



# Local Flavour in the Digital Age: Understanding Conditional Psychology in Consumers' Online Food Decision-Making

Monika Rani<sup>1</sup> , Umang Bhartwal<sup>2</sup> , Simran<sup>3\*</sup> 

<sup>1</sup>Associate Professor, Chandigarh University, Mohali, India

<sup>2</sup>Assistant Professor, Suresh GyanVihar University, Jaipur, Rajasthan, India,

<sup>3</sup>Student, Capilano University, Vancouver, Canada

\* Corresponding author: [simrans2301@gmail.com](mailto:simrans2301@gmail.com)

**Abstract:** This study examines how the Conditional Psychological Experience trend for repeat local online food willingness has important for individual eating habits. Using a mixed-methods research methodology, we consider different aspect that influence and involve to frame the attitudes and behaviours regarding online food consumption by exploring individuals' experiences through qualitative methods such as focus groups and in-depth interviews. A large sample of participants, carefully selected using purposive sampling, ensures a thorough understanding of the wider population. The research is guided by ethical principles, one of which is informed consent. Quantitative tools, which include surveys distributed across multiple online platforms, provide numerical data on the frequency and type of online food ordering that complement the qualitative findings. Qualitative data play an important role in revealing the complex relationships between cultural background and online local food delivery services. It sheds light on the ways in which cultural values and traditions can support or conflict with the emergence of new dietary patterns. The study also examines how social media influences people's attitudes and actions towards online food delivery. Using social media content analysis, it is possible to understand the influences and aspirations of online food culture. Our qualitative analysis complements the quantitative data by providing a detailed account of how online food delivery is both a practical option and a socially constructed phenomenon that affects identity and belonging. The research methodology also considers the geographical and urban-rural divide in the implementation of online food delivery services. Due to greater accessibility and fast-paced lifestyles, urban areas may suffer more than rural areas, where trends may vary depending on factors such as community dynamics and availability of local cuisine. There are 209 respondent were observed for the study out of 226. The Views were collected via structured questionnaire having demographic aspects as well as concepts involve Conditional Psychological on the principle of Likert Scale. Then the statistical tool of Descriptive and inferential statistic were used.

**Keywords:** Local food culture, Conditional Psychology, Community, Eating habits, Social media, Consumer Attitude, Consumer Behavior

