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Application of Data Science in Online Food Delivering App: A Data-Driven Approach Using the UTAUT2 Model in Zomato

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ABSTRACT:

The fast growth of online food ordering websites has revolutionized consumer behavior, fueled by technological and data science advancements. This research examines the determinants of sustained intention to use online food ordering websites, with a focus on Zomato. The study model includes habit, performance expectancy, information quality, and price value as independent variables, examining their impact on sustained intention as the dependent variable. Data were gathered using a structured questionnaire, with 104 participants, and analyzed to support the proposed hypotheses. The results shed light on how user habits, perceived effectiveness, service information quality, and price perception affect sustained use of online food ordering websites. The research contributes to consumer retention mechanisms and service feature optimization through data-driven decision-making in the food ordering sector.

Keywords: Online Food Delivery, Data Science, Zomato , Consumer Behavior, Habit, Performance Expectancy, Information Quality, Price Value, Continuous Intention, Customer Retention

Introduction

Purpose of This study desires to examine how key drivers—Information Quality, Performance Expectancy, Price Value, and Habit—influence customers to continue using food ordering apps such as Zomato. Through the application of data science, the research attempts to identify trends in customer behavior that influence how long the users remain. The findings will assist in making the service more efficient, enhance prices, and provide an all-around better user experience in the food ordering space that is highly competitive in nature.

Objectives of the Research

It seeks to analyse user retention, customer loyalty, and long-term engagement while leveraging data science to identify behavior patterns. Additionally, the research aims to recommend strategies for personalized services, optimized pricing, and improved efficiency to enhance user satisfaction and business performance[1]. Similarly, the study employs a questionnaire to test the hypothesis by examining five key factors: Habit, Information Quality, Performance Expectancy, Price Value, and Continuous Intention. A number of items are used for each factor in order to understand completely what the respondents believe and to know more about them and their behavior and decision.

The food delivery business has expanded incredibly because of technological advancements and changes in consumer behavior. Online food delivery platforms such as Zomato have transformed the food service sector by using data science to improve the customer experience, streamline operations, and make more informed decisions. Knowing the determinants of customers' ongoing intention to use such platforms is crucial to companies that want to succeed in the long run [1].

The objective of this study is to examine the influence of habit, performance expectancy, information quality, and price value on the continuation of online food delivery service usage[1]. Knowledge from previous research points out that consumer usage habits, effectiveness of service, availability of correct information, and perceived price fairness are all significant drivers of consumer retention. Drawing further upon previous research models, modifying and changing them, the current study offers a model to examine these relationships in the online food delivery setting. In particular, this is Zomato.A structured questionnaire survey was used, and 104 responses were collected from frequent online food delivery customers. The research tests four major hypotheses to identify whether the independent variables have an effect on the continuous use intention of Zomato [3]. The research findings will be useful to industry players to improve customer experience, make pricing strategies easier, and enhance service quality.

The subsequent sections of this paper clearly outline literature survey, research methodology, data analysis, results, discussion, and conclusion and convey an overall impression regarding the contribution of data science towards the behavior of customers of online food ordering facilities[4]. Furthermore, the

integration of data science in online food delivery is not limited to operational optimization but also extends to customer behavior analysis, fraud detection, and dynamic pricing strategies. By leveraging real-time data and AIdriven insights, platforms like Zomato can refine their marketing campaigns, improve order accuracy, and enhance user retention.

In addition, data-driven innovations such as predictive analytics for food demand, sentiment analysis for customer feedback, and geospatial data processing for route optimization have revolutionized the efficiency of food delivery services. These advancements contribute to minimizing delivery delays, reducing operational costs, and ensuring a seamless user experience.

As competition in the online food delivery market intensifies, understanding the role of data science in shaping business strategies becomes crucial. This research delves deeper into the implications of these data-driven approaches, evaluating their effectiveness in meeting consumer expectations and fostering sustainable growth for companies like Zomato.

Additionally, the rise of big data and artificial intelligence has enabled food delivery platforms like Zomato to personalize user experiences through advanced recommendation systems. By analyzing past orders, browsing patterns, and customer preferences, machine learning models help suggest relevant restaurants and dishes, enhancing user engagement and satisfaction. This level of personalization not only improves customer retention but also increases order frequency, making data science a crucial driver of revenue growth.

Moreover, data science plays a significant role in addressing key industry challenges, such as food quality monitoring, demand-supply imbalances, and logistics optimization. Predictive analytics helps restaurants and delivery partners anticipate peak demand periods, ensuring better inventory management and efficient workforce allocation. Real-time traffic and weather data integration further aid in optimizing delivery routes, reducing delays, and improving overall service reliability.

