

The reality and applications of Digital retail of food trade in the Arab & Global world

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Abstract: The study aims to determine and know the extent of the impact of electronic retail applications on the growth and entertainment of the food products and industries sectors in some foreign and Arab countries, as the emergence of smart application technology and its impact on many aspects of life, there is hardly any economic field that has not been affected by these technological booms. The rapid development of our contemporary world, and perhaps one of the areas that have witnessed the most obvious impacts is retail trade in general and retail trade in food products in particular, because of its significant impact on increasing the flexibility of demand and trade exchange, whether internally or between countries of the world.

Keywords: electronic applications; electronic retail trade; food products; online purchase.

Jel Classification Codes :: M15; Q18 ; L81

ملخص:

يعد الشراء الإلكتروني من الظواهر الحديثة سريعة الانتشار، وأصبح يستحوذ على كثير من الاهتمام والبحث، ويشمل الشراء عبر الأنترنت نشاطات متنوعة من البحث عن المعلومات والتقييم والاختيار والمقارنة بين مختلف السلع والخدمات المعروضة حتى الشراء، وقد نالت عوامل تصميم مواقع التجارة الإلكترونية الجذابة نصيبا وافرا من الاهتمام، بسبب دورها البارز في جذب المستهلكين ليس فقط لزيارتها وإنما لتكرار الزيارة والشراء التي قد تختلف حسب طبيعة المستهلكين في الدول المختلفة. لقد أصبح استخدام التطبيقات الذكية عبر الهواتف المحمولة أداة مناسبة لمختلف المؤسسات والمستهلكين في تمكينها من تحقيق مزايا ومنافع كثيرة للمستهلك الإلكتروني (المشتري عبر الأنترنت) مثل إمكانية الاطلاع السريع على تشكيلة واسعة جدا من السلع والخدمات من جميع أرجاء العالم، وإمكانية شراء المنتجات بأسعار أقل وبفروق سعرية جوهريّة وفي الوقت المناسب، بما يلبي المتطلبات الشخصية إلى حد عال، وإمكانية الحصول على الخدمات بجودة عالية. وعليه هدفت إشكالية المقال إلى إبراز واقع استخدام التطبيقات الإلكترونية في عملية الشراء الإلكتروني في الجزائر.

الكلمات المفتاح: تسويق عبر الأنترنت؛ تطبيقات ذكية؛ مستهلك الكتروني؛ هاتف محمول.

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I -Introduction

The path of the major economic powers of the world today is moving towards digitalization and information in all fields, as the Internet has revolutionized all aspects of life, where the consumer can purchase products and services via the computer or mobile phone, or the consumer can also search for a product by visiting... Applications and websites for retail stores. These stores often provide the best types of products and the highest prices, and this is what makes electronic retail trade distinct from the traditional purchasing mechanism.

I.1 Basic concepts of electronic retail commerce:

B2C electronic retail trade is an integral part of retail trade, in which it relies mainly on the Internet to promote goods and products and deliver them to consumers, where the customer is able to get what he wants without the need to travel or leave the house. It is worth noting that electronic retail trade has developed recently, as commercial relationships are characterized by being easier and more dynamic, and therefore electronic retail commerce has several stages, factors, and advantages that distinguish it.

I.1.1 Definition of electronic retail trade:

It is called electronic retail trade or electronic shopping, because the transaction takes place directly with the consumer, where institutions display their products or goods on virtual electronic stores, promote their goods and conclude deals with interested customers. It represents the smallest percentage in electronic commerce, but it is growing rapidly (**Nafaa & Djamil, 2022**).

Electronic retail trade or electronic retailing is defined as the process of selling products to customers and consumers electronically, and electronic sales stores include exhibitions and websites of companies that have a website.

There are those who define it as a form of electronic commerce that translates the relationship between the seller and the buyer, which includes searches and purchases for various goods and services offered via the Internet, while ensuring their actual delivery and as quickly as possible (**Aboud & Hallassi, 2021**).

