Knowing more about people ordering food online: based on Eleme Platform
Master Thesis in Business Administration

Title: Knowing more about people ordering food online
Authors: Fenghu Chen, Jiawei Wu
Tutor: Adele Berndt
Date: 2017-12-07

Key terms: Provide 4-6 key words that are an integral part of your study
Ordering food online; decision-making; heuristics; AISAS model

Abstract – Option 1

Background: Increasing populations choosing ordering food online instead of cooking food by themselves

Purpose: Explore more knowledge about people online food ordering

Method: Semi-structures interviews

Conclusion: The outcome of this research shows that how consumers choose food online or restaurants for ordering food online are influenced by some elements like sales and popularity. Moreover, consumer prefer conduct anchoring rather than compromise when ordering food online based on heuristics.
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1. Introduction

As the economy develops, people who work in developed cities feel pressed because they are facing difficulties in China. These pressures include lack of time, low income and spending too much time on commuting, etc (Scudder, 2010). In order to overcome these living pressures, people try to get a more convenient lifestyle for saving time to do something else, such as studying or enjoying entertainment. For example, due to the high living cost and low income, they must make efforts to save time to improve themselves or pay more efforts on work to earn more money, which means that they need more time to deal with study and working (Scudder, 2010). Moreover, during the past decade, the development of Internet technologies has provided more possibilities to get to other alternatives, which enabled people to access to more conveniences (Izquierdo-Yusta & Schultz. 2011). shopping online become a trend not only in China (Wen, et al. 2013) but also around the world (Lian & Lin, 2008) because it is unnecessary for people to go to a retail store. For example, purchasing clothing on a website, reduce the time for transportation to the retail store would be saved if people know which size of clothing would suit them (Schnedlitz, et al. 2010).

For the same reason, people would be more likely to choose an easier way to fulfill their needs for food (Buckley, 2007; Zhou, et al. 2014). This can be the reason why people prefer buy food rather than make food by themselves. And this also can be opportunities for restaurants to earn money.

On the other hand, the development of online shopping in China make people fall into a habit that everything can be purchased online. Due to the growing numbers of express delivery companies, it is possible that people receive products from sellers within two days in almost situation (Ting & Jiaqi, 2013). Combining the need for food and developed urban delivery service, many customers realized that they can order food from restaurants and then food will be sent through the platform delivery service. Due to the effects of
economies of scale (Law, 2009), the costs of food delivery service declined and it has become acceptable for people to get food through online ordering. On the other hand, purchasing different categories of product became more acceptable to consumers (Dai, et al., 2014). So, there are increasing numbers of people trying to order food online. When consumers get advantages such as saving time as well as saving money because of the convenience of ordering food online, they will treat ordering food online as a part of their life, which results in the development of online food ordering service.

Beyond this, many businessmen realized the chance to make money by meeting customers’ needs of food delivery service. Different food ordering platforms such as Meituan, Baidu and Eleme (which means that are you hungry?) have been built. These platforms gather restaurant information, showing them on websites, send orders from customers to the restaurant and arrange staff to take food from the restaurant to customers. In this food order market, Eleme still occupies an overall leading position in the competition pattern of the domestic catering take-away market with an overall market share of 36.4%, which is the highest among these three ordering online platforms based on the third quarter 2016 third-party catering takeaway market research report in China that released by Bida consulting. And Eleme has covered in nearly 200 cities in China. Even there are over 180000 restaurants joint this platform to offer online food order service.

For consumers, online restaurants have been increasingly popular (Kimes, 2011). They would like to buy food through online restaurants because there are some evident benefits which include getting judgements from other consumers and convenience (Klaus & Kim, 2005). For restaurants, offering online ordering service enables them access more customers. Associated with the situation in China, one of the most famous platforms is Eleme. It was built in 2009 and it developed over the past several years. According to the statistic in 2016, there are almost 150 million people who have ever ordered food online in China. With the rapid development, this platform Eleme obtained 25% market share. All information about food online ordering is all based on this platform.

Figure 1.1 The page of Eleme platform website
On the Eleme platform, consumers can choose food from a variety of restaurants. Based on GPS technologies, restaurants around customers within specific distances, already participate in the platform, are shown. Sometimes, there will be hundreds of restaurants and customers need to make choice when they don’t know what they really want. For customers, making the decision means that they should make decisions about the food as well as the online restaurants. How customers make decisions about the restaurant is important not only for the platform managers but also for restaurants owners.

Figure 1.2 The processes of food ordering platform operation

Benefitting from the Eleme platform, restaurants are exposed to consumers who order food via Internet, which means that restaurants could get more customers if they make enough efforts on the platform. For accessing to more consumers, understanding how consumers make decisions among a considerable number of restaurants is essential for restaurants. Knowledge about how consumers make decisions about online restaurant can be applied to help restaurants attract more people.
Consumer decision-making has been studied by many academics from different aspects. Many researchers followed the stages of decision-making to get insights of how consumers decide. However, in this research, AISAS model is selected as a tool to explore consumer decision making. As it is known that Internet is a communicating channel between consumer and restaurants while AISAS model is a communicating model that states reactions between consumers and online products (Amaly& Hudrasyah, 2012). AISAS model is advocated by Denstu® due to the changes in the information environments (Sugiyama, et al. 2011) and it is suitable for analyzing online behaviors. Especially the Search and Share steps would be particularly studied as they are typical and important processes for online decision-making.

1.1 The problem
During the period of second quarter of 2017, consumers spent around 68 billion dollars in online food orders within Eleme platform (Analysys, 2017) and the expenditures for food orders are still increasing. There is no doubt that more and more restaurants will enter to the platform to earn money. Facing the increasing numbers of restaurants, consumers may feel difficult to make choice. Under this circumstance, this research will make exploration about how consumers make decisions regarding online restaurants and food when they make orders on Eleme platform.

1.2 The purpose
The purpose of this research is to explore consumer decision-making regard to online restaurant within online ordering platform. This exploration emphasizes on get more information on consumer processing decision-making.

1.3 Contribution
As the business in online food ordering grows, it cannot avoid that restaurants will enter the platform to complete against each other. By exploring consumer decision-making, the information gathered from this research may be helpful for online restaurants to attract more consumers. And the managers of Eleme platform can improve the design of website to provide better operation for consumers by understanding consumer decision-making. Except business value, this research is able to provide more findings for developing further studies.
1.4 Key Terms

Online restaurant: the restaurant runs on the food ordering website.

Ordering food online: the food is already cooked by restaurants and then delivered to consumers.

Decision-making: the act or process of selecting a preferred choice or course of action from a cluster of alternatives.

Heuristics: making a decision on a quick consideration.
2. Literature Review

The purpose of this chapter is to provide the theoretical background to the topic....

2.1 Consumer Decision-making

2.1.1 Traditional Decision-making model

Decision theory is developed by various interdisciplinary researchers such as philosophers, economists and psychologists (Peterson, 2009). Distinct understandings about decision theory share their opinions, which provides people compared perspectives about decision theory. Among these decision theories, normative decision theories and descriptive decision theories are two kinds of theories studying decisions or decision-making in two directions. In this research, study method of descriptive decision theory will be chosen because descriptive decision theories analyze the voluntary decisions made by people while normative decision theories seek to build up prescriptions about how people make decisions rationally (Rapoport, 1994). Describing and analyzing what briefs or values incorporate people into their decisions is the goal of descriptive decision theory (Slovic, et al., 1977).

From a psychological perspective, decision making is the act or process of selecting a preferred choice or course of action from a cluster of alternatives (Colman, 2015). All random or deliberate decisions are studied and included in decision making and decision making precedes and underpins them. Based on the previous researches, decision-making can be traditionally divided into five stages: 1) problem definition; 2) search and collect relevant information; 3) generate and evaluate feasible options; 4) make the decision; 5) implement and evaluate decision (Adair, 2013; Solomon, et al. 2016). These stages are not a tidy and strictly linear process, which means that one or more stages may be missing or absented when people make decisions. Five stages will be discussed in the following and limited in consumer behaviors aspects. See figure 2.1.

Figure 2.1 The stages of decision-making.
2.1.1 Problem Definition

When consumers expect to realize their ideal state from current state, they will find out that they have to cope with need. Under this circumstance, consumers have to define their problem as a goal to achieve. Need recognition and opportunity recognition are two ways that can rise a problem (Gordon & Richard, 1988). Need recognition means that quality of consumers’ actual state decreases or move downwards and opportunity recognition means that consumers’ ideal state move upward. The gulf between the ideal state and actual state results in a problem, which illustrates that the problem of consumers is to eliminate this gulf. For example, when consumers getting off work, they don’t want to spend time on cooking food. For this situation, the ideal state for consumer is having time to relax or do something they like. But the actual state is that they have to cook. The gulf in this situation results in consumer needs for food ordering from restaurants. That’s what the platform Eleme provide.
2.1.1.2 Search and Collect Relevant Information

Relevant information searching and collecting is the process for providing the consumers with enough appropriate information to make decisions. Before coming up with decisions, consumers need more knowledge about options to pursue themselves to make choice. This information search behaviors include internal search and external search (Van, 2016). According to Van (2016), internal search is a way for people scanning their own memory database to make comparison among options. By contrast, external search means that the consumer obtains information about products through external sources instead of existed knowledge (Van, 2016). For example, consumers are able to have all-round image about products through viewing online comments. External search probably offers people information that may be totally distinct with their own knowledge to help them make decisions (Johnson & Kuehn 1987). From the perspective of consumers, external search occurs either purchasing activities (pre-purchase search) or non-purchasing activities (ongoing search) (Bloch, et al., 1986). According to Girish (1987), search information before purchasing products is to make a better decision among options. On the other hand, there are some consumers who enjoy window-shopping. One of the main reasons is that these consumers get the latest information in the marketplace via window-shopping, which means that consumers’ browsing is unintentional (Tremonte, 2011). The ongoing search is to build a database through collecting information about products for future use. All these kinds of search can be concluded as deliberate search. Except initiative search, consumers are exposed to overwhelming advertising or other conditioned stimuli, which forces consumers passively forming memory about products that are unnecessary at that moment. When the need of those kinds product appears, consumers probably make decisions without doubt (Hoch, & Ha, 1986). This passive manner from consumers can be considered as accidental search (Solomon, et al., 2016).

2.1.1.3 Generate and Evaluate Feasible Options

Before making purchase decisions, generating and evaluating options is a necessary and unavoidable process when consumers obtain enough information by search. Alternatives are feasible options for consumers, thus these alternatives can be taken into consideration (Aaker, 2008). Options should be created first therefore there is an objective for consumers to evaluate. According to Bither et al. (1971), alternatives are aroused from evoked or consideration set. Alternatives in evoked set comprise the choice already in memory (is also called retrieval set) and outstanding choice that exists in the retail store (Brisoux, &
Laroche, 1981). On the other hand, alternatives from consumer awareness but would not be considered buying compose the inept set, while an inert set comprises alternatives that are totally not taken into consideration (Solomon, et al., 2016). To summarize, alternatives that need to be evaluated most probably come from evoked set or consideration set. Alternatives evaluation is an activity for helping make a choice towards alternatives. Categorization is crucial for evaluating alternatives, which means that how to evaluate alternatives differs based on alternatives category (Solomon et al., 2016). Product attributes, such as price and function, or previous learned experience can be used as reason to classify alternatives (Manning, & Sprott, 2009; Sleeth-Keppler, & Wheeler, 2011). Moreover, evaluative criteria can be used as guides to make comparisons among options (Williams, & Slama, 1995). These evaluative criteria include price, design, functionality and design, etc. (Presutto, et al., 2007; Solomon et al., 2016). They are important in decision-making process when products are different to each other rather than similar. Many investigators put efforts into ranking these criteria because it is useful for consumers to refer to make their decisions (Surowiecki, 2014). For online restaurants or food selection, options can be generated according to the distinction of taste, price, even food categories. These factors such as taste are also considered to evaluate the online restaurant and food options.

2.1.1.4 Make the Decision

Darley et al. (2010) have stated that decision-making overall summarizes whole processes of how consumers make decisions. According Darley et al. (2010), for consumer decision-making, selecting and purchasing the product is regarded as making the decision, which is one steps of decision-making as well as the outcome and result of decision-making. Choosing among options must be done once a cluster of options is generated and evaluated. Consumers will make a decision by comparing evaluative criteria that varies from simple to complicated (Hwang, & Yoon, 2012). Complicated processes of making a decision means that consumer need to compare different criteria of products or pursue themselves which products are more suitable. By contrast, consumers make a decision in simple process due to there is a relatively better choice in their evoked set, which doesn’t require too much time or energy to deal with it. How the consumer makes a decision with their initial feelings (mental short cuts) is important for understanding consumer decision-making (Gigerenzer, 2008). In a study of consumer decision making aspect, heuristics theory is typical for analyzing how consumer makes a decision following simple rules such as gut favors about products (Pearl, 1984). This research is to understand consumer
decision-making behaviors regarding to online restaurants from consumer perspective, especially how consumer decide which restaurant in a short time. This is why heuristics theory will be helpful for understanding this research and heuristics theory will discussed in the following.

2.1.1.5 Implement and Evaluate Decision

Implement and evaluation of decisions is the last stage of consumer decision-making. The decision, final choice from alternatives, can be seen as the outcome of decision-making, which means that it should be executed and evaluated. This stage can be transferred into experience or expertise for future decision.

Consumers with expertise or without expertise are likely to evaluate their decisions differently. According to Swaminathan (2003), non-experts are less knowledgeable than experts therefore novices cannot process information more or deeper. In other words, it is more difficult for non-experts to organize existing knowledge for evaluating products, which means that they are preferred to process information in heuristics thinking. Heuristics is of help for consumers with low levels of expertise because it saves time and easily operates. It is difficult for non-experts to evaluate decisions with systematical knowledge so that resulting in more reliance on heuristics to save time and effort (Alba & Hutchinson, 2000; Samson & Voyer, 2014). With the study of the factors that influence consumer decision-making about online restaurants, consumers are generally ordinary and without experts so that they will not process their decision-making in deep consideration.

It can be concluded that consumers, especially those without high levels of expertise, more rely on heuristics to make decisions or evaluate. This is a time-saving and direct way for decision-making process. Heuristics worth being studied in order to get more insight of consumer decision-making under simple situation.

2.1.2 Heuristics

It is obvious that consumers will not strictly follow decision-making procedures when making purchasing decisions. The consumer may simply make a decision on a quick consideration, which is more effective and simpler because it does not take any time of searching information about products. This simple decision-making method can be called heuristics.
2.1.2.1 Heuristics Rules

There are many specific heuristics judgement rules that are applied in different situations. Among these heuristics rules, the recognition heuristic and the fluency heuristic are relatively notable because they relied upon memory processes (Schwikert et al., 2014). Compared these two kinds of heuristics, the recognition heuristic is relatively simple because it only based on recognizing objects to make decisions. the recognition heuristic can only be used for two-alternatives situation that one alternative is known by the consumer whereas another is unknown (Goldstein et al., 2002). But the fluency heuristic goes further, which make decisions according the speed of recognition or the retrieval speed from memory. If objects are all known by the consumer, the object, that is retrieved quicker from memory, is more valuable than other alternatives when decision-making processes. Furthermore, upon the research of Schwikert et al. (2014), two typical types of memory: familiarity and recollection perform differently in the recognition heuristic and the fluency heuristic. These two memory-based cues are distinct: familiarity-based recognition in memory is regarded as spontaneous, automatic and no retrieval of existing information whereas recollection is considered as subjective, deliberate and being with retrieval of information from previous experience. Schwikert et al. (2014) also showed that consumers rely more on familiarity-based memory cues during the recognition heuristic and they prefer recollection-based cues when facing the fluency heuristic. To conclude, heuristics have distinction in diverse types of memory.

2.1.2.2 Advantages of Heuristics

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2.1.2.3 Heuristic Strategies

There are two well documented heuristic strategies in the consumer decision-making studies: compromise and anchoring (Saini & Monga, 2008). The compromise strategy of heuristics influences consumer decision through compromising consumer preference among alternatives. This compromise way can be explained in two levels: 1) Final decision probably is selected among alternatives because this choice is the middle of all alternatives. For example, there are three restaurants that are in totally different level of price. The restaurant with middle level of price is possibly selected because the price is a compromise between the cheap one and the expensive one; 2) Final decision may be made because it is a combination of all alternatives or it is a compromise outcome of all alternatives. Like when people want to eat fried chicken and rice at the same time, KFC is a good choice for Chinese consumer because rice is served within KFC in China. Therefore, compromise strategy of heuristics is easy to justify.

Alternatively, another strategy of heuristics is anchoring strategy. Anchoring is the preference of decision makers to achieve decision-making via relying heavily on some pieces of information as well as ignoring the rest of information (Simonson & Drolet, 2004). In the processes of the consumer decision-making, the consumers’ judging standard can be influenced by arbitrary anchoring. The used anchors can be simple or complex, which depends on the amount of information applied as anchors. When consumer using anchor to process decision-making about online restaurant, choosing seafood as an anchor is a way to select online restaurant. What information is applied by consumers for anchoring can be helpful for understanding what factors are used by heuristics in decision-making.
2.1.2.4 Product Signal and Market Briefs in Heuristics

Product signal and market beliefs are two objects that are useful for heuristics. From the perspective of consumer, they easily judge products by inferring covered attributes of products such as appearance or color of products (Sullivan & Burger, 1987). These obvious attributes may be an anchor for consumers making decisions or attract consumers to select them. For example, if a product looks better among several comparable products, it is probable that this product is perceived favorably by the consumer. A number of market beliefs are realized when the consumer processes decision-making. The consumer relies on market beliefs in heuristics to lead to decisions no matter what these beliefs are. Even some beliefs are inaccurate, which does not stop the consumer using them. But there are many market beliefs that can be applied in heuristics such as “smallest-sized containers are almost always more expensive per unit than larger sizes”. This belief will have impacts on consumer making decisions about what size of products they will choose (Duncan, 1990). To summarize, product signal and market beliefs are two typical objects used in heuristics and they provide different dimensions for exploring heuristics.

2.2 AIDMA and AISAS Model

AIDMA and AISAS model both are models that shows how consumer communicate, whatever with products or other consumers. Ordering online and choosing online restaurant is a way of communication via website, therefore these two models can provide a way to explore consumer decision-making.

2.2.1 AIDMA Model

AIDMA model is a model that reflects the process of consumer decision-making, which contains five steps: Attention, Interest, Desire, Memory and Action. This well-known and traditional model is proposed by Ronald Hall in 1920 and it has been used commonly to describe consumer behavior (Amaly & Hudrasyah, 2012). And it also represents the process of consumer decision-making in the real store. AIDMA will be shown by Figure 2…. Within AIDMA model, each step follows a linear process, which means that consumer decision-making will obey the order: Attention → Interest → Desire → Memory → Action (Kono, 2009). According to Chang, et al. (2008), in the traditional consumer decision-making towards product or service, consumers’ attention is aroused and this attention alters to interest. If consumers feel interested to the product, it is more likely that consumers want this product (desire). The goal of the desire is to arouse the need of
consumers for product. Moreover, this desire towards product will be transferred as consumers’ memory, which finally urges consumers purchase the product (Action). These five steps can be further concluded into three stages: Cognition stage includes Attention step; Affect stage consists of Interest, Desire and Memory steps; Action stage means no doubt Action step (Amaly & Hudrasyah, 2012).

Figure 2.2 The steps and stages of AIDMA Model


2.2.2 AISAS Model

As the Internet technology develops, the increasing numbers of people adopt shopping online even prefer online shopping rather than real shopping. Because of the change of consumer shopping habits, AIDMA model is no longer suitable for describing consumer decision-making processes. In view of online shopping, new model is developed from AIDMA model by Dentsu®, which is defined as AISAS model and it is more suitable for consumer online shopping decision-making (Sugiyama, et al. 2011). Comparing to AIDMA model, the behaviors in AISAS model alter from “Desire” and “Memory” to “Search” and “Share”, in which emphasizes more on behaviors that occur because of the Internet. This
model, unlike AIDMA model, is not a linear model because each step within AISAS model no longer directly results in another step. For example, consumers probably share what information they have searched, which they skip action step directly. The process of AISAS will be presented by Figure 2.2. With the understanding of AISAS model, it illustrates the increase of initiative in decision-making, especially consumers will search information or share information spontaneously because of the convenience of Internet.

