

UNIVERSITY OF WASHINGTON MKTG 450

Mobile Ordering: A Qualitative Perspective

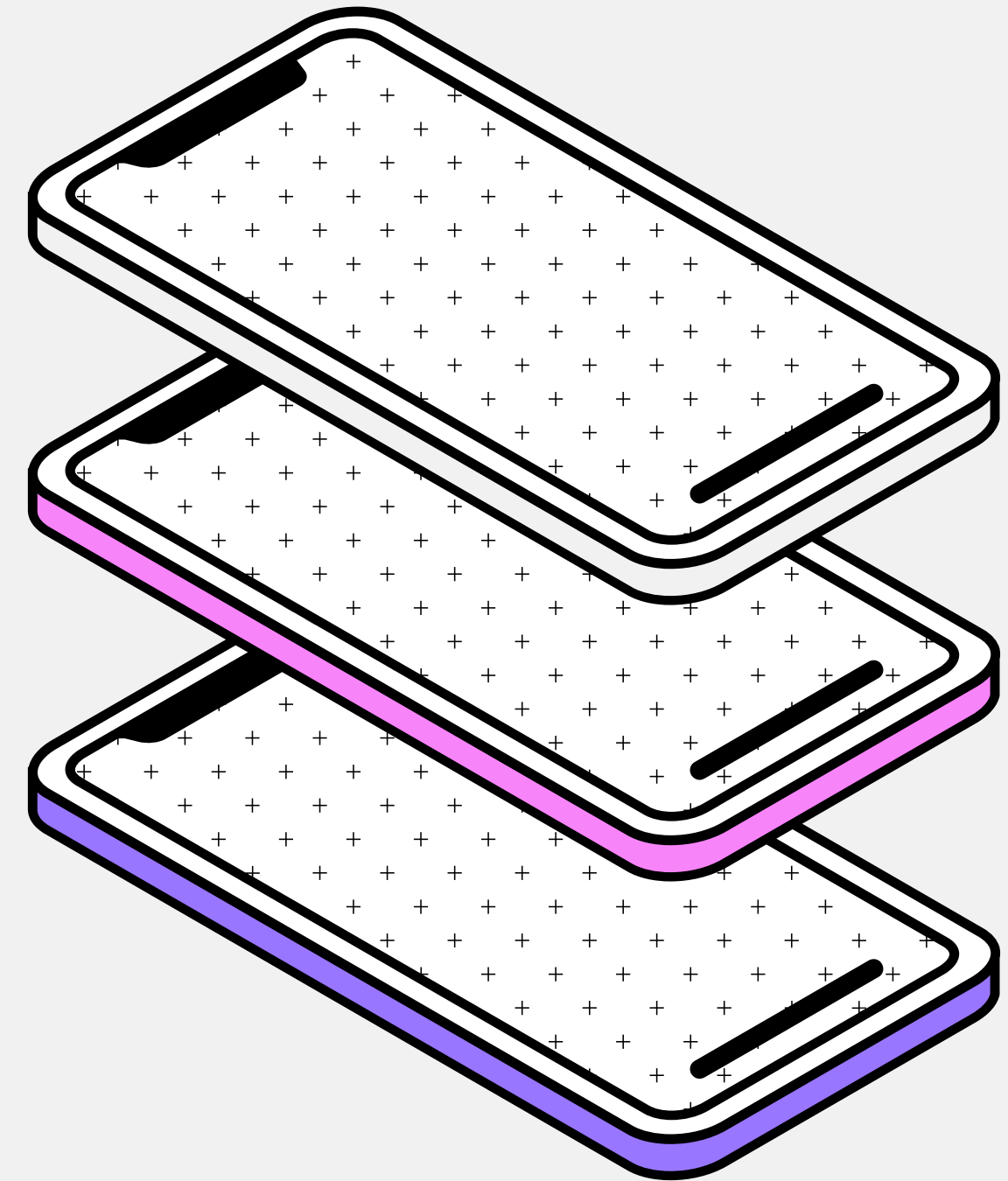
