Participant A described using delivery apps more often when staying at home and valued speed, convenience and choice. Participant B described changes in ordering frequency alongside changes in their living arrangements and valued contactless delivery and privacy.

Essentially, the two interviewees suggest that using FDA was very articulate and a game changer in the food industry. From convenience, time cautiousness, variety of goodies to choose from, efficacy, safety and privacy, we can conclude that the FDA's formed the best escape for families who could not cook or find ingredients for the same during the pandemic (Rivington, 2021). This significantly leads to a sharp rise in the need and use of the FDA amongst generation z and their close affiliates. Below are some of the presentations supporting these sentiments.

Generation Z's response to the use of online Food Delivery Apps during the COVID-19 Pandemic

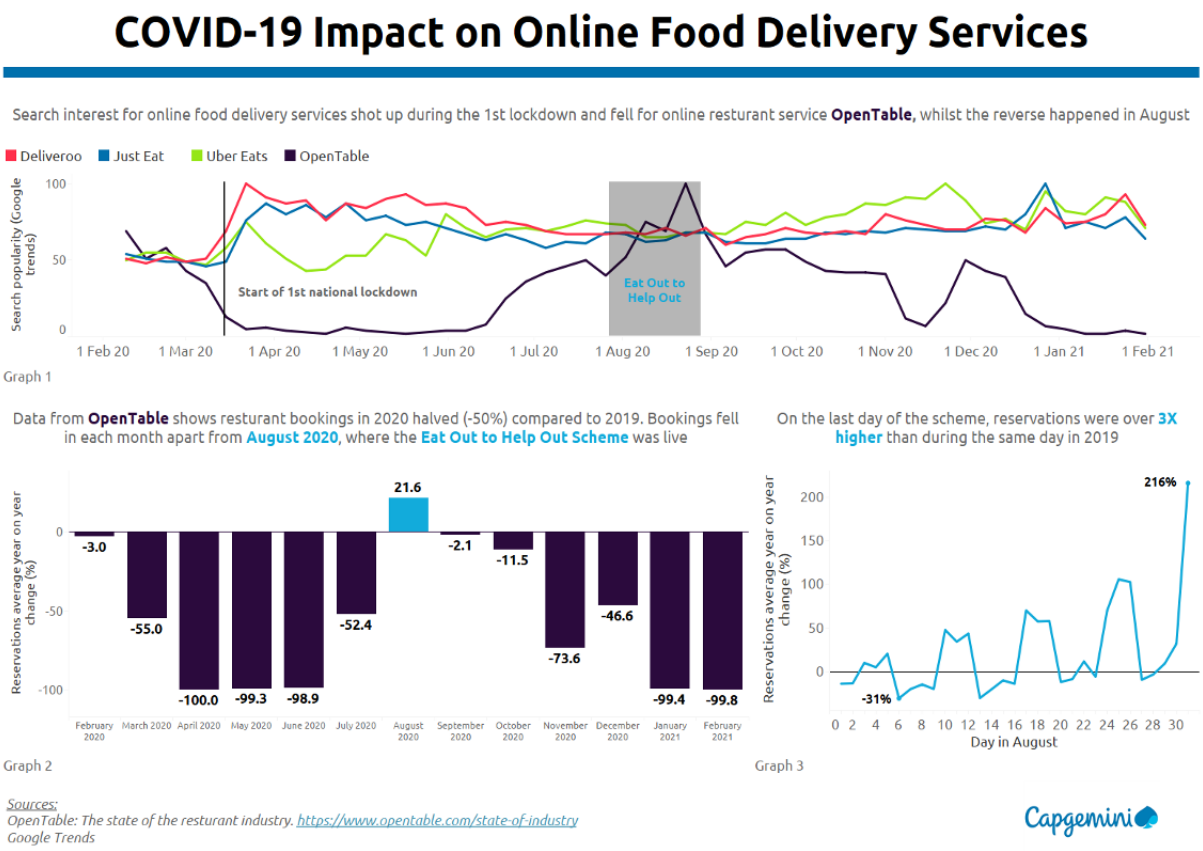


This image shows how the COVID-19 pandemic impacted food delivery apps in the UK. Generation Z takes a 60% share of response on use and projection on increased delivery since the pandemic. The impact alludes to their perceptions about FDAs being that it is a solace for seeking refuge during such uncertain pandemics and should be adopted in times of crisis (Atkison, 2021).

