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CAWANGAN TERENGGANU
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BACHELOR OF SCIENCE (HONS) IN FOODSERVICE MANAGEMENT

**MOBILE APPLICATION CONTENT ANALYSIS:
AN ANALYSIS ON ONLINE FOOD DELIVERY (OFD) BUSINESS STRATEGIES IN
MALAYSIA**

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ABSTRACT

A service in which a business or service delivers food to a consumer through the online is defined as online food delivery. Online food delivery has become more popular and trending as demand has grown. A growing new wave in Malaysia's food and beverage industry is the online food delivery (OFD) service. Online food delivery is the new eating out, and it is not only for take-out and eating out. The changing nature of urban consumers may have contributed to the growth of online food delivery businesses. A mobile application is used to create a food delivery menu. In Malaysia and around the world, the food delivery company sector is booming and has a bright future. People are looking takeout food delivered in conjunction with government normal procedure in the COVID-19 pandemic, since social distancing has become the new norm. The goal of this study, which is based qualitative research approach by employing content analysis, is to identify core and non-core services offered by the OFD through their official mobile application and to determine the information characteristic utilised by the OFD companies in Malaysia to promote their services. About two companies: i) OFD Company G and OFD Company P have agreed to participate in this research. Relevant descriptive texts and photographs from the two OFD companies' mobile applications were used to conduct content analysis. Results showed that there are four information characteristics utilised by the food delivery application (FDA) which are interface/design, functionality, payments method and types of food. There are nine elements that helped define the information characteristic of FDA which are simplicity and interactive, aesthetic, interactive and up to date, convenience, payment method options (cash on delivery [COD]/online payments/ Visa/Master Card & TNG ewallet), reasonable, visibility of things available, price, colour and visual criteria, and variety of meal option. This revealed that the two OFD companies have a well-planned businesses strategy through their mobile application or in this study known as FDA, services. It was found that the FDA provides more than just a broad range of food selection. A meticulous structure and details of information can be experienced by users. It is also interesting to highlight that the FDA of the two OFD companies are seen as online service business which enable to connect between customers (i.e. user), financial service provider and the food business operations including groceries shops at a single purchase transaction.

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TABLE OF CONTENTS

Chapters	Contents	Pages
	<i>Report Declaration</i>	
	<i>Abstract</i>	<i>i</i>
	<i>Acknowledgements</i>	<i>ii</i>
	<i>Table of Contents</i>	<i>iii</i>
	<i>List of Tables</i>	<i>v</i>
	<i>List of Figures</i>	<i>vi</i>
	<i>List of Acronyms</i>	<i>viii</i>
1	INTRODUCTION	1
	1.1 Overview	1
	1.2 Background of the Study	1
	1.3 Problem Statement	5
	1.4 Research Objectives	6
	1.5 Research Questions	7
	1.6 Significance of the Study	7
	1.7 Limitations of the Study	9
	1.8 Definitions of Key Terms	10
2	LITERATURE REVIEW	12
	2.1 Overview	12
	2.2 COVID-19 Phenomena	12
	2.2.1 Movement Control Order (MCO)	13
	2.3 Online Food Delivery System	14
	2.4 Food Delivery Applications (FDAs)	14
	2.4.1 Interface/Design	15
	2.4.2 Functionality	16
	2.4.3 Payment Method	17
	2.4.4 Types of Food	18
	2.5 Food Delivery Applications (FDAs) as a Business Strategy	20

2.6	Conclusion	22
3	RESEARCH METHODOLOGY	23
3.1	Overview	23
3.2	Research Design and Approach	23
3.3	Selection of Case Study	24
	3.3.1 Food Delivery Company G	24
	3.3.2 Food Delivery Company P	25
3.4	Data Collection and Procedures	27
3.5	Data Collection Procedure	28
3.6	Plan for Data Analysis	29
	3.6.1 Content analysis	30
3.7	Research Ethnic Considerations	31
3.8	Summary	32
4	RESULT AND DISCUSSION	33
4.1	Introduction	33
4.2	Addressing the Research Objectives	33
	4.2.1 To Identify Core and Non-core Services Offered by the OFD Companies through Their Official Mobile Applications	34
	4.2.2 Research Objective 2	53
4.3	Summary	61
5	RECOMMENDATION AND CONCLUSION	62
5.1	Overview	62
5.2	Recapitulate the Findings	62
	5.2.1 Research Objective 1	62
	5.2.2 Research Objective 2	64
5.3	Recommendation for Future Study	65
5.4	Conclusion	65
	REFERENCES	67