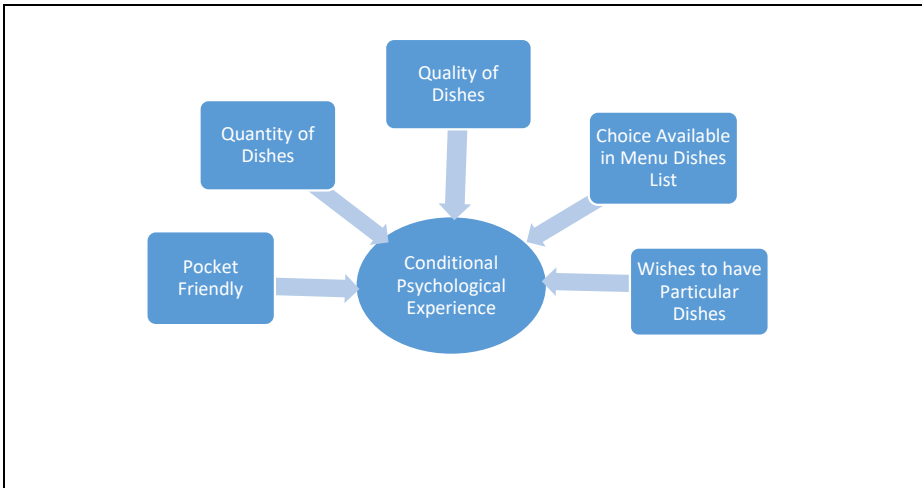
# 1. Introduction

## 1.1 Growth of Meal Delivery Services Online

In the food industry, the emergence of online meal delivery services is a major and revolutionary development [1]. These services—like Sweegy & Zomato—have established themselves as mainstays of contemporary urban life, providing users with never-before-seen levels of accessibility, convenience, and choice [2]. Users can now access a wide variety of restaurants and cuisines at their fingertips thanks to the increasing usage of cellphones and the internet, which have been key factors in this rise [3]. Customers can now make orders, follow deliveries in real time, and leave reviews with ease thanks to the user-friendly interfaces and smart apps, completely changing how we interact and experience food. More than just a handy technological tool, online meal delivery services have completely changed the way we choose our meals and enjoy dining out [4]. These services have increased the variety of dining alternatives available to customers, whether they are sating late-night appetites or relishing a gourmet dinner in the comfort of their own home. They have also changed the dynamics of the restaurant business, making conventional brick and mortar restaurants adjust to the digital era [5]. Local restaurants, ranging from family-run establishments to international chains, have realized that in order to stay competitive and satisfy changing customer needs, they must use online ordering and delivery [6]. These platforms has a significant effect on employment trends, opening doors for gig economy workers like delivery drivers. While this could be a flexible and profitable source of income for some, it might also be accompanied with uncertainty and worries about job security and employment rights for others [7].

Many of the elements are involve in Conditional Psychological experience which are mention in below figure for at ease to understand.

Figure: 1. Conditional Psychological Experience



Source: Author

**1.2 Conditional Psychological Experience:** This involves different concepts which are below:

**Pocket Friendly:** This is directly based on the economical aspect such as revenue of the users, income and expenditure.

**Quantity of Dishes:** Here, the quantity of the dishes considered by the consumer especially for the serving for one person at one time meal.

**Quality of the Dishes:** Consumer perception about the dishes plays a significant role for buying the dishes which are intended to consume in particular meals and that has to match with the consumer's mind set for the dishes and motivates to consume again.

**Choice available in the Menu List:** "Everyone looking for the choice from the best and buy" that's the human tendency. Focusing on this many online food sellers offering the combo as the meal involve different courses from starter, main course, dessert and beverages.

**Wishes to have the Particular Dishes:** Many times people like to have particular dishes at different meal times such as Breakfast, Lunch, High Tea and Dinner. And these dishes are also kept changing due to the swing of human moods. That also plays an important role for online food dietary via Conditional Psychological Experience.

**1.3 Impact on Dietary Patterns:**

Our relationship with food has changed significantly thanks to the widespread adoption of online food services [8], which have changed our eating and nutrition habits, these services offer a wide range of culinary options, allowing customers to experience a variety of restaurants and cuisines from around the world [9]. As a result of this diversification, people are encouraged to try new foods and flavors that open their palates and expose them to cuisines from other cultures that they would not otherwise encounter [3, 10]. Online food delivery systems offer consumers a convenient way to customize orders and meet dietary needs, so convenience has a significant impact on diet formation. However, this ease of use may encourage you to eat fewer nutrient-dense, high-calorie foods [11]. The availability of late-night and 24-hour food delivery can lead to irregular eating patterns that can affect metabolism and general health. In addition, the popularity of online food delivery may change how often people eat out and how they prepare food at home [4, 12]. People who frequently use these services may prefer restaurant-prepared meals to home-cooked meals because they are more convenient, which may affect the nutritional value of their diet. Additionally, because they promote culinary fusion and experimentation, online food delivery services have an impact that goes beyond simple accessibility and convenience. Traditional home-cooked dinners are often mixed with local food ordered online to create unique dining experiences that showcase the blending of different culinary and cultural influences. This trend can give rise to new, hybrid food models that take into account the richness and adaptability of modern food culture.

**2. Scope of the Concept:**

The idea that local online food delivery can influence eating habits is a complex and evolving field of research that explores the important implications of technological advances for how people acquire, use and interact with food. Technological advances, consumer behavior, health effects, gastronomic diversity, cultural influences, economic dynamics and wider social changes are just some of the many variables involved in this idea [13]. In this comprehensive study, we outline the broad scope of this concept, highlighting its importance and the various aspects it encompasses. The

idea originates from the consideration of the food industry and wider technological development. It explores the modern era and the signature trend of digitization of food, production and delivery. This aspect of the concept includes the emergence of online food delivery services such as Zomato & Sweegy, which have completely transformed the food industry [14]. It looks at how these platforms are changing the way people think about food and making a wide variety of culinary options readily available. The concept and expansion of culinary options to customers is one of its most important features [15]. Online food delivery services remove geographical boundaries, allowing people to experience a variety of food and dining options without cultural norms. The brands of the cuisine helps to improve the food business as the concept involve repeat business of the particular food seller [16].

