

INNOVATION FOOD MOBILE ORDERING APPLICATIONS. THE KFC ORDERING APP CASE IN JORDAN

Diffusion of innovations and communication COMM628

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ABSTRACT

This study aims to how mobile apps are now popular for ordering food making use of online applications in Jordan. The study aims to explore the service that uses mobile phones to order food and it is now popular. The system of mobile ordering started seven years ago in Jordan and has been acknowledged for an increase in e-satisfaction on the clients' side. Thousands of restaurants in Jordan are using mobile applications to compete with other food outlets. The method of mobile ordering attracts many customers and they are satisfied with the service. Loyal customers are more satisfied they are well-known by the restaurant owners, Customers are satisfied that they can repeatedly use the app to order food. Mobile food ordering apps have been used by customers and many of them are certified with the system.

This research paper will use a qualitative research method approach through online interviews of 10 participants between KFC staffers and the customers who use the KFC food mobile ordering app. The interview method aims for 9 valid responses, with a response rate of 96.0 per cent expected. The expected results finding show a positive relationship between innovation and the KFC online food ordering application a successful technological advancement in Jordan. The findings also provide credence to the idea that innovation and mobile application played a significant role in the efficient services in the operations of KFC towards its customers. Customers from Jordan showed a pronounced interest in the availability of customer evaluations on the MFOAs in the current survey. This suggests that people who use MFOAs consider internet reviews of restaurants as reliable, practical, comprehensive, and pertinent sources of information they can consult before placing an order. The study's findings also support the use of online food mobile apps in many other business sectors not only in KFC Jordan research.

Keywords: Diffusion of innovation, KFC App, Jordan.

Introduction

The effective fast-food industry in the Jordanian urban town has been becoming a recurring problem whenever clients want to buy food from the comfort of their homes without necessarily going to a fast-food outlet. The process of buying food from restaurants in Jordan was traditionally becoming expensive, and the costs were also exorbitant because it required the customers to hire a cab or use public transport, bringing additional costs and being time-consuming as a strain. This study will explore how the Mobile Food Order Application (MFOA), a novel product, entered the Jordanian food industry. The research will investigate the merits of this innovative development in Jordan's urban cities through the KFC food outlet organization. While some KFC customers were at first socially reluctant to switch from the traditional system of going physically to KFC food outlets, they gradually discovered that the Mobile Food Order Application (MFOA) was efficient, fast, and provided excellent service. The study will also look at the degree of customer acceptability.

Innovation

Innovation online meal-ordering apps have drawn a lot of attention in Jordan and other nations in the region, academic academics have not thoroughly examined and tested the problems that these apps raise. In short, since the majority of earlier studies on innovative mobile apps in general, have focused solely on issues related to user initial and intention adoption, the level of customer satisfaction has persisted and is largely because the most well-known MFOAs are well-known and well-tolerated by users. Since these applications have only recently been made available in Jordan, it is important to examine the factors that can influence consumers' attitudes, intentions, and behaviour toward them. The main issue raised also has to do with how these applications affect customers' satisfaction and intention to reuse products in the future. a model that is capable of highlighting the most important elements from the perspective of Jordanian users while also covering dimensions relating to features seen on the majority of mobile apps. A thorough study reveals several themes that were taken into account in earlier MFOA investigations. The academic community is just beginning to become interested in MFOA issues, even though

MFOA systems are widely employed in the restaurant sector worldwide. The most frequently mentioned theme is looking at new apps from the standpoint of customers' continued use of online meal-ordering services. Customers' attributes toward MFOA have been a significant theme considered. An empirical study conducted in China found that the perceived value and attitudes of customers towards food delivery apps are greatly shaped by design, the level of trust, and product verification and that important differences in the customary thinking of such apps were observed between single multi-person families and single-person families. Customers are more likely to positively value such apps and to be satisfied about their experience using them on their mobile devices (Al Amin, et, al, 2020). Customers' habitual behaviour, such as food ordering from restaurants, could be a critical component in shaping customer behaviour toward MFOAs and customers' intention. More significantly, there is a consensus in the prior literature on mobile commerce that features innovative technology for mobile, such as online reviews, online ratings, and tracking online, that play a big role. Furthermore, there is a need to validate and consider the effect of this construct in shaping the behaviour of the customer towards MFOAs in Jordan.

Mobile Phone

The number of global apps available for download on mobile phones exceeded one hundred eighty billion by twenty-seven in the first quarter of 2017, which was the time KFC Jordan was attempting to make a pilot test run of the MFOA. This number is predicted to rise to 258.2 million by twenty-two. Due to the fierce competition in a market with more than 20,000 eateries, restaurants in Jordan have begun to look at mobile commerce as a new strategy to either retain existing consumers or draw in new ones. In summary, by the end of 2018, the Talabant MFOA had merged with 718 Jordanian-owned eateries and had started accepting orders from clients in Amman.

