

Chapter-1

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The Challenges in Implementing the Shifting of Consumer Buying Behavior in the Pandemic COVID-19 Era: Social Innovation Perspective

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Abstract

As a direct consequence of the COVID-19 pandemic, several aspects of human life have been profoundly disrupted. This involves maintaining social order, the public's health, and the functioning of businesses. This article attempts to investigate the implications of food purchasing patterns in Indonesia. Because of people's limited mobility, firms in the restaurant sector have grown to depend on online meal delivery systems, sometimes known as mobile food ordering apps. This is because of the convenience that these systems provide (MFOA). In addition, several networks have advertised their services via various web methods. The research paper conducted a literature review and found that consumers prefer advertising messages that demonstrate solidarity and compassion during the epidemic and that stay-at-home government regulations are supportive of this shift in behavior. In addition, the research found that consumers favor advertising messages that demonstrate solidarity and compassion during the epidemic. The results might serve as a springboard for further research into the impact of digital media on consumer behavior, online marketing, and advertising during the outbreak. If they take the time to educate themselves on the consumer landscape, platforms for online food delivery have the potential to have a positive impact not just on the economy but also on businesses and the quality of life.

Keywords: COVID-19, food shopping behavior, digital advertisement, adoption of online food delivery services

Introduction

184.8 billion People in the world have been infected by the coronavirus disease (COVID-19) pandemic. It is caused by a novel virus that first emerged in December 2019. In 2021, it was estimated that more than 3.94 billion people would die from this pandemic. It will be recorded that 2020 will be the most important turning point in human history. The sudden outbreak of the Coronavirus has horrified people around the whole world. It led to the application of “lockdown” in March 2020, forcing individuals to return to their second and third generations in various regions worldwide. Since the first Coronavirus case was announced in Indonesia in March 2020, the pandemic has spread, and the government has implemented various policies.

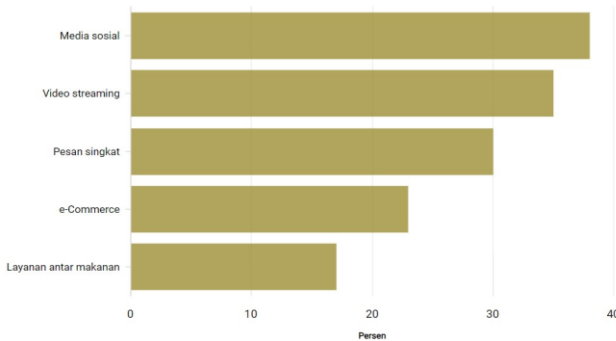
According to a national survey conducted by the Association of Internet Service Providers in Indonesia (*APJII*), the number of people in Indonesia using the Internet increased by 14.6% in 2019, from 171 million in 2018 to 196 million in 2019. However, there are still problems, such as inequality in internet access and low levels of digital literacy (Eloksari, 2020). The COVID-19 epidemic has prompted many people to use online communications for business and socializing. Consequently, Indonesia’s internet population dominated smartphone and social media users during this period (Wijayanto & Prabowo, 2020). Nonetheless, the Internet can ease users to share data, disseminate information about public opinion and health, and obtain medical advice. However, the increasing number of internet users during the COVID-19 epidemic had unexpected impacts, such as increased misleading information that spread fear among the public (Siste et al., 2020).

The development of internet-based mobile services has been slowed down by various social mitigation techniques implemented in various countries to control virus transmission. This technique has been implemented as efforts taken by the whole industry. These mitigation steps include closing industrial food production facilities and restricting access to retail food outlets. As a result, more organizations are using food delivery services. This food delivery business that runs via the Internet is often known as MFOA (Mobile Food Ordering Apps). However, shifting the food service to online and increasing consumer reliance on apps negatively impacts public health. It is because the digital food environment is characterized as obesogenic due to many unhealthy food choices even before the epidemic. Bottom line: (Horta et al., 2021).

These aggressive marketing methods include display ads, discounts, free shipping, or the “combo packs,” which bundle many food and beverage at discounted prices. Internet food delivery businesses use this strategy to attract customers (Poelman et al., 2020). Food delivery apps such as online-to-offline mobile services have become popular. They can benefit food businesses (such as catering services or restaurants) and customers (who can order online and get their food quickly and easily) using their smartphones. Food delivery apps are becoming popular because they benefit businesses (such as catering services or restaurants) and customers (who can order online and get their food quickly and easily) (Zhao & Bacao, 2020). The techniques mentioned above, especially those that provide financial rewards to consumers, can play an important role due to the increased social and economic pressure that will be placed on consumers during the pandemic caused by COVID-19. The digital food marketing ecosystem includes social media and e-commerce, and any changes in this ecosystem can impact individual health. During and after the country’s current healthcare crisis, understanding the consequences of the COVID-19 pandemic in the digital food environment can help compose policies and healthy eating habits (Bakalis et al., 2020). You can classify mobile food ordering applications (MFOA).