Another critical application of data science in online food delivery is fraud detection and security. Zomato employs AI-powered fraud detection mechanisms to identify anomalies in transactions, prevent fake reviews, and mitigate financial risks. By leveraging data-driven insights, the platform ensures trust and transparency in its ecosystem, fostering a more reliable experience for both customers and restaurant partners.

As consumer expectations continue to evolve, data science remains at the forefront of innovation in the online food delivery sector. This study aims to explore the transformative impact of data science on Zomato's operations, highlighting its role in driving efficiency, enhancing user experience, and sustaining business growth. By analyzing customer feedback and industry trends, the research provides valuable insights into how data-driven decisionmaking can redefine the future of food delivery services.

Literature Review

Continuous Intention Determinants in Food Delivery Apps (Lee, Sung, & Jeon, 2019Lee, Sung, and Jeon (2019) tested the determinants of repeated users' intention to utilize food delivery apps by integrating information quality into the UTAUT2 model. As per their study, customers tend to use a food delivery app repeatedly if information given to them is credible, well organized, and factual. From their results, timely information was most essential in enhancing customers' engagement and satisfaction.[1]The Effect of Information Quality on Customer Satisfaction (Vabela, 2024)Vabela (2024) analyzed the role of information quality in developing customer satisfaction via the Grab Food application. The research highlighted that clear and well-structured information contributes to customer-perceived value and quality of experience. The research revealed that customers are more inclined to use food delivery services if they are given clear and informative information on food selection, price, and delivery time[2]. Information System Model and Continuous Intention (Tan et al., 2023)Tan, Goh, Nwakaji, and Lim (2023) examined the function of information systems in maintaining the users' sustained intention to use food delivery mobile apps. They found that timely and accurate information provision increases users' trust and usage. They concluded from their research that the apps must provide hassle-free user experience with accurate information about the food, delivery time, and price to keep the users in the long term[3].Adoption of Technology by Young Adults (Ariffin et al., 2021)Ariffin et al. (2021) examined repeat intention to use online food delivery technology by young adults. Their research applied the UTAUT2 model and confirmed habit, performance expectancy, and ease of use are the most prominent factors influencing repeat usage. The research further confirmed young consumers are more likely to order food online repeatedly if they perceive it to be a fast and reliable means[4]. Determinants of Food Delivery Demand through RideHailing Apps (Surya, Sukresna, & Mardiyono, 2021)Surya, Sukresna, and Mardiyono (2021) applied the UTAUT model to examine the impact of performance expectancy, effort expectancy, and social influence on food delivery service usage intention via ride-hailing app. They confirmed that ease of use and convenience are of utmost importance to the users in utilizing food delivery services, apart from peer recommendation[5]. Price War Strategy in the Digital Economy (Nivornusit, Kraiwanit, & Limna, 2024)Nivornusit, Kraiwanit, and Limna (2024) performed an analysis of price competition's impact on food delivery platforms. In their study, they found the influence of discounting and promotion on users' intention to maintain a particular platform. They noticed that the majority of food delivery platforms employ aggressive pricing strategies to impact users, leading to a price war that determines consumers' behavior[6].

Consumer Preferences for Online Food Delivery App (Zolkiffli, Ramlan, & Wei, 2021)Zolkiffli, Ramlan, and Wei (2021) investigated what matters to customers when they purchase food via online food delivery (OFD) apps. Value for money, food variety, userfriendly interfaces, and speedy delivery were the most important considerations, they discovered. Personal recommendations and discount offers are assumed to make the users more active and contented, their research found[7].Gen Z's Spending Habits on Food Delivery (Indriyarti et al., 2022)Indriyarti et al. (2022) have carried out a study on Gen Z consumers in Jakarta and food delivery app adoption. As per them, Gen Z prefers quick delivery, online payment, and value for money. They also mentioned that simplicity of use of an app and a smooth ordering process have a major impact on Gen Z's spends[8].Consumer Attitudes and Dietary Behavior (Almansour et al., 2020)Almansour, Allafi, Zafar, and AlHaifi (2020) surveyed consumer behavior and food habits toward online food delivery

services among Kuwaiti consumers. The researchers reached the conclusion that consumers of food delivery apps have changed their food habits and food choices with more use of food delivery apps. The authors noted the significance of nutritional information and transparency in helping customers make healthy and informed food choices in their food options[9].COVID-19 Online Food Delivery Boom (Poon & Tung, 2022)