4.5.2 Observations

Through visits to restaurants, use of Point of Sale data, observations of consumer (generation z) behaviour, and watching vlogs and videos on perceptions of young people on FDAs, the researcher could quickly conclude the work-study. The arguments are based on social behaviours and perceptions regarding the online food delivery business and the constructionism influencing generation z members to settle for the decision of ordering food online (Hood, 2020). From these resources, the researcher alluded that there was a decline in the number of dine-in customers in restaurants during the pandemic and especially during the lockdown. At the same time, the use of FDA's sprung exponentially growth of over 36% on major FDAs, including Deliveroo, Just Eats, OpenTable, and Uber Eats.

Impact of COVID-19 on Online Food Delivery Apps in the UK



4.5.3 Surveys

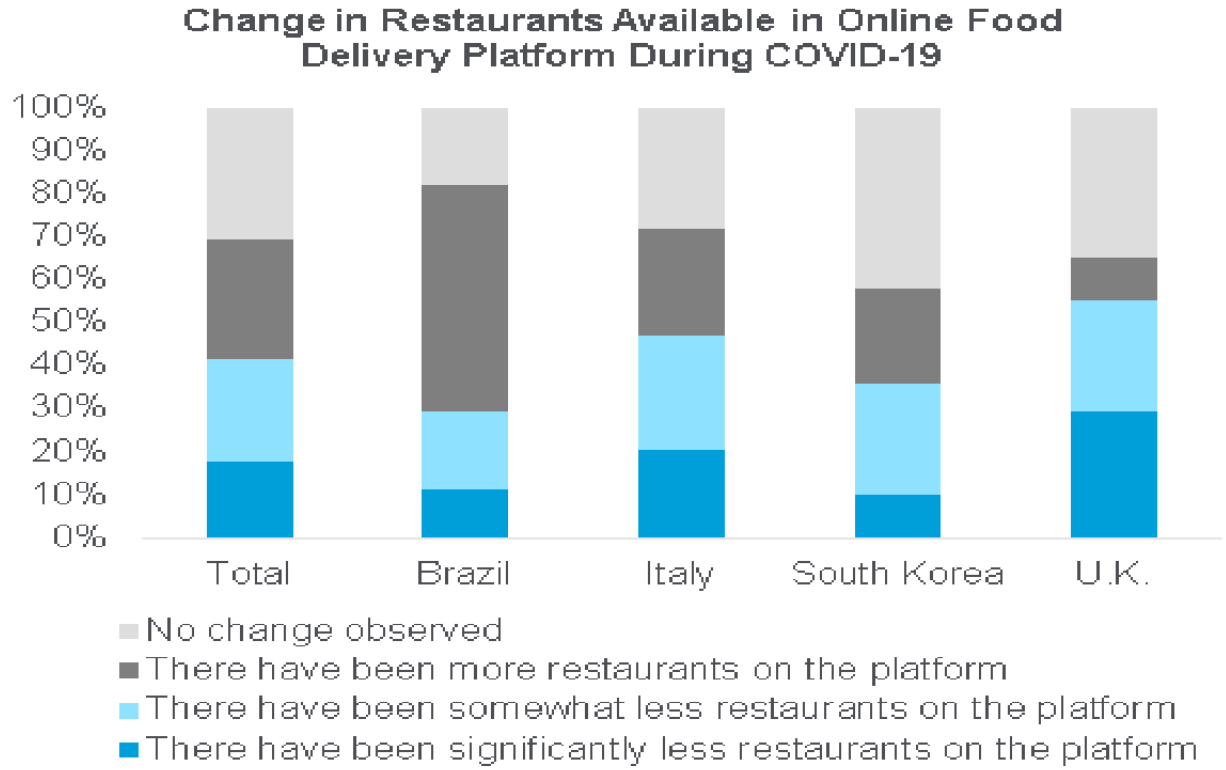
The survey was done through a sample size of 45 participants based on queries regarding using FDAs during the global COVID-19 pandemic. The survey involved questions with multiple answers that the participants had to choose from the provided options. The survey primarily focused on the response of individuals born between 1997 and 2012. The researcher gathered information on the choice of food; homemade or from restaurants, and 19 participants alluded to settling on homemade food as compared to restaurant food over taste hygiene and safety issues, while 21 participants decided on food delivered through FDA's arguing variety of recipe, highly trained chefs hence quality food and convenience. The online survey sheet also revealed that more generation z members opted for food from FDAs compared to cooking at home, arguing over taking too much time, luck or skills and unfamiliarity with cooking skills and recipes. During the lockdown, most seemed to indulge in entertainment hence no time for cooking (Keeble, 2020). On familiarity with online food platforms and frequency of use, 85% of the total sample size proved excellent knowledge and prowess on online FDA's. An increase in smartphone use and most FDAs ads on digital platforms cultivated the decision.