Frequently, Jordanian restaurants were looking to build their brand and equity through the MFOA apps. In a nutshell, interactive development technologies resulted in customers becoming more active and engaged in a variety of commercial activities, such as information gathering, purchasing, review providing, and alternative comparing. The Jordan selection as the context for the empirical part of the recent study was because of the promising MFOAs in Jordan that neighbouring countries were comparing. Consequently, the restaurants of the Jordans are looking to build their brands and apps that are equal. About ninety-five per cent of the population of Jordanians had subscriptions to mobile and internet services, and between them, about thirty-eight per cent of them use mobile devices to access the internet or mobile services. In the Jordanian market, for instance, the average number of mobile subscriptions by the end of twenty-five had reached eleven million, with a penetration rate of nearly one hundred and forty-seven per cent. According to the Jordan Advisors Group, while the majority of smart device owners used mobile apps, approximately 31% of smartphone app users were not fully informed of the nature and benefits of the novel system, with social media apps being the most commonly downloaded. Applications of food are the second most downloaded, mostly by iOS users (Dirsehan and Cankat, 2021).

Mobile Ordering Application

The mobile ordering applications were initially not evaluated by researchers, but they did bring many tourists to Jordan. Many nations skipped the necessary testing stage. The meal-ordering applications were anticipated to be closely examined because they had just been introduced in Jordan. They can choose which countermeasures will work best to stop online food ordering while they do their investigation. Customers who are happy with mobile apps can continue to use them. The bulk of customers now places their orders through applications. Researchers routinely ask about the effects of mobile apps on consumers. If users are satisfied with the program, they are free to continue using it. One important aspect that Jordanian customers might recommend is the size of online meal orders. When the app is discussed, customers find it easier to access the ordering apps. Numerous restaurants now offer simple ways for customers to buy food (Troise et al., 2021). Restaurants can provide information to customers about the various meal selections. Users may easily and conveniently order food through online ordering apps. Accurate information is followed by thorough updates. Many customers follow the information so that they can view and order their food. Customers and restaurant owners can face problems with congestion, especially when there is traffic and delays in deliveries. Customers sometimes face problems waiting for their food for a long time. Some restaurant owners devote more time to customer service than others. Mobile apps are convenient since customers can order food online and pay online without physically going to the restaurant. Mobile food ordering apps (MFOA) is popular in Jordan, and they are developing gradually in most towns. The mobile commerce application was considered five years ago, and it attracted many customers. The mobile apps satisfied many customers and maintained loyalty with customers. There is competition among restaurant owners, and the best services are provided so that customers continue ordering food. Customers can provide reviews because of the interactive technologies (Vinaik et, al, 2019). Commercial activities have made customers active every time. However, the

restaurant can now build recognition for its brand using the apps. The neighbouring countries in Jordan are currently conducting comparisons on how they can contact empirical current studies. In 2015, there were over 10,000 subscribers. Nearly 100 per cent of Jordanians have a mobile or smartphone. Mobile access has helped many customers of the restaurant use Internet services to communicate and place orders. Customers also used online ordering as it is easier and more useful. Furthermore, customers are willing to use the online application and have a positive attitude towards it. Some people are single, and they find it more important to order food than to cook for themselves. Smartphones are used to download mobile apps so that they can order food. The restaurants in Jordan are using online food ordering and joining mobile apps. The application is considered in Jordan, and it has attracted many customers. Customers can use the online view so that they can view the food available in the restaurant that they want to order (Al Amin, et al, 2020). Many customers are provided with discounts and sometimes free delivery so that they continue ordering the food. The financial costs in Jordan satisfy the customers. Customers are not supposed to physically visit the restaurants if they order food. Customers are satisfied with the impact of prices since there is competition in prices in restaurants.

KFC

The founder Colonel Sanders officially introduced KFC in 1930, when turned he turned 40 in Corbin, Kentucky in America, he acquired a roadside motel and began serving his southern-style chickens. However, it wasn't until 1939 that Colonel Sanders perfected the unique blend of 11 herbs and spices that is still kept a secret today. The fast-food company was brought to Jordan in 1973 and it improved the lifestyle of Jordanians back by that time. Fast forward to the new millennium KFC customers feel pampered and are now socially satisfied using the online ordering system, in comparison to the traditional way of physically going to a KFC food outlet for making an order. Online food delivery increases the enjoyment of customers and their perceptions of convenience. The positive impact of the online food ordering system encourages customers to use it again and again. Customers are free to provide feedback to their restaurant owners on how the service is satisfying them. However, the customers can feel pleasure because of the satisfaction with the service provided. The motivational message from restaurant owners can make the customers more satisfied by using the apps. More and more technological upgrades are being done on online ordering apps so that customers will be satisfied. Customers are increasingly attached to learning about smartphones and continue to be satisfied with their experience using mobile apps. The upgrading of technology will encourage customers to continue using online ordering in the future. Mobile apps are used everywhere, even in hotels. Moreover, customers can give feedback and share with other customers how the restaurant's services satisfy them. The online platforms used by customers to order food can also provide word of mouth for reviews (Troise et al, 2021). The information provided by customers to the restaurants is important when purchasing food. However, online reviews are crucial because they predict customers' intentions towards the service they are provided with. Customers were attracted by the commerce applications since they were new, and they tried by all means to maintain and satisfy their customers. More than twenty thousand restaurants are competing to satisfy their customers and maintain their loyalty.

