ATTITUDES OF LEBANESE HOUSEHOLDS TOWARD USING MOBILE APPLICATIONS FOR HOME DELIVERY SERVICES

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Abstract- Mobile application technology becomes an integral part of the human everyday life and its usage is growing day by day and it is increasingly playing a vital role in business with a larger customer base. The main problem faced by the author is that there is no dedicated study that shows the applicability of mobile application for the household delivery services in the Southern Suburb of Beirut, therefore this primary study aims to show the importance of implementing mobile application for household's delivery services in all kind of business. The purpose of this study is to showcase the importance of mobile apps integration with delivery service for households and it will focus on solving the issues faced during the delivery process and to know the type of goods that are not easily delivered by some businesses in the Southern Suburb of Beirut. This study will be a significant endeavor in showing the importance of implementing mobile application in all kinds of businesses in the Lebanese market by showing its impact on the delivery service and the business performance as well as the relationship with customers. The study was a primary research depending on quantitative research design which gathered quantitative data. The author in this research used an online survey in order to achieve the study and it was designed and powered by the Survey Monkey website and it was administered and distributed online via WhatsApp since it is very popular and convenient way to reach all the participants. The number of total population is 750thousand people distributed over 170,000 households that live in the Southern Suburb of Beirut. The results of the study have also led to draw that delivery service is so important for businesses in the Southern Suburb in Beirut by implementing mobile apps as ways to deliver goods and products for households in this area that is becoming integrated with their lifestyles. Since, it is being noticed that it is a convenient, reliable, fast and cost-effective tool that will be considered as a win-win situation for both parties.

Keywords- Attitudes, Mobile Application, Spending Habits, Delivery, Convenience