Alexis Moreno-Gonzalez

Alyssa Winterbauer

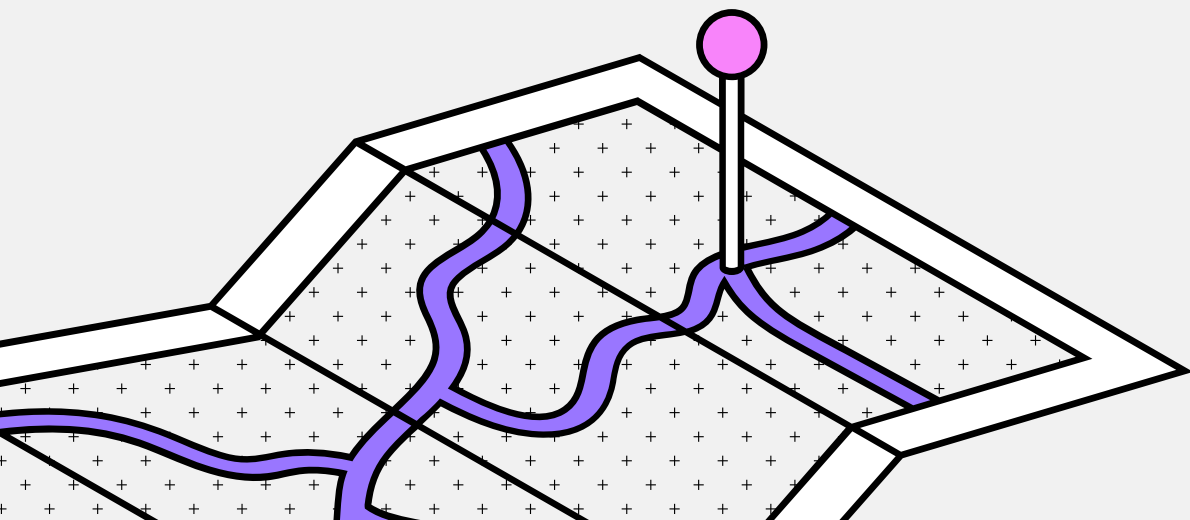
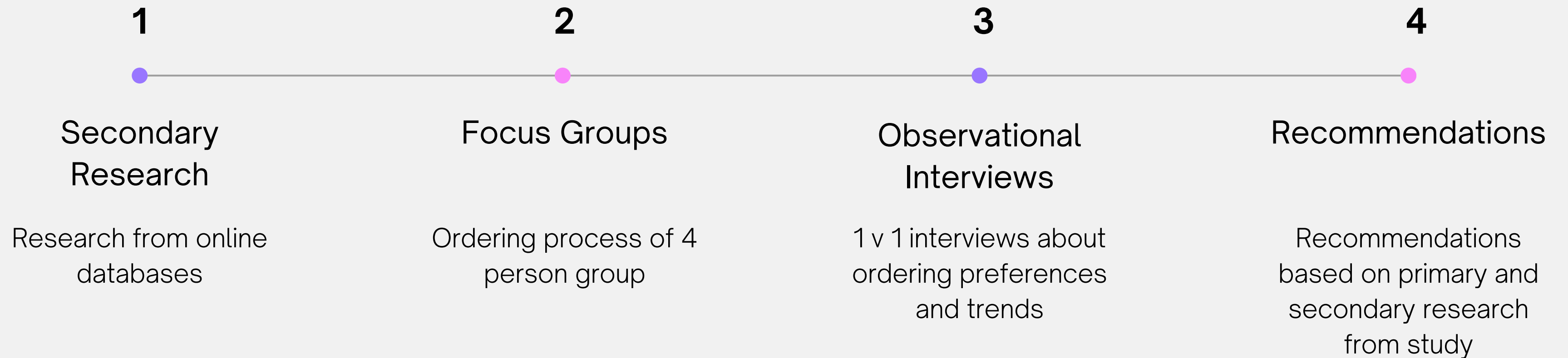
Grace Shim