Figure 2.3 The steps of AISAS models

Source: Adapted by Sugiyama, et al., 2011.

As the Figure 2.2 shows, AISAS model is not a linear model, especially the processes of “Search”, “Share” and “Action” can be operated in different combination. Five steps within AISAS model will be discussed respectively in the following.

Attention is the initial behavior in the model. Based on the theory of Pashler (2016), there are two types of conditions that drives attention. One is goal-driven attention, which happens while participants will be influenced or “controlled” by observer’s opinions. It can be explained in consumer decision-making aspect that consumers’ attention will be aroused because the marketers have recommended or emphasized some features so that consumers notice them. Another attention is defined as stimulus-driven, which occurs because some products are typically different with other products, especially totally different features can quickly draw consumers’ attention. For example, if there is a kind of products with pink package, which are put among many products with green package, the pink one is more
likely to get consumers’ attention. Associated with this research, consumers draw attention when processing decision-making can be categorized two situations: one is that consumers’ attention about one restaurant or food are aroused because of the recommendation or reminding of the manager of the restaurant; another is that consumers pay attention to a restaurant because some features of this restaurants are remarkable.

Comparing to AIDMA model, the “Interest” step within AISAS model far beyond the “Interest” step in AIDMA model, which also contains that contents of “Desire” and “Memory” steps in AIDMA model (Amaly & Hudrasyah, 2012). As the perspective of AISAS model, “Interest” step means that consumers not only are interested to the products, but also they feel like the product so that the products can be saved into their memory. When consumers facing the situation regarding decision-making about online restaurants, consumers’ interest about specific restaurants or food can be released as probably the restaurants or food are expected and remembered by consumers. As the memory plays a role in “Interest” part, it should be discussed deeper. “Recall” is one possible way in memory that releases Interest about products. In memory, recall is the mental process of information retrieval, which there are four main types of recall of information about consumption (Wijaya, 2015): 1) brands; 2) attributes; 3) evaluations; 4) experiences. These recall types will be explained in the following to provide more possible information to explore consumer decision-making better. Recall of brands in consumer decision-making towards to online restaurants is normal. Many famous chain restaurants such as KFC and Pizza hut are at the presence in the platform, which leads to consumer’s interest and makes them choose these chain restaurants finally. Attributes is a normal recall type for consumers, which can be considered as the favors in decision-making regarding to restaurants or food. Flavors are saved in memory and they can be the reason that for consumers to choose specific restaurants or food. For example, a consumer may choose a Sichuan restaurant because of the recall of spicy flavors. The recall of evaluations and experiences can be discussed at the same time because experiences finally result in personal evaluations about products from consumer themselves rather than from others. In restaurants and food aspect, consumers obtained comments such as word-of-mouth from friends or personal previous experiences have impacts on their preference about choosing restaurants or food.
As the information explodes, it is easier for consumers to obtain information for their decision-making process. Before consumers decide to buy something, probably they will accomplish information for comparing alternatives (Wijaya, 2015). Information search is used by consumers to get more knowledge about products or purchasing environment so that they can make wise decisions through proper data (Solomon, 2011). The main knowledge about Search has been discussed previously so knowledge about Search will not be repeated at this part.

In this research, “Action” means that make a decision about online restaurants and food and then make an order. And “Action” part also has been discussed previously.

The Internet technology enables consumers to share their opinions or experiences with products or services to strangers. At the traditional way, consumers always share their comments by word-of-mouth between people who they already know each other. While with the Internet technology, people share their opinions about a product to social network. And these personalized reviews are almost open so that even strangers are able to read these reviews. The reviews that are shared through Internet towards products are regarded as one type of electronic word-of-mouth (eWOM) (Gruen, et al. 2006). From the perspective of consumer, online consumer electronic word-of-mouth is helpful. On one hand, these online consumer reviews provide more product information that consumers need, which are more trustworthy. Because consumers that who have ever used products are more likely to be honest to talk about the pros and cons of products that the sellers. Likewise, when people share opinions about restaurants or food, their reviews can be trustworthy to refer. On the other hand, it is possible that consumers share not only the reviews about products but also the experiences or situations when using the products, which means that other consumers are able to imagine and refer these experiences for their own decision-making (Wei & Lu, 2013). Like consumers will read some reviews about the online restaurant as reference so that they can avoid some food they don’t like such as request for individualized food. According to the study of Wei and Lu (2013), there are around 60 percent of consumers will refer online reviews when they have no idea whether they buy products or not. That’s why “Share” step is important in AISAS model.
2.2.3 Comparison between AIDMA and AISAS Model

AIDMA model and AISAS model are both important for the study of consumer decision-making. These two models will be compared in the following table for clear demonstration. See Table 2.1.

### Table 2.1 Comparison between AIDMA Model and AISAS Model

<table>
<thead>
<tr>
<th>Similarities</th>
<th>Differences</th>
</tr>
</thead>
<tbody>
<tr>
<td>They all mention the importance of “Attention” and “Interest” (Amaly &amp; Hudrasyah, 2012);</td>
<td>AIDMA model is a linear model that consumer decision-making strictly follows steps within model; AISAS model is not linear so that there are different behaviors happens (Amaly &amp; Hudrasyah, 2012);</td>
</tr>
<tr>
<td></td>
<td>AISAS model is more suitable than AIDMA model in analyzing online consumer decision-making (Wijaya, 2015);</td>
</tr>
<tr>
<td></td>
<td>AISAS model has an emphasis on consumer mutual communication such as share but AIDMA model does not;</td>
</tr>
<tr>
<td></td>
<td>“Interest” process has more significance in AISAS model than AIDMA model, which includes the “ Desire” and “Memory” steps of AIDMA model (Wei &amp; Lu, 2013).</td>
</tr>
</tbody>
</table>

Source: Adapted by Amaly & Hudrasyah, 2012; Wijaya, 2015; Wei & Lu, 2013.

As the comparison of these two models, AISAS model is more suitable for exploring consumer decision-making towards online restaurant. Following online AISAS model enables getting more valuable information and findings that are more meaningful, by contrast AIDMA model cannot match consumer behaviors with modern trends nowadays.

2.3 Food and Online Restaurants

In this part, factors that influence consumer decision-making when they shopping online and website design theory will be discussed. When consumer order food from online restaurants, these behaviors can also be considered as online shopping (Source). The factors that influence consumer decision-making under online shopping conditions enable
researchers to conduct this research analysis in a comprehensive way so that the outcome of this research can be more trustworthy. Moreover, this research concentrates on decision-making via website, which means that the design of website may have impacts on consumer decision-making. This theoretical part provides support for analyzing the findings from collected data.

2.3.1 Online Shopping
As the Internet has been used as a shopping channel, the features of the Internet as a sales system has been studied. From the commercial perspective, how commercial attributes of online shopping, also is called e-commerce, help academics understand more consumers about decision-making on online shopping. Jarvenpaa and Todd (1997) proposed a theoretical framework and classification about Internet commercial characteristics. There are eleven factors that are identified by Jarvenpaa and Todd (1997), which can be concluded into three diverse categories. These factors are studied as the impacts on consumer decision-making on online shopping. Three categories respectively are product perception, shopping experience and consumer service. These Internet attributes can be simply reviewed in the following.

2.3.1.1 Product Perception
Within product perception attribute, there are three factors are considered when consumers shopping online: price, variety and product quality. Combining this attribute and this research, product perception about online restaurant can be classified:
1) Price. The restaurants on the platform Eleme provide competitive-price food because they need to compete with other restaurants;
2) Variety. There are a wide range of diverse categories restaurants and food on the platform;
3) Product quality. After strictly censoring, online restaurants that are permitted to operate on the platform can provide consumers with higher quality and safer food.

2.3.1.2 Shopping Experience
From the perspective of consumer, shopping experience of shopping online is diverse with experience on shopping on retail store. Shopping experience includes: effort, compatibility and playfulness. For research on consumer decision-making regarding online restaurant, they can be explained as:
1) Effort. Consumers can save time because of buying food rather than cooking food;
2) Compatibility. People who grow with Internet technology are more likely to adopt to order food online because it associate with their life-style;

3) Playfulness. Ordering food on online restaurants is fun for consumers because they easily obtain distinct kinds of restaurant information at the same time.

2.3.1.3 Customer Service

Customer service of online shopping is typically different with real shopping one. Due to different shopping environment, consumers need diverse customer service in helping them decision-making. In customer service aspect, there are five factors influencing consumer decision-making: responsiveness, reliability, tangibility, empathy and assurance. These factors will be discussed within this research as following:

1) Responsiveness. The manager of online restaurants should provide necessary information for consumers so that consumers are able to process decision-making rationally such as pre-purchase information provided or delivery waiting time;

2) Reliability. The restaurant merchants should make sure to keep their promises;

3) Tangibility. The food provided by online restaurants should be exhibited in an attractive and visual way, which enables consumers to build up appropriate expectation.

4) Empathy. Consumers individualized needs should be considered and the merchants need to offer consumers more helpful information in decision-making. For example, consumers may have distinct levels of adaptation about food with special flavor. Online restaurant merchants can make some adjustments if consumers request.

5) Assurance. The manager of online restaurants can provide useful information to avoid accident that results in unsatisfied experience. Regarding online restaurants food ordering, the restaurants need to let their consumers know that the delivery may be late when the weather is bad. This information can probably reduce consumers’ unpleasantness because of the delayed delivery.

2.3.2 Website Design

When we talk about traditional or retail shopping behaviors, shopping environment has significant effects on consumer decision-making. The effects of shopping environment have widely been studied and recognized by various academics (Hasan, 2016). According to Turley and Milliman (2000), shopping environment such as store’s attributes has influences on consumer behaviors. Especially, store designers always combine different physical attributes to enhance the possibility of consumer purchasing. As the growth of online
shopping, the importance of shopping environment of e-commerce has been realized. The website for online shopping is considered as the shopping condition, which its design is considered as a crucial role in influencing consumers’ initial expression and subsequent decision-making (Wells, et al., 2011). According to Mithas, et al. (2007), it is more likely for consumers to purchase from better-design websites. In this research, the platform Eleme has its own website for online restaurants running. Under the purpose of this research, it should be taken into consideration that whether the design of the website affects consumer decision-making regarding to online restaurants. Academically recommendation from Hasan (2016), website design consists of three contents: visual design, navigation design and information design. These three dimensions in website can be used to evaluate the quality of one website design and they can affect one’s decision-making.

Figure 2.4 Three website design characteriscs.

![Figure 2.4 Three website design characteriscs.](source: Adapted by Hasan, B., 2016.)

### 2.3.2.1 Visual Design

As the most important component of a website, visual design apparently affects viewers’ expressions about the objects when interacting with the site (Vance, et al., 2008). The visual design of a website normally means the appearance of a website, which includes images, shapes, animations, fonts, colors and layout (Cyr & Bonanni, 2005). These visual appeals can be applied to shopping website because they significantly boost consumers’ satisfaction
and thus leads to more engagement with the site (Cyr, et al., 2009), which means that the visual appeals are able to encourage the outcome of consumer decision-making. When focus on consumer decision-making on online restaurants, there is no doubt that visual factors should be noticed because of their significant effects. For example, the images posted by restaurants obviously are the important objects for consumer referring. Consumers probably prefer the restaurants with attractive photos about food rather than those restaurants without photos.

2.3.2.2 Navigation Design

For those consumers who have no patience viewing the website, efficient navigation design will be helpful for encouraging them to process decision-making (Hasan, 2016). When consumer using the website, the navigation design influences the amount of effort for making final decision (Vance, et al., 2008). According to this, a good navigation design means that it can help consumers easily achieve decision-making among various alternatives, which means that an efficient navigation design provides consumers with convenience for decision-making. The navigation design plays an increasingly important role of the website because the overwhelming alternatives may set barriers for consumers making decisions. Associating with the topic of this research, consumers probably leave the site and forgive to choose a restaurant because of the chaos of the website content and website structure. In this research, platform Eleme is the website that consumers make a choice about online restaurants. The figure 2.2 will present the navigation design about the website. On the top left corner, you should type in your address so that the restaurants nearby can be located and shown to you. On the top right corner, you are able to type any keywords to find your favorable online restaurants such as dim sum. There are two areas in the middle of the website page. The above area recommends some different restaurant categories for consumers, which leads consumers to their favorable online restaurant categories. The below area presents diverse restaurants because of some reasons such as popularity or good reputation. This research will also discover the impacts of the navigation design of the website towards consumer decision-making.

Figure 2.5 The navigation of website
2.3.2.3 Information design

Information design of the website refers to how the site deliver relevant and easy-to-understand contents to its viewers (Lee & Kozar, 2006). When consumers viewing shopping website, their satisfaction about the website will be related to whether useful and relevant information is presented or whether the information is easily accessible (Shih, 2004). For example, when consumers want to know how others comment about a restaurant, they feel satisfied when simple and easy-to-understand comments from others are provided, like stars in Figure 2.2 illustrate the level of recommendation. Consumers’ satisfaction about the website or online restaurants can be increased as sufficient and easily accessible information can be obtained in the site by consumers. Therefore, the convenience of finding necessary information and the ease of finding information that helps decision-making can positively influence consumers’ decision-making. How information design affect consumer decision-making regrading online restaurants may be studied by the exploration interviews.

All in all, these three website design factors are confirmed that they are important for attracting people to when they purchase products online. Even not each successful website that can get increasing numbers of people interest, more website managers or builders pay increasing attention to how operating the website better.
3. Methodology

The purpose of this part is to introduce the reader to what will be covered in the chapter. This is presented at the start of each chapter and is adapted to reflect the content of the chapter.

3.1 Introduction

In this chapter of the study, the researcher presents the research techniques that were used in exploring consumer decision-making processes in regards to an online restaurant within Eleme website. Since consumers behave in different ways, understanding their decision-making processes requires a researcher to engage them. Thus, this meant that this study would utilise research techniques that enhance the interaction between the researcher and respondents. These techniques are depicted in the research onion below.

Figure 3.1 Research Onion

Source: Developed by author based on Saunders et al., 2012
3.2 Research Philosophy and Approach

According to Saunders et al. (2012), a research philosophy refers to the beliefs about how knowledge in a given study should be developed. The positivism and interpretivism philosophies are the most commonly followed philosophies in research. The positivism philosophy is associated with quantitative methodologies and designs since it assumes that only a single reality about a given phenomenon exists, and that it can only be measured objectively through measurement (Tolman, 2012). On the contrary, interpretivism is based on the belief that multiple realities about a given phenomenon exist, and as such should be explored by engaging the social actors affected by the phenomenon. This is why the interpretivism philosophy is closely associated with qualitative techniques and the inductive approach.

According to the research onion, the interpretivism philosophy was chosen for this study. This is because it is behaviour-oriented and it focuses more on human interactions from a subjective perspective to provide a richer understanding about social contexts (Zikmund, et al., 2012). This philosophy was the most suitable for this study because in order to provide meaningful research about consumer decision-making, it was necessary for the researcher to use a research technique that is behaviour-oriented. The positivism philosophy was not applicable in this study because a focus on measurement and statistics would not adequately provide in-depth understanding of consumer decision-making behaviour and process. Although interpretivism philosophy is highly subjective, the researcher in this study took appropriate measures to ensure objectivity during data collection. The inductive approach was also utilised alongside the interpretivism philosophy in order to generate an in-depth understanding of the research topic from a broader perspective.

3.3 Methodological Choice

As mentioned, the interpretivism philosophy is closely used alongside qualitative methodologies and designs. According to Smith (2015), the qualitative method utilises non-numerical data thereby enabling a researcher to explore behaviour and also interact with participants. As such, the use of a qualitative method results in the generation of an in-depth understanding of a given research topic. Other advantages associated with qualitative research that contributed to the decision to employ it in this study include the ability to study the context in which a study occurs and ability to transfer findings to a different setting (Saunders, 2011). Nevertheless, qualitative research is also affected by subjectivity
and this is the major limitation with which it is associated. Thus, in order to eliminate this subjectivity, the researcher in this study set standards that were to be upheld when conducting the research.

The quantitative methodology was not utilised in this study as it is associated with the positivism philosophy. Moreover, the quantitative methodology focuses on the generation of figures and numbers, thereby overlooking contextual details, which could be used in explaining human behaviour (Kumar, 2011); hence, it was not aligned with the goal of this study. Similarly, the mixed methods methodology was not employed in this study because it requires a lot of resources to facilitate a combination of the qualitative and quantitative approaches (Pickard, 2012).

3.4 Sampling Procedure
The use of the qualitative methodology in this research meant the use of a small number of respondents from whom the data would be gathered. Thus, a sample was utilised in this study, and it was selected using non-probability sampling techniques. In specific, the purposive sampling technique was employed based on the criterion of information availability and relevance of the information to the study. The purposive sampling technique was chosen because it aids in the reduction of the costs and time required to construct a study sample (Levy & Lemeshow, 2013). Thus, the Eleme website, which provides online restaurant food to Chinese consumers, was selected as the source of information about the sample. The researcher targeted a sample of 15 Chinese consumers who purchased food through the Eleme website.

3.5 Data Collection and Analysis
The data collection instruments that are available for use in qualitative studies are observations, focus group discussions, and interviews. The researcher chose face-to-face interviews as the instrument for data collection in this study; more specifically, semi-structured interviews were used. Interviews were selected because they enable the researcher to gather the opinions and feelings of individual respondents on a given phenomenon, unlike in focus group discussions where some respondents may contribute more than others (Smith, 2015). In addition, interviews enable a researcher to probe the respondents further, thereby obtaining additional information on a given research topic. The interviews were semi-structured in order to aid the exploration of richer information from relatively limited interviews through open-ended questions (Bryman & Bell, 2011).
In constructing the interview questions, the researcher used a list of themes that were expressed in the literature review. More so, the AISAS model was relied upon during the division of consumer decision-making process into five steps and the setting of appropriate questions. Both open-ended and close-ended questions were included in the interview schedules. The researcher first contacted the chosen respondents through the website and informed them about the study, and also sought their consent to be included. Only those who agreed to be included were sampled. During the interview process, the researcher restrained himself from making leading comments which could influence the responses of the respondent, thereby minimizing the interviewer’s effect. The interview sessions were recorded using audio devices and later transcribed for data analysis.

The content analysis technique was employed in the analysis of the qualitative data gathered. According to Neuendorf (2016), the content analysis provides researchers with a way to analyze qualitative data and it is also helpful in the exploration of patterns or examination of the relationships implied from non-numeric data (Krippendorff, 2012). Content analysis in this study was conducted in a sequential process that involved the devising of analytical categories, definition of the unit of analysis, coding, and actual analysis. Sentences were the unit of data analysis. First, the data was reduced through simplification and selection of the data that were relevant for the study. Secondly, the data was coded at the reduction stage to magnify the relevant information. The simplified data was then interpreted in order to draw conclusions and give meaning to the research.

### 3.6 Trustworthiness of qualitative data

Trustworthiness of the data means that the extent of readers to get conclusions from the findings of interviews via detailed research. Therefore, how the process has been operated should be presented with as much information to enable readers to understand how researcher to get their conclusions. On the empirical study, trustworthiness has impacts on readers' opinions to the research. Moreover, the research method of in-depth interviews has been pretested in order to ensure the answers from interviewees are of good quality.

### 3.7 Conclusion

The interpretivism philosophy was relied upon in this study and it led to the utilisation of the qualitative methodology, inductive approach, and the use of semi-structured interviews for data collection. Data was to be gathered from a sample of 15 Chinese consumers
through the Eleme website, using purposive sampling technique. The data were gathered using the content analysis technique.
4. Empirical Findings

The purpose of this part is to introduce the reader to what will be covered in the chapter. This is presented at the start of each chapter and is adapted to reflect the content of the chapter.

4.1 General Findings

Out of the 15 participants who were selected for this interview, 12 participated in the interview until its completion representing a response rate of 80%. All the participants agreed that when they are busy and not able to cook, they make online orders for the food. All the respondents are also aware of the Eleme website which enables online food and restaurant business and have also ordered food through the Eleme platform.

