



Method of Researching on the New Attitude Towards Eating Behavior During COVID-19

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Abstract. In order to study people's new eating habits during the epidemic, this paper focused on method research, designed a set of interviews and questionnaires suitable for this research problem, enriched and improved the research methods on this topic. Changes in food habits and related activities before lockdowns started were the focus of this investigation and during the COVID-19 pandemic in three English cities (Preston, Bristol, and London). This paper designed an online mixed-approach with both qualitative interview and anonymous questionnaire. The survey would then be performed and distributed on social media. The paper found that after PEST model analysis, regardless of the place, online purchasing and ordering restaurant take-out is becoming more popular with the general population while the frequency of shopping offline has dramatically dropped. As a result, the research examined people's consumption frequency in various locations, meal acquisition methods, and purchase preferences for daily consumption food raw material. In conclude, it is vital to evaluate people's new food preferences during the pandemic era.

Keywords: New dining habits · Quantitative questionnaire · Qualitative interview · COVID-19 pandemic · PEST analysis

1 Introduction

Due to the advent of the Omicron strain, supply chain interruptions have resulted in a rise in UK inflation [1]. It's also possible that wage rises from a tightened labor market may be passed through to audiences as higher prices for comedy. The extensive transmission of the virus, say Ozili and Arun, led to an increase in social isolation, which in turn led to the shutdown of financial markets, corporate offices, enterprises, and other activities [2][3]. If the original work by Warde, Whillans and Paddock is no longer relevant to the current situation, then the conclusions drawn from it may no longer be applicable. Emerging elements that may influence people's views about dining out would likewise alter at the same time as these changes occurred. As a result, it is critical to do more study on the new eating habits of Covid-19.

Several years before to the outbreak, researchers Warde, Whillans, and Paddock examined the dietary habits of residents of Bristol, Preston and London, England [3]. They find that individual's dining behavior is majorly influenced by the social position

of people such as respondents' education level and socioeconomic status. Persons with a good education keen on trying explore uncommon species. But individuals who are rich are more inclined to eating out often and acquire cuisines from other nations. For example, citizen who has no children, great salary, work in service class, age between 20–35 are more likely to dining out frequently. Additionally, traditional British' foods dominate the catering consumption market.

However, in terms of the economic damage and health hazards caused by the lockdown, which has caused uncertainty, worry and frighten among customers while also reducing social interaction, UK individuals' dining out habits may have altered in this situation whereas Wachyuni and Wiweka's assertion that certain new habits acquired during lockdown would last after the quarantine period ends [4][5].

In the pandemic age, distant studying or working systems, the lockdown policy and social distance have altered people's habits resulting in a reduction in general frequency of purchasing regardless of the geographic location. According to Skotnicka et al., a great number of consumer show less interest in purchasing in physical store such as local retailers and markets [6]. However, as more people want to dine or cook at home online shopping has becoming more popular. The findings showed increasing daily consumption of long-lasting and frozen foods. Moreover, during the epidemic, more individuals ordered prepared meals from restaurants [7]. Skotnicka et al., claimed that eating out declined dramatically across all nations that 59.49% of UK citizens have not dined out at all [6]. Because a part or the whole lockdown policy reduced the likelihood of typical restaurant attendance. What's more, home-cooking has become more popular among individuals in the pandemic period as they find it empowering and comforting at a time of great stress and uncertainty about their surroundings [8]. Thus, domestic food consumption has grown, and customers are projected to keep doing so far beyond the epidemic [7]. On top of that, Robinson et al., hold a view that Coronavirus sickness may effect weight increase in humans [9]. Therefore, people are becoming more aware of healthy eating, and are purchasing more well-being HMR, fresh ingredient, and low-calorie foodstuffs [10]. Furthermore, Herle et al., divorced or single citizens, as well as those who have gone through psychosocial stressors are connected with sustained under-eating whereas emotions of loneliness are associated with prompting persistent over-eating during the pandemic [11].

This means that the results drawn from Warde, Whillans, and Paddock's original work may no longer apply to the current situation, since many previously unaffected factors have changed significantly [3]. Emerging elements that may influence people's views about dining out would likewise alter at the same time as these changes occurred. Because of this, it is critical to do more study on how people's eating patterns have changed since Covid-19.