As a result of this diversification, people are encouraged to try new foods, flavors and cooking habits, opening their palates and introducing them to foods from other cultures that they might not have encountered otherwise. This represents a change in the way people interact with food, with far-reaching consequences for eating habits [17]. The impact of Local online Food dining on dietary patterns is a broad and dynamic field of research that integrates consumer behavior, technology, health and social dynamics with a focus on culinary diversity. Its scope extends beyond the decisions people make when placing restaurant orders to include how entire civilizations interact with traditional food cultures and the economic aspects of the food industry. Understanding this broad idea is important to understand the important ways in which online food delivery is changing today's food culture.

**2.1 Research Gap:** There are manuscript which explain the behaviour of consumer for the food either online and in person but these are not indicating conditional psychological aspect related to the online food decision making. So, this can be indicate as a research gap which helps to frame the objective of the study.

### **2.2 Objectives of the study:**

1. To investigate the factors that influence food ordering through online services.
2. Analyze the role of online food delivery in promoting multicultural dining experiences.

### **2.3 Significance of the study:**

It is important to study how online food delivery affects eating habits and it has several aspects. This idea applies to a wider range of stakeholders, including the food industry, individuals, public health and society as a whole. It is not limited to our knowledge of how we order and eat food. First, this idea is important for people because it has a direct impact on their eating habits and eating habits. People can try different dishes and customize their orders according to their dietary needs, as online food services offer unprecedented convenience and a wide range of culinary options. The idea aids people in making educated decisions regarding their diet by taking cultural diversity, ethics, and health into account. Furthermore, it holds immense importance for the food sector. Fast-food chains, restaurants, and other food suppliers have had to modify their menus and business practices due to the shift in consumer behaviour toward online food delivery. This packaged, and delivered food is an important consideration in business plans, particularly for companies trying to satisfy the growing demand for vegan and vegetarian options. The importance of studying the effects of online food delivery on dietary patterns is ubiquitous. It affects individual food choices, food industries and strategies, public health, social dynamics and economic considerations. As this concept

continues to evolve in the digital age, it remains a critical area of research that affects various aspects of modern life, making it a focus for researchers, businesses, policymakers, and individuals seeking to navigate the changing landscape food consumption.

#### **2.4 Theory and Modelling:**

The phenomenal concept for writing this article is to understand about conditional psychological aspect involve many factors such as economical concern with consumers, quantity of dishes in term of portion size, quality of dishes and wishes to have particular dishes from the particular sellers and places. As for concerning with modelling faceta structured questionnaire is designed to collect the information in numerical aspect based on "LIKERT SCALE" addressing the objective of the study and then applied the statistical tools using "SPSS 22" followed by the presentation of data in tabular manner concern with hypothesis testing.

**2.4Hypothesis:** In order to address the objectives and to know the significance of the study hypothesis framed as below:

**H0:** There is significance of digital platform for the consumerfor buying online food.

### **3. Research Methodology and Data Analysis**

The research technique uses a comprehensive and multifaceted strategy that examines the social and cultural influences of online food on diet. To ensure a comprehensive understanding of the phenomenon, a mixed-methods research design is first implemented. An attempt is made to capture people's nuanced experiences, beliefs and attitudes about online dining and its impact on food choices through qualitative approaches including focus groups and in-depth interviews. Sampling strategies are carefully selected to ensure diversity among participants, taking into account age, socioeconomic status, and cultural background. This ensures that the results can be applied to a larger group of people. Informed consent is sought from each subject and ethical considerations are prioritized. In addition, quantitative approaches such as surveys are collected using quantitative approaches. Finding patterns and trends in the larger population depends on this information. Surveys are distributed across multiple digital channels that cover broad demographics to increase sampling and representation. Both qualitative and quantitative methods are used in data analysis. Thematic analysis is applied to the qualitative data, identifying recurring themes and patterns through an organized coding procedure. This enables an in-depth study of how social and cultural variables influence eating patterns in online food delivery. On the other hand, quantitative data is analyzed statistically using appropriate tools. While inferential statistics, such as regression analysis, are used to identify correlations between variables, descriptive statistics show the distribution of responses. This two-method approach facilitates an in-depth understanding of the social dynamics, online food delivery and cultural interactions that influence food choices. Additionally, as online food delivery becomes more common, the study will track changes in eating habits over time using a longitudinal approach. This temporal dimension sheds light on how the phenomenon evolves and continues to influence people and food decisions. As part of the research technique, contextual elements that influence people and decisions about online food delivery and the resulting impact on eating habits are also investigated. An anthropological lens is used to examine peer influence, cultural norms, and social expectations. Qualitative data play an important role in revealing the complex relationships between cultural background and online food delivery services. It sheds light on the ways in which cultural values and traditions can support or conflict with the emergence of new dietary patterns. The study also examines how social media influences people's attitudes and actions towards online food delivery. Social media such as Facebook, Instagram and Twitter are