The Table below shows how many times the participants use the online ordering platforms, how much they spend (on average) per month and per order as well as their food preferences (for a specific food type)

Table 4.1 The information about participants using online ordering

<table>
<thead>
<tr>
<th>Assigned Numbers</th>
<th>Respondents</th>
<th>How many times do you use the online ordering platforms</th>
<th>How much do you spend on average per month</th>
<th>How much do you spend on average per order</th>
<th>What is your food preference (for a specific food type)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Lun Yang</td>
<td>Several times</td>
<td>Anything between ¥500 to ¥1500</td>
<td>¥50 to ¥100</td>
<td>Korean and Japanese food, then I stick to it</td>
</tr>
<tr>
<td>A2</td>
<td>Yaru Zhang</td>
<td>Countless times</td>
<td>Approximately, ¥3,000</td>
<td>¥50 to ¥100</td>
<td>Fast food</td>
</tr>
<tr>
<td>A3</td>
<td>Jingjing Wu</td>
<td>Always</td>
<td>Between ¥2,000 and ¥3,000</td>
<td>¥100 to ¥200</td>
<td>Different cuisines</td>
</tr>
<tr>
<td>A4</td>
<td>Wanshen Yang</td>
<td>Many times</td>
<td>¥2,000</td>
<td>¥50 to ¥200</td>
<td>Korean food</td>
</tr>
<tr>
<td>A5</td>
<td>Xinyi Zhang</td>
<td>Every now and then</td>
<td>¥1,500</td>
<td>¥50 to ¥100</td>
<td>Chinese food</td>
</tr>
<tr>
<td>A6</td>
<td>Zijie Zhou</td>
<td>Often</td>
<td>¥4,000 to ¥5,000</td>
<td>¥200 to ¥300</td>
<td>Fast food</td>
</tr>
<tr>
<td>A7</td>
<td>Mengyao Zhu</td>
<td>All the time</td>
<td>¥1,800</td>
<td>¥50 to ¥100</td>
<td>Sea food and Mediterranean food</td>
</tr>
<tr>
<td>A8</td>
<td>Xiaoyu Zhai</td>
<td>Severally</td>
<td>¥500 to ¥1500</td>
<td>¥50 to ¥100</td>
<td>Fast foods</td>
</tr>
<tr>
<td>A9</td>
<td>Peiling Zhang</td>
<td>Innumerable times</td>
<td>¥3,500</td>
<td>¥150 to ¥200</td>
<td>Exotic foods</td>
</tr>
<tr>
<td>A10</td>
<td>Jinyu Guo</td>
<td>All the time</td>
<td>¥2,000</td>
<td>¥50 to ¥100</td>
<td>Chinese food</td>
</tr>
<tr>
<td>A11</td>
<td>Junjia Zhang</td>
<td>Many times</td>
<td>¥5,000</td>
<td>¥100 to ¥300</td>
<td>Korean food</td>
</tr>
<tr>
<td>A12</td>
<td>Fei Xie</td>
<td>Daily at least</td>
<td>¥1,500</td>
<td>¥50 to ¥100</td>
<td>Italian food</td>
</tr>
</tbody>
</table>
Q1. Frequency of ordering online by respondents

Table 4.2 Frequency of ordering online by respondents

<table>
<thead>
<tr>
<th>Assigned Numbers</th>
<th>Respondents</th>
<th>How many times do you use the online ordering platforms</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Lun Yang</td>
<td>Several times</td>
</tr>
<tr>
<td>A2</td>
<td>Yaru Zhang</td>
<td>Countless times</td>
</tr>
<tr>
<td>A3</td>
<td>Jingjing Wu</td>
<td>Always</td>
</tr>
<tr>
<td>A4</td>
<td>Wanshen Yang</td>
<td>Many times</td>
</tr>
<tr>
<td>A5</td>
<td>Xinyi Zhang</td>
<td>Every now and then</td>
</tr>
<tr>
<td>A6</td>
<td>Zijie Zhou</td>
<td>Often</td>
</tr>
<tr>
<td>A7</td>
<td>Mengyao Zhu</td>
<td>All the time</td>
</tr>
<tr>
<td>A8</td>
<td>Xiaoyu Zhai</td>
<td>Severally</td>
</tr>
<tr>
<td>A9</td>
<td>Peiling Zhang</td>
<td>Innumerable times</td>
</tr>
<tr>
<td>A10</td>
<td>Jinyu Guo</td>
<td>All the time</td>
</tr>
<tr>
<td>A11</td>
<td>Junjia Zhang</td>
<td>Many times</td>
</tr>
<tr>
<td>A12</td>
<td>Fei Xie</td>
<td>Daily at least</td>
</tr>
</tbody>
</table>

The foregoing table reveals the frequency in which the participants ordered food online. From the findings, there was a pattern that emerged that underlined the preference of ordering food and having it delivered to where they were. This highlights that there is growth in the uptake of ordering food online in China, an assertion that was advanced by Wen et al (2013), and Lian & Lin (2008).

Q2. If you are too busy to cook, how do you deal with the problem that you cannot cook by yourself?

This question was posed to reveal the alternative for the participants when they are not in a position to cook. A1 asserted that “Ordering food online, purchasing food take away or going to restaurants directly.” Whereas A2 noted that “fastfood, or go outside” A3 indicated that for them its “Going outside for food or ordering food online.” A4 noted that their preference is to “Order food online”, these positions were echoed by A5 who highlighted that theirs is “ordering food”. Similarly, A6 indicated that they prefer “ordering online or going outside and eating in a restaurant”. As well, A7 opined that they “mostly ordered food online”. A8 indicated that for it was all about “ordering food online or going to restaurants/stores such as 7-11 to take fast foods”. A9 agreed that for
them they “either going to a restaurant or ordering food online.” Similarly, A10 contended that they “ordered food or took food from restaurants.”

The findings establish that nearly all the respondents preferred ordering food online, with the option of going out for takeout and having fast food. For all the participants, ordering food online ranked highly as an alternative to food when they were not in a position to cook for themselves.

Q3. Do you know platform “Are you hungry?”
This question was asked to assert the knowledge of the participants of the available food delivery platforms. All the participants indicated that they were well aware with the platform, and they had used it severally to order for a variety of foods from various restaurants. Hence, their affirmative response qualified them to proceed with the rest of the questions posed.

Q4. Could you please describe your ordering food experience?
This question was asked in order to understand the frame of mind and any influential factors that could have determined their ordering of food online. A1 noted that “I would think about what I want to eat today. But sometimes I had no idea totally about food. So, I would like to find out anything that may arouse my desires on food ordering platform. And I would make decisions about restaurants or food finally. Sometimes, the delivery of food cost me much time and I have to wait too long. Moreover, they often cannot find my location.” A2 had a completely different experience, they indicated that “For me, ordering food online is quite complicated. I could search the food nearby in a short time. And the price is shown obviously, it can be ordered from the cheapest one to the most expensive one. So that I could make a comparison and I could read the comments below. And after that I will make orders and waiting for the food. I can see some restaurant changing their menu every day. And there is notice that this platform would show what I have ordered from Monday to Friday, therefore, I knew I would not order the same food next time.”

A3 noted that “I can order at any time but there are some restaurants that are with limited delivery time. If I want to order food at midnight, there are few options. But after I ordered, they would be on time.” A4 asserted that “I usually ordering food via this platform when in university.” A5 indicated that “I usually ordered food from those I have ordered before. I seldom tried new things, I am afraid of feeling disappointed.” A6 added that “Generally, I would check that what kinds of restaurants do this platform
have nearby. For example, these two restaurants, I would see which one had more positive comments, and then I would order the one with more positive comments. And then I just waited for the food delivery.”

A7 noted that” I think ordering food is convenient. You need to think about what restaurant or food you would like to order. Sometimes, this selection would be difficult, especially when you feel difficult about making choice. But some restaurants delivered the food at pretty slow so that the food became cold when it is delivered such as noodles.”

The findings indicate that not one experience mirrored the other, there were those that encountered challenges such as delays, and there were those that upon trying it and working for them, they stuck with that option. However, a repetitive theme was the convenience of ordering food from the comfort of their residences, and having it delivered even when it was after midnight.

Q5. In your opinion, what is the most advantageous in ordering food on this website?

This question sought to understand from the experiences garnered, what were the strongpoints of ordering food online. A1 indicated that it was ” Fast, and I could make comparisons among all restaurants.” A2 noted that there are ” Many options and I can order almost all the time. And the delivery is quite fast.” A3 added that it provided ” Convenience. And I can personalize my food and there are many different restaurants I can choose.” A4 opined that” I can get food fast and unnecessary to go outside. It is much more convenient than making food by myself.”

A5 asserted that” The guarantee for deliver time and payment is at an easy way. And if the food has the problem like unsafety issues, I could complain to them. Sometimes, they do have coupon, and if I order food a lot, the restaurant would give me discount. So, I would pay less. But if I go to the restaurant, I would not get that discount.” A6 pointed out that” I do not need go to restaurant to check the menu and I do not need to wait in lines.” A7 emphasised that for them it was all about ” Convenience. I can compare many restaurants at the same time. I prefer the restaurants that show the pictures of food that is made by themselves. I cannot imagine what the food looks like if I have not seen it before I order.” A8 echoed the others’ positions by highlighting ” Fast and saving time. And it is more convenient than taking food by myself. Especially in summer time, outside is too hot to walk. I can order food online and I do not need to go outside for food.”

A9 noted that” It is cheap and I do not need to go outside. But the delivery is quite slow, I need to order food in advance before I were hungry.” A10 adopted a similar position by noting that” Saving time
and you do not need to cook and clean dishes afterwards. Moreover, you don’t need to think what I eat today, just make decisions within what food do the platform have. There are so many choices we have in this platform.”

The findings indicate that the main advantages of using the website to order food is affordability, quick delivery, save time, the convenience of not having to go outside, and the ability of comparing restaurants.

Q6. Could you please describe the whole process when you order food on this website?

This question was asked with the intention of understanding whether the customers knew the process of ordering food from the website, in order to see if this affected their end experience. A1 noted that” Opening the website, and I would see whether there is any restaurant or food with special discount or is there food any like today’s recommendation. In general, I would choose to select today’s recommendation at first. What I will order are always from today’s recommendation” A2 had a different understanding of the process indicating that”Thinking about what I want to eat, then searching what kind of restaurants is nearby so that I know what options do I have. Check the delivery time and delivery fee. To check whether there are discounts for food.” A3 pointed out that for them they would ” Firstly, I would check restaurants and decided what I want to eat today. I usually ordered some food that can be delivered quickly. And then I pay for the meal, waiting for the food and pick up. At the end, make confirmation for getting food.”

Despite the disimilarity in the findings, it is evident that the participants knew their way round the website, and they knew what they wanted. They had gained this information and knowledge from experience.

Q7. When you use the platform “Are you hungry?”, what kind of details may catch your attention?

This question was posed with the intention of understanding the features that attracted the participants when they are making an order online. A2 noted that for them it was ” The categories of food and I could change my address to see what kinds of food do it have nearby.” However, A1 noted that”The restaurant list is pretty in detail. Like other food ordering website such as BAIDU, I have to enter website first and find restaurants for a while. In “Are you hungry?” website, all restaurants are presented so I can make choice easily.” A3 asserted that” The pictures of food. The star rating of the restaurant (how many stars do the restaurant have). And the monthly sales.”
A4 noted that they were attracted by “The photos of the food. If that pictures are attractive to me, I would order them.” A5 focused more on “Pictures, I do not like to read words. If the pictures look like great, I would order that. Even though it is not delicious, but when I saw the pictures with tasty food, I would order.” A6 asserted that for them “It would show a map after I order the food, which including the distance from the restaurant to my place so that I could know when will it arrive. I would focus more on traffic problems. When I was hungry, I wanted to know that the food is getting closer and I can be waiting for food.” A7 pointed out that “The pictures and the logo of restaurants. And the categories navigation. For example, I click into special cuisine category and then I still would notice the pictures, and then I would notice the cuisine. If I find a favorite restaurant in the first three lines, I would not see the rest of restaurants and click into the restaurant directly.”

A8 noted that for them “I remember that there is a half-price discount navigation button at the top of the page. And there are some promotion activities from restaurants, which means that you can order food from those restaurants at cheap price. And I also notice the star rating and their grades. And some restaurants provide some promotion that if your order is over 40, you can get a bonus so that you only need to pay 35. This is attractive.” A9 underlined that for them it was simply the fact that “I would see the categories of restaurants first.” A10 noted that for them “I would notice the special discount page. I always click this button directly. And some restaurants are new so that are promoting their restaurants, which I am also willing to try them. You will never know which new restaurants are good.”

The findings reveal that there is an underlying pattern in what captures the attention of the features on the website. The participants focused on the pictures of the food, the list of restaurants and their pictures/logos, as well as the categories navigation that were supported by delicious looking pictures.

Q8. Why did these details arouse your attention?

This question stemmed from the previous one, and it was intended to find out more about the reasoning behind preferring or being attracted to these particular features on the website. A1 indicated that “The quantity of monthly sales. In my opinion, this number is a guarantee of quality of food such as the delivery speed and food cleanness. That’s why I looked for the restaurants with high monthly sales.” A2 noted that “For example, hotpot, barbecue, fried cuisine etc. It could be very clear for me. Like I wanted to eat fried cuisine today, I just click into fried cuisine categories, and then all choice of fried cuisine come out.” A3 held a different reason and that “It give me a hint, whatever the
food or service, they are better than others. I would choose the top one. And then click into the restaurant and choose the food. Even though the same kind of food, you do not have the only one restaurant to choose.”

A4 noted that”It is the first communication between restaurants and customers. The best name or logo is that I can know what kinds of food do restaurants have via seeing their names or logos.” A5 asserted that”Because of photo’s color. The pictures do not look like the words and they have more information, even they can make you feel you are enjoying the food.” A6 added that for them it was all about ”I think the pictures and bonus. As there are many food ordering platforms, I used the platform that can provide me more advantages such as saving money. Like this restaurant, I can order one meal and a drink only at 15 because of its bonus. This is really good for me. Another one is like the pictures of the restaurants. For example, this restaurant is called “Lucky dumplings” but the photos of food do not look delicious for me. So, I would not consider ordering this restaurant. But some restaurants like McDonald’s and KFC, I may order food from them even if there is only a logo of restaurants. After all, they are famous and chain restaurants. There is no doubt that I know what they sell.”

A7 contended that for them ”It would be more efficient. I could get what I want directly through categories navigation. I do not need to waste time to see these restaurants one by one.” A8 had a different reason that for them ”I would consider price and word-of-mouth. The special discount means I can get good quality food at low price. And word-of-mouth in ordering platform is the comments. I would know which restaurant worth trying via viewing comments. There is one more thing that I prefer trying new restaurants. I think you will have surprise after you taste good food.” A9 argued that”the name of restaurant. The name should include what kinds of food it serves. For example, there is a very strange restaurant called Si Hai You Long. Basically, this name has no meaning, if people are not familiar with this restaurant, they will just skip it. The rest of restaurants like McDonald’s, even though its name is irrelevant with its food, but people are familiar with this brand enough.”

The findings establish that just as there are different reasons why customers are aroused by different features on the website, there are different reason why their attentions are aroused. Most of them noted that they were attracted by the photos of the meals, others noted that it was the rating of the restaurant, the name of the restaurant, the logo of a restaurant, and bonus offerings.

Q9. What details do you think it is the most important for arouse consumer attention?
This question was asked to understand the perspective of the participants about what attracts customers the most in such websites. A1 noted that "The photo of restaurant is important for me. If they put their chef’s special order rather than their logo, I think it is delicious food and I will click into that even though I do not ever order it. It is better that they take a great picture of food, which makes food more attractive. In other word, the picture of food can attract my attraction." A2 indicated that "I think the pictures of the food should be attractive. And the way of payment is also important." A3 noted that for them it was the "Comments from the others. These can be seen as word-of-mouth. In the normal situation, when I glance at this platform website, the comments are easily found and I can quickly scan through several comments, which costs me few seconds. And I would be influenced by sub-consciousness that this restaurant is great and I want to try it."

A4 argued that "I think when you order the food, it is important that there is a place for writing your special demands. And I do care about the delivery time and delivery fee." A5 added that for them it was all about "the star rating, the grading from the customers. Another is the fee for delivery. Different distance would charge you differently for delivery. For example, I wanted to order a noodle that costed me 30, but delivery fee costed me 20. So, I would not order that. Moreover, because of the long distance from restaurant to my place, the food probably gets cold when it arrives. For me, it is unworthy. That's why I would notice these kinds of things." A6 asserted that for them it was "The price of food is the most important factor that can attract consumers' attention. And for me, the time for delivery and the attitude of the delivery man are also important."

A7 noted that "An introduction in detail. I think an introduction can let people know what food do they have and it can leave customers impression. I think it will be more professional if the restaurant has a description about itself. Some restaurants like “Fried it when you order”, you will know all food from them are fresh so that you have desire to order food from them." A8 noted that for them it is only 3 reasons "Pictures, star rating, the delivery fee and the monthly sales." A9 indicated that "I have no idea. But I think the design of categories navigation should be more specific. For example, some restaurants with famous brand could be categorized into “Brand restaurants” and infamous restaurants can be categorized together. So, when I want to order food from chain restaurants, I could use categories navigation to all restaurants that is with brand. For me, the restaurants with brand is better." A10 noted that it is all about the "Categories navigation. It can be a guide for us to choose restaurants."

The opinions advanced by the participants were conflicted, but mostly agreed on the photos posted by every restaurant. There were those who indicated that customer ratings, delivery fees and delivery time. There were those who noted that price of the food was a
factor that aroused the customers’ attention. Further, introduction to the meals, and an indication of monthly sales were determining features as well.

Q10. What situations will you feel interested about restaurants or food?

This question was posed to understand what the participants preferred between the food offered and the kind of restaurant. A1 noted that “Mostly, I want to eat conveniently. You know, I am lazy so that I don’t like the food with bones or hard skin. I prefer those kinds of food that I can eat within one bite more.” A2 asserted that for them it was “The photos of food. It can show how the food looks like and you can have direct impress on food.” A3 added that for them it was all about “The name. I can know whether I want to eat it via reading its name such as dumpling.” A4 asserted that “The taste. For example, I like something spicy. If this restaurant serve food with light taste, I would not like to be interested in it.” A5 opined that “The restaurants with special name. For example, like aunt milk tea, I would like to try it. This restaurant’s name makes me feel warm and sounds like bone-made milk tea. Firstly, the name of restaurant would attract me and the pictures of each cuisine when I click into the restaurant. And the food with much comments are also attractive to me. Moreover, I do not like that the logo of restaurants are too colorful. Sometime, like DUANSHI lobster, there is a lobster on their logo, then I would like to order that. I would order the food if the logo of restaurant looks more attractive. I think the design of a logo should be simple. Consumers would not care about how beautiful your logo are, they care more about the taste of the food and cost performance.”

A6 asserted that “If the food from restaurants that I cannot find it in street and it is creative with positive comments, I would like to order it.” A7 said that the “pictures of restaurants and names I think. For example, compared to that picture, this picture looks much spicier and give me a powerful feeling that the food is delicious. Because of the red color, it makes people feel more shocked so getting more shock the pictures.” A8 quipped that “The restaurants with high star-rating, high grades and popular. All restaurants can be ordered again based on the popularity.” A9 said that “pictures of the restaurants. If the pictures of food are attractive, I would see the price or comments in the following. For me, reading words would waste my time and I want to choose food from my feelings.”

A10 noted that “New cuisine promoted by restaurants. I always prefer new food or new restaurants because I can taste different food. And if the comments from other consumers show that the food is not fresh and dirty, I would not definitely order it. I think the safe of food is the most important. And there are many friends and classmates in my social media. We always shared our comments in our social media. If one restaurant is recommended by others, I would like to try it when I order food. We can share comments or suggestion secretly.” A11 said that “The name of restaurant. You have many choices of restaurants in the
first page. The name of restaurant will let you know what kinds of food they have. So you can know whether you want. But if some names of restaurants are funny or attractive, you probably would like to order it.”

The findings revealed that for most of them it was a combination of food and restaurants. However, there are famous restaurants that are renowned for their excellent meals. Therefore, when the customers see it on the website, it is very easy for them to make click on it and make an order from them.