Figure 1

Increasing the Use of Internet Applications in Indonesia

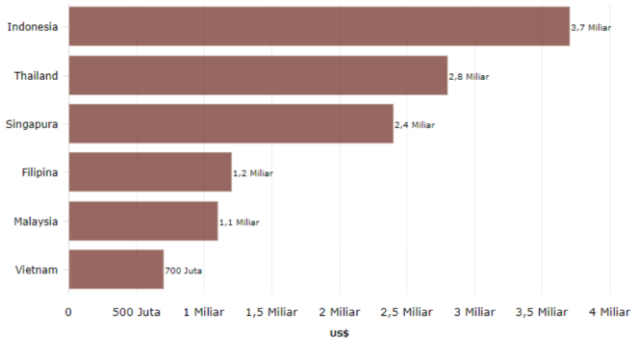


Note. From *Peta Persaingan GrabFood dan GoFood di Tengah Kehadiran ShopeeFood* [Map of GrabFood and GoFood Competition in the Middle of ShopeeFood’s Presence], by O. D. Setyowati, 2021, January 21. Katadata (<https://katadata.co.id/desysetyowati/digital/601279c09f33d/peta-persaingan-grabfood-dan-gofood-di-tengah-kehadiran-shopeefood>). Copyright 2021 by O. D. Setyowati.

In addition, the COVID-19 pandemic has accelerated the manufacturing industry's transition from traditional in-store services to online-to-offline services to survive the pandemic and support long-term development. It is done to survive the pandemic and maintain long-term development. According to data from Indonesia, internet users are expected to skyrocket in 2020. It differs from the use of MFOA, which was relatively stable during the pandemic (see Figure 1) (Setyowati, 2021). According to the findings of this study, the use of MFOA has reached the fifth highest level of all forms of media consumption, even exceeding the use of social media, video streaming, and text messaging, and online shopping.

Figure 2

Transaction Value of Food Delivery Services in Southeast Asia



Note. From *Indonesia pasar terbesar layanan pesan-antar makanan daring di asia tenggara* [Indonesia is the largest market for online food delivery services in Southeast Asia], by D. H. Jayani, 2021, January 22, Databoks (<https://databoks.katadata.co.id/datapublish/2021/01/22/indonesia-pasar-terbesar-layanan-pesan-antar-makanan-daring-di-asia-tenggara>). Copyright 2021 by D. H. Jayani.

The food business has experienced tremendous revenue growth because of the growing population and an aging population with less mobility. Nonetheless, there has been an increasing demand for online entertainment and web-based applications that facilitate social networking (He & Harris, 2020). In addition, the increasing number of individuals using MFOA has resulted in higher revenues and profits for businesses that provide MFOA applications. Indonesia occupies the first position in the global ranking for MFOA trade value because of its large population, as shown in Figure 2.

Based on the study conducted by Horta et al. (2020), the increased amount of unhealthy food advertisements in Brazil during the

COVID pandemic in 2009–2010 may have contributed to obesity cases in this country. The increase in obesity rates can relate to a decrease in people’s physical activity levels and an increase in the number of advertisements for food that can be purchased online during the pandemic. Cherarides et al. (2021) researched to investigate how the COVID-19 pandemic affected food preparation and consumption. In the early phase of the outbreak, when there were no clear guidelines, researchers found that people avoided buying in stores and relied on food delivery services. The limited use of food delivery services may be due to consumer concerns over COVID-19 and the sense of “not very safe” that may come from their existence. Taylor (2020) researched to investigate the impact of media changes and consumer responses related to goods and services advertisements during a pandemic. According to the findings of this study, there has been increasing attention to advertising in all fields. This global pandemic has driven changes in media consumption habits, especially among young people who rely heavily on social networking sites and online services. This shift is noticeable among young people. In addition, a study on piracy in the food business was conducted by Rodrigues et al. (2021). They found that the food business had changed its marketing methods to include empathy, solidarity, and friendship themes. This strategy is something they did not know before. In addition, the food business engages in corporate social responsibility, supporting online events related to its commodities. According to research conducted by Zhao and Bacao (2020) on variables that influence the use of MFOA, the management of MFOA service providers is user-centered to improve services or functionality and adjust user expectations to maintain long-term use. High hygiene standards that aggressively encouraged food distribution during the COVID-19 pandemic are the most important aspects to consider. On the other hand, Kumar and Shah (2021) researched to investigate the effect of MFOA application design on purchase intentions and levels of consumer satisfaction. Research findings show that app design is a significant source of originality and fun for users, even during a pandemic. The consequence is increased customer satisfaction and the number of recurring transactions. During the “new normal” COVID-19 epidemic in Indonesia, Prasetyo et al. (2021) researched the factors that affect the level of customer satisfaction and loyalty of MFOA consumers. According to recent research, hedonic motivation has the greatest influence on consumer happiness, although price, quality of information, and discounts are important factors. However, it should be noted that research findings from Kumar and