essential for visual representation of food choices and preferences. Using social media content analysis, it is possible to understand the influences and aspirations of online food culture. Our qualitative analysis complements the quantitative data by providing a detailed account of how online food delivery is both a practical option and a socially constructed phenomenon that affects identity and belonging. The research methodology also considers the geographic and urban-rural divide in the implementation of online food delivery services. Due to greater accessibility and fast-paced lifestyles, urban areas may be more affected than rural areas, where trends may vary depending on factors such as community dynamics and availability of local cuisine. The study attempts to capture details of how online food delivery interacts with different social and cultural contexts by disaggregating the data by geographic region. An important part of the research approach is data triangulation. By integrating different data sources such as surveys, interviews and social media analysis, the study aims to strengthen the validity and reliability of its findings. Triangulation allows for a deeper and more nuanced understanding of the complex relationships between social dynamics, dietary trends, and online food delivery. Thematic coding of qualitative data requires finding recurring patterns and interpreting their underlying meanings according to data analysis. Such an interpretive method supports the exploratory nature of the research, which also provides space for the development of fresh ideas and theoretical frameworks. Convergent design is used to combine qualitative and quantitative findings, using the advantages of both approaches to generate in-depth knowledge about research topics. Finally, to fully understand the complex interactions between online eating and eating patterns, research methodologies and data analysis techniques take a multifaceted approach, taking into account cultural, socioeconomic and geographic aspects and using both qualitative and quantitative methods. This in-depth study aims to contribute to a wider discussion about the social implications of changes in food consumption patterns in the digital age. Study considering the Amristrar food dishes seller name as Kulcha Land, Surjit Food Plaza, Pal DaDhaba, Beera Chicken Houses such famous seller/food joints for online food dishes.

**4. Data Analysis**

This part gives the relevancy and reliability about the study in a statistical way. Here, the sampling of the population taken into consideration for descriptive statistics considering the gender, profession, Urban & Rural, meal time along with frequency of order online. Whereas for the inferences Related Sample Friedman’s Two way Analysis of variance by ranks and for independent Kruskalwallis Test were applied.

Table: 1.1 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	94	45.0	45.0	45.0
Male	115	55.0	55.0	100.0
Total	209	100.0	100.0	

As shown in the table 1.1, the interest of gender female and male wise about the buying online food. The female and male are in 45 and 55 in percentage with frequency of 94 and 115 respectively.

Table: 1.2 Profession

	Frequency	Percent	Valid Percent	Cumulative Percent
Government Job	70	33.5	33.5	33.5
House Maker	11	5.3	5.3	38.8
Private Job	75	35.9	35.9	74.6
Retire	27	12.9	12.9	87.6
Student	26	12.4	12.4	100.0
Total	209	100.0	100.0	

The table 1.2 disclose the profession about the sampling which is in Government Jobs, House Makers, Private Jobs, Retire and Student Category. The table discloses the facts that Private jobs and Government Jobs who are independent are frequently using online with percentage 35.9 and 33.5 in percentage. Where Retire and Students are almost in same percentage and in the last House Maker with 5.3 in percentage.