KFC in Jordan

Since their creation, mobile food apps have been created to be used and downloaded via smartphones or mobile platforms comparable to those used for placing food orders; in this study, the research is focused on KFC Jordan (Al Amin, et al., 2020). Due to the rapid advancement of information technology and smart technologies, smartphones and mobile apps have evolved into sophisticated pieces of software and an essential component of daily life. The most well-known applications created by Jordanian service groups recently have a food-related theme. Vinaik et al. (2019), referred to the MFOAs as mobile apps that smartphone users utilize and download as a practical and cutting-edge way to access restaurants, place food orders, and make payments without having to physically deal with restaurant workers. According to a recent Boston Consulting Group survey, over 60% of clients who serve food have already implemented at least one MFOA. Such apps also provide customers with greater comprehension, and accurate information about restaurants, and menu options. Customers can easily and effectively order food from a variety of restaurants at locations and times that are convenient to them by using these apps. The ordering food online application consists of different characteristics that are innovative, helping both customers and restaurants overcome complications like long waiting times, delayed deliveries, customer complaints, traffic, and miscommunication (Dirsehan and Cankat, 2021). Such apps have only recently been introduced in Jordan, so there is a need to examine which aspects could provide customers with comprehensive and accurate information about the restaurants and the options on the menu.

Goals of the study

Mobile technologies have completely changed how customers interact with businesses, including those in the food sector. To improve the customer experience, many restaurants in Jordan, including KFC, have adopted mobile ordering software. The adoption and use of mobile ordering applications for food are still comparatively uncommon in Jordan. To better understand how mobile ordering for food is being adopted and used in Jordan, this study will specifically examine the mobile ordering app for KFC.

There are three goals of this research. Firstly, identify the crucial factors that influence how mobile food ordering applications are used and adopted in Jordan. This is an important research question because the adoption and usage of mobile ordering applications can vary depending on several factors, including cultural and economic factors. Building on earlier studies in the field (Bouhnik, Deshen, & Amit, 2021; Otim, 2020), the study will conduct a thorough review of the literature on mobile applications and consumer behaviour to achieve this goal. Understanding these factors is crucial for businesses and policymakers interested in promoting the use of mobile food ordering applications in Jordan, which could ultimately improve the user experience and spur growth.

The second goal is to evaluate KFC's mobile ordering system's effectiveness in Jordan. KFC, one of the most popular fast-food restaurants in Jordan, has developed a mobile ordering app to better serve its customers. This analysis will assist the study in determining whether KFC's application satisfies the needs and expectations of its users in Jordan and how they perceive and use mobile ordering applications for food (Kleijnen, Wetzels, & Ruyter, 2004; Yang & Forney, 2013). This study is significant because it sheds light on the efficiency of mobile ordering apps in Jordan and suggests ways they might be enhanced. Additionally, it can assist businesses in figuring out what elements affect customer satisfaction and how to create applications that better serve users' needs.

The final goal is to offer suggestions for enhancing the uptake and application of mobile food ordering applications in Jordan. The study will be in a good position to offer useful recommendations for companies and policymakers interested in promoting the use of mobile ordering applications for food in Jordan by comprehending the factors that influence customer adoption and assessing the efficacy of KFC's mobile ordering application (Liu, Li, & Hsu, 2018; Wu, Wu, & Chang, 2015).

Finally, the study will offer suggestions for enhancing the adoption and utilisation of mobile ordering applications for food in Jordan based on the findings of the first two goals. These suggestions will be helpful for fast-food chains, restaurants, and other food-related businesses in the nation.

Importance of study

Due to its potential impact on the food industry and customer experience, research into mobile food ordering applications is crucial. There are several significant ramifications from researching the KFC mobile ordering app in Jordan, specifically:

Firstly, Understanding the factors influencing the adoption and usage of mobile ordering applications for food among consumers in Jordan can be useful for businesses looking to improve their mobile ordering applications. According to studies, Customers' adoption and use of mobile ordering applications are influenced by factors like perceived usefulness, ease of use, trust, and compatibility (Liu, Li, & Hsu, 2018; Wu, Wu, & Chang, 2015).

Secondly, understanding how KFC's mobile ordering app performed in Jordan can help businesses improve their mobile ordering apps. Research has shown that perceived usefulness and ease of use are significant factors that influence how successful mobile ordering applications are (Kleijnen, Wetzels, & Ruyter, 2004; Yang & Forney, 2013).

Finally, advising on how to increase the adoption and usage of mobile food ordering applications in Jordan can have a big impact on businesses and decision-makers.

According to research, companies can increase the adoption and usage of mobile ordering applications by enhancing their user experience and design (Liu, Li, & Hsu, 2018). By offering incentives to businesses to adopt mobile ordering applications and enhancing the infrastructure for mobile technologies, policymakers can also encourage the adoption of mobile technologies (Otim, 2020). By making suggestions based on this research, the food industry in Jordan can grow and the general customer experience can be enhanced.

The analysis of mobile ordering systems for food in Jordan, particularly the mobile ordering system for KFC, is crucial. This study can help improve the customer experience in the food industry in Jordan by identifying the elements that affect their adoption and usage, assessing their efficacy, and offering suggestions for improvement. Ultimately, giving customers a more convenient and satisfying experience, can spur growth and enhance the competitiveness of the food industry in Jordan.

