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In-app factors influencing customers' intention to use online food delivery application through smartphone in Bangkok

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Abstract

Purpose – The purpose of this research is to determine the significant influence of prior online purchase experience, information quality, ease of use, price, and perceived convenience towards customers' intention to use online food delivery applications. **Design/Methodology/Approach** – This research uses primary and secondary data collection methods to analyze the in-app factors influencing customers' intention to use online food delivery applications. The data was collected from 385 respondents who live in Bangkok, have a smartphone that can access the internet, and have used online food delivery application prior in the past. This research referenced three theoretical frameworks from previous studies to construct a conceptual framework. **Findings** – This research is intended to discover the in-app factors influencing customers' intention to use online food delivery applications. The findings of this research shows that information quality, ease of use, and price have significant influence towards customers' intention to use online food delivery applications. **Research Limitations/Implications** – The limitations of this research was limited to Bangkok and focused on smartphone users with prior experience, potentially limiting its generalizability. The results suggest that competitive prices, clear menus, and an easy-to-use interface are key factors in attracting users. **Originality/Value** – This research focuses on significant in-app factors influencing customers' intention to use online food delivery applications.

Keywords – Prior Online Purchase Experience, Information Quality, Ease of Use, Price, Perceived Convenience, Intention to Use Online Food Delivery Application

JEL classification code – M30, M31, D12

1. Introduction

1.1 Background of the study

In these times, the lifestyle of people in Bangkok regarding the perspective of ordering food has notably shifted from the past. Prior to this if people wanted to order food delivered to their subject location, the sole option was to call a specific restaurant, make the order without seeing the exact menu, and provide them the subject delivery location in words which is considered challenging. In contrast, today, many food delivery applications are emerging for smartphone users to download. The global online food delivery market was roughly calculated to be at USD 168826.4 million in 2022 and is predicted to grow at a compound annual growth rate of 10.97% to reach USD 315183.2 million in 2028 (Intellect Insights Journal, 2023). In late 2012, Foodpanda was one of the first explorers to be introduced in Thailand (*Foodpanda Announces Nationwide Coverage in Thailand – the First Food Delivery Platform to Operate*

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Across All 77 Provinces | Foodpanda | Food and More, Delivered, n.d.).

An online food delivery application is a digital platform through a smartphone that connects users with restaurants, enabling them to order food and have it delivered to their doorstep. It serves as a convenient intermediary between customers and restaurants, streamlining the food ordering and delivery process. In the last few years, Alexander Van Felde, co- founder & managing director for Thailand said that Food Panda Thailand is still in its infancy stage for food delivery service as far as the online meal delivery sector is concerned. In general, the emergence of rivalry indicates a highly promising market for the future. In two or three years, online food delivery in Bangkok might exceed 100,000 transactions per day (Boonruang, 2017).

The study would scrutinize the in- app factors influencing the customers' intention to use online food delivery applications through smartphones in Bangkok. Considering there is a large number of food delivery applications accessible to download, all applications provide nonidentical information, ease of use, and price. Therefore, people have divergent perceptions of the factor that dominates them to utilize the application. Furthermore, we cannot contradict that every single one of us has a smartphone with the internet. Research has shown that the internet manipulation of Thai citizens aged 16 to 64 was determined to be a heavy 8.06 hours a day (Leesa-Nguansuk, 2023).

At this present moment, the smartphone becomes handy, it goes with us to whatever place. This causes most functions from computers to evolve and collaborate with a modern smartphone which in this case is a food delivery application. Moreover, Bangkok the capital city of Thailand, is considered to have the greatest population-dense province within the country. In 2023, 11,070,000 people live in the province of Bangkok, with a 1.56% growth from 2022. This makes Bangkok the province with the highest population in the country (Bangkok, Thailand Metro Area Population 1950- 2023, 2023) . Therefore, Bangkok would be the focus city for the food delivery application. Allen Penn, UberEats' regional general manager Asia-Pacific said that Thai people love to eat, and Bangkok has a significant population that uses smartphones widely. The city also has wonderful cuisine. By using technology, we can quickly and reliably serve more meals to more consumers, giving more people more possibilities to make money in more areas. Additionally, we can introduce individuals to a wider variety of regional eateries and flavors that they might not have known existed (Boonruang, 2017).

Consequently, the motive for manipulating this study is to determine the significant factors that influence the customers' intention to use online food delivery applications through smartphones in Bangkok. The study issued an online questionnaire as a methodology to trial the contemplated hypothesis.

The factors to analyze are Prior Online Purchase Experience, Information Quality, Ease of Use, Price, and Perceived Convenience toward Intention to Use Online Food Delivery Platforms conceivably affecting the customers' intention to use online food delivery applications through smartphones in Bangkok. Accordingly, this study aims to prove that the factors stated above influence the customers' intention to use online food delivery.

1.2 Problem statements

A study has discovered that an astonishing 67% of respondents from Thailand claimed to be using food delivery apps at least a few times a month. Then it was followed by 21% of the respondents utilizing food delivery at least apps three to six times a week. Surprisingly, 10% of the participants in the poll have engaged in multiple orders daily (Elena, 2023) . Stipulates that in the globalization world of 2023, concerning the rise of smartphone and internet era, online food delivery platform has attained users rapidly. As a consequence of high user demand, a lot of platforms have emerged and glance a big market share.

To set a comparison, in the old days, each restaurant had its website or call center where users were required to allocate a generous amount of time figuring out how to order food and get the delivery location right.

Regarding a great deal of food delivery platforms available in the market for users to choose from, each application provides no identical information, ease of use,

and price. Since 2019, Thailand's online food delivery market has grown rapidly due to the nation's growing population of internet and smartphone users as well as the COVID-19 pandemic, which has limited Thais' ability to dine at restaurants and increased their dependence on food delivery services. In addition, compared to others, urbanites, who lead chaotic lifestyles, are more likely to place food orders online (Sirikeratikul, 2020). Nonetheless, after the pandemic, according to a survey conducted in May 2023, the majority of respondents (44%) continued to place food orders online but reduced the frequency of their purchases as a result of an increased preference for dining out or preparing meals at home. Hence, this group does not want to incur the extra expense that comes with placing food orders online (Leesa-Nguansuk, 2023). On top of that, the cost of gasoline in Thailand per liter increased from 24.55 THB on April 27, 2020, to 43.21 THB on June 27, 2022. (*Thailand Gasoline Prices, 2023*) For food delivery drivers, who are facing higher and more difficult-to-reduce business expenses, the rise in petrol prices has raised concerns (*View of the Factors Affecting Customers' Intention to Use Online Food Delivery Services: An Empirical Assessment*, n.d.).