The goal of this study is to investigate the change in public views regarding eating in a new context: What are the new attitudes toward dining behavior during the Covid-19? Result drawn by this research would facilitate examining the dining out habits of the British and thus help the restaurant industry better know the diner and perfect their marketing.

The remaining part of the paper is laid out as follows. The method is explained in Sect. 2. Section 3 examines the post-Covid-19 views on dining out. Finally, Sect. 7 concludes.

2 Method

According to the conceptual framework given in this study, a mix-method approach will be used to conduct research. This includes three specific methods range from PEST model to inductive and deductive method. The purpose of this study is to establish whether the coronavirus has affected customers' attitudes of consumption in food industry, as well as citizens' eating out habits and the corresponding effect factor.

3 PEST Analysis

According to Sammut and Galea PEST model is a business analysis model consists of four key factors: Political, Economic, Sociological and Technological [12]. In a wide variety of situations, it may aid in strategic decision-making and assist the user identify elements that may impact model assumptions. In this paper it has advantage in helping define how macro factors may influence citizens eating behavior. Besides, enable to forecast future trend of individual's new dining habit.

This study uses a PEST analysis to evaluate Year 2013–2015 and Year 2020–2022 from a variety of macro-level viewpoints in order to show that covid-19 may drive consumers to adopt a variety of new eating behaviors.

3.1 Political

Because to Covid-19, several restrictions have been enacted to deter big gatherings. During full-fledged national lockdowns, for example, in order to keep people who don't live together from meeting, rules against household mixing have been put in place. Besides, social gatherings have been virtually prohibited whereas sometimes these regulations indicate where individuals cannot meet (typically inside). Moreover, modifications of the rule of six have prohibited meetings of more than six persons. Furthermore, the UK government passed the following legislation to limit people' freedom of travel that rules have made it illegal for anyone to go outside of their immediate vicinity [13].

3.2 Economical

The average household disposable income in the UK was £35,578 in 2015 and will increase to £37,622 in 2021 [14]. However, since consumer price inflation is outpacing nominal pay growth, real earnings are dropping in aggregate [15]. Besides, consumer expenditure on catering and drink from UK was 201.9 billion in 2015 and was rise by just 3.0% in 2020. Additionally, contrast to the high risk-taking mindset of investors before to the epidemic proved by Tashanova [16], consumers and investors are now spending their money more carefully since the virus's rapid expansion generates significant uncertainty [17].

3.3 Social

In light of Wachyuni and Wiweka, the European Commission estimated that nearly 40% of active workers followed remote working model because of the pandemic, which encouraged eating and cooking at home facilitating consumption of restaurant take-out and food ingredients online [5]. It can be showed by dramatically changed data of British eating out percentages that before COVID-19, 30.6% of citizens dine out multiple times a week while only 11.49% of the UK visited restaurants throughout the outbreak [6]. Since Coronavirus sickness in 2019, might have an impact on lockdown rules, remote working and other weight-related lifestyle choices, people start prioritizing healthy eating and the avoidance of foodborne disease [18]. For example, before the pandemic, 20.90% of individuals cooked homemade meals every day but during COVID-19, that number rose to 45.02% [6]. Besides, before the epidemic, 49% of Kuwaiti respondents ate fast food 1–2 times per week, whereas 82% stopped eating it during it [19, 20].

3.4 Technological

According to Gavilan et al., the coronavirus has prompted several eateries to alter their business models comparing with novel ways in Online Food Delivery (OFD) services [7]. In recent years, OFD has become a useful platform for contacting customers and providing them with improved services. For restaurants, this means higher revenue retention while providing additional delivery routes to please customers, according to Chavan et al., [21].

4 Researching on the New Attitude Towards Eating Behavior: Inductive Approach-Qualitative Interview

4.1 Definition

Regarding the inductive approach, in an exploratory study, the researcher is responsible for establishing what he or she wants to find out before presenting them and then constructing an interview guide that covers those topics [22]. There are three stages to the inductive research methodology. First collecting data, then searching for patterns, and ultimately formulating a hypothesis. Specifically, in an inductive research strategy, a researcher starts by gathering data pertinent to the subject of interest. The researcher next looks for patterns in the data and formulates a hypothesis to account for those patterns. Therefore, scholars go from facts to hypothesis, or from the specific to the general [23].