I.1.2 E-commerce goes through three stages:

I.1.2.1 The first stage - the offer promise:

Through electronic means, including large display screens or digital catalogs, after determining the prevailing conditions in the market, the seller or exhibitor presents the goods and services that he wants to sell, then he advertises and promotes them through the previous electronic means with the aim of reaching consumers, convincing them and urging them to buy them in an easy and clear way. The offer stage usually includes how to obtain the product, how to receive it, and pay for it.

I.1.2.2 The second stage - acceptante:

At this stage, if the other party is satisfied with the offer, that is, when the offer is accepted by the buyer, the contract is concluded, and the acceptor at this stage requests more information and data about the commodity in terms of its type, function, and specifications, also using electronic means after making sure that it is secure.

I.1.2.3 Phase Three - Implementation:

In this stage, the corresponding obligations in the contract are implemented, and the bidder provides the commodity, prepares it, and prepares it for delivery in the form according to the method agreed upon between them. This stage is based on:

- Delivery of the commodity depends on its nature. If it is a physical commodity, it must be delivered in physical form and directly, or if it is an intangible commodity that can be converted into files or numbers, so that the buyer can download them from electronic means, such as books, travel tickets, etc. This is done according to the conditions stipulated.

Obtaining the commodity is subject to the buyer executing the payment order. The transaction value may be settled by manual payment upon delivery in cash or by check. Payment may also be made by electronic means using credit cards, instant debit, or electronic money, knowing that it is not required that payment be made upon or after delivery. It may happen before that, and when the value of the deal reaches the seller, he sends it to the buyer.

I.3 Payment Options in E-Retail:

To complete buying and selling transactions in the context of e-commerce operations, the buyer completes the payment process through the means available through the global information network, where payment methods are divided into two types, including: **(Djassam & Mahmoud, 2021)**

- ✓ **Traditional means of payment:** cash in the usual form or payment upon receipt
- ✓ **Electronic payment methods:** To make a purchase, the buyer must use one of the reliable and recognized payment methods, and the buyer is also required to specify the payment method he wishes to use to complete the purchase. Electronic payment processes refer to non-paper cash transactions that have revolutionized the world of banking, due to reducing paper transaction costs and labor costs, as they are easy to use and less time consuming compared to traditional direct payment methods. In addition, they contribute to expanding the scope of electronic retail trade and supporting... Business enterprises can easily expand into target markets.

I.4 Procedures and measures for the success of electronic retail Food trade:

Here is the step by step process on how to start your own online grocery store **(Fichel, 2023):**

I.4.1 Determine the target location and audience:

Defining your audience and location is the first thing you need to do. It will help you determine the popularity and potential for success of your store. If you plan to deliver perishable goods with a limited shelf life, such as fruits, vegetables, and milk, you can deliver them to a smaller area. It is essential to plan everything properly, from setting up your office/warehouse to establishing links with local grocery stores before setting up your own online grocery store.

I.4.2 Backend Operations:

Now that you have determined your location and target audience, you need a warehouse to store and conduct other inventory operations. Always prefer to set up your warehouse in a location very close to the source of your product to ensure fast delivery. Alternatively, you can link up with local suppliers and wholesalers who can supply you with products regularly

I.4.3 Your business history:

This is a crucial step to follow while setting up your grocery business. You can either register your company as a sole proprietor or register a partnership if there are partners. You can hire any registered tax consultant or chartered accountant to help you with registration, applying for necessary permissions, and GST procedures. Once registration is over, you can open a checking account of your choice.

I.4.4 Start an online grocery website:

Your website or online app will be the face of your grocery business. Make sure your website or mobile app development is in safe hands, such as an experienced website design/app development company.