Poon and Tung (2022) explained how the COVID-19 pandemic affected the growth of online food delivery companies. According to their study, consumers became hygieneconscious, safety-conscious, and reliability-conscious while ordering food. The authors concluded that food delivery platforms must respond to new consumer trends by providing contactless delivery and enhanced safety features[10]. Online Food and Movie Delivery Behavioral Intention (Basuki et al., 2022)Basuki, Tarigan, Siagian, Limanta, and Setiawan (2022) measured the impact of perceived ease of use, usefulness, and enjoyment upon behavioral intention in online platforms, including food ordering and movie streaming. Based on their findings, convenience and entertainment play a central part in customer engagement, with high adoption levels for digital services[11]. Information Quality Integration in UTAUT2 (Rasli et al., 2020)Rasli et al. (2020) expanded the UTAUT2 model by incorporating information quality as a crucial determinant of behavioral intention in online food delivery apps. According to their study, easy-to-understand, accurate, and wellorganized information boosts trust and satisfaction, and this boosts customer retention. They highlighted that food delivery apps need to provide trustworthy and transparent information to ensure user loyalty[12].

Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)

The Venkatesh et al. (2003) Unified Theory of Acceptance and Use of Technology (UTAUT) is a theory used to describe technology adoption in organizational settings. It integrates eight previous technology acceptance models and establishes four determinants— performance expectancy, effort expectancy, social influence, and facilitating conditions—on behavioural intention and technology use [1]. The UTAUT2 model of Venkatesh, Thong, and Xu (2012) expands UTAUT to consumer settings by adding three new determinants: hedonic motivation, price value, and habit[6]. The two models also involve moderators like age, gender, and experience to further enhance predictions of user behaviour. UTAUT2 has been widely used in fields ranging from e-commerce, healthcare, online education, and smart technology adoption to account for consumer adoption and use of new digital technologies[12].The Unified Theory of Acceptance and Use of Technology (UTAUT) by Venkatesh et al. (2003) is a widely used model of technology acceptance by users that integrates the characteristics of eight dominant models, such as the Technology Acceptance Model (TAM), Theory of Planned Behavior (TPB), and Innovation Diffusion Theory (IDT)[1]. UTAUT identifies four key determinants—performance expectancy, effort expectancy, social influence, and facilitating conditions—that influence behavioural intention and use of technology, with age, gender, experience, and voluntariness of use as moderators.Venkatesh, Thong, and Xu extended this model to consumer technology in 2012 with the introduction of the UTAUT2 model. UTAUT2 maintains the original four factors and introduces hedonic motivation (enjoyment of using technology), price value (perceived cost-benefit), and habit (unconscious use of technology as a result of past behaviour) as additional predictors of adoption. The new model also enhances the role of age, gender, and experience as moderators. Unlike UTAUT, where it is mainly used in organizational setting, UTAUT2 is used in consumer technology adoption and is very applicable in sectors such as e-commerce, mobile banking, healthcare, smart devices, and online learning[6]. Both models are widely used to study user behaviour and enhance the design and implementation of new technologies in many areas.The study uses these factors as independent variables to measure their impact on continuous intention as the dependent variable. First, habit is the most significant determinant of whether users would use an online food ordering service repeatedly[4]. If a user gets into a habit of ordering food online, the activity is simple and automatic, and this leads to repeat usage. Hence, the study hypothesizes that habit is a strong motivator of continuous intention[9]. Second, performance expectancy, or users' perception that usage of a technology-based service leads to greater efficiency and convenience, is another strong driver. If customers feel that Zomato makes their food ordering process more efficient and convenient—such as saving time, making accessibility easier, and facilitating the transaction process smoothly—they would use the platform repeatedly.Second, information quality is an important determinant of shaping user behavior. Customers rely on accurate, transparent, and timely information regarding food options, restaurant ratings, prices, and delivery punctuality to make informed decisions[3]. Poor information quality may lead to dissatisfaction, while high-quality, reliable information generates trust and facilitates repeated usage. Therefore, this research hypothesizes that information quality has a positive association with continuous intention. Finally, price value is a significant determinant of customer retention. Users judge whether the price paid for food delivery is commensurate with the service quality delivered. When the customers perceive the platform as value-for-money and offering good value in the form of competitive prices, offers, and promotions, they utilize it repeatedly. The hypothesis is that price value significantly affects continuous intention[6].

Research Hypothesis

**H1:** The information quality of delivery app will significantly influence continuous intention.

H2: The performance expectancy of delivery app will significantly influence continuous intention.

H3: The price value of Zomato Delivery app will significantly influence continuous intention.