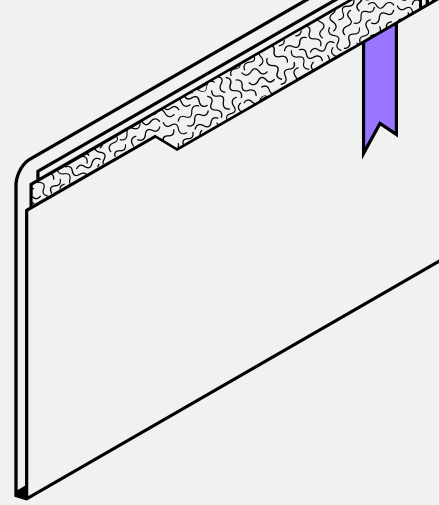
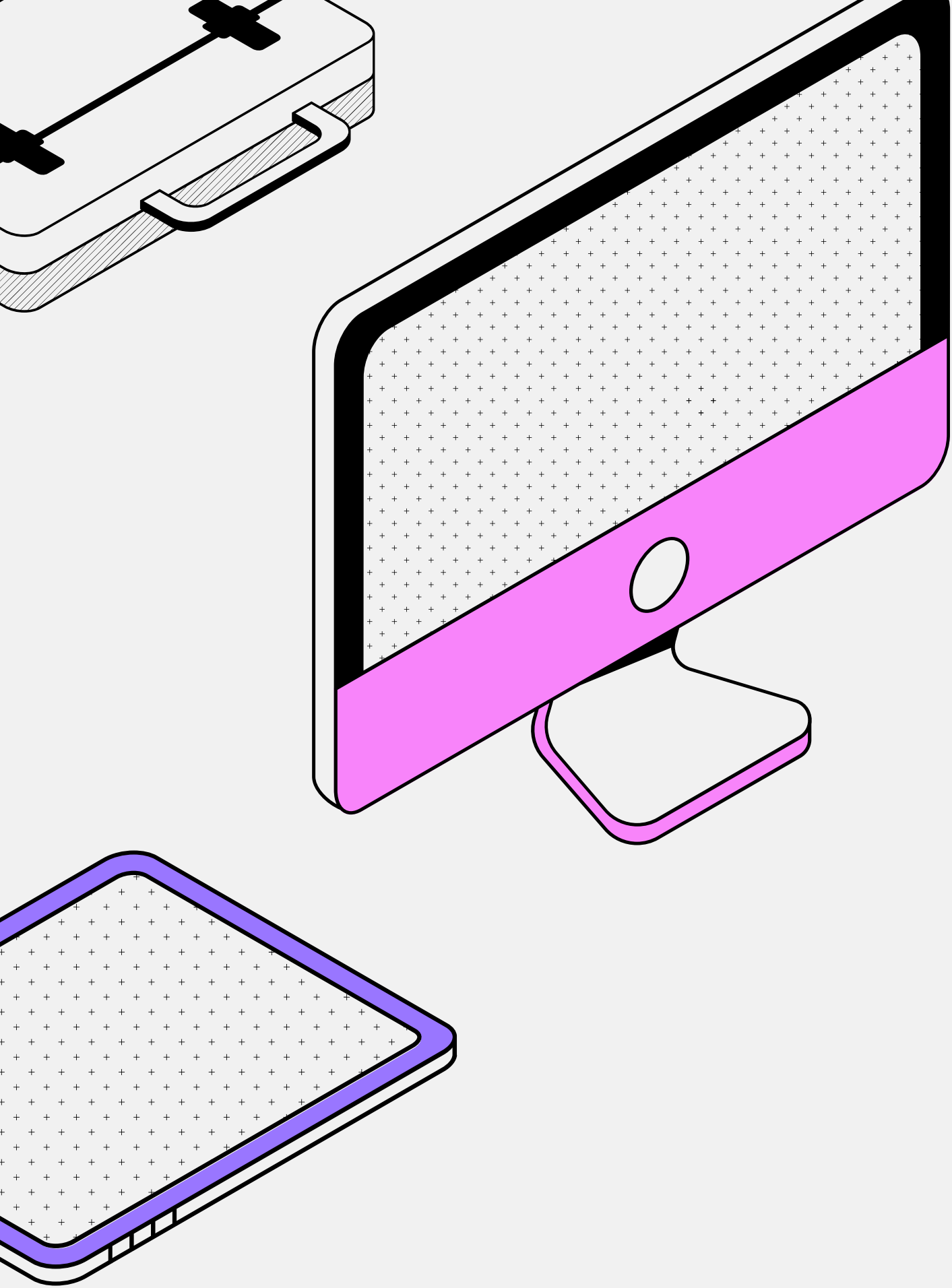
Patricia Cho

