FACTORS DRIVING CONTINUOUS USAGE OF FOOD DELIVERY APPS

SPECIAL REFERENCE TO POLONNARUWA DISTRICT

By:

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Reg. No: EU/IS/2017/MS/097

Index No: MS – 2057

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A project report submitted to the faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the degree of bachelor of Business Administration (BBA)

DEPARTMENT OF MANAGEMENT

FACULTY OF COMMERCE AND MANAGEMENT

EASTERN UNIVERSITY, SRI LANKA

2023

ABSTRACT

Food delivery apps have grown in popularity as a means of ordering meals since they are convenient, time-saving, offer a wide range of alternatives, discounts, and contactless delivery possibilities. The reasons why Food delivery apps are so often used in the Sri Lankan region of Polonnaruwa, however, are still mostly unknown. The study of the factors driving the frequency of usage of food delivery apps is important for providing information on customer preferences and behavior, determining areas for improvement, and advancing knowledge of technology. Furthermore, delivery app services as a marketing channel for restaurants and analyzes consumer behavior in food e-commerce. It can provide insights that can improve business growth, customer retention and user experience. this study seeks to understand the variables that motivate frequent use of food delivery applications.

The study employed a quantitative research design using a self-administered questionnaire to collect data from 250 food delivery app users and non-users in the Polonnaruwa district. The structured questionnaire was used as the method of data collection and questionnaire consist with two parts as personal information of the respondent and research information the factors that drive continuous usage of food delivery apps. Questionnaire included 34 questions with Five Likert scale ranging from strongly disagree to strongly agree and included no idea. It has been conducted pilot test to test the reliability of the questionnaire.

The findings show that except perceived risk other variables had high level of like respondents, and perceived risk had a low level. And also, the result showed Positive relationships between monetary value and purchase intention, quality of benefit value and purchase intention, prestige value and purchase intention, information value and purchase intention, preference value and purchase intention, attitude and purchase intention and there is a strong negative relationship between perceived risk and purchase intention.

Keywords: Food delivery Apps, Purchase intention, continues usage of food delivery apps, monetary value, purchase intention, quality of benefit value, prestige value, information value, preference value, attitude, perceived risk.

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