H4: Habit regarding delivery app will significantly influence continuous intention

Dependent and Independent variable of UTAUT2 Model

All the hypotheses in the theoretical model are depicted in Figure 1[5-1].
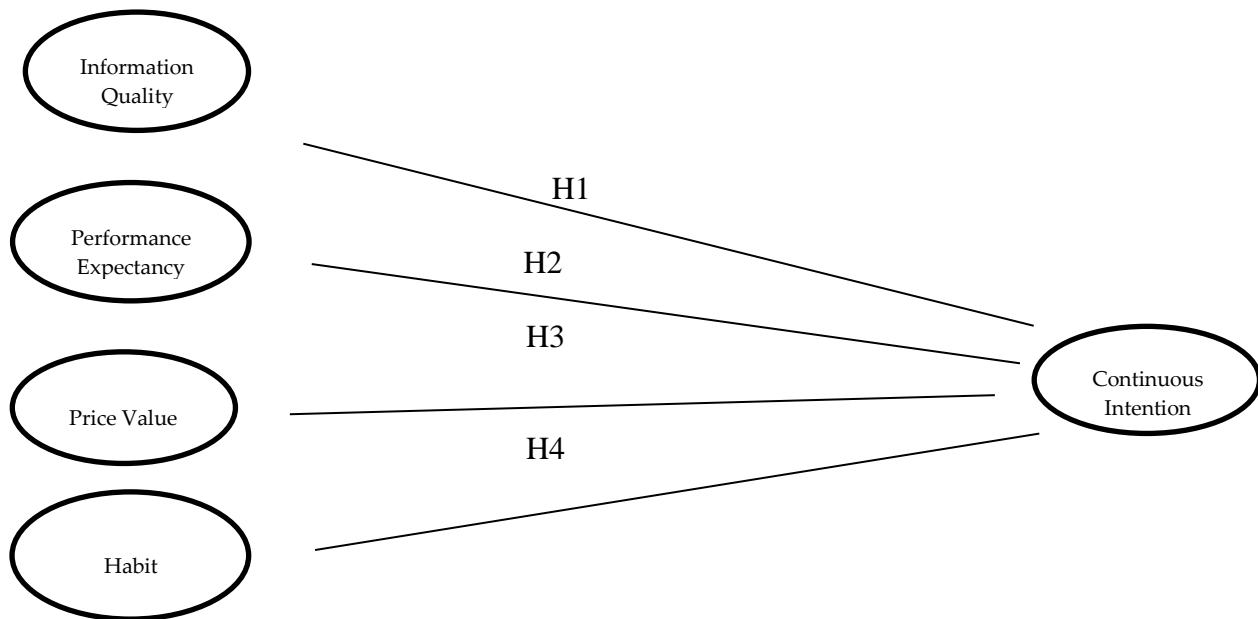
Figure 1. Theoretical Framework

Figure 1 shows the conceptual model of this study, depicting the connection between independent variables—habit, performance expectancy, information quality, and price value—and the dependent variable, continuous intention. Independent Variables,Habit: Indicates the users' propensity to consistently use the online food ordering platform because of familiarity and convenience[8].Performance Expectancy: Denotes the expectation that the use of the platform will improve efficiency, e.g., saving time and effort in ordering food.Information Quality: Encompasses the accuracy, relevance, and clarity of the information provided on the platform, impacting user trust and decision-making[2].Price Value: Refers to the perceived cost-benefit trade-off, whereby users assess whether the cost of service is offset by the value delivered[6].Dependent Variable, Continuous Intention: Reflects the likelihood of the users continuing to use online food delivery services in the future as a function of the described independent factors [7]

Data Collection

The information gathered with my questionnaire is quantitative information. In this research, information was gathered using a formal questionnaire prepared to examine vital determinants that shape customer actions in online food ordering services, specifically on Zomato. The questionnaire was framed based on information from previous research papers with suitable adjustments in order to correspond to the research objectives. These adjustments guaranteed the applicability of the questions in measuring user experiences and attitudes unique to the online food ordering industry.

The main aim of the questionnaire was to examine the hypothesis by assessing five important factors: habit, quality of information, performance expectancy, price value, and continuous intention. Each factor was assessed with more than one item to effectively gauge the respondents' views.

104 responses were gathered through an online survey. The respondents are all active users of online food delivery services, which guarantees the data collected was relevant to the study. The responses are very insightful for analyzing consumer behavior and preference, making it a full analysis of the effect of data science on online food delivery sites such as Zomato.

Research Instrument

A total of five factors were considered based on the results of existing studies Purpose of This study desires to examine how key drivers—Information Quality, Performance Expectancy, Price Value, and Habit—influence customers to continue using food ordering apps such as Zomato, a structured questionnaire was prepared as the main research tool [1]. The questionnaire was framed after a comprehensive review of existing studies and customized to the context of this study[2]. All the items were scored on a five-point Likert scale ranging from "strongly disagree" to "strongly agree."

Analytical Methods

IBM SPSS statistics version 30 was employed for the data analysis. We employed two-step methodology of data analysis. First, I performed computation on the Likert scale data responses then done the regression Analysis on the provided data responses.