Furthermore, the Qualitative technique may be further subdivided into simulation and experimental techniques [20].

For qualitative technique, user will need a standard set of variables and a substantial amount of reliable data. When a respondent or surveyor gathers information from the general population, certain features are determined. If the qualities are known, the researcher may draw conclusions with more ease. It may be used by adopting group discussion, group interviews, and in-depth interview [24].

When qualitative information is needed, interviews are necessary. Interviews are superior for acquiring information ranging from personal value to prior experience,

beliefs, future goals and attitudes. In addition, Interview may fill out statistical data by revealing the context and intentions underlying interviewees' responses. It enables the investigator to seek explanations and brings to the forefront those questions that respondents do not answer [24].

Once rapport has been established during the interview Interviewers are more likely to obtain confidential information than other data collection methods, as people are generally more likely to talk than write.

4.2 Advantage and Disadvantage

A qualitative interview allows researchers to remain open-minded while conducting semi-structured interviews, which may lead to the discovery of new ideas and hypotheses [25]. As well as being open to new ideas, it also pays particular attention to the surrounding circumstances. It may take researchers a long time and a significant amount of work to code all of the available data before choosing on one particular study topic [12]. Qualitative interviewing, according to Gill and Johnson, may delve into subjects that are difficult to observe [23]. People may choose to keep some situations private rather than discuss them openly since there is no way to observe them. As a result, interviewing others about what occurred is the only way to find out such issues [20]. Furthermore, interviews may reveal that, rather than delegating the task to others, the selected respondents responded to the researcher's question based on their knowledge and experience [23].

However, qualitative interviewing may induce respondents to speak more robotically. People may become more careful of their words and offer more acceptable opinions to others, including the researcher [25].

4.3 Applying of Interview

To be more specific, The owners and managers of mid-range restaurants in London, Bristol, and Birmingham that cost between £50 and £60 or between £100 and £200 a dinner will be selected for interview. Restaurant proprietors, for example, may claim that since their prices stay the same before and after the epidemic, during the pandemic the substantially decreased population of consumer has no links with affordability. As a result, the researcher may include this information in the survey and solicit feedback from participants. The input from surveys may then show that it is the fall in income and high inflation caused by covid-19 that lead to the decline in consumption. As a result, they no longer consider this restaurant to be their preferred dining option. The Snowball sampling approach, which has a high probability of locating participants quickly and affordably, will also be employed in the chosen cities for looking for focused interviewers. Non-contact interviews, such as those conducted over the phone or the internet, are preferred during a pandemic because they ensure the safety of all persons involved.

5 Researching on the New Attitude Towards Eating

5.1 Behavior: Deductive Approach-Quantitative Questionnaire

5.1.1 Definition

The deductive method is the reverse of the inductive technique, it begin with a convincing social hypotheses [26]. It then collects and analyzes data. Ultimately, the viability of a hypothesis will be determined depending on the outcome of an analysis. Sociology will utilize a deductive method to lead empirical research [24]. The researcher formulates a prediction that should be experimentally proved grounded on current theoretical issues and topical expertise [27]. It is advised to take into account the research design, data collecting, and analytic methods employed in prior studies as this may help in the development of the present study's framework [28].

When it comes to the quantitative analysis, The numerical percentages are regularly being utilized in it. The link between the variables utilized in the study will be examined to determine their appropriateness. Moreover, Many statistical methods are used in quantitative research, such as the standard deviation median mode and arithmetic mean. With the use of these tools, researchers are able to make conclusions both collectively and individually from the study data. As long as the factors employed are stable across time, the same findings may be used to draw inferences about the trend. After identifying the variables, the researcher might conduct a more detailed analysis of the experimental approach's effects and their causes before arriving at their own conclusions.

Using a questionnaire, researchers may collect data by asking participants a series of questions. There are both written and spoken questions included in this set of instruments. Quantitative or qualitative questionnaires may be delivered face-to-face, on paper, over the phone, or online, and a researcher is not required to administer the questions.

In questionnaires, there are both closed and open-ended questions. Open-ended questions allow respondents to express themselves in as much or as little detail as they like. When a closed-ended question is posed, the respondent is given a list of possibilities to choose from.