	Frequency	Percent	Valid Percent	Cumulative Percent
Rural	61	29.2	29.2	29.2
Urban	148	70.8	70.8	100.0
Total	209	100.0	100.0	

The above information presented into table 1.3, concern with the citizen who are classified into Urban and Rural. Descriptive study shows that urban citizen are very higher in uses of online food as compare to rural citizen as per figures Urban at 70.8 and Rural at 29.2.

Table: 1.4 Meal Time

	Frequency	Percent	Valid Percent	Cumulative Percent
Breakfast	30	14.4	14.4	14.4
Dinner	87	41.6	41.6	56.0
High Tea	27	12.9	12.9	68.9
Lunch	65	31.1	31.1	100.0
Total	209	100.0	100.0	

As shown in the table 1.4, most of the people use to order food online at the dinner and lunch time. As per meal time which are broadly classified into breakfast, dinner, lunch and high tea. While breakfast and high tea have low order in number with percentage 14.4 and 12.9 in percentage.

Table: 1.5 Frequency of Order online weekly (In Time)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15	7.2	7.2	7.2
	6	2.9	2.9	10.0
	21	10.0	10.0	20.1
	26	12.4	12.4	32.5
	60	28.7	28.7	61.2
	52	24.9	24.9	86.1
	29	13.9	13.9	100.0
	Total	209	100.0	100.0

Table 1.5 discloses that most of the populations prefer 4 and 5 times in a week for order food online. There for its correct to say that people opting the on-line food order in a frequent way.

Table: 2.1 Related Sample Friedman’s Tow way Analysis

<b>Hypothesis Test Summary</b>				
	Null Hypothesis	Test	Sig.	Decision
1	The distributions of Pocket Friendly Quantity of Dishes, Quality of Dishes, Taste of Dishes, Choice of Dishes and Wishes to have Particular Dishes are the same.	Related-Samples Friedman's Two-Way Analysis of Variance by Ranks	.387	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

The above test was conducted on the dependent sampling name as Friedman’s Tow way analysis of variances which stands at significance .387 proves the null hypothesis.

Table: 2.1 Independent Test Summary

<b>Hypothesis Test Summary</b>				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Pocket Friendly is the same across categories of Meal Time.	Independent-Samples Kruskal-Wallis Test	.497	Retain the null hypothesis.
2	The distribution of Quantity of Dishes is the same across categories of Meal Time.	Independent-Samples Kruskal-Wallis Test	.854	Retain the null hypothesis.
3	The distribution of Quality of Dishes is the same across categories of Meal Time.	Independent-Samples Kruskal-Wallis Test	.432	Retain the null hypothesis.
4	The distribution of Taste of Dishes is the same across categories of Meal Time.	Independent-Samples Kruskal-Wallis Test	.440	Retain the null hypothesis.
5	The distribution of Choice of Dishes is the same across categories of Meal Time.	Independent-Samples Kruskal-Wallis Test	.056	Retain the null hypothesis.
6	The distribution of Wishes to have Particular Dishes is the same across categories of Meal Time.	Independent-Samples Kruskal-Wallis Test	.669	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.



Interpretation: The above inferences test was conducted by using the Independent Sample Kruskal Wallis Test in variable of Pocket Friendly economical point of view, Quantity of Dishes, Quality of Dishes, Taste of dishes, Choices of Dishes, and for Specific Particular Dishes at Meal time with values .497, .854, .432, .440, .056, and .669 respectively. The significance level of test was .05 stands for null hypothesis.

## 5. Limitation of the Study:

This manuscript only consider the AMRISTAR city for the region, whereas other cities of India may be consider for the studies such as Jaipur, Delhi, Lucknow, and other part of the world.