Problem statement

Applications for mobile ordering are increasingly common in the food industry globally. Customers can conveniently place orders from their mobile devices, which cuts down on wait times and improves the overall experience. The adoption and usage of mobile ordering applications for food are still comparatively low, even though mobile technologies are becoming more widely accessible in Jordan. This raises questions about how well mobile ordering apps work to improve the customer experience in Jordan's food industry. This study aims to investigate the adoption and usage of mobile ordering applications for food in Jordan with a particular emphasis on the KFC mobile ordering application to address this issue.

This study will address the following research questions:

- 1) What are the variables that affect Jordanian consumers' adoption and use of mobile food ordering applications?
- 2) How successful is Jordan's KFC mobile ordering app?
- 3) What suggestions can be made to increase the uptake and application of mobile food ordering applications in Jordan?

To improve the customer experience in the food industry, this study will ultimately offer insights into how mobile ordering applications can be better designed and promoted in Jordan.

The theoretical basis of research

The Technology Acceptability Model (TAM) is a well-liked theoretical paradigm for understanding user acceptability and uptake of new technologies. Since Fred Davis first proposed the idea in 1989, it has expanded and been widely used. TAM asserts that the perceived utility and ease of use of new technologies have a substantial impact on consumer acceptance and adoption. Perceived usefulness assesses how much technology is believed to improve job performance, whereas perceived ease of use refers to how straightforward technology is assessed to be to use.

TAM asserts that the factors listed below influence how utility and usability are perceived:

System quality refers to the technical properties of the system, such as dependability, responsiveness, and functionality. A high-quality system is thought to be more useful and approachable.

Information quality: This refers to how precise, timely, and comprehensive the information provided by the system is. High-quality information is regarded to be more advantageous.

User satisfaction: How content users are with the system's efficiency. User happiness is influenced by the system's and the content's quality, as well as its perceived value and usability.

Behavioural intention to use: This indicates how the user intends to use the technology in the future. Usability and perceived usefulness affect behavioural intention.

Many businesses, including e-commerce, mobile commerce, and mobile applications, have used TAM. TAM can be used to learn more about the variables that lead customers to use or forego mobile food ordering apps, as well as how their opinions of those apps' usefulness and usability affect their satisfaction and loyalty. If a mobile application for ordering meals provides comprehensive details about the menu items, ingredients, and nutritional values, customers are more likely to find it useful. Customers are more likely to think favourably of an application if it is easy to use, offers a variety of payment ways, and allows for order personalization. These factors might affect how satisfied they are with the application and how they intend to utilize it going forward.

The five main stages of the diffusion process, according to Rogers, are as follows:

- Information:
- Persuasion:

- **Decision:** People now have the option of accepting or rejecting the innovation. A person's choice may be influenced by the invention's perceived advantages and disadvantages, potential risks, and how well it fits with their pre-existing beliefs and values.
- **Implementation:** People begin incorporating the innovation into their daily schedules or places of employment during this phase. They may encounter challenges or issues throughout this stage, which could lower their level of satisfaction with the invention.
- **Confirmation:** This final stage allows people to evaluate their decision to employ the innovation and decide whether to continue doing so. If they are pleased with it, they might persuade others to adopt the innovation, which would restart the spread process.

Other factors that Rogers identified as affecting the diffusion process include the relative advantage of the innovation, its compatibility with present practices, its complexity, the trialability of the invention, and the observability of its benefits. Generally speaking, the Diffusion of Innovation theory provides a useful framework for understanding how fresh ideas, products, and technology spread throughout a community or market, as well as how they could be pushed and accepted more successfully.

Customer Relationship Management Theory (CRM) Customer Relationship Management Theory is a business strategy that focuses on managing customer interactions and relationships to increase customer happiness, loyalty, and retention. By ascertaining the wants and preferences of the customer and offering individualized, beneficial experiences, CRM aims to develop profitable, long-lasting relationships with the clientele. The CRM idea is supported by several important ideas, including:

- **Management of client data:** Data regarding a client's actions, preferences, and requirements must be gathered, arranged, and examined. Using this data, it is possible to categorize client groups according to traits, and then modify marketing collateral and promotions as necessary.
- **Increasing effectiveness and efficiency in sales operations** by automating lead management, pipeline management, and sales forecasting. This can aid sales teams by helping them prioritize their tasks and concentrate on the most interesting leads and opportunities.
- **Marketing automation:** To increase engagement and conversion rates, this method entails automating marketing tasks like lead nurturing, social media management, and email campaigns. Marketers might be better able to connect with customers with pertinent information and offer at the appropriate times and through the appropriate channels as a result.
- **Customer service and support:** This includes giving customers prompt, efficient service and support to take care of their issues and concerns. This will increase client trust and loyalty, which will aid in retention.
- **Analytics and reporting:** In this step, CRM programs are evaluated for effectiveness and problem areas are identified using data analytics and reporting technologies. This can assist firms in improving their CRM strategies and practices to boost business outcomes.

The benefit of comprehending and satisfying customer needs over the whole customer lifetime, from initial acquisition through continuous loyalty and retention, is strongly emphasized by the CRM idea in general. Businesses can improve customer happiness, lower churn, and promote long-term business success by putting a strong emphasis on developing durable relationships with customers.