Shah (2021) indicated that usability criteria such as simplicity of use and navigational design had no discernible effect on customer satisfaction and loyalty in MFOA during the new normal of COVID-19. In addition, Gavilan et al. (2021) conducted experimental research to examine the effect of innovation on MFOA in the form of new products/layouts intended to improve the convenience and quality of ordering online food during the COVID-19 pandemic. This new product/layout is designed to enhance the overall experience of ordering online food. This research emphasized how important it is for the food sector to change, renew, and innovate its processes to meet consumer expectations and accommodate consumer experiences during the COVID-19 pandemic. According to the findings of the above studies, the level of satisfaction experienced by users is the single most important factor in determining whether they will use the product again or not in the future. As a result, MFOA marketing must primarily emphasize current and potential customers on optimizing operational effectiveness and providing outstanding customer service. For example, the text of marketing materials needs to emphasize the convenience of the service MFOA offers by reminding customers that they are free to dine whenever and wherever they like. According to studies conducted in the past, the COVID-19 pandemic caused a shift in consumer behavior when shopping for food because it limited their mobility. The growing trend of consumers completing purchases through online applications, with special attention paid to safety and health issues, is correlated with the expansion of digital advertising. As a result, the food service industry has had to adapt by optimizing the services provided by MFOA and modifying their budgets for digital advertising to account for the expanding COVID-19 pandemic. The service optimization on MFOA is very important during the COVID-19 pandemic phase. Therefore, internet-based research and marketing in the food and service MFOA business need to be updated regularly to understand the message that needs to be conveyed to customers. During the COVID-19 epidemic, this paper investigates the influence of conventional and digital forms of advertising on changing patterns of food consumption and the use of MFOA services.

Review of the Related Literature

The shift in consumer behavior. Due to the COVID-19 outbreak, many aspects of daily life have transformed, especially in the professional field. Customers are the end-customers of the products and services made by the company. Therefore, their

satisfaction is very important for the company's overall success. As a result, one of the business techniques for bringing in new customers and retaining customers is understanding consumer behavior. The term "consumer behavior" refers to all end consumers' actions when shopping for products and services in-store or online to fulfill their wants and needs. Consumer behavior is defined by Schiffman et al. (2004) as a way for someone to use available resources to obtain goods related to consumption, including time, money, and effort.

Meanwhile, Kotler and Keller (2009, p. 166) define consumer behavior as studying how people and businesses make purchasing decisions, using and satisfying goods, services, ideas, and experiences. In particular, they are interested in how people and businesses decide how to meet their needs. According to Widiyono and Pakkanna (2013, p. 133), consumer behavior is defined as acquiring knowledge about a product, then deciding whether to buy and utilize the product or not. A comprehensive understanding of your target audience's products and brands is important to achieve the marketing process. Then, the steps consumers need to acquire and use those products and the factors that influence those actions taken by the consumer. A better understanding of the relationship between people, the environment, and the goods they buy may be helpful for marketers.

Methodology

This article used descriptive quantitative techniques and examined secondary data for a literature review. This effort aimed to demonstrate consistency with current information to create credibility; show links to previous research; integrate and synthesize knowledge in specific subjects; and generate new ideas (Neuman, 2014). Literature Reviews can also provide an overview of the various interdisciplinary research areas currently being conducted. Four processes of conducting a literature review included planning a literature review, conducting a literature review, conducting a literature review analysis, and writing a literature review. This article offers a descriptive study of the current use of MFOA and internet marketing to sell food products. This research could be considered one of the initial studies or pilot projects designed to explain the phenomenon of internet marketing in the food business when the MFOA epidemic is ongoing COVID-19.