As a result, the market for food delivery applications become tremendously competitive. Some applications may receive a drop in profit. The study strongly believes that a deep knowledge of factors influencing customers' intention to use would benefit the application provider significantly. The study aims to suggest useful details for an application provider to make changes to their in-app features and acquire more users.

1.3 Objectives of study

The objective of the study of ' In- app factors influencing customers' intention to use online food delivery application through smartphone in Bangkok' is to scrutinize the factors that influence customers to make use of online food delivery applications through smartphones in Bangkok. The study anchors on the city of Bangkok. The city where more than 20 million food delivery orders are being placed using online food delivery applications alone (Sirikeratikul, 2020).

The study aims to offer valuable guidance to online food delivery application providers in Bangkok. Hence, online food delivery application providers can make alterations to the functionality of their applications to enhance customers' satisfaction.

1. To describe the influence of prior online purchase experience orientation on the intention to use online food delivery applications through smartphones in Bangkok.

2. To describe the influence of information quality on the intention to use online food delivery applications through smartphones in Bangkok.

3. To describe the influence of Ease of Use on the intention to use online food delivery applications through smartphones in Bangkok.

4. To describe the influence of delivery price on the intention to use online food delivery applications through smartphones in Bangkok.

5. To describe the influence of perceived convenience on the intention to use online food delivery applications through smartphones in Bangkok.

1.4 Research questions

The questions in this study are directly related to the goals of the study, as presented below:

1. Does prior online purchase experience affect the intention to use online food delivery applications through smartphones in Bangkok?

2. Does the information quality provided by the online food delivery platform affect the intention to use online food delivery applications through smartphones in Bangkok?

3. Does the easy use of online food delivery platforms affect the intention to use online food delivery applications through smartphones in Bangkok?

4. Does the delivery fee affect the intention to use online food delivery applications through smartphones in Bangkok?

5. Does the convenience of using an online food delivery platform affect the intention to use online food delivery applications through smartphones in Bangkok?

1.5 Significance of the study

The aim to make use of online food delivery applications through smartphones in Bangkok is stated as the intention that users will be making orders of food via the online application available in the market to download.

Hence, the significance of the study refers to the focus on the significant in- app factor that impacts customers' intention to make use of online food delivery applications through smartphones in Bangkok.

Regarding the outstanding number of people using online food delivery applications through smartphones in Bangkok and the intense competition between the food delivery application providers. This resulted in users switching the apps every so often for overall comparison (Leesa-Nguansuk, 2023). Each application is in desperate need of users to become the market leader, and as a consequence the competition is high.

The study would benefit the provider of food delivery applications in Bangkok in terms that the provider of online food delivery applications can become conscious of the needs and wants of users and make alterations to the functionality of their applications to enhance customers' satisfaction and appeal to more users. On top of that the study outgrowth to the researchers who are doing the research focusing on factors that would influence customers' intention to use online food delivery applications in the time ahead.

2. Literature Review and Hypotheses Development

2.1 Theories related to each variable.

2.1.1 Prior Online Purchase Experience

Online acquisition brings the meaning of the objective of each consumer to buy online items (Chen et al, 2010). Prior online purchase experience is related to the repurchase intention of consumers (Prabowo & Nugroho, 2018). It means that the intention to use online food delivery services is expected to increase for every point increase in prior online purchase experience. (Hooi et al., 2021). By having online purchase experience, it will affect the customers' decision whether they are having the intention to use those products or services for the second time. It goes without saying that having prior online purchase experience is linked with the repurchase intention of the consumers (Prabowo & Nugroho, 2018). A study by (Zhao et al., 2020) found that prior online food purchase experience significantly increased individuals' intention to use online food delivery platforms. Additionally, (Li et al., 2019) also found that individuals with a higher frequency of online purchases were more likely to trust and use online food delivery platforms.

2.1.2 Information Quality

Investments in mobile app service quality can cultivate competitive advantages in the catering industry, especially as the online food delivery sector's potential for post-pandemic survival seems unclear (Lin et al, 2023). Lu et al. (2015) identifies accuracy, completeness, objectivity, relevance, timeliness, credibility, and accessibility as key dimensions of Information Quality. Moreover, information quality refers to people's understanding of the quality of information presented on the system (Ghasemaghaei and Hassanein, 2019). Also, focusing on the information or service quality of mobile apps and discovering its significant effect on consumer's intentions to use online food delivery (Ray et al., 2019). Furthermore, in the e- commerce context, the study shows that information quality had a positive impact on the intention to use by reinforcing the attitude of customers' namely trust (Escobar-Rodriguez & Carvajal-Trujillo, 2014).

2.1.3 Ease of Use

The definition of ease of use was how easy the system is to navigate (Assaker, 2020). The factor of ease of use about to the degree to which an invention can be understood easily, learn,edand operate in a manner that does not involve hard work (Ramayah & Lo, 2007). Furthermore, Khechine et al. (2014) found that customers

can feel that some obstacles related to the use of technology exist at the earliest stages of different behavior, but once they are used to the technology, the perceived ease of use will become more significant. Moreover, (Lee et al., 2017) found that perceived ease of use positively influences user adoption and continued usage of food delivery apps. Furthermore, (Yeo et al., 2017) also confirmed that perceived ease of use has a significant effect on user attitudes towards food delivery apps and their intention to use them again.

2.1.4 Price

Price is the cash value on individual must offer in trade for a service or a product in as purchase treaty (Nagle et al., 2010). Consumers get opportunities to browse for retrieving information such as compare prices when they use mobile technology for ordering food online (Grunert & Ramus, 2005). From (Alalwan, 2020), the research examined and confirmed that reviews, rating, and price influenced the intentions to reuse mobile food ordering apps. Moreover, regarding to (Wang et al. 2021) research, they found that price significantly influences consumers' intention to use online food delivery services.

2.1.5 Perceived Convenience

Consumers tend to utilize the online food delivery service for its convenience benefits of swapping the long traditional process with shorter time of placing online orders (Gunden et al., 2020). Convenience explained as any component of customer experience that saves the customer's time and effort (Alalwan, 2020). According to research, people demand food for delivery because of convenience (Kimes, 2011). The recent trend to catch up is the online food delivery system. With people's fast-paced lifestyles, there seems to be no time to cook or even dine in a restaurant for a luxury three-course meal, unless it is for a special event such as an anniversary or a birthday (Aryani et al., 2023). The study also found that perceived convenience had a stronger impact on intention to use online food delivery applications among younger consumers (Hong et al., 2021). The waiting period might be well utilized by completing other duties around the house or at work (Londis, 2021).