Q1. Is there any features of online restaurants or food may get you interested?

This question was posed with the intention of understanding features that restaurants need to consider installing or adding to their websites in order to heighten the interests from the customers. A1 noted that” Restaurant’s name. Like the name with BBQ or the name can directly show their food such as XiaoYang Shengjian. By contrast, like the restaurant Laoshengbang, I really do not know what it about, so you don’t know what it is when you see the restaurant’s name.” A2 added that” The time for delivery. It will show how long will the food be sent to me.” A3 said that” If the delivery time is very short, I will feel interested with it. And some restaurants would give me coupons after I ate, these restaurants also arouse my interests.”

A4 added that for them ” That would not influence me. I made the decision based on what I want to eat today. For example, if this restaurant publishes one new meal, that would not influence me. I am quite subjective I guess.” A5 asserted that” I think it is better that restaurants show their food when I have not been to the restaurants before. When I see the star rating and comments of the restaurants, I can make judge whether I want to order these restaurants or not. This is convenient because I do not need to go to restaurants by myself. In my opinion, most of the people made positive comments to one restaurants, which means that it worth trying.”

A6 contended that” The extent of delicious the food looks like.” A7 said that” Promotions. If the restaurants sell food via promotion, I will be interested in it. And sometimes, after promotions, people will still order food from the restaurants that offer discount before.” A9 said that” Pictures are much better than words. I would prefer the restaurants with people instead of only words description. And it is better that comments can be shown easily.” A10 indicated that” The design of website cannot catch my eyes at first sight. The platform just put all restaurants in the page but they were not categorized in some special demands such as what discount do they have.” A11 said that” As I want to taste different food every day,
I would like to order different restaurants. I prefer the restaurants majoring in certain food. If the restaurants make many kinds of food, I don’t think they can make them well. The guarantee of delivery time is not so important for me. To be honest, even if the food is not sent on time, I think we would not make any complaint on it. And I would also take a look on the restaurants that are new.”

The findings establish that there are several attributes that attract customers including promotions, variety of food offerings, the photos they put of the food, the design of the website, and the friendly prices.

Q12. What kind of situation you will search information for helping your decision-making about restaurants?

This question sought to understand the different situations that would influence customers to search information about the restaurants. A1 noted that” Probably I aimed at some certain food. For example, if I want to eat Shengjian, I would search those restaurants that are about Shengjian.” A2 said that" I got some recommendations from other people and I would order those restaurants to have a try.” A3 added that” If I want to eat fried chicken especially today, but I am not at home, I am at the other location. Then I would search to check what restaurants nearby can serve fried chicken. This means that search is used for certain food.” A4 contended that” There are two situations, one is that I know what I want to eat today and another one is that I want getting the food quickly. Especially the second situation, I would search the restaurants nearby.”

A5 said that” When I especially wanted to eat some certain food like barbecue, I would just directly search barbecue. Then all of barbecue restaurants are shown. I only search when in the situation that I want to order certain food. In the other situation, I would just have a check and glance and decide what I want to eat today.” A6 noted that” Generally speaking, I searched for specific food mainly because I ate in the restaurant before and I do not know whether I can order that on this platform. Then I would search the name of the restaurants. But I didn’t use this function quite often.”

A7 contended that” If I want to search a certain restaurant, I would search it. I also search a restaurant that I want to make comparisons between its online price and its physical price. Some restaurants are expensive in its delivery fees so that I would like to check whether it worth me going by myself rather ordering online.” A8 noted that” If I know the name of restaurant, I would search it. Or I would search keywords to get some categories that are not shown in the page.” A9 indicated that” If I want to eat fried chicken, then I would search fried chicken. Or I want to order food from a certain restaurant.” A10 noted that” Check the comments. I would definitely check comments before I order.”
A11 said that” If I wanted to eat crawfish, I would search it directly and I also made comparison between those restaurants. The price of crawfish, the comments of the restaurants would be considered to make decisions. And if there is a restaurant I want to eat, I would search the name to see whether I can order online.” A12 contended that” I think if I want to search, mostly is that you want to eat something but you forget the name of restaurant. So, what you can do is to search it. There must be some food you want to eat when you are searching.”

These findings have established that prior knowledge of a restaurant, preference for a particular meal and reading through the comments are the main factors that influence the decision making about restaurants.

Q13. Is there any satisfied or unsatisfied search experience?

This was meant to ensure that the customers could divulge their experiences searching for food and restaurants so that would be delivery platform providers would learn where and what to improve. A1 indicated that” Yes. For example, there are some restaurants that do not exist in “Are you hungry?”. But they exist in the other ordering platforms such as MEITUAN and Baidu. Therefore, I only can order them in other platforms, which unsatisfied me.” A2 said that” Cheaper but good, and the restaurant deliver the food to me at pretty fast. Sometimes I searched keyword but I didn’t find anything. For example, I know what do the restaurant sell but I do not know its name. But I do not get any idea from the search.” A3 noted that” Sometimes, I searched but there is no result. The keywords cannot be found or the restaurant is blocked. And it is normal that the picture of the result is different with my expectation.” A4 contended that” Generally speaking, I could find the restaurant every time unless it do not provide food order service at the platform.”

A5 said that” I think I am satisfied with my orders mostly. The design of website is quite good and I think I don’t need to search on purpose. It is easy to learn how to order.” A6 pointed out that” Normally, I could get what I want when I search it via keywords. But, sometimes there is no result if I search the name of restaurants. Or if the restaurants are not opening at that time, I cannot click into the page of restaurants. Sometimes I only wanted to have a look at restaurants rather than ordering food, but the page of restaurants is locked so I cannot view it.” A7 indicated that” When I searched the food such as fried chicken, there are many restaurants shown below. Maybe none of them are your familiar with. And you have doubt that whether these restaurants are safe.”

These findings indicate that the experiences are nearly the same with most of them noting concerns with safety, whether cheaper food is good food, and lack of results despite using
the right key words, and good website designs makes it easier for them to identify their food.

**Q14. What do you think about comments from other consumers?**

This question sought to inquire about the influence about commentary made by other customers on the decision-making process of the respondent before making an online order. A1 indicated that” I think if there are a large amount of people thinking it is good, then I think it is certainly good.” A2 noted that” It can be a reference. I would not tend to search these comments, except the restaurant is pretty new.” A3 said that” If one restaurant is decided, I would find comments about the restaurant and food. Generally speaking, I always be concerned about the comments unless the I have bad ordered it many times.” A4 pointed out that” Some comments are fake, especially some restaurants made fake comments to attract customers. If the comments are with pictures from customers, I think they are real.”

A5 said that” I think they are probably real and they can be referred.” A6 said that” I think they are probably real and they can be referred.” A7 pointed out that” It depends. If the negative comments like complaining the food is not fresh, I would believe it. But if the complaints focus on slow delivery time, I would ignore it. I think it is their own problem because they can order food earlier. I viewed different comments via different attitudes.” A9 noted that” Basically, I think those comments can be trusted. I didn’t always check that if there are lots of negative comments. But if a restaurant is with many positive comments, I would try it even though there are some negative comments. I would not be influenced by other comments especially negative comments. For me, with high star rating or low star rating would have impacts on my decisions. But sometimes I would be influenced by comments when restaurants are at average star rating.” A10 pointed out that” Usually, I would ignore those positive comments which are lack of pictures. If there are pictures in their comments, I would read them. If there is a unfamiliar restaurant that received many negative comments, I think I would not order food from them. For the familiar one, I would directly ignore comments.”

These findings highlight that there is a wide sense of believing comments from other customers, and they use it as a reference in making decisions. There is a general belief that comments without pictures are fake and should not be believed, but all in all they should be reliable, and they are written in good faith.

**Q15. Have you ever searched these comments on purpose?**
This question sought to understand the degree of influence of other comments on the decision-making process of customers. A1 noted that” No, I actually just have a glance at comments. When I click into that ordering website, usually there are comments from customers below. Then, I will make a judge whether these comments help my decision.” A2 said that” Yes. I would, but I think I would trust the suggestions from my friends more than the comments online.” A3 asserted that” If one restaurant is decided, I would find comments about the restaurant and food. Generally speaking, I always be concerned about the comments unless the I have bad ordered it many times.” A4 pointed out that” Some comments are fake, especially some restaurants made fake comments to attract customers. If the comments are with pictures from customers, I think they are real.” A5 said that” Most comments are reliable, but I think everyone has their own preferable taste. So, comments are only read as references.”

A6 pointed out that” It depends. If the negative comments like complaining the food is not fresh, I would believe it. But if the complaints focus on slow delivery time, I would ignore it. I think it is their own problem because they can order food earlier. I viewed different comments via different attitudes.” A7 noted that” Basically, I think those comments can be trusted. I didn’t always check that if there are lots of negative comments. But if a restaurant is with many positive comments, I would try it even though there are some negative comments. I would not be influenced by other comments especially negative comments. For me, with high star rating or low star rating would have impacts on my decisions. But sometimes I would be influenced by comments when restaurants are at average star rating.” A8 believes that” No. I think there are many comments on one restaurants. When I enter a restaurant, I think I would not care about the comments. But if there are many negative comments on restaurants, I would not order food from them.”

These findings indicate that comments are important to many customers, but there are not a major determining factor in decision making process.

**Q16. What are the advantages while you use search as a way to get information about restaurants or food?**

This question seeks to inquire about the benefits sourced from searching information about food or restaurants. A1 noted that” It would be helpful for comparing some similar category restaurants. For example, I search keyword “noodle”, then there are lots of noodle restaurants showing below. And then I could see comments and know which is better.” A2 asserted that” For example, I want to eat a certain food tonight, then I would directly search it. Or if I want to eat in this restaurant, I can search it via this platform and I will know what kind of food do this restaurant have.” A3 said that” Actually, I think the categories of the restaurants at the main page has been clear enough. So, unless I have
certain demand, I would not use search. For example, I want to eat snacks today, and then I just click into snack category. The website had given you navigation that shows categories clearly. Even you can select and limit the restaurants under the certain requests.” A4 pointed out that” It is convenient. The restaurants are listed in line and you can know what you want. The result is so clear. And you can get a result initiative rather than passively.”

A5 indicated that” It is more direct. You can find you preference directly.” A6 pointed out that” I can know the price of ordering food from restaurants. This can be compared to the price of eating at restaurants.” A7 contended that” Saving my time. The result is narrowed down and I don’t need to check one by one. It can lead me directly to the restaurants that I want to see.” A8 asserted that” I could quickly find the restaurants that I want to order.” A9 said that” Get results quickly.” A10 pointed out that” I rarely search the restaurants. For example, I want to eat a certain kind of food such as fried chicken, I would search it to compare which restaurants serve it.” A11 said that” It is fast and convenient. If I want eat crawfish, I don’t need to find all the restaurants one by one and check whether they serve crawfish. After searching it, all restaurants that serve crawfish would be shown at one page, which is more efficient.” A12 indicated that” Get the result quickly. When I searched some keywords, you probably find something surprise. For example, you searched some snacks for teatime, you get a result that there is a pizza but you have never considered that you want a pizza. It is so surprised. But you know, this platform shows you the restaurants based on your location. You don’t really need to search food.”

These findings establish that comparing results of restaurants and their food offerings, as well as the prices, convenience, and it is more direct. They are able to learn about what others went through, and can be able to avoid the same pitfalls, and if they are positive comments they can replicate the process they undertook.

Q17. What kind of situations you will share your comments about the restaurant or the food?

This question sought to understand what would push a customer to comment, and what exactly would they comment about the restaurant and food. A1 said that” When the food is awesome, I will share it. But if it is normal, I will not give any comments and just ignore it.” A2 indicated that” If the food is extraordinarily good or extraordinarily bad, I would give comments immediately.” A3 pointed out that” If the food is delivered at extraordinary good or bad situations, I would like to share my comments on it.” A4 was of the view that” When I had a brilliant experience or I had a terrible
experience. For example, if my ordering is sent but the food is not made by my personalized demands, even the manager of the restaurant would not be sorry about it. I absolutely make negative comments on it.”

A5 indicated that” If I am so satisfied with the food, I would make comments. Or if I am so unsatisfied with the food, I would make comments. In these two situations, I would want to type words to encourage or criticize the restaurant.” A6 opined that” Normally, I don’t share my comments online, because I think everyone have their own standard. Unless I think that restaurant is definitely great like the food is tasty and the service is good. So, I would make comments on this restaurant. And I would never give any negative comment. This platform has its own star rating system, if I make 5-star rating, I will get some bonus from this platform, which encourages me to make more positive comments instead of negative comments.” A7 indicated that” Good service and the food is great. I would make positive comment and if it is bad, I would make a negative comment.”

A8 noted that” If the restaurants is really good or bad, I would make comments. But if the restaurant is normal, then I would not make comments.” A9 was of the view that” If it is really good or really bad, I would like to share to let other people know.” A10 pointed out that” Generally, I only made comments on restaurants instead of delivery man. I think the comments on food or restaurants are much important than telling others the delivery man is at bad attitude. It makes no sense.” A11 opined that” If the service is great such as the good attitude delivery man, I would share my comments. Moreover, the cost performance is important for whether sharing my comments. If the food cost me 10 but the packing or taste performs like over 30, I am happy to share to my friends. And I almost did not make any comments because I am kind, I don’t want to complain anything.” A12 indicated that” In the most situation, if the time delivery is too long or the food is too bad, I will write these in my comments, which make others ignore the restaurants. For me, I would not make a comment if the food is good. I would give this restaurant a 5-star rating, but no comment. But if the food is bad, I will make negative comments.”

These findings establish that the quality of food, satisfaction from delicious food, quality of delivery, and excellent service are the main reasons that push the respondents to share their comments about the restaurant or food.

Q18. Could you describe some experiences about share in detail?

This question was intended to find out what the respondents experienced so that they could comment about their food or restaurant. A5 said that” If the restaurant gave me a drink for free, I think it can be regarded as a good experience. And if the food is sent to me within short time and
A2 noted that” My comments are real, it would be positive or negative. But if the food is really good, I would give more words to comment it.” A3 said that” That fried chicken restaurants. I made good comments like “deliver fast”, “great service”, “giving us two cups of juice for free” and “the food is great”.” A4 noted that” I remember once I made a negative comment because the bad attitude of that restaurants. They delivered wrong food but they did not think they are wrong. I got angry so that I made a negative comment.” A8 said that” I had a bad experience before. When I ordered a restaurant that I never ordered before, the restaurant told me that they would come after 40 minutes. But I waited for one and half hour and when the food is sent to me. The attitude of delivery man was bad and the food had already gotten cold. So, I made a negative comment on that. I also had a good experience before. At that time, I ordered two set of cuisine, but the restaurant forgot to make it. The restaurant explain reason is that too much ordering and they forgot mine order. They give my money back and when I order their food next time, they remembered me and give me one more cuisine for free.”

A6 asserted that” If the restaurant gave me a drink for free, I think it can be regarded as a good experience. And if the food is sent to me within short time and the food is really delicious, I think I have a good experience and I will share it to my social media.” A7 said that” My sister run a bar before. Sometimes I ordered food from it and then make positive comments to promote her bar, which do increase the sales of bar. There is an experience about negative comments. What I ordered included an orange juice, but I think it tasted like a mix of water and Fanta. I think it is a cheat so that I made negative comments.”

A9 contended that” I would just write down ‘good taste’ or ‘fast delivery’. I only wrote down few words to make the system of platform know I had already made comments. Through this, I could get some coupons for saving money when ordering food next time.” A10 noted that” Last time I ordered two sets from ZHENGONGFU and the restaurant ask me to give them a positive comment. At that moment, I was at good mood so I made a positive comment and 5-star rating. If the food is not at my expectation, I need a channel to complain, that’s what this platform gives.”

The findings indicate that there is no one experience that is the same as the other. However, they are all hinged on wanting to ensure that other customers do not undergo what they went through if it was negative, and they experience the goodness if it was excellent.

Q19. Why do you want to share your opinions?
A1 noted that they” Because I want it be known by more people.” A2 asserted that” It makes me feel happy. The restaurants need good comments to improve their star rating, so I think it is win-win.” A3
indicated that” If I am so boring, I would like to share the food or restaurants, so some friends may discuss with me.” A4 said that” The food is awful or not fresh. The quality of food is important for me. Like I said, I would make comments on restaurants to criticize them.” The findings reveal that customers are pushed to share their experiences not only to ensure that other customers do not undergo the same, but also because to serve as a point of learning for the restaurants in questions, and others to avoid similar cases if it is negative.

Q20. From your perspective, what are the functions of your share comments?

This question sought to understand what the participants understood the purpose of sharing their comments was. A1 noted that” Giving other consumers some advice or recommendations, whatever it is positive or negative.” A2 said that” It would be like advertisements. For example, if I share any information about the food on my social media, I would get some bonus from “Are you hungry?” platform. Even only 10 percentage of people has willing to try those food, it would be successful for those restaurants. Especially, when you share any positive or negative comments about those food, you will get a bonus that the cost of ordering food will decrease 5. I think it is win-win.” A3 noted that” A reference to the other consumers. And I think comments are important to all restaurants, no matter what positive or negative comments. In general, Consumers would order the restaurants by following the extent of popular or the star rating. Some restaurants must have negative comments, even though the restaurants are with 5-star rating. I would notice that what the other consumers unsatisfied with.”

A4 noted that” On one hand, I think it is funny. On the other hand, I would recommend to other consumers that this restaurant is great. I had few negative comments.” A5 argued that” I think it can give advice to other consumers. If someone wants to order the food from same restaurant, he or she can ask me and get any comments. Moreover, some restaurants are really bad so I don’t want any of my friends would go.” A6 opined that” Let people some kinds food they never try before. Through these comments, people would have desires to try new things. They can know what the food looks like via viewing the pictures of food, even they can know the quantity should they order. So, people would not order too much or less, otherwise it is wasteful or keep people hungry. For example, many people like spicy food but they have different standard on it. People can order the spicy food and write down their demands of the extent of spicy according other’s comments. It can make food ordering more precise.” A7 added that” To let others know is the food bad or good. If the food is good, I hope the restaurants can be encouraged by consumers. For negative comments, I think I should let other people know the reason why I make negative comments. It can also be seen as the channel to complain.”
4.2 The finds about share comments

The findings reveal that the respondents share comments to give advice and offer recommendations. It would serve as an advertisement, and a point of reference, and to help them experience new types of food.

The findings have established that the customer segment that indulged greatly on online food purchase were young professionals who are too busy with their work and families, and they perceive online ordering of food as convenient and necessary for their day to day activities. Furthermore, it showed that females had a higher prevalence to purchase via online means, compared to their male counterparts. Additionally, there was a pattern that emerged that underlined the preference of ordering food and having it delivered to where they were. More so, nearly all the respondents preferred ordering food online, with the option of going out for takeout and having fast food. For all the participants, ordering food online ranked highly as an alternative to food when they were not in a position to cook for themselves.

Furthermore, all the participants indicated that they were well aware with the platform, and they had used it severally to order for a variety of foods from various restaurants. On food experience, not one experience mirrored the other, there were those that encountered challenges such as delays, and there were those that upon trying it and working for them, they stuck with that option. However, a repetitive theme was the convenience of ordering food from the comfort of their residences, and having it delivered even when it was after midnight. The main advantages of using the website to order food is affordability, quick delivery, save time, the convenience of not having to go outside, and the ability of comparing restaurants. The participants knew their way round the website, and they knew what they wanted. They had gained this information and knowledge from experience.

There is an underlying pattern in what captures the attention of the features on the website. The participants focused on the pictures of the food, the list of restaurants and their pictures/logos, as well as the categories navigation that were supported by delicious looking pictures. The findings establish that just as there are different reasons why customers are aroused by different features on the website, there are different reason why their attentions are aroused. Most of them noted that they were attracted by the photos of the meals, others noted that it was the rating of the restaurant, the name of the restaurant, the logo of a restaurant, and bonus offerings.
Regarding the most important details to arouse customer attention. The opinions advanced by the participants were conflicted, but mostly agreed on the photos posted by every restaurant. There were those who indicated that customer ratings, delivery fees and delivery time. There were those who noted that price of the food was a factor that aroused the customers' attention. Further, introduction to the meals, and an indication of monthly sales were determining features as well. On the situations that one will feel interested about restaurants or food, the findings revealed that for most of them it was a combination of food and restaurants. However, there are famous restaurants that are renowned for their excellent meals. Therefore, when the customers see it on the website, it is very easy for them to make click on it and make an order from them. On features of online restaurants that could get one interested, the findings established that there are several attributes that attract customers including promotions, variety of food offerings, the photos they put of the food, the design of the website, and the friendly prices.