## 6. Findings and Conclusion:

Significant social and cultural shifts have been brought about by the advent and broad use of online meal delivery services, especially with regard to eating habits. The ease of use and time-saving benefits of these platforms have completely changed the way people eat, as more and more people choose customized home-delivered meals over group meals at restaurants. This change in behaviour affects how people engage with one another and enjoy meals together. Economically speaking, the emergence of cloud kitchens and the expansion of online meal delivery have changed the nature of work by generating new job opportunities for delivery staff. This economic influence is not without difficulties, though, since the dominance of well-known online platforms may cause taste preferences to become more uniform, perhaps overshadowing regional culinary customs. Online meal delivery and influence has both positive and negative cultural effects. On the one hand, it adds to culinary diversity by giving customers the chance to sample and enjoy a wide variety of international cuisines. On the other hand, the proliferation of large delivery services could be detrimental to the survival of regional food trends. Furthermore, one should think about the effects of online meal delivery on one and health. The availability of healthier food options is a good thing, but convenience may lead to a rise in fast food consumption, which raises questions about the long-term effects on public health. To sum up, the effects of online food delivery on dietary habits are complex and multidimensional, affecting public health, social connections, economic systems, and cultural variety. It is critical to conduct more research to fully comprehend the complex implications of this developing trend. Online meal delivery services have indirect effects on social and cultural dynamics in addition to these direct ones. Because shared meals at home become less dependent on shared cooking experiences, the ease of having meals delivered at the touch of a button may change conventional family dynamics. Families may find themselves having to order customized meals more frequently, which could have an effect on the sense of community that arises from cooking and dining together. Additionally, the widespread use of food delivery apps and other forms of technology may make dining out more solitary as people rely more on screens than on in-person interactions when choosing meals at neighbourhood restaurants. Innovation in gastronomy and enterprise are also culturally significant. Chefs may now experiment with a variety of cuisines without the necessity for a physical dining area thanks to the emergence of virtual restaurants and ghost kitchens brought about by the popularity of online food delivery. This phenomenon has the potential to promote culinary innovation by stimulating the blending of culinary styles and the production of novel food experiences, but it may also overwhelm the distinctiveness of gastronomic traditions entrenched locally. In summary, the effects of online meal delivery on eating habits are extensive, influencing social, economic, and cultural facets of society in addition to personal preferences. Examining the trend and complex effects is becoming more and more important as it

develops, as it plays a significant role in influencing how we consume, engage with, and perceive food in society as a whole. The data analysis part which has the three aspects of the demographic; age group, urban & rural, profession in a frequency table along with meal time and frequency of online order in a week. And for the hypothesis Friedman's Tow way analysis of variances and Independent Sample Kruskal Wallis Test which have give the result for the stand of null hypothesis.

## 6. Summary

An in-depth study of the complex dynamics of work is included in the study of the social and cultural influences on food patterns of eating online. Mixed methods research closely examines people and their experiences using qualitative techniques such as focus groups and in-depth interviews. Using a qualitative lens, the subtleties and contextual elements that influence attitudes and behaviors towards eating food online are revealed. Examining social networks, cultural norms, and social expectations provides insight into the broader cultural environment that influences decisions in the online food delivery space. Quantitative techniques, such as surveys distributed across multiple online platforms, complement this qualitative depth by providing quantitative information about the frequency and type of online food ordering. Combining these qualitative and quantitative findings facilitates an in-depth understanding of the complex interactions between online food delivery, social dynamics, and cultural influences on eating patterns. To capture the dynamic nature of this phenomenon, the study also considers a temporal component by tracking changes in dietary patterns over time. Examining the effects of social media, regional differences and the urban-rural divide, the research aims to provide a comprehensive and multifaceted understanding of how online food delivery is changing contemporary food environments in different social and cultural contexts. In conclusion, the study contributes to the scientific debate while providing useful information for companies, individuals and policy makers navigating the rapidly changing digital food service landscape.

7. Acknowledgement: The author appreciated and acknowledges who contribute in the research via spending their valuable time and efforts along with guidance.