2.1.6 Intention to Use Online Food Delivery Platform

Intention to use stands for an individual's desire to use a certain technology system (Wang et al., 2006). Customers' intention to consume online food delivery services is measured by their desire to order food through mobile applications (Ling et al., 2010). Some of the online food delivery services companies, such as Grab Food and Food Panda, have made online food ordering more accessible and convenient for customers (Statista, 2020). The test result shows four elements that will influence the consumers' intention to use 53 the online food delivery services: the price offered, delivery time, perceived ease of use and perceived convenience (Aryani et al., 2023).

2.2 Related literature review

2.2.1 Prior online purchase experience and Intention to use online food delivery applications.

Prior online purchase experience means a person's history or background in buying goods or services through online platforms. Thus, they have used or heard about your online platform before they know you. For instance, individuals who have used online food delivery (OFD) services from restaurant websites or mobile applications would have some familiarity with the OFD process. That is why they can confidently utilize the food delivery service by placing online orders, given their prior satisfaction with the OFD service (Akar & Nasir, 2015). After they have tried the services and are satisfied with that the customer will look forward to using it again. Study from Yeo et al. (2017) indicates that if they experience good service, it will incur them to use that service again. In contrast, they will probably not be interested in using it for the second time once they have been through a bad experience. Moreover, the research written by Prabowo and Nugroho (2018) and Mihić et al. (2018) found that individuals with more online shopping experience were more likely to use online food delivery services. Similarly, research by Munshi et al. (2020) demonstrated that positive online purchase experiences were associated with increased intention to use food delivery applications. As a

result, it will motivate them to utilize the OFD service for a subsequent occasion.

***Hypothesis 1 (H1)**: There is no significant influence of prior online purchase experience orientation on the intention to use online food delivery application among smartphone users Bangkok.*

2.2.2 Information quality and Intention to use online food delivery applications.

Information quality refers to the measure of how good or valuable the information provided is for its intended use and it is a multidimensional concept encompassing various aspects like accuracy, completeness, timeliness, relevance, and accessibility (Lee & Kozar, 2012). Information quality is an important factor that can influence customers' intention to use online food delivery applications. Customers want to be able to trust that the information they are seeing on the app is accurate and up to date. If they have doubts about the quality of the information, they are less likely to use the app. Information quality had a positive impact on customer satisfaction and willingness to continue using chat robots in the context of online food delivery (Ashfaqa et al., 2020). Moreover, information quality had a significant positive effect on customer satisfaction and continuous use intention of mobile food delivery apps (Ran & Li, 2022). Furthermore, there are several studies that have established a positive relationship between information quality and the intention to use OFDAs. Users are more likely to trust and engage with applications that provide accurate, complete, and timely information (Lee & Kozar, 2012; Kim et al., 2020).

***Hypothesis 2 (H2)**: There is no significant influence of information quality on the intention to use online food delivery application among smartphone users Bangkok.*

2.2.3 Ease of use and Intention to use online food delivery applications.

Ease of use is a measure of how easy it is for a user to learn and use a product or service. According to research, it has shown that ease of use is a significant predictor of intention to use online food delivery applications (Waris et al., 2023). There are several reasons why ease of use is important for online food delivery applications. First, online food delivery applications are typically used on mobile devices, which can have small screens and limited input capabilities. This makes it important for the user interface to be simple and easy to navigate. Second, online food delivery applications often involve a complex process of browsing menus, placing orders, and tracking deliveries (Al-Debei & Al-Emari, 2014). For example, Roh and Park (2020) observed a positive association between Ease of Use and Intention to use in South Korea, highlighting the importance of a user-friendly interface and intuitive navigation.

It is important for the application to make this process as easy and efficient as possible for the user. This means that users who perceive an online food delivery application to be easy to use are more likely to express an intention to use it.

***Hypothesis 3 (H3)**: There is no significant influence of Ease of Use on the intention to use online food delivery application among smartphone users Bangkok.*

2.2.4 Price and Intention to use online food delivery applications.

Price is the amount of money that a customer is willing to pay for a product or service. It is one of the most important factors that consumers consider when making a purchase decision. In terms of online food delivery applications (OFDA), price refers to the total cost of ordering and receiving food from a restaurant through a third-party platform. This includes the cost of the food itself, as well as any delivery fees, service charges, or taxes.

According to the study by Chaveesuk et al. (2021) found that food delivery service fees are the most influential factor in customers' decisions to use online food delivery platforms in Thailand. Similarly, a study by Chai and Yat (2019) found that price is a key factor in consumers' choices of online food delivery services in Malaysia. Jaroenwanit et al. (2022) found that the main

determinant affecting the decision to utilize online food delivery platforms is the cost of the food delivery service. As a result, if customers found that the price is not reasonable or affordable, they will not use it. This means that price can affects the intention to use online food delivery applications.

***Hypothesis 4 (H4)**: There is no significant influence of price on the intention to use online food delivery application among smartphone users Bangkok.*

2.2.5 Perceived convenience and Intention to use online food delivery applications.

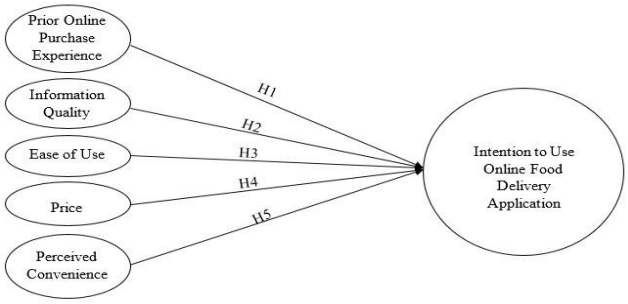
Perceived convenience is the consumer's subjective assessment of how easy and effortless it is to use a product or service. Also, Fast delivery times, accurate orders, and hot food upon arrival enhance possession convenience and lead to positive user experiences, thereby increasing intention to use (Huang et al., 2020). Research has shown that perceived convenience is a significant predictor of intention to use online food delivery applications (Hong et al., 2021). This is because consumers are more likely to use a service that they perceive to be easy and effortless. The study from Lee & Kozar, (2020), Easy access to applicaions, such as having the app readily available on their smartphones, has been linked to increased usage. As a result, consumers are more likely to use a service that they perceive to be easy and effortless because they are more likely to use a service that they perceive to be easy and effortless.

***Hypothesis 5 (H5)**: There is no significant influence of perceived convenience on the intention to use online food delivery application among smartphone users Bangkok.*

2.3 Conceptual framework

The conceptual framework is created on previous study based on three theoretical concepts (Hooi et al., 2021; Muhammad et al., 2021; Aryani et al., 2023) and testing literature revealing the independent information quality, attitude, social influence, perceived convenience, and price on the intention to use online food delivery applications (OFDAs). The conceptual framework determines the influencing the OFDA as shown in Figure 1.