On the kind of situations that the participants will search for information for helping in decision making about restaurants. Prior knowledge of a restaurant, preference for a particular meal and reading through the comments are the main factors that influence the decision making about restaurants. In addition, experiences are nearly the same with most of them noting concerns with safety, whether cheaper food is good food, and lack of results despite using the right key words, and good website designs makes it easier for them to identify their food. Regarding comments from other consumers, the findings established that there is a wide sense of believing comments from other customers, and they use it as a reference in making decisions. There is a general belief that comments without pictures are fake and should not be believed, but all in all they should be reliable and they are written in good faith.

On whether the participants have searched for comments on purpose, the findings indicate that comments are important to many customers, but there are not a major determining factor in decision making process. On the advantages of using search information, the findings establish that by comparing results of restaurants and their food offerings, as well as the prices, convenience, and it is more direct. They are able to learn about what others went through, and can be able to avoid the same pitfalls, and if they are positive comments they can replicate the process they undertook. On the kinds of situations the participants will share comments about, the findings establish that the quality of food, satisfaction from
delicious food, quality of delivery, and excellent service are the main reasons that push the respondents to share their comments about the restaurant or food.

On experiences, there is no one experience that is the same as the other. However, they are all hinged on wanting to ensure that other customers do not undergo what they went through if it was negative, and they experience the goodness if it was excellent. Customers are pushed to share their experiences not only to ensure that other customers do not undergo the same, but also because to serve as a point of learning for the restaurants in questions, and others to avoid similar cases if it is negative. Respondents share comments to give advice and offer recommendations. It would serve as an advertisement, and a point of reference, and to help them experience new types of food. The findings about consumer decision-making about food and restaurant show that consumer can be influenced by different factors when they are conducting decision-making, no matter what their decision-making are conducted in simple or complicated way. These influences are discussed and analysed further in the following chapter.
5. Analysis and Interpretation

The purpose of this part is to introduce the reader to what will be covered in the chapter. This is presented at the start of each chapter and is adapted to reflect the content of the chapter.

While this research is to explore consumer decision-making regarding to food or restaurants online, the findings from interviews should be analyzed further to get more information. Each participant had different opinions or experiences about select food or restaurant when they were ordering food. As it is noted in interviews, some participants many conduct whole decision-making procedures for choosing food or restaurant, while some participants considered that what food or restaurant they would order is chosen by simple rules or in a mental short cut.

When compared systematical decision-making and heuristics in consumer decision-making regarding to food and restaurant, they both worth being studied to know more about consumer decision-making when they were ordering food. They are both helpful. Systematical decision-making includes whole decision-making procedures, which means that consumer would conduct all procedures for decision-making and this ensure the quality of decision in some way (Solomon et al., 2016). In other words, in this research, consumer would be easier to get satisfied for the food or restaurants after they process whole procedures. In fact, some participants stated that their satisfaction about food or restaurants which they ordered will be influenced by factors that they would consider when they were ordering (A1; A7; A12).

In addition, heuristics can be conducted for all decision-making situations and more effective than processing whole decision-making procedures (Grüning & Kühn, 2009). Heuristics is operated as mental shortcuts, there is no doubt that heuristics would not cost consumer much time or efforts for decisions. Some participants mentioned that they would order some food or restaurants due to one or some simple reasons, such as daily recommendations or comments (A2; A11). Like the opposite of systematical decision-making, the outcome of heuristics may be less wise due to lack of enough consideration (Schwikert et al., 2014).
As the findings about consumer select food or restaurant via these two decision-making methods respectively have been shown, these shall be discussed in more detail in the next part.

5.1 Consumer Decision-making process

From the findings, consumers have a near similar consumer decision making process. For instance in explaining their food ordering experience, A1 indicated that “I would think about what I want to eat today. But sometimes I had no idea totally about food. So, I would like to find out anything that may arouse my desires on food ordering platform. And I would make decisions about restaurants or food finally.” Whereas A2 indicated that “I could search the food nearby in a short time. And the price is shown obviously, it can be ordered from the cheapest one to the most expensive one. So that I could make a comparison and I could read the comments below. And after that I will make orders and waiting for the food. I can see some restaurant changing their menu every day. And there is notice that this platform would show what I have ordered from Monday to Friday, therefore, I knew I would not order the same food next time.”

The foregoing supports the consumer decision making process that was advanced by Peterson (2009). The participants first define their problem which is that they are hungry and they need to find food within the shortest time possible and they are not in a position to cook. This position is explained by Colman (2015) who noted that the gap between the actual state and the ideal state is the reason resulting in a problem. This supports the assertions by Ingenbleek & Imming (2011) that before any solution to a problem is found, the problem itself has to be defined.

Thereafter, using the Eleme and related websites they search and obtain the relevant information about the food they want, and from which restaurants. Thereafter, the participants are able to generate and evaluate the feasible options, from the website, they are able to get a variety of options that they can indulge in, and supported with relevant photos, customer reviews and restaurant monthly sales, and they are able to assess all their feasible options. Then, they make a decision, order and wait for the same to be delivered. Depending on the quality of food, delivery and other extras such as bonuses and discounts, the participants will be implement and evaluate their decisions. This was indicated from the findings regarding the kinds of situations that the participants would share their comments about the restaurant or food, with A4 noting that “When the food is awesome, I will share it. But if it is normal, I will not give any comments and just ignore it.” A6 noted that “If the food is delivered at extraordinary good or bad situations, I would like to share my comments on it.” This supports what
Liu, et al. (2005) explained that consumers share their opinions about products on the website because they want to help others make wise decisions or release their emotions. A1 noted that they would share their comments about the restaurant or food if they experienced “Good service and the food is great. I would make positive comment and if it is bad, I would make a negative comment.” This supports what Samson & Voyer (2014) established that consumers with low levels of expertise rely more on their instincts while they evaluate their decisions from previous knowledge.

As consumers make choice towards food and online restaurants from Eleme website, they can be considered as an online shopping experience. These eleven factors are concluded into three categories: product perception, shopping experience and customer service (Mandilas, et al., 2013). This was indicated by A3 who noted that there are certain kinds of details that they think are important on the website, these are “pictures, star rating and quantity of monthly sales, the fees for delivery.”

Customer service is identified different in online shopping with in real shopping, which includes responsiveness, reliability, tangibility, empathy and assurance (Subramanian, et al., 2014). Based on the explanation from Jarvenpaa and Todd (1997), responsiveness and reliability present that the information about product should be provided and the description of product should be reliable. In other words, referring to food order situation, consumer based on the description of food to make decisions therefore they would evaluate their decisions according to the description. For example, A8 noted that “I make orders based on the promised delivery time from the restaurants. If restaurants cannot deliver the food to me on time, I feel like the restaurant have cheat on me. As the taste is more subjective, everyone has their own favorite taste, but the time for delivery is objective.” As well, A6 indicated that “Moreover, if restaurants cannot deliver the food on time but they notify me, I think I would understand.” From the perspective of this, Subramanian, et al., (2014) was right that the responsiveness and reliability are always associated with each other, which means that whether consumers are satisfied with their decisions depends on the extent of restaurants achieve the promises about food for consumers. Furthermore, assurance can provide support to avoid unsatisfied experience according to Jarvenpaa and Todd (1997). This was evinced by A5 who noted that “If the restaurant gave me a drink for free, I think it can be regarded as a good experience. And if the food is sent to me within short time and the food is really delicious, I think I have a good experience and I will share it to my social media.”
5.2 Contribution of heuristics to customer behaviour

According to Shah & Cooper (2008) heuristics emphasize consumer mental short cut decision, unlike systematical decision making. Whereas systematical decision-making is conducted on a thoughtful consideration, for heuristics, it helps consumers make quick decisions by basic existing knowledge (Solomon et al., 2016). This was seen when A1 was asked about the kind of situation they will search for information to aid in their decision making process. They noted that “I aimed at some certain food. For example, if I want to eat Shengjian, I would search those restaurants that are about Shengjian.” As well, A6 said that “I got some recommendations from other people and I would order those restaurants to have a try.” These shows that in order to minimise the decision making process, the participants rely on recommendations or from remembering the name of restaurants whose meals they want to purchase.

In addition, there are those participants who check comments for this very purpose. For example, A1 contended that “For me, I usually check the star rating. If the restaurant is at 5-star rating and it sold 600 orders for one week, it means that they sold around 90 orders each day online. This restaurant is at 5-star even it sold so much orders each day. So I think it is unnecessary to check any comments. But I would check the comments when the restaurant that I want to order is at 3-star or 4-star. I think I need to know why someone dislike this restaurant.” This position was also seen by A7 who indicated that “I would check comments. If I want to order the food online, I would definitely check the comments instead of just order that directly. But if I ordered many times in one restaurant, I would not check the comments again.” Similarly, A9 emphasised that “I would definitely check comments before I order.” These supports the position advanced by Mandilas, et al., (2013), who indicated that simple commentary and referring to it is enough to make a decision for some customers.

There are many consumers make choice about restaurants and food after enough information search and consideration. However, not each participant would like to make much efforts on thinking about what food or restaurants to order. They order some certain food from restaurants because of some simple reasons, such as photos. Such as A9 who indicated that “You can see that there are many restaurants using the same photos for description the food. I would ignore these restaurants. And I always ordered barbecue at night, I would choose the restaurants that show the photos of their own-made food. For me, I do prefer the restaurants which using the photos that can impress me.” This mode of relying on simple signposts is called anchoring as explained
by Simonson and Drolet (2004). They noted that anchoring helps consumers make decisions via relying on one or some attributes as well as ignore the rest attributes. These anchors do help in making quick decisions.

Another strategy in heuristics that is used in making decisions by consumers is compromise (Saini & Monga, 2008). This was experienced from the response given by A7 “there was food that had high sales, but had negative comments, and there were other food types that had low sales despite positive comments. I decided to choose the food that had average sales and more positive comments.” This shows that the participant compromised the sales and comments to help her make decisions. However, compromise strategy is not effective for each consumer according to Shah & Cooper (2008). As participant A11 indicated “the taste of food and delivery time are both important for her making choice about food and restaurants. But she said that the taste of food is more important and she would not be compromised to give up ordering food due to long delivery time if the food is delicious.”

It can be concluded that when consumers making decisions by following heuristics strategies, they would rely on some information to make quick decisions (Solomon et al., 2016). Even if anchoring and compromise are both important for heuristics, in this research the findings have established that insofar as selecting food and restaurants on the Eleme website is concerned, anchoring is more useful and is used more by consumers than compromise.
6. Conclusion and Recommendation

The purpose of this part is to introduce the reader to what will be covered in the chapter. This is presented at the start of each chapter and is adapted to reflect the content of the chapter.

6.1 Conclusion

This dissertation sought to explore the decision-making process of consumers when ordering food from restaurants via the Eleme online delivery platform. It was informed by the need to provide valuable insight to restaurant owners and start up food delivery platforms on what attracts customers to certain platforms, and their preference of certain foods and restaurants over others. Using a sample size of 12 respondents and frequent users of the Eleme online delivery platform, this dissertation managed to establish that there are certain elements that push customers to select one service provider over the other, and why they prefer one food over another.

First, customers admire honesty and they reward it with loyalty, if the restaurant indicates that they will deliver within 30 minutes, then it should endeavour to deliver within such time frame. In the event that something would come up and such delivery timeframe will not be satisfied, then the same should be communicated. Second, if the website reveals certain photos of meals, then such food has to be presented as it appears. If it does not coincide, then the customer will never order from such a restaurant again. Third, customers usually have a method that narrows the mode of ordering food online, some will rely on their previous orders and restaurants, some will rely on recommendations from their friends, the photos of meals also influences some customers, some will be influenced by the number of sales by the said restaurant, others will be convinced by the delivery fees and the overall costs, and others will simply rely on the popularity of certain restaurants and meals as their main determining factor.

This underlines the reliance of anchoring, a heuristic aspect, for many consumers in their decision-making process. This study has established that despite the use of compromise and anchoring heuristic strategies, where ordering food online is concerned, customers used anchoring more than compromise. In addition, this dissertation has established that customers read through comments first before trying out something new, and if they are negative, they will avoid such restaurant and the food altogether.
6.2 Recommendations

Considering to the foregoing conclusion, this dissertation advances the following recommendations.

- Restaurant owners and potential delivery order platform owners should ensure that they are honest with their customers in terms of delivery timeframes. In the event of any delays, they should compensate the customers with either additional meals, or bonus drinks, apart from apologising profusely.

- Since customers rely on anchoring as a focal influential factor, for the ones that the restaurant can control such as photos and number of sales, they should ensure that they are as real as possible, because customers value honesty. They should avoid fabricating numbers to mimic high sales, or use photos downloaded from the internet.

- Apart from striving for remarkable delivery records, restaurants should ensure that their food is also tasty. This is because customers can forget any wrongdoing if the food is tasty, and is worth it.

- Restaurants should be wary of comments, ensuring that they follow up for every comment made by the customers. If it is one for praising their service, the restaurant should show their appreciation. If it is negative, the restaurant should follow up and ensure that any erroneous service or offering is remedied. Customers will see this as an effort to fix any wrongdoing on their restaurant’s part and will consider ordering from them again in the future. As well, other customers will prefer ordering from restaurants where there is effort to do better, offer better service, and great food.

Furthermore, it is important to ensure that the delivery fees do not deter customers from ordering. Instead, the restaurant and potential delivery platform owner should strive to ensure that their delivery fees are regulated by the market, and mirror what is offered by the competition.

6.2.1 Implications

Before discussing the limitation of this research and suggestion for future research, the implications should be noticed in order to make the results of this research practical. Especially the managers of restaurants as well as academic researchers, this research has some implications for them.
From the academic perspective, researchers can get more knowledge about food ordering area as well as consumer decision-making. So many restaurants all put in one platform for consumer to make choice, which should be studied further to get more valuable knowledge about it. In other words, academic scholars are encouraged to get explore more information in the future.

In terms of managerial implications, the conclusions of this research have offers information for the managers of restaurants in two aspects. First, he managers can would get ideas about how to attract more consumers to make orders from them by understanding consumer decision-making in food and online restaurants area. Additionally, by understanding how consumer evaluate the food and restaurants, managers should make improvements to restaurants such as the taste of food. Hence, the comments from consumers will become more positive, which convinces more people to choose them.

6.3 Limitation of the Research
As this research is conducted in qualitative approach, perhaps there is a researcher’s bias while the interviews are conducted, which means that all valuable information may not be all concluded into the analysis. Moreover, only a few young participants are involved into the researchers. The similarity of age may result in the bias in research. Furthermore, even though the qualitative research is suitable for gathering deep insights into consumer decision-making, the results cannot present statistical values for underlying population.

6.4 Suggestions for Future Study
As this research focused on exploring consumer decision-making regarding to online restaurants and food, further study can put efforts to understand consumer decision-making in more detail, such as what factors may have impacts on their decisions or how social factors influence their decision-making.

Additionally, this research is conducted in qualitative research and the results are collected to generate information to understand consumer decision-making. It is suggested that more future research could be done in quantitative research to generate more data that are statistically significant based on larger samples.
Since ordering food online becomes popular, the researches about consumers making food orders online can also be done to get more deeper understanding in online food ordering area, which may find out more valuable information to understand online food orders phenomenon.
7. Reference list


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Appendices
Appendix 1 Semi-structure interview guideline

This interview is held for exploring what factors may influence consumer decision-making regarding online restaurants and food. In the following, all answers to the questions will used for content analysis for the topic.

The interviewees will simulate the processes of ordering food on the platform, to make interviewees more familiar with decision-making process on restaurants and food selection.

Section 1
Q: If you are too busy to cook, how do you deal with the problem that you cannot cook by yourself?
Q: Have you ever gotten food by ordering food? (optional)

Q: What kind of ways you can get food by ordering food?

Q: Do you know platform “Are you hungry?”
Q: Have you ever ordered food on this platform?
Q: Could you please describe your ordering food experience?

Q: In your opinion, what is the most advantageous in ordering food on this website?

Section 2
Q: Could you please describe the whole processes when you order food on this website?

Q: When you use the platform “Are you hungry?”, what kind of details may catch your attention? (name? website design? Or ……)
Q: Why these details can arouse your attention? (discuss more when some reasons are mentioned)
Q: What details do you think it is the most important for arouse consumer attention?

Q: What situations will you feel interested about restaurants or food?
Q: Is there any features of online restaurants or food may get you interested?
Q: What kind of restaurants or food may arouse you interest?
Q: Why these restaurants or food make you feel interested?

Q: What kind of situation you will search information for helping your decision-making about restaurants?
Q: Is there any satisfied or unsatisfied search experience? (why?) Describe in detail.
Q: What do you think about comments from other consumers? Have you ever searched these comments on purpose? Why?
Q: Why you don’t search any contents?
Q: What are the advantages while you use search as a way to get information about restaurants or food?

Q: Could you explain what is your understanding about take actions regarding selecting restaurants or food? (get insight about understanding from different perspectives)
Q: What kind of behaviors can be concluded in action from your perspective?
Q: After taking actions, do you want to do anything to make you feel more satisfied about your decision?
Q: From your perspective, what reasons may influence your satisfaction about your action? Why?

Q: What kind of situations you will share your comments about the restaurant or the food?
Q: Could you describe some experiences about share in detail?
Q: Why do you want to share your opinions?
Q: From your perspective, what are the functions of your share comments?

Section 3
This part will discuss more about previous answering to get more information for the content analysis.
Appendix 2
Transcript of interviews

**Lun Yang**

Q: If you are too busy to cook, how do you deal with the problem that you cannot cook by yourself?
A: Order food online

Q: Is there any other options?
A: Eat some fast food

Q: Do you know platform “Are you hungry?”
A: Yes, I do.

Q: Have you ever ordered food on this platform?
A: Yes.

Q: Could you please describe your ordering food experience?
A: I would think about what I want to eat today. But sometimes I had no idea totally about food. So, I would like to find out anything that may arouse my desires on food ordering platform. And I would make decisions about restaurants or food finally. Sometimes, the delivery of food cost me much time and I have to wait too long. Moreover, they often cannot find my location.

Q: So that is why you do not have good expression on that, right?
A: Yes, at the beginning, I have to write down a very specific address that they could know, but I always did not remember exactly about address information like house number, etc. So, they always called my number to ask more information about my address so that they eventually sent to me and it would pretty slow.

Q: What is the most advantage about ordering food online?
A: Conveniences, I can order food via either computer or phone and its payment is so fast.

Q: When you use the platform “Are you hungry?”, what kind of details may catch your attention?
A: The restaurant list is pretty in detail. Like other food ordering websites such as BAIDU, I have to enter website first and find restaurants for a while. In “Are you hungry?” website, all restaurants are presented so I can make choice easily.

Q: Why these details can arouse your attention?
A: The quantity of monthly sales. In my opinion, this number is a guarantee of quality of food such as the delivery speed and food cleanliness. That’s why I looked for the restaurants with high monthly sales.

Q: What details do you think it is the most important for arouse consumer attention?
A: The photo of restaurant is important for me. If they put their chef’s special order rather than their logo, I think it is a delicious food and I will click into that even though I do not ever order it. It is better that they take a great picture of food, which makes food more attractive. In other word, the picture of food can attract my attraction.

Q: What situations will you feel interested about restaurants or food?
A: Mostly, I want to eat conveniently. You know, I am lazy so that I don’t like the food with bones or hard skin. I prefer those kinds of food that I can eat within one bite more.

Q: So, you will find these kinds of food as your description before you order?
A: yes.

Q: Is there any features of online restaurants or food may get you interested?
A: Restaurant’s name. Like the name with BBQ or the name can directly show their food such as XiaoYang Shengjian. By contrast, like the restaurant Laoshengchang, I really do not know what it about, so you don’t know what it is when you see the restaurant’s name.

