



Kolloquium zur Masterarbeit

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„Impact of Corona on Online Ordering Behaviour – Case Study: Gastronomies “

The COVID-19 pandemic and the lockdown and social distancing mandates have disrupted the consumer habits of buying as well as shopping. Consumers are learning to improvise and learn new habits. In this period, we brought many things to our home, we did not go shopping, but we brought shopping in our home, we did not go to office, but we brought office in our home. During the global pandemic many gastronomes, like other businesses switched to using mobile application or online platforms when it came to doing everyday chores whether it is shopping or ordering food as the main purpose was having less interaction with the other individuals. The Corona Pandemic gave a bigger sense to some sentences for all of us, e.g.: "Contactless", "Quarantine" , ' Social Distance", maybe we heard this sentences too much before corona, but during the pandemic it mixed with our daily life and it was hard to avoid them. In this Research a questionnaire, which was answered by 77 locals and data, that was collected from Statista, and an Interview with a restaurant owner were collected for analysis. Furthermore, the data and costumers' behavior, which collected from a developed online ordering web application was helpful for later evaluation. Throughout the long-term Internet availability has expanded in a striking way and presently, other than this, the usage of communication devices, for example, cell phones, tablets and PCs allows the users to get the availability of finding everything they want with just a single click or touch. Now come this question that these behaviors will stay same or will be die soon? In this thesis an analysis of the online ordering behavior for a case study in gastronomy is conducted. We study the difference before the Corona outbreak, while the Corona pandemic with and without a platform for online food ordering.

Montag, 15.09.2022, 15:00 Uhr

Videokonferenz: BBB<https://webconf.tu-clausthal.de/b/ger-kjb-uno-1hz>