Data Analysis
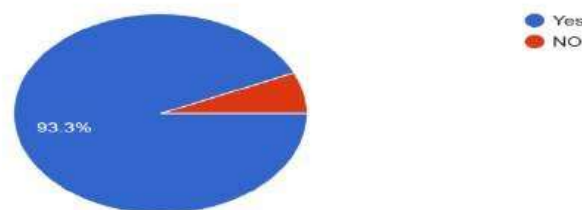
Questionnaire responses and results interpretation.

Demographic

Age
104 responses
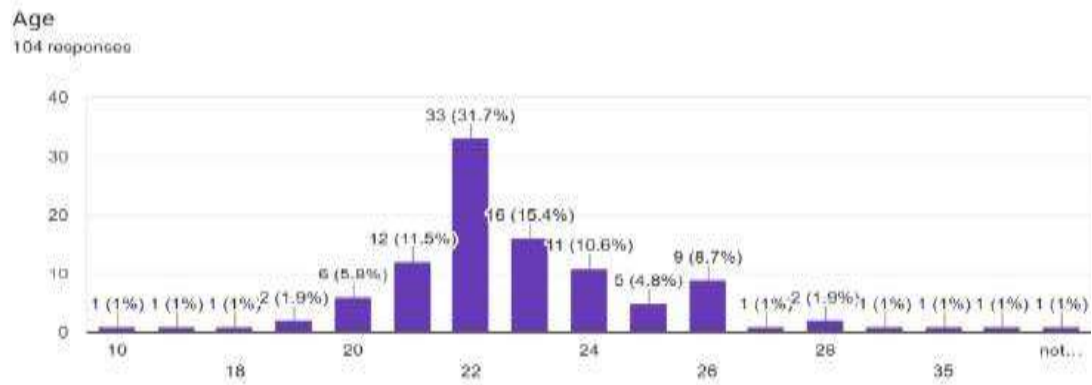
Consumer behavioural Analysis

1)Have you used Zomato for ordering the food?
104 responses

- Yes
- NO

93.3%

INFORMATION QUALITY

This section evaluates how accurately and clearly Zomato presents restaurant menus, delivery times, and other essential details. It assesses whether the information is reliable, wellorganized, and easy to navigate for making informed decisions.

2)Zomato gives you correct information regarding restaurants' menus and delivery time assisting you in making proper decisions.
104 responses

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

51% 20.2% 20.2%

3) You consider that the information available on Zomato is reliable and trustworthy while ordering?
104 responses

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

55.8% 11.5% 7.7% 25%
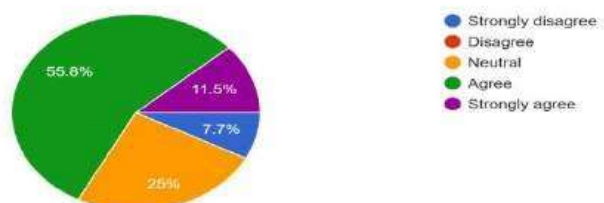
4)Zomato provide well organized and relevant information ,ensuring you get key detail you need without unnecessary clutter.
104 responses
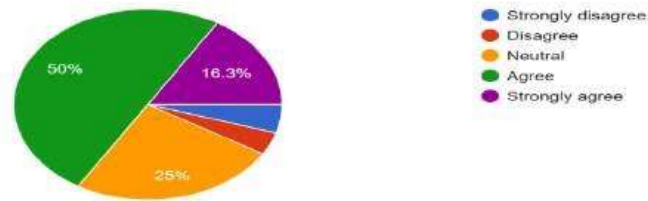
5)The way Zomato display information is clear to navigate ,making order effortless.
104 responses
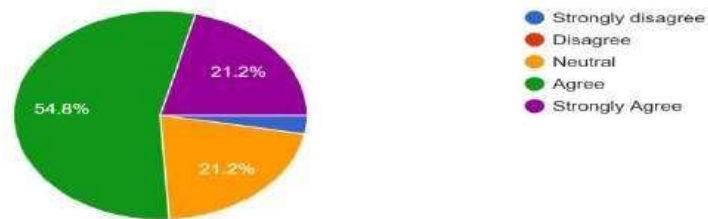
PERFORMANCE EXPECTANCY