Q: What kind of restaurants or food may arouse you interest?
A: About the payment part. I prefer to pay via Internet and I do not want to pay the food when it reached, which really bothers me. And the signal of guarantee about food cleanliness and delivery on time also get my interest. I prefer something that is guaranteed.
Q: Why these restaurants or food make you feel interested?
A: Convenient food is the first that I considered, and then I would check its comments from other people about the taste of that food.

Q: What kind of situation you will search information for helping your decision-making about restaurants?
A: Probably I aimed at some certain food. For example, if I want to eat Shengjian, I would search those restaurants that are about Shengjian.

Q: Is there some situation that you have no idea about what you want eat today, but you still search some restaurants?
A: There is the search function like ‘search the food nearby’, and check whether there are some restaurants that I am interested in. If yes, I will order it.

Q: Is there any satisfied or unsatisfied search experience? why? Describe in detail.
A: Yes. For example, there are some restaurants that do not exist in “Are you hungry?’. But they exist in the other ordering platforms such as MEITUAN and BAIDU. Therefore, I only can order them in other platforms, which unsatisfied me.

Q: What do you think about comments from other consumers?
A: I think if there are a large amount of people thinking it is good, then I think it is certainly good.

Q: Have you ever searched these comments on purpose?
A: No, I actually just have a glance at comments. When I click into that ordering website, usually there are comments from customers below. Then, I will make a judgement whether these comments help my decision.

Q: Why?
A: For me, if there is one certain food in that restaurant that I think it is pretty good, then I would order that food from then on. Basically, I would not try something new. In other word, if I find a delicious food, I will order that in the whole month.

Q: What are the advantages while you use search as a way to get information about restaurants or food?
A: It would be helpful for comparing some similar category restaurants. For example, I search keyword “noodle”, then there are lots of noodle restaurants showing below. And then I could see comments and know which is better.

Q: So, do you search food quite often?
A: I ‘search’ pretty much. You can search by keyword search, which you are able to find food such as Korean food or Japanese food.

Q: Could you explain what is your understanding about take action regarding selecting restaurants or food?
A: Choosing the restaurant, ordering the food, and paying the bill

Q: Would you be influence by the other people when you choose the food or restaurant?
A: No, I would not. I order what I want to eat. The others would not affect my choice.

Q: After taking actions, do you want to do anything to make you feel more satisfied about your decision?
A: For me, satisfaction includes two parts: the time for waiting for the food and the taste of the food. If these two parts that I feel satisfied all, then I will satisfied with the food.

Q: If you wait for a long time for food, but the food is tasty then what would feel like about that
A: Then I think I would give a middle degree comments, like not bad but not good. Furthermore, I would especially make comments when waiting for a long time.

Q: What kind of situations you will share your comments about the restaurant or the food?
A: When the food is awesome, I will share it. But if it is normal, I will not give any comments and just ignore it.

Q: Why you didn’t give and negative comment?
A: Because I think negative feelings are relatively subjective. Sometimes I think the food is bad while the others would think it is great.
Q: But positive comments are also subjective.
A: But positive comments are more better. I think it is better that not to show negative comments to others.

Q: If the food is not in bad taste, there is the other problem with that. Would you make any negative comment about it?
A: If the time for waiting is too long then I would give negative comments. For example, I searched the food nearby once and I still waited for 40 minutes, but the restaurant said that it only needs 20-30 minutes. But sometimes it depends, when I was so hungry at that time, I have no patience to wait.

Q: Why you rarely make any negative comment?
A: I think it would have impacts on that restaurant. And if the good is really bad, there would have lots of negative comments below, so my comment is not necessary.

Q: Could you explain the experience that you give negative comments or positive comments
A: I waited for a long time once after I ordered the food. since I ordered the whole family’s food, after the whole day work, they are pretty hungry already, so I think it is awful

Q: How do you think about your making comments?
A: I think those can be regarded as the references for the others. As we read reviews before we make purchase decisions, we think our behaviors about making reviews performs the way help other consumers making decision before they purchase.

Q: When there is gap between the real deliver time and the promised deliver time, which affects you, right
A: Yes

Q: So, Is it an important factor for you?
A: Yes, as in my opinion, promise is a big deal for me. If restaurants cannot deliver the food to me on time, I feel like the restaurant have cheat on me. As the taste is more subjective, everyone has their own favorite taste, but the time for delivery is objective.

Q: How about the safety of the food, have you ever noticed that before?
A: when speaking of the safety of the food, I think it cannot be controlled. But I would focus more on the restaurant with famous brand.

Q: As you mentioned before, you would order the same restaurant for one month if you are satisfied with that, even though there are some unpleasant experience after?
A: If taste of the food suddenly become awful, I would change the other restaurant. Another factor is price. If the price rises not too much and acceptable, I think I can stand it. After all, the cost of other product also rises. When I order the food for the first time, it is totally unpredictable to me. I do not know the time that I spent on waiting whether it is worthy. So, I think it is better that if I waited for a short time. And after first try, and the food is delicious, then I think the time for waiting is worthy. So, the outcome of this order is good.

About the payment
I think it is convenient for me if it can be paid by WeChat or Alipay. If not, then I would choose the other restaurant. If I need to pay when getting food, it is bad. About the discount, if I order this restaurant at the first time, they would give me 70 or 80 percentage off. Then at that period, I would order restaurant pretty frequently.

Q: What is the most important factor for you when ordering food?
A: The taste of the food. If it is delicious, I would choose this restaurant all the time. But when ordering a restaurant first time, the time for waiting is more important. For a long term, the taste of food is the most important factor for me.
Yaru Zhang

Q: If you are too busy to cook, how do you deal with the problem that you cannot cook by yourself?
A: Ordering food online or purchase food takeaway

Q: Do you know platform “Are you hungry?”
A: Yes

Q: Have you ever ordered food on this platform?
A: Yes

Q: Could you please describe your ordering food experience?
A: For me, ordering food online is quite complicated. I could search the food nearby in a short time. And the price is shown obviously, it can be ordered from the cheapest one to the most expensive one. So that I could make a comparison and I could read the comments below. And after that I will make orders and waiting for the food. I can see some restaurant changing their menu every day. And there is notice that this platform would show what I have ordered from Monday to Friday, therefore, I knew I would not order the same food next time.

Q: In your opinion, what is the most advantageous in ordering food on this website?
A: Fast, and I could make comparisons among all restaurants.

Q: Could you please describe the whole processes when you order food on this website?
A: Opening the website, and I would see whether there is any restaurant or food with special discount or is there food any like today’s recommendation. In general, I would choose to select today’s recommendation at first. What I will order are always from today’s recommendation.

Q: When you use the platform “Are you hungry?”, what kind of details may catch your attention?
A: The categories of food and I could change my address to see what kinds of food do it have nearby.

Q: Why these details can arouse your attention?
A: For example, hotpot, barbecue, fried cuisine etc. It could be very clear for me. Like I wanted to eat fried cuisine today, I just click into fried cuisine categories, and then all choice of fried cuisine come out.

Q: In what situation, you will not know what to eat today
A: The categories are important for me when I did not know what to order today. And I can search what categories they have and then order it.

Q: What details do you think it is the most important for arouse consumer attention?
A: I think the pictures of the food should be attractive. And the way of payment is also important.

Q: What situations will you feel interested about restaurants or food?
A: The photos of food. It can show how the food looks like and you can have direct impress on food.

Q: What is the difference between these pictures?
A: I do not like the pictures with logos, while I like the pictures with the real food.

Q: Is there any features of online restaurants or food may get you interested?
A: The time for delivery. It will show how long will the food be sent to me.

Q: Is it more important than the taste of the food?
A: Yes. It is much important than that. Especially when I am busy with somethings and I have no time, it is pretty important for me.

Q: Why these restaurants you would be interested in?
A: I am not interested in these restaurants, while the platform gives me a chance to know these restaurants. And I get an opportunity to know what kind of food do they have. If this platform does not exist, I would easily ignore these restaurants when I pass by these restaurants.

Q: What kind of situation you will search information for helping your decision-making about restaurants?
A: I got some recommendations from other people and I would order those restaurants to have a try.
Q: Have you ever searched these comments on purpose?
A: Yes. I would, but I think I would trust the suggestions from my friends more than the comments online.

Q: Is there any satisfied or unsatisfied search experience?
A: No

Q: What do you think about comments from other consumers?
A: It can be a reference. I would not tend to search these comments, expect the restaurant is pretty new.

Q: What are the advantages while you use search as a way to get information about restaurants or food?
A: For example, I want to eat a certain food tonight, then I would directly search it. Or if I want to eat in this restaurant, I can search it via this platform and I will know what kind of food do this restaurant have.

Q: Could you explain what is your understanding about take actions regarding selecting restaurants or food?
A: Search the food and pay for the food. I usually check this platform and see what kind of food do they have today. But it is just a check, I think it is not about taking actions.

Q: From your perspective, what reasons may influence your satisfaction about your action? Why?
A: The time for waiting for the food and taste of the food.

Q: What kind of situations you will share your comments about the restaurant or the food?
A: If the food is extraordinarily good or extraordinarily bad, I would give comments immediately.

Q: Could you describe some experiences about share in detail?
A: My comments are real, it would be positive or negative. But if the food is really good, I would give more words to comment it.

Q: Would you upload pictures when making comments?
A: No.
Q: Why do you want to share your opinions?
A: Because I want it be known by more people.

Q: From your perspective, what are the functions of your share comments?
A: Giving other consumers some advice or recommendations, whatever it is positive or negative.
Jingjing Wu

Q: If you are too busy to cook, how do you deal with the problem that you cannot cook by yourself?
A: Ordering food online, purchasing food take away or going to restaurants directly.

Q: Do you know platform “Are you hungry?”
A: Yes, and I used it before

Q: Could you please describe your ordering food experience?
A: I can order at any time but there are some restaurants that are with limited delivery time. If I want to order food at midnight, there are few options. But after I ordered, they would be on time.

Q: In your opinion, what is the most advantageous in ordering food on this website?
A: Many options and I can order almost all the time. And the delivery is quite fast.

Q: Could you please describe the whole processes when you order food on this website?
A: Thinking about what I want to eat, then searching what kind of restaurants is nearby so that I know what options do I have. Check the delivery time and delivery fee. To check whether there are discounts for food.

Q: Are the discounts and the time for delivery important for you when making decisions about restaurants or food?
A: Not really, as long as the waiting time is not long. 15-30 minutes are acceptable for me.

Q: Do you think the shown delivery time is precise?
A: It not must be very precise, as long as within 30 minutes. I think it is ok for me.

Q: When you use the platform “Are you hungry?”, what kind of details may catch your attention?
A: The pictures of food. The star rating of the restaurant (how many stars do the restaurant have). And the monthly sales.
Q: Why these details can arouse your attention?
A: It give me a hint, whatever the food or service, they are better than others. I would choose the top one. And then click into the restaurant and choose the food. Even though the same kind of food, you do not have the only one restaurant to choose.

Q: What details do you think it is the most important for arouse consumer attention?
A: Comments from the others. These can be seen as word-of-mouth. In the normal situation, when I glance at this platform website, the comments are easily found and I can quickly scan through several comments, which costs me few seconds. And I would be influenced by subconsciousness that this restaurant is great and I want to try it.

Q: Is there any features of online restaurants or food may get you interested?
A: If the delivery time is very short, I will feel interested with it. And some restaurants would give me coupons after I ate, these restaurants also arouse my interests.

Q: What kind of restaurants or food may arouse you interest?
A: I would order food like snacks and staple food. I would order simple rice including vegetable and meat when working. For supper, I usually order snacks or food that is not too much.

Q: Why these restaurants or food make you feel interested?
A: Like the food is suitable for one person. By the way, the food such as pizza and fried chicken can be ordered anytime. So, these can be the first option for me.

Q: What kind of situation you will search information for helping your decision-making about restaurants?
A: If I want to eat fried chicken especially today, but I am not at home, I am at the other location. Then I would search to check what restaurants nearby can serve fried chicken. This means that search is used for certain food.

Q: Is there any satisfied or unsatisfied search experience?
A: Once me and my friends were watching football match during night, and we wanted to eat fried chicken. After we searched keyword “fried chicken” at the platform, the result came out and it showed lots of restaurants that could serve fried chicken nearby. The restaurant that we ordered was not at the top of the list but the photos of the food are quite attractive. When we got the food, it was almost the same as the photos, which amazed us. Even though the restaurant we ordered was not at the first page, it still provided us with a pleasant experience. This is a impressed search experience.

Q: Is there any photos that are attractive to you?
A: I prefer the photos that have their own style. You can see that there are many restaurants using the same photos for description the food. I would ignore these restaurants. And I always ordered barbecue at night, I would choose the restaurants that show the photos of their own-made food. For me, I do prefer the restaurants which using the photos that can impress me.

Q: Would you read the comments of food carefully?
A: No. I just read through the comments for a second.

Q: Do the comments influence you when you making decisions?
A: I think they influence me deeply. But I would not spend much time on reading them, because the comments usually are not complicated and they are about keywords.

Q: What are the advantages while you use search as a way to get information about restaurants or food?
A: Actually, I think the categories of the restaurants at the main page has been clear enough. So, unless I have certain demand, I would not use search. For example, I want to eat snacks today, and then I just click into snack category. The website had given you navigation that shows categories clearly. Even you can select and limit the restaurants under the certain requests.

Q: Could you explain what is your understanding about take actions regarding selecting restaurants or food?
A: Entering the website, choosing the restaurant and food, then paying the bill.

Q: What reasons may influence your satisfaction about your action?
A: Positive comments that I made and the food that I would recommend to others.

Q: What kind of details that you think are important for you on the page?
A: Pictures
Star rating and quantity of monthly sales.
The fees for delivering
Names of the restaurants are not important at all
Receipts are not important at all
And the time for delivery has no obvious influence.

Q: What kind of situations you will share your comments about the restaurant or the food?
A: If the food is delivered at extraordinary good or bad situations, I would like to share my comments on it.

Q: Could you describe some experiences about share in detail?
A: That fried chicken restaurants. I made good comments like “deliver fast”, “great service”, “giving us two cups of juice for free” and “the food is great”.

Q: Why do you want to share your opinions?
A: It makes me feel happy. The restaurants need good comments to improve their star rating, so I think it is win-win.

Q: From your perspective, what are the functions of your share comments?
A: I think that my comments would have impacts on the evaluations of the restaurants on the platform, so that the managers of the restaurants would need to put more efforts to operate restaurants. Eventually, we would get more better food or service from the online food ordering.
Wanshen
Q: If you are too busy to cook, how do you deal with the problem that you cannot cook by yourself?
A: Fast food
Or go outside

Q: Have you ever gotten food by ordering food?
A: Yes

Q: Do you know platform “Are you hungry?”
A: Yes, I used it before.

Q: Could you please describe your ordering food experience?
A: I usually ordering food via this platform when in university.

Q: In your opinion, what is the most advantageous in ordering food on this website?
A: Convenience. And I can personalize my food and there are many different restaurants I can choose.

Q: Could you please describe the whole processes when you order food on this website?
A: Firstly, I would check restaurants and decided what I want to eat today. I usually ordered some food that can be delivered quickly. And then I pay for the meal, waiting for the food and pick up. At the end, make confirmation for getting food.

Q: When you use the platform “Are you hungry?”, what kind of details may catch your attention?
A: The photos of the food. If that pictures are attractive to me, I would order them.

Q: What details do you think it is the most important for arouse consumer attention?
A: I think when you order the food, it is important that there is a place for writing your special demands. And I do care about the delivery time and delivery fee.

Q: What situations will you feel interested about restaurants or food?
A: The name. I can know whether I want to eat it via reading its name such as dumpling.

Q: If you see name of the restaurant but you do not know what kinds of food do they have, would you be interested in exploring what do they have.
A: If I had a certain thought about what I want to eat today, I would not click into the restaurants. But, if I don’t know what I want today, I would check out what food do they have. So, I think the pictures would make me interested, and comments about the food and restaurants are also important.

Q: What kind of restaurants or food may arouse you interest?
A: About the name. For example, if the food seem spicy or I would know the restaurants that serve spicy food, I would like to try it.

Q: What kind of situation you will search information for helping your decision-making about restaurants?
A: There are two situations, one is that I know what I want to eat today and another one is that I want getting the food quickly. Especially the second situation, I would search the restaurants nearby.

Q: What do you think about the comments online
A: They can be trusted. I think over half of comments online are real. If most people consider the food good, I think it is great.

Q: What do you think about comments from other consumers? Have you ever searched these comments on purpose?
A: If one restaurant is decided, I would find comments about the restaurant and food. Generally speaking, I always be concerned about the comments unless the I have had ordered it many times.

Q: Would you focus more on the positive or negative comments?
A: Both

Q: What are the advantages while you use search as a way to get information about restaurants or food?
A: It is convenient. The restaurants are listed in line and you can know what you want. The result is so clear. And you can get a result initiatively rather than passively.
Q: Could you explain what is your understanding about take actions regarding selecting restaurants or food?
A: Searching for food. Checking the comments. Ordering it.

Q: How do you think about the way to pay the food?
A: For me, there is no obvious difference between WeChat payment or Alipay.

Q: What reasons may influence your satisfaction about your action?
A: The time that waits for delivering food. Is the food at good packing when it is delivered and whether my private requests are satisfied. Sometimes, the attitude of the delivery person has impacts on my satisfaction.

Q: What kind of situations you will share your comments about the restaurant or the food?
A: When I had a brilliant experience or I had a terrible experience. For example, if my ordering is sent but the food is not made by my personalized demands, even the manager of the restaurant would not be sorry about it. I absolutely make negative comments on it.

Q: Could you describe some experiences about share in detail?
A: I remember once I made a negative comment because the bad attitude of that restaurants. They delivered wrong food but they did not think they are wrong. I got angry so that I made a negative comment.

Q: From your perspective, what are the functions of your share comments?
A: Sharing my experiences. And it can help others to make decisions.

Q: Is sharing your comments important for you?
A: Yes, I think it is pretty important for me

Q: What kind of comments you would you make?
A: Generally, I made positive comments mostly. There are few negative comments that I made.
Amanda
Q: If you are too busy to cook, how do you deal with the problem that you cannot cook by yourself?
A: Going outside for food or ordering food online

Q: Do you know platform “Are you hungry?”
A: Yes

Q: Have you ever ordered food on this platform?
A: Yes, pretty much.

Q: Could you please describe your ordering food experience?
A: I usually ordered food from those I have ordered before. I seldom tried new things, I am afraid of feeling disappointed.

Q: In your opinion, what is the most advantageous in ordering food on this website?
A: I can get food fast and unnecessary to go outside. It is much more convenient than making food by myself.

Q: Could you please describe the whole processes when you order food on this website?
A: I usually order the food nearby because the food will be sent quickly. I ordered online when I feel hungry instead of I want to eat food made outside. I would check the online restaurant nearby I would choose some restaurants that I usually ordered and then search whether there are some new meals or the recommendations from my friends. And then I would order those.

Q: What extent of the recommendations from your friends would influence your decisions?
A: From 1 to 10, I think 8.

Q: When you use the platform “Are you hungry?”, what kind of details may catch your attention?
A: Pictures, I do not like to read words. If the pictures look like great, I would order that. Even though it is not delicious, but when I saw the pictures with tasty food, I would order.

Q: Why you think pictures have impacts on you
A: Because pictures are more direct, words are more boring and I am not interested about the processes of how to cook that, and pictures tell me what it looks. I would first check the picture to know what kind of food and then check the words and then to decide whether I order or not.

Q: What details do you think it is the most important for arouse consumer attention?
A: About the star rating, the grading from the customers. Another is the fee for delivery. Different distance would charge you differently for delivery. For example, I wanted to order a noodle that costed me 30, but delivery fee costs me 20. So, I would not order that. Moreover, because of the long distance from restaurant to my place, the food probably gets cold when it arrives. For me, it is unworthy. That’s why I would notice these kinds of things.

Q: What situations will you feel interested about restaurants or food?
A: The taste. For example, I like something spicy. If this restaurant serve food with light taste, I would not like to be interested in it.