I.4.5 Set up the delivery system:

The online grocery store success depends on the appropriate delivery management system that guarantees smooth operation. It can be said that this is the most important step on your journey to start your grocery store online. In India, most consumers expect delivery on the same day, especially when it comes to grocery materials. Even a slight delay in this is very upset. Receiving requests and not delivering them on time will lead to an irreparable damage to your grocery store. So it is best to use the appropriate tourist destination management system to avoid such a stick. .

The delivery program contains many advanced features such as automatic scheduling and drivers guidance to present it effectively, draw GPS maps for actual time tracking, and access to the mobile phone for easy management.

I.5 Obstacles and challenges of electronic food retail trade:

The obstacles and challenges are as follows (**Aboud, Hallas, & Djadid, Motivations and obstacles to online shopping among the Algerian consume, 2021**)

I.5.1 Technical and technological obstacles:

- ❖ Lack of banking systems capable of solving the problems of payment and payment via the Internet and credit cards, and in this context the issue of using the electronic exchange card is highlighted, which is the first means of buying and selling, where we find fear of issuing credit cards in general. Weak electronic infrastructure, such as the quality and speed of communications means, information transfer and electronic connectivity, and the availability of information technology parts such as computers, hard and floppy disks, digital phones, etc., which are among the basic means of accessing the Internet and carrying out any electronic commercial transaction..
- ❖ Weak technical culture and electronic awareness among members of society, as the level and quality of education in any country is an important means of spreading electronic culture and use. In this regard, the results of some studies indicate that the spread of computers, and thus opportunities to access the Internet, in educational institutions at various levels in Arab countries is limited and in some other countries completely non-existent

The lack of trained and qualified human cadres in the field of information technology, as the human element represents a fundamental pillar in harnessing information technology to serve the community economy and thus develop electronic shopping, as the latter requires trained manpower in several fields, in addition to specialists in designing shopping websites. Online, catalog listings, electronic payment systems, etc.

I.5.2 Human challenges and obstacles:

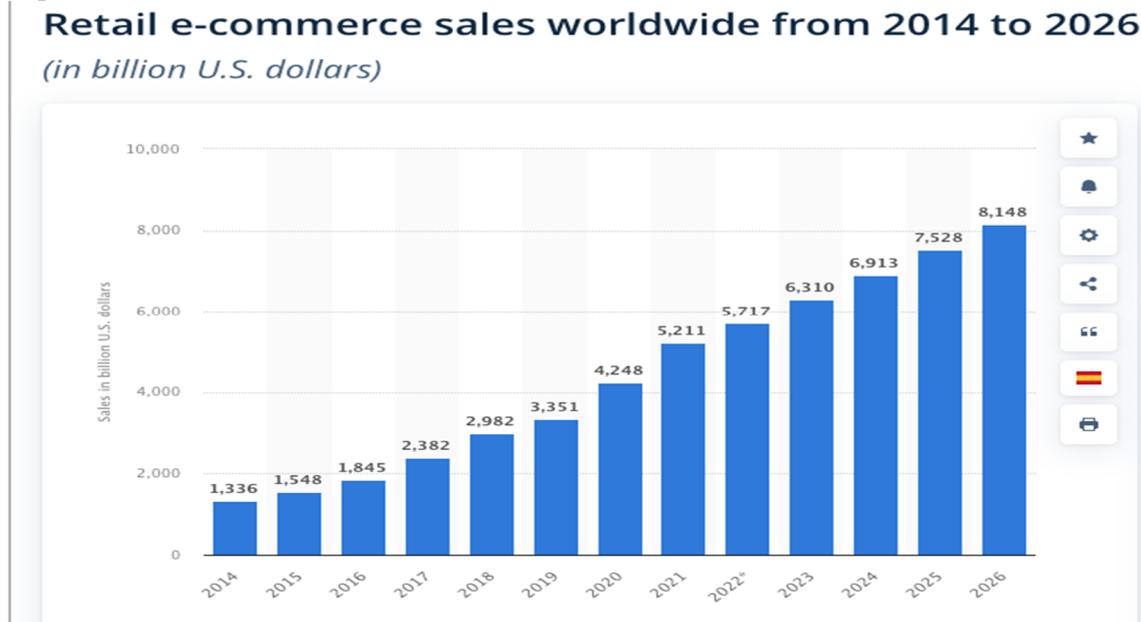
- Insufficient human resources in terms of quantity and quality.
- Insufficient training at a high level, in addition to its high cost, and the confinement of human resources development activities to the training process in its traditional form, which lacks most of the basics of effective training.
- Lack of clear strategies and policies and lack of scientific and educational references and curricula that help spread the culture of modern technologies.
- The absence of university specializations in the field of e-commerce, and a significant decrease in the percentage of certificates in the field of information and communications technology.