Results and Discussion

The COVID-19 Pandemic Affects Food Shopping Behavior in Individuals

The COVID-19 epidemic has introduced new barriers that must be overcome when consuming nutritious food. Some essential services, such as health facilities, have been forced to close or operate remotely without requiring face-to-face interaction due to the social distancing that has been widely reported in many countries worldwide. It impacts both the public and private sectors. Everyone in the area was asked to stay inside their homes and avoid contact with others. It is well known that self-isolation and other forms of social distancing effectively reduce the transmission of infectious diseases (Chenarides, 2021). However, the result of using this strategy drastically reduces the access to and the use of food supplies. People's food access is affected by some variables. Some are personal, but many depend on the dynamic of policies and communities, states and international organizations. This topic is discussed by Colbert et al. (2020). During the COVID-19 outbreak, many people rely on the food they prepare at home as their main nutritious source. The MFOA application is becoming an increasingly popular choice for customers when ordering online food (Tarigan et al., 2020). Consumers who buy online food try to avoid direct interaction with many people. It can make them feel more comfortable with their purchase.

Social restriction at home may directly impact a person's lifestyle, eating habits, level of physical activity, and the amount of time spent interacting with others. Self-isolation increases the likelihood of participating in energy-saving actions such as sleeping or reading, as stated by Hobbs et al. (2015). Self-isolation also increases the likelihood of watching less television. Even for short periods, engaging in less physical exercise has been shown to have adverse consequences for one's physical and mental health. Isolation can also lead to erratic eating patterns and increased consumption of high-calorie and high-fat foods, contributing to an increased risk of obesity and overall caloric intake. Isolation can be avoided by maintaining social relationships with other people (Naja & Hamadeh, 2020). There is a possibility that the widespread fear and anxiety that individuals experience due to the COVID-19 outbreak causes them to change their eating habits. According to the findings of Taylor (2020) some evidence suggests that a person's mental

health may affect their eating habits. There is a correlation between unhealthy eating habits and poor food quality with increased difficulty. The decreased appetite and reduced pleasure associated with eating can also be caused by negative emotions such as anxiety and indifference. So many individuals today lead solitary lives. They are more likely to be influenced by advertisements for food products, which can lead to changes in their diets and an overall increase in obesity rates among the general population (Chenarides et al., 2021). As a result, there is a correlation between consumers' behavior and their purchases. Studies conducted by Utama and Yuliawati (2020) and Larios-Gómez et al. (2021) show that social, personal, and psychological aspects play a role in the purchase choices made by customers. The term "social factors" is often used to refer to influences originating from various social groups, such as online and offline social networks, social media advertising, and interpersonal interactions that take place within certain social groups (Lestari & Genoveva, 2021).

Various social factors influenced consumer behavior during the Covid-19 pandemic. These factors include people's social networks and the roles and circumstances of their immediate social environment (for example, friends and family). In addition, people's participation in online communities impacts their behavior (e.g., online forums). Personal considerations, in addition to social considerations, will play a role in consumer purchasing choices in the future. Personal aspects include the customer's age, requirements, occupation, financial condition, and sentiments about the product (Rotuauli et al., 2020). Consumer purchasing choices are also influenced by psychological variables such as their expectations and current fashion.

Food Industry Advertising during the COVID-19 Pandemic

During epidemics, advertisements were modified to make them more relevant to society, which was then removed. People are encouraged to use food delivery services from home. It is used to restrict the family from communal life and to renew interpersonal interactions by leveraging digital technology in advertising (Horta et al., 2021). Companies in the food industry, particularly those considered ultra-food processors (UFP), have demonstrated their commitment to social responsibility by donating money, goods, and services as part of broader initiatives. The gifts are often given to medical facilities, philanthropic organizations, individuals working

in the medical field, and low social communities. The current economic condition caused by the COVID-19 epidemic makes this proposition attractive (Rodrigues et al., 2021). The promotion of compassion and the implementation of preventive measures are two different ways. Companies in the food industry are transparent about the precautions they take to ensure their workforce's prosperity. Thus, business owners in the food sector are required to provide MFOA services.

Due to the country's ongoing financial crisis and transportation changes, restaurant owners in Indonesia are considering registering their businesses with food delivery apps such as Go-food and Grab-food (Lestari & Genoveva, 2021). The study results show that individual views, preferences, and knowledge about the market play a role in shaping the shopping patterns of Indonesian society. Customers can find restaurants around them, check the menus of those restaurants, and order their preferred food and drinks using the MFOA app, all without physically coming to the store or even using their phones (Kapoor & Vij, 2018). In addition, to make it easier for customers to make purchases, the MFOA application in Indonesia has been updated to include digital payment methods (Prasetyo et al., 2021). As a result, many restaurants have signed up for the MFOA app to broaden their customer and increase their brand awareness.