On the frequency of use, 75% of the participants strongly opposed using the FDA's most often to save on time and labour, while 10% sighted help based on taste and preference of food recipes and occasions. The remainder, 15%, had no given use pattern and used FDAs randomly

based on will and ability to do so. On using FDAs before and during the COVID-19 pandemic, 33 out of 45 participants argued that using FDAs assumed an exponential curve during the COVID-19 pandemic, especially during lockdowns. Most people used FDAs to minimise movement from one place to another, reducing the chances of contracting and eventually spreading the novel coronavirus. Just Eats and Deliveroo, Uber Eats received the highest number of downloads and use during the pandemic, with most users falling under 17 to 35 years of age (Hood, 2020). Most users sighted ease of use, the convenience of delivery, a variety of recipes and favourable prices compared to other sites.

The survey shows that during the COVID-19 pandemic, the need and use of these apps services skyrocketed from 56% before the pandemic to 88% after its rise, with at least 74% of orders being made on weekends to homes. (Hood, 2020). 80% of the participants argued that there was a sharp rise in the need and use of the FDA's mainly during the pandemic, sighting reasons for safety and privacy of the Apps in use. 15% of the participants sighted use of the Apps due to disparities in food taste and preferences, convenience and discounted prices on purchases above a given package (Hood, 2020). On Safety and Privacy of the FDAs and implication for the food industry, 75% of the participants argued that most FDAs they used protected their data privacy. Information on types of food, recipes, amount, quality and times of orders, as well as the location for delivery, were kept anonymous to any third parties unless there was a security probe directing disclosure of the same. 25% of the participants felt that the apps were not safe enough since they required a location for delivery.

The survey shows how Online Food Delivery Apps performed during COVID-19 in the UK and select countries.



Source: Citi Research

4.5.4 Archival study

Using secondary data is crucial in determining the direction of the research work at hand and for comparative reasons. It is the basis on which sound and informed decisions are arrived at throughout research. Statistics on the use of social media platforms and where generation z members get their information on FDA helped shape the study. A comparison of various scholarly articles, journals, vlogs and research work concerning the pandemic impacted how the researcher compiled his work. To this archival study, generation z seemed to indulge on online platforms such as YouTube, Facebook, Instagram and Twitter for information on food, fashion, lifestyle and entertainment (Rivington, 2021). These platforms teach them more about e-commerce and how one can trade online. Having grown up in the digital age, these people are comfortable using all forms of digital media and have a solid grasp of the fundamentals of technology. The study shows that most activities and businesses shifted their services online during the pandemic since most places experienced lockdowns. With this accord, most people spend more time catching up with their loved ones online, which gave FDAs capitalists a chance to run frequent ads on digital platforms to entice these trivial spenders to download and use such apps (Hood, 2020). From various archival studies, youthful individuals seem to fancy the idea of using FDAs and saving time for other commitments. Some are not well knowledgeable on cooking recipes and procedures for preparing quality meals; hence seek help from FDA. With the new dispensation of the digital world, the use trend will eventually grow to become the new normal, with services and food varieties being added to the apps. In a nutshell, generation Z's perception of online food delivery in the country during the pandemic was much associated with lifestyle, food taste and preference, safety and privacy. The most popular reason people turn to FDAs is to avoid the hassle of cooking for themselves at home, where they can instead focus on bettering themselves and their lives. Most sought use of FDAs to avoid the hustle of preparing food at home and spending time on it instead of addressing 'better; issues. They seem to fancy using the apps to receive deliveries at their doorstep. Verily, a button-like command with much convenience, effectiveness and efficacy.

