**Impact of food ordering apps**

In this modern era, mobile apps have spread the market of whole world due to the ease of availability of high-speed internet at low prices. According to the reports of Business Insider(2020), it has been assumed that the online food ordering business reach up 36% by 2022 rather than 26% in 2019 and India’s online food technology was expected to get twice in coming two years.(Livemint (2020) and Business Insider(2020)).There are various reasons for increase in use of food ordering apps like ease of use which means these apps are easy to work with. You can order whatever you want and can add the items as per your choice just same as ordered in person and at this time you do not even need to rush into the menu and order because of other customers waiting after you. Then comes incentives that are the benefits offered to the consumers like coupons, cash back , bonus points and many more offers which attract more people to order hence increasing the sales. Also, virtual design has come as a vital feature of these apps for attracting customers. As said by Kim, et al. (2012), Virtual design is a combination of attractive colours, fonts, sizes, designs, images and animations which makes the apps look good and impressive for customers. The Order Management System (OMS) facility is offered to customers to use effortless services while ordering food from these apps. The studies have found that OMS keeps the track of all the steps starting from order selection, placing , confirmation and payment and it sends the message for time to delivery at the partivular email address automatically. So, people don’t need to remember everything. Most importantly online payment technology has made it easy for people to use food ordering apps easily and comfortably. Hence, these apps have increased the Indian market for young mobile users as customer mind are always ready to adopt new technologies(Mckinsey, 2020).

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