Cai and Leung (2020) conducted a study to understand better how the interaction between consumers' thinking patterns and the information they receive can change customers' attitudes about using MFOA during an epidemic. According to the findings of this study, several modes of constructive thinking each have their unique impact on the persuasive process. In areas badly affected by the flu pandemic, self-efficacy emerged as an essential component in influencing consumer behavior. Consequently, MFOA suppliers will need to investigate new methods to increase the efficiency with which clients make emergency purchases. Consumers also anticipate that eateries will take safety precautions to avoid transmission of infectious diseases by reducing the number of human-to-human interactions to levels unprecedented in the case of a pandemic (Gursoy & Chi, 2020).

According to Cai and Leung (2020), companies that provide MFOA services can present their customers with various choices that comply with government regulations. One benefit is to provide delivery without the need for human touch and incorporate technology into service delivery to reduce the amount of human involvement. It also educated workers on preparing food properly

according to relevant certification standards and provided food safety training at every stage of the order process. Advertising on digital billboards can be enhanced by including messages that appeal to customers.

During the COVID-19 epidemic, the food sector reworked its distribution techniques to adjust the market needs. As a result, consumers' purchase choices and loyalty to the brand are affected. Food corporations have used more significant social, economic, and personal vulnerability periods to increase their market share and attract new consumers. It was done to consolidate their current market position (Rodrigues et al., 2021). Food businesses have displayed the humanistic aspect of their brands through advertisements that convey messages of empathy and solidarity. These humanistic traits are related to the deeper relationship between food companies and their consumers (He & Harris, 2020).

Furthermore, more ads and campaigns support customers by conveying positive messages and demonstrating empathy to overcome problems. The results of a quantitative study conducted by Francisco et al. (2021) show that there has been a change in the content of Instagram direct message ads. The proliferation of newly created ads is seen in panel 3. According to the research above, consumers know that many internet marketers drive online communication and social contact using Zoom and video calling technologies. This platform facilitates online communication and social engagement between individuals. Some clients also realize that information from their daily life, assessed as having influential or value-based content, has been utilized as a source in market research. According to the findings of Dias et al. (2020), companies often use the following tactics when using online advertising for their goods:

1. Convey information on how customers can record safety and security measures.
2. Spreading information on how to stay comfortable at home, for example, by providing interior design tips.
3. Convey information on how their products have adapted to the new normal era, such as instructions on how customers can brew their coffee.
4. Spreading information about the types of empathy actions the company has carried out.

Acceptance of MFOA by Consumers during a Pandemic

The application of MFOA will cause the customers to prioritize performance as one of their main considerations when choosing the

service (Roh & Park, 2019). Moreover, elements such as simplicity of use, quality of service, convenience, social influence, and happiness play a role in the incentives to use MFOA (Ray et al., 2019). Empirical studies of the use of MFOA have revealed different benefits and efficacy associated with its use, such as customer experience, delivery, convenience, quality control, social media integration, ease of use, restaurant discovery, and menu access. According to the findings, customer preferences regarding the use of MFOA are influenced by various variables, including previous use of MFOA, restaurant search, ease of use, and menu selection. In addition, in terms of increasing the use of information technology, the aspiration to achieve success in the workplace, the entrepreneurial spirit, the desire to make a positive impact on society, and a sense of satisfaction are important components in shaping the underlying motivation (Chopdar & Sivakumar, 2019). So, the increasing customer demand for MFOA services can mainly be attributed to the convenience of the latest technology in terms of time and place. These advantages include the ability to access services from almost any location.

During the COVID-19 epidemic, researchers Zhao and Bacao (2020) examined the characteristics that prompted customers to continue using food delivery apps. This study uses a twelve-factor model that includes job and entrepreneurial expectations, social influence, trust, fit confirmation, and technology use satisfaction to determine which variable influences users' decisions to use MFOA during the COVID-19 pandemic. These factors include social influence, trust, compatibility confirmation, and satisfaction with technology. According to the results of this study, the customers' motivation to continue using MFOA during the COVID-19 pandemic appears to be highly satisfaction-driven and drastically influenced by technical feasibility, trustworthiness, job possibilities, and social influence.