Chapter 5: Conclusion

Generation Z constituted approximately 12.6 million people when COVID-19 stuck based on age cohorts of those born between 1997 to 2012. In light of this information, about 18.8% of the total population is 66.8 million. This is the vibrant and youthful population in the country occupying major cities since most of them are in schools or following a stipulated career path. Since the global COVID-19 pandemic, we have changed how we live and go about our daily activities. From lifestyle to schooling, to dining, to travelling, to socialisation, to mention a few. The pandemic seemed to affect every aspect of life far and wide. The pandemic's wake prompted instant measures to combat its spread and caregiving for the one's infected, young and old. It changed the way we perceive life, the way we live with one another and the way we respond to health emergencies. The youth played a significant role in the spread and the containment of the novel coronavirus. Equally, they had a perception of how the pandemic impacted social-economic lifestyle leading to adaptive ways for a man to live. The perception of the need and use of online food delivery during the pandemic is one such topic that draws attention from all walks of life.

Generation Z sounds more like a vibrant and youthful cohort whose perception of e-commerce, especially FDAs, proves more attractive. From this research, it is apparent that generation Z are great enthusiasts of using online food services. It is also clear that the decision to do so is influenced much by social lifestyle, taste and preference of food, recipe and product quality. The generation members are digital natives makes them more knowledgeable about the online tradeoffs and the internet of things. Capitalists have strategised to exploit the online market with a great target on this generation and the millennials. During the pandemic, most members of this generation shifted their attention online hence indulging more in online resources and the internet of things. From the submission of this research, it is clear that this general mannerism depicted by generation z has influenced their way of life and perceptions about various aspects of life. From the research methodologies used to study social behaviours and how they arrive at their decisions, it is evident that their sentiments are influenced by far on what is happening around them daily. Being digital natives, therefore, close to 85% of their population derive their decisions from the social domain through digital platforms. This agreement dismantles the sole mandate of dictating the perceptions of the need for and the use of online food delivery services among this generation. Instead, it makes the use of FDAs and their eventual impact on the food industry much dictated by ads rubbed online and the specifications stipulated by online food service providers.

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Appendices

Appendix A

Online Response to Survey Questions

- **Which platforms did they use to order food online?**

Most respondents argued that they preferred DoorDash, Uber Eats and Just Eats; 57%, 48% and & 42%, respectively. This was attributed to the services offered and the variety of food items available on these sites. Other apps such as Deliveroo, Sainsbury and Morrisons were also helpful but did not receive many orders compared to Uber Eats and Just Eats.

- **How did they find their services?**

Most respondents claimed to have gotten their services through placing orders online and receiving direct delivery to their homesteads or work place. Notably, a considerable number of respondents were college and campus students who presumably indulge in social media and the internet of things. They affirmed their satisfaction with using Food Delivery Apps based on expediency and proximity to their location of order.

- **Is it better to order food online than to cook amid a global pandemic?**

About 60% of the online respondents projected that ordering food from online apps was better than cooking for themselves at home. This result was cultivated because the online food delivery prevented movement out of their houses, thus minimizing the chances of contracting and spreading the novel coronavirus.

- **Is it fear contracting the novel coronavirus or hunting for quality food from top-tier restaurants?**

The idea that cultivated most users to order food online was not necessarily the inability to cook during the pandemic but the issue of safety and privacy. Home deliveries were highly recommended since most clients sought to isolate themselves from the outside world. Online FDAs gave them the ultimate service while staying away from the general public. Most members of Generation Z seemed to indulge more in the need and use of FDAs than their generation X and millennials counterparts.

- **What cultivates enthusiasm for using online food delivery services compared to cooking for self?**

According to the survey, most youngsters find it fancier to order food online than to cook for themselves, based on the quality of food, variety of items on sale, and efficacy in time-saving. They argued that coking takes time; hence FDAs chipped in to save on time.

- **Is it taste and preference, or is it laziness and perceptions that online food delivery is the thing that this generation should embrace?**

Arguably, the survey showed that generation Z has excellent taste and is selective in their food preferences based on occasions and days of the week. On weekends, this generation seemed to fancy the idea of using FDAs to order fast foods and snacks, while on weekdays, they sought the FDA's help making whole meal orders.

- **Did the online food delivery industry thrive during the pandemic compared to last time?**

After rising from around 56% before the COVID-19 epidemic, generation Z's online performance on FDAs rebounded to around 88%. Generation Z takes a 60% share of the increase in use countrywide, with 34% intending to increase their use as of August 2021. Comparatively, in the global market, the need and use of FDAs reciprocated by 3.3% between 2019 and 2020.