This section examines how effectively Zomato enhances user experience through personalized recommendations based on past orders. It explores whether smart suggestions help users save time and improve their ordering experience.
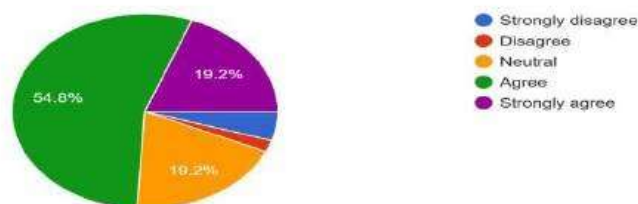
6)Zomato give you food suggestion based on your past order making it more useful to you.
104 responses
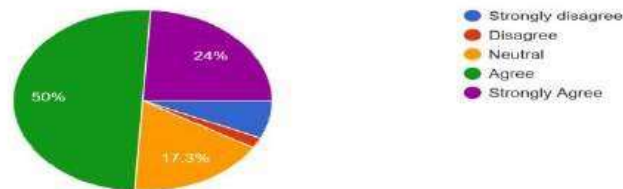
7)Zomato recommends food according to your taste from your previous choice and preference?
104 responses
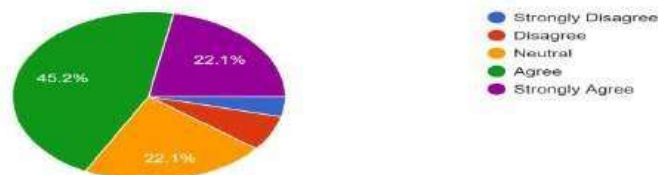
8) Zomato analyze your preference and make ordering food easier for you.
104 responses

9) Zomato Smart recommendation help you save time when choosing what to order.
104 responses
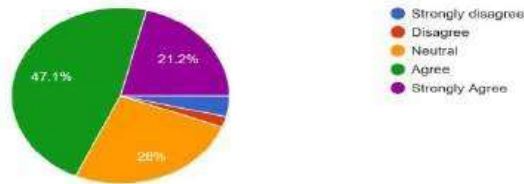
PRICE VALUE

This section assesses how well Zomato provides cost-effective options, including price comparisons, discounts, and deals. It focuses on whether users feel they are getting good value for their money when ordering through the app.

10)Zomato helps you save money by showing price comparison across different restaurants before you place an order?
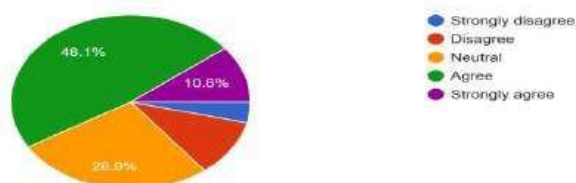104 responses
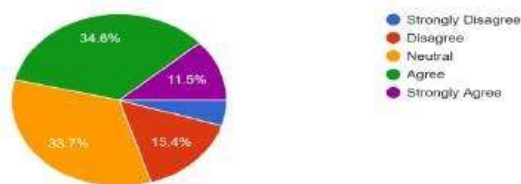
11)You prefer ordering food on Zomato because it offers good deal and discounts that provide better value of your money?
104 responses
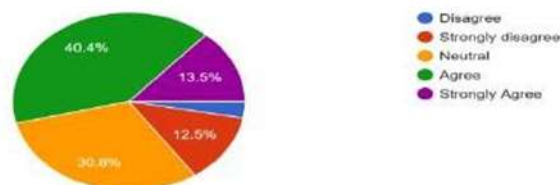
11)You prefer ordering food on Zomato because it offers good deal and discounts that provide better value of your money?
104 responses
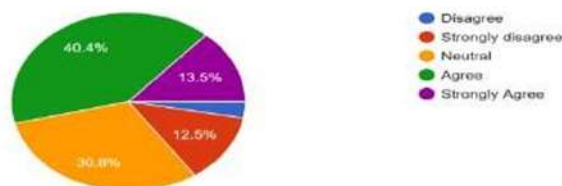
12)Zomato pricing information help you make cost effective decision when ordering food.
104 responses

13)You feel that the service quality and convenience you get from Zomato are worth the price you pay for food delivery .
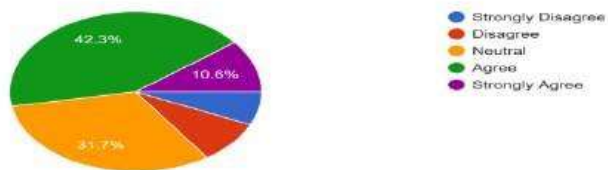
104 responses
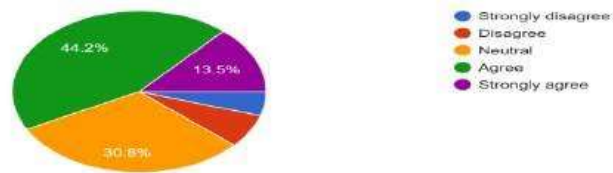
HABIT

This section explores how frequently users rely on Zomato and whether it has become an essential part of their routine. It examines whether users naturally turn to Zomato for ordering food and depend on its recommendations.
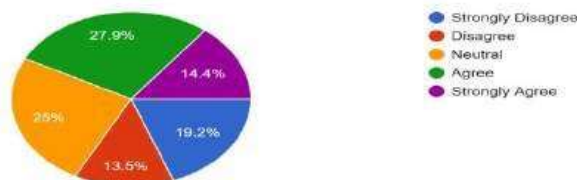
14) You utilize Zomato so frequently that ordering food online using this app has become a routine for you?