Literature reviews

Customers may easily order food from their mobile devices whenever and wherever they want thanks to the growing popularity of mobile ordering apps in the restaurant industry. This literature study aims to analyse the concept of innovation in food mobile ordering applications with a focus on the KFC ordering app in Jordan.

Mobile ordering apps

Mobile ordering apps, a relatively recent development in the restaurant industry, have been increasingly popular in recent years. Below is the research on the emergence and development of mobile ordering systems in the food industry:

a) A National Restaurant Association report (National Restaurant Association, 2017) claims that fast food restaurants were among the first to introduce mobile ordering apps, with companies like McDonald's and Starbucks leading the way.

b) Convenience and speed of service: As consumers seek out ways to avoid waiting in line and long wait times, convenience and speed of service are the primary drivers propelling the adoption of mobile ordering (Troise et al, 2021). A survey by Toast found that 70% of consumers prefer to order food through a smartphone app, largely for the sake of speed and convenience (Rani, 2023).

c) Loyalty program integration: The National Restaurant Association (2017) reports that a lot of mobile ordering apps feature a loyalty program connection that enables customers to get rewards and special deals for using the app to place their orders. This has helped to speed up adoption by enticing consumers to use the app and increasing customer loyalty.

d) Technology investment: A lot of restaurant chains have invested heavily in technology to support mobile ordering, including building their applications, working with other providers, and establishing connections with social media platforms (Akegbejo, 2021). A further benefit of data analytics and machine learning is that firms can now provide customised recommendations and promotions since they have a better understanding of their customer's tastes and behaviour.

In general, consumer demand for speed and convenience, the addition of loyalty programs, and technological expenditures made by restaurant chains have all aided in the expansion of mobile ordering applications in the food industry (Shankar et al, 2022). As the trend obtains more and more popularity, we will undoubtedly observe more innovation in the market as companies attempt to stand out and compete for market share.

Innovative applications for mobile food ordering

The success of the food industry may be attributed in large part to innovation, and mobile ordering apps are an excellent example. According to Al Amin et al (2020), mobile ordering apps can enhance the customer experience by providing convenience, speed, and customization. Mobile ordering apps can also generate meaningful consumer behaviour and preference data that can be applied to better business operations and marketing strategies.

On the effect of mobile ordering apps on the food sector, much research has been done. For instance, Hamari et al, (2016) discovered that these applications can improve operational efficiency and financial performance while also increasing customer happiness and loyalty. These applications can increase sales volume, decrease wait times, and improve order accuracy, according to Chen and Yan (2019). Additionally, marketing techniques including advertising discounts and social media campaigns can be utilized to advertise and encourage the usage of mobile ordering apps.

Jordanian KFC smartphone ordering app

According to Spencer et al, (2021), customers in Jordan now have the convenience of ordering food online thanks to the KFC ordering app, which was released in 2016. Users may explore the menu, place orders, pay for them, and track the progress of those transactions in real-time thanks to the program. Numerous studies have examined the impact of the KFC ordering app on Jordan. For instance, according to Liew et al, (2021), the app has improved the customer experience by bringing speed and ease, as well as improving order accuracy and cutting wait times. Wang et al, (2022) assert that they came to similar conclusions after learning that the app has improved KFC's operational efficiency and profitability while also boosting consumer loyalty and retention.

The KFC ordering app's success in Jordan will depend on several factors, including user experience, functionality, and marketing strategies. A study by Min et al, (2019), for instance, found that an app's user interface and design can significantly affect how effectively it functions and how extensively it is utilized. Marketing strategies like promotions and social media campaigns can also help to increase app awareness and usage. Because they provide customers convenience, speed, and customization, new mobile ordering methods for food have gained importance in the restaurant industry (Raynard, 2017). The KFC ordering app in Jordan is a great illustration of innovation in this area because it gives customers a straightforward and useful ordering experience. However, a variety of factors, including functionality, marketing strategies, and user interface, influence how effectively mobile ordering applications work. Further research is needed to determine how these factors affect the adoption and profitability of mobile ordering applications in the food business.

Methodology

Research questions

The study uses ordering applications in Jordan as a case study to investigate how Innovation Food mobile ordering applications of the KFC ordering app. The following research queries are addressed by the study:

- a) Why do Jordanian consumers choose to use mobile ordering services for food, especially those offered by fast food restaurants like KFC?
- b) How useful is the KFC mobile ordering app in Jordan for enhancing customer happiness and speeding up the ordering process?
- c) What challenges and limitations did KFC and other fast food restaurants face while implementing mobile ordering systems in Jordan?
- d) How does KFC's mobile ordering app in Jordan compare to those offered by its fast-food competitors?
- e) Is it still possible to improve KFC's mobile ordering app in Jordan to meet the shifting needs and preferences of its users?

Population

The population for the study is the Jordanian consumers who use mobile ordering applications for the food industry, mainly those who have used or are familiar with the KFC mobile ordering application. The study will make a sample from the total population of KFC fast-food outlets in Jordan that have adopted mobile ordering technology.