Q: But, how would you know about the taste if you do not eat it before?
A: Based on the name of restaurant. Moreover, there is categories navigation design like Hong Kong cuisine, Chongqing cuisine, Dongbei cuisine. I would directly select the Chongqing cuisine.

Q: Would you choose the restaurant throughout the categories navigation?
A: Yes. This navigation is helpful for me. If I want to eat fast food for lunch, I would choose fast food category.

Q: Is there any features of online restaurants or food may get you interested?
A: That would not influence me. I made the decision based on what I want to eat today. For example, if this restaurant publishes one new meal, that would not influence me. I am quite subjective I guess.

Q: What kinds of restaurant you prefer to order?
A: Creative meal, spicy food and Hong Kong style food.

Q: Why do you think these kinds of food make you interested?
A: I would like order the food that is similar with eating in restaurants. Like foreign cuisine, I prefer eating in restaurant. Basically, I would order
something like snacks. Moreover, I like to order food online at night. Because I did not want to go outside at night, and I would prefer to eat outside at daytime.

Q: What kind of situation you will search information for helping your decision-making about restaurants?
A: When I especially wanted to eat some certain food like barbecue, I would just directly search barbecue. Then all of barbecue restaurants are shown. I only search when in the situation that I want to order certain food. In the other situation, I would just have a check and glance and decide what I want to eat today.

Q: Is there any satisfied or unsatisfied search experience?
A: I do not remember

Q: generally, how would you search?
A: I would search the food directly that I want to eat today. Firstly, it is about distance. I would prefer the food nearby. The next is the star rating from other consumers.

Q: What do you think about comments from other consumers?
A: I think they can be reliable. There are lots of comments with pictures. I would order food based on these pictures. For example, if there is a new restaurant appearing in this platform, and there are few comments. I would check comments. If I want to order the food online, I would definitely check the comments instead of just order that directly. But if I ordered many times in one restaurant, I would not check the comments again.

Q: What are the advantages while you use search as a way to get information about restaurants or food?
A: It is more direct. You can find you preference directly.

Q: Could you explain what is your understanding about take actions regarding selecting restaurants or food?
A: Choosing the food, paying the bill and sharing comments.

Q: Would the way of payment influence your decision regarding to restaurants and the food?
A: Not really. But if I can get some discount via specific payment method, I would like to pay by that.

Q: What would make you feel disappointed when waiting for the food?
A: I would feel disappointed when it said that can be sent to me within 30 mins but it did not arrive on time. I would not feel happy and then will call to restaurant, which would make me feel unsatisfied.

Q: What reasons may influence your satisfaction about your action?
A: To be honest, if I am hungry particularly, I would be happy when the food arrived. There is no reason that makes me feel unsatisfied.

Q: What would make you feel that you made the wrong decision?
A: The food is different from the pictures that the restaurant shows or different from the introduction of that restaurant, which means that taste is different with the description of restaurants.

Q: What kind of situations you will share your comments about the restaurant or the food?
A: If I am so satisfied with the food, I would make comments. Or if I am so unsatisfied with the food, I would make comments. In these two situations, I would want to type words to encourage or criticize the restaurant.

Q: Could you describe some experiences about share in detail?
A: I had a bad experience before. When I ordered a restaurant that I never ordered before, the restaurant told me that they would come after 40 minutes. But I waited for one and half hour and when the food is sent to me. The attitude of delivery man was bad and the food had already gotten cold. So, I made a negative comment on that. I also had a good experience before. At that time, I ordered two set of cuisine, but the restaurant forgot to make it. The restaurant explain reason is that too much ordering and they forgot mine order. They give my money back and when I order their food next time, they remembered me and give me one more cuisine for free.

Q: Why do you want to share positive or negative comments online?
A: Because the negative comments I want to share to the other customers is a way to tell others. I want to tell the other customers that the restaurant’s food and services are bad, so they would not to order that. It is kind like revenge.
Q: From your perspective, what are the functions of your share comments?  
A: When you ordered food online, you could not see what the real meal looks like. So, the comments can be referred by others. If those comments are real, they would influence others to make decisions. When I made decisions, I would prefer to know the feelings from the other customers instead of checking the advertisements of restaurants or introductions. These are more real and trusted for me.

Q: To what extent that comments would influence your decision?  
A: It influences me a lot. From 1 to 10, I think it is 10. For example, if the comments are totally positive, I am still willing to try it even though it is not my favorite.
Zijie
Q: If you are too busy to cook, how do you deal with the problem that you cannot cook by yourself?
A: Ordering food online

Q: Do you know platform “Are you hungry?”
A: Yes, I used this a lot. I usually used this such as ordering dinner on this platform if there is no one cooking at home.

Q: Could you please describe your ordering food experience?
A: Generally, I would check that what kinds of restaurants do this platform have nearby. For example, these two restaurants, I would see which one had more positive comments, and then I would order the one with more positive comments. And then I just waited for the food delivery.

Q: In your opinion, what is the most advantageous in ordering food on this website?
A: The guarantee for deliver time and payment is at an easy way. And if the food has the problem like unsafety issues, I could complain to them. Sometimes, they do have coupon, and if I order food a lot, the restaurant would give me discount. So, I would pay less. But if I go to the restaurant, I would not get that discount.

Q: Could you please describe the whole processes when you order food on this website?
A: Entering into that website, searching the food nearby, and selecting what I want to eat today, and then check what kinds of meal do they have and finally ordering the food. The last one is waiting the food.

Q: Would you always pay attention to discount?
A: No, I mainly focus on what I want to eat. It is better to have a discount, but if not, that is ok. If I were not hungry right now, I would like to order a milk tea or something else. So, I would just enter the categories with milk tea. If I want to order fast food, then I enter the categories with fast food. I would just search what I want to eat today instead of checking it all. If I were hungry now, I would directly order food from restaurants that I have ordered before.

Q: When you use the platform “Are you hungry?”, what kind of details may catch your attention?
A: It would show a map after I order the food, which including the distance from the restaurant to my place so that I could know when will it arrive. I would focus more on traffic problems. When I was hungry, I wanted to know that the food is getting closer and I can be waiting for food.

Q: Is the delivery time important to you?
A: It is important. And I also would checkstar rating and comments. Sometimes, there are some restaurants with great decoration, some special meals or much positive comments would be recommended. These restaurants could be saw in categories. I think this is good.

Q: What details do you think it is the most important for arouse consumer attention?
A: The price of food is the most important factor that can attract consumers’ attention. And for me, the time for delivery and the attitude of the delivery man are also important.

Q: What situations will you feel interested about restaurants or food?
A: The restaurants with special name. For example, like aunt milk tea, I would like to try it. This restaurant’s name makes me feel warm and sounds like home-made milk tea. Firstly, the name of restaurant would attract me and the pictures of each cuisine when I click into the restaurant. And the food with much comments are also attractive to me. Moreover, I do not like that the logo of restaurants are too colorful. Sometime, like DUANSHI lobster, there is a lobster on their logo, then I would like to order that. I would order the food if the logo of restaurant looks more attractive. I think the design of a logo should be simple. Consumers would not care about how beautiful your logo are, they care more about the taste of the food and cost performance.

Q: Is there any features of online restaurants or food may get you interested?
A: I think it is better that restaurants show their food when I have not been to the restaurants before. When I see the star rating and comments of the restaurants, I can make judge whether I want to order these restaurants or not. This is convenient because I do not need to go to restaurants by myself. In my opinion, most of the people made positive comments to one restaurants, which means that it worth trying.
Q: What kind of restaurants or food may arouse you interest?
A: If for dinner, I would like to order something fast such as Shangdong dumpling or fast food.

Q: Do you tend to order some restaurants which are famous?
A: Yes. But it depends. The restaurants with “guarantee” signal would be the best. I would like to choose those kinds of restaurants or I have eaten in physical restaurants before.

Q: What kind of situation you will search information for helping your decision-making about restaurants?
A: Generally speaking, I searched for specific food mainly because I ate in the restaurant before and I do not know whether I can order that on this platform. Then I would search the name of the restaurants. But I didn’t use this function quite often.

Q: Is there any satisfied or unsatisfied search experience?
A: Sometimes I want to order barbecue food at night, and I would search those restaurants on this platform. But many restaurants show that they are not at opening time. For me, if the result of search only shows the restaurants that can serve food, it may be better.

Q: What do you think about comments from other consumers?
A: I think if people could pay more attention on those comments, they can figure out that comments are real or fake. I could figure out these and I think most of comments are real.

Q: What are the advantages while you use search as a way to get information about restaurants or food?
A: I can know the price of ordering food from restaurants. This can be compared to the price of eating at restaurants.

Q: Could you explain what is your understanding about take actions regarding selecting restaurants or food?
A: Searching the food, choosing the food, comparing the price and paying the bill.

Q: From your perspective, what reasons may influence your satisfaction about your action?
The taste of the food, short delivery time and the great attitude of delivery man. Moreover, if restaurants cannot deliver the food on time but they notify me, I think I would understand.

Q: Which one is more important for you based on what you mentioned previously?
A: The connection between me and restaurants. You know, they are not employee of restaurants. “Are you hungry” is just a platform connecting me and restaurants directly. So, I think the relation between customers and restaurants is quite important. For example, if I have any advice giving to restaurants, I would totally hope there are some improvements for them. Sometimes, I think communication would influence my satisfaction about ordering and I hated there are some restaurants would change your order because the food are sold out without any notice for you. Even though the restaurant give me the food for free sometimes, but I still feel disappointed.

Q: What kind of situations you will share your comments about the restaurant or the food?
A: Normally, I don’t share my comments online, because I think everyone have their own standard. Unless I think that restaurant is definitely great like the food is tasty and the service is good. So, I would make comments on this restaurant. And I would never give any negative comment. This platform has its own star rating system, if I make 5-star rating, I will get some bonus from this platform, which encourages me to make more positive comments instead of negative comments.

Q: From your perspective, what are the functions of your share comments?
A: It would be like advertisements. For example, if I share any information about the food on my social media, I would get some bonus from “Are you hungry?” platform. Even only 10 percentage of people has willing to try those food, it would be successful for those restaurants. Especially, when you share any positive or negative comments about those food, you will get a bonus that the cost of ordering food will decrease 5. I think it is win-win.

Q: Would you check the comments on purpose?
A: For me, I usually check the star rating. If the restaurant is at 5-star rating and it sold 600 orders for one week, it means that they sold around 90 orders each day online. This restaurant is at 5-star even it sold so much orders each day. So I think it is unnecessary to check any comments. But I would check the comments when the restaurant that I want to order is at 3-star or 4-star. I think I need to know why someone dislike this restaurant.

Q: Would you be influenced by your friends when you making decisions about restaurants or food?
A: No. I think if I only order the food from internet for myself, it is unnecessary to get advice from others. Following my heart is more important.
Q: If you are too busy to cook, how do you deal with the problem that you cannot cook by yourself?  
A: Ordering food.

Q: Do you know platform “Are you hungry?” and have you ever ordered food on this platform?  
A: Yes, I used many times. You can order food from many different restaurants.

Q: Could you please describe your ordering food experience?  
A: I think ordering food is convenient. You need to think about what restaurant or food you would like to order. Sometimes, this selection would be difficult, especially when you feel difficult about making choice. But some restaurants delivered the food at pretty slow so that the food became cold when it is delivered such as noodles.

Q: In your opinion, what is the most advantageous in ordering food on this website?  
A: Convenient. I do not need to go outside and just stay at home waiting for food.

Q: Could you please describe the whole processes when you order food on this website?  
A: I would check what kinds of food do they have online first, like categories navigation. And then, based on the distance, comments, star rating to see which restaurant is good. And search the restaurant and what kinds of food do they have. After some comparison, I would check how much about the delivery fee and then make an order. Finally just wait for the food. Generally, the waiting time is about 20 to 40 minutes.

Q: When you use the platform “Are you hungry?”, what kinds of details may catch your attention?  
A: The restaurants are shown in good list and they are clear to see and compare. For restaurants, I think the name and logo are more important. It can leave first impression about restaurants.

Q: Why these details can arouse your attention?
A: It is the first communication between restaurants and customers. The best name or logo is that I can know what kinds of food do restaurants have via seeing their names or logos.

Q: What details do you think it is the most important for arouse consumer attention?
A: An introduction in detail. I think an introduction can let people know what food do they have and it can leave customers impression. I think it will be more professional if the restaurant has a description about itself. Some restaurants like “Fried it when you order”, you will know all food from them are fresh so that you have desire to order food from them.

Q: What situations will you feel interested about restaurants or food?
A: If the food from restaurants that I cannot find it in street and it is creative with positive comments, I would like to order it.

Q: What kind of restaurants or food may arouse your interest?
A: Noodles, sometimes fast food

Q: Why these restaurants or food make you feel interested?
A: Firstly, I think it is about the taste. and then is about the features of that restaurant. For example, I want to eat noodles today.If noodles are made by other regional cuisine, I would be more interested.

Q: What kind of situation you will search information for helping your decision-making about restaurants?
A: If I want to search a certain restaurant, I would search it. I also search a restaurant that I want to make comparisons between its online price and its physical price. Some restaurants are expensive in its delivery fees so that I would like to check whether it worth me going by myself rather ordering online.

Q: Is there anything you think is good for your ordering?
A: You can sort by the price or the monthly sales. Those restaurants will be ordered following different standards. I think it is good. Sometimes you can search the restaurants that are in free delivery fee.

Q: Is there any satisfied or unsatisfied search experience?
A: Cheaper but good, and the restaurant deliver the food to me at pretty fast. Sometimes I searched keyword but I didn’t find anything. For
example, I know what do the restaurant sell but I do not know its name. But I do not get any idea from the search.

Q: What do you think about comments from other consumers? Have you ever searched these comments on purpose?
A: Some comments are fake, especially some restaurants made fake comments to attract customers. If the comments are with pictures from customers, I think they are real.

Q: What are the advantages while you use search as a way to get information about restaurants or food?
A: Saving my time. The result is narrowed down and I don’t need to check one by one. It can lead me directly to the restaurants that I want to see.

Q: If you search something, and then it came out a result with lots of restaurants. how would you choose?
A: Basically, I would choose the restaurant based on comments. If the comments are positive, I would choose it. And some restaurants are new so they do not have too much comments, I might consider them either.

Q: What kind of behaviors can be concluded in action from your perspective?
A: Checking the pictures of food, checking the comments, checking the monthly sales.

Q: From your perspective, what reasons may influence your satisfaction about your action?
A: Comments, I would check the comments with pictures and words and I would notice that whether there is a difference between the pictures in comments and the pictures that restaurants show. Especially I would focus more on the comments with pictures and negative comments.

Q: What kind of situations you will share your comments about the restaurant or the food?
A: Good service and the food is great. I would make positive comment and if it is bad, I would make a negative comment.

Q: Could you describe some experiences about share in detail?
A: If the restaurant gave me a drink for free, I think it can be regarded as a good experience. And if the food is sent to me within short time and the
food is really delicious, I think I have a good experience and I will share it to my social media.

Q: From your perspective, what are the functions of your share comments?  
A: A reference to the other consumers. And I think comments are important to all restaurants, no matter what positive or negative comments. In general, Consumers would order the restaurants by following the extent of popular or the star rating. Some restaurants must have negative comments, even though the restaurants are with 5-star rating. I would notice that what the other consumers unsatisfied with.

Q: If in a situation that there are over 1000 positive comments on one restaurant but also 100 negative comments, would you order it?  
A: I think it is possible that these positive comments are not real because there are too much negative comments. I would notice the problem like safety issue. If the food has quality issues that the other consumers mentioned in comments, I think I would not order it. But like the problems about the delivery, I do not care about that. I think the taste and the fresh are more important. I think the delivery time is unpredictable, so the delivery is not a problem for me.

Q: What if the delivery time is much longer than the time that the restaurant promised, how would you feel it?  
A: If the delivery exceeded too much, I would call the restaurant and ask them to be hurry. And I would consider about some conditions like weather or at lunch time. It should be mentioned that I could only accept the delay of food delivery within 15 minutes.

Q: To what extent the comments influence your making decision?  
A: If from 1 to 10, I think it is 8. Especially I would notice the negative comments.

Q: Would you be influenced by the others if you order food with the others together?  
A: Yes, absolutely. If I ordered food with others, I have to compromise with the demands of others. I could not only order what I want to eat.
Xiaoyu Zhai

Q: If you are too busy to cook, how do you deal with the problem that you cannot cook by yourself?
A: Ordering online or going outside and eating in the restaurant

Q: Do you know platform “Are you hungry?”
A: Yes, I do.

Q: Could you please describe the whole processes when you order food on this website?
A: Searching which platform have the food that I want to order. Checking the menu and figure out what I want to eat. Confirm the order and write down the address and my telephone number. And then the restaurant would start to prepare and then the food may be delivered after around 30 mins. They would give me a call and I pick up the food.

Q: In your opinion, what is the most advantageous in ordering food on this website?
A: I do not need go to restaurant to check the menu and I do not need to wait in lines.

Q: Could you please describe your ordering food experience?
A: It is about the design of ordering website. Some websites or platforms are difficult to operate orders and I have to do too much work to make an order. But for “Are you hungry”, I think it is in good design and it is easy to order.

Q: When you use the platform “Are you hungry?”, what kind of details may catch your attention?
A: The pictures and the logo of restaurants. And the categories navigation. For example, I click into special cuisine category and then I still would notice the pictures, and then I would notice the cuisine. If I find a favorite restaurant in the first three lines, I would not see the rest of restaurants and click into the restaurant directly.

Q: Why these details can arouse your attention? (discuss more when some reasons are mentioned)
A: Because of photo’s color. The pictures do not look like the words and they have more information, even they can make you feel you are enjoying the food.

Q: What details do you think it is the most important for arouse consumer attention?
A: Pictures, star rating, the delivery fee and the monthly sales.

Q: What situations will you feel interested about restaurants or food?
A: Pictures of restaurants and names I think. For example, compared to that picture, this picture looks much spicier and give me a powerful feeling that the food is delicious. Because of the red color, it makes people feel more shocked so getting more shock the pictures.

Q: Is there any features of online restaurants or food may get you interested?
A: The extent of delicious the food looks like.

Q: Why this feature could make you interested
A: There is no doubt that the pictures look attractive and it is more possible I would like to order it.

Q: What kind of situation you will search information for helping your decision-making about restaurants?
A: If I know the name of restaurant, I would search it. Or I would search keywords to get some categories that are not shown in the page.

Q: Is there any satisfied or unsatisfied search experience?
A: Sometimes, I searched but there is no result. The keywords cannot be found or the restaurant is blocked. And it is normal that the picture of the result is different with my expectation.

Q: What do you think about comments from other consumers?
A: I think they are probably real and they can be referred.

Q: What are the advantages while you use search as a way to get information about restaurants or food?
A: I could quickly find the restaurants that I want to order.
Q: From your perspective, what reasons may influence your satisfaction about your action? Why?
A: The taste of food, the delivery time and the time for eating food.

Q: What kind of situations you will share your comments about the restaurant or the food?
A: If the restaurant is really good or bad, I would make comments. But if the restaurant is normal, then I would not make comments.

Q: Could you describe some experiences about share in detail?
A: My sister run a bar before. Sometimes I ordered food from it and then make positive comments to promote her bar, which do increase the sales of bar. There is an experience about negative comments. What I ordered included an orange juice, but I think it tasted like a mix of water and Fanta. I think it is a cheat so that I made negative comments.

Q: What kind of restaurants or food may arouse your interest?
A: The restaurants that sell spicy food such as Sichuan cuisine or spicy crawfish. I prefer heavy taste food so that I would be interested with the restaurants that can serve spicy food.

Q: From your perspective, what are the functions of your share comments?
A: On one hand, I think it is funny. On the other hand, I would recommend to other consumers that this restaurant is great. I had few negative comments.

Q: As you mentioned about payment, would you like to pay by cash or online?
A: Mostly, I pay online.

Q: Would you be change your idea because of the payment?
A: No, I don’t think so.

Q: Would you check comments before you order?
A: Yes. I checked the comments every time and I also checked the monthly sales either.
Q: If you are too busy to cook, how do you deal with the problem that you cannot cook by yourself?
A: Mostly, ordering food online.

Q: Do you know platform “Are you hungry?”
A: Yes, I used it before.