## References:

1. Anbumathi, R., Dorai, S., Palaniappan, U.: Evaluating the role of technology and non-technology factors influencing brand love in Online Food Delivery services. *Journal of Retailing and Consumer Services*. 71, 103181 (2023). <https://doi.org/10.1016/j.jretconser.2022.103181>.
2. Ray, A., Dhir, A., Bala, P.K., Kaur, P.: Why do people use food delivery apps (FDA)? A uses and gratification theory perspective. *Journal of Retailing and Consumer Services*. 51, 221–230 (2019). <https://doi.org/10.1016/j.jretconser.2019.05.025>.
3. Gavilán, D., Balderas-Cejudo, A., Fernández-Lores, S., Martínez-Navarro, G.: Innovation in online food delivery: Learnings from COVID-19. *International Journal of Gastronomy and Food Science*. 24, 100330 (2021). <https://doi.org/10.1016/j.ijgfs.2021.100330>.
4. Correa, J.C., Garzón, W., Brooker, P., Sakarkar, G., Carranza, S.A., Yunado, L., Rincón, A.: Evaluation of collaborative consumption of food delivery services through web mining techniques. *Journal of Retailing and Consumer Services*. 46, 45–50 (2019). <https://doi.org/10.1016/j.jretconser.2018.05.002>
5. Annaraud, K., Berezina, K.: Predicting satisfaction and intentions to use online food delivery: What really makes a difference? *Journal of Foodservice Business Research*. 23, 305–323 (2020). <https://doi.org/10.1080/15378020.2020.1768039>.
6. Bates, S., Reeve, B., Trevena, H.: A narrative review of online food delivery in Australia: challenges and opportunities for public health nutrition policy. *Public Health Nutrition*. 26, 262–272 (2020). <https://doi.org/10.1017/s1368980020000701>.

7. Chandrasekhar, N., Gupta, S., Nanda, N.: Food delivery Services and Customer Preference: A Comparative analysis. *Journal of Foodservice Business Research*. 22, 375–386 (2019). <https://doi.org/10.1080/15378020.2019.1626208>.
8. Seghezzi, A., Mangiaracina, R.: On-demand food delivery: investigating the economic performances. *International Journal of Retail & Distribution Management*. 49, 531–549 (2020). <https://doi.org/10.1108/ijrdm-02-2020-0043>.
9. Chen, H.-S., Liang, C.-H., Liao, S., Kuo, H.-Y.: Consumer Attitudes and Purchase Intentions toward Food Delivery Platform Services. *Sustainability*. 12, 10177 (2020). <https://doi.org/10.3390/su122310177>.
10. Raza, A., Asif, M., Akram, M.: Give your hunger a new option: Understanding consumers' continuous intention to use online food delivery apps using trust transfer theory. *International Journal of Consumer Studies*. 47, 474–495 (2022). <https://doi.org/10.1111/ijcs.12845>.
11. Gunden, N., Morosan, C., DeFranco, A.: Consumers' intentions to use online food delivery systems in the USA. *International Journal of Contemporary Hospitality Management*. 32, 1325–1345 (2020). <https://doi.org/10.1108/ijchm-06-2019-0595>.
12. Saad, A.T.: Factors affecting online food delivery service in Bangladesh: an empirical study. *British Food Journal*. 123, 535–550 (2020). <https://doi.org/10.1108/bfj-05-2020-0449>.
13. Keeble, M., Adams, J., Sacks, G., Vanderlee, L., White, C.M., Hammond, D., Burgoine, T.: Use of online food delivery services to order food prepared Away-From-Home And Associated Sociodemographic Characteristics: A Cross-Sectional, Multi-Country Analysis. *International Journal of Environmental Research and Public Health*. 17, 5190 (2020). <https://doi.org/10.3390/ijerph17145190>.
14. Lee, E.Y., Lee, S.B., Jeon, Y.J.J.: Factors influencing the behavioral intention to use food delivery apps. *Social Behavior and Personality*. 45, 1461–1473 (2017). <https://doi.org/10.2224/sbp.6185>.
15. Pillai, S.G., Kim, W.G., Haldorai, K., Kim, H.-S.: Online food delivery services and consumers' purchase intention: Integration of theory of planned behavior, theory of perceived risk, and the elaboration likelihood model. *International Journal of Hospitality Management*. 105, 103275 (2022). <https://doi.org/10.1016/j.ijhm.2022.103275>.
16. Pitchay, A.A., Ganesan, Y., Zulkifli, N.S., Khaliq, A.: Determinants of customers' intention to use online food delivery application through smartphone in Malaysia. *British Food Journal*. 124, 732–753 (2021). <https://doi.org/10.1108/bfj-01-2021-0075>.
17. Suhartanto, D., Ali, M.H., Tan, K.H., Sjahroeddin, F., Kusdiby, L.: Loyalty toward online food delivery service: the role of e-service quality and food quality. *Journal of Foodservice Business Research*. 22, 81–97 (2018). <https://doi.org/10.1080/15378020.2018.1546076>.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