- **What is the state of this industry during and after the pandemic?**

The current dispensation of online food delivery suggests a tremendous increase in the use of the FDA's during the pandemic, which saw a 28% increase in need and use of the apps in the country. Currently, the survey suggests a slight decline in the use of FDAs due to the containment of the pandemic and the fact that normalcy has taken shape; hence people can move freely in the physical food market, buy raw food and cook for themselves.

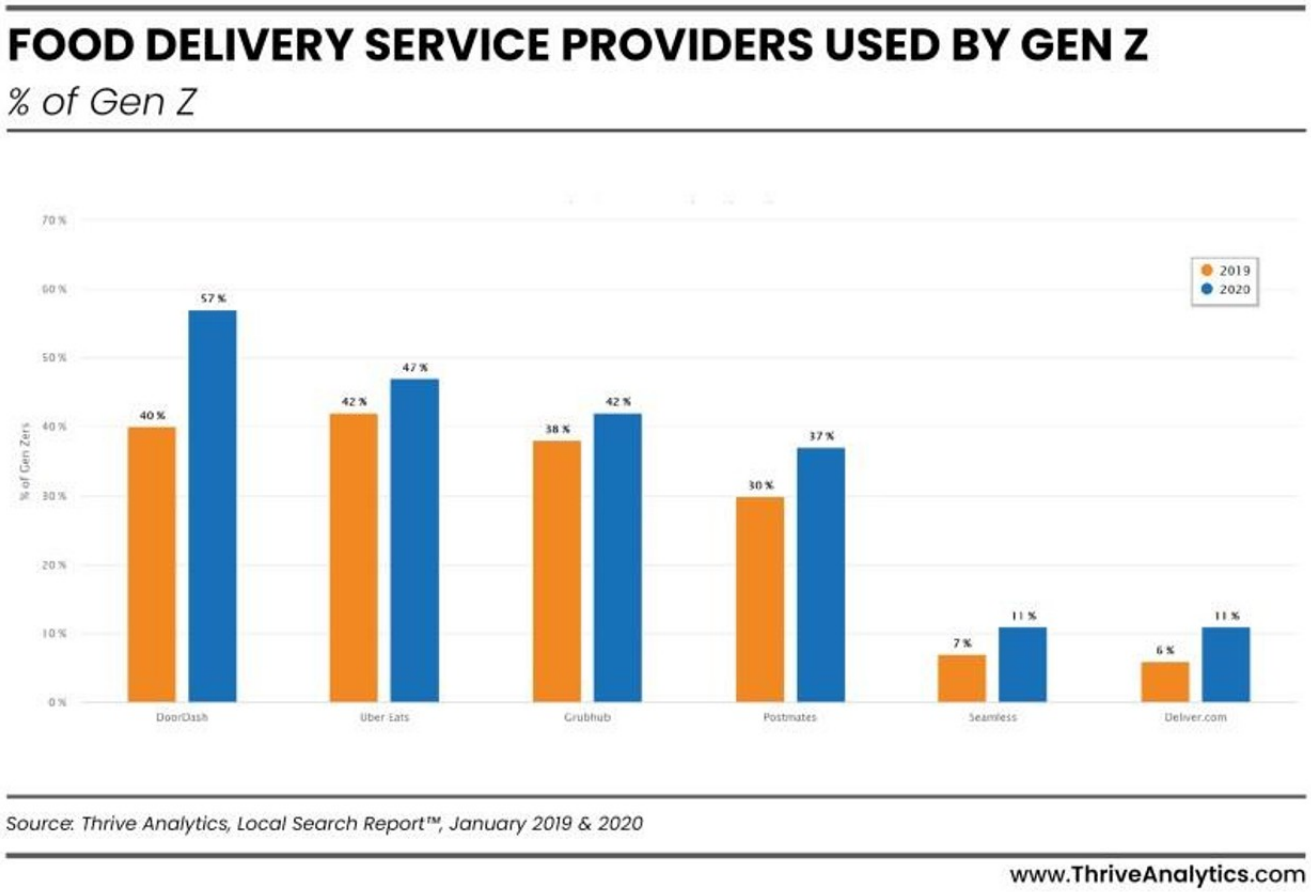
- **What should be done; make the industry better or undermine it?**

Online FDAs are part of the new normal in the e-commerce world that must be elevated as an industry in the country. Bearing in mind that there has been an increase in the need and use of FDAs, service providers need to work on how they can better their services and grow the industry to more significant levels nationally and internationally. The quality of food on sale, varieties and after sale services should be top-tier to elevate the standards, growth and development of this online business and its affiliated tradeoffs.