Travis Roth



Research Methods and Analysis

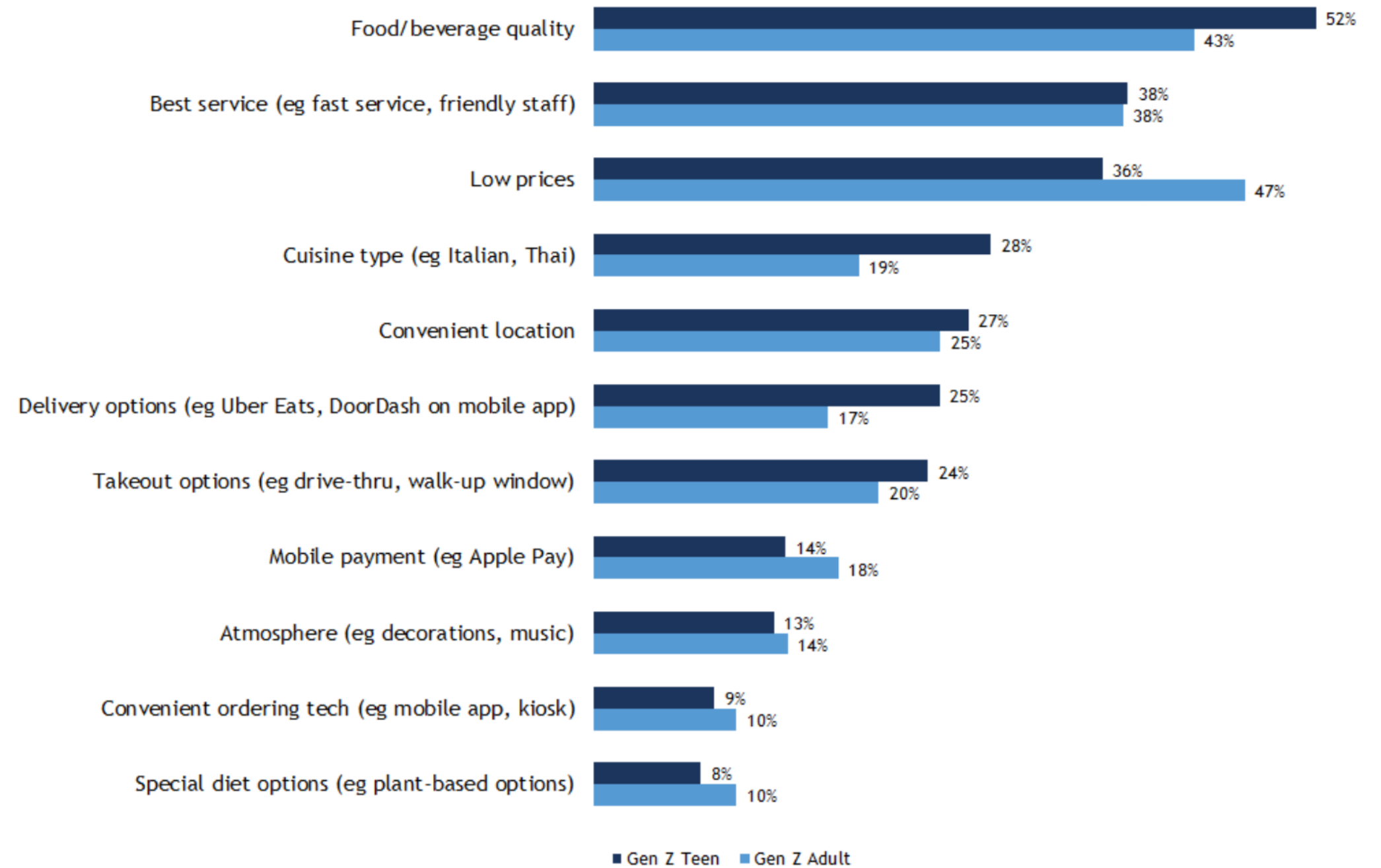




Secondary Research: Gen Z and Mobile Ordering

Gen Z Factors for Choosing a Restaurant

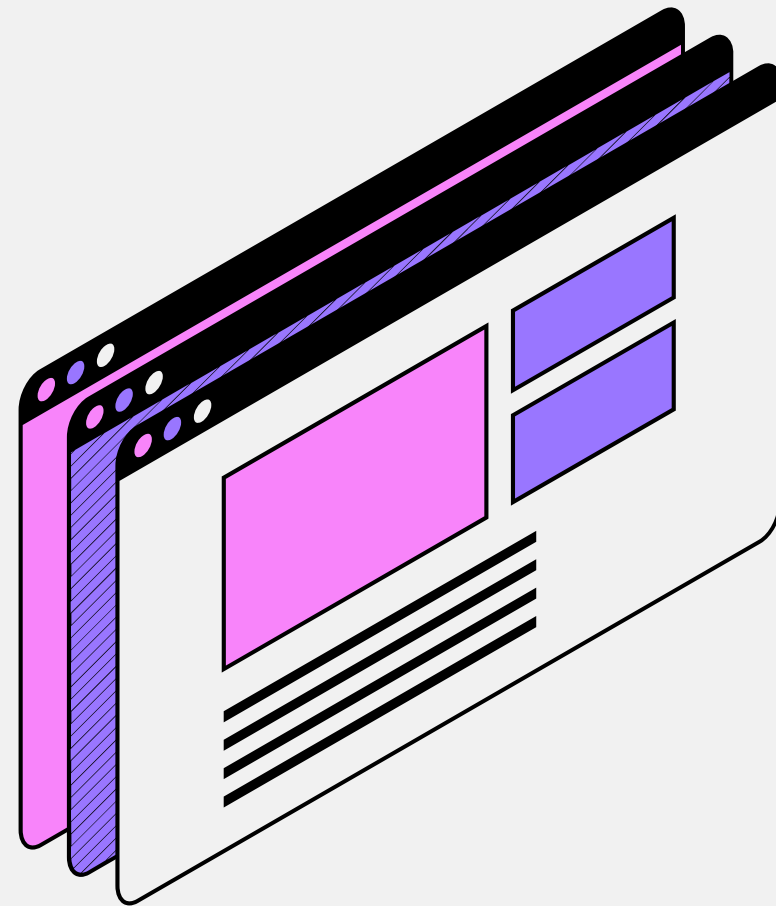
As of 2022



Base: 488 internet users aged 12-17 who make at least some dining decisions; 137 internet users aged 18-25 who make at least some dining decisions