Q: Could you please describe your ordering food experience?
A: I ordered a meal but the food delivered a little bit late. But the restaurant gave me one more dessert for free as feeling sorry for their late.

Q: In your opinion, what is the most advantageous in ordering food on this website?
A: Convenient. I can compare many restaurants at the same time. I prefer the restaurants that show the pictures of food that is made by themselves. I cannot imagine what the food looks like if I have not seen it before I order.

Q: When you use the platform “Are you hungry?”, what kind of details may catch your attention?
A: I remember that there is a half-price discount navigation button at the top of the page. And there are some promotion activities from restaurants, which means that you can order food from those restaurants at cheap price. And I also notice the star rating and their grades. And some restaurants provide some promotion that if your order is over 40, you can get a bonus so that you only need to pay 35. This is attractive.

Q: Why these details can arouse your attention?
A: I think the pictures and bonus. As there are many food ordering platforms, I used the platform that can provide me more advantages such as saving money. Like this restaurant, I can order one meal and a drink only at 15 because of its bonus. This is really good for me. Another one is like the pictures of the restaurants. For example, this restaurant is called “Lucky dumplings” but the photos of food do not look delicious for me. So, I would not consider ordering this restaurant. But some restaurants like McDonald’s and KFC, I may order food from them even if there is only a logo of restaurants. After all, they are famous and chain restaurants. There is no doubt that I know what they sell.
Q: What details do you think it is the most important for arouse consumer attention?
A: I have no idea. But I think the design of categories navigation should be more specific. For example, some restaurants with famous brand could be categorized into “Brand restaurants” and infamous restaurants can be categorized together. So, when I want to order food from chain restaurants, I could use categories navigation to all restaurants that is with brand. For me, the restaurants with brand is more better.

Q: What situations will you feel interested about restaurants or food?
A: The restaurants with high star-rating, high grades and popular. All restaurants can be ordered again based on the popularity.

Q: Is there any features of online restaurants or food may get you interested?
A: Promotions. If the restaurants sell food via promotion, I will be interested in it. And sometimes, after promotions, people will still order food from the restaurants that offer discount before.

Q: What kind of restaurants or food may arouse your interest?
A: I prefer ordering the restaurant with brand and high grades. I think the food from them could be safer and of good quality. I ordered fried dishes, barbecue and fried chicken at most of time. I never order something like steak because I think it is difficult to pack.

Q: What kind of situation you will search information for helping your decision-making about restaurants?
A: If I want to eat fried chicken, then I would search fried chicken. Or I want to order food from a certain restaurant. Sometimes I have unknown what I want to eat today and I have no idea totally what to eat. So, I would like to search the restaurants when I know what to eat.

Q: Is there any satisfied or unsatisfied search experience?
A: Generally speaking, I could find the restaurant every time unless it do not provide food order service at the platform.

Q: What do you think about comments from other consumers? Have you ever searched these comments on purpose? Why?
A: Most comments are reliable, but I think everyone has their own preferable taste. So, comments are only read as references.

Q: What are the advantages while you use search as a way to get information about restaurants or food?
A: Get results quickly.

Q: From your perspective, what reasons may influence your satisfaction about your action? Why?
A: When I was ordering the food at the platform, I would consider what to order by viewing the photos of food. And comments are also important for my consideration about the order. The time for waiting the food and delivery fee also have impacts on my satisfaction about food. Sometimes, you can pay for faster delivery so that it should be considered.

Q: What factors have impacts on your decision?
A: This based on what I want to order today. If I want to order food from chain restaurants, the delivery time and delivery fee is important. If I want to order some normal cuisine restaurants, comments or recommendations from my friends are important. But if there are some new restaurants, the quality and safe of food would be important. Otherwise I would not order food from restaurants that I never heard before. It also should be noticed that delivery time is very important for me when I was at working. I only had one hour to take a rest.

Q: What kind of situations you will share your comments about the restaurant or the food?
A: If it is really good or really bad, I would like to share to let other people know.

Q: Could you describe some experiences about share in detail?
A: I don’t usually share restaurants so I do not remember.

Q: Why do you want to share your opinions?
A: If I am so boring, I would like to share the food or restaurants, so some friends may discuss with me.

Q: From your perspective, what are the functions of your share comments?
A: I think it can give advice to other consumers. If someone wants to order the food from same restaurant, he or she can ask me and get any...
comments. Moreover, some restaurants are really bad so I don’t want any of my friends would go.
Jinyu Guo

Q: If you are too busy to cook, how do you deal with the problem that you cannot cook by yourself?
A: Ordering food online or going to restaurants/store such as 7-11 to take fast food;

Q: Do you know platform “Are you hungry?”
A: Yes, I used it many times.

Q: Could you please describe your ordering food experience?
A: I always ordered food when I worked before. I would like to order food at around 10 am, otherwise the food would not be sent to me before lunch time. If I ordered food at 11 am, probably I got food after 1:30 because there are so many people ordering food at this period. It is necessary to order food in advance. Generally, I would order food with my colleagues so we would share the delivery fee. Since we ordered food, we have to wait and I do not care the food is delivered before 11 even I took rest at 12.

Q: In your opinion, what is the most advantageous in ordering food on this website?
A: Fast and saving time. And it is more convenient than taking food by myself. Especially in summer time, outside is too hot to walk. I can order food online and I do not need to go outside for food.

Q: Could you please describe the whole processes when you order food on this website?
A: Opening the platform website. The restaurants nearby would be recognized and I usually choose Japanese or Korean food because I have eaten Chinese food too much. And I would like to choose the restaurants can be using some coupons.

Q: When you use the platform “Are you hungry?”, what kind of details may catch your attention?
A: I would see the categories of restaurants first.

Q: Why these details can arouse your attention?
A: It would be more efficient. I could get what I want directly through categories navigation. I do not need to waste time to see these restaurants one by one
Q: What details do you think it is the most important for arouse consumer attention?
A: Categories navigation. It can be a guide for us to choose restaurants.

Q: What situations will you feel interested about restaurants or food?
A: Pictures of the restaurants. If the pictures of food are attractive, I would see the price or comments in the following. For me, reading words would waste my time and I want to choose food from my feelings.

Q: Is there any features of online restaurants or food may get you interested?
A: Pictures are much better than words. I would prefer the restaurants with people instead of only words description. And it is better that comments can be shown easily.

Q: What kind of restaurants or food may arouse you interest?
A: Japanese or Korean food

Q: Why these restaurants or food make you feel interested?
A: As I ate Chinese food too much, and I would really want to eat fast food which makes me become fat.

Q: What kind of situation you will search information for helping your decision-making about restaurants?
A: Check the comments. I would definitely check comments before I order.

Q: Is there any satisfied or unsatisfied search experience? (why?) Describe in detail.
A: I think I am satisfied with my orders mostly. The design of website is quite good and I think I don’t need to search on purpose. It is easy to learn how to order.

Q: Would you search the food or restaurant specially
A: No, I won’t. I would just choose one restaurant on the home page.

Q: What do you think about comments from other consumers? Have you ever searched these comments on purpose?
A: It depends. If the negative comments like complaining the food is not fresh, I would believe it. But if the complaints focus on slow delivery time,
I would ignore it. I think it is their own problem because they can order food earlier. I viewed different comments via different attitudes.

Q: What are the advantages while you use search as a way to get information about restaurants or food?
A: I rarely search the restaurants. For example, I want to eat a certain kind of food such as fried chicken, I would search it to compare which restaurants serve it.

Q: What kind of behaviors can be concluded in action from your perspective?
A: Clicking into the page, viewing the pictures and checking comments.

Q: From your perspective, what reasons may influence your satisfaction about your action? Why?
A: The taste of food. I think the good taste means that I made a right decision and I think it is more important than how long were I waiting for the food.

Q: What reasons would influence the satisfaction of your choice
A: It is about the packing. I dislike that when the food is delivered, I found that the packing is broken and the liquid is anywhere. But I would not complain to delivery man, I think it is too hard for their works. Anyway, I still felt unsatisfied with the food in broken packing. And I also want some food fresh, if not, I am unsatisfied with my choice.

Q: What kind of situations you will share your comments about the restaurant or the food?
A: Generally, I only made comments on restaurants instead of delivery man. I think the comments on food or restaurants are much important than telling others the delivery man is at bad attitude. It makes no sense.

Q: Why do you want to share your opinions?
A: The food is awful or not fresh. The quality of food is important for me. Like I said, I would make comments on restaurants to criticize them.

Q: From your perspective, what are the functions of your share comments?
A: It would be referred by other consumers. If the food or restaurant is bad, I think it is better that close the restaurant. We should not be mercy
to restaurants that serve bad food. And if the food is very good, I would recommend to my friends.

Q: Would you check the comments on purpose before you ordered the food
A: Yes. Same reason for sharing my comments. I think real comments from other consumers make me know what the food looks like or how the taste of food. It is information for you to know more about restaurants.
Q: If you are too busy to cook, how do you deal with the problem that you cannot cook by yourself?
A: Going to restaurant or ordering food online

Q: Have you ever gotten food by ordering food and how often you order food online
A: I would order food more than 8 times a week. So, I might have a meal in canteen then ordered one meal online. Moreover, going to canteen means that I have to go outside, while I just need to stay at dormitory when ordering food online.

Q: What kind of ways you can get food by ordering food?
A: Some restaurants don’t provide online ordering service, then I would order food by calling them. And these restaurants also send fliers at school. The variety of the food is less than restaurants online. And I usually bought food online, because they always provided discount.

Q: Do you know platform “Are you hungry?”
A: Yes, I do.

Q: Could you please describe your ordering food experience?
A: I always open different platforms to compare the price of same restaurant since many restaurants provide ordering in different platforms at the same time. I would make comparisons first and then choose the cheaper one.

Q: In your opinion, what is the most advantageous in ordering food on this website?
A: It is cheap and I do not need to go outside. But the delivery is quite slow, I need to order food in advance before I were hungry.

Q: Could you please describe the whole processes when you order food on this website?
A: Firstly, I enter the website and take a glance to the restaurants. Then, I search somethings I want to eat and click into the restaurant page see whether the price is suitable. If I only order food for myself, I would hope it not too much expensive. And there is a standard for your delivery like if your order exceeds 80, the delivery will be free. Otherwise, the delivery
will cost you 10 to 15. But you know, how possible that I would order a meal over 80 for myself. It is crazy.

Q: When you use the platform “Are you hungry?”, what kind of details may catch your attention?
A: I would notice the special discount page. I always click this button directly. And some restaurants are new so that are promoting their restaurants, which I am also willing to try them. You will never know which new restaurants are good.

Q: Why these details can arouse your attention?
A: I would consider price and word-of-mouth. The special discount means I can get good quality food at low price. And word-of-mouth in ordering platform is the comments. I would know which restaurant worth trying via viewing comments. There is one more thing that I prefer trying new restaurants. I think you will have surprise after you taste good food.

Q: What situations will you feel interested about restaurants or food?
A: New cuisine promoted by restaurants. I always prefer new food or new restaurants because I can taste different food. And if the comments from other consumers show that the food is not fresh and dirty, I would not definitely order it. I think the safe of food is the most important. And there are many friends and classmates in my social media. We always shared our comments in our social media. If one restaurant is recommended by others, I would like to try it when I order food. We can share comments or suggestion secretly.

Q: Is there any features of online restaurants or food may get you interested?
A: The design of website cannot catch my eyes at first sight. The platform just put all restaurants in the page but they were not categorized in some special demands such as what discount do they have.

Q: What kind of restaurants or food may arouse your interest?
A: The new restaurants. If there is a new restaurant, I would order food from them first. Once the restaurant was new and if we ordered, we had wait more than 2 hours. But I still ordered the food because it is new and I can wait for food patiently.
Q: What kind of situation you will search information for helping your decision-making about restaurants?
A: If I wanted to eat crawfish, I would search it directly and I also made comparison between those restaurants. The price of crawfish, the comments of the restaurants would be considered to make decisions. And if there is a restaurant I want to eat, I would search the name to see whether I can order online.

Q: Is there any satisfied or unsatisfied search experience? (why?) Describe in detail.
A: Normally, I could get what I want when I search it via keywords. But, sometimes there is no result if I search the name of restaurants. Or if the restaurants are not opening at that time, I cannot click into the page of restaurants. Sometimes I only wanted to have a look at restaurants rather than ordering food, but the page of restaurants is locked so I cannot view it.

Q: What do you think about comments from other consumers? Have you ever searched these comments on purpose?
A: Basically, I think those comments can be trusted. I didn’t always check that if there are lots of negative comments. But if a restaurant is with many positive comments, I would try it even though there are some negative comments. I would not be influenced by other comments especially negative comments. For me, with high star rating or low star rating would have impacts on my decisions. But sometimes I would be influenced by comments when restaurants are at average star rating.

Q: Would you search these comments on purpose?
A: No, never.

Q: What are the advantages while you use search as a way to get information about restaurants or food?
A: It is fast and convenient. If I want eat crawfish, I don’t need to find all the restaurants one by one and check whether they serve crawfish. After searching it, all restaurants that serve crawfish would be shown at one page, which is more efficient.

Q: Which factors are important to you?
A: If the food delivery time is too long such as around one hour, I think taste is more important. But if the food delivered to me quickly, I think the taste is not too much important. These two are both important.

Q: From your perspective, what reasons may influence your satisfaction about your action? Why?
A: The taste and the extent of fresh. Sometimes the food is unsafe or of bad quality, after eating it, you will get sick. Absolutely I would not order it anymore. As I mentioned before, after I wait for much time but the food has been cold or is not delicious, I will remember this restaurant and I will not order any food from them.

Q: What kind of situations you will share your comments about the restaurant or the food?
A: If the service is great such as the good attitude delivery man, I would share my comments. Moreover, the cost performance is important for whether sharing my comments. If the food cost me 10 but the packing or taste performs like over 30, I am happy to share to my friends. And I almost did not make any comments because I am kind, I don’t want to complain anything.

Q: Could you describe some experiences about share in detail?
A: I would just write down ‘good taste’ or ‘fast delivery’. I only wrote down few words to make the system of platform know I had already made comments. Through this, I could get some coupons for saving money when ordering food next time.

Q: Why do you want to share your opinions or why you want to share these positive comments?
A: For me, I usually know some good restaurants because of viewing others positive comments. I supposed that if I make positive comments for restaurants, they can keep in existing good operation, I will be beneficial from this. Under this circumstance, the restaurants will run better and I can get good food from them.

Q: From your perspective, what are the functions of your share comments?
A: Let people some kinds food they never try before. Through these comments, people would have desires to try new things. They can know what the food looks like via viewing the pictures of food, even they can know the quantity should they order. So, people would not order too
much or less, otherwise it is wasteful or keep people hungry. For example, many people like spicy food but they have different standard on it. People can order the spicy food and write down their demands of the extent of spicy according other’s comments. It can make food ordering more precise.

Q: To what extent that friends’ comments influence your decision-making?
A: I think it is pretty important. I don’t want to miss any popular food and at least I should try. If the people around me have tried one popular food, it is 90% that I will try it.
Xie Fei

Q: If you are too busy to cook, how do you deal with the problem that you cannot cook by yourself?
A: Ordering food or taking food from restaurants

Q: Do you know platform “Are you hungry?”
A: Yes, I used it before.

Q: Could you please describe your ordering food experience?
A: I was at home and I felt hungry. Then I choose a restaurant and food to order and pay it. After that, I would wait for the food.

Q: Is there any special ordering food experience?
A: Generally speaking, no. It is normal that I was lazy to cook and then I look for a restaurant in this platform to get food. And I need to find out which restaurants or what kinds of food I would like to order. The food is usually delivered by around 30 to 40 minutes. And if you are satisfied with the food, you can make good comments on food.

Q: In your opinion, what is the most advantageous in ordering food on this website?
A: Saving time and you do not need to cook and clean dishes afterwards. Moreover, you don’t need to think what I eat today, just make decisions within what food do the platform have. There are so many choices we have in this platform.

Q: Could you please describe the whole processes when you order food on this website?
A: Clicking into website and choosing the restaurant. Finding what you want to eat in this restaurant. If you can’t find what you want to eat in this restaurant, then change the other one. After you decide what you eat, then pay for it and just wait for the food.

Q: When you use the platform “Are you hungry?”, what kind of details may catch your attention?
A: I basically paid attention on the pictures. The pictures will show what food do the restaurants serve. Mainly, I only viewed the home page. If I found some familiar logos of the restaurants, then I will click into them.
In this platform, you should input your location address first and then the restaurants nearby would be shown to you. The pictures of restaurants would also be shown so that you can have a look through these restaurants. If you find anything you want to eat, you can order it quickly. For example, you can see this restaurant whose logo is a chicken. There is no doubt that it serves food including chicken. If I want to eat it, click into it and you will find there are some kinds fried chicken. And then I will check the time for delivery. I usually order food in advance.

Q: Why these details can arouse your attention?
A: As I mentioned before, the name of restaurant. The name should include what kinds of food it serves. For example, there is a very strange restaurant called Si Hai You Long. Basically, this name has no meaning, if people are not familiar with this restaurant, they will just skip it. The rest of restaurants like McDonald’s, even though its name is irrelevant with its food, but people are familiar with this brand enough.

Q: So. what you mean is you will choose some restaurants you are familiar with?
A: No, the most important is that I need to know what kinds of food the restaurants have. For example, you know Pizza Hut, you know that they make pizza well. And if you want to have pizza, you will order Pizza Hut.

Q: What situations will you feel interested about restaurants or food?
A: The name of restaurant. You have many choices of restaurants in the first page. The name of restaurant will let you know what kinds of food they have. So you can know whether you want. But if some names of restaurants are funny or attractive, you probably would like to order it.

Q: Is there any features of online restaurants or food may get you interested?
A: As I want to taste different food every day, I would like to order different restaurants. I prefer the restaurants majoring in certain food. If the restaurants make many kinds of food, I don’t think they can make them well. The guarantee of delivery time is not so important for me. To be honest, even if the food is not sent on time, I think we would not make any complaint on it. And I would also take a look on the restaurants that are new.
Q: What kind of situation you will search information for helping your decision-making about restaurants?
A: I think if I want to search, mostly is that you want to eat something but you forget the name of restaurant. So, what you can do is to search it. There must be some food you want to eat when you are searching.

Q: Is there any satisfied or unsatisfied search experience?
A: When I searched the food such as fried chicken, there are many restaurants shown below. Maybe none of them are your familiar with. And you have doubt that whether these restaurants are safe.

Q: What do you think about comments from other consumers?
A: Usually, I would ignore those positive comments which are lack of pictures. If there are pictures in their comments, I would read them. If there is a unfamiliar restaurant that received many negative comments, I think I would not order food from them. For the familiar one, I would directly ignore comments.

Q: Have you ever searched these comments on purpose?
A: No. I think there are many comments on one restaurants. When I enter a restaurant, I think I would not care about the comments. But if there are many negative comments on restaurants, I would not order food from them.

Q: What are the advantages while you use search as a way to get information about restaurants or food?
A: Get the result quickly. When I searched some keywords, you probably find something surprise. For example, you searched some snacks for teatime, you get a result that there is a pizza but you have never considered that you want a pizza. It is so surprised. But you know, this platform shows you the restaurants based on your location. You don’t really need to search food.

Q: From your perspective, what reasons may influence your satisfaction about your action? Why?
A: The quality of food, delivery time and should I pay for delivery fee.

Q: What kind of situations you will share your comments about the restaurant or the food?
A: In the most situation, if the time delivery is too long or the food is too bad, I will write these in my comments, which make others ignore the restaurants. For me, I would not make a comment if the food is good. I would give this restaurant a 5-star rating, but no comment. But if the food is bad, I will make negative comments.

Q: Could you describe some experiences about share in detail?
A: Last time I ordered two sets from ZHENGONGFU and the restaurant ask me to give them a positive comment. At that moment, I was at good mood so I made a positive comment and 5-star rating. If the food is not at my expectation, I need a channel to complain, that’s what this platform gives.

Q: From your perspective, what are the functions of your share comments?
A: To let others know is the food bad or good. If the food is good, I hope the restaurants can be encouraged by consumers. For negative comments, I think I should let other people know the reason why I make negative comments. It can also be seen as the channel to complain.
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