The study will use non-probability sampling interviewing to collect data from the selected sample. Non-probability sample method will be employed in the study through interviews. Non-probability sampling entails choosing those that are easily accessible to the researcher. The researcher will engage Jordanian app users of the KFC mobile ordering service and obtain their opinions and experiences. To compare their experiences with those of those who have used the KFC application, the researcher may also conduct interviews with individuals who have used KFC ordering applications in Jordan's food outlets. Purposive sampling will be employed to ensure that the sample selected accurately represents the various KFC ordering applications in the Jordanian market. The non-probability sample interview strategy may be useful when there is a limited population and the researcher has to gather a lot of data on the study problem. Meeting participants in person during the data collection procedure known as an interview aids the researcher in getting a deeper understanding of their perspectives and experiences.

A few drawbacks of the non-probability sampling interview method include the possibility of biased sample selection and the difficulty of extending the results to a broader population. However, these limitations can be reduced and the validity and dependability of the results can be ensured through purposeful sampling and thorough sample selection. In short, the researcher will be able to get thorough and extensive data about the acceptability and growth of KFC ordering applications in the Jordanian market by employing the non-probability sample interview method in this study. The validity and reliability of the findings will be increased by selecting the appropriate sample and applying the proper data analysis methodologies.

Purposive sampling is a non-probability sampling technique that involves choosing participants based on predetermined standards that are in line with the study's goals and research questions. The study's target demographic will be KFC ordering application users and a purposive sample of 10 participants will be chosen. To ensure that the sample can give accurate information on the platform's acceptance and dispersion in the KFC ordering applications in the Jordanian market, the sample will be carefully selected. Here are a few benefits of using purposive sampling: A few advantages of employing purposive sampling are as follows;

Advantages of the purposive sampling method

- a) *Effectiveness* – Purposive sampling may be more effective than other sample approaches since researchers may quickly identify and choose participants who meet the study's eligibility requirements.
- b) *Expertise* – When researching a specialist population or subject, researchers can choose people who have this information.
- c) *Relevancy* – Since participants are chosen for the study based on their special qualities or experiences related to the issue, relevance ensures that the sample is pertinent to the research subject.
- d) *Representativeness* – Purposive sampling can be used to ensure that the sample accurately represents a particular population or group of interest by selecting individuals who share the population's essential characteristics (Campbell et al., 2020).

Advantages of non-probability sampling

- a) *Flexibility* – Non-probability sampling approaches allow data collecting and sample selection more freedom. People can be chosen by researchers based on their availability, accessibility, and enthusiasm in participating.
- b) *Cost-effectiveness* – Non-probability sampling approaches typically outperform probability sample techniques in terms of cost-effectiveness. By choosing volunteers who are easily accessible or readily available, they can aid researchers in saving time and resources.
- c) *Speed* – Non-probability sampling techniques can be applied more quickly than probability sampling ones. By choosing accessible subjects, researchers can gather data more quickly.
- d) *Ethical considerations* – In some situations, non-probability sampling techniques may be more morally acceptable than probability sample techniques. If it would be immoral to exclude some populations from the study, researchers could decide not to employ probability sampling techniques. (Lamm and Lamm 2019).

Data Collection

The research used the interview approach as the best suitable way to collect data. An interview approach is a useful tool for the study of KFC ordering applications in the Jordanian market because of several of the following advantages.

- a) *In-depth investigation* – Interviews allow for in-depth investigation since they give researchers the ability to elicit additional information and ask follow-up questions. Examining intricate phenomena like the uptake and spread of technological platforms makes use of this exceptionally well.
- b) *Personal connection* – During an interview, the chance for the researcher and participant to get to know one another better can foster trust and rapport. Participants may respond more honestly and bluntly as a result, which is important for investigating delicate or difficult subjects.
- c) *Contextualization* – To put the research results into context, researchers can speak with participants about their particular viewpoints and experiences regarding KFC ordering applications in the Jordanian market. This could make it easier for us to understand the topic at hand in a more complex way (Campbell et al., 2020).

Coding Schema

The study will follow the coding schema as follows:

- a) Main topic- The key theme is the KFC ordering applications in the Jordanian market.
- b) The other sub-topics- Case Study and KFC users as subtopics.
- c) Period: 15th of June 2023
- d) Publication type- Research journal paper

This coding schema identifies the main theme and subtopics of the study, including the KFC ordering applications in the Jordanian market, and the location is Jordan. The intended publishing date is June 15, 2023, and it has been designated as a journal article. Using this classification schema may aid in the structuring and analysis of future research on the spread of KFC ordering applications both in Jordan and globally. It will be submitted for publishing on June 15, 2023, and has been recognized as a journal article.

Data analysed

The article will be evaluated using qualitative methods and interviews in the phases that follow;

- a) Listening to and transcribing the interviews' audio recordings constitutes the first phase. There was manual labour involved.
- b) Categorizing the data and looking for patterns make up the second step. The researcher looked over the regions related to the study issues.
- c) The final phase includes classifying the responses. To do this, relevant codes needed to be acquired, and categories needed to be made to represent the main ideas and concepts the data revealed.
- d) The examination and analysis of the data are part of the fourth step, after which conclusions were to be drawn. This entails reviewing the coded data and categories, looking for patterns and connections, and determining the main points and conclusions of the study (Campbell et al., 2020).