Source: Kantar Profiles/Mintel, May 2022

How can restaurants capitalize on delivery and takeout interest?



Experts have expressed that using discounting as a promotional tool increases online user engagement for food-ordering apps among Generation Z.

Tap on our app: Internet motivators in the Generation Z purchasing process by Thomas Mueller and Greg Perreault

Focus Groups: The Ordering Process



Purpose of the Focus Group

Designing the study

Goal

Determine mobile ordering preferences and behavioral trends when ordering in a group setting.

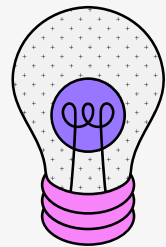
Prompt

"Among your group, place a mobile order with an average budget of \$20 per person, including tax and fees (but not tip)."

Participants

Four randomly selected undergraduate students from the Foster School of Business.

Ordering Process Overview



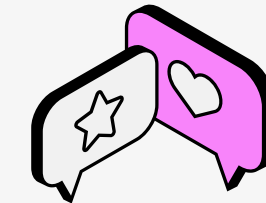
Collaborative approach

The ordering process took **44 minutes** from selecting a restaurant to completing the purchase (delivery time not included).



Hyperchoice

The group chose **Chick Fil A** after spending the most time selecting from hundreds of restaurants.



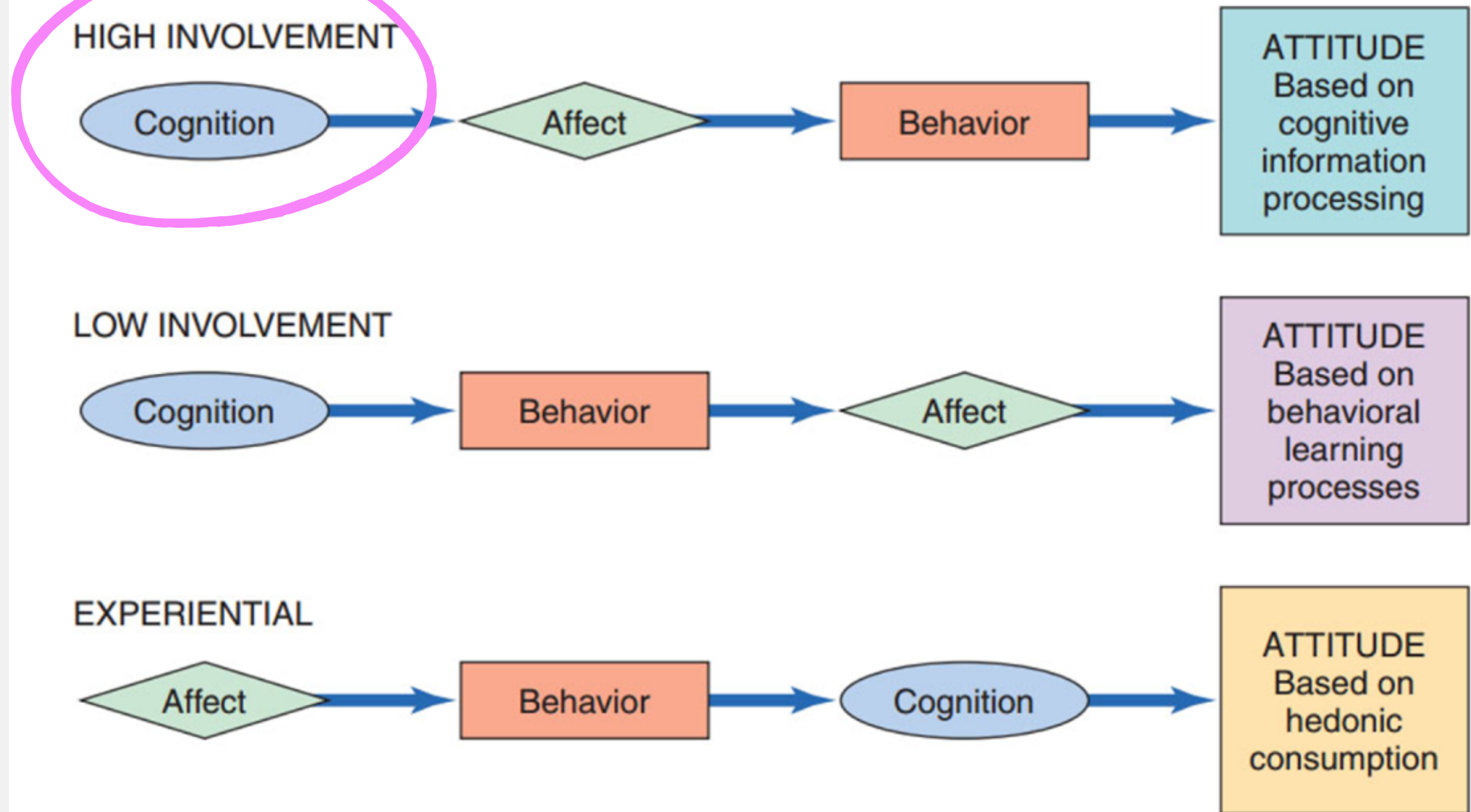
Utilizing features

DoorDash's **group ordering feature** allowed the group to add orders from each device to one cart.