Figure 1. *Factors influencing customers' intention to use online food delivery mobile application in Bangkok by authors.*



3. Research Methodology

3.1 Research design

The objective of this research is to determine the in-app factors that influences the intention to use online food delivery applications through smartphones in Bangkok. These determinant factors include an individual's prior online purchase experience with online food delivery applications, the quality of the information provided on the application, the ease of use of the application, the prices offered by the application, and an individual's perceived convenience regarding the use of online food delivery application. This study utilizes quantitative research methods, namely Item-Objective Congruence for content validity, Cronbach's Alpha for internal consistency reliability test, etc.

The questionnaire is divided into three parts, consisting of thirty-three questions in total. All the questions relate to the six variables from the research's conceptual framework, three screening questions, seven demographic profiling questions, and twenty-three questions related to measuring the variables.

The content validity test is conducted through the Item Objective Congruence (IOC) Index to screen the quality of the items in the questionnaire. A pilot test,

specifically an internal consistency reliability test for discovering the interrelatedness of the items within the questionnaire is completed with the use of Cronbach's Alpha and a small group of 50 samples. Multiple Linear Regression was then applied on the variable group consisting of all six variables.

This research also employs secondary data from reliable and reputable sources. These sources can be books, academic journals, online articles, and online databases.

3.2 Sampling Plan

3.2.1 Target Population

The target population of this research are individuals living in Bangkok, specifically those who use online food delivery service through an online food delivery application through a smartphone in Bangkok, Thailand. According to macrotrends.net (2023), the population in Bangkok is 11,070,000. This includes those living in urban, suburban, and rural areas of the fifty districts of Bangkok.

3.2.2 Sample Size

Since there are limitations in knowing the exact population, this research utilizes the Cochran's Formula at 95% confidence level to determine the sample size (Cochran, 1977). According to the calculation, the sample size for this research is 385 Thai and non-Thai nationality respondents living in Bangkok and possess a smartphone with online access.

3.2.3 Sample Procedures

The researchers chose to employ non-probability sampling method depending on the ease of accessing a person of interest, in other words, convenience sampling. Additionally, snowball sampling will be used so that the chosen respondents can provide referrals to other potential respondents. The respondents of the online questionnaire are screened during the answering process. The sampling methods were chosen due to time constraints, and the ease of access and distribution of the online questionnaire. On top of that, the screening questions will allow the researcher to receive responses that align with the research's objective.

3.3 Validity and Reliability

3.3.1 Content validity (IOC)

The researcher made use of Item-Objective Congruence (IOC) Index to measure the content validity of the questions in the questionnaire in order to screen the questions' quality. There is 1 expert who provided the opinion and scored each item on the questionnaire. Questions with a lower score than 0.5 were revised, and questions with a higher score than 0.5 were reserved. Meanwhile, questions with a score of -1 were removed from the questionnaire. The result of the IOC validity test on the questionnaire returned a score of 1.00 for all applicable questions as shown in Table 1.

Table 1. *The Item-Objective Congruence (IOC) Index with one expert*

Variables	Before Number of items	After Number of items	IOC Scoring Result
Prior Online Purchase Experience (PO)	5	5	All items applicable
Information Quality (IQ)	4	3	All items applicable
Ease of Use (EU)	4	4	All items applicable
Price (P)	4	4	All items applicable
Perceived Convenience (PC)	5	3	All items applicable
Intention to Use Online Food Delivery Application (I)	5	4	All items applicable

3.3.2 Reliability Test (Pilot Test)

To perform an internal consistency reliability test, the researcher selected a group of 50 respondents to participate in the pilot test. The purpose of this test is to

find out how closely related a set of questions in the questionnaire are as a group.

The researcher has chosen Cronbach's Alpha as the technique to conduct the reliability test. Cronbach's Alpha was developed by Cronbach (1951) to provide a measure of the internal consistency of a test. It is expressed as a number between 0 and 1. Internal consistency describes the extent to which all the items in a test measure the same concept or construct and hence it is connected to the inter-relatedness of the items within the test (Tavakol & Dennick, 2011).

Cronbach's Alpha	Internal Consistency
α □ 0.9	Excellent
0.8 □ α < 0.9	Good
0.7 □ α < 0.8	Acceptable
0.6 □ α < 0.7	Questionable
0.5 □ α < 0.6	Poor
α < 0.5	Unacceptable

In the pilot test, the researcher applied Cronbach's Alpha to evaluate the five independent variables and one dependent variable using the data from 50 respondents. These five independent variables are prior online purchase experience, information quality, ease of use, price, and perceived convenience. The one dependent variable is the intention to use online food delivery application. The test results indicated that all items score above 0.80 and have good strength of association as shown in Table 2. Thus, the questionnaire is reliable and can be further used in conducting this study.

Table 2. *The Value of Reliability Analysis of Each Item and Variable in this Study (n=50)*

Item No.	Variables/Measurement Items	Cronbach's Alpha	Strength of Association
Prior Online Purchase Experience		**0.829**	**Good**
PO1	I have had a positive experience with food delivery online platforms in the past.	0.826	Good
PO2	I find it convenient to order or purchase online through my smartphone.	0.823	Good
PO3	I am willing to pay a premium for the convenience of the online application.	0.829	Good
PO4	I am concerned about the safety of my personal information when ordering online.	0.84	Good
PO5	I am comfortable using my smartphone to make online payments.	0.826	Good
Information Quality		**0.824**	**Good**
IQ1	I can easily find the information I need on the online food delivery application.	0.823	Good
IQ2	The information provided on the online food delivery application is reliable.	0.826	Good
IQ3	I am satisfied with the overall quality of the online food delivery information in application.	0.824	Good
Ease of Use		**0.824**	**Good**
EU1	It is easy for me to navigate the online food delivery application.	0.822	Good
EU2	I can easily find the food and drinks I am looking for on the online food delivery application.	0.825	Good
EU3	The online food delivery application is easy to use, even for people who are not tech-savvy.	0.828	Good

EU4	I can easily place an order on the online food delivery application.	0.822	Good
Price		**0.827**	**Good**
P1	I am willing to pay more for online food delivery than for traditional food delivery methods.	0.825	Good
P2	I compare the prices of different online food delivery apps before ordering.	0.83	Good
P3	The price of online food delivery is a major factor in my decision to use or not use these services.	0.827	Good
P4	I am more likely to use an online food delivery application if the prices are competitive.	0.825	Good
Perceived Convenience		**0.823**	**Good**
PC1	Food delivery apps make it easy to track my order and know when it will arrive.	0.824	Good
PC2	The online food delivery applications offer convenient payment options.	0.824	Good
PC3	I can save time by ordering food online instead of cooking or going to a restaurant.	0.822	Good
Intention to Use Online Food Delivery Application		**0.824**	**Good**
I1	I have a strong intention to regularly use the online food delivery application in the upcoming months.	0.822	Good
I2	I am planning to increase my utilization of the online food delivery platform.	0.825	Good
I3	The next time I decide to order food, I am likely to use an online food delivery application.	0.822	Good
I4	Given the choice, I would prefer using an online food delivery application over other methods of ordering food.	0.825	Good

4. Findings

4.1 Descriptive analysis of demographic data

This descriptive analysis is based on the primary data collected by the questionnaire distributed through online channels by the researcher. The researcher collected the data from 394 respondents, 102.34% of the sample size, in which 9 respondents were eliminated. Afterward, the researcher continued with the data analysis on 385 eligible respondents, which is 100% of the sample size. The researcher has included seven questions regarding the demographic information of the respondents. This is to gain an insight into the basic information on the respondents.