104 responses
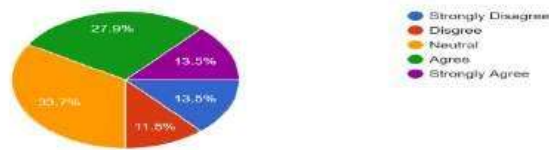
15)Zomato recommendation are so in line with your taste that you naturally depend on them when making an order ?

104 responses

16)You feel like you are unable to live without using Zomato whenever you need to order food?

104 responses

17)The manner in which Zomato suggest food allow you to order easily .

104 responses
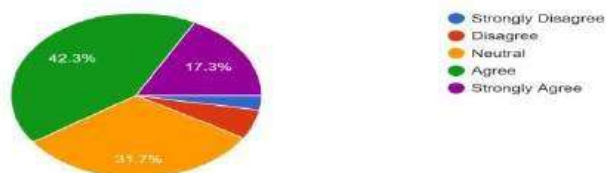
Continuous Intention

This section evaluates user loyalty and the likelihood of continued Zomato usage. It analyzes whether users plan to keep using Zomato for future food orders and prefer it over other food delivery apps.

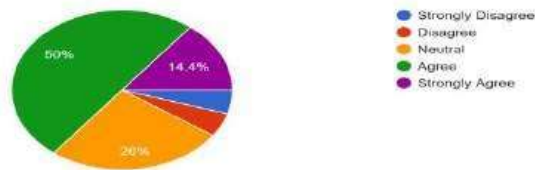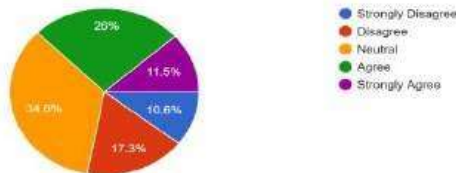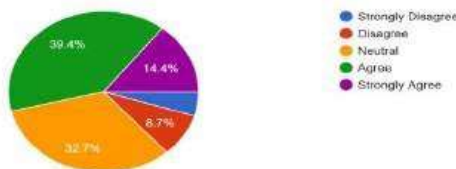18) You will continue to use Zomato for food delivery in the future ?
104 responses

20) You plan on using Zomato as a daily routine?
104 responses

21) The following time you order food you will use Zomato instead of other food ordering app?
104 responses

Regression Analysis and ANOVA Analysis

Table 1: Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	Change Statistics df1	df2	Sig. F Change
1	.823ª	.678	.665	.42525	.678	52.092	4	99	<.001

a. Predictors: (Constant), Habit, Performance Expectancy, Price value, Information Quality

Model Summary

Table 1:-Inference

4.1. Model Fit & Strength (R and R²)

The R value (.823) shows a strong positive relationship between the predictors (Habit, Performance Expectancy, Price Value, and Information Quality) and the dependent variable.

The R Square (.678) indicates that 67.8% of the dependent variable's variance is explained by the predictors, which is an indication of a good-fitting model.

The Adjusted R Square (.665) controls for number of predictors and sample size, and it shows that the model is still very strong even after adjustments.

4.2. Standard Error of Estimate

The Standard Error of the Estimate (.42525) calculates the average difference between observed and predicted values. Lower the value, the better the accuracy of the model.

4.3.Significance of the Model (F-Statistics & Sig. F Change)

The F-statistic (52.092, df = 4, 99) and Sig. F Change (<.001) verify that the model is significant statistically.

A significance value of less than 0.05 indicates that the predictors as a whole have a significant effect on the dependent variable.

The regression model is significantly R² = 67.8% predictive power. The selected predictors, namely Habit, Performance Expectancy, Price Value, and Information Quality, all significantly explain variations in the dependent variable. This implies that the factors significantly influence consumer behavior in online food delivery services.

Table2: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	37.681	4	9.420	52.092	<.001b
Residual	17.903	99	.181		
Total	55.584	103			

a. Dependent Variable: Continious intention

b. Predictors: (Constant), Habit, Performance Expectancy, Price value, Information Quality

Model Summary

Inference from Table 2: - ANOVA

Model Significance (Sig. Value & F-Statistic)

The F-statistic value of 52.092 with a p-value of < 0.001 suggests that the regression model as a whole is highly significant.

That is, the independent variables (Habit, Performance Expectancy, Price Value, and Information Quality) significantly explain the dependent variable (Continuous Intention).