I.6 The Grow of indicators of electronic retail trade globally:

Electronic retail trade has recently witnessed great maturity at the global level, and its sales have doubled, especially in light of the Corona pandemic (COVID 19), as consumers around the world were purchasing online and not going to stores for fear of contracting this virus, as several companies became active and recovered. Most electronic applications deliver food products to the home, and even after the Corona virus stopped spreading, the **consumer became eager to buy online** because of the savings in time and effort that he found in doing so.

I.6.1 Rates of use of electronic food retail trade (globally):

Figure (1): e-commerce retail sales worldwide from 2014 to 2026 (in billions of US dollars)



The source : <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>

A new report, released by market research firm Packaged Facts, predicts that global food e-commerce sales will nearly triple through 2023, rising to US\$321 billion and representing about 5 percent of total e-commerce revenue.

According to the Global Food E-Commerce Report, the Asia-Pacific region will account for most of the absolute growth, primarily due to the fast-growing Chinese market.

China dominates the regional e-grocery business, partly due to the country's large urban population and rapidly expanding middle class. Additionally, most of the Chinese population has access to high-tech devices and the ability to shop online, due to the country's position at the forefront of Technological development and electronics.

More than 75 percent of global food e-commerce sales are concentrated in the top five markets: China, the United States, Japan, the United Kingdom, and South Korea. In each of these countries, spending on e-grocery is highest in large urban centers, where many retailers have focused their efforts. Marketing on home delivery or click and collect services.

Demand growth in these countries will be driven by five key factors: increasing convenience among existing online shoppers with routine online purchases; the increasing use of subscriptions and memberships with online retailers; Increasing broadband Internet penetration in rural and remote areas; greater acceptance and investment in home delivery, clicks and collect, and order fulfillment formats in the retail environment at scale; And improvements in data security that alleviate consumers' fears that their personal information will be stolen while shopping online (Isaam, 2023)

According to TechNavio, the global e-commerce market size is estimated to grow to US\$12.95 trillion in 2027. The market is estimated to grow at a CAGR of 27.15 percent during the forecast period.

And Also ; Bhavesh Pitroda, Director and CEO of Image Realty, said: "The e-commerce market in the MENA region is expected to witness significant growth over the next few years, with an estimated compound annual growth rate of approximately 15 percent between 2023 and 2025.

I.6.2 Examples of leading applications in buying and selling food products (globally):

I.6.2.1 Model Lieferando

It is one of the largest and best food delivery applications in Germany, and allows its services to reach more than 10,000 restaurants and a delivery service that reaches wherever you are, even in small cities. You can determine your

location either by GPS or manually. The delivery service application will show you the services that are provided there, for example, the type of restaurant, delivery time, minimum order value, and delivery costs are displayed in the list.)<https://arab-deutschland.com>(2023 .

Through the application, you can classify restaurants according to distance, price, or type of food served. You can look on the integrated map how far they are from you because in the Lieferando app you can order and you have the option to pick it up yourself. Whether you are a freelancer or a delivery person, you select it on the start page of the application in the top bar of your mobile phone.

This type of food delivery application in Germany is also characterized by a variety of restaurant and food options, from salads, pizza, burgers to Asian dishes. In addition to the customer rating feature, which gives you an idea of the best and worst restaurants. The app provides food delivery services in more than 5,000 cities and towns across Germany.