In addition, it is important to underline that users' perceptions of the technology appropriateness play an important role in shaping their conception of the field at the exact moment when certain features prove helpful in certain contexts. It is important to note the user's perception of the technology's appropriateness (Tam & Oliveira, 2016). The technology fit model evaluates the extent to which activities and available technology complement each other to improve workers' daily work performance (Yuan et al., 2016). This aspect has a considerable influence on the implementation of MFOA.

Gojek and Grab are mobile commerce businesses providing delivery services in Indonesia. Each company's applications to transport food are called Go-Food and Grab-Food. Both these

companies provide grocery shopping and delivery services to their clients using their employees as delivery drivers. Cahyani et al., (2020) researched to analyze the usage frequency of these two services in Indonesia, according to the findings of a survey with 1,054 participants. Most customers use the Go-Food application than use the Grab-Food application. Go-Food was chosen by 71.7 percent of 1,054 respondents, while GrabFood was chosen by 39.5 percent of 1,054 respondents. This difference may be due to various factors, such as variations in the number of restaurants listed in MFOA, the prices displayed on their menus, or the coupons available for discounts.

Hastiningsih and Sari (2020) studied how individuals in Indonesia used food delivery services during the COVID-19 epidemic. Many people worry about going to the grocery store to buy food during the pandemic. The reason is that customers are interested in better understanding the processes involved in food production, the product's safety, food transportation, and the interactions between food producers and consumers. As a result, MFOA service providers should be required to institute stricter protocols to provide consumers with the information they need. It includes the availability of in-app instant text messaging services, cashless payments, regular monitoring of employees' body temperatures, and the provision of routine sanitation vehicles (consumers can request food delivery to deliver orders at the door or fence of the house).

Candra et al. (2021) researched why Indonesian consumers use MFOA to purchase their food products. The results of this study indicate that the perceived social influence from their customer's close friends and family members can influence consumers' purchasing decisions. According to Kusumaningsih et al. (2019), influential individuals impact customer purchasing decisions. Various other elements, including product quality, customer desires, internet accessibility, and security of personal data, also influence the consumer purchasing decision. Thus, MFOA service providers must strengthen client data security, educate users according to established criteria, and effectively transmit information to consumers.

In addition, MFOA uses advertising technology to provide customers with information about a company's advertisement. Menu Prasetyo et al. In 2021, researchers found that MFOA was positively correlated with hedonic motivation, pricing, information quality, and marketing. Therefore, traditional media such as television, radio, and news publications and social media such as Facebook, Instagram, and YouTube should be used as platforms to advertise MFOA to consumers to increase their daily usage. It will allow more people to realize its benefits and incorporate it into their routines.

According to research by Wibowo and Ardianto (2020), billboard advertisements have spread viral messages about MFOA companies. Meanwhile, Ahmad and Lasi (2020) found that businesses such as MFOAs can strengthen customer relationships by optimizing viral marketing on social media and their websites. It can be achieved by providing factual information and encouraging customers to share their opinions and insights with the company. Prasetyo et al. (2021) also explained why it is necessary to use conventional media and social media as MFOA promotion platforms so that they can influence customer attitudes and actions towards products. It is possible that increasing customer satisfaction and encouraging business can be done by giving customers a second chance or offering direct feedback on an issue.

Conclusion

During the COVID-19 pandemic, consumer habits changed as they became more reliant on technology. This article shows how those changes came about. Due to the COVID-19 pandemic, consumer buying behavior is shifting, and business owners need to know how their customers value the new products and services that the company provides. Companies in the food and hospitality sector have mostly used the online-to-offline mobile technology provided by MFOA. They optimize this technology as an organization's two-way food delivery service. Customers using digital features, such as purchases involving non-cash, can earn incentives or great points, which in turn supports the Marine Food and Ocean Alliance (MFOA). Food companies incorporate resources related to empathy, home activity innovation, and social responsibility into their training messages to forge closer relationships with their clients. Utilizing social media is essential to promote eye-catching advertisements and hygienic packaging methods that maintain the quality of the food during delivery.

Recommendations

This article can be a starting point for additional study of future food trends, such as self-cooking equipment or ingredients for making your food from scratch. When using MFOA, business owners need to emphasize fair pricing, reasonable discounts and promotions, and providing information to customers that is reliable, detailed, and understandable. It will help increase customer satisfaction and loyalty. For researchers and stakeholders to carry

out integral analyzes and have a comprehensive understanding of user activity in specific situations, they must be able to relate certain aspects of technology to user perceptions and models.

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