Explained vs. Unexplained Variance

The Regression Sum of Squares (37.681) is the portion of the total variance accounted for by the model. The Residual Sum of Squares (17.903) represents the unexplained variance, or the variation in the dependent variable not explained by the predictors. Because the regression sum is much greater than the residual sum, the model accounts for a large percentage of the variance in Continuous Intention.

Mean Square & Model Fit

The Mean Square for Regression (9.420) is considerably greater than the Mean Square for Residuals (0.181), once again supporting the model's good explanatory power.

The ANOVA findings prove that the regression model is statistically significant. The independent variables combined have a good influence on Continuous Intention in online food delivery services, validating their importance in consumer behavior analysis.

Discussion

My research examines how significant variables (Information Quality, Performance Expectancy, Price Value, and Habit) influence the choice to continue using online food ordering sites such as Zomato. Your Regression Analysis and ANOVA results show that these variables have a significant influence on user behavior.

The model indicates that it accounts for 67.8% of the variance in continuous intention (R² = 0.678). This is proof that the predictors significantly contribute to whether customers will keep on using the food delivery app.

The results of this research give significant information about the determinants of users' ongoing intention to use online food ordering platforms such as Zomato. Through the analysis of data collected from 104 responses, the research investigates the impact of habit, performance expectancy, information quality, and price value on consumer behavior[1].My regression findings indicate that all four variables are significant (p < 0.001). That is, high quality of information, high performance expectations, fair price, and frequent usage contribute to willingness to continue using it.

The paper also highlights the importance of data science in analyzing consumer behavior, as companies can use data-driven insights to better tailor services, improve customer satisfaction, and optimize prices. Based on the findings, companies such as Zomato ought to invest in technology-led improvements, enhance transparency in information, and provide competitive price models to maintain long-term customer interaction[10].

My study examines how data science contributes to keeping users engaged at Zomato, based on the UTAUT2 model. The key determinants I examined are:

1)Information Quality (proper menus & reviews)

2)Performance Expectancy (prompt and effective delivery)

3)Price Value (reasonable prices & offers)

4)Habit (repeat orders & loyalty programs)

My analysis of data indicates that all four variables have a significant contribution to users' sustained use of Zomato.

H1: Information Quality → Users Remain

AI refreshes restaurant information in real time.

Data shows that users trust Zomato more when the information is correct.

H2: Performance Expectancy → Users Remain

AI forecasts optimal times & delegates nearby drivers.

Quick service is proven to make people happier.

H3: Price Value → Users Stay

AI offers personalized discounts and live prices.

Evidence suggests: Reasonable prices offer repeated use.

H4: Habit → Users Stay

AI recommends food based on previous orders.

Statistics indicate that word-of-mouth recommendations generate loyalty.

Final check from my data:

These predictors explain 67.8% of the behavior of users ($R^2 = 0.678$).

The model is statistically sound ($F = 52.092$, $p < 0.001$).

Data analysis proves the proposed hypotheses, establishing that all independent variables— habit, performance expectancy, information quality, and price value—have a positive effect on continuous intention [5-6].

Conclusion

Zomato's AI simplifies ordering food, makes it faster, and smarter. My study shows that data science assists Zomato in keeping its customers. Analysis of the 104 responses substantiates the hypotheses, further highlighting the significance of these variables as influencers of consumers' choices.

This research shows that Zomato indeed uses data science innovatively to amplify customer experience and re-engineer their services. The survey revealed that the factors of Information Quality, Performance Expectancy, Price Value, and Habit have a high influence on Continuous Intention to use the application using the UTAUT2 model.The regression analysis ($R^2 = 67.8\%$) indicates that the variables at hand can explain the consumers' actions in a highly significant manner and the majority of the cases ($F = 52.092$, $p < 0.001$). The employment of AI in real-time updates, delivery optimization, personalized pricing, and customer engagement backed by Zomato is in sync with these results.To sum up, Zomato has seamlessly meshed data science into its ecosystem unveiling a more efficient, user-friendly, and data-driven platform.

Limitations and Future Research

Despite the implications and findings of this study, is constrained in some ways. Firstly, data were gathered only in india, thus the generalizability of the findings can be constrained. In other words, it might not be proper to apply the findings of this study to other places. Secondly, in the sample, respondents aged 20 to 30 were 75.6% because it employed an online survey technique, which tends to be popular with younger individuals and elderly individuals are less accustomed to online research. Secondly, despite the fact that online surveys are frequently applied in consumer research, they can still induce selection biases [1]. Hence, future research must employ alternative data collection means in an attempt to minimize such biases. However, given that individuals in their 20s and 30s are the majority of the users of delivery apps in india, limiting this study's findings to this demographic may be pivotal.

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