Table 3 shows the frequency distribution and percentage of demographic information from a sample size of 385 respondents. It is as follows:

Age: Age refers to the length of time in years that a person has lived. The largest age range of target respondents is 18-24 years old from 140 respondents or 36.4% of all respondents. The second age range is 25-34 years old from 118 respondents or 30. 6% of all respondents. The third age range is 35-44 years old with 71 respondents or 18.4% of all respondents. The fourth range is 45-54 years old from 33 respondents or 8.6% of all respondents. The final age is of those over 55 years old from 23 respondents or 6.0% of all respondents.

Gender: We classified gender into three groups which are male, female, LGBTQ+, and also choice for

people who prefer not to say. According to the data gathered from 385 with 192 females or 49.9% of all respondents, and 161 males, or 41.8% of all respondents. There are a small group of 6.8% and 1.6% which are LGBTQ+ and a group of people who prefer not to say respectively.

Household Number: The result of the survey indicates that 91 target respondents have 3 household members or 23.6%, 22.9% or 88 respondents each have 2 people or 5 people or more in their household. The respondents who have 4 people in their household calculated to 14% or 54 respondents of all target respondents.

Monthly Income: The majority of 385 target respondents separate to respondents to have income between 30,001 – 45,000 Baht calculated to 34.8% or 134 respondents, followed by 98 respondents who have income between 15,001 – 30,000 Baht calculated to 25.5% of all target respondents, 83 respondents who have income over 60,001 Baht which calculated to 21.6%, 10.4% of all target respondents have income less than 15,000 Baht and, 30 respondents who have income between 45,001 – 60,000 Baht calculated to 7.8%

Apps Usage: 203 target respondents are using online food delivery applications weekly, which is calculated to be 52.7%. Ordering monthly represents 63 responses or 16.4% and ordering dairy represents 61 responses or 15.8%. The respondents who order less than once a month are calculated to be 15.1% or 58 target respondents.

Most Important Factor: From 385 target respondents, Convenience is the most chosen factor with 233 respondents or 60.5%, followed by the price which was calculated to 22.1% of target respondents, 35 respondents chose prior purchase experience which represents 9.1% of respondents, 26 respondents chose factor of ease of use which calculated to 6.8%, only 2 respondents or 1% chose information quality, and only 0.5% or 2 respondents chose others factor as their important factor.

Favorite App: Based on the survey, the majority of 215 respondents, or 55.58% of all target respondents chose Grab as their favorite application, the second group including 139 respondents, or 36.1% chose Lineman as their favorite application, the third of respondents with 18 respondents or 4.7% chose Robin Hood, the fourth of respondents with 7 respondents or 1.8% chose Food Panda and 6 respondents or 1.6% chose others as favorite application.

Table 3. *Demographic Information Analysis by using Frequency Distribution and Percentage (n=385)*

Demographic Factors	Freq.	%
Age		
18-24 years old	140	36.4%
25-34 years old	118	30.6%
35-44 years old	71	18.4%
45-54 years old	33	8.6%
Over 55 years old	23	6.0%
Total	**385**	**100%**
Gender		
Male	161	41.8%
Female	192	49.9%
LGBTQ+	26	6.8%
Prefer not to say	6	1.6%
Total	**385**	**100%**
Household Number 1 person	64	16.6%
2 people	88	22.9%
3 people	91	23.6%
4 people	54	14.0%
5 or more people	88	22.9%
Total	**385**	**100%**
Monthly Income		
Less than 15,000 Baht	40	10.4%
15,001 - 30,000 Baht	98	25.5%
30,001 - 45,000 Baht	134	34.8%
45,001 - 60,000 Baht	30	7.8%
More than 60,001 Baht	83	21.6%
Total	**385**	**100%**
Apps Usage		
Daily	61	15.8%
Weekly	203	52.7%
Monthly	63	16.4%
Less than once a month	58	15.1%
Total	**385**	**100%**
Most Important Factor		
Price	85	22.1%

Ease of Use	26	6.8 %
Convenience	233	60.5 %
Prior Experience	35	9.1 %
Information Quality	4	1.0 %
Others	2	0.5 %
Total	**385**	**100%**
Favorite App		
Grab	215	55.8 %
Line Man	139	36.1 %
Food Panda	7	1.8 %
Robin Hood	18	4.7 %
Others	6	1.6 %
Total	**385**	**100%**

4.2 Descriptive analysis with a mean and standard deviation

This section shows a summary of the Mean and Standard Deviation values for each group variable consisting of the prior online purchase experience, information quality, ease of use, price, perceived convenience, and intention to use online food delivery applications. This section uses criteria provided by lmsa-ard et al. (2021) to evaluate the mean scores which are displayed below:

The criteria for the interpretation of mean scores

Mean Score	Interpretation
4.21 - 5.00	Strongly agree
3.41 - 4.20	Agree
2.61 - 3.40	Neutral
1.81 - 2.60	Disagree
1.00 - 1.80	Strongly disagree

Table 4 presents findings from 385 respondents with no missing data. The highest mean for prior online purchase experience was "convenience from ordering via smartphone" at 4.37, while the lowest was "concerns about online safety" at 3.66. Standard deviations varied, with the highest at 1.036 for safety concerns and the lowest at 0.826 for smartphone convenience.

Information quality in Table 4 scores among 385 respondents revealed the highest mean at 4.20 for "easily accessible information" and the lowest at 3.92 for "reliability of information." Standard deviations ranged from 0.846 (for reliability) to 0.774 (for overall quality satisfaction).

For ease of use in Table 4, a top mean of 4.22 for "easy navigation" and a lowest mean of 3.80 for "ease of use for non-tech-savvy users." Standard deviations varied, with the highest at 0.951 for tech-savvy ease and the lowest at 0.833 for order placement ease.

