



RESILIENCE AND THE OVERCOMING STRATEGIES OF DELIVERY APPS IN BANGALORE

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Abstract: This article aim to explore Residence and overcoming strategies of delivery apps in covid time at Bangalore. The study carry out using a some delivery app related articles . The results showed that a positive waves happen in the period of covid 19 . It will help to delivery apps because of the conditions and also government regulations. This opportunity is utilized by the delivery apps company's give more advertising and good offers to attract the customer and also they create trust on them. Considering the last-mile delivery service supply chain as a social ecological system Rather than just a firm-based service system, we exploit the COVID-19 pandemic disruption to Investigate how the supply chain develops resilience from a viewpoint that integrates a social-ecological perspective with the traditional engineering one. The results of the study show that the four variables of innovation, namely business strategy innovations, technological innovations, financial innovations and social innovations, exert different effects on behavioral intention and attitude towards using the order & delivery platforms. The results of the study can be key points in the more efficient management of material, financial and human resources, thus improving the commercial performance of restaurants.

INTRODUCTION

Coronavirus disease 2019 (COVID-19) has significantly impacted the entire world today and stalled off regular human activities in such an unprecedented way that it will have an unforgettable footprint on the history of mankind. Different countries have adopted numerous measures to build resilience against this life-threatening disease. However, the highly contagious nature of this pandemic has challenged the traditional purchasing and delivery service. In the time of covid people change their mentality and adapt new trends. That types of a trend is converting to delivery apps. People are become more lazy. In covid time people can't go out side because of the government rules and regulations. This will crate a good floor for delivery app companies [5,12,13]. Many of the shops and company change there business to online. It will create more complete of this field.

The COVID-19 pandemic, the blocking of activity by the government and the restrictions imposed in Bangalore had detrimental effects on the activity of restaurants, imposing their adaptation to new situations and generating creative innovations that caused changes in the way restaurants deliver food to consumers through food order & delivery platforms. Exploring the nature and implications of such innovations on resilience, this study analyses their impact on the attitude and intention to use food delivery platforms by restaurant managers in Bangalore during the COVID-19 pandemic [1,8,9,10].

The delivery service that delivers parcels to customers' doorstep has confronted huge challenges during the COVID-19 pandemic but has been offered significant opportunities too.

With more people working from home and Shopping online, home delivery volume increased significantly. According to the World Economic Forum report, it led to a 25% rise in 2020. it create a huge impact on the delivery apps [3,4,6,7]. In Bangalore most of the people will prefer to delivery apps. Delivery apps in Bangalore have had to face many challenges in terms of their delivery strategies. One of the biggest challenges has been the

influx of food delivery apps in the city. This has led to a lot of competition, and the need to come up with innovative delivery strategies in order to stand out and be successful.

Some of the strategies that delivery apps have adopted include:

Offering discounts and deals: This is a strategy that has been adopted by a number of delivery apps in order to attract new customers. By offering discounts and deals, apps are able to attract more customers, who in turn are likely to use the app more frequently. This is a strategy that has been adopted by a number of delivery apps in order to attract new customers. By offering discounts and deals, apps are able to attract more customers, who in turn are likely to use the app more frequently. Offering delivery services for free: This is another strategy that has been adopted by a number of delivery apps in order to attract more customers. By offering delivery services for free, apps are able to attract more customers, who in turn are likely to use the app more frequently. This is another strategy that has been adopted by a number of delivery apps in order to attract more customers [8,11,12,14]. By offering delivery services for free, apps are able to attract more customers, who in turn are likely to use the app more frequently. Offering loyalty programs: This is another strategy that has been adopted by a number of delivery apps in order to attract more customers. By offering loyalty programs, apps are able to reward customers for using the app frequently. This helps to increase customer loyalty and encourage them to use the app more often. By adopting these strategies, delivery apps in Bangalore are able to attract more customers and increase their market share.

METHODOLOGY

The delivery app industry in Bangalore, like in many other cities around the world, has faced various challenges due to the COVID-19 pandemic. However, despite these challenges, there are several resilience and overcoming strategies that these apps have implemented to continue operating and serving their customers. Adapting to new delivery protocols: One of the main challenges faced by delivery apps during the pandemic was the need to implement new protocols to ensure the safety of both delivery drivers and customers [9,10,13]. Many delivery apps in Bangalore quickly adapted to these protocols, such as contactless delivery and using masks and gloves, to continue operating during the pandemic.

Diversifying their services: Many delivery apps in Bangalore have diversified their services to include more essential goods and services such as groceries, medicine, and household supplies. This allowed them to continue operating during the pandemic when demand for restaurant food delivery decreased. Offering discounts and promotions: To attract and retain customers during the pandemic, many delivery apps in Bangalore have offered discounts and promotions. This has helped them to maintain customer loyalty and increase their market share. Building partnerships with local businesses: Some delivery apps in Bangalore have partnered with local businesses to offer delivery services for their products. This has helped both the delivery app and the local business to reach new customers and increase sales during the pandemic. Investing in technology: Delivery apps in Bangalore have also invested in technology to improve their operations and delivery times [12,14]. This includes implementing route optimization software, real-time tracking, and using AI powered chatbots to improve customer service. Overall, delivery apps in Bangalore have shown resilience and creativity in adapting to the challenges of the pandemic. By diversifying their services, building partnerships, and investing in technology, they have been able to overcome the obstacles and continue serving their customers.

CONCLUSION

In the studies of delivery apps in pandemic situation is a golden opportunity of delivery apps. Because of people are not any other way to get their required items. That time they will mostly depend on delivery apps. This situation use delivery apps to create a trust towards customer but after covid this create a passion for customer. And also, in this field increase tough competition. That time delivery apps give more offers, improve app performance, importance to customer preference etc. They attract customers and also customer are adapt delivery apps. This will help overcome the situation delivery apps. This study identifies innovations in resilience and evaluates the impact of social innovations, strategy innovations business, technological innovations influence of usefulness and perceived ease of use on the attitude and intention of using food ordering and delivery platforms among the restaurant managers in Bangalore. Compared to the main purpose of the research and the research

objectives, the results of the study show that the three variables of innovation have a positive effect on the behavioral intention and attitude towards using order and delivery platforms. However, business strategy innovations have the greatest effect, followed by technological and social innovations have a positive effect. The results of the study should benefit restaurant managers who, by integrating these variables, will be able to develop new products and services, will manage material, financial and human resources more efficiently, will attract potential customers and will increase economic performance.

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