Decision Making

High Involvement

Figure 8.1 Three Hierarchies of Effects

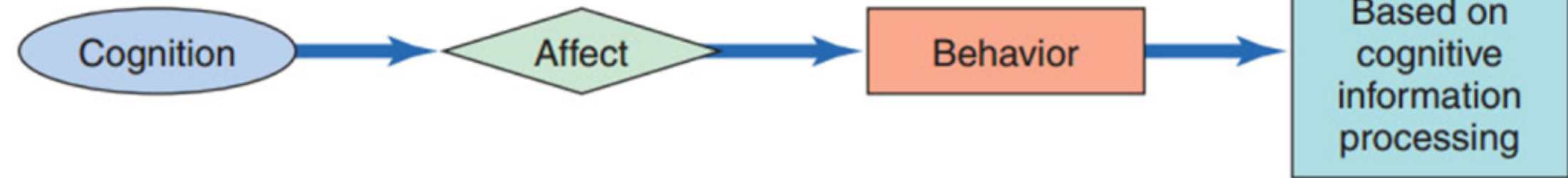


Decision Making

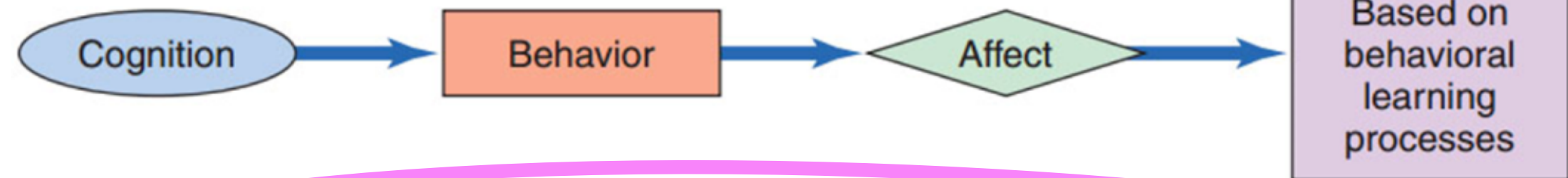
Experiential

Figure 8.1 Three Hierarchies of Effects

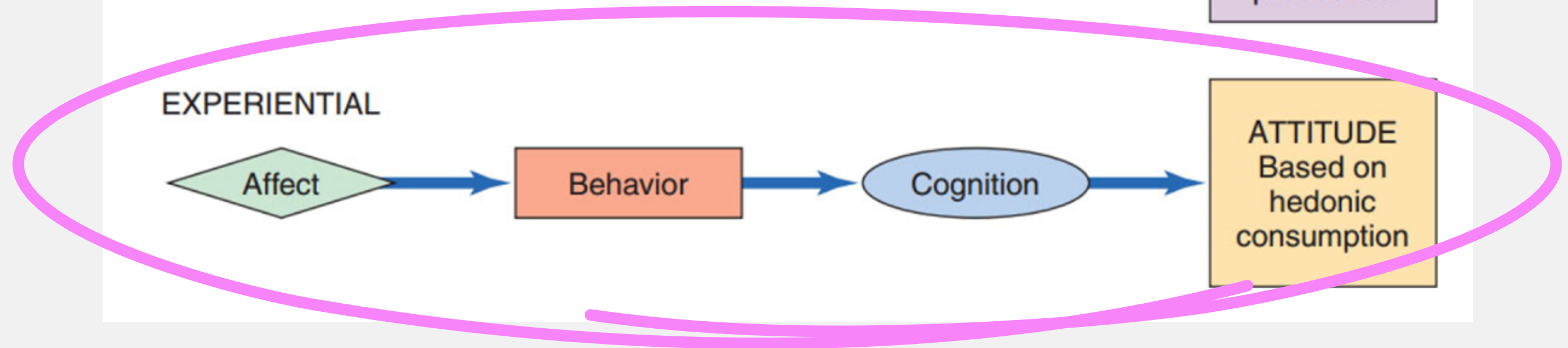
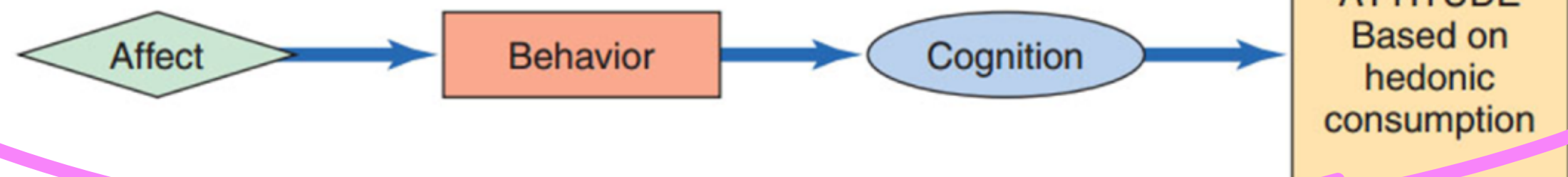
HIGH INVOLVEMENT



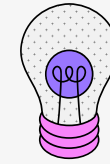
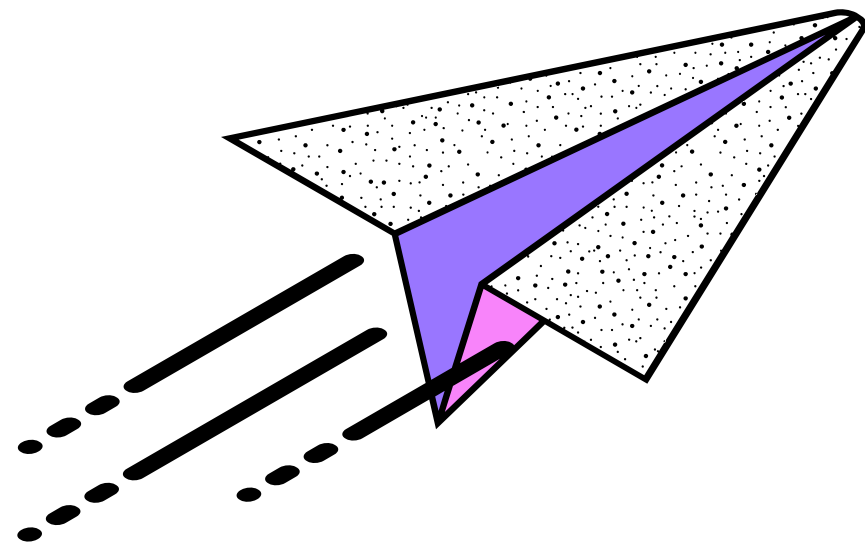
LOW INVOLVEMENT



EXPERIENTIAL



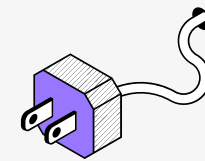
The Theory of Reasoned Action



Intentions vs behavior



Social pressures



Attitude towards buying

Observational Interviews: Gen Z Preferences



15

1 v 1 Observational Interviews

Quotes from Participants

Important insights

Participant A

"Price is definitely first priority for me. I tend to sacrifice my preferences in return for a cost friendly meal."

Participant B

"It typically takes me 10-20 minutes to decide on a restaurant to order from. I want to make sure I'm making the right decision."