Regarding price, the data in Table 4 among 385 respondents demonstrated the highest mean at 4.49 for "preference for competitive prices" and the lowest at 3.81 for "price comparison before ordering." Standard deviations ranged from 1.189 (for price comparison) to 0.743 (for competitive prices).

In terms of perceived convenience, Table 4 indicated a top mean of 4.46 for "order tracking convenience" and a lowest mean of 4.40 for "payment convenience." Standard deviations ranged from 0.833 (for payment convenience) to 0.787 (for order tracking).

Lastly, the results for intention to use the online food delivery application among 385 respondents revealed the highest mean at 4.11 for "strong intention to use regularly" and the lowest mean at 3.89 for "planning to increase utilization." Standard deviations varied, with the highest at 0.965 for "preference over other methods" and the lowest at 0.893 for "strong intention to use regularly."

Table 4. *Mean and Standard Deviation*

Prior Online Purchase Experience	**Mean**	**S.D.**	
PO1: I have had a positive experience with food delivery online platforms in the past.	4.13	0.851	Agree

PO2: I find it convenient to order or purchase online through my smartphone.	4.37	0.826	Strongly Agree
PO3: I am willing to pay a premium for the convenience of the online application.	4.2	0.922	Agree
PO4: I am concerned about the safety of my personal information when ordering online.	3.66	1.036	Agree
PO5: I am comfortable using my smartphone to make online payments.	3.93	0.995	Agree
Information Quality			
IQ1: I can easily find the information I need on the online food delivery application.	4.2	0.824	Agree
IQ2: The information provided on the online food delivery application is reliable.	3.92	0.846	Agree
IQ3: I am satisfied with the overall quality of the online food delivery information in application.	4.17	0.774	Agree
Ease of Use			
EU1: It is easy for me to navigate the online food delivery application.	4.42	0.854	Strongly Agree
EU2: I can easily find the food and drinks I am looking for on the online food delivery application.	4.2	0.876	Agree
EU3: The online food delivery application is easy to use, even for people who are not tech-savvy.	3.8	0.951	Agree
EU4: I can easily place an order on the online food delivery application.	4.33	0.833	Strongly Agree
Price			
P1: I am willing to pay more for online food delivery than for traditional food delivery methods.	4.08	1.006	Agree
P2: I compare the prices of different online food delivery apps before ordering.	3.81	1.189	Agree
P3: The price of online food delivery is a major factor in my decision to use or not use these services.	4.34	0.827	Strongly Agree
P4: I am more likely to use an online food delivery application if the prices are competitive.	4.49	0.743	Strongly Agree
Perceived Convenience			
PC1: Food delivery apps make it easy to track my order and know when it will arrive.	4.46	0.787	Strongly Agree
PC2: The online food delivery applications offer convenient payment options.	4.4	0.833	Strongly Agree
PC3: I can save time by ordering food online instead of cooking or going to a restaurant.	4.44	0.789	Strongly Agree
Intention to Use Online Food Delivery Application			
I1: I have a strong intention to regularly use the online food delivery application in the upcoming months.	4.11	0.893	Agree
I2: I am planning to increase my utilization of the online food delivery platform.	3.89	0.952	Agree
I3: The next time I decide to order food, I am likely to use an online food delivery application.	4.05	0.894	Agree
I4: Given the choice, I would prefer using an online food delivery application over other methods of ordering food.	4.04	0.965	Agree

4.3 Hypothesis testing results

To conduct the hypothesis testing, the researcher applied linear regression from statistical analytical methodology to investigate the significant impact of variables such as significant influence of price, perceived convenience, information quality, and ease of use intention to use online food delivery applications. Concerning linear regression analysis, the researchers used a multiple linear regression with R- square to investigate the amount of variation in the dependent variables which is explained by the independent variables to investigate the influence of factors on intention to use online food delivery applications in

Bangkok. According to Hair et al. (2018), R-square (R2) shows how much of the variation in the data can be attributed to the relationship between the independent and dependent variables.

Result of Multiple Linear Regression of H1, H2, H3, H4, H5

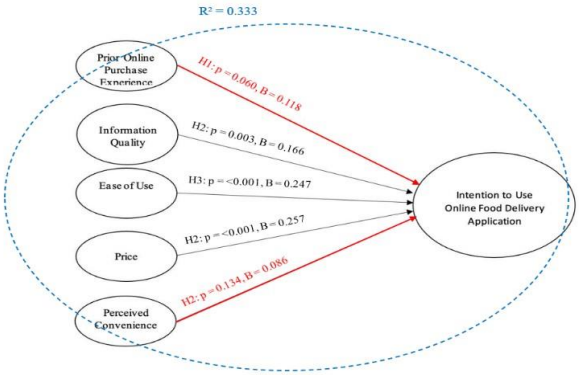
Statistical Hypothesis

Ho: There is no significant influence of prior online purchase experience orientation (H1), Information Quality (H2), Ease of Use (H3), Price (H4), or Perceived Convenience (H5) on the intention to use online food delivery application among smartphone users Bangkok.

Ha: There is a significant influence of prior online purchase experience orientation (H1), Information Quality (H2), Ease of Use (H3), Price (H4), and Perceived Convenience (H5) on the intention to use online food delivery application among smartphone users Bangkok.

Table 5 indicates the analysis calculation result by multiple linear regression which significant influence of prior online purchase experience on intention to use online food delivery applications in Bangkok. According to Hypothesis 2, 3, and 4, information quality analysis results show that the significant level or P-value from this study is less than 0.001, according to the P-value is less than the standard limit of 0.05. Consequently, the outcome indicates that the null hypothesis was rejected. Nevertheless, hypothesis 1 and 5, prior online purchase experience and perceived convenience analysis result indicates that the significant level or P-value from this study is 0.60, P-value becomes more than 0.05. Therefore, the result can be implied that the null hypothesis was not rejected. To sum up, the result shows that there is a significant of information quality, ease of use, and price among intention to use online food delivery applications in Bangkok, whereas there is no prior online purchase experience and perceived convenience among intention to use online food delivery applications in Bangkok.

Figure 2. *The results of research framework*



Source. Authors.

Furthermore, the regression analysis result indicated that this model has a variance of 33.3% and this model was significant with a P-value less than 0.05. The R-square from the analysis is 0.333 and the confidence level of this model is 95%. According to the result, it can be concluded that prior online purchase experience (B = 0.118, p-value>0.05) and perceived convenience (B = 0.086, p-value>0.05) has no significant influence on intention to use online food delivery application in Bangkok. However, information quality (B= 0.166, p<0.05), ease of use (B= 0.247, p<0.05), and price (B=0.257, p<0.05) has a significant influence on intention to use online food delivery application in Bangkok as shown in Figure 2. In addition, the result from the value of the variance inflation factor (VIF) of all five variables is around 1. Since VIF is less than 5, it implies that no issue occurred in multicollinearity.