5.2 Advantage and Disadvantage

Quantitative data gathering approaches emphasize objectivity and lead to a positive preference with objective measurement, which Morgan claims, and see researchers as the "tools" for collection and observation of data [29]. The following are the main advantages of using an online questionnaire. Firstly, it can be arranged for less money and less time. In addition to saving budget and time for interviewers, online questionnaires are able to simultaneously send a huge number of amounts at once. On top of that qualitative interviews may also be alleviated by using online questionnaires. Because there is no interviewer, respondents will not be affected by the sex or race of the one conducting the interview.

However, respondents may have difficulty answering a questionnaire that isn't clear, and the researcher won't be able to help. As a result, researcher could obtain incorrect data. Besides, researchers are unable to discern who replies to the questions they ask when doing questionnaire. To this, Quinlan et al., add that the task might be assigned to others if a questionnaire is handed to a corporation's management [24].

5.3 Applying of Questionnaire

Using a deductive method, researchers will construct 400 surveys to validate the variables in their newly-modified framework and uncover the causal links between various ideas and variables they've discovered.

This cross-sectional research will be designed as an anonymous online questionnaire with 50 unique items, 25 of which related to pre-pandemic food habits and 25 of which linked to post-pandemic habits. Questions 1–5 focused on how people's access to food had altered as a consequence of the pandemic, such as where they acquired it, questions 6–9 on the frequency of consumption at various shopping places either online or in the physical stores, and questions 10–25 on the frequency of consumption of chosen food products such as eating out, ordering takeouts, eating fish and seafood, purchasing vegetables and fruit, shopping snack, shopping food with long shelf life or buying vitamin and other health care products.

When designing the frequency selection in the questionnaire, the responders were given six options: including: many times per day, every day, a few or more times per week one or more times every month never or practically never. Alternatives will be arranged by frequency from highest to lowest corresponding to abcdef.

Based on the EPIC-Norfolk study's Food Frequency Questionnaire, the questions were designed and will resemble as shown in Fig. 1 and 2.

Please estimate your average food use as best you can, and please answer every question
– do not leave ANY lines blank. PLEASE PUT A TICK (✓) ON EVERY LINE

FOODS AND AMOUNTS	AVERAGE USE LAST YEAR								
MEAT AND FISH (medium serving)	Never or less than once/month	1-3 per month	Once a week	2-4 per week	5-6 per week	Once a day	2-3 per day	4-5 per day	6+ per day
Beef: roast, steak, mince, stew or casserole									
Beefburgers									
Pork: roast, chops, stew or slices									
Lamb: roast, chops or stew									
Chicken or other poultry eg. turkey									
Bacon									
Ham									
Corned beef, Spam, luncheon meats									
Sausages									
Savoury pies, eg. meat pie, pork pie, pasties, steak & kidney pie, sausage rolls									
Liver, liver pâté, liver sausage									
Fried fish in batter, as in fish and chips									
Fish fingers, fish cakes									
Other white fish, fresh or frozen, eg. cod, haddock, plaice, sole, halibut									
Oily fish, fresh or canned, eg. mackerel, kippers, tuna, salmon, sardines, herring									
Shellfish, eg. crab, prawns, mussels									
Fish roe, taramasalata									
	Never or less than once/month	1-3 per month	Once a week	2-4 per week	5-6 per week	Once a day	2-3 per day	4-5 per day	6+ per day

Source: <https://www.epic-norfolk.org.uk/about-epic-norfolk/nutritional-methods/ffq/> (accessed on 4 March 2021)