The application provides several payment methods such as:

- ✓ **Pay Pal application**
- ✓ **Credit card**
- ✓ **Payment in cash from the front of the house.**

I.6.2.2 The second model: Durst application for ordering drinks (Sarrah, 2023)

The Durst application is considered one of the best beverage applications, as it is the first of its kind in Germany that specializes in providing all types of cold and hot drinks of all kinds, whether canned or natural drinks, in addition to providing mineral water.

- This application helps you order drinks easily and quickly and deliver the order to your home.
- The first application to focus primarily on the beverage market in particular, which is considered the first to provide this service and make it a high priority in the marketing, dissemination and advertising process..
- The wide variety of cold drinks, fresh hot drinks, canned drinks and dairy drinks.

The payment method is done by:

- ❖ Retailer.
- ❖ In cash or via direct debit online.
- ❖ PayPal.
- ❖ Credit card.

Drinks are ordered from Durst

- Enter the app and select your drink with ease.
- Locate the nearest retailer close to home.
- Enter code and check that delivery is available for drinks.
 - ✓ Drinks must be chosen from famous and well-known companies, brands, and famous specialties.
 - ✓ Enter the delivery address in the application so that delivery can be done with ease.
 - ✓ Provide appropriate time slots for delivering orders via the nearest merchant or home address.
 - ✓ Determine the payment method by the retailer or pay online directly through the application.

With the Durst application, you can order drinks easily and at any time, as it is the first application in Germany that allows the provision of drinks |

I.6.2.3 Deliveroo food delivery app in Italy (<https://yenisafak.news>, 2023):

The Deliveroo application is one of the most used applications in Italy, as Deliveroo is considered one of the leading companies in quickly delivering the order to the door of the house within a short period, including various and distinctive meals, starting from fast food and healthy meals, ending with luxurious dessert dishes. The amount due can be paid directly upon request, and in the event of Using the application for the first time, 10 euros are deducted from the value of the bill, with offers and discounts always available on meals.

Also, Deliveroo did not stop at the service of ordering food and its arrival only, but rather launched the Deliveroo Hop service to order everything from products and brands from groceries to shelves. And kitchen cabinets

I.7 The size and indicators of electronic retail trade in the Arab world :

A group of Arab countries have made advanced and significant steps to catch up with the development of global trade, as there are several Arab countries, including the Emirates, the Kingdom of Arabia, Egypt, and the entire Middle East and North Africa region, who have begun to purchase their needs via the Internet, and several companies have begun A pioneer in delivering and promoting food products, this idea has been fully accepted by customers in Arab countries.

The volume of uses of electronic retail trade in the Arab world :

The Grow of uses of electronic retail trade in the Arab world is as follows **(Sarah, 2022)**:

CNNB Solutions, the leading company in the field of e-commerce and electronic distribution to consumers, issued the e-commerce report in the Middle East and North Africa for the year 2022, which contained the latest research and trends in the current state of e-commerce throughout the Middle East and North Africa region and its potential impact on the region in the coming period.

This report came in conjunction with a group of partners for solution providers, logistics and delivery services, including: Aramex and tabby.

I.7.1 Key statistics and figures included in the CNNB Solutions report:

- 91% of customers in the Middle East and North Africa region have become digital converts and will continue to purchase online in the future.
- 73% of consumers stated that they have shopped online more since the recent pandemic period.
The UAE is the region's highest spender online, with an average annual spend of \$1.64 per person.
- 68% of customers in Egypt and 67% in the UAE said they shop more with brands that use sourced ingredients and materials Ethical, recyclable packaging and a more environmentally friendly manufacturing process, compared to the global standard of 50%.
- Over 60% believe that secure payment is essential to a good online shopping experience.
- 70% of consumers say they have found sellers and new merchants via the Facebook platform.