Table 5. *Multiple Linear Regression Analysis Summary for Hypotheses 1, 2, 3, 4 and 5*

Variables	B	SE B	β	t >1.96	p	VIF	Null Hypothesis
Prior Online Purchase Experience	0.118	0.062	0.094	1.890	0.060	1.430	Fail to Reject
Information Quality	0.166	0.055	0.151	3.020	0.003*	1.440	Rejected
Ease of Use	0.247	0.056	0.225	4.390	<.001*	1.520	Rejected
Price	0.257	0.054	0.239	4.800	<.001*	1.420	Rejected
Perceived Convenience	0.086	0.057	0.078	1.500	0.134	1.550	Fail to Reject

*Note: R^2 = 0.341, Adjusted R^2 = 0.333, *p = < 0.05, Dependent Variable = Intention to Use Online Food Delivery Application*

5. Discussions, Conclusions, and Recommendations

5.1 Summary of Research Intentions

This research aims to analyze five factors influencing customers' intentions to use online food delivery applications through smartphones in Bangkok. The research questions focus on the impact of prior online purchase experience, information quality, ease of use, delivery fee, and convenience. A sample size of 385 respondents was determined using Cochran's method after estimating the population size based on MacroTrends data.

The researchers employed closed-ended questions in a questionnaire with three sections: screening, demographic profile, and variables related to the study. The Cronbach's Alpha test confirmed the questionnaire's reliability, scoring above 0.6. Data analysis involved the use of mean and standard deviation for five variables: perceived convenience, ease of use, price, information quality, and prior online purchase experience.

Demographic data from the 385 respondents revealed the majority were aged 18-24 (36.4%), female (49.9%), with 3 members in their household (33.6%), and a monthly income between 30,000 - 45,000 Baht (34.8%). Most used online food delivery weekly (52.7%), prioritizing convenience

(60.5%), and favoring Grab (55.58%).

The mean and standard deviation of the variables ranked perceived convenience highest ($\bar{x}$ = 4.43, SD = 0.803), followed by ease of use ($\bar{x}$ = 4.19, SD = 0.876), price ($\bar{x}$ =

4.18, SD = 0.941), information quality ($\bar{x}$ = 4.11, SD = 0.815), and prior online purchase experience ($\bar{x}$ = 4.058, SD

= 0.926).

The research employed multiple linear regression to test five hypotheses. The findings rejected the null hypothesis for information quality, ease of use, and price ($p < 0.06$), indicating a significant influence on the intention to use online food delivery applications. However, the null hypothesis for prior online purchase experience and perceived convenience was not rejected.

Summarizes the hypothesis testing results:

H1: No significant influence of prior online purchase experience on intention ($p = 0.060$) - Fail to Reject

H2: Significant influence of information quality on intention ($p = 0.003$) - Rejected

H3: Significant influence of ease of use on intention ($p < 0.001$) - Rejected

H4: Significant influence of price on intention ($p < 0.001$) - Rejected

H5: No significant influence of perceived convenience on intention ($p = 0.134$) - Fail to Reject

The researcher ranked the influencing factors based on their strength in affecting the intention to use online food delivery applications. The findings indicate that the most influential factor in the intention to use online food delivery applications are price, with a standardized coefficient of 0.239.

Following closely is Ease of Use, ranked second with a coefficient of 0.225. Information quality takes the third rank with a standardized coefficient of 0.151. The factors of prior online purchase experience and perceived convenience have lower standardized coefficients, suggesting a comparatively weaker influence on the intention to use online food delivery applications. The results are summarized in Table 6.

Table 6. *Summary strengths of influencing factors of each dependent variable.*

Dependent Variable	Rank	Independent Variable	Standardized Coefficient
Price (P)	1st	Intention to Use Online Food Delivery Application	0.239
Ease of Use (EU)	2nd	Intention to Use Online Food Delivery Application	0.225
Information Quality (IQ)	3rd	Intention to Use Online Food Delivery Application	0.151
Prior Online		Intention to Use	0.094
Purchase Experience (PO)		Online Food Delivery Application	
Perceived Convenience (PC)		Intention to Use Online Food Delivery Application	0.078

5.2 Summary of Findings

This study delved into five key research questions exploring the nexus between prior online purchase experience, information quality, ease of use, price, and perceived convenience concerning the intention to use online food delivery applications. Employing a quantitative approach, the study gathered data from a sample of 385 respondents through the convenience sampling method. The questionnaire design, comprising closed-ended questions, underwent rigorous testing for reliability using the Cronbach Alpha method, ensuring the validity of the questions. Statistical analysis was conducted using multiple linear regression (MLR).

Demographically, the majority of respondents were female (49.9%), predominantly in the 18–24 age group (36.4%). Most respondents resided with three household members (33.6%), with a monthly income ranging between 30,000 - 45,000 Baht (34.8%). A significant portion of respondents utilized the application weekly (52.7%), and Grab emerged as the preferred choice for the majority (55.58%).

Examining five variables— prior purchase experience, information quality, ease of use, price, and perceived convenience—the study found that perceived convenience exhibited the highest mean and standard deviation, followed by ease of use, price, and information quality, with prior online purchase experience ranking lowest. Notably, information quality, ease of use, and price demonstrated a significant influence on the intention to use online food delivery applications in Bangkok. However, perceived convenience and prior online purchase experience did not exhibit a significant direct impact on users' intentions.

In summary, the study underscores that price and ease of use exert the most robust and noteworthy effects on users' intention to use online food delivery applications, closely followed by the quality of information provided. This emphasizes the pivotal role of developing user-friendly applications with competitive pricing and comprehensive information to enhance the user experience and foster repeat usage of online food delivery platforms.

5.3 Discussion Based on Findings

The results of the hypothesis testing provide valuable insights into the factors influencing the intention to use online food delivery applications in Bangkok. Notably, information quality, ease of use, and price emerged as significant contributors to user intentions, while prior online purchase experience and perceived convenience did not demonstrate a significant impact.

1. Information Quality: The study establishes a substantial link between information quality and the intention to use online food delivery applications. The p-value of 0.003, below the significance threshold of 0.05, supports the significance of this relationship. The robust unstandardized coefficient (B) of 0.166 emphasizes the considerable impact of accurate and reliable information

on user adoption. This finding aligns with prior research, such as Muhammad et al. (2021), emphasizing the pivotal role of information quality in facilitating user-friendly application usage.