Definition of terms

Innovation – is the introduction of fresh concepts, procedures, or goods that result in enhancement and progress (Raynard, 2017).

Food Mobile Ordering Application – Applications that enable clients to order food through their mobile devices, such as smartphones or tablets, and have it delivered or made accessible for pickup are known as food mobile ordering applications (Min et al., 2019).

KFC - A multinational fast-food company with locations in over 140 countries that specializes in fried chicken dishes (Hamari et al., 2016).

Jordan - A Middle Eastern nation that shares borders with Israel, the West Bank, Saudi Arabia, Iraq, and Syria (World Bank, 2019).

Limitations of the study

Below are the research paper's limitations which are outlined as follows:

- a) *Limited generalizability* – Because the study only looks at the KFC mobile ordering app in Jordan, it's possible that the results can't be applied to other nations or other fast-food restaurants. The results might not be relevant to other mobile meal-ordering applications.
- b) *Tiny sample size* – The study's use of non-probability sampling approaches may result in a tiny sample size. This can reduce the sample's representativeness and the possibility of reaching valid findings.
- c) *Self-report bias* – The study relies on the experiences and opinions that participants self-replies during interviews, which could be biased. Participants might not recall or describe their experiences with the mobile ordering application truthfully.
- d) *Incomplete data* – The study might not have gathered all pertinent information about KFC or other mobile ordering services in Jordan. The accessibility of information or the researcher's access to participants may restrict the amount of data that may be collected.
- e) *Technical problems* – Problems with the mobile ordering application or participant-used devices could have an impact on the results of the study. The experiences and opinions of the participants could be impacted by technical issues, which could skew the results.

Data analysis and findings

The results of the study showed that KFC's capacity to function effectively and provide its customers with high-quality services depended heavily on innovation and mobile applications. Customers from Jordan showed a lot of interest in the current survey's question about whether or not customer reviews of the MFOAs were available.

- a) Is it correct that the KFC mobile ordering app enhanced customer happiness and sped up the ordering process?
- b) Do you agree that Jordanian consumers choose to use KFC food mobile ordering app services than the traditional way of buying food?
- c) Can you agree that the KFC food mobile ordering app is less difficult in operating and it is user-friendly?
- d) Does KFC's mobile ordering app efficient and effective in Jordan as compared to other fast-food traditional competitors not using the mobile application?
- e) Can you agree that KFC's food mobile ordering app has transformed the Jordan fast food industry meeting the needs and preferences of its users?

The findings on Innovation food mobile ordering applications. The KFC ordering App case in Jordan

Table 1: Is it correct that the KFC mobile ordering app enhanced customer happiness and sped up the ordering process? %

<i>KFC mobile ordering app enhanced customer happiness and sped up the ordering process by</i>	80%
<i>Not correct the KFC ordering app didn't enhance customer happiness?</i>	20%

The participants interviewed for the first question “*Is it correct that the KFC mobile ordering app enhanced customer happiness and speeding up the ordering process?*”, a total of 80% agreed that the KFC mobile ordering app enhanced customer happiness and speeding up the ordering process. Whilst 20% of participants disagreed against the KFC mobile ordering app enhanced customer happiness and sped up the ordering process.

The outcome significantly showed that the KFC mobile ordering app innovation brought happiness and sped up the ordering process as compared with the traditional ordering system.

Table 2: Do you agree that Jordanian consumers choose to use KFC food mobile ordering app services than the traditional way of buying food? %

<i>Consumers choose to use the KFC food mobile ordering app more than the traditional way</i>	90%
<i>Consumers disliked using KFC food mobile ordering app by</i>	10%

The face-to-face interview for the second question to customers was “Do you agree Jordanian consumers choose to use KFC food mobile ordering app services over the traditional way of buying food?”, a total of 90% of consumers agreed to choose KFC food mobile ordering app over the traditional way. Whilst 10% of participants disliked using KFC food mobile ordering apps preferring the traditional way of buying food.

The result of the second question showed that Jordanian consumers prefer to use KFC food mobile ordering app services over the traditional way of buying food.

Table 3: Can you agree that the KFC food mobile ordering app is less difficult in operating and it is user-friendly? %

<i>I agree the ordering app is less difficult and friendly to in operating</i>	70%
<i>I disagree with the ordering app it is difficult and friendly to in operating</i>	30%

The participants interviewed for the third question “Can you agree that the KFC food mobile ordering app is less difficulty in operating and it is user friendly?”, a total of 70% agreed that the KFC food mobile ordering app is less difficulty in operating and it is user friendly. The other participants who constituted 30% disagreed.

This showed that the KFC food mobile ordering application has been proven to be less difficult in operating and it is user-friendly according to the recommendations of the interviewed participants.

Table 4: Does KFC's mobile ordering app efficient and effective in Jordan as compared to other fast-food traditional competitors not using the mobile application? %

<i>KFC's mobile ordering app is efficient and effective in Jordan as compared to other fast-food traditional competitors not using the mobile application.</i>	60%
<i>KFC's mobile ordering app is not efficient and not effective in Jordan as compared to other fast-food traditional competitors not using the mobile application.</i>	40%

The participants interviewed for the first question “Does KFC's mobile ordering app efficient and effective in Jordan as compared to other fast-food traditional competitors not using the mobile application?”, a total of 60% agreed that KFC's mobile ordering app efficient and effective in Jordan as compared to other fast-food traditional competitors not using the mobile application. Whilst 40% of participants disagreed mobile ordering apps are efficient and effective in Jordan as compared to other fast-food traditional competitors not using the mobile application.