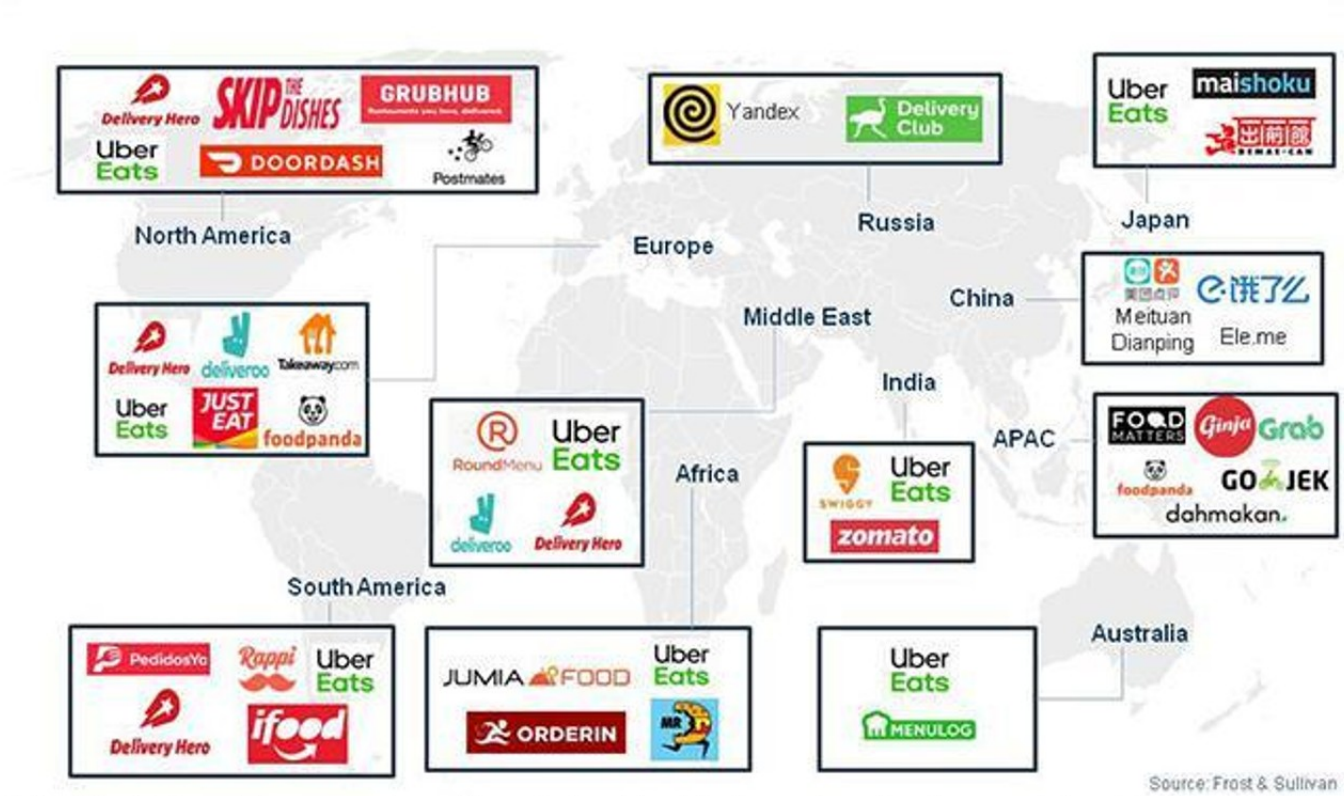
- **What is the future of this industry concerning this generation, technology and society?**

The online food delivery industry has a futuristic projection since it bases its operation online. The fact that technology is taking new dimensions every day suggests that there will be more advancements in FDAs and betterment of the general mannerism in which online food delivery is done. Society will keep embracing the new technology and integrating it into their businesses and lifestyle, thus giving FDAs room for more use, growth and development.

Appendix B



IMG 1.0: *A pictorial presentation of the most used Online Food Delivery App by Generation Z during COVID-19 Pandemic.*
Data derived from www.ThriveAnalysis.com



IMG 1.2: *A Pictorial presentation of how Online Food Delivery Apps has impacted the global food industry.*
Data derived from https://seekingalpha.com