

**Product Presentation, Promotions and its Impact on the Use of the App and on Purchase Intention of Food Through SmartPhones**

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### **Introdução**

Business food within the hospitality industry has adapted to these digital tools. More specifically, restaurants have also migrated their menus to Mobile Devices through Apps (abbreviation for Applications) available for Smartphones. Specifically, an App is a piece of software developed for a specific purpose that can be downloaded onto a smartphone or other mobile device. A smartphone is a mobile phone with an operating system, for example, android or Apple iOS. This small software has changed the dynamic that companies use to promote and sell their products to customers.

### **Problema de Pesquisa e Objetivo**

To shed light on this topic, the main purpose of this paper was to identify the impact of product presentation and promotions on the use of the App as well on the customer purchase intention.

### **Fundamentação Teórica**

This study joins the Signaling Theory (Spencer, 2002) and S-O-R Model (Mehrabian and Russel, 1974) to investigate the influence of product presentation (information clues) and promotions (stimulus) on the use of the App (organism) and purchase intention (response).

### **Metodologia**

A survey was conducted with 217 individuals, smartphone owners that use Apps to make purchasing. The data were analyzed using the PLS technique on Smart-PLS 3.0.

### **Análise dos Resultados**

The results showed a positive relationship between product presentation and promotions on the use of the App, as well, positive effects among product presentation, promotions, use of the App on customer's purchase intention.

### **Conclusão**

In sum, all hypotheses tested were supported by classical theories--S-O-R Model (Mehrabian and Russel, 1974), and Signaling Theory (Spencer, 2002) and previous findings. Although we have investigated the impact of stimulus and signals used by App companies, our findings are in line with past findings of the effectiveness of messages on TV and the Internet and extend the comprehension of customer's responses on purchasing through Smartphones.

### **Referências Bibliográficas**

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