2. Ease of Use: Similarly, the study highlights the crucial role of ease of use in influencing user intentions. With a p-value of less than 0.001 and a substantial unstandardized coefficient (B) of 0.247, the research affirms a strong positive relationship between the ease of use and the intention to use online food delivery applications. This resonates with findings from Lee et al. (2017), emphasizing that user-friendly interfaces encourage sustained usage.

3. Price: The impact of price on user intentions is a significant finding, supported by a p-value less than 0.001 and an unstandardized coefficient (B) of 0.257. This aligns with the findings of Aryani et al. (2023) and Chaveesuk et al. (2021), emphasizing the pivotal role of pricing in users' decisions to utilize online food delivery platforms in Thailand. This underscores the importance of competitive pricing as a motivator for user adoption.

4. Prior Online Purchase Experience and Perceived Convenience: Contrarily, the study did not find a significant impact of prior online purchase experience and perceived convenience on the intention to use online food delivery applications. The p-values of 0.060 and 0.134, respectively, suggest that these factors may not be direct determinants of user intentions in this context. It is possible that these variables are already encapsulated within users' overall satisfaction, rendering them less influential in predicting intentions.

5. Model R-square: The model's R-square of 34.1% indicates that the included independent variables (information quality, ease of use, and price) explain a substantial proportion of the variation in the intention to use online food delivery applications. However, the remaining 65.9% of unexplained variance suggests the presence of other factors not considered in the model. Future research could explore additional variables to enhance the model's explanatory power.

In conclusion, this in-depth analysis underscores the pivotal roles of information quality, ease of use, and price in shaping user intentions to use online food delivery applications. Understanding these key factors provides valuable insights for platform developers and marketers to optimize user experience and drive adoption.

5.4 Recommendations Based on Findings

The findings of this research underscore the significant influence of information quality, ease of use, and price on the intention to use online food delivery applications in Bangkok. Building upon these insights, the following recommendations are put forth to strengthen the relationships between variables and enhance the overall effectiveness of online food delivery platforms:

1. Focus on Dynamic Pricing: Given that price emerged as the most influential factor, online food delivery applications in Bangkok should consider implementing dynamic pricing models. Adapting prices based on demand, peak hours, and specific time periods can provide competitive rates and attract cost-conscious consumers. Strategies such as offering lower prices during peak periods, where competing platforms may have higher fees, can incentivize users to choose a particular service.

2. Prioritize User Experience and Ease of Use: To enhance user experience, platforms should prioritize intuitive and user-friendly designs. Clear menus, robust search functions, and streamlined order placement processes are essential. Despite the multifunctional nature of contemporary applications, simplicity remains paramount. Users appreciate applications that are easy to navigate, ensuring accessibility for individuals with varying levels of technological proficiency. A seamless user experience contributes significantly to application success.

3. Enhance Information Quality: Recognizing the impact of information quality, online food delivery applications should prioritize the accuracy and comprehensiveness of information presented on their platforms. This encompasses detailed food descriptions,

including ingredients, allergens, and dietary information. Real- time order tracking, customer reviews, ratings, transparent communication regarding order status and promotions, and high- quality visual elements such as restaurant photos and videos are vital for building trust and engagement.

4. Explore Additional Services: Considering the evolving landscape of consumer preferences, online food delivery applications could explore the integration of additional services beyond food delivery. Integrating complementary services, such as cleaning, messenger services, or taxi bookings, can enhance the overall value proposition for users. Diversification can attract a broader user base and foster continued engagement.

5. Leverage Data Analytics: To refine strategies and offerings, online food delivery platforms should leverage data analytics. Analyzing user behavior, preferences, and feedback can provide valuable insights for continuous improvement. Implementing data-driven decision- making processes can optimize service offerings, promotional campaigns, and overall platform performance.

In conclusion, implementing these recommendations can contribute to a more robust and user-centric online food delivery experience in Bangkok. By addressing the key factors identified in the study, platforms can not only attract new users but also foster loyalty and repeated usage, ultimately ensuring sustained success in the competitive food delivery market.

5. 5 Implications Based on Findings and Theories

The study provides valuable insights into the factors influencing the intention to use online food delivery applications in Bangkok. The implications derived from the findings and theories are as follows:

Price competitiveness is crucial. The study highlights the critical importance of setting competitive prices for food delivery services. Users tend to compare prices before placing an order, and when they perceive lower prices on a platform, they are more likely to proceed with the order. Online food delivery applications in Bangkok should strategically position their pricing to attract and retain users.

User- Friendly Interface Enhances Intention: A userfriendly interface with clear functionality and menu navigation positively influences users' intentions to utilize online food delivery applications. Application developers should prioritize creating platforms that are easy to navigate, ensuring a seamless and intuitive user experience.

Unexplored Territory: Prior Experience and Perceived Convenience: While information quality, ease of use, and price were identified as significant factors, the study does not definitively establish whether prior online purchase experience and perceived convenience contribute to users' intention to use online food delivery applications. Further research is essential to comprehensively understand the role of these factors and their potential impact on user behavior.

Integrated Approach for App Success: In conclusion, developing an online food delivery application with competitive pricing, a clear menu layout, and an easy- to- use interface is crucial for attracting and retaining users. A holistic approach that considers these factors collectively is likely to contribute to the success of the application in the competitive food delivery market in Bangkok.

5.6 Limitations of the Study

Several limitations must be considered in interpreting the study's findings:

Geographical Scope: The study focused solely on individuals in Bangkok, limiting generalizability to other regions.

Device Exclusivity: By concentrating on smartphone users, the study excludes those using alternative devices, potentially overlooking a diverse user base.

Experience Bias: The sample included only individuals with prior online food delivery experience, potentially overlooking the perspectives of first-time users.

Sampling Bias: The study may overemphasize factors relevant to regular users, leading to potential inaccuracies regarding broader market trends.

Regional Variations: Limited geographical scope may obscure variations in food delivery preferences across different regions.

5.7 Further Studies

In light of the hypothesis testing results, the study suggests avenues for future research:

Exploring Generalization of Prior Online Purchase Experience: Investigate whether the lack of influence from prior online purchase experience is due to a general comfort level with online platforms, diminishing the need for specific prior experience in online food delivery.

In-depth Analysis of Perceived Convenience: Examine perceived convenience in diverse contexts, considering factors such as premium vs. budget applications and varied user segments based on demographics, lifestyle, and food preferences.

Contextualizing Findings: Acknowledge that the influence of prior online purchase experience and perceived convenience is context-dependent, urging further research to unravel the intricate dimensions of these factors.

In summary, a nuanced understanding of the complexities surrounding user behavior in online food delivery applications is crucial. Future studies can delve deeper into the identified factors, offering a more comprehensive understanding of the conditions under which these factors significantly impact usage intention.

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