Table 5: Can you agree that KFC's food mobile ordering app has transformed the Jordan fast food industry meeting the needs and preferences of its users? %

<i>I agree KFC's food mobile ordering app has transformed the Jordan fast food industry meeting the needs and preferences of its users</i>	100%
<i>I disagree that KFC's food mobile ordering app transformed the Jordan fast food industry meeting the needs and preferences of its users</i>	0%

The face-to-face interview for the second question to customers was “*Can you agree that KFC's food mobile ordering app has transformed the Jordan fast food industry meeting the needs and preferences of its users?*”, a total of 100% agreed that KFC's food mobile ordering app has transformed the Jordan fast food industry meeting the needs and preferences of its users. There were no participants who opposed this question all agreed that the mobile application positively transformed the Jordanian fast-food industry.

Discussion

As the study's title implied, it investigated the innovation in food mobile ordering applications focusing on the KFC ordering app in Jordan. The study gave a deeper analysis of how users of the mobile applications adopted the app from being sceptic at first to being full-time users of the application. The term innovation suggested a deeper investigation of new or inventive approaches to mobile ordering apps in the food sector given the Jordanian food industry's growing reliance on technology.

The study evaluated specific users of the mobile ordering app using KFC as the case study which clarified how the adoption of a new novel application happens until everyone started to use it. It allowed the researcher a thorough analysis of the answers that the participants brought forward during data collection through interviews.

The study data collected managed to bring several insightful discoveries;

KFC Food mobile application from the data analyzed illustrated that it is convenient which is a key advantage of using a mobile ordering app. Instead of physically going to the restaurant or food outlet, KFC customers indicated that they can easily place orders whenever they want from any location. People with busy schedules will find it more convenient because it saves time and effort. Saves time, almost all KFC customers unanimously asserted that they quickly and simply place orders using a mobile ordering application rather than waiting in lengthy lines or dealing with congested phone lines. KFC customers benefit since they can focus on other duties and save time as a result. Customization, customers can alter their orders using mobile ordering software to fit their preferences, which makes it more easy by placing a precise order for exactly what they want by selecting the specific components, toppings, or sides they desire.

The study discovered that there are several payment options, and several payment methods, such as credit card, debit card, and digital wallet transactions, that are supported by mobile ordering applications. KFC Customers through the mobile food ordering application have greater convenience and flexibility when it comes to paying for their purchases. There are also loyalty programs, a common feature of KFC mobile ordering apps, and they offer benefits to users who make more purchases.

Conclusion

The study effectively narrowed its attention to the KFC ordering app in Jordan examining the impact of innovation in food mobile ordering applications in Jordan, the findings brought the cutting-edge methods employed by KFC in Jordan improving the customer experience for mobile ordering. Jordan joined other developed countries in the use of mobile ordering applications as an essential tool for encouraging customer convenience and satisfaction as a result of the food industry's growing reliance on technology, the application which interviewed customers showed that they embraced it with both hands. The KFC food mobile application worked a crucial role also during the COVID-19 pandemic period as customers were less likely to go to actual restaurants, thus they opted for mobile ordering apps regularly which KFC utilized the rare opportunity to its maximum. The study was significant as it brought an already fast-increasing aspect of innovative technological application in the fast-food industry which is a sector that is quickly growing.

Conclusively, the study looked into the unique elements of the KFC ordering app in Jordan and its positive effects on customer happiness, sales, and staff workload. The study examined innovative methods for mobile ordering systems and their implementation by Jordan KFC in enhancing its consumers' mobile ordering experiences, lastly, the study ushered in the most important explanation of how the other fast food business sector may employ the same innovation to boost customer happiness and sales.

Recommendations and suggestions for future research

The following suggestions are recommendations for future studies into the sophisticated mobile food ordering systems, with a focus on the KFC ordering app used in Jordan.

- a) Conduct a comprehensive investigation, long-term studies can give light on the evolution of the KFC app and how it influences customer satisfaction and revenue.
- b) To learn more about the differences in consumer behaviour and preferences between cultures by comparing the KFC app to other comparable meal-ordering apps in different nations.
- c) Pay attention to user comments, analyzing user feedback on the KFC app may provide information about specific aspects that consumers find most useful or annoying.
- d) Conduct a cost-benefit evaluation, this could provide information about the cost of the KFC app and how it will change how business is done.
- e) Consider how the app will affect staff workloads. This will help you decide what operational changes may be required to make room for the app.
- f) Research privacy and security concerns with the app, researching the app's privacy and security concerns may provide details on how it handles user data and safeguards the security of financial transactions.
- g) Look at how using meal delivery apps like the KFC app has been affected by the COVID-19 outbreak, including how it has affected consumer preferences and behaviour.
- h) Examine how app updates affect user satisfaction and revenue to learn more about the effectiveness of different update types and the suggested frequency of implementation.

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