Fig. 1. Questionnaire on the average frequency of meat and fish purchases

8.	How often did you eat food that was fried at home?	Daily <input type="checkbox"/>	1-3 times a week <input type="checkbox"/>	4-6 times a week <input type="checkbox"/>
		Less than once a week <input type="checkbox"/>		Never <input type="checkbox"/>
9.	How often did you eat fried food away from home?	Daily <input type="checkbox"/>	1-3 times a week <input type="checkbox"/>	4-6 times a week <input type="checkbox"/>
		Less than once a week <input type="checkbox"/>		Never <input type="checkbox"/>
10.	What did you do with the visible fat on your meat?	Ate most of the fat <input type="checkbox"/>		Ate as little as possible <input type="checkbox"/>
		Ate some of the fat <input type="checkbox"/>		Did not eat meat <input type="checkbox"/>
11.	How often did you eat grilled or roast meat?			<input type="checkbox"/> times a week
12.	How well cooked did you usually have grilled or roast meat?	Well done /dark brown <input type="checkbox"/>		Lightly cooked/rare <input type="checkbox"/>
		Medium <input type="checkbox"/>		Did not eat meat <input type="checkbox"/>
13.	How often did you add salt to food while cooking?	Always <input type="checkbox"/>		Rarely <input type="checkbox"/>
		Usually <input type="checkbox"/>		Never <input type="checkbox"/>
				Sometimes <input type="checkbox"/>
14.	How often did you add salt to any food at the table?	Always <input type="checkbox"/>		Rarely <input type="checkbox"/>
		Usually <input type="checkbox"/>		Never <input type="checkbox"/>
				Sometimes <input type="checkbox"/>
15.	Did you regularly use a salt substitute (eg LoSalt)?			Yes <input type="checkbox"/> No <input type="checkbox"/>
	If YES, which brand?	<input type="text"/>		

Source: <https://www.epic-norfolk.org.uk/about-epic-norfolk/nutritional-methods/ffq/> (accessed on 4 March 2021)

Fig. 2. Questionnaire about the individual eating routine

In response to Warde, Whillans, and Paddock, a questionnaire survey will be conducted in London, Bristol, and Birmingham at random [3]. It is planned to distribute 400 questionnaires in order to gather enough information for a thorough assessment.

Based on the previous questionnaire design, the questionnaire can be created by Zoho survey, and can spread the link through instagram, Facebook, and WhatsApp to the online poll. To attract participants to help spread the questionnaire, the research can tell participants that they will receive a reward for completing the questionnaire and sharing the link to the questionnaire with their friends.

At the beginning of the questionnaire, it is designed to provide a brief explanation of the study's goal and methodology for each participant. It is impossible to identify the people who responded since they did not offer any identifying information. Additionally, responses cannot kept until a respondent clicked "submit" at the finish of the survey.

After obtaining the investigation results, this research can utilize PQstat and Statistica 12.0 for the analyses. Finally, it can investigate the relationship between responses to changes in eating behavior during the pre-pandemic and pandemic periods via numerical data.

6 Discussion

This article provides a set of reasonable interview and questionnaire-based research methodologies for investigating changes in eating habits during an epidemic. This study will be able to reach a conclusion and make comparisons with the findings of other studies, thereby adding to the body of knowledge on this subject. For example, the previous

published studies has found that unemployment, changes in the working circumstances and job are likely to have contributed to a substantial rise in alcohol intake whereas the frequency with which individuals eat four to five times per day has increased [6]. Besides, 56% of respondents said they consumed sweets and snacks more often than they had previously indicated [9]. Additionally, there is a rise in the consumption of veggies, dairy, sweets, fats and grains on a regular basis [8]. As a result, if the findings of this study are innovative and differ from the preceding comparisons, this paper will critically examine the causes for the differences. And, if the results of this research are the same as those stated above, extra proof and security may be offered to aid in the confirmation of this conclusion, so improving the study of this subject.

7 Conclusion

This work designs a mixed-methods study comprising of interviews and questionnaires to analyze the changing attitude toward eating habits throughout covid-19. This study will aid restaurants in innovating more successfully during the pandemic, increasing revenues and client base.

In addition, The PEST model indicates that the pandemic has resulted in a multitude of economic, cultural and sociological changes, each of which has had a different impact on residents' eating habits. This tendency may be caused not just by the stress of epidemic prevention, the economic crisis, and bad psychological conditions, but also by changes in lifestyle.

Individuals are prohibited from traveling, throwing parties, or operating new restaurants under a lockdown rule, whereas online food buying is encouraged. Besides, increasingly individuals are cooking at home and ordering restaurant takeaway as remote work grows more common. Furthermore, the pandemic's tight association with obesity has motivated individuals to eat healthier and consume less fast food than before. As a result, the pandemic had an impact on people's eating patterns.

Future research may focus on whether the dietary habits that developed during the pandemic will maintain after the pandemic.

This study is significant because it will assist restaurant marketing attract more consumers in the post-epidemic era, boost competitiveness, give policy departments with people's comments on various regulations, and enable policy departments alter and add new policies in the catering business. Therefore, it is more important than in the past to examine the changed dietary habits of individuals brought on by the pandemic.

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