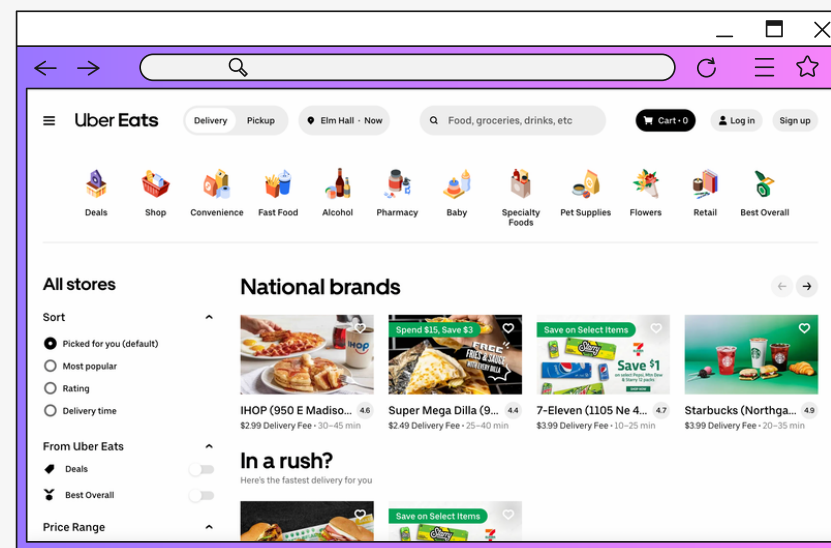
Participant C

"I don't usually order from delivery apps unless it's in a large group because then we can split the fees."

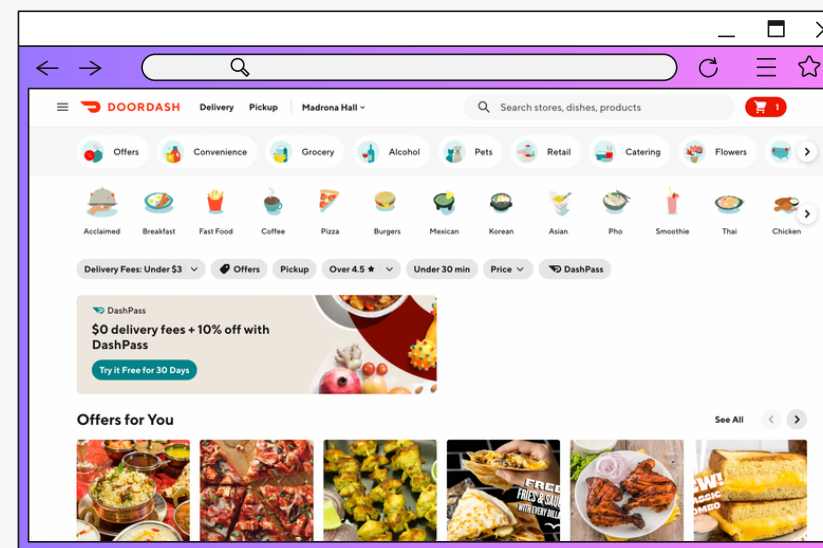
Participant D

"I found a DoorDash code on TikTok, I wouldn't have followed through on my purchase without the code."

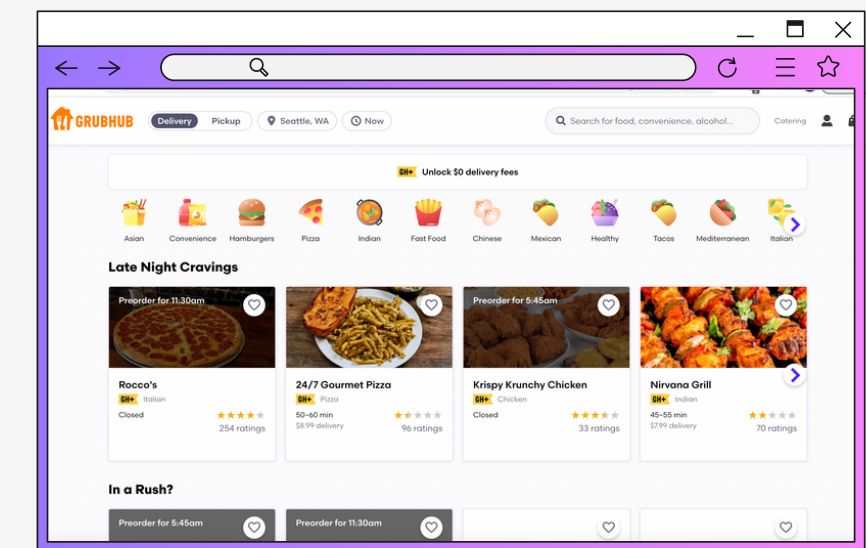
Observational Study Findings



**Excessive delivery fees
and hidden costs**



**Appealing and
informative visuals**



**Preferences for promos,
deals, and codes**

Recommendations: Implementing Insights






SWOT Analysis



Analysis for
recommendations





Strengths

-  Lack of fees
-  Convenience
-  Existing market



Weaknesses

-  High prices
-  Depersonalized experience

Opportunities

-  Online ordering trend
-  Expanding to other campuses

Threats

-  Pre-established platforms
-  Decreasing COVID regulations

Recommendations for DubGrub

Based on primary and secondary research

Rewards program

Group Exclusives

High quality pictures/descriptions