I.7.2 Examples of leading applications for buying and selling food products in the Arab world:

We find among the applications in buying and selling food products in the Arab world :

I. 7.2.1 Otlob application (Ahmed, 2023):

In the current period, the Otlob application is considered one of the most famous applications for food and food delivery orders in Egypt currently, and it dominates the arena of restaurant orders and delivery from restaurants with a large base of customers and delivery men, and this makes it one of the best applications that It depends greatly on it. Using Otlob to order food is very easy and simple and does not require many steps. All you will do is search for the restaurant you want and choose your order and it will arrive to you simply. The application also supports payment using bank cards if the restaurant supports it. The only drawback that you may encounter with the otlob application is the weak customer service and its very poor quality, but it compensates for this weakness by being available in more than 25 Egyptian governorates to make it the most widespread food ordering applications.

I. 7.2.2 Application of applications for purchasing household needs from the supermarket in Saudi Arabia:

(<https://3orod.deals>)

I.7.2.2.1 Danube Markets Application:

Danube Markets Application is specialized in delivering food and vegetables from All branches of Danube Markets in Saudi Arabia. Danube Markets is distinguished by providing offers on organic products, vegetables, fruits, personal care products, children's supplies, and many products with special discounts and discounts. The Danube Markets application is characterized by ease of searching and viewing offers, and the application currently works in Jeddah, Riyadh, Dammam, Khobar, Taif, and You can order your items and collect them from the nearest branch or have them delivered to your home.

I.7.2.2.2 Applications of electronic retail trade for foodstuffs in Algeria:

With the growth and prosperity of electronic retail trade, many delivery companies have appeared in Algeria that provide express delivery service to the states, as Algerian society has gradually begun to be interested in this new type of transaction by moving more and more towards ordering. Products and services via electronic applications .

Among the applications we find:

I.7.2.2.2.1 The first model: "Jumia" application (Fatima, 2020):

JUMIA FOOD is a website/application for ordering food and delivering meals to the door of the house in the shortest possible time, and it includes lunch and dinner meals until 23 p.m., as the site is contracted with: There are more than 250 restaurants in Algiers alone, in addition to Oran. This site allows you to access the restaurant's profile and see the menu with prices and delivery times. The site link is FOOD.JUMIA.DZ. The site is responsible for shipping the products and delivering them to customers, where: Delivery is made to 43 states of Algeria, shipping is free if the order exceeds 3000 DZD or on sale days JUMIA DZ.

I.7.2.2.2.2 Food Beeper App

Food Beeper is a food delivery service via a phone application, designed at the beginning of 2017 by a team of graduates of Badji Mokhtar Annaba University. According to a company statement, The service was launched for the first time in the city of Annaba and then expanded to the neighboring states: Valma, Batna, Algiers, Souk Ahras, Blida, Boumerdes, Mostaganem and Setif. Starting on the 24th of last February, the service was officially launched in the city of Bejaia and soon in Oran. Food Beeper is always keen to choose the best partners for its customers, offering them a variety of foods from fast food, sweets to luxurious dishes. Thanks to the well-trained partners - delivery men, Food Beeper is able to guarantee fast service with reliable customer service (<https://www.alseyassi-dz.com/ara/sejut.php?ID=117048>, 2020)

I. 8 Conclusion:

Electronic retail trade in foodstuffs has become one of the most prominent types of electronic commerce markets in general and an influential factor in the growth of the economies of many producing countries globally and in the Arab world, as it has become an important means of increasing the competitiveness of trade in food products, food industries, agricultural and agricultural products, and various types of food products. Displayed via the Internet, as well as providing immediate information and services to customers. Accordingly, many countries of the world that are on the path of growth, and some Arab countries, are working hard to employ information and communications technology to benefit from electronic retail trade applications to advance their economies and sectors in the food industries and the like to catch up with the developed and pioneering countries in this field, through companies specialized in creating applications as well as Electronic payment transactions and digital transactions.

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